



TEFOULA's SOSTAC

Agenda

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Situation Analysis

Tefoula's Overview

Situation Analysis

"Tefoula" is a brand specialised in selling dolls, aimed at providing a unique and fun play experience for children. We offer high-quality dolls made from safe and eco-friendly materials, featuring attractive designs that enhance interaction and creative play, our target audience includes families in Saudi Arabia and the UAE, particularly parents seeking safe and enjoyable products for their children, as well as educational institutions like nurseries and schools. This focus aligns with the steady growth of the toy industry in the region, driven by increasing disposable incomes and a rising population of young children. We offer a convenient shopping experience through an easy-to-use online store, focusing on ensuring product quality and safety. We also aim to build a community of parents through social media, where they can share experiences and tips. In summary, "Tefoula" strives to be the first choice for families seeking safe and fun dolls, focusing on quality and innovation in every product we offer.

Market Size and Growth

Market Size and Growth

The toy market in the Middle East, particularly in Saudi Arabia and the UAE, is experiencing steady growth due to increasing disposable income and a rising number of children. The market is expected to exceed \$2 billion by 2026, driven by the growing demand for innovative and realistic toys.

Target Audience

- **Parents:** Aged 25 to 40, often tech-savvy and active on social media, They seek high-quality and safe toys for their children.
- **Expectant Mothers:** Interested in products that support early development and bonding with their newborns. They prioritize safety and functionality.
- **Children:** Aged 3 to 10 years, with an emphasis on both genders.
- **Collectors:** Adults who collect dolls or toys, valuing limited editions and unique designs. They are typically willing to invest in high-quality, realistic, and collectible items.

SWOT Analysis

Strengths

- Appeal to Various Age Groups such as young children and collectors.
- Social Media Appeal: Visually striking dolls attract attention and achieve strong engagement on different platforms
- High Quality: fosters trust and satisfaction among consumers, leading to repeat purchases
- Understanding the Local Market: Deep understanding of the Arab market and consumer preferences, facilitating the design of products that meet their needs.

Opportunities

- Growing Toy Market: Increasing demand for educational and entertaining toys in Gulf markets presents growth opportunities.
- Expansion into New Markets: There is a possibility of expanding into new markets in the Middle East or even other countries.
- E-commerce Growth: Leverage the growth of online shopping by establishing an e-commerce store and enhancing digital presence.
- Partnerships with Influencers: collaborate with parenting bloggers or influencers to promote the doll through reviews and sponsored posts.

Weaknesses

- Seasonal Demand: Sales may peak during holidays, leading to fluctuating revenue.
- Market Saturation: The toy market is crowded, making differentiation challenging.
- Production Costs: Quality materials can increase production costs and retail prices.
- Vulnerability to Trends: Rapid changes in children's preferences can quickly render products obsolete.
- Limited Brand Recognition: As a new or emerging brand, it may struggle to compete against established players with strong market presence.

Threats

- Competition: Intense competition from other toy manufacturers and digital entertainment.
- Changing Consumer Preferences: Shifts towards tech-based toys may reduce interest in traditional dolls.
- Economic Factors: Economic downturns can impact discretionary spending on toys.
- Counterfeit Products: Imitation products can harm brand reputation and sales.



Demographics

Gender:	Female
Age:	35
Location:	Riyadh, Saudi Arabia
Relationship Status:	Married with two children
Education:	Bachelor's degree in Business Administration

Goals

- Providing the Best Experience for Her Children: Layla wants to purchase entertaining products that enhance her children's growth.
- Choosing Safe Products: She focuses on selecting toys that are safe and eco-friendly.
- Connecting with Other Families: She wishes to join motherhood communities where she can share advice and experiences.

Name: Layla Al-Ali

Professional Information

Occupation: Marketing Manager at a mid-sized company

Annual Income: 120,000 SAR

Interests

Hobbies: Reading, traveling, and family activities

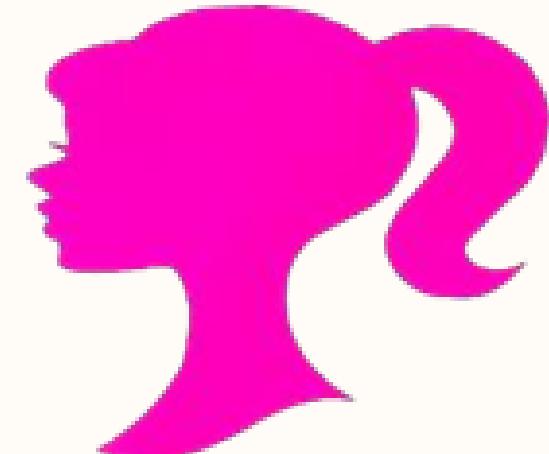
Shopping Preferences: Prefers online shopping, especially during seasonal promotions.

Social Media Usage: Active on Instagram and Facebook, following pages related to toys and family products

How "Tefoula" Can Meet Layla's Needs?

- Comprehensive Information: Providing educational content on the website about the benefits of toys and how they enhance children's emotional and social development.
- Quality and Safety Assurance: Emphasizing the use of safe and eco-friendly materials, along with reliable certifications.
- Convenient Shopping Experience: Offering an easy online shopping experience with fast delivery options and special promotions.
- Effective Communication: Utilizing social media to engage with customers and share experiences with other families.

Competitors Analysis

Brand	Strengths	Weaknesses
	<ul style="list-style-type: none">- A well-known and established global brand with a strong reputation.- Diverse product range and dolls representing different cultures and professions-Strong presence in both traditional and digital markets.	<ul style="list-style-type: none">- Strong competition from digital and tech-based toys.- Higher prices for some products compared to competitors. <p>Targeting a specific age group, which limits its audience.</p>
	<ul style="list-style-type: none">-A globally recognized brand with extensive experience in the toy industry.-A wide range of toys that cater to different ages and interests. <p>Offering a unique in-store shopping experience that appeals to families.</p>	<ul style="list-style-type: none">-Previous bankruptcy has significantly impacted the brand's reputation and consumer trust.-Increasing competition from online retailers like Amazon. <p>Struggling to keep up with the complete digital transformation in the toy industry compared to its competitors.</p>



-High-quality products with emotional connections and personalized stories for each doll, boosting brand loyalty.
-Focus on promoting positive and educational values through the products. A diverse range of products and services, including books, accessories, and matching clothes for both dolls and girls.

-High prices for dolls and accessories make the products less competitive in the market.
-Heavy reliance on emotional values, which may limit expansion to other audiences. Competition from digital toys and more affordable dolls.



-A platform offering unique, custom-made products that attract consumers seeking individuality.
-A wide variety of categories. Easy to use for small sellers, allowing them to build a personal brand.

-Some products can be expensive because they are handmade.
-Intense competition within the platform makes it difficult for some sellers to stand out.
Difficulty in controlling product quality since it's dependent on individual sellers.



-Attractive deals and discounts targeting a wide range of customers.
-Focus on low prices, which makes it appealing to budget-conscious customers.
Ability to offer a wide range of diverse products.

- Reliance on discounts may reduce long-term customer loyalty.
- Focus on low prices may impact product quality.
Strong competition from similar deal and discount platforms.

PESTLE MODEL

Political Factors

- o Political Stability: Saudi Arabia and the UAE enjoy relative political stability, which encourages investment in the local market and the initiation of new businesses.
- o Trade Policies: Both the UAE and Saudi Arabia support transparent customs systems.
- o Government Support for Local Industries: The encouragement from governments in Saudi Arabia and the UAE to develop local industries can represent an opportunity for companies wishing to manufacture or customize dolls locally.

Economic Factors

- o Economic Growth: Saudi Arabia and the UAE are among the strongest economies in the Middle East, and the high-income levels in both countries provide an opportunity to sell luxury products such as realistic dolls.
- o Purchasing Power: The high purchasing power means that customers may be willing to pay higher prices for high-quality, realistic dolls.
- o Inflation and Exchange Rates: The impact of inflation and exchange rates on production costs and pricing must be considered.

Social Factors

- o Demographics: The population in Saudi Arabia and the UAE is diverse, including large families that are interested in purchasing toys and gifts for their children. The youth segment represents a significant portion of the population, which enhances the demand for realistic dolls as toys and gifts.
- o Customs and Traditions: Certain customs and traditions in both countries may influence the types of dolls consumers prefer, as there may be reservations about certain styles of dolls, especially those with detailed human features.
- o Growing Brand Awareness: Consumers in both countries are becoming more aware of brands.

PESTLE MODEL

Technological Factors

- o E-commerce: The rapid shift towards online shopping in both markets presents a significant opportunity for marketing and selling realistic dolls.
- o Customization and Production Technologies: Artificial intelligence opens the door to creating highly realistic and customizable dolls.
- o Innovation in Interactive Dolls: Utilizing technology to develop interactive dolls can enhance the product's value and appeal to consumers.

Legal Factors

- o Consumer Protection Laws: Both Saudi Arabia and the UAE have strict consumer protection laws, meaning that product quality and compliance with health and safety standards are essential.
- o Toy Regulations: There are regulations regarding the safety of toys and dolls, especially for children. It will be crucial to ensure that dolls comply with these standards to avoid legal issues.

Environmental Factors

- o Sustainability: The increasing awareness of environmental issues in Saudi Arabia and the UAE means that consumers may prefer eco-friendly products. Dolls made from sustainable or recyclable materials could provide a competitive advantage.
- o Waste Management: Government initiatives to reduce plastic waste may pose a challenge for companies that rely on plastic for doll production. It's important to consider alternative or environmentally friendly materials.

OBJECTIVES

Objectives for Realistic Dolls (using SMART technique)

Specific (S)

The goal is to increase market awareness and sales of realistic dolls through targeted digital marketing efforts. The focus will be on engaging specific customer segments, including parents, collectors, and educational institutions.

- Target audience: (21-50 years old) Parents, doll collectors, and educators.
- Market focus: Primarily in the United Arab Emirates and Saudi Arabia.
- Sales channel: Online store and selected retail partnerships.
- Product benefits: High-quality, educational, and life-like dolls for children and collectors.

Measurable (M)

To track progress, the following measurable outcomes will be set:

- Sales growth: Achieve a 15% increase in online sales within the next 12 months.
- Website traffic: Increase website traffic by 20% in the next 6 months through targeted SEO, social media campaigns, and paid advertising.
- Customer engagement: Achieve a 15% increase in social media engagement (likes, comments, shares) on platforms like Instagram and Facebook within 6 months.
- Email subscribers: Grow the email subscriber list by 10% each quarter through lead generation and content marketing efforts.

Achievable (A)

These goals are realistic and attainable, considering the current market trends and the potential of the digital marketing strategy:

- Budget: Allocate a digital marketing budget of 20,000 L.E.
- Resources: Utilize in-house marketing teams and freelancers for content creation, ad management, and email marketing to optimize efficiency.
- Existing capabilities: The company already has an established online presence and social media presence, allowing room for incremental growth in both sales and traffic.

Relevant (R)

The objectives align with the overall business goal of increasing brand visibility, expanding the customer base, and ultimately driving higher revenues. By focusing on online sales, website traffic, and customer engagement, the company will strengthen its market position and leverage digital platforms effectively.

-Customer demand: The product meets the growing demand for high-quality, life-like dolls with educational and sentimental value, especially among collectors and parents seeking realistic toys.

-Boost Brand Awareness: Raise brand visibility among target audiences (parents, collectors, and educators) by increasing social media impressions and web traffic.

Time-bound (T)

- Sales growth target: Achieve a 15% increase in online sales within the next 12 months (by October 2025).
- Website traffic growth: Increase website traffic by 20% within 6 months (by April 2025).
- Social media engagement: Boost engagement by 15% within 6 months (by April 2025).
- Email list growth: Expand the subscriber list by 10% per quarter, with the first evaluation in December 2024.

Summary of SMART Objectives

- Specific: Increases sales, traffic, engagement, and subscribers in targeted regions.
- Measurable: 15% sales growth, 20% traffic increase, 15% more social engagement, 10% email list growth.
- Achievable: Budget 20,000, using existing marketing resources.
- Relevant: Supports overall business goals and responds to market demand for realistic dolls.
- Time-bound: Sales in 12 months; engagement and traffic goals in 6 months; and email growth in 3 months.

STRATEGY

Segmentation, Targeting, and Positioning

- **From the segmentation and targeting standpoint**

Tefoulah is interested in several categories of customers. First, its offering is highly appealing to Parents looking for educational or artistic toys that promote creativity and imaginative play, Expected mothers, Parents with Autistic kids, uncles and aunts or any adults who want to buy gifts for children, schools, and hobbyists in dolls. Tefoulah will also partner with institutions such as Amazon, and many more to make its products easily accessible for customers, who care about good quality, long-lasting gifts as well as environment-friendly toys.

second, our full dedication to making the whole experience easy, and not taking a lot of time out of our customer's day, so serving great customer experience is our priority, these factors suggest that online targeting may be more effective for reaching these customer segments since all of these categories are actively using online platforms to search for new, High-quality easily accessible, with good meaning gift.

- **In terms of positioning**

Tefoulah will be established as a brand that provides artistic dolls that prioritize craftsmanship, realism, and emotional connection.

Tefoulah's message will resonate with its customers through clarity, consistency, engagement, and credibility.

Tefoulah will launch **Educational Campaigns** on the benefits of children's toys, and quality times with the parents will be available on our website and various social media channels.

Authentic reviews will be allowed on the website and various social media channels.

Campaigns to highlight the diverse Products offered and the unique stories behind each doll, perhaps focusing on cultural or artistic inspirations.

Tefoulah will develop a **relatable and creative brand voice** that communicates authenticity, artistry, and community involvement, Use storytelling techniques to connect emotionally with consumers, highlighting how each doll can serve as a cherished companion.

This approach may be seen as caring and highly approachable in the toy industry, as we will rely on creating good memories for the whole family, not just selling a toy.

The transparent and caring positioning of Tefoulah will be established in **Saudi Arabia's Market market and the United Arab Emirates market.**

Online Value Proposition

it can be suggested that the online value proposition of Tefoulah will emphasize such qualities as High-quality craftsmanship and materials (silicone, high-grade plastics) to ensure durability and realism, fun, Caring, and customer-centric.

Tefoulah will work with its customers directly to cultivate the best experience they're looking for. Tefoulah will cultivate a positioning statement to encompass everything it stands for to encourage customers to choose it over its competitors.

Statements such as:

- Statement to Promote features such as realistic facial expressions, articulated joints, and interchangeable clothing options
- Statements to create Emotional Connection, Market the dolls not just as toys but as companions that can create memories, thus appealing to the emotions of families.
- Statements to Promote the idea of dolls being excellent gifts for various occasions, fostering connections between individuals or families

Tefoulah Proposition



At Tefoulah, we offer beautifully crafted, lifelike dolls that go beyond toys—they are companions that inspire imagination, nurture creativity, and provide comfort. Each doll is carefully designed to reflect diverse cultural and emotional expressions, making them not only visually realistic but emotionally relatable for children and collectors alike.

Our mission is to foster connections and inclusivity through dolls that children can see themselves in, helping to promote empathy and understanding from a young age.

With Tefoulah, you are not just purchasing a doll; you're investing in a meaningful experience of joy, identity, and timeless companionship. We combine premium quality materials with a focus on realistic features, ensuring that our dolls are safe, durable, and perfect for years of love and care.

Why Tefoulah?

By choosing Tefoulah, you are embracing a world of diversity, creativity, and heartfelt experiences, making play time truly special.

REALISM

Each doll is crafted with meticulous attention to detail, offering true-to-life expressions and textures that standout.

Cultural Inclusivity

Our dolls represent a wide array of ethnicities and backgrounds, allowing every child to find a friend who mirrors their world.

Durability & Safety

Made from high-quality, child-safe materials, our dolls are designed to last, providing a trusted experience for children and.

Emotional Engagement

Tefoulah dolls are created not only to be aesthetically beautiful but also to evoke emotional connection, nurturing empathy and kindness in those who engage with them.

Promotional strategy to increase brand visibility and awareness

- Social Media Engagement: Tefoulah will develop compelling visual content for platforms like Facebook, Instagram, X, Pinterest, and Snapchat, showcasing the dolls in various settings.
- Utilize retargeting campaigns strategically to enhance Conversion.
- Utilize hashtags strategically to enhance discoverability.
- Influencer Collaborations: Tefoulah will collaborate with local Saudis and UAES who align with the brand values to promote the dolls through authentic storytelling and relatable content.
- Email Marketing: Tefoulah will establish a segmented email marketing strategy tailored to different target audiences to provide personalized content and offers. -Share exclusive insights into new collections, and testimonials from satisfied customers to reinforce brand loyalty.
- Creating SEO-friendly content, Incorporate SEO keywords strategically into the Ads campaigns. Creating SEO-friendly organic posts and blogs
- Increase the product's reviews through incentivizing reviews with discounts, also asking for a review after customers buy the products.

Different Tactical Campaigns

there will also be, Different Tactical Campaigns through display ads, to increase the brand visibility, capture the target market, and convert leads, as well as highlight the positioning statement, the campaigns will encourage the target market to:

- Awareness Campaigns
- Visit the website Campaigns
- Engagement Campaigns
- Campaigns to Collect data for the business's database.
- Sales Campaigns
- Click through Ads
- Retargeting campaigns

Ideally they feel satisfied enough to leave reviews.

The tactical campaigns will be analyzed and optimized on a monthly, quarterly, and yearly basis and adjusted based on results.

Sequence (credibility before visibility)

The market is in need of a new long-lasting product, that aims to create long-lasting memories not just for the child but for the whole family, a product that will benefit adults as much as children, that people can purchase as a gift and know for a fact that's going to be a meaningful one as well as entertaining.

Tefoulah will offer

New products such as environment-friendly plastic dolls and Completely silicon dolls
Highly trained staff to provide the customers with a respectful, fun experience in the digital experience.

Excellent customerservice that will quickly resolve any issue, and remedy customer's frustrations.

Customer Experience Strategy

- Exceptional Customer Service: Tefoulah will offer live chat support on the website to assist customers with inquiries in real-time, enhancing their shopping experience.
- Tefoulah developed a return policy that builds trust, ensuring customers feel secure in their purchases.
- Community Building: Tefoulah will foster a sense of community among consumers through online forums or social media groups where they can share their experiences, and personal stories related to the dolls.
- Encourage user-generated content by inviting customers to showcase their dolls in creative ways, with the potential to feature them on your official channels.
- Campaigns to show full transparency on Tefoulah's sustainable endeavours, and the benefits for the customers and environment through social media posts and blog posts on the website.
- Conducting customer satisfaction surveys as a part of Tefoulah's efforts to retain customers, see which areas need improvement, and improve them.
- By implementing these comprehensive strategies, the brand can create a strong market presence, foster genuine connections with its audience, and drive sustainable growth in the realistic doll market online.

Integration

The integration of the aforementioned elements should be performed through online advertising as that's where the ideal customer resides, the demonstration of both the brand and its ideal customer image will be demonstrated in all advertising materials and blog posts.

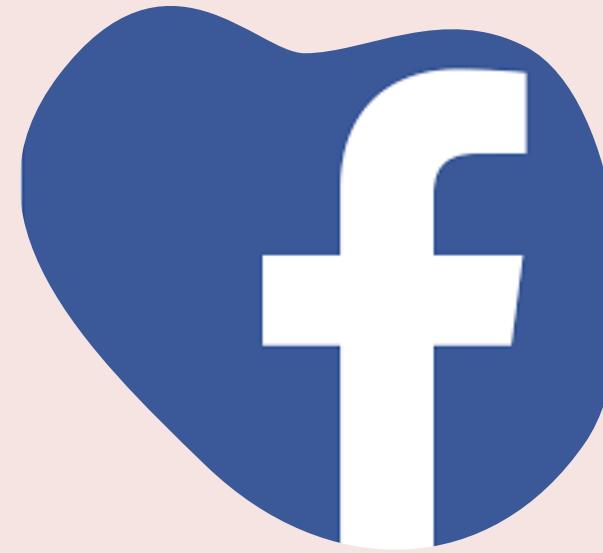
Tefoulah should be looking to:

- Increase brand visibility in the first 6 months, through the different tactical campaigns, To be measured through Google Analytics.
- Increase the brand presence within identified online channels that target the specified ideal customers.
- Promote our products through relevant partnerships with influencers. campaign to retain customers and build communities.
- Reach a wider audience through partnerships with apps such as Amazon.
- Make campaigns to collect databases in the form of emails and phone numbers. Make Ad campaigns to target the collected data.
- Lowering marketing costs through focusing on targeted markets, AND leveraging organic content marketing, in addition to email marketing. And Regularly measuring and evaluating marketing efforts to identify what is working and what is not.
- Keep updated on our competitors to understand what online marketing tools they are using as well as the tools they're not utilizing and take advantage of that.

Tools



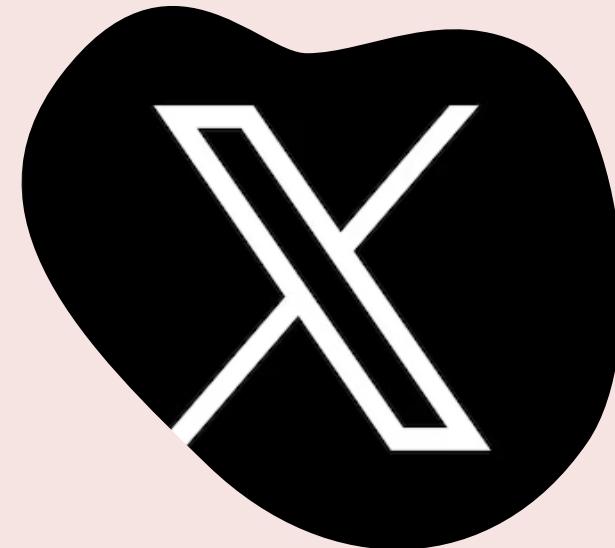
Website



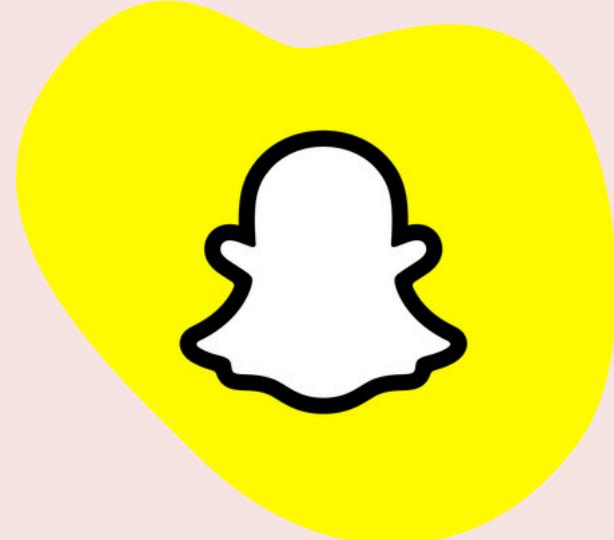
Facebook



Instagram



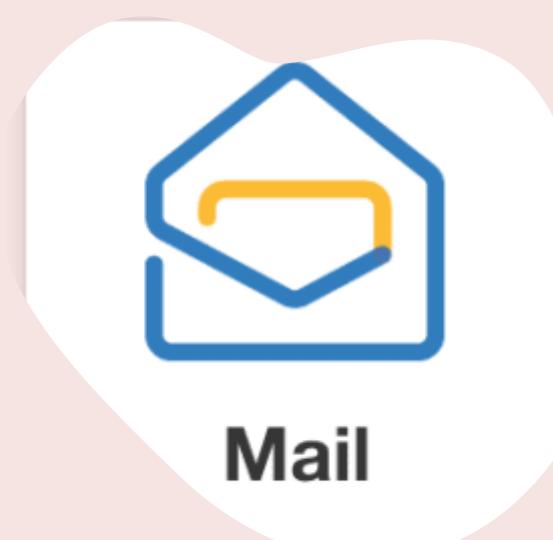
X



Snapchat



Pinterest



Mail

Email

TACTICS

Content Marketing

Blog Posts

Topics:

Some types of blog content that can be effective:

- **Product Spotlights**

Detailed Reviews: Write in-depth posts about different doll models, and explain the features of different dolls.

- **Parenting and Child Development**

Benefits of Play: Discuss how realistic dolls can aid in a child's development, including nurturing skills and emotional intelligence.

Integrating Dolls into Learning: Sharing ideas about using dolls for educational play, storytelling, and imaginative scenarios.

- **Doll Care and Maintenance**

How to Care for Your Doll: Provide tips on cleaning, storing, and maintaining dolls to keep them in great condition.

Blog Posts

- **Emotional and Psychological Aspects**

Companionship Benefits: Explore the emotional benefits of having realistic dolls, such as companionship for adults or comfort for children.

Mental Health Insights: Discuss how dolls can serve therapeutic purposes, supporting mental well-being.

- **FAQs and Guides**

Common Questions: Address frequently asked questions about realistic dolls, shipping, and returns.

Buying Guides: Offer guides for first-time buyers on what to consider when purchasing a realistic doll.

- **SEO**

Optimize blog posts for relevant keywords to improve organic search visibility.

Content Marketing

Video Content

Produce short videos showcasing the dolls emphasizing craftsmanship and quality, including unboxing experiences, and customer testimonials.

User-Generated Content

Produce short videos showcasing the dolls emphasizing craftsmanship and quality, including unboxing experiences, and customer testimonials.

Social Media Marketing

Using social media marketing to sell realistic baby dolls can significantly enhance brand awareness, engage customers, and drive sales.

Here's how to effectively leverage social media for this brand:

Platforms

Focus on Instagram, TikTok, Twitter, Snapchat, Pinterest, and Facebook due to their visual nature and popularity in the United Arab Emirates and Saudi Arabia.

Content Strategy

Visuals: Use high-quality images and videos of the dolls to draw attention.

Storytelling: Share stories of the unique experiences customers have with their dolls.

User-Generated Content

Encourage Sharing: Invite customers to post photos of their dolls and use a branded hashtag. Feature this content on the social media pages to build community and trust.

Contests and Challenges: Organize photo contests where customers can showcase their dolls for a chance to win prizes or discounts.

Influencer Collaborations

Partner with local influencers who resonate with our target audience, they can provide authentic endorsements and reach wider audiences.

Choose influencers carefully to ensure they align with the brand values and cultural sensitivities.

Example:

Mothers with a focus on child development: Influencers who share tips on parenting, educational toys, and child psychology.

Family vloggers: Those who document their daily lives with children and might incorporate dolls into their content.



Email Marketing

Email marketing can be a powerful tool for promoting realistic baby dolls, building customer relationships, and driving sales.

Here's how to effectively use email marketing for this brand:

Newsletter Campaigns

Regular Updates: Sending monthly newsletters featuring new product launches, promotions, and featured blog posts.

Customer Stories: Highlight testimonials and stories from satisfied customers to build trust and community.

Welcome Series

Onboarding New Subscribers: Creating a series of welcome emails for new subscribers, introducing the brand, its values, and best-selling products.

Exclusive Offers: Include a special discount for first-time buyers to encourage immediate purchases.



Personalized Recommendations

Tailored Content: Using customer data to send personalized product recommendations based on past purchases or browsing behaviour.

Birthday discounts: Offer special discounts or promotions on customers' birthdays to enhance personalization.

Abandoned Cart Reminders

Follow-Up Emails: Send automated emails to remind customers of items left in their carts, possibly including a limited-time discount to encourage completion of the purchase.

Promotional Campaigns

Seasonal Sales: Announce seasonal promotions, holiday sales, or exclusive offers to create urgency and encourage purchases.



Educational Content

Doll Care Tips: Share tips on caring for realistic dolls, enhancing customer satisfaction and product longevity.

Surveys and Feedback Requests

Customer Feedback: Send surveys to gather customer opinions on products and services, helping improve offerings.

Re-engagement Campaigns

Win Back Inactive Customers: Sending targeted emails to customers who haven't purchased in a while, offering incentives to re-engage them.

Content Highlights: Showcase popular blog posts or social media content to rekindle interest.

Search Engine Optimization (SEO)

Using SEO for selling realistic baby dolls can significantly enhance online visibility and drive organic traffic to the website.

There are some strategies to effectively implement SEO:

Keyword Research

Identify Relevant Keywords: Using tools like Google Keyword Planner or SEMrush to find keywords related to realistic baby dolls, such as "realistic dolls for adults," "customizable baby dolls," or "best lifelike dolls."

Long-Tail Keywords: Focusing on specific that potential customers might search, which often have lower competition and higher conversion rates

On-Page SEO

Optimize Title Tags and Meta Descriptions: Ensure each page has unique title tags and meta descriptions that include primary keywords and encourage clicks.

Header Tags (H1, H2, H3): Using header tags to structure content effectively, incorporating relevant keywords naturally in subheadings.

Content Quality: Creating high-quality, informative content that addresses customer needs and includes targeted keywords seamlessly throughout the text.

Product Descriptions

Unique Descriptions: Write detailed, unique descriptions for each doll, highlighting features, benefits, and customization options, while incorporating relevant keywords.

Visuals and Alt Text: Use high-quality images and ensure that alt text includes keywords to improve image search visibility.

Blog Content

Educational Articles: Write blog posts on topics like doll care, and the benefits of imaginative play, incorporating relevant keywords to attract organic traffic.

FAQs: Create a dedicated FAQ section to address common customer questions, optimizing each answer for search queries.

Backlink Strategy

Guest Blogging: Contribute articles to parenting or lifestyle blogs, linking back to your site to build authority and improve SEO.

Collaborations: Partner with influencers or relevant websites for collaborations that can result in backlinks to the website.

User Experience (UX)

Mobile Optimization: Ensure the website is mobile-friendly, as many users will search on mobile devices.

Page Speed: Optimizing images and using caching to improve site speed, which is crucial for SEO and user experience.

Analytics and Adjustments

Monitor Performance: Using tools like Google Analytics and Google Search Console to track organic traffic, keyword rankings, and user behaviour on the site.

Adjust Strategies: Regularly analyze data to refine keyword targeting, content strategies, and overall SEO tactics.

Paid Advertising

Using paid advertising can effectively boost visibility and drive sales for a brand (Tefoulah) that sells realistic baby dolls.

Social Media Advertising

Targeted Ads:

Using Facebook and Instagram to create campaigns based on demographics, interests, and behaviors.

Using Facebook Ads Manager to target (parents, collectors, and individuals interested in toys).

Carousel Ads:

Showcasing multiple dolls in one ad to engage viewers and encourage clicks.

Video Ads:

Creating short, captivating videos that highlight product features, unboxing experiences, or customer testimonials.

Google Ads

Search Ads:

Run keyword-targeted search ads for terms related to realistic baby dolls. Focusing on long-tail keywords like “buy realistic baby dolls” or “customizable lifelike dolls.”

Display Ads:

Utilize Google Display Network to reach users on various websites. Creating visually appealing banner ads showcasing the dolls and directing traffic to the site.

Retargeting Campaigns:

Set up retargeting ads to re-engage visitors who didn’t complete a purchase, reminding them of the products they viewed.



ACTION

Production and Distribution

We have entered into a partnership with a company in China to manufacture our dolls. This company will not only handle the production but also take responsibility for the logistics, including transportation, shipping, and distribution of our products to various regions.

Marketing and Sales Team

We have established a dedicated marketing and sales team to begin promoting our product.

The roles are distributed as follows:

- Moderation:** This task will be managed by (Heba and Salma) ensuring all customer interactions and content are moderated effectively across our platforms.
- Content Creation:** Sara will be responsible for creating engaging and relevant content to attract our target audience.
- Financial Affairs:**(noran Mahmoud)will handle all financial operations and budget management for our marketingactivities.
- Media Buying:** The task of purchasing and optimizing advertising space across digitalplatforms will be managed by (Noran Magdy,Mohamed, and Zeinab)

Marketing Campaigns

We have launched several marketing campaigns aimed at drawing the attention of our target audience to our product. These campaigns span various social media platforms, leveraging different forms of content to engage potential customers and build brand awareness.

Establishing a website

We have a website and This website will showcase our dolls with high-quality images and detailed descriptions, ensuring customers have a comprehensive view of our product offerings. Additionally, we will provide multiple payment options to cater to the preferences of different customers.

CONTENT



content calender

week1

week2

Item	Tuesday2	Wednesday3	Thursday4	Friday5	Saturday6	Tuesday7	Wednesday8	Thursday9
date	10/8/2025	10/9/2025	10/10/2025	10/11/2025	10/12/2025	10/13/2025	10/14/2025	10/15/2025
platforms	Facebook, insta, x, pinterest							
taype of posts	copy& visual							
taype of content	promotion	eductional	promotion	eductional	promotion	eductional	promotion	eductional

week3

Item	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday2
date	10/16/2025	10/17/2025	10/18/2025	10/19/2025	10/20/2025	10/21/2025	10/22/2025
platforms	Facebook, insta, x, pinterest						
taype of posts	copy& visual						
taype of content	educational	promotin	educational	promotion	promotin	educational	promotin

week4

Item	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
date	10/23/2025	10/24/2025	10/25/2025	10/26/2025	10/27/2025	10/28/2025	10/29/2025	10/30/2025	10/31/2025
platforms	Facebook, insta, x, pinterest	Facebook, insta, x, pinterest							
taype of posts	copy& visual	copy& visual							
taype of content	educational	promotion	promotin	educational	promotin	educational	promotion	promotion	promotion



WEBSITE



Tefoulah
Since 2021



100% Free Shipping On All Orders ✓



Explore A World! ✨

Of Wonder With Our
Lifelike Dolls! 🤴🍼

Find the perfect companion for your
child right here in our store!

Shop now



EGP ▾

≡



Tefoulah
Since 2021
توفالا



Shop our collections



[Baby doll](#)



[Little Baby Doll](#)



EGP ▾

Baby doll

Filter

Sort

14 products



Mia - Baby Doll
My Store

LE 3,613.96

 EGP ▾



Blissful Belle - Baby
Doll
My Store

LE 3,613.96 ₩

4,259.46



FACEBOOK



طفولة - Tefoulah

6 likes • 5 followers

مرحباً في "طفولة"! 🎈 تجربة الألعاب والدمى الرائعة في المملكة. تابعونا للعرض والمنتجات الجديدة. انضموا الآن وعيشوا أفضل اللحظات! 💫🌟



طفولة - Tefoulah

Posted by Sprinklr Self Serve

1d · 🌎

...

دمى "طفولة" اللي تحاكي الأطفال الحقيقيين! كل دمية مصممة
بدقة واهتمام، تفرح قلوب الصغار. 🎉⭐️ تسوقوا عبر الرابط في
البايو!

#DollDreams #TinyToyTales #BabyDollBliss
#MiniatureMemories #DollPlaytime #SweetSnuggles
#PlayfulDollAdventures #LittleLoves #tefoulah #طفولة





طفولة - Tefoulah

Posted by Sprinklr Self Serve

1d ·

...

دمى "طفولة" اللي تجمع بين الفخامة والواقعية! كل دمية
مصممة بدقة عشان تفرح قلب صغاركم وتعيشهم لحظات جميلة.
شوفوا تشكيلتنا عبر الرابط في البايو! 🎁 ❤️ 😍

#DollLove #TinyTotsTreasures #PlaytimePals
#DollAdventures #CuddleCompanions #BabyDollJoy
#ParentingWithDolls #ImaginationInAction
#DollMoments #CherishedCompanions #tefoulah
#طفولة _tefoulah





INSTAGRAM



tefoulah.doll



...



15
posts

16
followers

0
following

طفولة | Tefoulah

Toy Store

ليش تختارونا؟

دمى أطفال بجودة عالية وتصاميم رائعة
 كل دمية فيها لمسة حب وعناية.

تسوقوا الحين

[See Translation](#)

tefoulah.com

Following ▾

Message

Contact



أراء العملاء...



الشحن و التو...



طريقة الطلب...



تواصل معنا...



أصدقاء طفولة...





•••••

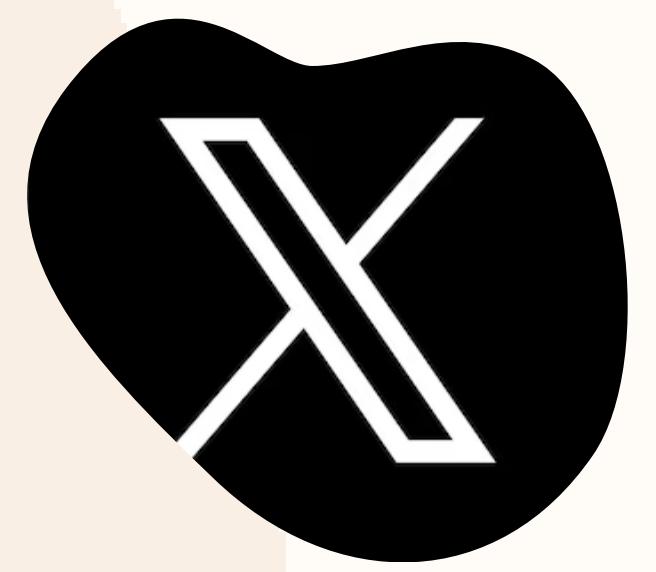
236 1 3



دمى "طفولة" اللي تجعل صغاركم ينبهرون! دمى بجودة doll
ممتازة و تصاميم دقيقة، راح تحبونها أكيد

تسوقوا عبر الرابط في البايو!

✉️ عندك إستفسار؟ لا تتردد و تواصل معنا عبر الرسائل الخاصة! ترى
تعرف الأسعار و التفاصيل؟ فريق "طفولة" جاهز يساعدك و يوفر لك
 تجربة تسوق مميزة.



X



Following

Tefoulah Doll

@tefoulah

مرحباً بكم في عالم الطفولة! 🎈 اكتشفوا أجمل الألعاب والدمى لأطفالكم معنا. تابعونا للحصول على آخر العروض والمنتجات المميزة. #طفولة_مع_مرح #مرحbabكم

[Translate bio](#)

Baby & Children's Clothing Store tefoulah.com

Joined April 2024

1 Following 1 Follower

Posts

Replies

Media



Post



Tefoulah Doll
@tefoulah

Follow

...

🎉 دمى "طفولة" اللي تحاكي الأطفال الحقيقيين! كل دمية
مصممة بدقة واهتمام، تفرح قلوب الصغار. 🎁 🌟 تسوقوا
عبر الرابط في البايو!

#BabyDollBliss #TinyToyTales #DollDreams
طفولة# #tefoulah #MiniatureMemories

Translate post



2:52 PM · 07/10/2024 · 2 Views



Post



Tefoulah Doll
@tefoulah

Follow

...

هدية العمر مع "طفولة"! دمنا بجودة ممتازة وتصاميم
مميزة تجعل كل مناسبة خاصة. ❤️⭐ زورونا عبر الرابط
في البايو!

#CherishedCompanions #DollMoments
طفولة # #tefoulah

Translate post



2:51 PM · 07/10/2024 · 5 Views



PINTEREST



Tefoulah Doll

مرحباً بكم في عالم الطفولة!  
اكتشفوا أجمل الألعاب والدمى لأطفالكم معنا.
تابعونا للحصول على آخر العروض...more

Created

Saved



All Pins

83 Pins 1d



Tefoulah

83 Pins 1d

More ideas from Tefoulah Doll



Tefoulah



Tefoulah

...

...



Tefoulah Doll
0 followers

Follow

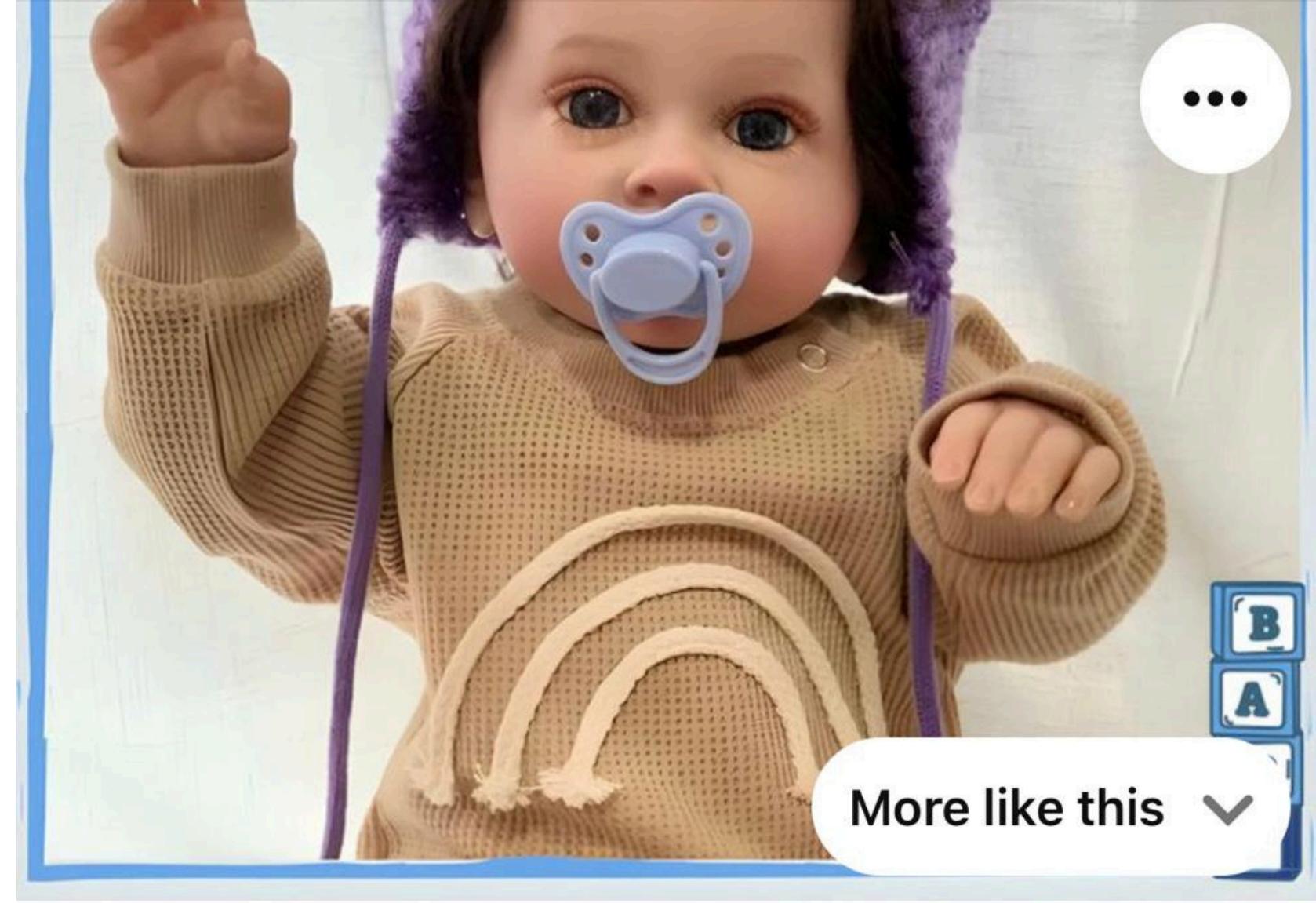
Tefoulah

مع طفولة ياتى الحب و الامن



Save





Tefoulah Doll
0 followers

Follow

16.png

✿ تخيّل كيّف تكون الدمى بـشكل حقيقى؟ دمى "طفولة" تقدّم لك التفاصيل الدقيقة والجودة العالية اللي تخليك تندّهش. شوفها الآن عبر الرابط! عـندك استفسـار؟ لا تتردد وتواصل معنا عبر الرسائل الخاصة! بيـعرف الأسعار والتفاصيل؟ فريق "طفولة" جاهـز يـساعدك ويـوفر لك تجربـة تسـوق مميـزة.

CAMPAIGNS



INSTAGRAM CAMPAIGN

Campaign name

New Engagement campaign

[Create Template](#)

Special ad categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable



Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

Location:

United Arab Emirates: Abu Dhabi (+40 km) Abu Dhabi; Dubai (+40 km) Dubai; Sharjah (+40 km) Emirate of Sharjah, Saudi Arabia: Al Awali (+17 km), North Obhur Jeddah Ksa (+19 km) Makkah Region

Reach more people if you've added cities and regions:

On

Minimum age:

21

Language:

English (UK), Arabic or English (US)

Advantage+ audience +*

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely.

[Learn more](#)

Age:

21-50

Gender:

Female

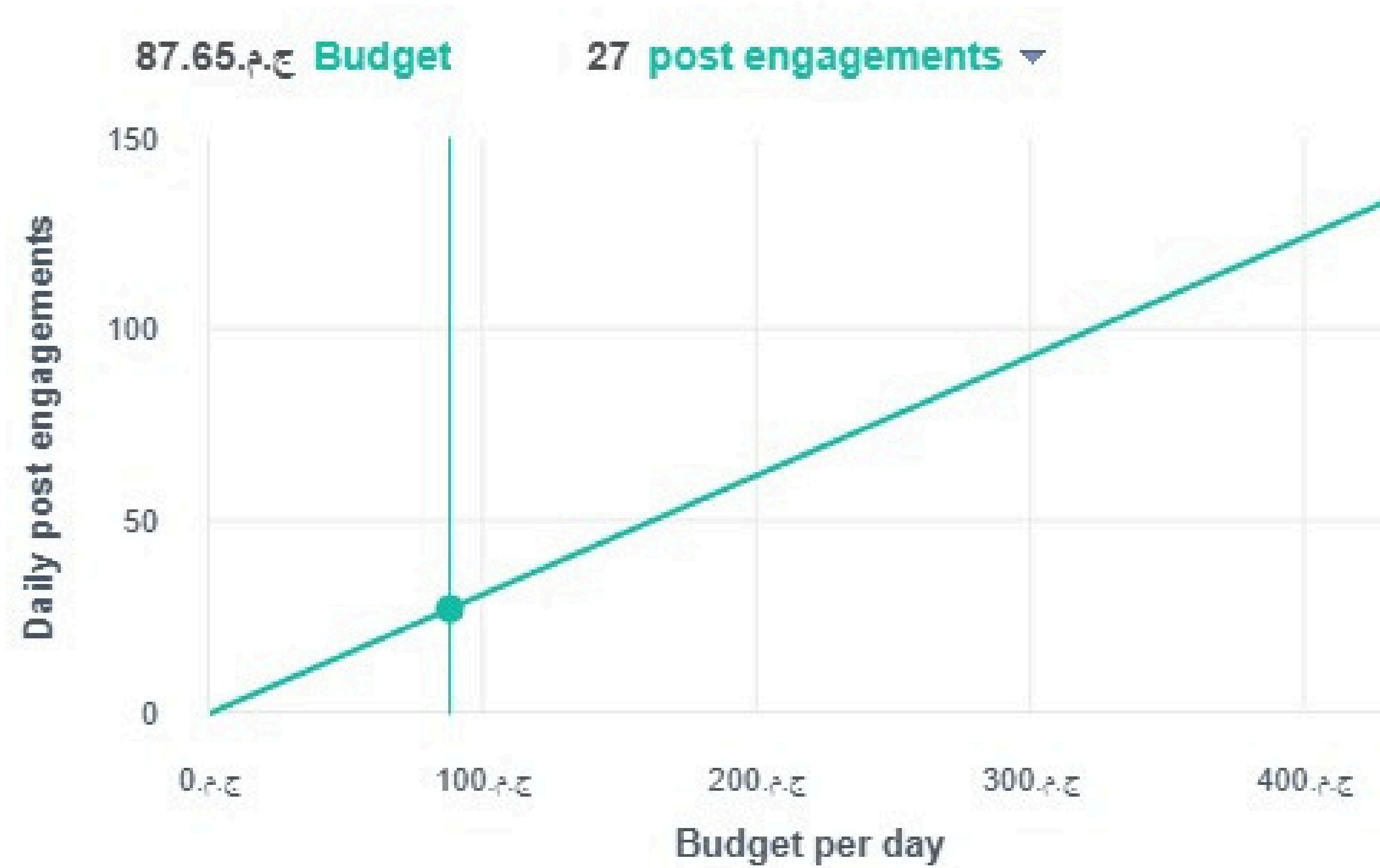
People who match:

Interests: Saudi Arabia, Luxury Shop, Cristiano Ronaldo, Gucci (fashion brand), Tod's, Fisher-Price (toys), Graco (baby products), Mohammed Abdu or Shopping Online - Clothes, Behaviours: Facebook Payments users (30 days), Engaged shoppers or People who prefer mid to high-value goods in the Kingdom of Saudi Arabia, School/University: King Abdulaziz University or King Fahd University of Petroleum & Minerals, Relationship Status: Married

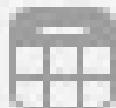
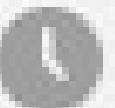
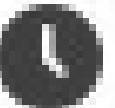
And must also match:

Interests: Motherhood (children and parenting), Toys (toys), Gift shop, Birthday (event), Baby Fashion, Baby Clothes, Parenting (children and parenting), Burberry (clothing), Birthday Gifts, Doll (toy), Baby monitor (children and parenting), Bulgari (luxury goods), Birthday cake or Babyshop (clothing), Behaviours: People who prefer high-value goods in the Kingdom of Saudi Arabia or People who prefer mid to high-value goods in the Kingdom of Saudi Arabia, Parents: Parents with pre-schoolers (3-5 years) or Parents with primary school-age children (6-8 years).

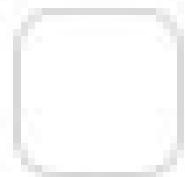
Estimated daily Post engagements



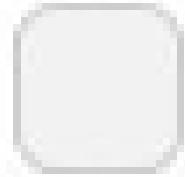
These are estimates and don't guarantee results. ⓘ

Start date 3 October 2024 00:00 +03**End date** 10 October 2024 23:40 +03

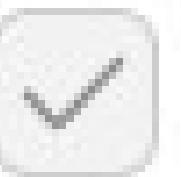
Platforms



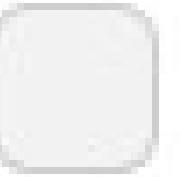
Facebook



Audience Network



Instagram



Messenger



Message template

Choose a template for beginning the chat after people tap on your ad. [Learn more](#)

Create new

Use existing

Use, edit or duplicate an existing template that you've already created. [Learn more](#)

Select template

Start conversations 02/10/2024

Greeting

Liu, Sarah

علمك كف نظر لمساعدك؟

Questions and responses

هل أقدر أشتري؟ 1.

أنا مهمٌّ. ممكِن تخيّلِي أكثر؟ 2.

لقد توصي لي بشيء؟

See less

EMAIL CAMPAIGN

<   

[Test] صباح الخير! هل مستعدون لقضاء ☀ وقت ممتع مع العائلة؟ Inbox

 Tefoulah 8 Oct
to me ▾  

THIS IS A TEST MESSAGE



الخبر سعيد  

إلى جميع محبي الدمى الجميلة



↗ لدينا مفاجأة تنتظركم! إذا قمت بشراء أي دمى قبل
منتصف الليل غداً، ستحصلون على خصم 25% من

🎉 !Tefoulah

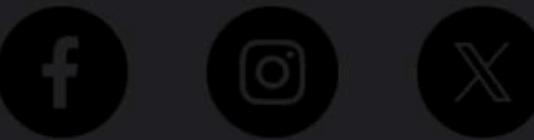
تخيلوا اللحظات الرائعة والابتسامات التي ستحضرها هذه

الدمى لعائلتكم! ❤️ ✨

لا تفوتو هذه الفرصة، اغتنموا ذلك الآن واحتفلوا بلحظاتكم

عائلة المتعة 😊

Buy Now



Copyright (C) 2024 Tefoulah. All rights reserved.

You are receiving this email because you opted in via our
website.

Our mailing address is:

Tefoulah 24 389 Gos, Hà Nội 100001 Vietnam

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe](#)

CONTROL

CAMPAIGN REPORTS



INSTAGRAM CAMPAIGN

Performance

Daily

Cumulative

i

Reach i

4.4K ↑ 109.9%

Content interactions i

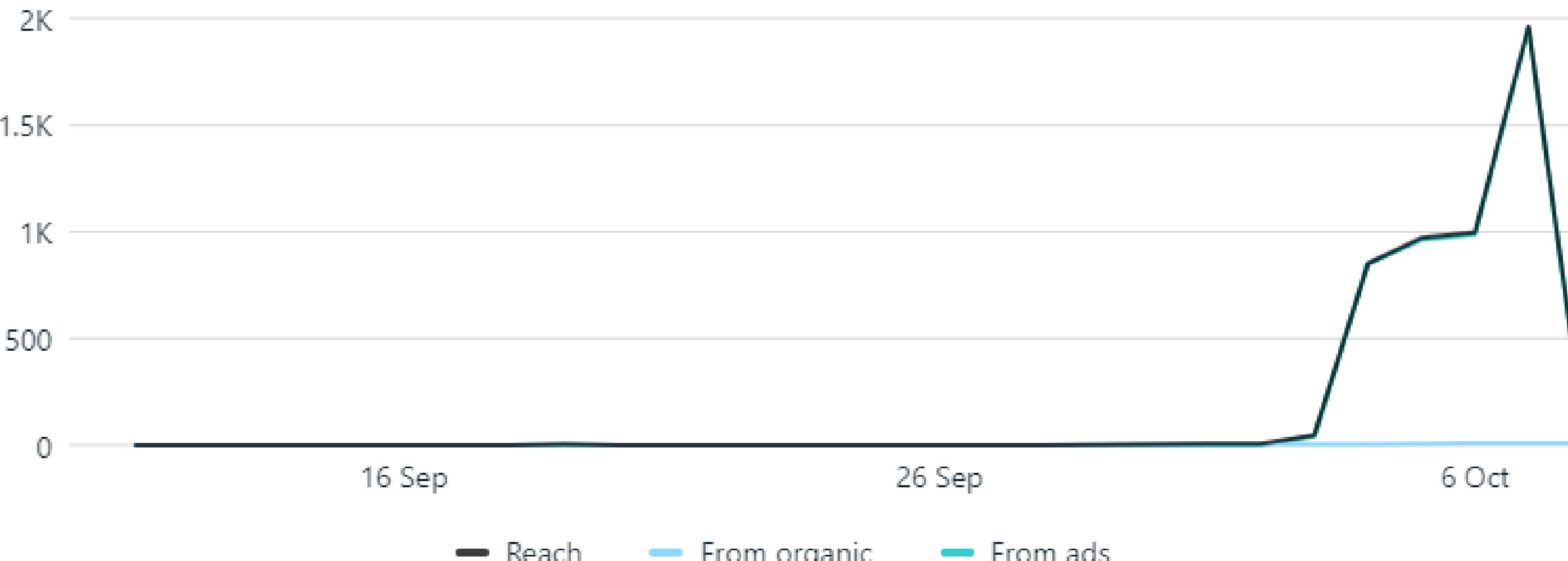
407 ↑ 40.6%

Followers i

Lifetime
15

Link clicks i

13 ↑ 100%



Reach breakdown

Total

4,399 ↑ 109.9%

From organic

22 ↑ 450%

From ads

4,382 ↑ 100%

Visits

Instagram profile visits ⓘ

99 ↑ 1.3K%

40

30

20

10

0

11 Sep

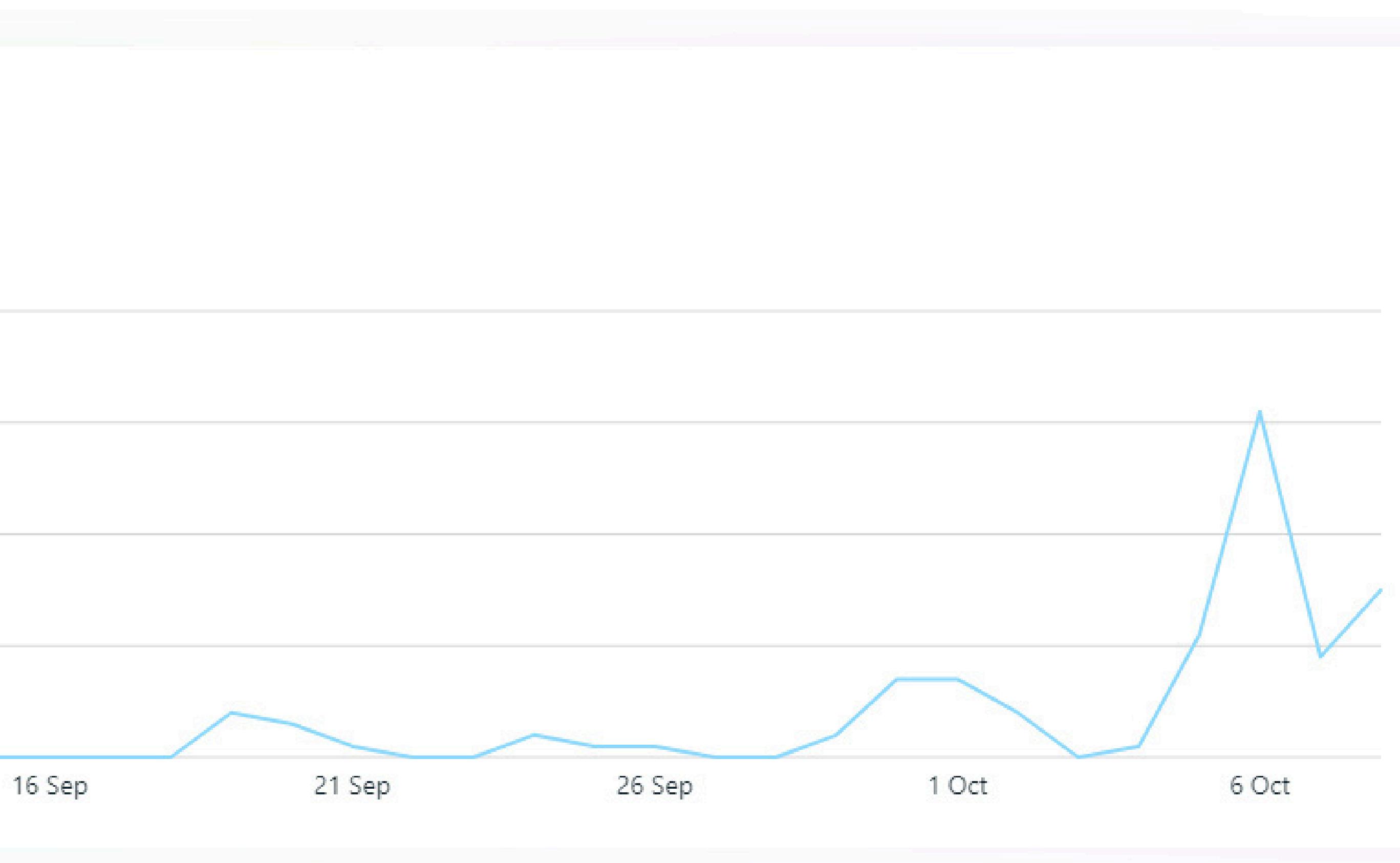
16 Sep

21 Sep

26 Sep

1 Oct

6 Oct



A	B	C	D	E	F	G	H	I
Ad set name	Results	Reach	Impressions	Cost per results	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent (EGP)
New Engagement ad set	326	2069	2200	0.14542945	Below average â€“ bottom 35% of ads	Below average â€“ bottom 35% of ads	Above average	47.41
New Engagement ad set	21	108	111	1.15857143	-	-	-	24.33
New Engagement ad set	101	1142	1274	2.14881188	Below average â€“ bottom 35% of ads	Average	Average	217.03
New Engagement ad set	96	991	1136	1.91625	Below average â€“ bottom 35% of ads	Average	Average	183.96
New Engagement ad set	48	523	559	1.98645833	Below average â€“ bottom 35% of ads	Average	Average	95.35
New Engagement ad set		41	41		-	-	-	10
New Engagement ad set		0	0		-	-	-	0
New Engagement ad set		0	0		-	-	-	0

Ad name	Age	Results	Result indicator	Reach	Impressions	Cost per results	Amount spent (EGP)	Ends
New Engagement ad	18-24	151	actions:post_engagement	954	1256	0.88124303	133.067698	10/10/2024
New Engagement ad	25-34	295	actions:post_engagement	2287	2859	0.96025458	283.2751	10/10/2024
New Engagement ad	35-44	85	actions:post_engagement	682	834	1.05468764	89.648449	10/10/2024
New Engagement ad	45-54	25	actions:post_engagement	187	225	1.4915742	37.289355	10/10/2024
New Engagement ad	55-64	17	actions:post_engagement	70	81	1.12703933	19.159669	10/10/2024
New Engagement ad	65+	19	actions:post_engagement	53	66	0.82314366	15.639729	10/10/2024

Ad set name	Results	Reach	Impressions	Cost per results	Engagement rate ranking	Conversion rate ranking	Amount spent (EGP)
New Engagement ad set	326	2069	2200	0.14542945	Below average â€“ bottom 35% of ads	Above average	47.41
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New Engagement ad set	48	523	559	1.98645833	Average	Average	95.35
New Engagement ad set		41	41		-	-	10
New Engagement ad set		0	0		-	-	0
New Engagement ad set		0	0		-	-	0

EMAIL CAMPAIGN

صباح الخير! هل مستعدون لقضاء وقت ممتع مع العائلة؟ ☀️

Sent Today at 10:35 AM

Subject: صباح الخير! هل مستعدون لقضاء وقت ممتع مع العائلة؟ ☀️

Audience

Tefoulah

URL

<http://eepurl.com/iOSNiY>

Shortcuts

Resend to non-openers

Edit & resend →

Engagement ⓘ

5 Unique opens

▲ 19.2%

0 Unique clicks

0%

Performance ⓘ

First 24 hour performance



Abuse reports

0

Recipients

27 >

Unsubscribes

0

Successful deliveries

26

Bounced

1 >

Total opens

5

Total clicks

0

Forwarded

0

Forwarded opens

0

THE TEAM

Sarah Hesham Fahmy

Prepared Strategy
social media channels moderation
created the social media campaign
created the email campaign

Nouran Mahmoud

Prepared Objectives
social media channels moderation
created the social media campaign
Created Content

Zainab

Prepared situation analysis
social media channels moderation
created the social media campaign

Salma

prepared content Calendar
Created the social media campaign
Conducted Control

Mohamed Salama

Created the website and all the social media channels
social media channels moderation
created the social media campaign
Created Content

Nouran Magdy

Prepared Actions
social media channels moderation
created the social media campaign

Heba

Prepared Tactics
social media channels moderation
created the social media campaign

Thank you!