

Case Study: How Target Avenue Helped Greedy Piggy Boy Cheesecakes Scale Brand Awareness & Customer Growth

Client Overview

Client: Greedy Piggy Boy Cheesecakes Ltd

Industry: Desserts & Food Retail

Location: United Kingdom

Services: Premium cheesecakes, dessert catering, retail dessert products, event dessert supply

Greedy Piggy Boy Cheesecakes is a fast-growing dessert brand known for its indulgent cheesecakes, bold branding, and high-quality products. Through strong customer demand and growing retail visibility, the brand had already built local momentum — but needed a scalable digital strategy to support long-term growth and wider audience reach.

The Challenge

Before partnering with Target Avenue, Greedy Piggy Boy Cheesecakes faced several challenges limiting their digital growth potential:

- Inconsistent social media strategy across platforms
- Limited content output despite strong visual products
- Difficulty scaling brand awareness online
- No structured system for converting engagement into consistent sales
- Growing competition within the dessert and food content space

Although the products generated strong word-of-mouth attention, the business needed a clearer digital marketing strategy to increase visibility, drive consistent engagement, and strengthen customer acquisition.

Objectives

Target Avenue was brought in to help:

- Increase overall brand awareness
- Build a stronger social media presence
- Generate more consistent customer enquiries and orders
- Create engaging video-first content for Instagram and TikTok
- Position the brand competitively within the dessert industry
- Develop a scalable long-term growth strategy



Strategy Implemented

1. Video-First Content Strategy

We developed a content strategy focused on high-engagement short-form videos designed for Instagram Reels and TikTok.

Content Included:

- Cheesecake preparation videos
- Product showcase content
- Customer reaction clips
- Trend-based viral content
- Behind-the-scenes kitchen footage
- Product launch and seasonal campaign content

The focus was to create visually satisfying, shareable content capable of increasing both reach and audience retention.

2. Social Media Brand Positioning

Target Avenue repositioned the brand across digital platforms to create a stronger, more recognisable online identity.

Key Improvements:

- Consistent luxury dessert branding
- Improved visual presentation across feeds
- Optimised social profiles for customer conversion
- Stronger storytelling around the brand personality
- Better integration between Instagram, TikTok, and Facebook

This helped establish Greedy Piggy Boy Cheesecakes as more than just a dessert business — but as a recognisable food brand with personality and viral appeal.

3. Paid Advertising & Audience Targeting

We implemented targeted advertising campaigns focused on increasing awareness and driving customer orders.

Campaign Focus:

- Local dessert audiences



- Food lovers and event customers
- Retargeting engaged social media users
- Promotional campaigns for seasonal demand
- Awareness campaigns supporting retail exposure

The strategy improved both visibility and customer acquisition efficiency.

4. Community & Engagement Growth

Target Avenue focused heavily on building community engagement to encourage repeat customers and stronger brand loyalty.

Engagement Strategy:

- Interactive story content
- User-generated content sharing
- Community-driven comments and engagement
- Viral-style food content
- Collaboration and retail exposure amplification

This helped the brand achieve stronger organic reach while increasing customer trust and retention.

Results After 2 Years

Over the course of the 2-year partnership, Greedy Piggy Boy Cheesecakes achieved substantial digital and commercial growth.

Key Outcomes

- 410% increase in social media engagement
- 260% increase in customer enquiries and orders
- 55% reduction in customer acquisition costs

Additional Results

- Significant increase in Instagram and TikTok visibility
 - Stronger customer retention and repeat purchases
 - Improved brand recognition within the dessert market
 - Higher-performing seasonal product launches
 - Increased traction through viral-style content
-



Key Wins

Stronger Brand Awareness

The business evolved into a highly recognisable dessert brand with a growing online audience.

Viral Content Performance

Short-form content consistently generated strong engagement and increased product visibility.

Consistent Customer Growth

The brand developed a more predictable customer acquisition system through organic and paid strategies.

Multi-Platform Presence

Instagram, TikTok, and Facebook worked together as a unified growth ecosystem.

Why the Strategy Worked

Visually Driven Content

Dessert products perform exceptionally well with high-quality visual storytelling and short-form video content.

Community Engagement

Consistent interaction helped strengthen customer loyalty and repeat business.

Paid + Organic Integration

Combining engaging content with strategic advertising improved both reach and conversion.

Strong Brand Personality

The business stood out by combining premium products with entertaining and relatable content.



Client Testimonial

“Target Avenue helped us take our brand to another level online. The consistency, content quality, and strategy massively increased our visibility and helped us attract new customers consistently over the past two years.”

- Adrian Josiah, Founder & Managing Director
-

Conclusion

Target Avenue helped Greedy Piggy Boy Cheesecakes transition from a growing local dessert business into a stronger digital-first brand with scalable online visibility and customer growth.

By combining:

- High-performing video content
- Social media strategy
- Paid advertising
- Community engagement
- Brand positioning

...the business now benefits from stronger brand awareness, increased customer demand, and long-term digital growth.

