



GROUP 4

DIGITAL MARKETING SOCIAL MEDIA TEAM YAT 456

PRESENTED BY DIGITAL MARKETING
TEAM YAT 456

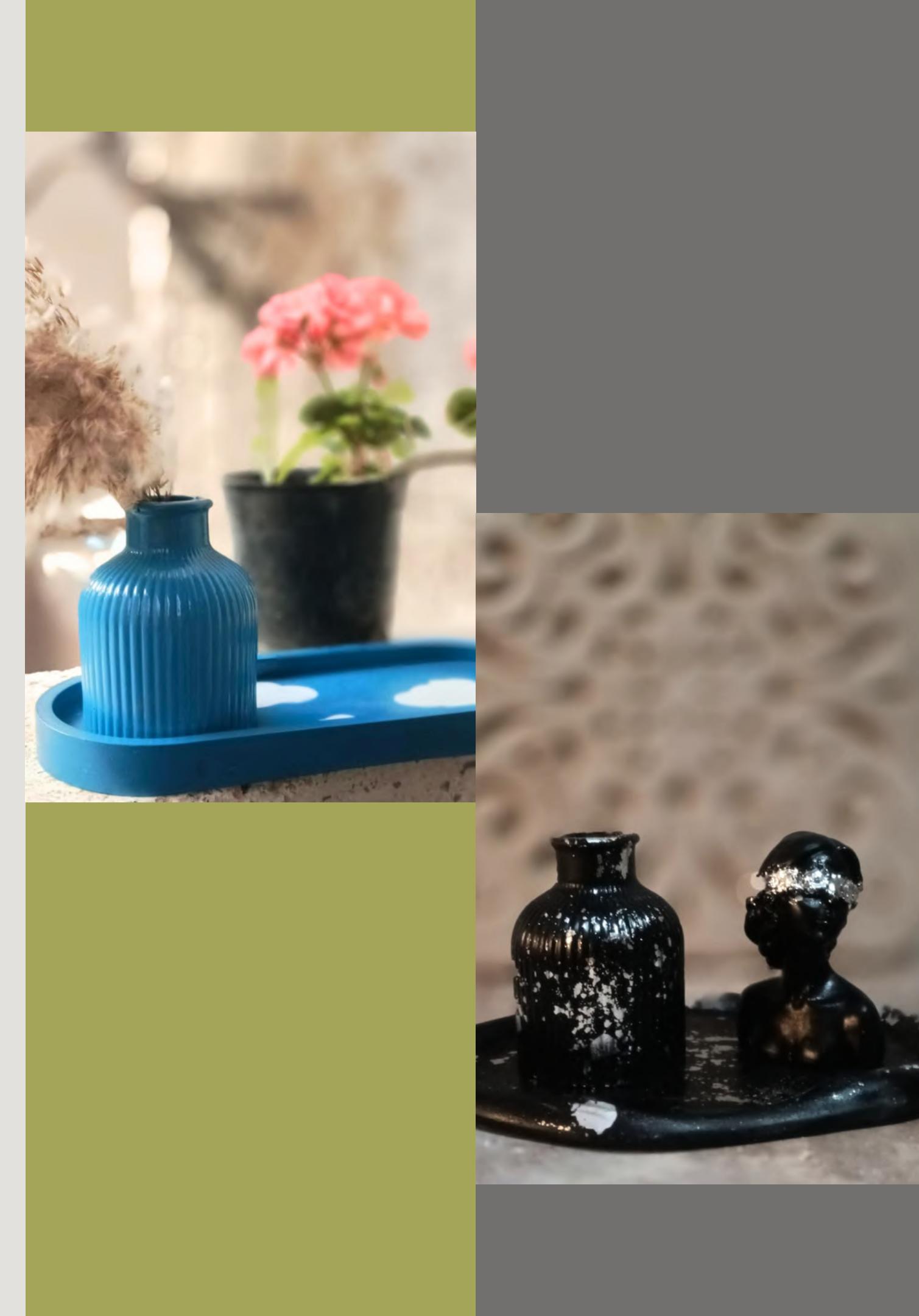




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About Alex Land



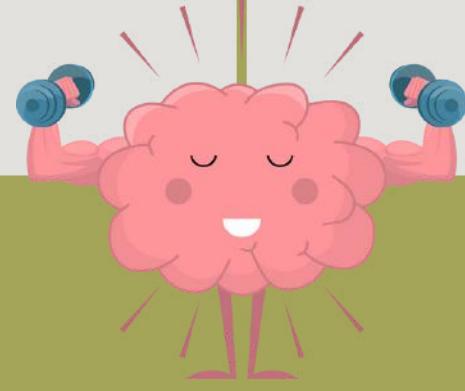
Alex Land is a handcrafted brand of concrete decor, combining artistry with strategic marketing to expand reach, boost engagement, and drive sustainable growth.

Business Model Canvas



<p>Customer Segments </p> <ul style="list-style-type: none"> • Women (18-35) interested in modern home decor. • DIY enthusiasts looking for raw materials & molds. • Event planners • Interior designers & home stylists. 	<p>Customer Relationship </p> <ul style="list-style-type: none"> • Fast customer support via WhatsApp and social media • Discounts and offers • Custom design 	<p>Value Propositions ★</p> <ul style="list-style-type: none"> • Unique & modern handcrafted concrete decor. • Eco-friendly & recyclable materials. • High-quality, affordable, & handmade products. • Customization options for personalized designs. • Artistic designs that suit various interior styles. 	<p>Key Activities </p> <ul style="list-style-type: none"> • Suppliers of raw materials (cement, colors, molds, additives) • Shipping and logistics companies • Exhibitions & art markets participation 	<p>Key Partners </p> <ul style="list-style-type: none"> • Design & produce handcrafted • Market & sell via Instagram, TikTok, Facebook & website. • Enhance brand identity • engaging content (photos, videos, reels). • Manage orders, packaging & delivery. • Courses
<p>Key Resources </p> <ul style="list-style-type: none"> • Selling ready-made products through the online store • Custom design orders • Supplying products to home decor retailers • Offering workshops 	<p>Channel </p> <ul style="list-style-type: none"> • Social media platforms (Instagram, Facebook, TikTok) • our store 			
<p>Cost Structure</p> <ul style="list-style-type: none"> • Costs of raw materials and production • store rent and serves (electricity) • Shipping and delivery costs 	<p>Revenue Stream </p> <ul style="list-style-type: none"> • Online sales of ready-made products. • Custom design orders. • Exhibitions & art markets participation. • Supplying home decor retailers. • Workshops for concrete decor crafting. 			\$

SWOT ANALYSIS



Strengths

- Product Quality
- Variety
- customization
- accessibility
- industrial courses



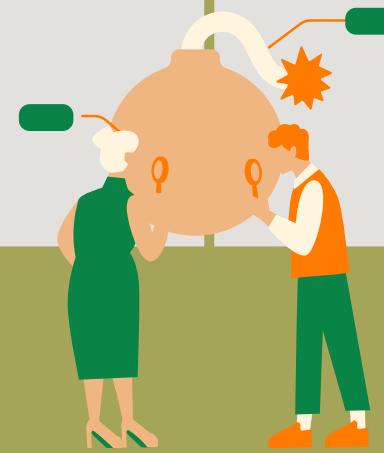
Opportunities

- Market Expansion
- Digital Marketing
- Special Occasions
- growing community of people interested in their courses



Weaknesses

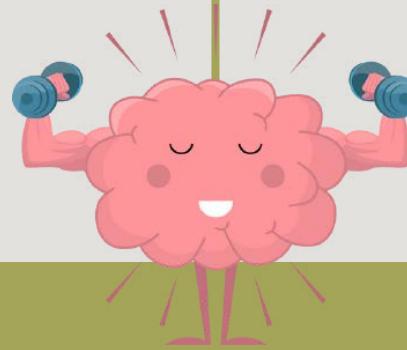
- Brand Awareness
- unupdated social media platforms
- Not focusing enough on the industry courses they provide
- gap time between product batches, which leaves followers waiting for new products



threats

- Competition
- Changing Tastes
- losing followers interest due to gab time between product batches

SWOT ANALYSIS



Strengths

- **Product Quality:**

1. Alex Land consistently delivers high-quality concrete decorative pieces, demonstrating durability and aesthetic appeal. This builds customer trust and encourages repeat purchases.
2. They emphasize the precise formulation and craftsmanship involved in each piece, highlighting the value proposition beyond mass-produced alternatives.

- **Variety:**

3. Alex Land offers a diverse range of concrete decorative pieces, catering to various styles and preferences. This allows them to attract a wider customer base.

- **customization :**

4. Alex Land provides customization options, allowing customers to personalize their concrete decorative pieces. This adds a unique selling point and enhances customer satisfaction. Customization may include personalized engravings, specific color requests, or tailored sizes, creating a bespoke experience.

- **accessibility :**

5. Alex Land offers multiple channels for customers to purchase their products, including in-store visits and nationwide shipping. The store visits will also help the customer see the product in real life and the variety of products, which will make them buy more products.

- **industrial courses :**

6. Alex Land offers comprehensive industrial courses on concrete decorative piece creation, covering everything from formulation to shaping. These courses provide valuable knowledge and skills, attracting individuals interested in learning the craft.

SWOT ANALYSIS



Weaknesses



- **Brand Awareness:**

1. Alex Land's brand awareness is limited, hindering its ability to reach a wider audience and compete effectively.

- **un-updated social media platforms:**

2. Alex Land's social media platforms are not consistently updated, resulting in low engagement and missed opportunities to connect with potential customers.

- **Not focusing enough on the industry courses they provide :**

3. While the courses are a strong asset, Alex Land is not focusing on them enough, they are not advertising them as much as they should.

- **Gap Time Between Product Batches:**

4. The significant gap time between product batches leads to customer frustration and potential loss of interest.

5. Followers waiting for new products may seek alternatives if the wait is too long, impacting sales and brand loyalty.

SWOT ANALYSIS



Opportunities

- **Market Expansion :**

- 1.Alex Land can expand its market reach by targeting new customer segments and geographical areas.

- **Digital Marketing :**

- 2.Investing in digital marketing strategies, such as social media advertising can increase brand visibility and drive online sales.

- **Special Occasions :**

- 3.Offering gift sets and personalized items for special occasions can also enhance customer engagement.

- **growing community of people interested in their courses :**

- 4.Alex land has a great opportunity to grow this community by providing the courses they provide, and also creating a community on their social media platforms.

SWOT ANALYSIS



Threats



- Production Time Delays:

1. Handmade products take longer to create, affecting marketing timelines.

Solution: Plan campaigns around available stock, use pre-orders, and showcase production progress to engage customers. losing followers' interest due to gap time between product batches

- Low conversion rates:

1. Customers hesitate due to pricing or trust issues.

Solution: Highlight uniqueness, showcase customer reviews, offer flexible payment options, and optimize the website for better user experience.

competitors

ALALEX LAND
HANDMADE & MORE





دكان الفن

2.3K likes • 30K followers

- قطع فنية صنعت لك خصيصاً لتعبر عنك. *
- الطلب يأخذ من 5 الـ 20 يوم عمل. *
- شحن لجميع محافظات مصر. *



Mold Zone

5.2K likes • 5.3K followers

Our Competitor

COMPETITORS DOKAN AL FN

Number of Followers: 30k

Borcelle Fashion has currently become a market leader in vintage fashion collections. They offer clothing lines for both men and women. They design classic clothing that is suitable for many market segments.

COMPETITORS MOLD ZONE

Number of Followers: 5.3k

Rimberio Fashion is well known for its modern clothing designs and styles. With their affordable prices, Rimberio Fashion has successfully become popular among fashionistas.

كثير بيسألني اجيب الخامات منين؟
 اجيب القوالب منين؟
 ف كان لازم انزلكم بواست يفيدكم ❤️
 البيدج دي **ريزن اسوان** من اكتر البيدجات المحترمه
 اللي اتعاملت معاهم ويعامل معاهم دايما
 + بتوصل لجميع المحافظات ومتوفور عندهم جميع خامات الكونكريت والريزن
 وكمان عاملين باكديجات للمبتدئين
 وبيعملوا كمان كورسات للبيهيب يتعلم
 حقيقي بدفع فلوسي وانا مطمئنة وعارفة ان الخامات هتكون دايماً احسن وانضف حاجة موجوده
 ف السوق
 وبما اني بتعامل معاهم كثير ف جبتلكم كود خصم منهم
 لاي شخص هيطلب اوردر ويقولهم انه جاي من عندي هيتعمله خصم 10% ع فاتورةة
 شايفين مدلاعكم ازاي 😊😊😊
 كتالوج الاسعار ورقم التواصل هنا 👇

<https://wa.me/c/201159451387>



Competitor Dokan Al Fn



Industry: Handmade art and crafts.

Location: Egypt.

Products: Artistic handmade pieces, concrete decorations, scented candles.

Engagement: 2.3K likes, 30K followers.

Shipping: Available across Egypt.

Notes: Focuses on customized art pieces, filming every piece making process

Strengths	Weaknesses
<ul style="list-style-type: none"> • High Frequency posting • Making process videos • engaging fun content 	<ul style="list-style-type: none"> • they offer final pieces only • no mass production • low quality photography due to high frequency posting



#stylish #decoration #ديكور #handmade
#accessories #homedecoration #engagement
#خطوبة #wedding #weddingtiktok
#stylist #خطوبة #كونكريت_شمع #explore
#reelinstagram #كونكريت_توزيعات #handmade
#jewelry #decoration #molding #homedecor
#homestyling #mold_zone #madeinegypt



Competitor mold zone



Industry: Handmade home decor.

Products: Modern decorative pieces, including unique vases

Engagement: 5.2K likes, 5.3K followers.

Shipping: Not explicitly mentioned.

Comparison & Key Insights:

Target Audience:

Dokan Al Fn appeals to art lovers and those seeking custom-designed pieces.

Mold Zone focuses on home decor enthusiasts who prefer elegant and contemporary designs.

Social Engagement:

Dokan Al Fn has a larger follower base, suggesting strong audience interest.

Mold Zone has a moderate following but might target a niche market.

Strengths	Weaknesses
<ul style="list-style-type: none">• High end positioning• focus on decoration concept• engaging fun content	<ul style="list-style-type: none">• they offer final pieces only• no customization

Target Audience



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Target Audience

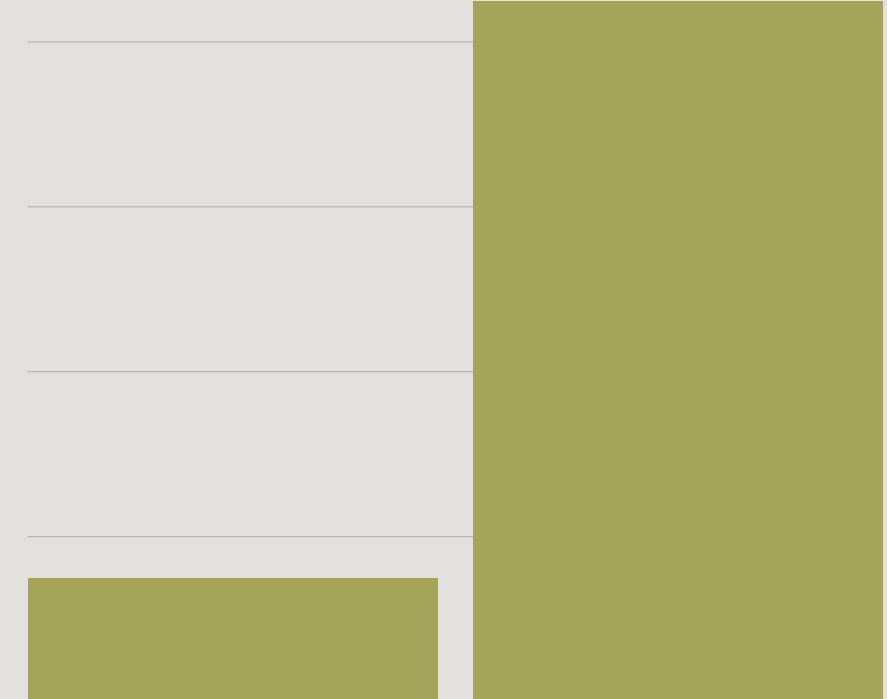
LOCATION

Alexandria (current)	80%
cairo	20%

AGE

18 to 25 years old	55%
25 to 35 years old	30%
35-45 years old	15%

GENDER



Target Audience

1. Home Decor Items Made of Concrete

Target Audience:

- Women aged 25 to 45, • Attracted to unique, artsy, or out-of-the-box home items.
- Newlyweds or couples furnishing their homes..

Interests:

- Interior design pages on Instagram and Pinterest.
- Shopping at handmade fairs or online stores.



2. Baby Shower, Engagement, and Wedding Giveaways

Target Audience:

- New moms or pregnant women are preparing for a baby shower.
- Brides and grooms planning their engagement or wedding ceremonies..

Interests:

- Facebook groups for baby shower and wedding preparations.



3. Concrete Art Courses and concrete without finish

Target Audience:

- Young women aged 18 to 35 with a passion for DIY and handmade crafts.
- People interested in starting a small business or working from home.
- Art and craft enthusiasts.

Interests:

- Online courses
- Handmade product groups on Facebook.
- Small business ideas and creative side hustles.



BUYER PERSONA



SALMA



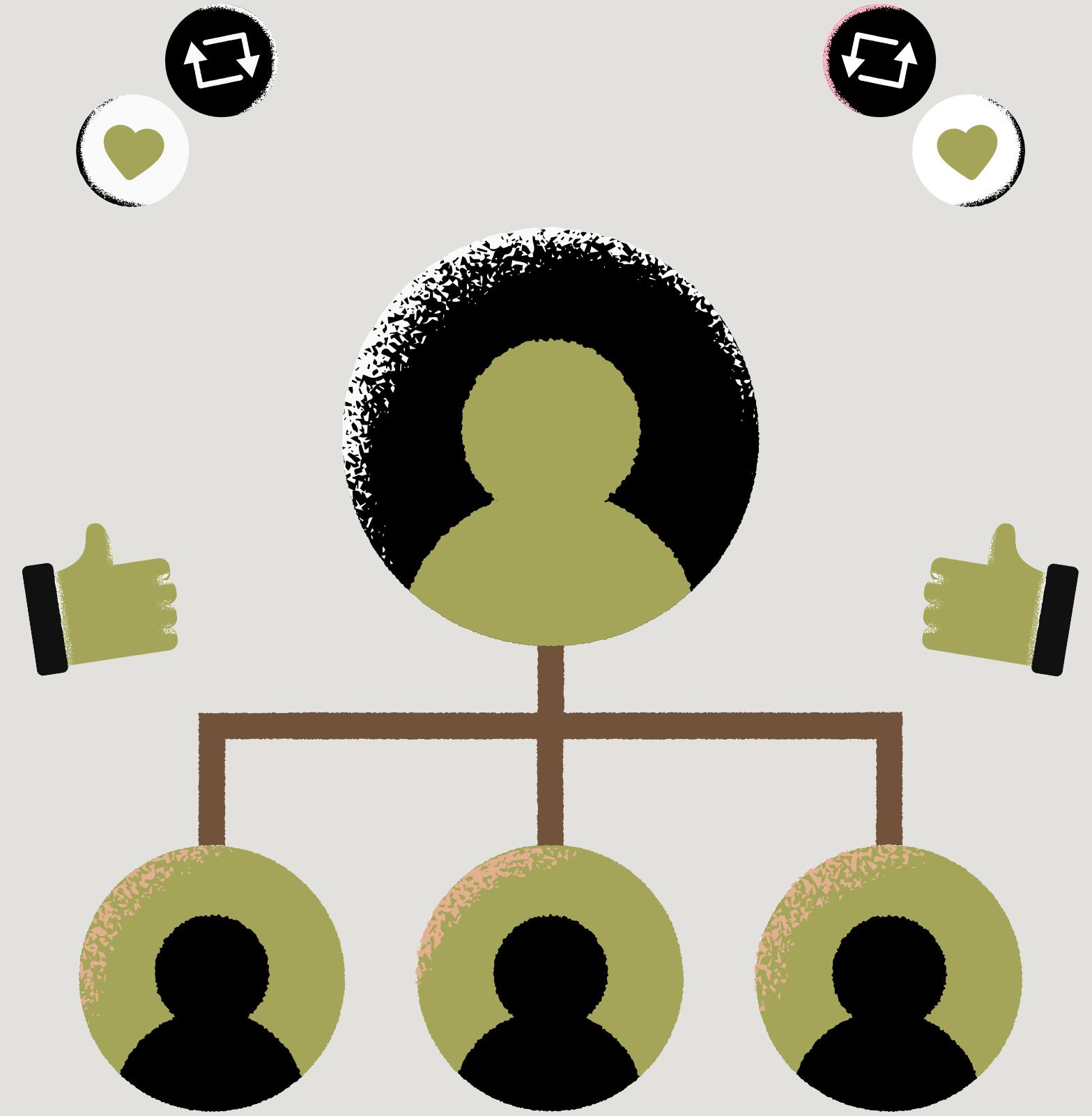
NADA



NADEEN

HEAD OF SOCIAL MEDIA

CONTENT CREATOR





NADA

STUDENT

AGE

20

GENDER

FEMALE

LOCATION

ALEX

GOALS



- To launch her own small business selling home decor items made from unfinished concrete.

PERSONALITY

- Balancing her studies with her new business venture.
- Limited experience in running a business, requiring her to learn as she goes.



NADEEN

STUDENT

AGE

28

GENDER

FEMALE

LOCATION

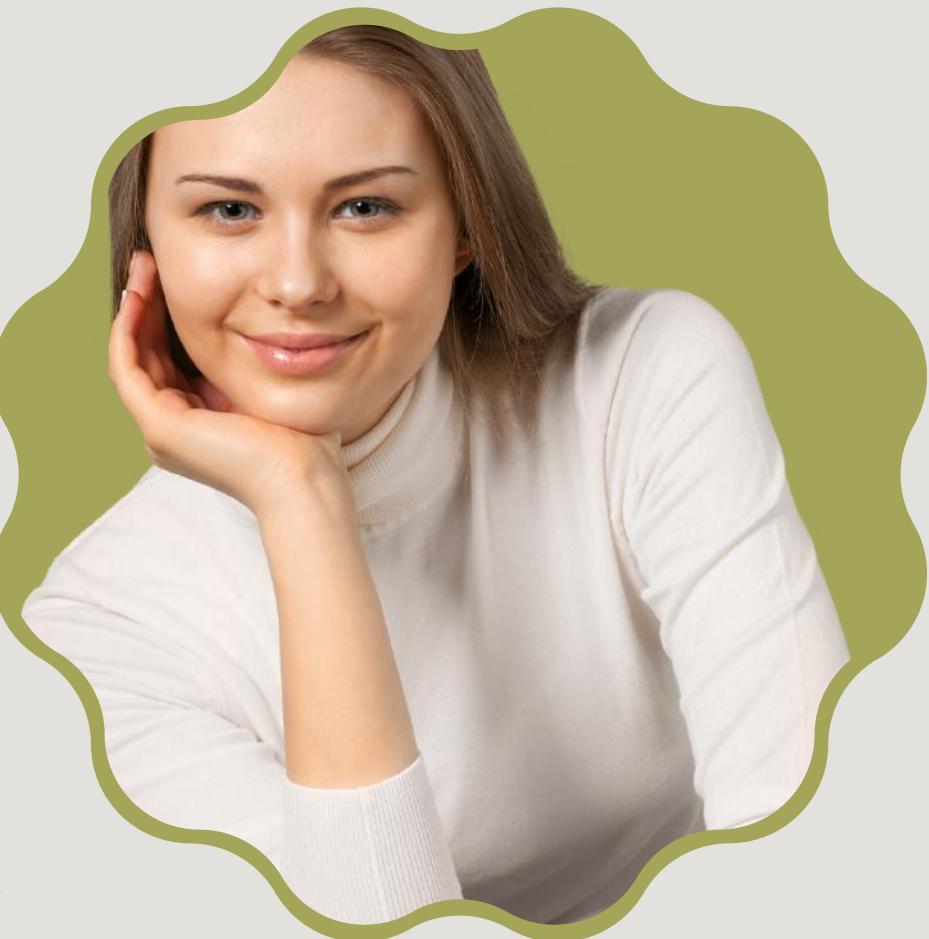
ALEX

GOALS

* Goals: Find unique and thoughtful gifts for her baby's first celebration, save time and effort, create a memorable experience for her guests

PERSONALITY

* Pain Points: Feeling stressed about planning the baby shower, difficulty finding unique and practical gifts, worried about exceeding her budget



SALMA

STUDENT

AGE

29

GENDER

FEMALE

LOCATION

SMOHA

GOALS

Find unique and memorable wedding favors for her guests.

Complete wedding preparations efficiently and on time.

Impress her guests with thoughtful gifts.

PERSONALITY

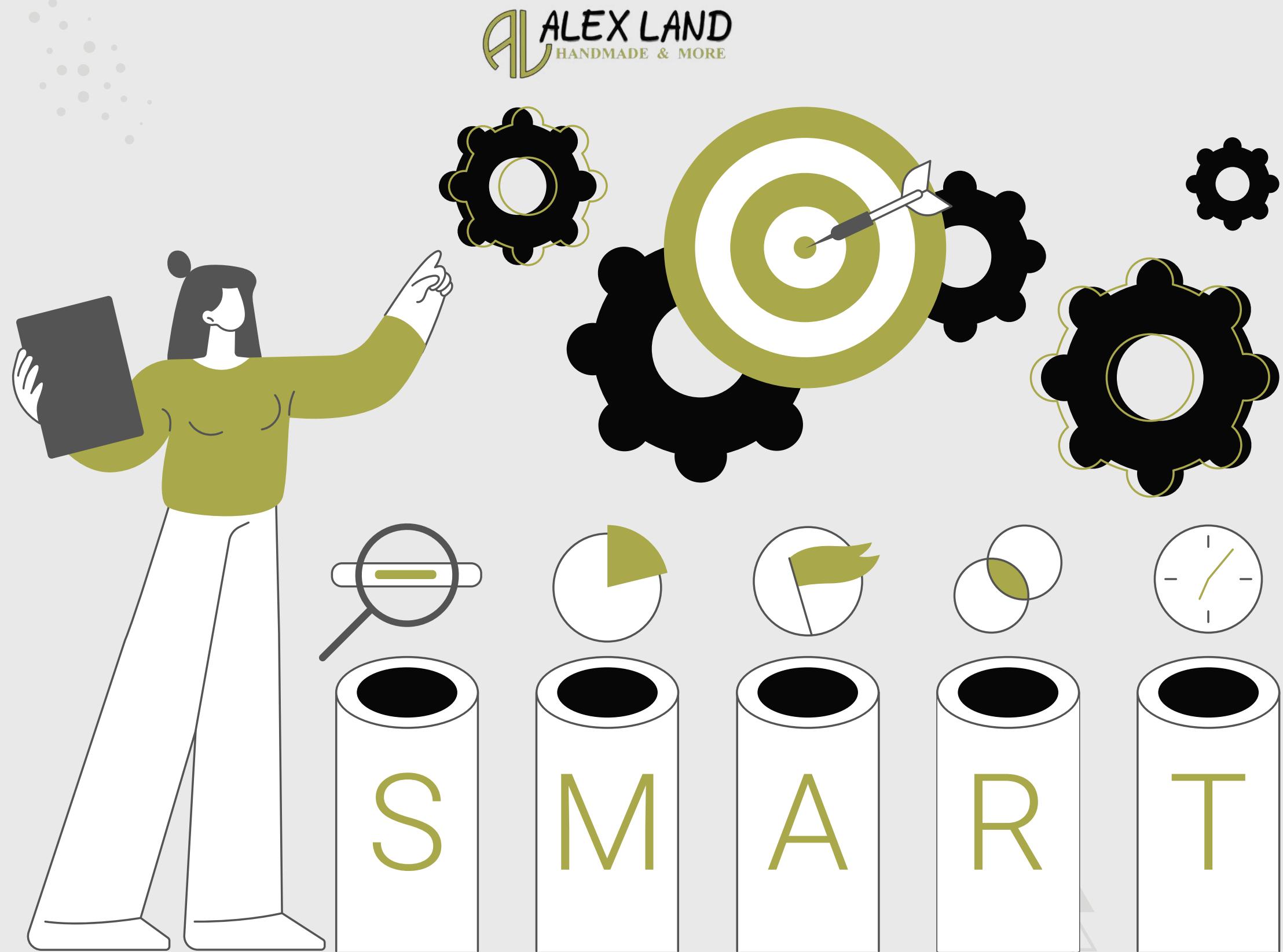
Limited time due to demanding wedding planning tasks.

Overwhelmed by the vast number of wedding favor options.

Struggling to find favors that reflect her personal style and the wedding theme.

Needs a reliable and convenient way to purchase favors.

OBJECTIVES



OBJECTIVES

1-Increase sales by 15% within the next six months.

Objectives:

1. Launch targeted paid marketing campaigns.
2. Enhance the online shopping experience
3. Offer promotions and discounts to boost purchase rates.
4. Analyze sales and customer data to identify growth opportunities.

2-Increase brand awareness by 20% within six months.

Objectives:

Launch and optimize social media campaigns to reach potential customers.

Collaborate with influencers in the home decor and handmade products niche.

Run targeted Facebook and Instagram ads with a reach of at least 10,000 impressions.

Increase engagement rate by 30% through interactive content (polls, quizzes, and user-generated posts).

Generate at least 1,000 new followers across all social media platforms.

3-Increase social media engagement rate by 30% within six months.

Objectives:

Post interactive content pieces per week (polls, questions, contests, behind-the-scenes videos).

Organize a monthly contest to encourage users to engage (e.g., share product photos or suggest new designs).

Reduce response time to comments and messages to under 3 hours to enhance customer interaction.

Host two live sessions per month to answer audience questions and showcase new products.

Encourage User-Generated Content (UGC) by offering discounts or gifts for the best customer posts.

4- Increase traffic to social media account followers 30%

Objectives:

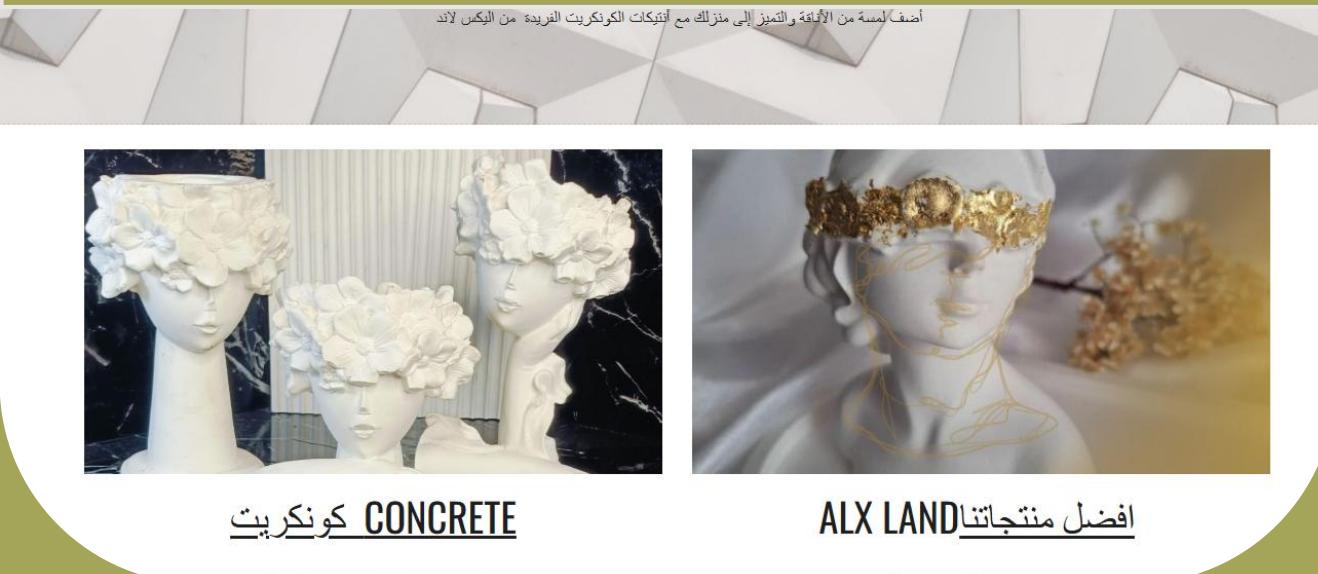
Increase traffic to social media account (facebook - tiktok - Instagram)



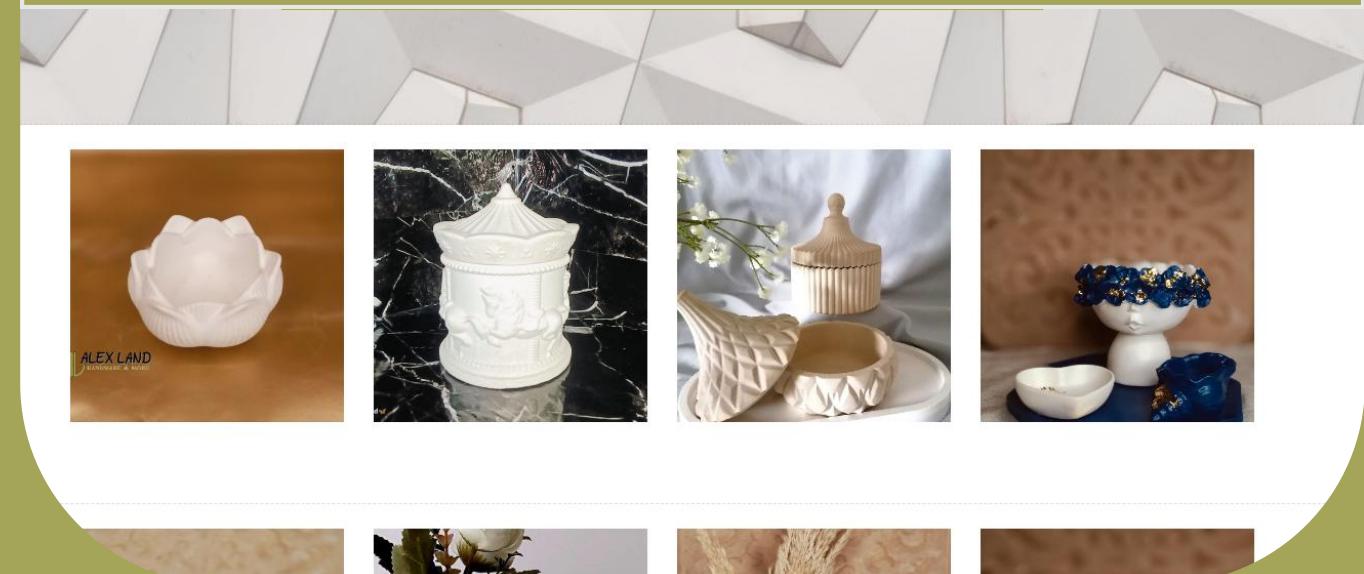
Website

INFOGRAPHIC PLAN

WEBSITE HOME PAGE



WEBSITE PRODUCT GALLERY



Handcrafted concrete decor made with care and creativity. Explore our products & read simple guides about working with concrete.

Discover our unique collection of handmade concrete pieces — from elegant vases to custom event favors. Each item is crafted with care, using high-quality, eco-friendly materials.

Social Media

INFOGRAPHIC PLAN



FACEBOOK

566 Follower 488 like



INSTGRAM

35 users



TIKTOK

44 follower



GOOGLE SITE

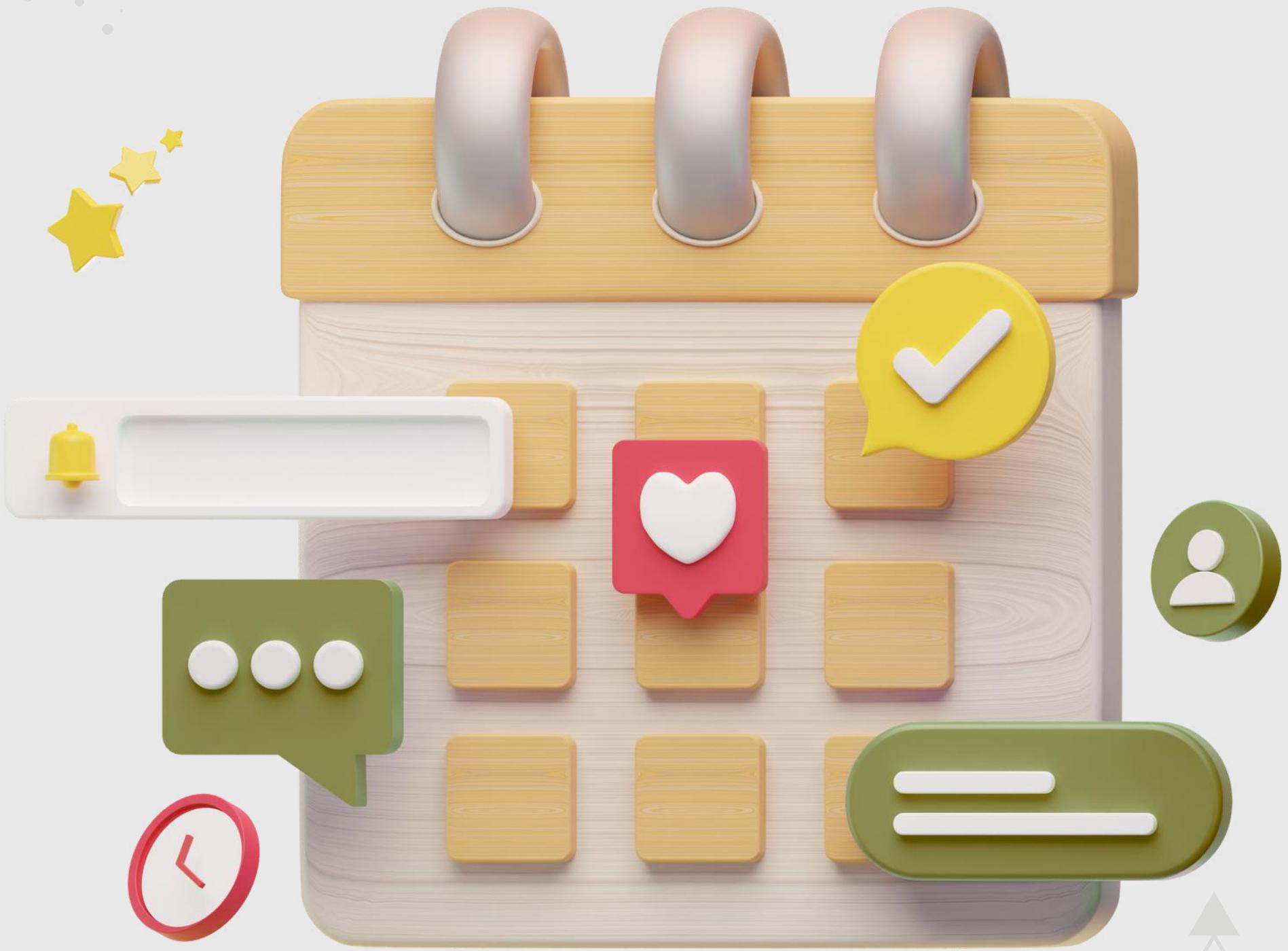
1 wisits



TELGRAM

10 users

content calendar



(01)

January 2025

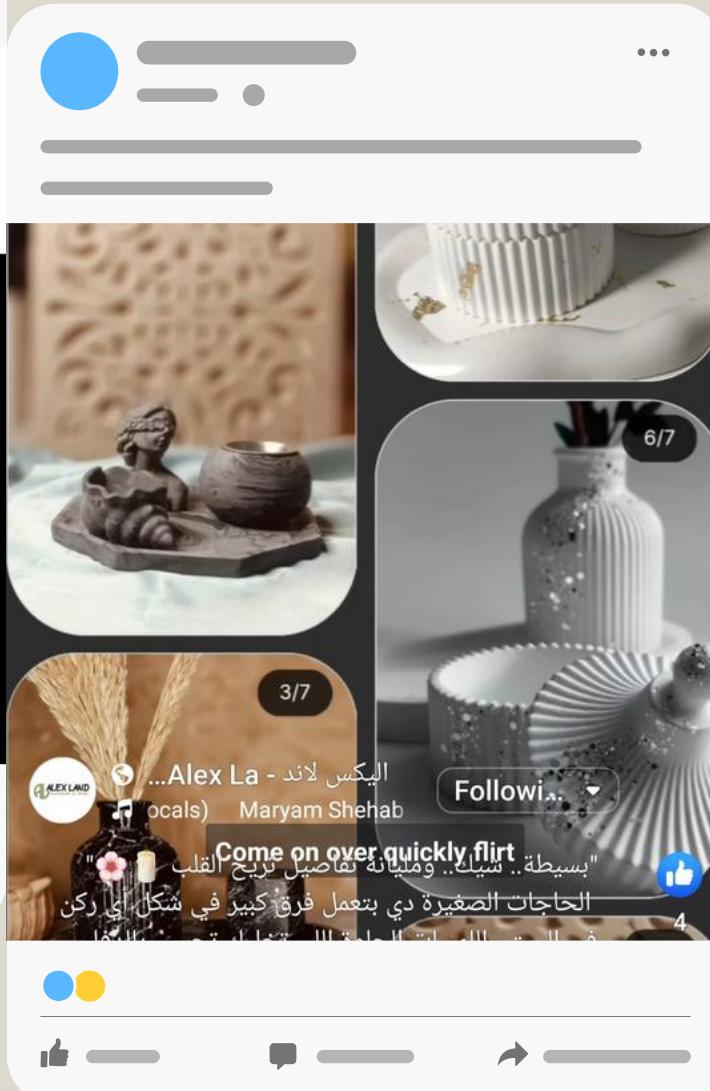


4 posts / Weak

2 stories/ day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			01 Creative Design /New Year season/ highlighting product 	02 Trending music real 	03	04 New Year offer/ promotional Carousel
05	06 Trending music real Highlight new products 	07	08 Tutorial video 	09	10 Behind-the-scenes 	11 UGC Post
12	13 Creative Image Design 	14 Comedy video voice over 	15	16 Workshop of Alexland post 	17	18 Homedecor ideas video
19 عروض نصف السنة Carousel 	20	21 Trending music Real 	22	23 Tutorial Content 	24	25 Promotional & seasonal content
26	27 Trending music real 	28	29 Testimonial Post 	30	31 Carousel For new products promotion 	Behind the scene pouring and coloring process

January Content Examples:



(02)

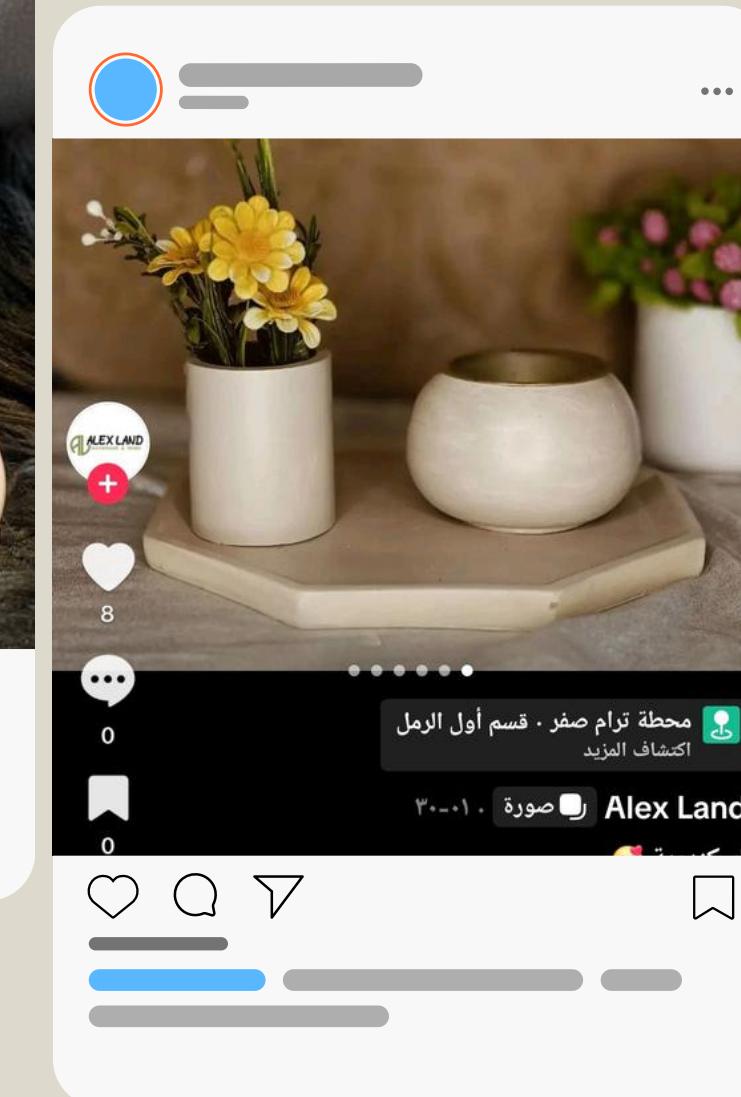
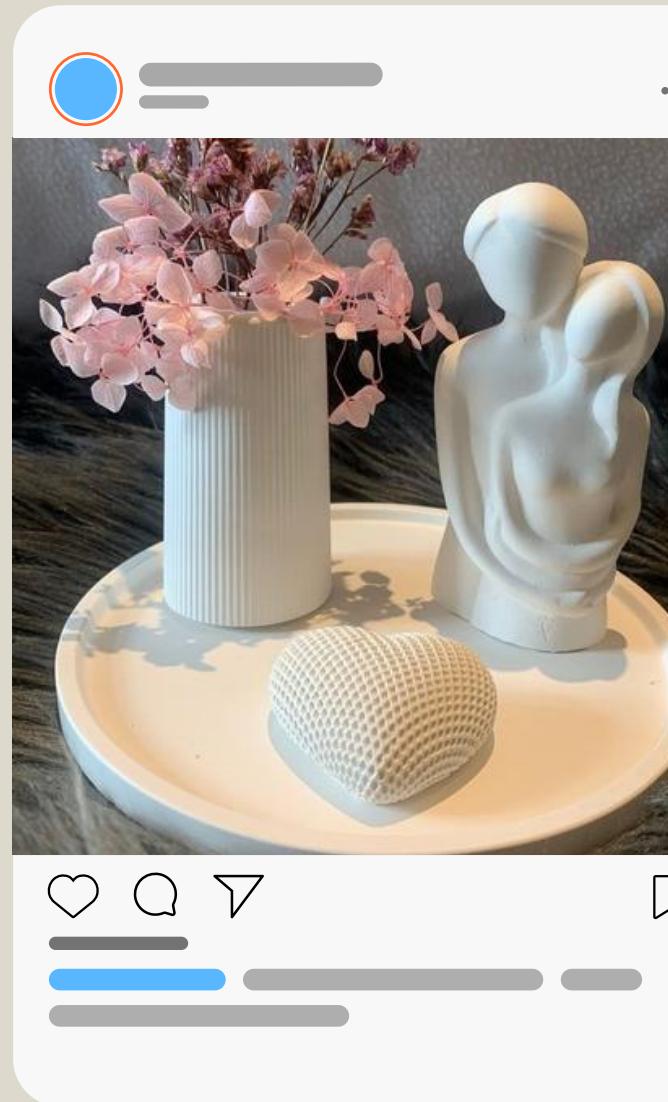
February 2025



**4 posts/week
2 Stories/ day**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						01 Special Occasions products توزيعات أسبوع وكتب الكتاب
02	03 Reel: Making raw pieces ready for workshops or painting 	04	05 Behind-the-Scenes Reel: Creating Romantic-Inspired Concrete Art 	06	07 Story Series: "Which gift would you choose?" Poll 	08 Trending music reel
09 Offer on Unfinished Pieces for crafters (Buy 2, Get 1) 	10	11 Valentine's Gift Ideas featuring romantic pieces Carousel 	12	13 Trending music reel 		15 Reel: Crafting elegant, oriental-inspired pieces for Ramadan
16	17 Carousel Post: Design ideas for Ramadan table or corner styling 	18 Story: Countdown sticker + question box "What are you looking for this Ramadan?" 	19	20 Announcing Late Feb Workshop – themed around gifting or 	21	22 Ramadan Trending sound reel
23 Carousel Post: Design ideas for Ramadan table or corner styling 	24	25 UGC post customer feedback 	26	27 Trending sound reel 	28 Tutorial & decor tips video 	

February Posts Examples:



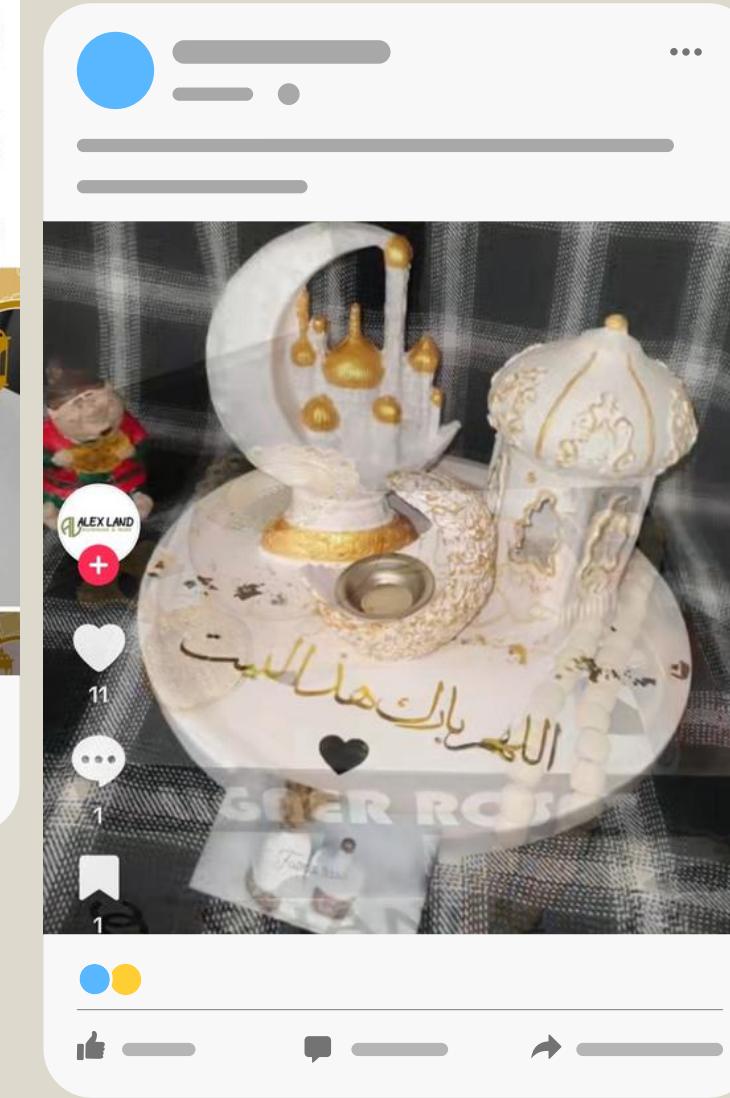
Mars 2025



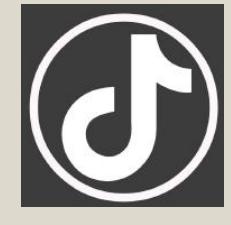
**4 posts/ week
2Stories/day**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						01 Reel: Crafting Ramadan Decor • Styling Tips + UGC
02	03 Testimonial Post	04	05 Gift Idea Posts • Reel: Gift Packaging	06	07 Workshop Announcement + Recap creative Design visual	08 Tutorial Gift Idea Posts • Reel: Gift Packaging
09 Baby Shower Giveaways product &UGC 	10	11 Ramadan Vibes Reel highlight products 	12	13 Story Poll + Last-Minute Reminder	14 Testimonial & Customer feedback	15
16	17 Mother's Day Gift Idea Posts 	18	19 Mother day music reel 	20	21 Carousel highlighting Unfinished Pieces 	22
24 Tutorial post pouring and coloring 	25	26 Engagement/Katb El Ketab & baby shower Giveaways promotion 	27	28	29	30 Eid Elfiter vibes trending music reel

Mars Posts Examples:



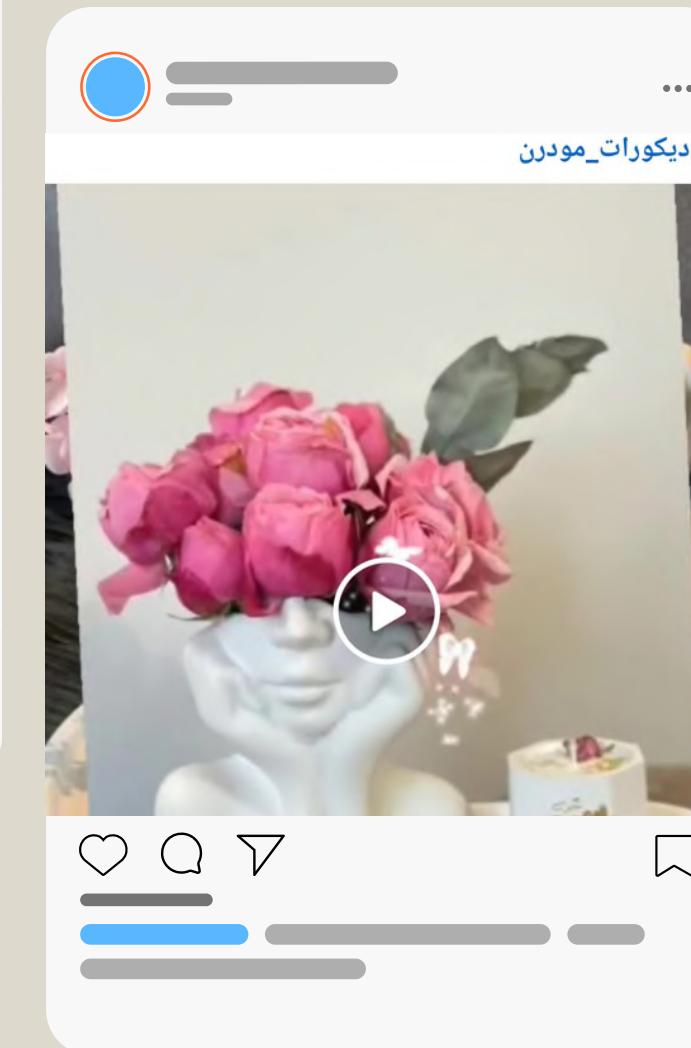
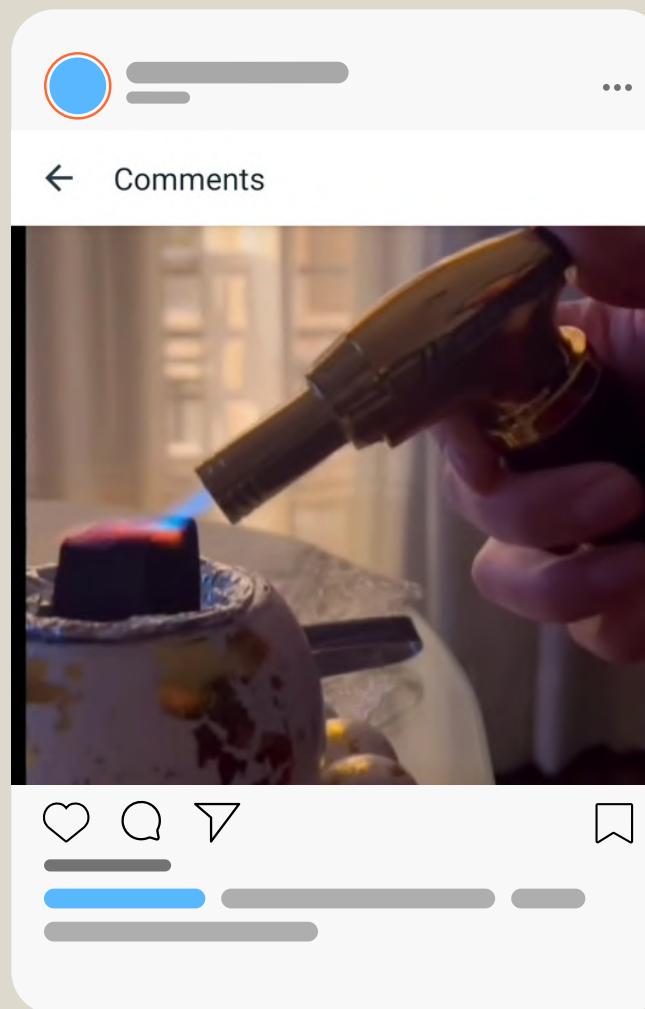
(04)
April 2025



4 posts /week
2 stories /day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 Trending music reel 	02	03 Educational & Tutorial post Increase engagement 	04	05 Carousel with trending music increase virality 	06
07 Promotional & Seasonal content Inspire creativity, and CTA enrollment in handmade courses. - Carousel 	08	09 UGC music reel 	10	11 Seasonal & Promotional -Showcase sham el nessim new designs . Awareness & Engagement 	12	13 trending comedy voice over reel
14 Tutorial post 	15 Seasonal promotion 	13	14 Creative Design 	15	16 Trending music reel 	17
18 Seasonal Posts 	19	20 behind the sence 	21	22 UGC POST 	23	24 Carousel Highlights new products
25	26	27	28	29	01	02

April Posts Examples:



Content insights



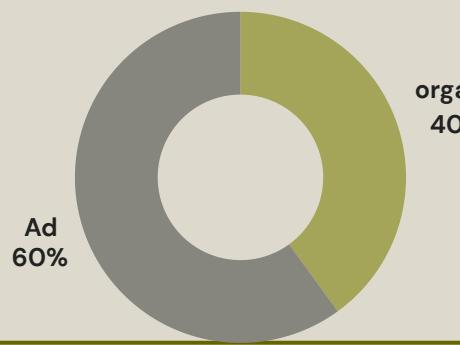
key milestones



-
- 01** EXPAND BRAND AWARENESS TO WIDER AUDIENCE
20% WITHIN SIX MONTHS.
 - 02** INCREASE THE NUMBER OF FOLLOWERS AND ENGAGEMENT
30% WITHIN SIX MONTHS.
 - 03** INCREASE TRAFFIC TO SOCIAL MEDIA ACCOUNT
INCREASE TRAFFIC BY 35%
-

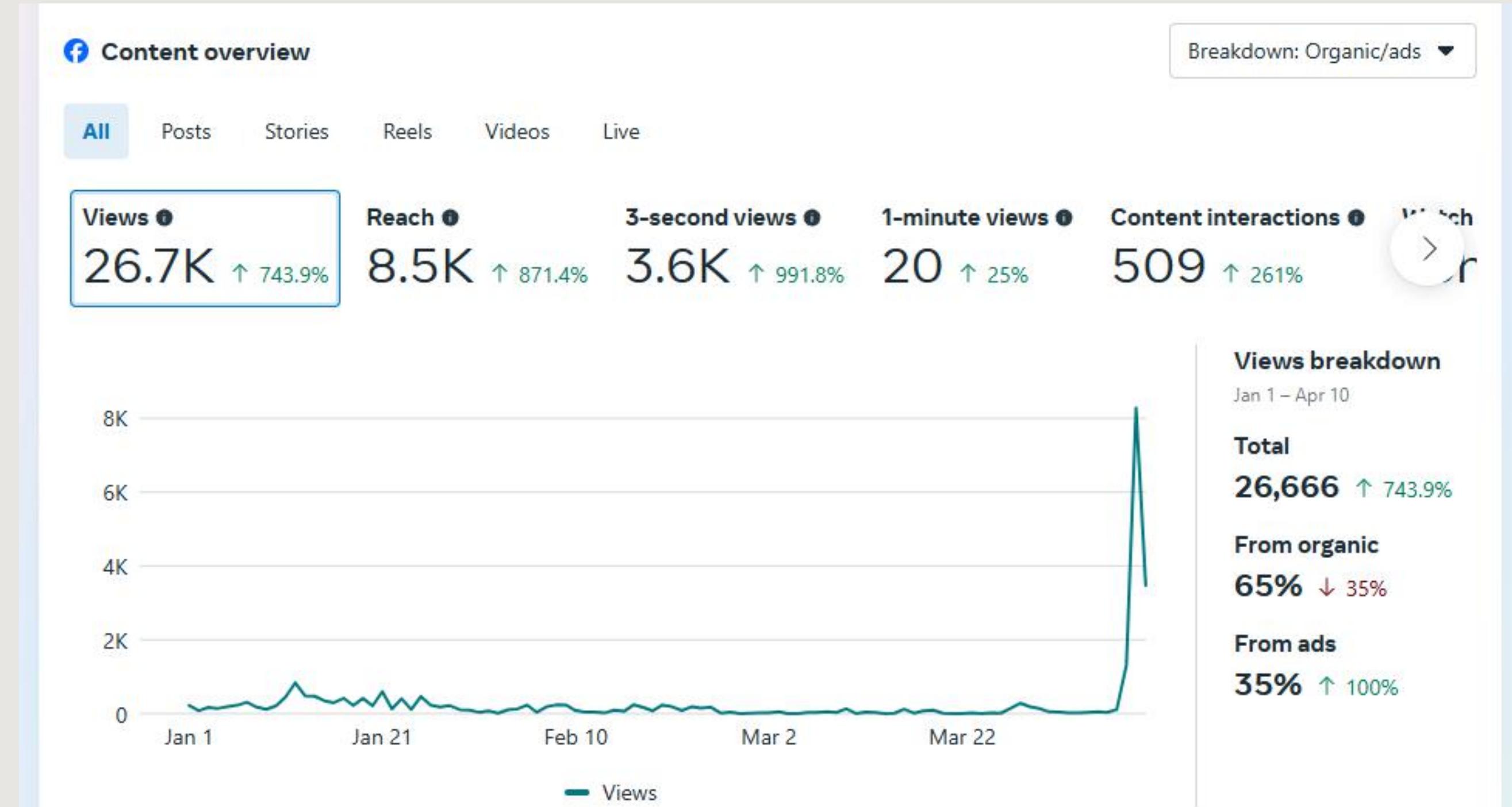
Social Media Performance



FACEBOOK FOLLOWERS	TOTAL REACH	TOTAL VIEWS
566 FOLLOW 488 LIKE 	8.5K Reach	26.7k View
TOTAL INTERACTIONS	WATCH TIME	ENAGAGEMENT RATE
509	16 H 6 M	10%

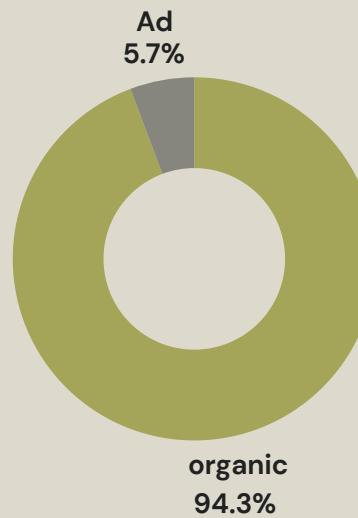
Content overview Facebook

"By the end of the project period, we successfully achieved an acceptable reach and noticeable engagement, reflecting improved content performance and organic growth."



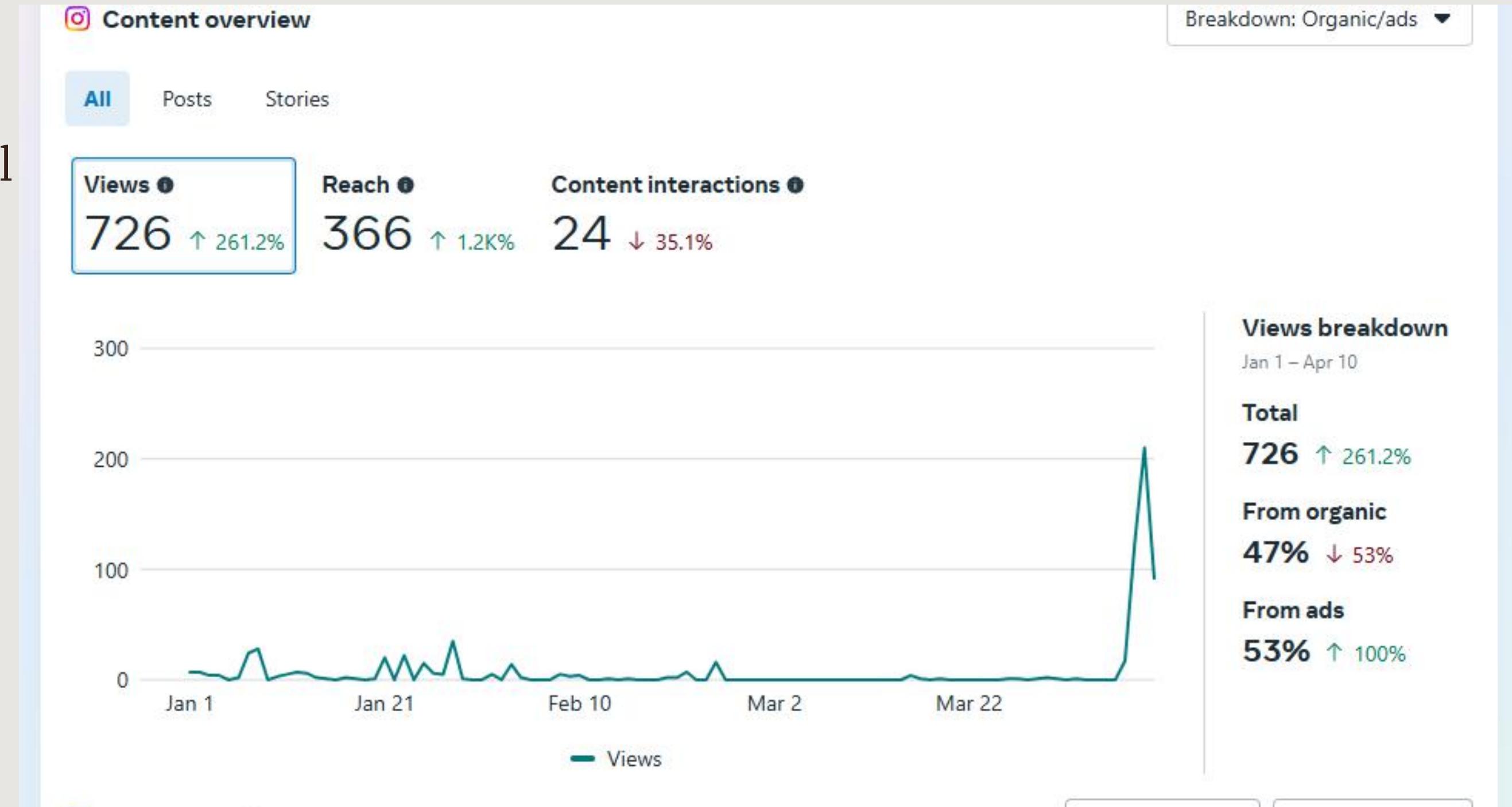
Social Media Performance



INSTGRAM FOLLOWERS	TOTAL REACH	TOTAL VIEWS
36 FOLLOW  A donut chart illustrating the source of followers. The majority are organic (94.3%), while a smaller portion are from ads (5.7%).	366 Reach	726 View

Total fb performance

"Although Instagram performance hasn't reached its full potential yet, there is steady and promising progress, and with continued optimization, better results are expected soon."



Content overview

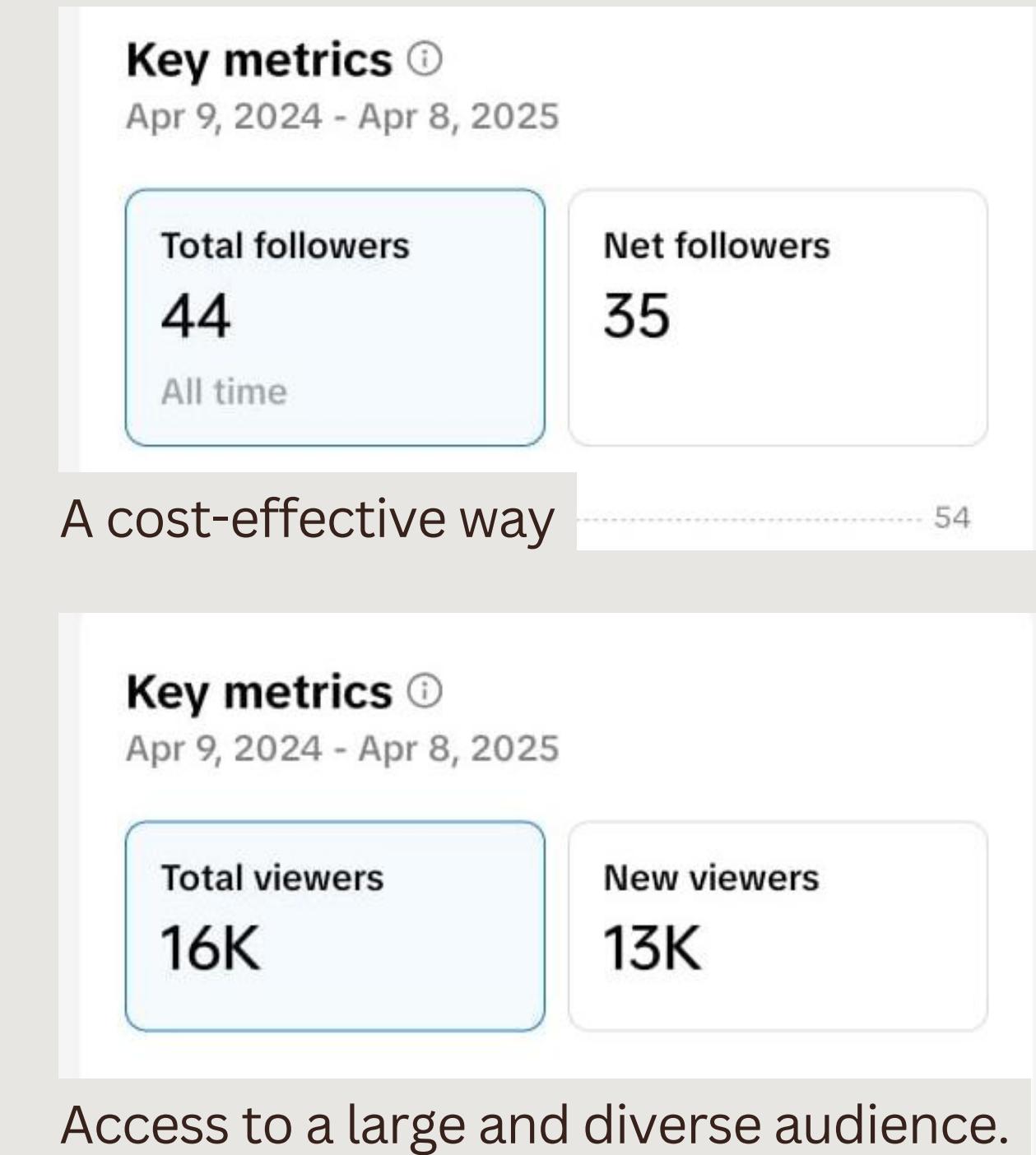
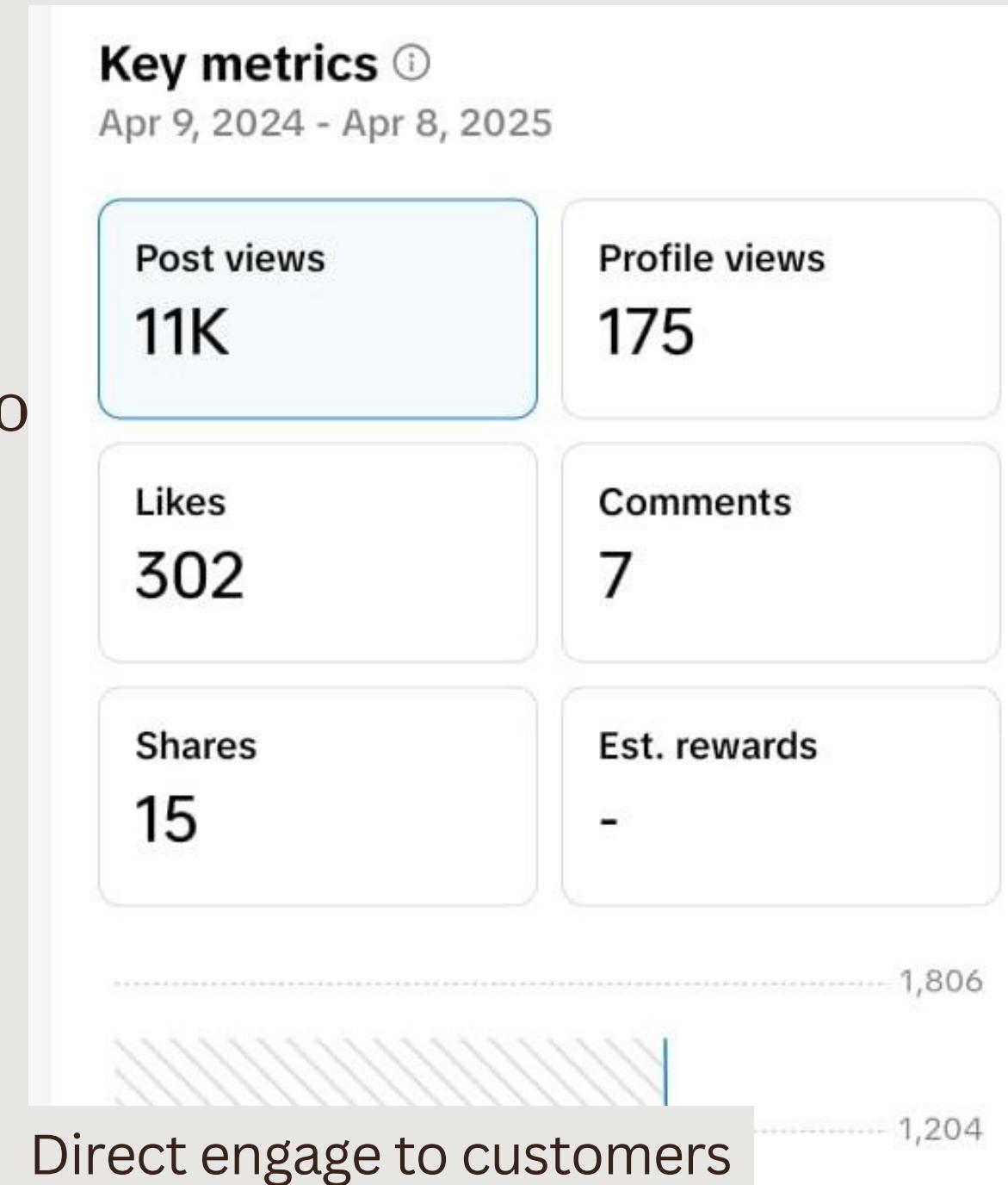
Social Media Performance



TIKTOK FOLLOWERS	PROFILE VIEW	TOTAL VIEWS
44 FOLLOW  A donut chart illustrating the source of followers. The inner circle is white (organic) and the outer ring is grey (Ad). Labels indicate 'Ad 60%' and 'organic 40%'.	175 Reach	16k View
LIKES	SHARE	COMMENTS
302	15	7

Impact on Business

TikTok is showing relatively good engagement compared to other platforms, offering great potential to reach new audiences — especially within our target age group. With consistent short-form, engaging content, stronger performance is expected soon.



Ads Strategy

ALEX LAND
HANDMADE & MORE



Social Media Campaign

CAMPAIGN	TOTAL BUDGET 400	DATE UPLOADED	REACHED AUDIENCE
----------	------------------	---------------	------------------

Brand Awareness facebook page likes 8 April 2024 4,765 Reach

Content: carousle with our services

- Target Audience: Women aged 18–35, living in Alexandria
- Platform: Facebook
- Page Likes Campaign
- Objective: Increase the number of real, interested followers

1 day 200 egp



Engagement Messages 7 April 2024 2,443 Reach

- Post Facebook reel
- Audience: women 18 - 45
- Platform: Facebook
- massages
- Objective: Boost reactions, comments, and shares

2 day 200 egp



1- Brand Awareness facebook page likes

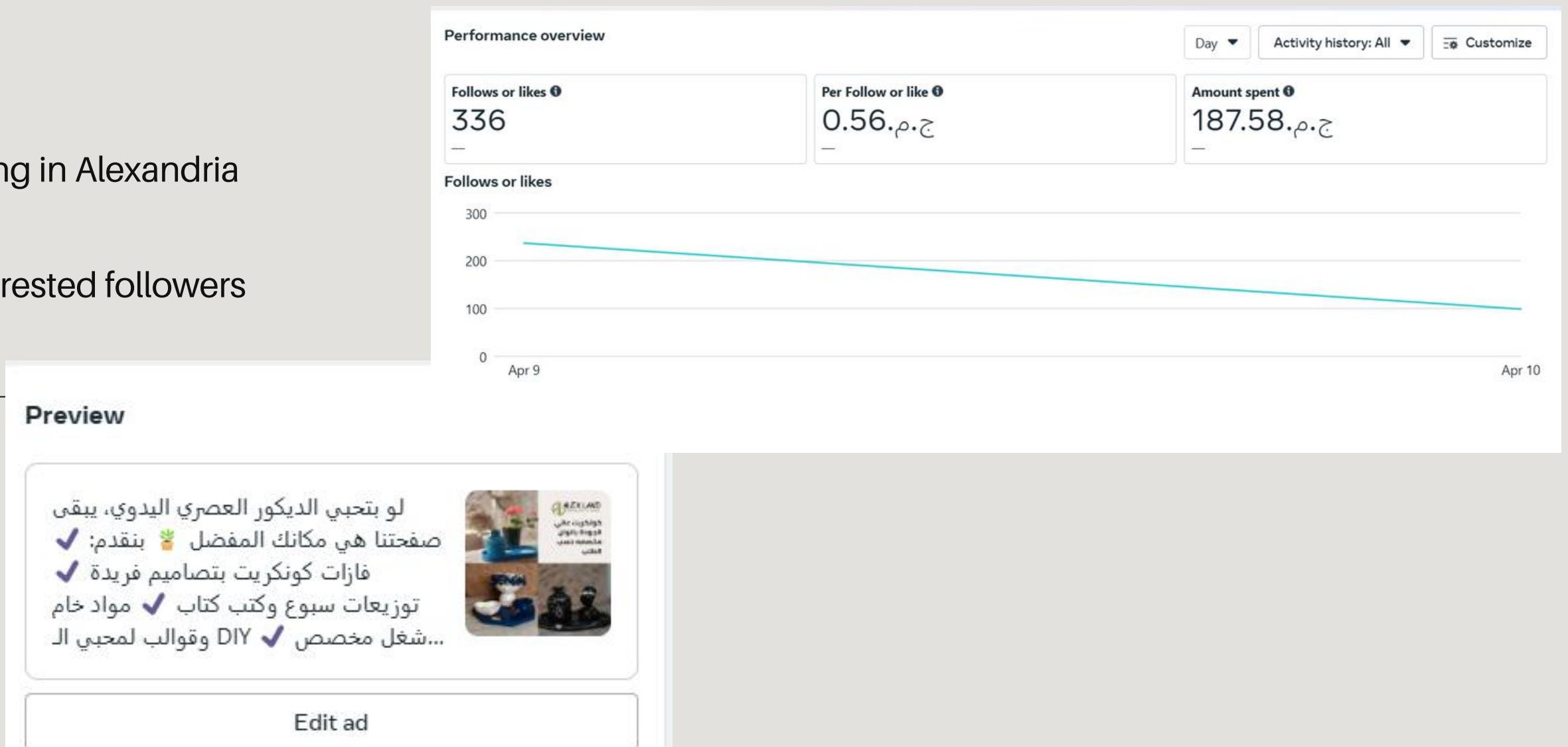
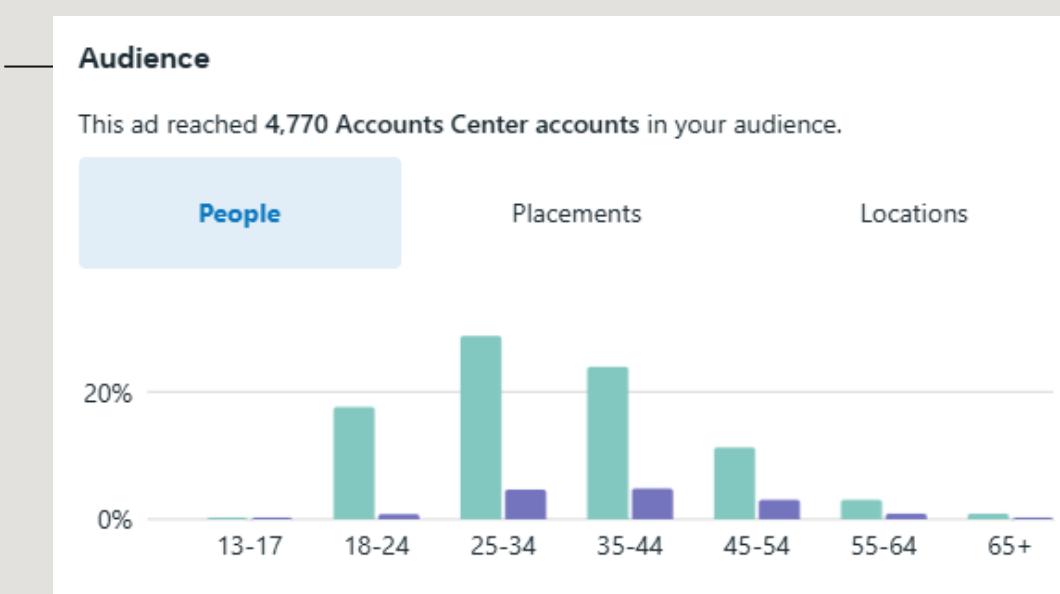
CAMPAIGN

BUDGET 200

Brand Awareness facebook page likes

Content: carousle with our services

- Target Audience: Women aged 18–35, living in Alexandria
- Platform: Facebook
- Page Likes Campaign
- Objective: Increase the number of real, interested followers



2- Engagement Messages

CAMPAIGN

BUDGET 200

Engagement Messages

- Post Facebook reel
- Audience: women 18 - 45
- Page Like
- Objective: Boost reactions, comments, and shares

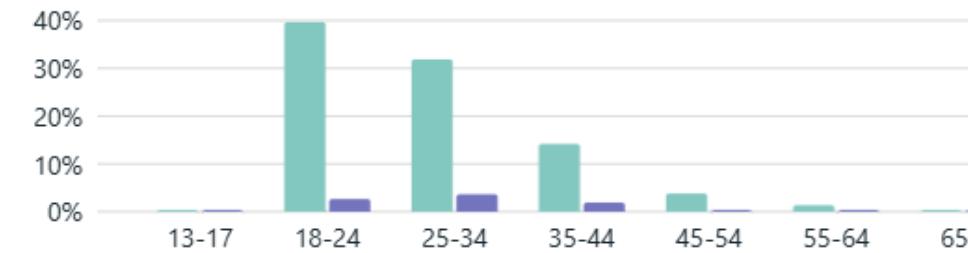
Audience

This ad reached 2,445 Accounts Center accounts in your audience.

People

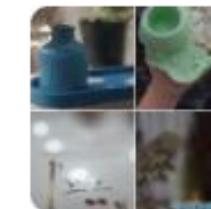
Placements

Locations



Preview

هتلaci Alex Land عايزة ديكور مميز؟ مع كل اللي تحبيه من فازات وتوزيعات كونكريت بأشكال فريدة • أشكال جاهزة وبدون فنش • تصاميم خاصة حسب طلبك • قولاب سيليكون ومواد...



[View ad](#)

[Edit ad](#)

Performance overview

Day ▾ Activity history: All ▾ Customize

Messaging conversations started

19

—

Per Messaging Conversation Started

7.24.ج.

—

Amount spent

137.53.ج.

—

Messaging conversations started

8

6

4

2

0

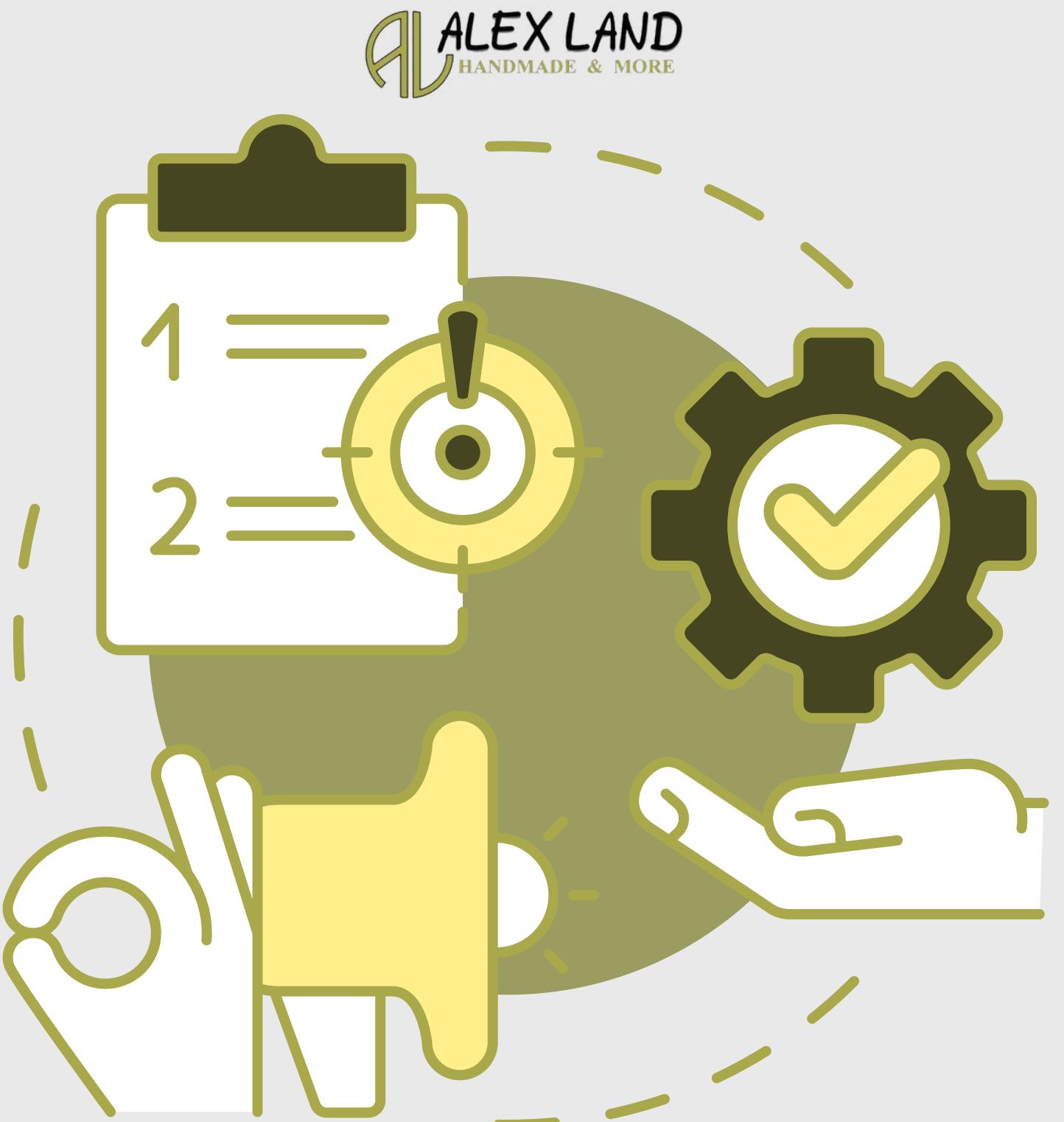
Apr 8

Apr 9

Apr 10

Apr 10

Recommendations



ALEX LAND
HANDMADE & MORE

Recommendations

1. INFLUENCER COLLABORATION

Partner with local artisans and lifestyle influencers to showcase the uniqueness of Alexland's handmade products.

Encourage influencer-led product demonstrations and reviews to build trust and engagement.

2. WEBSITE ENHANCEMENT

Improve the website's navigation and checkout process for a seamless shopping experience.

Add a section highlighting the craftsmanship behind each product to enhance storytelling.

3. QUARTERLY PLANNING & MONTHLY REVIEW AND STRATEGY ADJUSTMENT

Conduct monthly performance reviews based on key KPIs such as engagement, conversion rates, and customer retention.

Adjust social media content, product listings, and advertising strategies based on insights from these reviews.

4. IMPLEMENTATION TIMELINE

Month 1: Launch an influencer marketing campaign and optimize product descriptions.

Month 2: Enhance website UX/UI and introduce a loyalty program for repeat customers.

Month 3: Launch a local campaign in key markets and prepare for a major seasonal promotion.



Our Team



Aya khamis



HuDa Hassan



Rasha Abdel monsef



Nahla Mansy





THANK YOU

@alex_land24



<https://sites.google.com/alexland>