

Aprils Bakery

April's Bakery is a Dubai-based cloud kitchen delivering American-style cinnamon rolls through Deliveroo and Talabat. They serve adventurous locals by serving rotating weekly flavors. Their unique model creates anticipation through limited flavor drops while offering nostalgic comfort food.



Aprils

CHALLENGE

April's Bakery lacked a cohesive digital marketing strategy and had minimal online presence to showcase their unique American-style cinnamon rolls. Additionally, they had no search engine optimization, no keyword research, limited social media engagement, and no Google Business Profile setup, leaving them at a disadvantage in Dubai's competitive food delivery market for visibility and customer acquisition.



“I really appreciated the flexibility the Green House team showed throughout our project. They were always willing to listen, adjust, and work around our needs. They handled shifting meetings and cultural nuances with patience and professionalism. It made the whole experience much smoother.”

April Agren

Owner, Aprils





SOLUTION

- **Google Business Setup**
Complete profile optimization and integrations.
- **SEO & Keywords**
Targeted "cinnamon rolls Dubai" and related searches.
- **Website Optimization**
SEO best practices and sending written out blog posts.
- **Directory Listings**
Google and 40+ business directories for local search.
- **Social Media Strategy**
Brand positioning emphasizing family recipes and nostalgia and gave 10 social media posts with a calendar.
- **Content Planning**
Strategy around rotating flavors and anticipation marketing.
- **Reputation Management**
Created and optimized google business profile. Wrote 8 google business profile posts to boost visibility on Google Maps.
- **Marketing Tools**
3 months of industry tools (valued at \$1,600)



KEY RESULTS

- **Social Media:** Improved engagement strategy.
- **Reputation Management:** Established comprehensive review system.
 - **Reviews:** Established comprehensive review system achieving 5.0-star average rating with 5 customer reviews
 - **Google Business Profile:** Complete setup generating 1,095 total impressions (211 search + 884 maps) and 125 direction requests
 - **Search Visibility:** Achieved 174 search impressions for key terms including "restaurants" (108) and "bakery" (46)
 - **Customer Engagement:** Generated 11 phone calls and established strong online reputation
- **SEO & Website:** Implemented keyword optimization and content strategy
- **Marketing Tools:** \$1,600 worth of industry tools included
- **Growth Strategy:** Strategic roadmap with \$2,000 monthly investment plan

About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.