

Marketing Plan

12-month go-to-market

1. Brand Positioning

"The Kids' Favorite Event Dessert." — Texas-born, social-media native, family-friendly, premium toppings.

- **Voice:** playful, warm, confident — never corporate.
- **Visual:** pastel pink + cream + waffle gold, hand-drawn type, Wally the WOW mascot.
- **Promise:** the same WOW at every event, every trailer.

2. Audience Segments

Segment	Channel	Hook
Parents 30-45	Facebook groups, Instagram, school newsletters	"The dessert your kids will beg you to book."
Teens 13-22	TikTok, Instagram Reels	Slow drizzle ASMR, topping mash-ups, "guess the flavor".
Event planners	LinkedIn, Eventeny, The Knot	Themed catering packages, easy load-in.
Aspiring operators	YouTube, IG Reels, Skool community	"Own your own trailer — without \$80k risk."

3. Always-On Content Calendar

- **Mon** — Behind the trailer (POV prep)

- **Wed** — Flavor of the week / topping mashup
- **Fri** — Where we're parked this weekend (event tag)
- **Sat / Sun** — Live event Reels, customer reactions

4. Launch Campaign (90-Day)

Week	Focus	Tactic
1-2	Local hype	Soft-open at Little Elm Lakefront — free samples, capture UGC.
3-4	Farmers markets	Frisco + McKinney rotations, cross-tag vendors.
5-8	Influencer drops	10 micro-creators (DFW, food/kids/lifestyle, 5k-80k followers).
9-12	Private events push	The Knot listing, planner outreach, birthday referral promo.

5. Paid Media Plan

\$800

/MO META EVENT ADS (DFW GEO)

\$300

/MO TIKTOK SPARK ADS ON TOP UGC

\$150

/MO THE KNOT LISTING BOOST

\$250

/MO GOOGLE SEARCH (CATERING KEYWORDS)

6. Referral & Loyalty

- Refer-a-friend: \$10 off catering deposit when friend books.
- "5 Sticks Stamp" punch card for farmers market regulars.
- Birthday club: free waffle stick on a child's birthday.

7. Community & Partnerships

- School PTA partnerships — 15% donate-back on event days.
- Youth sports tournaments (Denton County, Frisco, Plano).
- Cross-brand pop-ups with local coffee, ice cream, balloon artists.

8. KPI Dashboard (monthly review)

Metric	Target by month 6
Instagram followers	10,000
TikTok monthly views	500,000
Email list	3,500
Private events booked/mo	8
Avg ticket	\$11.50
