



Marketing Plan ➔

Presented by
Designly team

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About Designly



- At Designly we specialize in creating custom-designed hoodies and bags focused on unique graphics, personalization, premium quality, and variety of themes
- We also specialize in custom office tools like personalized notebooks, pens and desk organizers tailored for individuals or businesses
- In addition to our speciality in Accessories including customized tote bags, phone cases, keychains, and water bottles

Main goals of our marketing

- Awareness: through establishing the brand as a leader in the market for customized hoodies and office tools, and Accessories, implement digital marketing strategies through campaign and ads and influencers, build a brand identity
- Sales: through online and offline marketing campaigns focusing on the features and benefits of the products, use limited time offers and bundled deals
- Engagement: through building good relationships with customers who value our products, engagement through the social media posts and stories and polls, keep asking the customers what products they want to see in our brand so they feel that their voices matter.

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Business Model Canvas



Customer Segments

- Trendy young individuals
- Fashion & streetwear lovers
- Students & professionals



Value Propositions

- Unique, stylish printed products
- Fully customizable designs
- Smooth online shopping



Channels

- Website (Online Store)
- Social Media (IG, FB, TikTok)
- Paid Ads



Customer Relationships

- Social media engagement
- Fast support via WhatsApp



Revenue Streams

- Sales of custom products
- Bulk order discounts



Key Resources

- Creative design team
- Reliable print suppliers
- E-commerce platform



Key Activities

- Product design & launches
- Order management
- Running ads & content
- Customer satisfaction



Key Partnerships

- Print & packaging suppliers
- Shipping companies



Cost Structure

- Printing & materials
- Website & maintenance
- Ads & promotions

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SMART OBJECTIVES

-  **Specific** _____ **Increase sales of custom-designed products (hoodies, office tools, and accessories) by launching a targeted digital marketing campaign that highlights product bundles and personalization options .**
-  **Measurable** _____ **Achieve a total revenue of \$30,000, with 40% coming from bags, 35% from hoodies, and 25% from office accessories.**
-  **Achievable** _____ **Use a \$10,000 marketing budget to run paid ads on Instagram, TikTok, and Facebook, and collaborate with five influencers to promote the products.**
-  **Relevant** _____ **Supports the brand's mission to provide personalized, stylish, and practical products for daily use while reaching its core demographic of young professionals and students**
-  **Time-Bound** _____ **Reach the revenue target within the next 30 days after the campaign launch.**





Market Research

SWOT ANALYSIS



STRENGTHS

- High Quality Products
- Various designs, with possibility of the customer requesting his own design
- Wide range shipping
- Activity of Our Target audience on Online Shopping



WEAKNESSES

- New To Market so poor Brand awareness
- No physical Presence
- Limited Budget



OPPORTUNITIES

- Low competitors In same field
- Growing Demand for Custom Products
- Increased demand for online purchases



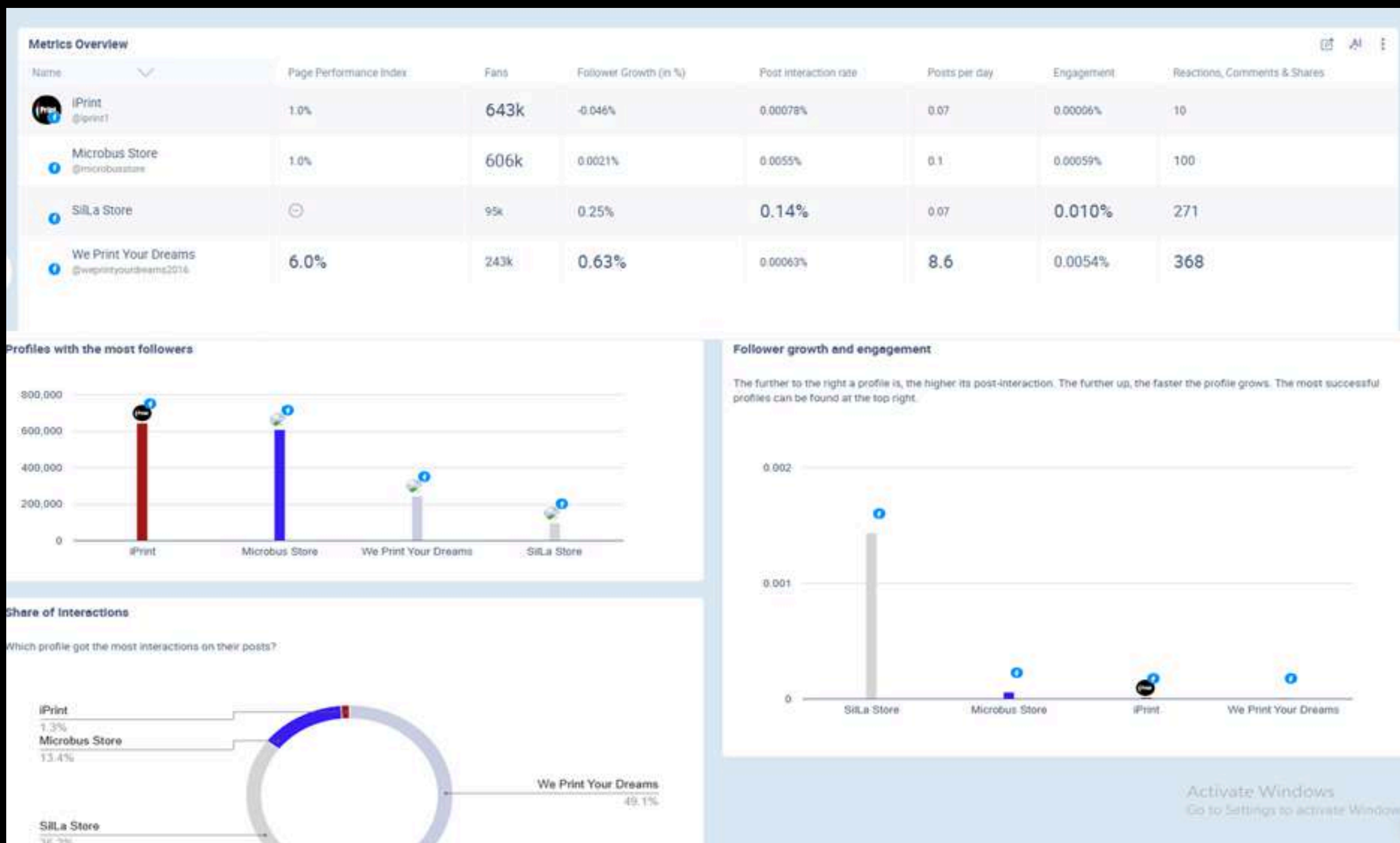
THREATS

- Economics changes
- Dependence on e-commerce platforms





Competitive analysis





competitive analysis

Competitor 1 : Microbus Store

Strengths:

- Big number of Likes, Followers
- Wide Range of Products
- Physical Visibility
- Available Website
- Large number of Reviews
- Always Running ads

Weakness:

- Low Engagement rate
- Low Use of video content



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competitive analysis

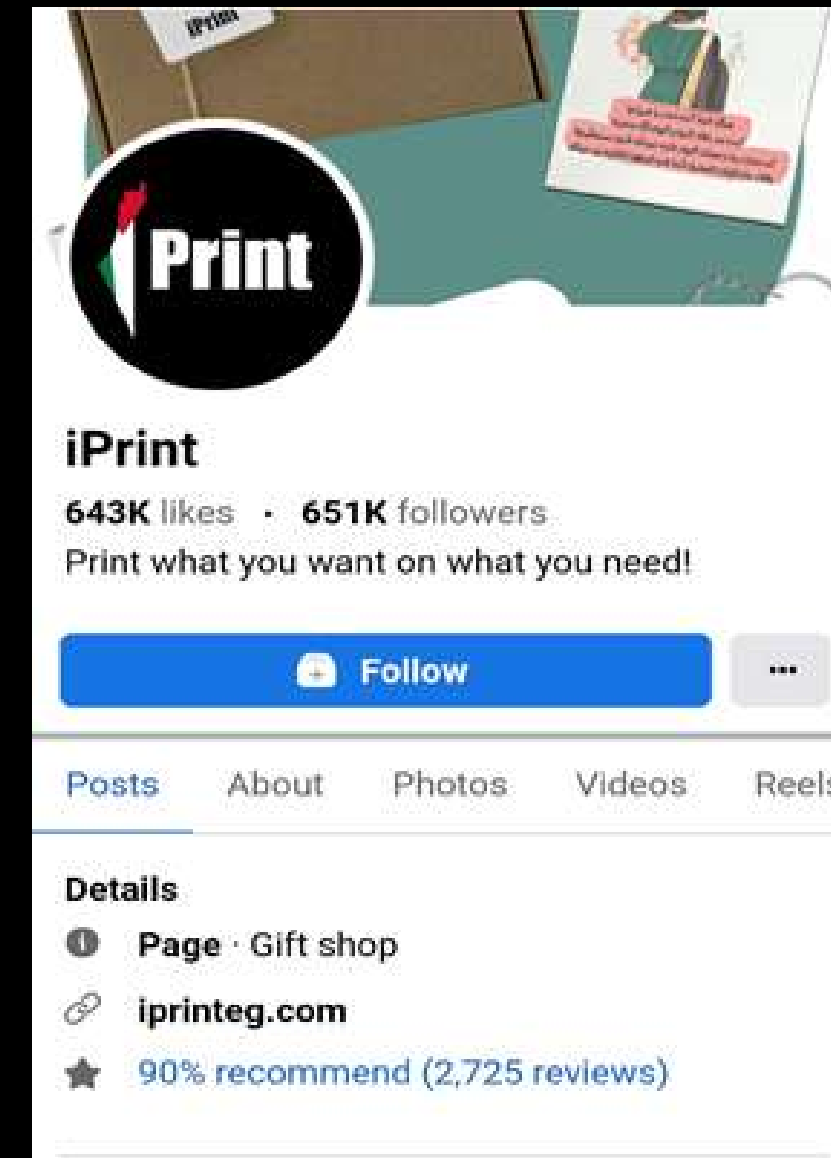
Competitor 2: iPrint

Strengths:

Big number of page Likes , Followers
Good Engagement Rate
High Quality Visual Content

Weakness:

Low Number of Posts per week
Late response to comments



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competitive analysis

Competitor 3: We Print your Dreams

Strengths:

- High number of page Likes , Followers
- Available Website
- Large Number of Posts per Day
- High Quality Visual Content-Running ads

Weakness:

- Low Engagement rate
- Low Use of video content
- Low Quality of content
- Hashtags Use





competitive analysis

Competitor 4: SillLa Store

Strengths:

Good number of page Likes , Followers
High engagement Rate
High Use of video Content

Weakness:

Low Number of Posts per week
Low Quality Visual Content
Not Running ads





Target Audience Analysis

Location: Alexandria

Age Range: 18 - 35 years (Young adults and professionals)

Gender: Male and Female

Marital Status: Single, married, parents

Social Class: Middle to upper class (Class A & B)

Interests and behaviors : Professionals in design and tech fields

Gift shoppers and event planners

University students





Buyer personas

Buyer persona 1 **Sara - The Creative Student**



Age: 21

Location: Alexandria

Interests: Fashion, unique accessories, and custom bags

Needs: One-of-a-kind products that reflect her style

Pain Points: Limited local options, prefers online customization

Buying Habits: Browses Instagram, shops through mobile apps





Buyer personas

Buyer persona 2 Khaled - The Professional Designer

Age: 30

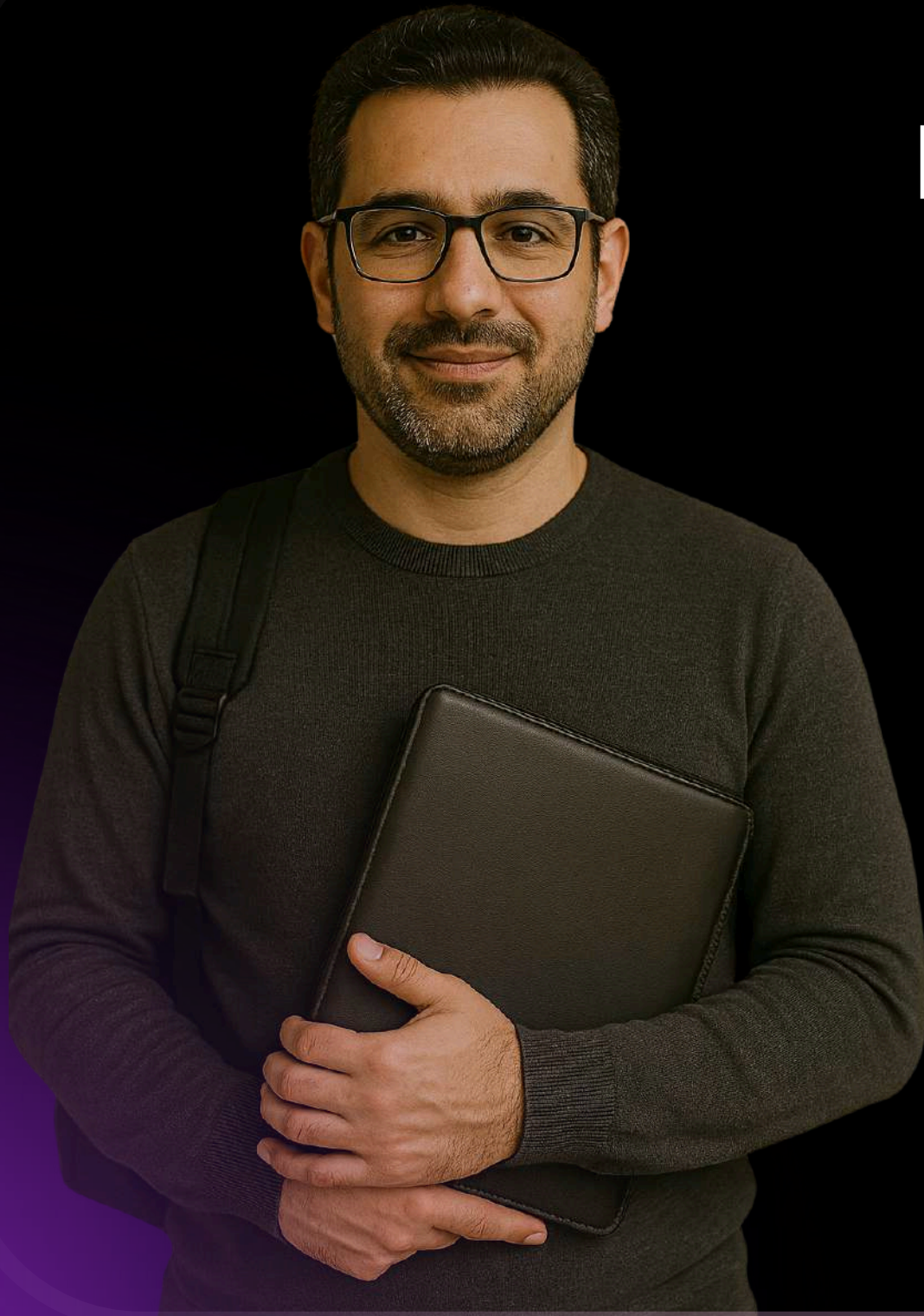
Location: Alexandria

Interests: Office tools, tech accessories, and wall art

Needs: High-quality, personalized items for work and home

Pain Points: Needs durable products with fast delivery

Buying Habits: Buys from niche local brands and online platforms





Buyer personas



Buyer persona 3 Nour - The Gift Seeker

Age:28

Location: Alexandria

Interests: Personalized gifts for family and friends

Needs: Unique, high-quality presents with personal touches

Pain Points: Struggles to find unique gifts locally

Buying Habits: Shops during holiday seasons and events





Buyer personas

Buyer persona 4 Omar - The Tech Enthusiast



Age: 25

Location: Alexandria

Interests: Phone accessories, gadgets , and tech customization

Needs: Custom phone cases and tech accessories

Pain Points: Demands high-quality durable materials

Buying Habits: Follows tech influencers, buys limited edition items





Buyer personas

Buyer persona 5 **Mona - The Home Decor Enthusiast**



Age: 32

Location: Alexandria

Interests: Wall art, home aesthetics, and interior design

Needs: Custom wall art and home accessories

Pain Points: Difficulty finding unique art locally

Buying Habits: Follows online decor shops and design pages





Digital Marketing Strategy for Designlyl

SOCIAL MEDIA MARKETING CHANNELS

- social media platforms like :- Facebook , Instagram ,TikTok
- Build a strong online presence.
- Engage potential customers.
- Showcase customizable products through appealing visuals.



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FACEBOOK CHANNEL

- **Create a business page with engaging content ,Use high-quality images and videos to display product designs.**
- **Create interactive content like polls and contests.**
- **Leverage Facebook Groups for niche communities.**
- **utilizing Facebook's advertising options to target specific demographics and interests.**





FACEBOOK CHANNEL



The screenshot shows the Facebook Business Suite interface for the 'Designly' page. The browser address bar displays https://business.facebook.com/latest/home?asset_id=506642182534314. The left sidebar contains the 'Meta Business Suite' header and a navigation menu with the following items: Home (selected), Notifications, Ads Manager, Planner, Content, Insights, Inbox, Search, Settings, and Help. The main content area features a large cover photo with the text 'ESTD 2025 DESIGNLY EVERYTHING YOU NEED' and an 'Edit cover photo' button. Below the cover photo is the page name 'Designly' with links to 'Manage Facebook Page' and 'Go to Instagram'. It also shows 'Facebook followers: 4' and 'Instagram followers: 2'. A row of action buttons includes 'Create post', 'Create reel', 'Create story', 'Go live', and 'More'. At the bottom of the main area is a 'To-do list' section. The Windows taskbar at the bottom shows the time as 6:44 PM, the temperature as 19°C Sunny, and the language set to ENG.

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INSTAGRAM CHANNEL

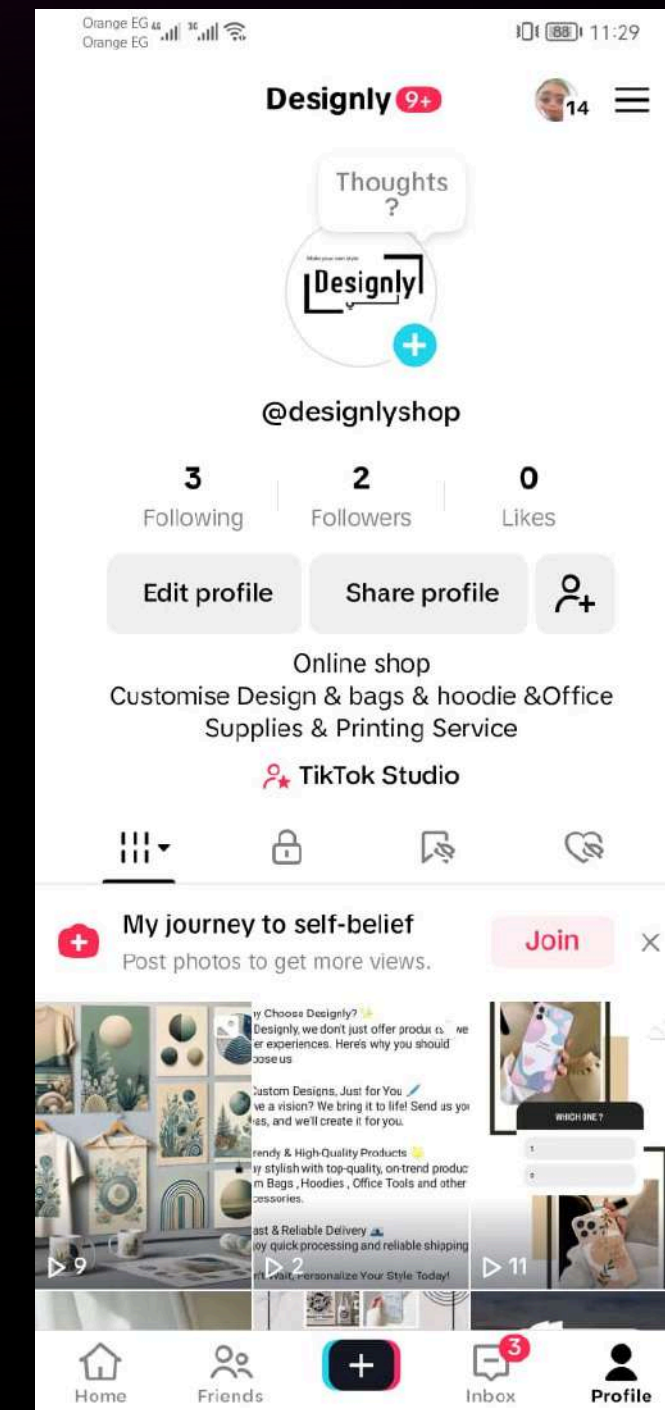
- Use Instagram Stories for behind-the-scenes content.
- Showcase products through high-quality images and stories
- Use Instagram Shopping to allow users to purchase directly from posts
- Collaborate with influencers to reach a broader audience.





TIK TOK

- Post creative and trendy short videos.
- Highlight the customization process in engaging ways.
- Partner with TikTok influencers in Egypt for product promotions
- Develop engaging short videos showcasing customization options and behind-the-scenes content. Utilize trending hashtags to capture the attention of potential customers.



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Content Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	01 post about us	02 story poll: which design is your favorite	03announcement a limited time customization promocode	04 repost the last post
05 Story Q time	06 post about trending deigns	07 Repost the last post (6 jan)	08 story voting between two designs	09 Post about why to choose us	10 poll story	11 Reel
12 Reel	13 Post to show the differentiation of our unique designs	14 voting story	15 post about the same item with different logos	16 Poll story	17 story for design	18 Repost (15 Jan)
19 voting story	20 Reel	21 poll story	22 Giveaways by rules post	23 Q time story	24 quick tip about washing your printed item post	25 special offer post
26 collage story	27 Post for different item with the same logo	28 repost the post (27 Jan)	29 countdown for new collection story	30 A gifted item post	31 story customer review	01

January 2025

Monthly Content Calendar

Platform

 Tiktok

 IG

 FB

Content Type

• Polls

• Awareness

• FAQ

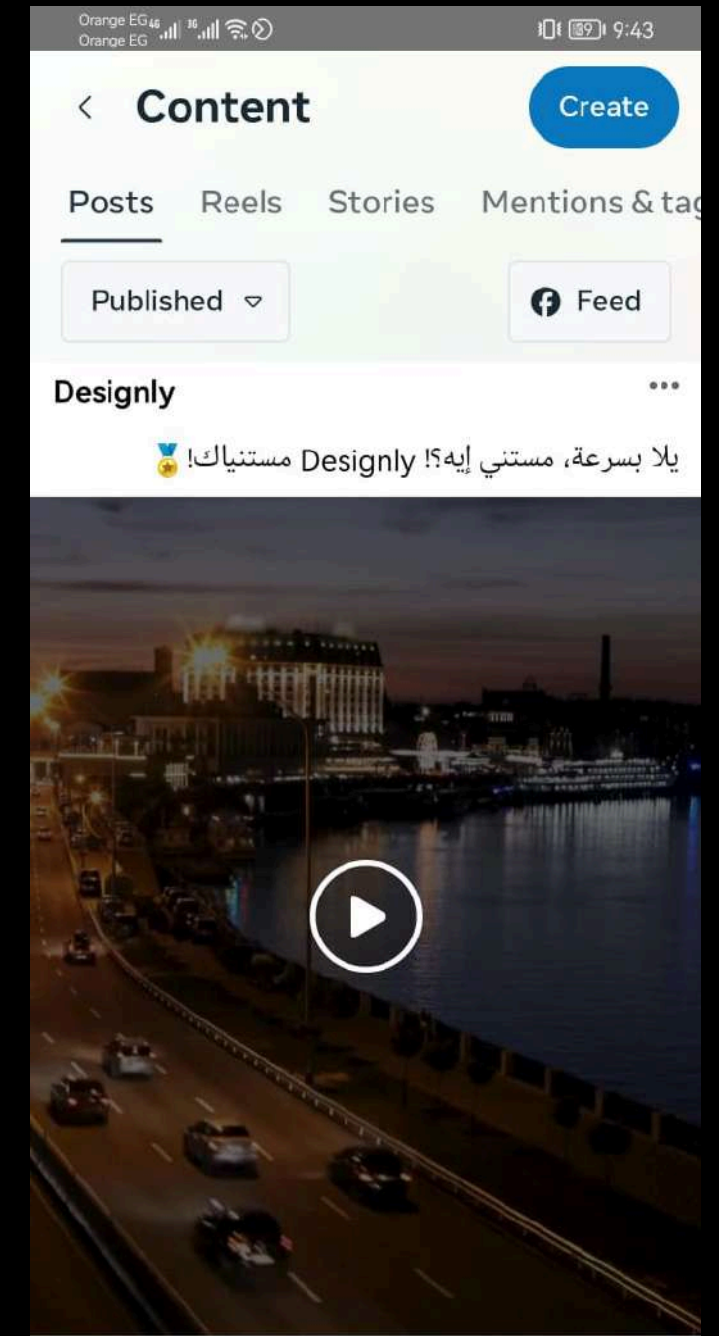
• Offers

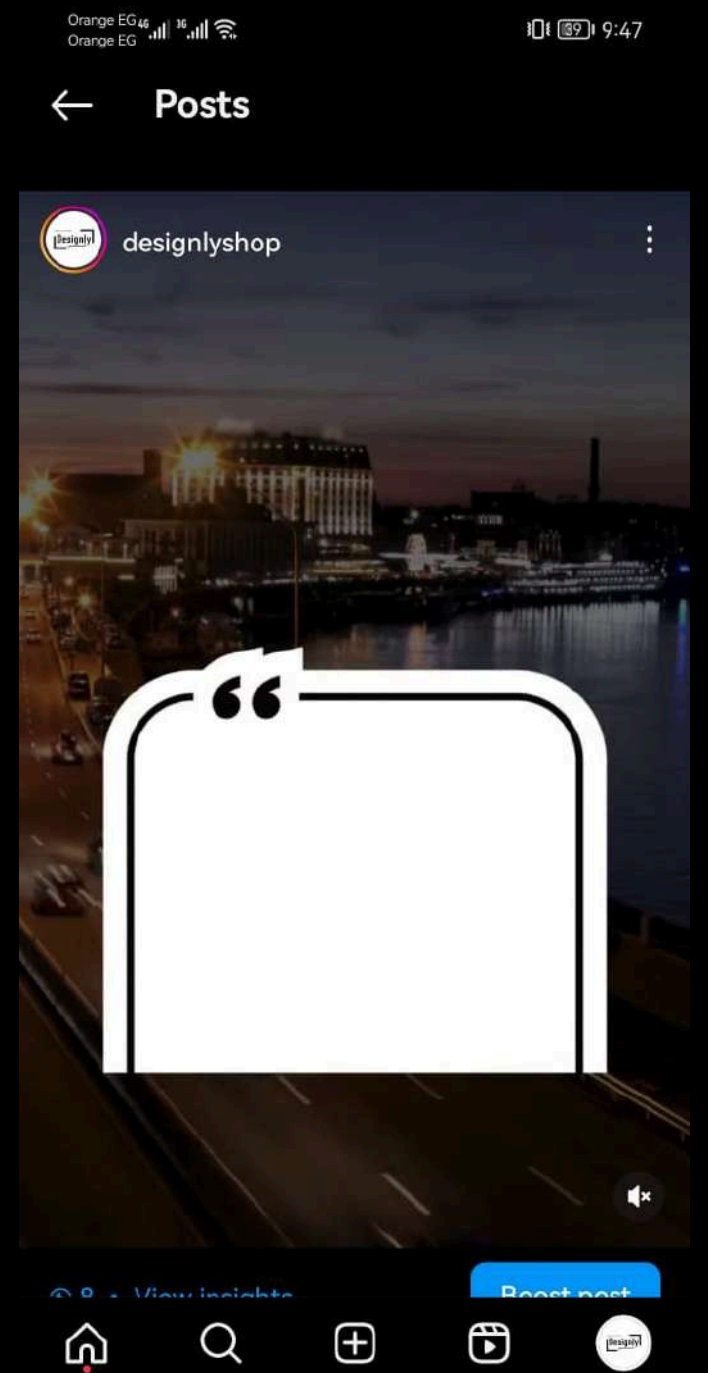
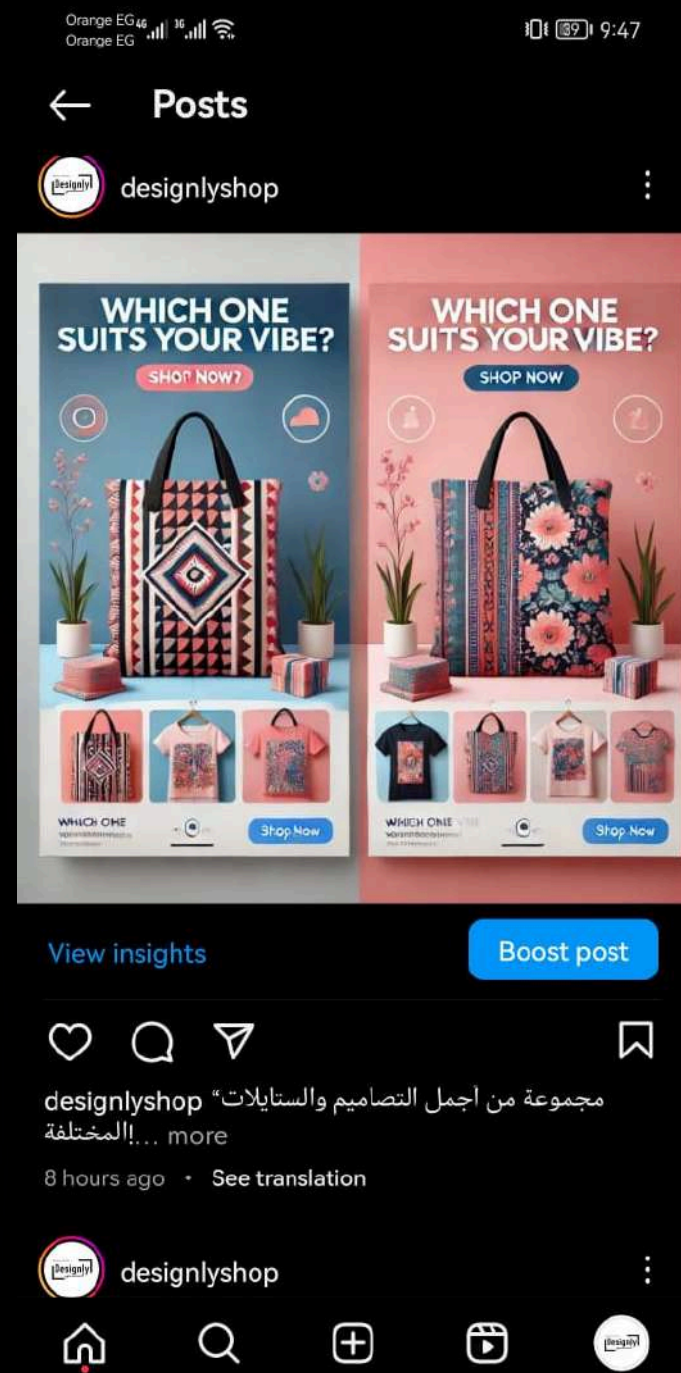
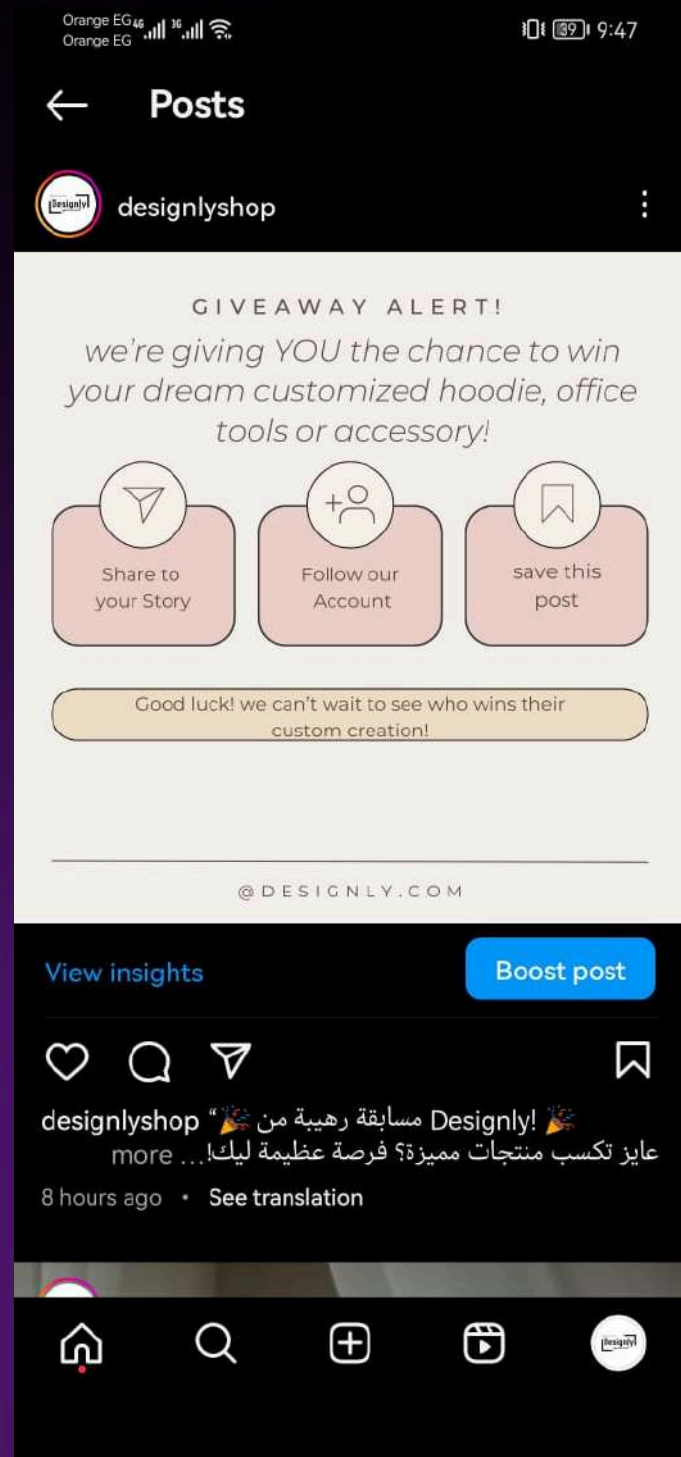
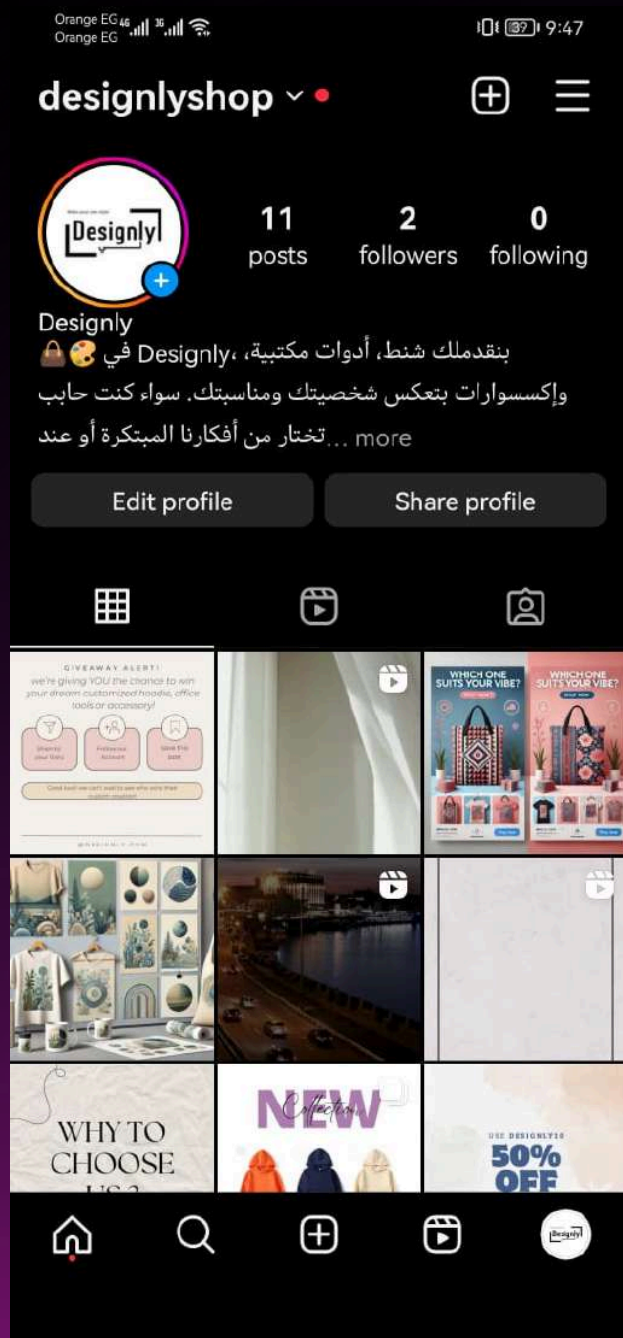
• Promotions

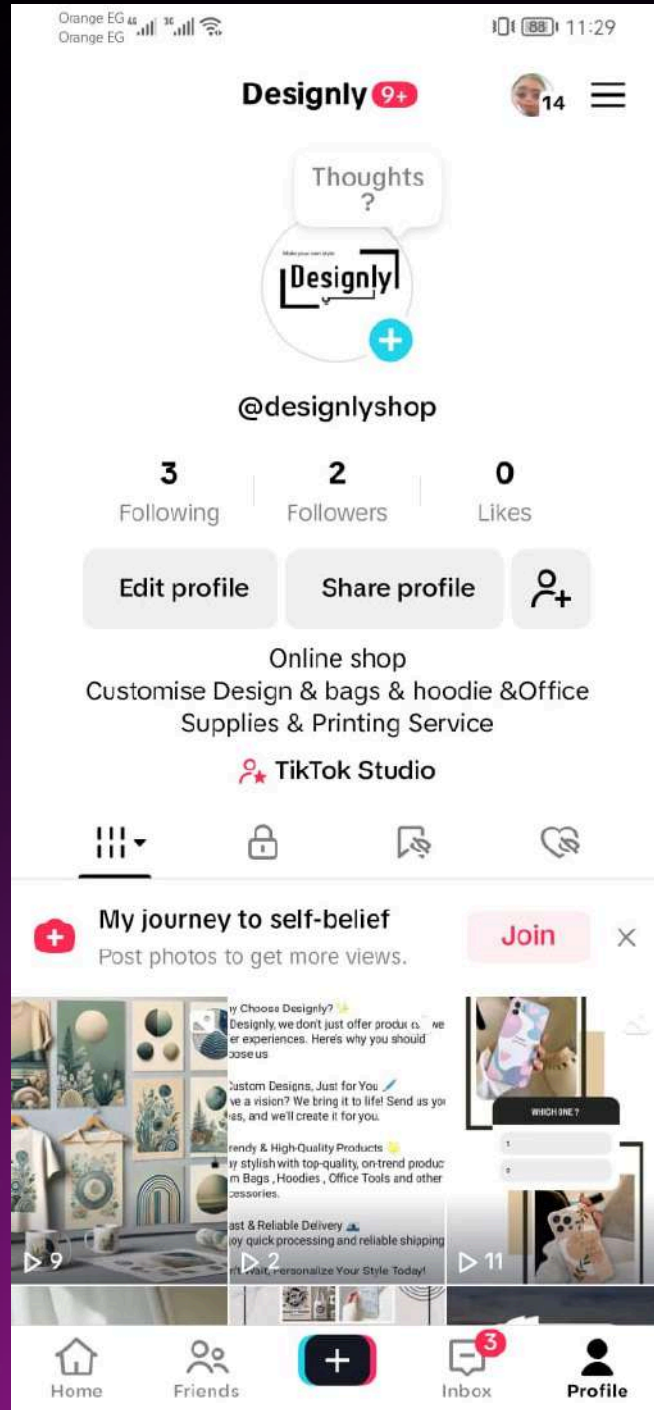
• Giveaways

• Design Tips

• Customer Appreciation









PAID ADVERTISING ON SOCIAL MEDIA PLATFORMS

- **Primary Goals:**
- **Brand Awareness:** Reach new audiences
- **Engagement:** Increase interactions with the ads (likes, comments, shares) and send message .
- **Conversions:** Drive traffic to the online shop and encourage purchases.





PAID ADVERTISING ON SOCIAL MEDIA PLATFORMS

- **Budget Allocation**
- **Total Budget: 10000 EGP first month**
- **Facebook & Instagram Ads: 60% (6000EGP) (2000 egp awareness campaign- 4000 egp engagement campaign)**
- **These platforms have a broad and diverse audience, making them ideal for product discovery.**
- **TikTok Ads: 40% (4000EGP) (1000egp awareness campaign- 3000 egp engagement campaign)**
- **Focus on short, engaging videos to capture attention and go viral among the younger audience.**





PAID ADVERTISING ON SOCIAL MEDIA PLATFORMS

phase 1 -Awareness

- Awareness campaign (10 days) Facebook and instagram buget 2000
- Objective: Introduce the brand and products to a wider audience.
- Targeting:
- Age: 18-35 years old.
- Interests: Fashion, stationery, personalized gifts.
- Location: (Cairo, , Giza , Alexandria,).
- Ad Format:
- Image and carousel ads showing the variety of products.





PAID ADVERTISING ON SOCIAL MEDIA PLATFORMS

phase 1 -Awareness

- TikTok campaign (10 days) buget 1000
- Age: 18-35 years old.
- Location: (Cairo, , Giza , Alexandria,).
- Interests: Fashion, stationery, personalized gifts.
- Fun and creative videos highlighting the customization process.
- CTA follow page





PAID ADVERTISING ON SOCIAL MEDIA PLATFORMS

Phase 2: Engagement

- Engagement campaign (20days) Facebook buget 2000 le
 - ARetarget users who interacted with the awareness campaign.
 - Expand lookalike audiences based on the engaged users.
 - Ad Format:
 - Image and carousel ads showing the variety of products.
 - CTA send message
-
- Engagement campaign (20 days) instagram buget 2000 le
 - ARetarget users who interacted with the awareness campaign.
 - Expand lookalike audiences based on the engaged users.
 - Ad Format:
 - behind-the-scenes video reels
 - CTA send message

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PAID ADVERTISING ON SOCIAL MEDIA PLATFORMS

Phase 2: Engagement

- TikTok campaign (20 days) buget 3000
- User-generated content (UGC) challenges
- Age: 18-35 years old.
- Interests: Fashion, stationery, personalized gifts.
- CTA send message





PAID ADVERTISING ON SOCIAL MEDIA PLATFORMS

Ads Manager - Manage your Facebook advertising campaigns

https://adsmanager.facebook.com/adsmanager/manage/campaigns?act=212881374593759&business_id=8351164...

Ads Manager - Manage your Facebook advertising campaigns

Ahmed khamis 1 (2128813...)

Updated just now

Discard drafts

Review and publish (9)

Search

All ads

Active ads

Had delivery

See more

Create a view

Campaign name contains des

Search by name, ID or metrics

Clear

Campaigns

Ad sets

Ads

Last 7 days: Apr 3, 2025 - Apr 9, 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Custom

Breakdown

Off / On

Campaign

Attribution setting

Results

Reach

Frequency

Cost per result

<input type="checkbox"/>	Off	Designly Engagement Campaign facebook 20 days	7-day click or...	Messaging Conversati...	—	—	Per Messaging Conver...
<input type="checkbox"/>	On	Designly Engagement Campaign insta 20 days	7-day click or...	Post Engagement	—	—	Per Post Engagement
<input type="checkbox"/>	On	Designly Awareness Campaign 10 days	7-day click or...	Reach	—	—	Per 1,000 People Reac...
<input type="checkbox"/>	On	Designly Awareness camp 10 days	7-day click or...	Reach	—	—	Per 1,000 People Reac...
Results from 4 campaigns			7-day click or...	Multiple conversions	Accounts Center accou...	Per Accounts Center a...	Multiple conversions

Choose your goal

Boost account

Get sales

Get leads

More video views

More followers

More profile views

Select creatives

1 creative

Custom promotion

11,431 - 70,970

Estimated video views

Define your audience

££1,003.20

See price details

Pay

By continuing, you agree to the TikTok Promote Program and the Payment Terms and Advertising Policy

More TikTok messages

More phone calls

Other messaging apps

Select creatives

1 creative

Custom promotion

23 - 58

Estimated "Send message" button clicks

Define your audience

Default audience (TikTok chooses for you)

Designly 1

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PAID ADVERTISING ON GOOGLE

- **Overview:** Use Google Ads to drive targeted traffic to the Designly website.
- **Search Ads:** Create targeted search ads that appear when potential customers search for related keywords (e.g., “custom bags,” “personalized hoodies”).
- **Display Ads:** Utilize visually appealing display ads across the Google Display Network to retarget website visitors and attract new customers.
- **Product Listings:** Implement Google Shopping ads to showcase individual products with images, prices, and direct links to purchase.



Sales and Marketing Performance Analysis

2025

Monthly Sales Revenue

start sales april 3 - 2025

Lead Generation

| **24**

Social Media

| **65**

Website

| **2**

Paid Ads

| **3**

organic



Marketing Spend vs ROI



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EMAIL MARKETING

Automatic Email Collection

Since orders require account creation, all customers are automatically added to the email list during checkout.

Promotional Campaigns

Used the collected emails to send offers, product updates, and special discounts during peak seasons.

Future Plan

Add automated flows for abandoned cart and re-engagement emails to boost conversions and bring back inactive users.





SEARCH ENGINE OPTIMIZATION (SEO)

Responsive & Fast Website

Improved loading speed and performance across all devices using caching and image optimization tools.

Smart Keyword Integration

Keywords like “custom hoodies in Egypt” and “personalized gift shop” used strategically in product titles, descriptions, and meta tags.

AI-Assisted Optimization

Used AI tools to write product descriptions tailored for search engine ranking.

On-Page SEO Enhancements

Implemented proper H1, H2 tags, alt texts for all images, and optimized URL slugs for better indexing.

Content Sections

“About Us” and “Why Choose Us” pages contain keyword-rich content, enhancing site relevance without needing a blog.

Internal Linking

Linked related products and categories to increase session time and improve crawlability.

Search Console & Performance Tracking

Integrated with Google Search Console to monitor SEO performance, fix crawl errors, and track keyword visibility.





Designly Shop Setup Overview

Domain and Hosting

Purchased the domain 'designlyshop.store' from Namecheap.

Selected a hosting plan from A2 Hosting with advanced features to support databases for customer registrations.

Linked the domain to the hosting server by updating DNS settings.

Enabled SSL certification for secure connections.





WordPress Installation

Installed WordPress through the hosting control panel.

Chose the 'Astra' theme for its flexibility and customization options.

Installed and activated necessary plugins such as Elementor, WooCommerce, and more.





Site Customizations

Customized the website layout using Elementor.

Added product categories and uploaded product details, including prices, descriptions, and images.

Set up a professional email address using Namecheap's private email feature.

Ensured responsive design for both desktop and mobile views.





E-commerce Integration


Configured WooCommerce for product management and online payments.


Set up free shipping options within Alexandria for better customer experience.






Designly website




[HOME](#) [ALL PRODUCTS](#) [ABOUT](#) [CONTACT](#) [ACCOUNT](#) 0.00 EGP 



Best Quality Products


We Print What You Want!


Customized products for gifts and occasions, combining creativity and quality.



Most Loved Designs
Customize Your T-Shirts

Design of the Week
Rubber Print Your T-Shirt





New T-shirt Edition
Customize Plain Colors

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Designly website

"Fantastic quality and design! I ordered a personalized mug, and it turned out even better than I imagined. Quick delivery and amazing customer service!"



Diana Burnwood

"Perfect for graduation gifts! The print quality was exceptional, and everyone loved it. Highly recommended!"



Jessica Foxx

"Very happy with the service and the product. The customization options are amazing, and the team was super helpful throughout the process."



Lily Granger

Custom Print Store



Get in Touch with Us for
the Best Quality
Custom Prints &
Supplies.

Quick Links

Important Links

Hurry Up!
Deal of the Day!

Buy This T-shirt At 20% Discount, Use Code Off20

SHOP NOW



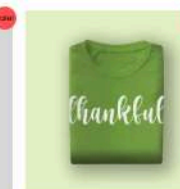
Most Loved Products



100% Cotton
Black Relaxed Fit Hoodie - DTF
Printed
★★★★★
\$60.00 EGP \$50.00 EGP



100% Cotton
Chifon Scarf
★★★★★
\$80.00 EGP \$80.00 EGP



100% Cotton
Green Printed T-shirt
★★★★★
\$60.00 EGP \$45.00 EGP



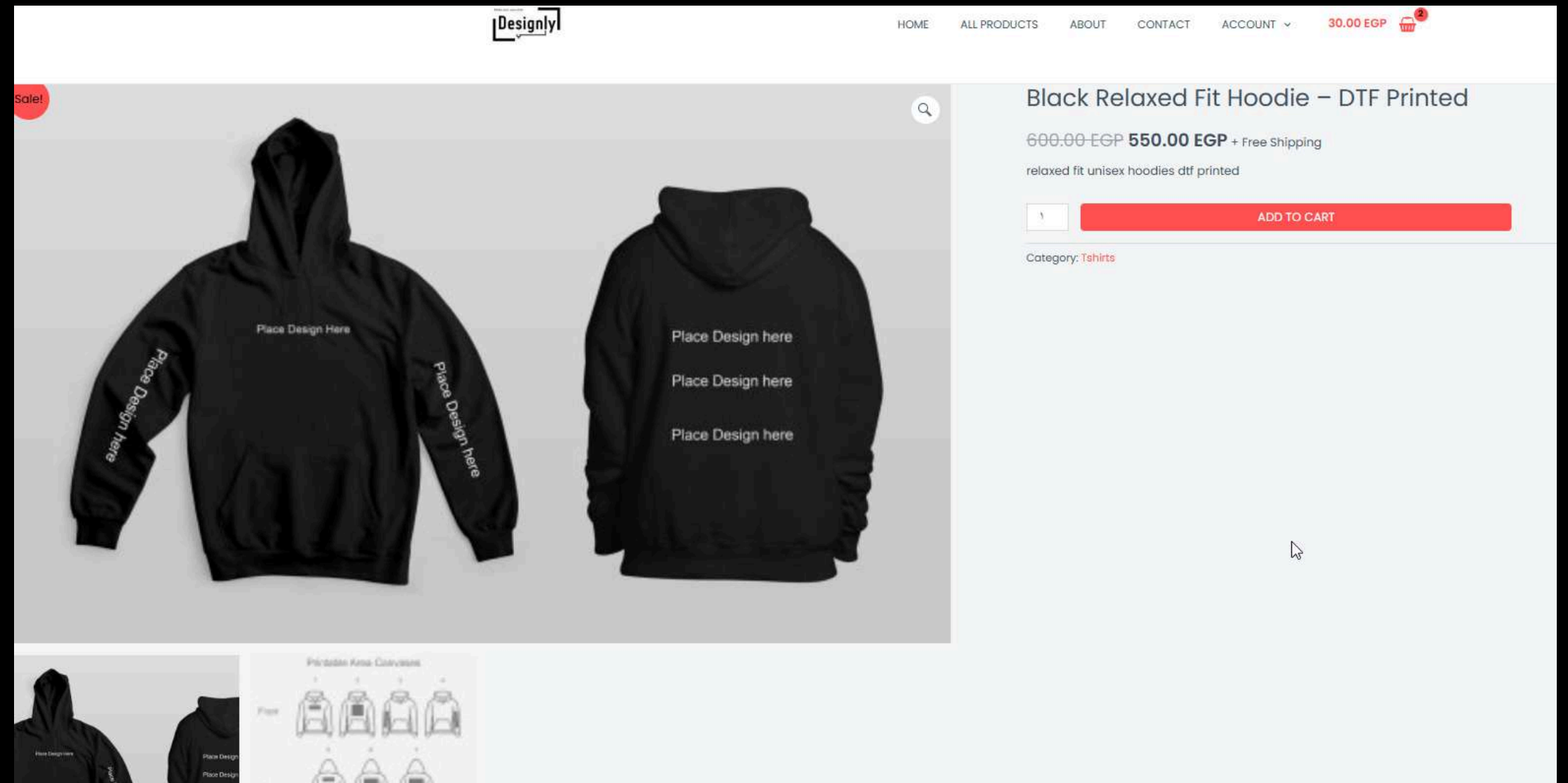
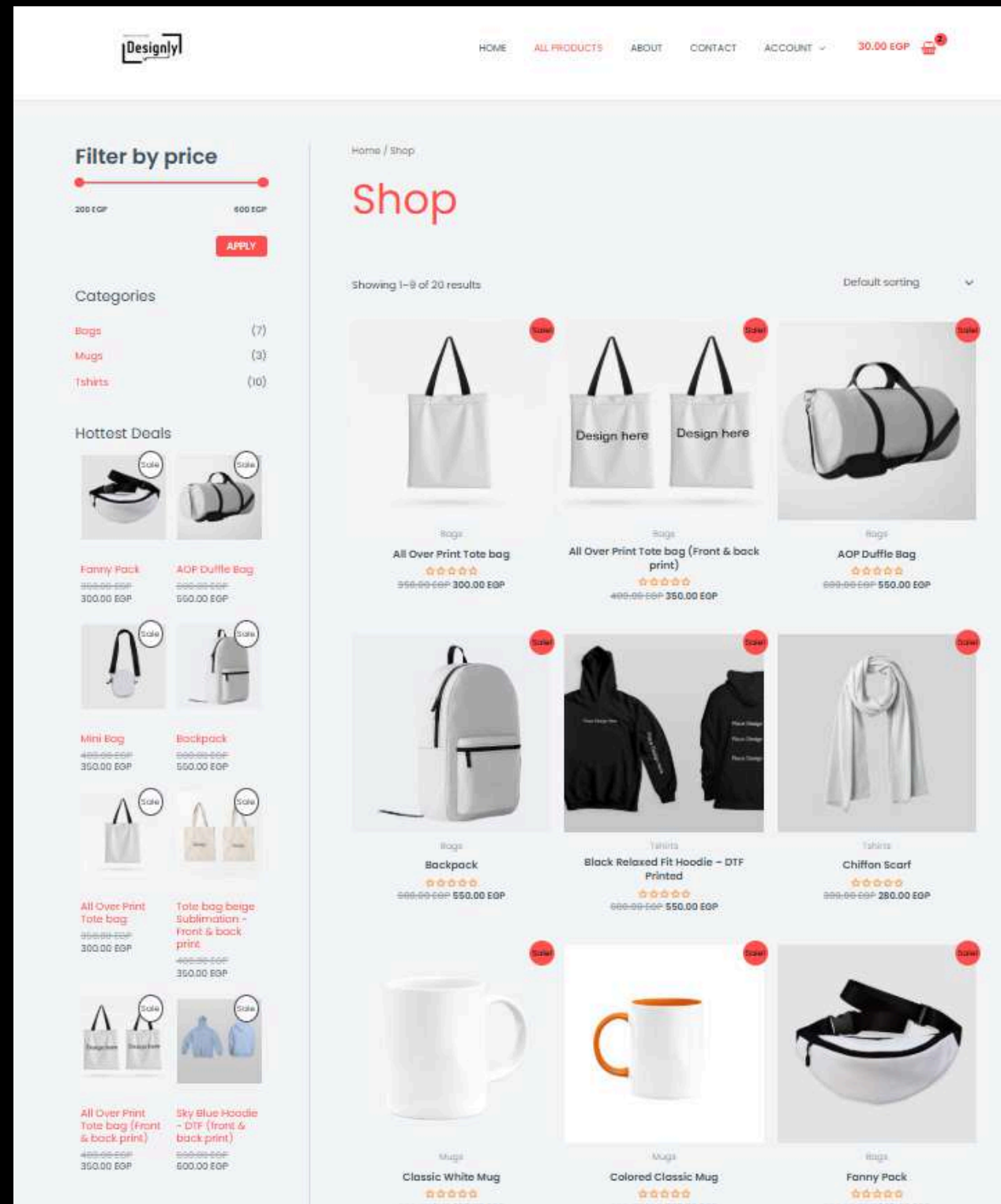
100% Cotton
Oversized T-shirt Black - DTF Printing
★★★★★
\$80.00 EGP \$30.00 EGP

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Designly website



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Thank You!

