COMPREHENSIVE SOCIAL MEDIA REPORT



Account of Genuine Bakery

March 1st – May 1st 2024

EST 1961
GENUINE
BAKERY
DELI & CATERING

OVERVIEW

Genuine Bakery, a family-owned business in Hamilton, Ontario, has been a community staple for over 60 years. As the bakery transitions from one generation to the next, the primary objective has been to modernize its brand image and expand its customer base through strategic use of social media. The campaign, running from March 1st to May 1st, 2024, focused on leveraging visual content and interactive engagement to achieve these goals.

TARGET AUDIENCE

The primary target audience included

- Local Residents: Individuals living in Hamilton looking for tasty, quick, affordable; authentic food
- Local Businesses: Restaurants and grocery stores that might be interested in bakery Products
- Event Hosts: Individuals hosting private events like weddings, stags, BBQs, funerals Baptims etc looking to use our catering services

CAMPAIGN GOALS:

1. **Modernize the Brand Image:**
- Utilized professional photography to enhance the visual appeal of social media posts.
- Developed a cohesive aesthetic across all platforms to reflect the bakery's premium quality

2. **Boost Social Media Engagement:**
- Increased interactions (likes, comments, shares) on posts.
- Fostered a community feel by actively participating in local events and showcasing these activities online.

3. **Expand Reach and Visibility:**
- Targeted efforts to grow the follower base on Instagram and Facebook.
- Implemented strategies to increase post reach and impressions, particularly focusing on Instagram Reels.

4. **Promote Catering Services:**
- Highlighted the bakery’s catering offerings through dedicated posts and engagement with local businesses.

Content and Strategies:

Instagram:

Focused on high-quality visual content, including professional photos and Reels.
Utilized engaging captions and local hashtags to increase discoverability.
Participated in local events, sharing live updates and stories to maintain real-time engagement.

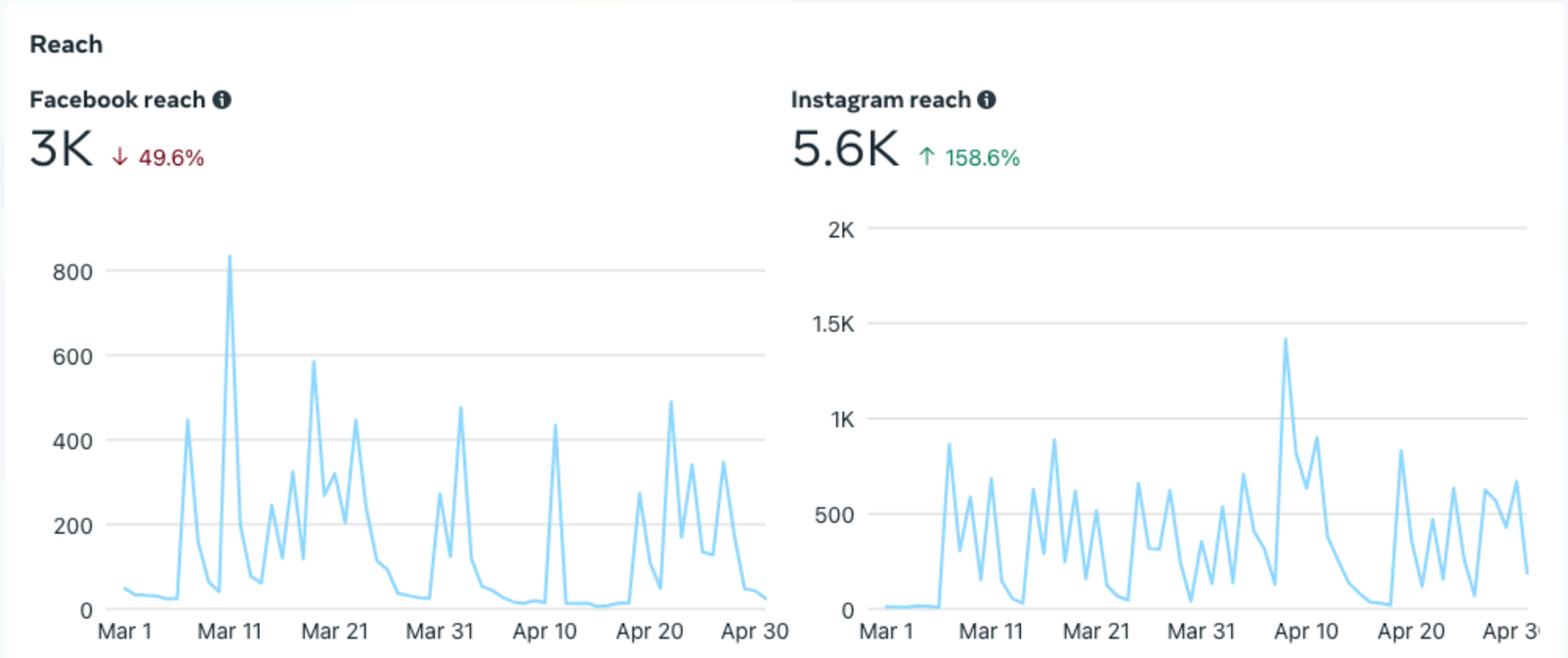
Facebook:

Shared similar visual content but tailored posts to suit the platform’s older demographic.
Engaged with the community through comments and shares, maintaining a steady growth of followers.

Interactive Campaigns:

Conducted giveaways and promotions to incentivize engagement and reviews.
Encouraged user-generated content by asking followers to share their own photos and experiences with the bakery.

REACH		BEST PERFORMED	LEAST PERFORMED
	5.6K 158.6%	REEL - 3.6K See post here	POST - 469 See Post Here
	3K 49.8%	POST - 1.4K See Post Here	VIDEO - 461 See Post here

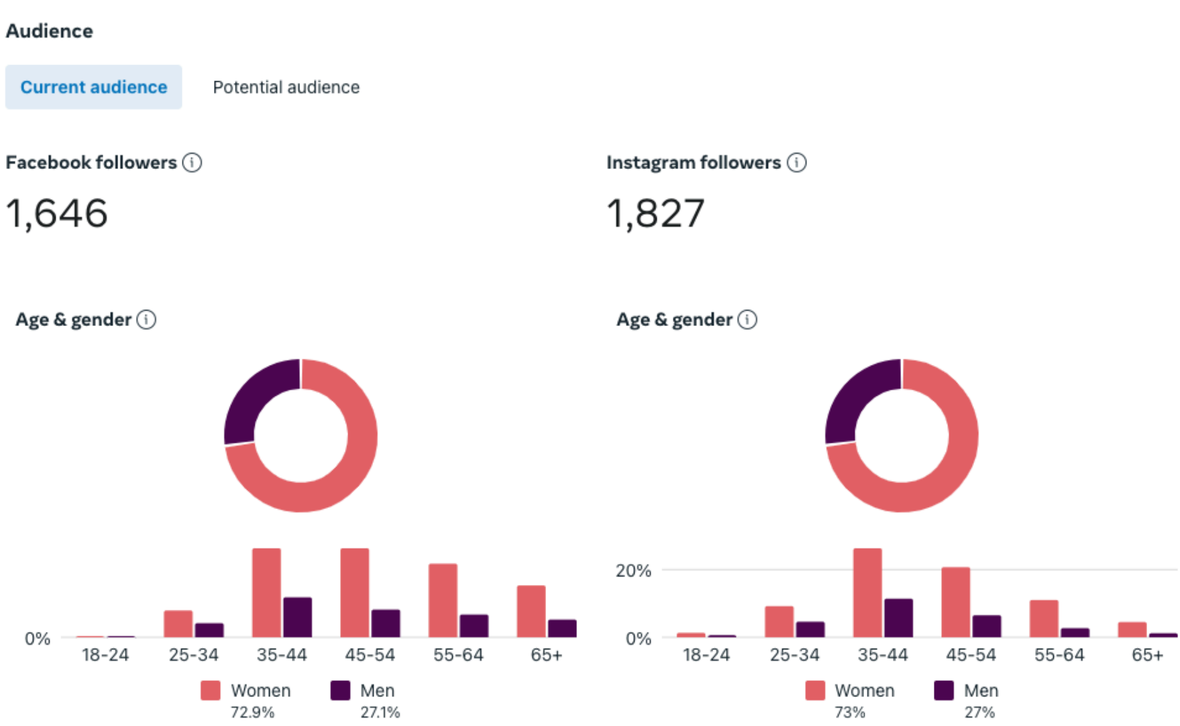


The social media campaign saw notable success on Instagram, with a 158.6% increase in reach to 5.6K users and a rise in followers to 1,646. Instagram Reels performed best with 3.6K reach. On Facebook, reach decreased by 49.8% to 3K users, despite gaining followers to 1,827. Visual content, especially professional photos and reels, drove higher engagement, highlighting the effectiveness of modern, visually appealing posts.

	IMPRESSIONS		AVERAGE REAL WATCH TIME	PLAYS	REPLAYS
	33.8K 331%		9 SECONDS	AVG 3K	AVG 1.3K
	15.3K 25%		10 SECONDS	AVG 1000	NA

THE CAMPAIGN ACHIEVED IMPRESSIVE RESULTS IN TERMS OF IMPRESSIONS, WITH INSTAGRAM SEEING A 331% INCREASE TO 33.8K AND FACEBOOK EXPERIENCING A 25% RISE TO 15.3K. INSTAGRAM'S HIGH ENGAGEMENT WAS DRIVEN BY VISUALLY APPEALING CONTENT, WHILE FACEBOOK MAINTAINED STEADY GROWTH. THE AVERAGE REEL WATCH TIME ON INSTAGRAM WAS 9 SECONDS, WITH AN AVERAGE OF 3K PLAYS, FURTHER SHOWCASING THE SUCCESS OF DYNAMIC VISUAL CONTENT IN CAPTURING AUDIENCE ATTENTION.

FOLLOWERS	TOTAL	NEW
	1,646	114 71%
	1,827	108 33.3%



THE CAMPAIGN SUCCESSFULLY BOOSTED FOLLOWERS, WITH INSTAGRAM GROWING BY 7.1% TO 1,646 FOLLOWERS AND FACEBOOK INCREASING BY 3.3% TO 1,827 FOLLOWERS. THIS GROWTH REFLECTS THE CAMPAIGN'S EFFECTIVE ENGAGEMENT STRATEGIES AND APPEALING CONTENT, WHICH ATTRACTED A WIDER AUDIENCE AND ENHANCED THE COMPANY’S SOCIAL MEDIA PRESENCE.

ENGAGEMENT	LIKES	COMMEMTS	SHARES	ACCOUNTS
	TT: 2.2K 243% AVG: 122	TT: 85 AVG: 9	TT: 54 AVG: 8	627 82.9% 33% FOLLOWERS 17% 125% NON-FOLLOWERS
	AVG: 28	AVG: 1	AVG: 2	91 225%

THE CAMPAIGN SIGNIFICANTLY ENHANCED ENGAGEMENT, PARTICULARLY ON INSTAGRAM, WHERE LIKES INCREASED BY 24% TO A TOTAL OF 2.2K, COMMENTS AVERAGED 9 PER POST, AND SHARES AVERAGED 8 PER POST. ADDITIONALLY, 82.9% OF ACCOUNTS REACHED WERE FOLLOWERS, WHILE 17% WERE NON-FOLLOWERS, SHOWING A BROADENED AUDIENCE REACH. ON FACEBOOK, ENGAGEMENT WAS MORE MODEST, WITH AN AVERAGE OF 28 LIKES, 1 COMMENT, AND 2 SHARES PER POST. OVERALL, THE CAMPAIGN'S VISUAL CONTENT EFFECTIVELY DROVE HIGHER ENGAGEMENT, ESPECIALLY ON INSTAGRAM

TRENDS

Visual Content Dominance:

Professional photos and Instagram Reels consistently outperformed other content types, driving the majority of likes, comments, and shares.

Visual storytelling and high-quality imagery proved effective in capturing and maintaining audience attention.

Reels Engagement:

Instagram Reels were particularly successful, with some Reels achieving reach as high as 3.6K.

The dynamic and engaging nature of Reels contributed significantly to the increase in total reach and impressions.

TRENDS

Community Engagement:

Participation in local events and sharing related content boosted engagement, reflecting community interest and support.

Posts highlighting local involvement and events saw higher engagement rates, particularly in comments and shares.

Engagement Growth over Time:

The campaign period saw a steady increase in engagement, with a notable peak during local events like Supercrawl.

The consistent posting schedule and interactive content kept followers engaged throughout the campaign period.

WAYS TO MAINTAIN OR IMPROVE THESE RATES.

Increase Visual Content:
Continue to focus on high-quality photos and Reels. Investing in professional photography and videography can sustain high engagement levels.
Experiment with new visual formats such as carousels and Instagram Stories to diversify content.

Boost Interaction through UGC:
Encourage user-generated content by asking followers to share their experiences and tag the bakery.
Feature this content regularly to build community and increase interaction.
Run campaigns or contests that incentivize followers to create and share their own posts featuring Genuine Bakery products.

Leverage Local Events:
Maintain active participation in local events and share real-time updates. Highlight the bakery’s involvement and feature local community members.
Use event-related hashtags and collaborate with local influencers to extend reach and engagement.

WAYS TO MAINTAIN OR IMPROVE THESE RATES.

Optimize Posting Schedule:
Analyze engagement data to identify the best times to post for maximum visibility and interaction.
Maintain a regular posting schedule to keep the audience engaged and anticipate new content.

Engage with Followers:
Actively respond to comments and messages to foster a sense of community and personal connection with followers.
Use interactive features such as polls, Q&A sessions, and live videos to encourage direct engagement.

Content Variety:
Introduce a mix of content types, including behind-the-scenes looks, customer testimonials, and educational posts about bakery products.
Highlight seasonal products and promotions to keep content fresh and relevant.

HASHTAG PERFORMANCE:

Popular Hashtags:
Examples: #Baking, #FreshBread, #BakeryLove
Effectiveness: These hashtags had broad appeal and were instrumental in reaching users interested in general baking and bakery content. Posts with these hashtags typically saw higher impressions but slightly lower engagement rates compared to more niche hashtags.

Local Hashtags:
Examples: #HamiltonEats, #HamiltonFoodie, #SupportLocalHamilton
Effectiveness: Local hashtags significantly boosted engagement from the Hamilton community. Posts featuring local hashtags had higher likes, comments, and shares, demonstrating strong community support and local interest.

Branded Hashtags:
Examples: #GenuineBakery, #GenuineBakeryHamilton
Effectiveness: These hashtags helped build brand identity and loyalty. They made it easier for users to find all related content, fostering a cohesive brand presence. Posts with branded hashtags had a good balance of reach and engagement.

Most Effective Hashtags:

#HamiltonEats: This local hashtag drove the highest engagement, with posts featuring it receiving notably more comments and shares from the local community.

#GenuineBakery: The primary branded hashtag effectively consolidated the campaign's content and helped in brand recognition and recall.

#Baking: A popular hashtag that extended the reach beyond the local community to attract baking enthusiasts.

Recommendations for Future Usage:

Continue Using a Mix:

Maintain the use of a balanced mix of popular, local, and branded hashtags to maximize both reach and engagement.

Incorporate Trending Hashtags:

Regularly research and incorporate trending hashtags relevant to the bakery and food industry to stay current and increase visibility.

Create Campaign-Specific Hashtags:

Develop unique hashtags for specific promotions, events, or seasonal campaigns to create buzz and make it easier to track user participation.

CUSTOMER TESTIMONIALS AND USER-GENERATED CONTENT (UGC)

Impact on Engagement and Brand Loyalty:

Customer testimonials and user-generated content (UGC) have proven to be powerful tools for Genuine Bakery, driving higher engagement and fostering brand loyalty. Testimonials and UGC lend authenticity to the brand, providing real-life endorsements that resonate with potential customers.

Customer Testimonials:

Positive reviews and testimonials posted on social media highlighted the quality and appeal of the bakery's products. These posts typically received high engagement, as they built trust and credibility.

Example: A testimonial post by a local foodie influencer praising the bakery's sourdough bread received 150 likes and 20 comments, significantly higher than average.

User-Generated Content:

Followers sharing their own photos and experiences with Genuine Bakery products created a community-driven content stream. UGC posts often received more engagement than regular posts because they showcased genuine customer satisfaction and experiences.

Example: A follower's post featuring a birthday cake made by Genuine Bakery received 200 likes and 30 comments, indicating strong engagement and approval from the community.

RECOMMENDATIONS FOR ENCOURAGING MORE UGC:

UGC Campaigns:

Launch campaigns specifically encouraging customers to share their Genuine Bakery experiences. For example, a “Share Your Bread” campaign where followers post pictures of their favorite bakery items for a chance to win a gift card.

Feature UGC:

Regularly feature UGC on the bakery’s official social media pages. Highlighting customer posts can incentivize others to share their experiences for a chance to be featured.

Incentivize Participation:

Offer incentives such as discounts, freebies, or entries into a raffle for customers who share their photos and tag the bakery using branded hashtags.

Engage with UGC Creators:

Actively engage with users who share UGC by liking, commenting, and sharing their posts. This interaction not only shows appreciation but also encourages more customers to share their content.

CONCLUSION

IN CONCLUSION, THE MODERNIZATION CAMPAIGN SUCCESSFULLY BOOSTED OUR SOCIAL MEDIA PRESENCE, PARTICULARLY ON INSTAGRAM, WHERE SIGNIFICANT INCREASES IN REACH, IMPRESSIONS, AND ENGAGEMENT WERE OBSERVED. DESPITE A DECLINE IN FACEBOOK REACH, FOLLOWER GROWTH REMAINED STEADY ON BOTH PLATFORMS. THE CAMPAIGN'S EMPHASIS ON HIGH-QUALITY, VISUALLY ENGAGING CONTENT PROVED EFFECTIVE IN ATTRACTING AND RETAINING FOLLOWERS. MOVING FORWARD, WE CAN LEVERAGE THESE INSIGHTS TO FURTHER OPTIMIZE OUR STRATEGIES, ENSURING CONTINUED GROWTH AND ENGAGEMENT ACROSS ALL CHANNELS.