

SOCIAL MEDIA STRATEGY

SETTING Marketing X Kebs Makes Ice Cream

Ting, Sena

AGENDA



- 1 SETING Agency
 - 2 Keks makes ice cream
 - 3 The Challenge
 - 4 Social Media Strategy
 - 5 Instagram Campaign
 - 6 Feedback
- 

SETTING

MARKETING

SERVICES



- 1 Social Media Account Setup
- 2 Branding Foundations
- 3 Content Planning
- 4 Reels / photo content creation
- 5 Local SEO optimization & Google Business Profile setup
- 6 Community engagement
- 7 Monthly analytics & growth report



setingmarketing

Follow

Message

6 posts

4 followers

10 following

SETING | Marketing Agency

Business service

Coming soon

📍 Based in Vancouver

👤 Targeting Local Small Business

✨ Design & Social Media Support

SETING
MARKETING

SETING MARKETING

**DIGITAL
MARKETING
AGENCY**

Marketing

Branding

Setingmarketing@gmail.com

MAKE SOMETHING BIG

SETING MARKETING

Our Mission



Our mission is to help Vancouver's early-stage food business owners overcome limited time, inconsistent content, and digital marketing uncertainty, so they can confidently grow their business with a stronger online presence.

MAKE SOMETHING BIG

SETING MARKETING

What We Do

Branding Foundations

Social Media Account Setup

Content Strategy

Analytics & Insights




Kebs Makes Ice Cream operates inside O5 Rare Tea Bar on West 4th Avenue, bringing Taiwanese-inspired flavors to Vancouver since 2021.

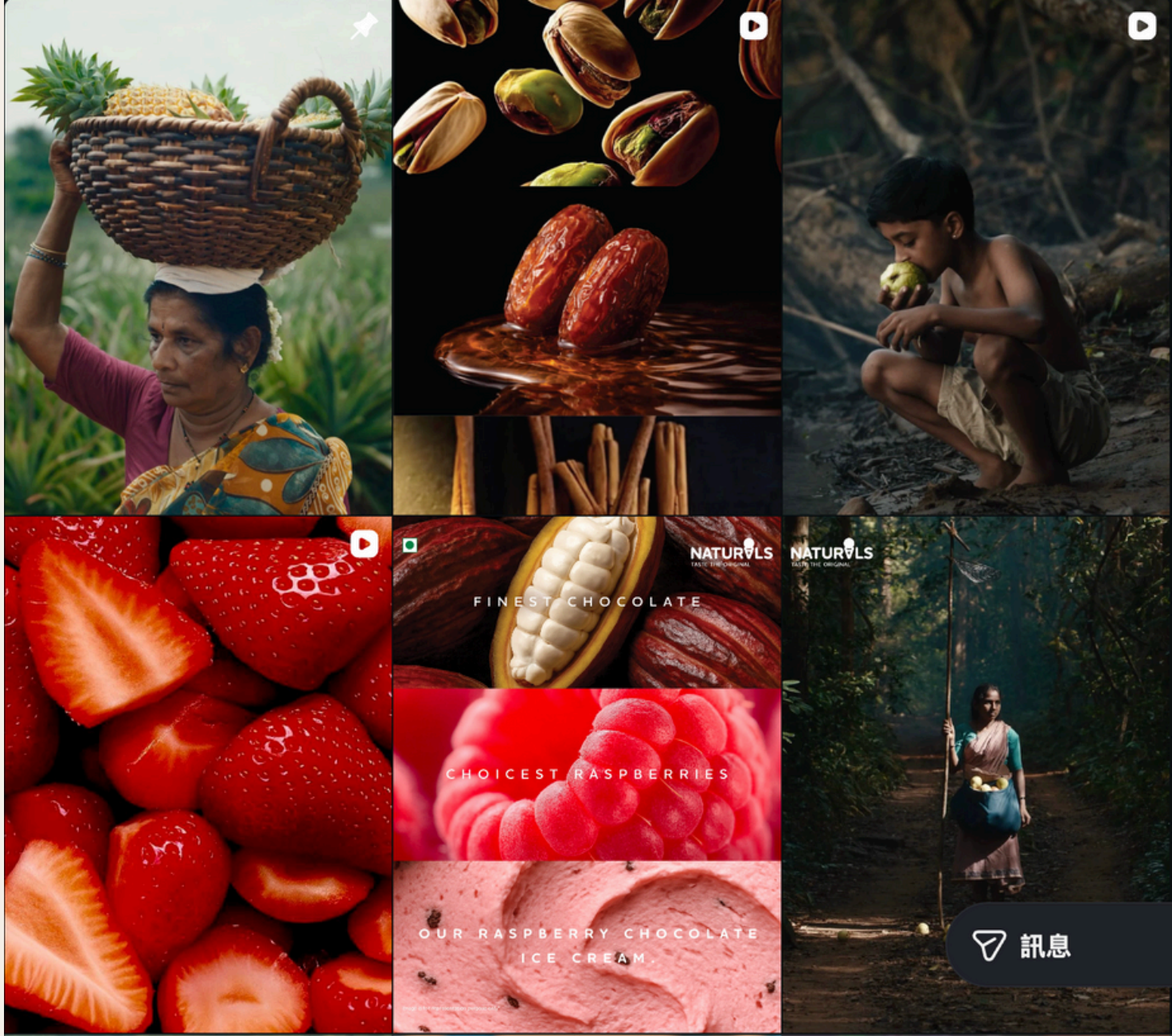
Founded by a Taiwanese Canadian creator exploring identity through unexpected flavor combinations and cultural nostalgia.

INTERVIEW-QA

	Vancouver shop that has long since closed down. The owner excitedly gave me an extra scoop of rum raisin, a flavour I didn't much care for at the time and certainly didn't ask for, and it completely blew my mind. There is something about getting someone to enjoy a flavour or texture or food that they previously didn't like, is probably one of the most rewarding feelings to feel!
2. Core values I want my brand to convey	Curiosity, Experimentation, Integrity
3. Three adjectives to describe my brand	Playful, Nostalgic, Unexpected
4. How do I come up with weekly flavours:	I have a theme I generally go with: Taiwanese, Smokey, Japanese, Fruity. I dig into my travel photos to look at what foods I've eaten that might translate well into ice cream. I walk up and down grocery aisles to see what might spark an inspiration
5. Which flavour best represents my brand and why	<p>Pi Pa Gao</p> <p>Aside from being the best seller, it is a unique flavour that sparks a lot of conversation. From people who love the cough syrup, to the people who have been traumatized by the flavour, and the people who hear cough syrup ice cream?!</p> <p>It has a deep sense of nostalgia for those who are familiar with it, and also for those who have never had it before, people will tell me stories about a similar flavour from their culture that it reminds them of. I just get a beautiful sense that this ice cream has been a platform on which people have the most discussions about, I get to learn about their experiences, and see the expressions on their face when it goes from curious, to searching their brain for something they can use to describe it, to confusion, and then giving in and just enjoying it for what it is :D</p>
6. What do I want customers to feel when they eat my ice cream	I want them to go through a little trip in their mind. The journey that ice cream takes when it enters the mouth, especially when trying a new flavour for the first time, the mind is constantly searching for familiarity. When the mind can't find it, it becomes confused, then the discussion begins verbally and conversation happens. Eventually people just give in and enjoy the ice cream for what it is.
7. Do I have any tea stories or origins you'd like to share?	Not really... ill have to think about it more

8. Who are my current followers	Ice cream lovers, people who want to try new things, people who are always looking for something special in Vancouver.
9. What kind of new audience do i want to attract	People like me? Dual citizen kind of between 2 countries, an understanding of what it's like to have cultural clashes, (growing up Asian in a western world) excited about new flavours, people who like to try new things.
10. What do you want instagram to help my brand achieve	I have no idea haha
11. What kind of feeling do you want your instagram to give people	A sense of curiosity, like how can this flavour even work? Like giving toys to adults, very playful but also sophisticated at the same time.
12. Are there any ig accounts or brand I would like to use as reference	<p>https://www.instagram.com/jsquaredicecream/?hl=en I like the overall uniform look!</p> <ul style="list-style-type: none"> https://www.instagram.com/naturalicecream I like how they showcase the ingredients they use https://www.instagram.com/tea.log/?hl=en I really like these more focused shots https://www.instagram.com/teathoughts/ I like the looks of this too! https://www.instagram.com/studiovcky/?hl=en And this is my sister's page where all of my logos and products are designed. I use a lot of her text
13. What tone of voice would you like your brand to have	Sophisticated yet playful. A balance between Asia and Canada, somehow communicating that both I and the product I create is in between both places
14. Do you have fixed colors, fonts, or design elements	

INTERVIEW-QA



HIS BRAND

Unique Selling Proposition

"Unexpected flavors. Unforgettable reactions."

Core Values

Curiosity, Experimentation, Integrity

Brand Personality

Playful, Nostalgic, Unexpected



THE CHALLENGE

1 Underutilized Instagram

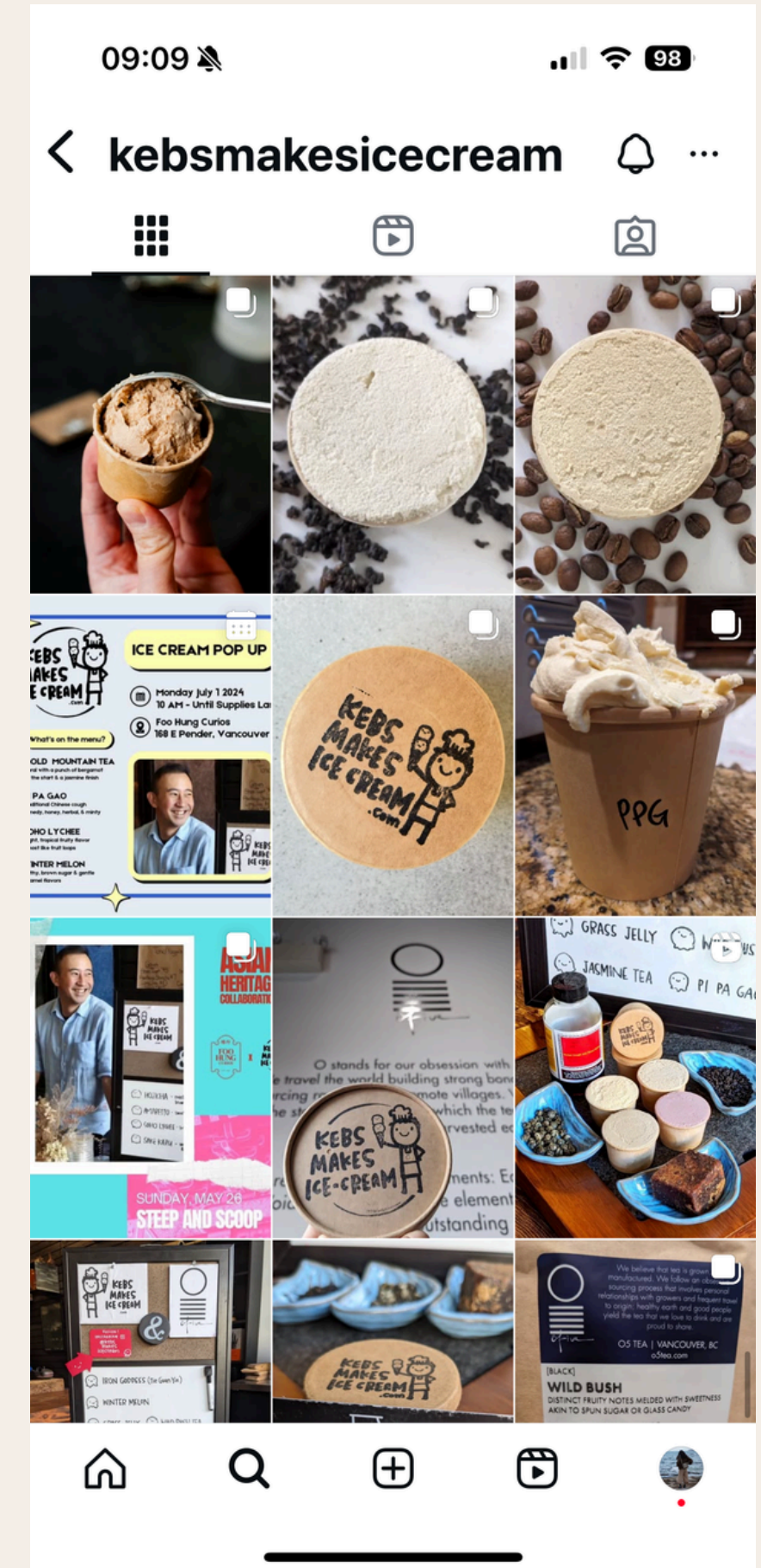
No consistent content strategy despite visual product and engaged community

2 Limited Engagement

Missing opportunities to build community and encourage customer participation

3 Hidden Location

Customers struggle to find the pop-up inside O5 Tea Bar, limiting foot traffic and discovery



SOCIAL MEDIA STRATEGY

Brand Awareness | Mixed Grid Content Strategy

A Mixed Grid layout is recommended to present a cohesive yet dynamic Instagram presence. This structure combines ingredient and product photography, founder stories and travel inspiration, event recaps, community polls, and reaction content shared via Stories.

Community Engagement

Encourage followers to participate in flavour creation through polls, Q&A, behind-the-scenes content, and cultural narratives.

INSTAGRAM CAMPAIGN



Follow the account

Connect with KEBs on Instagram to stay updated on weekly flavors and events.

Like & Comment

Engage with the campaign post by liking and commenting your favorite flavor.

Redeem In-Store

Show the post at 2208 W 4th Avenue to receive a complimentary ice cream sample.

This share-to-redeem promotion encourages meaningful interaction while helping customers discover the shop location and experience the brand's unexpected flavors firsthand.

MEASURING SUCCESS



Tool 1

Follower Growth

New Instagram
followers during
campaign period

Tool 2

Engagement Rate

Likes, comments,
saves, profile visits

Tool 3

In-Store Redemptions

Customers claiming
free samples

**Higher engagement signals Instagram's algorithm to boost post
visibility across feeds and Explore page**

FEEDBACK



- The founder responded positively to the Instagram strategy and felt the storytelling approach aligned well with the brand.
- Due to time constraints, we adjusted the plan to one feed post per week, supported by more frequent Instagram Stories.
- He expressed interest in community flavour voting, suggesting it be tied to a New Year campaign.
- He agreed that a share-to-redeem free tasting could increase store location awareness and user-generated exposure.





THANK YOU