



MEDIA ALERT

For Immediate Release
1 May 2010

Sweet TWEETs take the cake

Brisbane business woman, specialty cake maker and queen of treats **Judy Cook** of *Cakes by Judy C* was awarded winner of the “Most Innovative Marketing Strategy Award” at the 18th Annual Baking Industry Association Queensland Awards. Over 220 of Queensland’s finest bakers and pastry cooks attended the evening held on Tuesday April 20 at Hillstone St Lucia. The awards ceremony announced *Cakes by Judy C* as a leader in their field; the award commends and recognises innovative and progressive marketing strategies.

Ashgrove’s *Cakes by Judy C* utilises unique strategies to market the business by embracing social media to engage with loyal customers and the global online community. Using a combination of marketing via social media, traditional marketing methods and an integrated use of PR, *Cakes by Judy C* follows a structured and comprehensive communication strategy.

Judy Cook regularly communicates with her clientele and online community via Twitter, Facebook and through her Blog, Website and subscriber newsletters. Daily Tweets keep followers in the loop and provide an insight to a day in the life of a specialty cake maker. The daily tweets are also used to direct followers to Judy’s website content, blog posts, facebook posts, images and events and to harness and share feedback.

Marketing techniques applied by *Cakes by Judy C*, result in customer engagement, company growth, increased brand and product awareness, publicity exposure and customer loyalty.

The website – www.cakesbyjudyc.com.au is the cyber front door for *Cakes by Judy C* and the other online profiles and applications such as the Blog – <http://cakenews.blogspot.com/>, *Cakes by Judy C* e-newsletter, Twitter profile – <http://twitter.com/JudyCCakes> and Facebook page – <http://www.facebook.com/home.php#!/pages/Ashgrove-Australia/Cakes-by-JudyC/147378830152> are all tools used to engage with customers. They provide a platform for people to leave feedback, share tips, photos, and experiences, ask questions while also generating traffic through the website and enquiries via phone and in person in the Ashgrove retail store.

Cakes by Judy C’s products are baked at the Ashgrove store daily by a small team of qualified pastry chefs and quality decorators who have a main aim to create visually beautiful centrepieces which are both mouth-watering and delicious.

Ends.

Media Information

Address: Shop 1/227 Waterworks Road, Ashgrove

Phone: +61 7 3366 9111

Contact: Judy Cook judyc@cakesbyjudyc.com.au

Web: www.cakesbyjudyc.com.au

Baking Industry Association: www.biaq.org.au List of award winners: www.biaq.org.au/results.htm

MEDIA CONTACT: Peta Ellis, City Publicity Ph: +61 420 374 733 email: peta@citypublicity.com.au