DIGITAL STRATEGY 2026

American Nice Mattresses

Developing a high-impact, data-driven digital marketing strategy to scale regional presence, generate retail foot traffic, and expand e-commerce sales.

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- Nad Mahmoud
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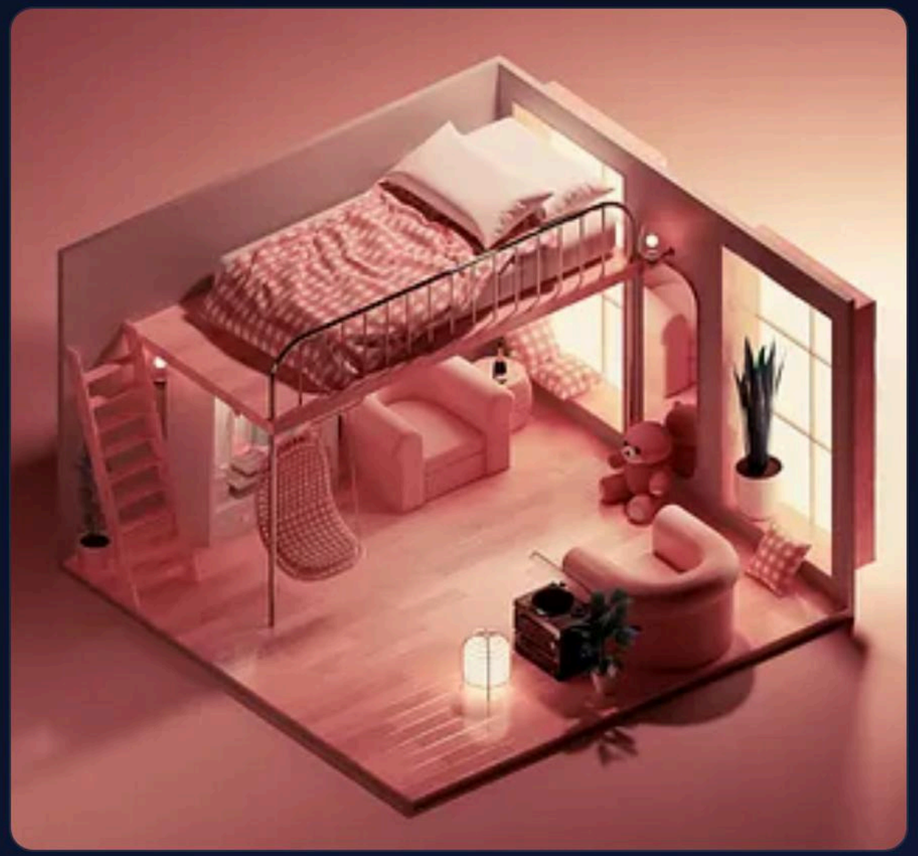
- Mohamed El Shazly



BUSINESS MODEL CANVAS

KEY PARTNERS

- Local Kafr El Sheikh furniture shops
- Real estate developers & wedding planners
- High-quality textile & foam suppliers
- Professional logistics & delivery providers

KEY ACTIVITIES

- Localized social marketing
- Retail showroom service
- Production QC & delivery

KEY RESOURCES

- Kafr El Sheikh showroom
- Proprietary spring system
- Digital channels & CRM

VALUE PROPOSITIONS

- Premium American sleep standard technology
- Complete spine alignment & comfort assurance
- 10-year warranty with direct customer support
- Local showroom validation ("Try before you buy")

CUSTOMER RELATIONS

- 100-night sleep trial
- Active WhatsApp support
- Direct localized service

CHANNELS

- Facebook & Instagram Shop
- Kafr El Sheikh Showroom
- WhatsApp business funnel

CUSTOMER SEGMENTS

- Newlyweds setting up new homes
- Middle-aged parents seeking medical spinal support
- Local hotels & medical institutions in Kafr El Sheikh

SWOT ANALYSIS

Strengths

- • High-grade American orthopedic technology
- • Strategic physically accessible local showroom
- • Premium 10-year reliable product warranty

Weaknesses

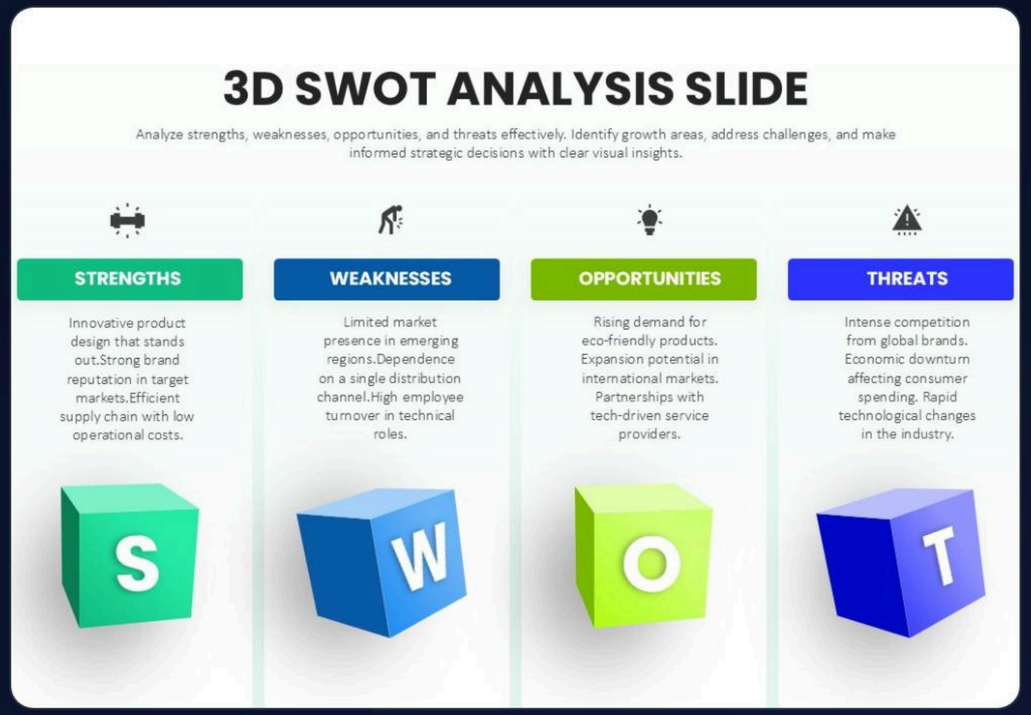
- • Direct local competitors with lower price-points
- • Limited organic brand awareness outside Kafr El Sheikh
- • Reliance on third-party supply logistics

Opportunities

- • High demand in local regional marriage seasons
- • Dynamic localized social media targeting
- • Educational campaigns for orthopedic/spine health

Threats

- • Economic inflation affecting buying power
- • Aggressive marketing from established national brands
- • Rapid change in social media ad algorithms



SMART OBJECTIVES

Brand Visibility

Build regional authority in Kafr El Sheikh and neighboring delta cities. Reach **450,000+ targeted local views** via optimized Meta advertising within the next **90 days**.

Audience Engagement

Achieve an average engagement rate of **4.5%** across all primary social channels. Generate at least **1,200 qualitative inquiries** (via Comments/Direct Messages/WhatsApp) monthly.

In-Store & Online Sales

Increase showroom foot-traffic by **35%** and scale digital orders by **25%**. Run specific localized lead campaigns targeting premium prospective buyers in local areas.

TARGET BUYER PERSONA

"Mostafa & Nour"

NEWLYWEDS / HOME BUILDERS

DEMOGRAPHICS

- **Age:** 24 - 32 years
- **Location:** Kafr El Sheikh, Egypt
- **Income:** Middle to upper class
- **Status:** Engaged, preparing a home

PRIMARY GOALS

- Create a beautiful, premium home setup
- Ensure a long-term reliable purchase
- Find durable furniture with warranty
- Complete shopping within strict schedule

CORE PAIN POINTS

- Overwhelmed by countless cheap brands
- Fear of poor after-sales service
- Lack of delivery reliability in Kafr El Sheikh
- Fear of mattress sagging over time

MEDIA BEHAVIORS

- Highly active on Instagram & Facebook
- Relies on user reviews and recommendations
- Prefers quick, straightforward WhatsApp chat
- Watches mattress unboxing / comfort tests

UNIQUE SELLING PROPOSITION

> *"Your Spine Deserves Real American Standards. Rest Without Compromise."*

We solve the absolute fear of purchasing poor-quality mattresses in local delta markets. By pairing world-class engineering with localized direct support, Nice Mattresses delivers elite comfort directly to your bedroom door.

1. **Dual Pocket Spring Isolation**
   No more partner movement disruption. Truly isolated movement technology.

2. **Cooling Gel Infused Technology**
   Designed for hot Egyptian summers. Breathable premium materials.

3. **True Local Guarantee & Trial**
   10-year direct warranty backed by physical Kafr El Sheikh retail showroom.

THE 4PS MARKETING MIX

Product

- • **Premium Pocket Spring**
- • Medically certified foam
- • Cooling memory foam protectors
- • Orthopedic baby cot beds

Price

- • Value Tier: EGP 9k+
- • Elite/Royal Tier: EGP 20k+
- • Flexible localized installment plans
- • Direct manufacturer pricing

Place

- • Khalifa El Maamoun Showroom
- • Digital storefront (FB/IG)
- • Live WhatsApp order systems
- • Rapid regional delivery networks

Promotion

- • Localized Meta lead campaigns
- • Marriage season discount packages
- • Video unboxings & sleep science
- • Customer test reviews

SEASONAL CAMPAIGN CALENDAR

QUARTER	CORE THEME / FOCUS	KEY DIGITAL STRATEGY	TARGET CHANNELS	EXPECTED KPI ACHIEVEMENT
Q1 (Jan - Mar)	New Year, Healthy Sleep	Educational campaigns linking back pain relief to high-quality orthopedic mattresses.	Facebook, Reels	+30% Information Inquiries
Q2 (Apr - Jun)	Summer Marriage Rush	Tiered package discounts specifically tailored for newlywed couples moving into new homes.	Instagram, Local Groups	+40% Showroom Visits
Q3 (Jul - Sep)	Extreme Cooling Sleep	Showcasing the breathable cooling gel technology to combat intense summer heat in Egypt.	Video Ads, Tiktok	+25% E-Commerce orders
Q4 (Oct - Dec)	Black Friday Savings	High-urgency flash discounts, bundle packages (pillows & sheets included with mattress purchase).	Meta Paid Ads, WhatsApp	Record highest quarterly sales

SOCIAL ACCOUNTS & POINT OF CONTACT

Facebook Marketing
Core hub for regional lead generation, local community interaction, and localized review videos.

Instagram Showcase
High-quality bedroom aesthetics, unboxing experiences, sleep science posts, and micro-influencer reviews.

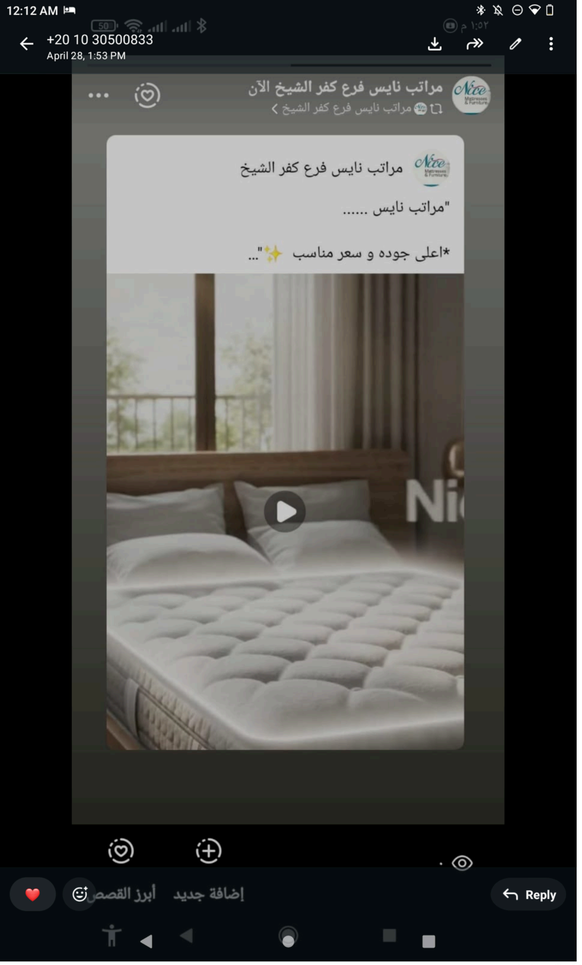
WhatsApp Sales Funnel
Instant personal customer support, sharing localized catalogs, sending price quotes, and securing deliveries.

Showroom & POC Details

Physical Location
كفر الشيخ ش الخليفه المأمون بجوار قصر بدوى من ناحية شارع المصنع, Kafr el Sheikh, Egypt, 33511

Lead Marketing Coordinator
Sandy Shaheen & Eyad Al-Husseini

Inquiries & Email POC
contact@nicemattresses.com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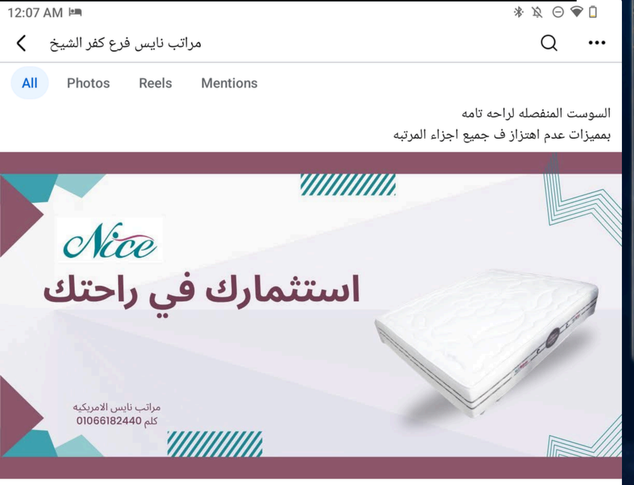
مراتب نايس فرع كفر الشيخ الآن
مراتب نايس فرع كفر الشيخ
"مراتب نايس .....
*اعلى جوده و سعر مناسب ✨..."
إضافة جديد
أبرز القصص
Reply


12:07 AM
مراتب نايس فرع كفر الشيخ
All
Photos
Reels
Mentions
السوست المنفصله لراحه تامه
بمميزات عدم اهتزاز ف جميع اجزاء المرتبه
Nice
استثمارك في راحتك
مراتب نايس الامريكيه
كلم 01066182440

"مراتب نايس نايس فرع كفر الشيخ
"خلي يومك يبدأ بطاقة ... وليلك ينتهي براحة حقيقية
NICE MATTRESSES
مراتب نايس
في كفر الشيخ
ولو عايز أفضل جودة وأحلى راحة...
نوم أعمق راحة أكبر
دعم متالي لعمودك الفقري
جودة عالية وخامات مختارة
للتواصل
ابعت كلمة "نايس"
"مراتب نايس .....
*اعلى جوده و سعر مناسب ✨...
التواصل : 01066182440
مراتب نايس .....
*اعلى جوده و سعر مناسب ✨...
Nice
عيد أضحى مبارك
كل عام وأنتم بخير
Nice
استثمارك في راحتك
مراتب نايس الامريكية
كلم 01066182440
مراتب نايس فرع كفر الشيخ
Apr 10
Nice
Mattresses & Furniture
جمعة مباركة
2
1
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Nice

Nice
Mattresses & Furniture
جمعة مباركة
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مراتب نايس فرع كفر الشيخ
All
Photos
Reels
Mentions
"خلي يومك يبدأ بطاقة ... وليلك ينتهي براحة حقيقية ... more
NICE MATTRESSES
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دعم متالي لعمودك الفقري
جودة عالية وخامات مختارة
للتواصل
ابعت كلمة "نايس"
Follow
Message

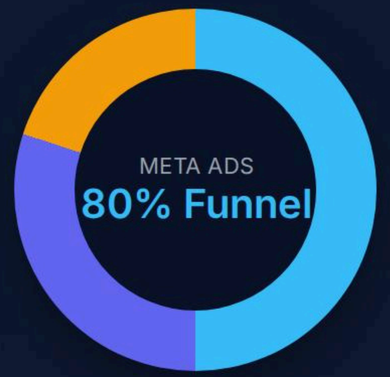
PAID ADVERTISING & MEDIA BUYING

1. **Awareness Ads (Video / Reel)**
   Showing the comfort test and structural pocket-spring technology. Targets general Kafr El Sheikh audience.

2. **Consideration Ads (Carousel Showcase)**
   Highlighting pricing, specific sizes, and customer ratings. Retargeting people who viewed initial awareness ads.

3. **Conversion Ads (Direct Lead & WhatsApp Forms)**
   Offering free shipping within Egypt/Kafr El Sheikh or special couples' bundle packages. Driving direct sales.

Budget Allocation



- FB/IG Leads (50%)
- Retargeting (30%)
- Search (20%)

CONTROL & PERFORMANCE ANALYSIS

EGP 85

CPL Target

Maintain Cost Per Lead under budget by refining the geofenced audience in Delta cities.

5.2%

Ad CTR

Ensure creative ad copies and unboxing videos keep Click-Through Rate above industry baseline.

3.5%

Conversion Rate

Optimize WhatsApp automation scripts to close sales efficiently from direct inquiries.

850+

Monthly Leads

Target consistent lead volume across active active social campaigns throughout Q2/Q4.

Campaign Monitoring Cadence

Weekly creative performance audits + Monthly ROI audits matched against direct Kafr El Sheikh physical showroom footfall data and digital e-commerce deliveries.

STRATEGIC RECOMMENDATIONS

Leverage "Try Before You Buy"

Run social ads showing real customers relaxing in the Kafr El Sheikh showroom to normalize visiting and trying out different mattress types physically.

Focus on High-Quality Video Assets

Shift budget toward raw, authentic video testimonials and spring testing over static graphics. Customers buy mattresses they can visually trust.

Optimize Post-Purchase Campaigns

Follow up after delivery to request reviews on Facebook & Google. High ratings directly improve local SEO visibility and showroom credibility.

Created with passion by our dedicated team:

Sandy Shaheen | Eyad Al-Husseini | Moaz Elsawy | Nad Mahmoud | Youstina Adel | Mohamed El Shazly

Thank you 😊