

IncuBaker[®] Finding the Right Recipe for Success: Sel La Vie Pte Ltd

dream ♦ create ♦ grow

Through UOB-SMU Asian Enterprise Institute's SME Consulting Programme+, this local firm was able to generate a digital marketing strategy to build awareness of its IncuBaker shared kitchen concept among the local food and beverage (F&B) community.



Sel La Vie's shared kitchen concept, IncuBaker[®]

For F&B firms just starting on their business journeys, Sel La Vie's co-working kitchen, IncuBaker[®], offers much-needed space and resources to get their fledgling enterprises off the ground. Among its other uses, the fully equipped shared kitchen enables tenants to conduct research and development (R&D) or host product launches. All that is required from users is a rental commitment of three months and fulfilling the basic food hygiene course as mandated by the Singapore Food Agency (SFA).



Directors of IncuBaker Farah Fami (Director of Business Development and Marketing), Stephanie Chan (Co-Founder and Director of Strategic Alliances) and Terence Ho (Co-Founder and Managing Director)

Sel La Vie's Co-Founder Terence Ho was keen to raise awareness of IncuBaker's services by engaging a larger share of the local F&B community through popular social media platforms such as Instagram, Facebook and TikTok. The company also aims to expand IncuBaker into an e-commerce platform and a marketplace for food innovation in the future.



More than a co-working kitchen, IncuBaker also organises food innovation drives as innovation is a big part of its ethos.

With these goals in mind, Sel La Vie tuned to the UOB-SMU Asian Enterprise Institute (UOB-SMU AEI) to help uncover the best digital strategies that would attract F&B entrepreneurs to the IncuBaker platform. A team of three student-consultants was tasked to pursue this digital marketing implementation project under AEI's SME Consulting Programme Plus (SCP+). The student team was supervised by an industry veteran Project Advisor and supported by a Project Manager from the Institute. Beyond conducting research and proposing suitable strategies, the SCP+ also required the project team to conduct bite-sized implementation work — in this case, rolling out one or two of the most relevant initiatives.

The meat of the issue

The student-consultants started by conducting a quantitative online survey with a sample size of 30 respondents, followed by a qualitative online interview with seven participants. They also carried out an internal audit of IncuBaker's current marketing efforts on its website and Instagram.

The online survey was designed to understand the target audience's needs and preferences by identifying customer pain points and moments of delight. It also sought to determine which online platforms would most effectively meet their needs. Meanwhile, the online interview aimed to enhance the engagement of IncuBaker's existing online channels — comprised of the website and social media — through an understanding of user personas, as well as perceptions of the brand from past and present clients.



A place for clients where learning about food is just as important as making it

The team's research yielded three key findings regarding IncuBaker's target users, the platform's brand awareness and how users arrived at the IncuBaker website. As most of the target audience visited IncuBaker's website on mobile devices, the student-consultants proposed enhancing and integrating its website and mobile platforms with a better user experience design to increase online traffic. They also conducted an audit of the existing website to determine areas of improvement to optimise user experience and uncover search engine optimisation (SEO) opportunities. In terms of social media, the team believed that IncuBaker should continue to leverage Facebook and Instagram, the most popular platforms for both personal consumption and business purposes.

Serving up a solution

After garnering relevant insights, the team undertook bite-sized implementation work focused on improving IncuBaker's engagement through SEO and social media marketing on Instagram. Specifically, this involved redesigning IncuBaker's website and mobile sites, and employing SEO techniques to increase organic search traffic and provide a better user experience.

The website redesign and SEO efforts saw a 14.73% increase of Average Session Duration by visitors to IncuBaker's website and a 23.47% drop in the bounce rate. The comparisons were made during a 45-day window before and after the changes were implemented. Meanwhile, the social media campaign's three collaterals and planned scheduled postings over three weeks on Instagram gained a total of 806 total impressions, with 705 accounts reached.



A three-week Instagram posting campaign for IncuBaker was implemented

These numbers provided encouraging signs that IncuBaker could potentially generate higher awareness and conversion rates for its target audience of women aged 24 to 54, and supported the team’s recommendation to ramp up digital marketing efforts to promote the business and its facilities.

Playing the long game

Looking to the future, the student-consultants developed a long-term action plan that included recommendations to use paid advertising across IncuBaker’s social media and SEO touch points. While creating effective content can generate conversion among existing social media followers, the team believed that paid advertising would be key in reaching out to potential users who had yet to come across the IncuBaker brand.

Through their research, the team found the most effective online channels for reaching IncuBaker’s target audience and proposed ways of improving engagement across the different platforms.

Sel La Vie Managing Director Terence Ho was “very satisfied” with the project’s outcomes and noted that the recommendations were feasible and implementable, with insightful and useful research data collected, and thorough and comprehensive analysis. The company also found it particularly useful that the team adopted a “systematic way of looking at a problem, instead of the commonly used ‘gut feel’ in business”.

On its part, the project team believed they had made a meaningful improvement to IncuBaker’s marketing strategy. “We managed to make a small but measurable difference for the company in the short-term, and these efforts will pay off even more in the long-term for the company looking forward.” Project Advisor Samantha Kwan noted that the team’s success was due to its agility and receptiveness to feedback. She said: “They were able to iterate their presentation fast and had customer-centricity at the forefront of their mind the whole time.” Project Manager Lina Lee concurred, saying that the team’s efforts were “well executed and affirmed by the client as being very useful”.

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