



# New Leaf Collective CASE STUDY

# *About* **NEW LEAF COLLECTIVE**

We offer a customer-first approach to marketing & strategy to build and support strong brands.

Social Media Management | Website Design | Mentorship & Strategy

Proudly located in London, Ontario.





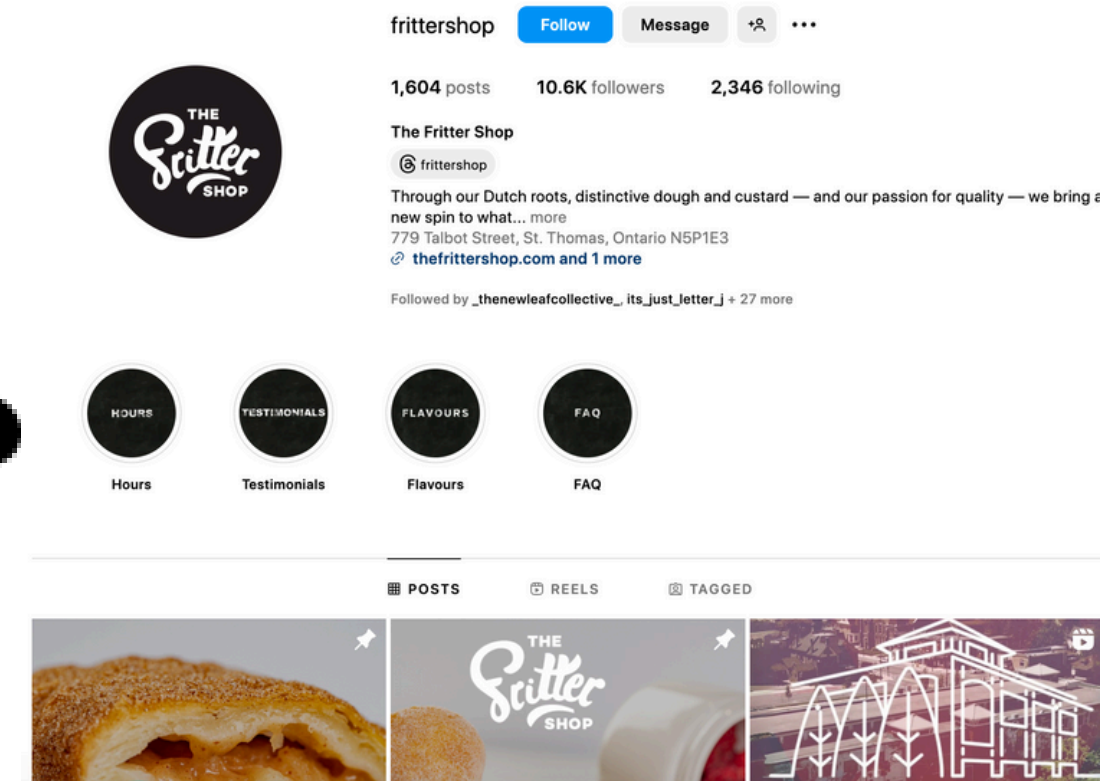
*Client Spotlight*

# THE FRITTER SHOP



In January 2016, Kelvin Van Rijn launched Kelvin's Fritter Shop at local farmers' markets in London, and it quickly gained popularity for offering a variety of flavours. By mid-2017, he partnered with his parents, combining their experience from The Dutch Bakery with my vision. We now operate as The Fritter Shop and continue to grow steadily, with no plans of slowing down.

The Fritter Shop now has 5 locations in Ontario and is continuing to grow.



Step One

# CREATING CONVERSATION



When The Fritter Shop first came to us as a client, we understood they weren't getting the engagement they wanted on their social platforms. We quickly were able to creatively strategize a campaign to boost traffic and further drive in store sales. We focused on creating a customer-first campaign allowing their followers to have an input and voice along side the brand. We created conversation between followers, furthermore creating a sense of community and importance on the Fitter Shop Instagram page.

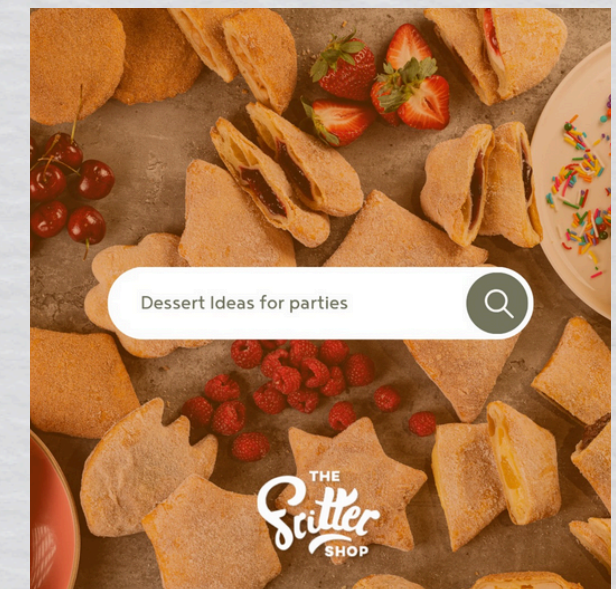
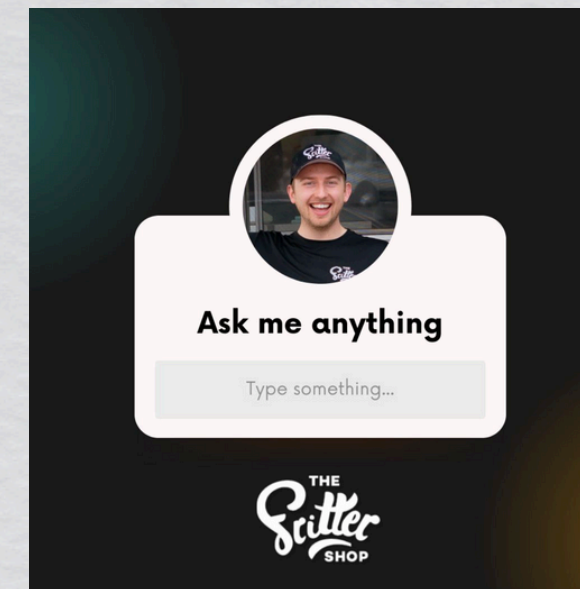




# Step Two ORGANIC MARKETING CAMPAIGNS:

After growing The Fritter Shop's posts from just 0–2 comments to over 80 per post, Phase 2 focused on keeping that momentum going. Inspired by Spotify Wrapped, we created their most interactive campaign yet—inviting followers to reflect on their fritter favourites and share their own sweet moments.

By combining organic content creation, thoughtful copywriting, and hands-on community management across Facebook and Instagram, we helped transform passive followers into an engaged community. The result? A campaign that didn't just boost numbers—it deepened connection.





# LET'S TOGETHER

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[www.thenewleafcollective.ca](http://www.thenewleafcollective.ca)



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