



StellaPop

CHEF'S TABLE – MASTERCLASS 3

GRAND OPENING





Like the brain, StellaPop is divided into two halves: management and creative consulting. We specialize in each function while maintaining a deep understanding of how one affects the other. We know that the two sides must work together seamlessly to drive success within every company.

We're in the "creating solutions for your business" business – cooking up the best solutions and managing the biggest challenges for our clients.





Recap

RECAP
MASTERCLASS 1

Cooking Up a Fresh Brand



**Brand
Attributes**



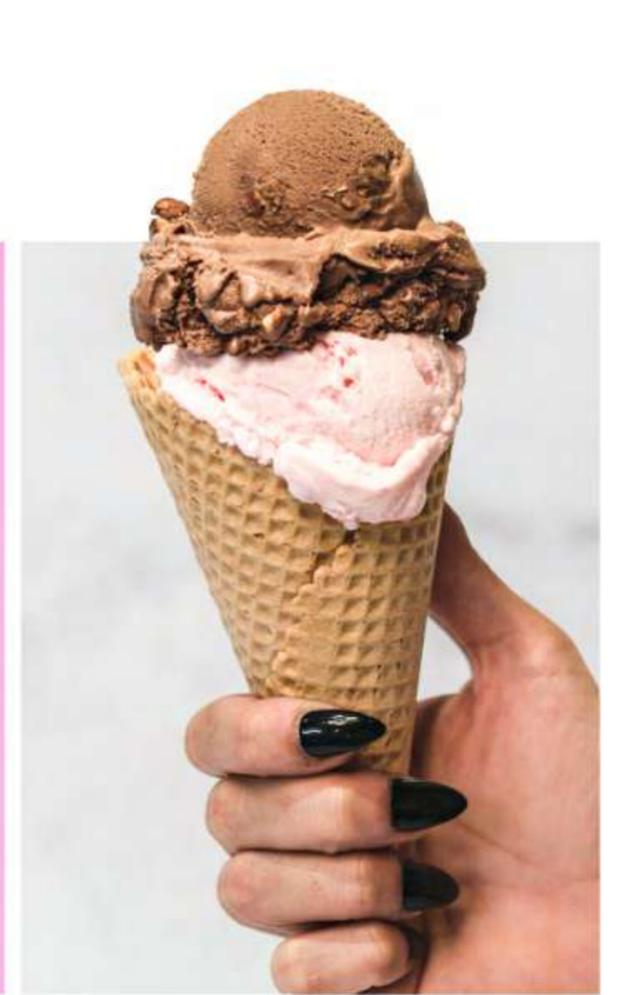
**Key
Differentiators**



**Identified
Audience**



**Messaging
& Positioning**



**Establish
Brand Voice**

Your Marketing Menu



Earned



Owned



Paid



Consistency



Presence



Perception



Social Media

**Reach Your Audience
& Spread the Word**



Authentic, Customer-Focused Implementation, & Engagement





SERVICE & OPERATIONS

Platforms



Platform Breakdown: Audience/Industry Dependent



**LinkedIn for
B2B**



**Instagram for
B2C**



**TikTok for
B2C**



**Twitter, Youtube, Facebook for
B2B/B2C**

You don't have to be
everywhere
all at once

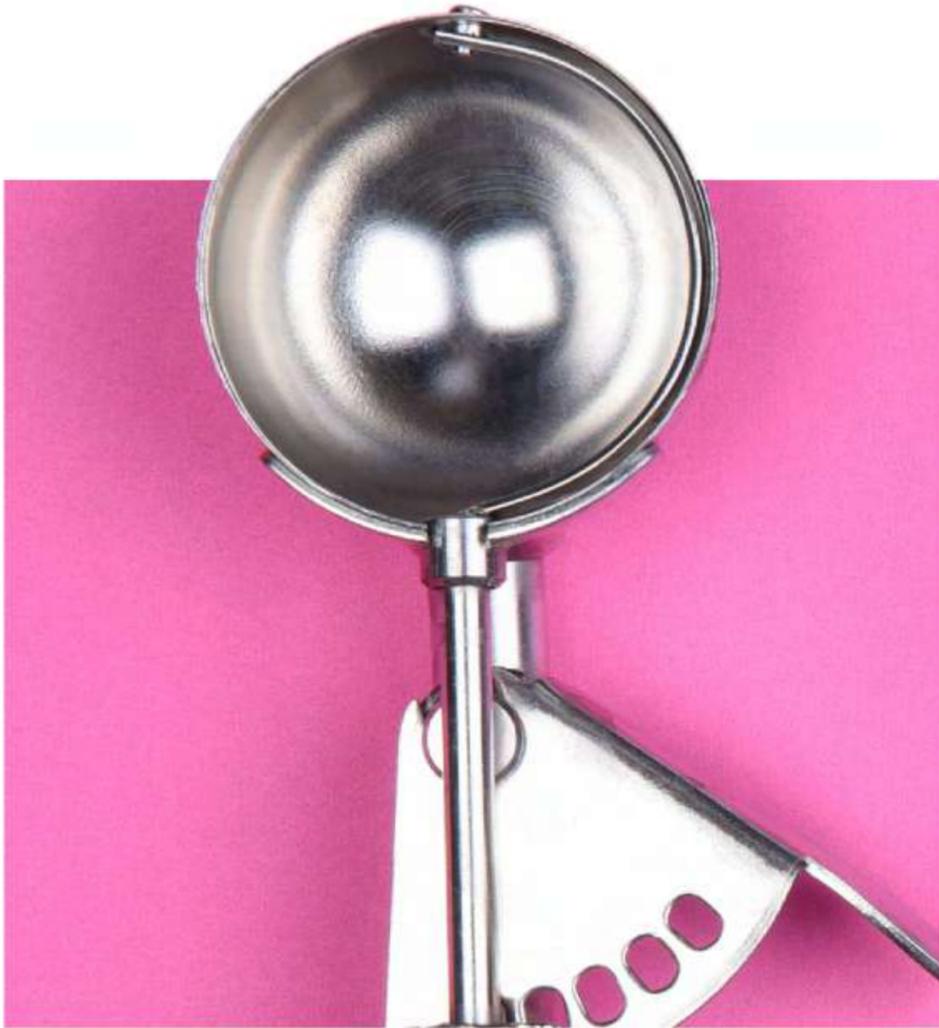


Algorithms



Algorithms Explained

AI sorted user content



Relevancy



Reach



Engagment

Algorithms Explained



Sort millions of posts



Promote pay to play



Keep users engaged

**What Can
We Do
About It?**



Analysis & Evaluation





**Much More Than Public-Facing
Follows & Likes**

Conversions

Engagement

Engagement Rate

Which Insights Matter Most?



Return on Investment



Value



Building Relationships

MANAGEMENT





Maintenance

Back-End Social Media Management



**Content
Calendar**



**Content
Development**



**Messaging
& Copywriting**



Design



Scheduling

Things to Consider





Avoid

- × Trending/Memes**
- × Cultural Appropriation**
- × Over Tagging**
- × Posting Flyers**
- × Illegible Image Text**
- × Over/Under Posting**



**Customer
Support**



**Customer
Service**

Handling Negative Reviews & Complaints



Organic



Paid



Social Advertising

Campaigns

Set Objectives

Targeting

Tracking Conversions



Influencers & Partnerships



Retargeting & Display Advertising



1

CUSTOMER EXPERIENCE



First Impression



Authentic

Transparent

Consistent



Knowing **When** & **What** to Post

Consumers value social responsibility

Beware of the "washing" phenomenon



Be Mindful of Current Events & Holidays

Planned content should be evaluated to not come off as insensitive



Customer Experience & Experiment



Piondi Gelato con Latte Bio

1 Kugel = 1.50 €
2 Kugel = 2.50 €
3 Kugel = 3.50 €

Straciatella
Schokolade
Haselnuss
Heidelbeere
Erdbeere
Hollunder - Zitrone
Minze - Schokolade
Banane - Schokolade
Pflaume - Schokolade

GLP

Bio
E

A close-up photograph of a person's hands using two metal spatulas to cut and roll pink ice cream on a metal griddle. The ice cream is being rolled into cylindrical shapes. The background is slightly blurred, showing a kitchen setting.

Does your Content Pass the Scroll Test?

Consumable?

Visually stand out?

Recognizable branding?

Think feed cohesion, not individual posts

A woman wearing a green and tan straw hat and a blue t-shirt is shown in profile, holding a waffle cone ice cream. She is standing at a night market stall where a vendor is using a long metal spoon to scoop white ice cream onto her cone. In the background, there are stacks of waffle cones on a stand and blurred lights from the market.

Get Creative in How You Engage



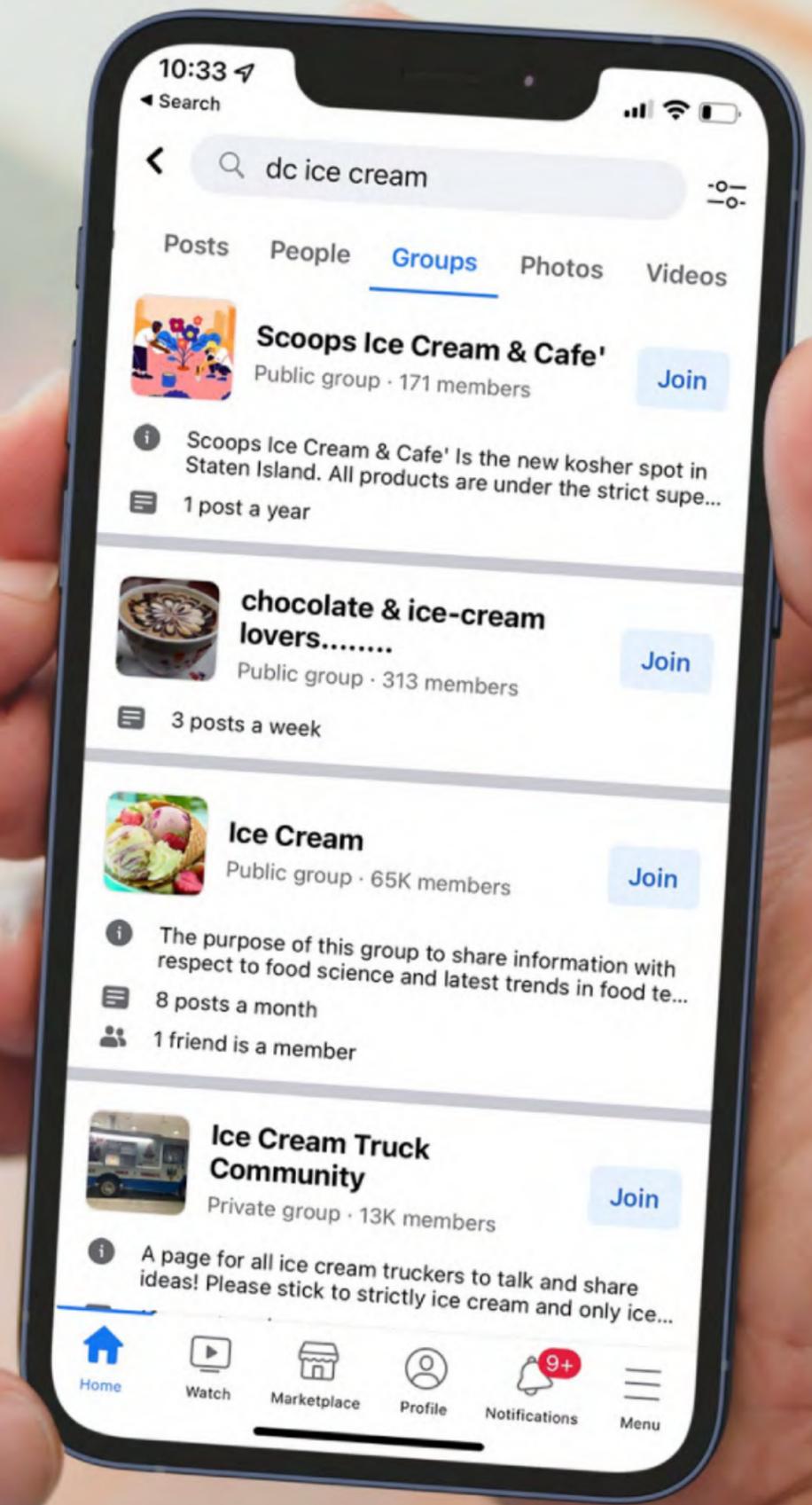
Be Mindful
of Scammers
& Spammers

Outreach



Leverage local networks, groups, & communities

or create your own!





- **Show behind-the-scenes photos**
- **Spotlight your team members**
- **Authenticity: Embrace imperfections**
- **Participation in community events**
- **Charity partnerships**

**THE
"WHY"**



Retention Community Advocacy



**Customer retention & loyalty
increases customer lifetime value**



Validation & Awareness



Mission



Verifying Your Legitimacy

Customers will check your digital presence to learn more about you





In Review

Key Takeaways

Operations

Experience

Management



Key Takeaways

Be kind

Mistakes happen

Be patient

Customers first



Thank You!

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Questions?

