

LOLO Phase 2 — Social & DM Marketing Strategy

Objective: convert the improved bilingual website into an Instagram/WhatsApp DM acquisition loop for celebration cakes, dessert tables and the ButterCream ebook.

1. Positioning

Homemade artisanal cakes in Miami with a founder-led buttercream signature: light, silky, stable and not too sweet.

2. Funnel

Instagram/Reels discovery → website proof/story/menu → WhatsApp or Instagram DM inquiry → consultation/order confirmation → testimonial/setup content recycled.

3. Content Pillars

A) ButterCream authority and ebook education. B) Celebration proof: setups, testimonials, kids, cakes, pavlova, tarts. C) Better-for-you desserts: no sugar, gluten-free and dairy-free claims only when product-specific and approved. D) Behind-the-scenes founder craft.

4. 30-day Sprint

Week 1: relaunch website + story highlights. Week 2: 3 reels showing product categories. Week 3: ebook educational campaign. Week 4: testimonials/setup proof + limited order slots.

5. DM Scripts

Spanish: Hola LOLO, quiero cotizar una torta/mesa de postres para [fecha], [personas], [tema]. English: Hi LOLO, I want to inquire about a cake/dessert table for [date], [guests], [theme].

6. Metrics

DM starts, qualified inquiries, response time, booked orders, ebook clicks, Instagram saves/shares, website CTA clicks.

Asset & Approval Matrix

Asset	Use	Approval
Instagram posts	Prototype website/gallery/social proof	Needs owner approval for production
Generated Higgsfield concepts	Hero/social variations	Concept only until approved
Founder story	About/hero narrative	Needs Yoana approval
WhatsApp CTA	Primary conversion path	Needs verified phone number