

# Increase Exposure Case Study

Lauren's WildFlour Bakery

## At a glance

Lauren's WildFlour Bakery case study showcases the transition of the business's focus from selling various bakery items to specializing in their popular triple chocolate cakes. The objective was to **broaden their social media presence** and target a **wider audience** beyond the local town, specifically to promote their **signature product**.

## Key metrics

After a span of three months, the combined metrics for Lauren's Facebook and Instagram accounts reached the following numbers:



**34.96K**  
New Account  
Impressions



**36.39%**  
Growth Rate



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Social Media Marketing



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## CHALLENGES



- Limited reach:** The bakery's existing customer base was primarily limited to the local town, and they needed to overcome this geographical constraint to attract a wider audience.
- Competitive market:** The online space is crowded with numerous bakeries and dessert options, making it challenging to stand out and capture the attention of potential customers.
- Brand repositioning:** Shifting the focus from a wide range of bakery items to a single product required strategic planning and messaging to maintain brand reputation and customer loyalty.

## SOLUTIONS



- Targeted Social Media Engagement**  
Strategic ad campaigns were executed on social media platforms to reach a wider audience interested in desserts, focusing on specific geographical areas for expansion.
- Engaging Content Strategy**  
A visually appealing and consistent content approach showcased the unique features of the triple chocolate cakes, differentiating them from competitors and captivating potential customers.
- Collaborating with Individuals in Targeted Locations**  
Inviting individuals from targeted areas to experience the product and participate in photo shoots generated organic social media promotion, expanding the bakery's reach beyond the local town.

## OUTCOMES



Increased Brand  
Awareness



Improved  
Customer  
Engagement



Increased Growth