

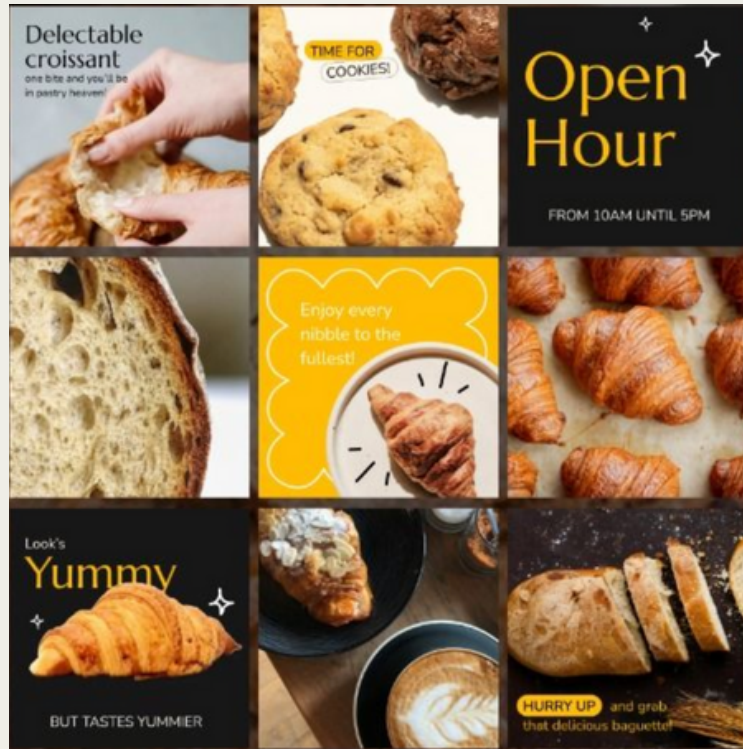
PoundCaK'in *by Tash*

DESIGN AND SOCIAL MEDIA STRATEGY

C O N T E N T S

- Inspiration and Competitive Analysis
- Your Brand Components
- Designed Collateral
- Elements to consider moving forward

INSPIRATION AND COMPETITIVE ANALYSIS



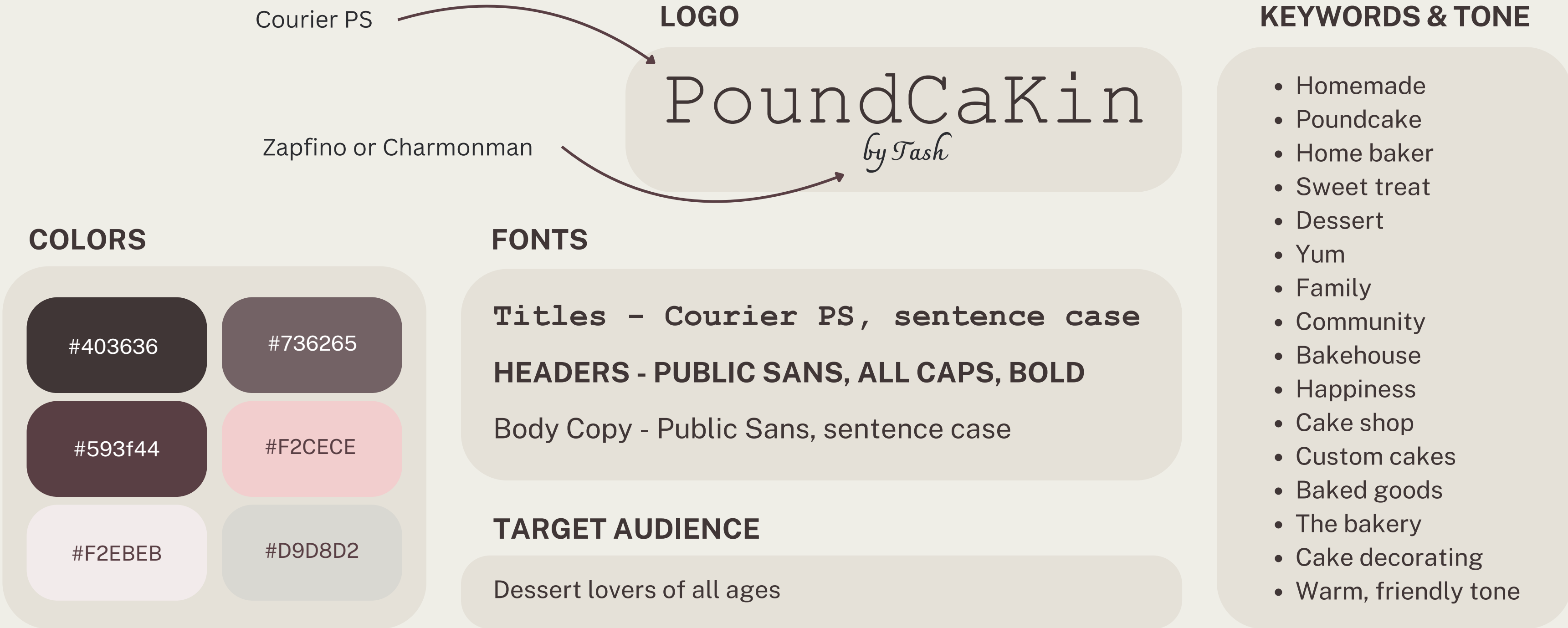
The market for baking is saturated. Understanding what differentiates your bakery from your competitors helps you find ways to stand out from the crowd. I'll help you create a cohesive style that exemplifies your niche and keeps your core values at the forefront.

The examples on the left are successful points of reference because they:

- read well even at a quick glance from the grid
- feature photography at varying levels
- tell a story over time
- are clean
- carry a theme
- they're flexible

YOUR BRAND COMPONENTS

To create a successful brand, you'll want to remain consistent above all. It will be a process building your brand but, over time you'll build visual recognition. The components below will be your building blocks.



DESIGNED COLLATERAL



DESIGNED COLLATERAL

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CLIENT TESTIMONIAL



The 7up poundcake was a refreshing dessert that's perfect for any occasion. Moist texture and perfect amount of sweetness.

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Life is short. Take the trip.
Smell the flowers. Eat the cake.



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CONTACT



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ELEMENTS TO CONSIDER MOVING FORWARD

- Mission statement
- Tagline
- Save IG story highlights for
 - Ordering info and best practices
 - Client testimonials
 - New flavors/what's cooking
- Photography
 - Your photography is at a considerable advantage over comparable businesses
 - Consider photography at different angles for each new cake so you can stockpile
 - Consider getting photos during the process to make things more personal
 - Up close hand shots
 - Ingredients nicely lined up
 - Cake decorating process