

Coccadotts Cake Shop

About: Since opening their doors in 2007 Coccadotts has catapulted to national acclaim. First through their one-of-a-kind famous Chicken Wing Cupcake and then through numerous television appearances including The Food Network's Cupcake Wars, Anderson Live, Good Morning America, and The Tonight Show among others.

Q: By definition Coccadotts would be considered a small business, but there really is nothing small about it. You've received national acclaim for your appearances on Cupcake Wars as well as unique cupcakes. What do you attribute your success to?

R: *Hard work!!! Myself, along with my partner, Matt, pooled together every cent we had and devoted our entire adulthood to running this company. After the countless sleepless nights, destroyed cakes, and buttercream fueled arguments, here we are a little over 6 years later with 4 locations, our warehouse, and currently working toward franchising, hopefully to be all completed by 2015. It's been crazy, but without our hard work, our cupcakes would've just been a dream.*

Q: Coccadotts employs a social strategy in their marketing/PR efforts. You have a presence on Facebook and Twitter. What is the overall strategy you employ with each? Why not other social outlets?

R: *When posting to Facebook or Instagram, we try to appeal to our fans as much as possible. By maintaining a constantly updated profile (at least 1 post a day), we're continually showcasing our latest and greatest goodies to our fans. In addition to just showcasing our latest products, we also do lots of giveaways and deals - this keeps our fans on their toes, always checking our profile for recent posts. We chose Facebook over other social media sites because of its massive member base. Compared to Twitter's 500 million members, Facebook has over 1.11 billion members. That's a huge difference!*

Q: Are the interactions on FB different from those on Twitter? If so, how?

R: *Absolutely! I feel that Facebook allows you to be much more personal with your fans. And in certain scenarios, Facebook is also much easier for navigating. Although they seem to share many features, we find that Facebook's are implemented in a way that works best for our business.*

Q: Who runs your social sites?

R: *We have a group of about 7 people who have access to the page. Everybody is welcomed and encouraged to post about anything interesting that would pique our fans' interest, but we usually only have two or three people who are assigned to regularly monitor the Facebook pages. There's not really a strict schedule for who controls it, but it's definitely one of our priorities and everybody knows it. It's not uncommon for me to be calling the bakery office in the morning saying "It's 9:07 why isn't there a post on Facebook yet?" It may seem silly but you don't get nearly 28,000 cumulative fans by doing nothing! :)*

Q: Coccadotts frequently gives back to the community by donating cupcakes. Tell me about your philosophy behind corporate social responsibility.

R: We help any way we can! Whether it's giving some money, sponsoring a little league team, giving out some gift cards, or using our mass social media following to collect items for those in need, we're always looking to help our community. Our community has been so kind to us these past few years, it's only fair to return the favor.

Check out Coccadotts on the web: <http://coccadotts.com/>

Twitter: [@Coccadotts](https://twitter.com/Coccadotts)

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An Interview with Rachel Dott