

Design'yer Donut & Foltz Bakery



WHO IS DESIGN'YER DONUT?

Design'yer Donut specializes in making not only delicious donuts but they also offer a unique customizable approach compared to the traditional donut experience.

THE CHALLENGE

After they moved to a new location they started to see a decline when the economy started to stall in the early Summer of 2023. Desperate for a solution to combat this issue, and remain in business, they came to Dowden Consulting asking for ideas to help drive customer engagement and foot traffic.

THE GOAL

Increase their AOV (average order value) by 25% in 3- 6 months



THE RESULT



"Dowden Consulting communicates well and is thorough. Our Facebook posts for my business are professional and appropriate and have led to a lot of onsite and online engagement on our social media content that they developed for us and are managing. I definitely recommend them!"

-Trina Boyles

Owner - Design'yer
Donut & Foltz Bakery

PROVEN RESULTS

- We revamped their social content to align with their objectives and provided innovative ideas for incorporating these tactics both on-site and online, where their largest audience resided.
- By the end of the first month we discovered that there was a 25% increase in Average Order Value.
- Largely, this was due to the three main on-site strategies we advised to implement.
- We were later asked to take on Foltz Bakery Social Media Channels in combination with Design'yer Donut starting in December 2023.

