

A decorative border made of watercolor brushstrokes in shades of orange, red, green, and blue, framing the central text.

BUO PROJECT

Color your world with Buo!

about BUO

BUO is a new brand offering unique educational and entertaining products for children and adults. Our coloring booklets and stories are designed to inspire creativity and bring families together, helping you enjoy quality time away from screens.



MISSION

BUO aims to **provide fun activities** that bring families and friends together, encouraging **creativity** and **self-expression**. We strive to help children stay away from screens by offering enjoyable and meaningful experiences at the same time.

viSSion

To become the **first choice** for families and young people by offering innovative educational and entertaining products that enhance creativity, reduce stress, and spend enjoyable and meaningful screen-free time.

values

1. **Creativity and Quality:** We offer coloring books that encourage creativity and skill development, while ensuring high-quality products.
2. **Family Connection and Balance:** We help families spend quality time together, away from screens, providing opportunities to relax and reduce stress through coloring.

business model canves

Communication Channels:

Facebook, Instagram: Sharing interactive content, organizing contests and challenges, and using paid ads.

Distribution Channels:

Online Sales: Through Facebook, Instagram, and the project's official website (coming soon).

Customer Relationships:

Continuous Engagement:

Responding to messages and comments, and sharing interactive content..

Community Building:

Encouraging followers to share their experiences with “BUO” and their coloring content.

Key Activities:

- Designing and producing coloring booklets.
- Creating interactive and educational content for social media platforms.
- Managing marketing campaigns and paid advertisements.
- Maintaining continuous engagement with the audience and providing customer support.
- Developing new products and enhancing the user experience.

Key Partnerships:

- Printing Suppliers: For high-quality printing of the booklets.
- Local Influencers: To increase awareness and engagement.
- Raw Material Suppliers: To provide paper and colors for printing.

Customer Segments:

Parents: Looking for fun and educational screen-free activities for their children.

Teens and young adults:

Interested in creative expression and stress relief through coloring.

Teachers and nurseries: Using the booklets as interactive educational tools.

Coloring enthusiasts: Kids and adults who enjoy coloring as a relaxing hobby.

Value Proposition:

- Provide inspiring content that enhances creativity and interaction.
- Share fun and educational activities like coloring challenges.
- Offer stress relief and relaxation through coloring.
- Build an interactive community where participants share their experiences.
- Provide fun and beneficial activities for children, away from screens, to boost their creative and psychological development.

Key Resources:

- **Human Resources:** Coloring booklet designer - Social media manager - Cuotsmer support team - person responsible for coordinating with suppliers and printing companies. (Initially, one person will handle all tasks.)
- **Financial Resources:** Budget for paid ads on social media platforms - Budget for designing and printing the coloring booklets.
- **Physical Resources:** Laptop and internet connection - Design tools (like Canva, Photoshop) - Printer or supplier for printing the booklets.
- **Technological Resources:** Design software (like Canva, Adobe Suite). Payment systems for online purchases (like PayPal or credit card payments).

Cost Structure:

- The initial budget includes:
- 1500 to 2500 EGP for designing the coloring booklets.
 - 500 to 1500 EGP monthly for paid social media ads.

Revenue Streams:

There are currently no actual revenues, as the project is still in its launch phase. However, revenue is expected to come from selling coloring booklets online in the upcoming period.

SWOT ANALYSIS

STRENGTHS

- Innovative idea that meets a growing need for screen-free activities.
- Products combine education and entertainment, making them attractive to both children and parents.
- Inspiring designs that encourage creativity and family bonding.
- Broad target audience (children + adults).
- Clear and inspiring mission and vision.

WEAKNESSES

- New brand still in its early stages, with limited public awareness.
- May require significant marketing investment to build trust and reach.
- Difficult to compete with abundant and easily accessible digital content.
- Product development may require a continuously creative team to maintain uniqueness.

OPPORTUNITIES

- Growing awareness of the risks of excessive screen time for children.
- Potential partnerships with schools, libraries, or educational institutions.
- Product diversification (interactive stories, paper games, workshops, etc.).
- Expansion to Arab and international markets looking for educational and entertaining content.

THREATS

- Competition from free or cheap apps and digital games.
- Economic challenges that may lead some families to reduce spending on such products.
- Fast-changing trends in children's preferences and market behavior.
- Possibility of idea imitation by other brands if not legally protected



Competitive Analysis

Asfora

Alia publishing house

Kidstoic



CHANNEL	OWN BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Page Name	BUO	Asfora	Alia publishing house	Kidstoic
Links of channel	Page Link	Page Link	Page Link	Page Link
Followers	48	28.9 k	62.9 k	47.5 k
Reviews		Good Reviews		
About	Stay tuned ! Fun and creativity are coming soon..	An Egyptian publisher for children's books. For the love of books & the world it creates.	عالية كتب اطفال بالعربي تجمع بين الابداع والمعرفة. دار نشر عربية فازت بجوائز أدبية - قصص مصورة - قصة وأغنية - كتب تفاعلية	Handpicked unique, beautiful books for kids of all ages.
Posting regular or not		Yes	Yes	Yes
# of posts/week		10	5	3
Average likes/post		25	25	30
Average share/post		5	5	5
Engagement rate		Very Good	Very Good	Very Good
Paid posts/not		Yes	Yes	Yes

CHANNEL	OWN BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Page Name	BUO	Asfora	Alia publishing house	Kidstoic
Type of content	Educational - Entertainment - Interactive - Promotional			
Tone of voice	Friendly - Encouraging - Educational - Fun - Creative - Positive			
Design		Very Good		
Where in buyer journey		online - events - bookstore - websites		
Contacts through ?		Instagram - Facebook (DMs) - Website - Call		
Strength		<ul style="list-style-type: none">- Strong Audience Base: The page has a large number of followers and targets a wide range of mothers and families.- Diversity and Consistency in Posting: Helps maintain continuous communication with the audience.- Organizing Events and Workshops: Contributes to enhancing follower engagement with "Asfoura".- The designs and colors are coordinated.	<ul style="list-style-type: none">- Organizing events and contests that encourage followers to engage and participate.- Using visual content such as images and videos frequently helps capture attention and provides a great visual experience.	<ul style="list-style-type: none">- Focusing on creative activities: Providing content that enhances creativity in children, which particularly attracts mothers.- Organizing entertainment events on social media platforms such as coloring competitions, which boosts engagement.

CHANNEL	OWN BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Page Name	BUO	Asfora	Alia publishing house	Kidstoic
Weakness		<ul style="list-style-type: none">- Limited Use of Daily Stories: Compared to the content posted on the page.- Greater Focus on Entertainment: Without providing enough educational content, which may weaken the educational value that some parents are looking for.		
marketing strategy		<p>focuses on increasing brand awareness through entertaining and educational content on social media platforms like Facebook and Instagram. It relies on organizing coloring contests and challenges to boost engagement with followers, as well as using paid ads and special offers to drive sales. The strategy aims to enhance the digital presence by optimizing social media pages and attracting new followers, while building customer loyalty through exclusive deals. It also engages with seasonal events to increase visibility and strengthen relationships with customers.</p>	<ul style="list-style-type: none">- User experience marketing: The page focuses on marketing products through user experiences, which helps build brand credibility.- Attractive visual content: Visual content such as videos and appealing designs is consistently shared.	<ul style="list-style-type: none">- Focus on creativity and recreational activities: Content that promotes creativity in children, such as coloring, which attracts mothers.- Engaging visual content: Consistent use of images and videos to grab attention.- Interactive events: Organizing coloring contests and activities on social media platforms to increase engagement.- Marketing through user experiences: Promoting products through customer experiences to enhance brand credibility.

Segmentation

01

GEOGRAPHIC

- Initially, the focus will be on major cities such as Damietta and the surrounding areas.
- The scope will gradually expand to include other governorates based on market response and demand.

02

DEMOGRAPHIC

- **Gender:** Male and Female.
- **Age:** Primary group: 25 to 50 years old.
Secondary group: High school and university students, 14 to 25 years old.
 - **Social class:** B - B+.
 - **Income level:** Medium and high.
 - **Marital status:** Married (age group 25-50).
Students (Single, age group 14-25).

03

BEHAVIOURAL

- They look for Value for Money.
- They prefer online shopping for convenience and ease.
- They engage with challenges and contests on social media.
- They tend to try new products.

04

PSYCHOGRAPHIC

- Families interested in educating and developing their children in a fun environment.
- Teens and young adults looking for ways to reduce stress and improve their mental well-being.
- Their lifestyle combines relaxation and creative expression.
- They value activities that take them away from daily stress and screens.

Target Audience

Primary Target Audience :

Mothers and Parents

- Age: 25 – 45 years
- Interests: Child education, at-home activities, reducing screen time
- Role: They are the actual buyers of the coloring books, whether for their children or as gifts.
- Channels to Reach Them: Facebook - Mom groups - Instagram -Nurseries and schools

Secondary Target Audience :

Children (4–12 years old)

- They are the actual users of the books.
- Influenced by colors, illustrations, and accompanying stories.

Teenagers and Young Adults (13–25 years old)

- May purchase for themselves or use the books as a way to relax and express creativity.

Teachers and Caregivers

- Not the primary buyers, but can recommend the product to parents or use it in classrooms.



Buyer Personas



USER PERSONA 1



Background and Demographics

NAME	Sara
AGE	32
LOCATION	Damitta
GENDER	Female
EDUCATION	Bachelor of Commerce
PROFESSION	Accountant
MERITAL STATUS	Married
CHILDREN	2 children aged 4 and 7 years
INCOME	10,000 EGP.

Psychographic Information

GOALS / ASPIRATIONS	<ul style="list-style-type: none">• Balancing work and family life because she wants to achieve professional success without compromising the upbringing and comfort of her children.• Self-development and professional growth.• Teaching her children values and life skills through creative activities.
CHALLENGES	<p>Managing time to achieve a balance between work and family responsibilities, which causes her a constant feeling of pressure and exhaustion.</p> <p>She aims to limit her children’s screen time to prevent negative effects on their development.</p>
PERSONALITY TRAITS	flexible, diligent, ambitious, caring, and self-aware. She understands the importance of balancing work and personal life.
VALUE / BELIEFS	<p>Value of Education and Skill Development: She believes in helping her children develop their skills and talents to ensure they grow up with creativity, respect, and teamwork.</p> <p>Value of Family: She considers her family a priority and believes that maintaining a healthy work-life balance is the key to success.</p>

BEHAVIOUR INFORMATION	<ul style="list-style-type: none">• Purchase Pattern: Sarah prefers buying products online that save time. She focuses on selecting items that offer true value for her children, like educational books and coloring books that enhance their skills.• Recreational Activities: She enjoys engaging her children in creative, entertaining activities such as drawing and reading.• Preferred Channels: Facebook and Instagram.
MOTIVATIONS INFLUENCES	<p>Sarah strives to provide tools and activities that foster creativity, skills, and values in her children. She values efficient time management and prefers solutions like online shopping to simplify her life.</p> <p>She is influenced by promotional offers and inspiring content on social media platforms such as Facebook and Instagram. Sarah actively seeks products that make her life easier while offering her children both enjoyment and meaningful benefits.</p>

USER PERSONA 2



Background and Demographics

NAME	Marwa
AGE	35 years old
LOCATION	Mansoura
GENDER	Female
EDUCATION	Bachelor’s degree in arts, french language department, with a teaching deploma.
PROFESSION	Director of Al-Zohour Model Kindergarten.
MERITAL STATUS	Married.
CHILDREN	three children (two girls and one boy)
INCOME	30,000 EGP.

Psychographic Information

GOALS / ASPIRATIONS	<ul style="list-style-type: none">• Developing a clear strategy to elevate the kindergarten’s level.• Acquiring products with appropriate quality for the price.• Enhancing interaction between the kindergarten and parents.• Creating an educational and entertaining environment to make the kindergarten a special place for children.
CHALLENGES	<ul style="list-style-type: none">• Reducing costs for parents.• Managing returns effectively.• Providing payment facilities.• Building trust in online purchasing.
PERSONALITY TRAITS	<ul style="list-style-type: none">• Flexibility and adaptability.• She has emotional intelligence.• Manages her time effectively.• Strives for excellence in her work.
VALUE / BELIEFS	<ul style="list-style-type: none">• Values integrity and credibility.• Considers the living conditions of parents.• Focuses on the development of students.• Appreciates teamwork and believes in the strength of the team to achieve success.

BEHAVIOUR INFORMATION	<ul style="list-style-type: none">• Prefers to pay in installments.• Tends to seek out deals.• Is open to trying new products of suitable quality.• Regularly uses smartphones.• Relies on social media, especially Facebook.
MOTIVATIONS INFLUENCES	<ul style="list-style-type: none">• Passion for Teaching: Driven by her love for teaching and helping students excel creatively.• Student Success: Motivated by seeing students grow in creative activities.• Quality & Innovation: Prefers high-quality, innovative resources.• Efficiency: Seeks time-saving, easy-to-integrate resources.• She is not impulsive in purchasing; she only buys she needs and eliminates unnecessary expenses.• She enjoys organizing parties or social events both inside and outside the nursery.• She shares special moments of the children inside the nursery on her Facebook page.

USER PERSONA 3



Background and Demographics

NAME	Ahmed
AGE	40
LOCATION	Alexandria
GENDER	Male
EDUCATION	Bachelor’s degree in Engineering.
PROFESSION	Project Manager
MERITAL STATUS	Married
CHILDREN	2 (a 9-year-old boy and a 5-year-old girl)
INCOME	25,000 EGP.

Psychographic Information

GOALS / ASPIRATIONS	Ahmed aspires to achieve a successful career while being an active and supportive father. He wants to balance work and family life, spending quality time with his children while still maintaining professional growth.
CHALLENGES	<ul style="list-style-type: none">• His main challenge is time management.• He struggles to find time for personal hobbies or relaxation.
PERSONALITY TRAITS	<ul style="list-style-type: none">• Ambitious and hardworking• Family-oriented and responsible• Problem-solver and organized• Enjoys physical activities like sports and outdoor adventures
VALUE / BELIEFS	<ul style="list-style-type: none">• Values family time and work-life balance• Believes in self-improvement and achieving professional success• Enjoys spending time with his children, teaching them new skills• Believes in providing his family with the best experiences and resources.

BEHAVIOUR INFORMATION

- **Shopping Preferences:**
Buys educational products for his children, like books and learning tools, focusing on skill development and values. Prefers online shopping.
- **Research Habits:**
Carefully researches products, reads reviews, and seeks recommendations to ensure they support his children’s growth.
- **Time Sensitivity:**
Looks for quick, easy-to-use solutions that fit seamlessly into daily routines.

MOTIVATIONS INFLUENCES

- **Child Development Focus:**
Motivated by providing educational tools that help his children develop skills and values.
- **Long-Term Investment:**
Willing to invest in high-quality resources that offer lasting educational benefits for his children.
- **Family Bonding:**
Values activities that promote quality family time and interaction with his kids.
- **Social Proof:**
Influenced by recommendations and reviews from trusted sources.

USER PERSONA 4



Background and Demographics

NAME	Ranya
AGE	16
LOCATION	Port said
GENDER	Female
EDUCATION	Student (high school)
PROFESSION	Student
MERITAL STATUS	N/A
CHILDREN	N/A
INCOME	dependent on parents

Psychographic Information

GOALS / ASPIRATIONS	<ul style="list-style-type: none">Strengthen connections with family and friends through creative offline activities.Engage in fun, strategic games that enhance social experiences and bonding.	BEHAVIOUR INFORMATION	<ul style="list-style-type: none">Purchase Pattern: Seeks affordable, unique tools that enhance social experiences and can be used in group settings.Recreational Activities: Enjoys portable, creative games that promote interaction and competition.Preferred Channels: Facebook, Instagram and TikTok.
CHALLENGES	<ul style="list-style-type: none">Finds it difficult to locate offline activities for group gatherings and social events.		
PERSONALITY TRAITS	<ul style="list-style-type: none">Energetic and social, enjoys being around others.Competitive: Likes challenges and winning in group activities.	MOTIVATIONS INFLUENCES	
VALUE / BELIEFS	<ul style="list-style-type: none">Values creativity in games and activities, especially those that involve strategy, fun, and engagement.Enjoys offline activities that foster social interactions.		<ul style="list-style-type: none">Motivated by the desire to connect with others through fun and engaging activities, and influenced by social experiences with peers.

Content Strategy

Strategy Duration: 3 months

Platforms: Facebook and Instagram





Content Objectives

- Increase followers on Facebook and Instagram to 2500.
- Boost engagement on Facebook and Instagram through interactive contests, coloring challenges, and tracking the brand's progress as a new startup.
- Launch 4 products during April.
- Sell 30 to 50 coloring books during the month of April.
- Deliver valuable and engaging content tailored to the target audience's interests, focusing on educational and entertaining themes that promote creativity and screen-free activities.



Content Messages

- Color your world with buo.
- Buo is your perfect companion for fostering creativity and relaxing away from life's pressures.
- BUO enhances creativity and education for children, away from screens.
- BUO offers entertainment activities for the whole family to enjoy together.



Main Topics

- Ideas for screen-free activities
- Learning creativity and imagination for children
- Family interaction through shared activities
- The benefits of coloring for children and young adults
- Introducing new products
- Customer experiences and stories
- Engaging with seasonal events



Content Types:

- Educational
- Entertaining
- Interactive
- Promotional
- User-Generated Content (UGC)
- Behind-the-Scenes Content
- Event & Activity Participation

Content Formats:

- Posts
- Videos
- Interactive Stories
- Reels
- Coloring Contests
- Experience Photos

• Monthly Content Calendar

APRIL, MAY 2025

This content calendar will start from mid-April 2025.

CONTENT TYPES

Educational

Entertaining

Interactive

Promotional

Behind-the-Scenes

User-Generated

Event & Activity Participation

stories

Tip

Giveaway

F&Q

Challenge

PLATFORM

instagram

facebook

SUN

MON

TUE

WED

THU

FRI

SAT

13

14

15

Introductory Post

Introductory Post

16

Educational

Educational

17

Entertaining

F&Q

18

Behind-the-Scenes
Content

19

Promotional

Promotional

20

Interactive

Interactive

21

Celebratory
Content for Sham
El Nessim

22

Tip

23

24

Promotional

Promotional

25

Celebratory
Content for Sinai
Liberation Day

26

Interactive

Interactive

27

Behind-the-Scenes
Content

28

F&Q

29

User-Generated

30

Educational

Educational

1 May

Behind-the-Scenes
Content

2

Promotional

Promotional

3

Giveaway

4

User-Generated

5

6

Promotional

Promotional

7

Challenge

8

Interactive

Interactive

9

Behind-the-Scenes
Content

10

11

12

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24

أبريل 15

المنصة: فيسبوك وإنستجرام

نوع المحتوى: تعريف

الصيغة: بوست

الكابشن: مرحبًا بكم في بوو! 🌟 مكان الأطفال والكبار للمرح

والتعلم. اكتشفوا عالمنا من الكراسيات المميزة

وصف الصورة: صورة توضح هويه بوو مع خلفية بسيطة تحمل شعار

بوو

أبريل 16

المنصة: فيسبوك وإنستجرام

نوع المحتوى: تعليمي

الصيغة: بوست

الكابشن: هل تعرفون أهمية التلوين؟ 🖍️ يساعد على تنمية مهارات

الأطفال ويحسن من تركيزهم

وصف الصورة: صورة لأحد صفحات الكراسيات مع تلوين تم تنفيذه

بواسطة طفل

أبريل 17

المنصة: تيك توك

نوع المحتوى: ترفيهي

الصيغة: فيديو

الكابشن: التلوين ممتع! شوف ازاى اطفالنا بتستمتع بتلوين كراسيات بوو

وصف الفيديو: فيديو يظهر شخصًا يلون إحدى صفحات الكراسية مع موسيقى خلفية مرحة

ابريل 20

-المنصة: فيسبوك وإنستجرام

-نوع المحتوى: تفاعلي

-الصيغة: بوست

-الكابشن: ايه أكثر شيء بيخليك تستمتع لما تلون؟

هل هو مجرد الاسترخاء؟ ولا الإبداع في اختيار الألوان؟

شاركنا رأيك وخلينا نعرف إزاى التلوين بيخليك تحس بالراحة

والتركيز

وصف الصورة: الصورة تحتوي على صفحات تلوين بها تفاصيل

جميلة، مع ألوان مختلفة مرسومة عليها بشكل عشوائي. يمكن أن

تكون الصورة تبدو أكثر غير رسمية، بتفاصيل تظهر كيف يلون

الشخص بمزاج مختلف أو حتى من مناظر داخلية غير رسمية

أبريل 19

المنصة: فيسبوك وإنستجرام

نوع المحتوى: ترويجي

الصيغة: بوست

الكابشن: خلي وقت التلوين مع بوو مليان ابداع ومرح

الوقت جاي علشان تلونوا! 🌟 اشترؤا كراسيات بوو

دلوقتي

وصف الصورة: صور لكراسيات التلوين

أبريل 18

المنصة: إنستجرام

نوع المحتوى: ما وراء الكواليس

الصيغة: ريل (فيديو قصير)

الكابشن: تعالوا معانا وشوفوا ازاى

بنصمم كراستنا

وصف الصورة: لقطات ما وراء

الكواليس اثناء تصميم وتجهيز

الكراسيات للعملاء

21 أبريل:

المنصة: فيسبوك وإنستجرام

نوع المحتوى: احتفالي

الصيغة: بوست وفيديو

الكابشن: "عيد شم النسيم سعيد للجميع! 🌸"

استمتعوا بالتلوين والتجارب العائلية!"

وصف الصورة: صور ورسومات تلوين احتفالية بشم النسيم.

22 أبريل:

المنصة: فيس بوك وإنستجرام

نوع المحتوى: تفاعلي

الصيغة: فيديو

الكابشن: "هل أنتم جاهزين للتحدي؟ 🤖🎨"

وصف الفيديو: فيديو يتحدى الأطفال على

تلوين صفحات بوو.

المنصة: فيسبوك وإنستجرام

نوع المحتوى: Tip

الصيغة: استوري

الكابشن: "نصيحة لوقت التلوين: استمتعوا

بالتلوين بدون حدود!"

وصف الصورة: صورة تحتوي على ألوان

متنوعة مع نصيحة تلوين.

24 أبريل:

المنصة: فيسبوك وإنستجرام

نوع المحتوى: ترويجي

الصيغة: بوست

الكابشن: "الخصم مستمر! لا تفوتوا فرصة

التلوين مع بوو!"

وصف الصورة: صورة تروج للخصم.

23 أبريل:

المنصة: فيسبوك وإنستجرام

نوع المحتوى: ترويجي

الصيغة: بوست

الكابشن: "مستعدين لتجربة جديدة؟

اشتروا الآن واحصلوا على الكراسي

المفضلة لكم!"

وصف الصورة: صورة للكراسات مع عرض

خاص.

25 أبريل:

المنصة: فيسبوك وإنستجرام

نوع المحتوى: احتفالي

الصيغة: بوست وفيديو

الكابشن: "كل سنة وبلدنا بخير! عيد تحرير

سيناء سعيد!"

وصف الصورة: صور ورسومات متعلقة بعيد

تحرير سيناء.

26 أبريل:

المنصة: فيسبوك وإنستجرام

نوع المحتوى: تفاعلي

الصيغة: بوست

الكابشن: "هل تفضلوا التلوين في الداخل أم الخارج؟☀"

وصف الصورة: صورة مع صورة تلوين في بيئة مفتوحة وأخرى في بيئة مغلقة.

29 أبريل:

المنصة: فيسبوك وإنستجرام

نوع المحتوى: تجارب العملاء

الصيغة: بوست

الكابشن: "شوفوا إزاي أطفالنا استمتعوا

بكراسات بوو!"

وصف الصورة: صور لأطفال ملونين باستخدام كراسات بوو.

27 أبريل:

المنصة: إنستجرام

نوع المحتوى: ما وراء الكواليس

الصيغة: استوري

الكابشن: "تابعوا فريق بوو أثناء تحضير الكراسات الجديدة!"

وصف الصورة: صور لأعضاء الفريق أثناء العمل.

28 أبريل:

المنصة: فيسبوك وإنستجرام

نوع المحتوى: F&Q

الصيغة: استوري

الكابشن: "أسئلة متكررة حول كراسات بوو، استمتعوا بالإجابات!"

وصف الصورة: صور تحتوي على إجابات للأسئلة المتكررة.

30 أبريل:

المنصة: فيسبوك وإنستجرام

نوع المحتوى: تعليمي

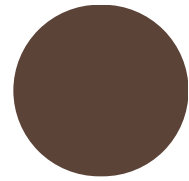
الصيغة: بوست

الكابشن: "التلوين مش بس للمتعة، بل

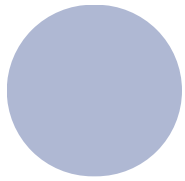
يساعد في تقوية مهارات التركيز للأطفال!"

وصف الصورة: صورة لأحد الأطفال وهو يلون بشكل مركز.

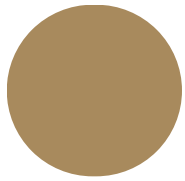
Color Pallete



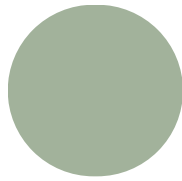
#5c4338



#afb8d3



#a88a5d



#a2b29b

English Fonts

Abyss Glide ; A B C D

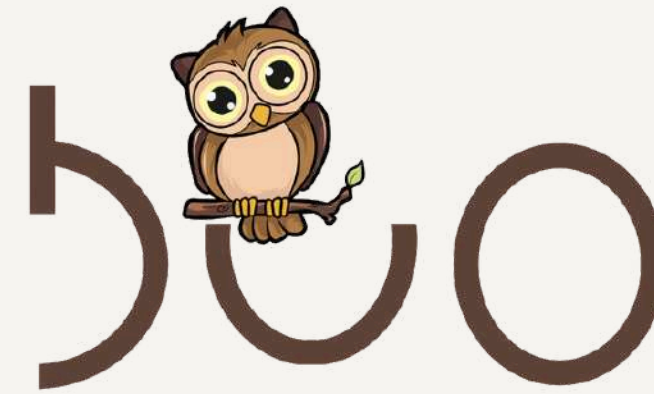
29LT Riwaya ; A B C D

Arabic Fonts

29 LT Riwaya Informal ; ا ب ت ث

29 LT Riwaya ; ا ب ت ث

Montaser Arabic ; ا ب ت ث

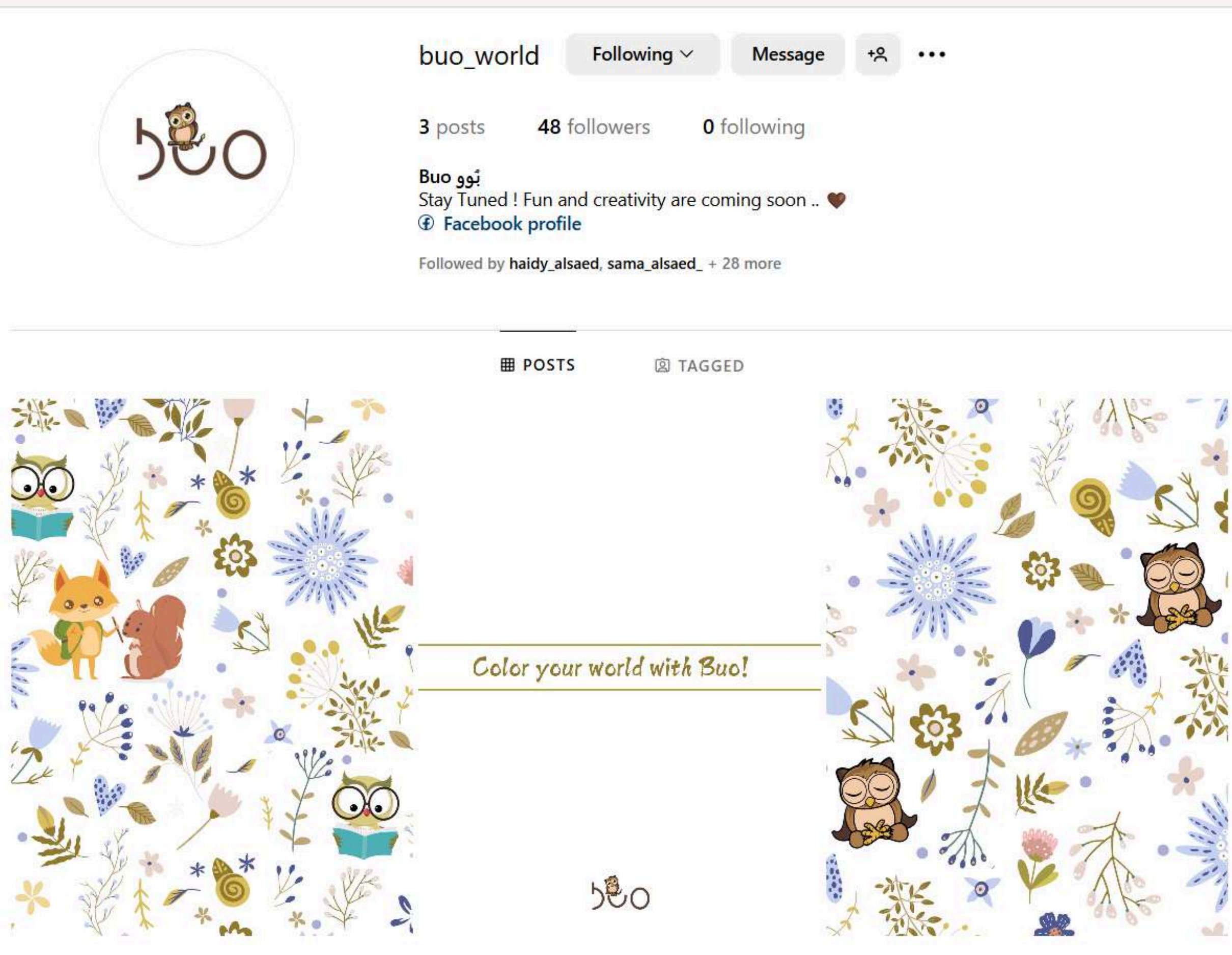


Color your world with Buo!

Facebook post



Instagram posts



Color your world with Buo!



buo_world



buo_world Welcome to Buo !

At Buo, we bring you creative stories and vibrant coloring books for all ages. 🧠🎨 Our mission is to help you unplug from screens and enjoy the fun of coloring and imagination.

Stay tuned for more colorful adventures! ✨

#Buo #CreativityUnplugged #ColorAndExplore

4d



Liked by **sama_alsaed_** and 2 others

4 days ago



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Post

الأداء



من 9 أبريل 2025 إلى 13 مارس 2025

تخصيص الملاحظة: النشاط التجاري



الوصول

الوصول على فيسبوك ⓘ

7 ↑ 600,0%

2 ↑ 100,0% من المتابعين ⓘ

6 -- من غير المتابعين ⓘ



المشاهدات

المشاهدات ⓘ

57 ↑ 1,3 ألف%

5,0% ↓ 90,0% من المتابعين ⓘ

90,0% ↑ 100,0% من غير المتابعين ⓘ



المتابعات

المتابعات ⓘ

1 ↑ 100,0%

• ↓ 100,0% عمليات إلغاء المتابعة ⓘ

1 ↑ 200,0% صافي المتابعات ⓘ



التفاعلات

التفاعلات مع المحتوى ⓘ

• 0,0%

-- ⓘ من المتابعين

-- ⓘ من غير المتابعين



Recommendations

- Continue focusing on improving the social media marketing strategy.
- Increase engagement with followers through more interactive content like stories and contests.
- Intensify the use of videos and attractive designs to capture attention.
- Maintain continuous interaction with customers by sharing their experiences and using user-generated content to increase credibility.
- Ensure a consistent visual theme across all platforms (soft colors, illustrations matching the overall style).
- Regularly design new coloring books that align with customer interests and market demands.
- Organize interactive events and contests to attract new followers and increase brand awareness.
- Continuously analyze the results of marketing campaigns to determine what works and what needs adjustment.



A decorative border made of watercolor brushstrokes in shades of orange, red, green, and blue, framing the central text.

THANK YOU