



## **My Gal Sal Bakery and Café**

*Mark Lambros, Social Media Proposal*

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## **Company Background**

Salomae “Sal” Schroeder, owner of My Gal Sal Bakery & Catering, grew up in Capetown, South Africa. Sal spent her career as a personal assistant for a Fortune 500 civil engineering company. In the wake of the recession Sal was laid off, which led to her starting her own personal assistant services company, My Gal Sal. After trying and failing to find a caterer for one of her clients that met her standards, Sal offered to cater the event herself. The client approved and hired her. Thus, the current model of her business was born. What initially started as Sal’s one-woman catering company flourished into a full-fledged small business and storefront in 2016 when Sal opened My Gal Sal Bakery and Café.

My Gal Sal Bakery and Café’s goal is to be your one stop Bakery. This means being able to buy desserts, breakfast, and lunch for everyone in your family or at your event from the same bakery. This is helpful for families or parties with varying dietary needs to enjoy food together. My Gal Sal Bakery and Café values inclusion and offers a wide variety of gluten free, keto, soy free, paleo, sugar free and nut friendly options, as well as having regular options.

## **Social Media Audit**

When first taking a look at My Gal Sal’s social media presence, I found that they use Instagram, Twitter, and Facebook to share photos of the different baked goods and desserts that they offer. While My Gal Sal Bakery and Café does target the everyday consumer, their main target audience is consumers with varying dietary restrictions.

When reviewing My Gal Sal’s social media presence, I found that they are lacking engagement on every social media platform. The most successful post with the most engagement

is on Facebook and it is their pinned post. The post has 384 likes with 64 comments and 8 shares. The post consists of a picture stating that they are short staffed and having trouble finding people who want to work and thanking customers that are kind. The caption is not very professional and starts with “If we continue to have rude customers come into our store, we will close our dining room and go back to take out only. I am sick and tired of being sick and tired of rude people and now ones making me cry.” It is apparent that the owner, Sal Schroeder, oversees all social media accounts for the company. Between working and running the business, she lacks time to create daily engaging and meaningful social media posts that could bring in more customers.

To understand why My Gal Sal Bakery and Café struggles with low social media engagement, I examined the tone and aesthetic appeal of the company’s Instagram, Facebook, and Twitter. The company’s tone across all social media platforms is dated and out of touch. On Instagram, they implement many hashtags which can be useful, however they should focus on having good attention-grabbing captions, which they have none of. On Facebook, their pinned post has a serious tone and is a bit unprofessional as the post is focused on rude customers that complained about the company’s staff. When looking at the data from their social media platforms, it is clear that their dated style and negative tone ha contributed to low numbers in their follower, like, and engagement count.

When analyzing My Gal Sal Bakery and Café’s social media platforms for positive branding and design elements, I found that Facebook is the most aesthetically pleasing. When examining the numbers, it is clear that Facebook is their most successful social media platform by far. On Facebook, they have 6,618 total followers and 6,490 total likes compared to their Instagram having 1,560 followers and their twitter having 72 followers. On their Facebook homepage, they include a header with purple, light blue, pink, and yellow lettering as well as the

company's logo. The header details that precautions are taken to avoid cross contamination and lists all the dietary restrictions they offer at the store. The header also brings attention to the awards they have one such as best gluten free restaurant of 2018 and 2019.

## **Content Proposal**

Based on my social media audit of My Gal Sal Bakery and Café, I have identified 3 areas of improvement. Lack of unique captions/content, activity, and quality. These are three key elements to running a successful social media page that My Gal Sal Bakery and Café is underutilizing.

My Gal Sal Bakery and Café mainly posts content of custom-made baked goods. The posts consist of a picture of Sal's custom product, along with multiple hashtags and no caption. To fix this, I recommend implementing unique captions across your social media page, showing other interesting content rather than focusing on custom cakes and using no more than two hashtags per post.

To fully take advantage of social media and connect with your consumers, you must be active. Currently My Gal Sal Bakery and Café does not post daily on any social media. Times in between posts can vary between weeks and months at a time before the company posts more content. I recommend hiring my team so that we can implement a post schedule across all of your social media platforms. You would never have to worry about creating posts and posting daily. My team and I would post daily during optimal times each day to bring in more views and engagement to each post

The picture quality across My Gal Sal's Bakery and café varies. Some posts have higher quality pictures than others. I recommend using only high-quality pictures and capturing optimal angles of the product. Using high quality pictures across your social media platforms will make your posts look more authentic and professional.

To follow up my recommendations, I have included some sample content that will improve your social media accounts.

To Post Effectively on Twitter you should keep your hashtags to a minimum of two and use a conversational tone. I anticipate this post being successful because it includes a high-quality image, along with a call to action, it spreads awareness of the company's mission statement, implements two short, recognizable hashtags, and the post takes advantage of the fall season.



My Gal Sal Bakery and Café  
MyGalSalBakery  
Your one stop shop bakery. Come in and try our new Fall sweets! Our dishes are friendly to all dietary restrictions.

Image: Sal's Pumpkin Roll Cookie  
#bestinthevalley #sweetsforall

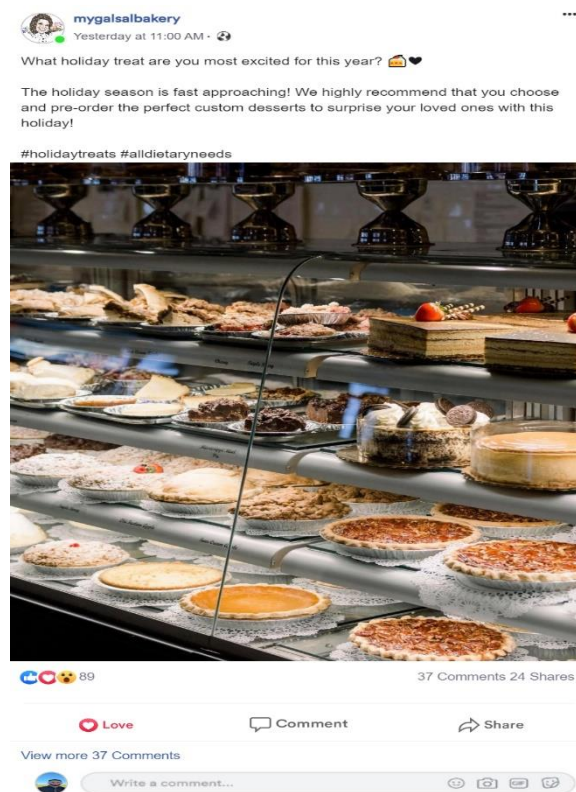


4:17 PM · Nov 9, 2021 · Twitter for Android

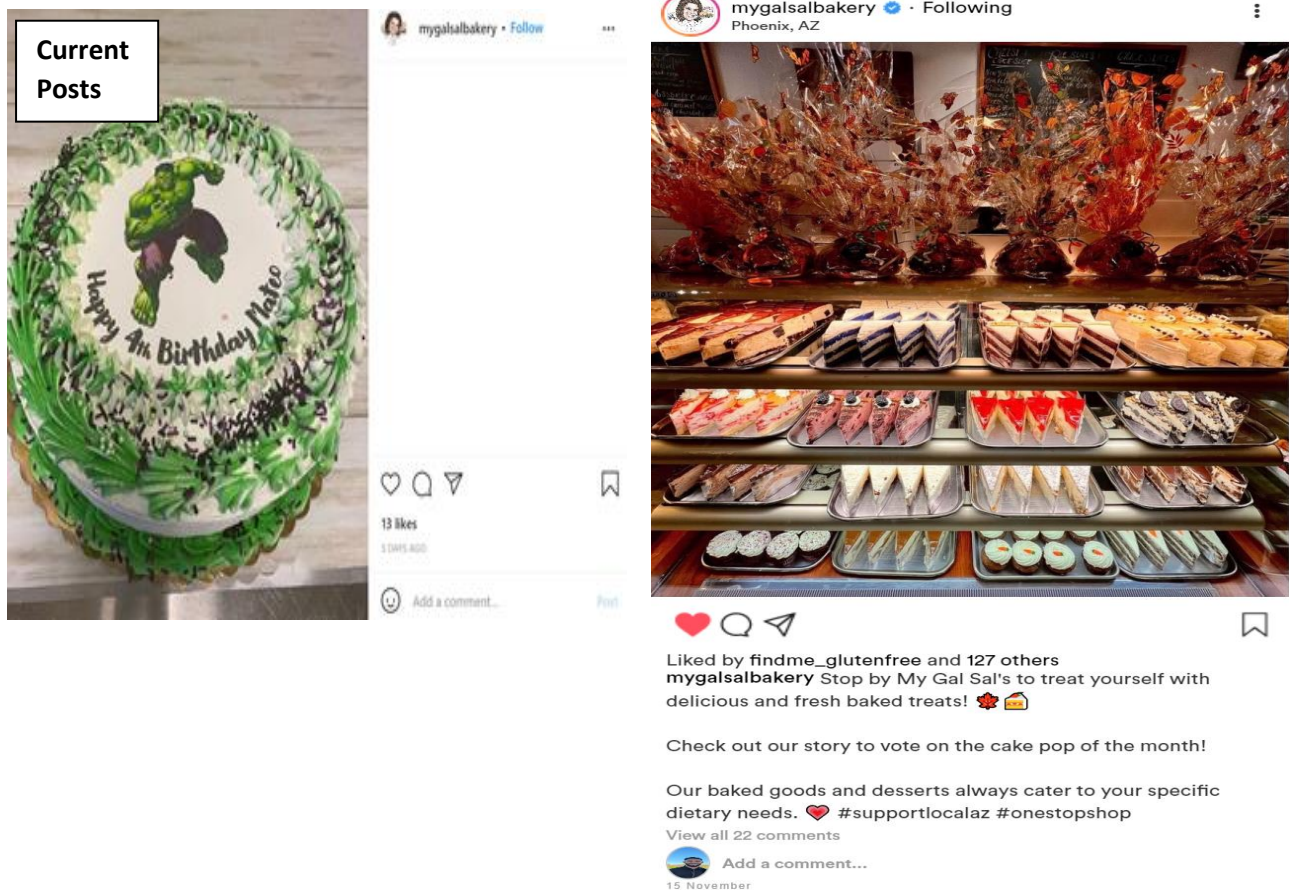
78 Retweets 100 Likes



This post below checks all of the marks to make a successful Facebook post. Effective posts on Facebook have a clear goal and brief, compelling language. I anticipate this post being successful because it has a clear goal, uses brief and compelling language, and it asks a question. Asking a question will boost engagement and will allow you to find out what your customers are looking forward to. This post also shows that My Gal Sal Bakery and Café does not only make custom cakes and it implements a happy, cheerful tone that shows your followers your positive outlook.



Successful Instagram posts are easy to engage with and have interesting captions. The sample post created is simple and digestible, with a high-quality picture of My Gal Sal's Bakery and Café dietary options. Another successful aspect of this post is that it has a call to action. Asking your followers to vote on cake pop of the month will capture viewers' attention and increase your follower's engagement on your Instagram page.





The second sample Instagram post I created captures people's excitement towards Halloween. The fall and Halloween seasons are great for promoting social media. I anticipate this post being successful because it fits Instagram's post platform and aligns with My Gal Sal's Bakery and Café's mission statement. This post will successfully boost engagement, bring in more customers, bring awareness to My Gal Sal's Bakery and Café's mission statement, and create more opportunities to connect with your customers.







# My Gal Sal Bakery and Cafe

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## Summary of Social Media Audit



## Target Audience

- Families and parties with varying dietary restrictions
- Every day consumers of all ages



## Purpose for Using Social Media

- Mainly posts content of custom baked goods



## Average Engagement on Posts



### INSTAGRAM

- Under 20 likes per post
- Does not post daily
- Around 5 posts at one time
- No captions.



### TWITTER

- Under 5 likes per Tweet
- Engagement is lacking
- Last picture posted in 2016.



### FACEBOOK

- 6,490 total likes
- 35 videos posted
- 1,687 photos posted
- Average under 20 likes per post.

## Tone

- Serious & straightforward
- Negative at times

## Aesthetics

- Branding and design styles are consistent across social media platforms. Consistent color scheme of: Purple, White, Light Pink, and Blue.



## Areas of Improvement



## 1. Lack Of Unique Captions and Content

- 90% of your posts do not implement a caption
- Implementing unique captions can build a connection with consumers
- 64% of people want brands to connect with them
- When people feel connected, their loyalty to the brand increases



## Recommendation

**Implement unique captions and utilize different types of content.**

### **Captions:**

- Simple and digestible with brief, compelling language
- Easy to interact with

### **Content:**

- Customers
- Stores options

### **Focus on:**

Showing other bakery items besides custom made cakes.

## 2. Lack of Activity

- My Gal Sal does not post daily on any social media accounts
- Times in between posts can vary between weeks and months



## Recommendation

- Post schedule
- Post daily content
- Post at optimal times each day to bring more views and engagement

### 3. Varied Content Quality

- The picture quality across your social media pages varies.



## Recommendation

**Using high quality pictures will make your posts look more authentic and professional.**

- Use only high quality pictures
- Capture optimal angles of the product

## Content Proposal



### Twitter

- Have a minimum of 2 hashtags
- Implement a conversational tone

This sample Twitter post...

- Has a high quality image
- Has a call to action
- Spreads awareness of the company's mission statement
- Takes advantage of fall season



## Facebook

Effective Facebook posts:

- A clear goal
- Brief compelling language

Asking a question will boost engagement

- Post shows that My Gal Sal does not only make custom cakes
- Tone: Happy and Cheerful



## Instagram

Effective Instagram posts:

- Easy to engage with
- Have interesting captions
- High quality pictures

This post:

- Simple and digestible
- High quality picture of My Gal Sal's dietary options
- A call to action

**This post will successfully capture viewers attention and increase your followers engagement on Instagram**



## Instagram

Fall and Halloween seasons are great for promoting on social media

This post will successfully:

- Boosts engagement
- Bring in more customers
- Boost awareness to My Gal Sal's mission statement
- Create more opportunity to connect with your customers



## Thank You

I look forward to working with you!



Mark Lambros, Social Media Consultant at Poll's Posts Social Media Firm