

60 Social Media Content Prompts for Cake Makers

Useful tips

Show them you're the expert!

1. How to personalise your cake
2. Displaying your cake
3. What size cake do I need?
4. How long will my cake last?
5. How to store your cake
6. How to cut a cake
7. How to make your cake match your decor (colours, flowers, texture, fonts)
8. Will a naked cake dry out?

"This or that"

Ask for their thoughts as a CTA!

9. Buttercream or sugarpaste?
10. Fresh or sugar flowers?
11. Models - plastic toys to keep or made from sugar?
12. Chocolate or citrus? (or other flavour 'opposites')
13. Two similar themed cakes you've made - which one does your audience prefer and why?

Get to know me

People are nose!

14. Five facts about me
15. Guess the lie! 3 'facts' - which one isn't true
15. How I got into baking
17. My support network (shout out to family / other suppliers / cake friends)
18. My favourite cake to make
19. The cake I'm most proud of and why

Information / Sales

Help them place their order

20. What's the first step to place an order?
21. How much is a birthday / wedding cake? (explain why there's no set pricelist)
22. What if I don't know what I want?
23. How far in advance do I need to book?
24. Little extras (Gluten free cupcakes for allergic guests? Cake stand? Biscuit favours?)
25. Where do you deliver?

Weekly regulars

Something to look forward to

26. Monday Motivation - Cake Quotes
27. Top Tip Tuesday
28. Kind Words Wednesday (reviews)
29. Thankful Thursday (what you're grateful for)
30. Flavour Friday (introduce a new one each week)
31. Supplier Spotlight Saturday (highlight a great venue / entertainer / florist)
32. Social Sunday (ask them about them)

Behind the scenes

Loving a bit of WIP

33. My workspace
34. My favourite bit of kit
35. Hands at work
36. Tools ready (eg all the tools you need to make a sugar flower laid out)
37. Something that inspired me for a design
38. Blank canvas (cake before being decorated)
39. Time-lapse video (eg piping cupcake swirls or assembling decorations)

What's special about me

Why they should book you!

40. My USP
41. The first course I went on and what I learned
42. The most recent skill I have learned / am learning
43. Sketch > Reality
44. The range of baked goods I provide
45. My customer service promise

Branding

Your business personality

46. My logo - who designed it for you, what is the thinking behind it
47. My colours - what they are and why, what it means
48. My fonts - why I use these ones
49. My website - get them over there!
50. How I want my business to make you 'feel'

"Throwbacks"

Repurpose old content

51. On this day last year
52. Today's sunshine made me think of this cake...
53. Previous cakes / treats you have made for Valentine's / Easter / Mother's Day etc
54. Roundup of this month's cakes
55. My first ever... (christening cake / unicorn cake etc) vs my most recent

National / World ... Day

Jump on the bandwagon!

56. International Chocolate Day - July 7th
 57. National Biscuit Day UK - May 29th
 58. International chocolate cake Day - Jan 27th
 59. World Egg Day - 9th October
 60. National Cupcake Day (UK) - June 13th
- ...and so many more! Look up ones related to what you bake

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