



# *Florence's*

## EXQUISITE CANDIES

Case Study

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# *Executive Summary*

This report will give an in-depth analysis of an eight-week social media campaign conducted for Florences Exquisite Chocolate, a local business in Rexburg, Idaho, that has been a staple since 1981. The campaign was comprised of creating a new content strategy, creating new content, following new content pillars, and reviewing data analytics. This was created to retain the current loyal customer base, but also to bring in a new younger audience to take advantage of the E-commerce side of Florences. This was done using social media platforms Instagram and TikTok.



## *About Florences*

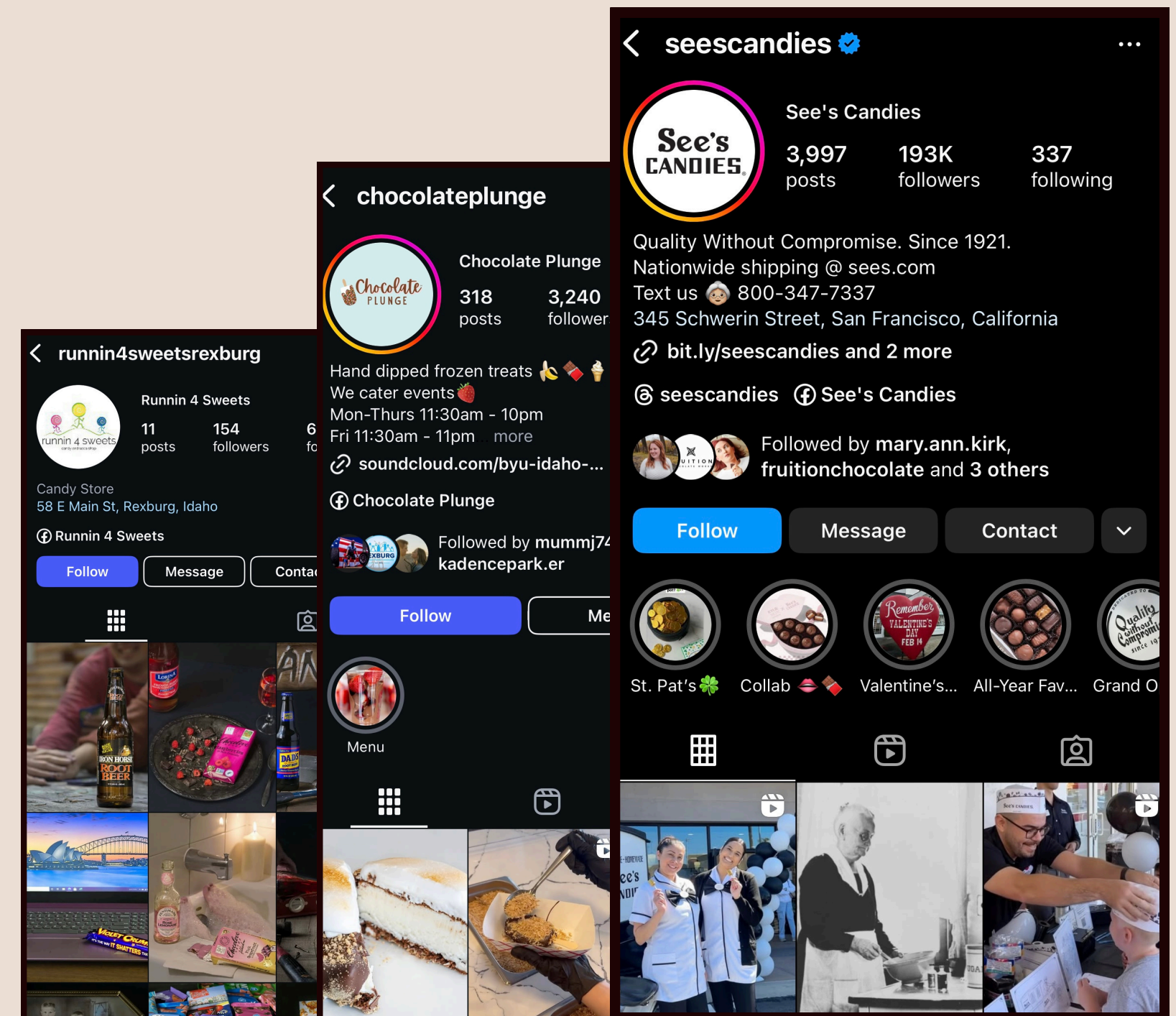
June 27, 1935, marks the beginning of Florence's Exquisite Chocolates with the birth of our founder, Florence Whitworth, in Chesterfield, Idaho. Hard work and a little luck allows her dream to become a reality. On February 6, 1981, the first customers entered through the doors of Florence's Exquisite Chocolates. The Present Florence's son Brian and his wife Michelle are the new generations which now carries on the family tradition of hand-dipped exquisite chocolates and candies enjoyed by loyal customers around the world.

*Pre-Campaign Strategy*

# Competitor Analysis

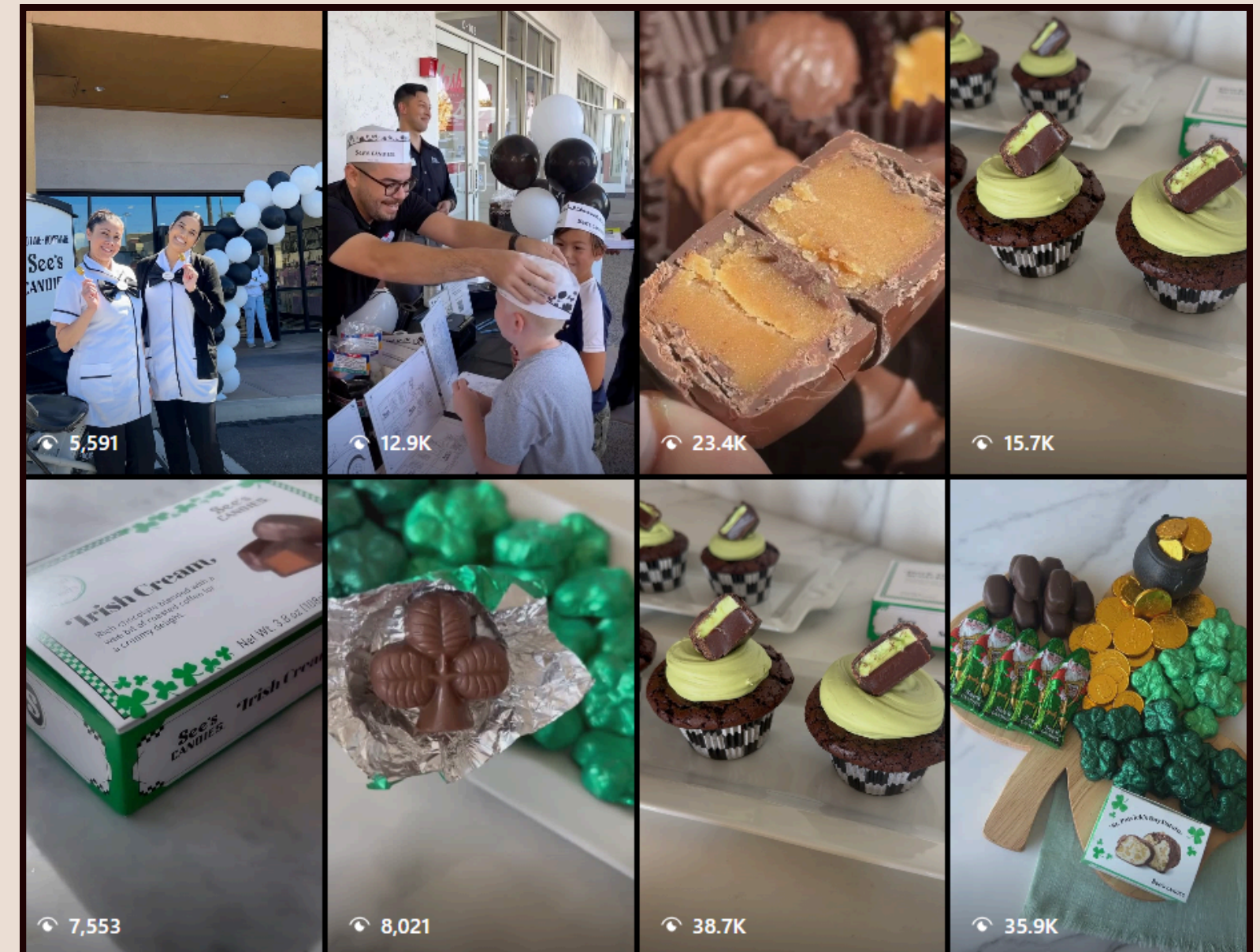
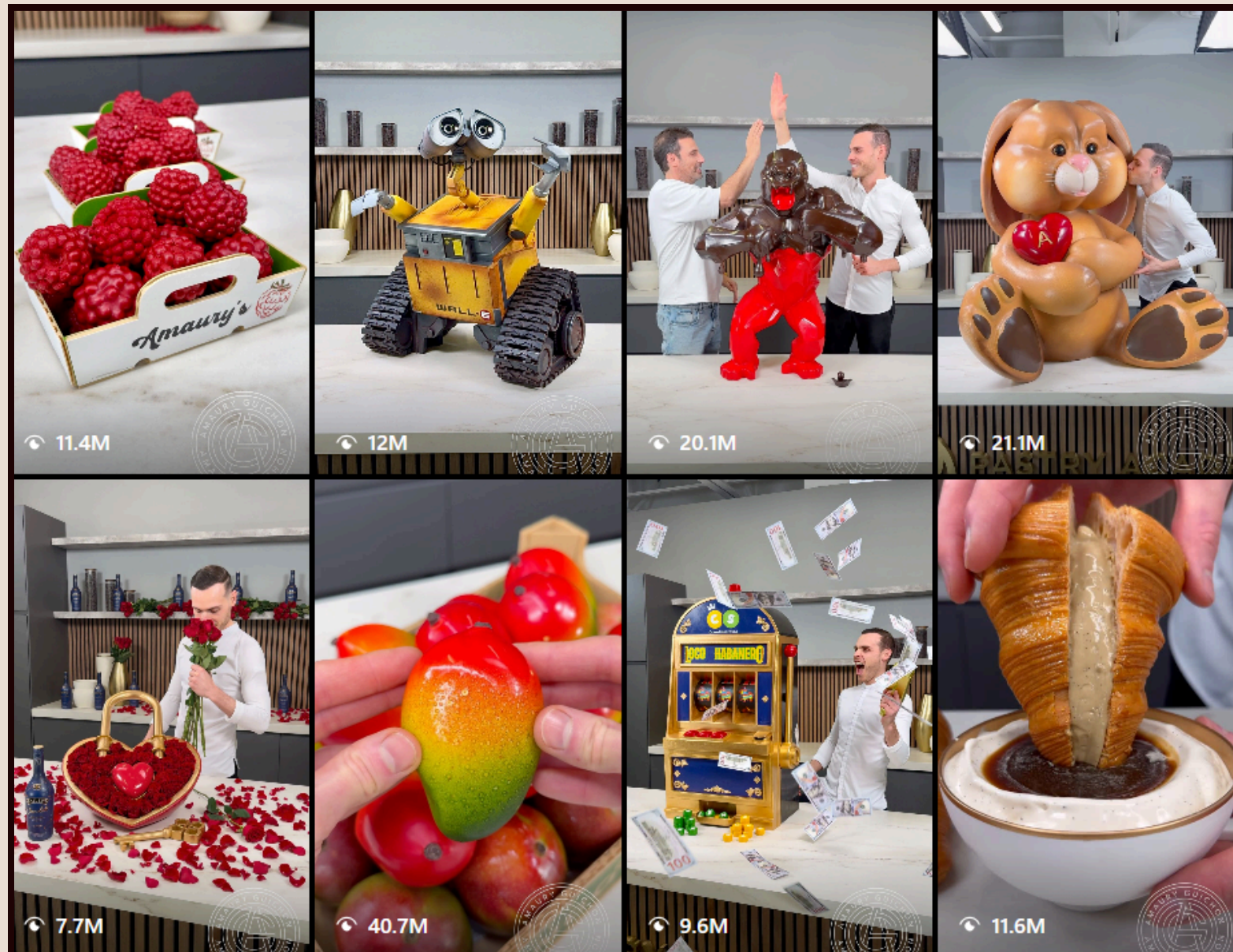
Analyzed the direct competitors within Rexburg and some of the indirect competitors in the surrounding states. The specifics of this analysis include:

- Social Media following & market share
- Content Type & Social Media Presence
- Audience Demographics
- Weaknesses & Strengths



# Competitor Analysis

I researched the social presence of multiple other accounts that are in the same industry to gain insight on their posting frequency, content type, and content design.



# Competitor Analysis

This research ensured that Florence's would have more relevance within the Rexburg area, as well as stronger content on the different social platforms.



Florence's

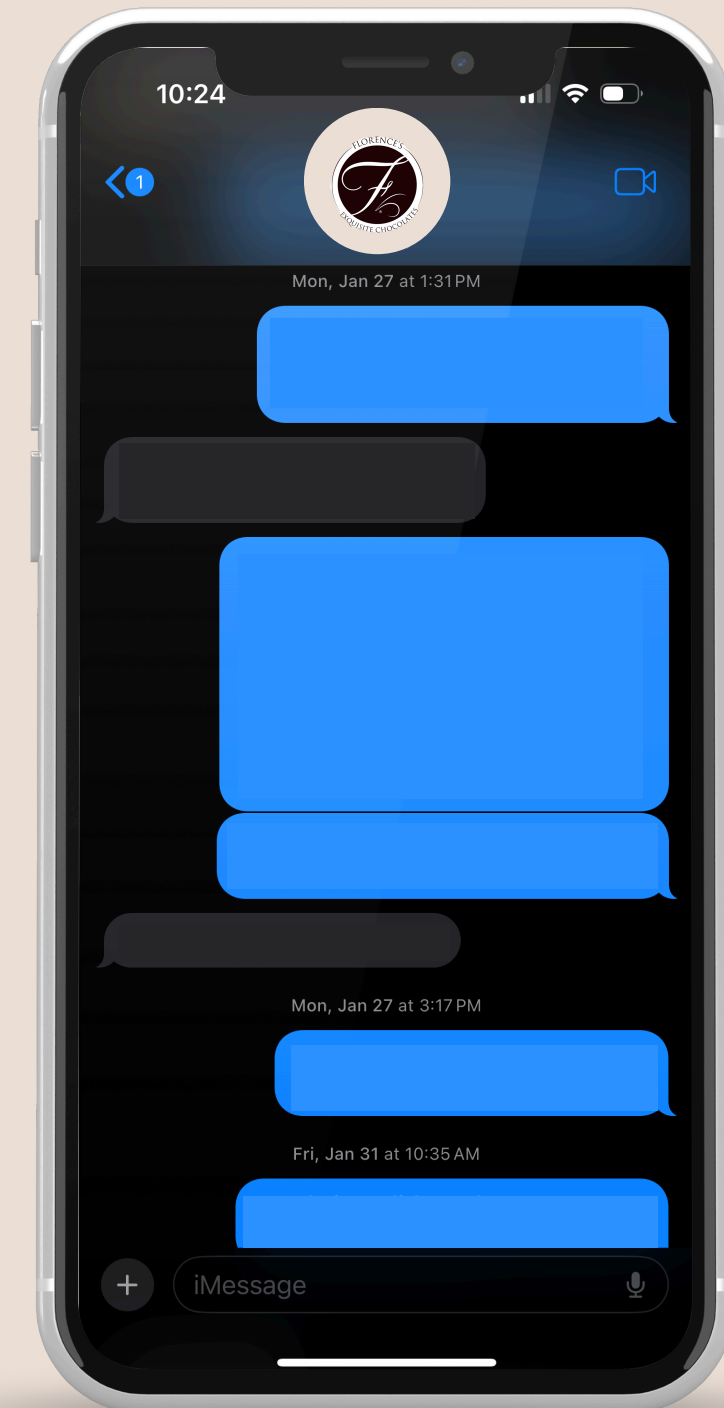


See's Candies

# Preparation

Before planning, posting, and content creation, I needed access to the account(s).

Since Florences was paying a marketing team to do their SEO, Email Marketing, and Social Media, I had to gain access to their Instagram.

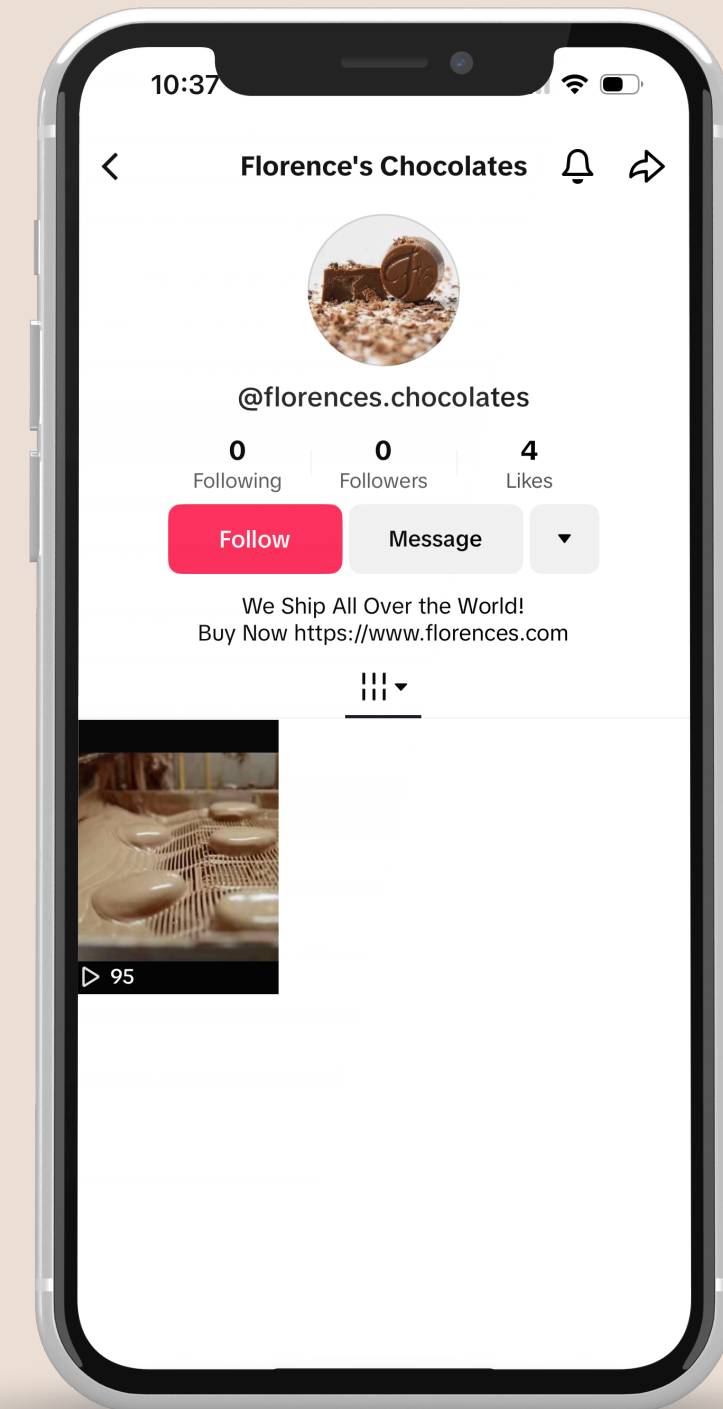


# *Preparation*

- Numerous Texts and emails to the Owner of Florences, and even more to the owner and operator of the other marketing company that has been over socials
- The Marketing Team, and any others that had assets, and content that I could potentially use
- Entering the office after many futile attempts over the phone, which ended on a positive note
- Getting access to the Instagram account

# Preparation

- Numerous Texts and emails to the Owner of Florences, and even more to the owner and operator of the other marketing company that has been over socials
- The Marketing Team, and any others with assets, and content that I could potentially use
- Entering the office after many futile attempts over the phone, which ended on a positive note
- Getting access to the Instagram account



*Instagram*

# *Profile Audit*

# Profile Audit

- I analyzed the current state of the account.
- Looked into the most common content type, bio, profile picture, interactions, views, and external link taps.



## *Profile Audit*

- BIO- The previous bio had no personality, and did little to catch attention.
- BIO- Emojis were added, and Was sure to add the Established date, which establishes more credibility.



# Profile Audit

- Profile Photo- The previous one was a high-quality photo of a piece of chocolate. This was good, but forgettable.
- Profile Photo- The new profile photo that was chosen is the new “flying F” logo, which was newly made and placed on the building.
- This creates a signal for people to remember who Florence is.
- 



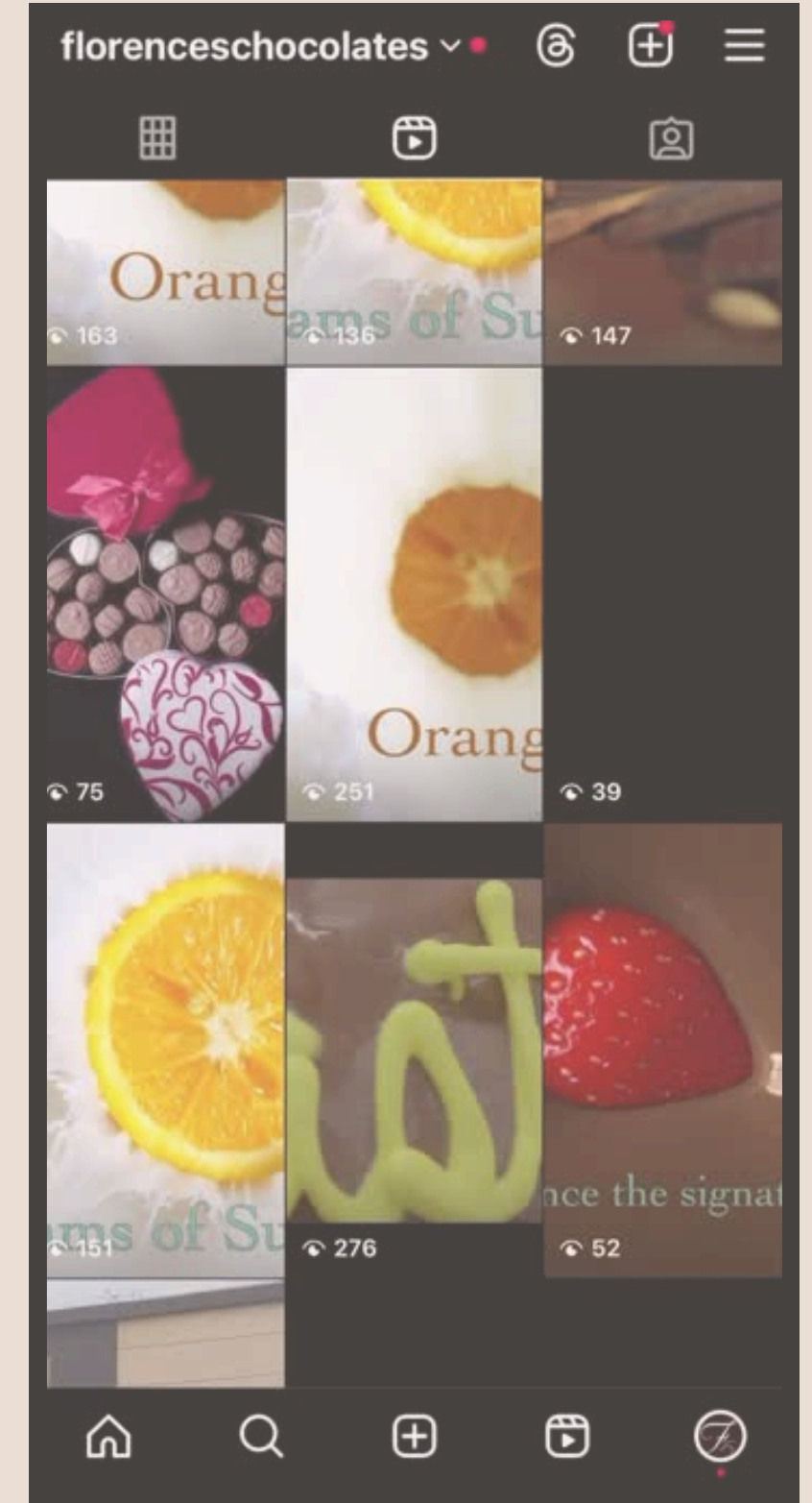
# Profile Audit

- The content posted was simple static posts.
- These posts received little to no engagement.
- This led me to believe there needed to be a change in content, therefore improving the engagement.
- 



# Profile Audit

- The reels created were minimal and weren't formatted correctly.
- There needed to be an increase in quality, type, and quantity of content.



# *Content Strategy*

*Objectives*

*KPI's*

## INSTAGRAM

---

Objective: Maintain an Engagement Rate of 2%

Objective: Increase following by 300 on Instagram by April 4th

# *Objectives*

Audience Growth-Followers

External Link Taps

Engagement

# *Content Pillars*

# *Content Pillars*

## Education

Show viewers the hows and whats of the chocolate & candy industry. Give the viewers more knowledge of what they are eating.

## Entertainment

The candy industry in the social world is popular, and showing the fun and relaxing side was something I wanted to push.

## BTS

Having a personality as a brand can make it more enjoyable to follow, and wanted to show who was behind the walls of the factory.

## Promo

The other component of all this is a separate entity that had been posting static posts during the duration of the project.

# Strategy

To stay in tune with the content pillars, I created an easy content calendar with the date, day of the week, content type, the goal of the content, and then a rough idea of the content itself.

The next slide shows the results of this strategy.

2/11/2025	Tuesday	Reel	Entert...		Huckleberry cream video
2/12/2025	Wednesday	Reel	Entert...		Princess michelle video
2/13/2025	Thursday	Reel	Entert...	Entert...	Valentines deals video
2/14/2025	Friday	Carousel	Entert...	Educat...	Strawberry covered valentines.
2/15/2025	Saturday	Reel	Entert...	Entert...	Strawberry video
2/16/2025	Sunday	Photo	Educat...	Educat...	Leftover candy, post.
2/17/2025	Monday	Carousel	Entert...	Entert...	Planned candy of the week
2/18/2025	Tuesday	Reel	Entert...	Entert...	Planned, making caramel
2/19/2025	Wednesday	Reel	Entert...	Educat...	Making more chocolates.
2/20/2025	Thursday	Reel	Educat...	Entert...	Doing a bts video of the makers of the chocolate.
2/21/2025	Friday	Reel	Entert...	Entert...	BTS video, of some snowstacks
2/22/2025	Saturday	Carousel	Entert...	Educat...	
2/23/2025	Sunday	Reel	Entert...	Entert...	More BTS videos.
2/24/2025	Monday	Reel	Educat...	Entert...	
2/25/2025	Tuesday	Reel	Entert...	Entert...	ASMR chocolate video
2/26/2025	Wednesday	Reel	Entert...	Entert...	
2/27/2025	Thursday	Carousel	Entert...	Sale	Easter Prep, photos
2/28/2025	Friday	Reel	Entert...	Entert...	
3/1/2025	Saturday	Reel	Entert...	Entert...	
3/2/2025	Sunday	Reel	Entert...	Entert...	
3/3/2025	Monday	Graphic	Educat...	Entert...	

# *Results*

**552,500**

Views

**29**

Link Taps

**454,464**

Accounts Reached

**27**

Content Posts

**167**

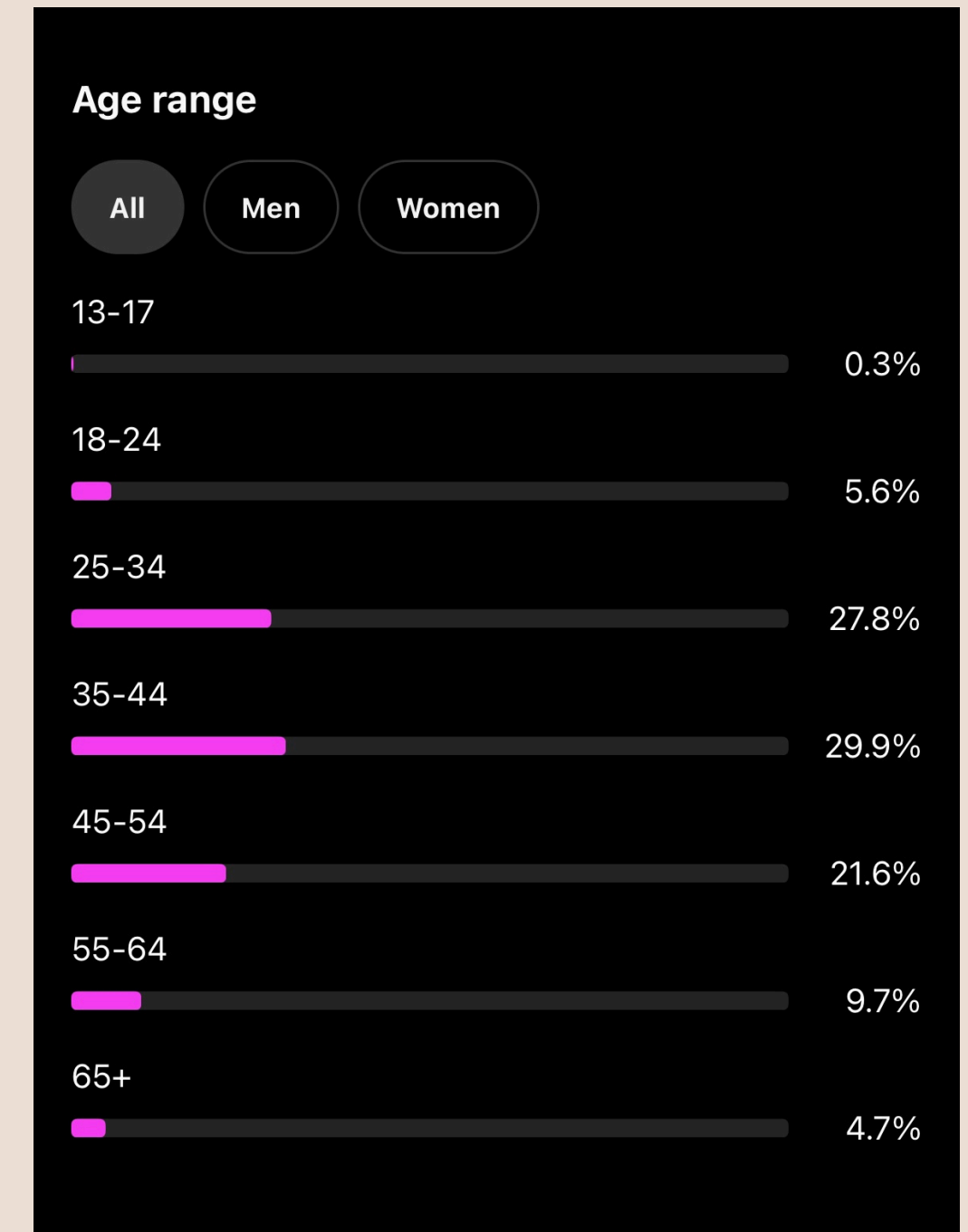
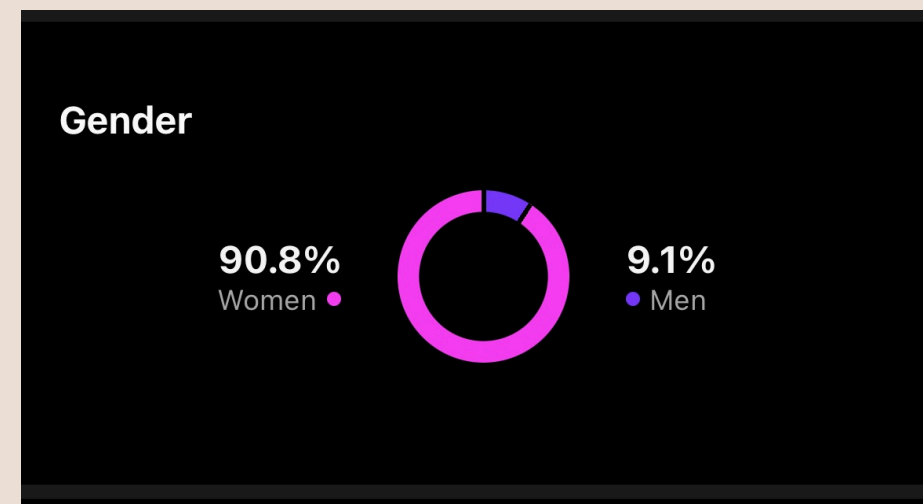
Followers Gained

*Audience Insight*

# Audience Insights

With the shop being such a staple for over 40 years, this creates a unique opportunity to cater to two different groups of people.

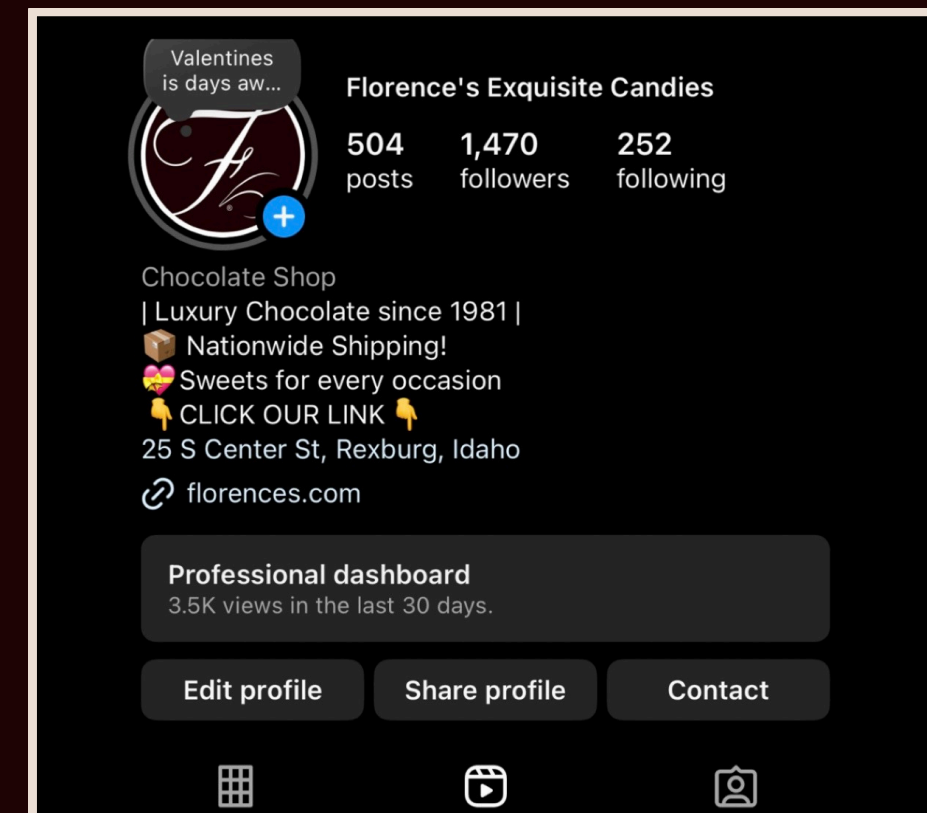
- 65+ age range, local customers who aren't online.
- 35-44 age range, who make up 30% of the Instagram following.
- 90% of all followers are women.



*Reasoning*

# Reasoning= Followers

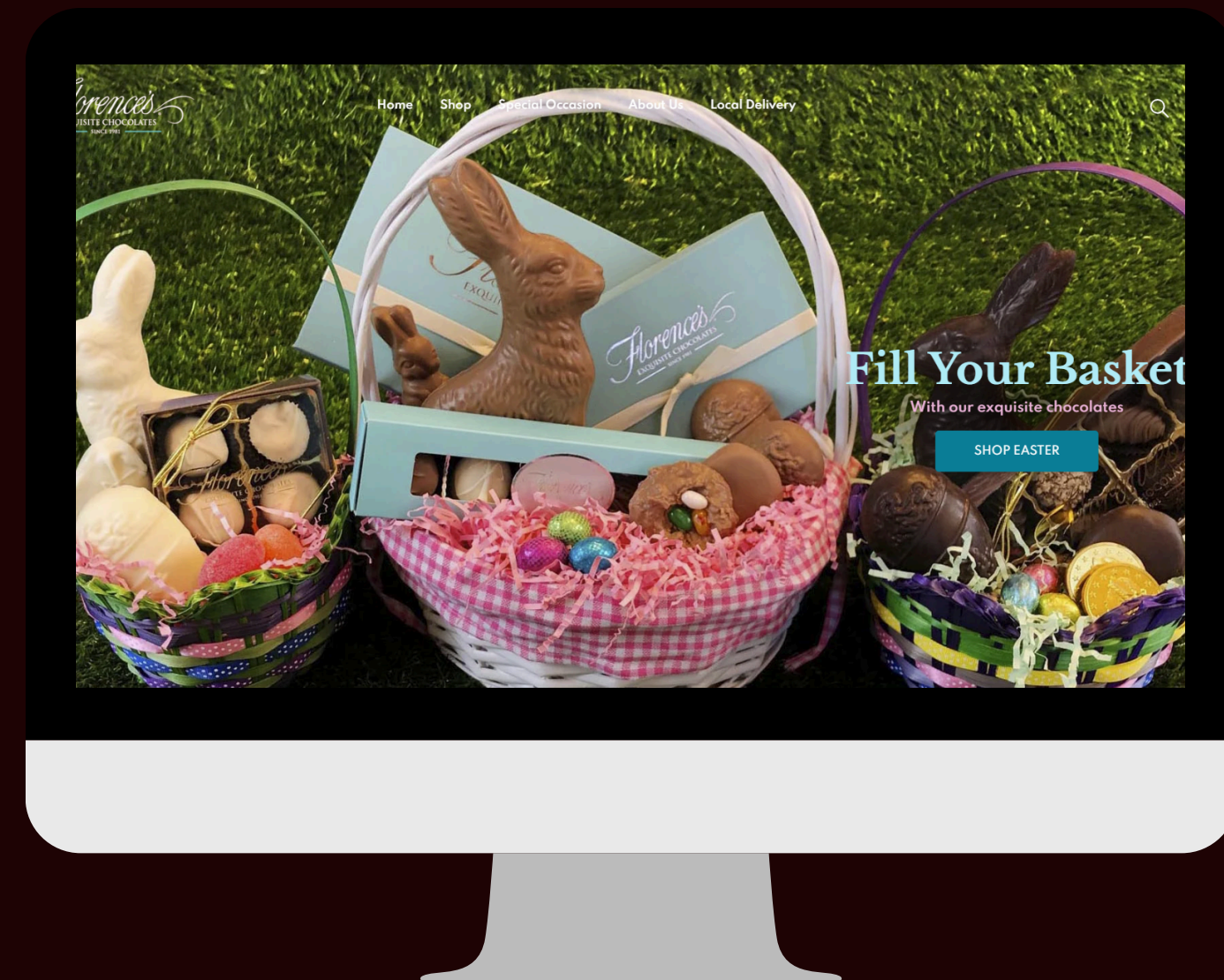
Florence's was behind the curve regarding followers, given how long they have been in the area. One of their competitors, "Chocolate Plunge," boasts 2,000 more followers in only a one-year existence.



# Reasoning= External Links

The full potential of Florence's e-commerce site has not been reached since the largest outreach has been through SEO and email marketing.

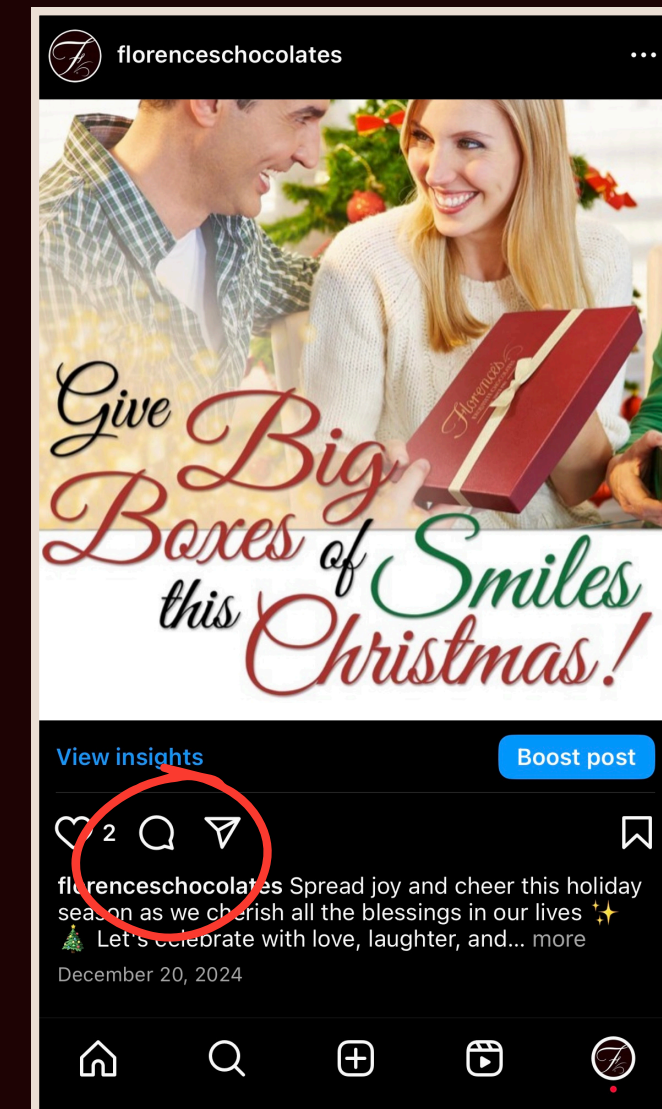
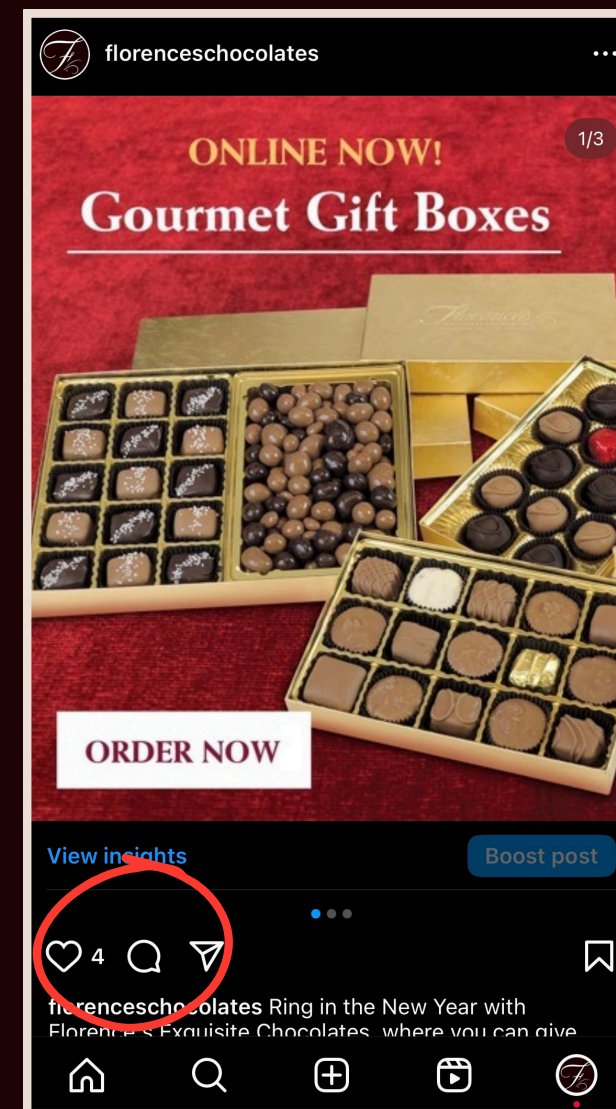
This left a hole that a social media strategy could fill.



# Reasoning = Engagement

The inconsistent posting of graphics and old-style marketing was killing the engagement. Posts of this style were hitting a consistent total of 4 likes and reaching 11 at most.

Reels and carousel posts had not been used, and the page greatly benefitted from this style of social content.



# *Content*

# Content

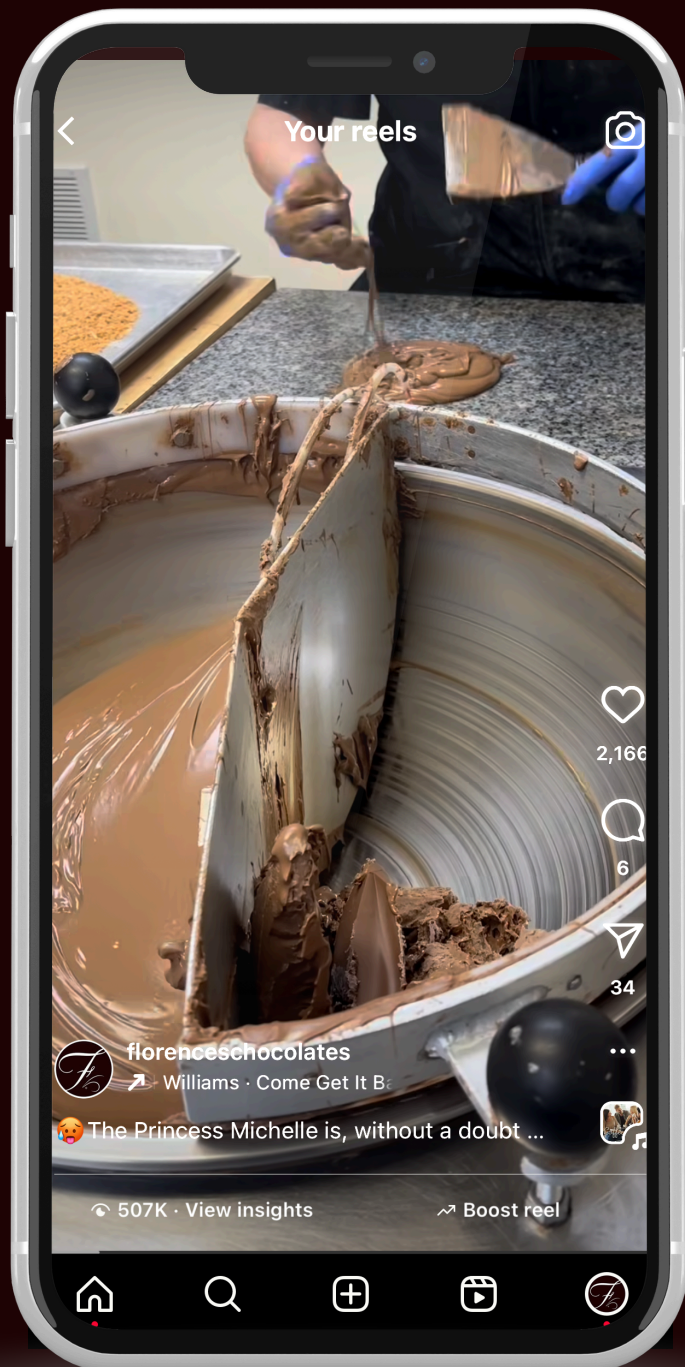
The content was heavily focused on Reels and some carousels. I used reels to increase reach, brand visibility, following, and external link taps.



*Top 5*

# Top 5

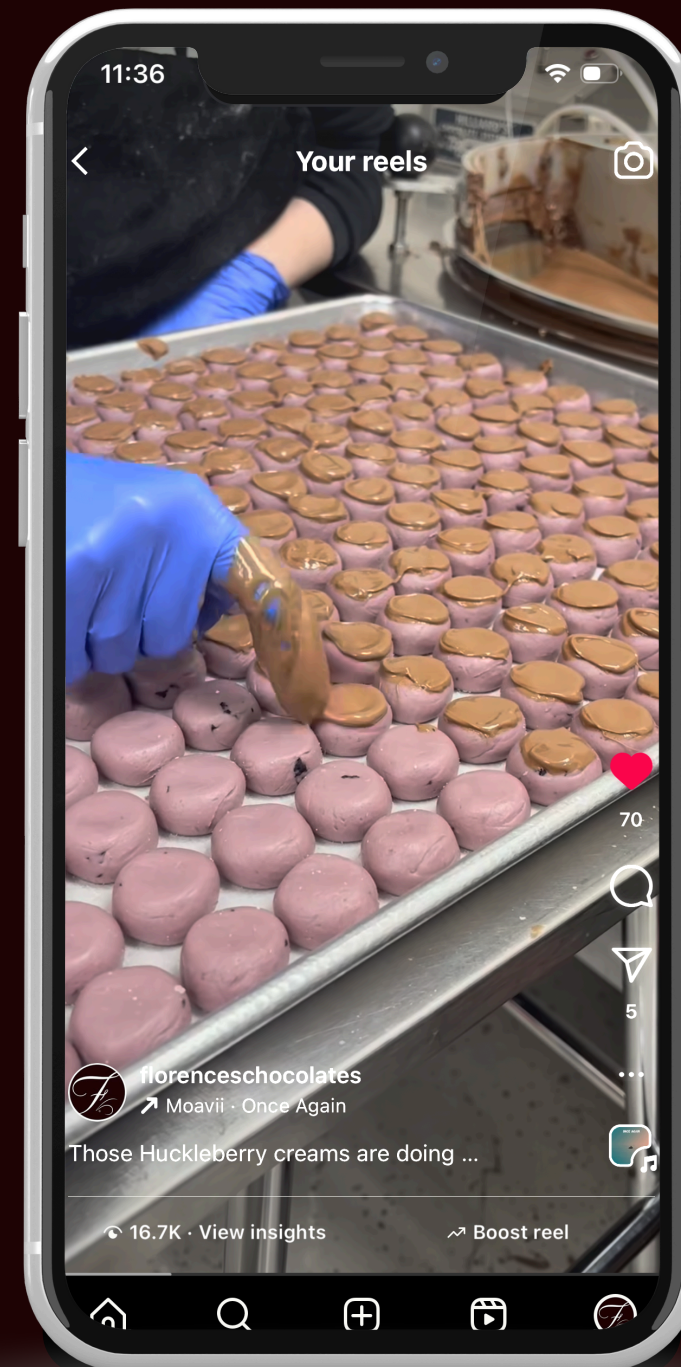
1



**Likes:** 2.2k  
**Comments:** 6  
**Shares:** 34  
**Saves:** 18

**Views:** 507,761  
**Accounts Reached:**  
433,257  
**Interactions:** 2,224

2



**Likes:** 70  
**Comments:** 0  
**Shares:** 5  
**Saves:** 4

**Views:** 16,765  
**Accounts Reached:**  
14,165  
**Interactions:** 79

# Top 5

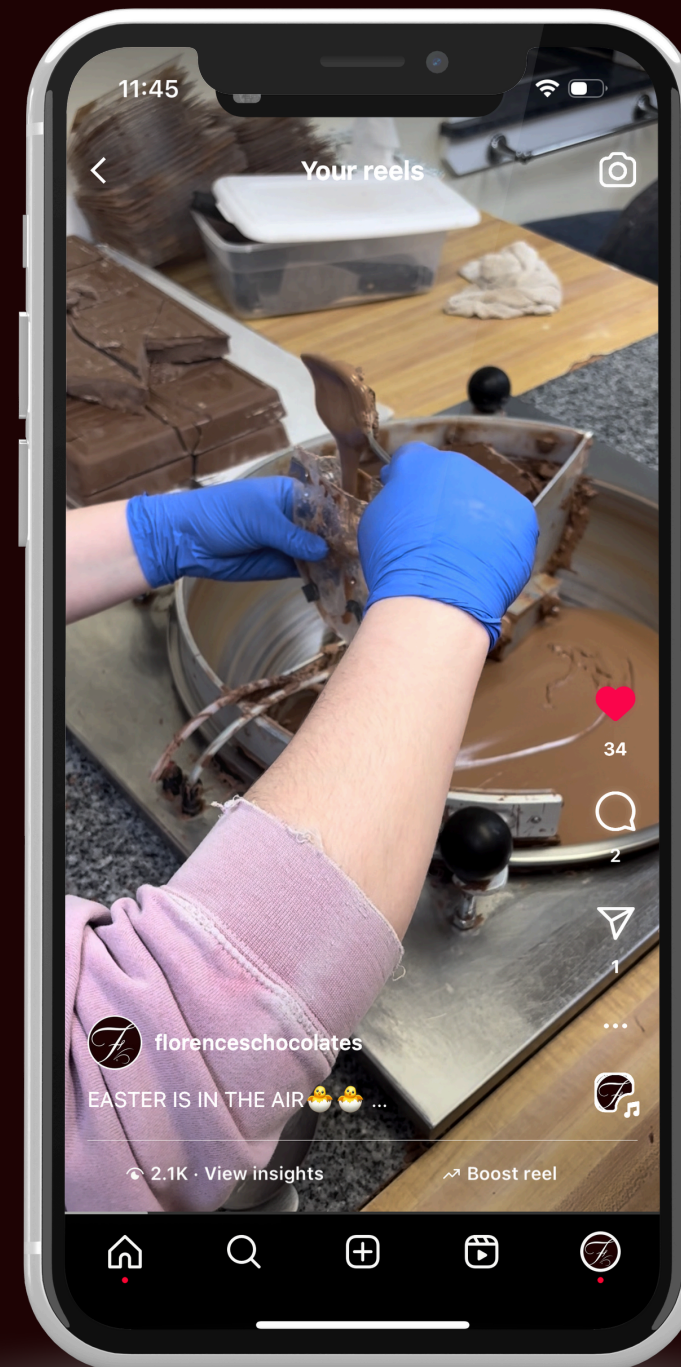
## 3



**Likes:** 56  
**Comments:** 2  
**Shares:** 0  
**Saves:** 3

**Views:** 7,359  
**Accounts Reached:**  
5,419  
**Interactions:** 61

## 4

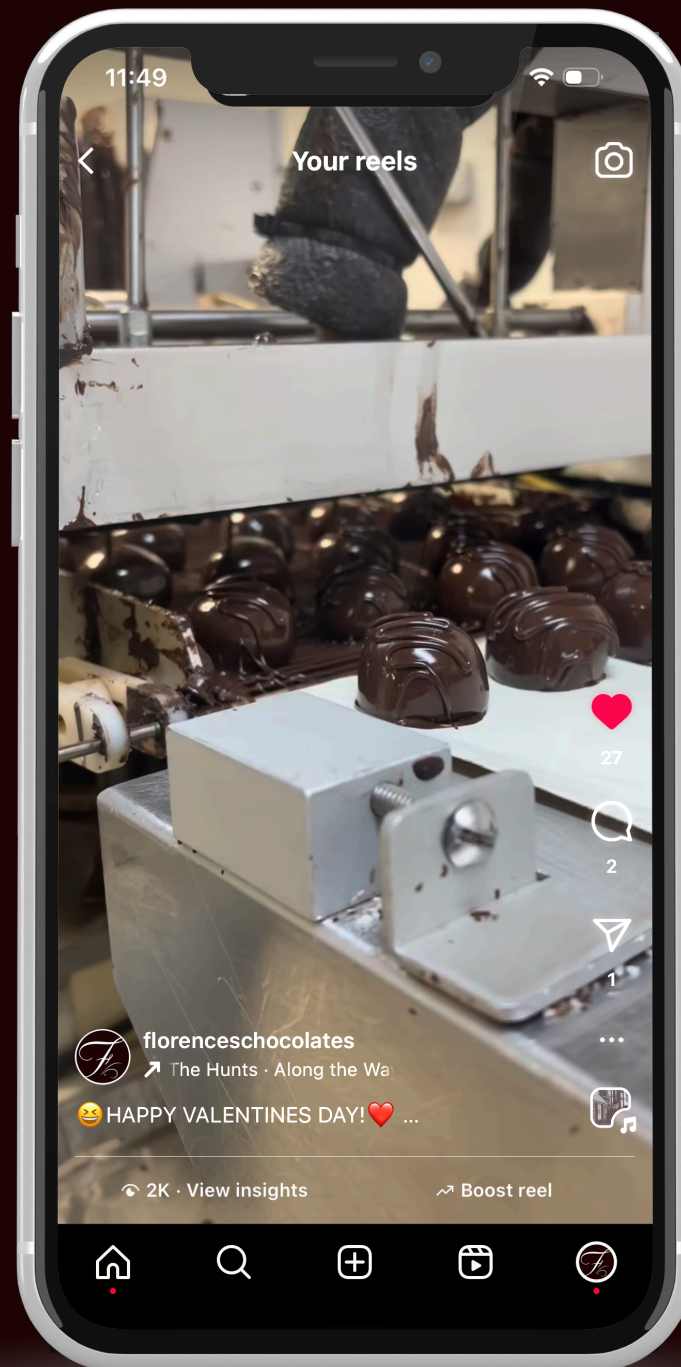


**Likes:** 34  
**Comments:** 2  
**Shares:** 1  
**Saves:** 3

**Views:** 2,166  
**Accounts Reached:**  
1,758  
**Interactions:**

# Top 5

# 5



**Likes:** 27  
**Comments:** 2  
**Shares:** 1  
**Saves:** 2

**Views:** 2,009  
**Accounts Reached:**  
1,541  
**Interactions:** 32

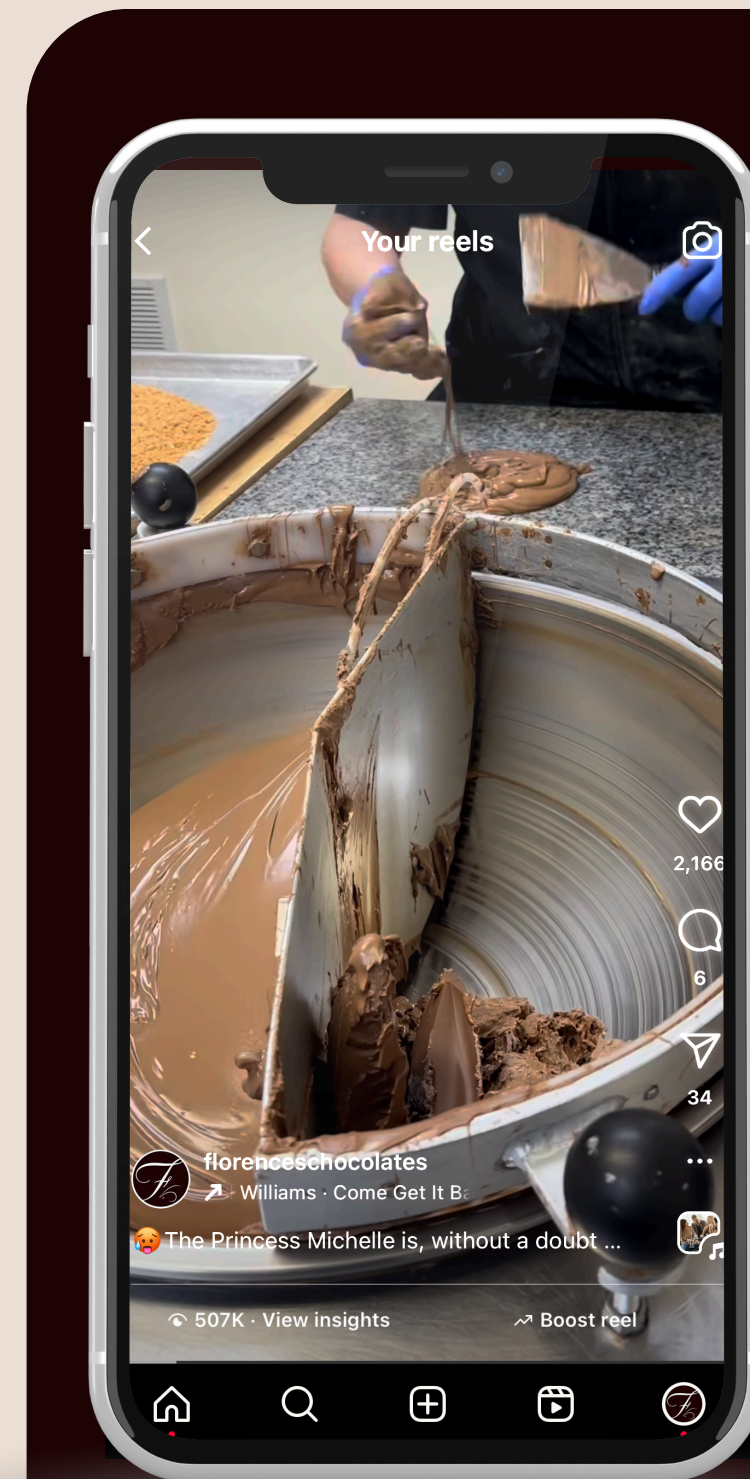
*Explanations*

# Explanation

“Candy Content” has been a popular subject for many scrollers on Instagram and TikTok.

My thought process for this post was to show the BTS of the shop and how the most popular flavor is made.

This resulted in a “Viral” post in terms of views and accounts reached.



1

**Likes:** 2.2k

**Comments:** 6

**Shares:** 34

**Saves:** 18

**Views:** 507,761

**Accounts Reached:**  
**433,257**

**Interactions:** 2,224

# Explanation

This post is very similar to the first in terms of showing the BTS of another popular flavor, the Huckleberry Cream.

An additional popular aspect of the candy industry on social media is an ASMR or relaxing aspect of the video. I felt this would fit into that category.



**2**

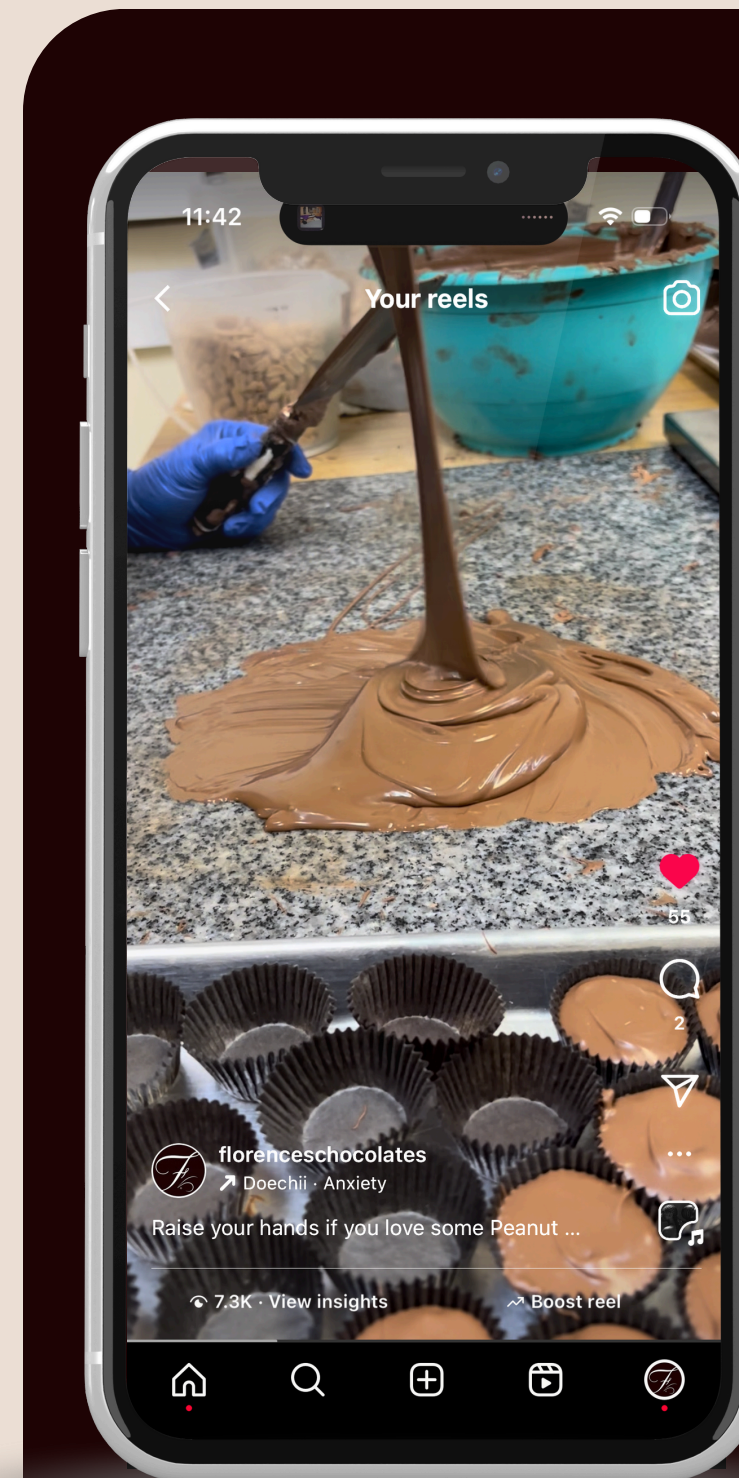
**Likes:** 70  
**Comments:** 0  
**Shares:** 5  
**Saves:** 4

**Views:** 16,765  
**Accounts Reached:** 14,165  
**Interactions:** 79

# Explanation

Since the first two posts had worked so well, I continued with this type of content. There are many different flavor options at Florence's, and showcasing some of the nut chocolates was something that I wanted to incorporate into the social accounts.

This style of content is working, so I will continue with this style and incorporate new styles.



# 3

**Likes:** 56

**Comments:** 2

**Shares:** 0

**Saves:** 3

**Views:** 7,359

**Accounts Reached:**

5,419

**Interactions:** 61

*Performance metrics*

*Performance metrics*

# Brand Performance: External Taps

Profile activity has increased Immensely. Reels are used as a much more effective way of being seen more and creating brand recognition.

Due to the success of those top reels and a few other high-numbered reels, we have reached large percentage increases.

- Profile activity is up 5.3k%
- Profile visits are up 6.2k%
- External Link Taps are up 150%

## Profile activity ⓘ

vs Dec 24 - Jan 22

**2,159**  
**+5,297.5%**

Profile visits

2,139  
**+6,191.2%**

External link taps

15  
**+150%**

Business address taps

5  
--

# Brand Performance: Views

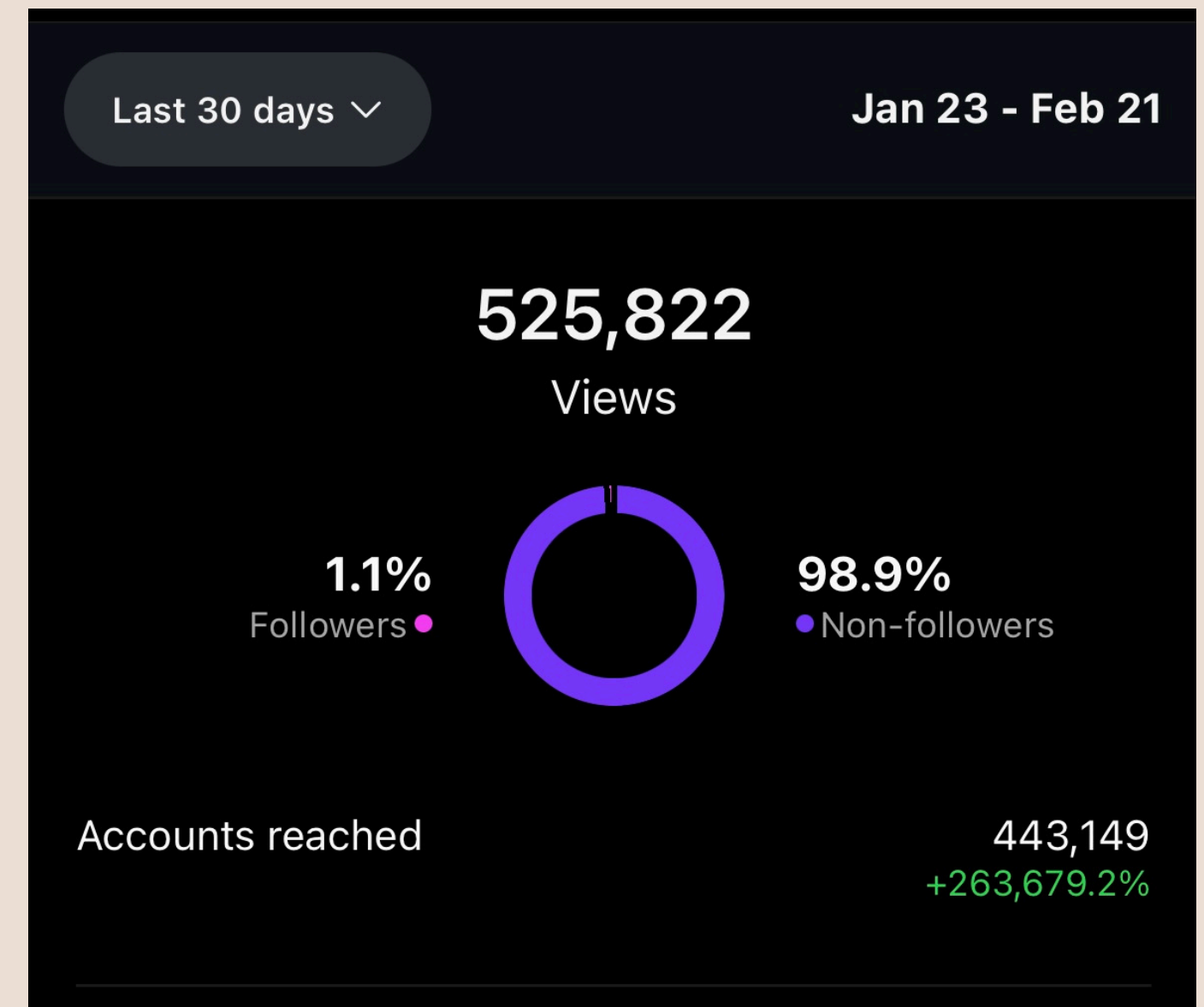
Using reels has brought new life and personality to the page.

Reels will continue to be the main point of emphasis in the social media campaign to ensure constant growth.

-In the last 30 days reach is up **263,678%**

-99% of our views come from non-followers

-99% of our views come from reels.



*Tick Tok*

*Objectives*

*KPI's*

## TIKTOK

---

Objective: Have over 30k post views by April 4th

Objective: Increase following by 300 on Instagram by April 4th

# *Objectives*

Audience Growth-Followers

Total Post Views

Engagement

# *Content Pillars*

# *Content Pillars*

## Education

Show viewers the hows and whats of the chocolate and candy industry.

Give the viewers more knowledge on what they are eating.

## Entertainment

The candy industry in the social world is huge, and showing the fun and relaxing side was something I wanted to push.

## BTS

Having a personality as a brand can make it more enjoyable to follow, I wanted to show who was behind the walls of the factory.

## Promo

The other component of all this is a separate entity that was posting static posts during the duration of the project.

# Strategy

- I wanted to stay consistent with the types of posts on TikTok, so the strategy remained the same.
- Since TikTok would be a new platform for Florence's I was able to have the freedom to experiment.

2/11/2025	Tuesday	Reel	Entert...		Huckleberry cream video
2/12/2025	Wednesday	Reel	Entert...		Princess michelle video
2/13/2025	Thursday	Reel	Entert...	Entert...	Valentines deals video
2/14/2025	Friday	Carousel	Entert...	Educat...	Strawberry covered valentines.
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2/26/2025	Wednesday	Reel	Entert...	Entert...	
2/27/2025	Thursday	Carousel	Entert...	Sale	Easter Prep, photos
2/28/2025	Friday	Reel	Entert...	Entert...	
3/1/2025	Saturday	Reel	Entert...	Entert...	
3/2/2025	Sunday	Reel	Entert...	Entert...	
3/3/2025	Monday	Graphic	Educat...	Entert...	

# *Results*

**18,000**

Views

**10**

Content Posts

**27**

Profile Views

**22**

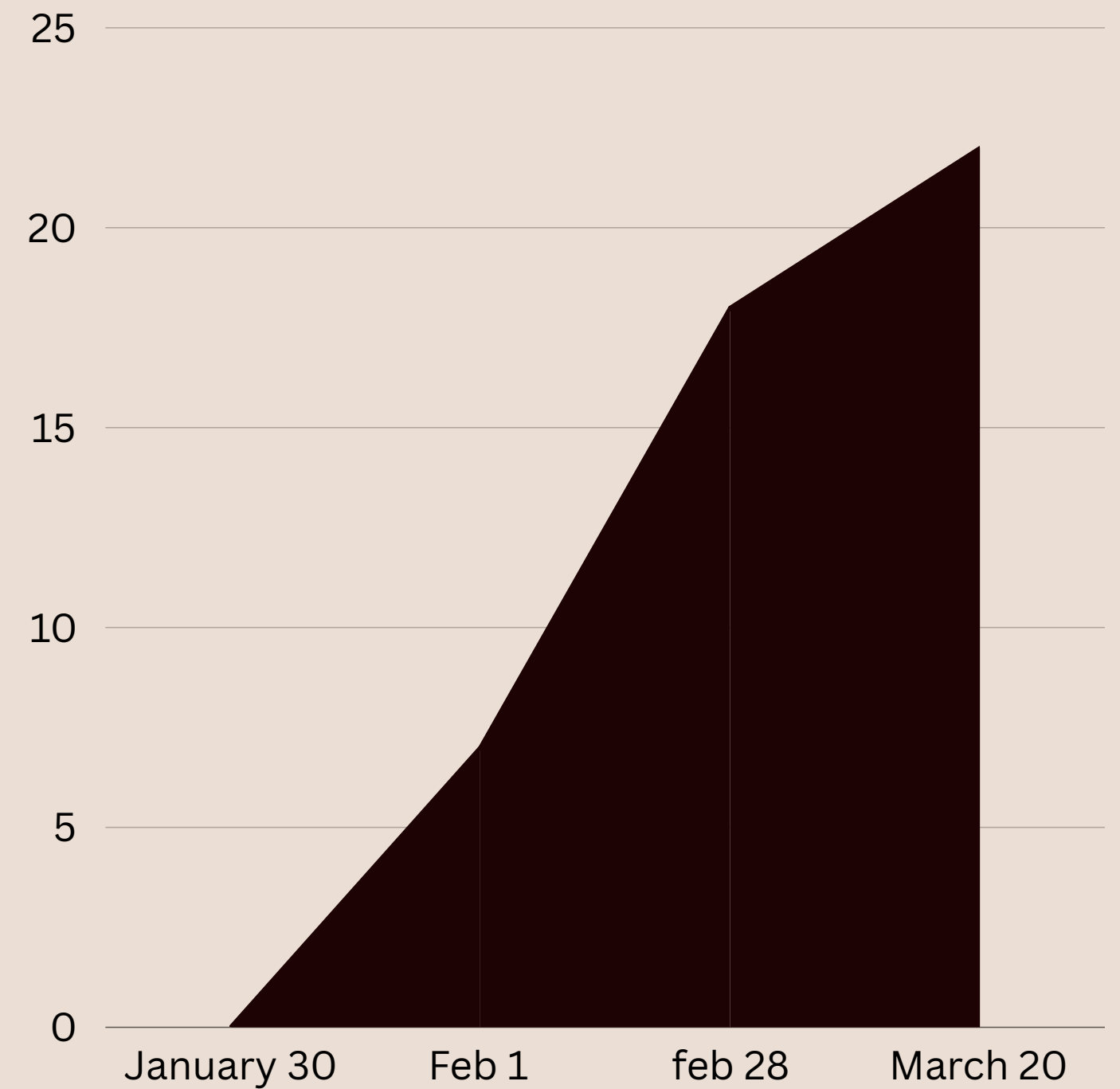
Followers Gained

*Audience Insight*

# Audience Insights

The videos that were posted on Instagram performed much better than TikTok. Due to the small following, there is not data for Age and Gender.

But there was a small audience that was interested in seeing the videos.

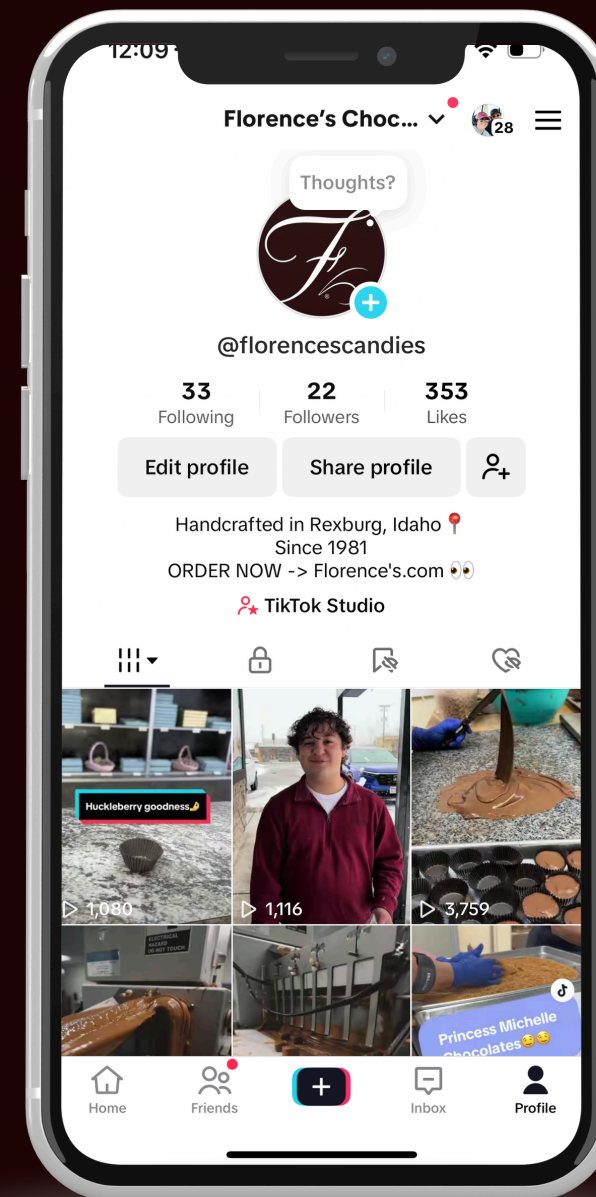


*Reasoning*

# Reasoning= Followers

Due to the high demand for candy-making content, and its shocking explosion of growth during the COVID pandemic, Florence's missed a golden opportunity to increase their following.

So what better time than now to do that?



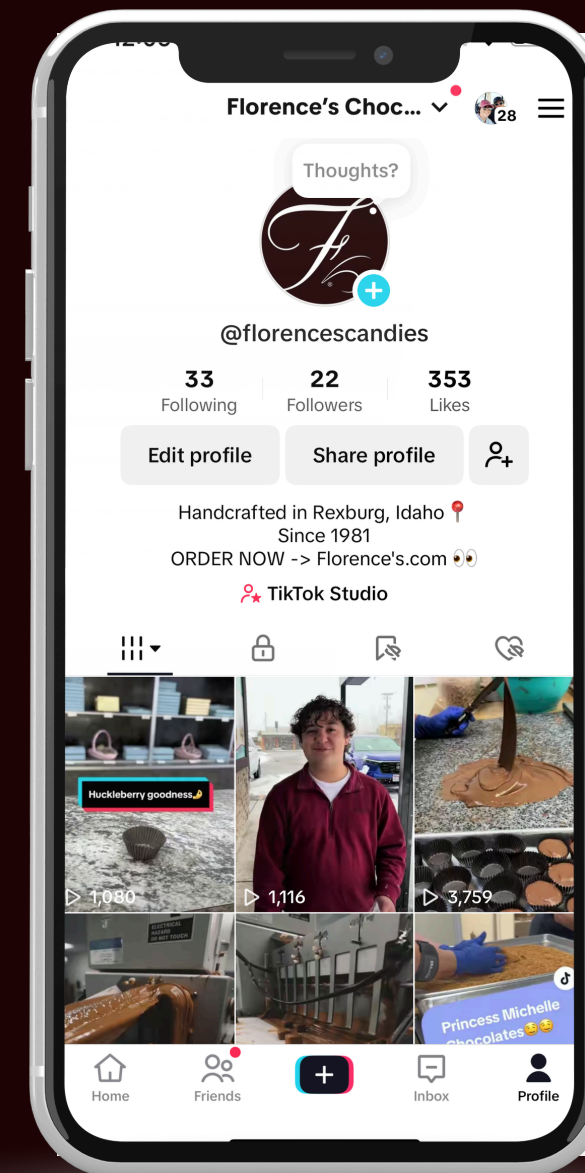
# Reasoning= External Links

Due to the high demand for candy-making content, and its shocking explosion of growth during the COVID pandemic, Florence's missed a golden opportunity to increase their following.

So what better time than now to do that?

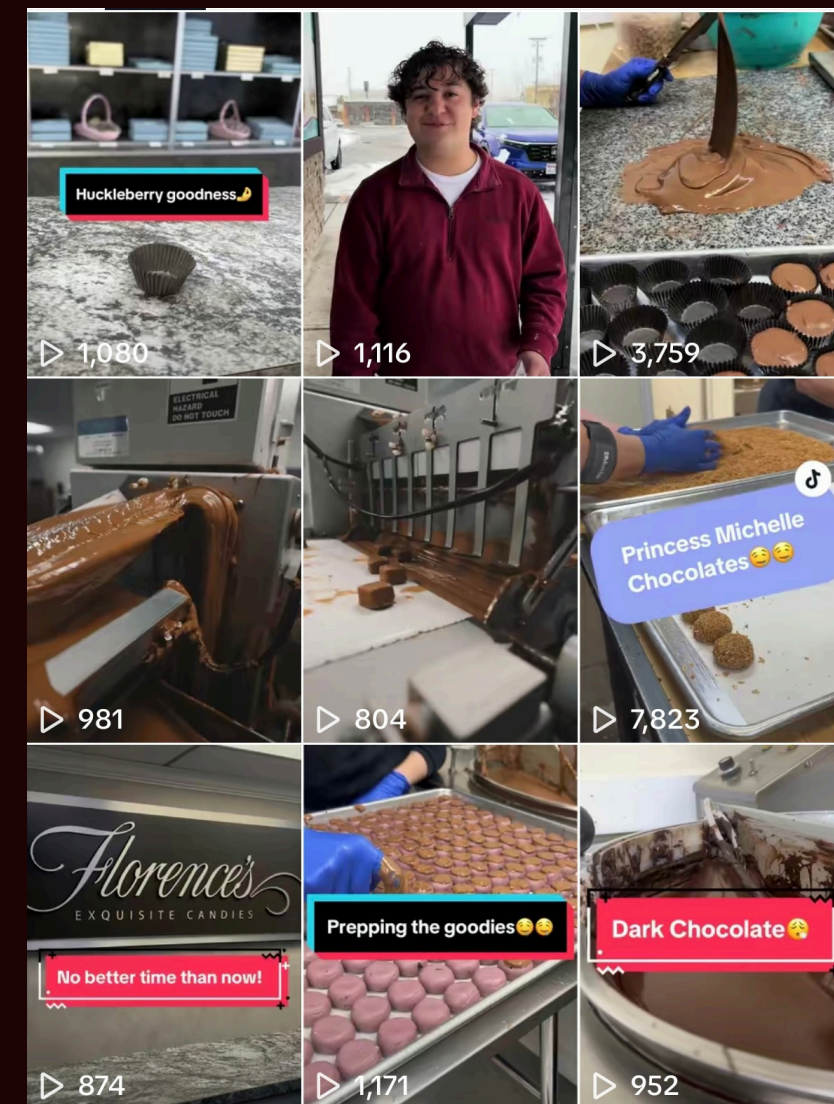
Getting content out there is great, but there needs to be good traction on posts to make a difference.

This is important in this area because if things are going well in terms of views, your account will be growing.



# Reasoning = Engagement

Engagement helps bring more sales to your business. If you are willing to converse and build relationships through social media, then someone is more likely to make a purchase.

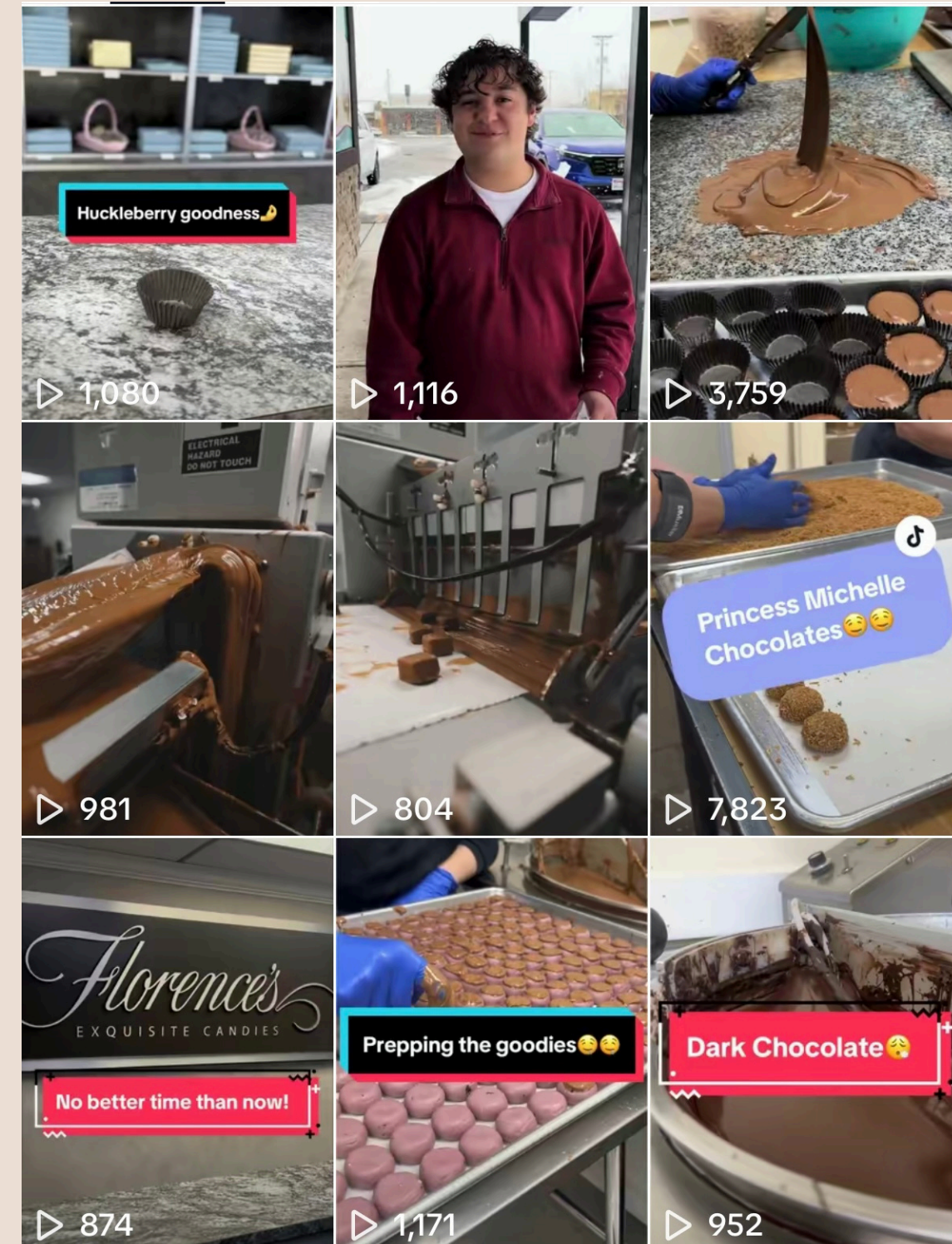


# *Content*

# Content

Content was all video centered, there were no carousels or any type of photography used on TikTok posts. some things I noticed..

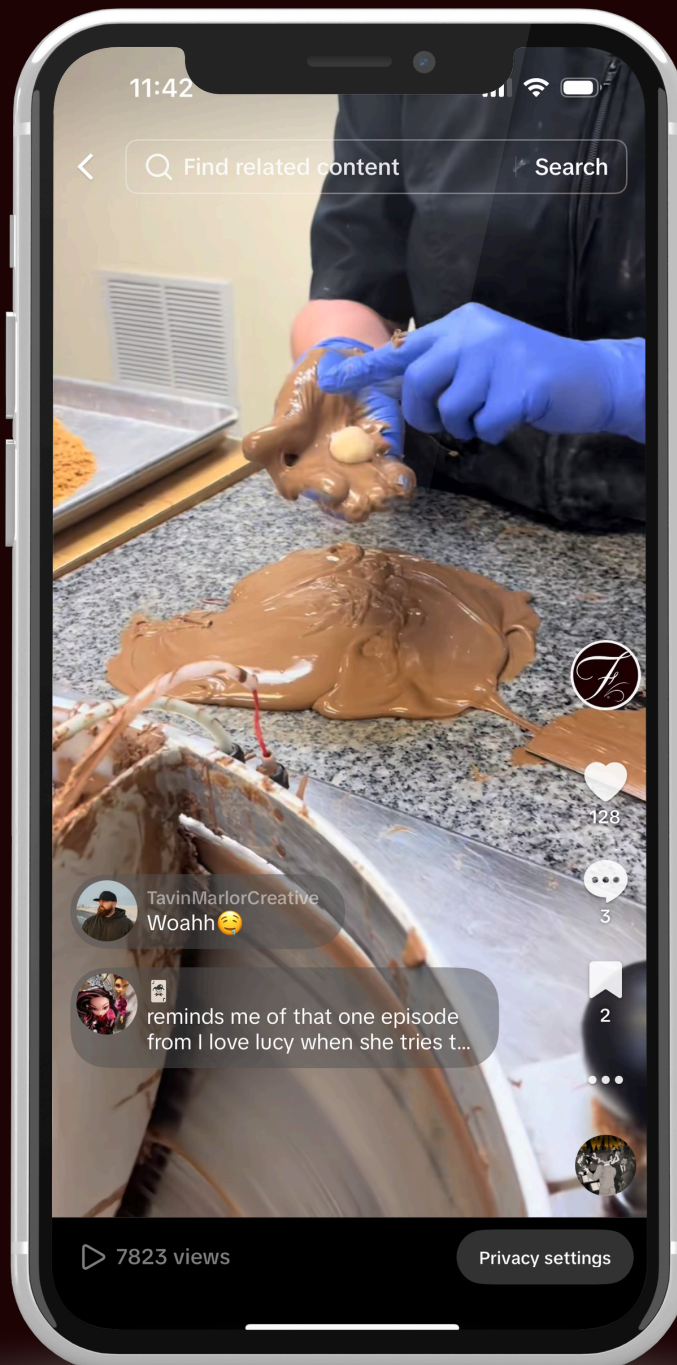
- High quality camera videos did not perform as well as Iphone footage did.
- Best performing videos were BTS centered.



*Top 5*

# Top 5

1



**Likes:** 128

**Comments:** 3

**Shares:** 2

**Saves:** 2

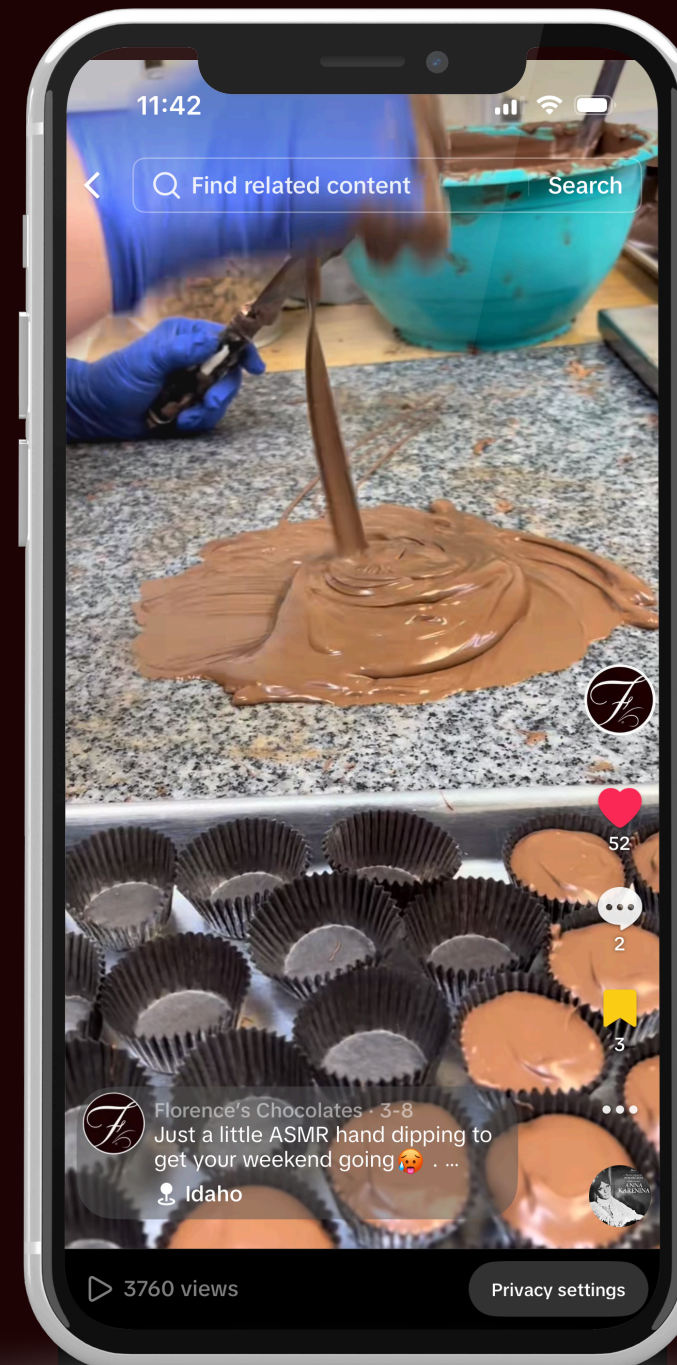
**Views:** 7,823

**Average Watch:**

6.5s

**Followers:** 1

2



**Likes:** 52

**Comments:** 2

**Shares:** 2

**Saves:** 3

**Views:** 16,765

**Average watch:**

6.5s

**Followers:** 79

# Top 5

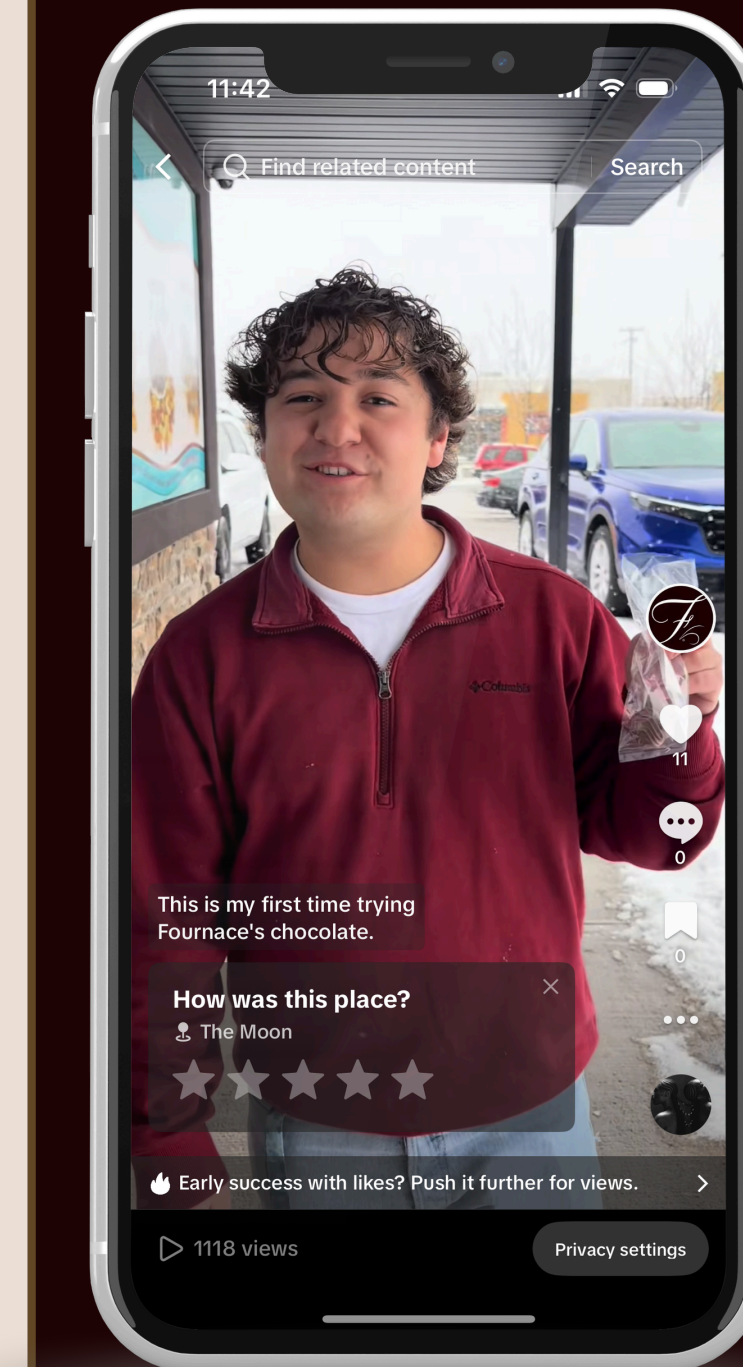
## 3



**Likes:** 38  
**Comments:** 2  
**Shares:** 2  
**Saves:** 1

**Views:** 1,171  
**Average Watch:** 7s  
**Followers:** 0

## 4

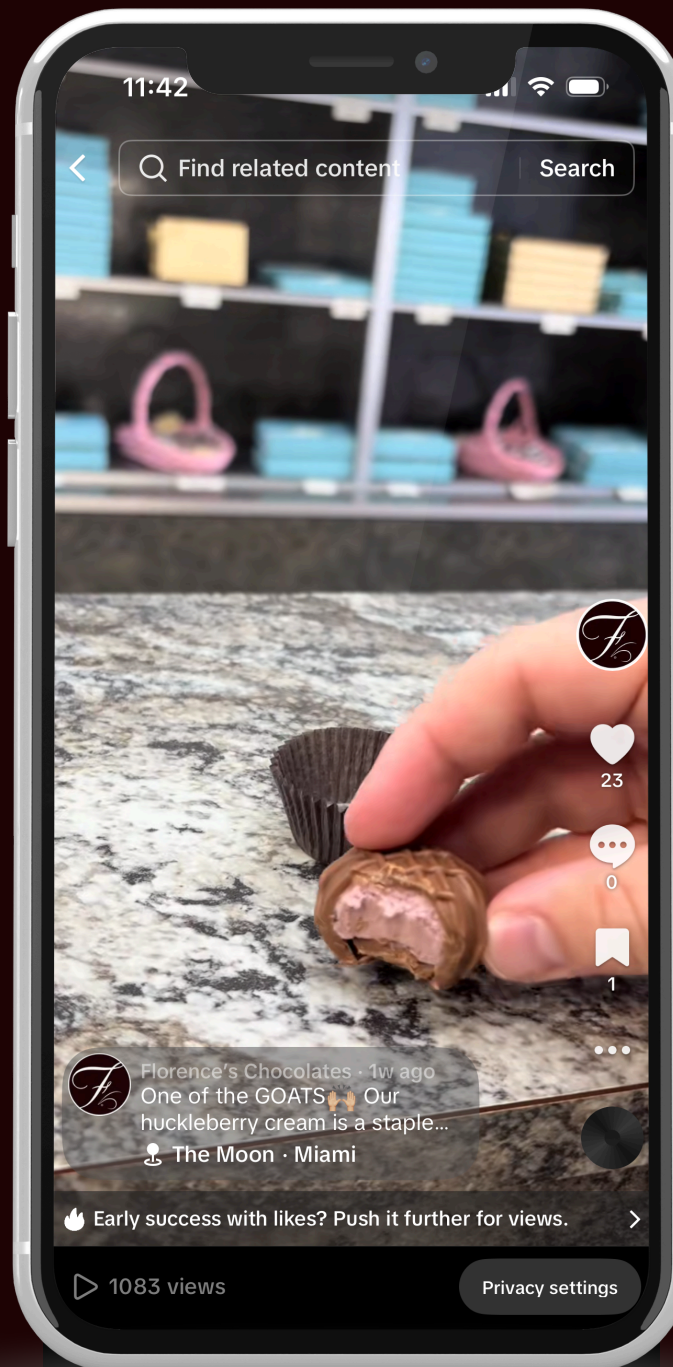


**Likes:** 11  
**Comments:** 0  
**Shares:** 0  
**Saves:** 0

**Views:** 2,166  
**Average Watch:** 4.1s  
**Followers:** 0

# Top 5

# 5



**Likes: 23**  
**Comments: 0**  
**Shares: 0**  
**Saves: 1**

**Views: 1,083**  
**Average Watch:**  
**3.0s**  
**Followers: 0**

*Performance metrics*

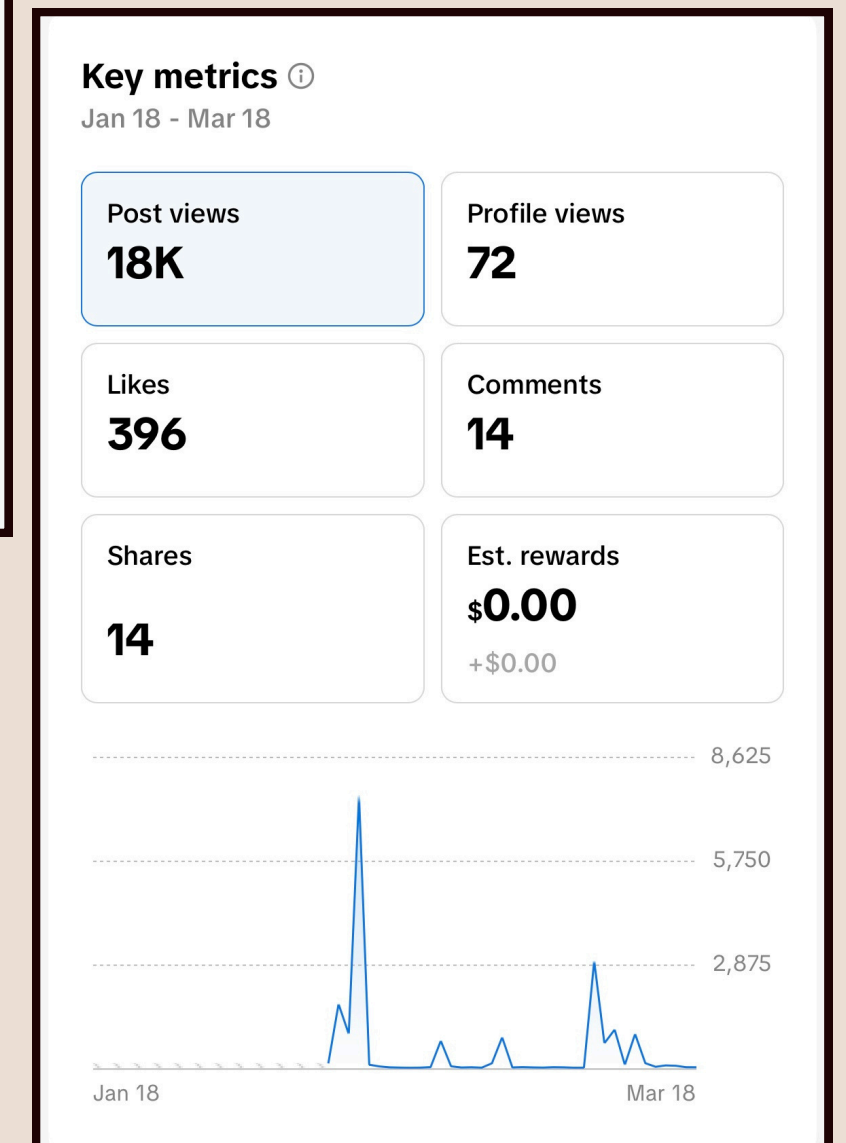
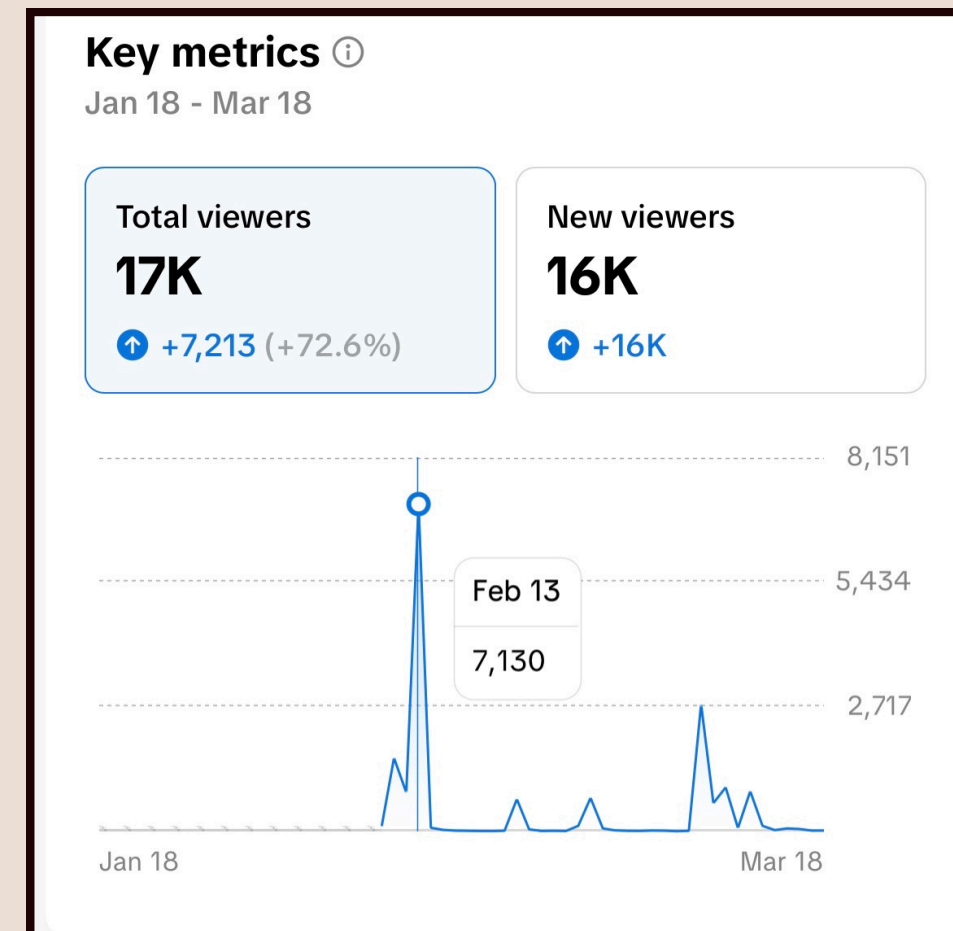
# Brand Performance: External Taps

With the profile being new, growth will come. When posting reaches a more consistent manner the growth will continue.

But even with the small amount of content that has been pushed, the content is being taken well.

-In the last **60 days**, the total viewers percentage is up **17k!**

-In the last **60 days**, profile views sits at **72**.

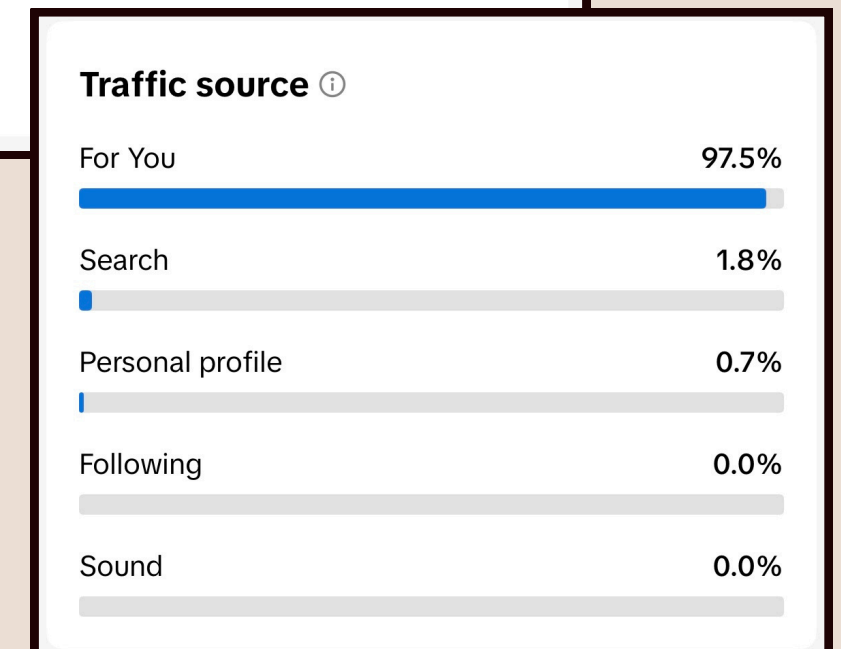
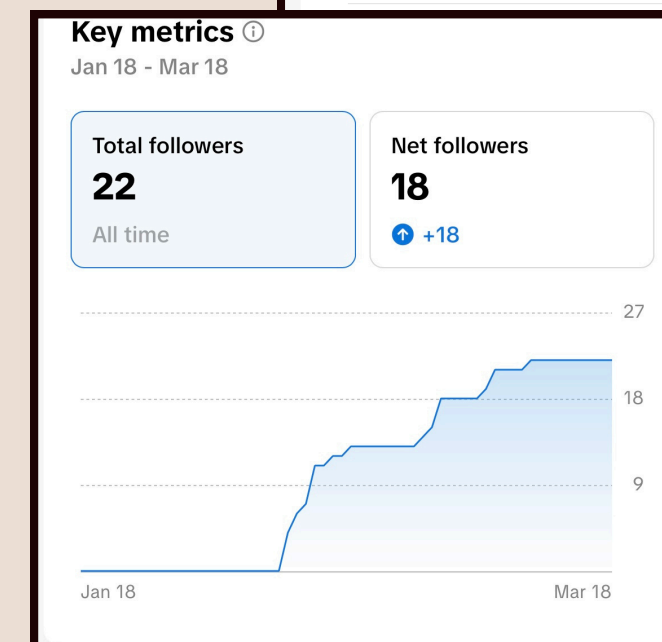
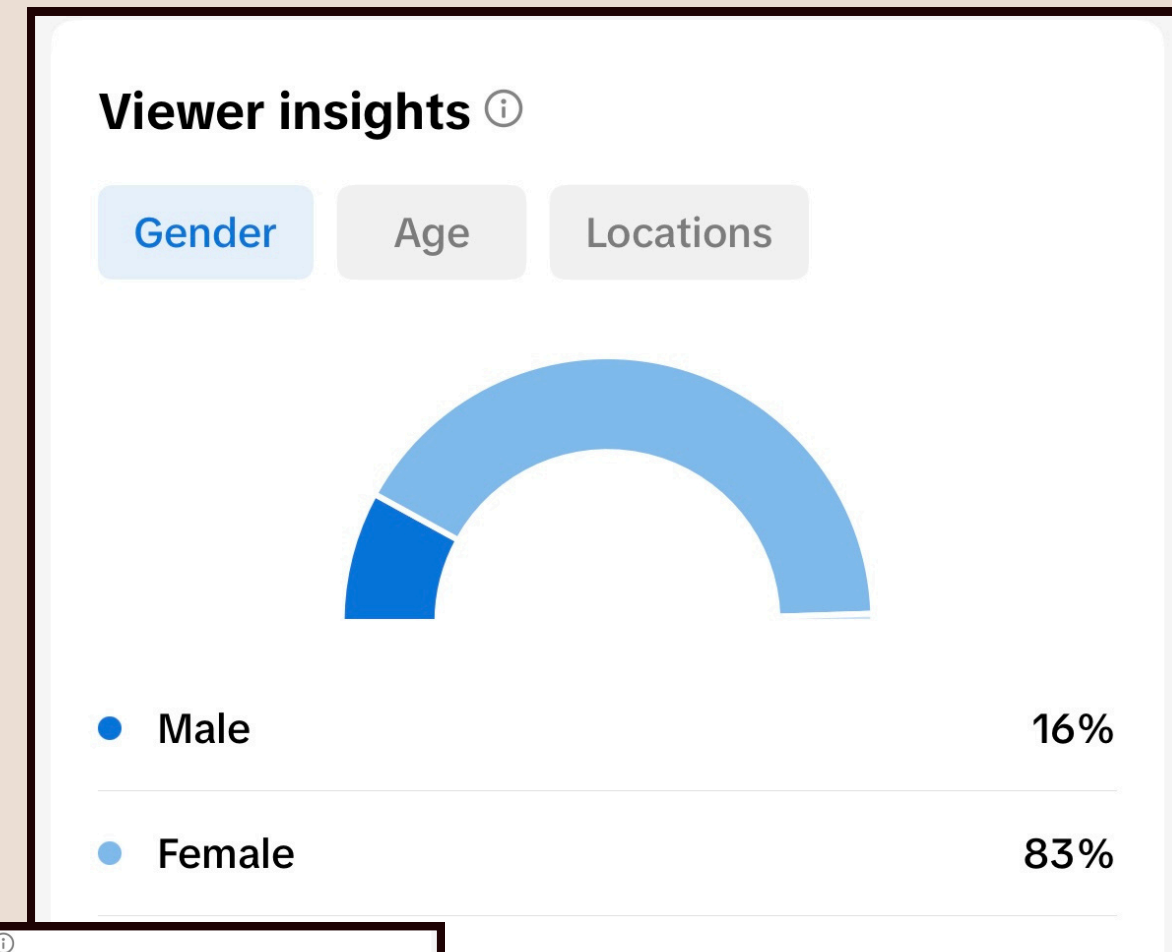


# Brand Performance: Views

Using reels has brought new life and personality to the page. Reels will continue to be the main point of emphasis in the social media campaign to ensure constant growth.

-In the last 60 days, we have reached **22 followers**. There is room for improvement.

-The majority of our followers are women, with **83% being female**.



*Summary*

# Summary

## Was the campaign successful or not?

### It was successful

I am very happy with how the campaign has gone thus far, the growth that the account has experienced exceeded my expectations and there is still room to grow.

I would like to be more consistent in posting and try some different strategies to grow my engagement within the community.

## Highlights

- Half a million views on one reel
- Increased external link taps
- Created new and different types of content.
- Grew the account by almost 200 followers
- Got to experience social media in an industry that was new to me.



## *About Tavin Marlor*

Tavin Marlor is a Comm Major at BYU-I and is currently working at CBI Offroad | Prinsu Design Studio. There he manages the social channels and creates content. He lives in Rexburg, Idaho with his beautiful wife and two kids.