

Batter Up

M U F F I N S

B R A N D I N G M U F F I N L O V E

BY: LEENA DE LA HOZ

PROJECT OVERVIEW

BACKGROUND



Batter Up is a brand created and inspired by my love for baking. I chose to combine this love for baking with my love and talent within the digital and social media realm. Batter Up specifically focuses on the art of baking muffins.

PURPOSE



While I share recipes and content on how to make different types of muffins, I also focus on sharing content with the purpose of educating, inspiring, and entertaining my audience in a variety of ways.

GOALS



Reach an average of 500 views per post within the first month on TikTok.

Increase my average likes per post on Instagram and TikTok by 5% within 5 weeks, using the average number of likes my posts received the first week as a baseline.

STYLE GUIDE

Batter Up

M U F F I N S

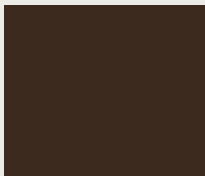
MAIN LOGO

Batter Up
MUFFINS

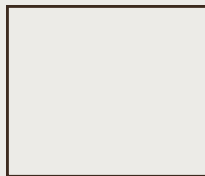
LOGO MARK



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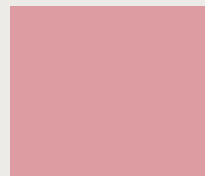
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BRAND FONTS

Title *Daydream*
Subtitle Antic Didone
Headings Old Standard
Body TT Norms

SOCIAL PRESENCE

TikTok



Instagram



TONE

Warm
Fun
Friendly

OTHER MEDIA PLATFORMS

Website 



BRAND PERSONA

Name: Emma

Age: 35

Location: Broomfield, Colorado

Profession: High school art teacher

Digital habits: Active on social media (TikTok & Instagram), follows baking influencers, food bloggers, and enjoys watching short engaging food content (recipes, timelapses).



Interests: Baking, experimenting with new recipes/flavors, sharing her food creations with others (family, friends, neighbors), and watching aesthetically pleasing baking content for relaxation and inspiration.

Emma's story: Emma is a 35 year old mother to 3 kids. She and her husband live in Broomfield, Colorado very close to her family. Being the oldest of 5 kids, she was always taking care of her siblings which allowed her to learn how to cook at a young age. Emma has an ambitious, fun, friendly, warm, and approachable personality. She cares a lot about her family. She found herself always being her mothers helper and cooking dinner for the family and even baking their birthday cakes at times. Her passion for baking grew the more she practiced. Baking became something she enjoyed doing casually in her free time. Emma is always on Pinterest finding and creating new recipes she discovers. She enjoys watching reels on social media on her downtime where she can relax. She even receives some of her inspiration from this as well. With her busy life as a mother, mornings are a whirlwind of getting her kids ready for school, leaving little time to cook. That being said, she's always on the lookout for quick, grab-and-go options that make breakfast easier for her family.

Pain Points:

- Has a very short attention span
- Being that she's a mother, she doesn't have time to watch long tutorials
- Gets overwhelmed easily as a mother and with overly complicated techniques and recipes
- Doesn't have much time to cook breakfast for her kids in the mornings

Needs:

- Short and direct videos/reels to watch
- Recipes that aren't too complex and content that can put her at ease
- Engaging content that sparks inspiration
- Needs quick grab-and-go food for her kids

TARGET AUDIENCE

Women ages 18-40 who have a passion for baking—whether they seek inspiration for their own baking or simply enjoy watching entertaining baking content.

CONTENT PILLARS

Education



Inspiration



Entertainment



Education

Content that informs the audience. The following are examples of content ideas I came up with during the brainstorming process.

- What to do with leftover ingredients
- Flavor Pairing Guides: What spices, fruits, toppings, or sides pair well together in muffins
- Nutritional Tweaks: Tips for making healthier muffins (e.g., low-sugar, gluten-free, or protein-packed)
- DIY Muffin Mixes: How to create and store your own muffin mixes at home
- Storage Hacks: How to keep muffins fresh, freeze them, or reheat them for the best results
- Bust common baking myths
- DIY Muffin Liners: Show how to make muffin liners from parchment paper in a pinch

Inspiration

Content that motivates and encourages the target audience to try new things and take action. The following are examples of content ideas.

- Timelapse of muffins being made
- Photo/carousel of finished product
- Drinks to go with each muffin
- Serving in the community
- Serving Suggestions: Ideas for presenting muffins at brunch, parties, or as gifts

Entertainment

Content that the audience finds engaging, light-hearted, enjoyable, and fun to watch. The following are examples of content ideas.

- Reel of someone biting into muffin/taste test
- Timelapse of muffins baking in oven
- Blind fold - guess the flavor
- Who can fit an entire muffin in their mouth?
- Match your outfit to your muffin
- Songs that match the muffin
- Muffin Quizzes: "What kind of muffin matches your personality?"
- Interactive Polls: "Do you eat the muffin top first or last?" or "Which flavor wins: chocolate chip or banana nut?"
- Guess the Flavor: Share close-up photos or videos of muffins and have followers guess the ingredients

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS

COMPETITOR #1 - BUTTERNUT BAKERY

- A dessert focused brand created to share creations through the presence of social media and website blogging. Jenna Barnard, the creator, focuses on sharing a variety of recipes to meet the desires of her audience.
- Social Presence: Instagram, TikTok, Pinterest, YouTube

Instagram:

- Post Frequency: about 3x/week
- Following: 1.4M
- Engagement Metrics: 5k-35k likes per post

TikTok:

- Post Frequency: about 3x/week
- Following: 947.6k
- Engagement Metrics: 300-100k likes per post

Pinterest:

- Following: 85.6k

YouTube:

- Post Frequency: has not posted in 3 years
- Following: 17.5k

STRENGTHS

- High quality content (good lighting, nice angles...)
- Engaging writing style
- Consistent Posting
- Visually appealing content
- Most of her content shows how to make the recipes
- She frequently appears in her content, making it feel more personal and relatable

WEAKNESSES

- Limited differentiation
There are many other food bloggers that do the same thing and post the same kind of content
- Has an excessive amount of story highlights
- Her story highlights consist of a variety of things that don't pertain to her brand such as (book reviews, hair tutorials, etc..) This could drive away some of her audience

OPPORTUNITIES

- Could engage more with comments she receives on her content
- Sponsored posts
- Sell branded merchandise

THREATS

- Intense competition with other food bloggers
- Content trends are always changing

COMPETITOR #2 - BETH BAUMGARTNER

- Beth is the creator of “The First Year”, a food blog specialized in desserts and more specifically bakery-style muffins. She shares baking tips and recipes through social media.
- Social Presence: TikTok, Instagram, Facebook, & Pinterest

Instagram:

- Post Frequency: daily
- Following: 329k
- Engagement Metrics: 200-1000 likes per post

TikTok:

- Post Frequency: daily
- Following: 85.5k
- Engagement Metrics: 50-300 liked per post (but super scattered)

Pinterest:

- Following: 308.3k

Facebook:

- Post Frequency: daily
- Following: 489k

STRENGTHS

- Very active on all social platforms
- Maintains a variety of content types (ie: behind the scenes, successes & failures)
- Her content makes her approachable and relatable
- She is in all of her videos
- Persuasive with the content she shares
- Website is easy to follow
- Recipes are clear
- Nice photography

WEAKNESSES

- Her focus on muffins could limit her audience growth
- Reliance on social media engagement for connection with her audience

OPPORTUNITIES

- She can take the opportunity to expand beyond her niche of muffin baking
- With her knowledge she could offer online classes or workshops as another stream of revenue
- Partner with other food content creators

THREATS

- The food vlogging market is highly competitive
- An increase in ingredients can lead to less people engaging with her content

EXECUTION

CONTENT STRATEGY

Achieve a well-rounded approach keeping the audience informed and engaged, while strengthening my brand's identity. Provide a diverse mix of content that engages the audience while showcasing the art of baking muffins.

Content Type	Purpose	Examples
Time-lapsed reels showcasing the making of different muffin recipes	To educate and inspire the audience to try these recipes and engage them in the content.	Gluten free, apple cinnamon, blueberry, raspberry white chocolate, chocolate chip, coffee cake, corn bread...
Reels showcasing baking hacks/tips	To educate the audience on methods that can make the baking process easier or more convenient.	DIY muffin liners, how to make batter the perfect texture, DIY muffin mix, hot to spruce up a store-bought mix, how to store muffins for longer freshness.
Challenge videos	Entertainment purposes. Catch the audiences attention and create more variety with the content.	Blindfolded guess the flavor, muffin roulette, challenge gone wrong, store-bought vs. homemade.
Other forms of entertainment	For entertainment purposes.	pairing muffins w/ drinks, pairing drinks w/ songs, breaking open the muffin up close to the camera, taste-testing, time-lapse of muffins baking in the oven.
Static images/carousels	To showcase what the finished product looks like after it's baked.	Different photos of baked muffins.
Introduction video	To introduce myself and help people put a face to the name.	This video was pinned to the top of the feed.

- Challenges/entertainment
- Tips/Hacks/educational

- Muffins being made
- Static images

FEBRUARY 2025

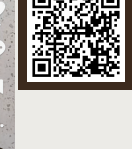
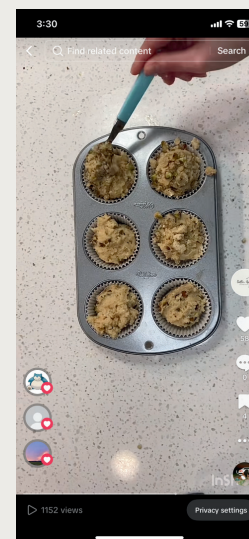
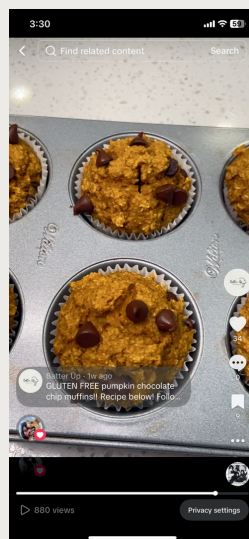
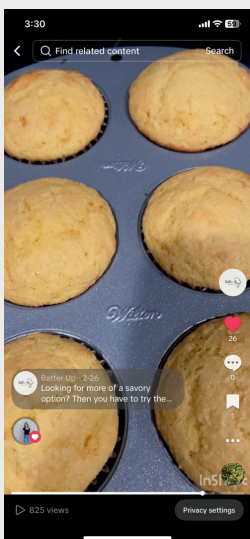
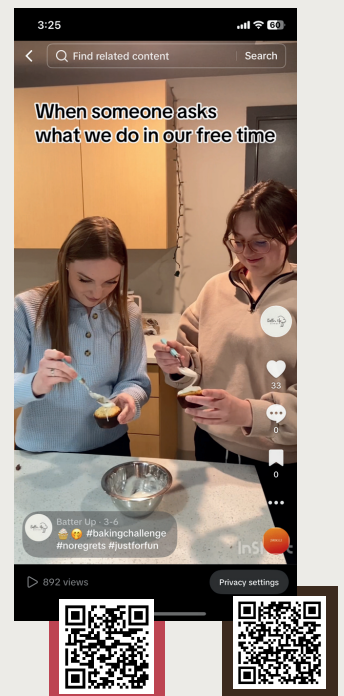
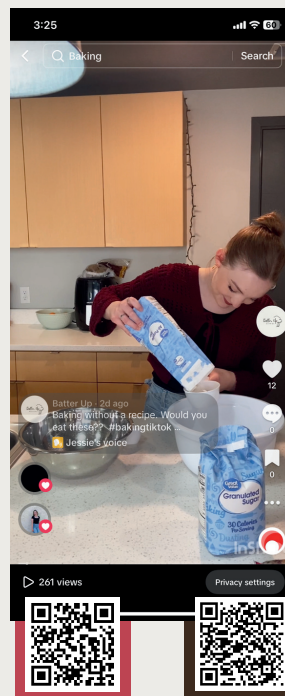
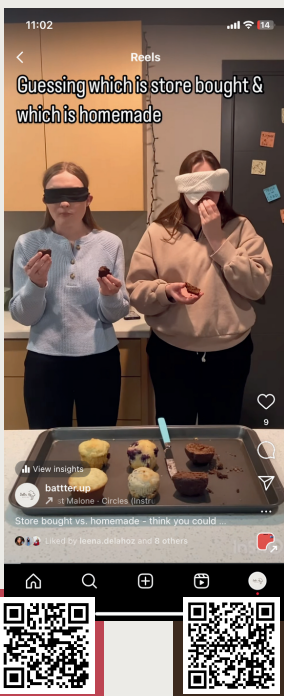
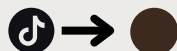
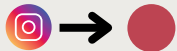
SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3 REEL: Timelapse of raspberry muffins being made	4 CAROUSEL: Raspberry muffins (finished outcome after being baked)	5 REEL: Timelapse of blueberry muffins being made	6 REEL: Blueberry muffins rising in the oven	7 Reel: Taste-testing raspberry muffins	8 Carousel: Chocolate Chip muffins (finished outcome)
9	10 REEL: Timelapse of chocolate chip muffins being made	11 REEL: Gluten free muffins being made	12 Reel: Taste-testing coffee cake muffins	13 REEL: Coffee cake muffins being made	14 REEL: strawberry cheesecake muffins being made	15 REEL: compilation of different muffins being broken apart.
16	17 REEL: DIY Muffin Liners: Show how to make muffin liners from parchment paper in a pinch.	18 CAROUSEL: Drinks to go with each muffin	19 REEL: Intro video (Introducing myself)	20 REEL: Double chocolate muffins being made	21 REEL: Tips for storing muffins to keep them fresh	22 REEL: blindfolded and have to guess flavor
23	24 REEL: compilation of different muffins being made	25 REEL: apple cinnamon muffins being made	26 REEL: Cornbread muffins being made	27 REEL: DIY Muffin Mixes: How to create and store your own muffin mixes at home.	28 REEL: Showcasing the raspberry white chocolate muffins again	1

MARCH 2025

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2 CAROUSEL: Songs that match the muffin	3	4 REEL: Pistachio muffins being made (St. Patrick's day snack/treat idea)	5 REEL: Tip/hack for sprucing up a store-bough muffin mix	6	7 REEL: Challenge - Who's muffin can stick the longest	8 Reel: Blindfold challenge - guess which muffin is store bough & which is homemade
9	10 REEL: Gluten free pumpkin chocolate chip muffins being made	11 REEL: honey muffins being made	12 REEL: Muffin roulette challenge REEL: Muffin Challenge gone wrong	13 REEL: Showcasing the perfect muffin batter consistency Static image of apple cinnamon muffin	14 REEL: Baking without a recipe	15 Last Day of Posting REEL: baking the homemade muffin mix
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8

OBSERVATIONS

After posting the first challenge video, I noticed that it became one of the best performing videos on both platforms, so I created more of that type of content. I also noticed that videos showing how I made the muffins performed well, so I prioritized that. Below are examples of the content I described.



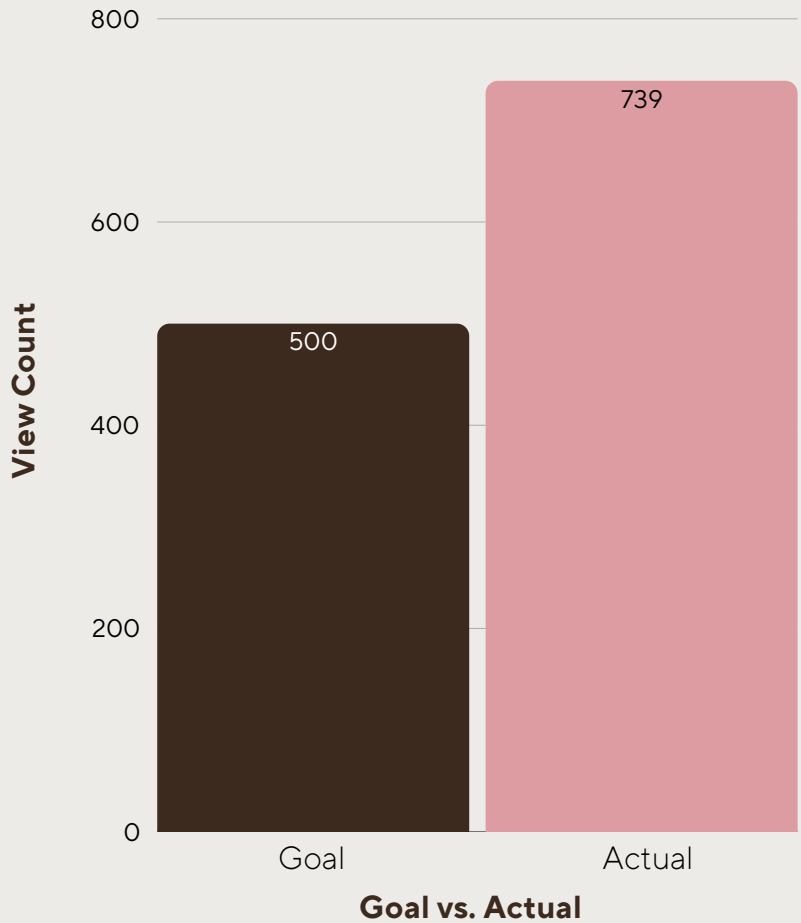
RESULTS

WHAT IMPACT DID THIS STRATEGY HAVE ON MY GOALS?

GOAL #1

Reach an average of 500 views per post within the first month on TikTok.

Total Views on TikTok Content in the First Month of Posting

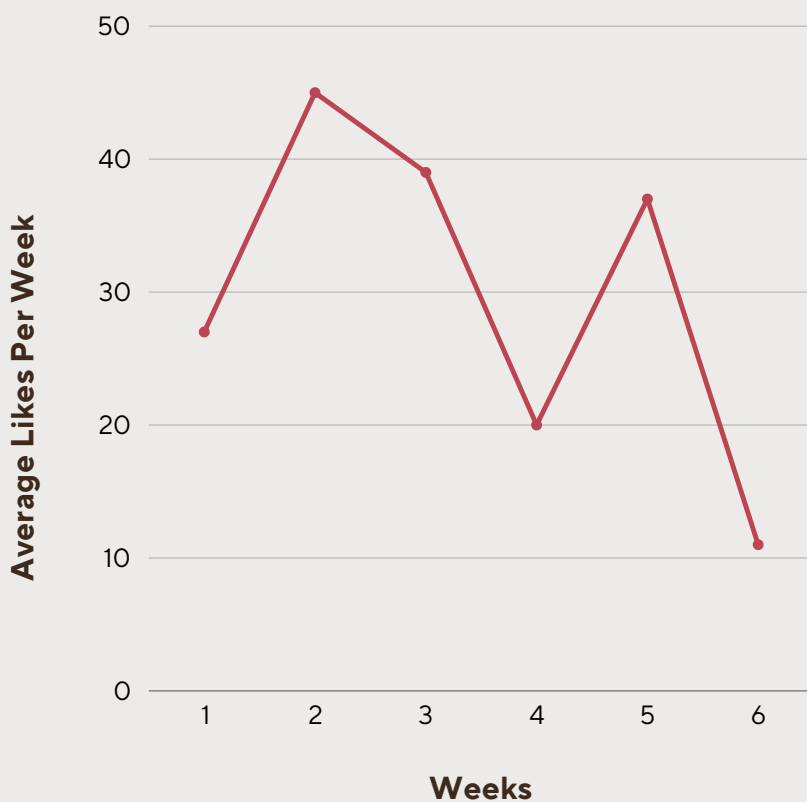


Within the first month of posting on TikTok, **I was able to exceed my goal of 500 views per post** by about 48% generating about 739 views per post on average instead.

GOAL #2

Increase my average likes per post on Instagram and TikTok by 5% within 5 weeks, using the average number of likes from the first week as a baseline.

Weekly Average Likes on TikTok over a 6 week Period



The average number of likes my posts received at the end of the first week period was 27. To calculate this I used the first formula below. I then multiplied this number by 1.05 (for the 5% increase) to get a target goal of 28 for the average number of likes per week. I calculated the averages for the remainder of the weeks and compared those to the target goal of 28.

To determine if I met my goal overall, I used the second formula below and came to the conclusion that I exceeded my goal with an average of 30 likes, beating my target goal of 28.

1 First Weeks Average Likes = $\frac{\text{Total Number of Likes per week}}{\text{Number of Posts}}$

2 Overall Average Likes = $\frac{\text{Sum of Averages from Weeks 2-6}}{\text{Number of Weeks}}$

TOP
CONTENT

The following are my top 5 performing posts on each platform based on overall engagement.

TOP 5 PERFORMING POSTS - INSTAGRAM

1

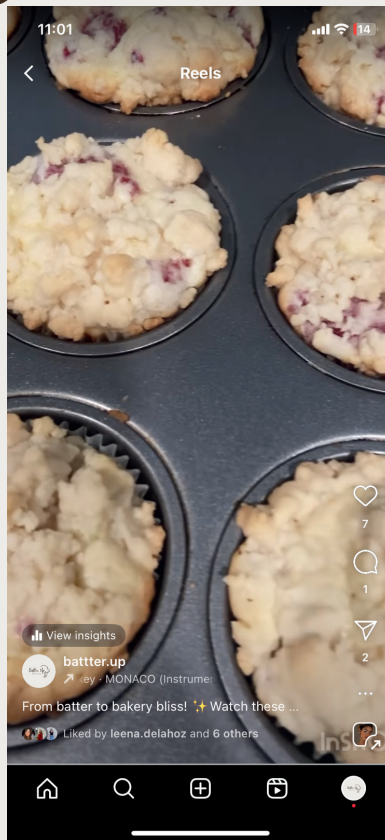


7
5
2

This was the first challenge posted. My friends were blindfolded and guessed the flavors of different muffins.



2

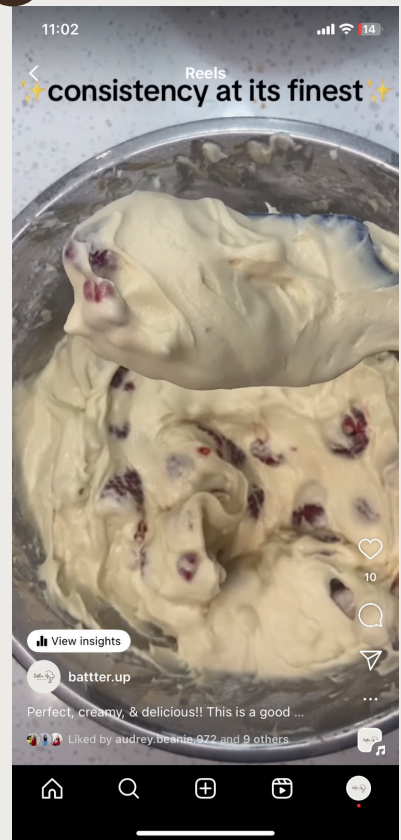


7
1
2

This was the first post. It showcased the making of raspberry white chocolate chip muffins.



3



10
0
0

This reel showcased what perfect batter looks like.



4



9 0 0

This was another challenge reel. My friends were blindfolded and tried guessing which muffins were a store bought mix and which were homemade.



5



6 2 0

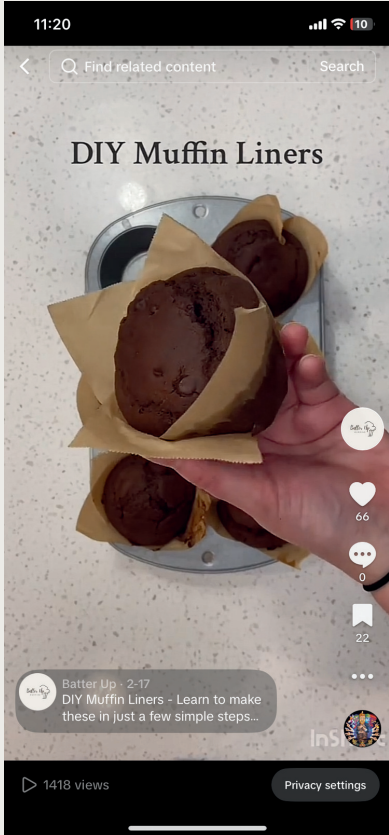
This was another baking reel where I showcased how to make blueberry muffins.



All of the top performing posts on Instagram fell under the inspiration and entertainment content pillars.

TOP 5 PERFORMING POSTS - TIKTOK

1



This was a baking hack reel where I shared how to make muffin liners at home.



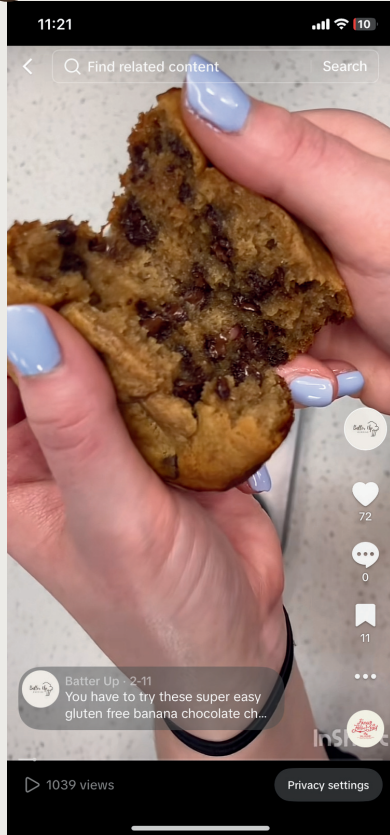
2



This was a challenge reel. My friends were blindfolded and tried guessing which muffins were a store bought mix and which were homemade.



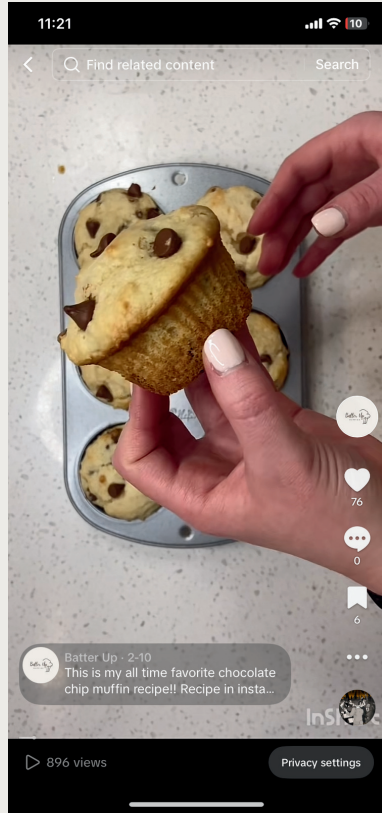
3



This reel showcased how to make gluten free banana chocolate chip muffins.



4



76 0 6

This reel showcased how to make chocolate chip muffins.



5



68 0 11

This reel showcased how to make double chocolate muffins.



Most of the top performing posts on TikTok fell under the inspiration and entertainment content pillars.

WEBSITE &
BLOG

While my goals focused on my social media presence, I created a website as well with a handful of blog posts as a source of long-form content to showcase my content in a more detailed way.

The image displays a vertical stack of five social media posts, each featuring a different muffin recipe. Each post includes a photograph of the muffins, the author's name 'leenarachel123', the post date, the recipe title, a short introductory paragraph, and a QR code. The posts are as follows:

- Baking Tips & Hacks**: Posted 4 days ago, 3 min read. Description: "There are so many helpful little tips that can take your baking to the next level. Whether you're a pro baker or just starting out, these..."
- DIY Muffin Mix**: Posted 6 days ago, 2 min read. Description: "Have you craved a homemade treat, but didn't want to go through the work to make it? Well, you can learn how to make your very own muffin..."
- Raspberry White Chocolate Chip Muffins**: Posted 6 days ago, 3 min read. Description: "If you are looking for the perfect balance of sweet and tart, then these are the perfect muffins for you. They can satisfy any sweet..."
- The Best Chocolate Chip Muffins**: Posted Feb 27, 2 min read. Description: "Once you try this recipe, there's no going back. You will never want to try another chocolate chip muffin recipe again. This recipe is..."
- The Perfect Blueberry Muffin**: Posted Feb 27, 2 min read. Description: "If you're looking for a perfectly soft, moist, and delicious blueberry muffin, then you've landed in the right place. This bakery style..."

1

The Perfect Blueberry Muffin

Updated: Mar 9

If you're looking for a perfectly soft, moist, and delicious blueberry muffin, then you've landed in the right place. This bakery style muffin is the perfect balance of sweetness and tart. The light and subtle flavor is perfect if you're looking for a treat that isn't too overpowering. As I was searching for the perfect blueberry muffin recipe, this one had caught my attention. Here is a step by step on how to make these delicious muffins!



For the muffins you will need the following ingredients:

- 2 cups all-purpose flour
- 2 teaspoons baking powder
- 1/2 teaspoon salt
- 1/2 cup butter, melted
- 1 cup sugar
- 2 eggs
- 2/3 cup plain Greek yogurt
- 2 teaspoons vanilla
- 1/2 teaspoon almond extract
- 1 1/2 cups blueberries

For the crumb topping you will need the following ingredients:

- 3/4 cup flour
- 3/4 cup sugar

Before you go ahead and make these glorious muffins, let me go ahead and convince you why they are a must have. Blueberry muffins are a staple in any household. There is always at least one person who prefers that as their go to muffin in the morning for breakfast or even as a treat during the day. If you are in a rush or need something quick to grab on your way to school or work, this is perfect. Blueberry muffins are especially good when paired with a cold glass of lemonade.

Tips When Baking These Glorious Muffins:

- To keep your muffins evenly distributed throughout, toss them in flour (about 1 TB). This acts as a glue, preventing them from sinking to the bottom while baking in the oven.
- Use frozen blueberries. They will hold their shape better and there will be less of a chance of them bursting and releasing too much of its juices into the batter.
- Gently fold in the blueberries and don't over mix them. This can cause them to bleed into the batter. Gently fold them in just until they are evenly dispersed throughout the batter. This will prevent them from making the batter too watery.
- To avoid having your muffins become flat, make sure the batter is thick but not too stiff. It should **not** pour like cake batter. To accomplish this, remember this: less is more. The less you mix your batter, the better it is for the texture of the muffins.
- Make sure your muffins are baking at the right temperature. The temperature does affect the end result of the muffins.
- To check if the muffins are done baking, insert a toothpick. It should come out clean indicating that they are in fact done. If you don't want to use a toothpick you could also lightly press on the muffin tops. If they quickly spring up without leaving an indentation then they are most likely done.



Whether you're a seasoned baker, or just getting started, these blueberry muffins are sure to impress. If you follow these tips then you'll be enjoying the most amazing blueberry muffins. Next time you find yourself craving a delicious treat, give these muffins a try. They will not disappoint!

f X in ↻

5 views 0 comments



This blog shared a blueberry muffin recipe. I not only shared how to make it, but also shared some tips when making these muffins, so that the audience could achieve the best results. The images included in each of the five blog posts are my own photographs as well.

2

Best Chocolate Chip Muffins

Once you try this recipe, there's no going back. You will never want to try another chocolate chip muffin recipe again. This recipe is one of my all time favorites. It's moist and has the best flavor you could wish for in a chocolate chip muffin. It's perfect for quick grab and go breakfast or snacks when you're in a hurry or don't want to spend a lot of time cooking. It is seriously so delicious.



This recipe has been in the family since I was a little girl. I have memories of my mother baking these muffins and all of us kids devouring them within days because of how good they were. To this day I will still make them and enjoy them, especially in the mornings for breakfast. It's the perfect balance of sweetness and yet still soft and subtle in flavor.

Below are the ingredients you will need to bake these muffins:

- 1 1/2 cups all-purpose flour
- 2/3 cup sugar
- 3/4 teaspoon baking powder
- 3/4 teaspoon baking soda
- 1/4 teaspoon salt
- 1 egg
- 1 cup sour cream
- 5 tablespoons butter, melted
- 1 teaspoon vanilla extract
- 3/4 cup milk chocolate chips

To make these muffins you will need to do the following:

- Preheat the oven to 350°F. Line muffin pan with liners
- In a large bowl combine flour, sugar, baking powder, baking soda, and salt.
- In a separate bowl combine the egg, sour cream, butter, and vanilla. Stir into dry ingredients just until moistened. Fold in chips
- Fill liners three-fourths full. Bake for 18-20 minutes or until toothpick comes out clean. Cool for 5 minutes before serving.

You can use any type of chocolate chip to your liking, but I always use milk chocolate as I find it gives it a better flavor. These muffins would be paired best with a glass of cold milk. If you always want your muffins tasting fresh like they just came out of the oven, you can either pop them in the microwave for 10-15 second or in the oven at a very low temperature for a few minutes.

Because these muffins are so delicious there are substitutions you can use for some of the ingredients. If you are dairy free, use plant based butter or dairy free milk. If you're Gluten-free, use a gluten free flour blend. If you're vegan, swap the eggs for chia eggs. Note: This may change the texture or taste of the muffins.



If you are looking for a healthier alternative, you can swap the all- purpose flour for whole wheat flour for more fiber. You can also add ground flaxseeds or chia seeds for additional nutrition. Note: This may change the texture or taste of the muffins.

This recipe is simple enough and could even be a fun activity to do with your children. These muffins have such a nostalgic value and truly hit the perfect balance of sweetness and comfort. This is my go to and might even become yours once you try it.

f X in e

3 views 0 comments



The blog above featured a delicious chocolate chip muffin recipe. I shared a brief personal history from my experiences making them over the years along with the full recipe and compelling reasons why everyone should give the muffins a try.

3

Raspberry White Chocolate Chip Muffins

If you are looking for the perfect balance of sweet and tart, then these are the perfect muffins for you. They can satisfy any sweet craving. Whether you're enjoying them as a quick grab and go food for breakfast, a snack for lunch, or quick dessert for dinner, these muffins will fit perfectly into your day. They offer a satisfying balance of flavors that is not too overwhelming. They are not too sweet either, which classifies them as the perfect pastry as it's not too rich.



The appeal of combining white chocolate with raspberry is like no other flavor. The two flavors complement each other so well and is one of the best flavor combinations. It's the perfect contrast.

Here is how you can make these muffins yourself:

Ingredients:

4 ounces (½ package) cream cheese, room temperature
¾ cup (1½ sticks) unsalted butter, room temperature
1 ½ cups granulated sugar 3 large eggs, room temperature
1 teaspoon vanilla extract
1 ½ cups cake flour
½ teaspoon kosher salt
2 tablespoons buttermilk room temperature
1 ½ cups fresh raspberries, or frozen
1 cup white chocolate chips

Crumb Topping

1 cup all-purpose flour
½ cup confectioners' sugar
½ cup (1 stick) unsalted butter, mel

Instructions:

Preheat oven to 325°F. Line a muffin tin with muffin liners. Set aside.
In a large bowl, blend cream cheese and butter on medium speed until smooth (about 3 minutes).
Gradually add sugar, beating until light and fluffy. Reduce mixer speed to low.
Add eggs, one at a time, beating well after each addition. Add vanilla. Mix until combined.
Add the flour and salt. Mix until just combined.
With the mixer on low, add buttermilk. Mix until just incorporated.
Gently fold in raspberries and white chocolate chips.

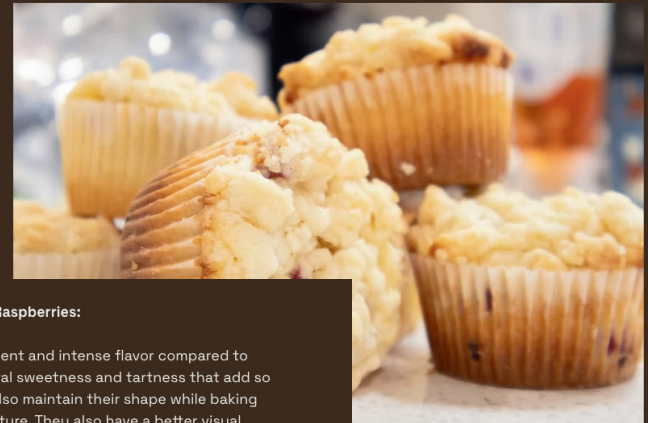
Crumb Topping

In a medium bowl, combine flour and confectioners' sugar. Stir in melted butter until a crumbly dough forms.

Scoop batter into each lined muffin cup, to the top, leaving only a small amount of room for the crumb topping. Evenly top with the crumb topping. Bake 48-50 minutes, or until an inserted toothpick comes out with crumbs, but no wet batter. Remove muffins from the oven and let cool for a few minutes before serving.

Things to keep in mind:

- Refrain from over-mixing, especially when adding the raspberries and chocolate chips.
- To prevent the raspberries from sinking, you can toss them in flour.



The Pros and Cons of Using Fresh vs. Frozen Raspberries:

Fresh raspberries tend to have a more prominent and intense flavor compared to frozen raspberries. They have more of a natural sweetness and tartness that add so much flavor to the batter. Fresh raspberries also maintain their shape while baking and can help the batter maintain a better texture. They also have a better visual appeal, which make it perfect for decoration. Another pro is that you don't need to let fresh raspberries thaw unlike frozen ones.

While these are promising positive aspects, there are also some cons as well. Unlike frozen raspberries, fresh ones have a shorter shelf life, which means they may spoil faster. They are also more fragile because they are fresh, meaning they are more likely to break or fall apart when mixing them in the batter.

Using frozen raspberries can be less messy, but could release excessive moisture, which could make the muffins soggy. However, frozen raspberries could be a more convenient option when fresh raspberries are out of season and they have a longer shelf life as well.

When you make this indulgent treat, don't forget to share with your friends and family! They will love you for it.

Recipe Credit: Amanda Rettko @lambaker

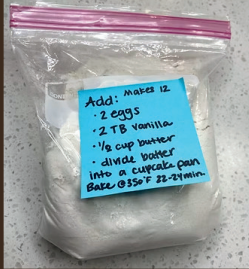
This blog shared a delightful raspberry white chocolate chip recipe. This recipe was longer than the previous two. I included compelling reasons why everyone should try these muffins. I shared the recipe along with the pros and cons of using fresh vs. frozen raspberries.

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DIY Muffin Mix

Updated: 4 days ago

Have you craved a homemade treat, but didn't want to go through the work to make it? Well, you can learn how to make your very own muffin mix from scratch. This is a perfect activity to make at a gathering with friends, with your kids, or if you need something to have on hand when you're in a hurry.



Here is how to make this incredibly easy muffin mix.

In a quart-sized bag add:

- 1 cup sugar
- 1 3/4 cup all-purpose flour
- 2 teaspoons baking powder
- 1/2 teaspoon salt
- 1/4 teaspoon baking soda

(Add any additional mix-ins based on the flavor you are prepping)

Store in pantry for 1-2 months

When ready to bake, add the dry ingredients to the following wet ingredients:

- 1/2 cup melted butter
- 1/2 cup sour cream or plain Greek yogurt
- 2 large eggs
- 2 teaspoons vanilla extract

Bake at 350 degrees F for 22-24 minutes.

You'll have yourself some delicious and ridiculously easy muffins that you've created.

[Click here to watch the tutorial on how to make it!](#)

Making your own muffin mix truly is a game changer. Not only does it save time, but it allows you to control the ingredients you include and completely customize it to your preference. While premade store bought muffin mixes contain preservatives and other added sugars, homemaking your own gives you the flexibility of being mindful of exactly what you're putting in it. You have full reign to swap ingredients with healthier ones if that is what you prefer.

Making your own mix is also a bit more convenient. A lot of the ingredients used are ones that most people have in their homes already. You can save so much money this way rather than purchasing a mix from the store as that could become pricey.

Included below are some ideas on specific add-ins you could include in your mix:

- chocolate chips
- nuts
- fresh, frozen, or dried fruit (raspberries, blueberries, strawberries, etc.)
- additional spices (nutmeg, cinnamon, etc, pumpkin pie spice, etc.)
- coconut
- zest (lemon, lime, orange, etc.)
- caramel bits

Try these out and enjoy!

Recipe Credit: Design, Eat, Repeat



In this blog, I shared how someone could make their own muffin mix at home with basic ingredients. I also linked the tutorial where I show how it's made. I share ways you could customize the mix and the benefits of making this as opposed to buying one from the store. I also included a photo of what they look like after being baked.

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Baking Tips & Hacks

There are so many helpful little tips that can take your baking to the next level. Whether you're a pro baker or just starting out, these are some tips that will be game-changing.



Do Not Overmix. If you want the most delicious-tasting muffins amazing texture - then do not overmix the batter. I know it's tempting, but in order to achieve the desired outcome, it's important to refrain from over mixing your muffin batter. It's usually good to mix until it's just incorporated.



I love using homemade muffin liners. They are so easy to make and you need very few supplies to make them. Homemaking your muffin liners is a creative alternative to buying them at the store. It is also a great alternative if you run out and are in a hurry.

Toss Your Mix-Ins In Flour. If you are adding mix-ins such as blueberries, raspberries, or chocolate chips, toss them in a tablespoon or so of flour to prevent them from sinking to the bottom of the batter while they're baking in the oven.

Add A Crumb Topping. For additional texture and flavor, add a crumb topping. Most crumb toppings are simple to put together and require few ingredients. They add so much deliciousness to the muffin. The crumb topping is usually my favorite part of the muffin. It really enhances the flavor and texture, taking your muffins to the next level.

Here's a very basic recipe for a crumb topping:

- 1 Cup Flour
- 1/2 Cup Powdered Sugar
- 1/2 Cup Unsalted Butter, Melted

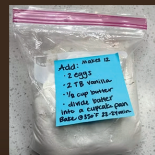
This is the crumb topping recipe I used for the raspberry white chocolate muffins. If you want to make those, [click here to view the full recipe.](#)

Avoid Using Frozen Fruit Without Thawing. Make sure to thaw and drain your fruit before adding it to the batter. Failing to do so may cause the fruit to release excessive juice, which can make the muffins soggy. Definitely keep that in mind when considering frozen fruit as an add-in.

Use a large cookie scoop or an Ice Cream Scoop. When scooping the batter into the tins, using an ice cream scoop or large cookie scoop can allow for even distribution. The muffins will, as a result, bake evenly as well.

Avoid Over-baking. Over-baking can lead to dry crumbly muffins, but underbaking them is not a good idea either. To ensure your muffins are perfectly baked, be sure to stick a toothpick or butter knife at the center to test if the muffins are cooked through.

DIY Muffin Mix - Homemade muffin mixes are the perfect alternative to the store-bought options. They're quick to put together, customizable, and a more affordable option. [Click here for the recipe.](#)



Use Buttermilk or Sour Cream. If you are looking to increase the quality of your batter texture and flavor, then try incorporating these ingredients into your batter. Buttermilk will:

- create a light and airy texture
- help the muffins rise in the oven
- enhance the flavor, creating a more balanced taste by complementing the sweetness
- add moisture

Sour Cream will:

- add moisture
- increase the density of the muffins
- enrich the flavor

DIY Your Muffin Liners. If do not have muffin liners or want to give your muffins that bakery style look, then making your own muffin liners is a great option. It is super quick and easy to make. All you need is parchment paper and a pair of scissors.



it, you should take your parchment paper and cut it into a square.



Then you fold the square into 4ths.



Cut on each line halfway.



Finally, push the square into the tin and fill it with batter.



This blog was different from the previous four. I shared tips and hacks anyone could include when they're baking. This includes homemade muffin liners, homemade muffin mixes (which has the detailed blog linked to it), a simple recipe for adding a crumb topping to your muffins, how to prevent your add-ins from sinking to the bottom of your muffins, etc.

SUMMARY &
KEY
TAKEAWAYS

My goal was to create engaging content that not only taught techniques, shared recipes, and entertainment, but also sparked creativity and joy in the kitchen.

Through the mix of recipes, challenges, content that shared tips/hacks, and more, I was able to achieve both of my goals.

Within the first month of posting on TikTok, **I was able to exceed my goal of 500 views per post by about 48% generating about 739 views per post on average instead.**

I was also able to achieve my second goal, which was to increase my average likes per post on Instagram and TikTok by 5% within 5 weeks based on the first week's performance. **I exceeded my goal with an average of 30 likes, beating my target goal of 28.**

Over the 6 week period both platforms experienced growth. I grew **28 new followers** on TikTok by the end of 6 weeks with **1,063 total likes**. Instagram grew **17 new followers** by the end of 6 weeks as well.

Creating a website and designing and writing a blog allowed me to showcase my content in a different and more detailed way.

KEY TAKEAWAYS

I learned how to create and design my own website and how to blog. I also gained more photography experience as well. I managed to take all of the photographs myself and learned the importance of using lighting that will enhance content. I gained more experience editing video content as well. I was also able to gain more experience creating a brand from scratch.

In addition, I learned the importance of planning. There was so much time, preparation, and coordination that went into each piece of content such as deciding which recipes to bake, buying the ingredients, and then planning when to make them. I would also plan what content needed to be filmed, when to film it, and how long it would take to film. I would then spend time editing videos which included deciding what was appropriate to leave in and cut out.

This project gave me the opportunity to use more of my creativity when crafting ideas, filming content, and bringing everything together.

Batter Up

M U F F I N S



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