SOCIAL MEDIA MARKETING

MOOD BOARD

SWEET LUCY'S
PIES
SOCIAL MEDIA MARKETING

FACEBOOK HOLIDAY POST

Sweet Lucy's Pies
Dec 5, 2017 at 3:00pm

Sweet Lucy's 2017 Christmas Menu is out! Favorites like Hot Chocolate Cherry made the cut this year. If you're looking for a decadently delicious dessert this one's for you.

WE WISH YOU A BERRY CHRISTMAS!

FACEBOOK PAID MEDIA ADS

INSTAGRAM VIDEO POST

You Wanna Piece Of Me?

Thanksgiving Pre-Orders Happening Now!

You Wanna Piece Of Me?
www.sweetlucyspies.com

Thanksgiving isn't Thanksgiving unless there is pumpkin pie on the table. Make it a homemade Sweet Lucy's Pie this year.

WE ONLY HAVE PIES FOR YOU.

We Only Have Pies For You
www.sweetlucyspies.com

Custom pies for all your celebrations, holidays, or just plain pie devouring needs.

Liked by brewedfw, forthowhile and 22 others
sweetlucyspies See you next week
@thechieforkfarmersmarket pie friends!

4 DAYS AGO
BRAND DESIGN

EVEALOE®
Pure Healing
KAHLO CULTURE

Inspired by Mexican Artist, Frida Kahlo, KAHLO CULTURE brings to life vibrant colors in a style that was influenced by the indigenous cultures of Mexico. You will feel every bit as eccentric as Frida this SS2021.
TREND FORECASTING

KAHLO CULTURE
Goldfinch, surrender with the best and brightest of the flock in spring/summer 2021.

KAHLO CULTURE
Punk Flannel, punching vibrancy into your 2021 spring/summer wardrobe.

KAHLO CULTURE
Twist of Lime, grab a drink and stay in the shade of palm trees in spring/summer 2021.

KAHLO CULTURE
Pure Olive, be sweet and fleet.

KAHLO CULTURE
Pure Olive, sweet and fleet.

KAHLO CULTURE
Those who are tears of heart.
BRAND DESIGN

Sugar Coated
COOKIE BAR

STORE FRONT MOCKUP

PACKAGING MOCKUP
PRICING FOR PROFIT

Retail Pricing Justification

<table>
<thead>
<tr>
<th>Type of Expense</th>
<th>Item</th>
<th>Cost</th>
<th>Retail</th>
<th>Mark-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Cost- COGS</td>
<td>Custom Cookie Cutter</td>
<td>$1.09</td>
<td>$35.00</td>
<td>97%</td>
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<tr>
<td>Direct Cost- COGS</td>
<td>Gluten Free Chocolate Chip</td>
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<tr>
<td>Direct Cost- COGS</td>
<td>Gluten Free Sugar Cookie</td>
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<td>$2.50</td>
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<tr>
<td>Direct Cost- COGS</td>
<td>Gluten Free Sugar Cookie w/ Frosting</td>
<td>$0.62</td>
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<td>Direct Cost- COGS</td>
<td>Organic Chocolate Chip</td>
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<td>Direct Cost- COGS</td>
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<tr>
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<td>Organic Lemon w/ Frosting</td>
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<td>Direct Cost- COGS</td>
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<td>Direct Cost- COGS</td>
<td>Frosting alone per cookie</td>
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Profit

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<th>Year</th>
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<tbody>
<tr>
<td>2020</td>
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<tr>
<td>2021</td>
<td>$112K</td>
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<tr>
<td>2022</td>
<td>$124K</td>
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</table>
Christy Rippin
VISUAL DESIGN

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