



**crumbl**  
cookies

# Macro

Site	URL	Profile Name	Followers	Last Activity
Instagram	<a href="https://www.instagram.com/crumblcookies/?hl=en">https://www.instagram.com/crumblcookies/?hl=en</a>	crumblcookies	2,800,000	Today
TikTok	<a href="https://www.tiktok.com/@crumblcookies?lang=en">https://www.tiktok.com/@crumblcookies?lang=en</a>	crumblcookies	5,800,000	Today
Facebook	<a href="https://www.facebook.com/crumblcookies/">https://www.facebook.com/crumblcookies/</a>	crumblcookies	1,699,829	Today
Twitter	<a href="https://twitter.com/crumblcookies">https://twitter.com/crumblcookies</a>	CrumblCookies	610,700	Today
YouTube	<a href="https://www.youtube.com/c/CrumblCookies">https://www.youtube.com/c/CrumblCookies</a>	Crumbl Cookies	900,000	Today
LinkedIn	<a href="https://www.linkedin.com/company/crumblcookies/">https://www.linkedin.com/company/crumblcookies/</a>	Crumbl Cookies	171,723	Today
Pinterest	<a href="https://www.pinterest.com/crumblcookies/">https://www.pinterest.com/crumblcookies/</a>	crumblcookies	361,200	9/5/22

# Micro

## TikTok Audit

Followers: 5.8M

Following: 3

Avg. Posts Per Week: 11

Post Date	Likes	Engagement Rate	Comments	Content
9/2/22	20,600	0.36%	292	video of one of the flavors for the week
9/3/22	15,500	0.27%	356	video of one of the flavors for the week
9/5/22	63,600	1.10%	2,207	video of their flavors for the week
9/6/22	16,000	0.28%	271	video using a TikTok trend
9/7/22	48,200	0.83%	594	video of one of the flavors for the week
9/7/22	6,692	0.12%	183	video promoting their new podcast
9/7/22	96,200	1.66%	1,417	video of them taste testing a new flavor bts
9/8/22	19,200	0.33%	254	video using a TikTok trend
9/8/22	10,300	0.18%	258	video of one of the flavors for the week
9/8/22	5,336	0.09%	96	video of Crumbl HQ employees giving their opinion on celebrity drama

### Caption

Cookie Butter Lava is ready for its close-up! 🍪 Raise your hand if you're in LAVA with COOKIE BUTTER LAVA! 🍪 #CrumblCookies

BROWNIE BATTER is 🍪 the moment 🍪 Tag a Brownie Batter lover below 🍪 #CrumblCookies

🍪 MILK GLAZE. FT. FRUITY PEBBLES™ | 🍪 FRENCH TOAST (NEW) | 🍪 ICED OATMEAL | 🍪 ALMOST EVERYTHING BAGEL (NEW) | 🍪 CLASSIC PINK SUGAR | 🍪 MILK CHOCOLATE CHIP #CrumblCookies

If they don't get Crumbl Cookies with you... 🍪 Who's trying this week's lineup? 🍪 #CrumblCookies

A toast to our first square cookie, FRENCH TOAST! 🍪 Tag a FRENCH TOAST lover down below! 🍪 #CrumblCookies

Tune into Crumbl's first-ever podcast, the Crumbl Mumb! 🍪 Here to give you an inside scoop on all things Crumbl Cookies. Streaming now on all major podcast platforms 🍪 #CrumblCookies

Which one are you? Tag yourself 🍪 #CrumblCookies

Don't knock it 'til you try it 🍪 Drop your review of ALMOST EVERYTHING BAGEL below 🍪 #CrumblCookies

Milk Glaze ft. Fruity PEBBLES™ is a SLAM DUNK! 🍪 Who loves this cookie!? 🍪 #CrumblCookie

Can you guess which department each person is in? 🍪 #CrumblCookies

**Lessons/Recommendations: Videos regarding their flavors do the best. I would recommend to post an individual video for each flavor on top of the video they already do with the weekly flavors on it. I also think that doing more bts content would make their engagement rate higher because their followers seem to like the bts videos.**