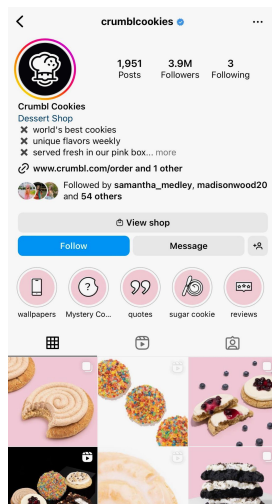


Crumbl Cookie Social Media Audit

Ashley Bray

Client Overview

Crumbl Cookies is a cookie company founded by two cousins with a dream for the baking world. After a crumbling beginning, the two cousins, Jason McGowan (CEO) and Sawyer Hemsley (COO), set out on a mission to find the “perfect cookie.” When finally perfecting the cookie recipe, they decided to open their first Crumbl Cookie location. It was a priority for the owners that all customers got to see the process of mixing, baking, and decorating the cookies.



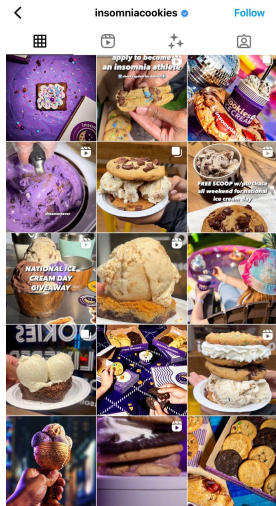
They wanted all high-quality ingredients in their batches. As time passed, they transitioned from serving cookies for take-out and delivery to curbside pickup, catering, and nationwide shipping.

Once Crumbl continued to spread, they decided to start offering different flavors for their customers to choose from. After this, they expressed interest in the concept of a rotating menu. Crumbl decided to keep their award-winning cookie with the pink sugar cookie as a permanent item on their menu. They announced the four-cookie rotating menu in December 2018. “The brand now focuses on developing unique and delicious cookies inspired by popular flavors, foods, and desserts of all kinds - from pies to cakes to candies and more” (Crumbl). Since opening in 2018, the company has opened 800+ locations throughout 49 states, which has made it the fastest-growing cookie company in the US, also expanding to Canada with two locations.

Social Media Audit

Crumbl’s main competitor is Insomnia Cookies. Crumbl Cookie has a consistent aesthetic across all its platforms, including its website and Instagram page. Insomnia has a very stated

website and a more realistic portrayal on Instagram. When looking at Crumbl you can tell they prioritize marketing and the clean aesthetic of their cookies. Crumbl has a pink theme throughout



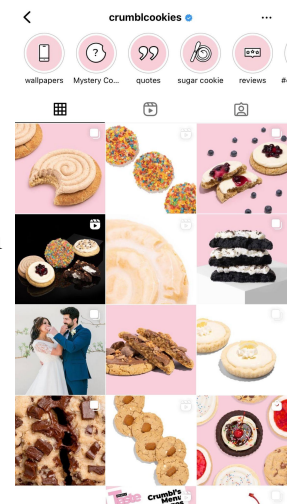
their pages and prioritizes getting its weekly favors out on social media to entice customers to come in to purchase the cookie lineup from the week.

Insomnia has the same flavors all the time so the company shows the boxes of cookies customers order as well as a random post every now and then about their upcoming news, such as new locations, promotional specials, etc. They use the color purple a lot in their social media as it is the brand's main color for marketing purposes. Both companies embrace

their color scheme in their advertisements on social media as well as take

advantage of Instagram stories and highlights. Crumbl Cookie is more interactive with their customers as they repost customer's Instagram stories, as well as posting content of the cookies being made in action on Instagram stories to promote cookies further.

Crumbl, while being very active on social media platforms their website mentions very little about their social media presence. The only part that stands out is under the 'Our Story' tab subsections about the 'famous pink box.' They mention the box makes the brand recognizable on platforms for posting on Instagram, a review on their website, boomerang, or a photo on other social media platforms. They also have the link to their other social media platforms at the very bottom of the page, which include Facebook, Twitter, Instagram, TikTok, YouTube, LinkedIn, and Pinterest.



They seem to use the same type of videos of their cookies in slow motions for their

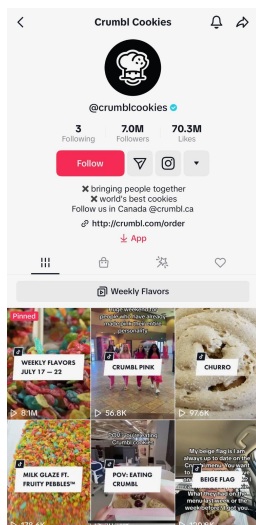
announcements across all platforms. On their other platforms the only common mention is their website and app for customers to place orders they tend not to mention the other platforms.

Communication Audit

Throughout Instagram and TikTok, Crumbl primarily posts about the cookies that they will be serving each week on their lineup. they usually post at the beginning of the week the entire lineup as a whole in a collective video, then as the week goes on they post one dedicated photo with a clever caption for each of the individual cookies. when on social media they interact mainly with their customers. They also post about different things going on in their menu such as menu changes, merchandise that they're selling, or expanding to different areas. Especially on apps that just take talk mainly people post about Crumbl Cookie and many people post each week reviewing each of the flavors that they have that week. Specifically users Nicole Axelrod and Kelsie Flaim are most know for their weekly reviews of the company and giving a description of the cookie as well as a rating to each new flavor on TikTok. This is a popular post mentioning Crumbl each week as hundreds of people post their review on the platform each week. Usually the review of Crumbl across platforms on their website, Instagram, and TikTok are positive, typically if something negative is posted about the company it has to do with the flavors that week, pricing, critique on the cookies, or just general dislike of the product. The main hashtags associated with the brand are #CrumblCookies, #crumblweeklyreview, and #crumblcookiereview.

Recommendations and Discussion

Mainly everything that I found from all social media platforms from Crumbl Cookie were positive and seem to be doing all the right things. The main recommendation that I would give is to mention other platforms on each of their platforms so they are adequately advertising all platforms so that no one can miss what the flavors might be that week because they have more platforms in order to be able to see what the flavors are that week. On their website they talked about how the pink box was very instagrammable and things like that but I think on Instagram they could maybe talk about tick tock and be reposting customer reviews. something that might also be helpful is for the brand to maybe duet on tiktok customer reviews or just simply commenting recognizing that customers have seen their product and have been trying it because



by giving customer satisfaction that they're being seen by the brand that they are purchasing from they're more likely to buy again next week or later in the week. The other thing that I would recommend is to be following the customers requests for permanent flavors. a big discrepancy in the comments is that customer prefer a semi-sweet cookie over milk chocolate chip. By the brand listening to customer reviews I could increase sales because more people would want all of the cookies instead of just the weekly changing for cookies. a chocolate chip cookie tends to be a staple

since every bakery has one. The brand has the option for customers to choose between four and six cookies due to their box size, customers were more likely to buy Six cookies Because most people end up buying the four rotating flavors from that week but by switching to a semi sweet cookie instead of the milk chocolate most people would probably end up getting the six cookies because that's what they prefer (Instagram post from July 10th). Crumbl seems to be doing most everything right with their brand as far as a color scheme aesthetic and customer interactions

through tiktok and Instagram social media platforms. if the brand continues to post Instagram stories that are interactive with customers with polls question and answers and reposting mentions from Instagram stories and Instagram posts as well as commenting on tiktok posts and reviews of the company they will continue to thrive and grow to be the number one cookie sales in 2024 as well as years to come.

Citations

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Insomnia Cookies Instagram

Crumbl Cookies Website

Insomnia Cookies Website

Crumbl Cookie TikTok

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