

Ariam

*Handmade Wedding Trays & Décor for
Engagements & Katb El-Ketab*

Made with Love and Passion by:

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**When your
most wonderful
story begins,
we will just be
on your back..**



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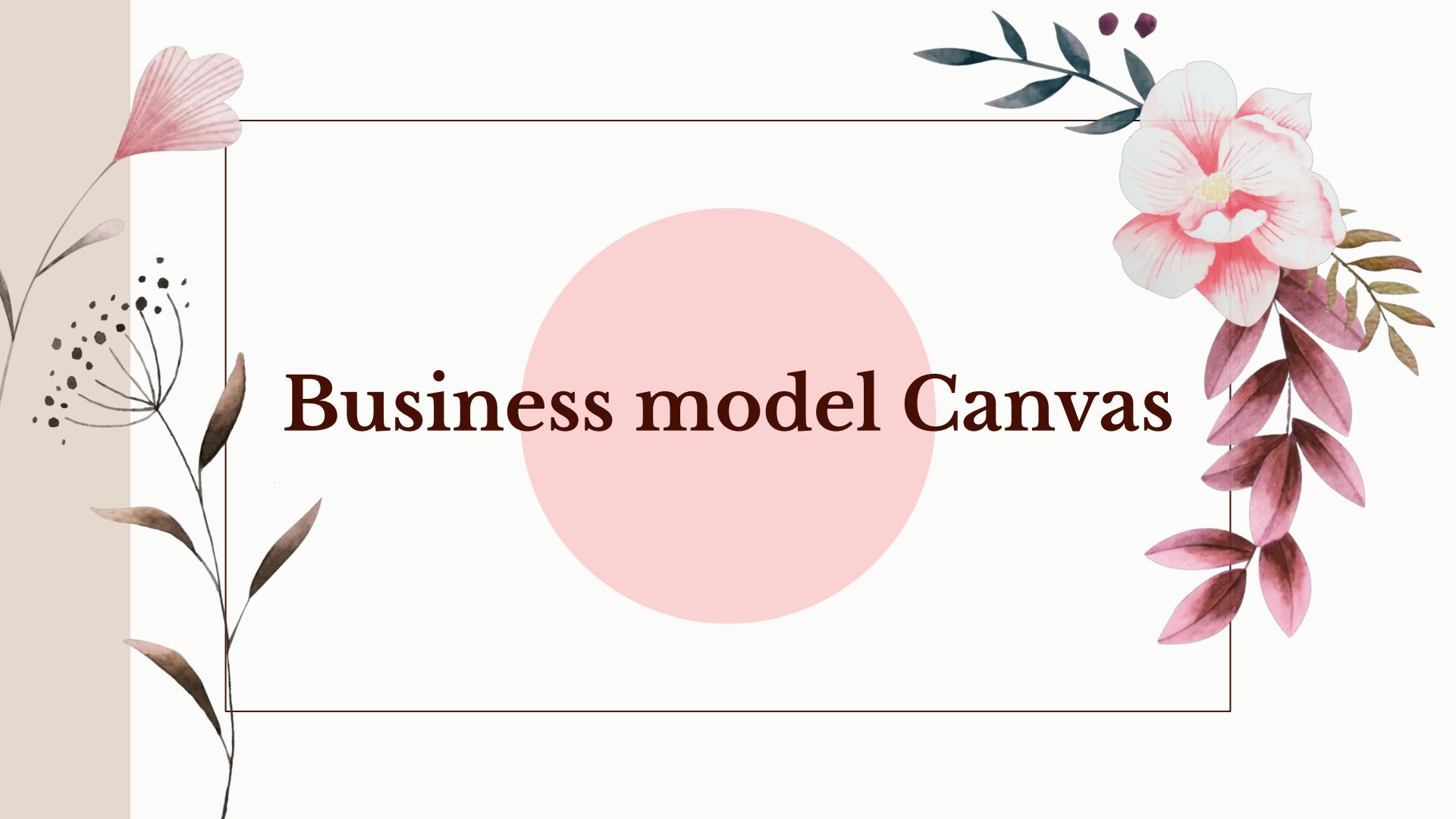
Weddings are more than celebrations—they are grand reflections of heritage, luxury, and familial pride. Every moment is adorned with intricate details that symbolize love, tradition, and social prestige.

The demand for handcrafted wedding trays and décor is rising, as modern Arab couples seek a harmonious blend of cultural authenticity and contemporary elegance. So, there is a prime opportunity to position your brand as the go-to **for luxury, tradition, and unmatched craftsmanship.**

This marketing strategy is designed to:

- Highlight the cultural significance of wedding trays and décor.
- Leverage emotional storytelling to connect with couples.
- Capitalize on digital and social trends, particularly Instagram and TikTok, where visual splendor drives purchasing decisions.
- Engage key influencers and wedding planners who shape preferences in the region.





Business model Canvas

Key Partnerships	Key Activities	Value Propositions	Customer Relationships	Customer Segments
-Shipping companies - Material suppliers	-Product design -Content Creation -Media Buying -Shipping -Customer service	-customer service -customized -Elegant -Affordable	-personalized service -community building, -emotional storytelling	-Engaged Women -Getting married women.
Potential Key partnerships: - Wedding planner - Influencer	Key Resources -Physical material -intellectual -craftsmanship -Financial		Channels -Landing page -social media: -Instagram -TikTok -Facebook Direct Messages: -WhatsApp	
Cost Structure :- -Raw material: (acrylic, silk flowers, glue, etc.,) -Advertising		Revenue Streams -Direct sales via landing pages & social media. -Price range: 250-750 EGP -Profit: 10-30 %		



Business Marketing Goals



SMART GOALS



Within 3 months, Ariam will increase TikTok followers from 286 to 1,000, double orders from 15 to 30, and achieve an average engagement rate of at least 10% on video content. To achieve this, the team will publish at least 1 creative trending video per week showcasing products and behind-the-scenes process, supported by a minimum ad spend of 500 EGP on TikTok promotions, with progress reviewed monthly against milestones (Month 1: 500 followers, Month 2: 750, Month 3: 1,000).



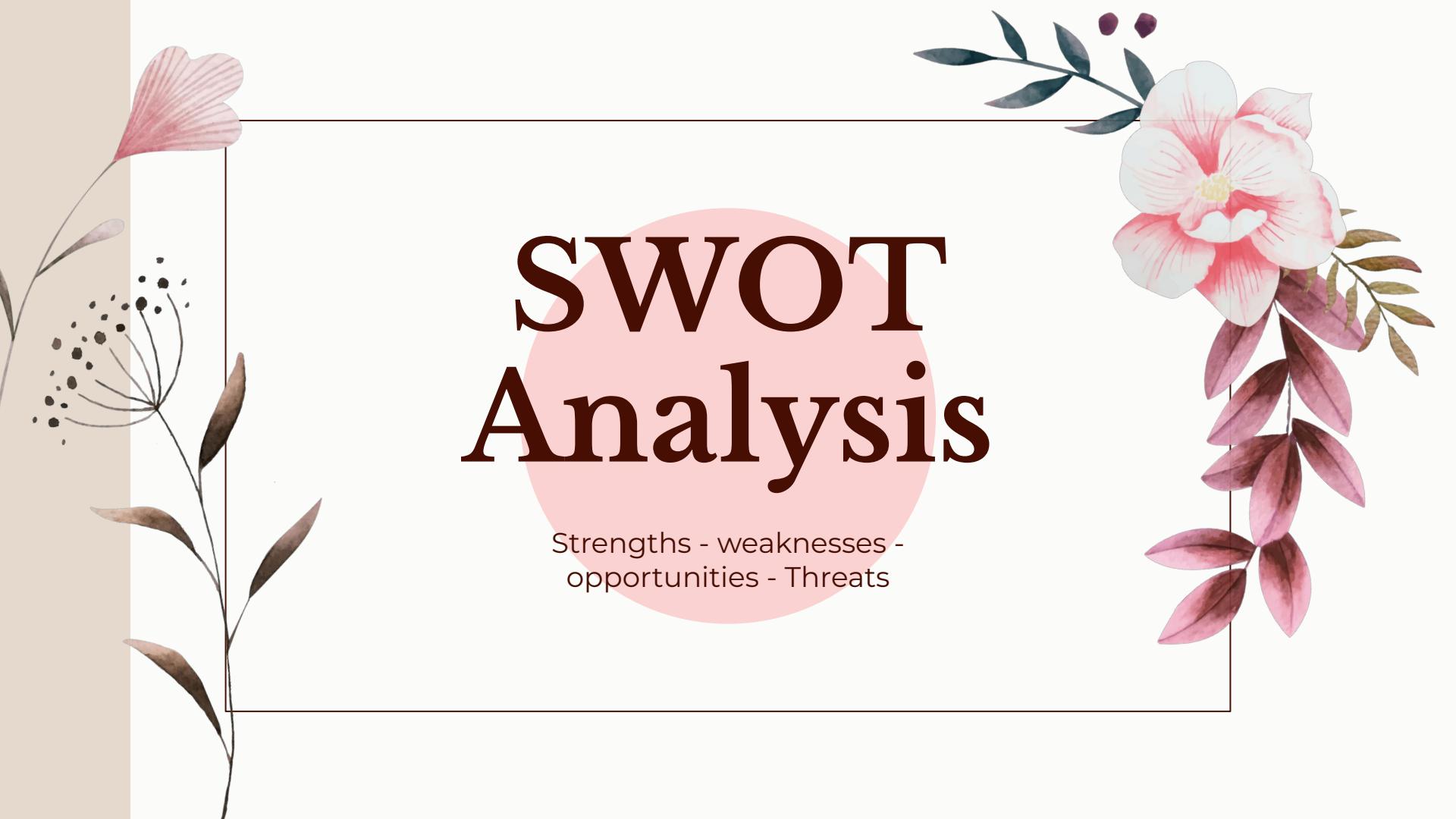
Within 3 months, Ariam will establish a consistent and recognizable visual identity on Instagram (bio, logo, story highlights, and grid design), increase followers from 344 to 750, and achieve an average engagement rate of at least 10% on posts. To achieve this, the team will publish weekly creative reels and interactive stories, supported by a minimum ad spend of 500 EGP, with progress reviewed monthly against milestones (Month 1: 500 followers, Month 2: 625, Month 3: 750). Visual identity consistency will be tracked through a brand guideline checklist applied to 100% of posts and validated via story polls measuring audience recognition.



Within 3 months, Ariam will grow its Facebook page followers from 73 to 750 and achieve at least 20 meaningful interactions (comments, shares, or DMs) per week through consistent content and ad campaigns. The team will publish 1 post per week blending product showcases and wedding tips, supported by a minimum ad spend of 500 EGP, with progress tracked monthly against milestones (Month 1: 300 followers, Month 2: 500, Month 3: 750).

SWOT Analysis

Strengths - weaknesses -
opportunities - Threats



SWOT Analysis

Strengths

- High quality product with customer loyalty
- Efficient domestic shipping
- Good pricing system
- Great customer service

Weaknesses

- Weak Social media existence
- Products need delicate delivery
- Logistic and shipping insufficiencies
- Scalability concerns and a CRM

Opportunities

- Sell through platforms like Etsy, Pinterest or launch your own store.
- Develop complementary products or limited edition offerings to attract new segments or upsell.
- Exploring partnerships with multiple logistics companies

Threats

- Competitors threats and price wars
- Decreasing purchasing power in Egypt
- Rapid change of market



Marketing Mix

Product - Price - Promotion - Place



Product



Products



Design

- Mirror tray 32-34 cm
- Acrylic-based tray
- Text with vinyl
- Text with laser wood



Materials

- Baby flowers
- Medium silk flowers
- Pearls
- Gemstones
- B7000 glue



Other Products

- Floral Bouquets
- Marriage contract fingerprint
- Wedding napkin



Product



High Quality



Uses high-quality materials even when alternatives are cheaper

Fully Customized



handmade pieces tailored to the customer's exact request

Customer First



fixes any damages or issues post delivery even if it's the shipping company's fault

Price range 250-750 EGP

Factors Affecting Price

- Design Complexity
- Material Cost
- Time Required

Profit

The profit may range from 150 to 200 EGP, depending on the effort invested



Promotion



Advertising

Implement paid advertising campaigns on social media platforms to effectively increase brand awareness



Sales Promotion

Offering discounts for a limited time to encourage customers to make purchases and boost sales

Place



Tiktok

It has the highest number of sales and followers



Instagram

It ranks second, after TikTok, in terms of sales and followers



Facebook

active



Whatsapp

Customers who have purchased from us often return and bring their friends



Shipping

We ship across Egypt handling local deliveries ourselves and contacting a shipping company for farther locations



Inventory

We buy supplies immediately if there are only a few left



Account Analysis

Millions starts with just one



1. Tiktok

- **Username:** @ariam397
- **Niche:** Handmade wedding trays & décor (Engagement/Katb El-Ketab)
- **Current Followers:** 286 which appears small
- **Content Style:** Short videos
- **Posting Frequency:** 27 overall, Severely low (appears to be 2-3 posts per month)



2. Instagram

- **Username:** ariam.2310
- **Niche:** Handmade wedding trays & décor (Engagement/Katb El-Ketab)
- **Current Followers:** 344
- **Content Style:** High-quality product images, reels.
- **Posting Frequency:** Severely low (appears to be 2-3 posts per month)

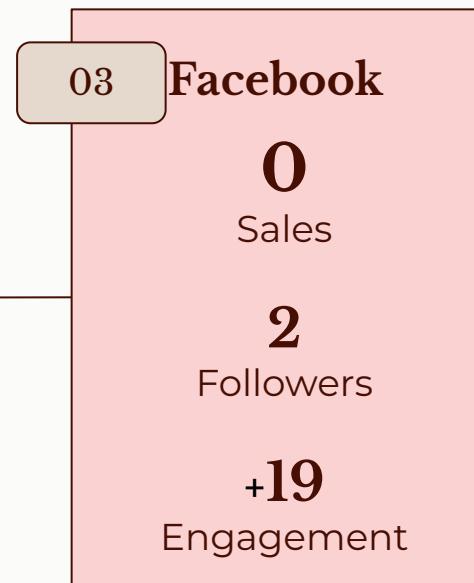


3. Facebook

- **Page Type:** brand page.
- **Niche:** Handmade wedding trays & décor (Engagement/Katb El-Ketab)
- **Current Followers:** 2
- **Content Style:** mix of videos, images, and links.
- **Posting Frequency:** Critically low



Platform Comparison

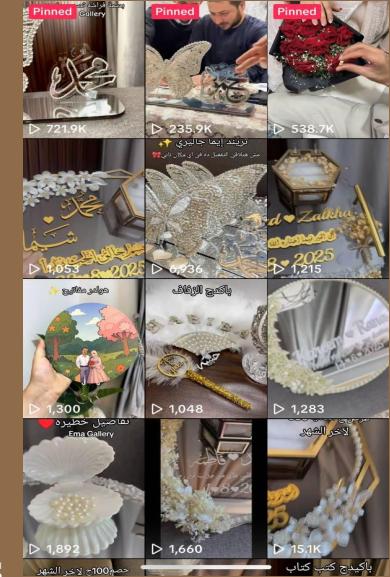


Competitor analysis





Products Range



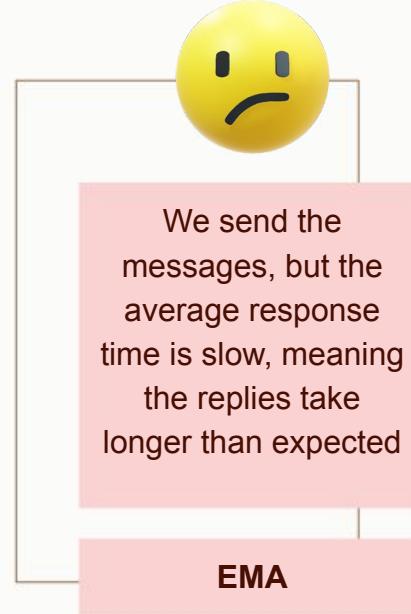
Frames + Engagement mirrors + Flower bouquets
+ Fingerprint of Love



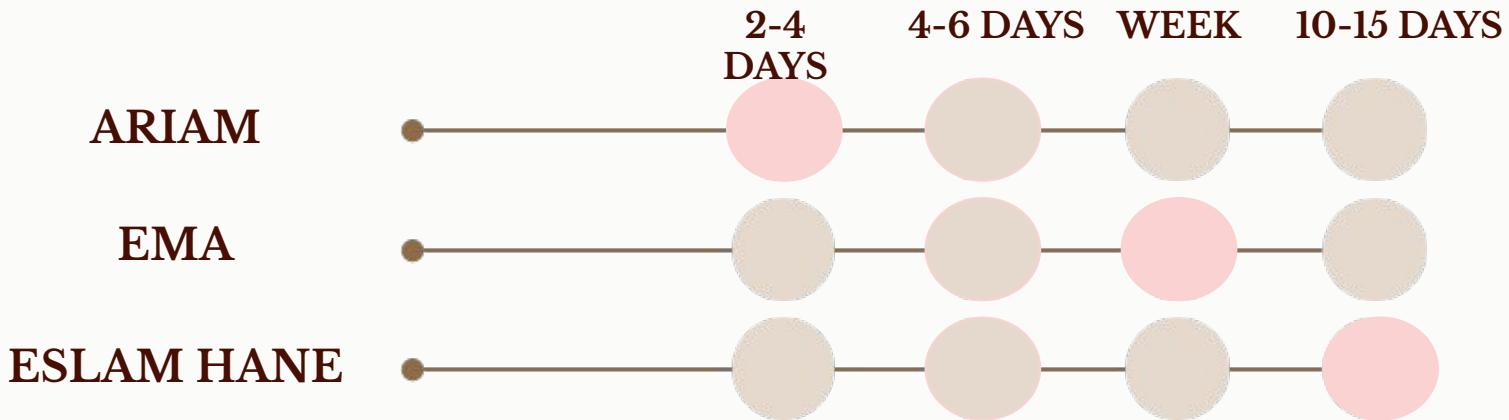


		PRICE	RING BOX	Deposit Policy
1	ARIAM	400 EGP	+50	50% deposit required"
2	EMA	650 EGP	+150	No deposit is required
3	ESLAM HANE	459 EGP	+100	Minimum deposit 100

Customer Service



Delivery Time



Accounts Analysis



	Followers	Engagement Rate	Avg Likes	Avg Comments
2310	3.4%	327K	197K	

	Followers	Engagement Rate	Avg Likes	Avg Comments
2310	6.6%	327K	197K	

	Followers	Engagement Rate	Avg Likes	Avg Comments
2310	6.6%	327K	197K	

Order Process

		ARIAM	EMA	ESLAM HANE
1	TIKTOK	✓	✓	✗
2	FACEBOOK	✓	✗	✗
3	INSTAGRAM	✓	✓	✗
4	WHATSAPP	✓	✓	✓



Segmentation & buyer persona



Segmentation

01 Demographic Segmentation 02 Geographic Segmentation

Age:

18–35 years old

Gender:

Primarily female (90% of orders come from young women)

Marital Status:

Engaged or preparing for marriage

Income Level:

Middle-class

Location:

All governorates across Egypt especially **Alexandria**

Segmentation

03 Behavioral Segmentation

Purchase Behavior:

Emotion-driven, occasion-based purchases (weddings, engagements)

Buying Role:

Women are the main decision-makers in most orders

Loyalty:

High interest in aesthetic, personalized products

04 Psychographic Segmentation

Lifestyle:

Modern, trend-conscious, emotionally invested in wedding planning

Values:

Beauty, uniqueness, affordability, and emotional connection

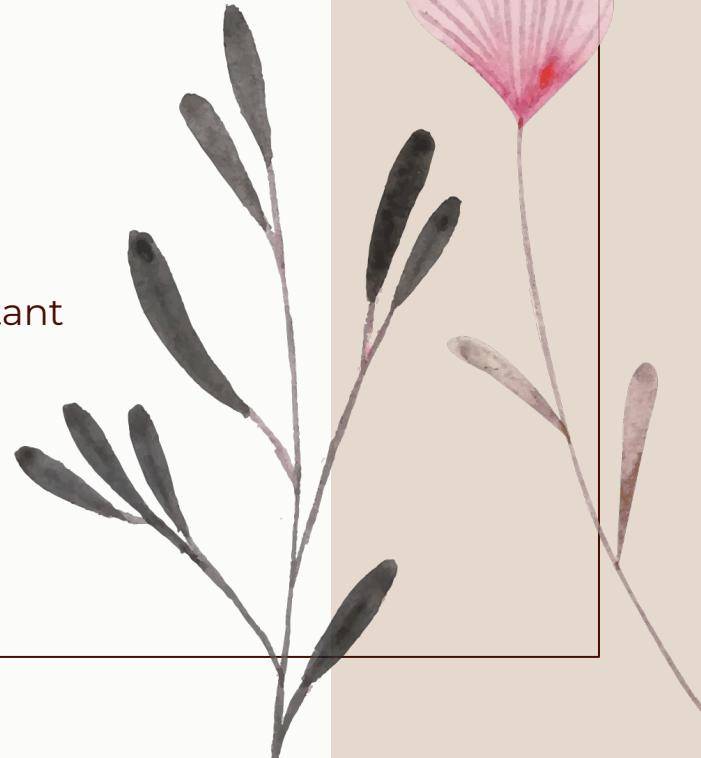


Value Proposition

We deliver a unique blend of elegant design, emotional value, and affordable pricing, making every moment from engagement to wedding feel truly special.

ARIAM stands out by combining:

- High-quality craftsmanship
- Trendy, customized designs
- Accessible prices for the average Egyptian household
- And a deep emotional connection to the most important stage of life: **starting a family**



Mariam Hassan



Demographics

Age: 25

Marital Status: Engaged, wedding in 1 months

Location: Alexandria, Egypt

Occupation: Junior Architect

Income: Middle-class (family-supported wedding budget)

Summary: A supportive figure 25 such as a sister, friend, or family planner who helps with wedding preparations. She's detail-oriented, price-aware, and seeks designs that impress socially. She compares options before buying, values clear communication, reliable service, and on-time delivery. Trust matters most—when satisfied, she becomes a loyal customer for future family events.

Goals & Motivations

- Wants her wedding to stand out aesthetically on social media.
- Seeks customized trays that reflect her personal taste and couple identity.
- Balances tradition (Katab El-Ketab trays) with modern elegance.
- Values affordability without looking cheap.
- Desires emotional connection: trays symbolize the start of a family.



Challenges & Pain Points

- Concerned about delivery risks (damaged trays in shipping).
- Hesitant about trusting small businesses online (reviews, quality assurance).
- Limited local availability, may not find the right design near her.
- Budget-conscious: avoids overpriced “luxury” sellers.



Sara Mohamed



Demographic

Age: 21

Marital Status: Planning for her engagement

Location: Alexandria, Egypt

Occupation: University student

Income: Middle-class (budget-conscious, but prioritizes engagement expenses)

Summary: Sara is a university student planning her engagement, wants an elegant celebration that blends tradition and modern style. She values affordable luxury creative designs. She looks for inspiration on social media, and enjoys seeing before and after transformations. To appeal to her, brands should communicate in a warm, emotional tone and highlight messages like: "Customized luxury at accessible prices." "Delivered safely, crafted with love." Sara is drawn to content that shows a variety of designs and aligns with her evolving tastes.

Goals & Motivations

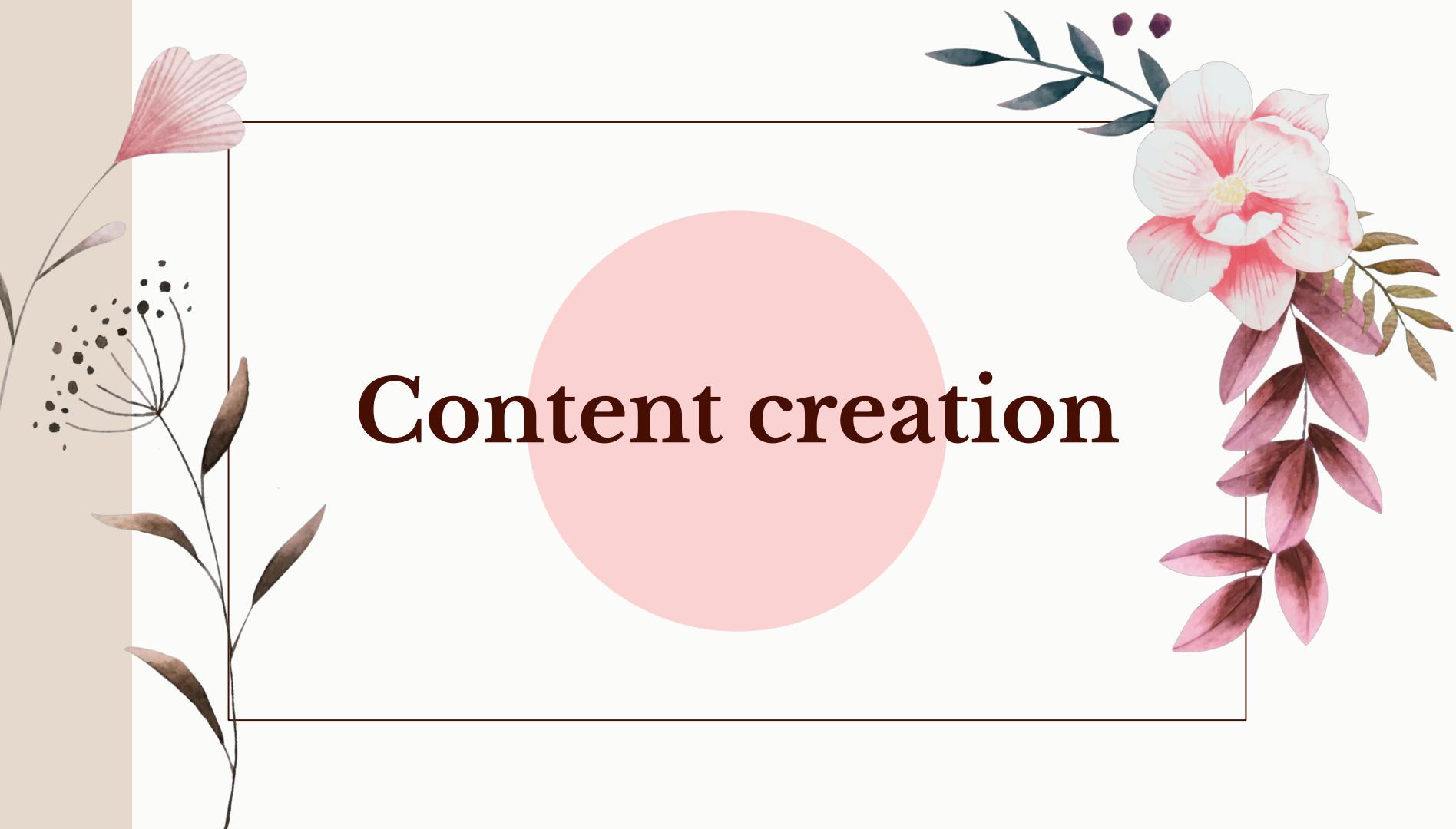
- Wants a beautiful, personalized engagement with elegant trays
- Seeks something unique that impresses family & guests
- Values elegance, memorability, and family approval



Challenges & Pain Points

- Overwhelmed with too many choices
- Struggles to find something both unique and affordable
- Concerned about staying within budget while still getting uniqueness.
- Worries about quality not matching photos or inspiration boards.

Content creation



Creatives

اكتشف الأنقة مع أريام

✨ في فرق كبير بين الجاهز والهاند ميد

الجاهز = نسخة اتعملت آلاف المرات

الهاند ميد = قطعة واحدة معمولة بيدين، بتفاصيل

متفصلة على ذوقك 💍🌸

. . . عشان كده مفيش صينيتين زي بعض

"اللي في بالك هو اللي هيتنفذ"



Creatives

حلمك هيحول لحقيقة

كل عروسة بتدور على تفاصيل يومها المميز..
والبوكيه من أهم التفاصيل اللي بتكمel فرحتها
مع أريام ، أي تصميم بتحلمي بييه ممكن يتحول
لحقيقة بنفس الجمال والإتقان

شوفي الفيديو.. إحنا هننفذ لك البوكيه اللي
تختاريه بالضبط، علشان يومك يبقى كامل زي ما
تتنميه

اطلبوا دلوقتي.. والتوصيل متاح لكل
المحافظات



Creatives

خطوبتك قربت ؟

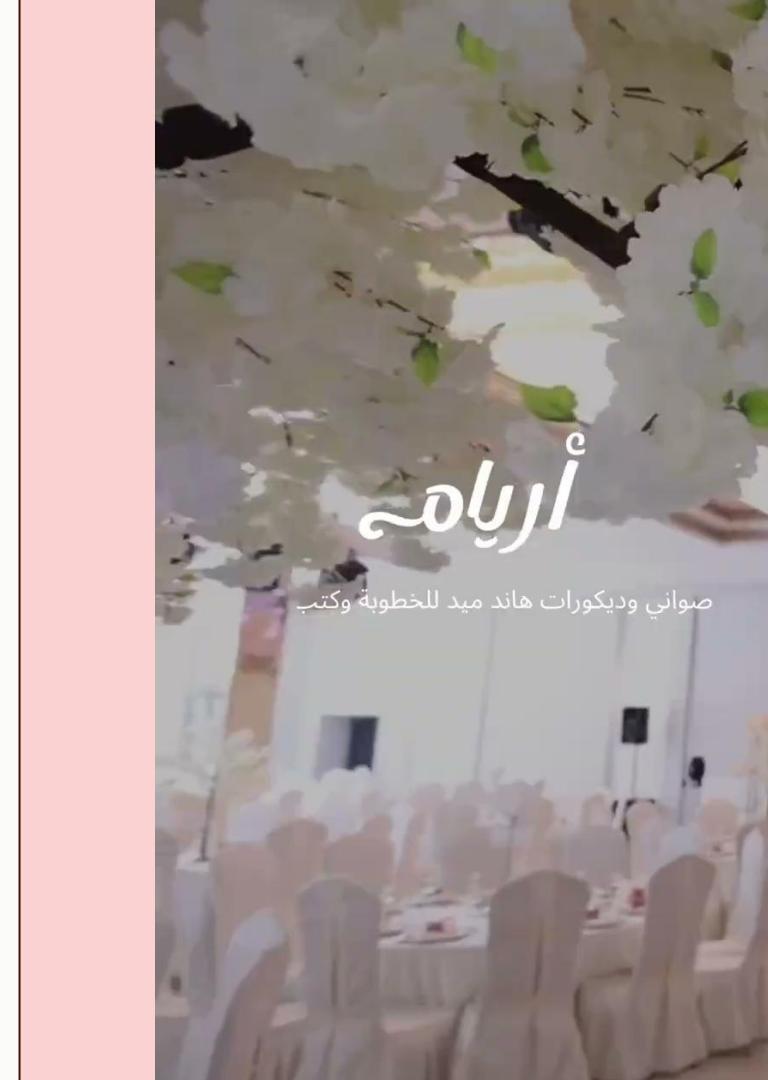
في أريام ، بنصممك مرايات وصوانى الخطوبة
بحب وأناقة وبأدق التفاصيل، علشان يومك يفضل

ذكرى ما تنسىش
ديكور معمول بـايدين شغوفة، خامات فاخرة،
وتصميم مخصوص ليكي إنتمي

كلمينا دلوقتي واطلبى مراية خطوبتك المميزة من
أريام

أريام

صوانى وديكورات هاند ميد للخطوبة وكتب



Creatives

Before and After video

من بسيط... حاجة متنسيش
كل صينية معمولة عشان تخزن ذكريات مش Ariam في
بس هدايا
ابعتلنا رسالة لو عايزه تصميمك يتعمل مخصوص ليكي
الحقي احجزي دلوقتي بخصم 10%



Creatives

Image carousel

كل عروسة مختلفة، وكمان اختيارتها 💍

أنهي واحدة بتمثلك? 🖕

اللولو البسيط والراقي ① 💎

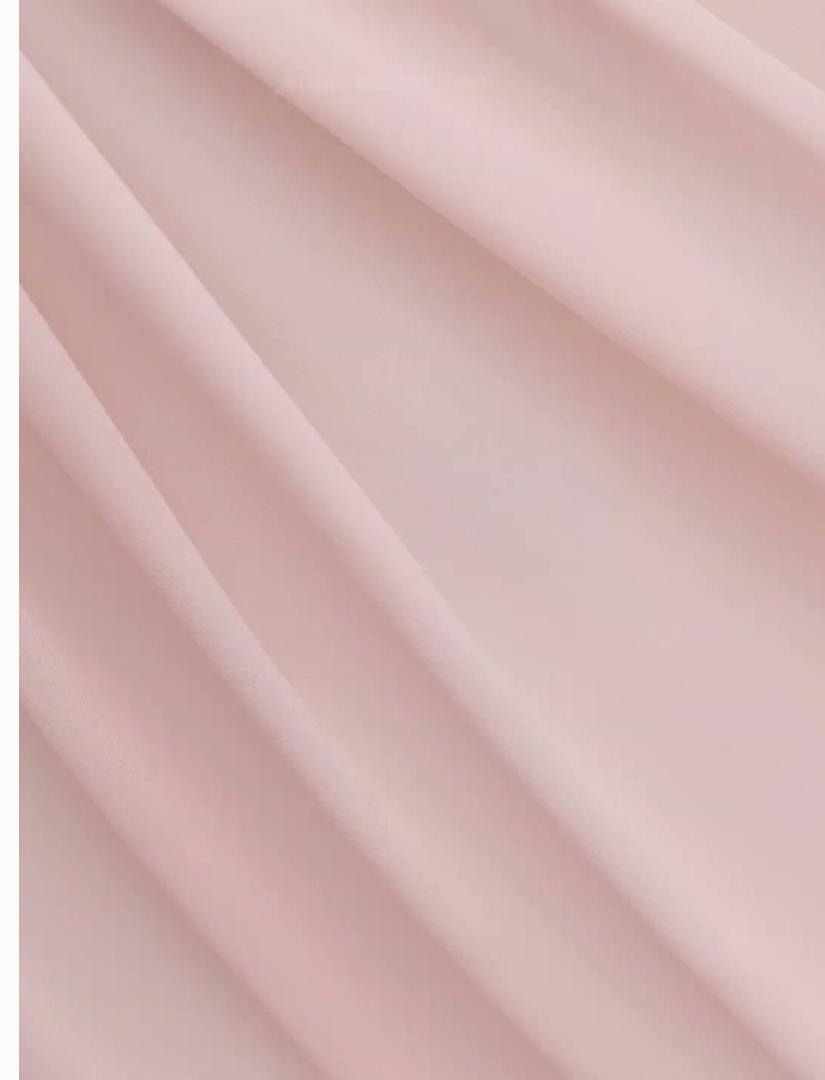
الذهبي الملكي مع لمسة الورد ② 💛

لمسة الفراشات ③ 💐

أنهي واحدة بتمثلك؟ اكتبني لنا في كومنت 💬

احفظي البوست عشان تختارني براحتك 💫

والحقي احجزي دلوقتي بخصم 10% 💰



Creatives

Caption

هو في حد بيحس بقيمة الصينية دي غير العروسة؟
كل تفصيلة معمولة بـايدينا وبـحب حقيقي
لو جالك فرح قريب.. منشن الشخص اللي لازم يشوف
الفيديو ده " 

#طارة #فرحتك_منا #ariam#

أوريام

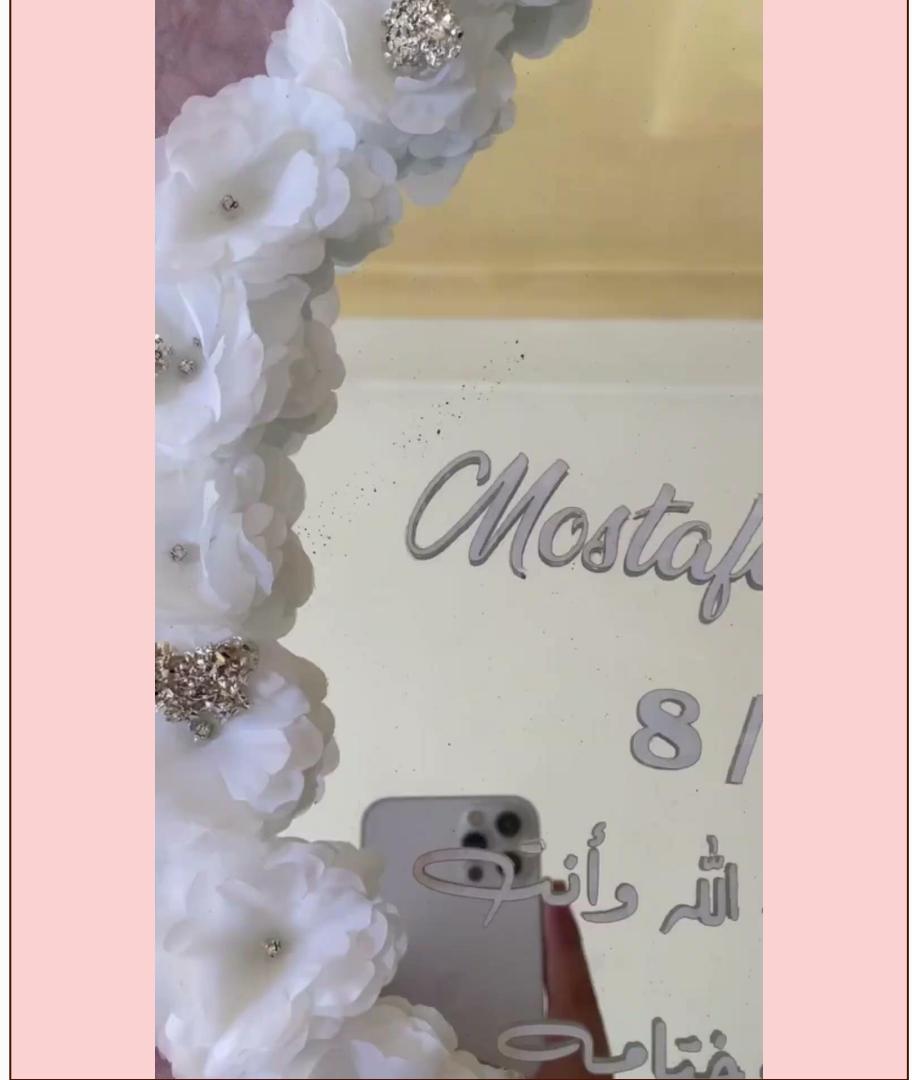


Creatives

Caption

مش مجرد صينية.. دي بداية حكاية
كل وردة، كل لمعة معمولة بدمعة فرحة ووجع تعب حلو.
اللي اتجوزوا.. فاكرین أول لحظة مسكتوا فيها الصينية
دي؟ 😊

#فريحتك_أغلى #حلم_بيتحقق #ariam#



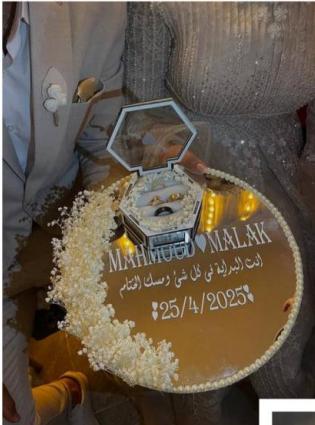
Carousel - minimal design



Carousel - minimal design



Carousel



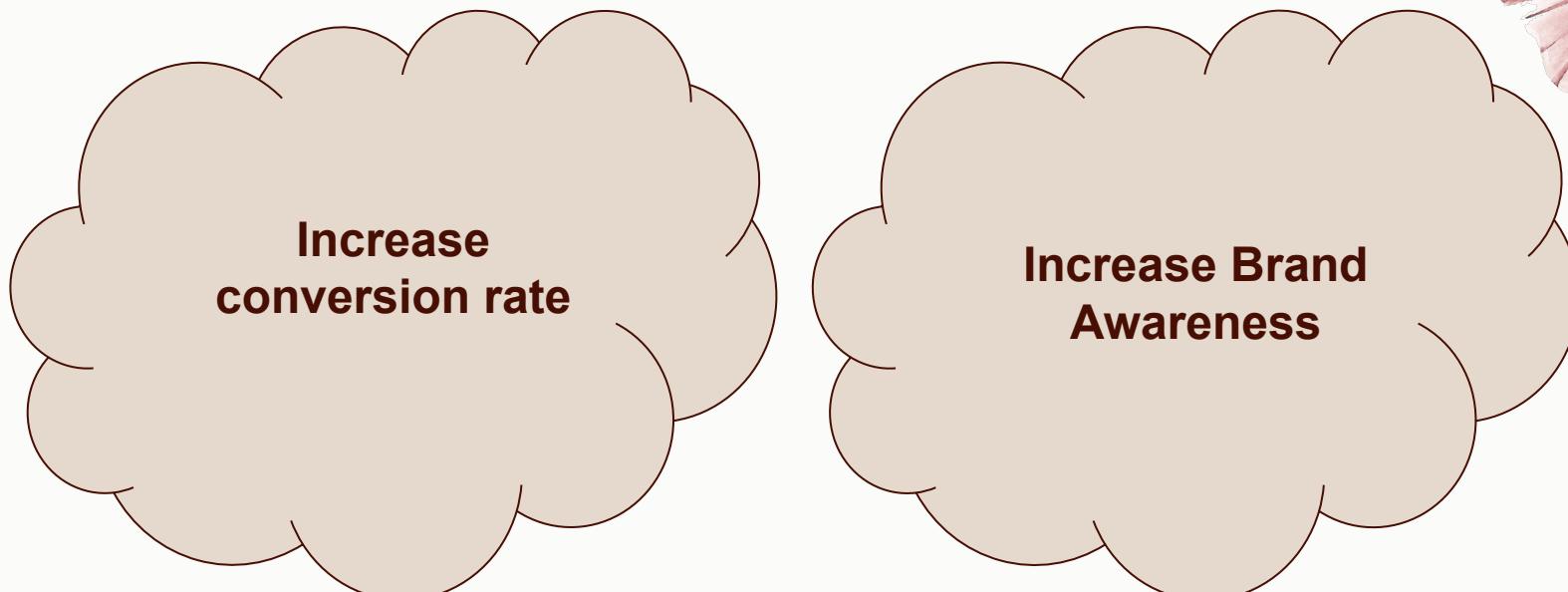
✨ خلي خطوبتك لا تنسى مع أريام ✨
من الصوانى الأنique إلى البوكيهات
والمرايات المميزة
كل تصصيله مصنوعة بحب
راسلينا الآن للحجز أو الطلب





Media Buying Plan

1.Objectives



**Increase
conversion rate**

**Increase Brand
Awareness**

2.AD duration



Reason	4 days 21-25/10/2025
<ul style="list-style-type: none">• We are working on deposit reservation method, so we are targeting payroll time of most workers in Egypt	

3. Budget Allocation

Awareness

600

- Instagram 300 (boosting carousel of products)
- Tiktok 300 (boosting most performing reel)

Conversion

400

- Instagram 200
- Tiktok 200



4. Target Audience Setup



Instagram:

- **Location:** Alexandria, Egypt
- **Age:** 18 - 34
- **Gender:** Female
- **Interests:**
 - **Marital Status:** Engaged / In a relationship
 - **Interests:** Wedding planning, Bride, Wedding accessories.
 - **Behaviors:** Online shopper
 - **Interests (Aesthetic):** Anthropologie, Free People, local Egyptian wedding planners, calligraphy,

TikTok Ad Manager:

- **Location:** Alexandria, Egypt
- **Age:** 18-34
- **Gender:** Female
- **Interests & Behaviors:**
 - **Interests:** Wedding, Lifestyle and Culture > Weddings.
 - **Creator Interactions:** Followers of popular Egyptian wedding planners or aesthetic content creators.
 - **Hashtags:** #EgyptianBride #AlexBride #WeddingAccessoriesEG منديل كتاب الأفراح #صينية الخطوبة طارة الخطوبة #بوكيمون الأفراح #.

Implementation:

Due to lack of marketing budget, we Monetized one post only for 1 day on meta platform and got the following results





Video

Video plays i

2.4K

ThruPlays i

862

Video average play time i

11s

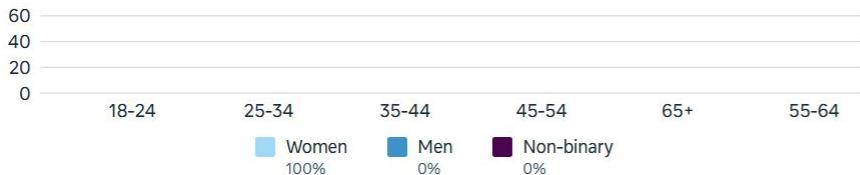
3-second video plays i

1.9K

Audience

This ad reached 2,477 Accounts Center accounts in your audience.

Age & gender i



Placements

Instagram Reels on mobile devices

2,016

Facebook Feed on mobile app
251

Facebook Reels on mobile devices
133

Instagram Feed on mobile devices
68

Instagram Explore on mobile devices
1

Locations

Alexandria Governorate

1,057

Cairo Governorate

674

Giza Governorate

312

Qalyubia Governorate

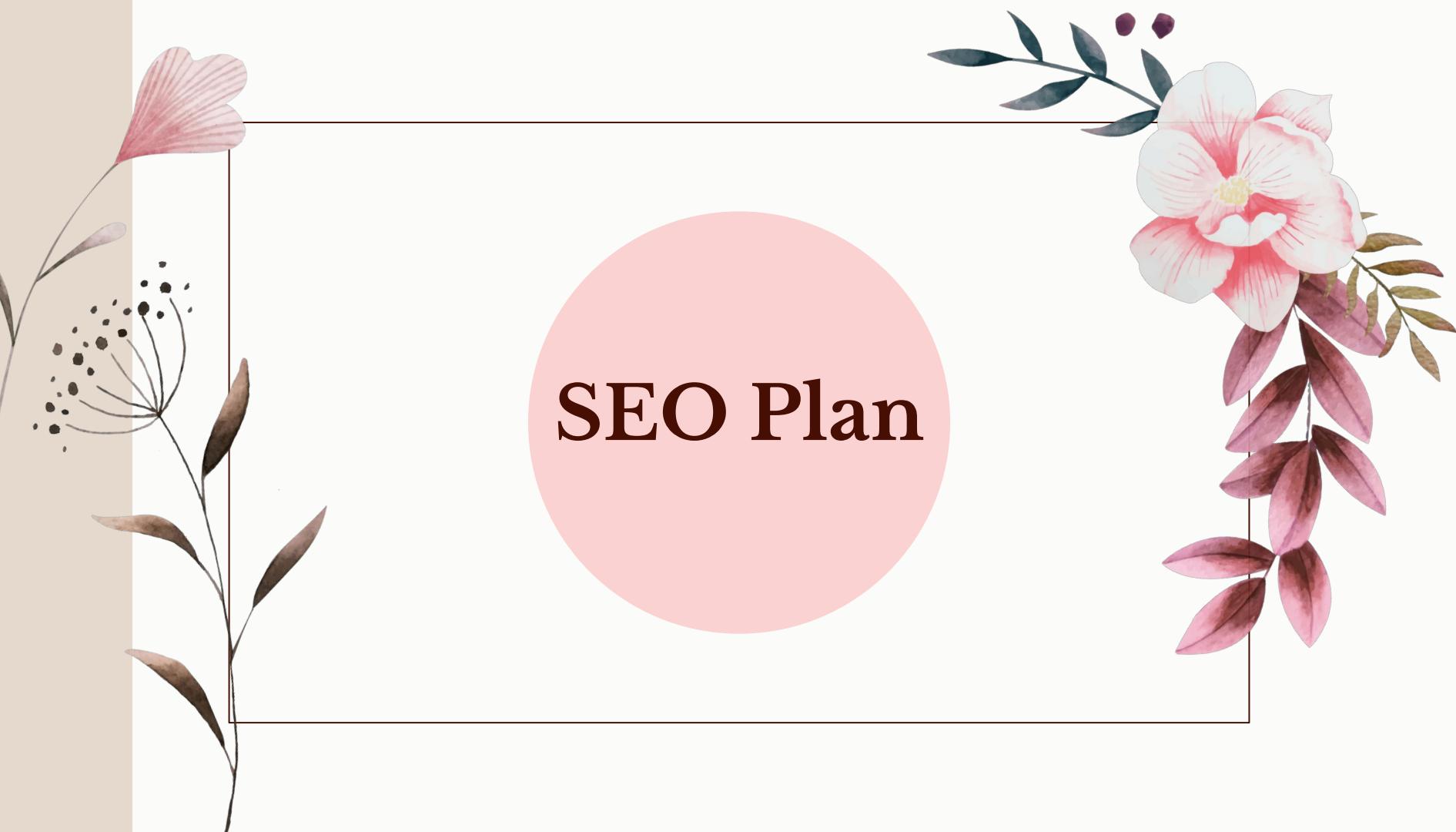
173

Beheira Governorate

164

▼ See all

SEO Plan



About Ariam: Ariam is a creative brand specialized in designing engagement trays, flower bouquets, and customized mirrors, with delivery service available across all Egypt governorates.



SEO Strategy

- 1-Increase Brand Awareness
2. Increase Product Orders and Sales
3. Improve Website Traffic and Engagement

Keyword Research

- صوانی شبكة
- بوكيهات ورد
- Engagement
- Wedding
- Ariam
- Handmade

Content SEO Plan

Write product descriptions using main and secondary keywords.

Publish social media posts about

- Engagement gift ideas.
- Tray and mirror designs.
- Customer experiences and product showcases.

Use keywords in:

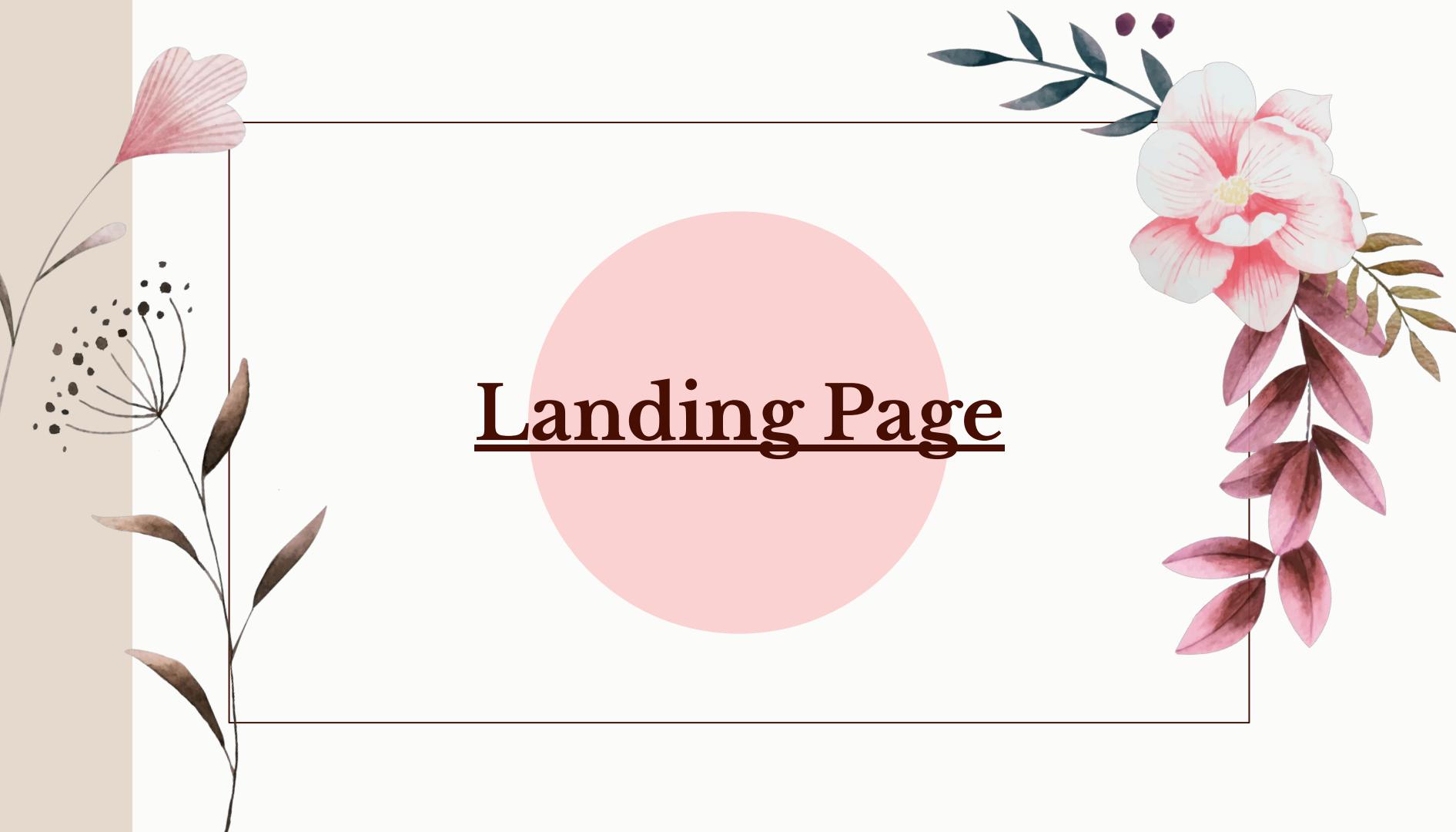
- Post titles and captions.
- Hashtags (e.g. #EngagementTrays #AriamDesigns #FlowerBouquets).
- Image alt text for better search visibility.



Key Performance Indicators (KPIs)

- Increase organic visitors by 30% in 3 months.
- Improve Ariam's ranking in Google search results.
- Boost engagement on posts containing main keywords.

Landing Page



Analysis Report





Video

Video plays i

2.4K

ThruPlays i

862

Video average play time i

11s

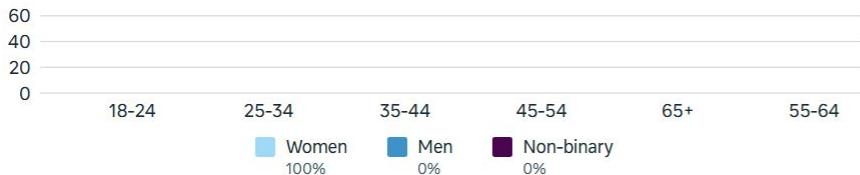
3-second video plays i

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Locations

Alexandria Governorate

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674

Giza Governorate

312

Qalyubia Governorate

173

Beheira Governorate

164

▼ See all

Facebook Last 28 days: Oct 1, 2025 – Oct 28, 2025

Insights

Review performance results and more.

- Overview
- Plan
- Results
- Audience
- Messaging
- Benchmarking

Content

- Overview
- Content
- Ads

Earnings

- Earnings

Q ?

Turn on Facebook story insights

See more

Content overview

All Posts Stories Reels Live

Breakdown: Organic/ads

Views	Reach	3-second views	1-minute views	Content interactions	Watch time
3.3K ↑ 100%	463 ↑ 100%	70 ↑ 100%	0 0%	15 ↑ 100%	22m 48s > 0%

Views breakdown Oct 1 – Oct 28

Total	From organic	From ads
3,264 ↑ 100%	331 ↑ 100%	2,933 ↑ 100%

Views

From organic

From ads

Oct 1 Oct 6 Oct 11 Oct 16 Oct 21 Oct 26

Top content by views

Boost content See all content



Insights

Review performance results and more.



Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Ads

Earnings

Earnings

Facebook

Last 28 days: Oct 1, 2025 - Oct 28, 2025



Oct 1 Oct 6 Oct 11 Oct 16 Oct 21 Oct 26

Views From organic From ads

Top content by views



هو في حد يحبس نفسه...
لصينية دي غير العروسة؟

Mon Oct 13, 11:00am

115 2
2 0



في كل صورة من يوم
طفولتك... النهايات هي...

Sun Oct 19, 11:00pm

77 2
2 0



الملمس اللي تجعلي كل حاجة
يهلاك ✨ صعمي مراتنك...

Thu Oct 16, 8:00am

54 2
3 0



لأن لحظة الخطوبة لا تكرر،
خلها تحكي بتقاصيلها...

Wed Oct 22, 11:00pm

35 1
0 0



من سبسط... لاحظ
منتسيش ✨ في...

Mon Oct 27, 12:54pm

8 0
0 0

Boost content

See all content

Top content formats

Export

Published content

Based on up to 200 pieces of content

+100.0% vs. Sep 3, 2025 - Sep 30, 2025

Reels

Photos

Stories

1 0

Views

+100.0% vs. Sep 3, 2025 - Sep 30, 2025

Others

Reels

Multi photo

Photos

11 77 4

Content interactions

+100.0% vs. Sep 3, 2025 - Sep 30, 2025

Reels

Multi photo

Photos

11 77 4





Insights

Review performance results and more.



Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Ads

Earnings

Earnings



Insights



Facebook



Export data



Last 28 days: Oct 1, 2025 – Oct 28, 2025



Turn on Facebook story insights

[See more](#)

All content

[Create post](#)

Posts and stories

Media type

Filter

Clear

Search by ID or caption

Columns

Title

Date published

Reach

Likes and reactions

Comments

Shares



في... أت الأولى. من يسيط... لحاجة متنبيش Ariam Handmade

Boost

Mon Oct 27, 10:54am

5

0

0

0



لأن لحظة الخطوبة لا تذكر. حلها تحكي بتفاصيلها Ariam Handmade

Boost

Thu Oct 23, 9:00am

14

1

0

0



احجزي تصميمك الخاص اليوم مع أريام طارة_خطوبة Multi media Ariam Handmade

Boost

Mon Oct 20, 9:00am

9

2

2

0



عشان تشوفى الجديد أول بأول لنفاسيل أكثر ابتعти على ال Ariam Handmade

Boost

Thu Oct 16, 6:00pm

10

2

2

0



صيني #طاولة #فرح #خطوبة #صينية. خطوبة #فرح_منا Ariam Handmade

Boost

Mon Oct 13, 9:00pm

53

2

2

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Insights

Review performance results and more.

Facebook ▾

Last 28 days: Oct 1, 2025 – Oct 28, 2025 ▾



Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Ads

Earnings

Earnings

Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Personal Goods & General Merchandise Stores category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

5

Similar to others

How often your business published versus others in this category

20

15

10

5

0

25th percentile

Your business

50th percentile

75th percentile

Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

Create post

Facebo... ⓘ

2

Lower than others

Typically:
602

Follows ⓘ

2

Similar to others

Typically: 5

Content i... ⓘ

15

Similar to others

Typically: 50

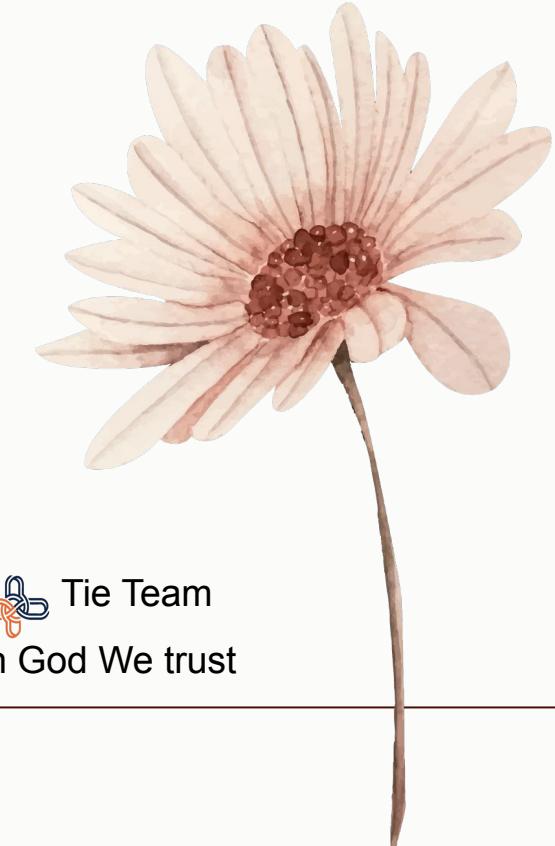
Recommendations



Recommendations:

1. Increase marketing budget to grow social media presence and attract more customers.
2. Improve delivery system by working with trusted shipping companies.
3. Use a CRM system to communicate better with customers.
4. In the future, expand to include gifts and products for other occasions such as graduations and birthdays, in addition to engagements and marriage ceremonies.
5. Grow your social media presence by posting regularly and collaborating with influencers.
6. Use EasyOrder integration in the future to make the ordering process faster, easier, and more organized.





Thanks!

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 Tie Team
In God We trust

