



# Jarling's Custard Cup



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# Meet Our Team

Our expert team is here to help YOU make Jarling's online presence even better!



Nyiyah



Emily



Esmeralda



Maddie

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# AGENDA

1 Who Is Jarling's?

2 Mission Statement

3 Expanding the Target Audience

4 Revamping Jarling's Social Media

5 The Future of Jarling's

# Who's Jarling's?

Ice cream shop opened by Doug & Christy Jarling in 1983 right here in the Champaign-Urbana area on 309 W Kirby Ave.

Wanted to retire after years of commitment in 2016; after many inquires, the couple decided to sell to a small group of private investors which included:

- UIUC coaches
- athletes
- Alums
- Few cup lovers

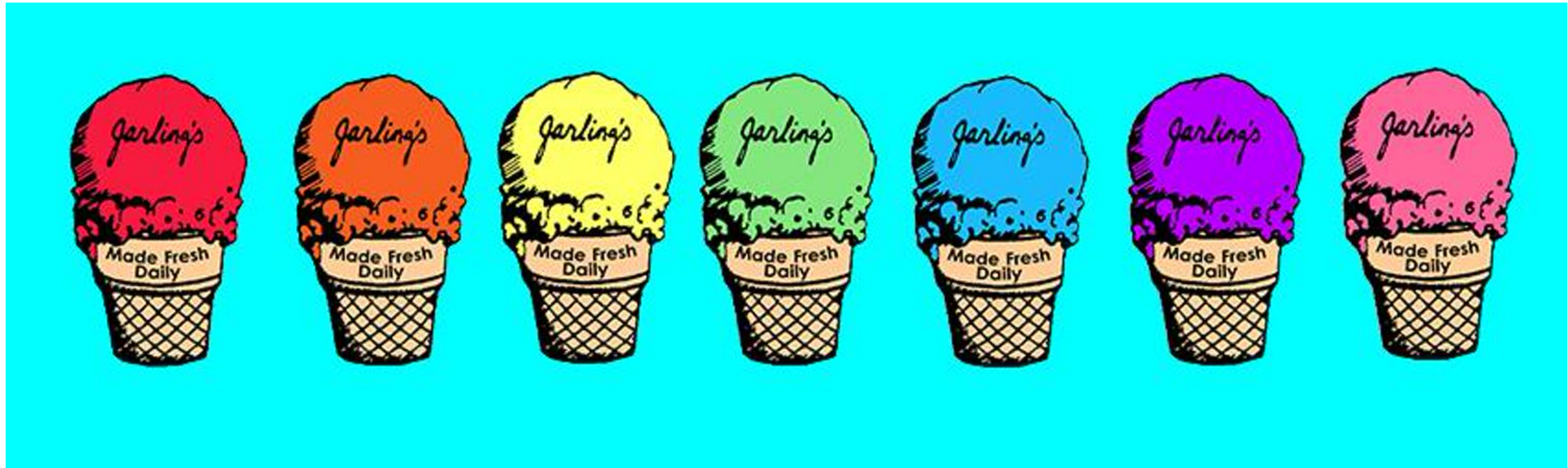




# Mission Statement:

We promise to provide Jarling's with an improved social media presence to better reach college students that will have you wanting to get stuck in a SNOWSTORM!





**Expanding Jarling's Target  
audience**

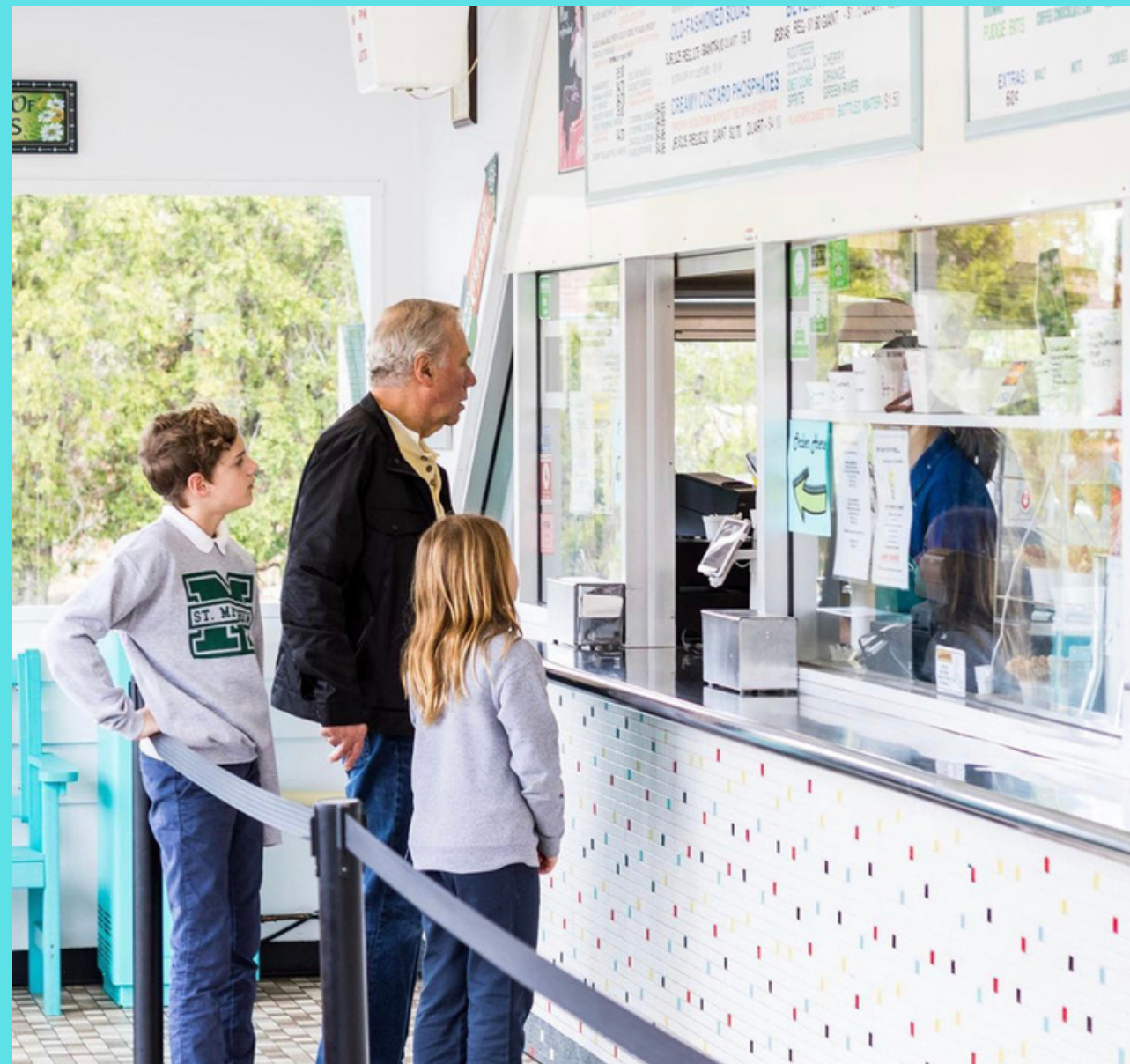
# Current audience

Jarling's has majority of their images featuring families, kids, and even dogs on their Instagram page



Uses playful colors:

- Teal blue
- Yellow
- White



Kid friendly options such as:

- Teddy Cup
- Cake Batter
- Peanut Butter  
Fudge

# New Audience

Currently, Jarling's aims its' promotions at families in the Champaign-Urbana area, as evident in their colorful appeal and pictures of little kids enjoying their products. However, we believe that there is a HUGE untapped market that Jarling's should be promoting too on their social media accounts- college

students!

**Total Enrollment:  
53,000 students**

**Age: 18-24 years old**

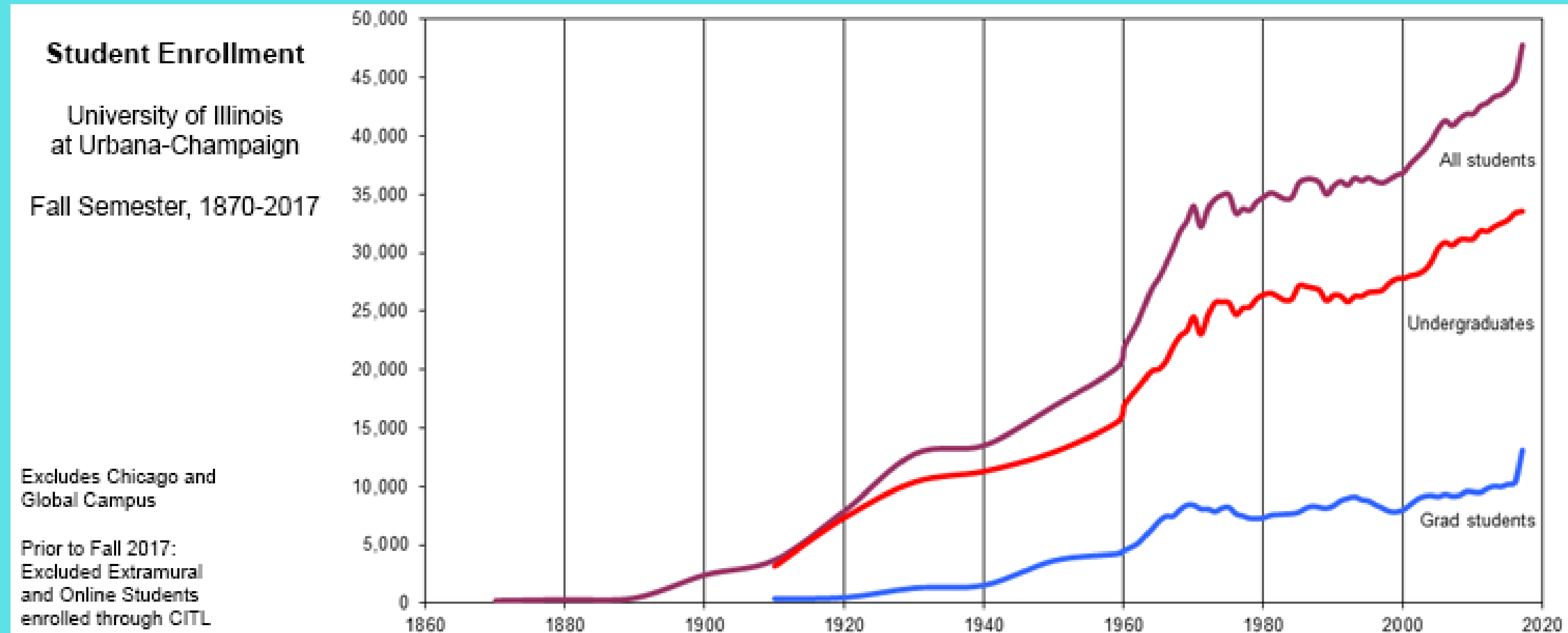
**Eats 4 to 5 times a week off  
campus**





# Take a Look!

The UIUC student base is a constant, steadily growing market!



# Revamping Jarling's Social Media

The Jarling's Team would elect a social media representative that we will keep in contact with. We assume that this would be the same person who currently runs their accounts. The SMR would be in charge of social and share additional posts from a student-oriented POV.

# Snapchat Post

- Promoted Snapchat post from the community



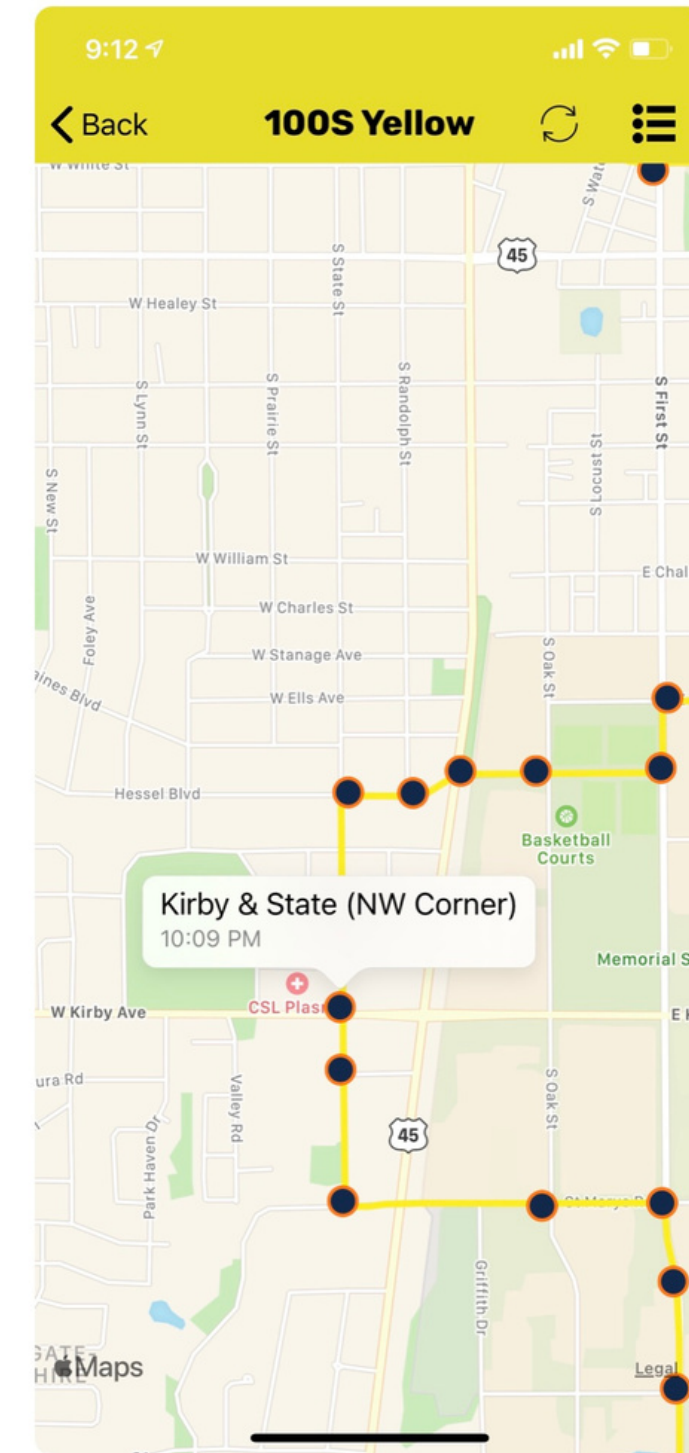
# Twitter



Jarling's

jarlingscustardcup

**CLOSED ON TUESDAYS!!** 🥶  
Due to our custard made fresh daily. We are closed on Tuesday while we recover from a snow storm. ❄️ 📱 Using your UIUC Bus app. Follow route 100S Yellow for your HUMP DAY pick me up!



4:17 PM · Aug 14, 2019 · Twitter for Android

18k Retweets 160 Likes

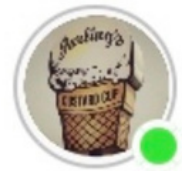


Instagram



Utilize  
collabs with  
local  
"celebrities"

# Facebook



**Jarlingscustardcup** is with @sarahjohnson at Jarling's

Yesterday at 4:45am • 🌐  
🍦 GIVEAWAY 🍦

Due to midterms leaving ya'll feeling swamped. We wanted to do a giveaway and collaborate with our community.

## HOW TO ENTER:

- 1) You must be a student
- 2) Snap a picture with your favorite sweet treat and tag us
- 3) Sharing this giveaway on your story will get you 10 extra entries
- 4) DON'T GET A BRAINFREEZE

WARNING- (You might get stuck in a snowstorm 🌨️)

#icecream#cheersontop#giveaway



👍❤️👎 100k

21 Comments 10 Shares

👍 Like

➦ Share

View more 16 Comments

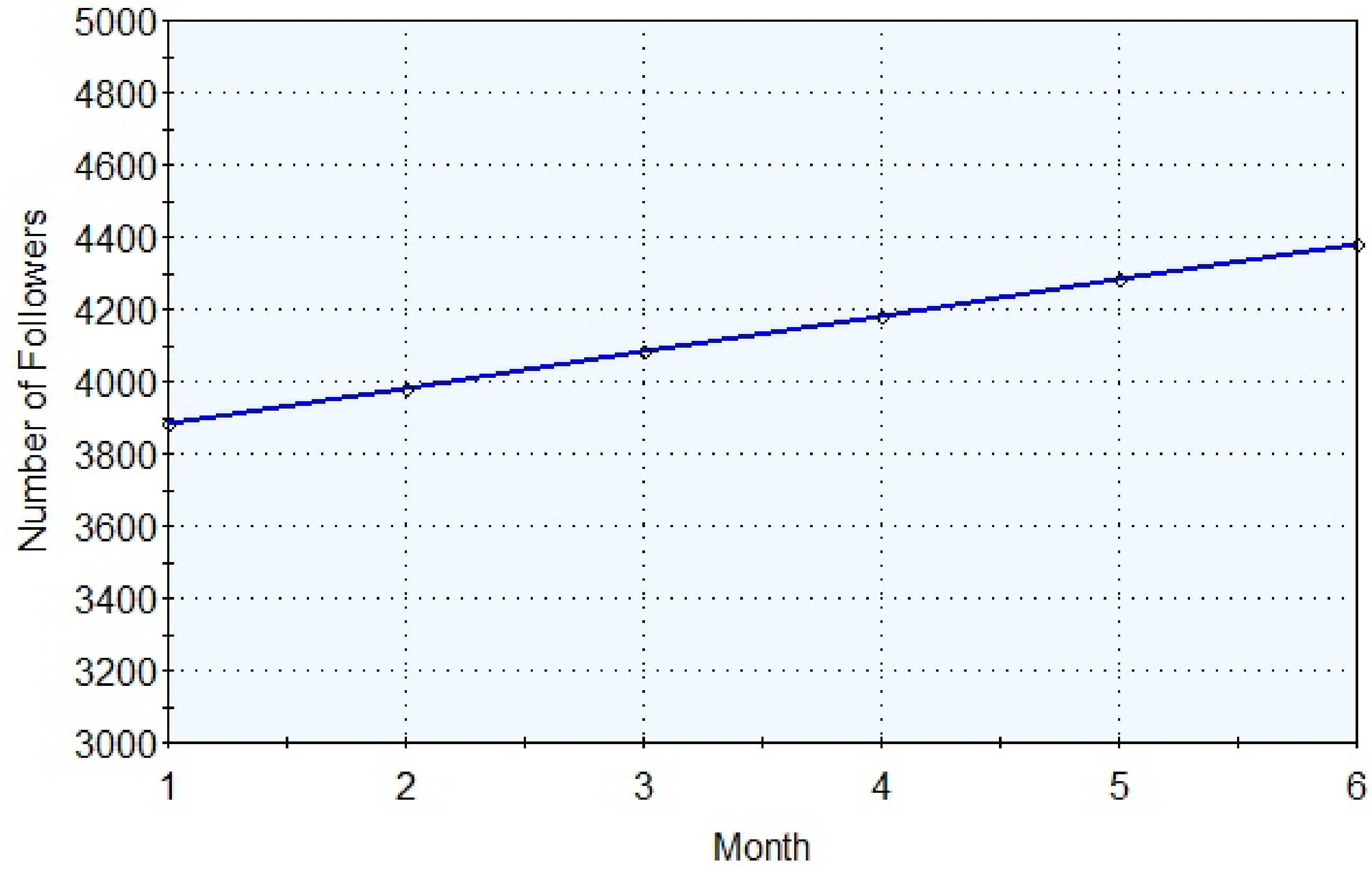


Write a comment...



**With these changes to Jarling's social media outlets, we believe we can earn Jarling's Instagram an extra *+100 followers per month!***

# Projected Jarling's Follows

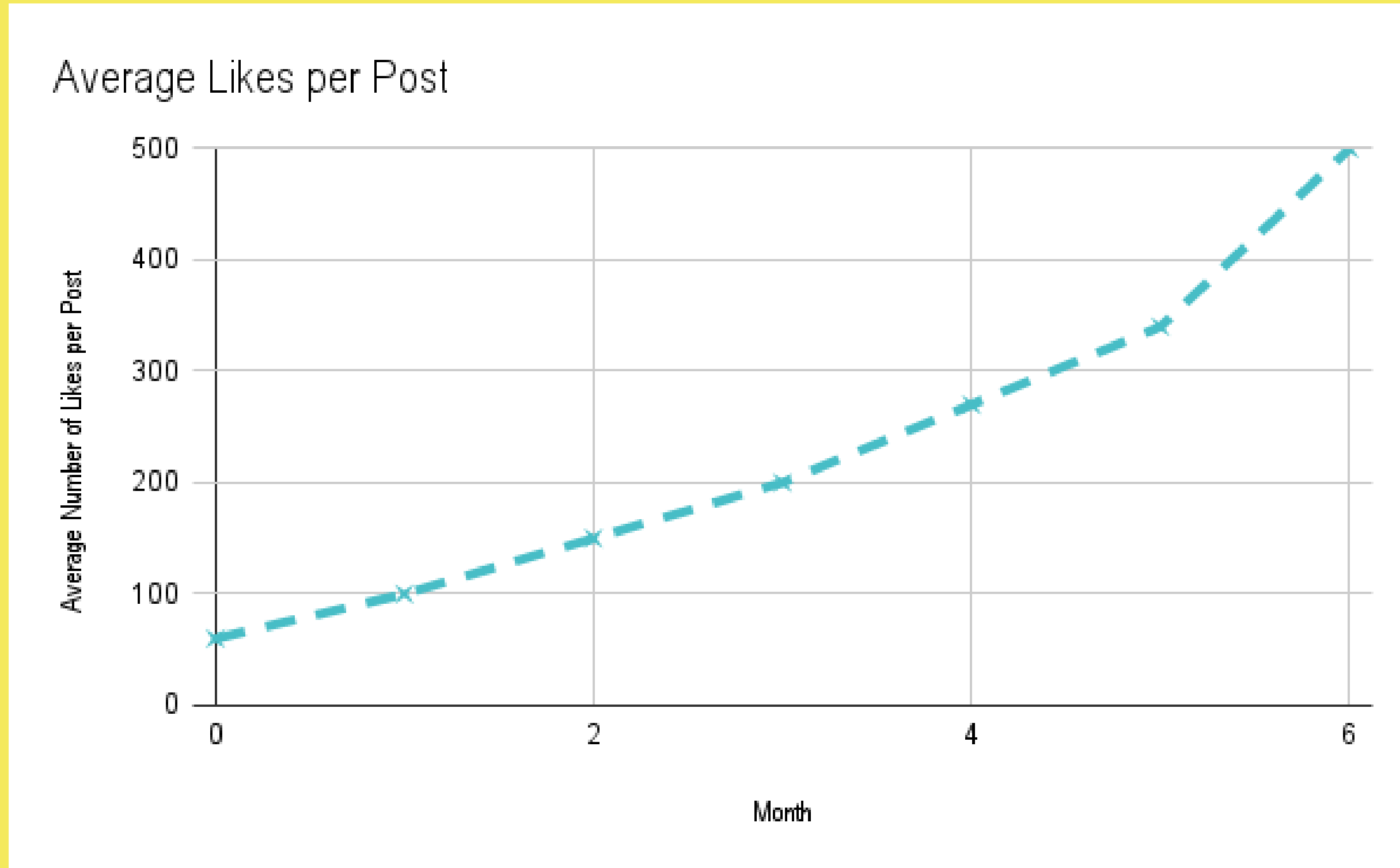




Keeping track of followers and likes is  
KEY!

Followers and constant activity lead to loyal guests and  
brand loyalty.

Currently, Jarling's obtains from 50-70 likes per post...we want to see that number GROW!



THANK YOU!

