

# THE PERFECT MARKETING RECIPE

MINI CASE STUDY #285



# THE PERFECT MARKETING RECIPE

The RPIA Group, a membership organization, was created to redefine and elevate the retail baking industry.

The idea - develop a platform to educate and mentor novice bakers with key resources to avoid costly mistakes often made during the first five years of bakery ownership. The event would be called “The Business of Baking for Beginners.”



# RESULTS OVER A FOUR (4) MONTH CAMPAIGN



Buckaroo used a combination of online and offline communications, lead generation and partnership-driven services to create a fully integrated and strategic approach from the event's conception to execution.

# TWITTER FOLLOWERS

## twitter followers



Increased from

**28**

[twitter.com/RPIAGroup](https://twitter.com/RPIAGroup)



**1,589**

during the 4-month period



&



facebook.com/TheRPIAGroup



LinkedIn contacts more than **tripled**



LinkedIn Reach

increased to more than **13,000 individuals** in nat'l & global-related organizations

# ADVERTISING CAMPAIGN



Ads generated  
**2.5 Million**  
impressions



Ads received more than  
**1,200**  
**Clicks**

# PUBLICITY RESULTS

Efforts to increase brand awareness also resulted in coverage in the August Edition of **Baking Buyer Magazine**, a major industry publication.



BAKER'S DOZEN

## Baker's DOZEN

Meet Rick Crawford, managing partner of the RPIA Group, which is planning The Business of Baking for Beginners, a seminar on October 1-2 in Schaumburg, IL, taking place prior to the All Things Baking show being held Oct. 2-4. This seminar will teach aspiring bakery owners effective tricks of the trade and behind-the-scenes knowledge that comes with extensive years of experience.

**1. It's a challenging world out there for retail bakers. How can the RPIA help?**  
We are a clearinghouse for information and best practices, as well as a program provider to Bakery Specific Programs. Members can and do save 1 to 100 times their annual dues.

**2. Tell us more about the Business of Baking for Beginners seminar.**  
The Business of Baking for Beginners (BOB) is designed for people with three years or less in the industry or potential owners. We'll provide some of the "hidden" key of experience that make live much better owning and operating a Bakery.

**3. The RPIA ran an ad in the Wall Street Journal. What types of people will it attract to the business?**  
People who have the resources to invest in the industry and who have great talent, but may be lacking opportunity. Middle managers may have good annual revenue, but will never get the opportunity to create wealth. Thus the WSJ.

**4. What advice would you give someone looking to start a bakery?**  
Aside from attend BOB! Learn how to create success in this industry before you invest.

**5. Some people say the traditional retail bakery is a dying breed. What's your response?**  
The key word is "traditional." Full line retail bakeries have a bright future, but they must change with and ahead of the markets. The term traditional implies no change, and that picture is not rosy.

**6. How did you get started in baking?**  
In 1974 I was working my way through college on the GI Bill and my uncle opened two Mini Bakery Frenches. I was his "Cookie Boy" and closer. I was paid .03 cents a cookie and hand-made about 113 dozen in five hours.

**7. What did you like most about running your own bakery?**  
I always wanted to be in business management and manage people more than things.

I also felt like we were the "Cheers" of Bakery and part of our guests' lives.

**8. What did you like the least?**  
The learning curve of costly mistakes; not enough resources to find out how to do something right without it costing me \$1,000+.

**9. What was your favorite bakery product to make at your shop?**  
Chopped Cinnamon Raisin Bread, man was that good.

**10. What's the best idea you learned from your time as a bakery owner?**  
To talk with other owners. They drop great ideas like raindrops.

**11. Name one trend you think will surface in retail bakery.**  
Great products that just happen to be sugar-free. In case you didn't guess, I am a Type 2.

**12. What's your take on the economy for retail bakery next year?**  
We need to adjust our value proposition to live with higher costs. Those that do that well will grow. Starbucks and the cupcake people have set a retail price ceiling that all of us can three under.

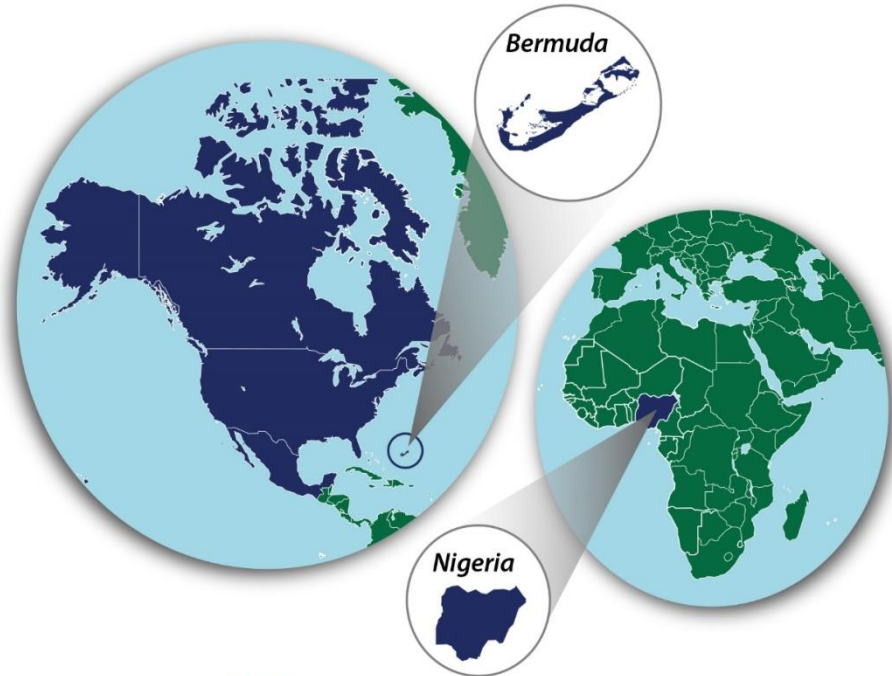
**13. Why should bakers plan to attend All Things Baking?**  
Let me count the ways. Best retail show this year. Location, location location. New and fresh ideas. Bakers can't afford to wait until the next IBE.

70 • BAKING BUYER • AUGUST



# GLOBAL ATTENDANCE

**Seminar Attendees** from all over the world (as high-lighted in blue) including: United States, Mexico, Canada, Nigeria and Bermuda.



**60(+)** seminar attendees



# TESTIMONIAL

“The Buckaroo team knows how to effectively move a project down the road. Our positive experiences cannot be overstated. The RPIA Group has a unique value position for its members and Buckaroo helped us successfully communicate to the world through the tradeshow, print, e-newsletters, PR, logo design, branding, advertising, key messaging, social media and creative thought leadership. Buckaroo’s vast list of services was superior in quality, well executed and left an impact in the marketplace. Most importantly, it generated sales and attendees. You would be challenged to find a better partner. And yes, I did get my socks knocked off several times!”

Rick Crawford, CMB  
President, The RPIA Group