



Luxury Shoes & Bags-Yat 250

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Introduction

ROXI is an online page specializing in high-quality shoes and bags.

We offer an exclusive collection from top manufacturers in the USA, Turkey, and Egypt.

We focus on delivering premium craftsmanship and modern designs that cater to fashion-conscious customers across Egypt.

With a diverse range of products, we aim to meet the style preferences of our clients while ensuring durability and comfort.

Our online platforms makes shopping convenient and accessible to people nationwide, ensuring a seamless shopping experience backed by reliable customer service and fast delivery.



Canvas Model



Business Model Canvas

Designed for:

Roxi

Designed by:

Roxi team

Date:

DD/MM/YYYY

Version:

X.Y

| | | | | |
|--|---|--|---|---|
| <p>Key Partners </p> <p>Key Partners: Local manufacturers and suppliers (Egypt, Turkey, USA), local couriers, Facebook and Instagram for marketing and sales, payment partners (InstaPay, Vodafone Cash, Cash on Delivery). Key Resources: Product inventory, courier services, payment processing, and social media for customer engagement and sales. Key Activities: Manufacturing by suppliers, delivery by couriers, payment processing, and customer interaction/sales via Facebook and Instagram. Motivations for Partnerships: Cost optimization, risk reduction through reliable partners, and resource acquisition (customers via social media, logistics via couriers).</p> | <p>Key Activities </p> <p>Key Activities: Sourcing quality bags and shoes, ensuring quality control, promoting via Facebook and Instagram, managing orders through DMs, handling local delivery, processing payments, engaging with customers, and generating revenue through sales and promotions.</p> <p>Key Resources </p> <p>Key Resources: High-quality products, the Roxi brand, a team for suppliers and customer service, funds for inventory and ads, local couriers, and staff managing orders and payments via social media.</p> | <p>Value Propositions </p> <ol style="list-style-type: none"> 1. Value Delivered: Stylish, high-quality shoes and bags at affordable prices. 2. Problem Solved: Access to durable, fashionable products without high costs. 3. Product Bundles: <ul style="list-style-type: none"> • Mid-Income: USA, Turkey, and Egypt products. • Low-Income: Affordable Egyptian-made items. 4. Customer Needs: Fashionable, affordable options with convenient online shopping. <p>Key Characteristics:</p> <ul style="list-style-type: none"> • Design & Style: Trendy, modern products. • Price: Competitive for mid- and low-income. • Convenience: Easy online shopping and delivery. | <p>Customer Relationships </p> <ol style="list-style-type: none"> 1. Expected Relationship: Responsive support and engaging social media interaction. 2. Established Relationship: Direct communication via Facebook and Instagram, with customer support and updates. 3. Integration with Business Model: Social media boosts brand awareness and loyalty. 4. Cost: Low-cost management through social media and occasional promotions. <p>Channels </p> <ol style="list-style-type: none"> 1. Desired Channels: Social media (Facebook, Instagram). 2. Current Channels: Marketing and sales via Facebook and Instagram. 3. Channel Integration: Seamless shopping links in social media. 4. Best Performing Channels: Instagram drives the most engagement. 5. Cost-Efficient Channels: Social media ads are cost-effective. 6. Integration with Customer Routines: Regular posts align with customer browsing habits. | <p>Customer Segments </p> <ol style="list-style-type: none"> 1. Value Creation: We are creating value for women seeking stylish, affordable shoes and bags. 2. Important Customers: <ul style="list-style-type: none"> • Mid-Income Group: Looking for quality products from the USA and Turkey. • Low-Income Group: Seeking affordable options from Egypt. 3. Customer Base Type: Segmented market, focusing on mid and low-income groups. |
| <p>Cost Structure </p> <p>Cost Structure: Key costs are product sourcing, local delivery, marketing on social media, and payment processing. Major expenses include inventory, courier services, and ads. Focus is on cost efficiency, using outsourcing and social platforms to reduce overhead.</p> | <p>Competitors </p> <ol style="list-style-type: none"> 1. Hamdy Bags About: Based in Mansoura, Egypt, offering medium-quality bags at affordable prices. 2. Top Shoes About: Popular shoe retailer with a large following, offering a wide range of footwear. 3. ME Bags & Shoes About: Offers bags and shoes with a limited online presence and modest following. | <p>Revenue Streams </p> <p>Customer Willingness to Pay: Customers value stylish, durable bags and shoes, paying for both product and delivery via InstaPay, Vodafone Cash, or Cash on Delivery, with cash-on-delivery being preferred. Revenue Streams: Primarily from product sales at fixed prices, with increased revenue during promotions and sales events.</p> | | |

Product Analysis





Our Products





Beige/Black small purse

| FEATURE | ADVANTAGE | BENEFITS |
|-----------------------|--------------------------------|---|
| Compact Size | Lightweight and easy to carry. | Perfect for daily use, allowing you to carry essentials without the bulk. |
| Beige and Black Color | Neutral, versatile tone. | Matches with various outfits, adding elegance to both casual and formal looks. |
| Structured Form | Maintains its shape. | Keeps a neat, polished appearance throughout the day. |
| Secure clouser | Keeps belongings safe. | Peace of mind when commuting or running errands, knowing your items are secure. |





Black back bag

| FEATURE | ADVANTAGE | BENEFITS |
|-------------------------|-------------------|---|
| Gold buckle | premium lock | Enhances sophistication while keeping the bag securely closed |
| Adjustable straps | Customizable fit | Provides comfort for long wear |
| Interior pockets | Organized space | Keeps belongings tidy and easily accessible |
| Black synthetic leather | Sleek and durable | Provides a luxurious look with long-lasting wear |





Multicolor small purse

| FEATURE | ADVANTAGE | BENEFITS |
|------------------------|----------------------------------|---|
| Compact Size | Lightweight and easy to carry | Perfect for daily use, allowing you to carry essentials without the bulk |
| Multicolor design | Versatile and playful | Easily matches a variety of outfits, offering a fun, fashionable accessory |
| Structured Form | Maintains its shape | Keeps a neat, polished appearance throughout the day |
| Water-resistant fabric | Protects against spills and rain | Keeps belongings safe and dry, even in unexpected weather. |
| Secure closure | Keeps belongings safe | Peace of mind when commuting or running errands, knowing your items are secure. |





White sneakers

| FEATURE | ADVANTAGE | BENEFITS |
|---------------------------|------------------------|--|
| White leather body | Clean and classic | Provides a versatile and timeless look that pairs with any outfit |
| Gold/Silver/black accents | Luxurious touch | Elevates the sneaker's design, adding a premium feel and trendy flair |
| Black detailing | Bold contrast | Enhances the overall aesthetic, making the sneaker more visually appealing |
| Breathable inner lining | Keeps feet Comfortable | Ensures a fresh and comfortable experience throughout the day |
| Slip-resistant sole | Added safety | Provides reliable grip, reducing the risk of slipping on various surfaces |



③

Resources Analysis





RESOURCES

LINKS



https://www.instagram.com/roxi_egyptstyle/



<https://www.facebook.com/roxiegypt>



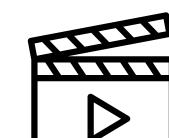
Ads Budget: 1000 EGP



Team members: Business Owner- Social Media Specialists - Media buyers



https://www.instagram.com/reel/CfdA2Z2lk0/?utm_source=ig_web_copy_link



https://www.instagram.com/reel/ChGgebojJG/?utm_source=ig_web_copy_link



Reviews



④

SWOT





1. Strengths:

- High-quality materials
- Competitive prices
- Lower prices than physical stores
- Positive customer feedback

2. Weaknesses:

- Low brand awareness due to inactivity
- Inactive social media presence
- Unclear return and exchange policies



3. Opportunities:

- Equipped with necessary tools
- Strong industry expertise
- Solid stock of products ready for sale

4. Threats:

- Long-time customers may lose trust due to changes in product quality.
- Efforts to explain changes may not prevent some customers from leaving.

⑤

Pest analysis





POLITICAL ANALYSIS

We source certain products from the USA and Turkey, and any geopolitical or trade disruptions between the countries may affect the availability of these items.

ECONOMIC ANALYSIS

Variations in currency exchange rates could result in price adjustments, potentially affecting the overall cost of our products.

SOCIAL ANALYSIS

There is also the possibility that consumers may become hesitant to purchase imported products if a brand involved in a boycott emerges.

⑥

Customer Analysis





people sometimes purchase on

- seasons and promotions back to school/university season
- holiday and holiday seasons such as Eid, New Year, and Mother's Day
- At normal times the purchase rate is lower but steady. customers often buy when needed



Who:

- Women aged 18-50
- Includes students, professionals, and homemakers

Where:

- City areas
- Shopping malls and local markets
- Online shopping sites

What:

- Shopping for shoes, bags, and clothing
- Browsing fashion content on social media
- Attending social events and gatherings
- Seeking recommendations from friends



Why:

- Want to stay stylish and follow trends
- Need affordable and practical items
- Prefer convenience in shopping

When:

- Shopping regularly throughout the week
- Increased activity during weekends and holidays
- Online shopping during sales events

7

Competitor Analysis



(1)



FACEBOOK/ INSTGRAM

HAMDY BAGS

LINK OF FACEBOOK

<https://www.facebook.com/HamdyBags1960/>

LINK OF INSTAGRAM

[https://www.instagram.com/hamdybags.eg?
utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzIxNw==](https://www.instagram.com/hamdybags.eg/?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzIxNw==)

FACEBOOK

Likes: 50k , Followers: 53k

INSTAGRAM

Followers: 5262

REVIEWS

No Online Reviews

ABOUT

Hamdy Bags, located in Mansoura, Egypt, offers a variety of medium-quality bags at affordable prices.

(1)



| FACEBOOK | HAMDY BAGS |
|------------------------|-------------|
| POSTING REGULAR OR NOT | Yes |
| NO. OF POSTS/WEEKS | 7 |
| AVERAGE LIKE/POST | 15 |
| AVERAGE COMMENTS/POST | 10 |
| AVERAGE SHARES / POST | 1 |
| ENGAGEMENT RATE | 25 Per Post |

(1)



| FACEBOOK/ INSTGRAM | HAMDY BAGS |
|-----------------------|---|
| PAID POSTS OR NOT | No |
| TYPE OF CONTENT | Images |
| TONE OF VOICE | friendly and engaging |
| CALL TO ACTION | للطلبات فقط ارسل رساله على الصفحة تابعوا صفحتنا الجديده على انستجرام |
| COMMENTS REPLIES | Replies Private |
| DESIGN | Product-Centric Layout Branded Visuals |
| KEEP IDENTITY | Yes |

(1)



FACEBOOK/ INSTGRAM

HAMDY BAGS

STORIES CONTENT

Picture Of Products

WHERE IN BUYER JOURNEY

On the Offline store

CONTACT THROUGH

Messanger / DMs

STRENGTH

Clear Call to Action
Regular Posting
Multiple Locations
Large Follower Base

WEAKNESS

Limited Content Variety
Repetitive Captions
Limited Product Range

(2)



FACEBOOK

LINK OF CHANNEL

TOP SHOES

[https://www.facebook.com/storetopshoes1?
mibextid=LQQJ4d](https://www.facebook.com/storetopshoes1?mibextid=LQQJ4d)

LIKES

817K

FOLLOWERS

839K

REVIEWS

الحقيقة اجمل من الصور والخامة اللهم بارك - الشوز
والشنطه اكتر من حلوين ومش اخر تعامل - الشوزات
تحفة واجمل من البراندات مليون مرة

ABOUT

نحن في - توب شوز - نعمل منذ يومنا الأول على
تقديم تجربة شراء فاخرة مرادفة للفخامة المطلقة
لنكون وجهتك النهاية للحصول على الأحذية
والحقائب الفاخرة وكان شعارنا الدائم عمالئنا
يستحقون الفضل

(2)



| FACEBOOK | TOP SHOES |
|------------------------|-----------|
| POSTING REGULAR OR NOT | Yes |
| NO. OF POSTS/WEEKS | 23 |
| AVERAGE LIKE/POST | 229 |
| AVERAGE COMMENTS/POST | 58 |
| AVERAGE SHARES / POST | 1 |
| ENGAGEMENT RATE | 288 |

(2)



| FACEBOOK | TOP SHOES |
|-------------------|---|
| PAID POSTS OR NOT | paid posts |
| TYPE OF CONTENT | posts |
| TONE OF VOICE | Elegant and professional |
| CALL TO ACTION | NO call to action |
| COMMENTS REPLIES | " تم التواصل " |
| DESIGN | <ul style="list-style-type: none">• Clean and minimalistic layout |
| KEEP IDENTITY | Yes |

(2)



| FACEBOOK | TOP SHOES |
|------------------------|---|
| STORIES CONTENT | No stories |
| WHERE IN BUYER JOURNEY | Customers can browse the collections on the page and Then visit the website to place an order |
| CONTACT THROUGH | Messanger |
| STRENGTH | Consistent brand identity and high-contrast images that effectively highlight details. |
| WEAKNESS | Focus on regular posts instead of diverse formats diminishes engagement, resulting in less appealing content. |

(3)



FACEBOOK/INS TAGRAM

ME BAGS&SHOES

LINK OF FACEBOOK

[https://www.facebook.com/storetopshoes1?
mibextid=LQQJ4d](https://www.facebook.com/storetopshoes1?mibextid=LQQJ4d)

LINK OF INSTAGRAM

no instagram

LIKES

5.1k

FOLLOWERS

5.4k

REVIEWS

الخامة تحفه ماشاء الله اللهم بارك والله تسلم اديكم
حرفيا ومندوب التوصيل شخصية محترمة جدا

ABOUT

أقوى عروض الشنط والاحذية الحريمي بالعصافرة
M&E SHOP

(3)



FACEBOOK/INSTAGRAM

ME BAGS&SHOES

POSTING REGULAR OR NOT

no

NO. OF POSTS/WEEKS

3

AVERAGE LIKE/POST

25

AVERAGE COMMENTS/POST

20

AVERAGE SHARES / POST

7

ENGAGEMENT RATE

25%

(3)



FACEBOOK/ INSTAGRAM

ME BAGS&SHOES

PAID POSTS OR NOT

no

TYPE OF CONTENT

posts/videos

TONE OF VOICE

natural and friendly

CALL TO ACTION

visit us in our shop

COMMENTS REPLIES

"تم التواصل "

DESIGN

Clear and spectacular

KEEP IDENTITY

Yes

(3)



| FACEBOOK/INSTAGRAM | ME BAGS&SHOES |
|------------------------|--|
| STORIES CONTENT | No stories |
| WHERE IN BUYER JOURNEY | <ul style="list-style-type: none">customers check the products on the page so they can order online or go to the shop. |
| CONTACT THROUGH | whatsapp |
| STRENGTH | <ul style="list-style-type: none">they concentrate on the frugal products and they have a real place sell from it |
| WEAKNESS | <ul style="list-style-type: none">they dont have instagramthey dont post regular and there is no variety in content |

⑧

objectives





SERVE
(ADD VALUE)

SPEAK
(ENGAGE CUSTOMERS)

SIZZLE
(BRAND AWARENESS)

Objective: Enhance brand awareness and create a memorable brand experience.

Objective: Build a community of loyal followers by increasing social media engagement by 20% within three months.

Objective: Improve customer satisfaction ratings by 15% within two months by providing timely responses and support through social media channels.



SELL **(GROW SALES)**

objective: increase online sales by 30%
orders after the Awareness stage next
three months

SAVE **(EFFICIENCY)**

Objective: Reduce marketing costs by 15% within five months through more efficient ad targeting and content strategies.

⑨

Strategy





Segmentation

Demographic

Based On Income:

► MID INCOME

► LOW INCOME



Targeting

► MID INCOME

Products: Shoes and bags from the USA, Turkey, and Egypt

► LOW INCOME

Products: Shoes and bags primarily from Egypt



Positioning

ROXI is a bags and footwear brand that offers stylish and affordable shoes and bags for individuals who seek fashion with practicality and affordable choices

because we source our products from high-quality manufacturers in the USA, Turkey, and Egypt, ensuring a balance of quality, comfort, and price.



Unique selling points

- HIGH QUALITY PRODUCTS
- STYLISH AND DURABLE
- VALUE FOR MONEY



Buyer Persona for Mid-Income Group



- **Name:** Sarah
- **Age:** 30
- **Location:** Cairo
- **Language:** Arabic, English
- **Gender:** Female
- **Social Status:** Single
- **Education:** Bachelor's in Marketing
- **Occupation:** Marketing Specialist
- **Income:** 10,000 EGP/month

Interests:

- Fashion
- social media
- travel

Obstacles:

- Limited shopping time
- online quality concerns

Motives to purchase products:

- Express personal style
- seek quality products

Online Behavior:

- Active on social media
- shops online
- reads reviews

Goals:

- Enhance style
- find fashionable items
- access diverse brands



Buyer Persona for Low-Income Group



- **Name:** Fatma
- **Age:** 25
- **Location:** Alexandria
- **Language:** Arabic, English
- **Gender:** Female
- **Social Status:** Married with one child
- **Education:** High school diploma
- **Occupation:** Sales Assistant
- **Income:** 5,000 EGP/month

Interests:

- Family activities
- Budget-friendly fashion
- Social media
- Cooking

Obstacles:

- Budget constraints
- limited transport

Motives to purchase products:

- Find stylish, affordable items
- support local brands

Online Behavior:

- Uses Facebook and Instagram
- shops for discounts
- seeks recommendations

Goals:

- Find durable products
- manage expenses

Tactics



Marketing mix



PRODUCT

- Shoes and bags from the USA, Turkey, and Egypt.
- Focus on style, comfort, and durability.

PRICE

- Mid-range for USA and Turkey.
- Affordable for Egyptian-made products.

PLACE

- Sales through Facebook and Instagram all over Egypt

PROMOTION

- Facebook and Instagram Ads.
- Run giveaways and contests to engage the audience.



| | |
|-------------------------|---|
| CHANNELS USED: | <ul style="list-style-type: none">• Facebook and Instagram for engagement and sales. |
| TONE OF VOICE: | <ul style="list-style-type: none">• Friendly And Engaging |
| TYPE OF CONTENT: | <ul style="list-style-type: none">• Product photos and videos.• Customer testimonials.• Style tips and fashion advice.• Promotions and offers. |
| FREQUENCY: | <ul style="list-style-type: none">• Facebook: 4 posts per week.• Instagram: 4 posts per week. |
| TIME OF POSTING: | <ul style="list-style-type: none">• Focus on night and weekends.• Experiment with different times to find the best. |

Actions





| ITEM | WHO | START DATE | DEADLINE | STATUS | HOW MANY | COST | OBJECTIVE |
|------------------|------------|------------|----------|----------|------------------|------|---|
| CONTENT | AYA ENGY | 30/9 | 4/10 | FINISHED | 4 POSTS / WEEK | 0 | BRAND AWARENESS ENGAGEMENT GROW FOLLOWER PROMOTIONS |
| SCHEDULE CONTENT | MENNA | 4/10 | 9/10 | FINISHED | 4 POST / WEEK | 0 | BRAND AWARENESS ENGAGEMENT |
| ADS | REEM | 5/10 | 10/10 | FINISHED | 1 / WEEK | 1000 | SALES |
| DESIGNS | AYA ENGY | 30/9 | 4/10 | FINISHED | 5 DESIGNS / WEEK | 0 | BRAND AWARENESS ENGAGEMENT GROW FOLLOWER PROMOTIONS |
| VIDEOS | REEM JAMAL | 30/9 | 4/10 | FINISHED | 2 VIDEOS/ WEEK | 0 | BRAND AWARENESS PROMOTIONS |

Control





| | |
|-------------------|---|
| KPIs | <ul style="list-style-type: none">posts: impression, reach, likes, comments, shares, saves, frequency, CTRvideos, reels and stories: likes, comments, shares, saves, frequency, views, unique viewers, video completion rate, average watch time, drop off rate, retention rate |
| Measurement Tools | <ul style="list-style-type: none">Facebook Ads Manager and Instagram Insights: To monitor ad performance, including CTR and engagement metrics. |
| Review Timing | <ul style="list-style-type: none">Weekly Reviews: Monitor progress in posts, videos, reels, and story .Monthly Reviews: Assess improvements in conversion rates and overall sales. |
| Contingency Plan | <ul style="list-style-type: none">If the conversion rate doesn't improve after three months, we will consider revisiting the posts and content and user journeyIf the CPA is too high, we will review and optimize the ad targeting strategies or explore alternative advertising platforms. |

Content



Awareness



New Collection

ROXI
SAPIDE & SLING

LOS ANGELES

Order Now !





ROXI

GORGEOUS
SHOES

SHOP NOW

@ROXI

The advertisement features a white background with decorative gold leaf illustrations. It includes a logo for 'ROXI' with a crown and the word 'GORGEOUS SHOES'. A dark blue button says 'SHOP NOW'. Below it, the '@ROXI' handle is displayed. A large image of a white Adidas Superstar sneaker is shown, along with smaller inset images of the same shoe from different angles.

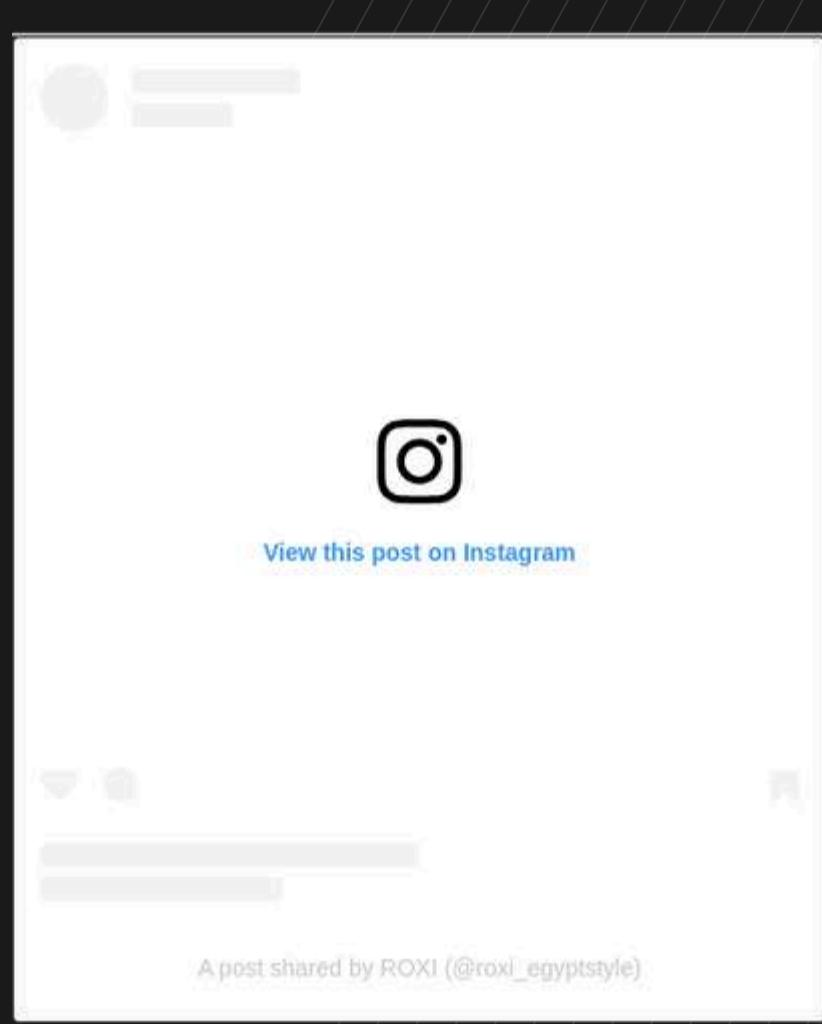
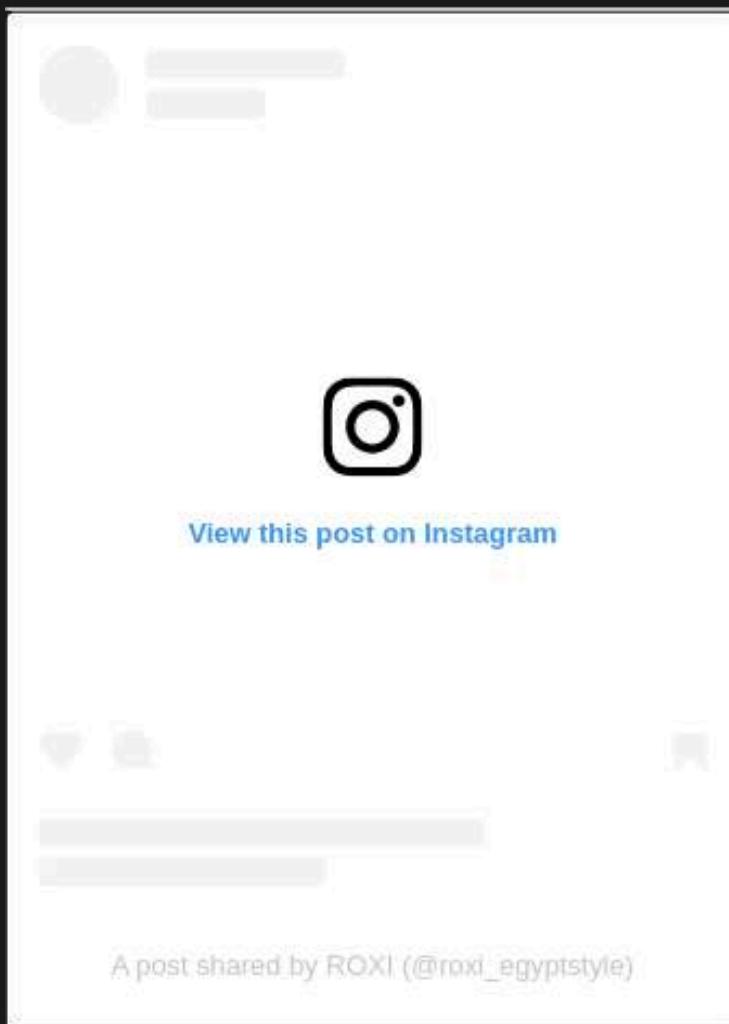
Educational



engagement



engagement



SALES



roxi_egyptstyle

Edit profile

View archive

Ad tools



79 posts

333 followers

167 following

ROXI

◆ Luxury shoes & bags

Men & Women

Dm 🔴 place your order 🔴

📍 EGYPT EG

🔗 www.facebook.com/groups/1032275747715789 ✓

1.2K accounts reached in the last 30 days. [View insights](#)



Feedback 🍀



Bags 🔥



NEW OFFER 🔥



NEW ORDER



⭐



🔥



June 🎉

POSTS

REELS

SAVED

TAGGED



NEW COLLECTION



▶ 24



▶ 1,239



▶ 19

content calendar

| Platform | Marketing Goal | Type | Target Persona | Design | Report & Metrics | Publish Date | Publish Time | Status |
|--------------------|--|------|----------------|--------|--|--------------|--------------|-----------|
| Facebook/Instagram | Awareness: 35% Sales: 45% Entertainment: 10% Educational: 10% | post | SaraPalma | | <p>Roxy #اللسان_الثاني يبدأ في تحفيز اللسان وتنمية التي تجمع بين الاتقنة والمعنوية والصور.</p> <p>إنها مهارات لا يمكن منعها حداً ومتقدمة من أميركا وتوصي بكل معلم على معرفة مسيرة في مصر كل منطقه يبدأ بتركه وأتم شكله، وهذا يكفي الذي ينشئه سواه في سلطنة قوى، والأهم هنا هنا هو تحويل سرعة كل مكان.</p> <p>شكلي قاتل مع روسي، شكلني أصلح صاحب لشني #Roxy #اللسان_الثانية #عملية_أمريكية_عصابة_فرانكفورتكسي</p> | 7/10/2024 | 2:00 PM | Published |
| Facebook/Instagram | Awareness | post | SaraPalma | | <p>أو يدور على اللسان والمعنوية في نفس الوقت على مكمل معلم في روسي.</p> <p>إذا نفذت كل الكلمات في الخط ونحوه، التي كانت الأقل، وهي من كـ، كل معلماتها مورثتها عليه يعني كلها تتحدد على في القراءة والكلمات والكلمات.</p> <p>الخط افروضاً ملوكها واشرعوا هنا على ملوك شركاتهم بخوض ما يكرهون.</p> <p>لتحقيق سرعة كل مكان #Roxy #HighQuality# #فروكسن #لسان_الثانية</p> | 7/10/2024 | 2:00 PM | Published |
| Facebook/Instagram | Awareness | post | SaraPalma | | <p>لتحقيق روسي هي من حيث، دى يمكن ملحة وتحصل معه كل ملوكه.</p> <p>على ملوكها داروا في قلبة مع ملوكها.</p> <p>هذه الكلمات المكتوبة في كل ملوكها وملوكها ملوك من روسي.</p> <p>لتحقيق سرعة كل مكان، لأن رائحة ألمينا.</p> | 7/10/2024 | 2:00 PM | Published |
| Facebook/Instagram | Awareness | post | SaraPalma | | <p>مع روسي، يمكنك أن تتدنى أحسن ملحة ملوك فرسان.</p> <p>لتحفيز قدراتك، فرمي، وفتحة، وكل ده، سعر ملوك التي.</p> <p>الملوك في قلوب ملوك أسلوبه ودوره ملوك لأن ملوك.</p> | 7/10/2024 | 2:10 PM | Published |

| Category | Type | Author | Content Preview | Date | Time | Status |
|-----------|---------------|------------|---|------------|----------|-----------|
| Sales | story | Sara |  | 9/10/2024 | 1:00 AM | Published |
| Awareness | video | Sara/Fatma |  | 11/10/2024 | 9:00 PM | Published |
| Sales | story | Sara |  | 12/10/2024 | 2:00 PM | Published |
| Sales | post | Fatma |  | 14/10/2024 | 10:00 AM | Published |
| Instagram | Entertainment | Sara/Fatma |  | 15/10/2024 | 11:00 AM | Published |

| Platform | Type | Creator | Content | Date | Time | Status |
|--------------------|---------------|-------------|------------|------------|----------|-----------|
| | sales | story | Fatma | 16/10/2024 | 8:00 PM | Published |
| | sales | video/story | Fatma | 17/10/2024 | 10:00 PM | Published |
| facebook/instagram | sales | story | Elaia | 19/10/2024 | 10:00 AM | Scheduled |
| | sales | post | Sara/Fatma | 20/10/2024 | 11:00 AM | Scheduled |
| Instagram | Entertainment | story | Sara/Fatma | 21/10/2024 | 1:00 PM | Scheduled |
| | educational | post | Sara/Fatma | 22/10/2024 | 9:00 PM | Scheduled |

| | educational | post | SaraFatma |  | المحتوى على منصة OrderNow #رسالة_فختل_جدها_فروكي | 22/10/2024 | 9:00 PM Scheduled |
|--------------------|-------------------|-------|-----------|---|--|------------|---------------------------------|
| | Awareness | video | Sara |  | دورات الاجنبية ووصلات 🔍 أتمنى تلاقك مع أحد التصاميم التي تعلم من الآلة والرائعة كل خطوة تكون مبنية مع تلك الدورة كتلتين الأولى والثانية التي تائب كل أسلوب، ملائكة أنه هذالن النوع التي يحيط بهم ❤️ # تكنولوجيا الرسامة | 24/10/2024 | 10:00 AM Scheduled |
| | sales | post | Sara |  | سوق آن #Rossi #أحمد_القرني #رسوة هي الشكلين الجديدة ووصلات روسي وعصر كل شكلين Rossi أتمنى لآلة واحدة ما يتمولوش سراة تلبيبات في التشكيل التكميل العملي 🌟، السكريل هي هذالن شكلين #لينها_بروكولي وتحلىش الحسين بفوك | 26/10/2024 | 1:00 PM Scheduled |
| facebook/instagram | sales | story | Sara |  | أولى الشكلين الجديدة ووصلات 🔍 أتمنى التحالف مع مجموعة متقدمة من الأول والتكميل الرابعه كل ثقافة يعكس شخصية الفرد، وتحسب | 27/10/2024 | 3:00 PM Scheduled |
| | Product awareness | video | Sara |  | المحتوى ما ينشئه من الأولى الجذابة ويركتب بداخله في قصيدة، # تكنولوجيا الرسامة التي تأتي في كل ملائكة | 28/10/2024 | 10:00 PM Scheduled |
| | educational | post | SaraFatma |  | #Rossi، جده فختل فله في الألبوم الآباء النابض مثل من يفكرون مثلك لكن كان على راحكه رسوبه 🔍 المحتوى الذي أصبح فيه جد كل شفاعة تعميمه، سوا كلامي تزويدي المهمة، أو تقنيات دوره، وهي، أو حتى في اللحن الأدبية العربية يذكر اسمه، ويعتنى من وضع حسام، فلاري في الشكل التي تخدمه، والمحتوى الذي يناسبه #المحتوى_للفنان_الفنان #رسالة Rossi #فروكي #رسوة | 30/10/2024 | 8:00 PM Scheduled |

ADS analysis

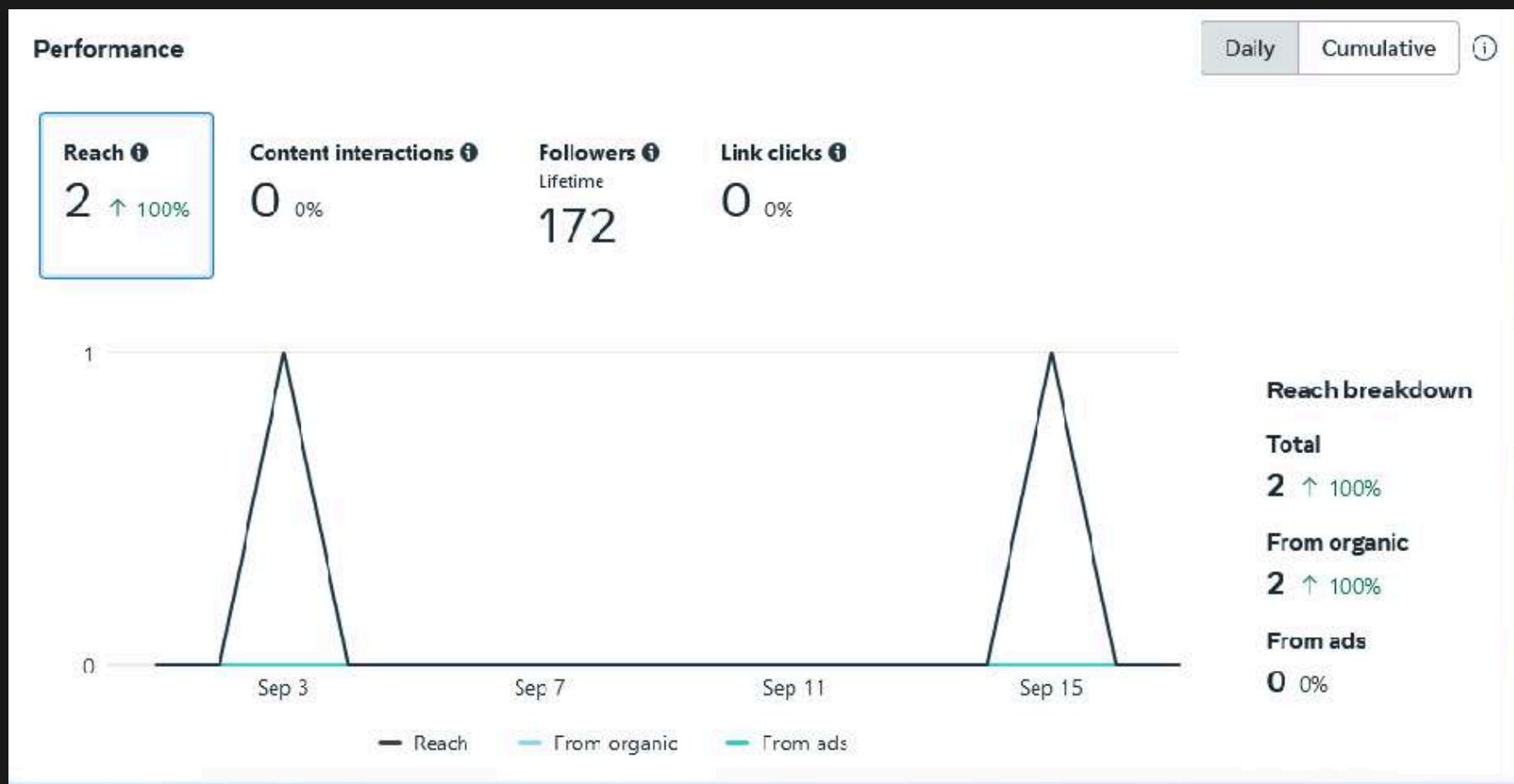


facebook and instagram ads

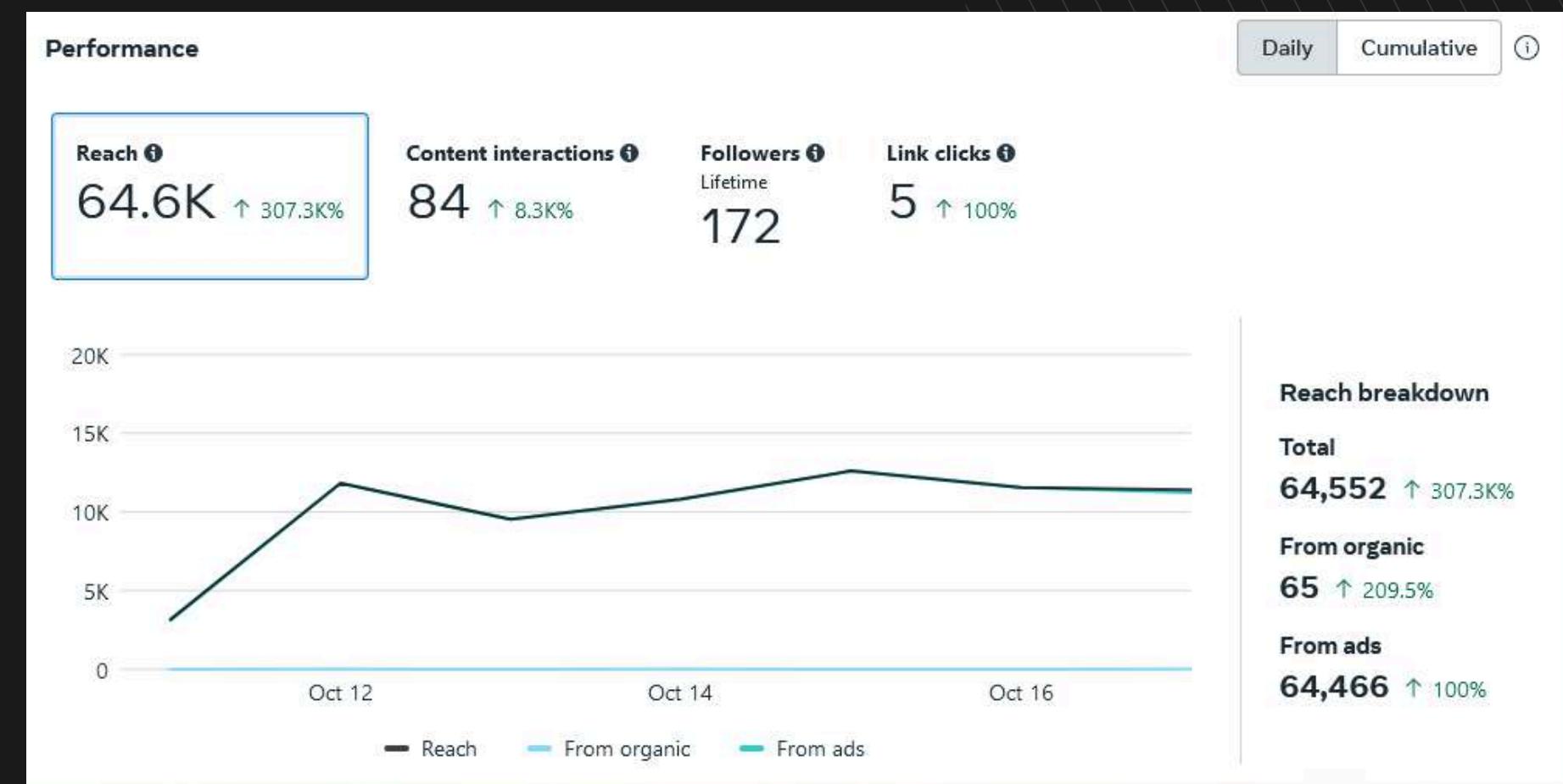


performance

reach before campaign



reach after campaign



performance

Your last week in review

Take a moment to review activity and insights for ROXI from Oct 12 - Oct 18.

Your activity

You published 10 pieces of content this past week.

 2 Facebook posts

 3 Facebook stories

 2 Instagram posts

 3 Instagram stories

 0 Ads

Your goals

Set your business goals, track progress and find tips on how to achieve them. [Get started](#)

Your results

See your Facebook and Instagram reach from last week.

Total last week

76.0K

 Facebook reach 

Total last week

822

 Instagram reach 

Your messaging activity

Track your progress toward your business messaging goals.

Total last week

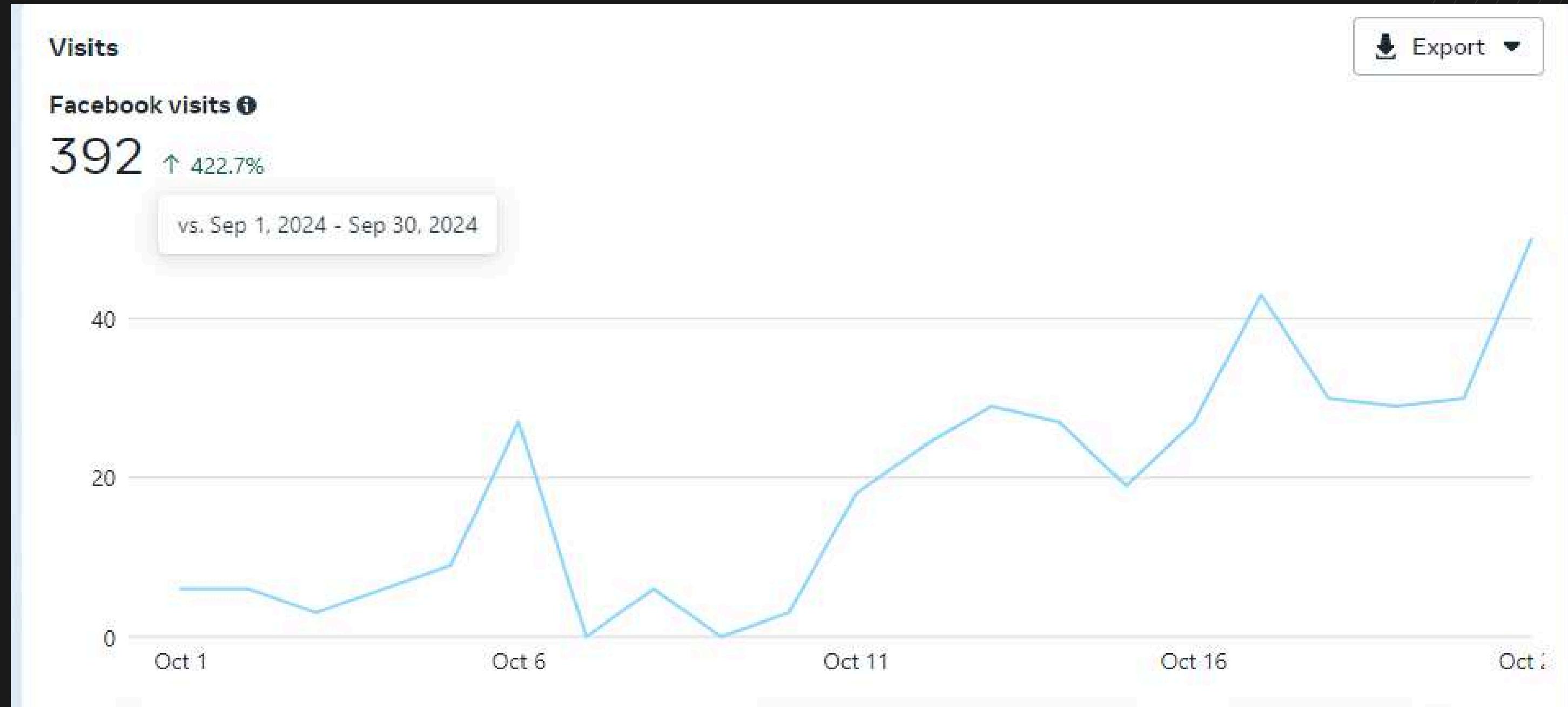
3

 New contacts 

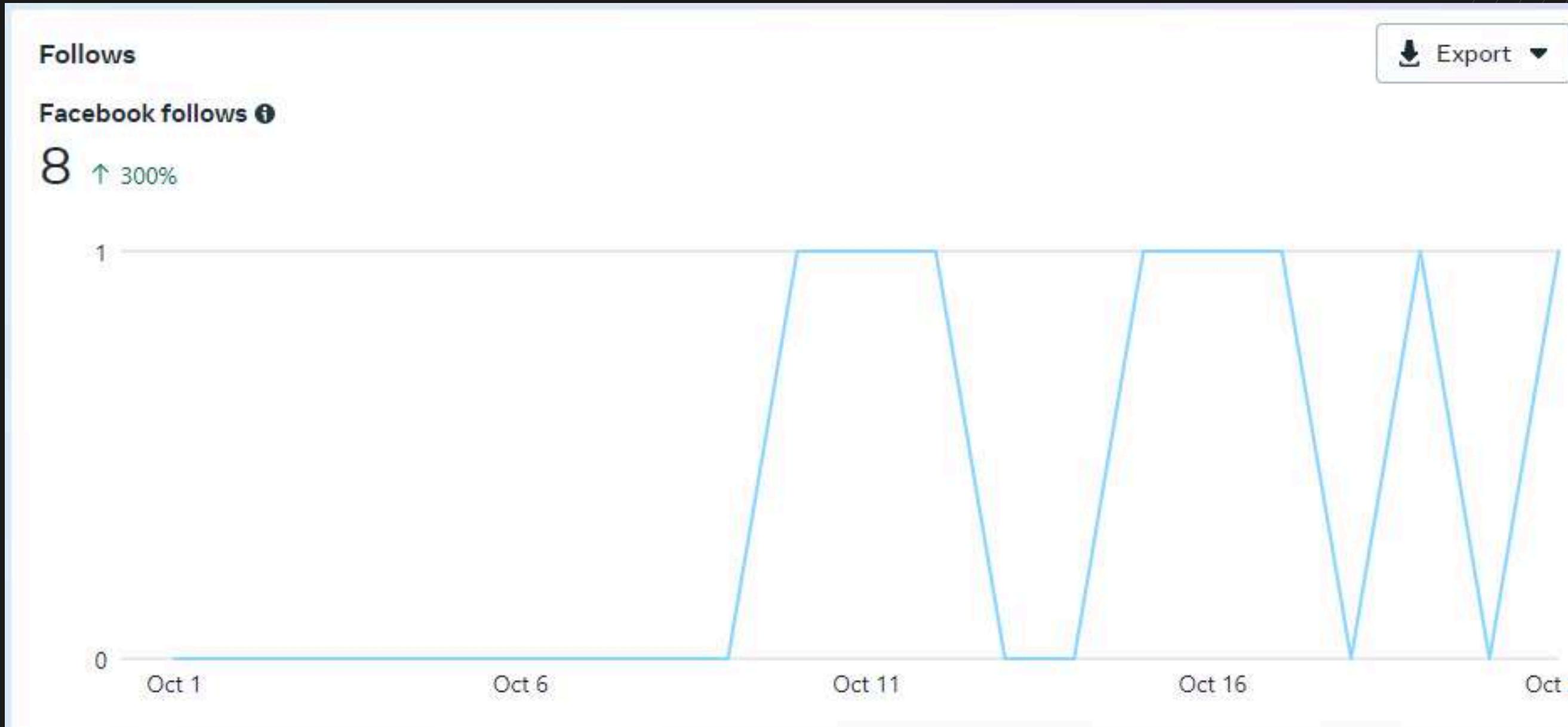
performance



performance



performance



performance



+ رسائل علي الواتساب

campaign result

Ad sets Updated just now Review and publish

All ads Active ads Had delivery More views This month: Oct 1, 2024 – Oct 21, 2024

Campaigns Ad sets 1 selected Ads for 1 Ad set

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export Charts

| ✓ | Off / On | Ad set | Delivery ↑ | Bid strategy | Budget | Last significant edit | Attribution setting | Results | Reach | Impressions | Cost per result | Amount spent | Ends | Schedule |
|---|-------------------------------------|--|----------------------------|--------------------------------|-------------------|-----------------------|---------------------|----------------------------|------------------------------------|------------------|-------------------------------|-------------------------|---------|-----------------------|
| ✓ | <input checked="" type="checkbox"/> | New Engagement Ad Set View charts Edit Duplicate ... | Active 1 recommendation | Highest volume Post Engagement | 100.00.₪ Daily | | 7-day click or 1... | 50,291 Post engagements | 101,463 | 120,660 | 0.01.₪ Per Post Engagement | 698.65.₪ Total spent | Ongoing | Oct 11, 2024 – Ong... |
| | | Results from 1 ad set ⓘ | | | | | 7-day click or ... | 50,291 Post engagements | 101,463 Accounts Center acco... | 120,660 Total | 0.01.₪ Per Post Engagement | 698.65.₪ Total spent | | |

Ad sets Updated just now Review and publish

All ads Active ads Had delivery More views This month: Oct 1, 2024 – Oct 21, 2024

Campaigns Ad sets 1 selected Ads for 1 Ad set

+ Create Duplicate Edit A/B test More Columns: Engagement Breakdown Reports Export Charts

| ✓ | Off / On | Ad set | Delivery ↑ | Page engagement | Post reactions | Post comments | Post saves | Post shares | Link clicks | Follows or likes | CPC (cost per link click) |
|---|-------------------------------------|--|----------------------------|-----------------|----------------|---------------|------------|-------------|-------------|------------------|---------------------------|
| ✓ | <input checked="" type="checkbox"/> | New Engagement Ad Set View charts Edit Duplicate ... | Active 1 recommendation | 50,293 | 110 | 27 | – | 1 | 5 | 2 | 139.73.₪ Per Action |
| | | Results from 1 ad set ⓘ | | 50,293 Total | 110 Total | 27 Total | – Total | 1 Total | 5 Total | 2 Total | 139.73.₪ Per Action |

campaign result

The screenshot shows a digital marketing interface for an ad account named "roxi ad account (56520518...)". The top navigation bar includes "Ads", "Updated just now", "Review and publish", and a date range from "This month: Oct 1, 2024 – Oct 21, 2024". Below the navigation, there are filters for "All ads", "Active ads", "Had delivery", and "More views". A search bar labeled "Search and filter" is present. The main area displays a table titled "Ads for 1 Ad set" with one selected item. The table columns include: Off / On, Ad, Delivery ↑, Page engagement, Post reactions, Post comments, Post saves, Post shares, Link clicks, Follows or likes, and CPC (cost per link click). The single row shows: On, bags, Active, 50,341, 110, 27, 1, 5, 2, and 139.82. The interface also features a sidebar with "Campaigns" and "Ad sets" sections, and various buttons like "+ Create", "Duplicate", "Edit", "A/B test", and "More".

WINNER CREATIVE & PRODUCT
شنة كروس تومي

Ads roxi ad account (56520518... Updated just now Review and publish ...

All ads Active ads Had delivery + More views This month: Oct 1, 2024 – Oct 21, 2024

Campaigns Ad sets Ads for 1 Ad set 1 selected

+ Create Duplicate Edit A/B test More Columns: Engagement Breakdown: 1 Selected Reports Export Charts

| | Off / On | Ad | Delivery ↑ | Page engagement | Post reactions | Post comments | Post saves | Post shares | Link clicks | Follows or likes | CPC (cost per link click) |
|--|-------------------------------------|-----------|------------------------------|-----------------|----------------|---------------|------------|-------------|-------------|------------------|-----------------------------------|
| | <input checked="" type="checkbox"/> | bags | Active 1 recommendation | 50,341 | 110 | 27 | — | 1 | 5 | 2 | 139.82. ^a € |
| | | Facebook | Facebook profile feed In-app | 22 | — | — | — | — | — | — | — |
| | | Facebook | Facebook Reels In-app | 16,291 | 39 | 3 | — | — | — | — | — |
| | | Facebook | Facebook Stories In-app | 4,132 | 8 | — | — | — | — | — | — |
| | | Facebook | Facebook Feed Desktop | 27 | — | — | — | — | — | — | — |
| | | Facebook | Facebook Feed In-app | 23,519 | 55 | 22 | — | — | — | 2 | — |
| | | Facebook | In-stream video Desktop | 47 | — | — | — | — | — | — | — |
| | | Facebook | In-stream video In-app | 3,266 | 3 | — | — | — | — | — | — |
| | | Facebook | Marketplace Desktop | 56 | — | — | — | — | — | — | — |
| | | Facebook | Marketplace In-app | 1,061 | — | — | — | — | 3 | — | 5.60. ^a € |
| | | Facebook | Search results Desktop | 6 | — | — | — | — | — | — | — |
| | | Facebook | Search results In-app | 1,042 | — | — | — | — | 2 | — | 6.87. ^a € |
| | | Facebook | Feed: video feeds Desktop | 1 | — | — | — | — | — | — | — |
| | | Facebook | Feed: video feeds In-app | 560 | 3 | — | — | — | — | — | — |
| | | Instagram | Feed Desktop | 8 | — | — | — | — | — | — | — |
| | | Instagram | Feed In-app | 146 | — | 2 | — | 1 | — | — | — |
| | | Instagram | Feed Mobile web | 6 | — | — | — | — | — | — | — |
| | Results from 4 ads <small>1</small> | | | 50,343 Total | 110 Total | 27 Total | — Total | 1 Total | 5 Total | 2 Total | 139.82. ^a € Per Action |

FACEBOOK IS BETTER THAN INSTAGRAM
CAN SCALE BY ONE CAMPAIGN

Ads | roxi ad account (56520518... | Updated just now | Review and publish | This month: Oct 1, 2024 – Oct 21, 2024

All ads | Active ads | Had delivery | More views | Search and filter

Campaigns | Ad sets | 1 selected | Ads for 1 Ad set | Columns: Engagement | Breakdown: 1 Selected | Reports | Export | Charts

+ Create | Duplicate | Edit | A/B test | More

| Off / On | Ad | Delivery ↑ | Page engagement | Post reactions | Post comments | Post saves | Post shares | Link clicks | Follows or likes | CPC (cost per link click) |
|----------|-----------------------------|----------------------------|------------------------|---------------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------------------|
| | bags | Active 1 recommendation | 50,341 | 110 | 27 | — | 1 | 5 | 2 | 139.82.ج |
| | Unknown | | 122 | — | — | — | — | — | — | — |
| | Dakahlia Governorate | | 4,187 | 14 | 1 | — | — | — | — | — |
| | Red Sea Governorate | | 327 | 2 | — | — | — | — | — | — |
| | Beheira Governorate | | 2,144 | 6 | — | — | — | — | — | — |
| | Faiyum Governorate | | 979 | 2 | — | — | — | — | — | — |
| | Gharbia Governorate | | 3,068 | 8 | 2 | — | — | — | — | — |
| | Alexandria Governorate | | 5,132 | 10 | 4 | — | 1 | 2 | 1 | 35.69.ج |
| | Ismailia Governorate | | 837 | 3 | — | — | — | — | — | — |
| | Giza Governorate | | 1,871 | 4 | 1 | — | — | 1 | — | 26.57.ج |
| | Monufia Governorate | | 1,747 | 3 | 1 | — | — | — | — | — |
| | Minya Governorate | | 2,870 | 3 | 4 | — | — | — | — | — |
| | Cairo Governorate | | 7,544 | 20 | 10 | — | — | 1 | — | 105.98.ج |
| | Qalyubia Governorate | | 2,140 | 8 | 2 | — | — | — | — | — |
| | New Valley Governorate | | 140 | — | — | — | — | — | — | — |
| | Al Sharqia Governorate | | 3,292 | 6 | — | — | — | — | 1 | — |
| | Suez Governorate | | 593 | 1 | — | — | — | — | — | — |
| | Results from 4 ads ⓘ | | 50,343 Total | 110 Total | 27 Total | — Total | 1 Total | 5 Total | 2 Total | 139.85.ج Per Action |

الدقهلية و اسكندرية

Campaigns Ad sets 1 selected Ads 1 selected

+ Create Duplicate Edit A/B test Preview More

| | Off / On | Ad | Delivery ↑ | Page engagement | Post reactions | Post comments | Post |
|-------------------------------------|-----------------------------------|--|---|-----------------|----------------|---------------|------|
| <input checked="" type="checkbox"/> | <input type="button" value="On"/> | bags View charts Edit Duplicate Compare ... | Active 1 recommendation | 50,391 | 111 | 27 | |
| | | Conversion device: Android Smartphone | | 46,771 | 102 | 24 | |
| | | Conversion device: iPhone | | 2,102 | 4 | 1 | |
| | | Conversion device: Android Tablet | | 1,170 | 5 | 2 | |
| | | Conversion device: iPad | | 191 | — | — | |
| | | Conversion device: Desktop | | 144 | — | — | |
| | | Conversion device: Other | | 13 | — | — | |

ANDROID

Recomendation



Recomendation

- Diversify our educational content: Post tips on how to choose the perfect shoe or bag for every occasion. Develop content that showcases the benefits of products, such as their durability, quality, and suitability for a variety of tastes.
- Develop social media stories: Publish stories and customer experiences with the products, with short videos showing how bags and shoes are used in daily life.
- Invest in influencer marketing: Collaborate with fashion and style influencers on Instagram and TikTok to increase brand awareness.
- Focus on customer reviews: Encourage customers to leave reviews on social media platforms. Use positive reviews in promotional campaigns to show past customer satisfaction.
- Develop a customer loyalty system: Create a loyalty program for customers that enables them to collect points for purchases and exchange them for discounts or free products. This type of system enhances the return of customers permanently and increases their attachment to the brand.
- Involve customers in product development: Create customer surveys to get their opinions on new designs or suggested colors.





THANK YOU