



SOCIALCAKE  
Marketing & Advertising

# OUR APPROACH

Our processes change based on the type of project we're working on, but our approach is generally the same. We guide our projects with simple fundamentals; principles and best practices which promote open collaboration and build positive momentum.

## DISCOVER

- Survey what we know.
- Scope the engagement.
- Research, observe and understand.
- Gather insights.
- Mine for brand sentiment.
- Align with brand advocates and track via CRM.
- Shape and elevate community perception.
- Promote and reward brand loyalty.
- Connect with and establish online relationships.
- Enhance the personality, depth and reach of the brand.

## BUILD

- Brainstorm and map the strategy.
- Visualize the story and experience.
- Experiment and prototype concepts.
- Create engaging content.
- Establish and manage a community of brand advocates through social sites, brand forums, and blogs.
- Create community awareness.
- Manage the conversation.
- Develop custom campaigns that are brand growth driven.
- Gather new insights.
- Market & promote. Continue to iterate.

## LAUNCH

- Implement and deploy.
- Create awareness.
- Build momentum.
- Reward fan loyalty.
- Harness brand evangelists.
- Promote specials, events and happenings at all locations.
- Drive users to website.
- Ramp up followers, fans, and engagement.
- Social Media sharing and integration tools.

## GROW

- Manage the conversation.
- Develop custom campaigns that are brand growth driven.
- Gather new insights.
- Constantly update our strategy based upon monthly reporting results.
- Market & promote.
- Evaluate.
- Continuously update our strategy based upon monthly reporting results.
- Continue to iterate.



## Revolutionize Your Marketing with IP Ads

At Social Cake, we redefine the boundaries of digital advertising with our innovative IP marketing solutions. Unlike conventional strategies reliant on cookies and behavioral data, our IP targeting technique directly reaches devices with unmatched accuracy. This non-cookie-based method revolutionizes how you connect with prospects, ensuring your message lands exactly where it needs to—directly in the hands of your target audience.

Welcome to the future of advertising, where every campaign is an opportunity for remarkable accuracy and exceptional ROI.

At the core of our IP marketing strategy is a sophisticated data mining process that matches Mobile Advertising IDs (MAIDs) to physical household addresses via IP addresses. This technology not only bypasses the constraints of cookie-based advertising but also allows for direct device targeting. By precisely pinpointing where your potential customers are, without the need for behavior-based assumptions, our approach ensures your ads are seen by the right people at the right time.

### **How It Works:** Precision at Every Step

**Data Mining:** Once we identify who you want to target we get to work collecting their data. We start with your CRM's mailing addresses, or those supplied by third parties, pinpointing your target audience. We can also tap into MLS listing to target new movers or GEO fence a particular area. We can choose to narrow in based on zip code(s) or various demographics. The options are really endless and we can get really creative with locating data.



**IP Match:** Leveraging first-party data, our ad serve platform matches these addresses to IP addresses (households) with a 95% confidence level, setting the stage for targeted advertising.

**Deploy the Campaign:** With the targets identified, we serve your ads directly to the devices connected to the matched IP addresses, ensuring your message is seen by the right eyes ensuring no wasted ad spend.

### **Customizable Campaigns Tailored to Your Budget**

Every campaign is a unique journey at Social Cake. We work closely with you to set a budget that makes sense for your business, then use data-driven strategies to maximize your ad campaign's effectiveness. Whether your goals are local or global, our IP marketing solutions are tailored to your specific objectives, target demographics, and interests—delivering ads that truly resonate and convert.

### **Flexible Content for Diverse Strategies**

Our IP marketing solutions are as versatile as your brand's needs. Whether your campaign calls for traditional display ads or wants to harness the dynamic power of video, we offer flexible options. Choose from standard display ad formats or engage audiences with 30-second horizontal videos designed for OTT (Over The Top) platforms. This flexibility ensures your message shines across streaming services and digital channels, expanding your reach and boosting engagement.

### **Tailored Targeting for Unique Needs**

We know that effective targeting is never one-size-fits-all. For example, vacation rental businesses have seen great results by targeting the neighbors of past guests—reaching a highly relevant audience. We can also focus your campaign on specific demographics within chosen zip codes, allowing for hyper-focused marketing that delivers stronger results.



## Transparent, Measurable Results



Transparency is at the core of our approach. With matchback analysis and detailed reporting, you'll see exactly how targeted IPs connect to your sales or leads. This gives you a clear, measurable view of your campaign's ROI. Our commitment to precision and transparency means you can invest confidently, knowing every dollar is working hard for your business.

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## Matchback Example:

*Client campaign report from 2024*

### MatchBack Results

<b>MatchBack File</b>  Microsoft Excel Worksheet				
<b>Flight Dates</b> 12/15/2023 - 12/6/2024 <b>Total Spend</b> \$87,358.90 <b>Served Imps</b> 3,692,814 <b>Clicks</b> 2,058 <b>CTR</b> 0.06% <b>Frequency</b> 0.14	<b>Conversions</b>  1,326	<b>Target Audience</b>  72,745	<b>Conversion Rate</b>  1.82%	<b>Avg. Days to Convert</b>  N/A
	<b>Unique Household Conversions</b>  1,297	<b>Revenue</b>  \$4,484,752.83	<b>Cost Per Acquisition</b>  \$65.88	<b>Median Conversion Value</b>  \$2,463.99

## Discover the Power of IP Marketing

Ready to transform your advertising strategy with IP targeting? Ditch the cookie cutter approaches and step into the era of direct device targeting with Social Cake's IP marketing solutions. Whether through display ads or OTT video content, our strategies are designed to meet your unique marketing objectives, delivering precision, flexibility, and tangible results. Let's redefine digital advertising together. Contact us to explore how our non-cookie-based IP targeting can elevate your brand's digital presence and drive unmatched results.

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## **ABOUT SOCIAL CAKE**

At Social Cake, we empower small and medium-sized businesses to achieve measurable growth with forensic, data-driven marketing strategies. Our approach blends curiosity, deep research, and integrated execution—never settling for one-size-fits-all solutions. We believe that marketing success is like baking the perfect cake: it takes the right mix of strategy, creativity, technology, and collaboration.

Our team uncovers the essential ingredients for each brand’s success, combining the latest digital tools with compelling content and a truly collaborative spirit. We help clients elevate their online presence, clarify their messaging, and build lasting reputations in their industries. We’re redefining what it means to partner with a marketing agency.

At Social Cake, we don’t operate in silos or rely on shortcuts. Instead, we craft cohesive, impactful campaigns that deliver real results—one slice at a time. If you’re ready for a fresh, research-driven approach that puts your growth first, let’s create something unforgettable together.

[www.socialcake.co](http://www.socialcake.co)