

CATERINA DI CANIO
FEBRUARY 11, 2025

Client Profile and Marketing Audit



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Company Overview

Dessert Done Different

Born in Winnipeg Manitoba, Milksmith is fueled by their passion and love for creativity, community, and creamy indulgence. They follow their one, simple slogan: “**Dessert Done Different**”. And how they do it is extraordinary.

Milksmith is proud to produce products that make them, and their customers happy. They follow five core values: Hard Work, Teamwork, Exceptional Experience, Quality, and Community.

Milksmith is...

- *Different*
- *Experiential*
- *Trendy*
- *Fun*
- *Established*

Products

- Rolled Ice Cream (variety of flavours)
- Sorbet Push Pops
- Scoops
- Ice Cream Sammie
- Milkshakes
- Bubble Waffle
- Cold Beverages: Crush Drink, Tropic Chill, Iced Coffee
- Hot Beverages: Coffee, Cappuccino, Mexican Hot Chocolate, Latte Macchiato

While Milksmith’s mission is to sell joy through ice cream, they pride themselves on creating the overall customer experience.

What sets them apart from the rest is their ability to immerse themselves in the communities they’re involved in —like the Mini Cone Tokens, where each token purchased is redeemable in store and the proceeds are donated to the St. Boniface Hospital NICU. They are eager to participate in local events like Le Burger Week, and Asian Heritage Month.



Market Analysis

Key Publics

Primary Audience

Gen Z and Millennials (18–44) who are adventurous, socially conscious, and experience-driven. They seek out trendy, Instagrammable spots and love trying unique desserts like rolled ice cream. This audience enjoys late-night outings, summer walks, and post-bar food stops, making them a key demographic for Milksmith's offerings. Predominantly active on Instagram, they frequently share their experiences online. They are also socially aware, valuing sustainability, inclusivity, and supporting local businesses. They are constantly looking for new, exciting places to explore.



Secondary Audience

Gen X and Boomers (44-78) who are comfortable choosing the things they know make them happy. This audience is easily overwhelmed by customization but appreciates the basics. This audience still reads the newspaper, and tries to make the effort to try new things, especially when it's closer to their home. Though they may not be as digitally engaged as younger generations, they value reliable service, consistency, and a welcoming atmosphere, making them more likely to become loyal, repeat customers.



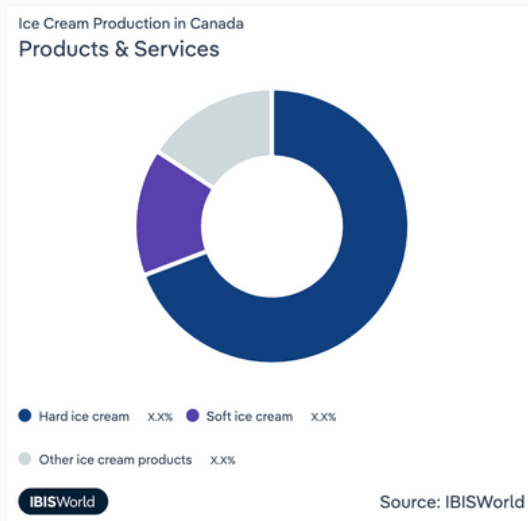
Market Analysis

Market Trends

The ice cream industry is experiencing new trends, with innovative flavors like lavender, basil, and elderflower are expanding customer choices. Beyond classic scoops, the rise of diverse formats—rolled, soft serve, and blended adds even more variety to the mix.

Consumers will continue to become increasingly health-conscious, which will cause producers to increase spending on new products that adapt to these trends finding ways to incorporate these practices into their menus.

Hard ice cream is highly convenient and serves as a more traditional ice cream, which is typically manufactured with milk or cream, sugar, stabilizers and flavourings.



Other Market Trends

- Artisanal and small batch ice cream
- Seasonal and limited edition
- Bite-sized/mini products
- Plant based products will undergo a value growth of 13.3% until 2027
- 76% of consumers are appealed by nostalgic flavours
- No sugar added products have grown in popularity recent years

Rolled ice cream is typically firmer in texture compared to soft serve. Milksmith can leverage its commitment to premium quality by highlighting its healthier, allergy-friendly options, which cater to a wider audience. By offering both classic and innovative flavors, Milksmith enhances the customer experience while staying true to its brand promise of “Dessert Done Different.”

Please see Appendix A for more market trends data

Market Analysis

Key Competitors

Marble Slab Creamery

Strengths

- Five locations in Winnipeg
 - Corydon
 - Henderson
 - St. Vital
 - Kenaston
 - Kildonan Crossing
- Strong website
- Artisanal ice cream, mixed on cold slab
 - Allergy friendly
 - Vegan
 - Low-fat yogurt
- 100% real Canadian dairy
- Sundae To-Go Bar

Weaknesses

- No prices listed for any products on the website
- 13k followers for the Marble Slab Canada account (compared to Milksmith who has 13.5k and is only based in Winnipeg)
- Not rolled ice cream
- Seating areas very according to store and location
- Not sold to retailers
- Lack of local/artisanal appeal

Chaeban Ice Cream

Strengths

- Dairy free options
- Artisanal ice cream
- Strong “About Us” page, gives users facts and good idea of background
- 16.6k followers on Instagram
- Seating available inside
- Ice cream cart rental
- Store rental
- Chaeban Experience Tour
- Sell to local and surrounding retailers

Weaknesses

- One location
- Not rolled ice cream
- No prices for some ice cream products listed on website
- Sell more than just ice cream
 - Beverages
 - Cheese
 - Bagels
- Inconsistencies regarding allergens from Instagram and the website
- Instagram content is basic, showing less “people” and more “product”

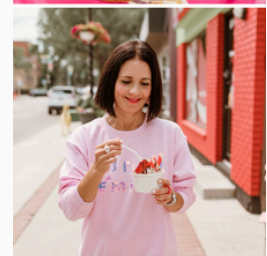
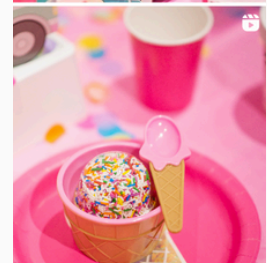
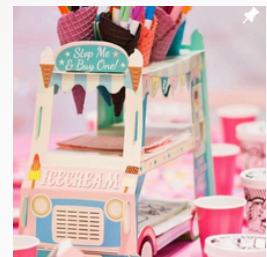
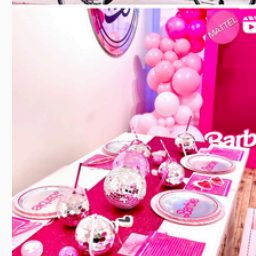
Marketing Objectives

Short-Term Goals

Instagram has been Milksmith's primary and most established platform, boasting a dedicated following of 13.5K. Through a mix of photos and Reels, Milksmith showcases its products, engaging customers with visually appealing content.

As Instagram remains its key social channel, Milksmith plans to expand its presence by creating deeper connections with their audience. Kicking off the new year and a fresh ice cream season, the brand aims to share more behind-the-scenes moments and employee highlights, bringing a personal touch to their content.

By integrating their five core values into their social strategy, Milksmith can create a more immersive and relatable experience, strengthening their relationship with customers and enhancing their online presence.



Strategy and Tactics

Product Strategy

- Continue offering limited-edition and seasonal products to create a sense of urgency and excitement. Aligning these offerings with holiday themes—such as National Ice Cream Day, National Sprinkle Day, or Canada Day—can further drive engagement and sales.
- Prioritize new product development and stay ahead of market trends which will help position Milksmith as an industry leader and a go-to destination for innovative, must-try flavours.

Pricing Strategy

- Maintain a premium price point that reflects the high-quality ingredients and craftsmanship behind each product. Stay cautious of market fluctuations and competitor pricing to ensure Milksmith remains competitively positioned within the premium ice cream space.
- Refine the existing stamp card system integrating digital memberships or customer accounts to make tracking rewards more seamless, accessible, and engaging. This approach not only improves customer retention but also provides valuable insights into purchasing habits for future promotions and personalized offers.

Distribution Strategy

- **Direct Channels:** Capture foot traffic by using eye-catching signage, bright lighting, and visually appealing storefront displays that draw people in from the street. Creating an inviting atmosphere will encourage impulse visits.
- **Omnichannel Strategy:** Leverage social media effectively to engage customers and drive in-store visits. Utilize Instagram to showcase products, share promotions, and create buzz around limited-time offerings.
- **Collaborations & Partnerships:** Expand reach by partnering with local businesses, such as coffee shops or bakeries to feature Milksmith products.

Promotion Strategy

- **Advertising:** Use social media ads, influencer collaborations, and targeted local campaigns to reach key demographics.
- **Public Relations:** Leverage local media coverage and partnerships with community events to build brand credibility (Mini Cone Tokens for St. Boniface Hospital NICU)
- **Sales Promotions:** Offer happy hour discounts or late night menu priced items to encourage customer retention and word-of-mouth marketing.
- **Digital Marketing:** Focus on SEO, engaging social media content, email marketing campaigns, and user-generated content to increase visibility and drive traffic.

Digital Marketing Assessment

Website Analysis

User Experience & Content Quality Review:

Milksmith's website effectively incorporates brand kit essentials, including colors, typography, and imagery. However, there are areas where usability and content clarity can be improved:

- **Navigation & Usability:** On the menu page, the header remains fixed instead of scrolling upward. This limits visibility and may impact the user experience, as customers cannot view the full menu on their screen. Additionally, the website only displays the Corydon menu, with no mention of the Henderson location's menu.
- **Homepage Slogan:** The text on the homepage overlaps. If this design choice aligns with the brand's aesthetic, no changes are necessary. However, if unintentional, adjusting the layout for better readability should be considered.
- **About Us Page:** The section could provide more depth, offering insights into Milksmith's story. Consider including details such as when and why the business started, what drives the brand, and the passion behind it. A more detailed narrative can enhance customer connection and engagement.

Search Engine Optimization:

According to SEMrush, the keyword “*Milksmith*” has a 34% difficulty score, indicating a competitive landscape that requires well-structured, unique, and optimized content to rank effectively. However, a broader search term like “*ice cream Winnipeg*” places Milksmith at #9 in the SERP (Search Engine Results Page) rankings, making it difficult for users to find the business organically.

When searching “*ice cream Winnipeg*”, Milksmith does not appear on the first page of search results. However, when refining the search to “*rolled ice cream Winnipeg*”, Milksmith ranks significantly higher, suggesting that niche-specific keywords are more effective in driving visibility.

Digital Marketing Assessment

Social Media Presence:

Currently, Milksmith is not posting frequently to their Instagram, but during their open season they post around 2-3 times per week. Posting around new product launches or promotions could also increase visibility.

Platforms Used:

- Instagram
- TikTok (Infrequently)
- Facebook (Infrequently)

Engagement Metrics:

Upon a brief scan of Milksmith's Instagram, customers engage with Likes and Comments, and there are many posts tagging Milksmith.

- *Instagram*: 13.5k followers, last post = December 16, 2024
- *TikTok*: 48 followers, last post = February 11, 2024
- *Facebook*: 1.5k followers, last post = November 2, 2024
- Milksmith uses a mix of general and location-specific hashtags (e.g. #RolledIceCream, #WinnipegEats). They also use hashtags to correspond to whatever type of product is shown (Ex. a cookie butter post will have the hashtag #cookiebutter).

Email Marketing:

Currently, there is no formal email marketing system in place, but customers can sign up for a newsletter to receive updates on upcoming events, new flavor launches, and seasonal reopening dates.

Milksmith could greatly benefit from implementing email marketing platforms like Mailchimp to enhance customer engagement and loyalty. By creating customer profiles upon purchase, Milksmith can strengthen its business-consumer relationships. The ability to track open rates and click-through rates, especially through A/B testing, will help determine the most effective strategies. Alongside digital newsletters, promotional emails such as sale announcements or store event notifications can significantly improve customer-brand relationships. To maximize effectiveness, it's crucial to include clear CTAs, personalize emails with customer names, and refine audience segmentation based on factors like first-time buyers or frequent visitors.

SWOT Analysis

Strengths

- Mini Cone Tokens are a unique initiative that strengthens Milksmith's connection to the local community, reinforcing its commitment to giving back and engaging with customers in a meaningful way.
- Strong local brand presence and a well-established reputation in Winnipeg creates loyalty and recognition among local customers.
- Seasonal and limited-edition flavours creates a sense of exclusivity and urgency, driving repeat visits and customer excitement.
- Private events offers customizable birthday parties and private events, providing a unique experience that differentiates Milksmith from competitors.

Weaknesses

- Website lacks user-friendly experience and improving navigation and accessibility would enhance the customer journey and streamline online orders.
- Premium pricing may deter cost-conscious customers. While high-quality ingredients justify the price, some customers may seek more affordable alternatives.
- Absence of a formal email marketing strategy means missing out on customer retention opportunities, personalized promotions, and direct engagement.
- Henderson menu is not available on the website.

Opportunities

- Capitalize on evening customers by introducing a late-night menu or exclusive "happy hour" deals.
- Expand brand visibility through pop-up carts which will increase exposure and attract new customers by setting up at high-traffic local events and festivals.
- Enhance customer retention with a digital loyalty Program. Implement CRM-integrated loyalty systems like Square or Salesforce to reward repeat customers and drive engagement.

Threats

- Marble Slab and Chaeban have more refined websites, which could put Milksmith at a disadvantage in terms of online presence and customer perception.
- An economic downturn may lead consumers to prioritize affordability, reducing their willingness to spend on premium desserts.
- The rising demand for low-sugar, plant-based, and health-conscious alternatives could shift some customers away from traditional ice cream options.

Marketing Systems and Processes

Customer Relationship Management (CRM):

Milksmith currently uses Square to collect customer postal codes at the point of purchase. To enhance customer retention, Milksmith can significantly benefit from expanding its data collection to build more complete customer profiles. Gathering additional details such as name, phone number, and email—alongside postal codes—will enable more personalized and targeted marketing efforts. This refined data will not only improve customer engagement but also strengthen customer-business relationships, allowing Milksmith to tailor promotions, offers, and communications more effectively.

Marketing Automation:

Milksmith currently relies on loyalty punch cards as its primary marketing tool. Transitioning from physical punch cards to a digital points-based loyalty program, with a platform like Square, can provide numerous advantages. A digital system allows customers to accumulate and track their points seamlessly within their account, eliminating the risk of lost or forgotten cards.

Additionally, a well-structured digital loyalty program can enhance customer engagement through personalized marketing efforts. By collecting customer contact information during sign-up, Milksmith can automate personalized text messages to welcome new members, remind customers of their points balance, and encourage repeat visits with exclusive promotions or rewards. This approach not only improves convenience for customers but also strengthens customer retention and brand loyalty.

Data Analytics:

Milksmith uses the analytics built in to Wix, and can benefit from various audits (website and social) to improve customer and user experience.

Insights and Recommendations

Given the findings in the report, here are just five recommendations to enhance marketing performance and solutions to the identified weaknesses and threats:

- 01 Showcase Proud Moments**

Focus on sharing behind-the-scenes content of party set up, or store opening preparations. Capture real moments of giving back and highlight the community connection through Instagram Reels, TikTok, and stories to build engagement.
- 02 Consider a Website Refresh**

Test new layout formats for optimized user experience. Conduct A/B testing to analyze how different layouts affect engagement and conversion rates, ensuring that each design change leads to a more seamless and enjoyable customer journey.
- 03 Schedule in Posts**

Analyze peak engagement times to strategically post earlier in the day, maximizing visibility for the evening rush. Don't "abandon" the Instagram account during the "offseason". Keep customers on their toes for what's to come.
- 04 Enhance Email Marketing**

Expand customer reach by integrating email collection into your CRM system, allowing for personalized engagement with both first-time and returning customers. This will enhance retention, drive repeat visits, and strengthen brand loyalty through targeted communication.
- 05 Embrace the evening**

While it may be different, consider adding a late night happy hour menu for the foot traffic on Corydon on a hot summers night. While still keeping at the premium price, this will drive customers in and choose Milksmith over other places on the street such as Nucci's and G.G. Gelati.

Conclusion

Next Steps

In essence, Milksmith has a strong foundation built on its brand and community engagement. This foundation is a crucial starting point to enhance already good measures that are in place. Minor improvements in Milksmith's digital presence (website and email marketing) are highly beneficial for customer retention and preservation. Strategic initiatives (late night offerings) are ways to engage with the community, and attract customers already in the area.

To proceed, it is recommended that Milksmith begin a website audit. It is important for the customer journey to have a website that produces premium content like it sells premium quality ice cream. The user experience ideally reflects in the customers emotions.

Milksmith should also conduct a social media review, categorizing the types of content they post, how often they post, and how they can tailor new posts to create deeper connections with their audience (a marketing goal). Tailoring content for posts around their five core values (Hard work, Teamwork, Exceptional experience, Quality, and Community) Milksmith should be able to engage users and customers in a meaningful way.

Overall, Milksmith will see great improvements should they consider these recommendations. Incorporating these recommendations will expand Milksmith's presence as a local brand, and create deeper connections customers.

Please see Appendix C with a Next Steps chart

Note: The chart in Appendix C is a recommendation as well, and the length of time to complete each task can be shorter or longer. Milksmith can also decide when they'd like to begin the next steps at their discretion.

Appendix A

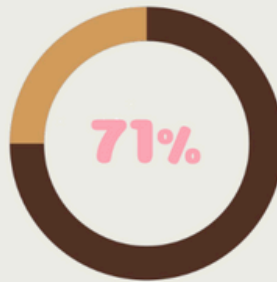
Market Trend Data

CO-BRANDING
with cherished indulgent brands can help ice cream convey a more profound treat appeal

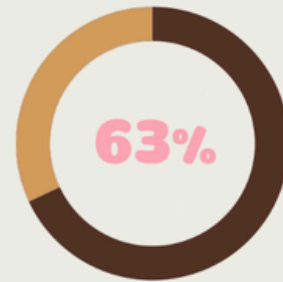
COMFORTING CLASSICS

76%

of NA consumers who like traditional/nostalgic flavors say that they are appealed by those because they remind them of simpler times²



of NA consumers are positive to try **new and exciting ice cream experiences**²



of NA consumers believe that rare, unique or even **out of the ordinary flavors** are a way ice cream can be made more exciting²

The ice cream market is an important and dynamic market, expected to be worth over

\$22 BILLION

in NA retail sales by the end of 2024, with value growth of **3.4% CAGR** over the next 3 years to 2027.¹

PLANT-BASED

even if still a niche segment, will undergo an **exponential value growth of 13.3% CAGR until 2027 in NA.**¹

INNOVATION

has a key role to play in the **growth projection**, as consumer attitudes demand a new approach and engaging experiences.

TAKE HOME CREAM

in 2024 is expected to account for almost **\$17 BILLION** with a consistent 3.5% value CAGR over the next 3 years until 2027.¹

SUGAR REDUCTION

No added sugar claim in retail new product launches has grown in NA at a

29%

CAGR in selected desserts and ice cream (2018-2022)²

<https://drive.google.com/file/d/1e5V14Tw5ZswsyCrwn0PMVarn8ZdcyJtj/view>

<https://www.ibisworld.com/canada/industry/ice-cream-production/249/>

Appendix B

SEO Data

Volume

590 

Keyword Difficulty

34% 

Possible

A competitive keyword to rank for. You will need well-structured and unique content.

Keyword Variations

23 Total Volume: **1.4K**

Keywords	Volume	KD %
milksmith	590	34 
milksmith inc.	480	28 
milksmith menu	50	17 
milksmith henderson	40	n/a 
milksmith winnipeg	40	n/a 

[View all 23 keywords](#)


Keyword Strategy

Get topics, pillar and subpages **automatically**














[View all](#)

SERP Analysis Domain URL

Results **10.9M** SERP Features 

1-10 11-20 21-30 31-40 41-50 51-60 61-70 71-80 81-90 91-100

URL


- https://www.tripadvisor.ca/Restaurants-g154954-zfd9899-Winnipeg_Manitoba-Ice_Cream.html
tripadvisor.ca

- <https://subzero-icecream.ca/>
subzero-icecream.ca

- https://www.reddit.com/r/Winnipeg/comments/tbn2zke/where_to_find_real_ice_cream_in_the_pege/
reddit.com

- https://www.tourismwinnipeg.com/eat-and-drink/peg-city-grub/read_post/1481a-2023-winnipeg-ice-cream-guide
tourismwinnipeg.com

- <https://chaebanicecream.com/>
chaebanicecream.com

- <https://www.dugandbettys.com/>
dugandbettys.com

- https://www.yelp.ca/search?find_desc=Ice+Cream&find_loc=Winnipeg,+MB
yelp.ca

- <https://www.feteicecreamcoffee.com/>
feteicecreamcoffee.com

- <https://www.mymilksmith.com/>
mymilksmith.com

- https://www.tripadvisor.ca/Restaurant_Review-g154954-d708746-Reviews-Sargent_Sundae_World_s_best_ice_cream-Winnipeg_Manitoba.html
tripadvisor.ca
 



Keyword ideas

Keyword Variations






454 Total Volume: **6.7K**

Keywords	Volume	KD %
ice cream winnipeg	880	24 
supreme ice cream shoppe winnipeg	480	21 
ice cream places in winnipeg	320	24 
ice cream shops in winnipeg	320	25 
ice cream shops winnipeg	320	25 

[View all 454 keywords](#)

Questions

10 Total Volume: **0**

Keywords	Volume	KD %
what's open on canada day winnipeg ice cream	0	n/a 
where can i get blue bubblegum ice cream in winnipeg	0	n/a 
where to buy halo top ice cream winnipeg	0	n/a 
where to buy ice cream cake in winnipeg	0	n/a 
where to buy spumoni ice cream in winnipeg	0	n/a 

[View all 10 keywords](#)

Keyword Strategy

Get topics, pillar and subpages **automatically**



[View all](#)

Appendix C

Next Steps Action Plan

Action	Task	Timeline	Tools	Success Indicators
Launch Digital Engagement Plan	<ul style="list-style-type: none"> -Post 2-3x weekly on Instagram -Schedule future posts in a calendar 	Week 1-4	<ul style="list-style-type: none"> -Instagram -Hootsuite -Mailchimp 	Increased engagement (likes, shares, comments etc.)
Improve Website Usability	<ul style="list-style-type: none"> -Fix navigation menu visibility issues -Adjust homepage slogan layout -Add "About Us" section 	Week 1-3	Website CMS, in this case Wix. (Developer assistance if needed)	Improved user experience, lower bounce back rate, and positive feedback
Upgrade Loyalty Program	<ul style="list-style-type: none"> -Transition from punch cards to digital point system -Offer a sign up incentive -Set up automated email and SMS updates 	Week 2-4	Square, email/SMS	Increased loyalty program sign ups, customer engagement via email/SMS
Test Menu Promotions	<ul style="list-style-type: none"> -Introduce limited-time happy-hour menu -Promote via social media, in store signage, staff BTS -Track foot traffic and sales data for evaluation 	Week 3-4	Social media, email marketing, POS (Instagram, Square, Wix...)	Increased evening sales, customer feedback, increased social media engagement