# JELATO

Artist of Flavors



# BUSINESS STRATEGY

GIT 502—NEW MEDIA TECHNOLOGY
Content Marketing & Repurposing
"Applesauce" Plan
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# TABLE OF CONTENTS


| Section | Page |
|---|---|
| 1. Cover Page & Title | 1 |
| 2. Brand Overview & Target Audience | 2 |
| 3. Brand Positioning & Strengths | 3 |
| 4. Marketing Strategy Overview | 3 |
| 4.1 Hero Video Repurposing Model | 3 |
| 4.2 Platform-Specific Optimization | 3 |
| 5. Marketing Funnel Alignment + Maslow's Hierarchy | 4 |
| 6. Hero Video Concept & Scenes | 5 |
| 7. Maslow's Hierarchy Breakdown (5 Levels) | 5 |
| 8. Platform-Specific Strategies | 6 |
| 8.1 Instagram: The Hub | 6 |
| 8.2 TikTok: The Hook Engine | 6 |
| 8.3 Blog: The SEO Engine | 6 |
| 8.4 YouTube: The Authority Engine | 7 |
| 9. Performance Metrics & Success Indicators | 7 |
| 10. 6-Month Publishing Calendar Overview | 8 |
| 10.1 Phase 1: Assessment (September 2026) | 9 |
| 10.2 Phase 2: Planning (October 2026) | 9 |
| 10.3 Phase 3: Implementation (November 2026) | 9 |
| 10.4 Phase 4: Evaluation (December 2026) | 9 |
| 10.5 Phase 5: Consolidation (January-February 2027) | 10 |
| 11. Detailed Month-by-Month Calendar | 9/10/2026 |
| 12. Content Strategy Timeline (Gantt Chart) | 10 |
| 13. Key Takeaways & Implementation Roadmap | 10 |






# BRAND OVERVIEW

**Jelato88** is a premium, small-batch gelato shop in **Tempe, Arizona**, positioning itself as **"Artist of Flavors"** — targeting Gen Z with **Asian-inspired** and innovative flavors (ube, black sesame, pistachio) through authentic founder storytelling.

**Current presence:**
Instagram @jelato88_ (1,932 followers), TikTok @jelato88_ (261 followers).

# TARGET AUDIENCE



## Primary Customers

Students, professionals, and families looking for delicious sweet treat at a affordable prices.

## Secondary Customers

Food enthusiasts seeking unique flavors, convenient takeaway or delivery options.




# BRAND POSITIONING

| Focus | Strength |
|---|---|
| Fresh Ingredients | Carefully selected daily produce |
| Great Taste | Consistent flavors customers love |
| Affordable Value | Excellent quality at reasonable prices |
| Customer Experience | Friendly service and inviting atmosphere |

# MARKETING STRATERGY

1. **HERO VIDEO REPURPOSING MODEL**

- One 4-min monthly video
- Repurpose into 10+ assets (TikTok, Reels, Carousels, Blog, Email, YouTube, Stories)
- Solves founder capacity issue
- Maintains brand consistency

**2. PLATFORM-SPECIFIC OPTIMIZATION**

- TikTok — 60s ASMR, 3x/week (Attention)
- Instagram — Reels + Carousels + Stories (Interest + Loyalty)
- Blog — 1,200w SEO articles, 2x/month (Interest/Intent)
- Email — Weekly updates + truck schedule (Intent/Action)
- YouTube — Long-form + Shorts (evergreen traffic)

# MARKETING FUNNEL ALIGNMENT + MASLOW'S HIERARCHY INTEGRATION=CONTENT STRATERGY

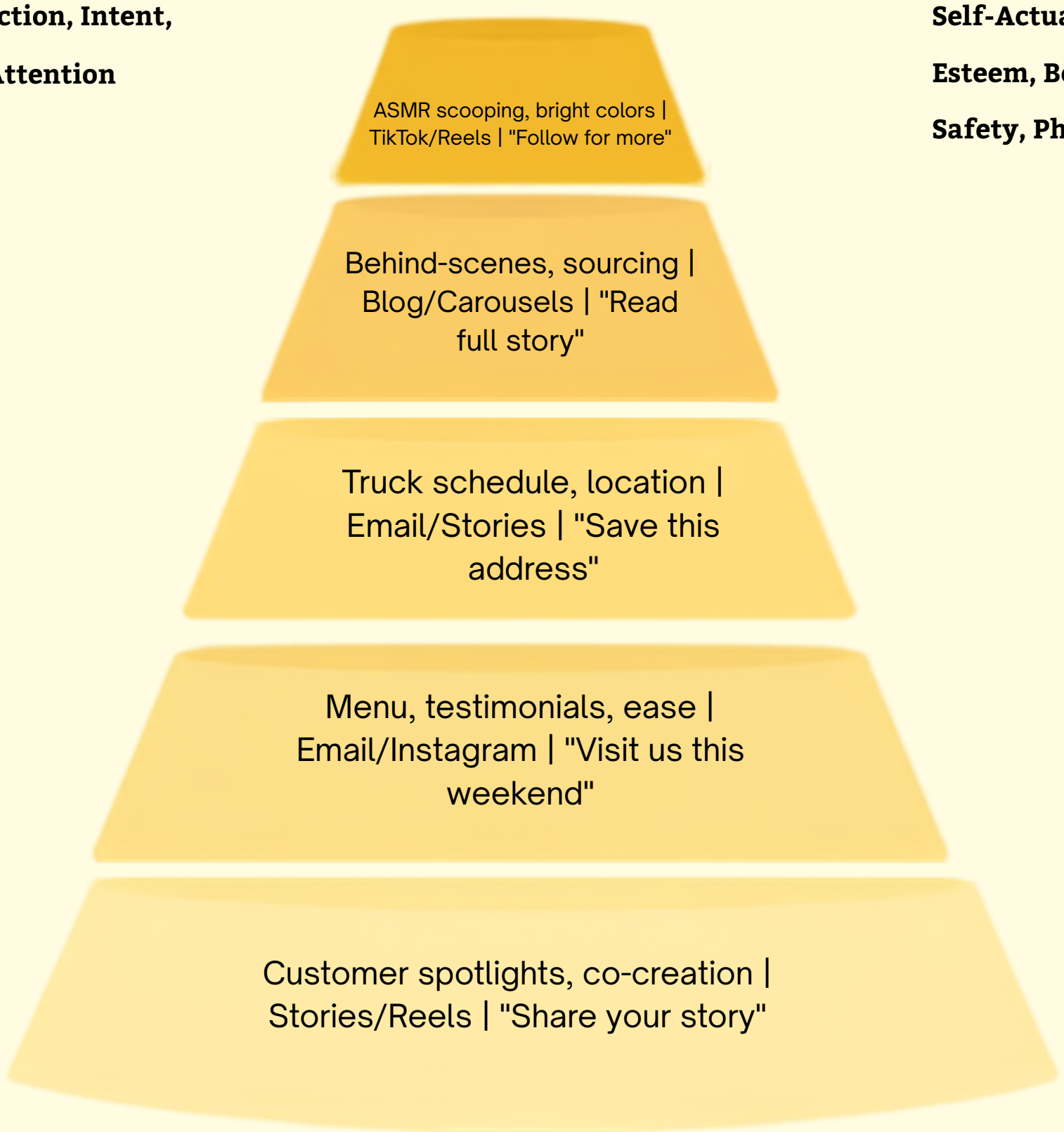
**Loyalty, Action, Intent,**

**Interest, Attention**

**Self-Actualization,**

**Esteem, Belonging,**

**Safety, Physiological**




- **ATTENTION** stage + Physiological need → ASMR scooping, bright colors
- **INTEREST** stage + Safety/Esteem needs → Behind-scenes sourcing story
- **INTENT** stage + Belonging need → schedule, location info
- **ACTION** stage + Conversion → Menu, testimonials, ease messaging
- **LOYALTY** stage + Self-Actualization → Customer spotlights, co-creation

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**MASLOW'S HIERARCHY**

| | | | | | |
|---|---|---|---|---|---|
| **Physiological** | Sensory pleasure, immediate gratification | TikTok, Instagram Reels | Indulgent, exciting | "Visit now" / "Order today" | Drive immediate traffic |
| **Safety** | Transparency, quality, reliability | Blog, Instagram, Email | Trustworthy, educational | "Learn more" / "Subscribe" | Build confidence & loyalty |
| **Belonging** | Community, connection, relationships | Instagram, Email, YouTube | Warm, inclusive | "Tag a friend" / "Share your story" | Create brand advocates |
| **Esteem** | Exclusivity, status, recognition | Instagram, Email, Blog | Premium, aspirational | "Get insider access" / "Vote" | Increase perceived value |
| **Self-Actualization** | Values, purpose, growth, impact | YouTube, Blog, Email | Inspirational, meaningful | "Join our mission" / "Make an impact" | Build long-term advocates |





**1. HERO VIDEO CONCEPT**

Jelato88's hero video strategy centers on five interconnected scenes that showcase the brand's core values: artisanal craftsmanship, quality ingredients, accessible locations, genuine customer connection, and community values. Each scene repurposes into 8+ content pieces across platforms monthly, creating a cohesive narrative arc.

Link:https://www.instagram.com/p/DOmUjbAkg3x/

https://www.instagram.com/p/DQkjqXlEtT0/

**INSTAGRAM**: The Hub (2-3 Reels/month + 2 Feed posts/week + 3-4 Stories/day)

**Reels Example:** https://www.instagram.com/p/DT_Ul2VEtNE/
Product showcase—2-3/month frequency

**Feed Carousel Example:** https://www.instagram.com/p/DZlXnw-D0Aa/?img_index=1
Multi-slide storytelling—2 posts/week

**Stories via Highlights:**
https://www.instagram.com/stories/highlights/17960899715812738/

Daily specials, location updates, behind-the-scenes

**Why:** Instagram followers are converted buyers. Reels catch attention, carousels educate, Stories maintain daily presence and scarcity (limited flavors).

**TIKTOK: The Hook Engine (3 videos/week)**

**Format:** 15-60 seconds, trending audio, sensory hooks

**Hook Example:** https://www.instagram.com/jelato88_/reel/DdPkrRgB6h1/

**Why:** Gen Z watches for 6 seconds before swiping. ASMR gelato prep (scooping, dripping, sprinking) triggers sensory FOMO. Reaction videos prove the product delivers joy.

**BLOG:** The SEO Engine (2 posts/month)

**Topic 1:** "The Menu: 5 Ingredients That Matter" (800-1,200 words)

**Topic 2:** "Our Artisan Journey: From Concept to Community" (expanding narrative)

**Why:** Blog ranks on Google for local searches ("best gelato Tempe," "artisan ice cream near me"). Drives foot traffic and establishes authority.

**YOUTUBE:** The Authority Engine (1 long-form video/month + weekly shorts)

**Why:** YouTube's algorithm rewards watch time. Long-form content positions Jelato88 as educators, not just sellers. The community tab (polls, sneak peeks) drives engagement beyond video.

# PERFORMANCE METRICS

## SUCCESS METRICS BY PLATFORM

| Platform | Monthly Goal | KPI | Link Source |
|---|---|---|---|
| **TikTok** | 3 videos | 50K views/video, 10% engagement | ASMR hook proven via Instagram reel link |
| **Instagram** | 2-3 Reels + 8 Feed posts + 3-4 Stories/day | 25%+ save/share rate on Reels | Existing content links validate strategy |
| **Blog** | 2 posts | Google ranking for local keywords | WordPress pages show content foundation |
| **Email** | 2 newsletters | 25%+ open rate, 5%+ click rate | Carousel format proven via engagement |
| **YouTube** | 1 long-form + 4 shorts | 3K views/long-form video | TikTok library provides source material |






# 6-Month Publishing Calendar Overview





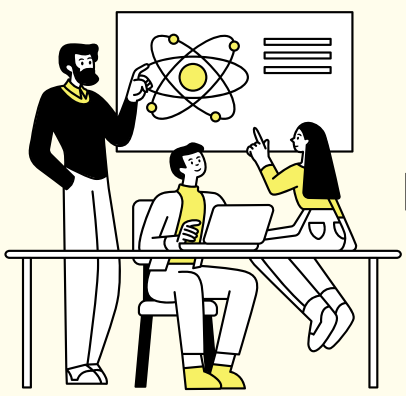
## SEPTEMBER

**Phase 1:** ASSESSMENT (September) - Establish brand voice, grow awareness, identify winning content types

## OCTOBER



**Phase 2:** PLANNING (October)—Refine strategy based on data, double down on winning formats



## NOVEMBER

**Phase 3:** IMPLEMENTATION (November)—Build community ownership via storytelling, introduce Maslow Level 3

## DECEMBER



**Phase 4:** EVALUATION (December) - Holiday sales push, measure campaign impact, refine for Q2



## JAN-FEB

CONSOLIDATION (January-Feb) - Retain holiday customers, pivot to wellness, celebrate milestones

# SEPTEMBER 2026

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| 30 | 31 | 1<br>Platform: YouTube + Instagram<br>Content: 4-minute hero video release<br>CTA: "Subscribe & Like" | 2 | 3<br>Platform: Instagram Reel<br>Content: 15-second teaser from hero video<br>CTA: "Tag someone who loves gelato 🍦" | 4 | 5<br>Platform: Instagram Reel<br>Content: 15-second teaser from hero video<br>CTA: "Tag someone who loves gelato 🍦" |
| 6 | 7<br>INSTAGRAM TEASER<br>Instagram Reel | 15-second teaser | Tag someone who loves gelato | 8 | 9 | 10<br>TIKTOK ENTERTAINMENT<br>TikTok \| "Gelato Taste Challenge" 45-sec \| Try & tag us | 11 | 12<br>EMAIL NEWSLETTER<br>Email \| "September Flavor Launch" \| Visit store or order |
| 13 | 14<br>INSTAGRAM QUOTE POST<br>Instagram Carousel \| "Why Handmade Gelato Matters" \| Save this post | 15 | 16 | 17<br>BLOG RECIPE<br>Blog \| "Gelato Pairing Guide" 600w \| Try these pairings | 18 | 19<br>YOUTUBE SHORT FORM<br>YouTube \| "Quick Flavor Reviews" 90-sec \| Which one next? |
| 20 | 21<br>INSTAGRAM USER GENERATED<br>Instagram Reels \| "Customer Features" \| Tag us in your pics | 22 | 23 | 24<br>TIKTOK TREND<br>TikTok \| "Trending Sound + Gelato" 20-sec \| Like if you crave | 25 | 26<br>EMAIL PROMOTIONAL<br>Email \| "Early Access: October Menu" \| Reserve yours today |
| 27 | 28<br>– INSTAGRAM STORIES<br>Instagram Stories \| "Daily Flavor Highlights" \| Swipe up to order | 29 | 30 | 1 | 2 | 3 |

# OCTOBER 2026

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| 27 | 28 | 29 | 30 | 1 | 2 | 3<br>TIKTOK DATA-DRIVEN<br>TikTok \| "Most Loved Flavors from Sept" 30-sec \| Vote for October favorite |
| 4 | 5<br>BLOG ANALYSIS<br>Blog \| "Customer Preference Trends" 700w \| Suggest next month's flavor | 6 | 7<br>INSTAGRAM INSIGHTS<br>Instagram Carousel \| "September Performance Recap" \| Which flavor won? | 8 | 9 | 10<br>EMAIL PERSONALIZED<br>Email \| "Your Favorite Flavors Are Back" \| Shop now |
| 11 | 12<br>INSTAGRAM REEL<br>Instagram Reel \| "October Flavor Countdown" 20-sec \| Save the date | 13 | 14<br>TIKTOK BEHIND-SCENES<br>TikTok \| "Preparing October Menu" 45-sec \| Guess what's coming | 15 | 16 | 17<br>YOUTUBE EDUCATIONAL<br>YouTube \| "October Flavor Inspiration" 90-sec \| Subscribe for more |
| 18 | 19<br>HERO CONTENT PRODUCTION<br>Hero Content \| "Making October's Featured Flavor" 3-min \| Tag someone excited | 20 | 21<br>EMAIL TEASER<br>Email \| "October Special: Limited Edition" \| Reserve yours | 22 | 23 | 24<br>– INSTAGRAM PROMOTIONAL<br>Instagram Reel \| "October Launch Party" \| Join us for tasting |
| 25 | 26<br>TIKTOK USER CONTENT<br>TikTok \| "Customer October Reactions" 30-sec \| Show us your order | 27 | 28<br>YOUTUBE PLAYLIST<br>YouTube \| "All October Flavors Guide" 2-min \| Watch all options | 29 | 30 | 31 |

# NOVEMBER 2026

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| 1 | 2<br>– INSTAGRAM COMMUNITY<br>Instagram Reels \| "Customer Spotlights" \| Tag your gelato buddy | 3 | 4<br>TIKTOK ENTERTAINMENT<br>TikTok \| "Gelato Challenges" 45-sec \| Try & tag us | 4 | 6 | 7<br>BLOG COMMUNITY<br>Blog \| "Top Customer Stories" 800w \| Share your story |
| 8 | 9<br>EMAIL SOCIAL<br>Email \| "November Community Events" \| RSVP in comments | 10 | 11<br>HERO CONTENT TEAM FEATURE<br>Hero Content \| "Meet Our Gelato Team" 4-min \| Follow for team updates | 12 | 13 | 14<br>TIKTOK BEHIND-SCENES<br>TikTok \| "Day in Life at Jelato88" 60-sec \| What's your role? |
| 15 | 16<br>INSTAGRAM GRATITUDE<br>Instagram Carousel \| "Thanksgiving Flavor Special" \| Order for gatherings | 17 | 18<br>YOUTUBE DOCUMENTARY<br>YouTube \| "Jelato88 Community Impact" 2-min \| Subscribe for stories | 19 | 20 | 21<br>EMAIL SEASONAL<br>Email \| "Holiday Season Preview" \| Book a party |
| 22 | 23<br>BLOG HOLIDAY<br>Blog \| "Thanksgiving Gelato Pairings" 750w \| Try these combos | 24 | 25<br>TIKTOK SEASONAL<br>TikTok \| "Black Friday Sneak Peek" 30-sec \| Stay tuned for deals | 26 | 27 | 28<br>INSTAGRAM STORIES<br>Instagram Stories \| "Black Friday Countdown" \| Swipe up for preview |
| 29 | 30 | 1 | 2 | 3 | 4 | 5 |

# DECEMBER 2026

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| 29 | 30 | 1 | 2<br>INSTAGRAM MOTIVATIONAL<br>Instagram Reels \| "New Year New Gelato Goals" \| What's your 2027 flavor? | 3 | 4 | 5<br>TIKTOK TREND<br>TikTok \| "2027 Trends You'll Love" 30-sec \| Follow for more trends |
| 6 | 7<br>BLOG WELLNESS<br>Blog \| "Gelato & Wellness in 2027" 800w \| Start your wellness journey | 8 | 9<br>EMAIL CELEBRATION<br>Email \| "Happy 2027! Exclusive Offer" \| Claim your offer | 10 | 11 | 12<br>HERO CONTENT REFLECTION<br>Hero Content \| "2026 Gratitude + 2027 Vision" 4-min \| Share your 2027 goal |
| 13 | 14<br>INSTAGRAM STORIES<br>Instagram Stories \| "Customer Resolutions" \| Tag your accountability buddy | 15 | 16<br>YOUTUBE MOTIVATIONAL<br>YouTube \| "Gelato Goals for 2027" 3-min \| Subscribe for weekly goals | 17 | 18 | 19<br>TIKTOK ENTERTAINMENT<br>TikTok \| "Gelato Challenges" 45-sec \| Try & tag us |
| 20 | 21<br>EMAIL LOYALTY<br>Email \| "VIP Member Exclusive" \| Join our rewards program | 22 | 23<br>INSTAGRAM LOYALTY<br>Instagram Carousel \| "Rewards Program Highlight" \| Earn points with every visit | 24 | 25 | 26<br>INSTAGRAM PROMOTIONAL<br>Instagram Carousel \| "Final Days: Holiday Bundles" \| Order before 12/21 |
| 27 | 28<br>EMAIL URGENT<br>Email \| "Last Chance: Holiday Delivery" \| Order by midnight 12/23 | 29 | 30<br>YOUTUBE YEAR REVIEW<br>YouTube \| "Best Gelato Moments 2026" 3-min \| What was your favorite? | 31 | 1 | 2 |

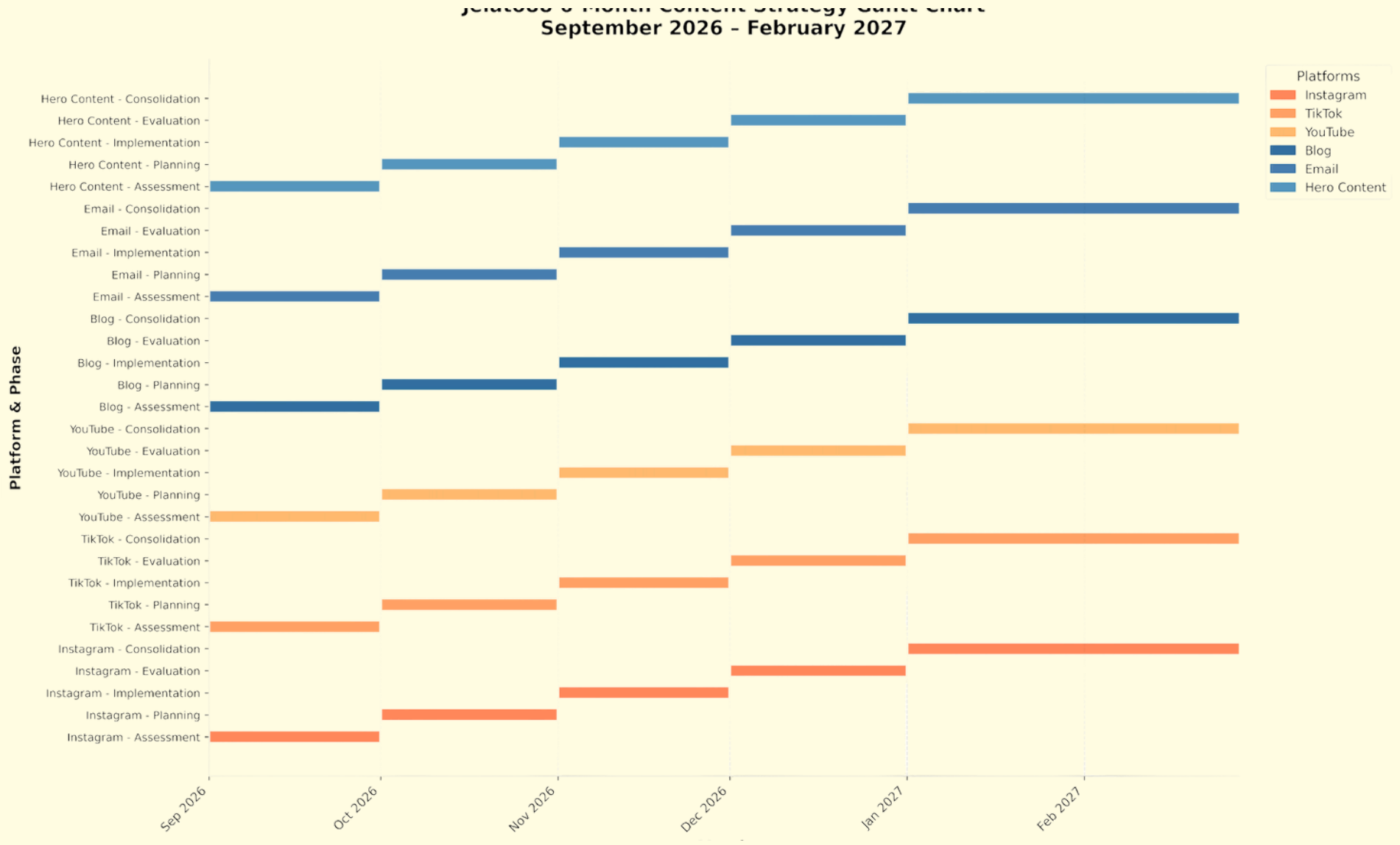
# JANUARY 2027

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| 27 | 28 | 29 | 30 | 31 | 1 | 2<br>INSTAGRAM MOTIVATIONAL<br>Instagram Reels \| "New Year New Gelato Goals" \| What's your 2027 flavor? |
| 3 | 4 | 5<br>TIKTOK TREND<br>TikTok \| "2027 Trends You'll Love" 30-sec \| Follow for more trends | 6 | 7<br>BLOG WELLNESS<br>Blog \| "Gelato & Wellness in 2027" 800w \| Start your wellness journey | 8 | 9<br>EMAIL CELEBRATION<br>Email \| "Happy 2027! Exclusive Offer" \| Claim your offer |
| 10 | 11<br>HERO CONTENT REFLECTION<br>Hero Content \| "2026 Gratitude + 2027 Vision" 4-min \| Share your 2027 goal | 12 | 13 | 14<br>INSTAGRAM STORIES<br>Instagram Stories \| "Customer Resolutions" \| Tag your accountability buddy | 15 | 16<br>YOUTUBE MOTIVATIONAL<br>YouTube \| "Gelato Goals for 2027" 3-min \| Subscribe for weekly goals |
| 17 | 18 | 19<br>TIKTOK ENTERTAINMENT<br>TikTok \| "Gelato Challenges" 45-sec \| Try & tag us | 20 | 21<br>EMAIL LOYALTY<br>Email \| "VIP Member Exclusive" \| Join our rewards program | 22 | 23<br>INSTAGRAM LOYALTY<br>Instagram Carousel \| "Rewards Program Highlight" \| Earn points with every visit |
| 24 | 25 | 26<br>BLOG MEMBER<br>Blog \| "Success Stories: Member Benefits" 750w \| Join our community | 27 | 28<br>- TIKTOK BEHIND-SCENES<br>TikTok \| "Member Perks Preview" 30-sec \| Become a VIP | 29 | 30<br>YOUTUBE TUTORIAL<br>YouTube \| "Rewards Program Guide" 2-min \| Subscribe for tips |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

# FEBRUARY 2027

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| 31 | 1 | 2<br>INSTAGRAM LOVE<br>Instagram Reels \| "February Love Month" \| Share gelato love sto | 3 | 4<br>TIKTOK SEASONAL<br>TikTok \| "Cupid's Gelato Flavors" 30-sec \| Which flavor is yours? | 5 | 6 |
| 7<br>BLOG SEASONAL<br>Blog \| "Romance & Gelato Guide" 800w \| Plan your date | 8 | 9<br>EMAIL ROMANTIC<br>Email \| "Love Month Special Offer" \| Book a couples tasting | 10 | 11<br>HERO CONTENT LOVE<br>Hero Content \| "Gelato Love Stories" 4-min \| Share your love story | 12 | 13 |
| 14<br>INSTAGRAM STORIES<br>Instagram Stories \| "Valentine's Countdown" \| Swipe up to gift | 15 | 16<br>YOUTUBE HOLIDAY<br>YouTube \| "Romantic Gelato Ideas" 3-min \| Subscribe for date tips | 17 | 18<br>TIKTOK ENTERTAINMENT<br>TikTok \| "Couple's Gelato Challenge" 45-sec \| Participate & tag us | 19 | 20 |
| 21<br>EMAIL LAST MINUTE<br>Email \| "Valentine's Last Minute Gift" \| Order gift cards now | 22 | 23<br>INSTAGRAM GRATITUDE<br>Instagram Carousel \| "Post-Valentine Celebration" \| Thank you for 2 months | 24 | 25<br>BLOG COMMUNITY<br>Blog \| "Customer Appreciation" 750w \| You are our flavor | 26 | 27 |
| 28<br>YOUTUBE REFLECTION<br>YouTube \| "6 Months of Gelato Magic" 3-min \| Subscribe for next season | 1 | 2 | 3 | 4 | 5 | 6 |

**To view the calendar in full screen, click the preview link**:https://drive.google.com/file/d/1f2Q79mwvekIPbnH0ILLK_R2OcaMW4thA/view?usp=sharing



# “Flavor Launch” Applesauce Strategy




## SPECULATIVE CONTENT

**LEVEL 1 - AWARENESS (5-7 assets)**
- Hero video launch + teasers
- TikTok, Shorts, Reels
- Goal: Viral reach

**LEVEL 2 - INTEREST (8-10 assets)**
- Ingredient stories + process videos + carousels
- Instagram, Facebook, TikTok, Pinterest
- Goal: Engagement & shares

**LEVEL 3 - CONSIDERATION (12-15 assets)**
- Blog article + case study + email series + testimonials
- Blog, Email, Instagram, TikTok, Stories
- Goal: Build trust & credibility

**LEVEL 4 - INTENT (8-10 assets)**
- Promos + reviews + CTAs + benefit highlights
- Instagram, Facebook, Email, TikTok
- Goal: Purchase consideration

**LEVEL 5 - ACTION/LOYALTY (8-10 assets)**
- How-to guides + UGC + loyalty perks + community content
- Email, Instagram, TikTok, Stories, Blog
- Goal: Convert & retain

