



# Content Calendar for Karam Malaka

## Content Calendar

Post Number	Post Idea Summary	Theme	Link to Content Details
Post 1	Casual brand introduction as IFFCO distributor	Brand Introduction	<a href="https://tinyurl.com/kx79w9mf">https://tinyurl.com/kx79w9mf</a>
Post 2	Formal brand intro with logo-based design	Brand Introduction	<a href="https://tinyurl.com/yswurma4">https://tinyurl.com/yswurma4</a>
Post 3	Showcase full IFFCO range (margarine, oils, butter, etc.)	Product Features	<a href="https://tinyurl.com/4vcdbfte">https://tinyurl.com/4vcdbfte</a>
Post 4	Focus on IFFCO Star Margarine for fast production lines	Product Benefits	<a href="https://tinyurl.com/28pn5vc3">https://tinyurl.com/28pn5vc3</a>
Post 5	Highlight Hayah Ghee for kahk and basbousa	Product Benefits	<a href="https://tinyurl.com/58cb3xy8">https://tinyurl.com/58cb3xy8</a>

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Post 6	Promote Fern Ghee for heat stability and quality	Product Benefits	<a href="https://tinyurl.com/se3rc394">https://tinyurl.com/se3rc394</a>
Post 7	IFFCO Star Oil: crispiness and clean-label baking	Product Benefits	<a href="https://tinyurl.com/y2fanb2y">https://tinyurl.com/y2fanb2y</a>
Post 8	Soft vs. Hard Butters for professional baking results	Product Features	<a href="https://tinyurl.com/25tbadfc">https://tinyurl.com/25tbadfc</a>
Post 9	Highlight local expertise in Cairo and Giza (include total number of buyers)	UVP and Trust Building	<a href="https://tinyurl.com/yevtk2r4">https://tinyurl.com/yevtk2r4</a>
Post 10	Highlight cost-effectiveness and competitive pricing (PAS Model)	UVP and Trust Building	<a href="https://tinyurl.com/5ynwtm28">https://tinyurl.com/5ynwtm28</a>
Post 11	Highlight Supply Chain (PAS Model)	UVP and Trust Building	<a href="https://tinyurl.com/bddrmct4">https://tinyurl.com/bddrmct4</a>

## All Posts:

[https://docs.google.com/document/d/1A3860HX\\_LDPrPwQz4Y7UgJmPi2wvbUBBKuFO8-QftvA/edit?usp=sharing](https://docs.google.com/document/d/1A3860HX_LDPrPwQz4Y7UgJmPi2wvbUBBKuFO8-QftvA/edit?usp=sharing)

## Fonts & Colors Codes & Formats

Arabic Font for Posts: Cairo Black (Black is a **font weight** not a color)

English Font for Posts:

Green #004114

Beige #eee9d8

White #ffffff

**Letter Spacing in Arabic: (-10)**

**Line Spacing in Arabic: (1.6)**

**The LOGO should be in SVG format in all designs.**

**Download all designs in the highest quality/size available on Canva as PNG.**