



working with ✨
bizzy socials

Table *of Contents*

1 →

About this Book

2 →

Past Work

3 →

SWOT Analysis

4 →

Goals & Strategy

5 →

Content Themes

6 →

Content Calendar

7 →

Style Guide

8 →

Visual Identity

9 →

Bizzy Socials Launch

10 →

Top Posts

11 →

Fizzy w/ Bizzy

12 →

Results

13 →

Overall Success

14-18 →

Services

19-26 →

Onboarding

27 →

Thank You



ABOUT THIS BOOK

Welcome to Bizzy Socials—*social media management for busy people!*

Hi, I'm Izzy Bingham, owner of Bizzy Socials! This guide will walk you through everything that makes Bizzy Socials what it is: the story and data behind our launch, what it's like to work with us, and what you can expect every step of the way.

Whether you're a small business owner looking to grow your online presence or simply ready to take social media off your plate, this book is designed to help you understand how Bizzy Socials can make that happen—*with strategy and creativity.*

Past Work

Over the past three years, I have gained extensive experience in a variety of social media roles that have helped shape me into a well-rounded professional. I spent two years as the student team lead for the **@byuidaho** social media team, where I handled content creation, strategic planning, and weekly collaboration with other departments across campus. I also trained and guided multiple student teams to ensure consistent, high-quality output. During this time, I additionally supported **@byuicenterstage, @byuidahosmmanagers, and @presidentbyuidaho,**—overseeing more than 14 accounts at once.



For most of 2025, I interned with the **The Church of Jesus Christ of Latter-day Saints** as a content creation and video editing intern for **@strivetobe**, the Church's official account for youth programs, magazines, and music. During this experience, my brainstorming, storytelling, and editing skills grew tremendously. Working within a rigorous approval process taught me how to collaborate effectively with a large professional team, maintain high creative standards, and produce content that aligns with an established brand and mission.

These combined experiences have shaped my ability to think strategically, create intentionally, and adapt quickly to the needs of each brand I work with. Managing multiple accounts, collaborating with teams, and producing content at a professional standard have prepared me to take on greater responsibility and deliver meaningful results for my own clients.



Bizzy Socials

SWOT Analysis

To gain a clear understanding of where Bizzy Socials currently stands against competitors and identify the factors that influence its social media growth, I examined **strengths, weaknesses, opportunities, and threats**. With this analysis, Bizzy Socials can make more informed decisions about how to improve content, refine strategy, and better position itself in a competitive industry. This analysis highlights what the brand is doing well, where it can improve, which areas offer room for expansion, and what external challenges to be aware of.

S

- Strong visual identity
- Good credentials
- Existing client base

W

- Brand new account
- Brand new business
- Small audience size

O

- Produce consistent, high-quality content
- Grow interest and grow clientele
- Expansion into new content formats

T

- Rapid algorithm changes
- Similar, competitive content
- Audience burnout or economic changes

Goals & Strategy

GOALS

Over the past 60 days, our primary goals for Bizzy Socials were to build awareness, increase engagement, and generate meaningful interest in our services. Starting from absolutely 0, we aimed to **reach 100 followers within 60 days, 5,000 profile views/30 days, and 3 client inquiries (about 1-2/month).**

STRATEGY

To achieve the goals of increasing followers, profile views, and client inquiries, our strategy focused on three key areas: **content, consistency, and establishing identity.**

- 1. Content Creation:** We shared high-value content aligned with Bizzy Socials' content themes—educational tips, behind-the-business storytelling, and social media analysis. Reels, carousels, and Stories showcased expertise, personality, and workflow, with Instagram and Facebook as primary platforms, TikTok for all video and carousel content, and LinkedIn for relevant announcements and updates.
- 2. Consistent Posting:** To maintain momentum after our launch post and grow the audience, we prioritized a regular posting schedule, especially on Instagram, where our audience grew the most. By planning and scheduling content in advance, we ensured the feed remained active, engaging, and predictable.
- 3. Establishing Identity:** We focused on creating a strong, cohesive brand identity through consistent visuals, tone, and messaging. This included unifying colors, fonts, and photo styles, as well as developing a recognizable voice that reflects Bizzy Socials' professionalism and personality.

Content Themes

Content themes provide structure and clarity for a brand’s social media strategy, ensuring every post is intentional and on-brand. The themes chosen for the Bizzy Socials strategy were selected to support both growth and engagement. Educational content builds trust by teaching viewers and establishing credibility. Behind-the-business posts humanize the brand and strengthen personal connection, while Social Media Analysis content entertains and further reinforces expertise—giving followers a compelling reason to stay engaged and invested.



27.5% of Content

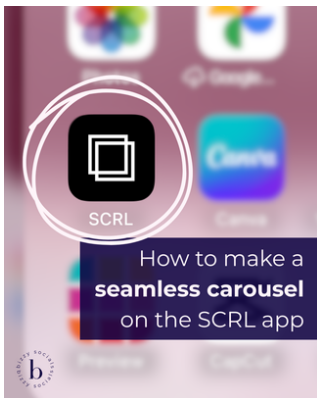


45% of Content



27.5% of Content

EXAMPLE POSTS



Content Calendar

■ LinkedIn
 ■ Instagram/Threads
 ■ Facebook
 ■ TikTok

10 OCTOBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
12	Teaser Reel Teaser Reel 13	Launch Post Launch Post Launch Post 14	Logos Logos Collab w/ Emilee + Story 15	16	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 17	18
19	20	Service Guide Service Guide Follow Up 21	Behind the Bizzy Work + Stories BTBW 22	23	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 24	Hook Carousel Hook Carousel 25
26	27	Client Mood Board Client Mood Board 28	29	30	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 31	

11 NOVEMBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
2	Logos + Style Guide 3	Simple Hooks 4	Hook Carousel 5	6	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 7	Amazon Haul Amazon Haul 8
9	10	1 SMM, 10 Obsessions 1 SMM, 10 Obsessions 1 SMM, 10 Obsessions 11	Story Links What's in my bag? What's in my bag? 12	BeReals Content Calendars 13	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 14	15
16	What WFH Looks Like What WFH Looks Like What WFH Looks Like 17	Basic Analytics Basic Analytics Basic Analytics 18	19	Pinch Me Pinch Me 20	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 21	22
23	Are Hashtags #over? Are Hashtags #over? 24	25	What Happened to BF? What Happened to BF? 26	Caption Ideas Caption Ideas 27	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 28	Seamless Carousel Seamless Carousel 29

12 DECEMBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
	My Kind of Christmas Tree My Kind of Christmas Tree 1	Bizzy Stickers 2	Client Highlight Stor Client Highlight Story 3	4	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 5	6
7	Guide Book being Printed Guide Book being Printed 8	Award Award 9	Behind the Speech 10	Project Presentation Project Presentation 11	Fizzy w/ Bizzy + Stories Fizzy w/ Bizzy 12	13



Style Guide

MAIN LOGO



LOGO MARK



COLOR PALETTE



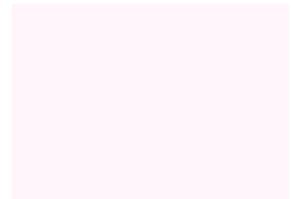
#FF1995



#0F0342



#48862D



#FFF5FA

BRAND FONTS

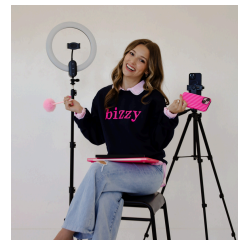
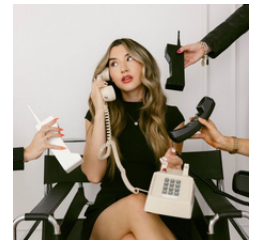
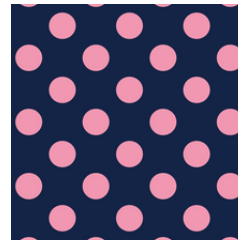
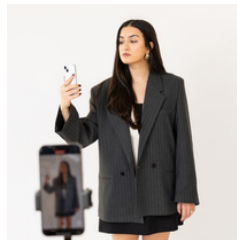
Serif - Didot LP Display

Sans Serif - Montserrat

Script - Beautifully Delicious Script

Visual Identity

MOOD BOARD VS. BRANDING PHOTOS

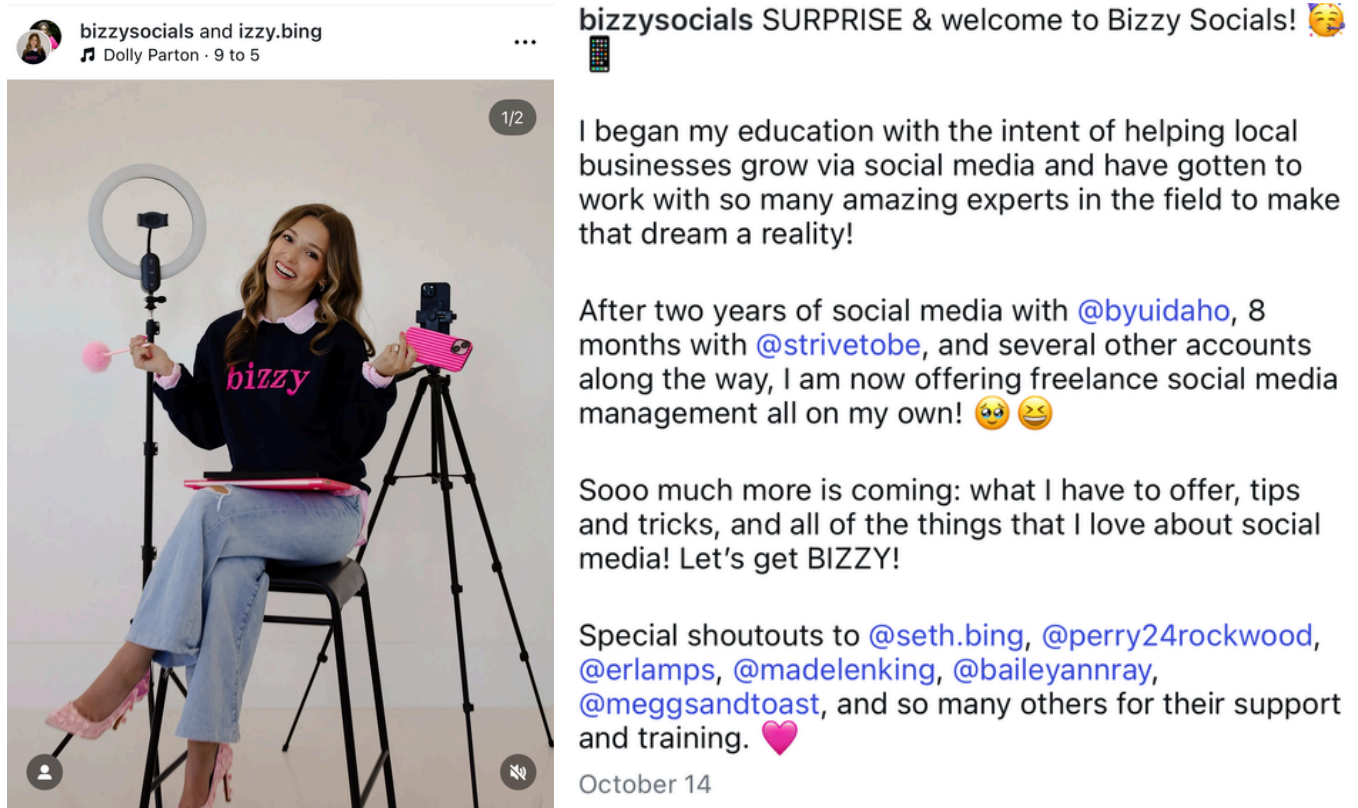


STYLE SHOOT

We took branding photos for Bizzy Socials to establish a strong, recognizable visual identity that reflects the personality, professionalism, and creative approach behind the brand. We worked with my favorite photographer and dear friend, Emilee Lamps. After working with her in several professional settings and on other shoots, I knew she could take a look at our mood board and style guide and bring the vision to life. Having high-quality, consistent images helps reinforce trust, elevates the overall aesthetic, and ensures that every platform feels cohesive.

The process included planning a visual direction that matched the brand's style, selecting outfits and props that aligned with the aesthetic, and capturing a mix of headshots, and candid action shots. By taking time to intentionally style and curate these images, we created a library of versatile content that can be used across posts and marketing materials.

Bizzy Socials Launch



On October 14, 2025, in collaboration with my personal account, we officially launched Bizzy Socials on Instagram, Facebook, Threads, and LinkedIn! This launch post became the highest-engaged post of the past 60 days across all platforms, and the outpouring of support and excitement was truly overwhelming.

Preceded by a teaser video the day before, the launch post reached over 4,000 people on Instagram and Facebook and 4,600 on LinkedIn, generating a total of 380+ interactions.

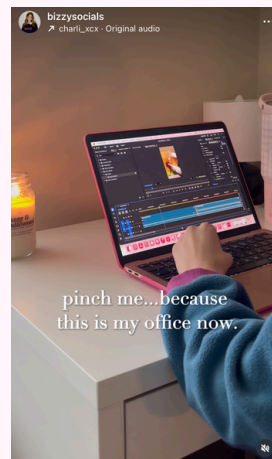
Top Performing Posts

Besides our initial launch post, several other pieces of content have also performed exceptionally well, capturing strong engagement and further establishing Bizzy Socials' presence. These standout posts resonated with both current followers and new audiences, helping to drive interaction, reach, and awareness across all platforms.



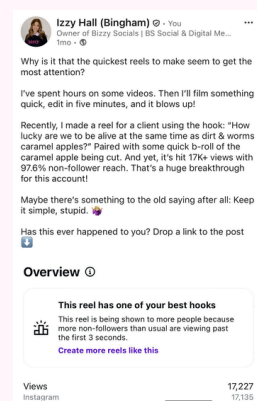
876 Views on TikTok

- 6 saves
- Content that people will “come back to later” for inspiration



937 Views on Instagram

- 65% non-follower views
- Behind-the-scenes and inspirational
- Trendy



865 Impressions on LinkedIn

- 12 profile views
- 16 interactions
- Good hook and relatable



582 Views on Instagram

- 73% non-follower views
- 53 interactions
- First of a series, relevant topic

Fizzy w/ Bizzy

My favorite content that I've created has been **Fizzy w/ Bizzy, a series where every Friday I grab a yummy drink and talk about social media from my car.** Each reel is paired with a drink review on my Instagram Stories, and followers are encouraged to send in recommendations, driving more engagement.

We've covered a wide variety of topics, including: how social media is growing Dancing with the Stars, what Ralph Lauren Christmas is and why it's trending online, social-media-inspired Halloween costumes, brands that social media was upset with (like Starbucks and Sephora) and why, and the social media genius behind Spotify Wrapped.

While these videos **average about 450 views on Instagram and 300 on TikTok,** they are the content that reaches the most non-followers and keeps current followers coming back every week. Many people have shared that they look forward to *Fizzy w/ Bizzy* videos or even try the drinks themselves each week, which has been incredibly rewarding to see.



Results

Original Goals (within 60 days)

- Reach 100 followers on Instagram
- 10,000 profile views
- 3 client inquiries

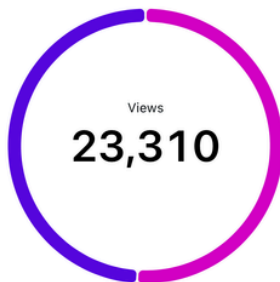
vs.

Results (within 60 days)

- Reached **116 followers**
- **23.3k profile views**
- 5 inquiries
- **2 new clients!**

Hi Izzy!! I want to pitch the idea to my boss of using your to manage his companies social media! I was wondering what the price would be for tier 2?

would love a price for this !! can you make it work with me being here in logan ?!



• Followers
• Non-followers

51.2%
48.8%

Hey I was wondering if I could hire you to help me with some marketing and some brain storming on a business idea I have? I bought a vw truck last night and I want to turn it into a mobile candy store. I was thinking

Overall Success

Over the past 60 days, Bizzy Socials has seen measurable growth across all platforms. Our content strategy and consistent posting led to increased engagement, significant reach among non-followers, and rising follower numbers. Launch posts, recurring series like Fizzy w/ Bizzy, and high-quality branded visuals contributed to over 22,000 profile views and multiple client inquiries, demonstrating the effectiveness of our approach and laying a strong foundation for continued growth.





Services

Service Guide



Welcome to bizzy socials!

I'm Izzy Bingham, the owner and creative behind Bizzy Socials. With over three years of industry experience and a B.S. in Digital & Social Media Communication from Brigham Young University–Idaho, I'm excited to offer Bizzy Socials—social media management for busy people!

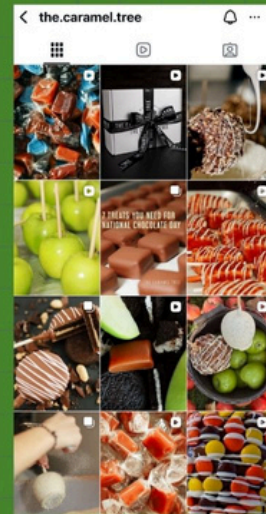
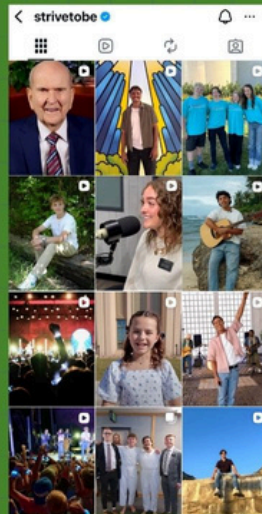
Born and raised in Idaho Falls, I've seen firsthand how powerful social media can be for small businesses. After working with BYU–Idaho and Strive to Be, I'm now using my experience and expertise to support and grow my own Southeastern Idaho community.

Let's get Bizzy!



Service Guide

Past Work Examples



Tier 1: A Little Bizzy



- Self Managed Account
- 4 Reels, 8 Static Posts/Month
- Caption Writing
- Content Calendar
- 30-Minute Strategy Consultation/Month
- 60-Minute Filming Session/Month
- Profile Optimization
- Trend Research



Service Guide

Tier 2: Pretty Bizzy



- Account Management
- 6 Reels, 8 Static Posts, 10 Stories
- 60-Minute Filming Session OR Bi-weekly Filming
- Everything in Tier 1
- Quarterly Analytics Report
- Engagement with Followers (Comments/DMs)



Tier 3: Very Bizzy



- Full Account Management
- 8 Reels, 9 Static Posts, 12+ Stories
- 60-Minute Bi-weekly Filming
- 30-Minute Bi-weekly Meeting
- Everything in Tiers 1 & 2
- Guaranteed 24 Hour Response to Comments (M-F)
- Optimized Posting Times
- Campaigns as requested



Service Guide

Content Calendar

10 OCTOBER 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

11 NOVEMBER 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

12 DECEMBER 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

- 1 Full Content Calendar Example/Month
- 20+ Content Ideas
- Basic Hooks & Captions
- Trend Updates, Including Trending Audios
- Application Updates & Best Practices
- 30-Minute Consult & Strategy Session



Social Media Audit



- Full Audit of Account
- Profile Optimization (Bio, username, profile picture, links, highlights, etc.)
- Content Analysis
- Competitor Analysis
- Branding Analysis
- Recommendations & Best Practices
- 60-Minute Consult



Service Guide

Platforms Offered



Keep in touch with

bizzy
SOCIALS ✨

 @bizzysocials

 bizzysocials@gmail.com



Onboarding

Timeline & Steps for Working With Us

1

Initial Inquiry

Reach out via Instagram, Facebook Messenger, or Gmail to let us know you're interested in a quote or a conversation.

2

Onboarding Survey

You'll receive a brand questionnaire and onboarding checklist so we can gather everything we need—brand assets, content preferences, previous social media posts, and more.

3

Strategy Meeting

Now that we know a little bit about you, we'll meet and chat through your brand. We'll get signed into your existing accounts and then send a proposal outlining your recommended social media package.

4

Contract & Payment

Once you're ready to move forward, we'll send over your contract and first invoice. A signed agreement and initial payment secures your spot.

5

Content Creation & Delivery

We'll begin planning, writing, and designing your content based on your selected package. You'll receive your content monthly, ready to review and approve before it goes live.

Onboarding Survey



Bizzy Socials Inquiry & Onboarding

Hi! I know how busy you are, and I want to help you take a load off your plate. Help me get to know you!

bizzysocials@gmail.com [Switch account](#)



The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

* Indicates required question

Email *

Your email _____

After inquiring and before having an official strategy meeting, I require my future clients to fill out this survey, so I can get to know them and their business, and be prepared to strategize with them.



Onboarding Survey

Who has responded?

Email

What is the name of your company?
1 response

The Caramel Tree

What products/services does your business offer?
1 response

Caramel confections (apples, rice krispies, oreos, etc.)

Where are you located?
1 response

146 E Main St, Rigby, ID 83442 and 2289 E 17th St, Idaho Falls, ID 83404

What are the mission and core values of your business?
1 response

Create caramels for life's sweetest occasions. Classic, modern, yummy, and giftable.

Who is your target audience? (Age, gender, location, interests, etc.)
1 response

Women age 25-40, Southeastern Idaho, moms

Who are your top competitors?
1 response

Mrs. Prindables, Kneaders, Love at First Bite, Rocky Mountain Chocolate Factory

Have you previously worked with a social media manager or agency? If so, please describe your experience.
1 response

Yes. It was okay, but we need a cohesive grid and that wasn't happening.

Does your company have branding? (Colors, fonts, logos.) [Copy chart](#)
1 response

100%
● Yes
● No

What are your brand colors? (Please include hex codes if available.)
1 response

#25282a, #ba871b, #d9dbd4, #d69a2d

What are your brand fonts?
1 response

Adobe Garamond Pro Regular, Libel Suit Regular

Please drop all logos here:
0 responses

No responses yet for this question. [View folder](#)

Describe your brand's personality in a few words:
1 response

Warm, classic yet modern, cozy, feminine.

Do you have a library of images, videos, or brand assets you'd like us to use, or should we source/create visuals ourselves?
1 response

We have a Google Drive.

Which social media platforms are you currently using for your business?
1 response

Instagram, Facebook, TikTok.

What has worked well for your social media strategy in the past?
1 response

Good images and videos.

What hasn't worked or hasn't yielded the results you expected?
1 response

Incohesive grid and weird trends.

How involved would you like to be in content approval? (We work with clients with varying levels of involvement. All content will be sent to you beforehand no matter your preference is.)
1 response

I'll look at reels and graphics first.

Do you have any special promotions, launches, or events in the next couple of months that we should know about?
1 response

New caramel flavors (Coffee House, Cider Harvest, Spiced Chai, and Black Licorice) bags and caramel sauce launching in the next month. National chocolate day, national apple day.

Anything else we should know about working with YOU?
0 responses

No responses yet for this question.



Bizzy Socials Inquiry & Onboarding

bizzysocials@gmail.com [Switch account](#)

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

Thank you for informing us!

After submitting this form, we will reach out soon to set up a meeting and talk about how we can work together! ❤️

Send me a copy of my responses.

[Back](#) [Submit](#) [Clear form](#)

Contract



After meeting with a client and developing a personalized strategy together, we'll move forward by creating and signing a contract. This agreement protects both the client and Bizzy Socials—it outlines the scope of work, payment terms, timelines, and deliverable expectations.



Contract



BIZZY SOCIALS SERVICES AGREEMENT

This Social Media Management Services Agreement (the "Agreement") is entered into on [DATE] (the "Effective Date") by and between:

SERVICE PROVIDER: Bizzy Socials [S&I Bingham LLC] [940 S 5th W Apt. 3106 Rexburg, ID 83440] (Hereinafter referred to as "Agency")

AND

CLIENT: [CLIENT BUSINESS LEGAL NAME] [CLIENT CONTACT NAME] [CLIENT ADDRESS] (Hereinafter referred to as "Client")

1. SCOPE OF SERVICES

The Client retains the Agency to provide social media management and content creation services as detailed in **Schedule A: Scope of Work**, attached hereto and incorporated by reference. Services generally include, but are not limited to, social media strategy, content creation (graphics, captions, videos), scheduling, posting, and basic community engagement on the platforms specified in Schedule A.

Platforms to be managed: [E.G., INSTAGRAM, FACEBOOK, LINKEDIN, TIKTOK, ETC.]

2. TERM AND TERMINATION

2.1. Term: This Agreement shall commence on the Effective Date and shall continue for an initial term of **1** month (the "Initial Term"). Following the Initial Term, this Agreement shall automatically renew for successive **Monthly** periods unless either party provides written notice of non-renewal at least **14** days prior to the end of the current term.

2.2. Termination for Cause: Either party may terminate this Agreement immediately upon written notice if the other party breaches any material provision of this Agreement and fails to cure such breach within **7** days of receiving written notice thereof.

2.3. Termination for Convenience: Either party may terminate this Agreement for convenience by providing **14** days written notice to the other party. Upon such termination, the Client shall pay the Agency for all services rendered up to the date of termination.

3. COMPENSATION AND PAYMENT

Contract



3.1. Fees: The Client agrees to pay the Agency a monthly service fee of **[\$[AMOUNT]]** (the "Fee") for the services outlined in Schedule A.

3.2. Payment Schedule: The Fee is due and payable in full on the **1st** day of each service month, commencing on **[START DATE]**.

3.3. Service Precondition: The Agency operates on a prepaid model. Services for any given monthly term will not commence, and all work (including content creation, scheduling, and posting) will remain suspended until the full monthly Fee is successfully received by the Agency on or before the due date specified in Section 3.2.

3.4. Expenses: The Client shall reimburse the Agency for any pre-approved, out-of-pocket expenses directly related to the provision of services (e.g., necessary third-party software subscriptions, stock photography licenses, paid ad spend), provided the Agency furnishes adequate documentation.

4. CLIENT RESPONSIBILITIES AND COOPERATION

The Client agrees to: a. Grant the Agency necessary administrative access to all social media platforms and analytics tools. b. Provide all necessary content assets, including brand guidelines, logos, images, and core messaging, in a timely manner. c. Designate a single point of contact responsible for prompt approval of content (within **[NUMBER]** business days). Delays in approval may result in delays to the posting schedule. d. Ensure that all material provided to the Agency for use on social media is legally owned by the Client or licensed for such use.

5. INTELLECTUAL PROPERTY (IP)

5.1. Client Ownership: Upon full payment of the Fee, all original creative content developed by the Agency specifically for the Client under this Agreement (including graphics, video edits, and written copy) shall be the sole property of the Client.

5.2. Agency Use: Notwithstanding the above, the Client grants the Agency a limited, non-exclusive, perpetual, worldwide, royalty-free license to use the developed content for the sole purpose of displaying the Agency's work in its portfolio, marketing, and self-promotion efforts.

6. CONFIDENTIALITY

The Agency acknowledges that it may have access to confidential and proprietary information belonging to the Client, including business strategies, sales data, and future plans. The Agency

Contract



agrees not to disclose such information to any third party, except as required to perform the services or as required by law.

7. INDEPENDENT CONTRACTOR STATUS

The Agency is an independent contractor and not an employee, partner, agent, or joint venture of the Client. The Agency is solely responsible for its own taxes, insurance, and compliance with all laws applicable to independent contractors.

8. LIMITATION OF LIABILITY AND WARRANTIES

8.1. No Guarantees: The Agency offers no guarantee of specific results, such as follower growth, sales, or lead generation, as the success of social media efforts is dependent on numerous external factors beyond the Agency’s control (e.g., platform algorithms, market conditions).

8.2. Maximum Liability: The Agency’s total liability to the Client for any claim arising from or related to this Agreement shall not exceed the total amount of fees paid by the Client to the Agency in the three (3) months immediately preceding the date the claim arose.

SCHEDULE A: Scope of Work

This Schedule A details the specific monthly services provided by Bizzy Socials.

DELIVERABLE	DESCRIPTION	QUANTITY/FREQUENCY	PLATFORMS
Strategy	Monthly content planning session/call.	1 per month	N/A
Content Creation	Custom static graphic posts, designed to brand standards.	[NUMBER] posts	[SPECIFY PLATFORMS]
Short-Form Video	Scripts, editing, and posting of short-form video content.	[NUMBER] videos	[SPECIFY PLATFORMS]
Caption Writing	SEO-optimized and engagement-focused captions.	As needed for posts	All platforms

Contract



Posting/Scheduling	Scheduling all content at optimal times.	[DAILY/5X PER WEEK, ETC.]	All platforms
Engagement	Basic reply to comments and DMs (max 30 min/day).	Daily (M-F)	[SPECIFY PLATFORMS]
Reporting	Monthly report summarizing key performance metrics.	1 per month	All platforms
Ad Management	<i>[Optional: Add a line item for ad management if applicable]</i>	N/A	N/A

9. SIGNATURES

The parties agree to the terms and conditions set forth above.

Agency (Bizzy Socials)

Name: Izzy Bingham Title: Owner/Principal

Name: _____

Date: _____

Client

Name: [CLIENT CONTACT NAME] Title: [CLIENT TITLE]

Name: _____

Date: _____

Thank You for Reading



Thank you for taking the time to read this case study and for supporting the work behind Bizzy Socials. This project reflects countless hours of creativity, strategy, learning, and genuine passion for helping small businesses and creators grow through intentional social media. Your time, interest, and support mean more than you know.

I hope these insights—both the wins and the lessons—help inspire you in your own projects, strategies, or creative pursuits. Thank you for being part of this journey, for celebrating the progress made, and for believing in the vision behind Bizzy Socials.

Here's to continued growth, new ideas, and *staying BIZZY*.

Izzy & Seth Bingham

Owners of Bizzy Socials

Keep in touch with

bizzzy
SOCIALS ✨



@bizzysocials



bizzysocials@gmail.com

bizzy
SOCIALS ✨

THE CARAMEL TREE™

WORKING WITH BIZZY SOCIALS:

A CASE STUDY

Table *of Contents*

1 →	6-13 →
Introduction	Quarterly Review
2 →	14 →
Competitor Analysis	Before & After
3 →	15 →
Goals & Strategy	Overall Insights
4 →	16 →
Content Calendar	Thank You
5 →	17 →
Reel Ideas & Ex.	Appendix



THE CARAMEL TREE

*WORKING WITH
BIZZY SOCIALS*

The Caramel Tree is special because it is Bizzy Social's first client, but also because it is where Izzy worked her first job and fell in love with the idea of social media for small businesses. Pretty full-circle, huh?

The Caramel Tree is a gourmet caramel shop based in Rigby, Idaho, with a second location in Ammon and nationwide shipping available. Their stores are known for all things dipped in homemade caramel—from apples and pretzels to rice krispies and seasonal treats.

After a change in ownership, a full rebrand, and a few years of occasional social media posts, The Caramel Tree partnered with Bizzy Socials to establish a stronger online identity. Together, we've focused on creating consistent visuals, a cohesive brand voice, and a social strategy that truly captures their charm and sweet personality.

[@the.caramel.tree](https://www.instagram.com/the.caramel.tree)
on Instagram



Competitor Analysis

LOCAL COMPETITORS



ONLINE COMPETITORS



Whether it's a small local candy shop or a national wholesaler with products in Costco, The Caramel Tree faces competitors with very different levels of social media presence and strategy.

Local competitors offer similar products, but their approaches to social media tend to be minimal. Most local competitors, like Love at First Bite in Idaho Falls or Florence's Chocolates in Rexburg, post simple product close-ups or storefront photos with inconsistent posting schedules and little strategic planning. Kneaders, however—being a larger chain—maintains a stronger and more active online presence, giving it a clearer advantage in visibility and branding.

Online competitors like Rocky Mountain Chocolate Factory and Béquet Caramels demonstrate a much more polished and intentional approach. They consistently share high-quality photos and videos, showcase product storytelling, and use cohesive branding that reflects a well-developed content strategy.

Goals & Strategy

GOALS

1. **Increase brand awareness** locally and regionally by showcasing the quality, craftsmanship, and uniqueness of The Caramel Tree's products.
2. **Drive more online orders and in-store visits** through consistent posting, strategic calls to action, and seasonal product promotion.
3. **Strengthen brand identity** with a cohesive visual style, recognizable voice, and consistent story that highlights the handmade, small-batch nature of the business.

STRATEGIES

1. **Consistent Posting Cadence:** Maintain a predictable schedule (3–5 times per week) focusing on product highlights, seasonal offerings, and behind-the-scenes content.
2. **High-Quality Visuals:** Use polished photos and short-form videos that emphasize the overall sensory experience of The Caramel Tree and engage its' audience.
3. **Seasonal & Promotional Campaigns:** Leverage holidays, gifting seasons, events, and new product launches to push new flavors, bundles, and shop promotions.



Content Calendar

9

SEPTEMBER

2025

SUN	MON	TUE	WED	THU	FRI	SAT
14	15	16	17	18	Apple Block 19	20
21	First Day of Fall Post 22	23	24	Apples Highlight 25	25	27
28	29	Caramel Bag Teaser Reel 30				

10

OCTOBER

2025

SUN	MON	TUE	WED	THU	FRI	SAT
			Caramel Bag Reveal 1	Cider Harvest Caramels 2	Coffee House Caramels 3	4
5	Spiced Chai Caramels 6	Black Licorice Caramels 7	8	9	Reese's Pieces Apple is Back 10	11
12	13	Bagful of Candy 14	Apple Pie Apple Spotlight 15	16	17	18
19	20	National Apple Day 21	Dirt n Worms Apple 22	23	Caramel Oreos Spotlight 24	This is Your Sign... 25
26	27	National Chocolate Day 28	29	30	Apple Crisp Caramel Apple 31	

11

NOVEMBER

2025

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	Get Them All 4	Unboxing 5	6	Balance 7	8
9	10	11	12	Pinner's Conf. 13	Stay & Watch 14	15
16	We've Been Busy 17	18	Brownie Pop Spotlight 19	Caramel Sauce Launch 20	21	22
23	Hiring! 24	25	Cut a Perfect Apple 26	Thanksgiving Storefront 27	Black Friday & SBS x2 28	29

12

DECEMBER

2025

SUN	MON	TUE	WED	THU	FRI	SAT
	1	Christmas In-Store 2	Shelf Life 3	Caramel Bag Bottoms 4	Stocking Stuffers 5	6
7	8	Caramel Pour 9	Corporate Gifts 10	The person who sent you this... 11	Christmas Static 12	13
14	Ammon Store Reel 15	Basket Making Reel 16	Christmas Static 17	18	Pack an Order w/ Me 19	20
21	Holiday Hours 22	TBD 23	24	Merry Christmas 25	Cinnamon Bear Spotlight 26	27
28	Your month, your apple 29	Holiday Hours 2 30	31			

Reel Ideas & Examples



Reusing viral hooks has helped The Caramel Tree tap into proven short-form trends that consistently capture attention. Replicating these high-performing reels with a Caramel Tree twist helped the account to increase engagement, improve reach, and create moments that felt on-trend and on-brand.

Quarterly Review

THE CARAMEL TREE | SEPT-DEC

Quarterly Social Media Report

WORKING WITH BIZZY SOCIALS

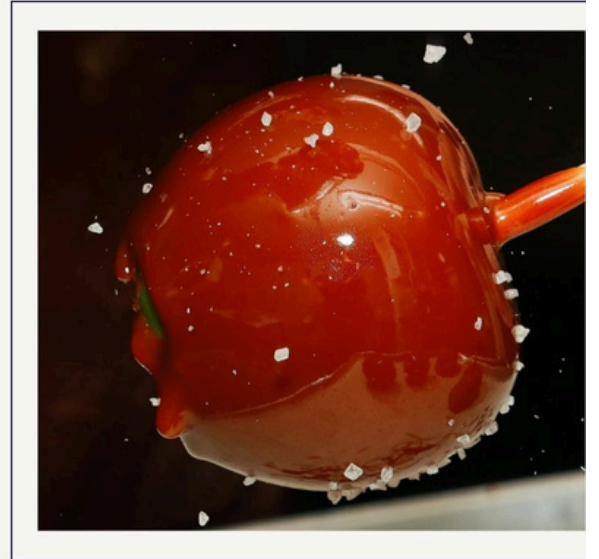


Table of Contents

Jargon to Know	1
Overview	2
Compared to the Last 90 Days	3
Top Performing Video Posts	4
Top Performing Static Posts	5
Followers	6
Views	7
Interactions	8
Favorite Interactions	9
Review	10
In the Next 90 Days	11
Utilizing Links	12

Quarterly Review



Jargon to Know

Term	Definition
Views	The total number of times your content is displayed
Reach	The number of unique accounts that have seen your content at least once
Interactions	The total number of likes, comments, saves, or shares on your post
Organic	The number of times your content is seen naturally without paid promotion, simply through followers, hashtags, and the algorithm
Non-Follower Views	The number of times your content is seen by people who don't follow your account (this is really good!)

1



Overview

Sept 19-Dec 4

36 Posts

35 Stories

During the last three months, we typically posted 3-5 times/week, with at least 2 of those posts being reels. Our stories consisted of reposts and storefront highlights (new decorations and products). Our posts consisted mostly of informational, entertaining, relatable, product highlights, product launches, or behind-the-scenes posts.

2

Quarterly Review



Compared to Last 90 Days



Views
102.6k
↑ 1.6k %

Interactions
1k
↑ 818 %

Reach
53.4k
↑ 2.8k %



Views
244.9k
↑ 3.5k %

Interactions
977
↑ 2.2k %

Watch Time
2d 12 h
↑ 3.9k %



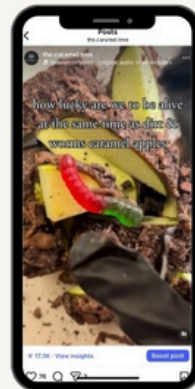
Top Performing Video Posts

We had some really high-performing videos for the size of this account! And, they had **mostly local and non-follower views** (meaning, new people in the area are seeing our content).

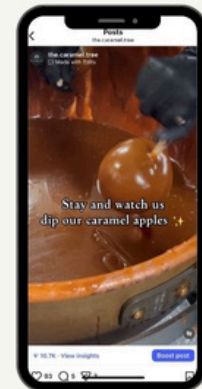
Our viewers liked seeing new products, and behind-the-scenes most.



"Reese's Pieces Apple is Back!"
23.8k Views
3 New Followers
78% Organic Views



"How Lucky Are We..."
17.3k Views
98% Non-Follower Views
3 New Followers



"Stay & Watch Us Dip"
10.7k Views
91% Non-Follower Views
5 Comments

Quarterly Review

Top Performing Static Posts

Carousels are hot on Instagram right now because they can show up in the "Reels" tab when paired with trending music.

Utilizing this update can **add some variety to the account**, while still getting decent views.



1.6k Views



1.6k Views



1.4k Views



1.4k Views



Followers

In the last 90 days, we reached mostly...

- Women
- Age 35-44
- In Idaho Falls and Rigby

We have gotten **205 new followers** on Instagram and Facebook combined.

What's on your playli...

The Caramel Tree
581 posts 2,127 followers

The Caramel Tree
3.8K likes • 3.9K followers



Quarterly Review



Interactions

- **1,000+ total interactions**
 - Likes: 729
 - Comments: 15
 - Saves: 10
 - Shares: 33
 - Reposts: 27
- 12% paid interactions, **88% organic**
- 40% non-follower interactions
- 68% of interactions occurred on reel posts

8



Views

- **120k total views**
- 35% paid views, **65% organic views**
- 82% non-follower views
- 68% views come from reels
- **Up 303%** from previous 90 days

7

Quarterly Review



Sierra Nets · 7h · Follow

We just received a Caramel Tree gift box and 🍬🍬🍬🍬🍬🍬 IT WAS SO GOOD! That toffee apple was just the perfect treat. We're putting together a Christmas order now and can't wait to share w/our family.

Brittany Haller · 1w

I'm going to be broke next time I come visit! 😭😭



kjt_1111 9w · ❤️ by author
Whaaaat? Yum!

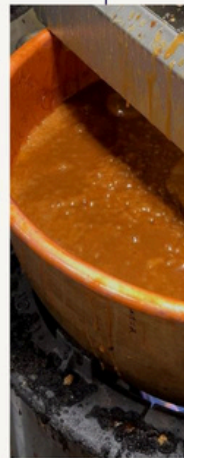
Favorite Interactions



bluming_businesses 1w · ❤️ by author
The new bags look great! 🔥



susanboylenotfamous 4w · ❤️ by author
She is not lying about this deliciousness!!! 🍬



Review

In the past 90 days, we have better established the brand voice, visual identity, and online presence of *The Caramel Tree*. We've seen great numbers, so now we can focus more on strategy, growth, and engagement.



Quarterly Review

In the Next 90 Days



WE WILL...

- Increase non-follower interactions (get non-followers to like/comment/share content)
- Push Christmas & holiday content
- Create a template to post customer reviews
- Redo "catering" highlight bubble with updated pictures and information, and make one for corporate gifts as well
- **Use more links** in stories and posts, guiding viewers to the online store (see pg. 12)
- Post more BTS reels



Utilizing Links

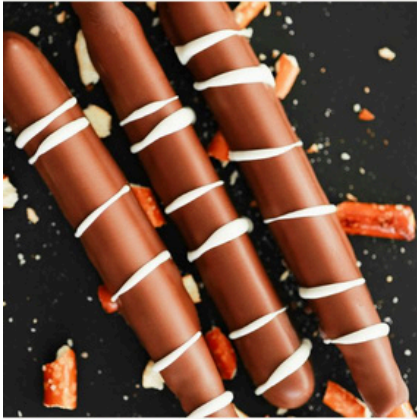
THIS STORY GOT 7 LINK CLICKS!

Link clicks can turn into potential online orders. If we become more persistent with these links, we can direct more traffic to the website, resulting in more orders being made.

Link clicks

7

Quarterly Review



THANK YOU FOR YOUR
CONTINUED WORK WITH

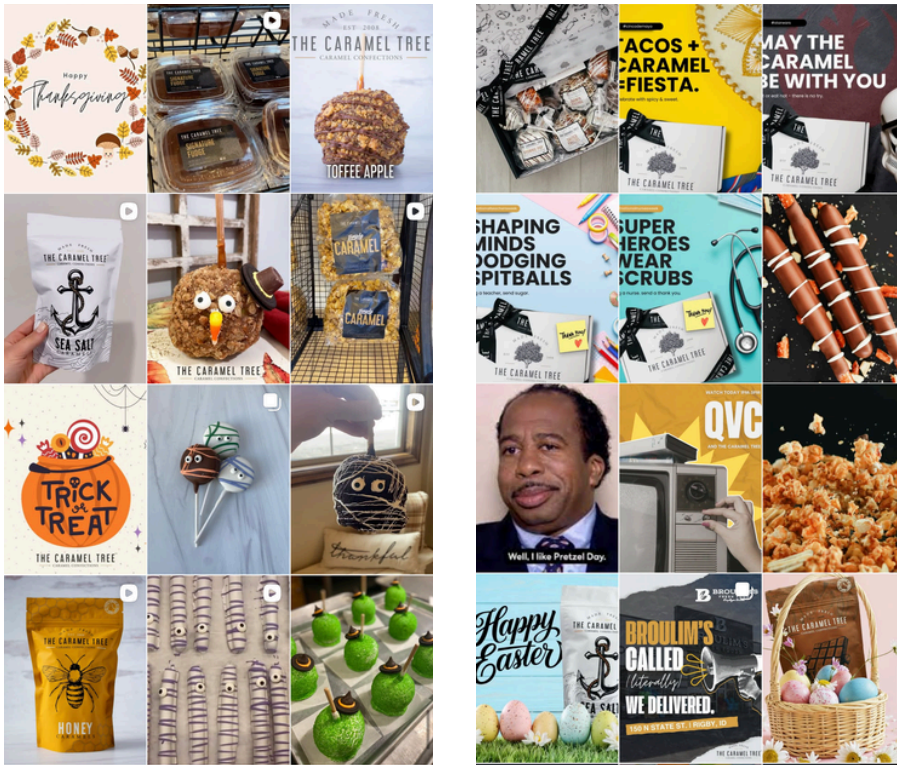
bizzy
SOCIALS ✦



The purpose of a quarterly report was to evaluate how The Caramel Tree's social media efforts are performing over a three-month period and determine whether current strategies are helping the brand reach its goals. It provides a structured overview of what Bizzy Socials and The Caramel Tree have accomplished together and where adjustments should be made to improve engagement, reach, and sales. By analyzing metrics such as follower growth, top-performing posts, interactions, and views, the quarterly report helps guide informed decisions for future content, campaigns, and promotional strategies.

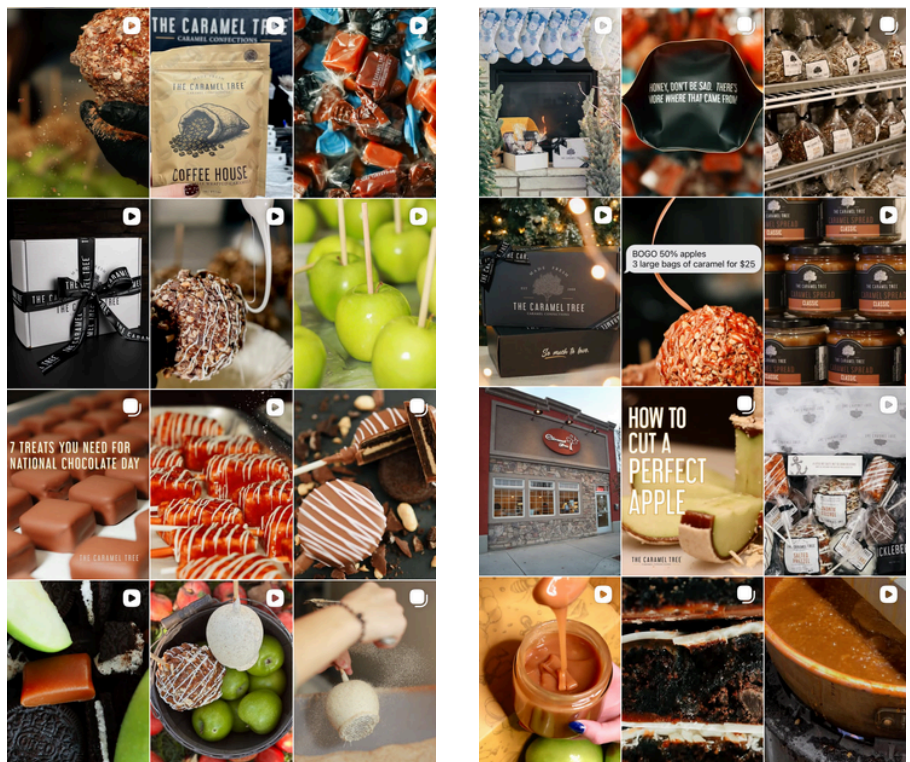
This ensures The Caramel Tree continues to grow its online presence with a strategy rooted in data rather than guesswork, ultimately strengthening both brand visibility and sales outcomes.

Before & After Bizzy Socials



Before Bizzy Socials, The Caramel Tree's visual identity felt less defined, with a mix of photo styles, colors, and graphics, that made the grid appear inconsistent and cluttered. The overall feed lacked a cohesive aesthetic that clearly represented the brand's personality and quality.

With Bizzy Socials' strategy, the grid became more intentional and visually unified. Consistent color palettes, cleaner product photography, and cohesive editing and branding styles created cohesive look. Resulting in a polished, branded grid that feels curated, professional, and instantly identifiable as The Caramel Tree.



Overall Insights

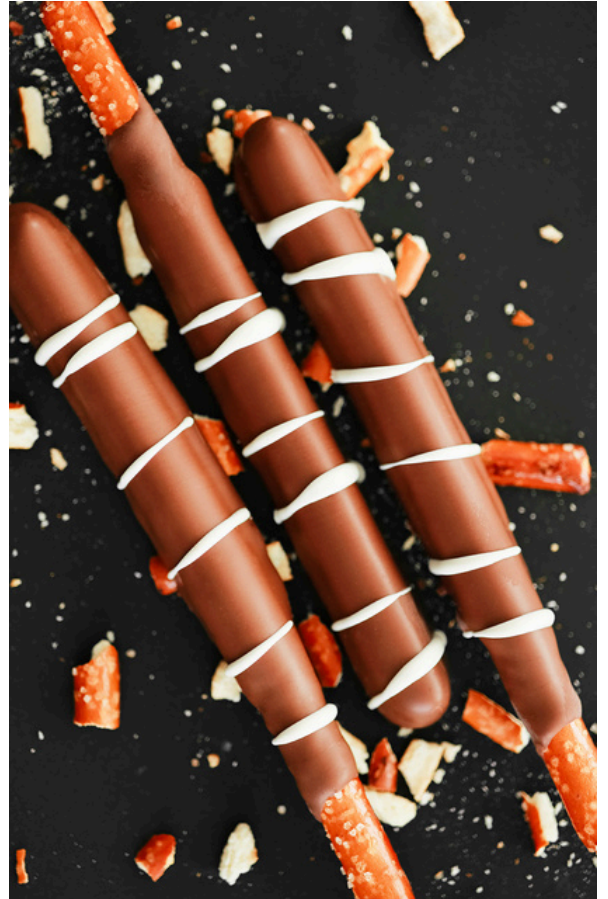
REVIEW

After 90 days of Bizzy Socials and The Caramel Tree partnership, together we were able to:

- Increase non-follower engagement
- Establish a cohesive brand and visual identity
- Consistently create and publish 36+ posts and 35+ stories
- and much more!

These results were made possible through a streamlined workflow: Izzy captured new content every other week during focused 30-minute sessions, handled editing, organizing, and scheduling two weeks ahead. By following the goals and strategies outlined earlier, we were able to transform the account into a more polished and strategic digital presence.

With the foundation of brand consistency now firmly established, the next 90 days will shift toward a more data-driven approach. Bizzy Socials will focus on deepening both follower and non-follower interactions, intentionally directing more traffic to The Caramel Tree website, and introducing new content formats to broaden reach and diversify the brand's storytelling. This next phase aims to convert the visibility gained in the first 90 days into long-term growth, stronger conversions, and a more engaged online community.



Thank You for Reading



Thank you for taking the time to read this case study and explore the work behind The Caramel Tree's social media transformation. Your support and interest mean so much. This project has been a meaningful collaboration built on creativity, strategy, and a shared passion for helping busy people—and we are grateful you joined us in reviewing the process and results.

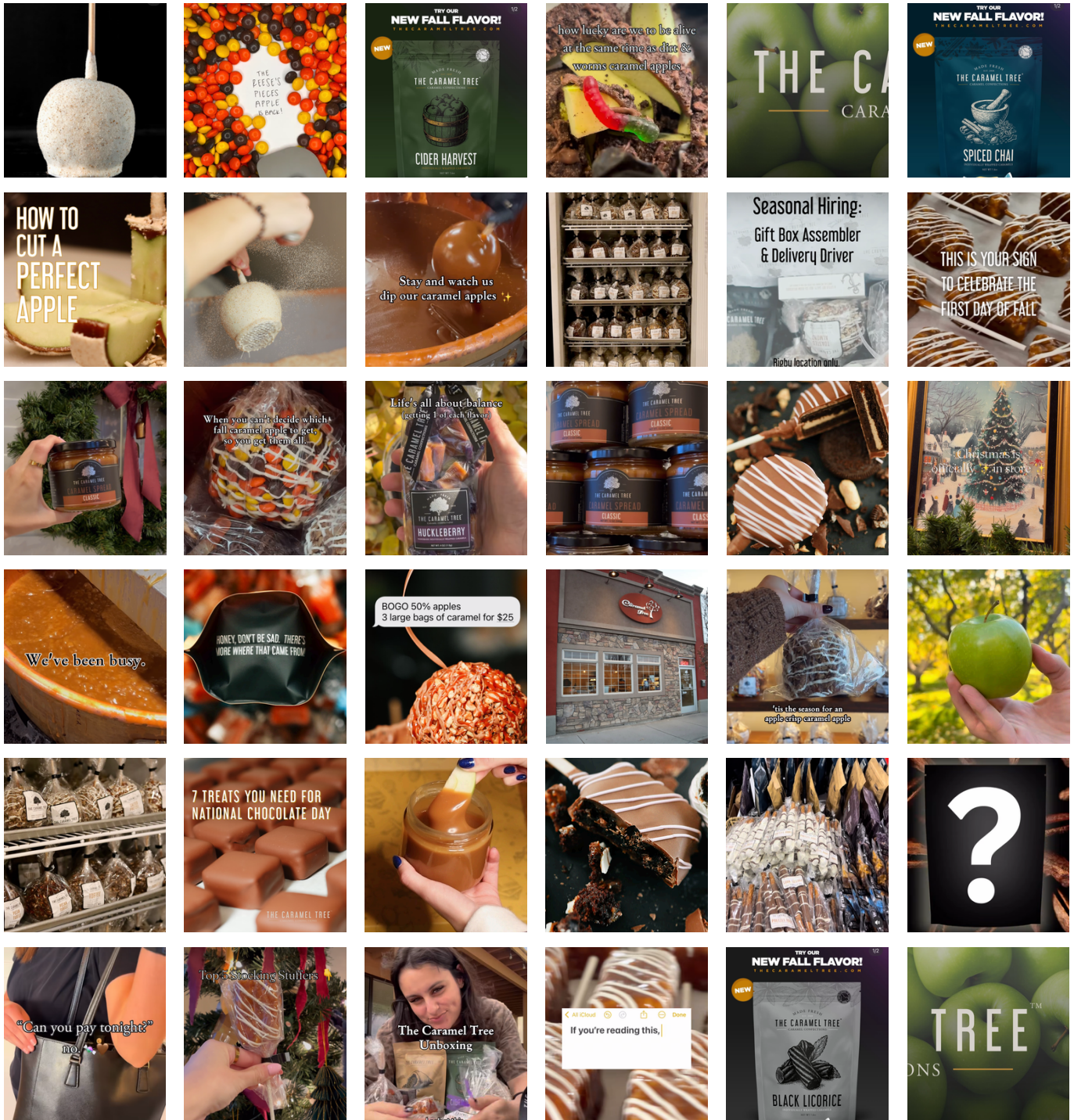
We hope these insights highlight not only the progress made over the past 90 days, but also the potential that thoughtful content and intentional strategy can unlock for any brand. Thank you again for reading, supporting, and caring about the story behind the work. Here's to continued growth, creativity, and a lot of *bizzy* work ahead!

♥ Izzy & Seth Bingham

Owners of Bizzy Socials

Appendix

ALL FEED POSTS



Keep in touch with

bizzy
SOCIALS ✨



@bizzysocials



bizzysocials@gmail.com