

crumbl cookies



crumbl
cookies

Social Media
Monitoring and Analysis
Log: Instagram

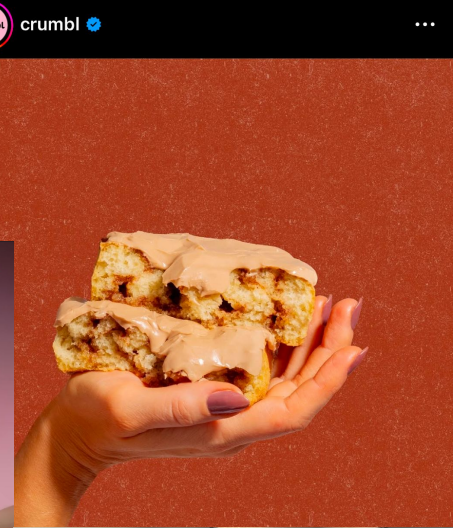
By Janet Jurado

INITIAL INSTAGRAM OBSERVATIONS

- Layout of the overall page is very neat and aesthetically pleasing
- Posts seem frequent and consistent; have organized highlights as well
- Pastel pink theme with "crumbl" logo that is all lowercase letters
- Over six million followers and a verified account (that is a LOT!)
- Every week (their "weeks" start on Mondays as they are closed on Sundays) they have a new cookie lineup and switch things up
- Usually two cookies remain static in the lineup and don't change (always have a chocolate chip cookie and a traditional sugar cookie of some kind)
- Many of the thumbnails for their posts at first glance is high quality, zoomed in, details pictures of their cookies and other desserts
- In their posts, they "pose" their desserts in unique and modern ways

WEEK 3 (September 15th-21st)

- Cookie lineup for this week was NOT shown as a whole in one singular post
- 5 total Instagram posts for the week
- One post was a video of the baking process for the brownie batter cookie
- Other posts were very detailed close ups of some of the cookies
- Included an aesthetic video with leaves and pinecones to promote the pumpkin spice cookie



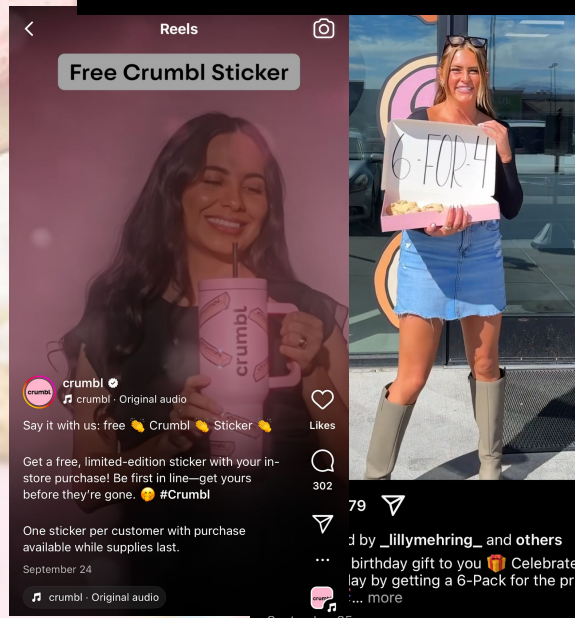
WEEK 4 (September 22nd-28th)

- First post for this week was the full cookie lineup in a video post!
- NEW shareable dessert: the confetti celebration cake (one of the lineups)
- Made "Mini Mondays" available all week long (mini versions of the weekly cookies)
- Introduced a giveaway: 4 winners will each receive a free 4-pack of cookies
- 7 total posts for this week (one every day of the week)
- Release of a free sticker for every purchase made for a limited time
- Sep. 25 Crumbl's birthday: Receive a 6 pack for the price of a 4 pack for that day
- Posted about the release of their new merch drop

It may be Mini Mondays™ tomorrow... but Minis are now available all week long! 🌈 Available only in select products while supplies last. ✨

🎁 GIVEAWAY! We are giving away a 4-Pack to 4 WINNERS! To enter, tag 3 friends below, and we'll announce and DM the winners from Crumbl's verified Instagram account tomorrow at 10 am MT. #Crumbl

This giveaway is in no way sponsored, endorsed, administered by, or associated with Instagram.



12:57

70%

CRUMBL
Posts

crumbl It's our birthday this week... so you know we're dropping a stellar menu to celebrate 🥳🍪 Sep 23-28 📍

Try our NEW shareable dessert—Confetti Celebration Cake! 🍰 A fluffy, three-tiered shareable cake batter confetti cake, layered with velvety vanilla buttercream and topped with rainbow confetti sprinkles. It's your ticket to an unforgettable party. ✨

🍪 BIRTHDAY CAKE FT. OREO®

A thick cookie made with OREO® cookie pieces, covered in cake batter cream cheese frosting and topped with more OREO® cookie pieces and rainbow sprinkles.

🍰 CONFETTI CAKE (NEW)

Two fluffy tiers of cake batter confetti cake generously layered with smooth vanilla buttercream and crowned with a dash of vibrant rainbow sprinkles.

🍪 CARAMEL SHORTBREAD FT. TWIX®

A shortbread-inspired cookie filled with TWIX® pieces, then topped with a gooey layer of caramel, chilly milk chocolate, and crunchy chopped TWIX® pieces.

💖 THE ORIGINAL PINK SUGAR

Our original recipe is back! An almond sugar cookie topped with a perfect pink swoop of real almond frosting.

🥜 PEANUT BUTTER FT. SNICKERS®

A peanut butter cookie studded with chopped SNICKERS®, topped with caramel buttercream, a sprinkle of delicious SNICKERS® pieces, and a smooth milk chocolate drizzle.

🍪 MILK CHOCOLATE CHIP

The classic—you can't go wrong. Thick. soft. and

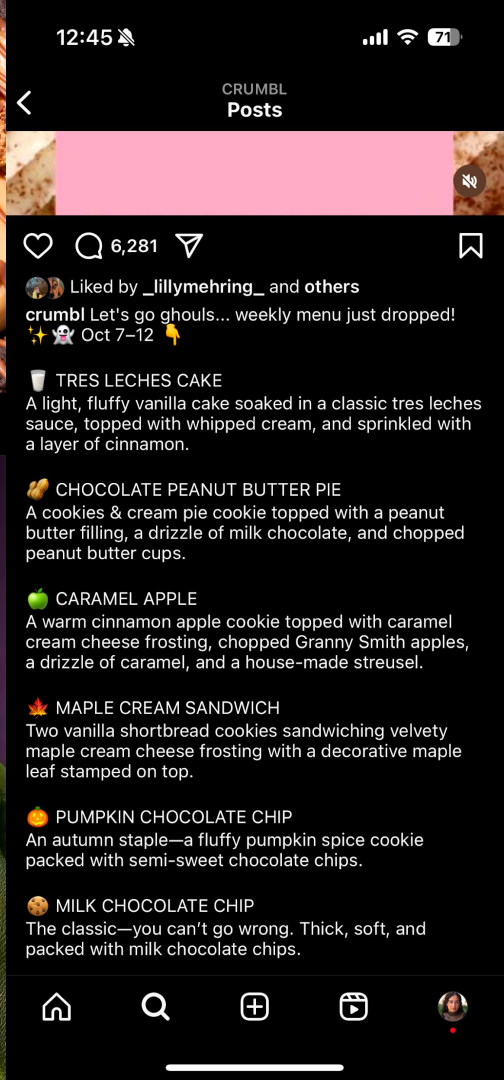
WEEK 5 (September 29th-October 5th)

- First post for this week was once again the full cookie lineup in a video post!
- Emphasis again of the Mini Mondays all week long and also did the same giveaway as last week
- 6 total posts for the week
- One of the posts was UGC "Fall Inspo Vibes"
- Also posted a video of the baking and creation process for their OREO and peanut butter cookies
- For the week of beginning the Halloween month, their weekly lineup included a Pumpkin Cake cookie
- Logo at the end of the weekly lineup video was altered to have leaves for that specific week
- Close up images of the cookie details



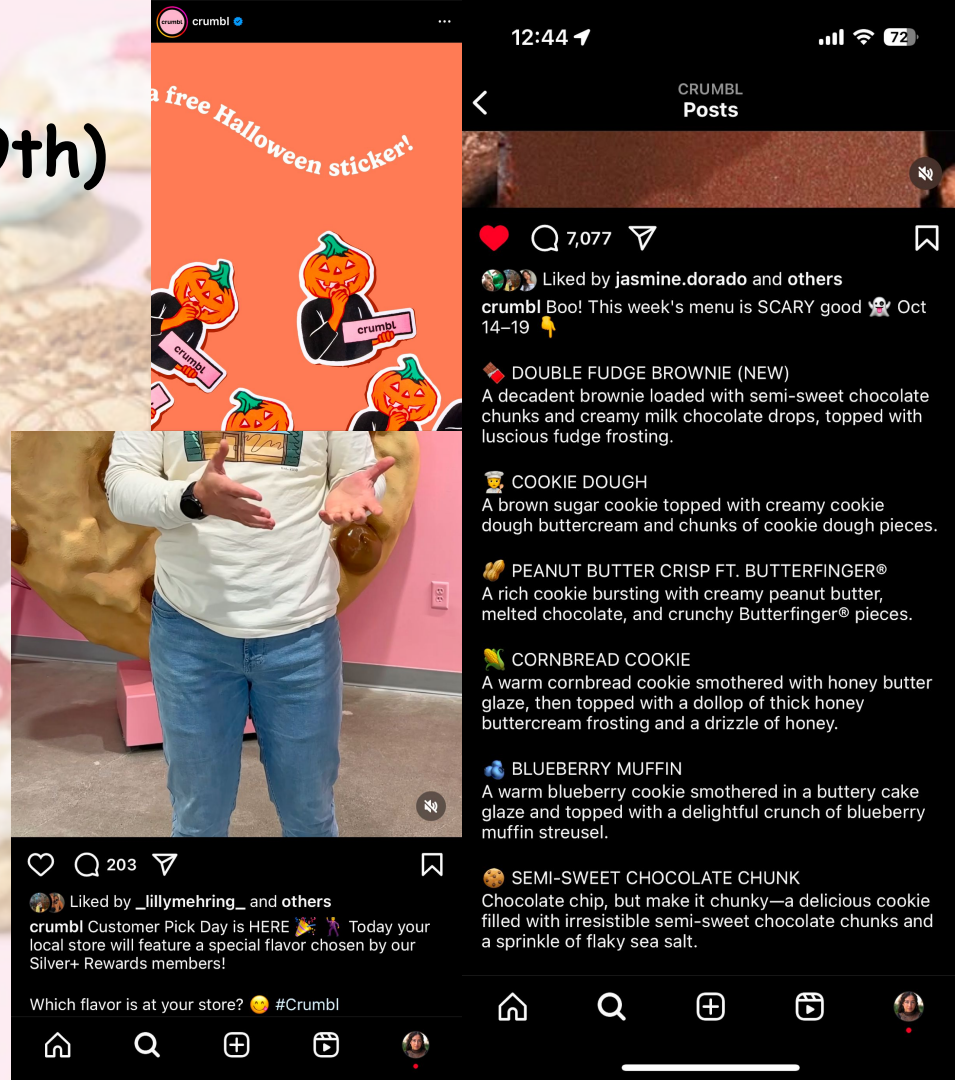
WEEK 6 (October 6th-12th)

- First post for this week was the weekly lineup in a video as per usual recently
- Announced the Mini Mondays expansion as well as the same giveaway once again
- 5 total posts for the week
- One of this week's cookies was the Tres Leches Cake (notice of beginning to be inclusive with flavors?)
- Caramel apple cookie for this week was promoted through a short video with Elphaba from Wicked
- Up close picture post of the chocolate and peanut butter cookie from this week



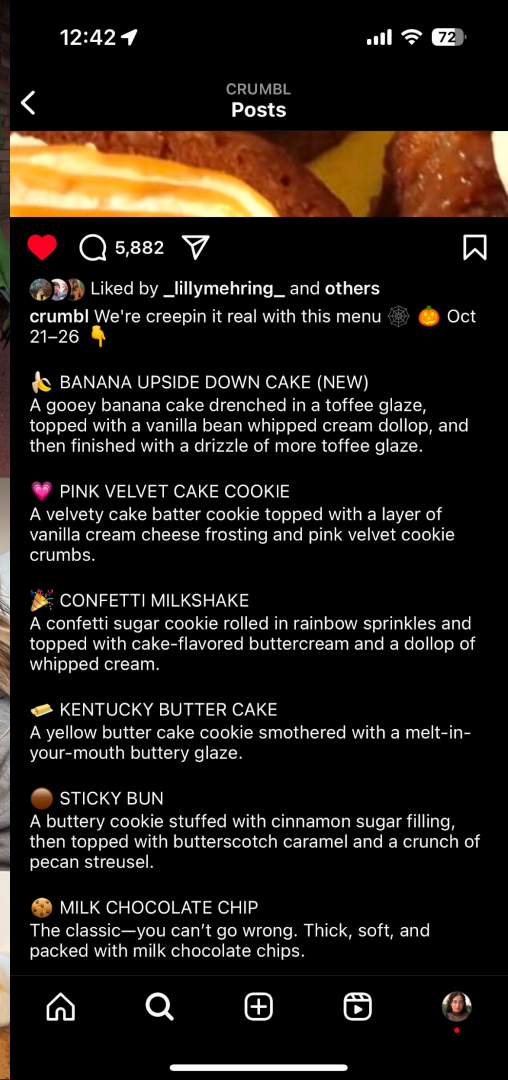
WEEK 7 (October 13th-19th)

- First post for this week was the weekly lineup in a video per usual
- Announced the Mini Mondays expansion as well as the same giveaway once again
- 8 total posts for this week including 2 in one day
- Posted a quick baking process video of one of the weekly cookies: Double Fudge Brownie
- Introduced "customer pick day" this week where each Crumbl location featured a special unique flavor for a day chosen by "Silver+ Rewards" members
- Gave away one free Halloween sticker for every purchasing customer for a day during this week too



WEEK 8 (October 20th-26th)

- First post for this week was the weekly lineup in a video per usual
- Announced the Mini Mondays expansion as well as the same giveaway once again
- 7 total posts for this week (one per day)
- Posted detailed pictures of the Sticky Buns cookie
- Posted a quick creation process video of the confetti milkshake cookie
- Posted a UGC video of someone trying the Red Velvet cookie for that week as a form of promotion
- Posted another video with green witch hands to further add to the Halloween aesthetic
- Promoted their Banana Upside Down cake cookie with close-up detailed pictures



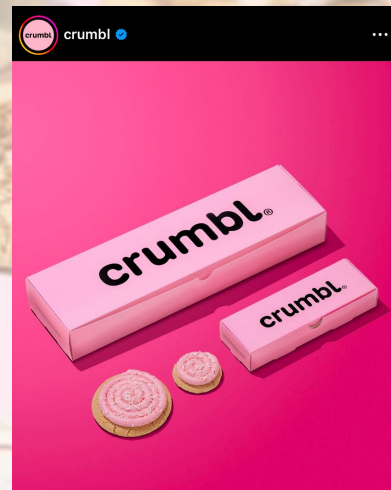
WEEK 9 (October 27th-November 2nd)

- Week of Halloween!! 6 total posts this week
- First post for this week was the weekly lineup in a video per usual (lots of spooky cookie names)
- Announced the Mini Mondays expansion as well as the same giveaway once again
- Made a promotional video with fog, beakers, candles, and other spooky ambiance to add to the holiday
- Posted another promotional video of people dressed as a mummy and witch feeding each other Crumbl
- More really cool promotional photos for Halloween of the cookies in cool spooky settings and backdrops
- The day of Halloween posted a montage video of different clips advertising the cookies



WEEK 10 (November 3rd-9th)

- First post for this week was the weekly lineup in a video per usual
- Announced the Mini Mondays expansion as well as the same giveaway once again
- Announced Crumbl pies for preorder for Thanksgiving
- 7 total posts for this week (2 in same day)
- Posted promotional video strictly about the preorder release for their Thanksgiving week (pies, no cookies)
- Quick creation process video of the M&M cookie post
- Up close detailed picture post of the Peanut Butter Blossom cookie
- Posted a pic between big and mini cookie sizes
- Quick video of frosting process for Cheesecake cookie



444

Liked by [_lillymehring_](#) and others

crumbl Let us handle dessert this Thanksgiving 🍪

For the first time ever, we're offering a lineup of REAL pies (not cookies) on Thanksgiving week. Available in 6 flavors and 2 sizes, there's a pie for everyone at the table! Cross dessert off your to-do list and PREORDER your pies NOW through Nov. 27 using the link in our stories. Which flavor is calling your name? 📌

- 🍌 French Silk Pie
- 🍏 Apple Pie
- 🍪 Cookies & Cream Pie
- 🍋 Key Lime Pie
- 🎃 Pumpkin Pie
- 🌰 Pecan Pie

12:37

CRUMBL Posts

crumbl 8 desserts on the menu? You butter believe it 🍪👉 Nov 4-9 📌

🍪 BUTTER CAKE
A warm, gooey butter cake baked with a crunch of sugar crystals, then topped with a delectable buttery glaze and a smooth vanilla bean whipped cream.

🍰 NEW YORK CHEESECAKE
A chilled buttery graham cracker cookie swirled with vanilla cheesecake frosting and sprinkled with a graham cracker streusel.

🍪 ORIGINAL FT. M&M'S® CANDIES
A tried-and-true cookie packed with sweet and crispy M&M'S® Milk Chocolate Candies.

🍪 OATMEAL RAISIN
A thick cinnamon oatmeal cookie packed with delicious raisins.

🍪 STRAWBERRY CUPCAKE
A vanilla cupcake cookie with a heavenly swirl of strawberry cream cheese frosting and a splash of white sprinkles.

🍪 PEANUT BUTTER BLOSSOM
An iconic peanut butter cookie rolled in white sugar and decorated with a rich swoop of fudge frosting.

💖 THE ORIGINAL PINK SUGAR
Our original recipe is back! An almond sugar cookie topped with a perfect pink swoop of real almond frosting.

🍪 MILK CHOCOLATE CHIP
The classic—you can't go wrong. Thick, soft, and packed with milk chocolate chips.

WEEK 11 (November 10th-16th)

- First post for this week was the weekly lineup in a video per usual
- Announced the Mini Mondays all week, same giveaway once again and the Thanksgiving pies for preorder
- 7 total posts for the week (2 in one day)
- Posted a quick creation process video of the Cherry Cheesecake cookie for the week
- Did a creative picture post montage to promote the Pumpkin Roll cookie
- Posted about their official social media name change from @crumblcookies to just @crumbl to promote their adaption into selling more than just cookies (desserts)
- Video post about the creation process for Pink Doughnut cookie (caption: "this and yap")

MORE THAN JUST COOKIES



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crumbl · Original audio

@crumbl has entered the chat

It's official! We're now @crumbl 🎉 Make way for more desserts 🍰🍪🥞🥧🥤 #Crumbl



177



Liked by kendyl.samuels and others

crumbl This and yap 🥰🎉 Send this to a Pink Doughnut fan! 💖 #Crumbl



12:22

74

CRUMBL
Posts

crumbl 8 desserts that'll be the cherry on top of your week 🍷🍰 Nov 11-16 🎉

🍷 CHERRY CHEESECAKE (NEW)

A classic vanilla cheesecake baked over a buttery graham cracker crust, then finished with tart cherry topping and a dollop of whipped cream.

🍪 CHOCOLATE CUPCAKE

A warm vanilla sugar cookie topped with a luscious bloom of fudge frosting and a pinch of chocolate sprinkles.

🌟 SNICKERDOODLE

A classic vanilla sugar cookie rolled in a sparkly cinnamon sugar coating.

🍩 PINK DOUGHNUT

A soft vanilla cookie crowned with a luscious pink glaze and rainbow sprinkles, finished with a classic doughnut-style hole!

🍋 LEMON CRINKLE

A warm cake-y lemon cookie rolled in crunchy sugar crystals and sprinkled with fluffy powdered sugar.

🍁 MAPLE GLAZE

A cookie bursting with brown sugar flavor and drizzled with a tasty maple glaze.

🍂 PUMPKIN ROLL

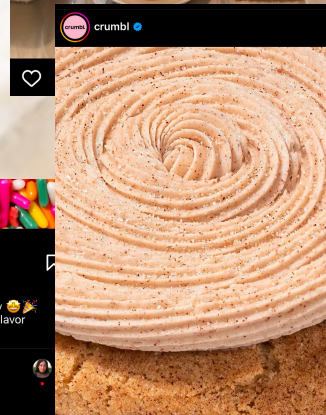
A pumpkin cookie blended with autumn spices and topped with a spiral vanilla cream cheese frosting.

🍫 SEMI-SWEET CHOCOLATE CHUNK

Chocolate chip, but make it chunky—a delicious cookie filled with irresistible semi-sweet chocolate chunks and a sprinkle of flaky sea salt.

WEEK 12 (November 17th-23rd)

- First post for this week was the weekly lineup in a video per usual
- Announced the Mini Mondays all week, same giveaway once again and the Thanksgiving pies for preorder
- 7 total posts for this week (one every day)
- Posted a quick creation process video of the Mint Mallow Sandwich cookie
- Once again did the "customer pick day" for those who are Silver+ rewards members
- Aesthetic photo posts of some of the cookies
- Posted a video challenge where two Crumbl workers tried to frost cookies blindfolded
- Up close pictures of the Churro cookie!



OVERALL THOUGHTS/NOTES POST-MONITORING

- So much attention and consideration towards what their audience wants and prefers!
- Many giveaway opportunities almost every week; great way to increase numbers
- Really good job at keeping up with and adapting their products to holidays/events
- Occasional UGC posts and a LOT of UGC re-posting on their Instagram stories
- Transitioned towards trending sayings and made them their captions (really smart of them to be keeping up with the Gen Z slang and language)
- People love things like free stickers, merch, etc. so they are doing things to keep their customers happy and keep them coming back
- They respond to people's comments on their posts, whether it's positive or negative feedback (in which they take really well and offer kind feedback and responses)
- Created a rewards system with tiers that allows for further customer benefits
- Know how to stay professional while also having fun with the content they post
- Occasionally release new cookies instead of cycling through strictly only previous ones
- Overall you can tell so much effort is put into their social media accounts and posts!

**All posts from log and more can be
found at:**

<https://www.instagram.com/crumbl/>



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