

# CREAMERY N<sup>7</sup>

Josh Marsh  
Braden Martin  
Madison Berube

Dear Roy,

Thank you so much for allowing us the opportunity to work with Creamery N7. We are so inspired by how you have built your company in only 2 years and look forward to Creamery N7's bright future. We were so excited to work with such a great product and thank you for your participation and assistance along the way. We hope you enjoy our exciting and practical ideas to encourage loyalty, promote new business and create a community within your Creamery. You have an excellent product and it was our pleasure to serve you in this way. Please enjoy our ideas specially tailored to your business, we know they will help Creamery N7 become an even greater success.

We learned so much from you and your company in creating this portfolio, and thank you for giving us this real world experience and opportunity to work with such a great company. Thank you for everything!

Kind regards,

Joshua Marsh

Braden Martin

Madison Berube

P.s. We hope you find the flash drive especially useful and helpful in the future.

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## Research

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### Industry Information

The global ice cream industry is about a 54.8 billion dollar industry. The United States holds around 20% of the Global Market Share on ice cream which amounts to about 11 billion dollars. The industry is projected to have at least a 4% increase over the next five years with impulse ice cream (ice cream in a cup or cone, not taken home and kept frozen) having the largest increase in the US ice cream market (courtesy of [www.grandviewresearch.com](http://www.grandviewresearch.com)).

According to Mordor Intelligence, innovative flavors and lactose alternatives are in very high demand. Increased demand for dairy free, non-GMO, organic, and preservative free ice cream has begun to shift the market towards newer alternatives such as nitrogen ice cream and frozen yogurt.

### Industry Trends

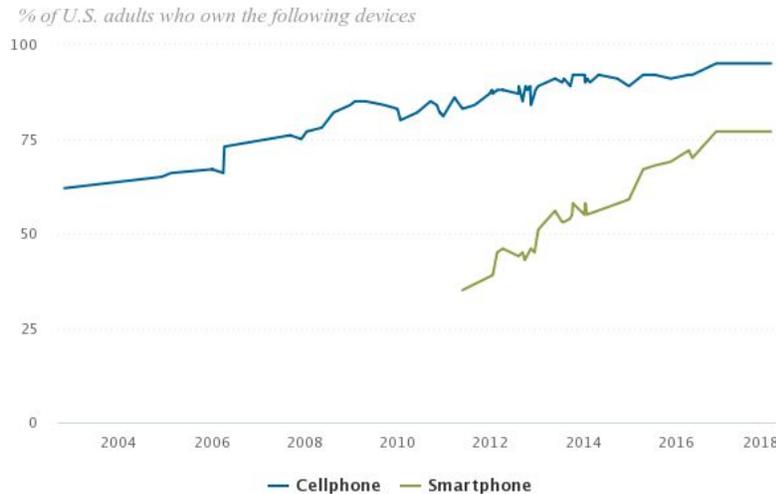
An article on Spoon University highlighted 25 of the best dessert places in Orange County. There are several commonalities in the list. A rising trend in the Orange county area is unique dessert places including desserts like:

- Thai-style rolled ice cream
- Nitrogen Ice Cream
- Gelato
- Boba

Nitrogen ice cream was ranked as one of the top rising trends, and Creamery N7 has an opportunity to capitalize on this.

## Business Online

In several studies over the past few years done by professors at Harvard and University of California, Berkeley evidence has shown that online rating sites such as Yelp, Inc. do in fact drive a restaurants' success in an upwards



Source: Surveys conducted 2002-2018.  
PEW RESEARCH CENTER

direction. Users will make a decision off of a mere half star difference, so every positive review given is nearly equivalent to real money. Because of this consumer-based reliance on online rating sites for guidance on where to go for a bite to eat or even dessert, especially small

businesses need to utilize their online impact. Large and small businesses alike find success via their online presence. Over 75% of Americans have smartphones which means that over 75% of Americans have access to the internet on the go. Especially for small businesses, it is becoming increasingly important to have some sort of online accessibility for potential new customers. Yelp reviews and Google results can be key for a local business in driving new local traffic. Nearly everyone these days will consult one of the two on where the best place to get dessert is. Those that dominate the ratings will see immediate success.

## Social Media

Social media can be another simple way for businesses and brands to expand their reach within today's rapidly growing online community. It is quick,

effective, and for little to no cost has the potential to reach a mass consumer audience. It is also a great space to engage with your customers, provide feedback, ask questions, take polls, and share images and information in regards to your business. For growing businesses like Creamery N7, Facebook and Instagram will be the most effective choices for social media usage. Facebook connects to demographics such as families that have children, and if updated regularly can be a great way to stay connected within the community. There is an opportunity for sharing graphics as well as high resolution photos that will appeal to the right demographic. Facebook is great for sharing more in depth information along with images and graphics and virtual flyers and posters. Instagram has a generally younger demographic, but is also great for generating the right demographic Creamery N7 is looking for. Instagram is a great way to share the brand of Creamery N7, and to maintain a similar vibrant and colorful aesthetic that will be appealing for gaining new customers and connecting with current customers. Instagram is also a great way to stay relevant with the audiences as they grow and mature with the brand. The best day to post on social media is Friday because it is the day most active by all users.

## Current: Instagram Stats

23 posts  
356 Followers  
1,113 Following

Creamery N7's current social media has not been utilized to its full potential; however, just by staying relevant and posting at minimum once a week, that could easily change and begin to start promoting Creamery N7. Before we started this project, the social media projections were outdated reaching back into 2016. Maintaining an up to date, relevant social media account is one of the best and most cost effective ways to promote your business, build your

brand and reach new customers. Facebook and Instagram will be essential to the future success of Creamery N7. Following a content calendar for Instagram and Facebook will be helpful, and you can find it in **Appendix B**.

## Competition

As a local Ice Cream Shop, there are many other businesses that serve as competition. Whether it is a local grocery store that allows locals to pick up a tub of ice cream and bring it back to the comfort of their own home, or if it's another local shop down the road, the competition is all around and ever changing so it is important to be aware and adapt to make your own business unique. In light of this, Creamery N7 has several local businesses that pose a threat to the potential business of customers craving a creamy dessert. We came up with three different businesses in the area that will affect customer's decision on which ice cream to get.

The first business is **Creamistry** which has several locations, the closest being in Brea. Creamistry is a threat to Creamery N7 because it is not only similar in name, but it is an established brand with multiple locations in the area and has an name in the Nitrogen ice cream industry in Orange County. The pricing is exactly the same, but the menu and environment is where we think Creamery N7 thrives. Creamery N7 is a much more personal and welcoming environment. It feels much more like a home when you walk in the door, and we know it will continue to embody that environment as you work on the interior.

The second business is **Creamology Labs** located in Whittier. This is a closer threat that may attract more customers from the Whittier area. Again, pricing is similar, but where they thrive is in their fun, vibrant environment. Their product, options, and name are also very similar to Creamery N7. Creamology labs also has a 4.5 rating from Google and a 3.5 rating on Yelp. This is where Creamery N7 can stand out in a very positive way. Creamery N7 has a rating of 4.8 on Google and a rating of 4.5 on Yelp. These ratings will really set it apart from the competition when people are consulting Google and Yelp before making a final call on which to go to.

The last business is **Cold Stone Creamery** located on Rosecrans in La Mirada. Although this is not a nitrogen ice cream, it is very close in proximity with Creamery N7 and poses a threat because it is a nationally recognized and liked chain with cheaper prices. It also has premade and priced options already. This is something that Creamery N7 does not have and it may be overwhelming for customers in there for the first time to see a list with hundreds of flavor and topping combinations. However, this is also a strength of Creamery N7 because they have more options than their competitors and have the unique flavors that will draw them to your shop. Having a way for people to see your menu ahead of time will be a great addition to your already successful shop.

## **Reviews**

As was talked about in the section about the importance of online business, online reviews are key to a small business's success. As we learned earlier, potential customers will make decisions on which place they go to simply off of reviews. The biggest consultants for reviews are Yelp and Google. Creamery N7 has Yelp on lockdown. With a solid average rating of 4.5/5 after 411 reviews, Creamery N7 sets itself apart from a lot of local ice cream shops with much lower reviews and will help Creamery N7 show up higher on searcher's results. Most Yelp reviews give very positive feedback. However, there are some negative reviews and those are just as important, if not more important, to look at as a business owner. Though most of the negative reviews are from early 2016 and early 2017, there were several common themes. The common negative feedback was around service time, price, and inconsistency with flavor sweetness. These are weaknesses but also potential strengths that can be improved upon to add extra value to your business.

Another form of ratings is performed by Google. When something like “ice cream near me” is searched, Google posts results via Google Maps along with profiles of businesses from Google My Business. Google My Business is a super easy and free way for businesses to show up on search results. Right now, Creamery N7 has a Google My Business profile that has been set up by Google and users and is currently not claimed by Creamery N7 itself. Claiming this as their business is very necessary so that it can be customized, linked to the correct places, and even tracked to see how many people have clicked through to their socials or website. All it takes is an email and for Google to verify that you are the business-owner for you to get started in customizing what people see when Creamery N7 is searched.

## Creamery N7 ★

4.8 ★★★★★ 90 Google reviews  
Ice Cream Shop [Directions](#)

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**Address:** 12740 La Mirada Blvd, La Mirada, CA 90638  
**Hours:** Closed · Opens 10AM ▾  
**Phone:** (562) 902-9000

[Suggest an edit](#) · [Own this business?](#)

**Add missing information**  
[Add website](#)

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**Know this place?** [Answer quick questions](#)

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**Questions & answers**  
[See all questions \(1\)](#) [Ask a question](#)

**Popular times** ⓘ [Mondays ↕](#)

Time Interval	Relative Visit Count
9a	0
12p	0
3p	0
6p	1
7p	2
8p	3
9p	4
10p	5
11p	3

SWOT Analysis:

**S.W.O.T.**  
Analysis

### Strengths

- Quality of product
- Customer Service
- Location
- Size of shop
- Variety and options of menu
- Music in shop
- Passionate and driven owner/management

### Weaknesses

- Price of product
- Timeliness to create ice cream
- Variety and options of menu
- Service Time
- Execution of products other than Ice Cream

### Opportunities

- Social media
- New professional photos
- Flyers for families, schools, church groups, etc.
- Create space for meetings

### Threats

- Alternative dessert options
- Cheaper ice cream shops
- Direct competitors
- Located near grocery stores also

## Challenge

Creamery N7 is in a very unique position as a small local business. Over the past two and a half years it has grown a pretty consistent customer base simply through word of mouth and online review sites like Yelp. As a local business it has reflects a positive impact on those that have walked through their doors. Being a family owned business is also a large advantage because it opens the door for continuous relationships with returning customers and families.

Because it has been around for a few years now, it is time that it should really nail down its brand and primary publics while trying to reach new customers daily. Creamery N7 has the great potential to be a local staple to La Mirada. The opportunity to become the first place ice cream enjoyers think of is great, but some things need to be capitalized on in order for this to happen. Creamery N7 has a lot of the right pieces, but the addition of a few simple things can and will make a huge difference.

Currently, Creamery N7 has almost no social media presence. It is possible to be successful without social media presence, but having a consistent social presence will encourage brand loyalty and keep Creamery N7 on the forefront of people's minds when they think about ice cream. We think that Facebook and Instagram would be the ideal platforms for Creamery N7's current publics of families and students. In addition to this online presence, a website would allow for consolidated information including a menu that consumers could access away from the storefront to see what options there are as well as reviews.

Creamery N7 is such a unique local shop and there are plenty of families in the area that can use the space for birthday parties, after school hang outs, or just somewhere to get out of the house. By creating flyers and posters to target students of all ages at schools, it will draw in families of all ages and

begin creating connections with the schools that students go to. Schools and families love to connect and support local businesses.

## **Situational Analysis**

Creamery N7 was founded by Roy Kim in 2015 and has become a La Mirada staple for Nitrogen ice cream. The trend in Nitrogen ice cream is creating a large opening in the opportunity market. Creamery N7 has a need to get more families with children and friends through their doors to build a strong sense of community and become a popular place for group meetings, hangouts, homework, family fun and more. To advocate on behalf of this quality creamery, a revamp of social media is essential. Becoming consistent in posting, educating consumers on the difference nitrogen ice cream makes is invaluable to the success and growth of Creamery N7. A promotional video as well as high quality, high resolution photos will go a long way in promoting the ice cream and culture of this creamery. From the infamous classic music playing in the background to the quality of the ice cream and the total smoke show appeal, Creamery N7 is taking ice cream to the next level. Through social media, flyers and high quality photos to match the high quality ice cream, Creamery N7 will reach new customers as well as maintain local regulars.



Demographics for Target Zone:

- Population: 492,100
- 21.1% 18 and Under
- 14.6% 18-24
- 23.9% 25-44
- 25.1% 45-64
- 15.2% 65+

Formula for Demographic Population: 7,000 people per sq mile X 70.3 sq miles = 492,100 Total Population

(Based on numbers found in La Mirada, Whittier, & La Habra)

Psychographics for Target Zone:

Psychographics is a part of market research that deals with consumer lifestyles and the psychological and geographical aspects that influence customer behavior. Psychographics that would be crucial for Creamery N7 would be to create customer *loyalty* as it relates to their behavioral *spending habits*. We suggest that customers sign up for an e-Club, and receive a buy-one-get-one free coupon to use during their birthday month.

## Programming

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### **Campaign Goal:**

Increase awareness and foot traffic of the Creamery N7 brand and storefront from students and families in the La Mirada, Whittier, and La Habra areas.

**Objective 1:** Increase online engagement by growing engagement on Instagram posts over the course of 6 months as well as establishing a facebook following of at least 100 followers.

**Strategy 1:** Increase posts on Instagram in order to grow a dedicated following.

Tactics:

- Post every Tuesday, Thursday and Saturday.
- Create unique, visually appealing content to grab the viewer's attention
- Have a photographer come in to do a photoshoot(See flash drive for examples)

**Strategy 2:** Increase traffic to website through e-Club sign up and Yelp

Tactics:

- Use Mailchimp, a free software to send mass emails
- Include website link on Yelp page and Google My Business so viewers can see the menu and details about the shop.

**Strategy 3:** Start a facebook page to reach the older demographic that visits the shop.

Tactics:

- Create unique posts separate from what is going up on Instagram
- Post on the same days as Instagram for consistency
- Create content that will draw in adults and families.

**Objective 2:** Target local area schools in La Mirada, La Habra and Whittier to draw kids to the idea of Nitrogen Ice cream.

**Strategy 1:** Create flyers for area high schools and middle schools

Tactics:

- Design unique flyers that target kids age 12-18.
- Distribute flyers to local schools and make connections to gain interest.

**Strategy 2:** Create flyers for area elementary schools

Tactics:

- Design unique flyers that target kids age 5-11
- Distribute flyers to local elementary schools
- Have Roy visit local elementary school science classes to show the wonder and deliciousness of science.

**Objective 3:** Target local area colleges to garner interest for Creamery N7 as a place to study or relax and unwind.

**Strategy 1:** Create flyers that are bright, colorful and engaging to draw students from the surrounding area to Creamery N7

Tactics:

- Design a unique flyer that creates interest for colleges such as Biola, Cal State Fullerton, etc.
- Research the best spots on each campus to display the flyers

**Strategy 2:** Create promotional video that can be shared via facebook and Instagram as well as displayed at schools.

Tactics:

- Hire a videographer to shoot a unique promo video for the store
- Share the video to all social media and website to gain traction

## Implementation

### Budget:

Tactic	Number Needed	Resource	Total Cost
Website Domain Website Cost		Squarespace	Free with Account \$216/Year or \$144/Year
E-Club		Mail-Chimp	Free
Google My Business		Google	Free
Photoshoot/Video		Student	\$0-\$100 once
Elementary School Flyers	100	samedayprinting.com	\$36
High School Flyers	100		\$36
College Flyers	100		\$36
Video Promo (Optional)		Instagram Ads Facebook Ads	Depending on how much you want to spend

**Estimated Total: \$374**

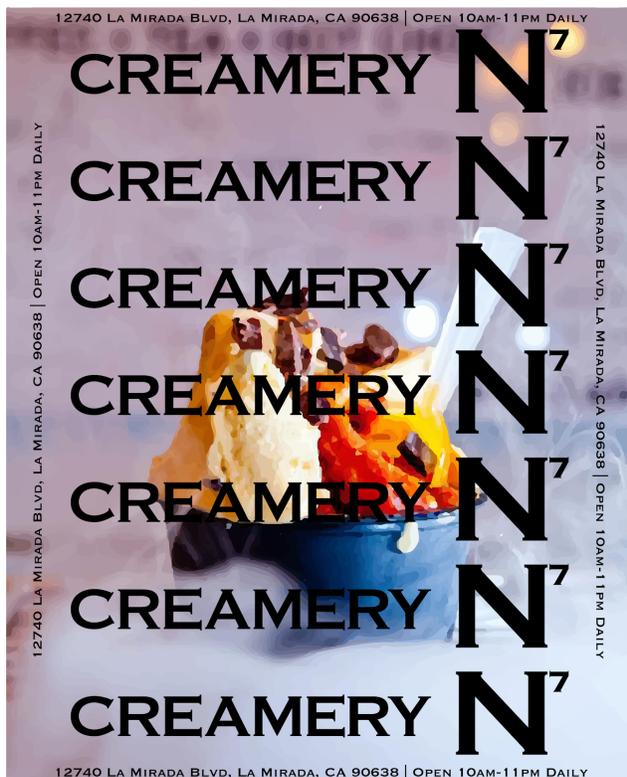
What is great about this budget is that it is flexible. We wanted to give you options on pricing so that depending on what you want to spend, you will be able to choose either a free option or a paid option. The website is obviously the biggest cost, but it depends on which plan you choose when buying it. We wanted to create a budget that could be implemented on a dime rather than large expenses.

## Photoshoot/Promo Video

In order to preserve space and make it easier for you, please reference and use the accompanied flash drive which contains all photos, videos and flyer files for your convenience and use.

## Flyers

Each of these flyers is designed for a certain audience. The Flyer on the right is focused towards parents of children in Elementary School who will like the “cuteness” and will be WOWed by the Liquid Nitrogen. The Flyer below is specifically for college aged students. It has a more modern design to grab the viewer’s attention and get the taste buds watering with the background image.





This Flyer is intended for middle school and high school age students who might be going to get ice cream on their own or with their families. Each of these flyers would be passed out at local schools and/or posted up on schools' bulletin boards to reach an array of students, faculty, and parents for maximum impact.

## Website



### ABOUT US

"LIFE'S TOO SHORT TO TASTE BAD COFFEE, AND EVEN SHORTER WITHOUT SWEET ICE CREAM"



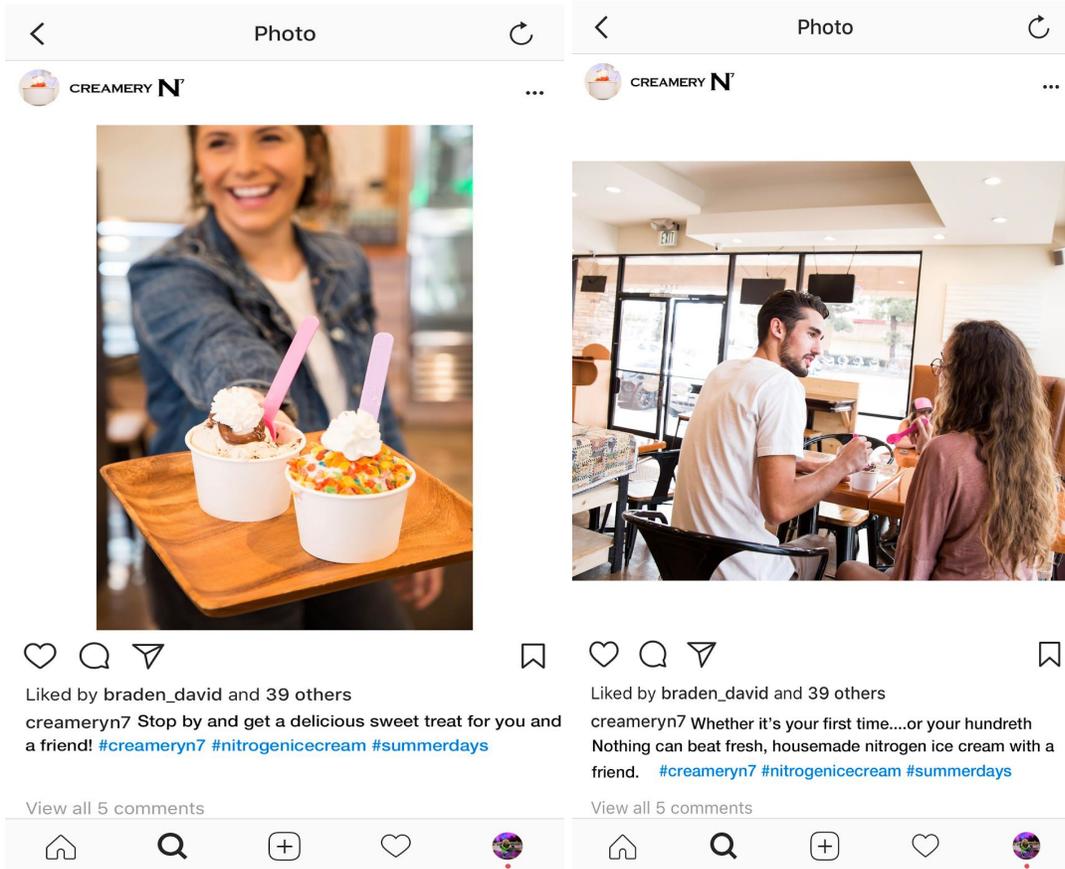
CREAMERY N<sup>7</sup>



12740 LA MIRADA BLVD  
LA MIRADA, CA 90638  
(562) 902-9000

After creating a website (which we did for you), it is super easy to connect all your socials and review sites to one place. The website can also be a hub for engagement, photos, and a potential E-Club. This E-Club could be a very good addition for Creamery N7 because it will increase brand loyalty and reward customers for returning. It would make way for things like a buy one get one coupon on your birthday or a loyalty program such as a punch card. One really neat feature about the website would be the ability to have a menu that customers can look at ahead of time.

**Social Media Posts**



**Instagram Implementation**

Above are shown two mock examples of Instagram posts. The theme for both of these posts were in the middle of summer. It is important to remember that pictures are key(see attached flash drive for a folder of starter pics). Without good and intriguing pictures, the viewer will lose focus. They key is keeping the pictures simple and fun as well as keeping the caption simple and fun. These can be altered for different holidays, events, etc.

## Facebook Implementation



Facebook is a great way to reach many in the older generations. It allows you to share photos and tell great stories. It also allows you to share videos to gain a large following if the videos are good enough. A key to using Facebook well is to not just copy and paste what you post to other social media straight here. Make sure your posts are crafted well in a way that focuses on your audience for Facebook and not on other platforms. Create content that is unique for Facebook and shows who the brand is while not copying your own work on other social media fields.

## Evaluation

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In order to continue to improve and track the progress of all the strategies that have been implemented, it is important to evaluate performance. The success of our campaign can be measured in the following ways.

**Objective 1:** Increase online engagement by growing engagement on Instagram posts over the course of 6 months as well as establishing a facebook following of at least 100 followers.

- Utilize Instagram stories as well as posts and hashtags to engage, follow the Content Calendar for 6 months
- Encourage customers follow Creamery N7 on Facebook.

**Objective 2:** Target local area schools in La Mirada, La Habra and Whittier to draw kids to the idea of Nitrogen Ice cream.

- Track amount of people that sign up for birthday survey and what there ages are.
- Track the number of handouts requested by each school

**Objective 3:** Target local area colleges to garner interest for Creamery N7 as a place to study or relax and unwind.

- Track amount of people that sign up for birthday survey and what there ages are.
- Track amount of facebook shares and Instagram likes and comments as well as website visits.

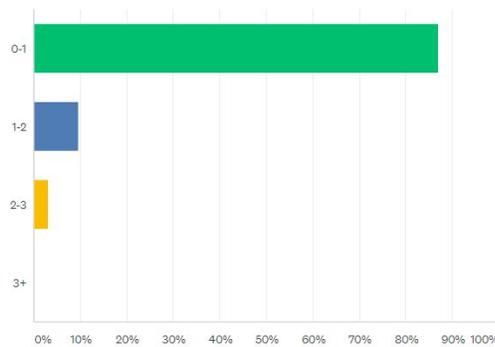
## Appendix A

### Survey Analysis

31 people were polled and of those 31 ⅓ were not in college

Q5  
How often do you go out for ice cream/frozen yogurt a week?  
Answered: 31 Skipped: 0

Customize Export



ANSWER CHOICES	RESPONSES	
0-1	87.10%	27
1-2	9.68%	3
2-3	3.23%	1
3+	0.00%	0
TOTAL		31

87% of people said they go out for ice cream or frozen yogurt up to once a week. Since the majority, 70%, of the people were in college. It can be assumed that the majority of the customers are college students and parents with families.

When asked to rank three types of ice cream shops, Nitrogen Ice cream, frozen yogurt, and a classic ice cream shop, 58% of people put the classic ice cream as first but Nitrogen ice cream only received 16% of the first place votes. The majority voted that they would rank it in this order.

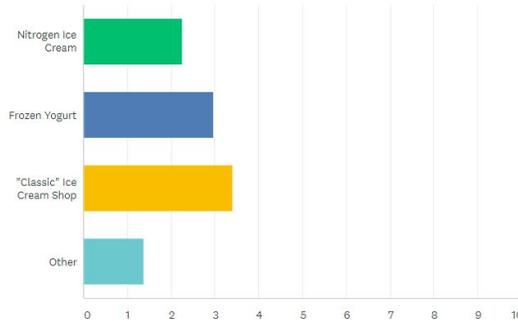
1. "Classic" Ice cream shop
2. Frozen Yogurt
3. Nitrogen shop.

Q6

Rank your favorite types of ice cream shop

Answered: 31 Skipped: 0

Customize Export



	1	2	3	4	TOTAL	SCORE
Nitrogen Ice Cream	16.13% 5	22.58% 7	32.26% 10	29.03% 9	31	2.26
Frozen Yogurt	25.81% 8	48.39% 15	22.58% 7	3.23% 1	31	2.97
"Classic" Ice Cream Shop	58.06% 18	25.81% 8	16.13% 5	0.00% 0	31	3.42
Other	0.00% 0	3.85% 1	30.77% 8	65.38% 17	26	1.38

Along with this, 64% said they would prefer to enjoy ice cream at home rather than a shop. 58% of people said they buy Nitrogen ice cream for the creativity fun while 27% said they buy it for the taste. Although other ice cream shops are the biggest competition, the other main competition

is stores such as Walmart, Target, etc., that sell ice cream people can enjoy anytime at home.

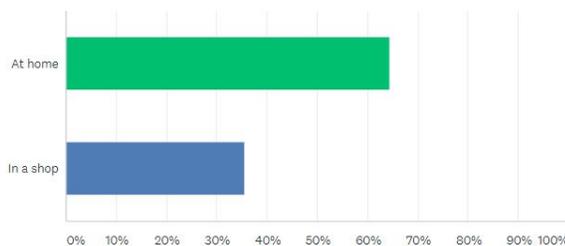
All ice cream shops face the same problems. First, you have to convince people to not buy ice cream from a store and just eat it from home because of price or

Q7

How do you prefer to enjoy ice cream?

Answered: 31 Skipped: 0

Customize Export



ANSWER CHOICES	RESPONSES	
At home	64.52%	20
In a shop	35.48%	11
TOTAL		31

convenience. You need to give them a product that is unique, tastes good, and makes them want to come back for more. When it comes to Nitrogen ice cream, if the

only reason that people will come in is for the aesthetic appeal then it will not last. There needs to be more that can continue to draw people in, whether that's new ways to market the Nitrogen aspect or flavors or anything.

## Appendix B

### Content Calendar: Social Media Overview

Access the Google Calendar via email, download directly to your phone, get notifications to your phone, also transfers to Apple Calendar. Starting with today (4/9) and following weekly reminders until cancelled. Each event has detailed examples of what can be posted, said in the caption with the post, and different ideas such as Friday’s Flavor Favorite, Facebook’s Monday Meme, celebrating Earth Day and Star Wars Day at Creamery N7! Most of the timing of each posting is around the time that kids will be getting out of school, in order to maximize viewability.

Below is a screenshot of the calendar that can be edited by you personally.

8	9 ● 10am Facebook: Monday Meme ● 3pm Instagram	10	11 ● 2:30pm Facebook: Interact ● 2:30pm Instagram: Story	12	13 ● 1:30am Instagram: Flavor Favorite ● 3pm Facebook: Flavor Favorite	14
15	16 ● 10am Facebook: Monday Meme ● 3pm Instagram	17 Tax Day	18 ● 2:30pm Facebook: Interact ● 2:30pm Instagram: Story	19	20 ● 1:30am Instagram: Flavor Favorite ● 3pm Facebook: Flavor Favorite	21
22 Earth Day! at Creamery N7	23 ● 10am Facebook: Monday Meme ● 3pm Instagram	24	25 ● 2:30pm Facebook: Interact ● 2:30pm Instagram: Story	26	27 ● 1:30am Instagram: Flavor Favorite ● 3pm Facebook: Flavor Favorite	28
29	30 ● 10am Facebook: Monday Meme ● 3pm Instagram	May 1	2 ● 2:30pm Facebook: Interact ● 2:30pm Instagram: Story	3	4 May the 4th Be With You! at Creamery N7 ● 1:30am Instagram: Flavor Favorite ● 3pm Facebook: Flavor Favorite	5 Cinco de Mayo

## Appendix C

### Content Calendar: A Closer Look

#### Events: Earth Day (April 22nd) and Star Wars Day (May 4th)

#### Earth Day! at Creamery N7



Sunday, Apr 22, 2018



Creamery N7  
12740 La Mirada Blvd, La Mirada, CA 90638, USA



Post on Facebook and Instagram, special earth day announcement:

Happy Earth Day! We are excited to be planted here in sunny California. Come grow with us and enjoy some ice cream made from Nitrogen. You might just find some special nature-filled flavors today!

Ex. Growing Green (Mint flavored ice cream with Nutella drizzle)  
Mother Earth (Banana ice cream with Nutella mixed in and walnuts)

#### May the 4th Be With You! at Creamery N7



Friday, May 4, 2018



Creamery N7  
12740 La Mirada Blvd, La Mirada, CA 90638, USA



On Facebook and Instagram: Promote *Star Wars Day!* May the 4th Be with you! (instead of force).

Come check out our Star Wars inspired combinations!

Dark Vader (Black dyed vanilla ice cream (or alternatively dark chocolate ice cream) with Nutella and Oreo topping)  
Chewy bacca (Coconut mixed in to chocolate flavor with nuts)  
Lukey charm Skywalker (blue dyed cake flavored ice cream with special silver sprinkles and marshmallow mixed in)

## Instagram and Facebook: In Detail

### Facebook: Flavor Favorite



Friday, April 13  
3:00pm – 4:00pm  
Weekly on Friday



Creamery N7  
12740 La Mirada Blvd, La Mirada, CA 90638, USA



(Highlight a new, popular or tasty flavor combination with toppings to match! Photograph in high resolution, and post!)

Friday's Flavor Favorite is Mocha Nutella Nut! or Strawberry Fruity Pebble Cream!

### Instagram: Story



Wednesday, April 11  
2:30pm – 3:30pm  
Weekly on Wednesday



Creamery N7  
12740 La Mirada Blvd, La Mirada, CA 90638, USA



Using a smartphone, post a fun video on Instagram story of behind the scenes on Instagram story, educate your customers on the process and quality of nitrogen ice cream.

This can be a fun and informative way to be interactive on Instagram.

### Facebook: Interactive



Wednesday, April 11  
2:30pm – 3:30pm  
Weekly on Wednesday



Creamery N7  
12740 La Mirada Blvd, La Mirada, CA 90638, USA



(Post a Facebook poll or a question with a quality photo from album.)

What flavor do you like best?

What new flavor would you want to see at Creamery N7?

etc.

## Facebook: Monday Memes



Monday, April 16  
10:00am – 11:00am  
Weekly on Monday



Creamery N7  
12740 La Mirada Blvd, La Mirada, CA 90638, USA



Case of the Mondays? Start your week off right. Come in for a sweet treat, you deserve it.

(With funny engaging meme photo)

## Instagram: Flavor Favorites



Friday, April 13  
1:30am – 2:30am  
Weekly on Friday



(With posting high resolution photo of featured ice cream)

This week's flavor fav is \_\_\_\_\_! Come in and try it out!

## Appendix D

### Schools Within Target Area

#### **Universities:**

Biola University (562) 903-6000

#### **High Schools:**

La Mirada High School (562) 210-3315

El Camino High School (562) 944-0033

John Glenn High School (562) 210-3000

Gretchen Whitney High School (562) 229-7745

#### **Middle Schools:**

Arlie F. Hutchinson Middle School (562) 944-3268

Los Coyotes Middle School (714) 739-2368

Reginald M. Benton Middle School (562) 943-1553

Granada Middle School (562) 464-2330

Richard L. Graves Middle School (562) 944-0135

#### **Elementary Schools:**

La Pluma Elementary School (562) 943-7104

Gardenhill Elementary School (562) 944-6128

Escalona Elementary School (714) 521-0970

Foster Road Elementary School (562) 921-9908

Eastwood Elementary School (714) 521-6480