

وزارة الاتصالات
وتكنولوجيا المعلومات



TERMINATION



BELLY

Trend

mk

metal store

Digital marketing specialist

By :

- ❖ Habiba Adel Hosny
- ❖ Ahmed Anas Kiwan
- ❖ Keroslos Essam Marzouk

Under supervision
Dr. Ahmed Shaheen

chapter 1

introduction

B

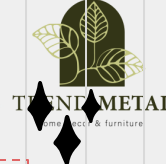
G

D

P

BELLY

RING



Overview chapter1

01.

Introduction

02.

Problem statement

03.

Solution Statement

- ◇ Vision
- ◇ Mission



Introduction

National brand /make metal furniture



- Trend Metal is a steel furniture store that offers customizable design services, allowing customers to personalize their furniture by making it from metal.
- Trend Metal is currently an online store, aiming to offer customized designs, high-quality materials, and competitive prices. Our target market is Egypt, with a strategically chosen location in Cairo.



Business overview

National brand /make furniture steel

- Trend Metal creates steel furniture with modern, unique designs, using high-quality materials at competitive prices.
- Creating reels that tell the brand's story through the owner's storytelling, along with behind-the-scenes videos, to provide a personal and authentic view.

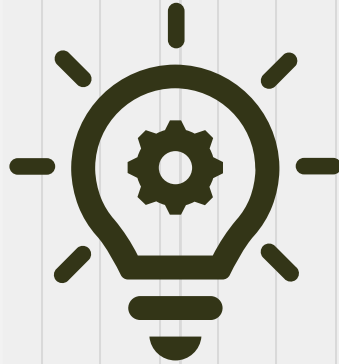


Problem statement

- Customers need long-lasting furniture that can endure these elements without frequent repairs or replacements.
- Dissatisfaction among buyers who want both modern, sophisticated designs and the resilience required for long-term use.
- The market lacks easily accessible, customizable steel furniture options to fulfill these needs.

Vision

- Create a world where every home showcases individuality and elegance designed stainless steel furniture.
- We envision a community share our passion for quality, innovation, stainability, where together we set new standards for luxury living.
- Our commitment to exceptional craftsmanship and customer care inspires us to continually evolve, ensuring.

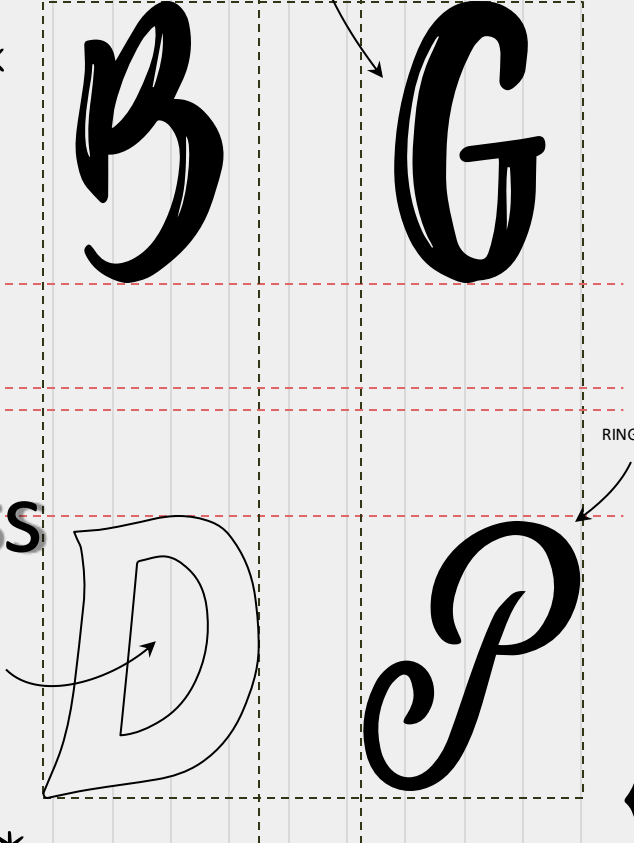


Mission

At trend metal, we believe that your home deserves to reflect your unique style and values. Our mission is to craft luxurious, high-quality stainless-steel furniture that not only enhances your living space but also aligns with your commitment to quality and sustainability. We are dedicated to listening to your needs, addressing your concerns, and ensuring that every piece we create brings you joy and satisfaction.

chapter 2

strategy Planning Process



Overview chapter2



01.

Marker research

*

02.

Marketing objective

03.

Marketing strategy

1. Market research

Cost effective pricing strategy
paying methods: cash, E wallets, and instapay.
Offer tailored pricing for customized designs based on the level
of personalization required



- Showrooms
- Online Presence
- Collaborate with interior designers and architects.

- Customization Process to create personalized pieces.
- Provide tracking options and updates to customers regarding their orders.
- warranties, maintenance tips, and after-sales services that reinforce the durability and quality of the furniture.

Offering a wide range of modern, minimalist designs for luxury residential homes, hospitality sectors, and corporate offices



- Primary social media (Facebook – Instagram) content marketing
- paid ads on Facebook and Instagram
- partnership
- Secondary channels: website, TikTok, and Pinterest

word of mouth
Recommendations
Fast purchase
Online Experience
Packaging

Feedback & customer care
Interior Designers and Architects
Sales Staff

1. Market research



Competitor analysis

Click me



1. Market research



SWOT Analysis

Strength

- Customizable designs
- Excellent after-sale support
- Trendy and modern pieces
- Suitable and fair prices
- Good location

Weakness

- The brand is new in the market
- Lack of awareness of the target audience about the brand
- Low budget (for advertising)
- There is no history about our clients

Opportunity

- Increased demand for steel furniture and modern style
- Paid partnership with Interior designer
- Continuous availability of products
- Fast shipping and meticulous product packaging attention.

Threaten

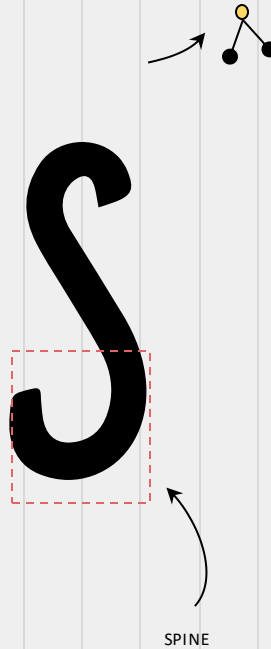
- Changes in economic conditions
- Increase competition in market
- Less of designs in pages
- Change styles of customer

2. Market objective



Main objectives*

- Increasing the public's awareness
- Differentiating from competitors by providing unique content
- Attracting customers interested in making their own designs
- Increasing the selling on website



Goals

Increased number of followers and reach by 10% in month

Increased visitor on website 10% in month

Special offers on products

Increased sales volume by 10% within 3 months



unique selling points

- Quality Materials
- Create your own design
- Competitive price for materials
- Customer service

3. Market Strategy



Segments

Interior Designers and Architects

*

Demographics

- **Age:** 30-50 years
- **Gender:** Both male and female
- **Income Level:** High, (from 40,000 per year)
- **Education:** Degree in architecture, design, or interior decoration
- **Occupation:** Interior designers, architects, creative professionals
- **Nationality :** Egyptian

Geographics

- **Location:** Giza & Cairo
- **Preference:** Urban/ modern
- **Proximity:** Seek tranquility near new departments

Psychographics

- Values creativity, uniqueness, and high-quality materials
- Enjoys working on high-end projects, often for affluent clients
- Interested in modern, minimalist, or industrial design aesthetics

Behavioral

- **Prefers personalized:** services, showroom visits, and samples before making large purchases
- **Media Consumption:** Follows design magazines, Pinterest, Instagram, and design blogs like Dezeen
- **Buying Behavior:** Prioritize quality and competitive price
- **Decision Making:** Extended process for customer and engineer
- **Brand Loyalty:** Favor reputable luxury brands and developers

3. Market Strategy



Segments High-End Renters

*

Demographics

- **Age:** 28-45 years
- **Gender:** Both male and female
- **Income Level:** EGP 250,000-600,000 annually
- **Occupation:** Professionals, expatriates, high-earning young couples
- **Nationality:** Egyptian

Geographics

- **Location:** Giza & Cairo
- **Preference:** Urban/ modern
- **Proximity:** Seek tranquility near new departments

Psychographics

- Looking to elevate their rental spaces without permanent modifications
- Values quality, portability, and aesthetics

Behavioral

- **Goals:** Create a sophisticated living environment without committing to permanent fixtures
- **Shopping Habits:** Prefers online shopping with fast delivery and modular furniture options
- **Media Consumption:** Engages with YouTube reviews, Instagram influencers, and luxury home websites
- **Decision Making:** Extended process couple make new house
- **Brand Loyalty:** Favor reputable luxury brands and developers

3. Market Strategy



Segments Commercial Office Spaces

*

Demographics

- **Age:** 35-55 years
- **Gender:** Both male and female
- **Income Level:** Medium to high, EGP 500,000+
- **Occupation:** Office managers, co-working space owners, CEOs
- **Nationality:** Egyptian

Geographics

- **Location:** Giza & Cairo
- **Preference:** Urban/ modern
- **Proximity:** Seek tranquility near new departments

Psychographics

- Focus on creating modern, professional workspaces
- Values functionality, sleek design, and long-term durability

Behavioral

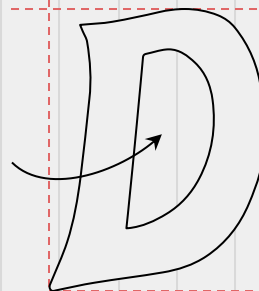
- **Goals:** Create a workspace that promotes productivity and impresses clients
- **Shopping Habits:** Works with interior designers, prefers modular and ergonomic furniture
- **Media Consumption:** Reads business and entrepreneurship magazines, follows LinkedIn influencers
- **Decision Making:** Extended process CEOs make new office
- **Brand Loyalty:** Favor reputable luxury brands and developers

Buyer

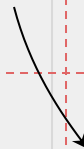
persona



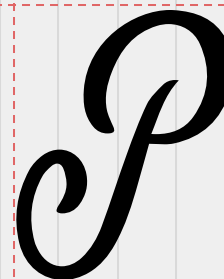
COUNTERFORM



BELLY



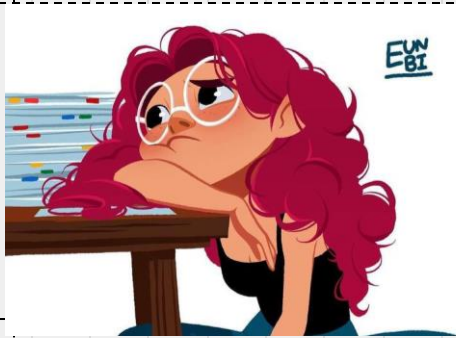
RING



رواد: عصر الرقمية



TREND METAL
Home Decor & furniture



Mariam



45



Cairo, Giza



**Engagement and
married in short term**

About

Mostly married or in long-term relationships, often with young children or planning to start a family and make his house she has a unique style and loves modern style.

Habits & interest

- Interested in flexible payment options
- customizable products that can be adapted to their own need
- modern and unique style furniture

Goals

- Make new homes with modern, luxurious pieces that match their vision.
- provides long-term value—durable, timeless, and easy to maintain.
- create a home environment that reflects their success and personality.
- recognized for having a stylish and unique home that impresses visitors.

Pain points

- Limited choices of stylish, modern furniture
- Concern about investing in high-end furniture that may not last or fit well with changing trends.
- Difficulty in finding customizable options
- Finding furniture that reflects their personal style

Challenge

- Finding furniture that combines elegance, functionality, and durability
- Need for premium, movable furniture that fits within their rental agreements

Communication channels

- Instagram
- Pinterest
- YouTube for interior design inspiration and trends.





Eng: Hossam



39



Cairo, Giza



Engagement and
married in short term

About

interior design influence in couple to make her own house with her styles and give their couple his opinion

Habits & interest

- Passionate about architecture, modern art.
- They keep up with global design trends and constantly seek out innovations in furniture design.

Goals

- **Create Impressive Spaces:** design sophisticated and impressive spaces for clients, adds value to their design projects.
- **Customization:** customized to fit specific room layouts or meet the stylistic preferences of their affluent clients.
- **Luxury Standards:** Ensuring the materials and furniture pieces they source meet high luxury standards.

Pain points

- Finding furniture pieces that can be customized to fit their projects.
- They require furniture that can withstand long-term usage .
- Their clients demand luxury,
- Increasing pressure to choose sustainable materials.

Challenge

- Need for customizable
- durable furniture that blends with different design styles
- meets clients' luxury standards

Communication channels

- **Social Media:** Instagram and Facebook
- Website & Portfolio
- Showrooms & Trade Shows

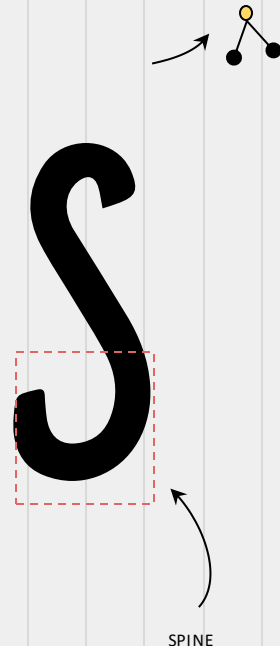


3. Market strategy



Value proposition*

- **Exceptional Customer Experience:** providing customized styles for all styles homes Excellent
- **Customer Support:** Provide personalized and prompt assistance to clients, being available to answer inquiries and help them achieve their goals and solve for all customers pain points



SPINE

3. Market strategy

Positioning

MULTI GENERATIONAL
ENTERTAINMENT

High material and
competitive price

CUSTOMER
SERVICE

UNIQUE & DIFFERENT

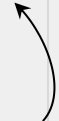
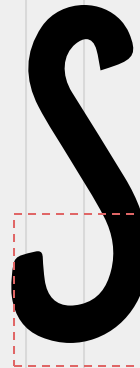
PAYMENT
FACILITIES

Customized
designs

3. Market strategy

Digital Tools

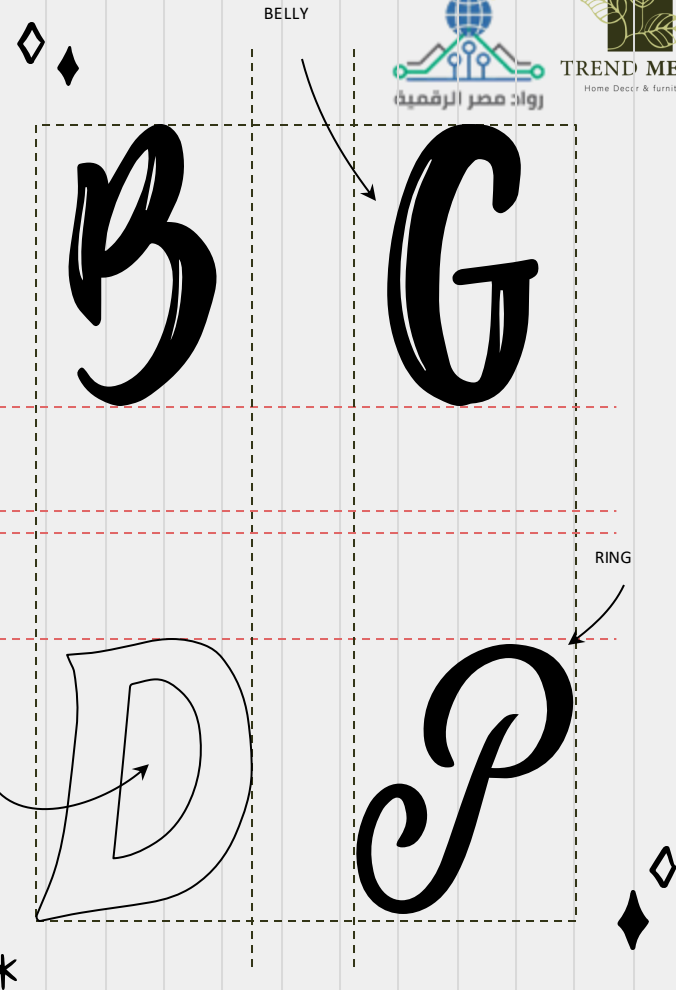
- Canva: for designs and videos
- Leonardo.ai: for product photos
- Buzz sumo: for meta analytics
- ChatGPT: help with brainstorming content ideas
- Meta ad library: for Facebook ads
- Similar webs: for website analytics
- Looka: for logo
- Prezi: for presentation
- Notion



SPINE

chapter 3

Branding



Overview chapter2



01.

Positioning statement

*

02.

Brand Mantra

03.

Brand Elements

04.

Color Pattern

05.

Social media channels

1. Positioning statement



For all customer we provide steel furniture that combines premium aesthetics with lasting durability, our steel furniture offers customizable, high-end solutions that stand the test of time. From contemporary design to sustainable luxury, we help you create spaces that impress and inspire.

2. Brand Mantra



"Timeless Design, Enduring Strength"

Emotional Modifier

luxury and long-lasting value

Descriptive Modifier

Customizable Steel

Brand Functions

Premium Quality Furniture

2. Brand Mantra



Brand Analytics

Core message	Every piece tells a story	satisfied customers
Type of content	Awareness, engagement	selling
Type of posts	storytelling UGC / reels	posts / stories
Channels	Facebook Instagram	web site TikTok

3. Brand Elements



Slogan

Luxury in Every Line, Strength in Every Piece

Name

Trend metal

Logo



Character

**Plant in steel
describe the
business quality**

3. Brand Elements

*



3. Brand Elements



Brand Voice

We communicate with confidence , Our language reflects the luxury and premium nature of our furniture, maintaining a refined and elegant style. We encourage creativity and innovation, integrating steel furniture into their high-end designs. We prioritize reliability and quality, assuring that our products deliver long-lasting value and craftsmanship. Our voice showcases authority in design and craftsmanship, We engage in conversations, showing openness to customization, understanding that each project is unique and requires tailored solutions.

3. Brand Elements



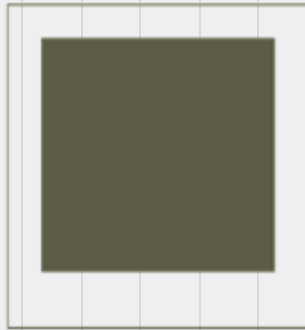
TREND METAL
Home Decor & furniture



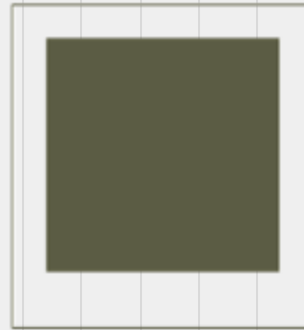
Trend metal



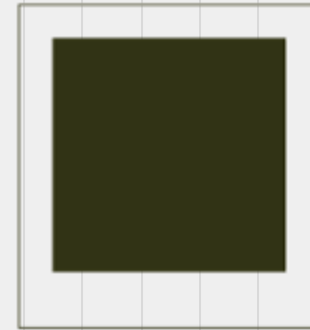
#ecedd7



#5b5c44



#5b5c44



#313315

- **Dark green** :indicates rivalry , ambition and , adaptable
- **Deep gold** : represents prosperity
- **Cream** : represents acceptance , tolerance and maturity. charming thoughtful, gracious

4. Social media channels



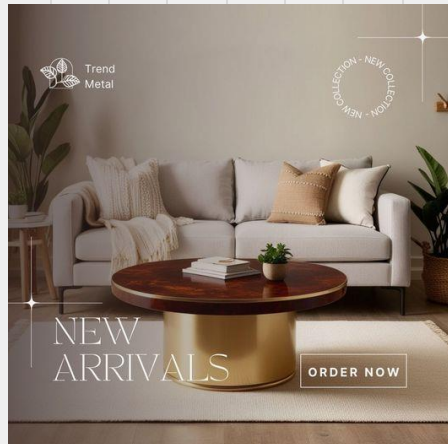
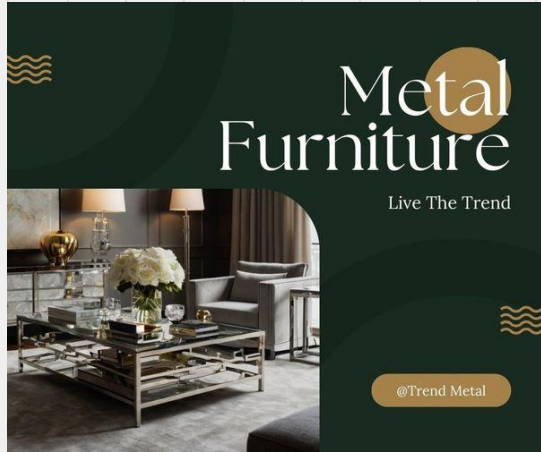
About

For homeowners seeking modern, elegant furniture, Trend Metal offers customizable metal pieces that reflect your style. With durable PVD coatings, our designs are both trendy and long-lasting. Transform your home with stylish, durable metal furniture.

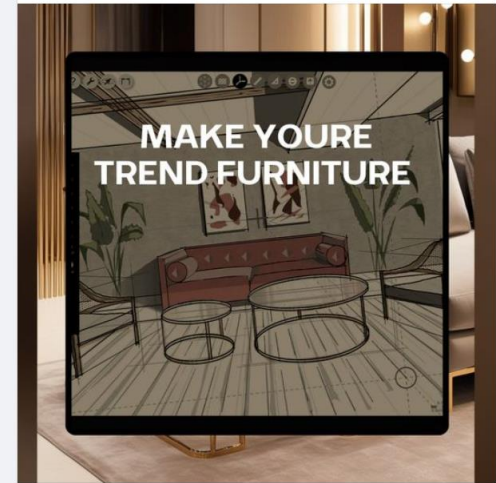
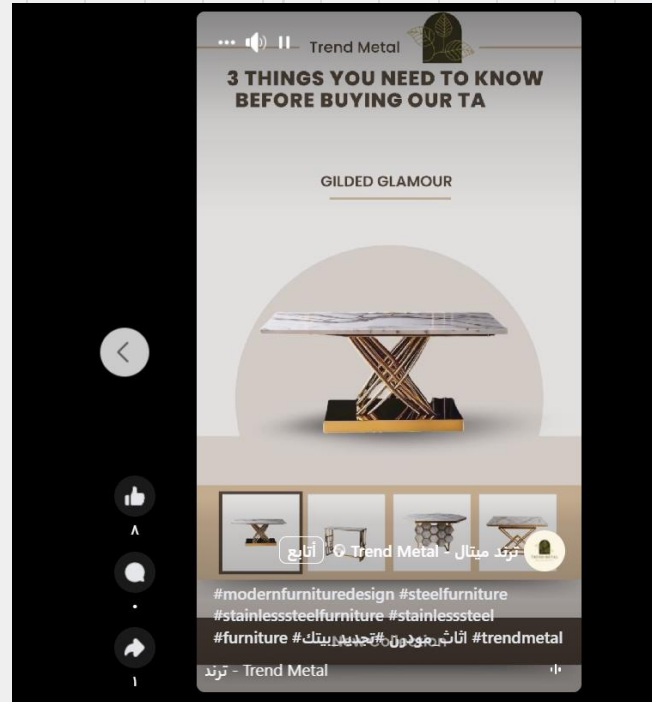
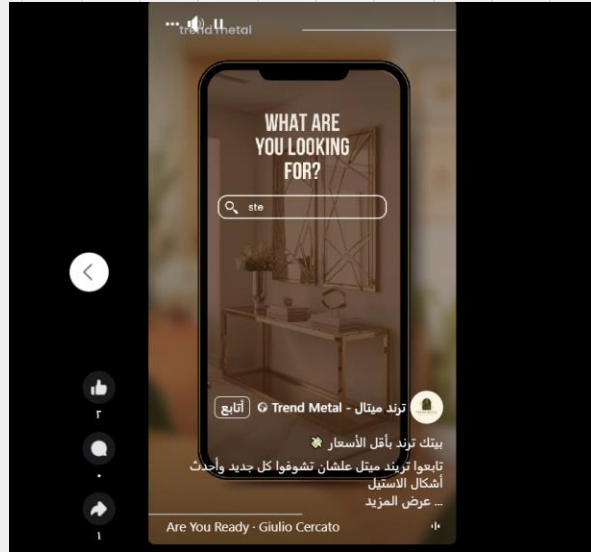


TREND METAL
Home Decor&furniture

Facebook posts



Facebook posts



4. Social media channels



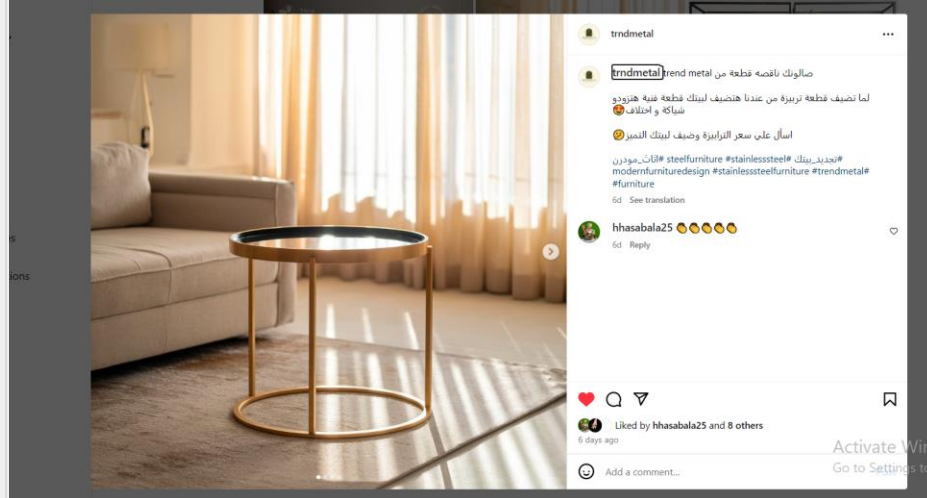
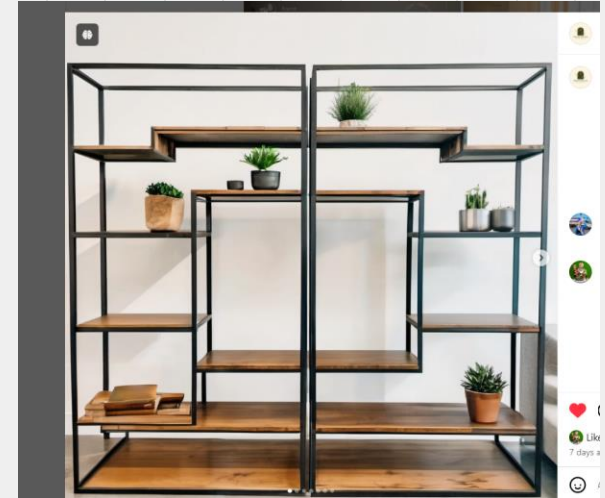
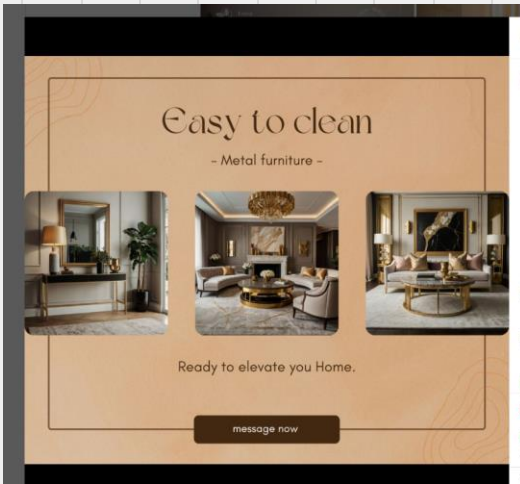
About

Trend Metal

Metal furniture Brand

We create distinctive pieces for you that can change your home space for the better ❤️

Instagram posts



4. Social media channels



Make website to show our catalog



4. Social media channels



We will make it if our main social media
Instagram and Facebook reach to 5k
engagement



4. Social media channels



We will make it if our main social media
Instagram and Facebook reach to 10k
engagement



4. Social media channels



Our main channels

Facebook

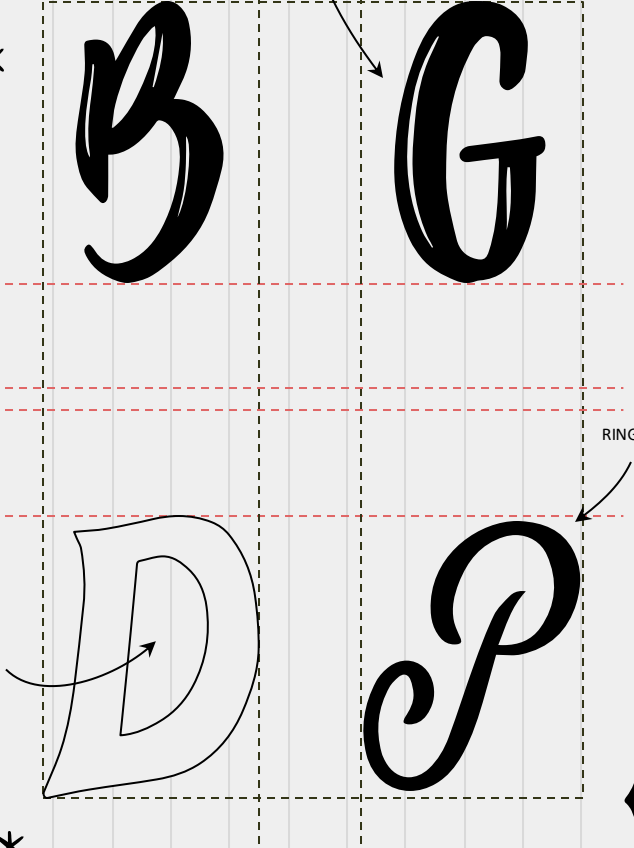
- Rewrite bio, make sitting.
- Change the cover and profile, then publish the content.

Instagram

- Create reels related to the business owner.
- Awareness and sales posts.
- Rewrite bio , website, and highlights

chapter 4

Channels



Overview chapter2



01.

Content Marketing



02.

Social Media

03.

Facebook Ads

04.

Analytic

05.

What makes us Speacial

1. Content Marketing



Objectives

1. Raising brand awareness.
2. Attracting potential customers.
3. Boosting sales.

Buyer journey stages

1. **Awareness Stage:** Content that grabs attention for the first time and build brand awareness.
2. **Consideration Stage:** Content that highlights the property's features and helps the client consider purchasing.
3. **Decision Stage:** Content that motivates the client to make the final decision, such as special offers or customer testimonials

1. Content Marketing



Platforms Depending on the chosen segments

- 1. Facebook:** A wide audience, utilizing text posts, images, and promotional videos.
- 2. Instagram:** Targeting through attractive images and short videos.
- 3. TikTok:** Using short videos for interactive and creative promotion.
- 4. Linked in :** using article for make interactive posts in CEOs and managers

1. Content Marketing

Types of content



Show how to
manufacture
each piece.

Display different
stages of the
project

Compare
between your
house with steel
furniture and
traditional
furniture

01

02

03

04

05

06

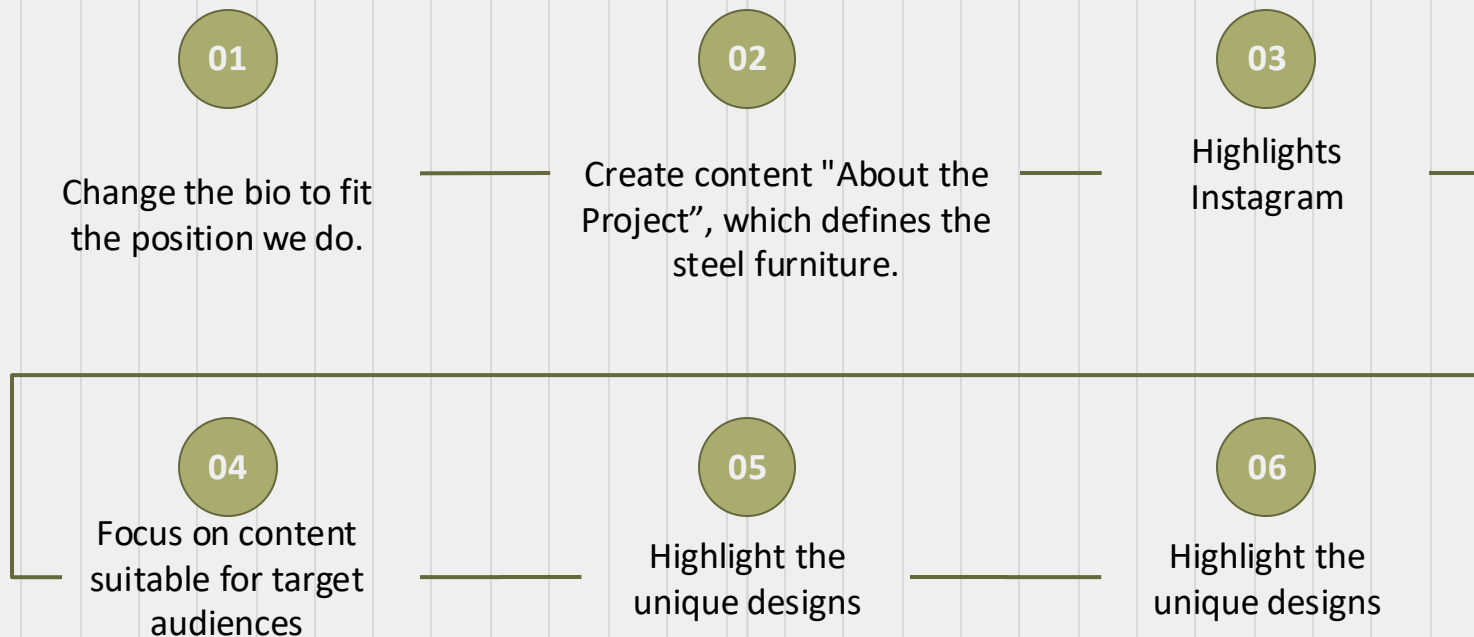
How to use
steel furniture
in each style of
house.

Publish
certificates from
clients

Compare
between each
kind of steel

1. Content Marketing

Action plan task



1. Content Marketing



Action plan task



07

Video work on how
make piece of furniture

08

Create content that
explains how AI can help
you show piece of steel
furniture in his style house

09

Q&A content with
the followers,
interior design

10

choice tagline &
slogan

2.Social media



Content calendar

[Click Me](#)

3. Facebook Ads

Overview of the Campaigns



- **Objective:** lead generation
- **Ad Formats Used:** lead ads with the conversion location set to Messenger.

First Campaign

- **Age:** 25-34
- **Location:** Cairo - Giza
- **Interests:** modern steel furniture
- **Demographics:** University graduate - Parents



3. Facebook Ads



Key Metrics & KPIs



Account name	Reach	Impressions	Amount spent	Attribution setting	Link clicks	CPC (cost per...	Clicks (all)	Page engagement	Messaging conversations started	CTR (lin click-through..
trend metal	2,607	3,552	279.53.ج.م	7-day click or 1-day view	183	1.53.ج.م	266	1,185	9 121	5.15%
Total results 1/1 row displayed	2,607 Accounts Centre accounts	3,552 Total	279.53.ج.م Total Spent	7-day click or 1-day view	183 Total	1.53.ج.م Per Action	266 Total	1,185 Total	9 121 Total	Per Impr

4. Analytic



METAL FURNITURE
TREND METAL
ORDER NOW !

ترند ميتال - Trend Metal

14 تسجيلات إعجاب • 30 متابعين



بحث

أعجبك

مراسلة

...

المنشورات حول مرات الذكر الآراء ريلز الصور المزيد ▼

الفلتر

المنشورات

نبذة مختصرة

For homeowners seeking modern, elegant furniture, Trend Metal offers customizable metal pieces that reflect your style. With durable PVD coatings, our designs are both trendy and long-lasting. Transform your home with stylish, durable metal furniture.

Trend Metal - ترند ميتال

3 ي



الشبكة مكانها الصح Trend Metal

4. Analytic



Performance

Daily

Cumulative



Reach ⓘ

2.5K ↑ 100%

Content interactions ⓘ

154 ↑ 100%

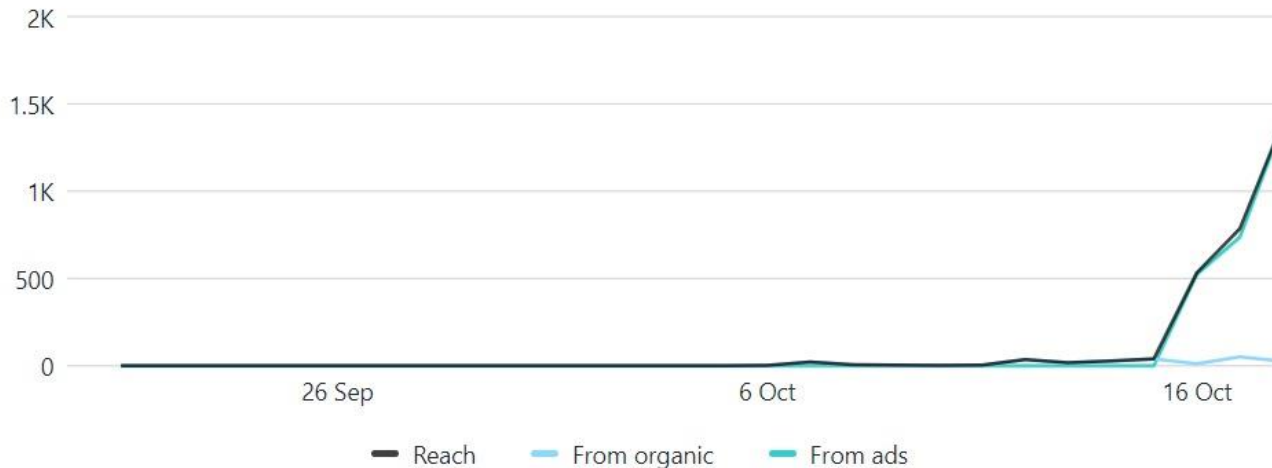
Followers ⓘ

Lifetime

20

Link clicks ⓘ

150 ↑ 100%



Reach breakdown

Total

2,491 ↑ 100%

From organic

161 ↑ 100%

From ads

2,341 ↑ 100%

4. Analytic



Reach

Export

Facebook reach ⓘ

2.5K ↑ 100%



4. Analytic



Visits

Export ▼

Facebook visits ⓘ

268 ↑ 100%



4. Analytic

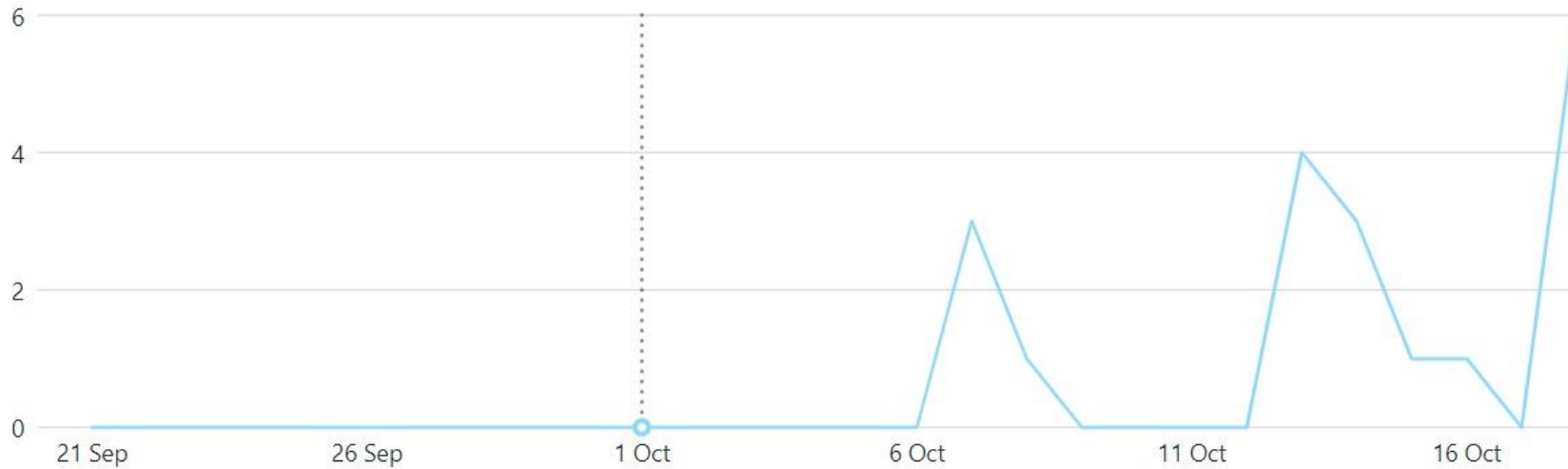


Follows

Export

Facebook follows ⓘ

19 ↑ 100%



4. Analytic



Ad trends

Export

Paid reach ⓘ

2,014 ↑ 100%


Paid impressions ⓘ

2,668 ↑ 100%



4. Analytic





TREND METAL
Home Decor & furniture


trndmetal

Following ▾ Message + 👤 ⋮

9 posts 27 followers 0 following

Trend Metal
Metal furniture Brand
We create distinctive pieces for you that can change your home space for the better♥




Followed by enasqomaa11, s_a.42 + 5 more



Our Products...

27 👤 3

POSTS REELS TAGGED





4. Analytic

7 days 14 days 30 days 90 days

19 Sep – 18 Oct

Views ⓘ

1,279

Views

Followers 44.7%

Non-followers 55.3%

Accounts reached 375

By content type

All

Followers

Non-followers

Reels 47.9%

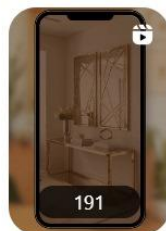
Posts 41.9%

Stories 10.2%

• Followers • Non-followers

Top content based on views

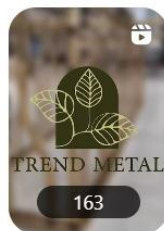
[See all](#)



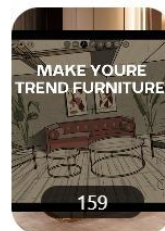
8 Oct



13 Oct



14 Oct



7 Oct



15 Oct

4. Analytic

Interactions ⓘ

107

Interactions

Followers 49.5%

Non-followers 50.5%

Accounts engaged 27

By content interactions

Posts  72.9%

Reels  27.1%

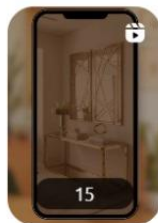
• Followers and non-followers

Top content based on interactions

[See all](#)



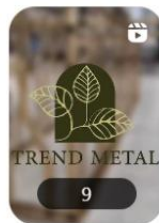
7 Oct



8 Oct



12 Oct



14 Oct



9 Oct

Profile ⓘ

65

Profile activity

Followers ⓘ

27

Total followers

5.What Makes us Special



TREND METAL
Home Decor & furniture

1- A Jigsaw Game in our Website for fun and Rewarding Experience

The Idea

Customer will enter the link of the Jigsaw Puzzle and after solving it , it will give the Customer a Coupon code to be redeemed in our website



5.What Makes us Special

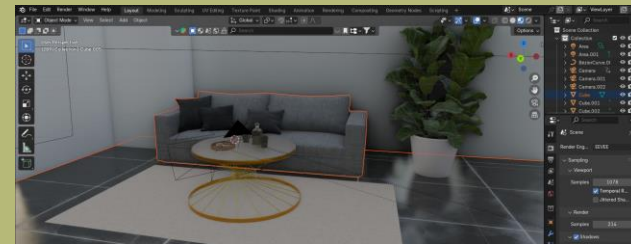


2- Creating A Customized 4K 3D Rendered Photos of our tables in the customers homes

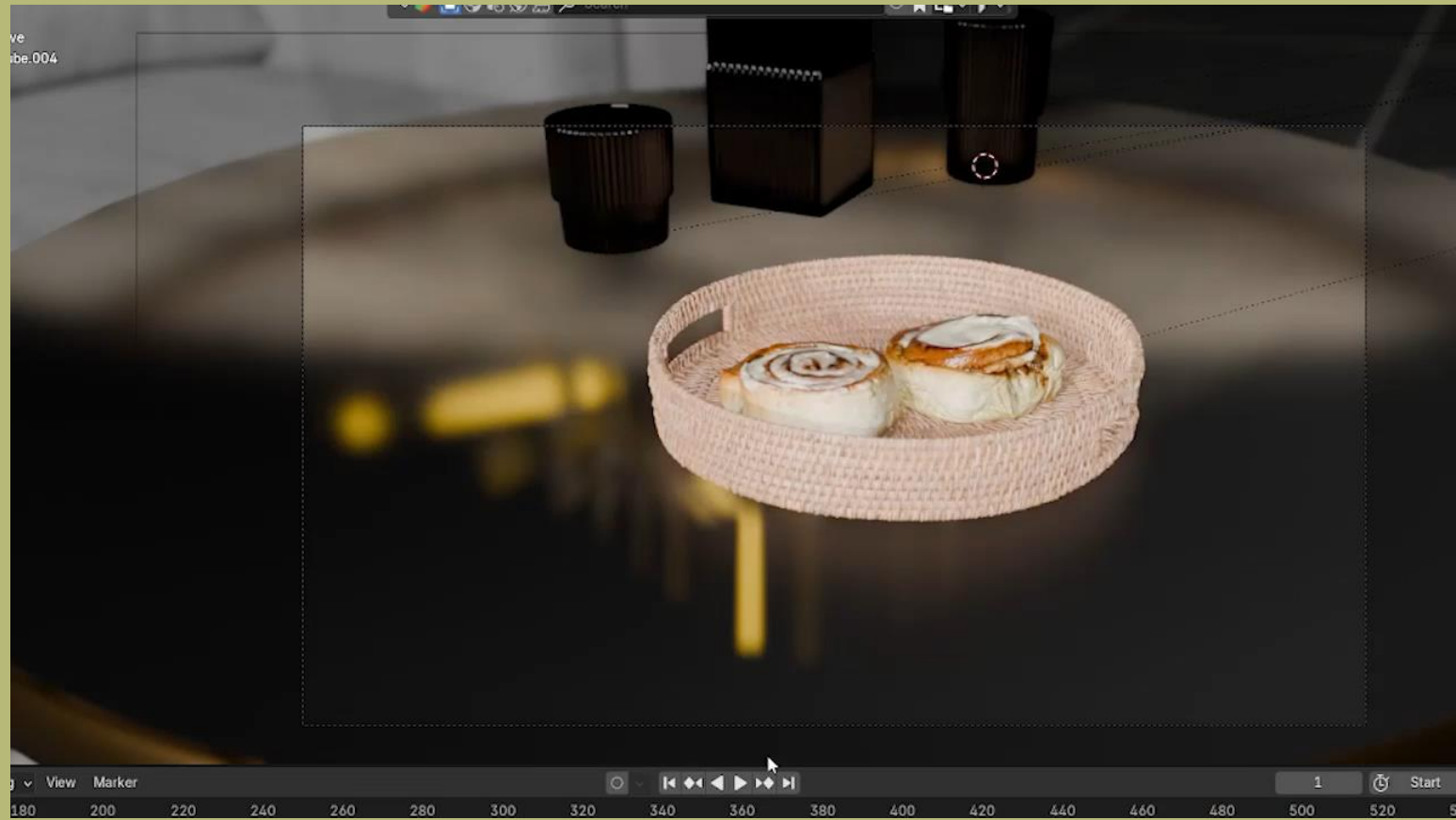
The Idea

Turning Customers ideas into real-life Designs by 3 Steps :

- 1-making the modeling
- 2- giving texture and some style to it
- 3-fitting it with some great environment and assets matching the shape of the Customer's home



What Makes us Special



Recommendations and improvements:



1. Referral programs for repeated purchasing
2. Professional website so customers can order directly to the home
3. We can use ideas like points and gamification for customers
4. More advanced photography for better creative and reels
5. Make a blog to attract new customers
6. B2B marketing through email marketing for Interior designers, hotels, restaurant, and Café
7. Offline marketing like a showroom or attending exhibitions
8. Augmented reality to try our products before buying Snapchat
9. Make an influencer list for future collaborations



Thank you
For All Attention