



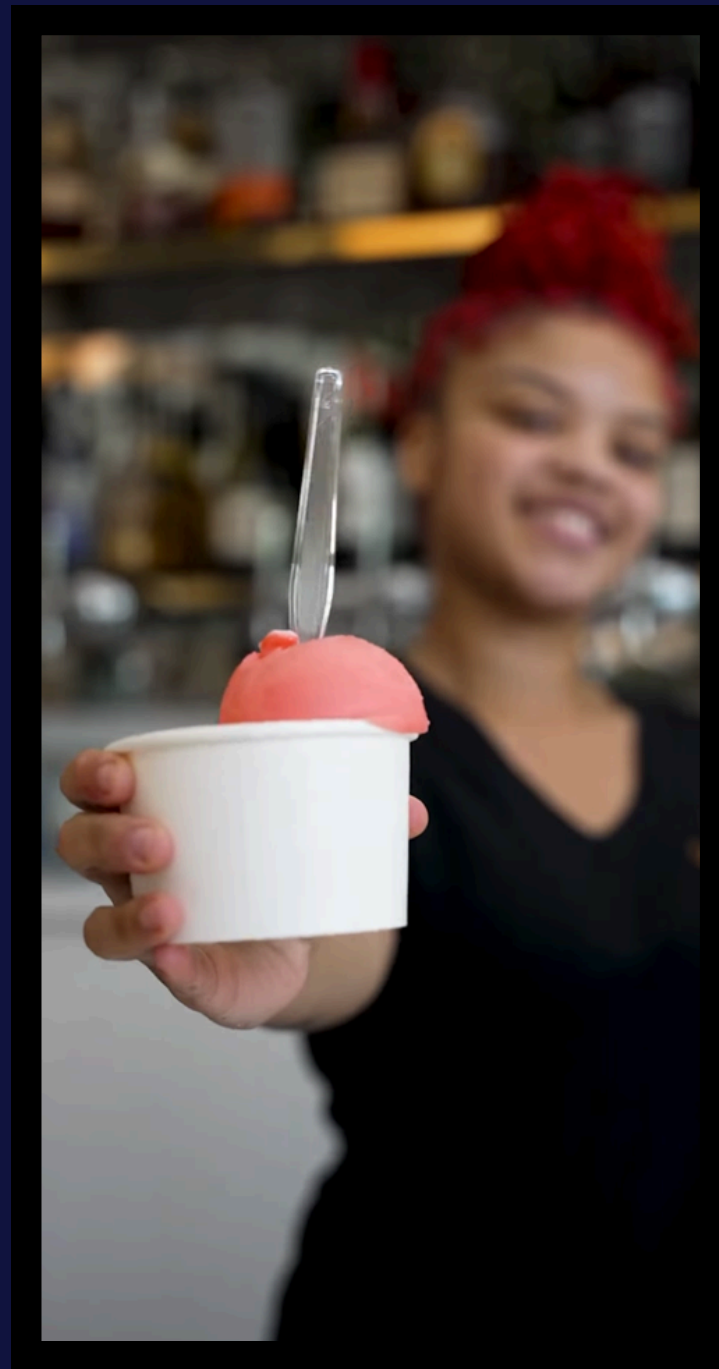
With two locations, one on Main Street in Greenville and the other in the heart of downtown Charleston, Carmella's Cafe and Dessert Bar is where indulgence meets elegance in every bite.

Let us take you on a journey of how we've revolutionized their digital presence across a variety of platforms!

Content Creation - Photography



Content Creation - Instagram Reels



Content Creation - Long Form Video



Instagram and Facebook Social Media Management



18,994
IG Followers
2023

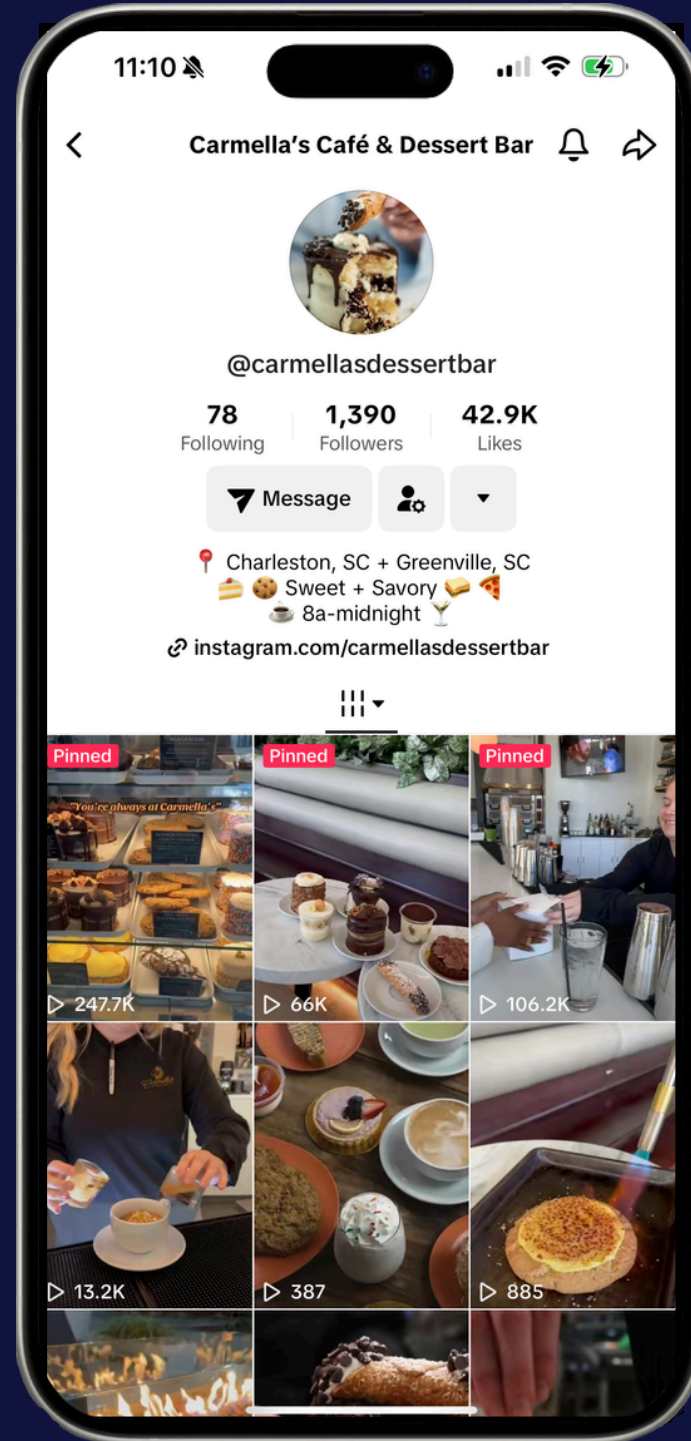


30,363
IG Followers
2025

Through the management of Instagram and Facebook, we have successfully increased followers and fostered a community for the Carmella's brand.



Tik Tok Creation & Management



TikTok expands your reach to a wider audience, offering a fun mix of trending, light-hearted, and educational content, like tips on how to order at the establishment.

Google Ads, Display Advertising + Connected TV

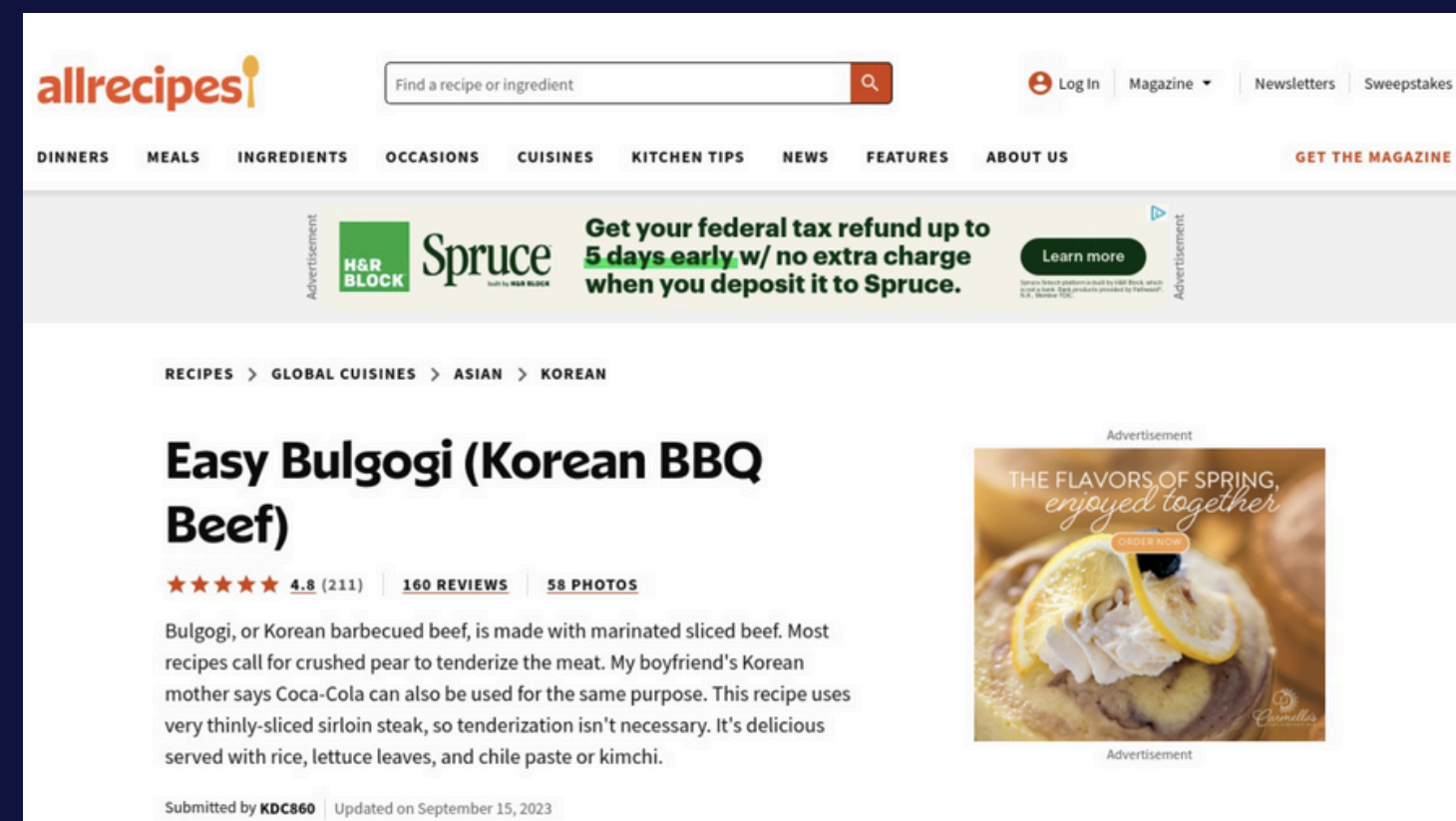
“ Plan the best vacation with these tips for a one week itinerary for Southern California | © Stuffed Suitcase



Report this ad

SOUTHERN CALIFORNIA ITINERARY FOR 7 DAYS



Thank you to Visit California for hosting me on a recent press trip to the Southern California area. All thoughts and opinions are my own.



The screenshot shows the allrecipes website interface. At the top, there's a search bar with the text "Find a recipe or ingredient" and a magnifying glass icon. To the right of the search bar are links for "Log In", "Magazine", "Newsletters", and "Sweepstakes". Below the search bar is a navigation menu with categories: "DINNERS", "MEALS", "INGREDIENTS", "OCCASIONS", "CUISINES", "KITCHEN TIPS", "NEWS", "FEATURES", and "ABOUT US". A "GET THE MAGAZINE" button is also present. A large advertisement for Spruce is displayed, featuring the text "Get your federal tax refund up to 5 days early w/ no extra charge when you deposit it to Spruce." and a "Learn more" button. Below the advertisement, the breadcrumb trail reads "RECIPES > GLOBAL CUISINES > ASIAN > KOREAN". The main heading is "Easy Bulgogi (Korean BBQ Beef)" with a star rating of 4.8 (211) and "160 REVIEWS" and "58 PHOTOS". The description states: "Bulgogi, or Korean barbecued beef, is made with marinated sliced beef. Most recipes call for crushed pear to tenderize the meat. My boyfriend's Korean mother says Coca-Cola can also be used for the same purpose. This recipe uses very thinly-sliced sirloin steak, so tenderization isn't necessary. It's delicious served with rice, lettuce leaves, and chile paste or kimchi." At the bottom, it says "Submitted by KDC860" and "Updated on September 15, 2023". On the right side, there is a smaller advertisement for Carmella's Cafe & Restaurant with the text "THE FLAVORS OF SPRING, enjoyed together" and an "ORDER NOW" button.

Looking to "be there" when your customer is searching for you? We can make that happen. Want to catch potential customers while they're browsing the web or watching TV? We can do that, too. We've used display ads online and digital ads on televised streaming platforms to do just that. From your favorite website to your favorite program on CBS, DirecTV, Sling, Tubi or your Roku device - we're there!

E-mail Marketing



This fall, indulge in the perfect pairing of Carmella's cozy coffee and signature cocktails with our irresistible desserts. Enjoy the warmth of a perfectly crafted latte alongside a slice of our moist carrot cake, or savor the rich notes of a bourbon cocktail as you bite into a delicious apple butter oat cookie. These fall-inspired flavors are the ultimate combination, blending the sweetness of our desserts with the bold, seasonal tastes of coffee and cocktails. It's the perfect way to enjoy the best of autumn's flavors at Carmella's! 🍂☕🍷

[SKIP THE LINE, ORDER TO-GO](#)

APPLE BUTTER OAT COOKIE



Indulge in our warm apple butter oat cookie topped with a luscious apple butter glaze, the perfect autumn treat!

[ORDER NOW](#)

HAND-CRAFTED LATTE



Enjoy our handcrafted latte, expertly brewed with rich, velvety espresso and perfectly steamed milk, creating a cozy cup that's a delightful start to your day.

[ORDER NOW](#)

CARROT CAKE



Indulge in our moist carrot cake, topped with creamy frosting and finished with a sprinkle of candied pecans for the perfect touch of sweetness.

[ORDER NOW](#)

Effective communication is essential! Keeping Carmella's customers informed and engaged is our top priority. We simplify the process with seamless e-mail marketing.

Influencer Marketing



leetle_leaah and atasteofchs
Paid partnership
Hozier · Too Sweet

leetle_leaah When you're craving a sweet treat, head straight to @carmellasdessertbar #partner

📍 198 East Bay Street, Downtown Charleston

Whether you're looking to grab coffee, cocktails, or dessert (or all the above), Carmella's is a must visit in Charleston, SC. Carmella's has been my go-to for coffee & sweet treats for a solid 6 years now.

What we ordered:

- 🍰 Honey Lavender Cheesecake
- 🍰 Hummingbird Cake
- 🍰 Cannoli Cake

Follow @leetle_leaah / @atasteofchs

3,731 likes
April 8, 2024



gvlfoodieadventures
Paid partnership with
carmellasdessertbar
wuki · Wuki - So In Love

gvlfoodieadventures #sponsored - I got a sneak peek of @carmellasdessertbar this week and it was so delicious!

The countdown is on for their opening date and I'll be dreaming of this chocolate peanut butter cake until then 🍪

65w

casultant It is all delicious!
55w Reply

2,133 likes
December 17, 2023

Influencer Marketing leverages the power of others' social media platforms to promote Carmella's, driving follower growth and spreading the word about the brand.

Public Relations

Business News · Eat & Drink · Square Feet

Carmella's Cafe bringing Charleston favorites to Greenville's riverfront in December

Tiare Solis · October 24, 2023



Photo by Coastal Creek Media / Max DiNatale Digital Marketing


The Post and Courier
GREENVILLE

55° SUNNY

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LOCALLY OWNED

GET IN TOUCH TODAY

Carmella's Cafe Greenville is opening soon. Here's how it'll be different than Charleston.

BY LILLIA CALLUM-PENSO LCALLUMPENSO@POSTANDCOURIER.COM
DEC 14, 2023

Carmella's has been spotlighted in publications like The Post and Courier-Greenville and the Upstate Business Journal, generating buzz about this beloved Charleston gem and its exciting arrival in Greenville!

Let's Work Together!



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