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
bakealicious_by_gabriela Full shot of our Gluten-free Summer Squash Ring Cake. Zucchini, lime and cardamom in this beautiful morning or afternoon tea cake 😊
Con Amor Gabriela X

bakealicious_by_gabriela #bakealiciousbygabriela #sydneyeats #sydneydesserts #sydneyfood #sydneycafe #sydneyrestaurants #sydneyweddings #sydneyfoodbloggers #sydneycakes #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
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| 5 | - Valentine’s day hearts  
- Boosted Valentine’s Day Images (until Wednesday $7.05) | Ferrero Rocher Cake with Slice | Valentine’s Day Hearts | Connecting Your Business Event + Valentine’s Day Hearts | Dulce de Leche Cheesecake + Buttercream Blog | Dulce de Leche Cheesecake Slice | Tip Saturday with Image |
| 6 | Food of the God’s Video + Food of the Gods Image | Peanut Butter Cake  
Peanut Butter Video | Social Media Council Talk Photos Happy Valentine’s Day Image | Photo of Council cakes/talk | Apple Crumble Cake Image | Customer Shot Fhads and Sogol Coffee and Choc Cake | Tip Saturday |
| 7 | Tip Saturday with Image | Raw Chocolate Cookie Cake Photo | Gaby Taking Photo of Kuchen | Blog about Social Media Council Talk | Wedding Cake Photo | Rum Bails on Plate Image | Tip Saturday |
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Thank you!

* M: 0449 263 883
* Email: info@bakealiciousbygabriela.com.au
* Website: www.bakealiciousbygabriela.com.au