

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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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 \$50,000, with 40% coming from hoodies, 35% from office tools, and 25% from 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.



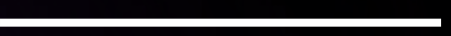
Relevant



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 90 days after the campaign launch.



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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



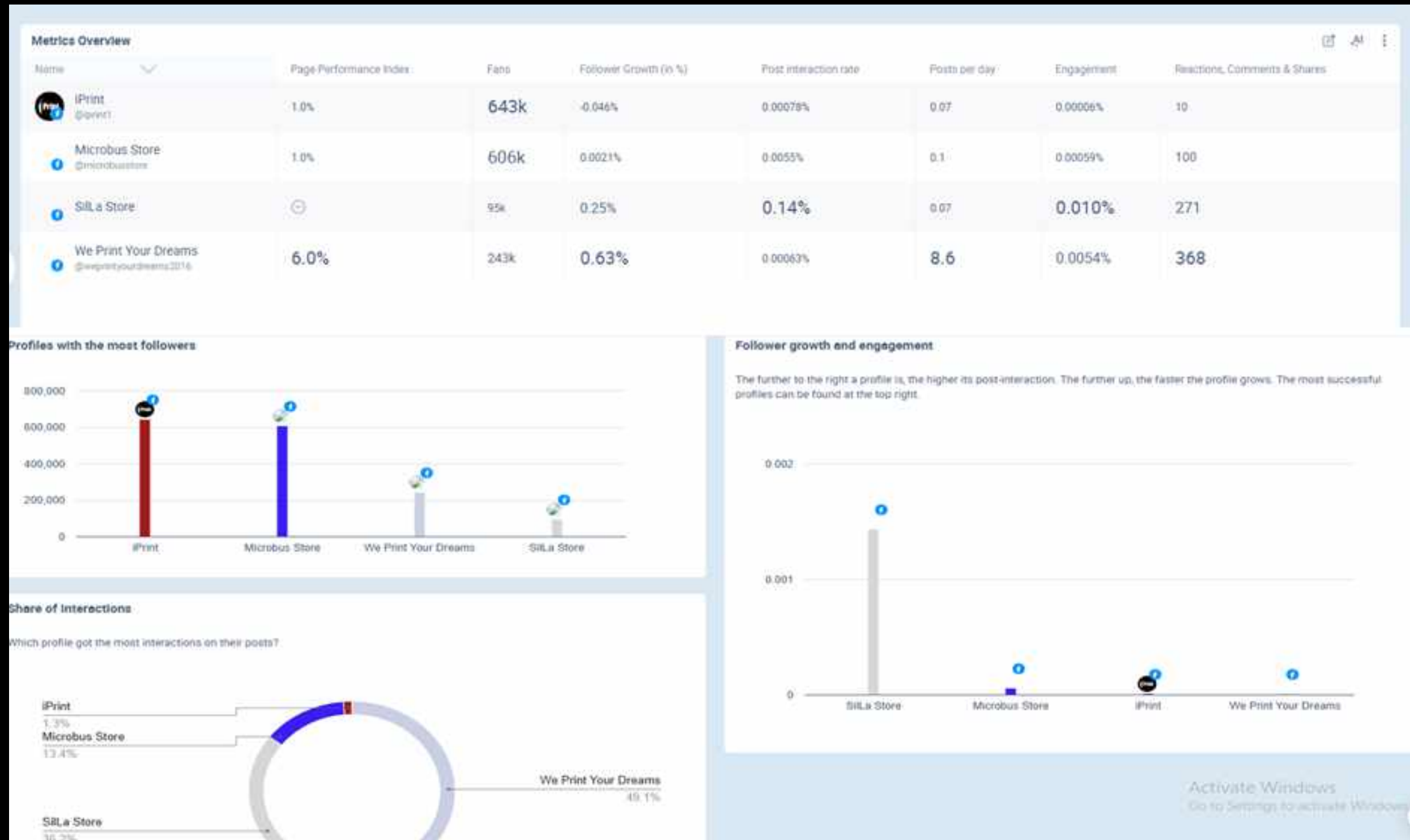
THREATS

- 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



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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

Occupation:

University students

Professionals in design and tech fields

Gift shoppers and event planners

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

Marital Status: Single, married, parents





Buyer personas

Behavioral Factors

Interests:

- Fashion and accessories
- Modern office tools and tech products
- Unique and customized gifts
- Home decor and wall art

Shopping Habits:

- Prefer online shopping (Instagram, Facebook, TikTok)
- Follow creative pages and shop during special occasions

Purchase Drivers (Pain Points):

- Difficulty finding unique products
- Need for high-quality personalized items
- Emotional and personal value

Preferred Communication Channels

Social media (Instagram, Facebook, TikTok)

- Local e-commerce platforms offering personalization





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 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 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.**





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.**





SEARCH ENGINE OPTIMIZATION (SEO)

- **Website Optimization :- Design & User Experience:** Ensure the website is user-friendly and responsive on all devices.
- **Keyword Research:** Identify and integrate relevant keywords related to customizable bags, office accessories, and hoodies throughout the website content.
- **On-Page SEO:** Implement meta tags, header tags, and alt text for images to enhance content discoverability.
- **Blog Content:** Create a blog section with articles about fashion trends, customization tips, and sustainable practices to engage users and improve site authority.
- **Optimize website content with relevant keywords like "customized hoodies in Egypt."**
- **Use alt text for product images.**
- **Publish blogs about creative gift ideas and customization trends.**
- **Build backlinks from local and relevant websites**





EMAIL MARKETING

- **Create a segmented email list (new customers, repeat buyers, inactive users).**
- **Design personalized email campaigns with attractive visuals and clear CTAs.**
- **Send newsletters about upcoming collections, promotions, and customization ideas**





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)**
- **These platforms have a broad and diverse audience, making them ideal for product discovery.**
- **TikTok Ads: 40% (4000EGP)**
- **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 1300
- 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





PAID ADVERTISING ON SOCIAL MEDIA PLATFORMS

Phase 2: Engagement

- TikTok campaign (20 days) buget 2500
- User-generated content (UGC) challenges
- Age: 18-35 years old.
- Interests: Fashion, stationery, personalized gifts.
- CTA send message





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.





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

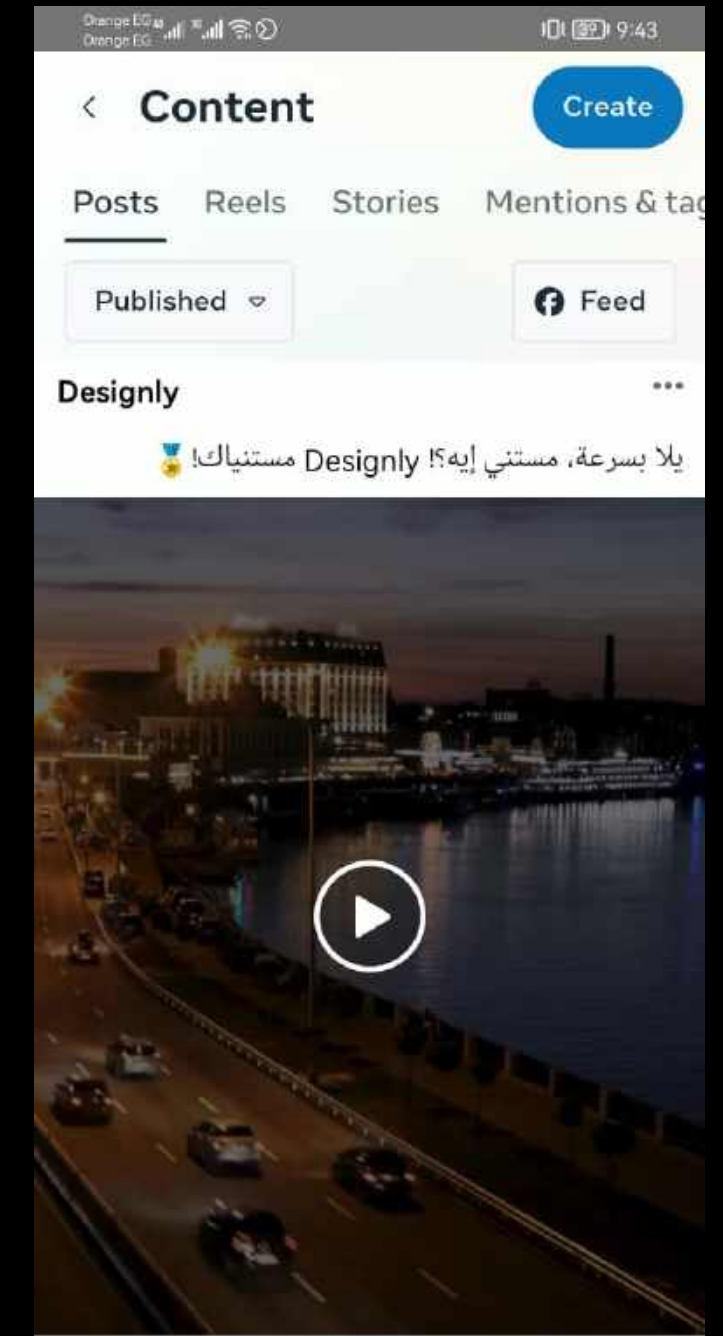
Monthly Content Calendar

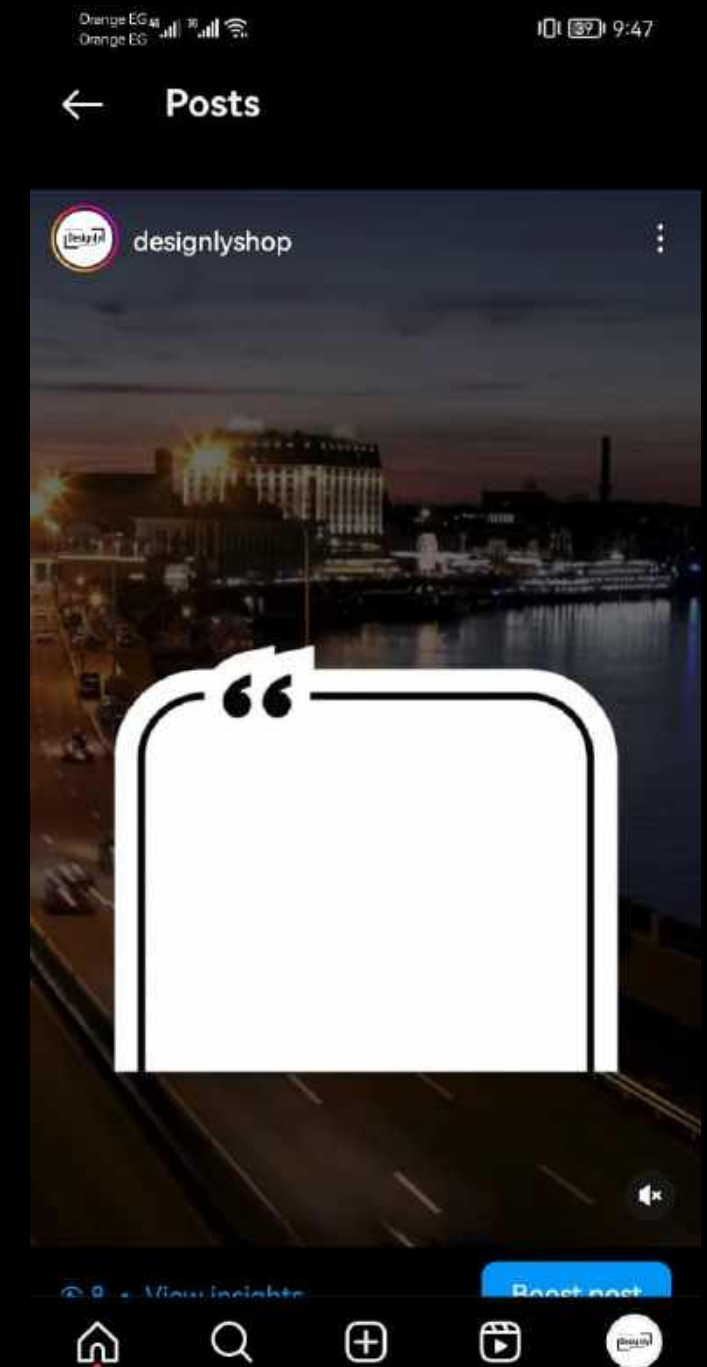
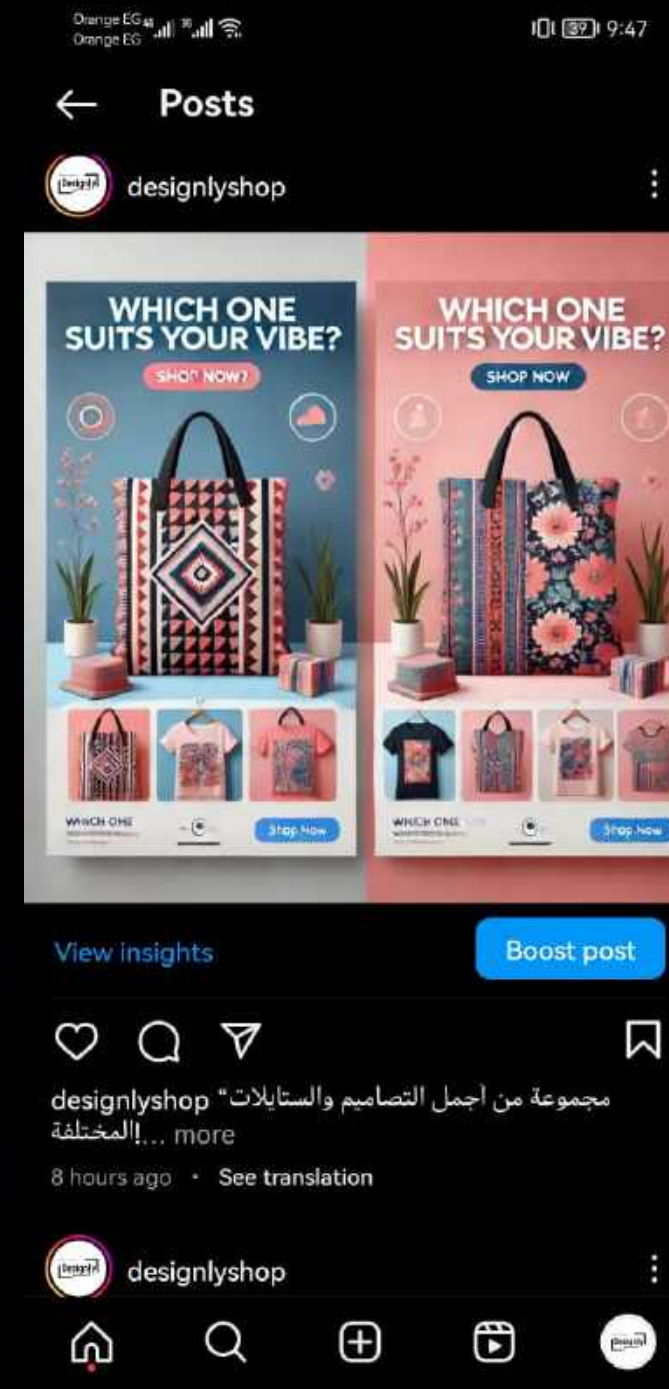
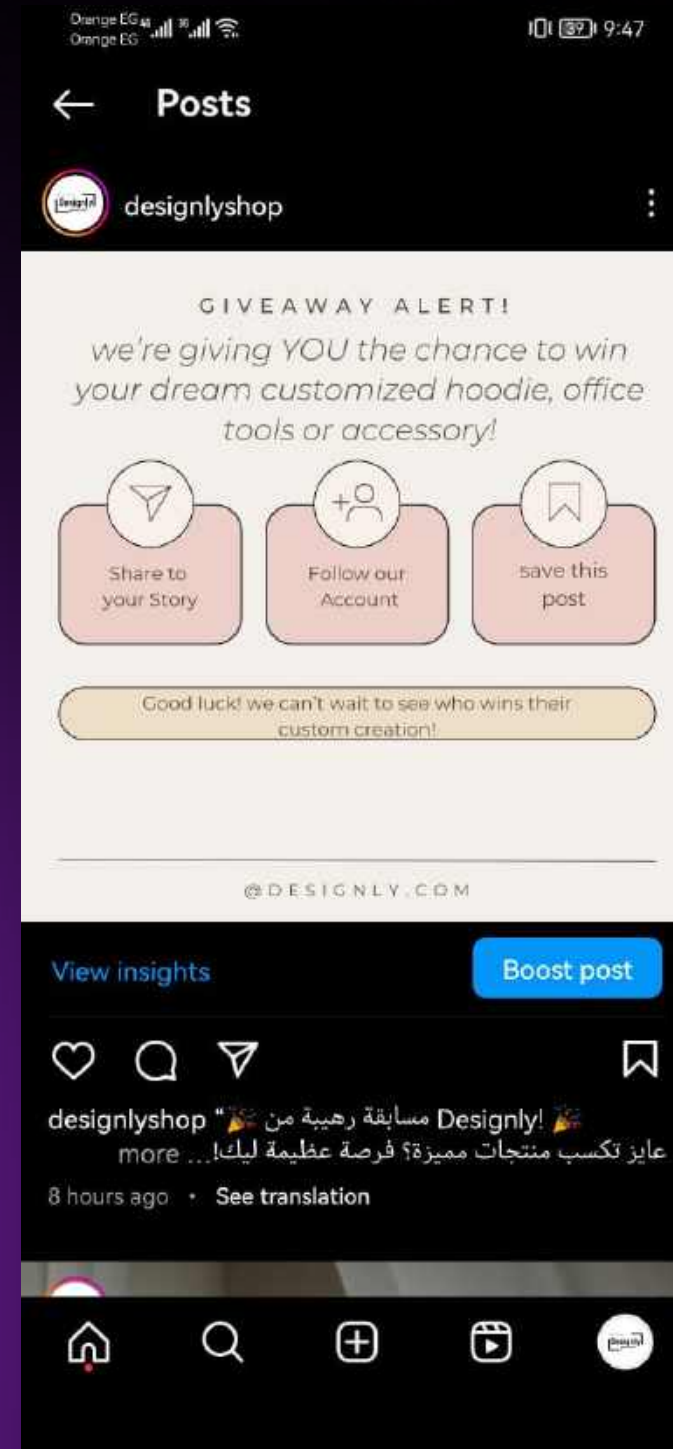
Platform

 Tiktok  IG  FB

Content Type

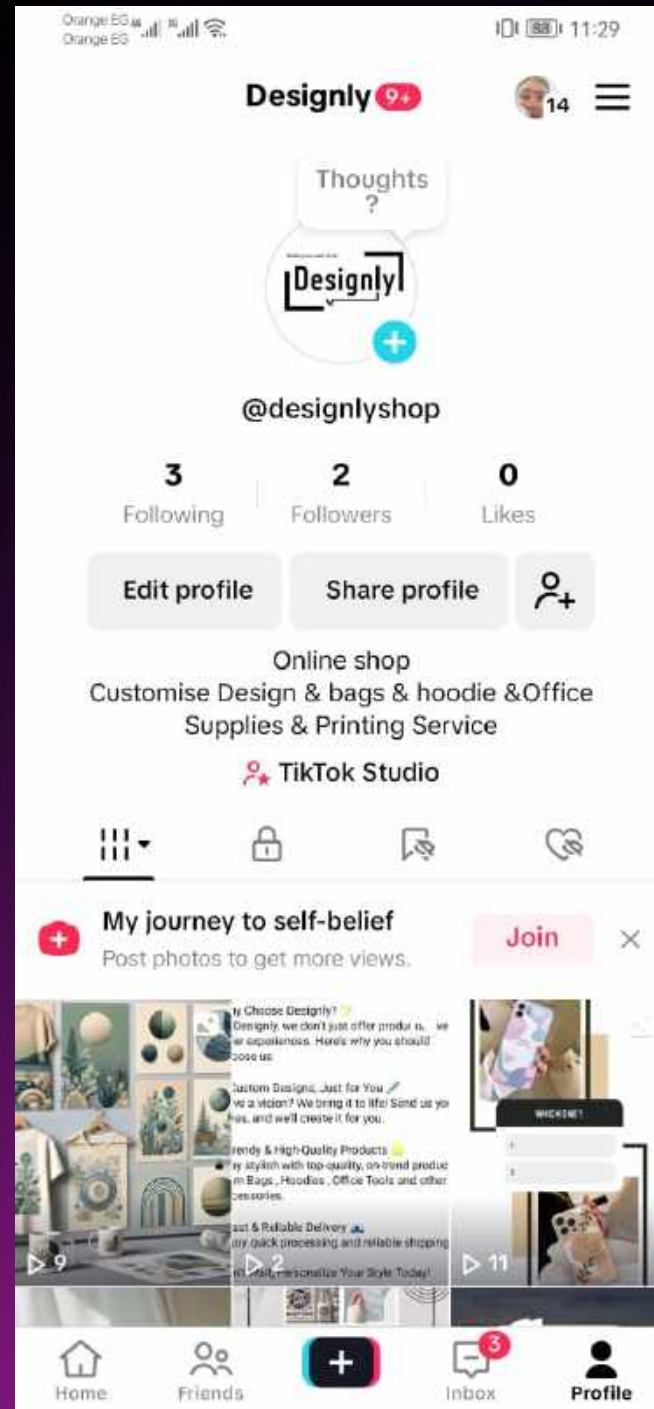
- Polls
- Awareness
- FAQ
- Offers
- Promotions
- Giveaways
- Design Tips
- Customer Appreciation





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Thank You!

