

# Bella's Bakery

## 30-day social media strategy

Prepared by Shaun Strom · Illustrative sample. Bella's Bakery, its staff and its customers are fictional. This document shows the structure and depth of a real strategy delivery; a client version is built from a discovery call, a look at the existing accounts, and the competition.

### 1. Where things stand

Bella's Bakery is a neighbourhood bakery in Austin with a loyal walk-in crowd and a small but friendly Instagram following. Posting has been irregular (two or three times a month), mostly product photos with short captions. Facebook is used for occasional announcements. There is no TikTok account yet. The bakery's biggest asset, the people and the early-morning process behind the bread, barely appears online.

| Channel                 | Today                                | What is working                            | What is missing                                 |
|-------------------------|--------------------------------------|--------------------------------------------|-------------------------------------------------|
| Instagram               | 1,840 followers · 2–3 posts/month    | Product photos get saves; regulars comment | Consistency, video, a reason to act (pre-order) |
| Facebook                | 2,210 followers · announcements only | Local reach when events are posted         | Weekly rhythm, community replies                |
| TikTok                  | No account                           | —                                          | Easiest channel for reach with process video    |
| Google Business Profile | 128 reviews, 4.7 stars               | Strong rating                              | No review-ask routine, photos 8 months old      |

### 2. Goals for the next 30 days

Social media for a bakery has one job: get people through the door, ideally with an order already placed. Everything below is chosen to serve that.

| Goal                           | Measure                                       | Target (30 days)                    |
|--------------------------------|-----------------------------------------------|-------------------------------------|
| Be seen by more locals         | Instagram reach per post; TikTok views        | +25% reach · 10k TikTok views total |
| Give people a reason to engage | Saves, shares, comments                       | +25% engagement rate                |
| Turn attention into orders     | Pre-order link clicks; orders tagged 'social' | +60% clicks · 40 pre-orders         |
| Build trust                    | Google reviews                                | 128 → 140 reviews                   |

### 3. Who we are talking to

Two groups matter most. Both live within a short drive and both decide on the weekend's bread on a Thursday or Friday.

### The Saturday family

Parents, 30–45, who treat the bakery as part of the weekend. They want to know what is fresh, whether the kids' favourite is in, and whether they can reserve a loaf so it is not sold out by 11am. They respond to warmth, faces and reliability.

### The remote worker

25–40, works from home or a café, treats a weekday pastry as a small reward. They discover places on Instagram and TikTok, care about craft and story, and will share something that looks good. They respond to process video and a bit of personality.

## 4. Voice

Warm, a little playful, proud of the craft. Short sentences. First person plural (we, us). The bakery talks like the person behind the counter, not like a brand.

| Say this                                                | Not this                                                           |
|---------------------------------------------------------|--------------------------------------------------------------------|
| The bakery at 4am. Nobody's awake but us and the dough. | We are passionate about delivering artisanal excellence every day. |
| Only 30 loaves, only until Friday.                      | Limited availability. Don't miss out on this exclusive offering!   |
| Sold out by 11. Thank you. More tomorrow.               | Due to overwhelming demand, we have sold out of today's products.  |

## 5. Content pillars

Five pillars keep the feed varied without making it random. The mix is weighted toward what earns reach (process and product) while leaving room for the posts that earn trust and sales.

| Pillar            | Share | What it looks like                                        | Why it works                                                                   |
|-------------------|-------|-----------------------------------------------------------|--------------------------------------------------------------------------------|
| Behind the scenes | 30%   | Early mornings, shaping, scoring, the team, the mill      | Process video is the most shared bakery content; it makes the price make sense |
| Product spotlight | 25%   | One item, shot well, with a detail people did not know    | Drives saves and the 'I want that' reaction                                    |
| Customer love     | 15%   | Custom cakes, regulars, reviews (always with permission)  | Social proof; shows the bakery is part of people's lives                       |
| Tips & how-to     | 15%   | Storing bread, reheating croissants, using day-old loaves | Saves and shares; positions the bakery as the expert                           |
| Offers & events   | 15%   | Weekly schedule, Friday 3pm rescue, holiday pre-orders    | The direct ask; where clicks and orders come from                              |

## 6. Channel plan

| Channel                 | Role                                                                                             | Cadence                                | Formats                           |
|-------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------|-----------------------------------|
| Instagram               | Home base. Where the brand lives and where pre-orders happen (link in bio).                      | 5 posts/week + daily Stories Mon–Sat   | Reels, carousels, photos, Stories |
| Facebook                | Community noticeboard. Weekly schedule, events, longer customer stories. Local parents are here. | 3 posts/week                           | Photos, text posts, event pages   |
| TikTok                  | Reach engine. Short process video, no polish required. Cross-post the best Reels.                | 2 videos/week                          | 15–30s vertical video             |
| Google Business Profile | Not social, but where searchers land. Weekly photo update and a review-ask routine.              | 1 photo/week; review ask twice a month | Photos, updates, review replies   |

## 7. Weekly rhythm

A fixed rhythm makes the month easy to run from the bakery with a phone. The owner shoots; captions and scheduling are handled for her.

| Day       | Instagram                                 | Facebook                    | TikTok                  |
|-----------|-------------------------------------------|-----------------------------|-------------------------|
| Monday    | Behind the scenes Reel or week's special  | Bake schedule for the week  | —                       |
| Tuesday   | Product carousel or tips Reel             | —                           | Process video           |
| Wednesday | Tips carousel or customer feature         | Customer story / mill story | —                       |
| Thursday  | Customer love or product photo            | —                           | —                       |
| Friday    | Story: 3pm rescue + pre-order reminder    | —                           | Product or review video |
| Saturday  | Reel: the Saturday rush / cakes going out | Occasional thank-you post   | —                       |

## 8. Engagement and community

- Reply to every comment and DM within the day, in the same voice as the posts. A bakery that answers feels like a bakery that cares.
- Reshare every customer Story that tags the bakery. Ask first before reposting a customer's photo to the grid.
- Twice a month, ask happy customers for a Google review (a post, a Story, and a small card at the counter). Reply to every review, including the rare bad one, calmly and briefly.
- Follow and engage with 10 local accounts a week: neighbouring businesses, local food writers, community groups.

## 9. Measuring and reporting

Numbers are pulled from Instagram Insights, Facebook, TikTok analytics, the link-in-bio tool and a one-line question at the counter ('how did you hear about us?'). The Tracking tab in the content calendar holds the day-0 and day-30 figures. At day 30 you get a one-page report: what grew, which posts did the work, and what changes for month two.

## 10. What happens next

| When      | What                                                                                                            |
|-----------|-----------------------------------------------------------------------------------------------------------------|
| Week 0    | Discovery call · access to accounts · brand voice agreed · TikTok account created · shot list sent to the owner |
| Week 1    | First week of posts live · Stories routine starts · Google Business photos refreshed                            |
| Weeks 2–4 | Calendar runs · holiday pre-order push · review-ask routine · weekly check-in (15 minutes)                      |
| Day 30    | Report · month-two calendar · recommendation on what to scale                                                   |

Questions about this plan or how it would apply to your business: message me on Upwork.