DIGITAL MARKETING SPECIALIST GRADUATION PROJECT

MARMAR

HANDCRAFTED BEADS & ACCESSORIES

PROJECT BY : GROUP 5

BRAND NAME:

MARMAR

BRAND LOGO:

MARMAR

HANDCRAFTED BEADS & ACCESSORIES

ABOUT

Marmar is more than just a brand; it's a story of passion, craftsmanship, and creativity. Founded by Amina, Marmar brings together the artistry of handmade fashion and the desire for self-expression. Each piece is carefully crafted by local artisans, making every accessory not only stylish but truly one-of-a-kind.

Our designs cater to women who value individuality, exclusivity, and ethical fashion. Whether it's a custom-made bag or a limited-edition accessory, Marmar is about celebrating your unique style and giving you the confidence to stand out. With every purchase, you're not only enhancing your wardrobe but supporting local artisans and sustainable practices, ensuring that fashion remains personal, ethical, and beautiful.

Vision

To inspire individuality and empower self-expression through unique, handcrafted accessories that celebrate personal style and creativity. Marmar aims to become a leading brand in the handmade fashion industry, fostering a deeper connection between artisans and customers while promoting sustainable, ethical practices in every design.

Mission

At Marmar, our mission is to create one-of-a-kind, personalized accessories that reflect the heart and soul of both our artisans and customers. By blending craftsmanship with innovation, we deliver exclusive, high-quality pieces that empower women to showcase their individuality confidently. We are committed to sustainability, supporting local artisans, and ensuring that each product we offer embodies care, creativity, and ethical fashion principles.

Market Analysis

Estimated Market Size of Handcrafts in
local market is 8 Billion EGP

Total Exports of handcrafts is 250 $ M in
2023

E-commerce Expansion

The rise of online shopping allows local brands to
reach broader audiences without the cost of physical
stores.

Support for local artisans

There is a global movement to support local industries,
enhancing the value of handmade goods

Affordability

Rising import costs and inflation push consumers
toward local, cost-effective options.

Story behind the product

Every handmade piece carries a story, making it
more appealing to buyers.

Business *Model Canvas*

Key Partners 👥

- Shipping Company
- Packaging Supplier
- Influencers

Key Activities ☑

- buying materials
- Crafting accessories
- Marketing and Sales
- CRM

Key Resources 🌿

- Raw Materials
- Equipments
- Social Media Platforms
- Time and Effort

Value Propositions ★

- Unique high Quality Accessories

- personalized fashion Accessories

- Social Validation

Customer Relationship 👤

- Loyalty Programs
- NPS and Feedback
- Interactive Content

Channel 🚗

- Instagram
- TikTok
- Facebook
- Bazaars

Customer Segments 💬

- Females aged 18-30
- Couples aged 20-30

Location : Mansoura and Alexandria

Cost Structure 📖

- Raw Materials
- Equipments
- Labor Costs
- Partnerships

Revenue Stream 💲

- Direct Sales
- Service Fees

SWOT ANALYS

STRENGTH

- **Handmade, Personalized Products :**
  - Unique and customizable accessories made with care by local artisans.
- **Strong User-Generated Content (UGC) :**
  - Engaged customers actively promote the brand on social media, boosting organic reach and trust.
- **Proactive Customer Service :**
  - Quick response system for resolving issues via QR codes ensures efficient communication and problem-solving.

OPPORTUNITY

- **Expand to New Cities :**
  - Enter larger markets in Egypt.
- **Influencer Marketing:**
  - Leverage influencers to boost reach..

WEAKNESSES

- **Limited Geographic Focus :**
  - Mainly focused on Dakahlia and Alexandria.
- **Limited Resources :**
  - Limited budget and production capacity.
- **Inconsistent Engagement :**
  - Lack of strong CTAs and interactive content on social media.
- **Low quantity photos :**
  - product pictures is low quality.

THREAT

- **Competition :**
  - New and larger brands offering similar products.
- **Social Media Reliance :**
  - Changes in platform algorithms could limit visibility.
- **Economic Downturn :**
  - Reduced consumer spending could affect luxury purchases.

BUYER PERSONA 1 :

Name: Esraa
Age: 18-23 years old
Gender: female
Income: Upper Middle-class
Education: High school graduates and college students .
Marital Status : single

Geographic Location :

- GOVERNMENT : DAKAHLIA , ALEXANDRIA
- CITIES : MANSOURA , AGA , TALKHA , MIT GHAMR, DIKIRNIS , EL SENBELLAWEIN AND ALEXANDRIA

Psychographics :

- VALUES : INDIVIDUALITY AND SELF-EXPRESSION
- INTERESTS : UNIQUE FASHION CHOICES , ARTS.
- PREFERENCES: HANDMADE, ARTISANAL PRODUCTS FOR THEIR UNIQUENESS .
- BELIEVES IN SUPPORTING SMALL BUSINESSES AND ARTISANS .

Goals and Aspiration :

- To express their individuality through unique fashion items
- Stay on-trend while supporting small businesses and artisans
- Own accessories that are not mass-produced, reflecting exclusivity

Gain Points :

- Personalized Products
- Supporting Local Artisan
- Social Validation

Shopping Habits and Preferences :

- Prefers online shopping on Instagram, WhatsApp, or local e-commerce sites .
- Interested in limited-edition pieces and discounts
- Makes quick purchase decisions when an item feels unique and exclusive .

Value Proposition for Buyer Persona 1 :

Marmar offers unique, personalized fashion accessories that reflect your style and taste than mass-produced fashion brands offering generic, non-personalized accessories. It is for young, upper-middle-class women seeking unique fashion items. The products are handmade and have personalized designs to ensure that the bag is one of a kind. Also it gives you a social validation through sharing unique fashion items on social media and gaining recognition.

BUYER PERSONA 2 :

Name: Shahd
Age: 20 – 30 years old
Gender: female
Income: Upper Middle-class B+
(20000 to 50000 EGP per month)
Education: University graduate
Marital Status : Engaged

Geographic Location :

- GOVERNMENT : DAKAHLIA , ALEXANDRIA

- CITIES : MANSOURA , AGA , TALKHA , MIT GHAMR,

DIKIRNIS , EL SENBELLAWEIN AND ALEXANDRIA

Psychographics :

- VALUES : INDIVIDUALITY AND SELF-EXPRESSION ,
TIMELESSNESS AND VERSATILITY , PROFESSIONALISM
AND CONFIDENCE

- INTERESTS : FASHION , STYLE, ARTS , TRAVEL & CULTURE
AND PERSONAL DEVELOPMENT .

- PREFERENCES: HANDMADE, ARTISANAL PRODUCTS FOR
THEIR UNIQUENESS , BELIEVES IN SUPPORTING SMALL
BUSINESSES AND ARTISANS .

Goals and Aspiration :

- Aspire for professional success while maintaining
personal well-being and style

- Prefers to stand out with unique, high-end accessories
that reflect her personal values

- Stay on-trend while supporting small businesses and
artisans

- Wants to be seen as fashionable and confident with
accessories reflecting exclusivity and stylish .

Gain Points :

- Personalized Products
- Supporting Local Artisan
- Social Validation
- Versatile Accessories

Shopping Habits and Preferences :

- Shops both online (Instagram, WhatsApp and local e-
commerce platforms) and in physical stores .

- Prefers limited-edition or exclusive pieces that offer prestige

- Values quality over quantity and is willing to pay for durable,
well-crafted accessories

Value Proposition for Buyer Persona 2 :

Marmar offers high quality, personalized fashion accessories that reflect individuality and style than other mass produced fashion brands offering generic, High-quality accessories. It is for young professional women seeking unique, high-end accessories that align with your personal values and image. The personalized designs and attention to detail in the products ensures that the bag is a unique and valuable piece. Also it enhances your confidence and social validation through owning and sharing unique fashion items.

CUSTOMER JOURNEY

Stages	Touchpoints	Strategy	Customer Goals
Search	Instagram ads, influencers' posts, organic social media content, word of mouth	Use targeted Instagram ads showcasing unique products and leverage influencer partnerships to increase visibility	Discover unique, handmade fashion items
Evaluation	Product pages, social media engagement,UGC, reviews and testmonials	Create detailed product pages with stories behind the items, high-quality visuals, and customer testimonials to enhance trust	Assess product authenticity and craftsmanship
Test	Videos and posts showcasing product details, customer reviews	Share engaging video content demonstrating product features and customer reviews, encouraging social sharing	Experience the product's uniqueness before purchasing
Purchase	Brand site, Instagram DMs, local e-commerce platforms, WhatsApp	Simplify the checkout process on the website; ensure multiple payment options are available and highlight first-time discounts	Complete a smooth, secure purchase with ease
Retention	Follow-up emails, social media engagement, loyalty programs, customer surveys, WhatsApp	Implement a loyalty program with exclusive offers, personalized follow-ups, and regular engagement on social media to foster community	Stay connected with the brand and feel valued

Brand Mantra

Each piece contains a part of my heart

Brand Positioning Statement

To
Young women aged 18-30 in Dakahlia and Alexandria who value individuality, and exclusivity, and crave recognition on social media for their unique fashion choices.
Marmar is the
A handmade accessories brand.
That
Provides one of a kind, fashion forward accessories that make you feel special and outstanding publicly on social media, helping you gain recognition and admiration from peers and influencers.
That's because
Our unique, handcrafted designs ensure you're wearing something exclusive, making your style pop in every post.
Marmar's limited edition pieces are perfect for sharing on social platforms, where your distinct fashion sense can be celebrated by your social circle and beyond.

TONE OF VOICE

Tone of voice	DO	Don't
Warm and Friendly	Use conversational language that feels approachable.	Avoid formal or stiff language that feels distant.
Authentic and Passionate	Share the stories behind your products and artisans	Don't exaggerate or misrepresent the craftsmanship.
Inspirational and Empowering	Encourage self-expression and uniqueness	Don't undermine your audience's individuality.
Trendy and Youthful	Incorporate playful language and contemporary references.	Avoid outdated slang or overly complex terms.

Brand story

كان يا ما كان. كان في بنت صغيرة اسمها أمينة. حياتها كانت عادية زي أي بنت. بتلعب بالعرايس وبتعيش أيامها بشكل طبيعي. لكن كان عندها حاجة مميزة... من وهي عندها خمس سنين، كانت بتحب الإبرة والخيط. ومش مجرد حب عادي. دا كان حب كبير اوي .

في يوم. مامتها شافتها وهي بتخيط هدوم للعرايس بتاعتها. ومن هنا بدأت تلاحظ إن بنتها عندها موهبة مش عادية. كان الموضوع أكتر من مجرد لعبة. كان بداية نداء لمغامرة جديدة في عالم الإكسسوارات والهاند ميد .

في الأول، أمينة مكنتش متأكدة هي هتعمل إيه بالموهبه دي. كانت بتستمتع وهي بتعمل حاجات بسيطة بخيط وضرز من المكتبة بتاعت عمها. بس مكنتش عارفة إزاي تحول ده لحاجة أكبر.

هنا بتيجي بنت خالتها يسر في الصورة. يسر كانت قريبة من أمينة جداً. وخالتها كانت مدرسة اقتصاد منزلي . وبتعلمها النسيج والخيوط. يسر وأمينة كانوا دايماً بيتعلموا مع بعض. كل واحدة كانت بتكتشف حاجة جديدة وبتشاركها مع التانية. كانوا بيساعدوا بعض في كل خطوة. وده كان بيخليهم يطوروا مهاراتهم وإبداعهم كل يوم في عالم الهاند ميد.

بعد ما أمينة اتعلمت كتير هي و يسر. قررت تاخد خطوة جديدة. قررت إنها تبدأ فعلاً تعمل تصميمات مميزة بإيديها. مش بس لنفسها. لكن كمان لحاجات ممكن تفرح بيها الناس. هنا. بدأت رحلة أمينة الحقيقية في عالم الهاند ميد .

أمينة ويسر بدأوا مع بعض مشاريع صغيرة. كانوا بيتعلموا مع بعض وبيعدوا تحديات كتير. كل غرزة وكل تصميم كان بيحكي حكاية. قابلوا صعوبات كتير. من اختيار الخامات لحد تعلم أساليب جديدة. بس كل تحدي كان بيخليهم أقوى.

Brand story

وفي يوم. جت لحظة التحدي الكبير. أمينة ويسر قرروا يحولوا الشغف ده لبيزنس حقيقي. دي كانت اللحظة اللي فيها قرروا يبدأوا البراند بتاعهم . التحدي كان في إنهم يقنعوا الناس إن كل قطعة بيعملوها مميزة فعلا وفيها جزء من روحهم.

أول مرة يبيعوا منتجاتهم. كانت تجربة مليانة خوف وشك. هل الناس هتقدر تعبهم وحبهم للهاند ميد ؟ هل الناس هتشوف الجمال اللي هما شايفينه؟ كانت لحظة اختبار حقيقية ليهم.

بس النتيجة كانت مبهرة ! الناس حبوا منتجاتهم . وبدأوا يشتروا ويطلبوا أكتر. كل حد اشترى حاجة من "مرمر" كان بيحس إنه مش مجرد بيشتري إكسسوار. لكن بيشتري جزء من حكاية أمينة ويسر.

دلوقتي. أمينة ويسر رجعوا للعالم بتاعهم القديم. لكن مع فرق كبير. هما دلوقتي أصحاب براند ناجح . وبيبيعوا حاجات فيها جزء منهم وشغفهم بالهاند ميد .

مع كل قطعة بيبيعوها. بيحسوا إنهم بيحققوا حلمهم . شافوا إزاي حلمهم من وهم صغيرين بقى حقيقة. كل تصميم. كل خرزة. بتحكي قصة جديدة. رحلة طويلة بدأت من الطفولة وحلم صغير بقى براند كبير .

ودلوقتي. براند "مرمر" مش مجرد إكسسوارات هاندميد. دي قصة حلم اتحول لحقيقة . وكل حد يشتري منهم بيبقى جزء من الحكاية دي. شعارهم بيقول: "Each piece contains a part of my heart". وفعلاً دا مش مجرد شعار. دا حقيقة بنعيشها مع كل عميل جديد.
ومن هنا بتبدأ الحكاية من جديد مع كل حد يختار "مرمر".

OUR PRODUCTS

لو عندك أي شكوى أو مشكلة مع الطلب، امسحي الكود واملي نموذج الشكاوى الخاص بينا. هنتواصل معاك في أسرع وقت لحل المشكلة

Reply to marmar.pieces...

MARMAR
HANDCRAFTED BEADS & ACCESSORIES

Section 1 of 4

نموذج الإبلاغ عن مشكلة في الطلب

B I U GD X̶

إحنا آسفين إن في مشكلة في طلبك. ممكن تملي البيانات دي علشان تبلغنا بالمشكلة، وإحنا هنتواصل معاكي خلال 24 ساعة علشان نحلها. رأيك بيساعدنا ♡♡ نطوّر خدمتنا

الاسم بالكامل *
Short answer text

رقم التليفون *
Short answer text

تاريخ الشراء/الطلب *
Month, day, year

Description (optional)

إيه المشكلة اللي واجهتك في الطلب؟
- [ ] المنتج تالف عند الاستلام
- [ ] استلام منتج غلط
- [ ] فيه حاجه ناقصه في الطلب
- [ ] مشكلة في الشحن
- [ ] مشكلة في الدفع
- [ ] تأخير في التوصيل
- [ ] Other...

وصف المشكلة بالتفصيل
Long answer text

صورة للمنتج أو المشكلة
⬆ Add file   ▲ View folder

اكتب أي تفاصيل ممكن تساعدنا زي إزاي حصلت المشكلة، والمنتج اللي اتأثر، وأي معلومات تانية مهمة.
Long answer text

نموذج الإبلاغ عن مشكلة (Responses)

File Edit View Insert Format Data Tools Extensions Help

	A	B	C	D	E	F	G	H
1	Timestamp	الاسم بالكامل	رقم التليفون	تاريخ الشراء/الطلب	إيه المشكلة اللي واجهتك في الطلب؟	وصف المشكلة بالتفصيل	صورة المنتج أو المشكلة	اتأثر، وأي معلومات تانية مهمة
2								
3								
4								
5								
6								
7								

MARMAR
HANDCRAFTED BEADS & ACCESSORIES

TOP KEYWORDS

keywords	monthly searches	Change over three months	Change compared to previous year
شنط هاند ميد	10k-1k	0%	0%
شنط لولي هاند ميد	10k-1k	0%	+900%
خرز اكسسوارات	10k-1k	0%	0%

CONTENT CALENDAR (INSTGRAM)

DAY	Customer Journey Stage	Content Type	Topic/Description
Saturday	search	Product Showcase	High-quality photo showcasing the craftsmanship of a new product. Goal: Build awareness and showcase uniqueness.
Tuesday	Test	User-Generated	Repost a happy customer's photo with their review
Thursday	Evalute	FAQ Carousel	Answer top 5 FAQs about beaded bags (durability, care, etc.).

MARKETING STRATEGY

Nr.1

Social Media

Build up a social media presence and raise awareness to build up organic reach and upload regularly to reach more people

Nr.2

Influencer Marketing

Collaborate with influencers that affect our targeted persona to increase reach and potential customers

Nr.3

Content Marketing

Upload content showcasing our product it's benefits and competitive advantage

CONTENT

Spring sale

MARMAR

MEET OUR TEAM

Mustafa Etman

Youssef Agwa

Amr Elgendy

Amir Mohamed

Lamia Omar

Thank you