

# OLD FARMER'S CREAMERY

Social media plan





# WHO IS OFC?

Old Farmer's Creamery is a locally owned ice cream shop in St Petersburg, Florida, founded in 2003.

OFC creates and manufactures colorful, homemade ice cream in a range of inventive flavors





# PROBLEM

"Neglecting to incorporate social media into your marketing plan can cost you – not just in terms of new potential customers who don't know you but also in terms of retaining your existing customers."

- *Search Engine Journal*



# mockup





# TARGET AUDIENCE





# INSTAGRAM CURRENT STATE

## Top performing post types

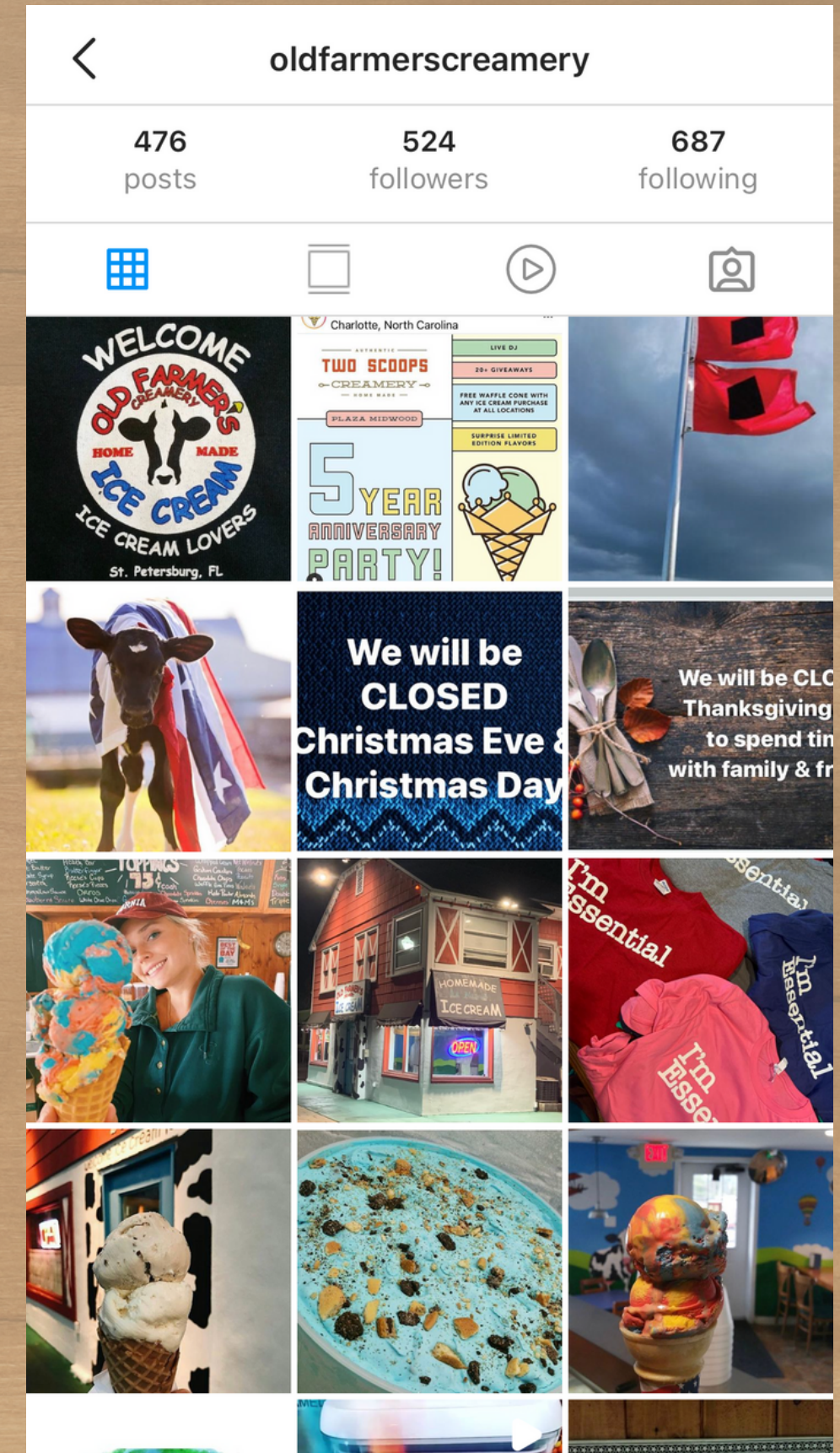
- friendly face
- employee recognition
- flavor presentation

## What they need to work on

- posting cadence
- content themes
- brand personality

## What they do well

- brand voice
- content variety
- employee pics





## Headings

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z



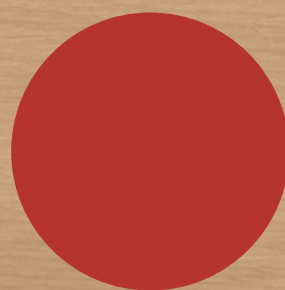
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A B C D E F G H I J K L M N

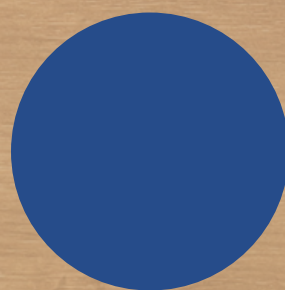
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a b c d e f g h i j k l m n o

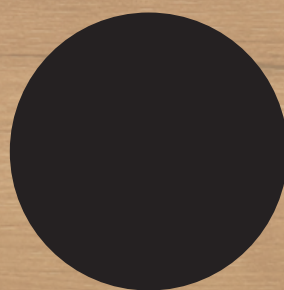
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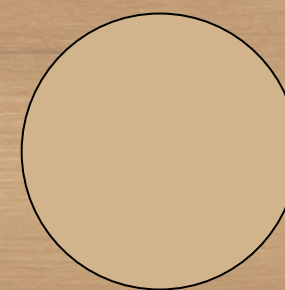
#252122



#E1C42D



#E8E2DA



#D2B48C



# **WHY now?**

"St. Petersburg is currently growing at a rate of 0.52% annually and its population has increased by 1.05% since the most recent census in 2010."

- *World Population Review*



try OUR NEWEST FLAVOR FOR 2016...  
ICE CREAM  
SANDWICH!

WHY me?

Rootbeer • Coke • Orange





Tampa Bay Times

tampabay.com

THURSDAY, OCTOBER 11, 2012



Republican vice-presidential candidate Rick Warren poses for a photo Wednesday while surrounded by the media at the Old Farmer's Creamery, 2020 Fourth St. N., as he heads out of St. Petersburg, where he spent two days preparing for tonight's debate.

Old Farmer's Creamery  
Featured In: The Tampa Bay Times  
October 11, 2012



CREATIVE LOAFING

BEST OF THE BAY



2010

BEST LOCALLY  
MADE ICE CREAM

Old Farmer's  
Creamery

THANK YOU

