

Here's a **Digital Marketing Strategy** for **Karam Malaka**, focusing on Facebook and LinkedIn to target **B2B customers (factories, restaurants, and stores)**.

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## 1. Business Overview

**Karam Malaka** is a leading distributor of **Afco products**, serving **factories, restaurants, and retail stores** by providing high-quality goods at competitive prices.

## 2. Marketing Goals (SMART Goals)

- 1. **Increase brand awareness** by **15%** within **1 month** through **organic methods and paid ads** such as content marketing measured by reach, impressions, and page metrics on meta business suite
- 2. **Generate 20+ qualified leads within 35 days from** restaurants, factories, and retail stores using organic methods,tracked by **inbound messages and email inquiries**
- 3. **Grow** LinkedIn page followers by **10%** and increase Facebook engagement rate by **15%** measured through analytics, this can be achieved by posting valuable content, leveraging hashtags, engaging with industry posts, and creating interactive discussions

## 3. Target Audience (B2B Segments)

- **Factories:** Looking for raw materials in bulk.
- **Restaurants:** Need quality supplies for their daily operations.
- **Retail Stores:** Require fast delivery and competitive prices.

### Pain Points & Solutions

Pain Point	Solution by Karam Malaka
Delayed deliveries	Fast & reliable distribution network
Inconsistent product quality	Trusted Afco products with high standards
Price fluctuations	Competitive pricing

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## 4. Digital Marketing Strategy

### A. Content Strategy

Main Content Themes:

1. **Educational Content** (Industry insights, benefits of bulk purchasing, how to choose quality supplies)
2. **Product Highlights** (Best-selling Afco products)
3. **Customer Success Stories** (Testimonials with restaurant/factory owners)
4. **Engagement Posts** (Polls, quizzes, Q&A about business needs)

**Content Types:**

- ✓ **LinkedIn:** Case studies, infographics, industry news, company updates
- ✓ **Facebook:** Short videos, engaging posts, promotional ads, live Q&A

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## B. Content Plan (for 35 days)

### Month 1: Awareness & Trust Building

Day	Facebook Post	LinkedIn Post
Monday	Why choose Karam Malaka? (Official distributor of Afco's butter, ghee & sesame)	Case study: How a business benefited from Afco products through Karam Malaka
Tuesday	Afco products we provide: Premium butter, ghee & sesame	Infographic on Afco's high-quality manufacturing standards
Wednesday	Customer success story: How we simplify bulk orders	B2B testimonial: Why businesses trust us for Afco products
Thursday	Behind the scenes: How we ensure fresh & fast delivery	Industry insights: Rising demand for premium ghee & butter

<b>Friday</b>	<b>Special offer: Exclusive bulk discounts this week</b>	<b>Thought leadership: How to choose the right supplier for food products</b>
<b>Saturday</b>	<b>Poll: Which Afco product do you use most? (Butter/Ghee/Sesame)</b>	<b>Employee spotlight: Meet the Karam Malaka logistics team</b>
<b>Sunday</b>	<b>Q&amp;A: Everything you need to know about Afco's products &amp; bulk supply</b>	<b>LinkedIn article: Best strategies for sourcing butter &amp; ghee efficiently</b>

## **Month 2: Engagement & Lead Generation**

<b>Day</b>	<b>Facebook Post</b>	<b>LinkedIn Post</b>
<b>Monday</b>	<b>What makes Afco's butter &amp; ghee the top choice for chefs &amp; businesses?</b>	<b>Case study: A bakery's experience with Afco's high-quality butter</b>
<b>Tuesday</b>	<b>Product spotlight: Why chefs prefer Afco's ghee</b>	<b>Infographic: Benefits of using high-quality sesame in food production</b>
<b>Wednesday</b>	<b>Real customer review: "Why we trust Karam Malaka for Afco products"</b>	<b>B2B case study: How a business improved efficiency with bulk orders</b>
<b>Thursday</b>	<b>How does Karam Malaka guarantee the best price for bulk buyers?</b>	<b>Market insights: How bulk purchasing saves costs for businesses</b>

Friday	Limited-time offer: Special rates on Afco's sesame & butter	Thought leadership: How to assess supplier reliability for food distribution
Saturday	Fun fact: The secret behind Afco's premium butter texture	Behind the scenes: How we manage high-volume orders smoothly
Sunday	Live Q&A: Answering your questions about Karam Malaka & Afco	LinkedIn article: The importance of consistent supply chains in food industries

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## C. Paid Ads Strategy

### 1. Facebook Ads

- **Objective:** brand awareness
- **Targeting:** Business owners, supply chain managers, restaurant owners
- **Budget:** 1000 EGP per day (adjust based on performance)
- **Creative Format:** reels / posts

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## D. Performance Tracking (KPIs)

**Engagement Metrics:** Likes, shares, comments, click-through rates (CTR)

**Lead Generation:** Number of leads, cost per lead (CPL)

**Conversion Rate:** Leads converted into actual sales

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## Final Thoughts

This strategy ensures that **Karam Malaka** stands out as the **top distributor** of Afco products by focusing on **valuable B2B content, lead generation ads, and strong engagement**