

# The Bakealicious Experience



Connecting your Business Event  
Tuesday 14 February 2017  
Gabriela Oporto

# About Me & Bakealicious

- \* Born in Sydney. Parents from Chile
- \* Passion: Baking
- \* Dream: Have my Café
- \* Started idea 1 year ago
- \* Point of Difference: Classic cake favourites guaranteed to put a smile on your dial!



# Platforms I Use

## \* Instagram



- Point of Difference
- Useful content
- Interact with your Competitors
- Like similar posts in our industry

## \* Facebook

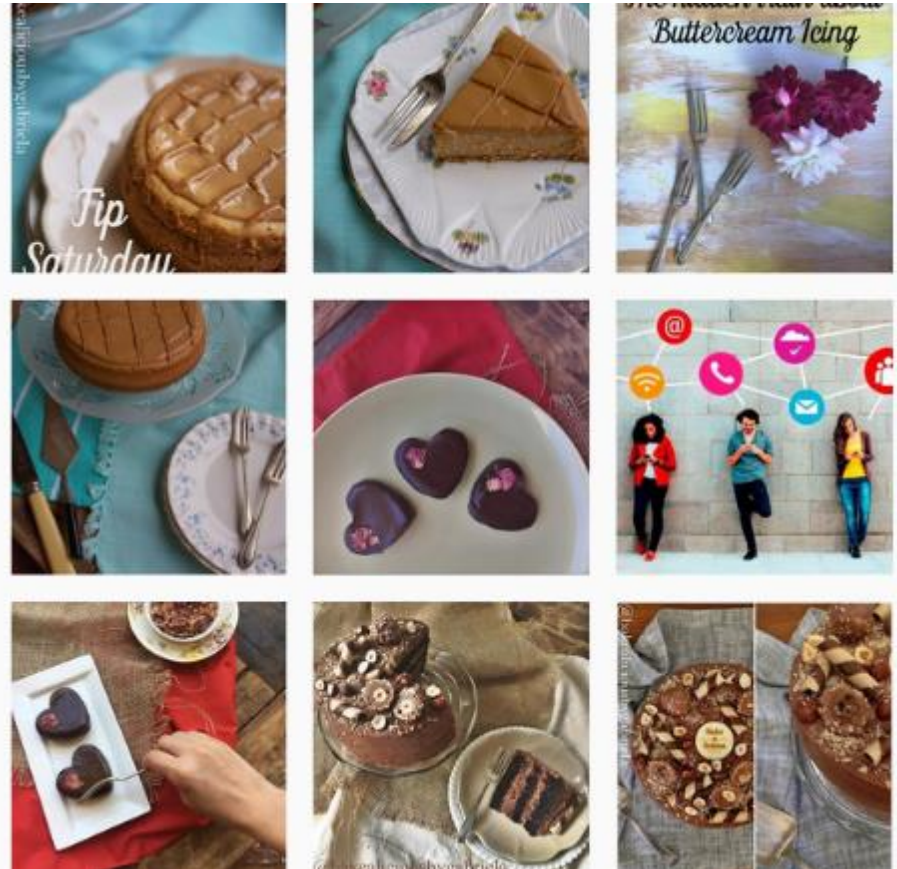


- More personal approach
- Know your audience
- Reviews
- Make it clear how they can purchase your service

# Instagram Tips



- \* Peak times
- \* Hashtags 30 max
- \* Images
- \* InstaStories





Photo



**bakealicious\_by\_gabriela**

Bakealicious By Gabriela >



Comments



**bakealicious\_by\_gabriela** Full shot of our Gluten-free Summer Squash Ring Cake. Zucchini, lime and cardamon in this beautiful morning or afternoon tea cake 😊  
Con Amor Gabriela X



**bakealicious\_by\_gabriela**  
#bakealiciousbygabriela #sydneyeats  
#sydneydesserts #sydneyfood  
#sydneycafe #sydneyrestaurants  
#sydneyweddings #sydneyfoodbloggers  
#sydeycakes #instafood #northshore  
#mosman #cammeray #crowsnest  
#pistachio #glutenfree #northsydney  
#zucchini #ilovecake #pastel #postre  
#dessert #yummy #instagood #foodie  
#lime #sydneyweekend #torta  
#foodgasm #baking



1w 1 like Reply



**thekitchenassassin** LIKE A BOSS!



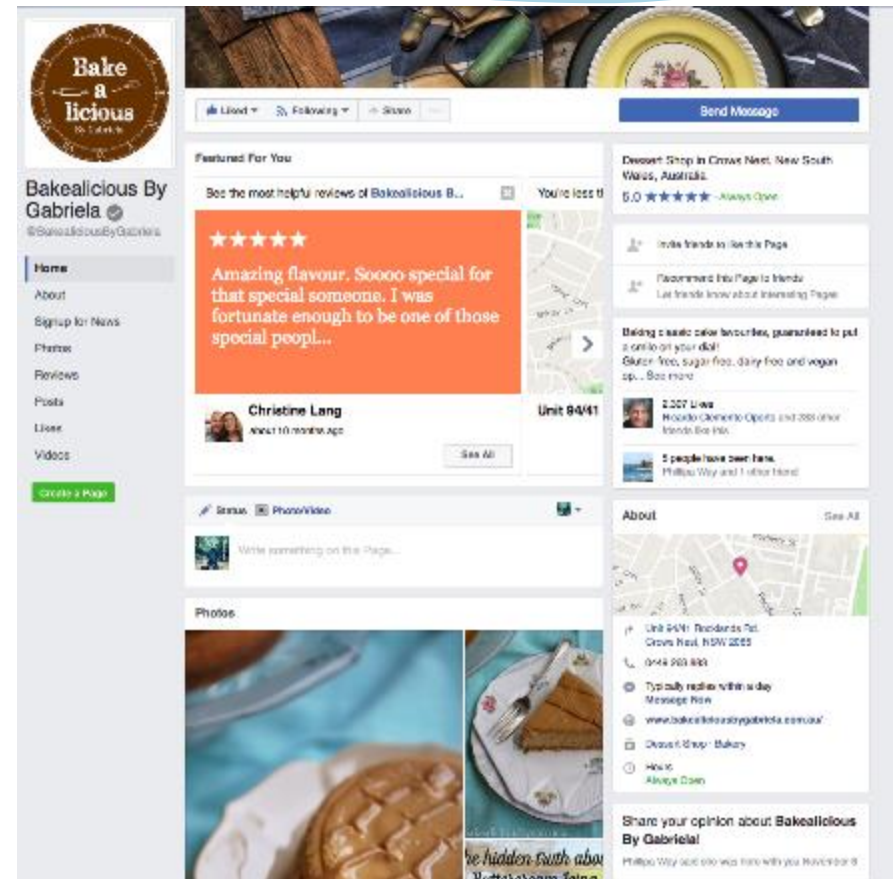
1w 1 like Reply



**area\_rhein** Amazing!

# Facebook Tips

- \* Peak times
- \* Get to know your demographics
- \* Tag
- \* Always have an image
- \* Provide unique and valuable content
- \* Do Competitions





# Competition Example

- \* One or two weeks
- \* Nice Image
- \* Less text
- \* Instructions clear



# Other Apps I use for Social Media

- \* Afterlight
- \* Watermark
- \* Diptic or Layout
- \* Later
- \* Splice





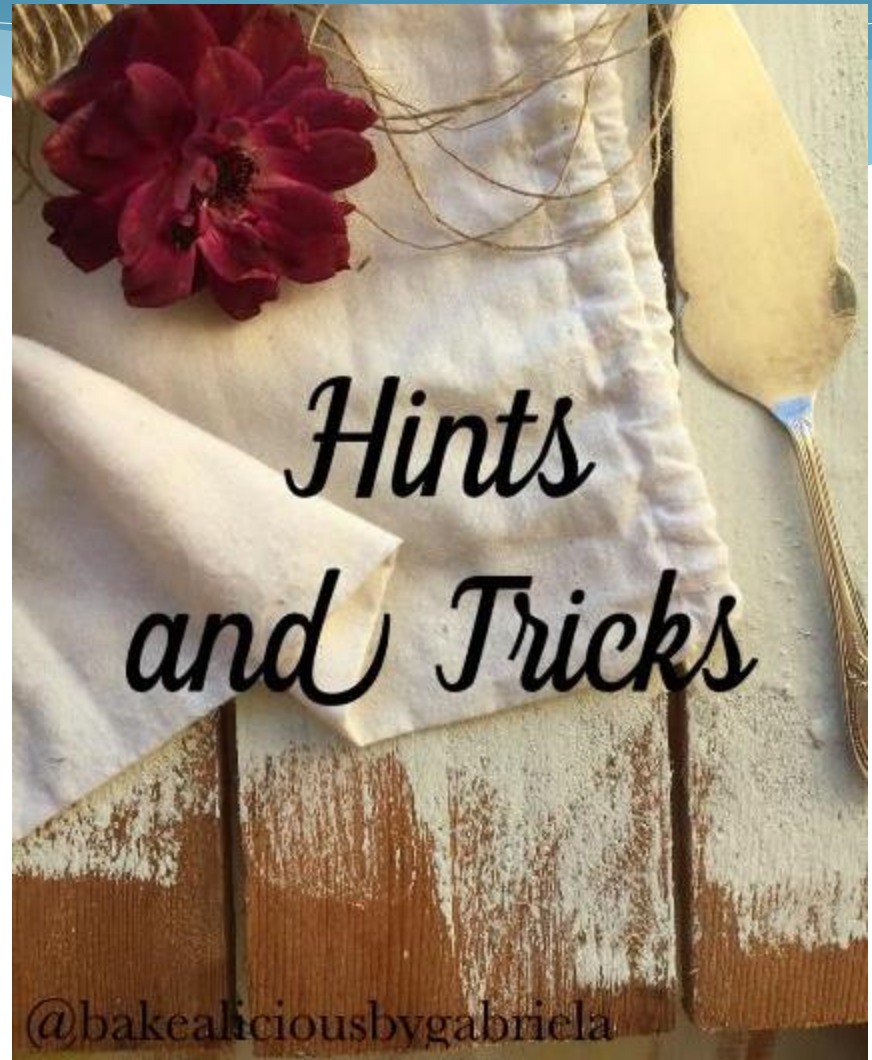
# The Queen's Arm



- Swiss Roll with Dulce de Leche (South-American Caramel)

# My hints and tricks

- \* Calendar
- \* Post at least once a day
- \* Don't be afraid to try different things to get your followers hooked
- \* Watermark
- \* Create Videos



# My Calendar

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

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01/02/2017

February 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
- Valentine's day hearts - Boosted Valentine's Day Images (until Wednesday \$7.05)	- Brazo de Reina Naked (no decoration) - Brazo de Reina Video	- Blog Brazo de Reina and Personalization	1 - Valentined Day Hearts	2 Zucchini Video InstaStories + Zucchini Cake Image	3 Full Shot Zucchini Cake	4 Tip Saturday with Zucchini Cake Slice
5 Food of the God's Video Snapchat + Food of the Gods Image	6 Ferrero Rocher Cake with SLice	7 Valentine's Day Hearts	8 Connecting Your Business Event + Valentine's Day Hearts	9 Dulce de Leche Cheesecake + Buttercream Blog	10 Dulce de Leche Cheesecake Slice	11 Tip Saturday with Image
12 Peanut Butter Cake	13 Peanut Butter Video	14 Social Media Council Talk Photos Happy Valentines Day image	15 Photo of Council cakes/talk	16 Apple Crumble Cake Image	17 Customer Shot Frhad and Sogol Coffee and Choc Cake	18 Tip Saturday
19 Raw Chocolate Cookie Cake Photo	20 Gaby Taking Photo of Kuchen	21 Blog about Social Media Council Talk	22 Wedding Cake Photo	23 Rum Balls on Plate Image	24	25

# Thank you!

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