



# Marketing Strategy

A marketing strategy helps convey effective messages with the right twist of marketing approaches that will maximize your sales outcome and marketing activities.



# Marketing Pixel





# Marketing Pixel

## Marketing Plan

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### Our Objective

To Increase and attract new orders for November:

TURKISH PRODUCTS  
SPANISH PRODUCTS  
PACKAGES  
MORA  
COVERLET  
DUVET  
TOWEL  
BED SET



# Table of Contents

Digital Marketing Channels	3
Target Market	5
Budget	7

# Digital Marketing Channels

Anwar Maka has the ambitious goal of achieving new customers per day. To help the business do that, we will pursue the following initiatives:

## Channel 1: Invest in Instagram Ads

Description	Leveraging Instagram Ads is a strategic move to boost brand visibility, engage with a wider audience, and drive higher-quality traffic to your profile and website. Instagram provides a powerful platform for visually driven storytelling, brand awareness, and targeted advertising. This initiative aims to create highly engaging, targeted ad campaigns that resonate with our audience's interests and behaviors, ensuring we reach potential customers effectively and efficiently.
Goal of initiative	<ul style="list-style-type: none"><li>• Increase brand awareness</li><li>• Boost engagement rates</li><li>• Reach targeted audiences</li><li>• Drive website traffic and conversions</li><li>• Improve ROI on advertising spend</li><li>• Gather customer insights</li></ul>
Target	New Messages <b>[SALES – STORE VISIT]</b>

## Initiative 2: Facebook Ads Investment

Description	Invest in targeted Facebook ads to boost brand visibility, drive traffic, generate leads, and engage customers. This initiative leverages Facebook's reach and precise targeting to maximize ROI through strategic ad campaigns.
Goal of initiative	<ul style="list-style-type: none"><li>• Increase Brand Awareness – Expand our reach within the month of November.</li><li>• Generate Leads – Capture qualified leads that will buy our products.</li><li>• Boost Website Traffic – Drive an increased ratio in site visits.</li><li>• Enhance Engagement – Raise ad engagement rates.</li><li>• Optimize Ad Spend – Lower CPC and cost-per-conversion through analysis and adjustments.</li></ul>
Target	New Messages <b>[SALES – STORE VISIT]</b>

# Target Market

## Buyer Personas

This month, we're targeting the following Customers Within our target market, we've identified the following buyer personas to represent our ideal customers:



### **Women**

Most of our prospective customers will be women, so we will be targeting women aged from: 20-55 yrs.



### **Newly Engaged Women**

We will be targeting newly engaged women, as our prospective customers, in social media behaviors.





Interests: Textiles, Bedding, Blankets, Duvet, Mora, Towel, Bedsheet, Home Furnishing, Bedroom



Women Based on Locations Mainly living in:

Zamalek - New Cairo- Maadi – Heliopolis -  
Sheikh Zayed – Nasr City – Masr el Gdedia –  
Doki – Mohandesen - Nozha

# Budget & Campaigns

Over the course of [November], given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Suggested Marketing Campaign	Suggested Budget
Facebook / Instagram Carousel Ads  [Messages]  1000 EGP / Day  Duration: 2 weeks	14,000 EGP
Facebook / Instagram Video engagement Ads [1000/day]  Duration: 2 weeks	14,000 EGP
Media buying Fees	6,000 EGP
Plan Fees	2,000 EGP
<b>Total</b>	<b>36,000 EGP</b>