



BASIC INSTAGRAM & FACEBOOK

for your small
business

ginger
by
choice

WHAT WE WANT TALK ABOUT

**INTRODUCTION
CUSTOMER
PROS & CONS
INSTAGRAM
FACEBOOK
SHORTCUTS**





INTRO DUCTION

YOUR NAME

-

YOUR BUSINESS

-

YOUR HOPES
FOR TODAY

ASK YOURSELF:

Who is my **CUSTOMER**?

What is her/his **PROBLEM**?

What is my **SOLUTION**?

Why am I better than the
OTHERS?

What is my **MESSAGE**?



CUS TOMER

Start to
ENTERTAIN
SERVE &
EDUCATE

your customer. When you've
nailed that you can start to

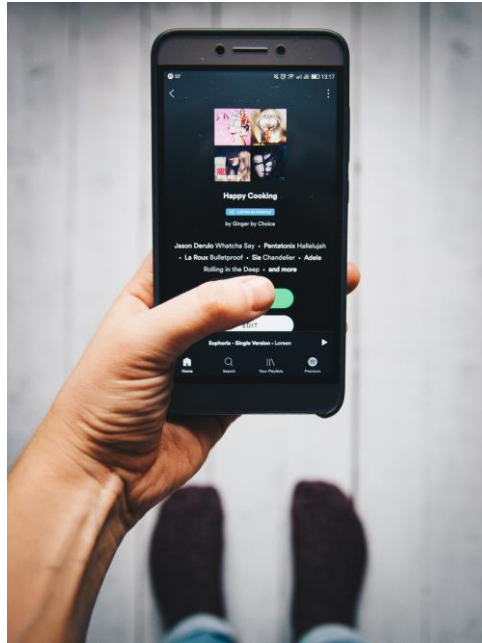
SELL*

your product or service to them.

* source: Jenna Kutcher

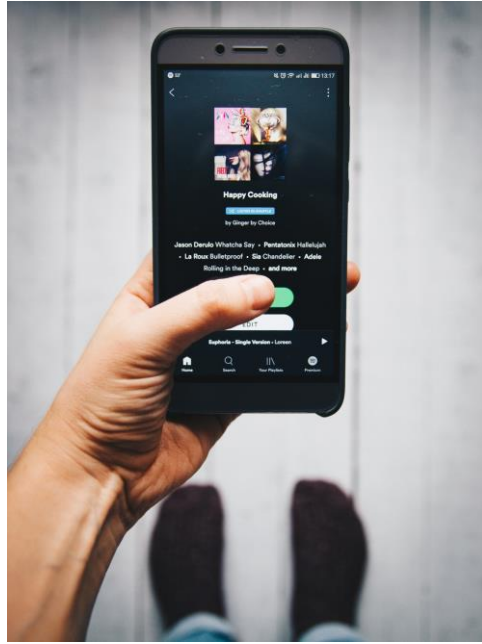


CUS
TOMER



PROS & CONS

Social Media developed from a channel for “socializing” to a **POWERFUL DIGITAL MARKETING TOOL** for brands and businesses.



PROS & CONS

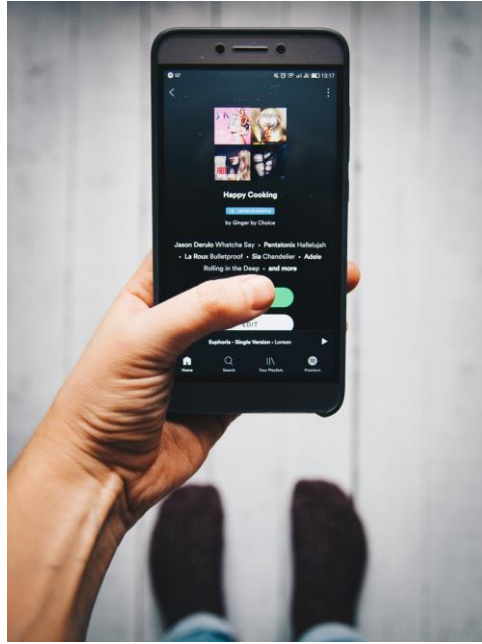
TIME INTENSE

-

SECURITY

-

BRAND DAMAGE



PROS & CONS

LOW COSTS

-

EXPOSURE

-

RELATIONSHIP

-

INSIGHTS

TOPICS

DEFINITION

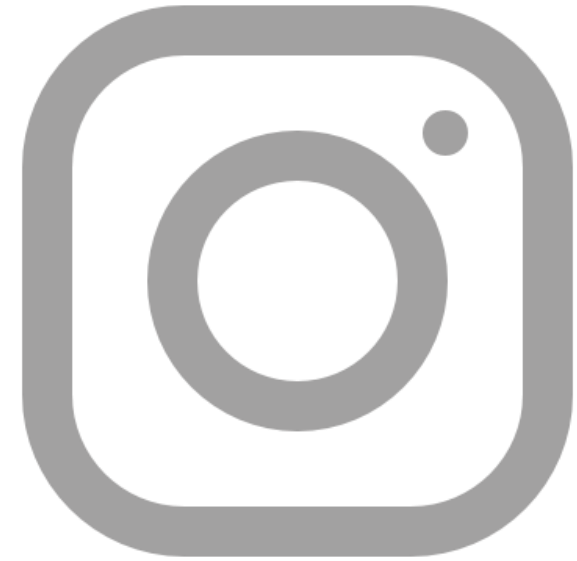
PROFILE

POSTS + STORIES

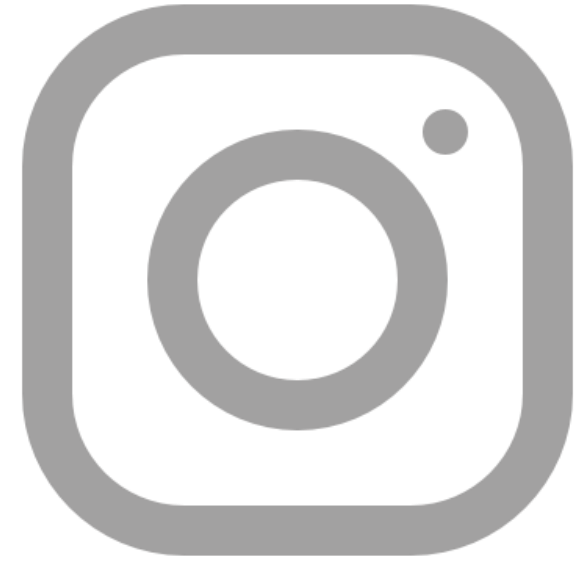
START

ROUTINE

EXAMPLES



**INSTA
GRAM**



definition

**INSTA
GRAM**

Instagram is a free social network platform for sharing **PICTURES** and **VIDEOS**. The platform encourages **STORYTELLING** through captured moments. Instagram is one of the most important platforms right now.

USERNAME

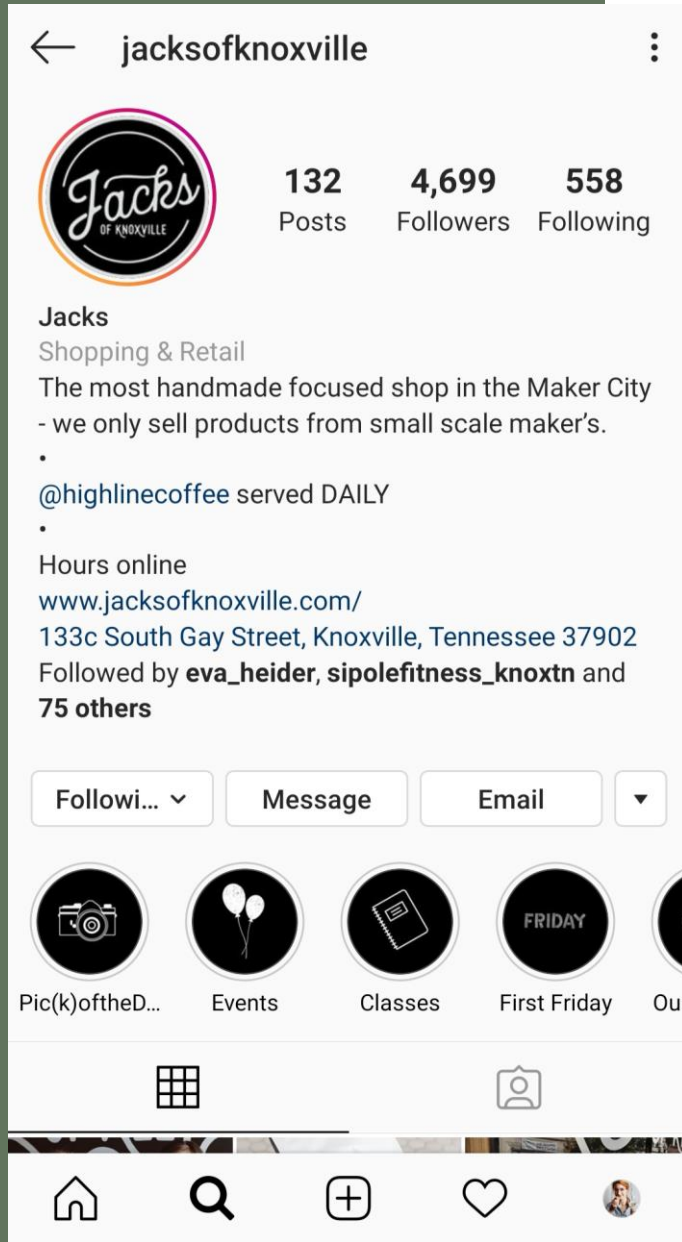
PICTURE

NAME
CATEGORY

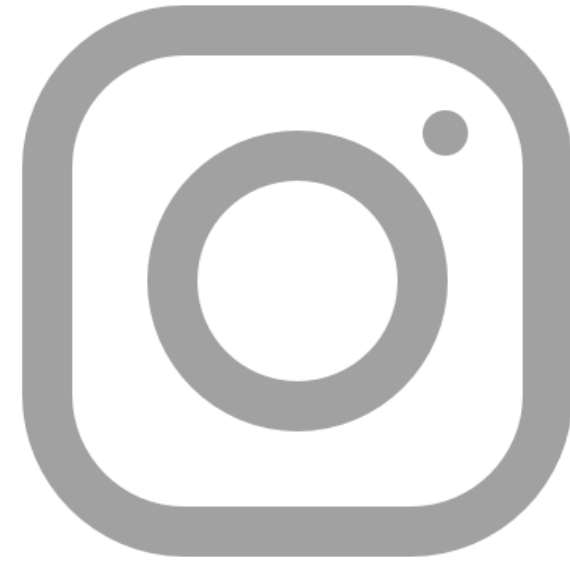
DESCRIPTION

LINK
LOCATION

STORY
HIGHLIGHTS
(optional)



@jacksofknoxville



profile

INSTA
GRAM

USERNAME

PICTURE

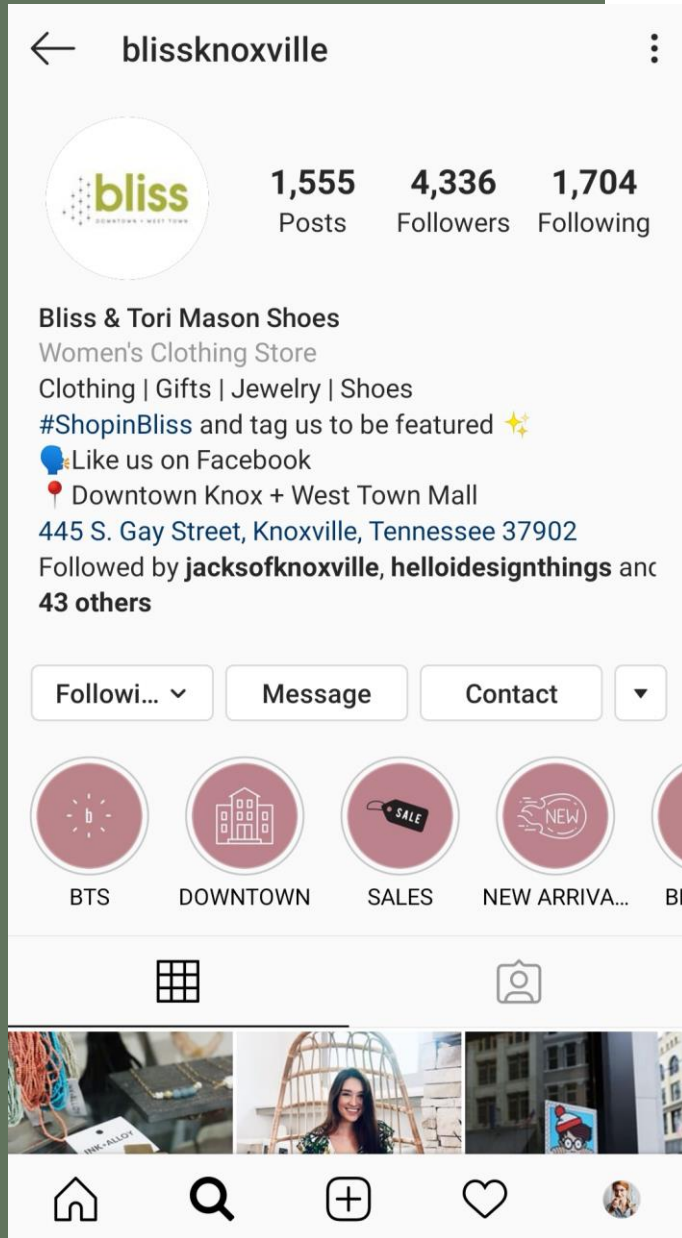
NAME

CATEGORY

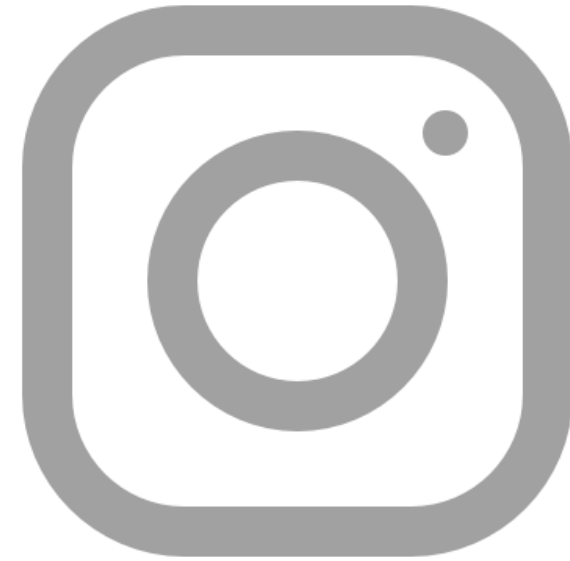
DESCRIPTION

LOCATION

STORY HIGHLIGHTS (optional)



@blissknoxville



profile

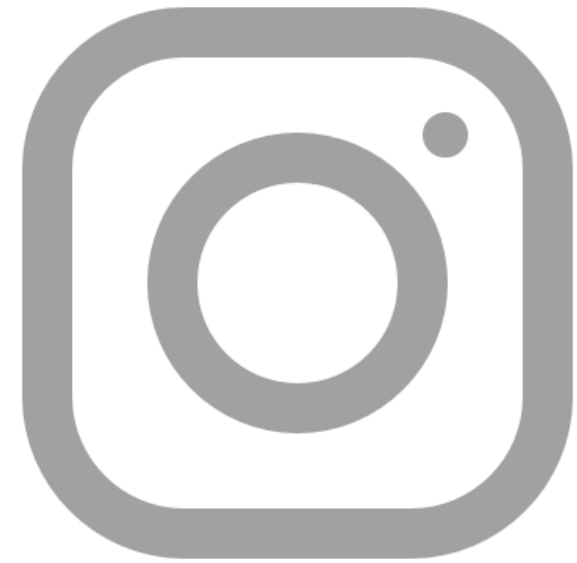
INSTA
GRAM

DESCRIPTION

- in 150 characters -

PRODUCT / SERVICE

CALL TO ACTION – CTA



profile

INSTA
GRAM

DESCRIPTION

PRODUCT / SERVICE =

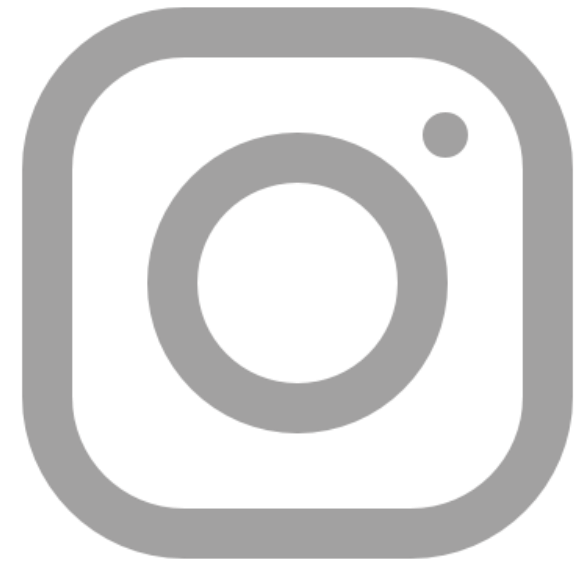
We offer art classes at ...

... is a store for locally

made fashion ...

Come over and enjoy a handcrafted

cocktail with us at our bar in ...



profile

INSTA
GRAM

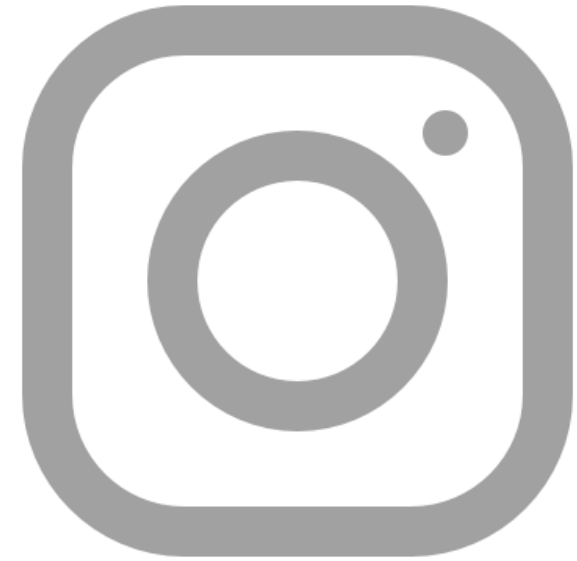
DESCRIPTION

CALL TO ACTION

Click this link to shop ...

*Tag #brandedhashtag to be
featured ...*

Read the latest post on the blog ...



profile

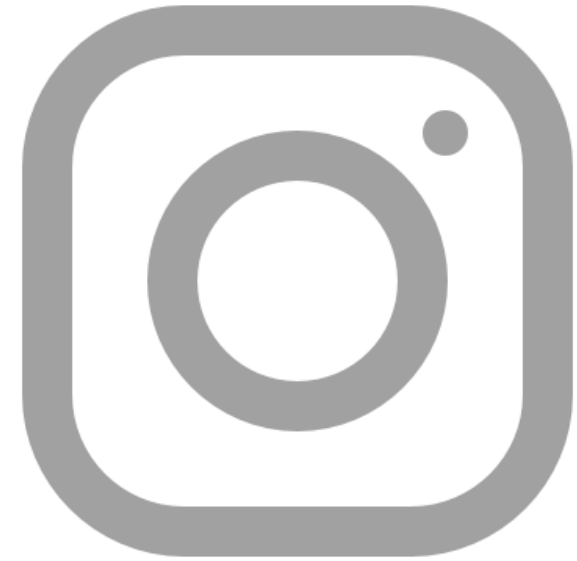
INSTA
GRAM

DESCRIPTION

... be precise, fun and

stay true

to yourself!



profile

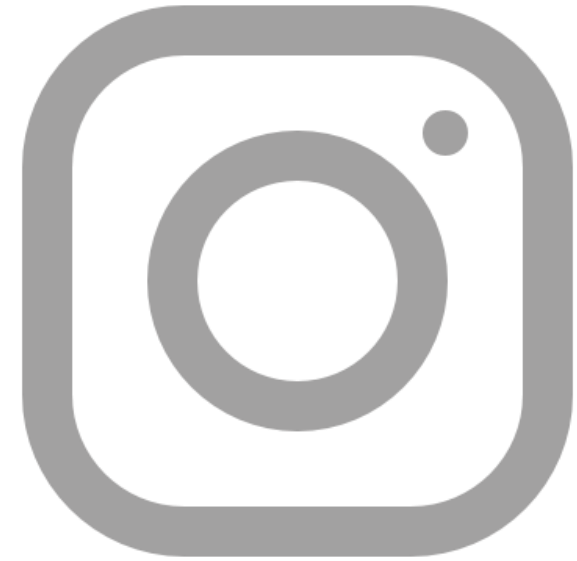
INSTA
GRAM

GRID

- make it pretty -

COLOR CODING

COHESIVENESS



profile

INSTA
GRAM

COLORS



ELEMENTS

DIY

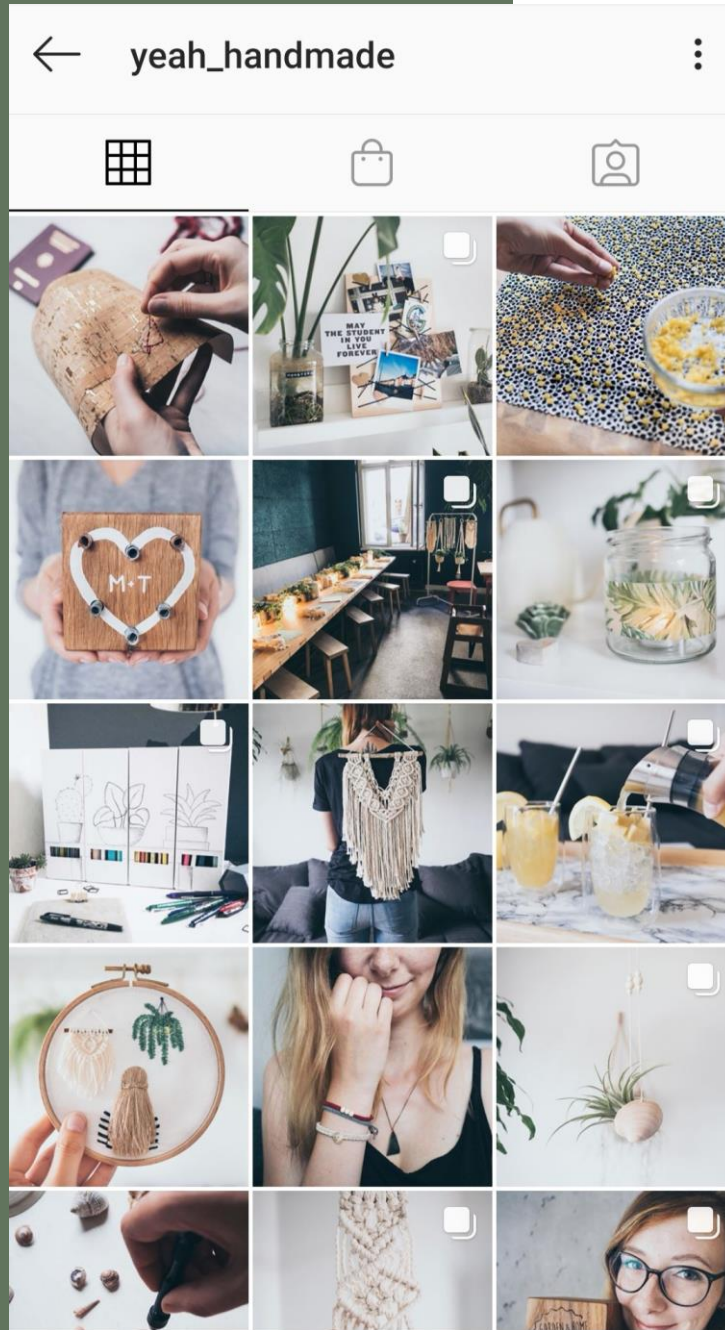
handmade pieces

plants

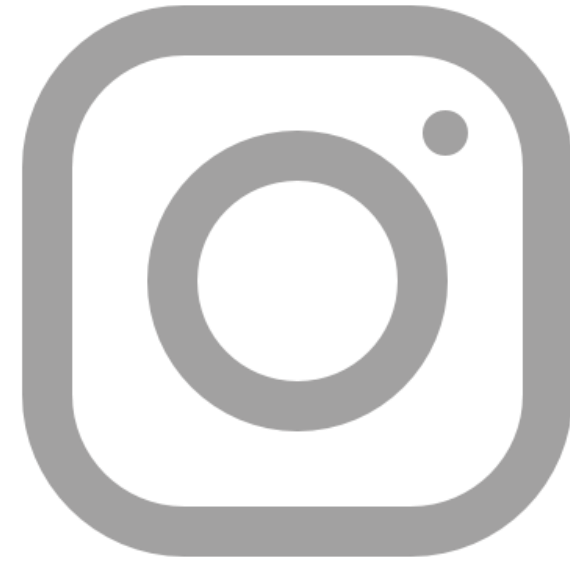
person

IDEA

light, bright, airy



@yeah_handmade



profile

INSTA GRAM

COLORS



ELEMENTS

inspiration

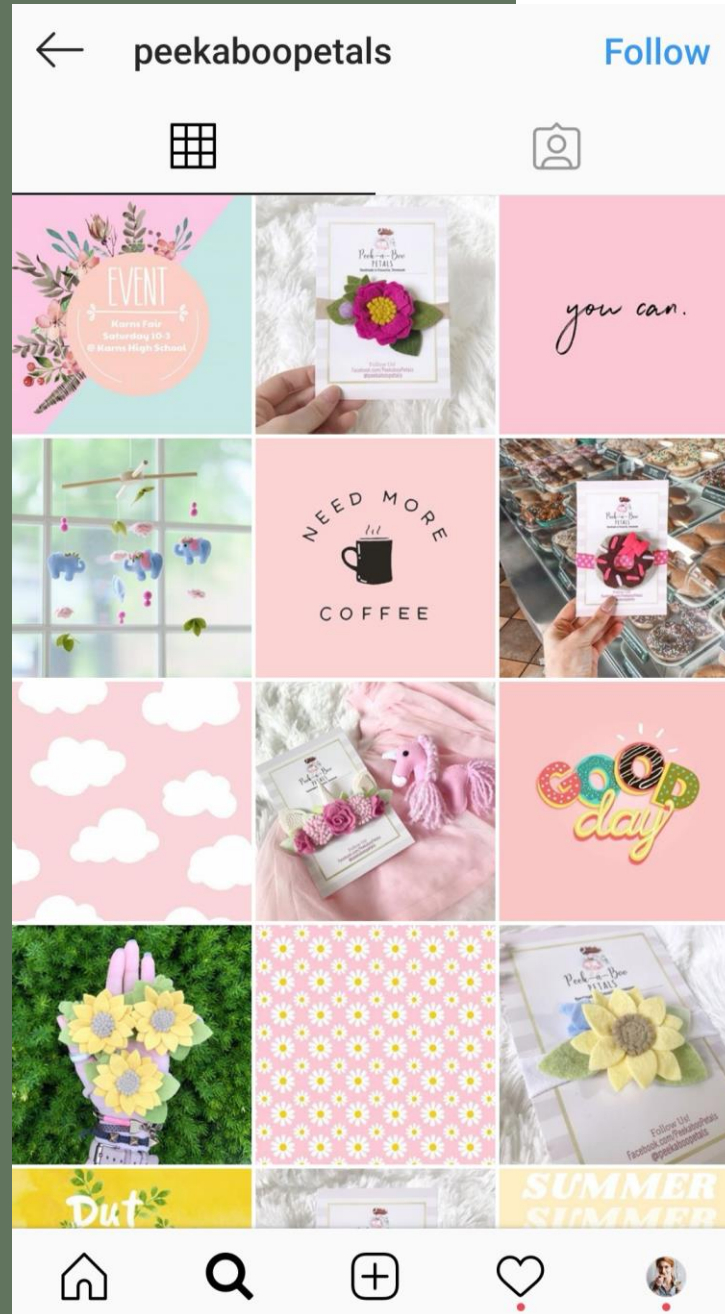
product

pattern

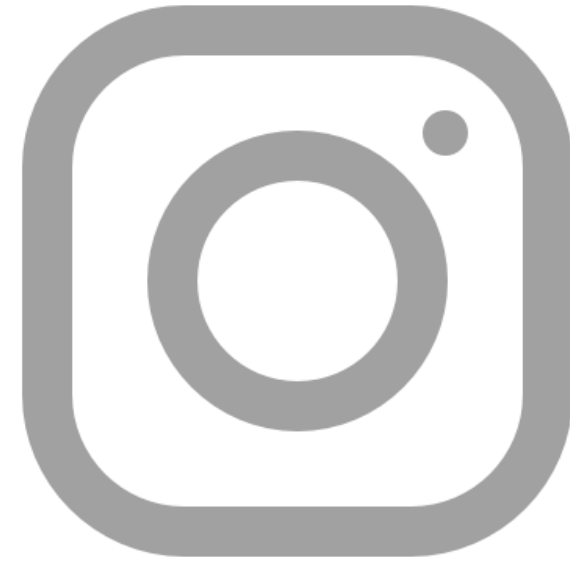
flowers

IDEA

light, girly, playful



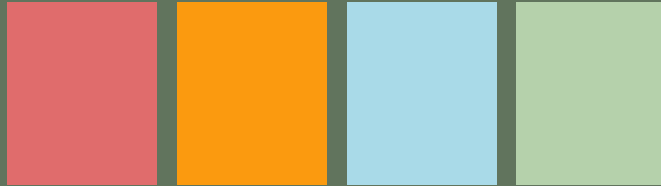
@peekaboopetals



profile

INSTA GRAM

COLORS



ELEMENTS

terms

pictures

colors

title

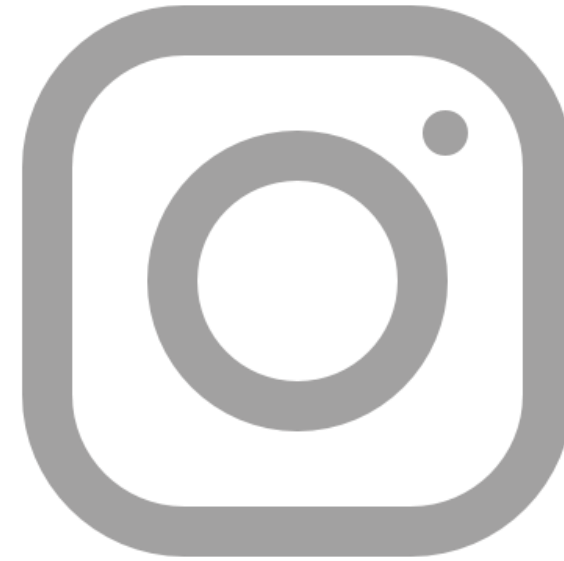
IDEA

colorful, playful,

educational



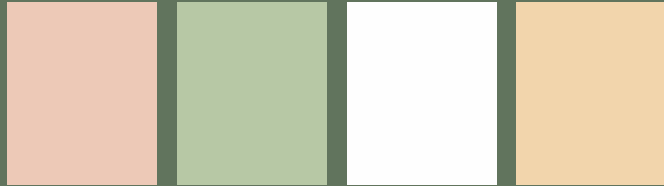
@eva_heider



profile

INSTA GRAM

COLORS



ELEMENTS

spaces

people

products

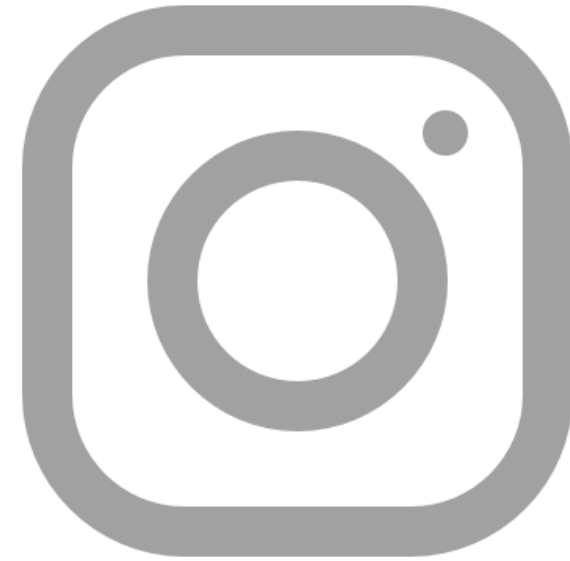
announcements

IDEA

light, bright, airy



@thehiveknox

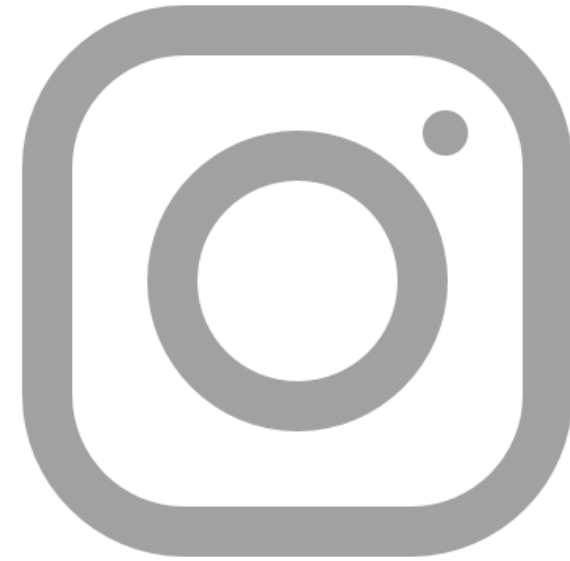
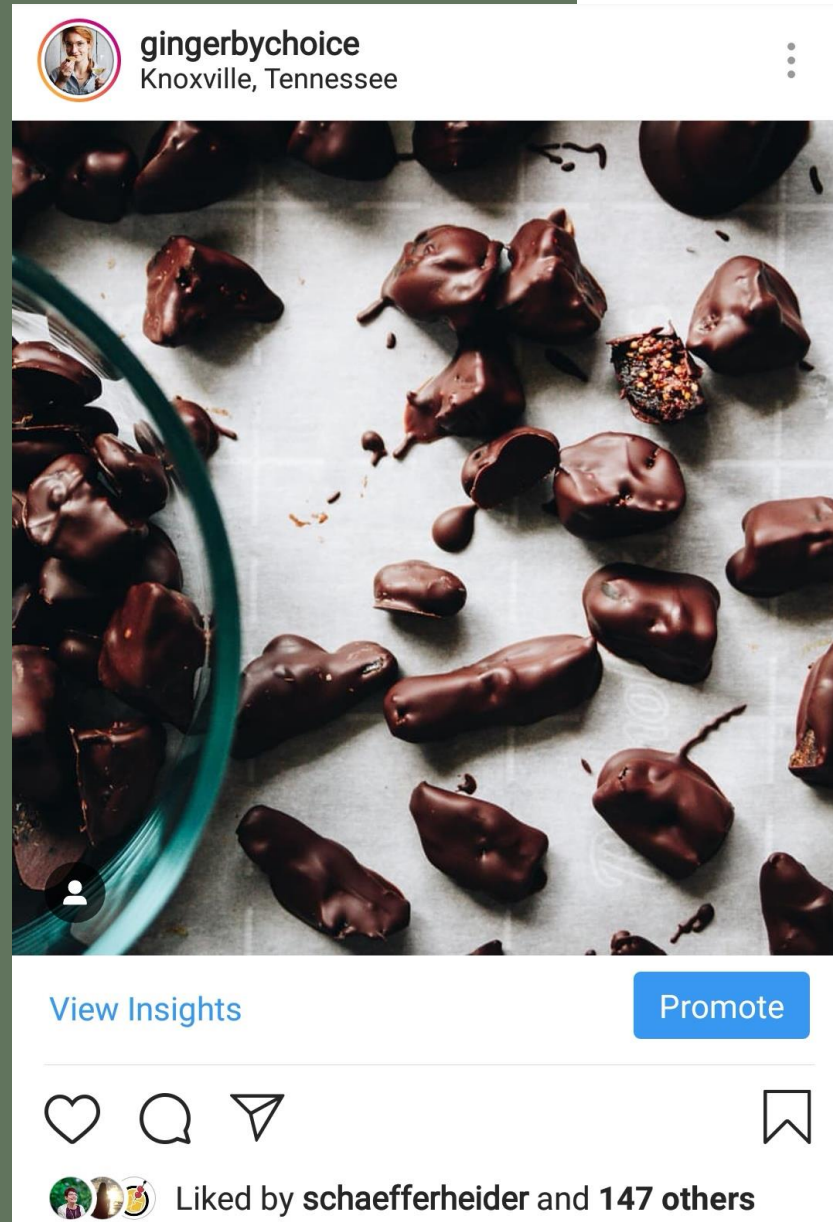


profile

INSTA GRAM

LOCA-
TION

PICTURE



post

INSTA
GRAM



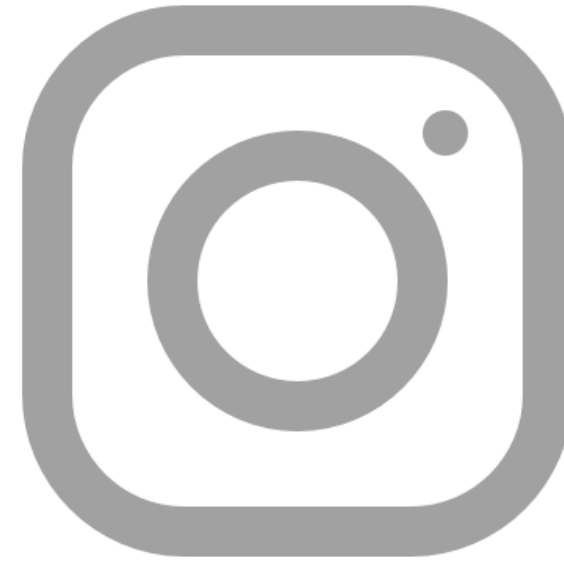
Liked by **schaefferheider** and **147 others**

gingerbychoice [Ad] Chocolate covered figs ...
Christmas cookies are the best: sweet, delicious and tempting. I could eat them all day long (especially my homemade rumballs 🍷). However, I always need to be careful. My tummy is a bit sensitive and it doesn't like too much sugar or fat. This year I've decided to listen to my body. I've made all the wonderful Christmas treats I love since my childhood. I tried one or two and gave the rest to friends and colleagues. To still have something at home to eat it in front of the Christmas tree I've created something less sweet, a bit healthier but still amazingly delicious and satisfying: chocolate covered figs with fruits from [@valleyfig](#). Their California Figs are the perfect fit for semisweet chocolate 🍷 Delicious, healthyish and a great addition to a classic Christmas cookie collection 😊

#valleyfig #vfigfeed #chocolate covered #figs
#chocolatecoveredfigs
#figweek #christmascookies #baking #healthyish
#winter #christmasiscoming #holidayseason
#thistimeofyear #colddays #comfortfood
#gingerbychoice #monday #startoftheweek
#startofanewweek #food for #foodies #eeeeats
#thekitchn #onthetable #lifeandthyme #foodandwine
#feedfeed #food52 #foodfluffer

View all 23 comments

@gingerbychoice



post

INSTA
GRAM

CAPTION
story-telling + tag

HASH-
TAGS

HASHTAGS

CREATE YOUR OWN #

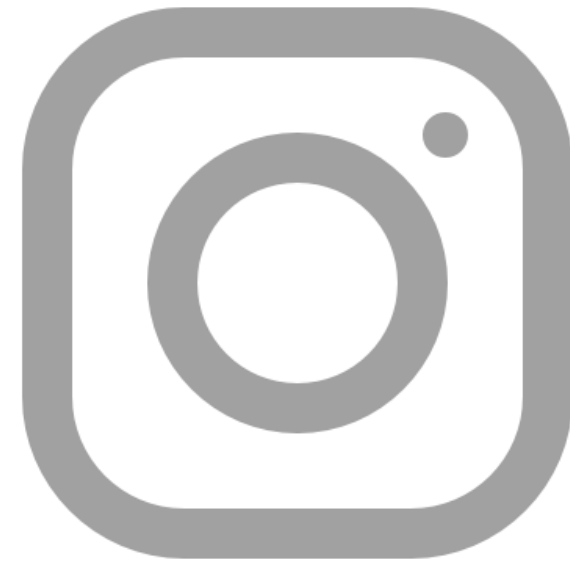
#gingerbychoice

SMALL, MEDIUM AND LARGE

small = < 1000 posts

medium = up to 100,000 posts

large = everything over 100,000 posts



post

INSTA
GRAM

HASHTAGS

LOCAL LOVES LOCAL

#knoxville #knoxrocks #knoxartist ...

SEASONS WIN

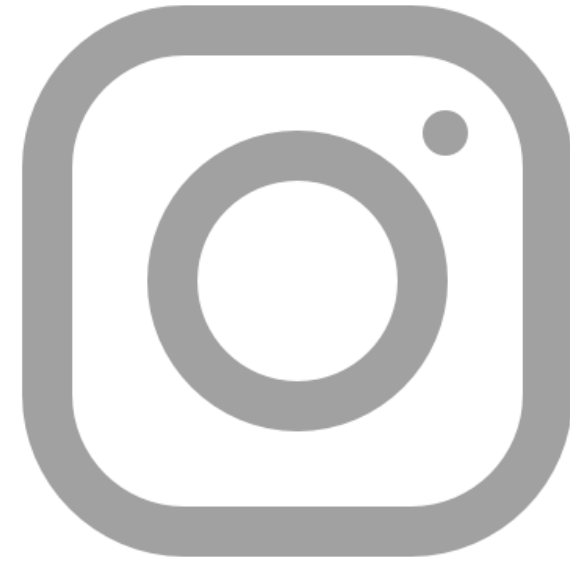
#summersale #puresunshine #hotoutside ...

BE CONSISTENT WITH A

BIT OF VARIATION

1x brand # + 5 x topic # + ~ 24x daily #

= ~ 30 #



post

INSTA
GRAM

@floretflower



PRODUCT / SERVICE
GRAPHIC

@theboothandrews



@theboothandrews

New Hours

NOW OPEN SUNDAYS. NEW HOURS
STARTING FRIDAY, MARCH 1ST

@shopelysewilde

MONDAY - FRIDAY
11:00 AM - 7:00 PM

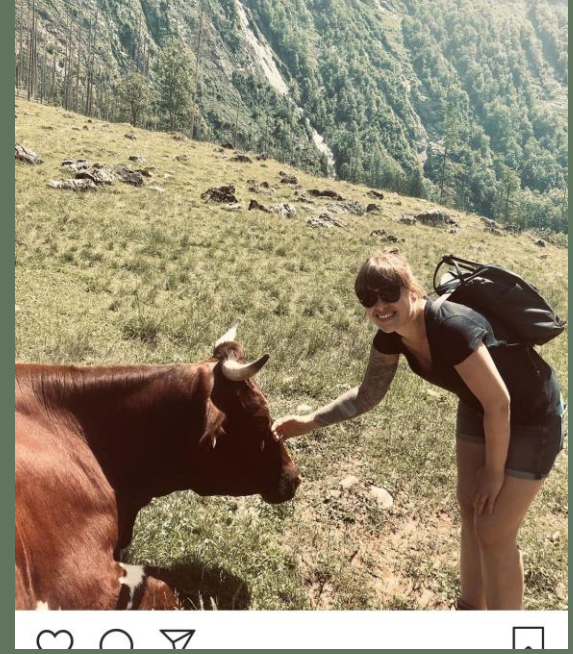
SATURDAY
10:00 AM - 6:00 PM

SUNDAY
2:00 PM - 5:00 PM



INFORMATION
EVENT

@heimatgemuese



@heimatgemuese

PEOPLE
ENTERTAINMENT

@origamiday



@shopelysewilde



@shopelysewilde

@peekaboopetals

peekaboopetals • Follow
Knoxville, Tennessee



QUOTES / INSPO
REPOST

@olibea_oldcity

olibea_oldcity
Knoxville, Tennessee

knox news. [Subscribe](#) [Sign In](#)



OliBea chef Jeffrey DeAlejandro talks about his

@bowbeaus

bowbeaus • Follow



GIVEAWAY
PROMOTION

@gingerbychoice

gingerbychoice •
Knoxville, Tennessee



@michellebessudo

schrill_art • Follow
Munich, Germany



CHALLENGE
CELEBRATION



STORIES

HIGH VISIBILITY

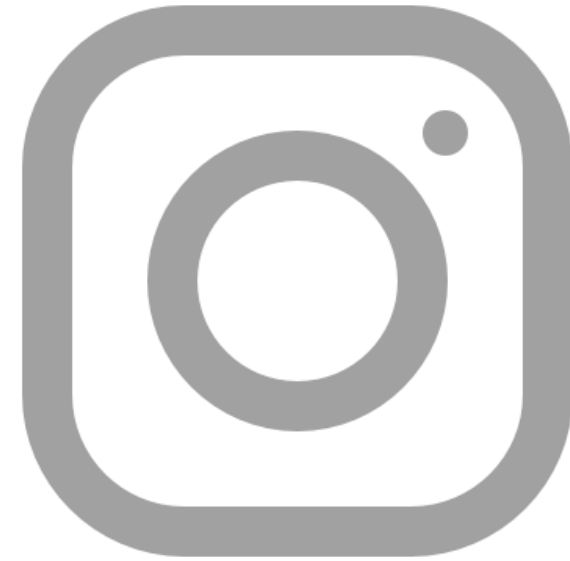
On top of feed + disappear after 24 hours

INTERACTIVE

*Questions, polls, quizz, ... invite your
followers to take action and communicate
with you*

FUN

*GIFs, emojis, music, ... are great tools
to express emotions and more*



stories

INSTA
GRAM

@abeautifulmess



PRODUCT

INTERACT question

@theboywhobakes



@stephaniekordan



INFORMATION

EVENTS

@brunchwithjulie



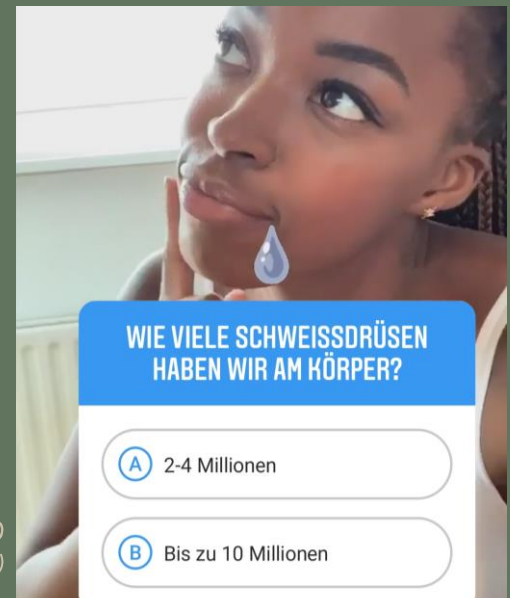
@urbanfarmstead



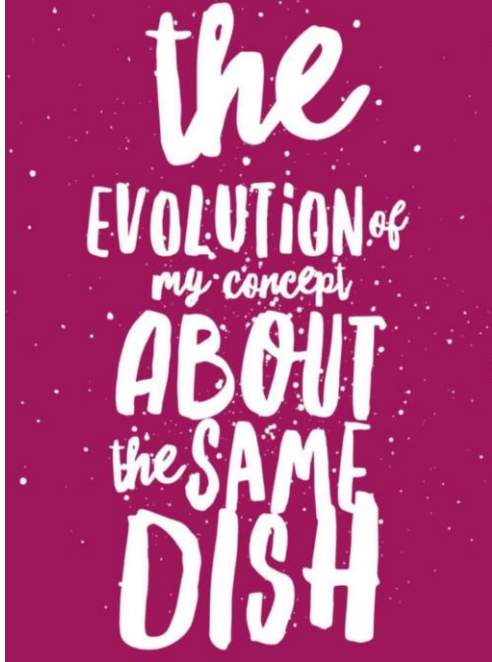
PROMOTE post

INTERACT quiz

@glanzundnatur



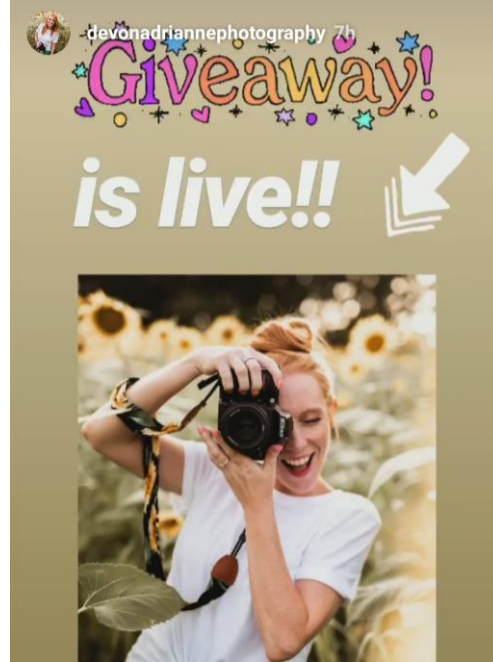
@holywhiskblog



QUOTE / INSPO

PROMOTION others

@devonadriannephotography



GIVEAWAY

PROMOTION location

@thecontractshop



PROMOTION link

PROMOTION show skills

@sigridsminde



@blisssknoxville



@popsugarfitness



INITIAL STEPS

step 1

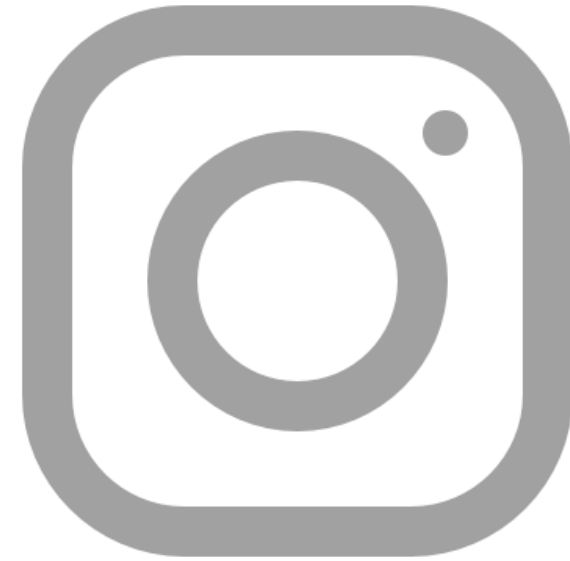
**SET UP YOUR
PROFILE**

step 2

**HAVE 3 – 12
POSTS READY**

step 3

GO



start

**INSTA
GRAM**

REPETITIVE STEPS

post
+ stories

~ EVERY OTHER DAY

likes

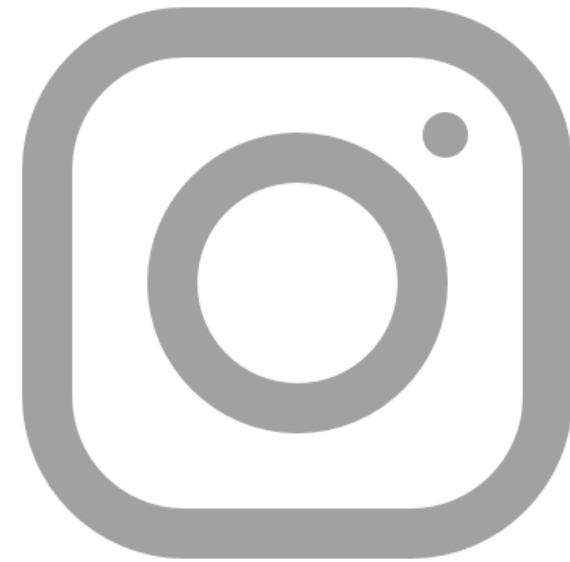
ALWAYS LIKE BACK

comments

ANSWER ALL COMMENTS

follows

FOLLOW BACK BUT
CONSCIOUSLY



routine

INSTA
GRAM

PREPARATION

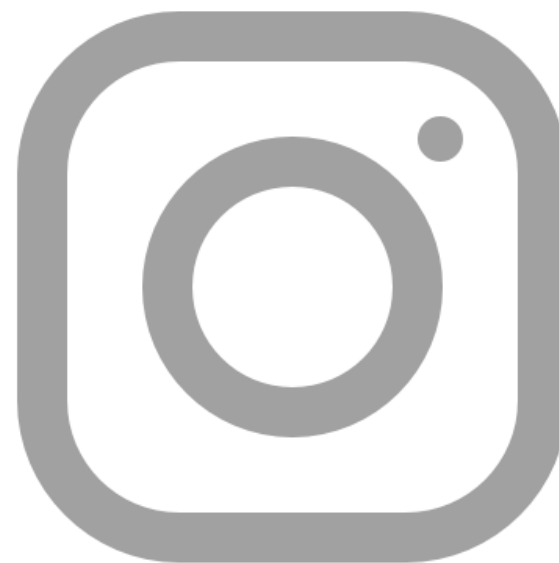
schedule

**BULK EDITING:
CREATE POSTS +
STORIES UPFRONT**

tools

**AUTOMATE AS MUCH AS
YOU CAN**

... it is OK to prepare
posts and stories upfront!



routine

**INSTA
GRAM**

30 Day Authentic You Content Planner

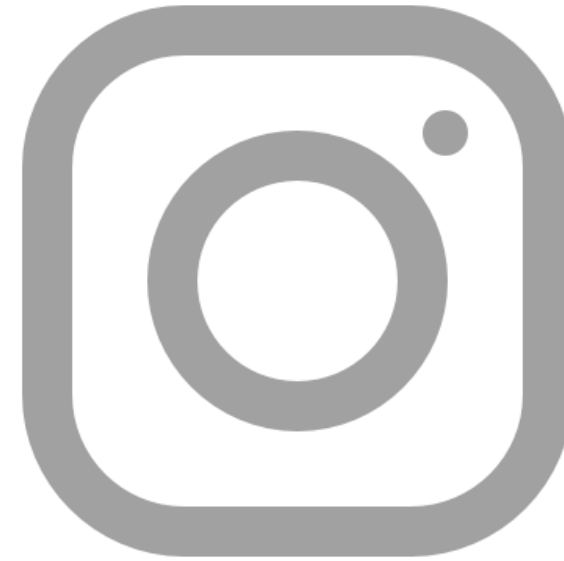
Track your performance so you can see what your audience loves to hear from you and then do more of that!
Post at the time when your followers are online & stay consistent. Use bright clear images.

INSTAGRAM FEED

<p>DAY 1</p> <p>Picture of you, introduce yourself to new followers.</p> <input type="checkbox"/>	<p>DAY 2</p> <p>What are you thankful for today.</p> <input type="checkbox"/>	<p>DAY 3</p> <p>Workspace photo, share some behind the scenes.</p> <input type="checkbox"/>
<p>DAY 4</p> <p>Answer a question that a client/customer has asked you recently.</p> <input type="checkbox"/>	<p>DAY 5</p> <p>Talk about your why, why do you do what you do?</p> <input type="checkbox"/>	<p>DAY 6</p> <p>Share your process. Give your followers peak into your world.</p> <input type="checkbox"/>
<p>DAY 7</p> <p>Create a multiple post with an inspiring product/ service image in front and testimonials behind.</p> <input type="checkbox"/>	<p>DAY 8</p> <p>Celebrate your achievements your followers are rooting for you.</p> <input type="checkbox"/>	<p>DAY 9</p> <p>Share industry news or updates about your business.</p> <input type="checkbox"/>
<p>DAY 10</p> <p>All about you, why did you start your business in the first place. What was your dream?</p> <input type="checkbox"/>	<p>DAY 11</p> <p>Inspire your followers and ask them to give you an emoji if they agree.</p> <input type="checkbox"/>	<p>DAY 12</p> <p>Talk about something that happened at work today.</p> <input type="checkbox"/>
<p>DAY 13</p> <p>Promote positivity. (Relate it to your business)</p> <input type="checkbox"/>	<p>DAY 14</p> <p>Your hand holding a pen/paintbrush or working on your laptop.</p> <input type="checkbox"/>	<p>DAY 15</p> <p>Ask a true or false question that relates to your business.</p> <input type="checkbox"/>

KatCoroy.

©2019KATCOROY.COM



routine

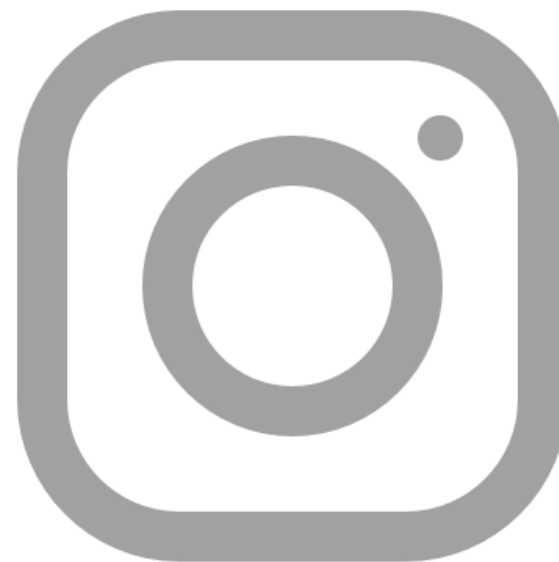
INSTA GRAM

30 Day Authentic You Content Planner

*Track your performance so you can see what your audience loves to hear from you and then do more of that!
Post at the time when your followers are online & stay consistent. Use bright clear images.*

INSTAGRAM FEED

<p>DAY 1</p> <p>Picture of you, introduce yourself to new followers.</p> <input type="checkbox"/>	<p>DAY 2</p> <p>What are you thankful for today.</p> <input type="checkbox"/>	<p>DAY 3</p> <p>Workspace photo, share some behind the scenes.</p> <input type="checkbox"/>
<p>DAY 4</p> <p>Answer a question that a client/customer has asked you recently.</p> <input type="checkbox"/>	<p>DAY 5</p> <p>Talk about your why, why do you do what you do?</p> <input type="checkbox"/>	<p>DAY 6</p> <p>Share your process. Give your followers peak into your world.</p> <input type="checkbox"/>
<p>DAY 7</p>	<p>DAY 8</p>	<p>DAY 9</p>



routine

INSTA GRAM

30 Day Authentic You Content Planner

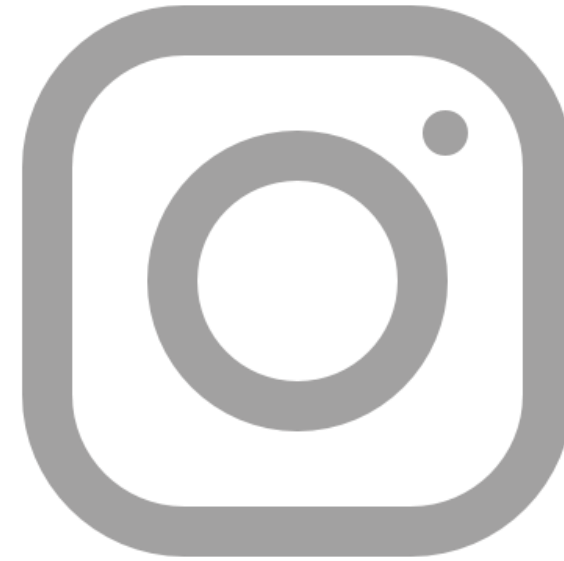
Get creative so your Instagram Stories stand out. Post daily to get the rainbow ring around your profile pic. Look at your insights to see which Stories got the most engagement and do more like that!

INSTAGRAM STORIES

- DAY 1 Create a fun boomerang of you and add some gifs.
- DAY 2 Creatively share a customer/client testimonial.
- DAY 3 Video of you - Say hi and tell your followers what you are up to today. (Use filters.)
- DAY 4 Share some industry news.
- DAY 5 Use the stories focus function to add depth to your video. Talk about your day.
- DAY 6 Find a fun filter and say something inspiring.
- DAY 7 Give a tip that your followers would love to know.
- DAY 8 Do a video of you having a coffee/tea and saying hi hope you having a great day.
- DAY 9 Introduce a new product or showcase an existing one.
- DAY 10 Use the rewind feature to put on your oost backwards or walk backwards.
- DAY 11 Remind people about your freebie... send them to your bio to the link.
- DAY 12 Client/customer testimonial.
- DAY 13 Put on some of your favourite music and dance, or toast with a wine glass.
- DAY 14 Ask a question with the question sticker.
- DAY 15 Share your manifesto/intention for the day.

KatCoroy.

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routine

INSTA GRAM

30 Day Authentic You Content Planner

*Get creative so your Instagram Stories stand out. Post daily to get the rainbow ring around your profile pic.
Look at your insights to see which Stories got the most engagement and do more like that!*

INSTAGRAM STORIES

DAY 1 Create a fun boomerang of you and add some gifs.



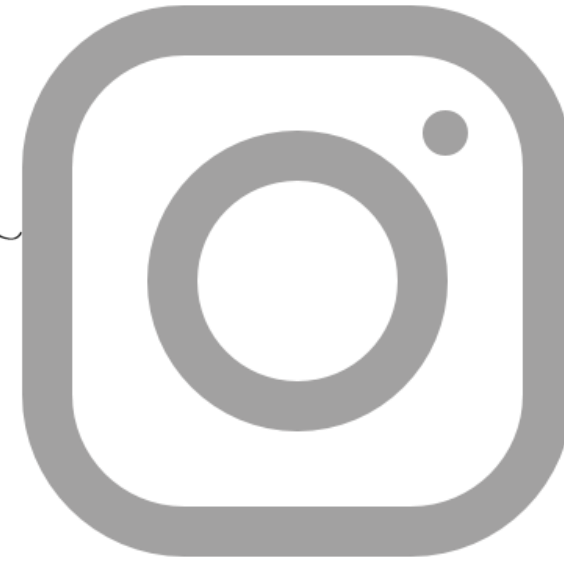
DAY 2 Creatively share a customer/client testimonial.



DAY 3 Video of you - Say hi and tell your followers what you are up to today. (Use filters.)



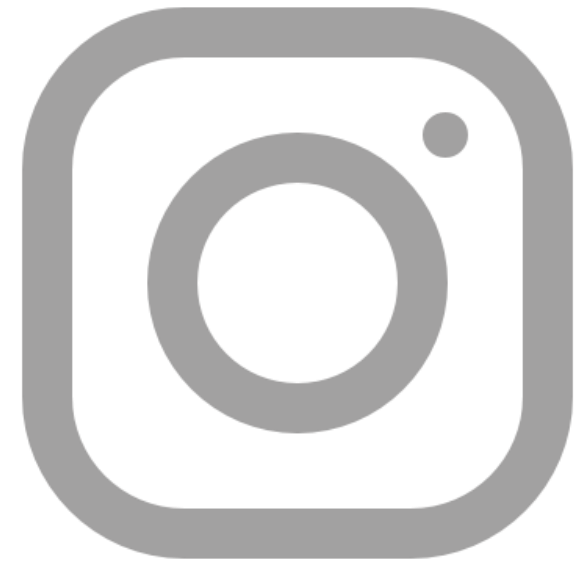
DAY 4 Share some industry news.



routine

INSTA GRAM

MORE EXAMPLES

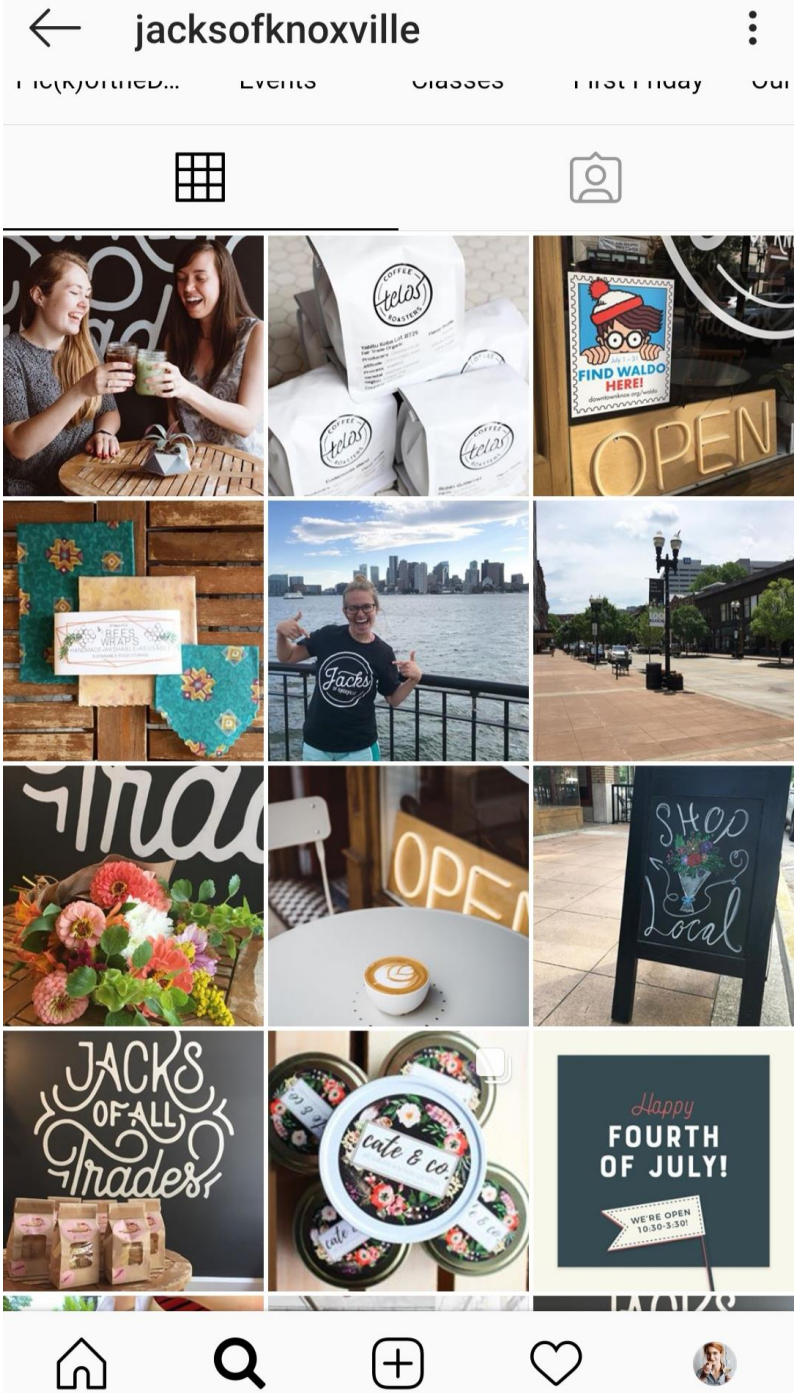


examples

INSTA
GRAM

Jacks of Knoxville

handmade focused shop



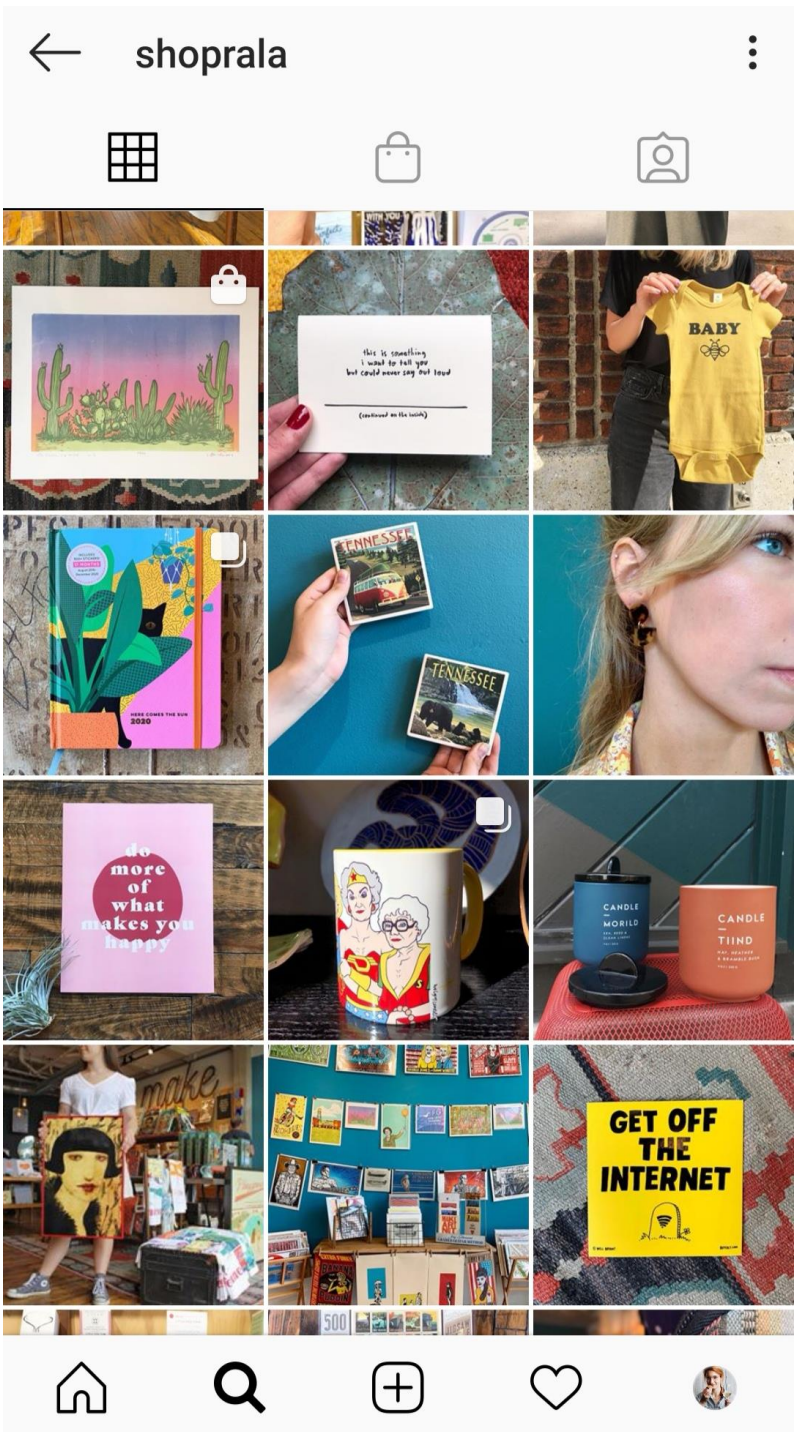
@jacksofknoxville

Jacks of Knoxville

handmade focused shop

Shop Rala

local retail space



Jacks of Knoxville

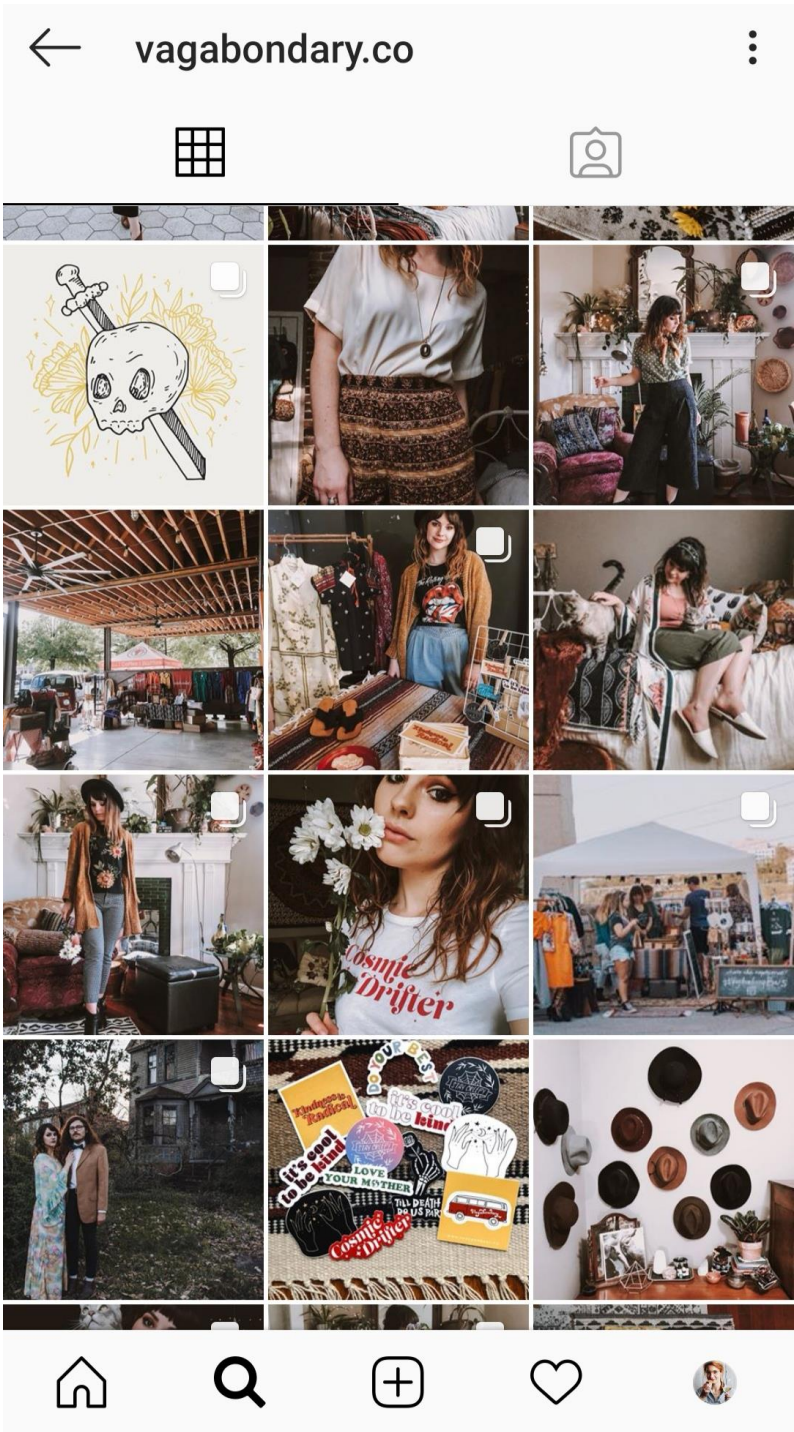
handmade focused shop

Shop Rala

local retail space

Vagabondary

fashion and art



@vagabondary.co

Jacks of Knoxville

handmade focused shop

Shop Rala

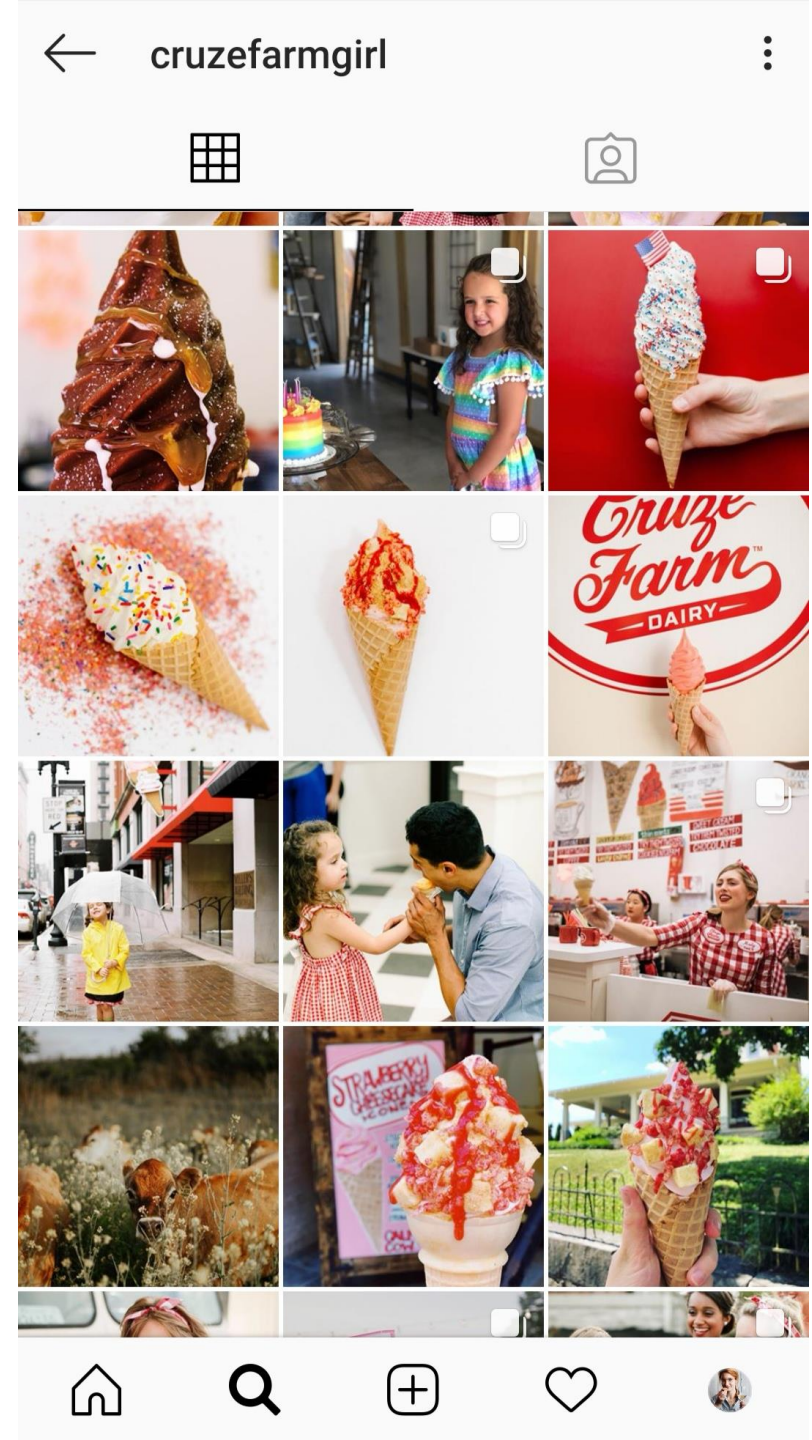
local retail space

Vagabondary

fashion and art

Cruze Farm

ice cream shop



@cruzefarmgirl



FACE BOOK

TOPICS

DEFINITION

PROFILE

POSTS

START

ROUTINE

EXAMPLES



definition

FACE BOOK

Facebook is a free social network platform for sharing

PHOTOS, VIDEOS and **LINKS**. Facebook focuses on sharing **INFORMATION** with people.



profile

FACE BOOK

PICTURE /
LOGO



NAME
USERNAME

The Cutting Edge
Classroom ✓
@Thecuttingedgeclassroom

TABS

- Home
- About
- Services
- Join Our Mailing List
- Events
- Posts
- Photos
- Offers
- Videos
- Groups
- Community
- Reviews

Create a Page

FEED



Following Share Save ...

Book Now

Send Message



Write a post...

4.8



4.8 out of 5 · Based on the opinion of 63 people



Photo/Video



Tag Friends



Check in



Services



Cooking Classes For Adults (Ages 16+)

Enjoy a wide variety of cooking classes taught by ...

Visit our web site to enroll



Cooking Classes For Kids (Ages 8-15)

Choose from a huge selection of fun and educatio...

Visit our web site to enroll



Restaurant Staff Training

We train restaurant staff to increase productivity and skill



ABOUT THE CUTTING EDGE CLASSROOM

Our Story

Educating East Tennessee in culinary skills while introducing fun into the kitchen!

The skills you al...

See More

Community

See All

Invite your friends to like this Page

COVER

CTA
BUTTON

ABOUT

@Thecuttingedgeclassroom



profile

FACE BOOK



The Cutting Edge
Classroom ✓
@Thecuttingedgeclassroom

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Join Our Mailing List

Events

Posts

Photos

Offers

Videos

Groups

Community

Reviews

@Thecuttingedgeclassroom

TABS

Home

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Mailing List Sign Up

Events

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Groups

Community

Reviews

...



The Cutting Edge Classroom ✓

@Thecuttingedgeclassroom

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Following ▾ Share Save ...

Cooking Classes For Adults (Ages 16+)

Duration varies • Visit our web site to enroll

Enjoy a wide variety of cooking classes taught by Chefs and full of hands on preparation and techniques!



Cooking Classes For Kids (Ages 8-15)

Duration varies • Visit our web site to enroll

Choose from a huge selection of fun and educational classes that your child will love!



@Thecuttingedgeclassroom

TABS

EXAMPLE

Services



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Following Share Save ...

Book Now

Send Message



Daily, until Jul 26

Fun Desserts Kids Summer Camp

The Cutting Edge Classroom

This fun, hands on camp is perfect for young aspiring bakers interested in learning how to prepare a wide variety of kid friendly desserts. Our Pastry Chef wil... [More](#)

JUL 22 Today 9 AM

JUL 23 Tomorrow 9 AM

+3

You like The Cutting Edge Classroom

Get Tickets

Interested



Daily, Jul 22 - Jul 26

Learn To Be A Real Chef Kids Summer Camp

TABS

EXAMPLES

Booking Option
„Book Now“

Events

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post

FACE BOOK



@gingerbychoice

CAPTION
story-telling + tag

LINK

PICTURE

@jacksofknoxville



PRODUCT / SERVICE picture GRAPHIC

@gingerbychoice



INFORMATION post EVENT

@postmodernspirits



PRODUCT / SERVICE video ENTERTAINMENT meme

@getcraissant



@shoprala



@getcraissant



@servierville



QUOTE / INSPO

PROMOTION link with link preview

@cruzefarmgirl



GIVEAWAY

BEHIND THE SCENES

@servierville

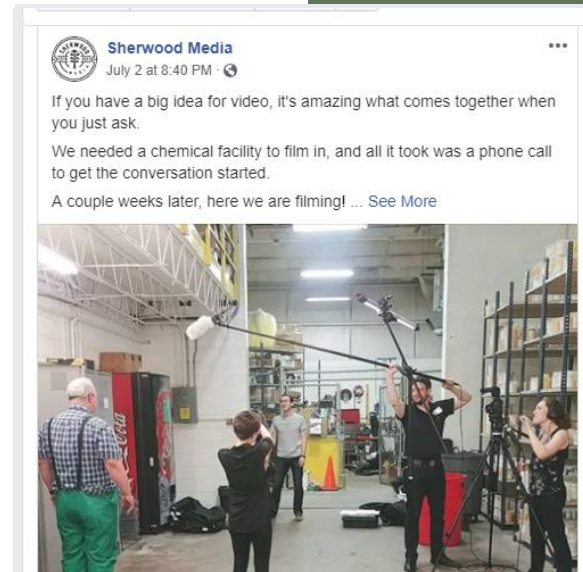


CHALLENGE CELEBRATION

@knoxvilleweekend



@sherwoodknoxville



@goldenstatewarriors





start

FACE BOOK

INITIAL STEPS

step 1

**SET UP YOUR
PROFILE**

step 2

**HAVE 3 – 12
POSTS READY**

step 3

GO



routine

FACE BOOK

REPETITIVE STEPS

post ~ **EVERY OTHER DAY**

likes **ALWAYS LIKE BACK**

comments **ANSWER ALL COMMENTS**

follows **FOLLOW BACK BUT
CONSCIOUSLY**



routine

FACE BOOK

PREPARATION

schedule

**BULK EDITING:
CREATE POSTS**

tools

**AUTOMATE AS MUCH AS
YOU CAN**

... it is OK to prepare
posts upfront!



examples

FACE
BOOK

MORE EXAMPLES



examples

FACE
BOOK

Postmodern Spirits

distillery



PostModern Spirits
@postmodernspirits

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Liked Following Share ...

Send Message



Write a post...



Photo/Video



Tag Friends



Check in



4.9

4.9 out of 5 · Based on the opinion of 83 people

Recommendations and Reviews



Recommended by Rishabh, Brandon and 212 others · People talk about "great gin", "elderberry liqueur" and "single malt whiskey"



Excellent spirits. smooth, great flavor.
July 4



5 stars
Knowledgeable staff and I do not drink Gin but I do now and I have a better understanding of... See More
June 2



ABOUT POSTMODERN SPIRITS

Our Story

Knoxville's newest distillery offering spirits for the modern drinker, tours, and tasting in the hea...

See More

@postmodernspirits



examples

FACE BOOK

Postmodern Spirits

distillery

Ginger by Choice

food lifestyle blog



Ginger By Choice
@gingerbychoice

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Manage Promotions



Like Following Share ...

Send Message

Create

Live

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Offer

Job



Write a post...

Photo/Video

Get Messages

Feeling/Activ...

...



Boost an Instagram Post

Reach more people and get more reactions, comments and shares



Reach People Nearby

Set your location and reach customers in your area



ABOUT GINGER BY CHOICE

GINGER BY CHOICE - a German food lifestyle in ...

Hi, I'm Eva, a German expat living in Knoxville. For the last two years I've had the chance to explo...

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examples

FACE BOOK

Postmodern Spirits

distillery

Ginger by Choice

food lifestyle blog

Balter Beerworks

brewery



Balter Beerworks

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Write a post...



Photo/Video



Tag Friends



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Upcoming Events



4.8

4.8 out of 5 · Based on the opinion of 389 people



ABOUT BALTER BEERWORKS

(v.) to dance without skill, but with enjoyment.

Balter started out over home brews in our garage. After rehabilitating an old service station in dow...

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@balterbeerworks



examples

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Ginger by Choice

food lifestyle blog

Balter Beerworks

brewery

Czech Yourself Marketing

marketing agency



Czech Yourself
Marketing

@czechyourselfmarketing

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👍 Liked ▾ 📡 Following ▾ ➦ Share ⋮

💬 Send Message

Services



Services

Visit the Services page of my website to find out more! <https://czechy...>

[See All](#)

5.0



5 out of 5 - Based on the opinion
of 8 people

Recommendations and Reviews



Recommended by [Halee](#), [Danielle](#) and 3 others



Halee has come through in a huge way for me and my business. I came to her confused and not knowing ... [See More](#)

December 3, 2018



We couldn't be happier with Czech Yourself Marketing. They are the best marketing company we've ever... [See More](#)



ABOUT CZECH YOURSELF MARKETING

About Me

Creative. Dreamer. Learner. Planner.
Gardener. Cat Lover.

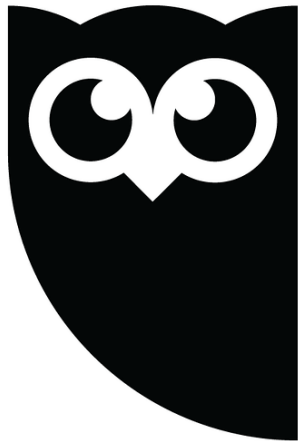
I learned to manifest the spirit of communi...

[See More](#)

@czechyourselfmarketing

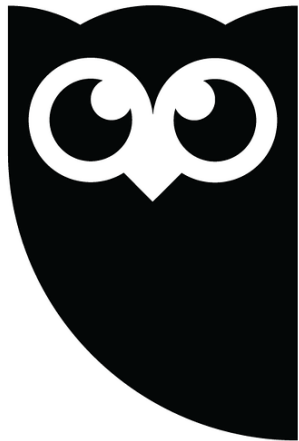
fantastic tools for social media

SHORTCUTS



fantastic tools for social media

SHORTCUTS



HOOTSUITE

social media management platform

prepare, plan and schedule your posts for eight social networks including Instagram and Facebook

fantastic tools for social media

SHORTCUTS



CANVA

graphic-design tool website + app
create, layout and edit web design as well
as prints and graphics

fantastic tools for social media

SHORTCUTS

A COLOR STORY

photo editing and scheduling app

Create and edit your pics with filters or tools

Plan and schedule your Instagram posts

(great app to work on a cohesive look)



fantastic tools for social media

SHORTCUTS

PLANN

visual planner, scheduler and analytics app for Instagram
plan, schedule and analyse your Instagram posts
(great app to work on a cohesive look)





gingerbychoice.com

LET'S CONNECT

I hope you enjoyed the
presentation today.



info@gingerbychoice.de

gingerbychoice.com

ANY QUESTIONS?



info@gingerbychoice.de





THANK YOU

for coming to the
Emporium today!



SOURCES



Facebook logo - kisspng.com



Instagram logo - kisspng.com



Hootsuite logo - kisspng.com



Canva logo - kisspng.com



A Color Story logo - acolorstory.com



PLANN logo - plannthat.com



SOURCES

PROS & CONS

digitalmarketingphilippines.com/the-pros-and-cons-of-social-media-marketing-for-business/

ENTERTAIN SERVE EDUCATE SELL

jennakutcherblog.com/growemail/

HELP IN KNOXVILLE

For Entrepreneurs + Makers:
Knoxville Entrepreneur Center (knoxec.com)

Legal Help:
UT Lega Clinic (law.utk.edu/clinics/)

SEO + Google Analytics:
Frank Ramey – ENOTTO (enotto.com)



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