

PowerInHer



5 easy social media posts for when you think you have nothing to say.

Welcome!



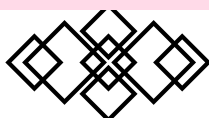
Hi,

I am Daisy Madaan, and a versatile software engineer with a wealth of 18 years of experience working in multinational companies.

I am a proud author of the Amazon best-selling book, "The Art of Baking."

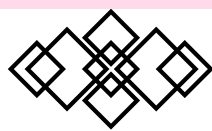
I specialize in digital marketing, where I help fellow bakers elevate their presence on social media.

By combining my software engineering skills with digital marketing strategies, I empower bakers to reach a broader audience and achieve greater success in their culinary endeavors.



Quick Guide !

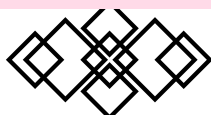
- 1** Introduce Yourself
- 2** Ask a Question
- 3** Answer a Question
/ Main Point
- 4** Behind the Scenes
- 5** Quick Tip / Advice



In Detail

1 Introduce Yourself

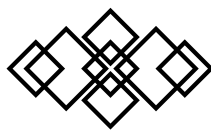
- This can be a really powerful post - it helps your followers get to know you, trust you, and build a relationship with you.
- These kinds of posts typically see the highest engagement. If you can make it a video or an Instagram Reel, even better!
- Use a picture of YOU – it could be a photo of you alone, with one of your cakes, or doing something you love. You don't have to get too personal, but it's good to give insight into who you are beyond being a fabulous cake maker!
- And remember, this is a great post to repurpose and share repeatedly. Not everyone will see your post the first time around, and as you welcome new followers and reconnect with existing ones, it's important to reintroduce yourself from time to time.



2 Ask a Question

- A great way to boost interaction with your posts is to actively ask questions. For example, "What's your favorite flavor?" This invites your followers to comment, increasing your engagement and signaling to social media platforms that you provide valuable content.
- Additionally, these questions can help you gather insights about your ideal clients' preferences and dislikes.

Top tip: Be sure to reply to any comments for extra bonus points with your customers and the algorithm!



3 Answer a Question

- Consider the questions you frequently receive when people make inquiries. Use these to create content for your pages to help potential customers who may have the same questions but are not ready to reach out directly.
- For example, "Do you deliver?" If you offer delivery, let people know and specify the areas you serve. Or, "How do I order?"
- Don't assume that everyone knows how to order a cake—many people may order a custom cake for the first time.
- Explain how they can contact you and outline the ordering process.
- This will provide reassurance and help build trust with your audience.



4 Behind the Scenes

- Another popular type of post that helps humanize your brand and boosts likeability is a behind-the-scenes look.
- For instance, you could share a picture or video tour of your kitchen, showcasing where you work and highlighting your hygiene rating.
- You might also share a shot of your workbench while you're creating cupcake toppers or sugar flowers, or even a box full of chocolate for those tempting drip cakes you're making!



5 Quick Tip / Advice

Sharing tips will help to position you as the expert, and you've guessed it, build on trust!

Here are some ideas to get you started:

- How to transport (or how not to)?
- How to store your cake?
- How to cut and portion your cake?

Follow For More Tips:

I hope these are helpful to you.

For more useful tips and marketing support for your cake business, join me on social media using the links below.



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