

La Belle French Bakery

Integrated Marketing Strategy

Supporting retail, wholesale, and a multi-brand bakery portfolio.

La Belle should become part of everyday ritual.
Button Rock should become part of life's most
meaningful celebrations.



Starting Point

MARKETING AS A BUSINESS FUNCTION

Marketing is not a department. It is how customers discover, experience, remember, and recommend the business.

The operations team has already built a strong emotional foundation. The opportunity is to systematize, measure, and amplify it without losing the hospitality, community and charm already present.



01

ATTENTION

Earn local visibility through story, PR, search, and content.

02

TRUST

Make quality, craft, and consistency visible at every touchpoint.

03

RELATIONSHIP

Capture first-party data and build repeatable customer communication.

The Ecosystem



Retail Cafés

Routine

Direct customer relationships, hospitality, routine, seasonal products, and brand loyalty.



Wholesale

DISTRIBUTION + CREDIBILITY

Over 120 public wholesale partners; opportunity to support partners through education and consistent communication.



Button Rock

CELEBRATIONS + CREATIVE REACH

Neighborhood deli-bakery plus custom cakes and weddings; a natural high-emotion, high-shareability engine.

The strategy is to connect these engines through one shared marketing operating system while preserving each brand's role.

Target Audience

FOCUSED POSITIONING, NOT “EVERYONE”

A focused brand can still attract outliers. But positioning must prioritize the customers most aligned with the company’s value and emotional role.

Primary Retail

23–38 · \$65K+

- Values European café experience
- Appreciates consistency + convenience
- Supports artisan foods
- Has a regular café budget
- Well-informed / intentional buyer

Position La Belle as a consistent, creative, in-touch French artisan local hotspot.

Secondary Retail

65–78, · Retired

- Values consistency + hospitality
- Lives through routine
- Needs micro-social interactions
- Seeks leisure spaces for reading, crosswords, conversation
- Responds to recognition and comfort

Position La Belle as a familiar, welcoming place guests feel known.

Wholesale

DECISION MAKERS + FRONTLINE ASSOCIATES

- Restaurants, hotels, cafés, event buyers
- Need reliability and consistency
- Associates need product knowledge
- Can sell only what they understand, taste, and trust

Build partner confidence through education, tastings, and clear product resources.

The Brands in Question

TWO DISTINCT EMOTIONAL ROLES

LA BELLE FRENCH BAKERY

Everyday Ritual

Routine · consistency · seasonality · craftsmanship · hospitality · neighborhood presence

“Great neighborhoods are built around places people return to.”

La Belle’s content should focus on La Belles why

BUTTON ROCK BAKERY

Beautiful Moments

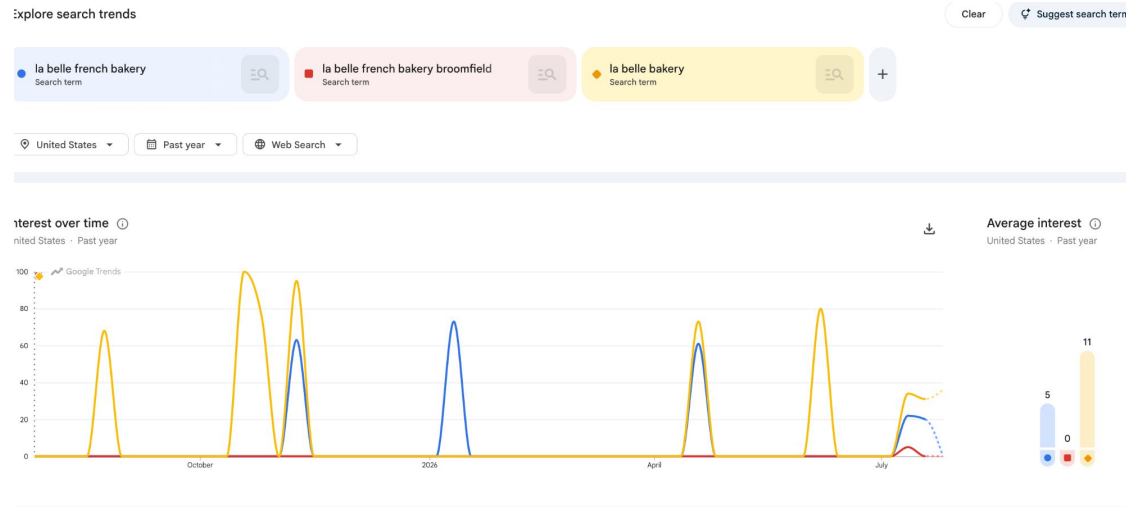
Celebration · creativity · surprise · artistry · cake design · emotional reveal

“Every celebration deserves something unforgettable.”

Button Rock’s content should lean into the story, power, tension, and insanity of custom cake requests & celebrations

Website + Search

A BEAUTIFUL, SIMPLE, FUNCTIONAL SITE THAT BECOMES A PASSIVE GROWTH ENGINE



Search trend takeaway: branded demand is low-volume and intermittent. Growth comes from capturing discovery searches before customers know the brand name.

CURRENT OBSERVATION

The visual identity and landing simplicity are strong. The marketing opportunity is performance: keyword depth, topical authority, conversion paths, and traffic capture.

FIRST 30-DAY WEBSITE CHECK

- Set GA4 + Search Console + Google Business Profile baseline
- Map priority keywords: French bakery, croissant, wholesale bakery, custom cakes, wedding desserts
- Validate wholesale CTA path and dedicated landing page
- Add authority-building content: how it is made, seasonal product stories, celebrations

Public social snapshot: Instagram ~11K · TikTok~ 40K · site traffic requires analytics access. Youtube 625 subscribers

Public Relations

CROSS ‘PLATFORM’ MARKETING

La Belle is behind where it could be in local media and that is a high-leverage opportunity.

PR is not vanity. It supports awareness, editorial credibility, SEO backlinks, social proof, website traffic, and email-list growth.

CAMPAIGN ROOT EXAMPLE

“Colorado Cafe brings together _____”

A PR story can anchor seasonal retail displays, email, social, wholesale materials, Google Business posts, and a dedicated landing page.

1 Earned Story

Westword, 5280, DenverPost, local TV, tourism,

2 Traffic Capture

Seasonal guides, email signup, birthdays, wedding inquiry, wholesale forms, purchase through toasts

3 Owned Content

Website article, email, social clips, Google Business updates, sales materials

4 Results

Search authority, customer data, event inquiries, wholesale awareness

First-Party Data

TURN ATTENTION INTO RELATIONSHIPS

Traffic without capture has limited long-term value.

When a campaign, press hit, video, or seasonal launch drives attention, the system should create a next step that captures contact information and drives purchase intention. People should know why they want this.

- Birthday + celebration reminders
- Wedding / custom cake inquiry flows
- Wholesale inquiry + product interest forms
- Seasonal guide downloads and event signups
- Email preference segmentation by brand and occasion

Not just generating attention, but owning the relationship after attention happens.



Content Strategy

LA BELLE

How-it's-made storytelling

Seasonality, routine, French technique, neighborhood consistency, why customers return.

BUTTON ROCK

Celebration virality

Cake design, “insane requests,” reveal moments, weddings, customer emotion, artistic process.

SAMPLE VIDEOS

- 1. Behind-the-scenes product build: craft + trust.
- 2. Review: product familiarity + social proof. Long-term, recurring team voices should carry the content.



‘UGC’ Found Sample



Wholesale Enablement

PARTNERS CAN ONLY SELL WHAT THEY UNDERSTAND

Wholesale marketing should not stop when the account is won. It is a secret component of retail marketing efforts.

customer-facing storytellers for La Belle products need education, tasting, and easy reference tools.

OUTCOME

Increase partner confidence, product adoption, retention, and quality of customer explanation at the point of sale.

Taste

Seasonal Previews

EX: Emails, Gifted Sample Boxes, Unbranded Collateral

Train

Short product knowledge sessions for frontline associates

Equip

Quick-reference cards, pairing guides, allergen notes, and usage ideas

Repeat

Quarterly partner email with new products, seasonal focus, and talking points

Stages

CLEAR, CONFINED, READY TO EXECUTE

Stage 1

Listen + Baseline

- Meet teams and understand operations
- Audit website, social, PR, search, email, and wholesale materials
- Request GA4, Search Console, POS/social analytics access
- Capture raw footage, videos, review best angles team boundaries

Continue Core Current Systems

Stage 2

Build the System

- Define brand voice by company
- Create content/PR/email calendar
- Fix priority website conversion paths
- Prepare wholesale education templates

Stage 3

Launch + Measure

- Publish recurring content series
- Begin local media outreach
- Launch data-capture touchpoints
- Report early KPIs and refine cadence

Success means: stronger brand consistency measured through repeat customers, captured customer relationships, improved discoverability, better partner education, “Where did you hear about us?”