

“Social Media & Marketing – How to Make It Work for You”

A complete workbook for cake business owners

The Membership
SUGARCOATED
— BY LISA —



Hello and Welcome!

Why Social Media Is the Most Powerful (and Free!) Tool for Your Cake Business

Let's be honest, social media can feel like a lot.

New platforms, new trends, new algorithms (whatever that really means!) and sometimes it feels like you need a marketing degree just to keep up.

But here's the truth, social media is one of the most powerful, free resources we've ever had as small business owners.

It's something that, ten or twenty years ago, we could only have dreamt of.

Imagine telling a baker back then that they could show their work to hundreds even thousand of people from their own kitchen, for free.

It's incredible when you think about it.

Why It Matters for Cake Businesses



Most of us in the cake world are home-based business owners.

We don't have a shop front with pretty displays in the window or people wandering in to browse our designs. Customers can't just "pop in" to see what we do, so instead, social media becomes our shop window. It's the place where people discover us, see our cakes, and start to feel like they know and trust us, all before they've even made contact.

Social media is how we open the door to our business.

It's How People Find You

When someone starts planning a birthday or wedding, what's the first thing they do? They go online.

They type "birthday cakes near me" or scroll Instagram for ideas.

If your cakes aren't being shared online, those potential customers might never even know you exist, no matter how amazing your work is.

Social media makes sure your business is visible and discoverable right where people are already looking.

It Builds Trust Before They Enquire

People don't just buy cakes, they buy confidence.

They want to feel sure that their cake will look (and taste) incredible.

Every photo, caption, and story you post shows potential customers that you're consistent, reliable, and talented.

The more they see your work, the more they trust you.

By the time they reach out to order, they often already feel like they know you, that's the power of showing up regularly online

It Keeps You Relevant

People love to see what's new, whether it's a fresh flavour, a new design style, or seasonal ideas.

Social media helps you stay current and keeps your business name in people's minds.

When someone is finally ready to order, they'll think of you first.

It Helps You Connect, Not Just Sell

Yes, social media helps with sales, but it's also about connection.

You can build real relationships with your followers, fellow bakers, and even local businesses like florists or event planners.

It creates a sense of community

you're not just shouting into the void, you're sharing what you love with people who love cake just as much.

It Opens Doors You Didn't Know Existed

Social media has a funny way of leading to unexpected opportunities collaborations, press features, styled shoots, or wholesale enquiries.

You never know who's watching your page or where your next opportunity might come from.

CHAPTER 1 – YOUR SOCIAL MEDIA FOUNDATIONS

Make a Great First Impression – Optimise Your Social Media for Success

What This Chapter Is About

Your social media pages are the online shop window for your cake business.

When someone new lands on your profile, you have just a few seconds to grab their attention and show them who you are, what you do, and why they should stay.

This chapter will help you:

- ✓ Optimise your profiles so they look polished and professional
- ✓ Create bios that attract your ideal customer
- ✓ Keep your branding consistent across platforms
- ✓ Make it easy for people to enquire and buy from you

Why First Impressions Matter

Imagine a new follower lands on your page. Within seconds, they decide if you're what they're looking for.

They're asking themselves:

- Who is this?
- What do they do?
- Can they help me?

Your goal is to make the answer crystal clear.

Think of your social media as your digital shopfront – clean, friendly, and instantly recognisable.

Platform-by-Platform Optimisation

INSTAGRAM

Your most visual and creative platform, perfect for showing off your cakes!

Profile Picture

- ✓ Use a bright, clear photo or logo.
- ✓ Avoid dark or cluttered backgrounds.
- ✓ Keep it consistent across all

Platforms.Handle (@username)

- ✓ Make it easy to find — close to your business name (e.g. @sugarcoatedbylisa).

Name Line

Use keywords, not just your name this helps people find you.

Example:

Lisa | Custom Cakes Tipperary

Bio Formula

What you make + for who + location
+ call to action

Example:

Designer cakes & cupcakes for
weddings + special occasions
Based in Co. Tipperary | Nationwide
delivery available

Enquire below to order your dream
cake.

Link in Bio

- Use Linktree, or your website to guide followers to ordering info or enquiry forms.
- Make sure your links are active and relevant.

Highlights

Create highlight covers that match your brand colours.

Suggested highlight topics:

- ♥ Weddings
- ♥ Birthdays
- ♥ Reviews
- ♥ Behind the Scenes
- ♥ How to Order

Platform-by-Platform Optimisation

FACEBOOK

Still one of the strongest local marketing tools for cake businesses

Cover Photo

Show off your best work, a bright, clear image or collage of your cakes. Include your logo or tagline if possible.

About Section

Keep it friendly and concise: Sugarcoated by Lisa creates beautiful, custom cakes and cupcakes for weddings, birthdays, and celebrations. Based in Ardfinnan, Co. Tipperary.

Call-to-Action Button

Use "Send Message" or "WhatsApp" to make enquiries easy.

Pinned Post

Keep your most recent offer, introduction, or availability post pinned to the top

TIKTOK

Fun, casual, and personality driven great for quick clips and trends.

Username & Name Line

Include what you do:

Lisa | Cake Artist Ireland

Bio

Keep it short and light-hearted:

Cake designer making magic one bake at a time

Tipperary | Custom orders & tutorials

Profile Tip

TikTok thrives on personality, don't be afraid to show your face, laugh, or share bloopers.

Branding Consistency Across Platforms

Your business should feel instantly recognisable wherever someone finds you.

That means:

- Same profile photo
- Same colour palette (use your brand pastels)
- Consistent tone of voice (friendly, approachable, confident)
- Simple, polished imagery — bright whites and clean backgrounds

PROFILE OPTIMISATION CHECKLIST

Use this checklist to audit your pages and make sure your first impression sparkles

1. Profile Picture

- Clear, bright, and professional
- Same image across all platforms

2. Username / Handle

- Simple and easy to spell
- Matches your business name

3. Name Line (Instagram / TikTok)

- Includes what you do + location
- Example: "Lisa | Custom Cakes Tipperary"

4. Bio

- Explains what you offer
- Mentions your location
- Includes a clear call to action ("Message to order", "Order below")
- Has clear line breaks and relevant emojis

5. Link in Bio

- Works correctly
- Directs to your order or enquiry info
- Easy to navigate (use Linktree, Milkshake, or website)

6. Highlights (Instagram)

- Covers match your brand style
- Organised by topic (Weddings, Birthdays, Reviews, etc.)

7. Facebook Page

- Updated About section
- Clear contact button
- Pinned intro or availability post

8. TikTok Profile

- Fun, light, and consistent
- Links to your main order info
- Includes the word "cake" or "bakes" in your name

9. Branding

- Consistent tone and visuals across all platforms
- Same fonts, colours, and feel
- Professional but warm and welcoming

10. Call to Action

- Easy for people to enquire or order
- Clear link or button on every platform

YOUR TURN – Audit & Action

Which platforms do you use most?



What do you want people to understand about your business when they land on your page?



One thing I can improve on each platform this week:

Instagram:

Facebook:

TikTok:

My updated bio draft:





Notes:



CHAPTER 2 — CONTENT THAT CONVERTS

What to Post — Turning Cake Photos into Customers

What This Chapter Is About

Social media isn't about posting for the sake of it — it's about building trust and connection through the content you share.

In this chapter, you'll discover the five types of posts that make your audience stop scrolling, start engaging, and eventually order.

By the end, you'll:

- ✓ Know exactly what to post and why it matters
- ✓ Have 50 ready-to-use ideas for your own feed
- ✓ Understand how to keep your content balanced and interesting

Why Content Matters

Every post you share tells your audience something about you.

A good post says: "I'm skilled, I care, and you can trust me with your special occasion."

Think of your social media as a storybook:

each photo, caption, or reel adds a new page.

The goal? To make people fall a little bit in love with your cakes before they even taste them.


The Five Main Types of Content

1. **Showcase Posts** “Look What I Made!”
Highlight your finished cakes, cupcakes, or bakes.
Let your craftsmanship shine.

Purpose: Build trust + show skill

Examples:

- Close-up shots of detailed work
- “Cake of the week” features
- Carousel of favourite designs
- Before/after glow-ups
- Testimonials with cake photos


 Tip: Alternate between close-ups, full cakes, and creative angles for variety.

2. **Behind-the-Scenes Posts** “See the Magic Happen”
People love to see how it’s made!
Show your tools, techniques, and even the messy moments.

Purpose: Build connection + educate your audience

Examples:

- Mixing, stacking, or crumb-coating clips
- Time-lapse decorating videos
- Packing and delivery prep
- “Day in the life” snapshots

 Tip: Film short 5-10 second clips as you work — they add up to a perfect reel later.

3


Educational Posts “Teach Your Audience Something Simple”

Share your knowledge; it positions you as the expert.

Purpose: Provide value + build authority

Examples:

- Cake cutting or storage tips
- How far in advance to book
- Ingredient or flavour spotlights
- FAQs about your process
- Explaining design choices

 Tip: You don't need to sound like a teacher – just explain what you already know.

4


Connection Posts “Get to Know Me”

Show the human behind the business.

Purpose: Build trust + authenticity

Examples:

- Your baking story or “why”
- Throwback to your first cake
- A personal win or funny fail
- Weekend baking vibes
- Gratitude posts for customers

 Tip: Use these to remind people there's a real person behind every cake.

5


Promotional Posts “Here’s How to Work With Me”

This is where you sell – with confidence.

Purpose: Generate enquiries + sales

Examples:

- “Now taking orders for [Month]”
- “Last few slots left!”
- Availability graphics
- Seasonal menu launches
- Step-by-step “How to order” post

 Tip: People can’t buy what they don’t know exists – tell them clearly how to order.

Mixing Your Content

Day	Type	Example
Monday	Showcase	Photo of weekend cake
Tuesday	Behind the scenes	Short reel of pipping
Wednesday	Educational	How to transport your cake
Friday	Promotional	Now open for christmas bookings
Saturday	Connection	What your up to on your day off

Your Turn — Content Audit

What type of posts do you share most often now?



Which type do you want to create more of?



3 new content ideas I want to try:

CAKE CONTENT IDEAS BANK

50 ideas to inspire your posts, stories & reels

Showcase (10 ideas)

1. Close-up detail shot
2. Customer testimonial + cake photo
3. Before/after design reveal
4. Top 5 favourite cakes carousel
5. Theme round-up ("My favourite floral cakes")
6. Cake boxing/delivery video
7. Repost of a past favourite
8. "Swipe to see the sparkle" carousel
9. Collaboration tag (post venue/florist)
10. "Cake of the week" feature

Behind-the-Scenes (10 ideas)

1. Time-lapse of decorating
2. Mixing or piping video
3. Stacking a tiered cake
4. Workspace setup
5. Tools you can't live without
6. Ingredient prep photo
7. Cake photo shoot behind the scenes
8. Delivery day snap
9. "Day in the life" story
10. Funny baking fail moment

Educational (10 ideas)

- 1.How to store cakes
- 2.When to book a wedding cake
- 3.Serving size guide
- 4.Ingredient quality post
- 5.Fondant vs buttercream
- 6.Choosing flavours
- 7.FAQ post
- 8.Transport tips
- 9.Display tips
- 10.Cake myths busted

Connection (10 ideas)

- 1.Your baking story
- 2.Throwback to your first cake
- 3.Favourite flavour share
- 4.“Meet the maker” photo
- 5.Name story of your business
- 6.Thank-you post to customers
- 7.Relatable baker moment
- 8.Morning routine
- 9.Milestone you're proud of
- 10.Personal hobby outside baking

Promotional (10 ideas)

1. "Now taking orders for [Month]"
2. "Limited spaces left!"
3. New menu announcement
4. Order cut-off reminder
5. "How to order" guide
6. Availability update
7. Customer favourites round-up
8. "Order day" behind-the-scenes
9. Limited edition flavour tease
10. Wedding tasting promo

Pro Tips

- **Add your location to captions and hashtags.**
- **Repurpose older content, new followers haven't seen it.**
- **Share one idea across reel, story & post formats.**

Reflection & Action

Which content type do you find easiest to create?



Which type do you avoid (and why)?



My posting goal for this month:

- 3 posts per week 4 posts per week Other:

One thing I'll implement immediately:



Final Thoughts for Chapter 2

Your feed should tell your story — not just sell your cakes.

Mix your content like a good recipe: a little expertise, a little heart, and a generous scoop of creativity.

“The secret to great content isn’t posting more — it’s posting with purpose.”

CHAPTER 3 — CREATING YOUR CONTENT PLAN

Turn Your Ideas into a Doable, Stress-Free Schedule

What This Chapter Is About

This is where we move from ideas to action.

It's time to turn all those amazing post ideas into a simple plan that helps you stay consistent — even when life (and cake orders!) get busy.

By the end, you'll:

- ✓ Have a 30-day content plan that suits your schedule
- ✓ Know how to plan your posts without overwhelm
- ✓ Learn how to reuse and repurpose content to save time

Why Planning Matters

Consistency beats perfection every single time.

When you plan ahead, you take the stress out of posting — no more staring at your phone wondering what to write.


A plan gives you freedom.

It lets you spend more time baking and less time overthinking.

The 3-Step Content Planning Method

1. Pick Your Posting Days

- Decide how often you want to post – and be realistic. Start with something manageable:
- 3 times per week
 - 4 times per week
 - Other:

 Tip: It's better to post less often consistently than to burn out trying to post daily.

2. Choose Your Content Mix

Use the five content types from Chapter 2 to plan your weekly rhythm.

Monday	Showcase	Cake of the week
Wednesday	Promote	Christmas bookings open
Friday	Behind the scenes	Piping cupcakes

Note: Rotate topics weekly to keep your feed fresh.

Add It to Your Calendar

Plan once a month using a simple 30-day grid.

Block out key events, holidays, or promotions — for example:

- Valentine's Day / Mother's Day specials
- Communion & Confirmation season
- Summer events
- Christmas pre-orders

Then slot in your post types around those key dates.

Use Calendar on next page

Your Turn — Plan Your Next Month

My posting goal:



My posting days:



Content ideas I'll include:



Events or key dates to plan for:



Notes:



Pro Tips for Easier Planning

- Batch your content once a week — take photos or schedule captions all in one go.
- Reuse old content: a cake you made last month can become a new reel today.
- Don't plan every word — just outline the theme of each post.
- Leave room for spontaneity! If inspiration strikes, post it.

Final Thoughts for Chapter 3

A plan doesn't have to be perfect, it just needs to guide you.

Consistency will build your confidence faster than any trend ever could.

“Done is better than perfect — especially when it comes to posting.”

CHAPTER 4 — CAPTIONS, HASHTAGS & CALLS TO ACTION

Write Words That Connect and Sell

What This Chapter Is About

Your cakes catch attention, but your words build connection.

This chapter shows you how to write captions that sound natural, feel authentic, and gently guide your followers toward ordering.

You'll learn:

- ✓ A simple 3-step caption formula
- ✓ How to use hashtags strategically
- ✓ How to write calls-to-action that get engagement

The Simple Caption Formula

HOOK → STORY → CTA

This structure works for every kind of post.

Example:


HOOK: "This cake nearly didn't make it to the table"

STORY: "We had a buttercream emergency 20 minutes before delivery, but it turned out beautifully in the end."

CTA: "Guess the flavour? Comment below!"

Hooks That Stop the Scroll

1.
 - “This cake nearly broke me 😅”
 - “My most requested flavour of the year...”
 - “Here’s what most people don’t realise about wedding cake design...”
 - “You won’t believe how many hours this took!”

 Tip: Keep the first line short and attention grabbing.

2. **Telling the Story**
Share what inspired the design, what went right (or wrong!), or a behind-the-scenes detail. Stories make your business memorable, and relatable.

3. **Calls to Action (CTAs)**
End every post with something that invites a response or guides action.

Engagement CTAs:

- “Which design would you choose?”
- “Tag someone who’d love this cake!”
- “Save this for your next celebration.”

Sales CTAs:


- “DM to order your dream cake.”
- “Tap the link in my bio to enquire.”
- “Now taking orders for December celebrations!”

Hashtags Made Easy

You don't need 30 random tags, aim for 10–15 good ones.

Use a mix of:

- Local (#TipperaryBaker, #IrishCakes)
- Niche (#ButtercreamCakes, #WeddingCakeDesign)
- Descriptive (#PinkBirthdayCake, #LuxuryDessert)

 Tip: Save sets of hashtags in your Notes app so you can copy and paste quickly.

Use your caption starter prompts from Chapter 2

Your Turn — Write Your Captions

Try the formula below three times for different types of posts:

Post 1

Hook: _____

Story: _____

CTA: _____

Post 2

Hook: _____

Story: _____

CTA: _____

Post 3

Hook: _____

Story: _____

CTA: _____

*Your words don't need to be fancy, they just need to sound like you.
When you speak with warmth and confidence, your followers feel it.
"You're not just posting pictures, you're building relationships."*

CHAPTER 5 — GROWING WITH CONFIDENCE

Show Up, Connect, and Grow Without Burnout

What This Chapter Is About

Social media confidence isn't about knowing everything, it's about showing up as yourself and learning as you go.

This chapter helps you tackle self doubt, comparison, and inconsistency so you can grow steadily and sustainably.

Mindset Shifts for Confident Growth

From Perfection → Progress

You don't need perfect lighting or flawless captions — you just need to post.

From Comparison → Inspiration

Other bakers aren't your competition; they're proof it's possible.

From Hustle → Intention

You don't need to post every day. You need to post with purpose.

Engagement Made Simple

Engagement is a two way street. If you want comments, give comments.

- ✓ Like and comment on 5 posts from your followers
- ✓ Reply to all comments and DMs
- ✓ Comment on 2–3 local businesses' posts (they'll often return the favour!)

Your Simple Growth Rhythm

Task	How Often	Why
Plan content	Once a week	Saves time
Post	3-4 times a week	Stays consistent
Engage	10 min before and after posting	Boosts visibility
Rest	One day a week	Prevents burnout

Most bakers don't struggle with creativity — they struggle with confidence.

"I don't know what to post," often really means, "I'm afraid of being judged."

But here's the truth:

Every single cake business you admire started exactly where you are now — one post at a time.

Confidence isn't something you wait for; it's something you build through doing.

"You don't need to be fearless — you just need to be willing."

SOCIAL MEDIA CONFIDENCE

WORKBOOK

Show up with clarity, confidence, and purpose.

SECTION 1: YOUR MINDSET RESET

Prompt 1:

What stops you from showing up online right now?

Write it down, name it so it loses its power.

Prompt 2:

What would change if you showed up confidently, even when it felt uncomfortable?

Prompt 3:

One thing I'm proud of in my cake business this month:

SECTION 2: CELEBRATE YOUR SMALL WINS

Confidence grows when you notice progress.

Write down three wins from this month, big or small.

- I posted more consistently than before
- Someone commented that they love my cakes
- I received an enquiry through social media
- I created my first reel / new design / tutorial

Add your own:

- 1.
- 2.
- 3.

SECTION 3: YOUR CONFIDENCE ACTION PLAN

Step 1:

My biggest goal for the next month:

Step 2:

How often I'll post:

() 3x a week () 4x a week () Other: _____

Step 3:

My "confidence checklist" for each post:

- Did I show up as myself?
- Did I speak to my ideal customer?
- Did I add value or joy?
- Did I tell people how to take the next step?

SECTION 4:

ENGAGEMENT TASKS

Each week, pick 3 small actions to connect with your audience:

- Reply to every comment on my posts
- Comment on 5 other bakers' posts
- Share one behind-the-scenes Story
- Introduce myself to new followers
- Post one personal "get to know me" update

SECTION 5:

REFLECT & RESET

At the end of the month, reflect on:

What posts performed best?

What did I enjoy sharing most?

What one thing will I keep doing next month?

- 1.
- 2.
- 3.

CHAPTER 6 — BONUS: SOCIAL MEDIA TOOLS & TECH TIPS

Your Quick Reference Guide for Photos, Reels & More

Platform	Type	Size
Instagram Feed	Square	1080 x 1080 px
Instagram Feed	Portrait	1080×1350 px
Instagram Story / Reels	Vertical	1080×1920 px
Facebook post	Portrait	1080×1350 px
Facebook Cover	820 x 312 px	
TikTok Video	Vertical	1080×1920 px

Tip: Always keep your main text and design centred, captions and icons can crop edges!

Reel Tips

- Use the Reels tab to record directly in the Instagram app.
- Add text using the Aa button (keep it short and central).
- Save trending audio by tapping the song name → Save Audio.
- Add captions automatically with “Captions” sticker.
- Keep clips short 4–7 seconds is perfect.

Purpose	Tool	Notes
Design graphics	Canva	Story template, highlights, covers
Edit videos	Capcut, In app	Simple, free
Schedule posts	Meta, Later	Plan facebook + IG together
Hashtag caption notes	Notes app	Save sets for reuse
Stock sounds	Instagram, Cap cut	Keep trending sounds

Photo Tips

- Natural light always wins.
- Keep backgrounds clean (white or pastel).
- Take both portrait & square shots.
- Avoid heavy filters — keep cake colours true.

Thank you!

“You’ve done such a great job working through this module.

Social media doesn’t have to be overwhelming — it can actually be creative, fun, and incredibly powerful for your business. Remember: your cakes deserve to be seen, and you have something special to share with the world.

Keep showing up — one post, one caption, one connection at a time.”



“Done is better than perfect.”

“You don’t need to do everything, just something, consistently.”

“Your cakes are beautiful, your story is unique, and your customers are waiting to find you.”

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