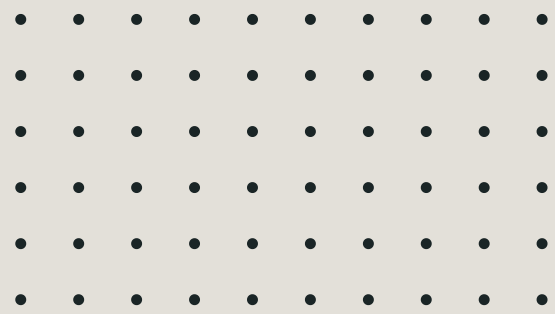




## **DIGITAL MARKETING RECOMMENDATIONS & ACTION PLAN**

JACK BUTLER, MATT KOFFMAN, ABBY PECZE, EVAN WARDROP



# COMPANY OVERVIEW

**ITHACA BAKERY** is a long-standing local bakery with multiple locations, known for its fresh breads, pastries, and a wide food and drink menu. With over 100 years in business, it has built a strong reputation and loyal customer base. Its convenient locations and diverse offerings attract students, professionals, and locals, helping maintain steady daily traffic.



Over 100 years of service have made Ithaca Bakery a trusted part of the local community.



Ithaca Bakery has multiple locations across Ithaca, strengthening its connections with the local community.



Ithaca Bakery offers a wide range of menu options, with a specialty in pastries and freshly baked breads.



Located in a college town, Ithaca Bakery attracts a diverse customer base, helping it maintain strong and steady traffic.

# MARKETING OBJECTIVES

1

## STRENGTHEN BRAND CONSISTENCY & DIGITAL PRESENCE

- Improve consistency across social media platforms.
- Develop a more cohesive brand voice and visual identity.
- Create more purposeful and structured content strategy (especially Instagram + emerging platforms).

2

## INCREASE CATERING & ONLINE REVENUE CONVERSIONS

- Drive more catering and pre-order sales.
- Improve website usability and navigation.
- Strengthen calls-to-action for ordering and catering.
- Enhance SEO visibility for high-intent searches (e.g., "catering near me").

3

## BOOST ENGAGEMENT & CUSTOMER LOYALTY ONLINE

- Increase likes, comments, and overall social media interaction.
- Improve content strategy to encourage engagement.
- Strengthen customer communication through reviews, email, and a rewards program.
- Build a stronger online community presence.





IMAGE GENERATED BY GEMINI AI

# MEET *EMMA*

**PROFILE:** 21-year-old IC physical therapy student and athlete

**LIFESTYLE:** busy, social, and budget-conscious; balances athletics and academics

**PRIORITIES:** speed, convenience, mobile-friendly ordering

**GOALS:** finding affordable, trendy places to eat for a quick meal or study sessions with friends

**FRUSTRATIONS:** long lines, high prices, lack of trendiness or aesthetic





IMAGE GENERATED BY GEMINI AI

# MEET NATE

**PROFILE:** 36, lives in Ithaca, works in the environmental science field

**LIFESTYLE:** works remotely; values quality, health, and environmental sustainability

**PRIORITIES:** reliable Wi-Fi, consistent experience, fresh and healthy food/ingredients

**GOALS:** finding a quiet workspace for his professional career that aligns with his values

**FRUSTRATIONS:** noisy/distracting environments, inconsistent quality of food or coffee, poor labeling of food options



# TARGET PERSONA RECOMMENDATIONS

## EMMA:

- Mobile ordering offers the convenience she desires
- Affordable prices
- Social media presence (which we are improving) appeals to her desire for trendiness



## NATE:

- Quality food and ingredients appeal to his interest in health and sustainability
- The store has plenty of space for him to do his work
- Consistency of service and food



# WEBSITE DESIGN

## PROS:

- Accessibility- all navigation options are visible on the homepage
- The menu is thorough and easy to read
- Offers mobile ordering

## CONS:

- Visual layout
  - Lack of hierarchy → website feels and looks cluttered
  - Key actions (menu, locations) are small and hard to find
  - Text-heavy and hard to quickly scan
  - Hard to tell what is clickable
  - Important features like the newsletter are very small at the bottom of the page.
- Functionality is worse on mobile devices- you have to zoom in to see everything
- Values of the business are not clear- the website does not differentiate Ithaca Bakery from competitors.



# WEBSITE DESIGN RECOMENDATIONS

- **HOMEPAGE:**

- Trade the moving slideshow for one big photo and an “Order Now” button that is clearly visible
  - Removes the distractions and shows users exactly where to click
- Use only 5 main links at the top of the page with minimal words
  - Makes the page look less messy and highlights the most important pages

- **MOBILE LAYOUT:**

- Make the website automatically adjust to phone screens
  - The website would be easier to read on a phone
  - When people are mobile ordering, they will most likely be using a phone

- **BUSINESS VALUES:**

- Add a short sentence explaining what makes the bakery special compared to others
  - Convince customers to pick you over other local shops. The
  - The landing page will attract new customers who are searching for food.

- **MENU:**

- Use clear categories and photos instead of long text
  - Help customers find what they want in a shorter amount of time
  - Less chance for people exiting the website

• • •  
• • •  
• • •  
• • •  
• • •

• • • • • • • • • •  
• • • • • • • • • •  
• • • • • • • • • •

# KEYWORDS

## CATERING ITHACA NY

People search for this to place large orders.

## BEST BAGELS ITHACA

Organic competition is high, but it's important to stay on top of the competition.

## ARTISIAN BREAD ITHACA

Shows leadership in the artisan bread market with a long history

## CUSTOM CAKES ITHACA

High demand, and people are looking for alternatives to grocery stores.

## GIFT IDEAS FROM ITHACA

Targets tourists for the Shopify store.

## LUNCH NEAR ME

Hyper-local SEO choice.

## GLUTEN-FREE OPTIONS ITHACA

Targeting a niche market and making a webpage dedicated to dietary restrictions would help.

## SANDWICH PLATTER DELIVERY

Targets corporate crowds for lunch meetings.

## BEST BREAKFAST SANDWHICH

Attracts the breakfast crowd with positive association

## CORPORATE EVENT CATERING

Perfect for office workers to find easily and place large orders.

# META DESCRIPTION RECOMMENDATIONS

## CURRENT:

```
<meta name="keywords" content="ithaca,  
bakery, bread, sandwich, cake, pastry,  
cookie, coffee, lunch, cheese, dinner" />
```



## RECOMMENDED:

```
<meta name="keywords" content="ithaca,  
bakery, bread, bagel, sandwich, cake,  
pastry, cookie, coffee, breakfast, lunch,  
cheese, dinner, catering, family-owned" />
```

## CURRENT:

```
<meta name="description"  
content="Dazzling tastebuds daily with  
great artisan bread, fresh salads, soups,  
creative sandwiches, coffee, delectable  
pastries, international cheeses & entrées!  
Since 1910." />
```



## RECOMMENDED:

```
<meta name="description" content="  
Experience Ithaca Bakery's daily offerings  
of artisan bread, fresh salads, soups, deli  
sandwiches, coffee, pastries, &  
international cheeses. Family owned since  
1910." />
```

# ALT TEXT RECOMMENDATIONS



## **RECOMMENDED:**

"Single-layer circle cake decorated with white buttercream, blue and yellow frosting roses, and a black graduation cap. finished with the words "Congratulations, We Love You!" written in blue frosting"



## **RECOMMENDED:**

"Group of different golden brown bagels with a shipping notice advertising worldwide shipping"

# PAID SEARCH AD

## HEADLINE

- Catering in Ithaca NY
- Fresh Sandwich & Bagel Tray
- Office Lunch Delivery Ithaca

## DESCRIPTION

- Planning an event? Let us make it easy for you!
- Ithaca's favorite deli has all your catering needs covered

## URL

[ithacabakery.com/pages/catering/ithacaNY](http://ithacabakery.com/pages/catering/ithacaNY)





# SOCIAL MEDIA

## INSTAGRAM POST #1

### CAPTION:

Elevate your next office lunch with Ithaca Bakery Catering! We handle the details so you can focus on the meeting! 🧀🥗

Tap the link in our bio to place your next order!

#IthacaBakery #IthacaCatering  
#FingerLakesEats

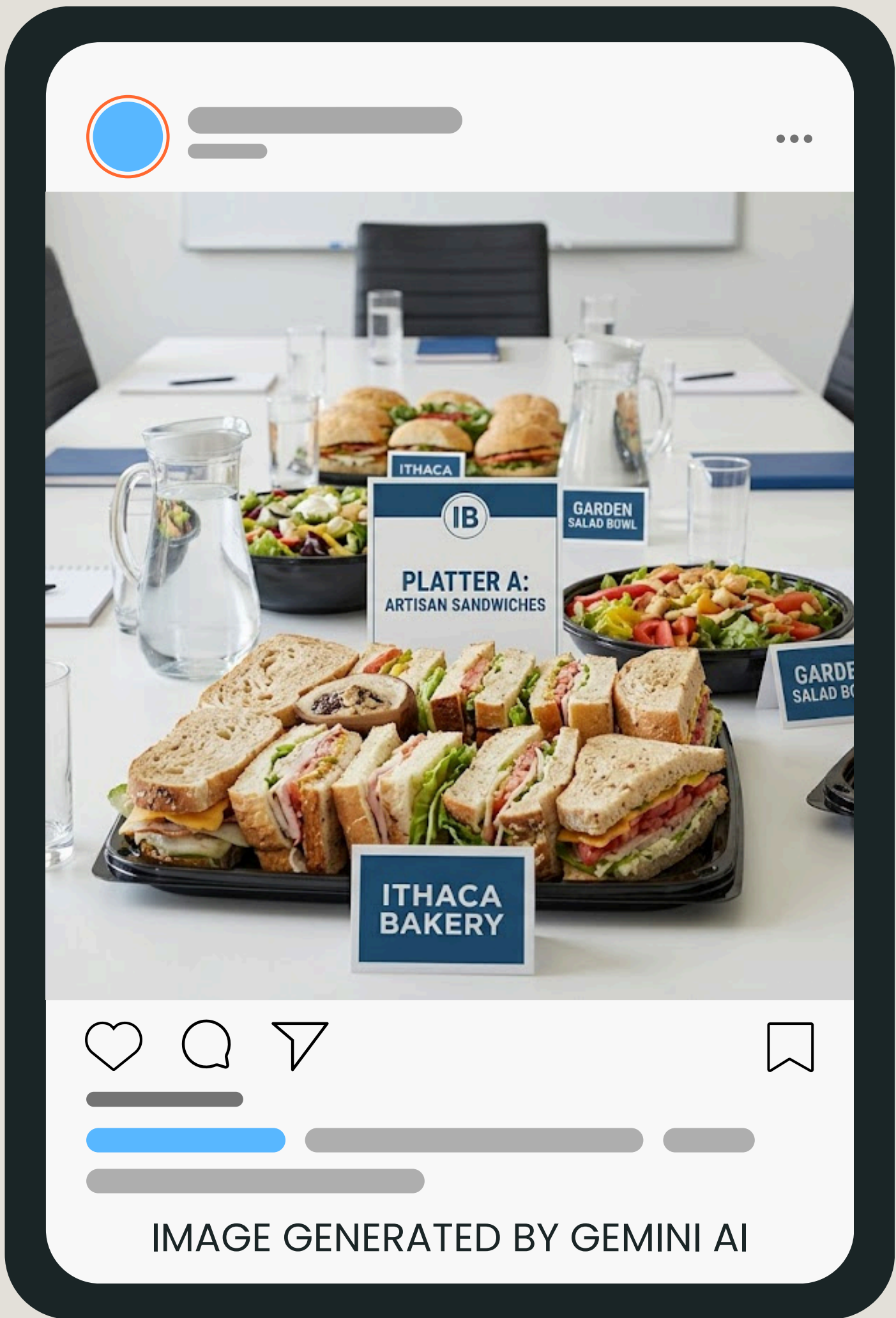
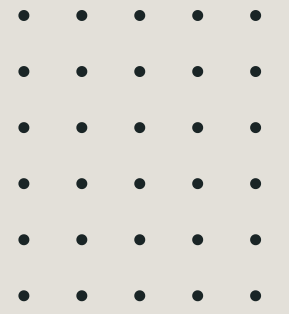


IMAGE GENERATED BY GEMINI AI



# SOCIAL MEDIA

## INSTAGRAM POST #2

### CAPTION:

Your perfect morning! ☀️

Grab our iconic Big Sur breakfast sandwich on a toasted everything bagel!

We open at 7 AM every day!

#IthacaBakery #MorningFuel

#BreakfastSandwich

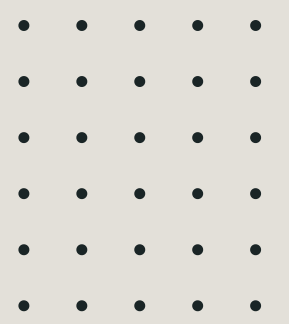


IMAGE GENERATED BY GEMINI AI



# SOCIAL MEDIA

## FACEBOOK POST #1

### CAPTION:

Planning a Celebration? Ithaca Bakery has you covered! Whether it's a birthday, graduation, or a wedding, we make hosting easy 🎂🎓

Call our catering team to start planning:  
(607) 123-4567

#IthacaBakery #IthacaCatering  
#EventPlanning

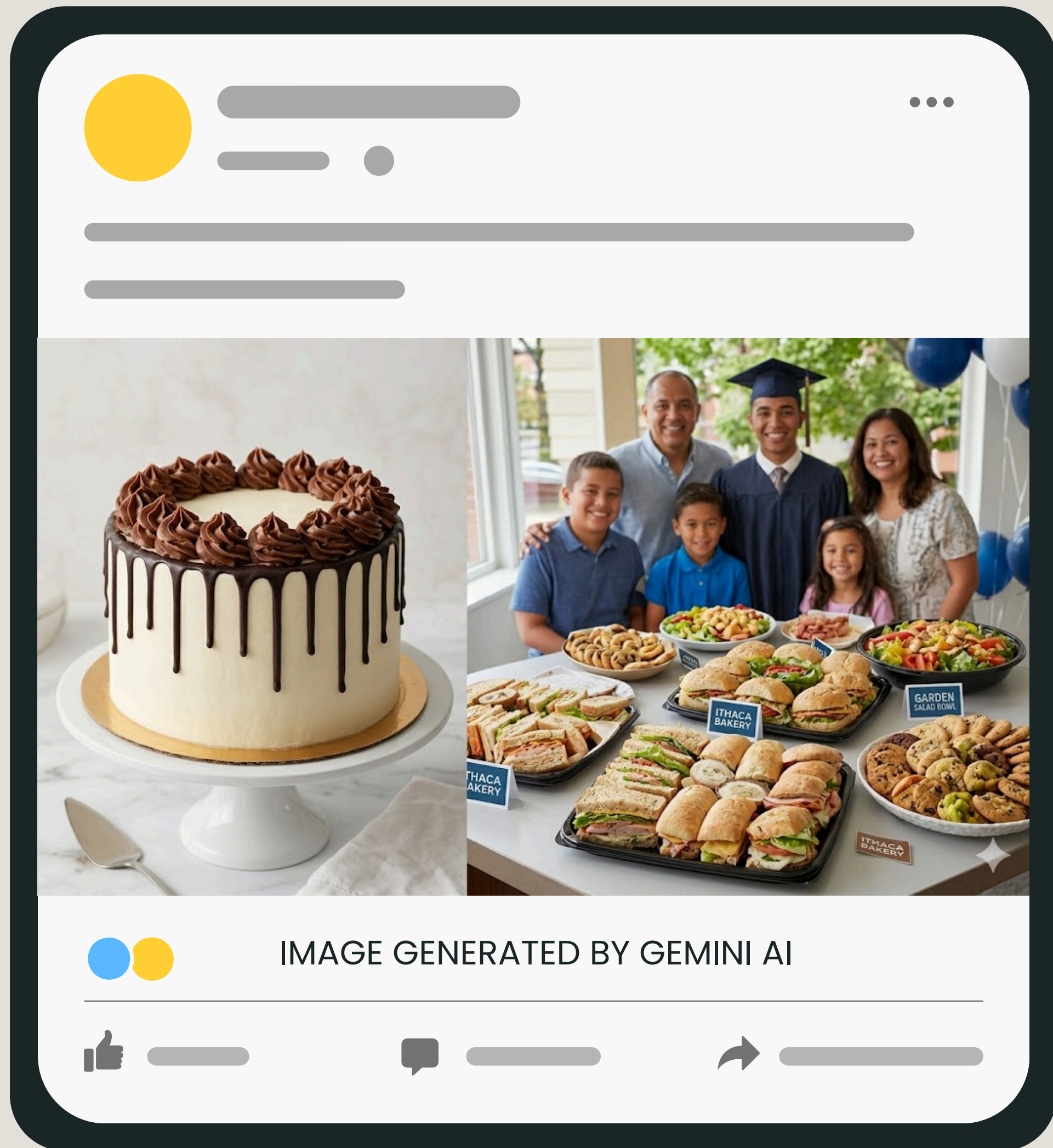
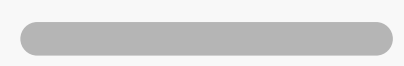
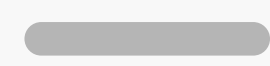
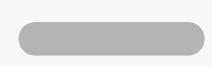


IMAGE GENERATED BY GEMINI AI





# SOCIAL MEDIA

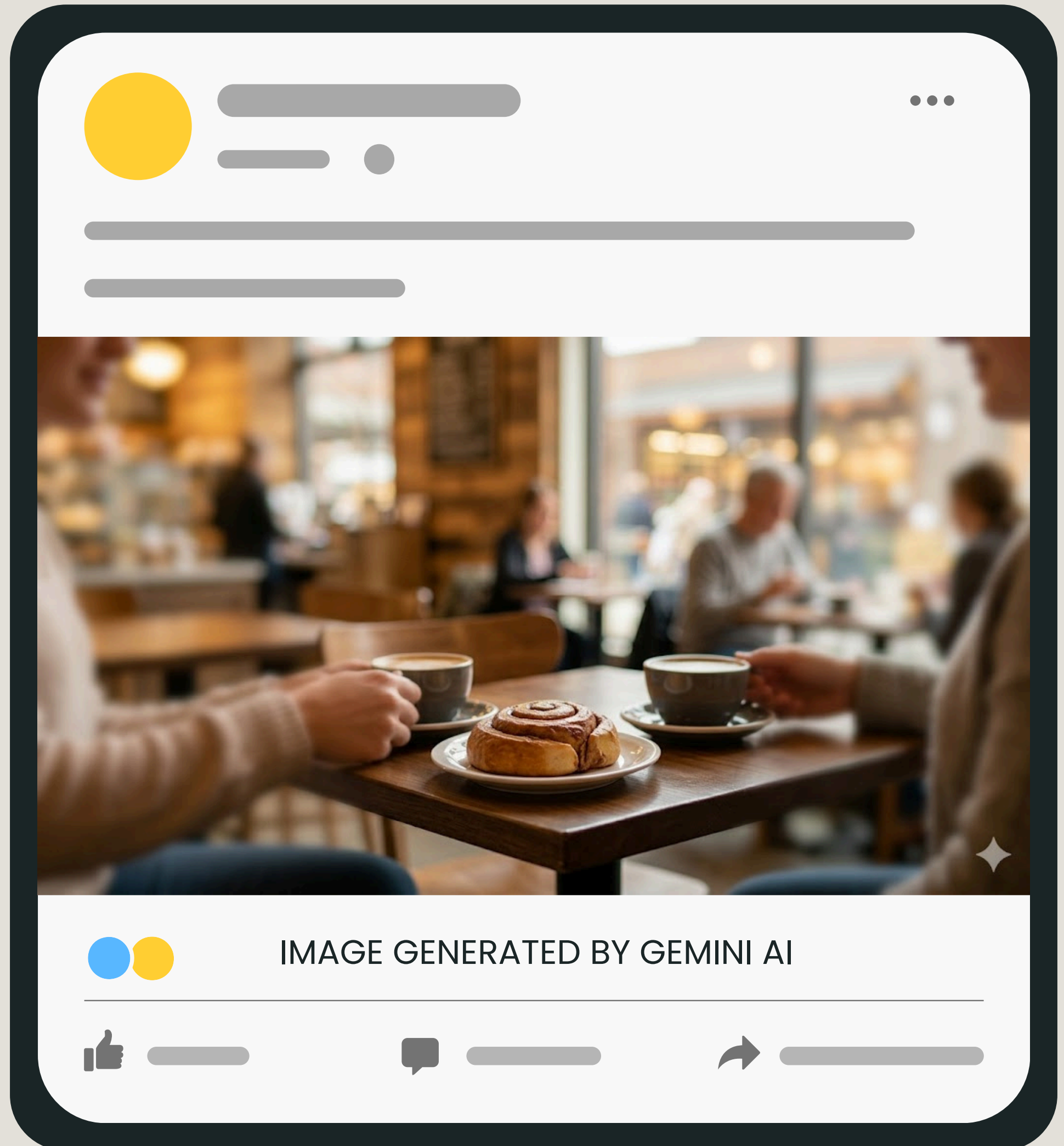
## FACEBOOK POST #2

### CAPTION:

A perfect way to spend a rainy afternoon ☕🌧️

Tag someone who owes you a coffee date!

#IthacaBakery #CoffeeDate #RainyDay



# EMAIL NEWSLETTER

## PROBLEM WITH THE CURRENT NEWSLETTER:

- The newsletter appears to be inactive.
- I did not receive a welcome email upon signing up.
- There have been no promotional updates or communications in over a month.
- There is no clear call to action or customer engagement strategy.

## WELCOME EMAIL:

Welcome new people to the newsletter, thanking them for signing up, and letting them know what they can expect from signing up

## PROMOTIONS EMAIL:

Send out biweekly emails to let customers know about sales and promotions

## CALL TO ACTION EMAIL:

Send biweekly emails (alternating with promotional ones) that encourage people to check out everything happening on our social media.



# WELCOME EMAIL

## MODEL WELCOME EMAIL

**SUBJECT:** *Welcome to the Ithaca Bakery Newsletter*

Welcome, and thank you for signing up for the Ithaca Bakery newsletter! Here is 10% your next order just for signing up,

We're excited to have you join. As a subscriber, you'll be the first to hear about our latest updates, upcoming promotional events, and important announcements.

Our goal is to keep you informed and engaged with us. We'll make sure everything we send is meaningful, relevant, and worth your time. Thanks again for joining us. We're glad you're here!

## ITHACA BAKERY

**2255 N Triphammer Rd, Ithaca, NY 14850**

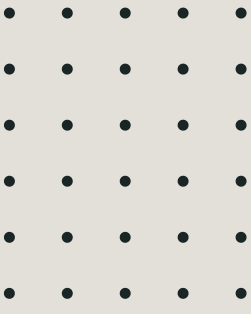
**400 N Meadow St, Ithaca, NY 14850**



- This email will be sent immediately after someone joins the newsletter.
- Cashiers can promote the offer in-store as a way to encourage sign-ups.
- Customers receive 10% off their order when they sign up for the newsletter.
- This helps increase newsletter subscriptions while rewarding customers with a discount.



# PROMOTIONAL EMAIL



## MODEL PROMOTIONAL EMAIL

**SUBJECT:** *News deals and discounts at Ithaca Bakery*

Hello (Insert Name),

We wanted to let you know about some of our discounts this week! With the first Tuesday of the month coming up next week, be sure to get ready for Bagel Tuesday, where you can get a dozen bagels for just \$10!!!

Also, with graduation just around the corner, make sure to pre-order your graduation cakes and catering now!!!!

We hope to see you soon!

**ITHACA BAKERY**

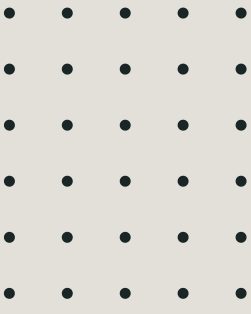
**2255 N Triphammer Rd, Ithaca, NY 14850**

**400 N Meadow St, Ithaca, NY 14850**



- This will be a biweekly email designed to encourage customers to visit the bakery by reminding them of the deals we are currently offering.
- Along with that, we want to remind people of upcoming events where they might need a bakery, such as a graduation.

# CALL TO ACTION EMAIL



## MODEL CALL TO ACTION EMAIL

**SUBJECT:** *Stay Connected with Ithaca Bakery!*

Hello (Insert Name),

If you want to keep up with everything going on at the bakery, make sure to follow us on our social media channels, where we post weekly content. You can find us on Instagram and Facebook @ithacabakery.

Follow us on Instagram and Facebook, and show us that you're following the next time you visit the bakery to redeem a free Ithaca Bakery sticker!

We hope to see you soon!

### **ITHACA BAKERY**

**2255 N Triphammer Rd, Ithaca, NY 14850**

**400 N Meadow St, Ithaca, NY 14850**



- This will be the opposite week of the promotional emails.
- Get people to engage more on socials and help build our social media presence.
- Along with offering free rewards to gain followers and generate free publicity.

# ONLINE REPUTATION

## STRENGTHS

- Fresh, high-quality baked goods
- Strong product variety
- Fast and efficient service
- Positive reputation among locals and visitors

## WEAKNESSES

- No engagement with online reviews
- Some pricing concerns
- Occasional product inconsistency

# COMPETITIVE COMPARISON

BRAND	REVIEW ENGAGEMENT	WEBSITE	SOCIAL
<b>ITHACA BAKERY</b>	WEAK	MODERATE	INCONSISTENT
<b>WIDE AWAKE BAKERY</b>	STRONG	STRONG	STRONG
<b>WOODPEPPER BREAD</b>	STRONG	GOOD	MODERATE



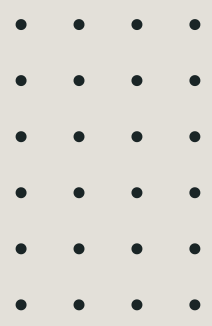


# WEBSITE & SOCIAL MEDIA PERFORMANCE

WEBSITE	SOCIAL MEDIA
Visually appealing	Moderate following
Poor navigation usability	Inconsistent posting
Unclear clickable elements	Lacks cohesive visual identity
Weaker user experience	No clear content strategy



# ONLINE RECOMMENDATIONS



- **IMPROVE CUSTOMER ENGAGEMENT:**
  - Respond to Google, Yelp, and TripAdvisor reviews
  - Acknowledge positive feedback
  - Address concerns quickly and professionally
- **STRENGTHEN DIGITAL EXPERIENCE:**
  - Improve website navigation
  - Make clickable elements clearer
  - Make key info easier to find (hours, menu, ordering)
- **BUILD A CONSISTENT SOCIAL STRATEGY:**
  - Post more consistently across platforms
  - Use short-form video and behind-the-scenes content
  - Create a stronger visual identity



# KEY TAKEAWAYS

1

## DRIVE REVENUE GROWTH VIA DIGITAL CONVERSIONS

---

By streamlining website usability and implementing high-intent SEO strategies (targeting keywords like "Catering Ithaca NY"), we expect to significantly increase online catering and pre-order sales.

Transitioning to a mobile-responsive design will specifically remove barriers for the "on-the-go" student demographic.

2

## CULTIVATE LOYALTY THROUGH PERSONALIZED ENGAGEMENT

---

Reactivating the email newsletter with a clear 10% sign-up incentive will build a direct-to-consumer channel that currently sits idle.

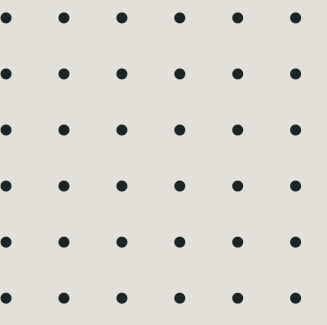
Alternating biweekly promotional updates with social media calls-to-action will enhance customer lifetime value and drive repeat foot traffic.

3

## MODERNIZE BRAND IDENTITY & DIGITAL PRESENCE

---

Implementing a structured content strategy on Instagram and Facebook will bridge the gap between Ithaca Bakery's 100-year legacy and the aesthetic expectations of younger "Target Personas" like Emma. This cohesive visual identity will transform our social media from "inconsistent" to a primary driver of brand awareness.



**THANK YOU**

