



Seaside Creamery

TEAM: LILIAN DINH, TERESA KUO, MERI HAKHVERDYAN,
ASHLYNN CHAVEZ, ALLISON POV, SONALI MALHI, AND JENNA KOO



Meet the Team

LILIAN D.



TERESA K.



MERI H.



ASHLYNN C.



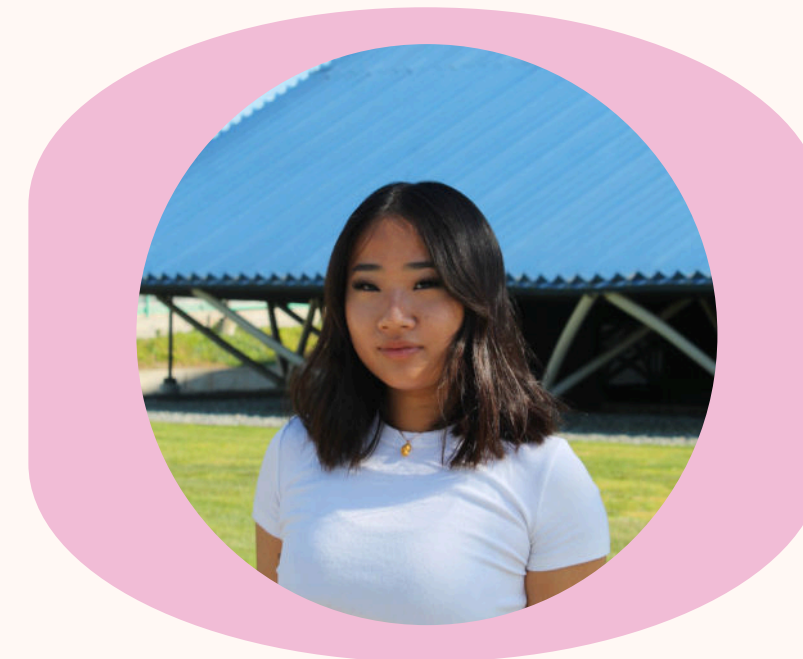
ALLISON P.



SONALI M.



JENNA K.



What is Seaside Creamery?

HANDCRAFTED
EST.  2023



SEASIDE CREAMERY
LONG BEACH, CALIFORNIA

What is Seaside Creamery?



Ismael Bermudez

Seaside Creamery is a family-run ice cream shop in Long Beach.

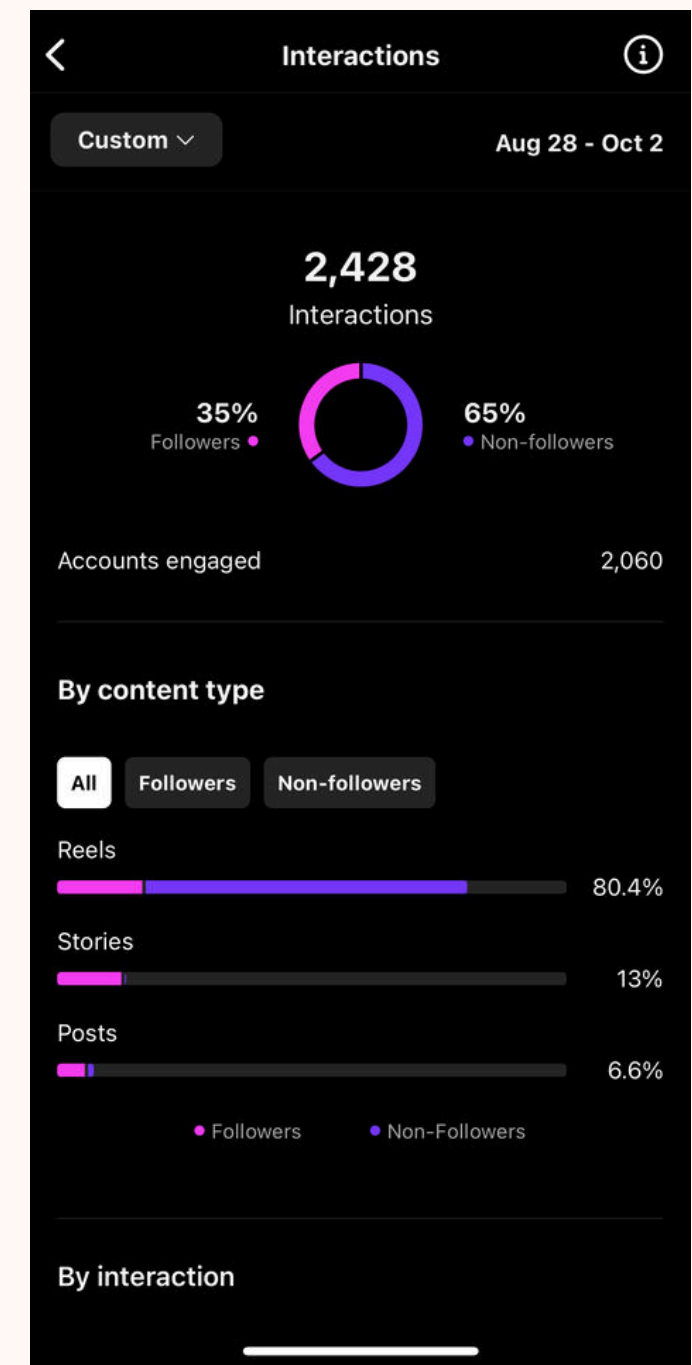
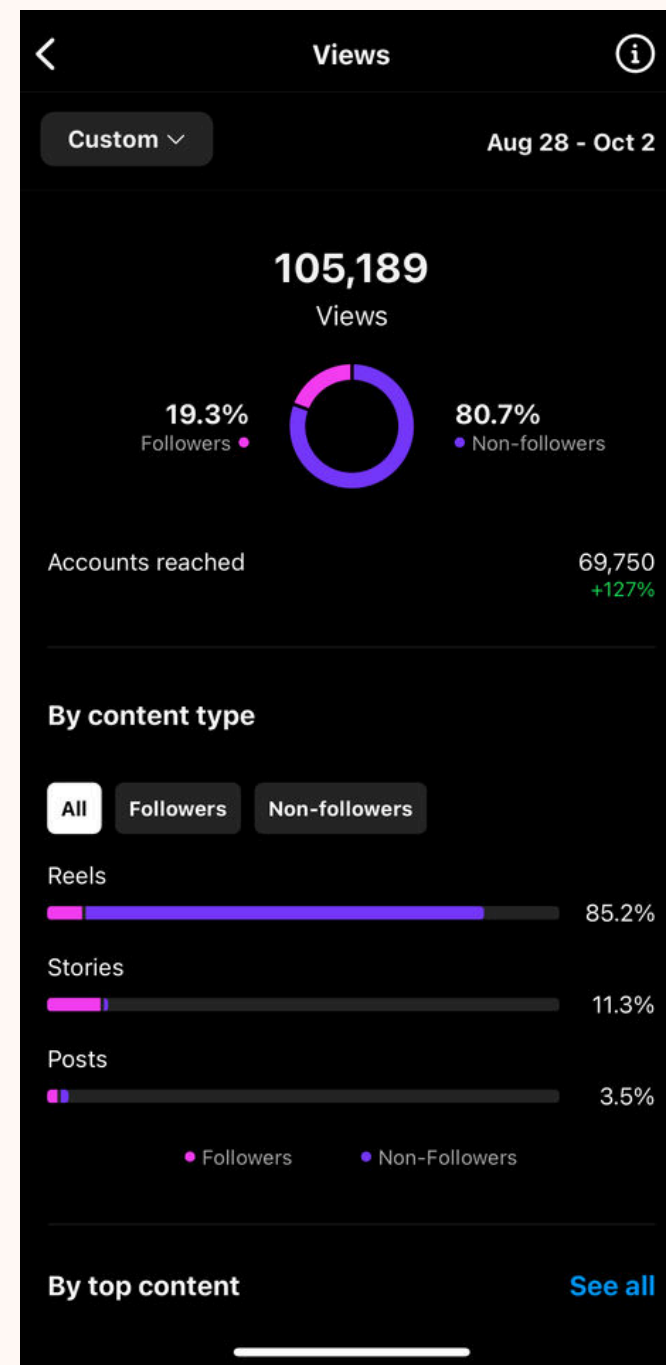
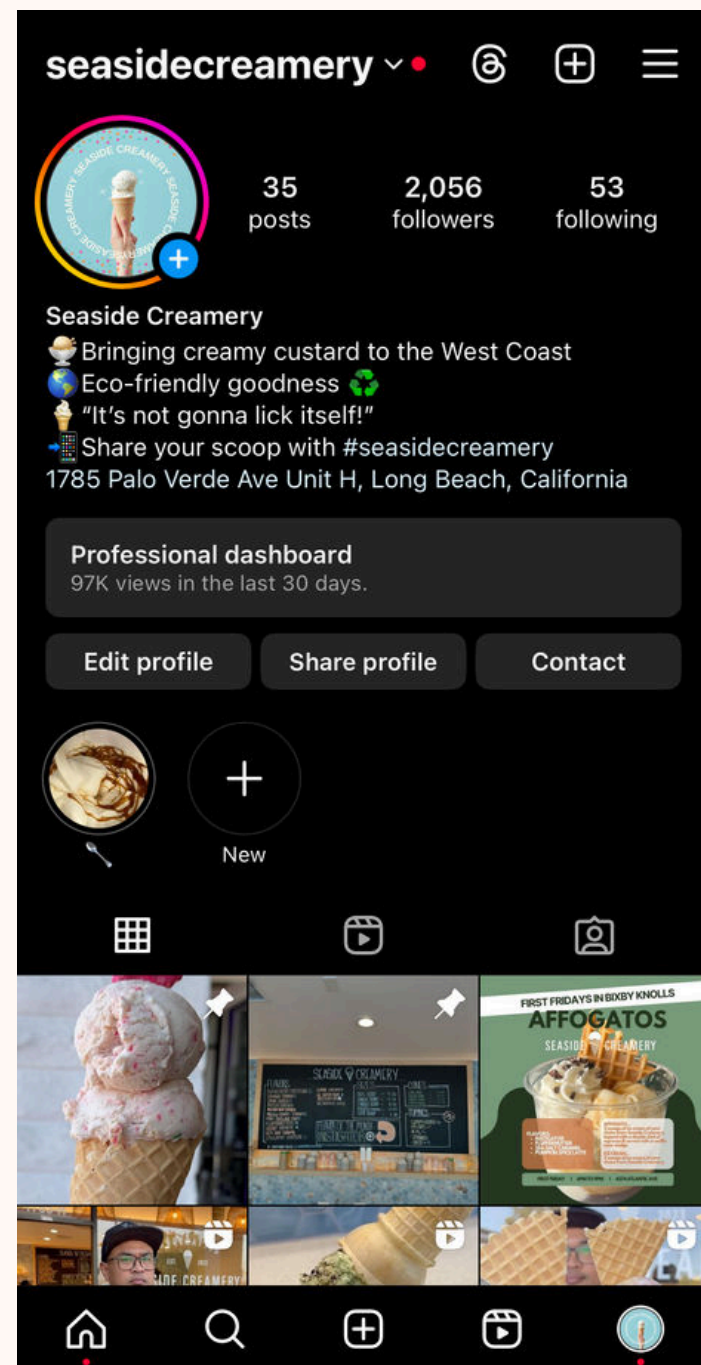
Their ice cream is made with a **custard base**, and they offer new flavors monthly to keep your tastebuds excited!

Ismael and **Esmeralda** are a husband and wife duo that run the shop.



Insights from before...

Here's a breakdown of the insights before our campaign:



What Content the Shop was Producing:



BEFORE OUR CAMPAIGN:

Pros:

- Good metrics with Reels
 - Local Collabs and Partnerships
 - Trendy Subjects
- (ex: Matcha; Charli XCX “brat” flavor)

Cons:

- Content was unmethodical
- Branding was inconsistent
- Posting schedule was random
- Profile Bio wasn't as informative and was missing unique selling points and a call-to-action



Content Strategy:

Our content strategy was based on gathering ideas from current trends and recreating them.

Most of the trends that we decided to recreate were **fun, entertaining** and **informative** at the same time meaning it showed the brand's image as a new ice cream shop while also keeping the audience's feeds fun and engaging, complimenting the current trends.

FOR EXAMPLE:



Instagram

&



TikTok

We made content both for **Instagram** and **TikTok**

Our Initial Plan:

- Increase Customer Retention
 - Build a Loyal Audience
 - Expand Social Media metrics
 - Consistent Social Media schedule
- Launch a visually compelling website
- Design & Create promotional flyers & motion graphics
- Create a TikTok business account

Target Segment:

- Students
- Local families

Visual Strategy:

- Bright, colorful imagery to evoke appetite
- Cheerful & Inviting

Call-to-Action:

- Encourage customers to repost scoops via posts captions & Social Media Bio

Unique Selling Points:

- Custard Base
- Biodegradable Packaging
- Espresso

Community Engagement:

- Fundraisers
- Local Partnerships
- Food Influencers

Analytics & Adjustments:

- Monitor engagement metrics to see what works
- Adjust Strategy

Content Topics & Emphasized:

FOR EXAMPLE:

Informative

- Walk With Me to Seaside Creamery

- Flavor of the Day

- Behind the Scenes

Entertainment

- Letting our Gen-Z Marketing Team Write Our Script

- When People Fight Over Who Pays

- Viral Trend:
COCONUT SPLASH

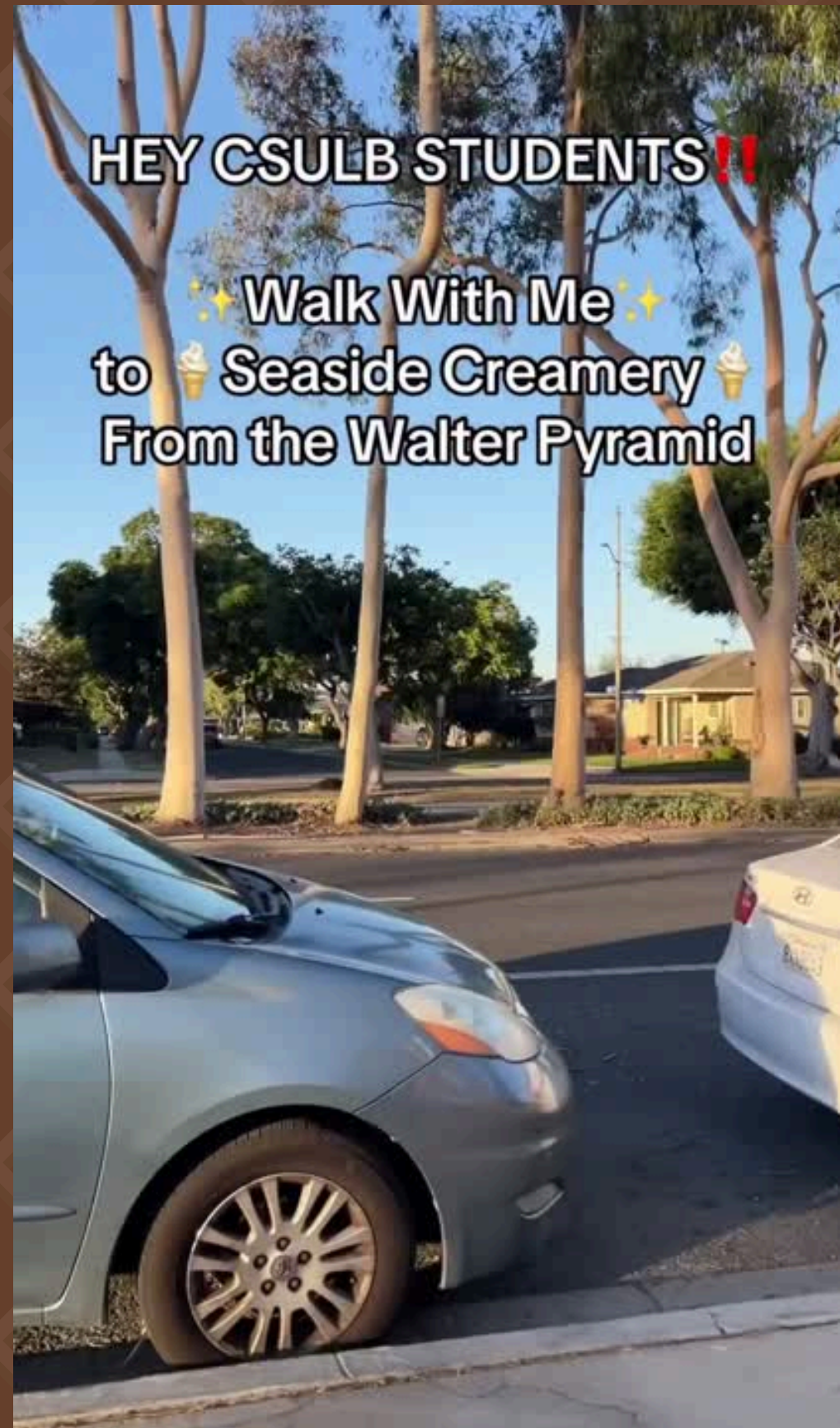
Local Partnerships & Food Influencers

- Instigator
(feat. Coffee Drunk LBC)

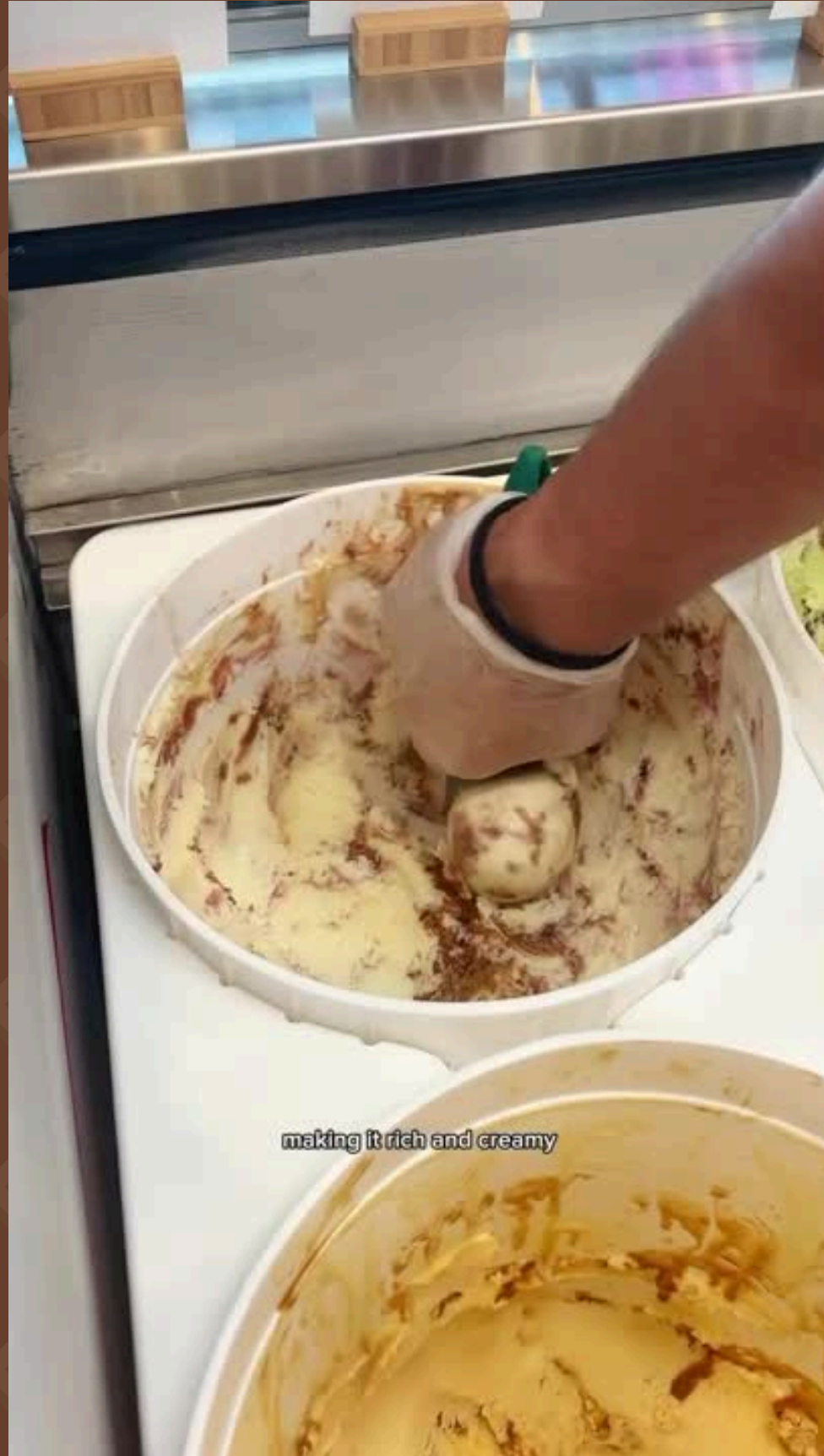
- Food Influencer
 - @leansfoodies
 - @wheresthafoodat
 - @eaterlbc



Informative:



Partnerships:



Graphic Designs

Instagram Profile Picture Before



Instagram Profile Picture After



Graphic Designs



Seaside Creamery's
New Fall Flavors
LIMITED TIME ONLY

Maple Walnut
Sweeten up your day with our maple-infused vanilla ice cream with chopped walnuts deliciously displayed throughout

Pumpkin Spice Latte
Oh my gourd-ness! Special blend of pumpkin, spice and everything nice with our custard-based ice cream. Perfect for coffee lovers!

Spiced Caramel Apple
A-peel-ing spiced apple cider and burnt sugar based custard cream with a salted caramel swirl



Seasonal Flavors



Seaside Creamery
TRY OUR BEST
SEASIDE CREAMERY

FLUFFERNUTTER
MALLOW COOKIES N' CREAM
BUMBLEBERRY CHEESECAKE



Most Popular Flavors

Graphic Designs



**WICKEDLY
GOOD FLAVORS**

**MATCHA
HORCHATA**
*Organic tea based
custard with vanilla
and horchata blend*

**STRAWBERRY
SHORTCAKE**
*Strawberry based
custard blended with
freeze dried strawberries
and oreo gravel*



CALLING ALL
Espresso
LOVERS!

PLEASE, PLEASE, PLEASE. TASTE OUR CUSTARD-BASED CREAMS
AT SEASIDE CREAMERY ON 1785 PALO VERDE AVE SUITE H.
IN LONG BEACH, CA

*"Is it that sweet?
I guess so!"*

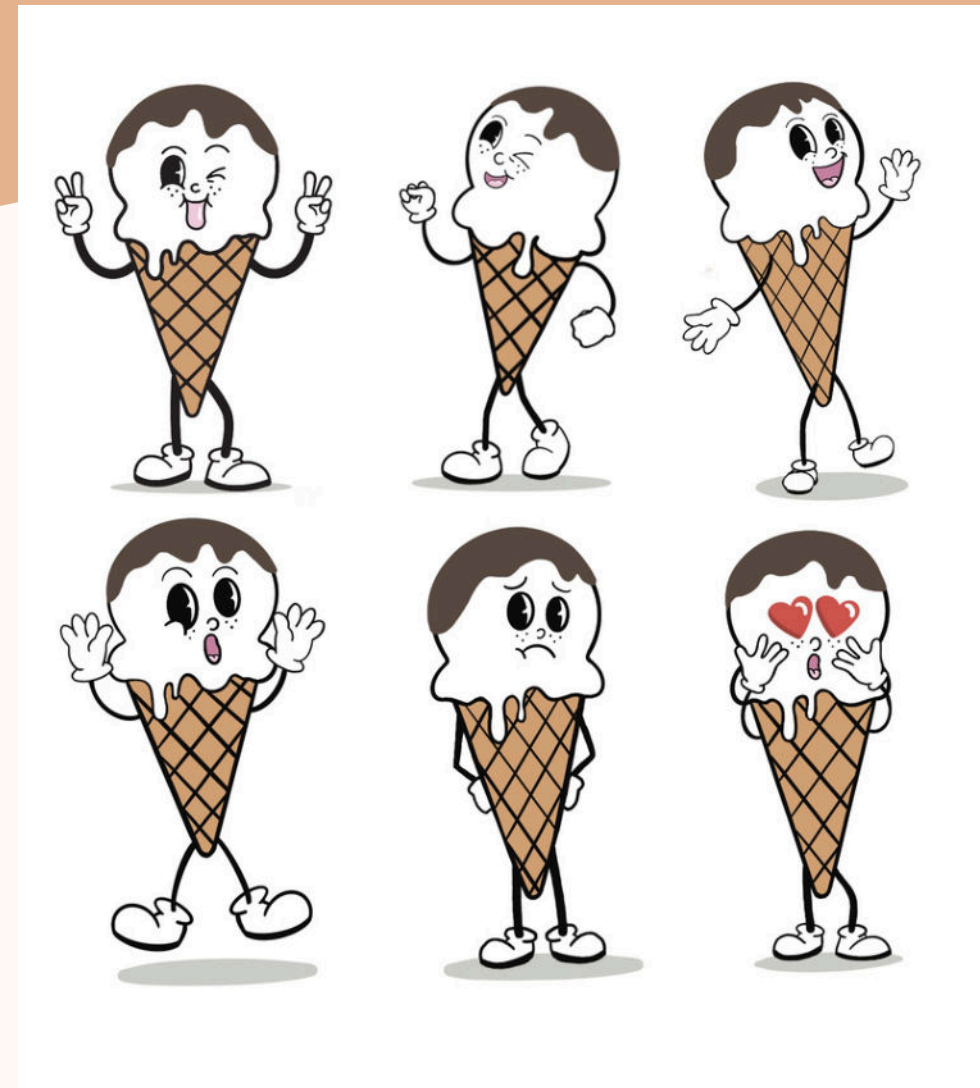
INSTIGATOR

**VIETNAMESE
COFFEE**



Pop Culture Posts

Graphic Designs



Edits and Character Graphics





Captions





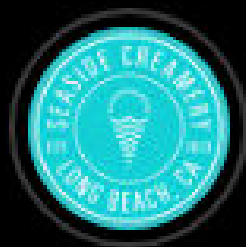
seasidecreamery Let's find out which flavor takes the crown!



Which one would you try? Comment down below 📌

#icecream #seasidecreamery #longbeach #scoopability
#rating

MAX OF 5
HASHTAGS



seasidecreamery He understood the assignment 🍷✨

#icecream #seasidecreamery #longbeach #genz #genzhumor



seasidecreamery 🍁 FALL in love with our new flavors! Maple Walnut, Caramel Spiced Apple, and Pumpkin Spice Latte are here to bring you the taste of autumn in every scoop. 🍁

- ❖ Maple Walnut: Burnt sugar and maple infused base with candied walnut pieces (Contains: Dairy, Egg)
- ❖ Spiced Caramel Apple: Spiced Apple cider and burnt sugar base with a salted caramel swirl (Contains: Dairy, Egg)
- ❖ Pumpkin Spice Latte: Coffee infused base with pumpkin puree and spices (Contains: Dairy, Egg, Coffee)

Which flavor is calling your name? 🍁🍦

#icecream #seasidecreamery #longbeach #foodie
#icecreamlover #custardicecream #seasonalfavors
#fallflavors



seasidecreamery When you realize you weren't actually sad, you just needed ice cream 🥹🍦

#icecream #seasidecreamery #longbeach #custardicecream
#dessertgoals #indulgeyourself #falltreats #wintertreats
#scoopsofhappiness #icecreamlovers



seasidecreamery Why wait? Treat yourself to a scoop of our creamy custard ice cream – life's too short to miss out! 🍦

#icecream #seasidecreamery #longbeach #foodie
#icecreamlover #custardicecream #lifeissweet
#scoopofhappiness

8 - 10
HASHTAGS

My Strategy & Improvement

STRATEGY:

- Include CTA (call-to-action) in order to get more engagement involved in the comments
 - **increase in engagement from followers + non-followers**
- Making sure the writing content is appropriate to the video alongside the owners tone of voice
 - **creative, fun, energetic, etc.**

THINGS I'VE CHANGED:

- Started off by implementing more hashtags
 - **increase in reach led to an increase in followers**
- Changed my tone of voice to audiences liking
 - **started off with more of a semi-professional tone, then changed it into more fun and engaging tone**

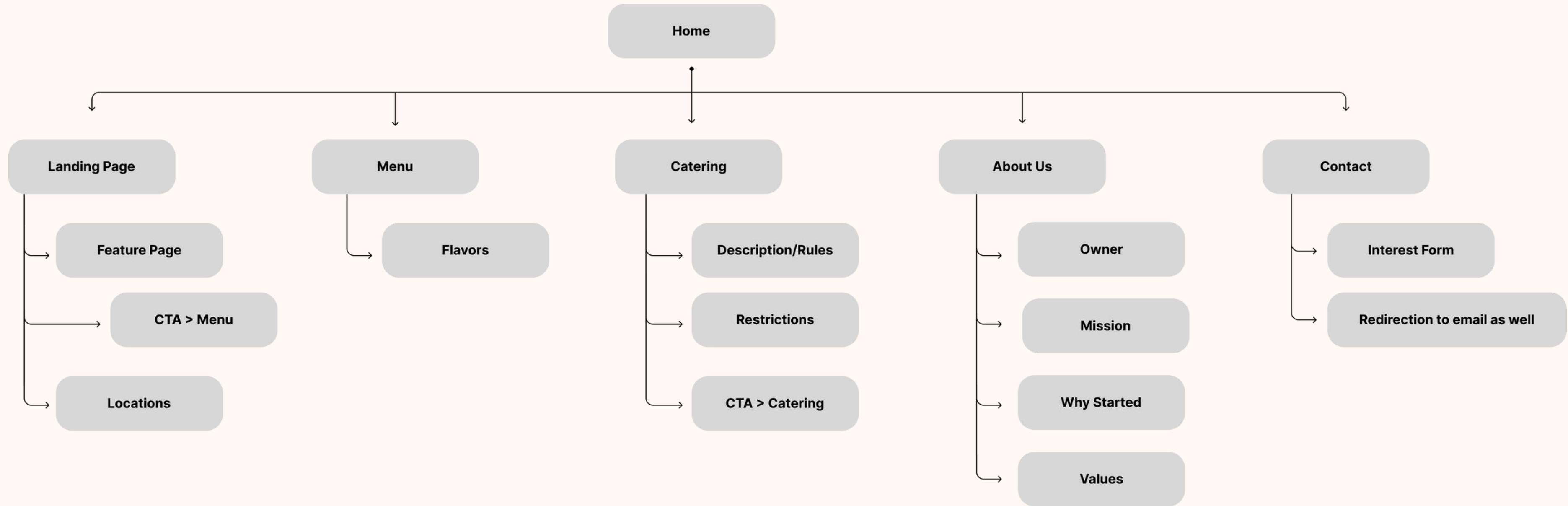
Website

Phase 1 Understanding competitors
and Blueprint

- Developed a competitive analysis on neighboring ice cream stores that were direct to indirect competitors of Seaside
 - Pros and cons allowed me to push forward stray or move closer on certain designs, layouts, and services

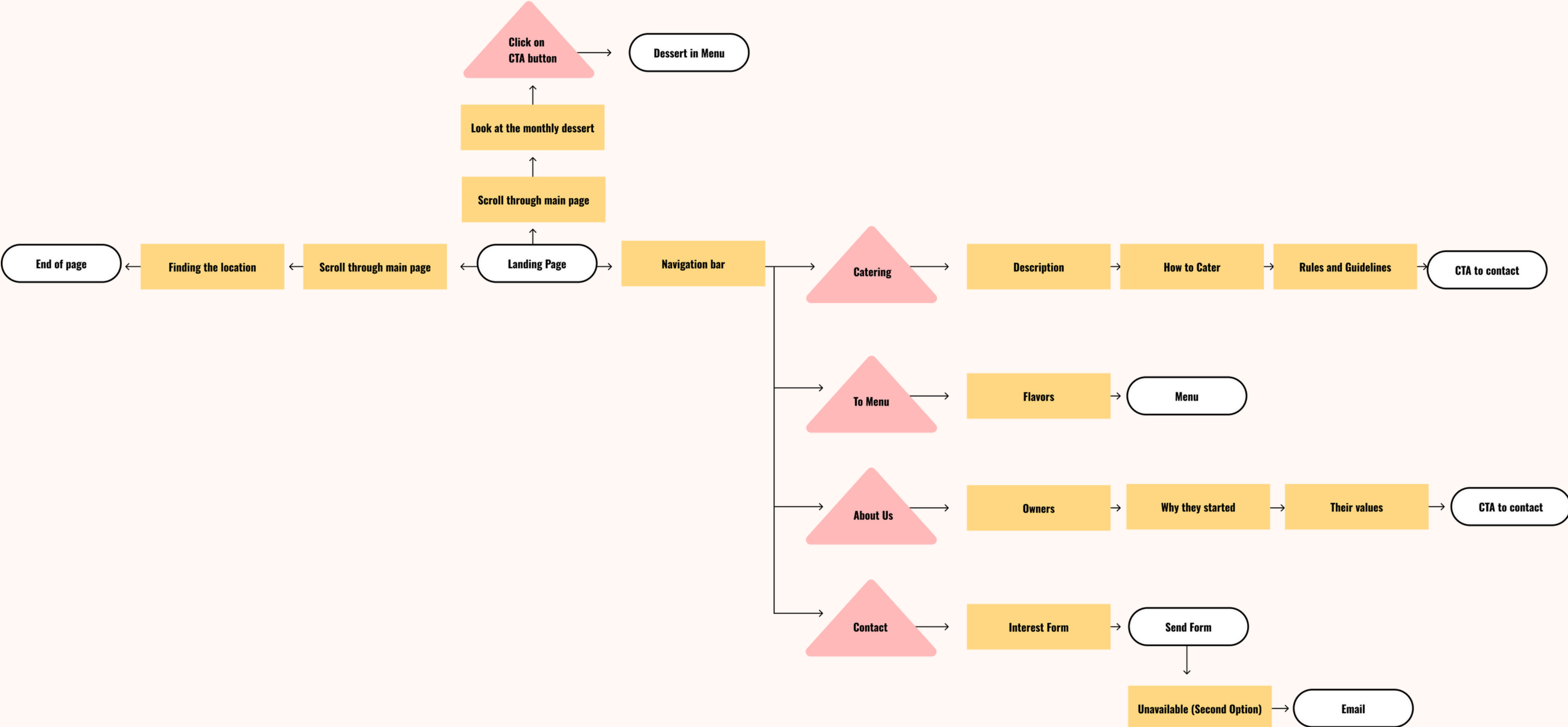
A	B	C	D	E	F	G	H	I	J
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience
Seaside Creamery	-	Long Beach	Provides different innovative flavors with a monthly new flavor (allows loyal consumers to come back and have something to look forward to).	\$	-	Small	Local millennials and students,	Creative unique flavors where other icecream stores may not provide	N/A
Afters	Direct	Long Beach, Cerritos, Fountain Valley, Fullerton, Orange, Newport Beach, Rowland Heights, Alhambra, Highland Park, West Covina, Los Angeles, Pasadena	Offers ice cream scoops, pints, milkshakes, donut ice cream sandwiches, ice cream bars, sundae, and dog treats	\$\$ (Compared to Seaside)	https://aftersicecream.com/	Large	Local millennials, families, and younger adults -Currently is collaborating with other lines that dive into the KPOP world	Offers a variety of merch, ice cream, other types of deserts, even dog treats.	Good + Straightforward + Has their present limited offerings as focal point - Floating block element introducing each category was distracting * Solution: Hover Effect or Scale animation instead
Pur Bowls	Indirect	Huntington Beach, Fountain Valley, Orange, Carson, South Gate, Santa Ana	Offers acai bowls and other "healthy" options such as Yerbamates and kombucha	\$\$\$ (Compared to Afters and Seaside)	https://purbowls.com/order-online/	Medium	Healthier individuals, Vegans, Gym Goers, Millennials	Provides charity, fundraisers, catering, and aims for a healthy luxurious and vegan options	Good + Straightforward to what they're about and serve, acai bowls - Bit bland for the Home Page, there's not enough emotions and curiosity for the consumer to want to know more
Bens Scoop	Direct	Carson	Only sells icecream scoops of pints and gallons	\$\$ (Compared to Seaside)	https://www.benscoops.com/ice-cream https://www.doordash.com/en-CA/store/ben-scoops-carson-25983894/?srsltid=AfmBOoq6v1FR1w2Yj60lZHtnkAii41ttHLowBRiflPPBXpGn_TzInnUB	Small	Local Millennials and families	Offers a variety of Filipino cultural flavors.	Okay + Straightforward - Lack of variety and designs on the website (rookie designs)

Phase 1 Creating a Blueprint



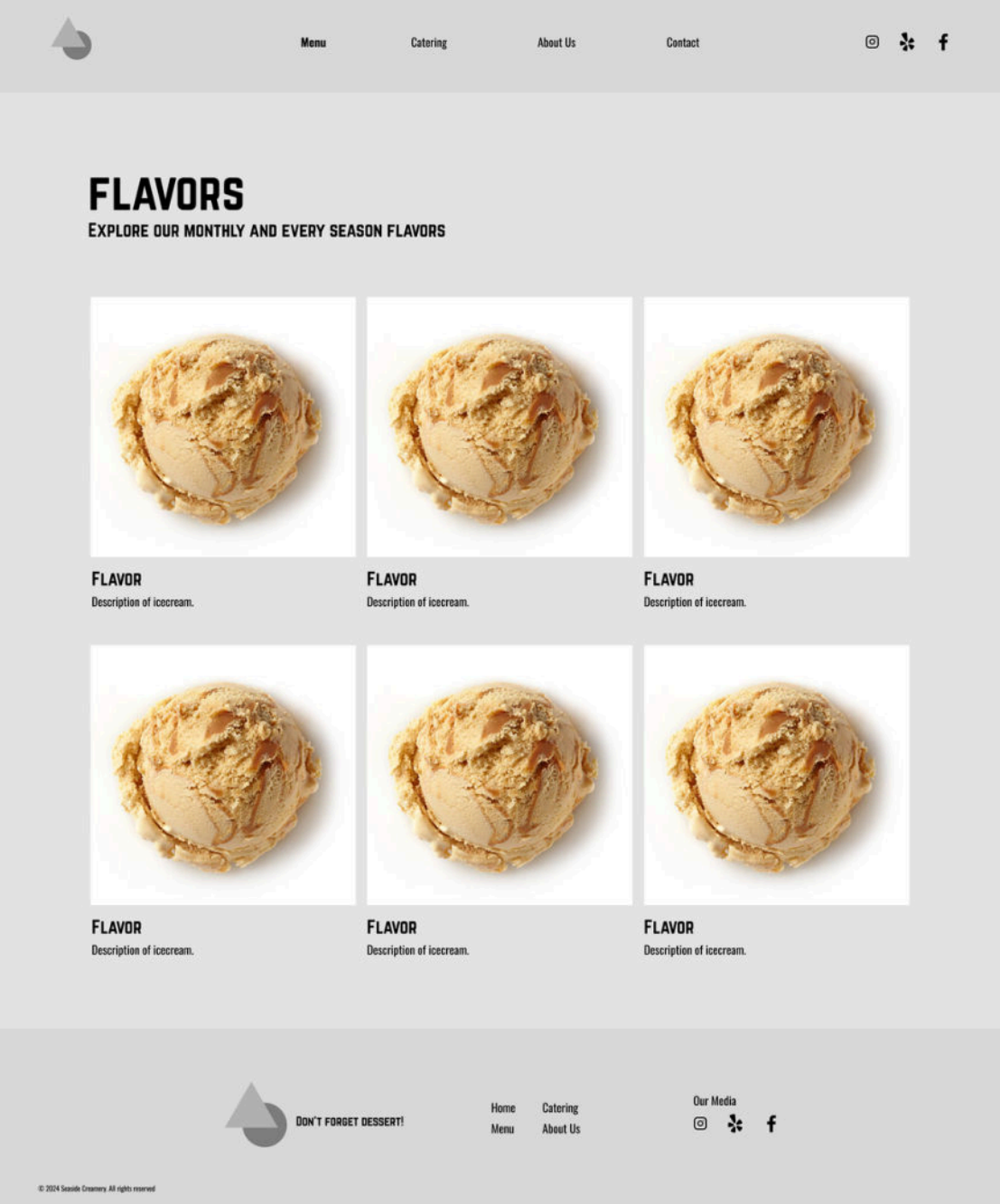
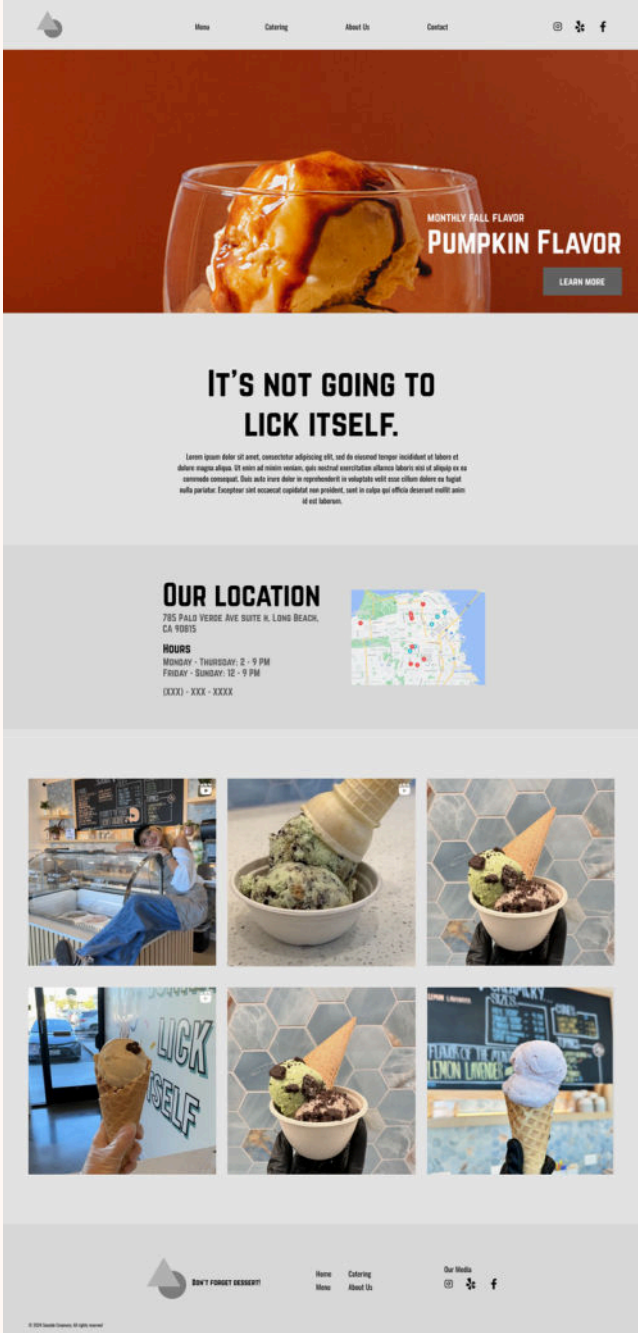
Proceeded after delegating with client

Phase 2 Understanding how this will all work



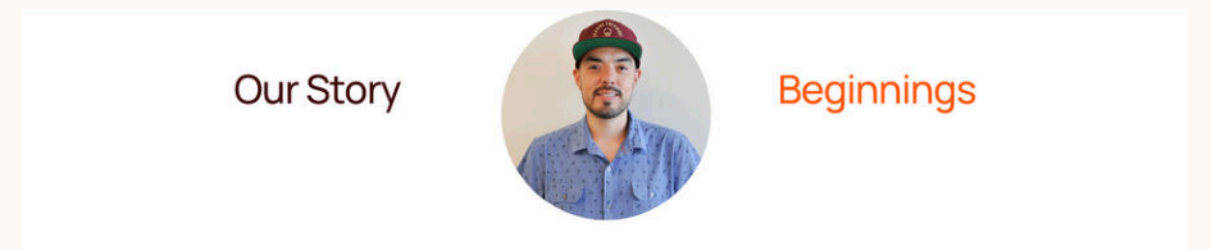
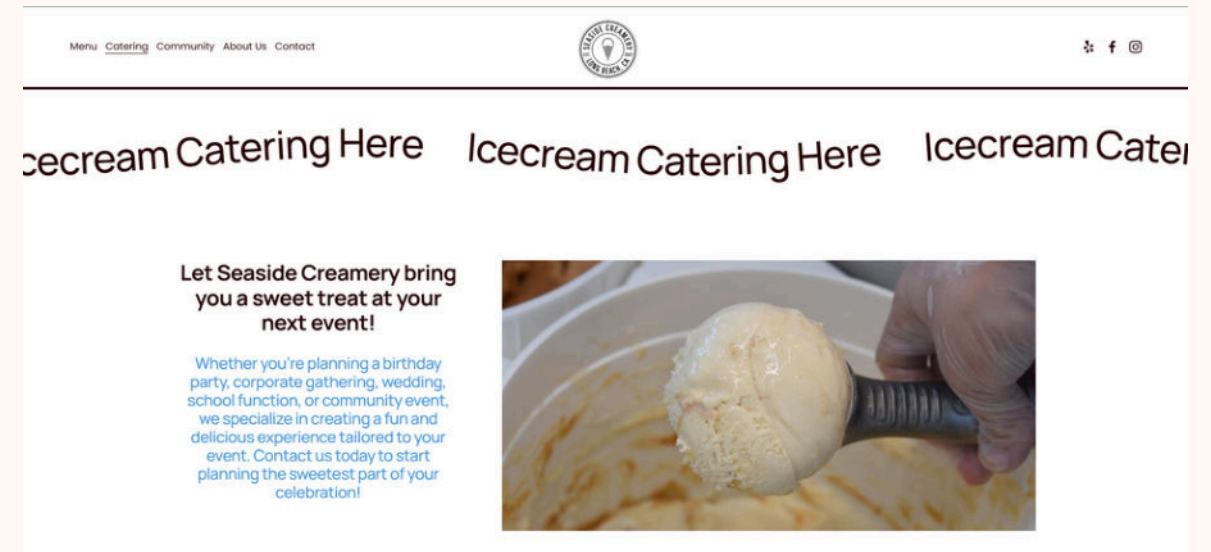
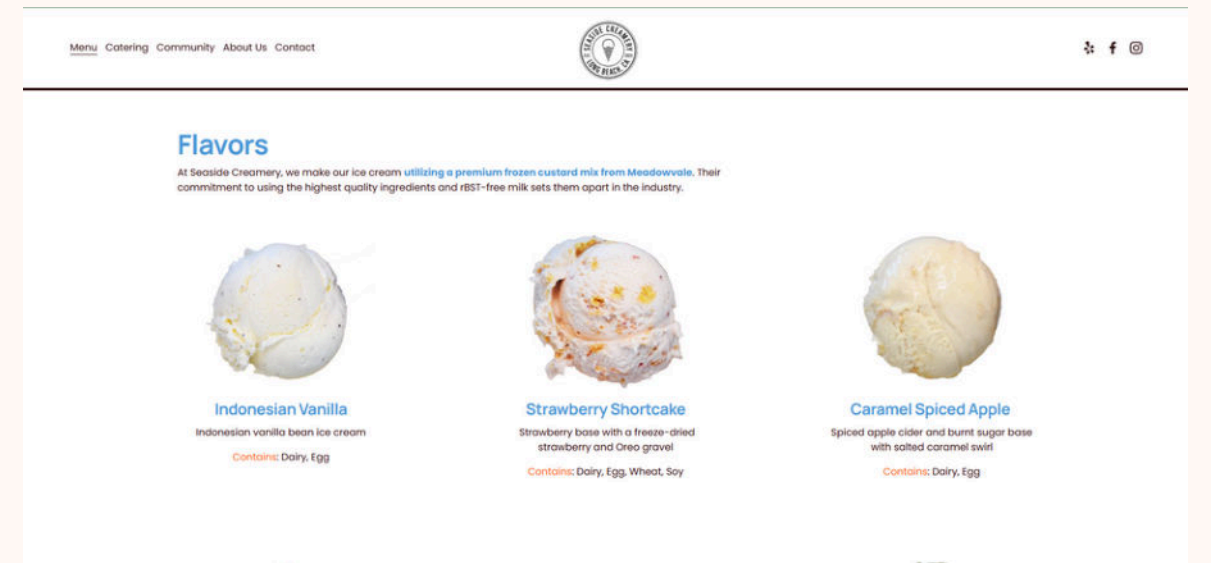
Developing the Website

Wireframes and Low-Fidelity



Website

[https://www.seasidecreamery.com/!](https://www.seasidecreamery.com/)



Insights Now



Professional dashboard

Insights Oct 21 - Nov 19

Your post is high-performing
107 accounts engaged with this post, more than your other posts.

Views 47.7K >

Interactions 1.3K >

Total followers 2.2K >

Most views See all

- 5.1K
- 3.9K
- 3.6K
- 3.5K
- 3.3K

Post insights

Top sources of views

Reshares	67.4%
Feed	28.1%
Profile	0.8%

Accounts reached 2,738

Interactions ⓘ

128 Interactions

78.6% Followers
21.4% Non-followers

Likes	95
Shares	23
Saves	5
Comments	5

Profile ⓘ

1,479
Profile activity

Profile visits 1,399

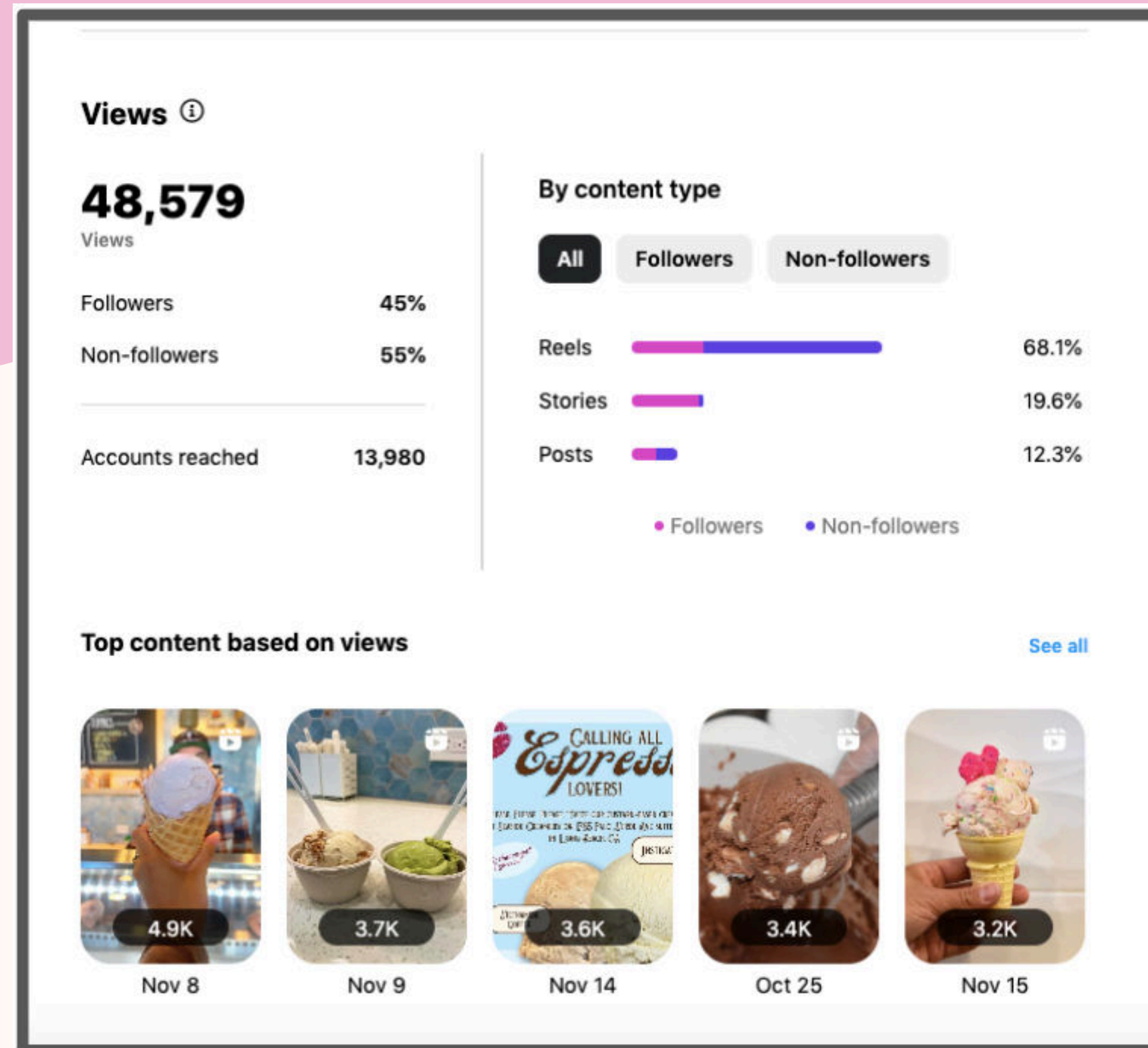
External link taps 21

Business address taps 59

- Focus on creating reshareable content and prioritize Reels for reach.
- Leverage analytics to understand what types of visuals and stories attract non-followers.
- Encourage external link taps through strategic call-to-actions in posts.
- Highlight top-performing themes or formats from past successful posts.



Overall Views (Last 90 Days)



- **Total views: 48,579, with a 55% majority from non-followers, indicating strong discoverability and potential to attract new audiences.**
- **Content types driving engagement:**
 - **Reels: 68.1% of total views, showcasing their effectiveness for reaching new audiences.**
 - **Stories: 19.6%, good for maintaining engagement with followers.**

- **Posts: 12.3%, offering steady but less impactful reach.**
- **Top-performing posts based on views:**
 - **Nov 8 (4.9K), Nov 9 (3.7K), and Nov 14 (3.6K), emphasizing the appeal of visually captivating and timely content.**
- **Steady mix of content resonates with followers and garners interest from a broader audience.**

That's a Wrap

