La Gourmandine

Bakery And Pastry Shop

Final IMC Plan
Bridget Qiao Zhang

Executive Summary

With the local artisanal bakery industry greatly expanding in the past few years, La Gourmandine has increased its sales and recently opened its fourth shop in downtown Pittsburgh.

While it has a great potential to build loyalty among its local customers base, La Gourmandine currently has an underleveraged digital marketing effort to capture and retain local customers for repeat purchases.

An integrated marketing campaign designed to position La Gourmandine as a "friendly neighborhood bakery" that makes a positive impact on the local community could help attract new local customers and raise brand loyalty among current customers. The campaign will focus on the target audience's sense of belonging and pride of the local neighborhood as an emotional motivator for them to try La Gourmandine and become a part of the loyal customer base.

This will be achieved by:

· A strategic campaign based on strong consumer insights from comprehensive research
· A $ 3100 monthly budget covering creative production and media costs
· Ongoing measurement of effectiveness and optimization of media channels

Industry Background & Situational Analysis

Bakery Industry:

The category will continue to evolve, with more growth coming from specialty bakeries with niche elements:

- Bread and Bakery Products volume sales in the U.S. **increased by 1.3%** between 2016 and 2017, and are expected to **grow annually by 2.6 %** .

- Highest growth expected to come from **specialty bakery products with niche elements** that offer genuine differentiation.

- Preference shifting from in-store bakeries to **local artisan bread shops** and fast-casual bakery cafes

- Local artisan bread shops and fast-casual bakery cafes, which bake fresh bread daily, building **trust and loyalty** within their customer base.

- Drivers: **Innovation will be crucial** to value growth in the industry. Consumers have woken to the prospect of a greater **variety of flavors and artisanal breads**.

- Barriers: Shoppers' changing habits: their **growing preference to eat on the go** and their mounting concern over **health and wellbeing**

Industry Background & Situational Analysis

Unique Local Business Culture in Pittsburgh Community

"City of Neighborhoods":
Pittsburgh has the most neighborhoods per capita in America . It's a "city of small towns" with very strong local solidarity and emerging diverse cultures.

Rising of local bakery businesses:
In Pittsburgh, you still have the neighborhood bakery, which is reflective of the ethnicity of the neighborhood in the 1940s. There are neighborhood business districts and very few common national companies have moved in .

Loyalty and Trust toward Local Artisanal Brands:
Successful local brands have a cult-like following, and are popular among communities by developing strong loyalty and pride. Pittsburghers place a high value on eating at restaurants and bakeries founded by locals.

Support to entrepreneurs and local business
The Bakery Society Pittsburgh – "The first bakery incubator in America" - formed to offer entrepreneurial training and support to aspiring bakery operators – inviting bakers at all levels to participate .

Competitive Analysis

Primary Competitors: Local Standalone Bakeries

Brand		Product	Messaging	Target	Price	Strength	Weakness
	[Prantl's Bakery](#)	Danishes Cakes Catering	Traditional German flagship store for over 100 years	Age 30-55+	$	-Well-known brand -Online Order & Shipping	-Lack of digital marketing effort
	[Five Points Artisan Bakeshop](#)	Artisanal bread Pastries	Family-owned bakeshop with the best European bread	Age 25-45	$$	-Strong branding & website	-Limited product selections
	[Gaby et Jules](#)	Macarons Special Occasion catering	"A gift of love for your celebration of love"	Millennials	$$	- Loyal millennials customer base -Strong social media channels	-Focusing on macarons; Limited variety of products
	[Jean-Marc Chatellier's French Bakery](#)	Traditional French danishes Cakes	"It's a bakery that everyone would like to have in his or her neighborhood"	Age 40-55+	$	-Popular among mid-age audience at Millvale	-Lack of digital marketing effort -Only one location

$ - Price range Under $10 $$ -Price range $11-30

Competitive Analysis

Secondary Competitors:

Major National Chain Brands:
Starbucks/Panera

Strength:
- Well-known brands
- Offer a large variety of pastry products and complementary products
- Convenience of locations
- Grab on the go or dining in options

Weakness:
- Expensive price compared to local bakeries
- Lower quality, mass-produced

In-store Bakeries
Whole Foods, Giant Eagle

Strength:
- Well-established brands
- Convenience (one-stop shopping experience/multiple locations)

Weakness:
- Lack of emotional motivators that drive consumers
- Lower quality, mass-produced

(See Appendix A for Brand Positioning Matrix)

La Gourmandine

Brand Value and Identity

La Gourmandine aims to evoke the feeling and ambiance of a traditional "Boulangerie" that customers would find while traveling all over France.

- Authenticity and Simplicity
- Artisanal Passion with Care and Love
- A Homey Shop Where People Can Stop by Everyday

Competitive Advantage:

- Niche in high value artisanal products
- Greatest number of shops compared to other local bakeries in Pittsburgh

(See Appendix B for SWOT Analysis)

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Business Issues:

- High spending on traditional media including magazines and radio, which is unable to prove the effectiveness

- Current digital marketing channels are underleveraged and there is limited time and resources committed to marketing

- Lack of effective marketing strategies to increase interactions and engagement among current loyal customers

Opportunities:

- Increase brand loyalty among current customers and grow repeat business with diverse cost-effective digital media channels

Current Marketing Channels' Performance

Traditional Media

The company have used high-cost traditional media including magazine and radio to advertise but was unable to track the effectiveness

Digital Media

Facebook
10k followers
0.23% Engagement

Instagram
2k followers
Very low engagement

Website:

73%
Of traffic is from **Search**

0.69%
Of traffic is from **Social**

Monthly Visits: Last 6 Months

WEBSITE VISITS
lagourmandinebakery.com

SimilarWeb

01 NOV 01 DEC 01 JAN 01 FEB 01 MAI

4K
2K
0

La Gourmandine is performing well with growing website traffic and organic searches. However, the current social media sites generate very low engagement and website traffic. The company has an opportunity to leverage current digital marketing channels to increase interactions and engagements.

Marketing Goals and Objectives

Goal:

Increase engagements and raise brand love among both loyal customers and potential customers by positioning itself as a local community-based place where people enjoy great food and share memories.

Objectives:

1)   Generate at least new 300 enrollments for the new loyalty program starting from September 2018 to February 2019

2)   Raise 20% engagement growth from September 2018 to February 2019 measured by

- Social media followers and engagement rate
- Visits to website

Value of Customer Loyalty

Happy customers ...

Spend more

Come back

Tell their friends

82%

...of small business owners said that loyal customers are the key to growth

5% of **customer retention**

= **25-95% profit growth**

Target Audience

Connoisseurs of Fine Food/ Enthusiastic Foodies in Pittsburgh area
Local white collar, 25-45 year olds

- "A new generation of foodies", leading the way for new culinary trends, tend to sacrifice convenience and cost in search of a quality product,
- They are high-income, with majority making over 75k per year.
- They are also social voyeurs and social exhibitionists who love to share experience with others.

#FoodieExpressions: Foodies use social media intensively for seeking ideas and expressing their creativity, which they employ more than 7 times a day. They most-often use **Facebook (90%) and Instagram (73%), then Pinterest (36%) and Twitter (19%). They are also active users on rating websites like Yelp.**

Based on Facebook Ad Manager, we measured a target audience reach of 620,000 audience in Pittsburgh.

Key drivers

Local Production & Local Brand

Customers are interested in not only what is in their food, but where their food comes from and the unique stories behind the local brand.

Variety & Original Flavors

New and exciting flavors, European ethnic cuisines, especially French style food

Immersive, and personalized in-store experiences

Sensory and indulgences are the driving forces beyond the food

(See Appendix C for target audience persona)

La Gourmandine represents a place where customers belong and are proud of.

INSIGHTS

- Local Pittsburgh customers feel a special connection and pride to a local brand like La Gourmandine.

- Going to La Gourmandine a part of local people's lives and where they share memories with families and friends.

- The shop and fresh baked goods bring people in the community together.

(See Appendix D for Key Research)

SOLUTION

Emphasize customer's **sense of belonging and local pride** as emotional motivators to drive them to try out products and to become loyal customers for repeat purchases.

Customers not only connect with La Gourmandine as a brand, but also connect with the other people that connect to the brand. The campaign will be designed to help potential and current customers feel like a part of community, where they feel comfort and satisfaction – the community in store, community of the local neighborhood, and Pittsburgh as a whole.

Expressing love and care to the local community makes customers feel related to La Gourmandine as a brand, which builds trust, increases customer loyalty, drives earned engagements, increases share of wallet, and ultimately improves its bottom line.

CAMPAIGN BIG IDEA

"Inspired in France, Made in Pittsburgh, Right in your Neighborhood"

In France, boulangeries are not just places people purchase pastries, but also somewhere they feel a sentiment of home and belonging with the handmade pastries fresh out of the oven.

The integrated marketing campaign aims to position La Gourmandine as a "friendly neighborhood bakery" that plays an important part of customers' life. Delicious pastries and sweets bring friends and family together, and it is also a tie that connect La Gourmandine with its loyal customers.

Brand positioning statement

To: Pittsburgh local high-income connoisseurs of fine food,

La Gourmandine is an artisanal neighborhood bakery and pastry shop that brings an authentic tradition of French handmade baked goods to the local Pittsburgh neighborhoods for people to enjoy together and keep coming back because of:
1.	The highest quality of fresh handcrafted goods with the finest ingredients
2.	Large variety of products that suit all occasions
3.	Multiple locations in various neighborhoods
4.	Homey and personalized store experience
5.	Love and care to the Pittsburgh community with percentage of sales donated to local food bank

The creatives will follow the current La Gourmandine brand identity and have a warm, elegant and classic tone in every asset.

MESSAGING

Authenticity, Originality, and Passion

The stories about French baking traditions and artisanal passion that are told beyond the delicious baked goods.
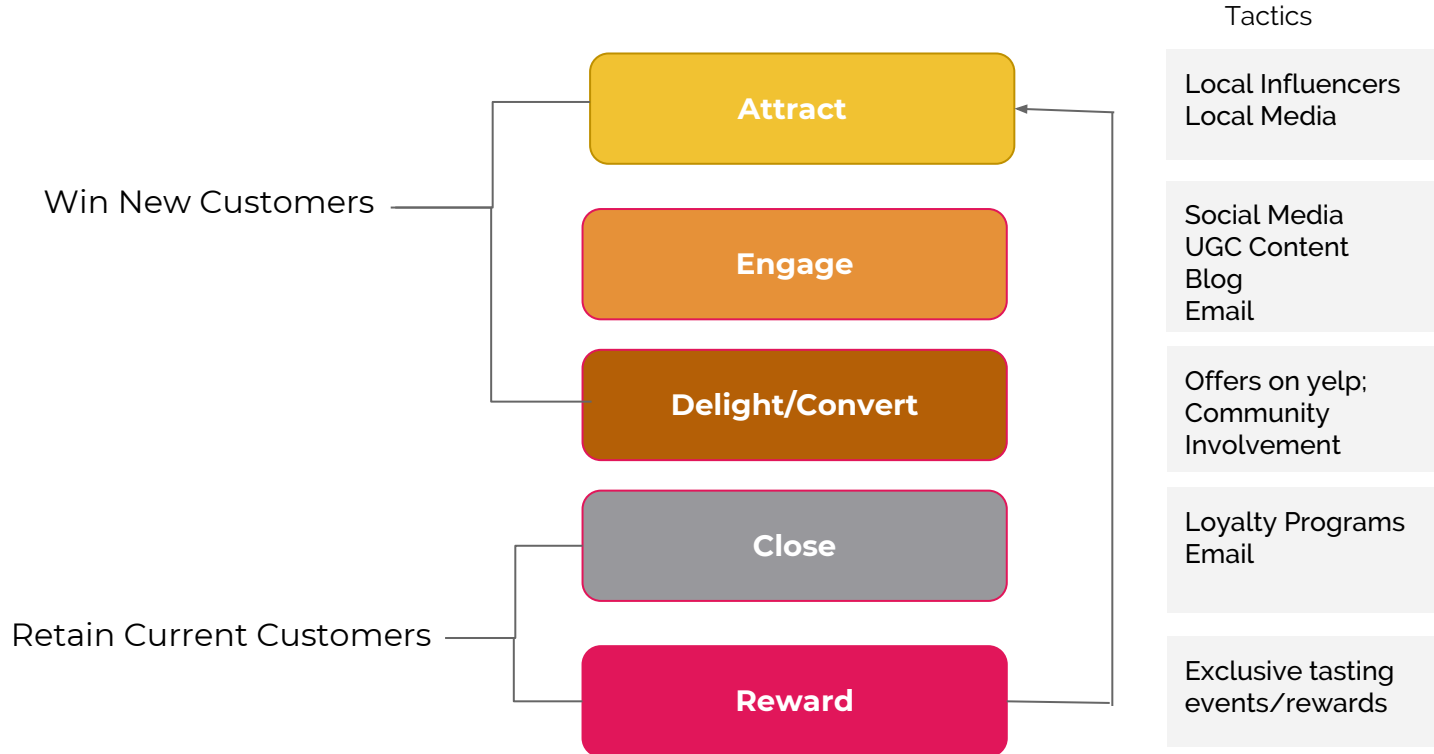
Pittsburgh pride and impact

How appreciation and passion for La Gourmandine's hand-crafted pastries bond people together in the community and how French culture is infused in the Pittsburgh community.

Everyday Neighborhood Bakery

With four locations and a variety of baked goods for casual and formal occasions, La Gourmandine always creates a sweet exciting moment in your everyday life whenever and wherever...whether it's grabbing a pastry on a weekday morning, enjoying sweet treats with friends on the weekend, or special occasions.

How does it come to life?

The campaign will come to life by targeting two groups of audiences: potential new customers and current customers. The campaign tactics will be realized along customers' purchase journey in each step for new customers to try La Gourmandine, become a loyal customer, and continuously refer to other new customers.

Tactics

Win New Customers

- **Attract**
  - Local Influencers
  - Local Media
- **Engage**
  - Social Media
  - UGC Content
  - Blog
  - Email
- **Delight/Convert**
  - Offers on yelp;
  - Community Involvement

Retain Current Customers

- **Close**
  - Loyalty Programs
  - Email
- **Reward**
  - Exclusive tasting events/rewards

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Win New Customers

Attract: Get the Word Out with Local Influencers and Media

Facebook and Instagram Influencers

❏ Based on the survey results, 70% of the respondents heard about La Gourmandine by word of mouth.

❏ Proliferation of foodie culture and visual storytelling on Facebook and Instagram provides a great opportunity to raise awareness among food lovers through word of mouth marketing with local influencers.

❏ We will select "Power Middle" influencers with a smaller but loyal audience (10,000 to 100,000 followers), which will drive an average of 16x higher engagement rates than alternatives paid media and much lower individual cost with better ROI than professional influencers.

❏ Examples: @bestfoodpittsburgh @Urbanistpgh @pittsburgh_foodie @goodfoodpittsburgh

Local Media
❏ As the Pittsburgh audience is interested in the news about the local business brands in their neighborhoods, the campaign will feature stories about La Gourmandine's community involvement in local newspapers and websites to raise greater awareness among the target audience.
❏ Examples: Pittsburgh Post-Gazette, CityLab, Triblive

"[Influencer marketing] is a great vehicle for reaching new people and educating them on our products… it's been important for us to collaborate with different influencers because they have such loyal fans."

– Morgan Fleming, Amika[2]

Sample Creatives
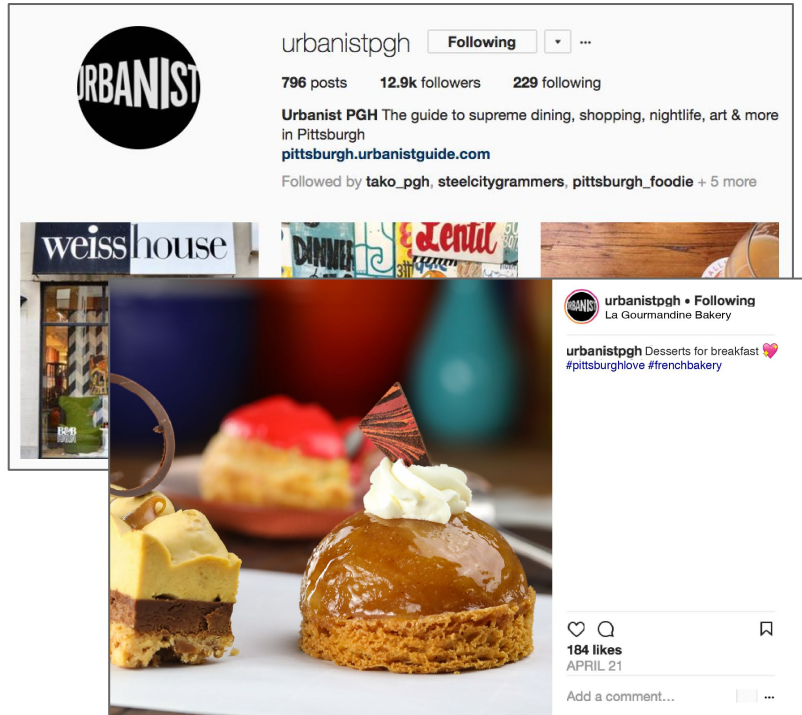
*Local Community Influencers: @urbanistpgh
@lawrencevillecorporation*
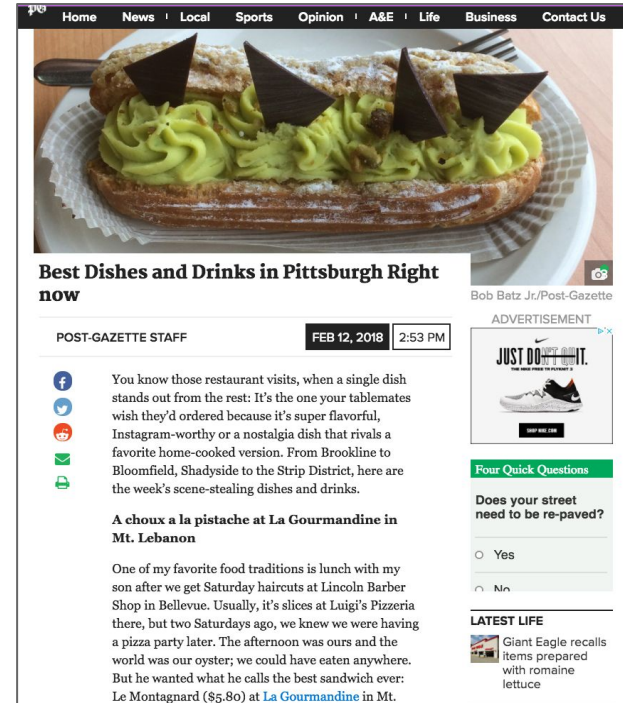
Local media: Pittsburgh-post-gazette

Win New Customers

Engage: Create an Engaging Community with Social Media

Facebook & Instagram
User Generated Content (UGC)

❏   Generating UGC content and encouraging more users to engage with La Gourmandine's content will raise the posts' prioritization in the Facebook/Instagram feed, which is a form of word of mouth to raise awareness.

Facebook Group

❏   La Gourmandine currently has 10,000 followers on Facebook with a 0.32% engagement rate and no facebook group. There is a potential for the brand to leverage its current follower base to build an engaging online community and further foster connections with its loyal customers.
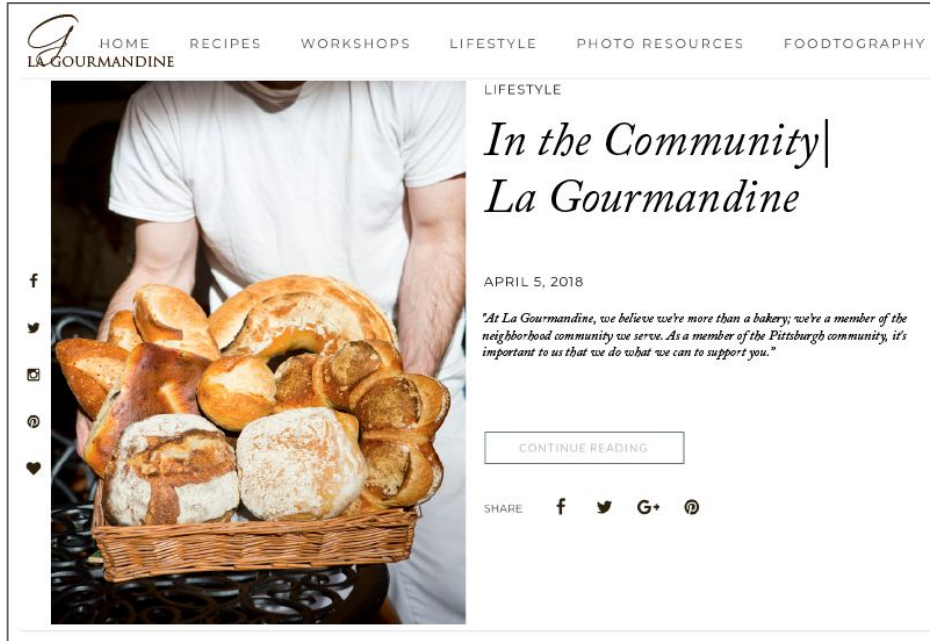
Blog

❏   Featuring behind the scenes stories of how La Gourmandine gets involved and makes a positive impact on the local community - what the target audience really cares about - such as participating in community charity events, or contribute to a local non-profit organization

"People follow people more than they follow brands—that's why people have larger followings and better engagement. That's also why [we'll continue to] allow influencers to take the reins of our channels through takeovers and other projects." [1]

Leanne Johnson
Head of Social
GoPro

Sample Creatives

La Gourmandine Blog

User Generated Content (posted by followers)

Win New Customers

Delight   "A Little Gift Just For You!"

What Are Yelp Check-in Offers?

Yelp check-ins offers reward customers with a special gift or discount when they "check-in" to a business on Yelp. It is an easy, cost-effective and engaging way of inviting the customer to get to know the product and the store better.

Reward Customer Loyalty:

As part of La Gourmandine's current customers learned about the brand from Yelp, La Gourmandine can offer a free dessert when customers check in the store or write a review. The trigger-based rewards will increase current customers' loyalty and encourage new customers' visits.

Measurable Results:

Data of the number of check-ins to La Gourmandine, and the number of redeemed Check-in Offers will be available when log into Yelp for Business.

New customers see free an offer on La Gourmandine Yelp page

Customers can send to their phones and redeem the offer at the shop

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Win New Customers

Convert: The Commitment to Give Back to Our Community

Today's consumers want to support companies that are willing and interested in helping make the world a better place. **87% will purchase a product because a company advocated for an issue they cared about.** There is a growing positive impact CSR has on brand reputation, customer loyalty, and affinity.

The campaign will be featuring La Gourmandine's journey of making Pittsburgh neighborhoods a better place and real-time progress with donations to the Pittsburgh Food Bank. Delighting the customers by supporting the community that they care about will create a cause for them to concert and build brand loyalty.

When A Company Supports A Social or Environmental Issue, Consumers Say They:

92% have a more positive value of the company

88% will be more loyal to the company
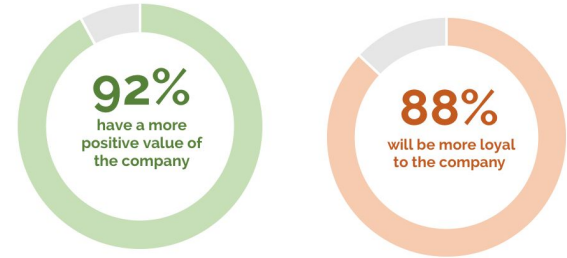
LA GOURMANDINE — HOME   RECIPES   WORKSHOPS   LIFESTYLE   PHOTO RESOURCES   FOODTOGRAPHY

Greater Pittsburgh **community food bank**

Giving Back to Our Community

APRIL 5, 2018

"At La Gourmandine, we believe we're more than a bakery; we're a member of the neighborhood community we serve. As a member of the Pittsburgh community, it's important to us that we do what we can to support you."

CONTINUE READING

SHARE

Source: http://www.conecomm.com/2017-cone-communications-csr-study-pdf

Retain Current Customers

Close: Fivestars Reward Program

Fivestars Reward Program is a low-cost and effective system to acquire new customers, build customer loyalty, and further retain the customers. The reward program will be dedicated to create a sense of personalization and exclusiveness of being in a engaging community where people share their love of being a "Gourmandine".

- Loyalty system that will be used for all four locations to raise the customers' the awareness and encourage visits to multiple locations

- Serves as a mechanism to transform leads into loyal customers with
- Allows customers to redeem rewards by choosing store credits or donating to the local food bank to make a positive impact on the community

- Provides a remarkable experience for the customers to buy more, stay longer, refer their friends, feel connected and keep coming back

FIVESTARS REWARDS PROGRAM

Sign Up
All we need is your phone number. No cards to keep up with and easy to remember!

+50 Earn Points
Earn 1 point for every $1 you spend at inSPIRE Rock, R3 Pro Shop, or 5.ATE Café.
Some restrictions apply.

Choose Rewards
Cash in your points for the rewards available at any of the 3 businesses!

Order
1

3 Get Rewards

2 Earn Points

Redeem Rewards:
Credits or donations

Source: http://www.fivestars.com/businesses/

Retain Current Customers

Reward:

Personalized Texts and Email Newsletters

❏ Triggered text promotions will be sent out based on critical moments in a customer's journey (first visits, birthday) to reward and delight the customers in the most personalized way.
❏ Bi-monthly email newsletters will feature the stories about the new seasonal specials to maintain active communications between the brand and the customers.

Exclusive Events

❏ Exclusive flavor tasting events will be held after hours where they invite loyal customers to try out new flavors that have not been released to the public yet.
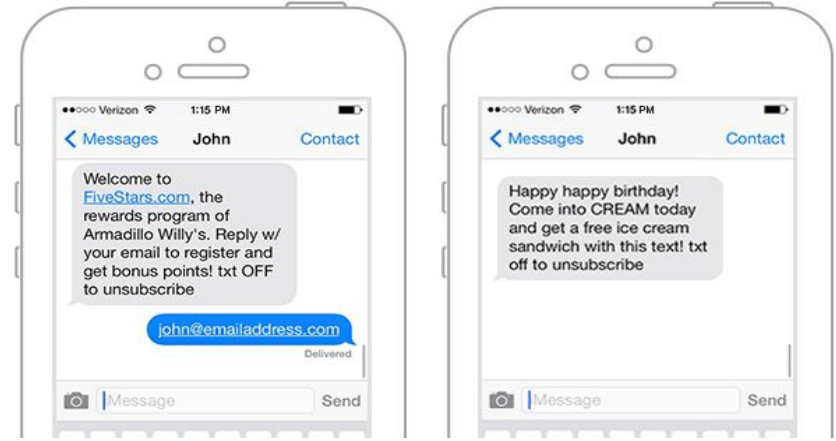
Budget

Influencers	$1600/month (4*$400)
Loyalty Program	$200/month
Content Creation	$1000/month
Exclusive Events	$ 300
Total	$ 3100/month
Six-month Campaign Total	$18,600

Timeline

Campaign Calendar

	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	
Goal: Increase interactions and engagements and raise brand love among both loyal customers and potential customers										
Key Dates & Events				Campaign Starts					Campaign Ends	
						Thanksgiving	Christmas	New Year	Valentine's Day	
Creative										
Creative Development	███	███								
Media Planning & Buying	███		███							
Digital										
Influencers			Finalize partnerships	2 posts per month	2 posts per month	2 posts per month	2 posts per month	2 posts per month	2 posts per month	
Facebook				Weekly Posts & UGC content						
						Facebook Group				
Instagram				Weekly Posts						
Local Media										
Blog					2 posts per month					
Yelp				Check-in Offer		Check-in Offer		Check-in Offer		
Email					1x per Month	1x per Month	2x per Month	2x per Month	2x per Month	
Offline										
Loyalty Program			Finalize program	Kickoff						
					Follow-up text		Follow-up text		Follow-up text	
Exclusive Tasting Event							Event #1		Event #2	
Market Research										
Pre & Post Survey - Measure Awareness			███						███	
Campaign Optimization					███		███			

The first six months of the campaign are dedicated to kick off various digital marketing channels to initially raise awareness and build brand loyalty.

Pre-campaign: Creative and content development; Finalize influencers partnership and loyalty program **Mid-campaign:** Top-of-the-funnel marketing efforts that raise awareness for 2 months. They will continue throughout the duration of the campaign, but resources will also be allocated to focus on conversion and brand loyalty after 2 month. Campaign evaluations will be conducted throughout campaign and after for measuring the effectiveness and optimizing strategies.

Evaluation

Key Performance Indicator (KPI)/Metrics:

Influencers:

- Sponsored Blog Post Comments and Replies
- Cost per engagement: CPE figures are generated by dividing a campaign's total spend (i.e., creative, content development, media spend, etc.) by the number of engagements. (CPE benchmark for CPG food is $0.75)
- Reach of Influencer Social Media Profiles

Local Media:

Facebook/Instagram

Posts & UGC:

Reach, Engagements (Shares, Comments, Reactions, Hashtags), Referral Traffic, Click-Through Rate, Follower growth

Facebook Group:

Number of member, Member growth, engagement rate

(See Appendix E for Industry Benchmark Report)
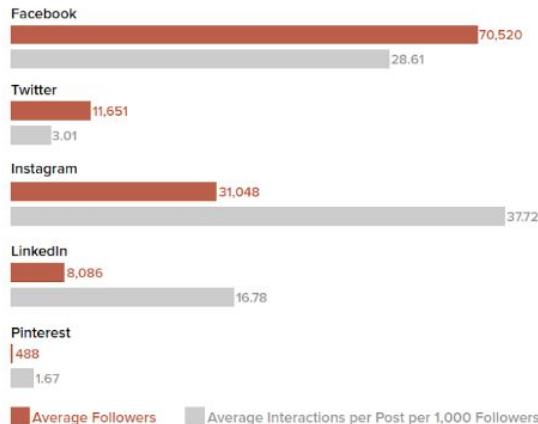
Restaurant Industry Benchmarks

Category-Specific Benchmarks

EMV	ER	CPE	Social Media Listening
$10.50	1.64%	$1.17	6.27% Lift in Positive Brand Sentiment

Category-Specific Takeaways

- Two-thirds (66%) of QSR advertisers ran both a giveaway/sweepstakes and experiential components (e.g., live events) as part of their Influencer Marketing programs. In the experiential instances, RhythmInfluence influencers posted photos and videos of themselves at physical restaurant locations.

- Instagram and Pinterest were the top performing social media channels for QSR advertisers.

SOCIAL MEDIA PERFORMANCE

Facebook
70,520
28.61

Twitter
11,651
3.01

Instagram
31,048
37.72

LinkedIn
8,086
16.78

Pinterest
488
1.67

Average Followers   Average Interactions per Post per 1,000 Followers

Source: Trackmaven 2017 Digital Marketing Analytics Performance Report

Evaluation

Key Performance Indicator (KPI)/Metrics:

Blog: <u>Articles:</u> Clicks-Through Rate, Clicks on "Continue Reading", Time on site, Bounce Rate

Email:

Open Rate, Click-Through Rate, Subscriber growth

Yelp:

Number of Check-ins, Number of offers redeemed, Redeem rate, Reviews,

Loyalty Program (Mainly delivered through FiveStars Loyalty Program system):

Number of enrollment, Promotion redeem rate, Number of check-ins, ROI
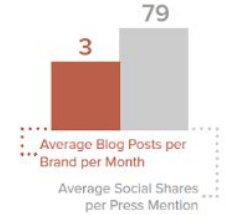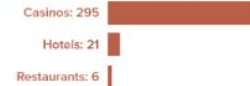
Exclusive Events

Number of RSVP, Number of Attendance, Attendee satisfaction, Revenue outcomes, Media and press coverage, Social Media mentions

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Industry Benchmarks

BLOG PERFORMANCE:

The casinos sub-industry gets the most top-of-funnel impact from a blog post on average.
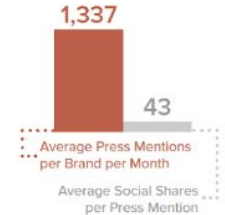
Average social shares per blog post by sub-industry:

Casinos: 295
Hotels: 21
Restaurants: 6

3 — Average Blog Posts per Brand per Month
79 — Average Social Shares per Press Mention

PR PERFORMANCE:

The hotels sub-industry gets the most top-of-funnel impact from a press mention on average.

Average Social Shares per Blog Post by Sub-Industry:

Casinos: 27
Hotels: 44
Restaurants: 25

1,337 — Average Press Mentions per Brand per Month
43 — Average Social Shares per Press Mention

Email:

Industry	Open rate	Click rate
Restaurant	21.17%	1.25%
Company size	**Open rate**	**Click rate**
26-50	21.40%	2.74%

"It's always a beautiful day in La Gourmandine's neighborhood"

"Inspired in France, Made in Pittsburgh, Right in your Neighborhood"

APPENDIX

A. Brand Positioning Matrix

B. SWOT Analysis

STRENGTHS	WEAKNESSES
- Boutique shop specializing in pastries - Loyal customer base - Premium quality and low price - Customer Service/Store experience - Four locations	- Lack of marketing effort - No strategic business plan - Low brand awareness - Low budget - Limited numbers of locations
OPPORTUNITIES	THREATS
- Pittsburgh community's support and pride for local business - Positive perception on artisanal baked goods - Rising food trend on social media	- Health trends - Competition from well-known brands - Substitution of pre-packaged baked goods/snacks

C. Target Audience Persona

Kayla, A Connoisseur of Fine Food/ Passionate Foodie

- ❏ 29 years old
- ❏ Living in Pittsburgh area
- ❏ Local High-income, white collar

Motto: "Life is too short, eat dessert first"

- ❏ Considers going out for a meal as a way to connect with others and express ourselves
- ❏ Unique, memorable and shareable experience
- ❏ Love supporting local brands & their stories
- ❏ #FoodieExpression: FB and Instagram; Local news website; Rating websites (Yelp) to explore new food options

For Kayla, who is constantly plugged-in at work, she is seeking a place where they can have a "getaway" for a special reward. The target audience seeks somewhere they feel warm and welcomed, and can enjoy handmade pastries fresh out of the oven, just like being at home.

D. Key Research

Purpose: To identify the demographic and psychographic features that the current La Gourmandine customers share

1. To uncover current customers' patterns, factors, and motivations for purchasing the products or coming into the store
2. To identify the most effective marketing channel(s) to reach current groups of customers
3. To analyze La Gourmandine's current brand positioning among its competitors

Methodology
A. Secondary Research

1. Industry Reports (IBIS World; Mintel; Statista; The International Dairy-Deli-Bakery Association (IDDBA) Report;
2. Media Articles (New York Times; Pittsburgh Post-Gazette; TribLive; GourmetRetailer etc.)
3. Website and Social Media Performance
4. Sales Reports

B. Primary Research
1. In-store observations and Ethnography
Spent time in the stores and observed current customers' purchase preferences in their natural setting
2. In-depth interviews
Conducted Interviews with the primary target audience at two store locations (Lawrenceville and Downtown Pittsburgh) and Gathered common characteristics and perceptions about the brand
3. Online survey
- 65 participants which included both potential and current visitors
- Delivered to La Gourmandine's email subscribers with potential survey incentives
- Gathered audience's purchase pattern, perceptions and associations about the brand

Key Findings

Target Audience - Who are they?

Connoisseur of Fine Food/ Enthusiastic Foodies

- ❏ 25 -55 years old (50% of survey respondents are 25-34 years old)
- ❏ Local High-income (30% of the respondents have 100k annual household income)
- ❏ Education: College Degree
- ❏ loyal customer base love the stores and keep coming back!

Routine Purchase

- ❏ go to the bakery during the weekend for brunch/afternoon treats
- ❏ Significant amount of customers order for special occasion
- ❏ They went with family members and friends, and love the signature French croissant

What motivate them to buy?

- **Freshness and Local Production**: local production, real food made with familiar ingredients, and minimal processing. Confidence and trust for artisanal bread's premium quality and freshness is another driver for bakery shoppers.
- **Variety & Original Flavors:** new and exciting flavors, ethnic cuisines with mix food styles

- **Convenience:** decide what to eat in the last minute and increasing snacking over regular meals.

- **Immersive, personalized, sensorial experiences:** Customers go beyond the food. Sensory and indulgences are the driving forces behind continually higher expectations of quality, variety and immersive consumption experience.

- **Supporting Local Business:** looking beyond ingredient quality, consumers also want details about the resources required to make what they consume and they feel good about supporting local businesses and buying products that are ethically sourced over the entire value chain.

What do they think?

- Local customers feel a special connection and pride to a local brand. Going to La Gourmandine for sweets is a part of local people's lives and where they share memories with families and friends.

- La Gourmandine represents a local nostalgic sensation, where people feel warm and welcomed, and enjoy hand-made pastries fresh out of the oven, and can experience a mini excursion to France.

- The shop and fresh baked goods function as a tie that brings people in the community together.

"I love the homey vibe in the store and the cultural elements behind the tasty pastries" --Josh, Lawrenceville local

How did they hear about La Gourmandine?

- ❏ 70% of survey respondents heard about La Gourmandine based on word of mouth (opportunity for Yelp/influencers),
- ❏ 7% heard from Facebook,
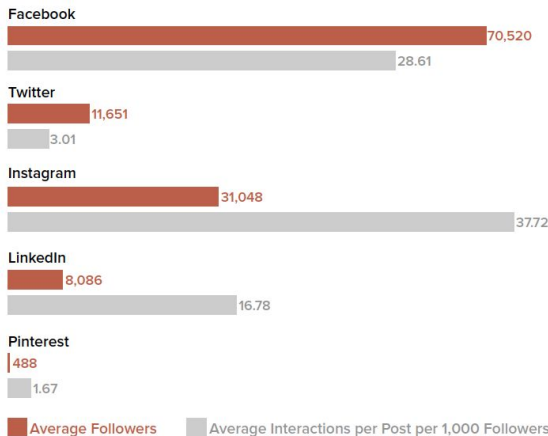- ❏ 0% from Instagram (opportunity to leverage Instagram as a tool)

#FoodieExpressions: Foodies are democratizing gastronomy through their extensive use of social media, which they employ more than 7 times a day to quench their thirst for inspiration and admiration.

E. Industry Benchmark Report

ACCOMMODATION AND FOOD SERVICES: DIGITAL MARKETING PERFORMANCE BENCHMARKS

SOCIAL MEDIA PERFORMANCE

Facebook
70,520
28.61

Twitter
11,651
3.01

Instagram
31,048
37.72

LinkedIn
8,086
16.78

Pinterest
488
1.67

■ Average Followers   ■ Average Interactions per Post per 1,000 Followers

70,520 (f)
Biggest Social Media Audience: Facebook (70,520 followers on average)

37.72 (Instagram)
Most Engaging Social Network: Instagram (37.72 average engagement ratio)

488 (Pinterest)
Smallest Social Media Audience: Pinterest (488 followers on average)
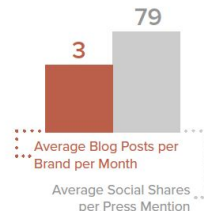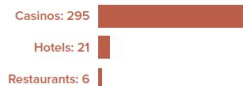
1.67 (Pinterest)
Least Engaging Social Network: Pinterest (1.67 average engagement ratio)

BLOG PERFORMANCE:

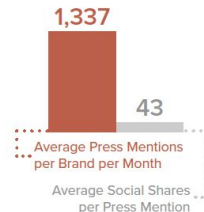The casinos sub-industry gets the most top-of-funnel impact from a blog post on average.

Average social shares per blog post by sub-industry:

Casinos: 295
Hotels: 21
Restaurants: 6

3
79

Average Blog Posts per Brand per Month
Average Social Shares per Press Mention

PR PERFORMANCE:

The hotels sub-industry gets the most top-of-funnel impact from a press mention on average.

Average Social Shares per Blog Post by Sub-Industry:

Casinos: 27
Hotels: 44
Restaurants: 25

1,337
43

Average Press Mentions per Brand per Month
Average Social Shares per Press Mention

WEBSITE HEALTH:

0   100
71.27
Overall Industry Average Moz Domain Authority: 71.27

Average Moz Domain Authority by Sub-Industry:

Casinos: 69.23
Hotels: 72.48
Restaurants: 67.92

Source: TrackMaven

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