

# Digital Marketing Campaign

## Gather Bakehouse

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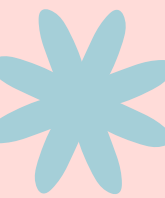
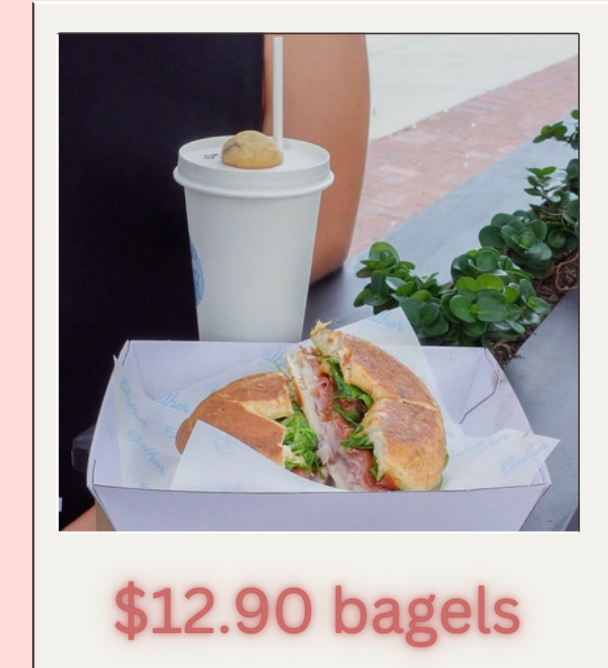
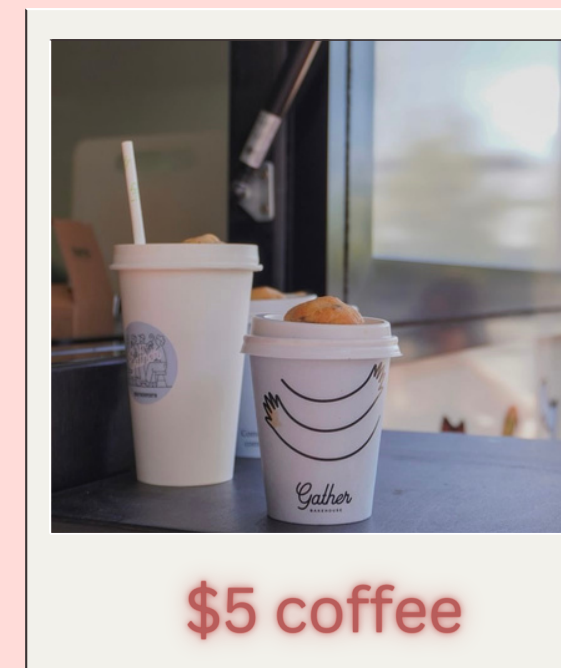
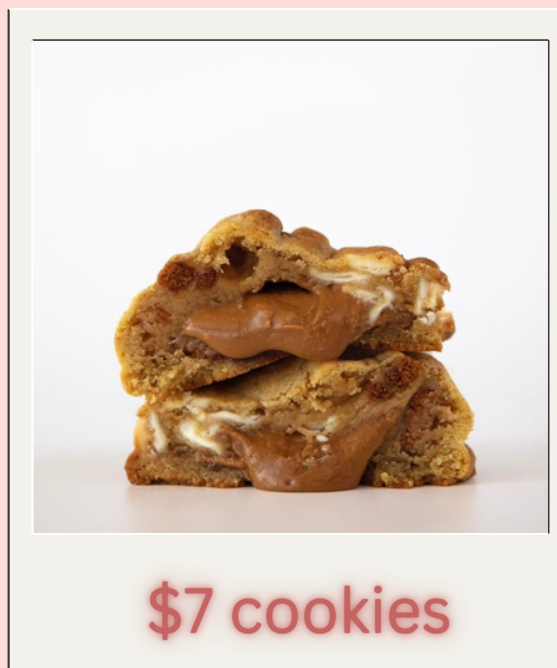
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# Welcome to: *Gather* BAKEHOUSE

- Gather Bakehouse is a newly founded local bakery in Perth, opening hours: Tues-Sat 7AM - 2PM.  
Mission: create community space that fosters friendship and a sense of belonging, while indulging in sweet treats.
- Sells pastries: chunky new york style cookies, personalised cakes, brownies, bagels and coffee.
- **Gluten-free menu option**, reinforcing Gather Bakehouse's policy of "come one, come all" catering to those who want to indulge safely.
- Products come in aesthetically pleasing presentations, sustainable packaging.



# Marketing Environment

Digital marketing targeted towards young adults and millennials aged 18 to 30. Digital native market consistently navigates/follows social media trends and has networks of connections for sharing across social media platforms.

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**POLITICAL:** Regulations related to food safety impacts how the Gather operates and markets its products.  
Government policies on taxation of ingredients/staff wages affects pricing strategies.

**ECONOMIC:** Profitability - target market lean towards supporting local businesses, aesthetically pleasing lifestyles, willing to indulge, spend and be included in trends.

**SOCIAL:** Small local business network, loyalty of returning customers.  
Using social media to interact with potential and returning customers.

**TECHNOLOGICAL:** Online ordering systems, digital payment options, online marketing strategies — convenience and accessibility.

**LEGAL:** Employee's compliance with food safety regulations (gluten-free, allergies) and licensing requirements

**ENVIRONMENTAL:** Eco-friendly, sustainable packaging, ethically-sourced products and ingredients

# Marketing 5A's

— Add Value:

Customisable baby cakes and cupcakes

— Allure:

Utilises Instagram through carousel posts, reels and stories

Showcasing their irresistible treats

— Advance:

Reviews, updates and products

— Adjust/adapt:

Chunky Easter egg cookie

Autumn Special - raspberry almond cookie croissant

— Analyze: Google reviews, pricing data, social media engagement,

GA tracking techniques



# Marketing 5A's Recommendations

Add Value: offering services such as --

- catering for birthday parties or office meetings
- on-the-go coffee ordering through SMS
- app to track orders and collect loyalty points

Allure:

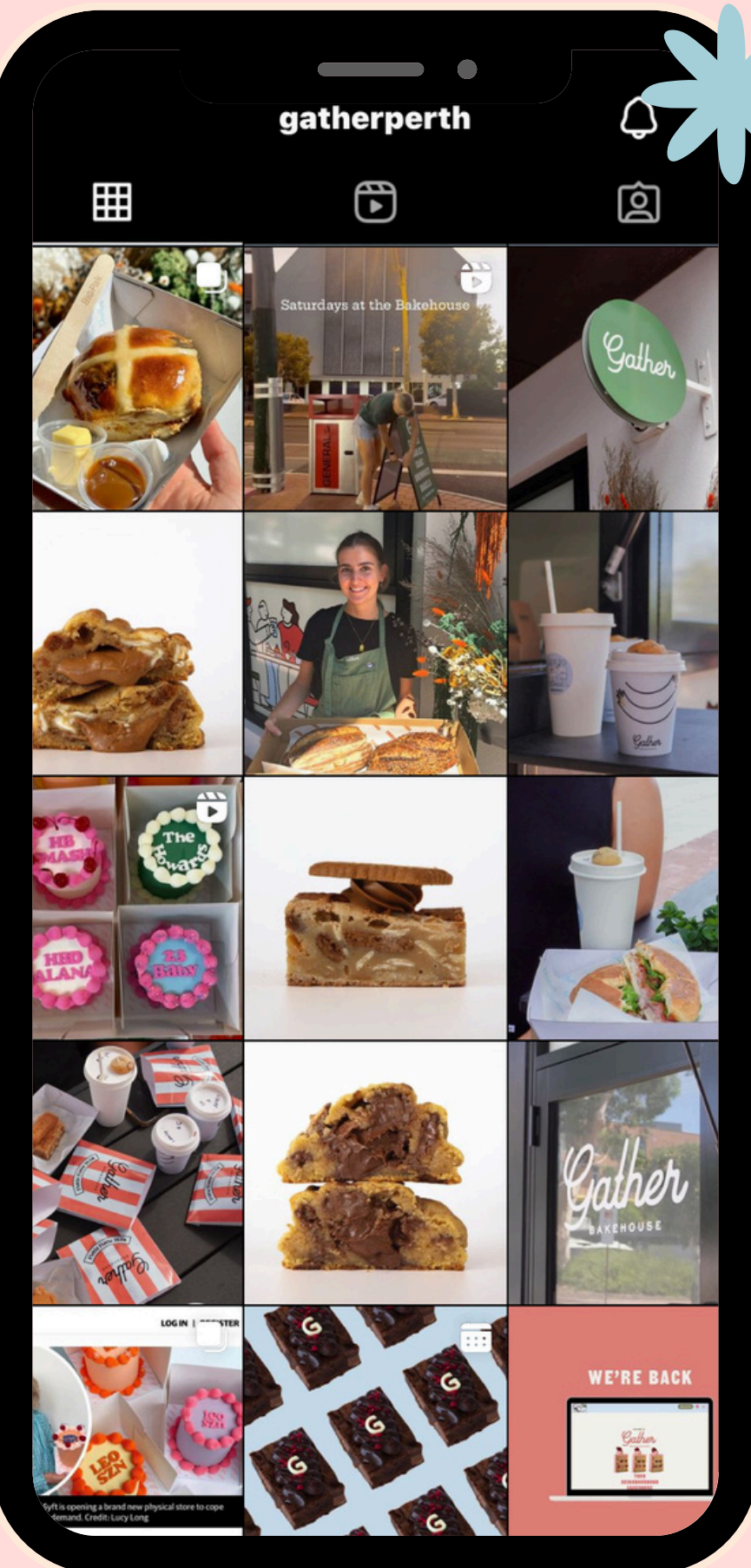
- adding short videos or reels on their website
- clips of influencers eating and trying their products, behind the scenes

Advance:

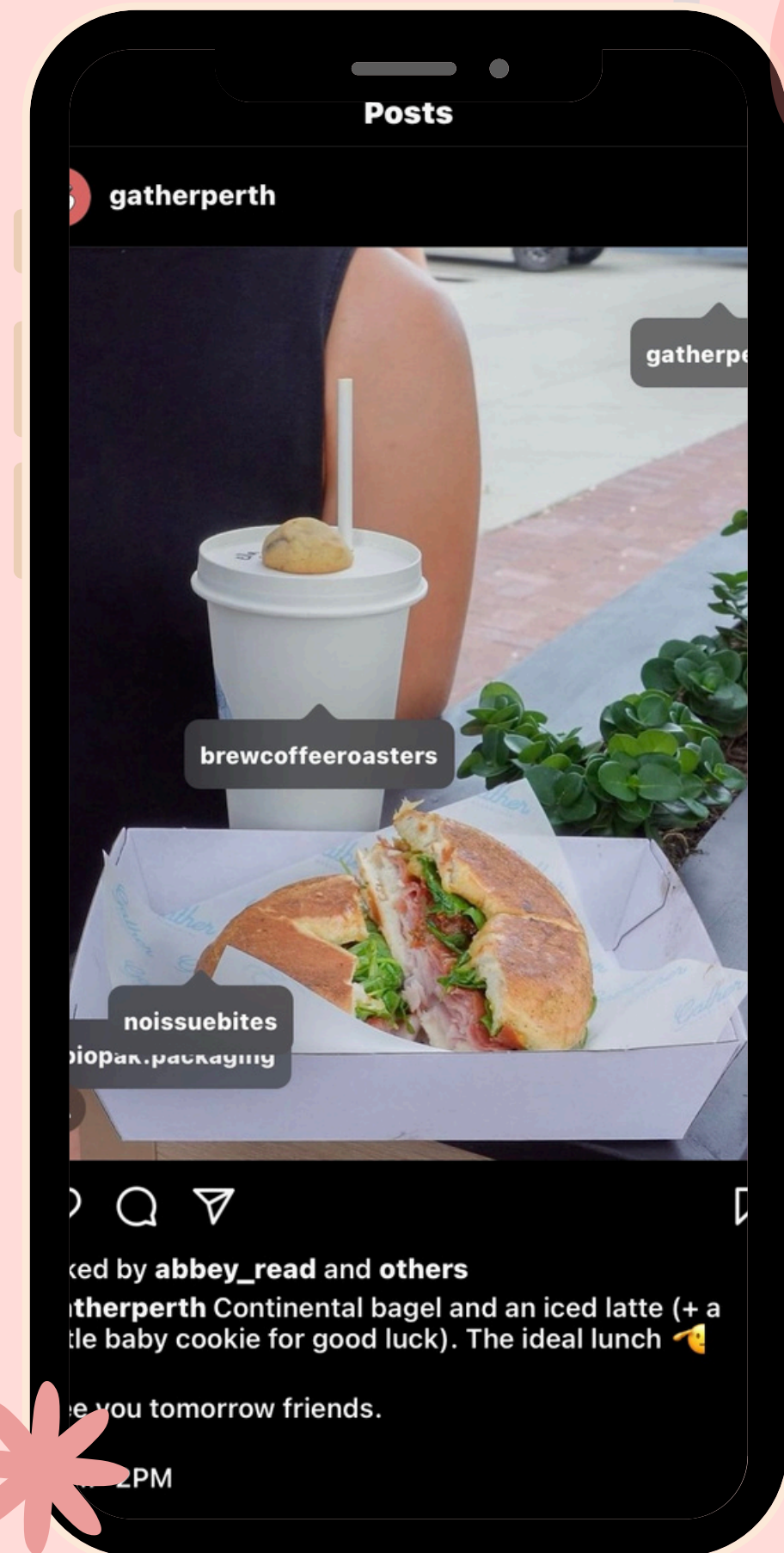
- first time dicounts
- loyalty reward (little cards for stamping)

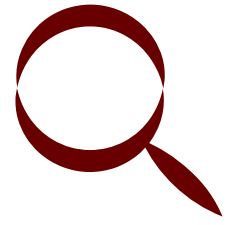


# Current digital marketing presence

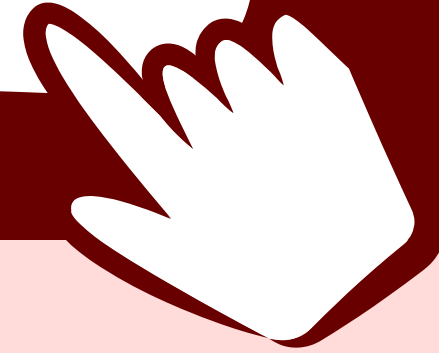


- Gather Bakehouse uses Instagram (@gatherperth) and has a strong social media presence with 12,000 followers and 192 posts.
- Aesthetically pleasing, highly-curated feed consisting of carousel posts and short-form content (reels and stories).
- Posts of menu variety - New York style chunky cookies, breakfast bagels and carousels of Gather's shop front. Informs and increases brand awareness to potential consumers.
- Short-form reels - customers enjoying Gather's food/environment: uses everyday people as brand influencers = brand authenticity, customer acquisition and retention.





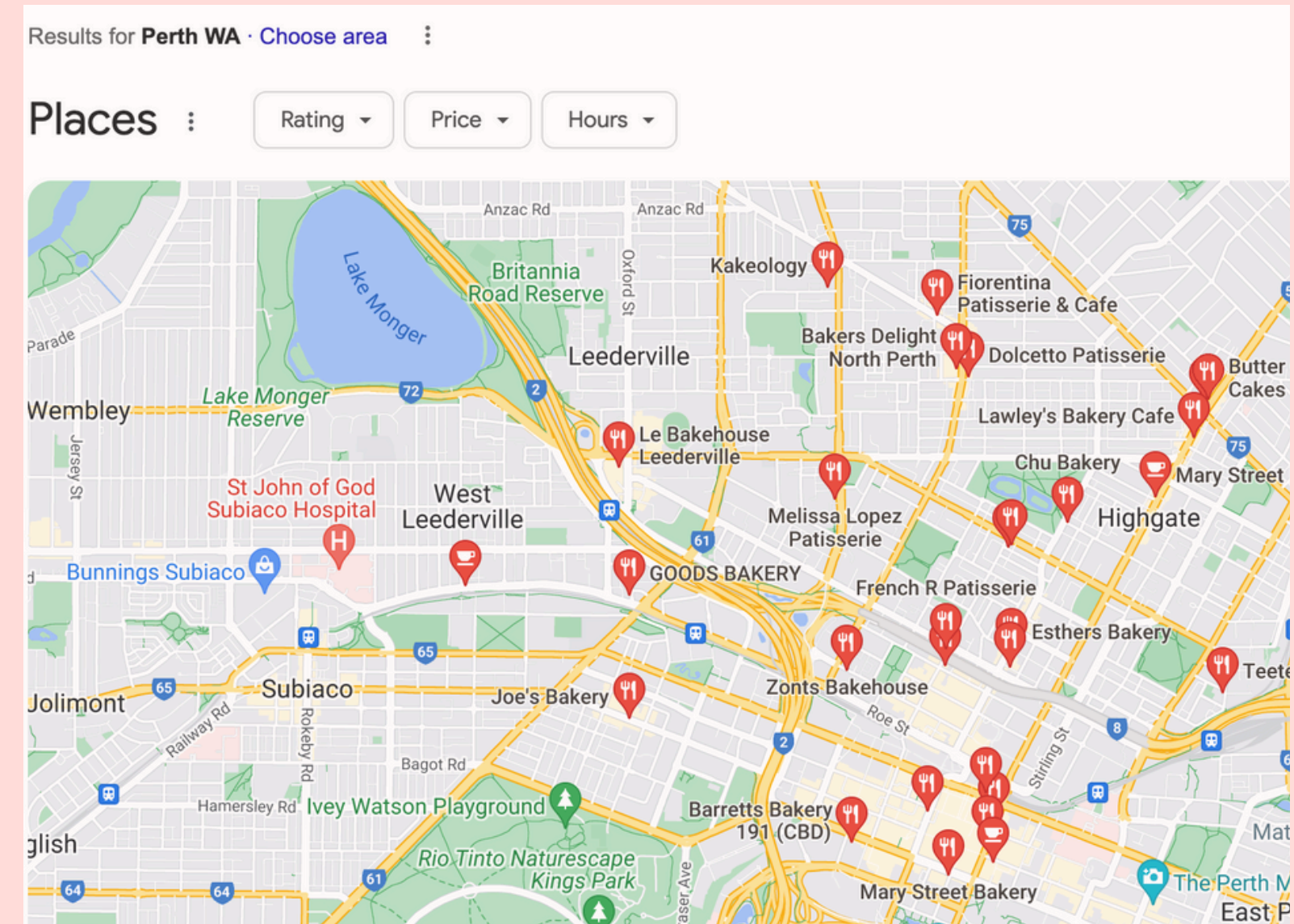
# SEO Keywords



**1. Best local bakeries Perth**

**2. Chunky New York Style Cookies Perth**

**3. Gluten-free bakery near me**



# Connect and convert

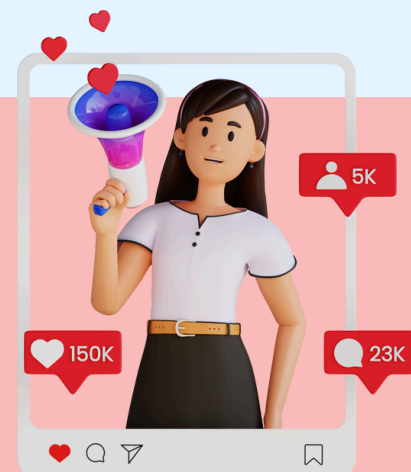
## COMMUNITIES (OFF-SITE SEO)

- Newsletter and lifestyle website such as Urban List
- Foodie communities and forums on Facebook groups
- Perth is OK Tiktok vlogs



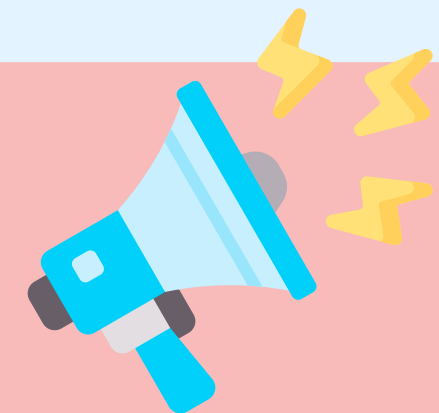
## INFLUENCERS (OFF-SITE SEO)

- Close friends
- Local food bloggers and vloggers
- Instagram influencers



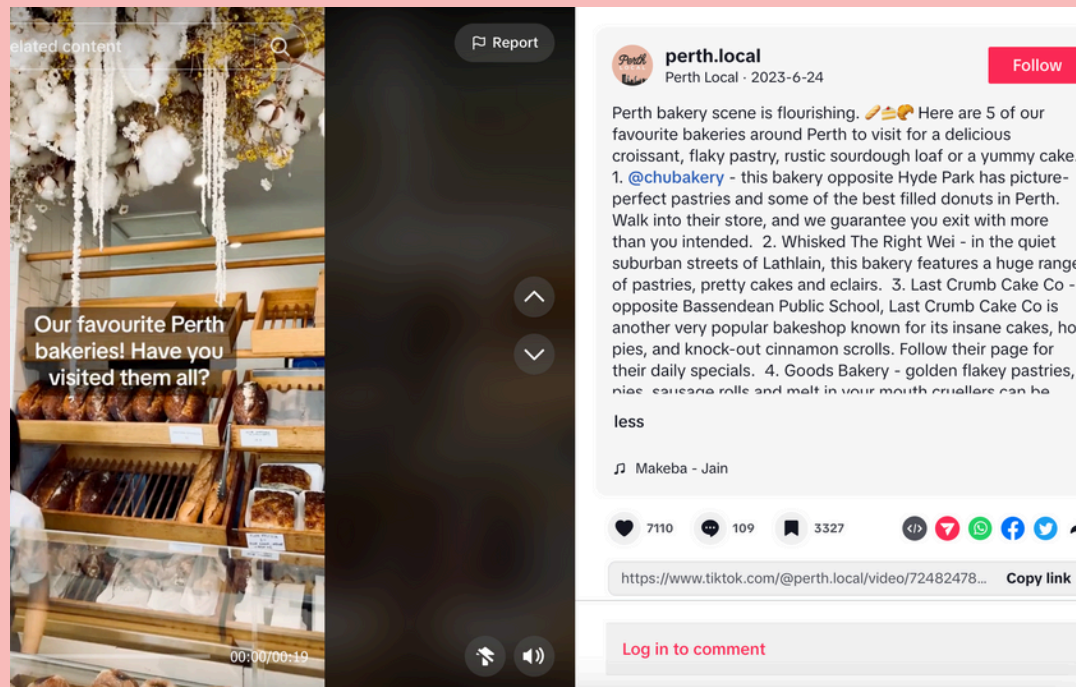
## CALLS-TO-ACTION (ON-SITE SEO)

- Welcoming first-time customers with a discount/free taste
- Testimonials and reviews on website

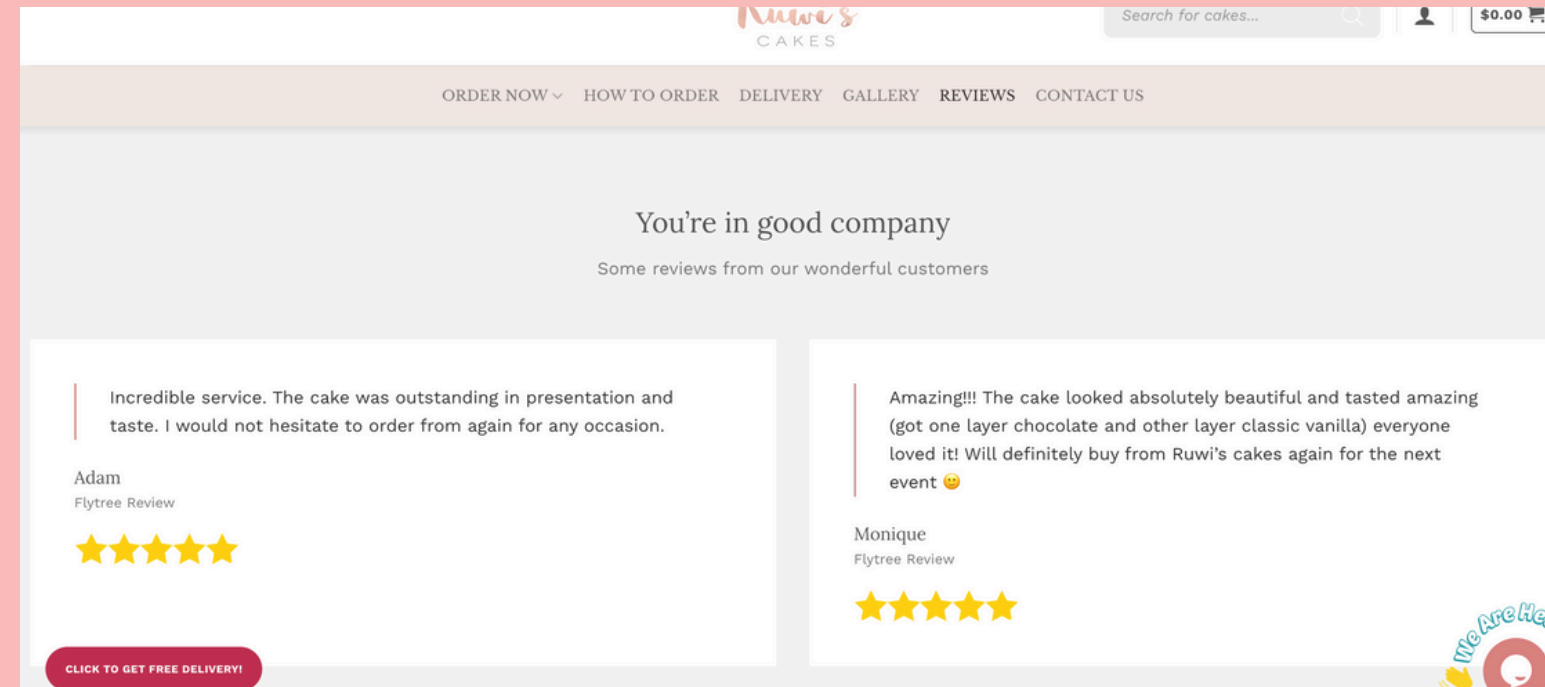




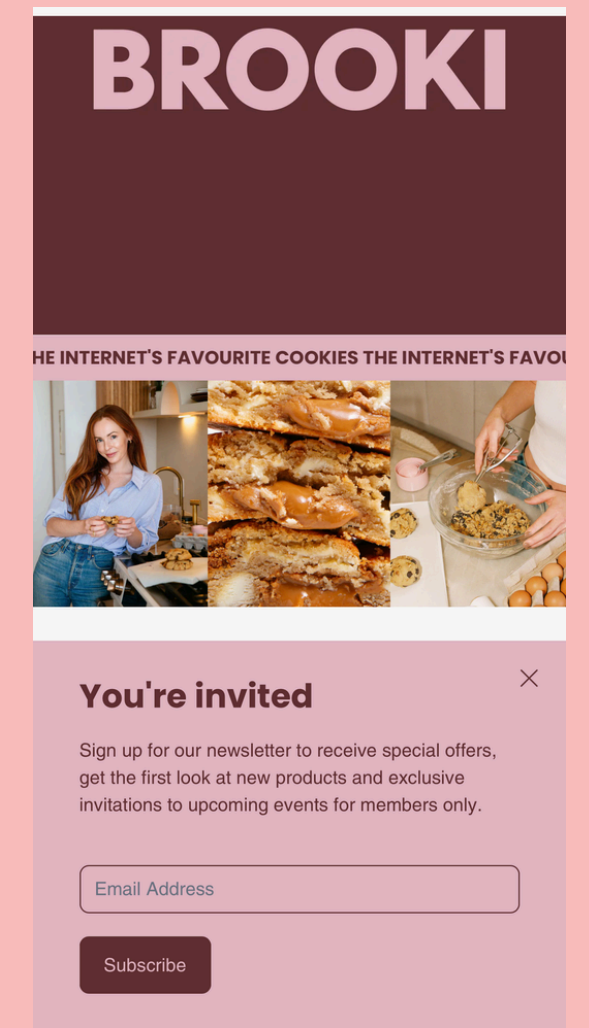
# Examples of SEO Recommendations



**BACKLINKING -  
TIKTOK (OFF-SITE  
SEO)**

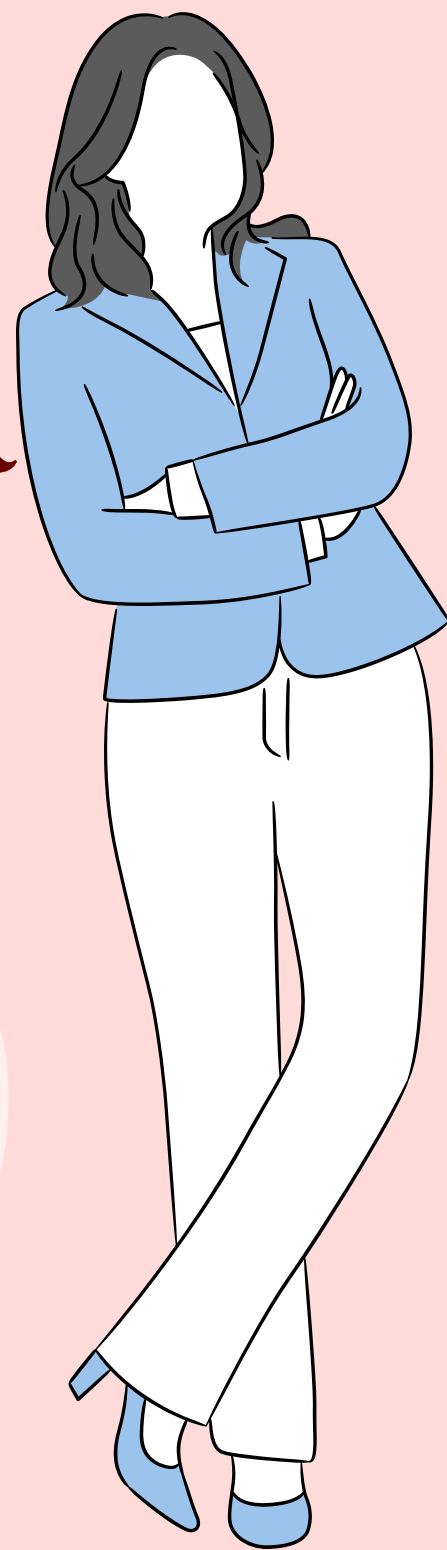


**PAGE OPTIMIZATION -  
REVIEWS AND FIRST TIME  
DISCOUNTS (ON-SITE  
SEO)**





# Buyer Persona



Name: Jane  
Age: 29, Female  
Occupation: Lawyer  
Location: Leederville  
Salary: 110k

## Goals:

- Owning her own home
- Progressing in her career
- Having kids
- Keeping on top of her exercise
- Meeting new people in the community

## Personality:

- Outgoing
- Social
- Friendly
- Driven
- Passionate

## Main social media apps used:

- Instagram
- Facebooks
- Tiktok
- LinkedIn

## Interests:

- Exercise; swimming walking running, gym
- Making friends in the community
- Gardening
- Reading
- Going for coffee and brunch

## Influences:

- Friends
- Social media
- Social media influences
- Social media ads
- Word of mouth

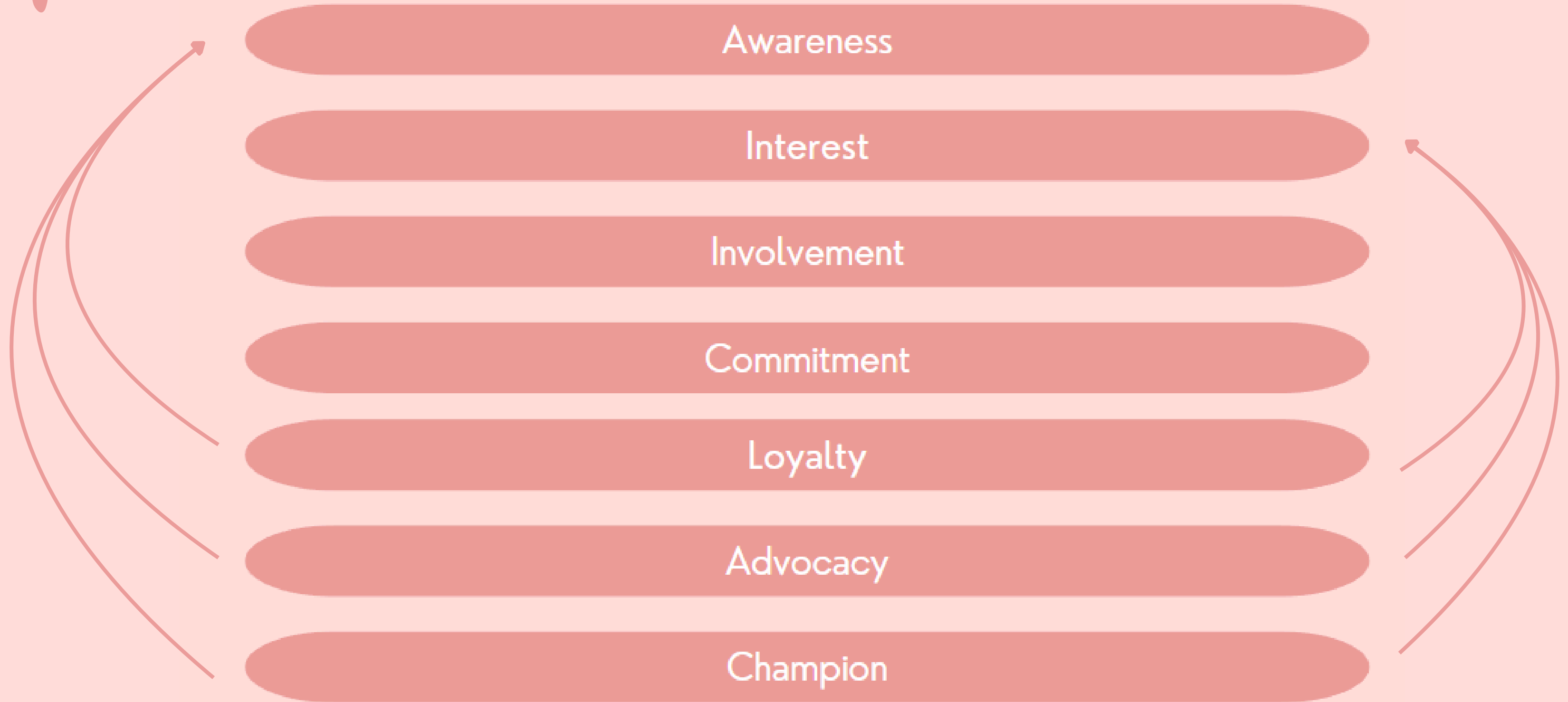
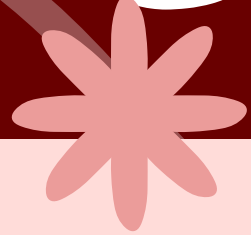
## Sources of informations:

- Social media
- Web browsing
- News platforms
- People she knows
- Research

## Values:

- Family life
- Community bonds and involvement
- Her career
- Being healthy
- Socialising
- Good coffee
- Stability

# Digital Involvement Cycle



# Campaign Value Proposition

- Make Gather Bakehouse a staple community hotspot
- Expand customer base
- Add value to Gather's reputation through collaborations, promotions and charity events
- Increase Gather's visibility in the social and community space by connecting with other local community and foodie groups
- Seasonal specials and campaigns ensure that Gather stays relevant and interesting



# Instagram & Tik Tok

## Pros

Visually appealing short snippet videos

High quality images and videos showcasing products

E commerce integration with shoppable posts and ordering

Insight and analytic tools

Diverse features among both apps



## Cons

Not much engagement from older demographic

Algorithm can fluctuate

Prone to negative comment and feedback

Difficult to maintain an audiences attention



# Promotions & Events

## Promotional Offer

Bring your mum to Gather this Mother' Day and enjoy our delightful offer.

Purchase any two coffees/drinks for you and your mum, and you'll get a complimentary famous Gather almond crossiant



# Email Marketing

## Pros

Minimal Costing compared to advertising and printing

Large Audience

Targeted emails for segmentation

Detailed analytics

Automation features

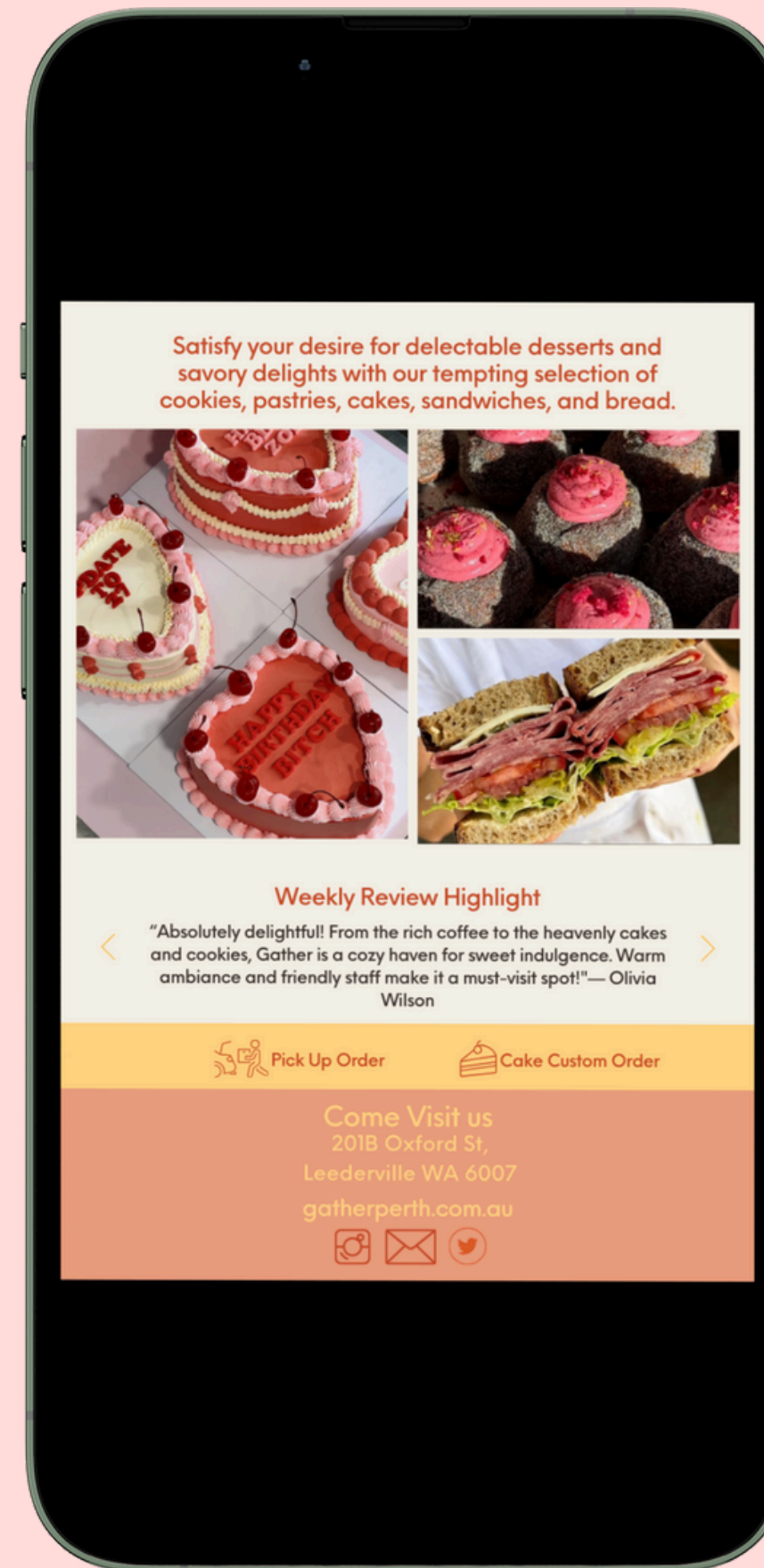


## Cons

Can be affected by scam filters, sender reputation or formatting issues

Challenging to stand out amongst other emails

Audience may be uninterested by emails



# Linked In

## Pros

- Targeting likeminded people
- Building professional relationships
- Allows to users to share articles
- Networking

**FINANCE, INVENTORY, MARKETING AND BUSINESS**

*Gather*  
BAKEHOUSE

## Behind the Scenes of a Bakehouse

Delve into the life of the owner of Gather Bakehouse, to take a look into what its like to own a bakery, the highs the lows and the rewarding

## Cons

- LinkedIn advertising can be expensive
- Smaller platform than Facebook or Instagram
- Content limitations
- Fluctuating algorithm



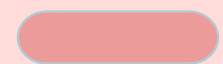
# Evaluate



Social Media Reach and Impressions



ROAS



Customer Feedback



Click Through Rates (CTR)



Engagement - shares, likes, follows, reposts



Thank  
You!



*Gather*  
BAKEHOUSE