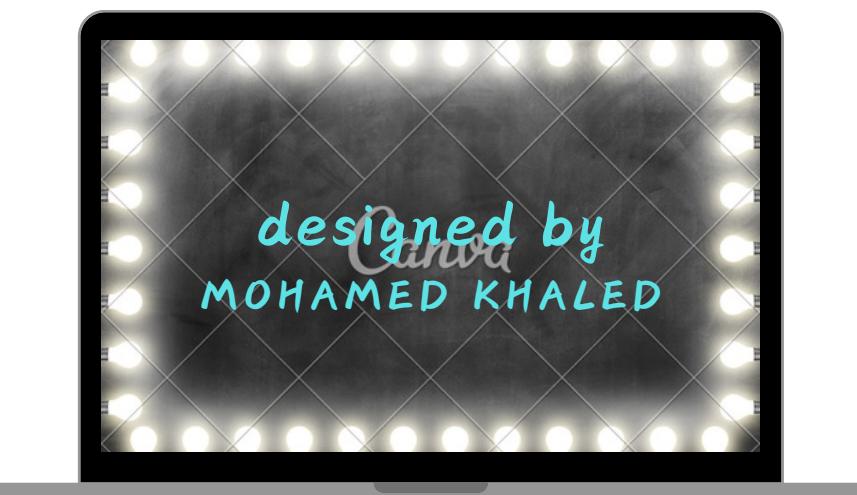


# PROJECT OVERVIEW

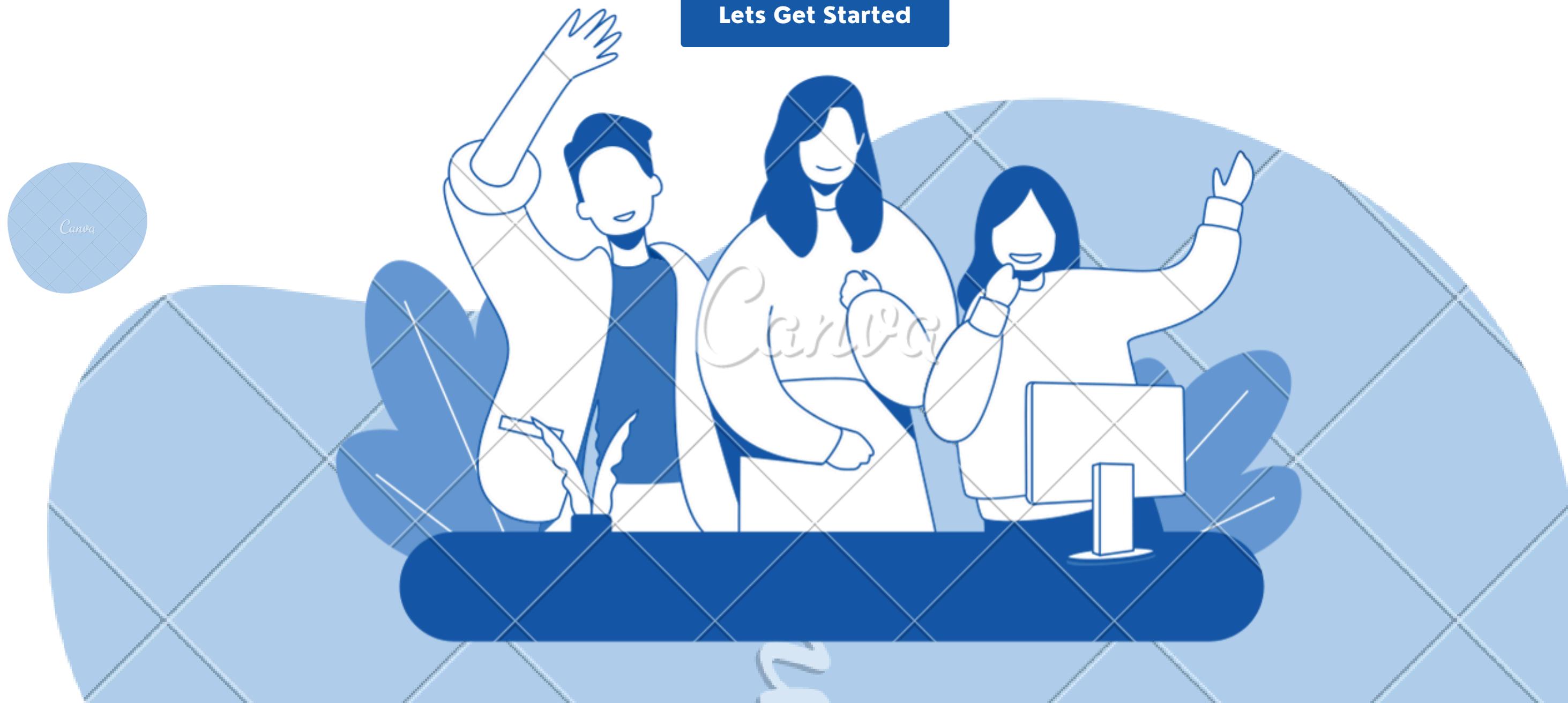


# HELLO AND WELCOME !

Hi !

We are excited to present Easy Home, our modern home goods store on Facebook and Instagram. Today, we'll cover our marketing strategy and results. Thank you for joining us!

Lets Get Started



# LIST CONTENT PRESENTATION

- **About Us**
- **Market and Target Audience Analysis**
- **Digital Marketing Strategy**
- **Campaign Management**
- **Data Analysis and Performance Measurement**
- **Creativity and Innovation**
- **recommendations and Improvements**



# ALL ABOUT US

## Who We Are ?

We are Easy Home, an online store offering modern home tools that combine functionality with style, making your daily life easier.

## What We Do ?

We provide a wide range of contemporary home tools, from smart kitchen gadgets to innovative storage solutions, designed for the modern home .

## How We Work ?

We showcase our products on Facebook and Instagram, offering a seamless shopping experience with detailed descriptions, fast shipping, and continuous customer support .



# MARKET AND TARGET AUDIENCE ANALYSIS



## Competitor analysis

We've conducted a thorough analysis of our competitors to ensure that we offer superior value in terms of price, quality, and customer satisfaction.



## Create Customer personas

Our target audience includes homeowners and renters seeking modern, practical home tools that enhance both functionality and style in their living spaces.

presented in the following slides



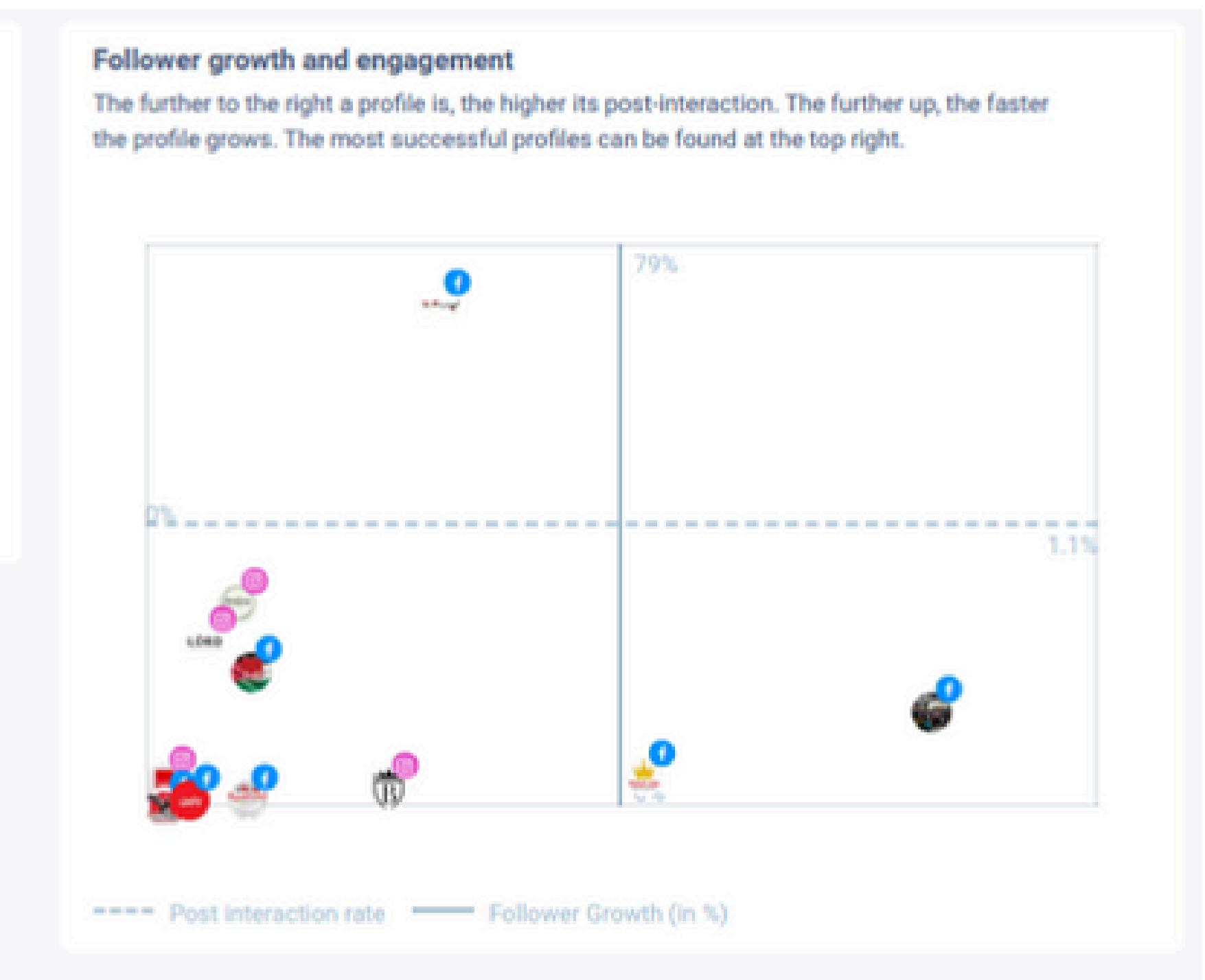
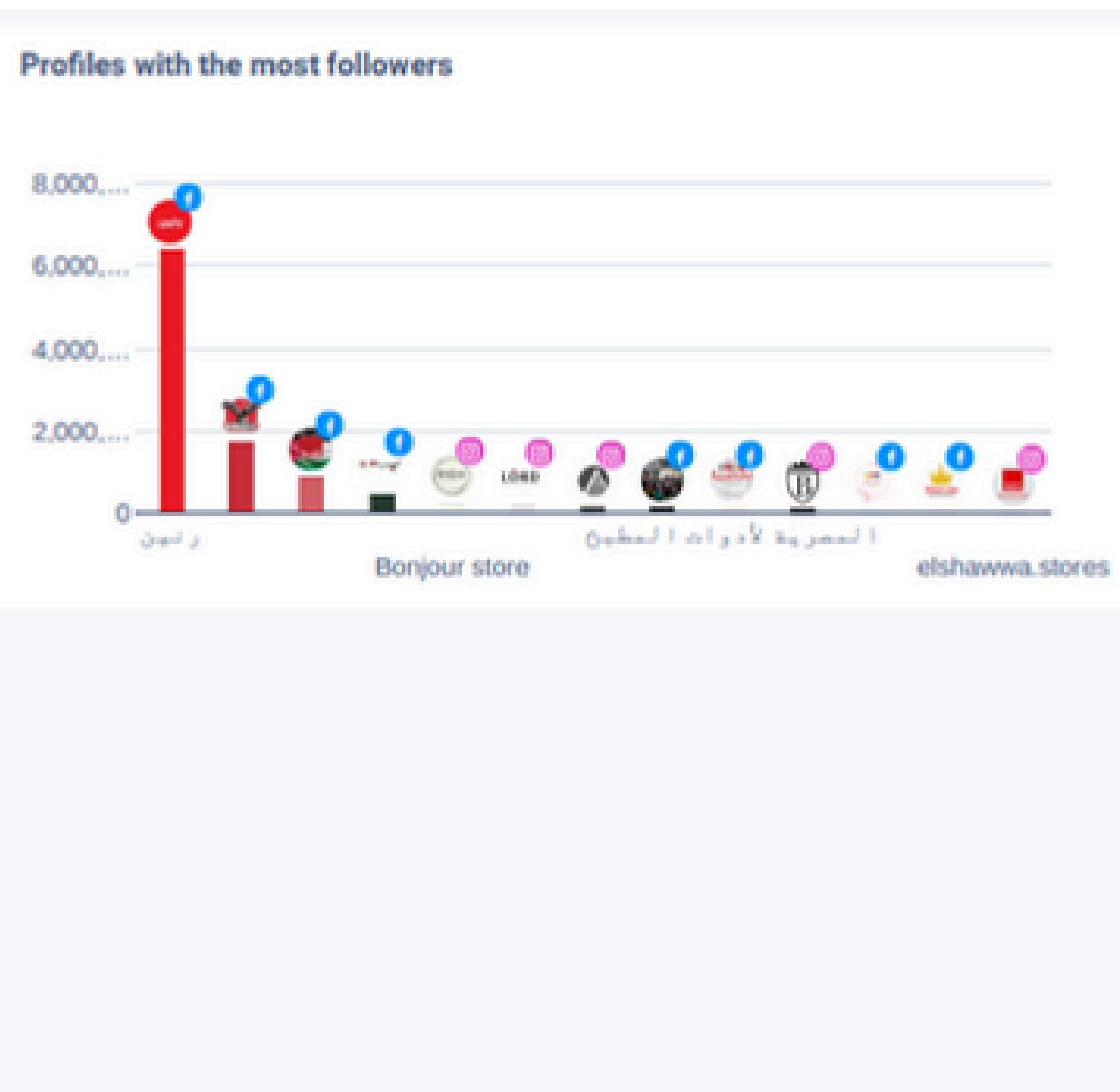
# COMPETITOR ANALYSIS :

our competitors

Metrics Overview

Name	Page Performance Index	Fans	Follower Growth (in %)	Post Interaction rate	Posts per day	Reach per day	Interactions per impression
Albialy houseware / البوبيلى للأدوات المنزليه / @albialy.houseware	13%	105k	3.3%	0.32%	1.0	☆	☆
Bonjour store @bonjour_st0re	26%	248k	29%	0.12%	3.2	☆	☆
elshawwa.stores @elshawwa.stores	2.0%	63k	3.9%	0.026%	0.2	☆	☆
Lord for import @lord4import	22%	189k	24%	0.080%	3.3	☆	☆
Momento @momento.store6	78%	494k	72%	0.39%	2.1	☆	☆
اصفري للأدوات المنزليه @asfari2024	⊖	166k	⊖	0.048%	1.9	☆	☆
الصمرية للأدوات المنظوية @elmasryya.4k	18%	148k	1.3%	0.13%	2.6	☆	☆
ر نانى @naneenpage	43%	6.4M	1.3%	0.059%	11	☆	☆
منظر الملاكة للأدوات المنزليه ، منتجات الپلاستيك @elmaleka2019	79%	96k	4.8%	0.66%	0.7	☆	☆
مدى علام للأدوات المنزليه @sdeek.alaaam	⊖	99k	⊖	0.042%	4.7	☆	☆

# COMPETITOR ANALYSIS :



# CUSTOMER PERSONAS :

Mona  
42 years old  
Cairo  
Housewife



merna  
23 years old  
Mansoura  
Single



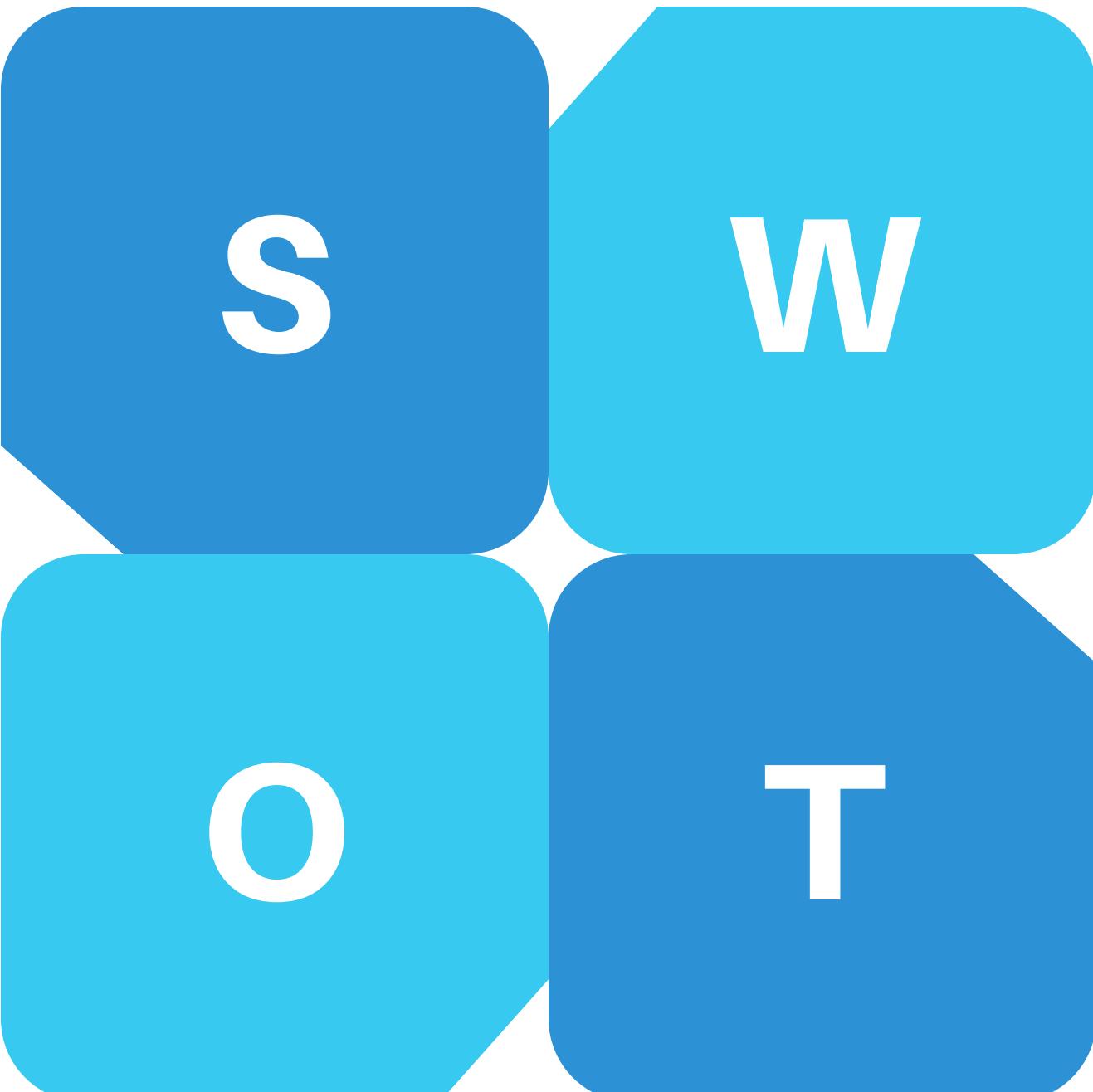
# SWOT ANALYSIS :

## STRENGTHS

- Strong visuals for engaging product showcases.
- Focused on a niche audience for modern home tools.

## OPPORTUNITIES

- Growth in online shopping trends.
- Leverage user-generated content to boost engagement.
- Collaborate with influencers for wider reach.



## WEAKNESSES

- Limited audience reach on Facebook and Instagram.
- High competition in the home tools market.

## THREATS

- Platform dependency (algorithm changes).
- Economic downturn affecting non-essential purchases.

# DIGITAL MARKETING STRATEGY



## Identify the appropriate digital channels

- We identify suitable channels like Facebook and Instagram to increase brand awareness.



## Create a content plan

We develop an engaging content plan that enhances customer interaction.

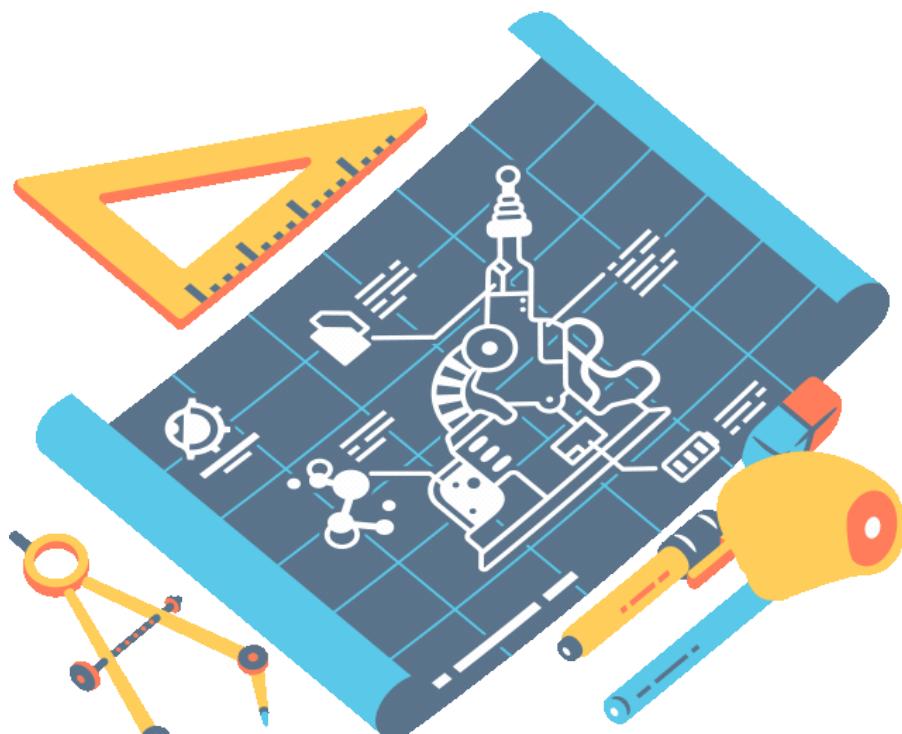
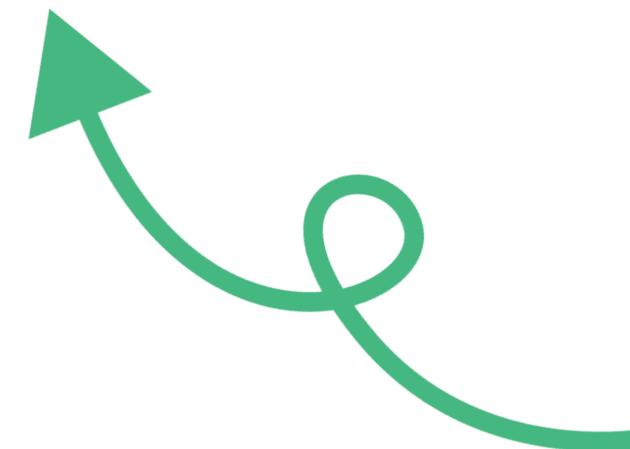


# IDENTIFY THE APPROPRIATE DIGITAL CHANNELS

**Why we choose facebook & instagram ?**

- **LARGE USER BASE**
- **TARGETED ADVERTISING**
- **VISUAL APPEAL**
- **ENGAGEMENT OPPORTUNITIES**
- **BRAND AWARENESS**

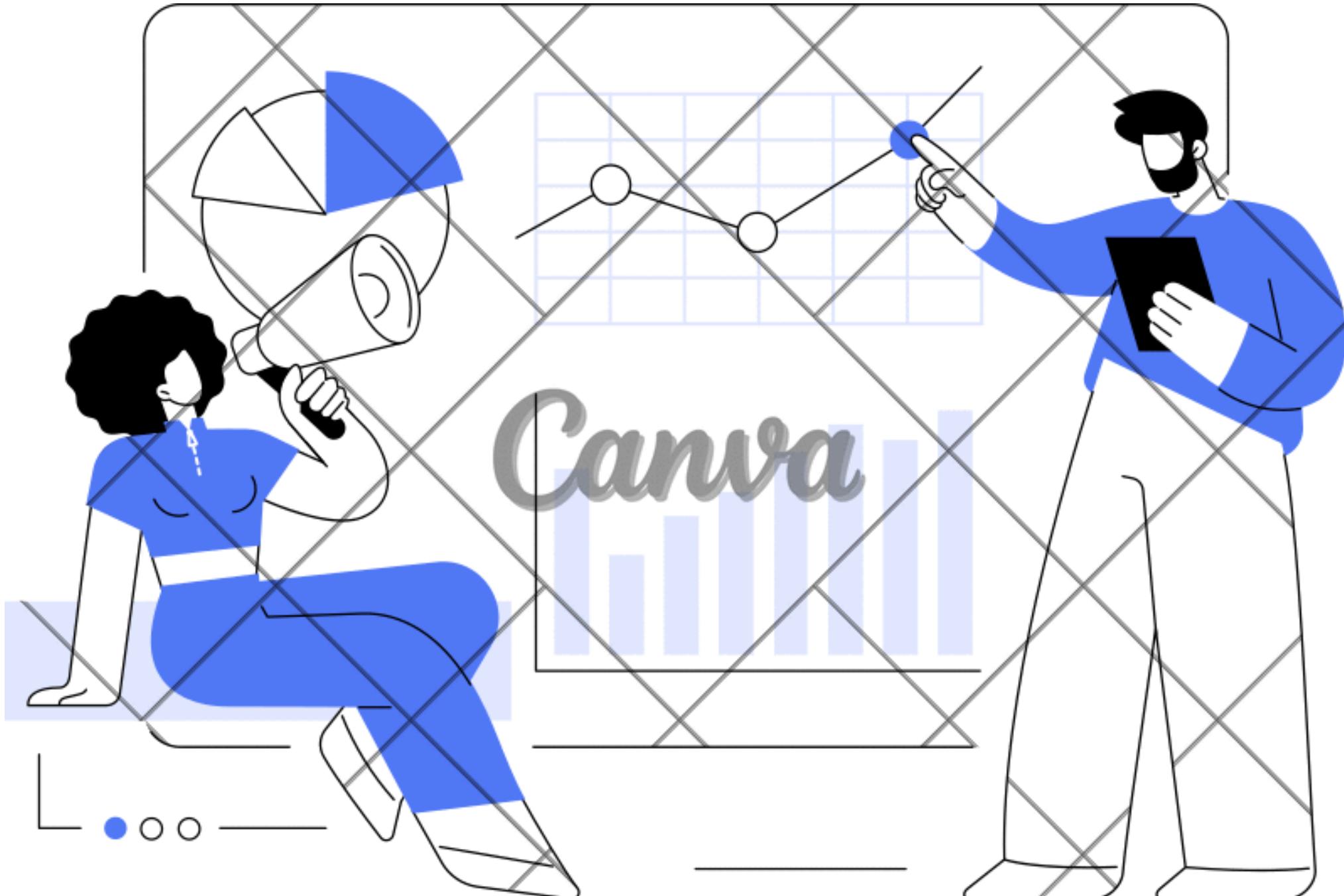
# CONTENT PLAN



Content Type	Description
Product Showcases	High-quality images and videos of home tools with descriptions.
How-To Guides	Short videos showing how to use the products effectively.
Customer Testimonials	Posts featuring reviews from satisfied customers.
Engaging Questions	Ask followers about home tips or favorite products.
Behind-the-Scenes	Share stories showing product sourcing or daily operations.
Promotional Offers	Announce sales or special promotions.
Home Inspiration	Stylish home setups using your products.
User-Generated Content	Repost customer photos using your products.
Seasonal Content	Themed posts related to holidays or trends.
Interactive Polls	Use Instagram polls or quizzes about home tools.

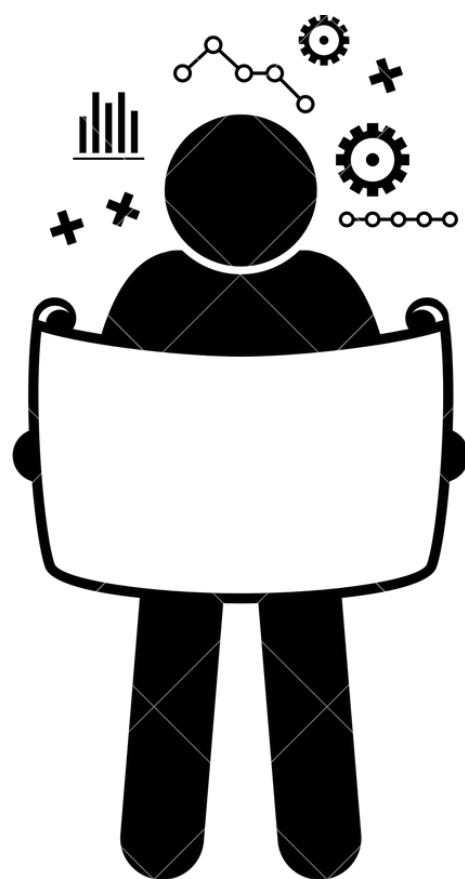
# CAMPAIGN MANAGEMENT

- Launch the campaign on digital channels.
- Monitor performance and adjust the campaign based on results.



# CAMPAIGN LAUNCHING :

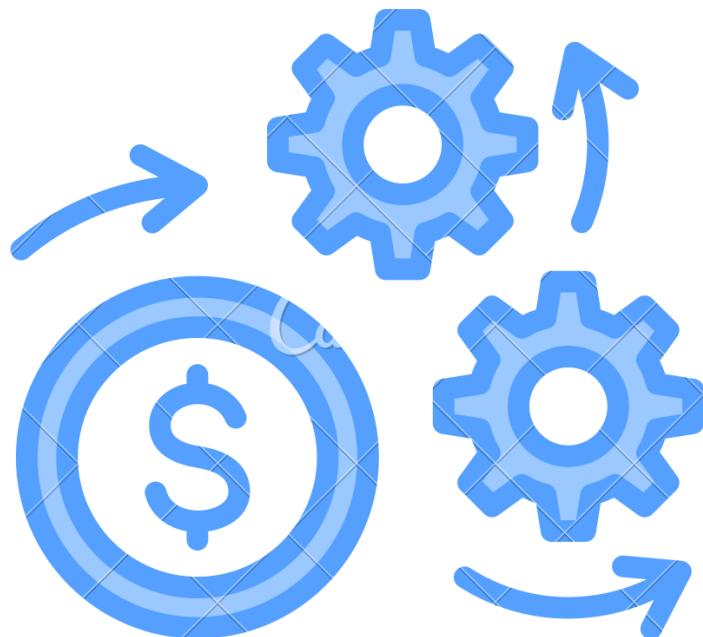
our plan



Easy Home First Test Camp plan				
	Objectives	Metric	KPI	
	Engagement	messages	70 Messages	3 Qualified Leads
Objectives				
Target Aud	Age : 18- 65 Years female Lives In : Cairo -Qalubyia - Giza Intresed In : Household goods			
Media Channels	Fb - Insta			
Budget	400 L.E			
Duration	3 Days	Starts 12/10/2024	Ends 14/10/2024	

# CAMPAIGN LAUNCHING :

our budget



Payment methods

Select a filter...

Payment activity

Ad accounts WhatsApp Business accounts

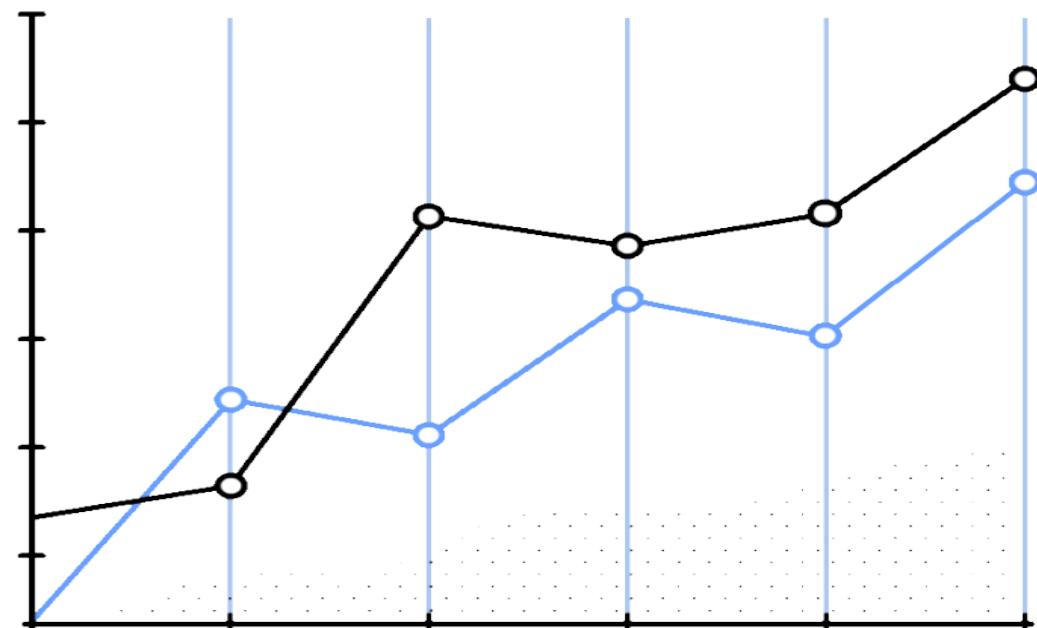
Ad account: EHome EGY 1 (1509337946372476) Prepaid balance: 0.00 .EGP Add Funds

Transactions Search by transaction ID... 17 Sep 2024 - 14 Oct 2024 Download

Transaction ID	Date	Amount	Payment method	Payment status	VAT invoice ID	Action
8710422039072473-8528339367280747	14 Oct 2024	EGP182.35	Prepaid balance	Paid	FBADS-477-103758568	
8525039927610692-8512473118867371	13 Oct 2024	EGP214.90	Prepaid balance	Paid	FBADS-477-103755929	
8395066383941378-8515440971903913	12 Oct 2024	EGP400.00	Manual payment	Funded		

# DATA ANALYSIS & PERFORMANCE MEASUREMENT

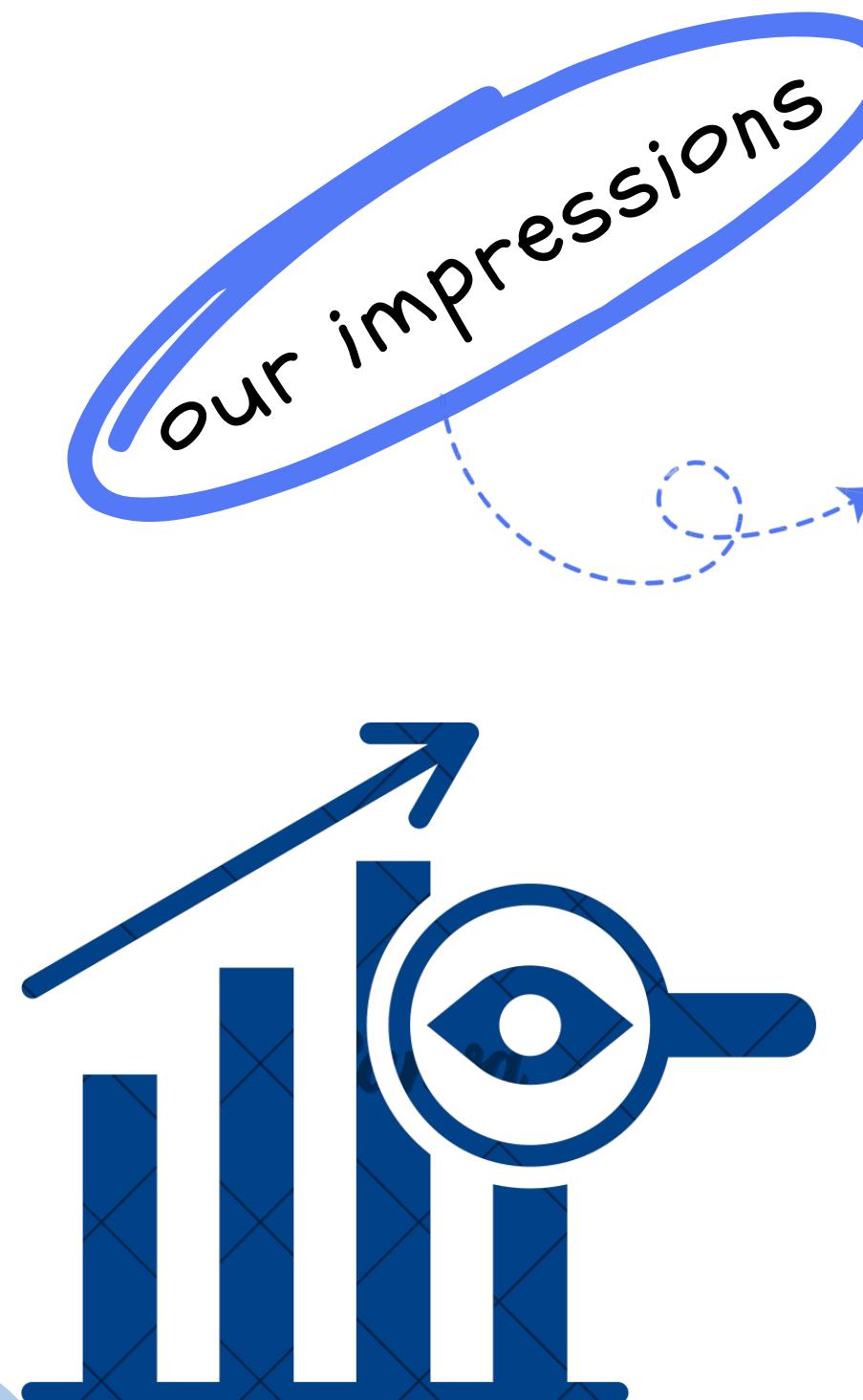
- Measure key performance indicators (KPIs) such as conversion rate and engagement.



# ANALYTICS :



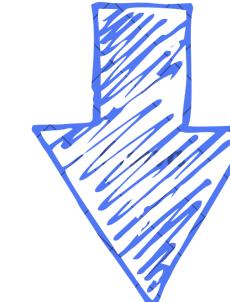
# ANALYTICS :



# ANALYTICS :

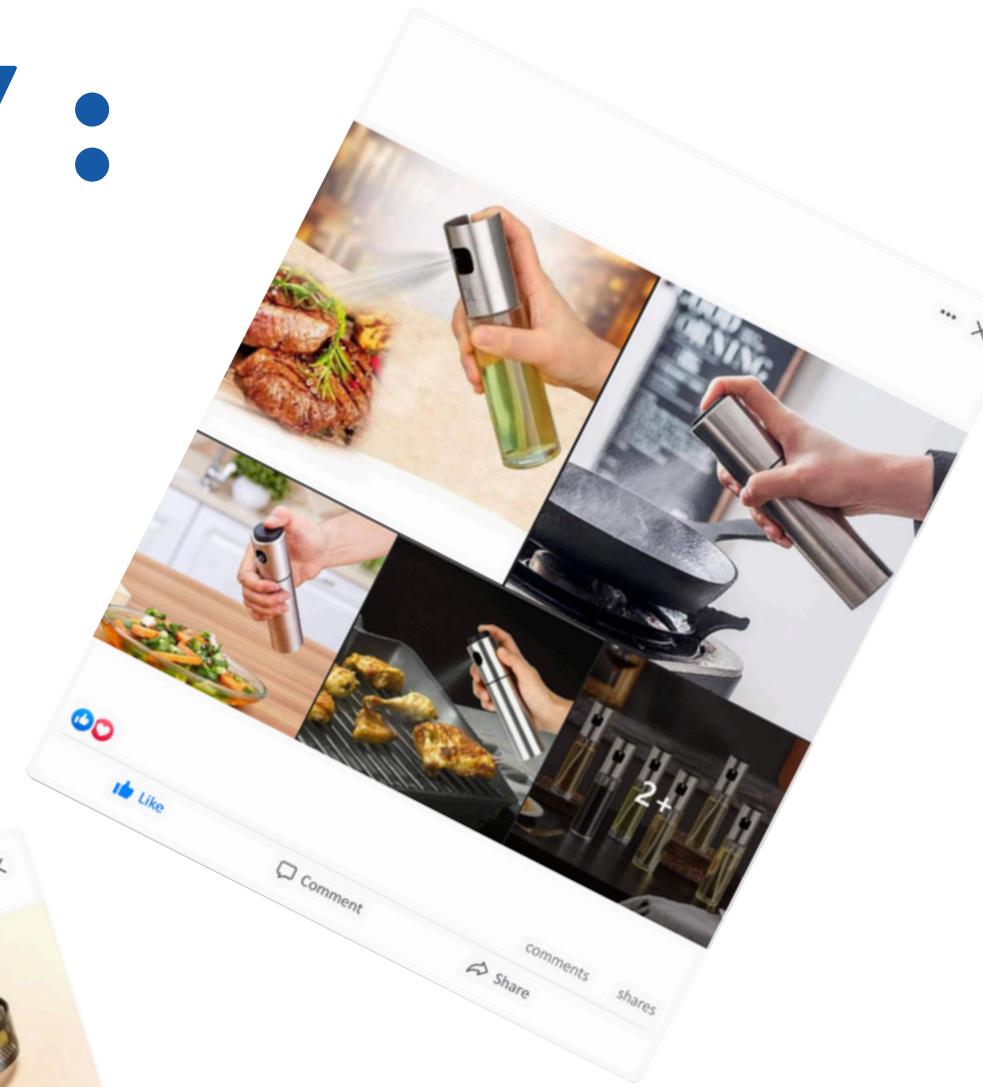
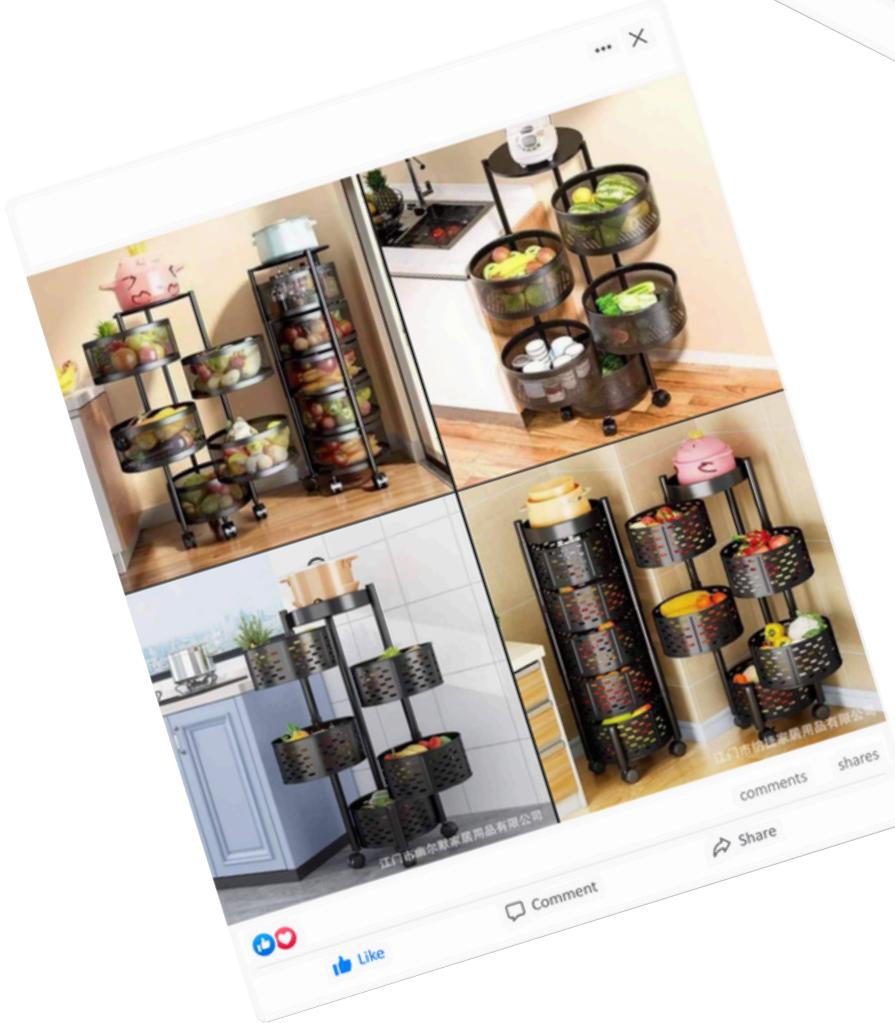
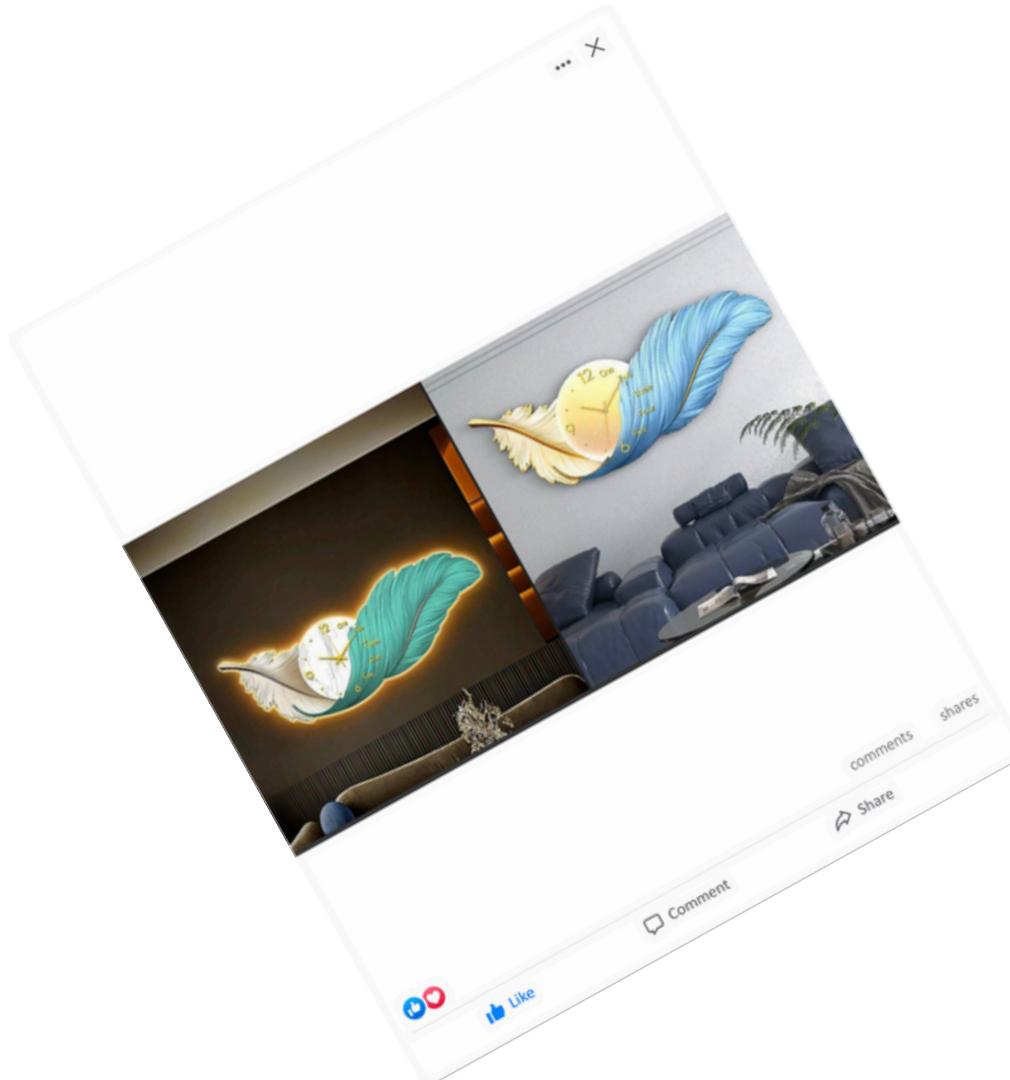
final Results

RESULTS



Campaigns							Updated 8 minutes ago				
							This month: 1 Oct 2024 - 14 Oct 2024				
		Campaigns	Ad sets	Ads				Columns: Performance	Breakdown	Reports	Export
+ Create	Duplicate	Edit	A/B test	More	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
<input type="checkbox"/>	Off/On	Campaign			11	4,069	5,031	4.56,₾.₮	350.88,₾.₮	15 Oct 2024	
<input type="checkbox"/>		1st Eng Camp - Msg - Oct 2024			11	Messaging conver...		Per messaging conv...			
		Results from 1 campaign			77	Messaging conver...	4,069	Total	4.56,₾.₮	350.88,₾.₮	Total Spent
						Accounts Centre acco...		Per messaging conv...			

# OUR POSTS REVIEW :



## RECOMMENDATIONS FOR IMPROVEMENT:

BASED ON THE ANALYSIS, WE SUGGEST REFINING CONTENT STRATEGIES TO INCREASE ENGAGEMENT AND OPTIMIZE PERFORMANCE.

## ACTIONABLE IDEAS:

IMPLEMENT TARGETED CAMPAIGNS AND LEVERAGE CUSTOMER FEEDBACK TO ENHANCE FUTURE MARKETING EFFORTS.



**THANK YOU  
FOR WATCHING**