

Project Description

KAFFIENE 99 is a local coffee shop established in 2018 and located in Damanhour, Beheira Governorate, Egypt.

The café offers a wide variety of coffee beverages and selected desserts, maintaining excellent product quality.

Despite the premium quality, the brand suffers from limited awareness due to its weak digital presence. At present, KAFFIENE 99 only has an inactive Facebook page with very low engagement. Additionally, sales rely exclusively on in-store purchases, restricting growth opportunities and leading to relatively low revenue.

Problem Statement

- Lack of a strong and consistent digital presence across social media platforms.
- Low engagement and weak audience connection with the brand.
- Heavy reliance on in-store sales without leveraging the potential of digital marketing.

Project Goal

The project aims to build and implement a comprehensive digital marketing strategy for KAFFIENE 99 through:

- Creating and managing active accounts on major social media platforms.
- Producing engaging visual content (photography and videography).
- Running targeted paid advertising campaigns to boost brand awareness.
- Expanding the customer base and strengthening audience interaction.
- Supporting sales growth and enhancing the café's market position.

Expected Outcomes

- Increased followers and higher engagement across all social media platforms.
- Improved brand awareness in Damanhour and nearby areas.
- Sales growth supported by effective and targeted digital marketing campaigns.
- Establishing KAFFIENE 99 as a competitive and recognizable local brand.

Action Plan

Phase 1: Research & Planning

- Market and competitor analysis.
- Define target audience.
- Set marketing objectives (Brand Awareness – Engagement – Sales).

Phase 2: Social Media Setup

- Create official accounts on Facebook, Instagram, and TikTok.

- Design unified visual identity (profile, cover, templates).

Phase 3: Content Production

- Organize professional photoshoot for products.
- Produce short videos suitable for different platforms.
- Develop a monthly content calendar.

Phase 4: Campaign Launch

- Launch first paid campaign to raise brand awareness in Damanhour.
- Monitor performance and analyze results.

Phase 5: Optimization & Growth

- Optimize campaigns based on performance.
- Introduce promotional offers.
- Increase engagement with audience through replies and interactive posts.