



VOLGROW × MOLLY'S FROZEN · CONFIDENTIAL

The Impact Report

& 12-Month Growth Blueprint

Prepared for the owner of Molly's Frozen · 322 E Court Ave, Ste 105, Des Moines, IA 50309

What's inside

Section 01 — Market & demographic analysis, location advantage, competitor intel, SWOT, 12-month strategy, 5 growth

Section 02 — Scope of Work: the Volgrow advantage, phased execution, and honest exclusions.

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A note before the numbers

You've already done the hardest part. You built a place people genuinely love — **4.8 stars**, build-your-own sandwiches folks rave about, and a home on the single busiest sidewalk in Iowa on a Saturday morning.

This isn't a sales pitch. It's a map. We spent real hours in the data — the U.S. Census, your competitors' listings, and the foot-traffic rhythm of the Court Avenue District — 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.

— The team at Volgrow

SECTION 01 The Impact Report

1.1 — Local Market & Demographic Analysis

Your ZIP is not average Iowa.

50309 is one of the youngest, densest square miles in the state — a downtown of renters, young professionals and nightlife, and every number is a lever.

Metric	50309 figure	Strategic implication
Median household income	\$56,777 overall; \$64,552 for households aged 25–44	Real disposable income within walking distance. A premium homemade scoop is affordable luxury — price with confidence.
Median age	29.6 — about 22% younger than the U.S. (38.1)	A Reels-and-Maps generation. They discover new spots by scrolling, not by driving past a sign.
Population density	3,725 / sq mi; 10,110 residents in 2.7 sq mi	Enough walk-up demand within a half-mile to run without a parking lot. Own 'ice cream near me.'
Community mix	Diverse downtown (67.7% White, 22.4% Black)	Inclusive flavors and your dairy-free sorbets widen the welcome — market them, don't hide them.

Sources: U.S. Census / ACS 5-Year Estimates, ZIP 50309 (unitedstateszipcodes.org & Point2Homes). Downtown Farmers' Market: Greater Des Moines Partnership, 2026 season.

1.2 — Your location is a weapon

322 E Court Ave sits inside downtown's two biggest crowd machines at once. On Saturdays, the **Downtown Farmers' Market** takes over Court Avenue from 5th to Water Street — **306 vendors and about 28,000 shoppers** — and your door is in the footprint. The rest of the week, Court Avenue holds the highest concentration of bars and restaurants in the metro: Court Avenue Restaurant & Brewing (309 Court Ave), El Bait Shop, Noce Jazz Club, Tonic on Court, Ta'Chido and Fong's Pizza — plus Principal Park (Iowa Cubs) and the Iowa Events Center nearby. Every one empties people onto your sidewalk, and none is an obvious dessert course. **You are it.**

29.6 Median age vs 38.1 U.S.	~28,000 Sat. market shoppers on Court Ave	3,725 People per square mile	306 Market vendors on your street
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Competitor Intelligence & Digital Audit

Here's the good news hiding in the bad news: your competitors are beating you on **findability**, not flavor. Ratings & review counts: Google, Yelp & Facebook, pulled July 2026.

Competitor	Rating / reviews	Where they win / their vulnerability
Black Cat Ice Cream	4.5–4.7/5; 400+	Downtown (1301 Locust) + Valley Junction, award-winning artisanal. But no build-your-own sandwiches, no Mashups, no family-fun space, higher price. Out-reviews you today; doesn't out-fun you.
Snookies Malt Shop	4.7/5; 848	Beaverdale retro drive-through, beloved. But seasonal, cash-era feel, thin/dated digital, no delivery, nowhere near your downtown & market crowd.
Molly's Cupcakes (sister)	strong; web + IG	The opportunity: Frozen lives in Cupcakes' shadow. Give it its own site, Reels and reviews and you double the family's downtown footprint instead of splitting it.
'Ice cream near me' defaults	whoever ranks	The real competitor is the search result. A visitor searching 'ice cream open now' may never see a 4.8-star local shop with no website. Fixable in weeks.

Molly's Frozen digital footprint today

Channel	Today	What it's costing you
Website	None (social + apps only)	Invisible in Google organic. You only show up if someone already knows your name.
Google Profile	4.8/5, very few reviews	Highest-rated, lowest-reviewed. Winning on quality, losing on visibility — review volume is the #1 Map-Pack lever.
Instagram	@mollysfrozendsm, few Reels	No discovery engine. Reels are how 29-year-olds in your ZIP find new spots.
Delivery	On DoorDash & order.online	Surfaced nowhere — no link in bio, no site. Orders leak to whoever's easier to find.

The searches you're losing right now: 'ice cream near me,' 'ice cream downtown Des Moines,' 'ice cream Court Avenue,' 'ice cream sandwich Des Moines,' 'ice cream open now.' High intent, money out — handed to whoever has more reviews and a website.

1.4

Deep-Dive SWOT

Strengths

- 4.8/5 product people already love
- Build-your-own sandwiches & Mashups — unique
- Backed by the Molly's Cupcakes name
- Homemade hardpack + dairy-free sorbets
- Inside the Court Ave market & nightlife footprint
- Playful, photogenic space

Weaknesses

- No website — invisible in search
- Very few reviews vs. competitors' 400–848
- Few Reels; limited IG discovery
- No link-in-bio; delivery buried
- Thin Google Business Profile
- Heavy Midwest winter seasonality

Opportunities

- 28,000 market shoppers on your street weekly
- Young, dense downtown that discovers via Reels
- Post-dinner, post-bar & post-game dessert tie-ins
- Own 'ice cream downtown Des Moines' SEO first
- Winter date-night / affogato repositioning
- Office & event catering downtown

Threats

- Black Cat's downtown presence + review moat
- Snookies' 848-review moat
- Midwest winter seasonality
- Delivery-app commissions eroding margin
- Seen as 'just the ice cream side of Cupcakes'

1.5

12-Month Hyper-Growth Strategy

Content & Creative

3–5 vertical 9:16 Reels/TikToks a week (4:5 feed, 1:1 grid). Styles: the sandwich-stack build, ASMR scoop, root-beer float pour, sprinkle rain, 'POV: Saturday market treat,' Mashup reveals, staff picks, Friday flavor-drop teasers — shot in natural light against your playful interior. UGC repost engine. Seasonal cadence: summer market volume, fall pumpkin & cider Mashups, winter affogato & date-night, spring market flavors. Unlimited on-brand posting.

SEO & AEO

Website with siloed landing pages (/ice-cream-court-avenue, /ice-cream-sandwiches, /dairy-free-sorbet, /mollys-mashups, /catering, /gift-cards) plus LocalBusiness/Menu schema and FAQ/AEO markup. Map-pack: drive reviews from a handful to 300+ in six months via counter QR, receipt asks and post-purchase automation. Targets: 'ice cream downtown Des Moines,' 'ice cream Court Avenue,' 'ice cream sandwich Des Moines,' 'ice cream open now,' 'farmers market dessert.'

Paid Performance

Geofenced Meta & Google radius (0.2–0.5 mi) around the Saturday market, Court Avenue Brewing, El Bait Shop, Principal Park (Iowa Cubs) and the Iowa Events Center. Day-parting: Sat 7am–noon (market), Thu–Sat evenings (post-dinner & bars), game & event nights, plus weather-triggered boosts above 85F. Your Reels double as the ad creative — one shoot, every channel.

1.6

'Crazy Unique' Promotions

1 · Market Melt — Saturdays 7–Noon

A weekly flavor or sorbet made from that Saturday's market produce (sweet corn, strawberry-basil, honey-lavender), teased Friday on Reels with a QR sampling card at the market's edge. Why it works: novelty + FOMO pulls the 28,000-strong market crowd right off Court Ave and through your door.

2 · The Court Ave Pass

Show any Court Avenue dinner/drinks receipt — or an Iowa Cubs / Events Center ticket — for a free topping or \$1 off. Why it works: you become downtown's built-in dessert course, and neighbors' staff start pointing at your door.

3 · The Late Scoop — Fri & Sat

Lean into your later weekend hours with a neon-lit night and a 'secret' late menu. Why it works: when the Court Ave bars let out and everyone else is closed, you own 'ice cream open now' — the highest-intent search there is.

4 · Molly's After Dark — Winter Date Nights

Nov–Feb: affogato, warm cookie + scoop, hot-cocoa flights, cozy window seats. Why it works: converts the Midwest winter, normally a dead zone for ice cream, into a PR-friendly date spot and keeps revenue alive year-round.

5 · The Mashup Drop

A limited weekly Molly's Mashup (a Molly's Cupcakes cupcake x your ice cream), revealed on Reels, collectible and IG-native, cross-promoted with the sister shop. Why it works: turns the two Molly's locations into one growth engine.

SECTION 02

Scope of Work

The Volgrow advantage: one team for all of it — conversion-first, powered by AI and a little neuroscience, obsessive about the details. You keep scooping; we make the city find you. Proof: 20K+ monthly organic for Bawarchi (Des Moines), 250K+ reach for AsianFest, 4.9/5 across 300+ reviews.

Phase 1 — Digital Presence & Content Dominance

Social media management (IG/TikTok/FB): strategy, unlimited on-brand posting, 12+ Reels/mo, community management, UGC engine. Monthly on-site content shoot (sandwich build, ASMR scoop, float pour) in 9:16 / 4:5 / 1:1. Design subscription: link-in-bio order page, menu boards, seasonal flyers, gift-card art, Story highlights, market signage — print or digital.

Excludes a full core logo redesign — your Molly's mark is already loved; we refine, not replace.

Phase 2 — Website, Search & Lead Generation

Custom website + SEO/AEO landing pages engineered to win 'ice cream Court Avenue' and 'ice cream downtown Des Moines,' with lifetime website support & maintenance. Google Business Profile & listings management with a review engine (a handful to 300+). Email marketing & loyalty set up on your POS. B2B / catering lead-gen to downtown offices & events.

Phase 3 — Paid Performance Marketing

PPC (Meta & Google) with proximity geofencing around the Saturday market, Court Ave venues, Principal Park & the Events Center, day-parted to market and post-dinner windows, weather-boosted, with retargeting and clear monthly reporting from a dedicated team.

Excludes raw ad spend / media budget (billed at cost or paid directly) and POS hardware.

You're already the sweetest secret on Court Avenue.

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

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Sources: U.S. Census / ACS 5-Year Estimates, ZIP 50309 ([unitedstateszipcodes.org](https://www.unitedstateszipcodes.org) & [Point2Homes](https://www.point2homes.com)). Greater Des Moines Partnership — 2026 Downtown Farmers' Market (306 vendors, ~28,000 weekly shoppers, Court Ave 5th–Water St, Sat May–Oct). Google / Yelp / Facebook listings — ratings & review counts, pulled July 2026. [catchdesmoines.com](https://www.catchdesmoines.com); [volgrow.com](https://www.volgrow.com) case results. Volgrow first-party audit, July 2026.