

VOLGROW × THE CREAMERY

THE IMPACT REPORT

& 12-Month Growth Blueprint

Prepared by Volgrow for the owner of

The Creamery — East Village

424 E Locust St, Des Moines, IA 50309

CONFIDENTIAL · Strategic market analysis & scope of work

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A note before you begin

Dear friend at The Creamery,

You've already done the hardest part. You built a place people genuinely love — 4.8 stars, a Dole Whip people cross the river for, and a home inside the most walkable, most talked-about district in Iowa. That's not luck. That's a great product in a great location.

This report is not a sales pitch. It's a map. We spent real hours in the data — the U.S. Census, your competitors' listings, the foot-traffic rhythm of the East Village, the weather, the Saturday farmers' market three blocks from your door — to show you exactly how much growth is sitting within a short walk of your front counter, and how to take it before someone else does.

Read it start to finish. By the last page, we think you'll see your shop the way we do: a family business one good season away from becoming an East Village institution. Let's build that season together.

— The team at Volgrow

THE IMPACT REPORT

1.1 — Local Market & Demographic Analysis

Your ZIP code (50309) is not average Iowa. It is one of the youngest, densest, most educated square miles in the state — and every number below is a lever for The Creamery. *All figures: U.S. Census Bureau, ACS 2024 5-Year Estimates (via Census Reporter).*

Metric	50309 figure (vs. benchmark)	Strategic implication for The Creamery
Median age	28.4 yrs — vs. 38.9 U.S., 36.8 metro	Your customer lives on Instagram and Google Maps, not billboards. Discovery is won with content, not signage.
Bachelor's degree+	61.5% — vs. 39.7% metro	An affluent, discerning palate. They pay for "small-batch," "local," and craft — lead with quality, not coupons.
Per-capita income	\$57,597 — 25% above metro	Real disposable income within walking distance. A premium scoop is affordable luxury here. Price with confidence.
Persons per household	1.4 — vs. 2.4 metro	Singles & couples, few kids at home. Reposition from "family treat" to date-night, friend-hang, and self-reward.
Population density	3,725 / sq mi	Enough walk-up demand within a half-mile to run without a parking lot. Own the phrase "near me."
Moved in past year	39.2% — 2x metro	~4 in 10 neighbors are brand-new every year. A never-ending stream of first-time customers to capture.
Mean commute	13.3 min — half the U.S.	A downtown workforce minutes away. Weekday afternoons and office catering are wide open.
Farmers' Market	~25,000 shoppers / Sat 3 blocks away, May–Oct	A recurring 25k-person event on your doorstep 26 Saturdays a year. This alone is a growth channel.

Farmers' Market figures: Greater Des Moines Partnership, 2025 (50th season, Historic Court District).

1.2 — Your Location Is a Weapon

424 E Locust St doesn't just sit in the East Village — it sits inside the neighborhood's nightly ritual. Within a two-block stroll: **Zombie Burger + Drink Lab**, **Lua Brewing**, **Alba**, **Bar Nico**, **503 Tasting Lab**, and the **Locust Tap / '85** bars right on your street. Every one of them sends people onto the sidewalk after dinner and drinks — and right now those people don't have an obvious dessert course. You are it. Add the Pappajohn Sculpture Park, the Botanical Garden, and 25,000 Saturday market shoppers, and The Creamery is standing in the middle of a foot-traffic engine most shops would kill for.

COMPETITOR INTELLIGENCE & DIGITAL AUDIT

Here's the good news hiding in the bad news: your competitors are winning on **visibility**, not **product**. *Ratings & review counts: Google Maps business listings, pulled Jul 2026.*

Competitor	Where	Google	Their specific vulnerability
Black Cat Ice Cream	Drake / Downtown & Valley Junction (expanding to 1301 Locust)	4.7/5 750+	Premium artisanal pints — but no soft serve, no Dole Whip, no family/kid warmth, higher price. Their move toward Locust is the one real threat, and it's beatable if you own the East Village first.
Snookies Malt Shop	Ingersoll (west side)	4.7/5 1,000+	A beloved 30-year classic — but seasonal, cash-era feel, thin/dated digital, no delivery, and not walkable to your downtown crowd.
Dairy Zone	South Des Moines	4.7/5 1,170+	Drive-up nostalgia that lives and dies by the car. Zero share of the walkable, post-dinner East Village occasion.
Molly's Cupcakes / Frozen	Court Ave (downtown)	4.7/5 / 4.5/5	Cupcake-led; ice cream is the sidekick. Strong website already — but it sits across downtown, not on your walk-up sidewalk.
Suburban shops (Over the Top, Sweet Swirls, Monarca)	Pleasant Hill / Ankeny / Clive	4.7–4.9/5	Excellent — and completely irrelevant to the walkable, downtown, date-night occasion you already own.

The Creamery’s current digital footprint

Channel	Today	What it’s costing you
Website	None	You are invisible in Google organic search. You only appear if someone already knows your name — new customers can’t find you.
Google Business Profile	4.8/5 but only 53 reviews	Highest-rated, lowest-reviewed dessert spot in the conversation. You’re winning on quality and losing on visibility — review volume is the #1 lever for the Google Map Pack.
Instagram	~207 followers · 0 Reels	No discovery engine. Reels are how 28-year-olds in your ZIP find new spots — and you’re publishing none.
Delivery	On DoorDash & Grubhub	Great — but surfaced nowhere. No link in bio, no website, so the orders leak to whoever is easier to find.

The searches you’re losing right now: “ice cream near me,” “ice cream East Village,” “Dole Whip Des Moines,” “ice cream open now downtown,” “best ice cream downtown Des Moines,” “dessert near me.” Every one of these is a customer with money out and intent high — and today they’re handed to whoever has more reviews and a website. That’s a fixable problem, fast.

DEEP-DIVE SWOT MATRIX

STRENGTHS

- 4.8/5 product people already love
- The only walkable soft-serve / Dole-Whip shoppe IN the East Village
- Family-owned story + multi-location proof (Polk City, Bondurant, EV)
- Sits inside the nightly post-dinner stroll
- Already on DoorDash & Grubhub

WEAKNESSES

- No website — invisible in search
- Only 53 Google reviews vs. competitors' 750–1,170
- Zero Reels; ~207 IG followers
- No link-in-bio; delivery buried
- Thin Google Business Profile
- Heavy seasonal exposure

OPPORTUNITIES

- 25,000 farmers'-market shoppers, 3 blocks away
- 39%/yr new neighbors to capture
- Post-dinner tie-ins with named bars & restaurants
- Own "East Village ice cream" SEO before Black Cat lands on Locust
- Winter date-night repositioning
- Downtown office catering

THREATS

- Black Cat expanding onto Locust St
- Review-count moats at Snookies & Dairy Zone
- Midwest winter seasonality
- Delivery-app commissions eroding margin

12-MONTH HYPER-GROWTH STRATEGY

Content & Creative Direction

Formats: 3–5 vertical **9:16 Reels/TikToks per week**; 4:5 for feed; 1:1 for grid. **Shooting styles:** slow-mo “swirl pull,” ASMR scoop, the Dole-Whip pour, “POV: post-dinner in the East Village,” staff flavor picks, and Friday flavor-drop teasers — all shot in natural light against your sage wall and globe lights, which are already a set. **UGC engine:** repost every tagged customer; build one photogenic “cone moment” worth posting. **Seasonal cadence:** summer volume → fall pumpkin-pie shakes → winter affogato & date-night → spring market flavors.

SEO & AEO (be the answer, not an option)

Build the website with **siloed landing pages**: /east-village-ice-cream, /soft-serve, /dole-whip, /frozen-yogurt, /gift-cards, /catering — each with LocalBusiness + Menu schema and FAQ/AEO markup (“who has Dole Whip in Des Moines,” “ice cream open late East Village”). **Map-pack domination:** drive reviews from ~53 to **300+ in six months** (QR at the register, receipt asks, post-purchase automation). **Target queries:** “ice cream East Village,” “ice cream near me Des Moines,” “Dole Whip Des Moines,” “ice cream open now,” “best ice cream downtown Des Moines.”

Paid Performance (spend where they already stand)

Geofenced Meta & Google radius (0.3–0.5 mi) around **Zombie Burger, Lua Brewing, Alba, Bar Nico, 503 Tasting Lab, Locust Tap**, and the Saturday market footprint. **Day-parting:** push Thu–Sat **7–10pm** (post-dinner), Sat **7am–noon** (market), plus **weather-triggered** bid boosts on days above 85°F. The Reels double as the ad creative — one shoot, every channel.

“CRAZY UNIQUE” PROPRIETARY PROMOTIONS

Five location-specific plays, each derived from the research above — built to blindside the competition and turn the neighborhood’s own traffic into your line out the door.

1. The Stroll Pass

Turn every neighboring restaurant into your top-of-funnel.

Show any East Village dinner or drinks receipt — Zombie Burger, Alba, Bar Nico, Lua — and get a topping on the house (or \$1 off). You become the neighborhood’s built-in dessert course. Co-market with partner venues’ staff; the whole district starts pointing at your door.

2. Market Melt — Saturdays, 7–Noon

Siphon 25,000 market shoppers three blocks over.

A weekly farmers’-market flavor made from that week’s produce — sweet corn, strawberry-basil, honey-lavender — teased Friday on Reels with a QR sampling card at the market’s edge. Novelty + FOMO pulls the Saturday crowd straight up Locust to you.

3. Dole Whip After Dark — “The 10 O’Clock Scoop”

Own the hours no one else does.

Extend Thu–Sat late hours with a neon-lit night and a “secret” late menu. When the bars on Locust empty out and everyone else is closed, you own “ice cream open now” — the highest-intent search there is.

4. East Village After Dark — Winter Date Nights

Turn your worst season into a destination.

Nov–Feb repositioning: affogato, warm cookie + scoop, hot-cocoa flights, a cozy two-seater window. It converts Midwest winter — normally a dead zone for ice cream — into a PR-friendly date spot, and keeps revenue alive year-round.

5. New Neighbor Scoop

Intercept the 39% of residents who are brand-new this year.

Partner with East Village apartments & realtors to drop a “Welcome to the block — first scoop’s on us” card into move-in packets, paired with a loyalty stamp app. You turn the neighborhood’s churn into a first-visit machine and a repeat habit.

SCOPE OF WORK

The Volgrow Advantage

Most shops end up juggling one freelancer for the website, another for photos, someone's cousin for ads. We are one team that does all of it — conversion-first, powered by AI and a little neuroscience, obsessive about the details. You keep scooping. We make sure the whole city finds you. We've done it for Des Moines brands before: **20K+ monthly organic visits for Bawarchi, 250K+ organic reach for AsianFest, 4.9/5 across 300+ reviews.**

Phase 1 — Digital Presence & Content Dominance

Social media management (Instagram, TikTok, Facebook): full strategy, 12–16 posts and 12+ Reels a month, daily community management, and a UGC repost engine. **Content shooting:** a monthly on-site shoot day capturing the swirl-pull, ASMR, and Dole-Whip-pour formats above, plus seasonal flavor drops — delivered in 9:16, 4:5 and 1:1. **Design services:** your link-in-bio order page, refreshed menu boards, seasonal flyers, gift-card artwork, Story highlights, and farmers'-market signage. *(Excludes a full core logo redesign — your mark is already clean and confident; we refine, we don't replace it.)*

Phase 2 — Search, Listing Management & Lead Generation

Website + SEO/AEO: a fast one-time website build with the siloed landing pages and schema above, engineered to win “East Village ice cream” and “Dole Whip Des Moines.” **Google Business Profile & listings management:** full optimization, weekly posts, a steady photo cadence, and a review-generation engine to take you from 53 to 300+. **Email & loyalty automations:** welcome flow, “New Neighbor” capture, birthday-scoop, and seasonal-drop campaigns, plus a loyalty stamp app. **B2B / catering lead gen:** a catering one-pager and outreach to the downtown offices, East Village events, and weddings sitting minutes away.

Phase 3 — Paid Performance Marketing

PPC (Meta & Google) with **proximity geofencing** around the named anchor venues and the Saturday market, day-parted to your peak post-dinner and market windows and boosted on hot days, with retargeting and clear monthly reporting. Every dollar is aimed at people already standing within a short walk of your counter. *(Excludes raw ad spend / media budget — billed at cost or paid directly by you — and any POS hardware.)*

You're already the best-kept secret in the East Village.

Let's stop keeping it a secret. When you're ready, we're one message away.

DM @volgrow_innovations · Email hello@volgrow.com · volgrow.com

Sources: U.S. Census Bureau, American Community Survey 2024 5-Year Estimates, ZIP 50309 (via Census Reporter). Greater Des Moines Partnership — 2025 Downtown Farmers' Market. Google Maps business listings — ratings & review counts, pulled July 2026. eastvillagedesmoines.com; catchdesmoines.com. Volgrow first-party audit of The Creamery's digital footprint, July 2026.