A consistent visual identity can help the brand appear more professional and memorable.

Recommendation

Develop simple visual guidelines covering:

- 2–3 primary brand colours
- Consistent fonts
- Consistent Reel-cover style
- Consistent promotional templates
- Consistent product-photo presentation
- Consistent use of the logo

CONTENT AUDIT

Marphil Foods has an important advantage: an extensive existing content library.

The brand operates in a category that naturally provides many opportunities for visual and educational content.

Core content areas

Content Area	Purpose	Examples of Content
Product Showcase	Create awareness and encourage enquiries	Cakes, small chops, food trays, food boxes
Educational Content	Provide value and demonstrate expertise	Cake tips, ordering guides, food-planning tips, baking tips
Behind the Scenes	Humanize the brand and show the process	Baking, decorating, packaging, kitchen preparation
Customer & Social Proof	Build credibility and trust	Reviews, testimonials, customer photos, completed orders
Promotional Content	Drive enquiries and sales	Offers, packages, seasonal promotions, order reminders
Training & Expertise	Showcase the brand's baking knowledge	Baking classes, student work, tutorials, baking advice
Community & Engagement	Encourage audience participation	Polls, questions, this-or-that, food preferences

30-Day Social Media Strategy for Marphil Foods

Goal

The goal of the 30-day strategy is to strengthen Marphil Foods' Instagram presence by increasing product awareness, audience interaction and customer trust while making the page more effective as a channel for enquiries and orders.

The strategy will combine attractive food content, useful information, customer experiences and behind-the-scenes storytelling. It will also create a better balance between brand personality and business-focused content.

The overall customer journey will be:

DISCOVER → ENGAGE → TRUST → ENQUIRE → ORDER

Target Audience

Marphil Foods should primarily target people in Abuja who are interested in ordering food for themselves, their families, celebrations and events.

The target audience includes:

- Young adults planning birthdays and celebrations
- Individuals ordering cakes for personal occasions
- Couples planning weddings, anniversaries and other celebrations
- Families hosting parties and gatherings
- Event planners and coordinators
- Corporate clients requiring food for events
- People looking for small chops and food trays
- Existing customers who may become repeat customers
- Aspiring bakers interested in baking training

The content should speak to both **people ready to order** and **people who may need the product in the future**.