



Digital Marketing Strategy

For: EL-Saadi Islamic Clothing



Digital Egypt Pioneers Initiative DEPI
First Batch
Final Project: October 2024

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TEAM

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Supervisor: Eng. Mohamad ElAswad



INTRODUCTION

At "Al-Saadi for Islamic Clothing," we believe that Islamic attire is not just clothing but an expression of identity and culture. Therefore, we offer a modern collection of Islamic clothing that combines elegance and adherence to Islamic values. Our goal is to help you feel confident and stylish at all times and in all places.

BUSINESS MODEL CANVAS



Key Partners

- Affiliate marketing sites and e-commerce platforms.
- Merchants participating in affiliate marketing programs.



Key Activities

- Researching suitable products and services for promotion.
- Creating promotional content for the website and social media pages.
- Managing paid advertising campaigns.
- Tracking performance and analyzing data to ensure marketing effectiveness.



Key Resources

- Social media platforms.
- Performance analysis tools (Meta business suite, campaign management tools).
- Partnerships with diverse e-commerce websites and merchants.
- Marketing content that attracts visitors and encourages them to make purchases.



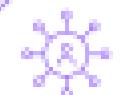
Value Propositions

- Providing reliable recommendations for products and services from various websites and merchants.
- Enabling users to access the best deals and discounts.
- Offering rich content to help customers make informed purchasing decisions.
- Providing a smooth and convenient online shopping experience with product comparisons.



Customer Relationship

- Delivering interactive content on social media to boost engagement.
- Customer support through direct messages and social media platforms.
- Loyalty programs and incentives for repeat customers.
- Ongoing engagement with customers through email marketing.



Channels

- Social media pages (e.g., Facebook, Instagram).
- Email marketing to promote offers and discounts.
- Paid ads on platforms like Google and Facebook.



Customer Segments

- Individuals interested in online shopping and getting the best deals.
- Shoppers searching for specific products at discounted prices.
- Customers looking to save time and effort when searching for the right products.



Cost Structure

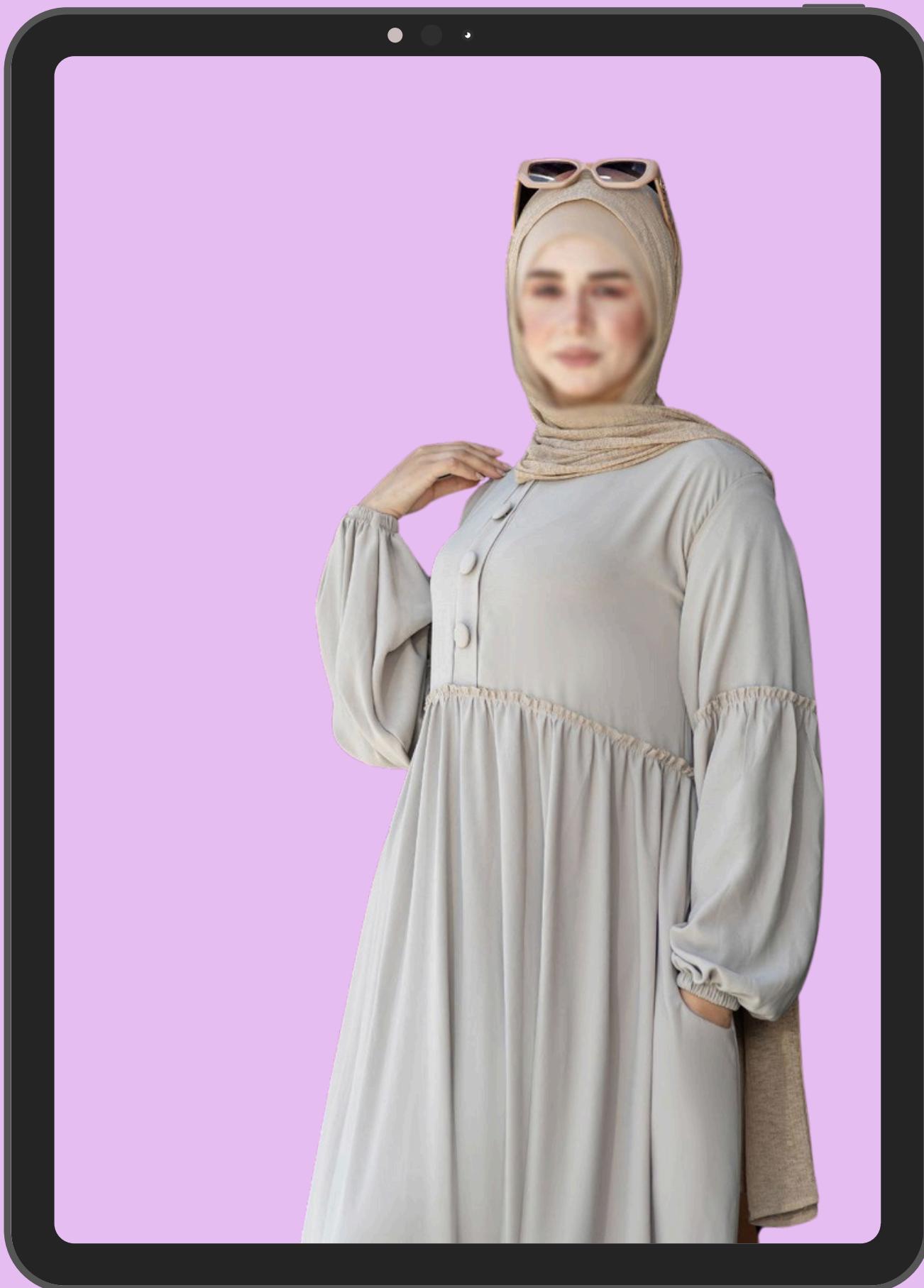
- Costs for managing paid advertising campaigns (PPC).
- Subscription costs for analytics and marketing tools.
- Content production expenses.
- Marketing expenses for email and social media promotion.



Revenue Stream

- Revenue from performance-based affiliate marketing campaigns (CPS, CPA).
- Income from selling targeted advertising on social media channels.
- Fees from partnerships with retailers to exclusively promote their products.

PRODUCT ANALYSIS



Specifications And Price

- **Brand:** Various and different brands
- **Model:** Dress
- **Material:** Turkish Crepe Rotana
- **Sizes Available:**
 - Size 1:** Bust measurement 54 cm
 - Size 2:** Bust measurement 58 cm
- **Price:** From 650 EGP to 1000 EGP

Features

- **High quality - reasonable price - multiple colors**

Benefits

- **Youthful**
- **Comfortable to wear**

Specifications And Price

Brand: Various and different brands

Model : Abaya

Material: High quality Saudi crepe

In two sizes:

Size 1 with half chest circumference 64 cm

Size 2 with half chest circumference 70 cm

Price: from 650 EGP to 1000 EGP



Features

"A Gulf-style abaya with a black base and a pop of color. It comes with double sleeves: a regular Gulf sleeve and an inner cap sleeve

Benefits

Stylish, practical, and incredibly comfortable to wear

Specifications And Price

- **Brand:** Various and different brands
- **Model:** Malhafa
- **Material:** Rib
- **Sizes Available:**
Free Size (one size)
- **Price:** From 750 EGP to 1000 EGP

Features

Double cloche - reasonable price - different and distinctive material

Benefits

Gulf style - easy to wear - has all the specifications of comfort and elegance



Specifications And Price

- **Brand:** Various and different brands
- **Model:** Islamic headscarf (Khemar)
- **Material:** Saudi-Imported Chiffon
- **Sizes Available:**
1.5 meters by 1.5 meters
- **Price:** From 230 EGP to 370 EGP

Features

Elegant and modern - Available with or without niqab - Available in different colors.

Benefits

Wide - Loose - Covers - Comfortable to wear



Specifications And Price



- **Brand:** Various and different brands
- **Model:** Niqab
- **Material:** Saudi-Imported Chiffon
- **Sizes Available :** One Size
Price: From 70 EGP to 200 EGP

Features

Elegant and modern - Available in different colors.

Benefits

comfortable to wear - breathable

MANPOWER ANALYSIS



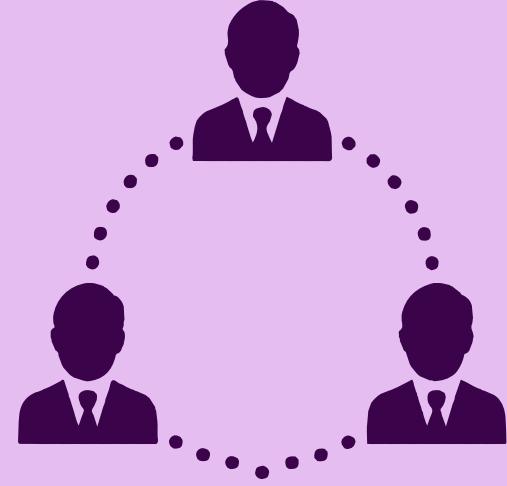
Page Manager: is responsible for the interactive and social aspects of the page. She manages customer relationships, responds to inquiries, and her role is vital in creating positive engagement around the content posted on the page.



Advertising Manager: focuses on the marketing side, responsible for reaching a broader audience through paid advertisements. His role is essential in increasing product awareness and sales.

Main Responsibilities:

- Creating and managing Facebook and Instagram ads.
- Analyzing performance.
- Posting, sharing reels, stories, and interacting with messages and comments.
- Engaging with groups.



Strengths of Role Distribution:

1. Clear Goal Setting: Each team member has measurable goals, such as the number of responses to messages per day or the growth rate of page followers.
2. Continuous Training: Om Hala can be trained regularly in analytical tools to improve her understanding of content performance.
3. Regular Performance Evaluations: Periodic performance assessments can be conducted, providing necessary feedback.
4. Role Specialization: Each member focuses on a specific area, increasing efficiency and productivity.
5. Integration: Both members work together towards page goals, integrating interaction with advertising efforts.

RESOURCES ANALYSIS



Financial Resources:

- Advertising Budget: A budget of 600 EGP is allocated for campaigns that run for 5 days.

Technical Resources:

- Social Media Platforms: Active pages on Facebook and Instagram.
- Analytical Tools: Used to measure campaign and ad performance.

Other Resources:

- Content: A variety of images and videos.
- Products: A diverse range of women's Islamic clothing.

PEST ANALYSIS

Political: Regional instability (e.g., Palestine-Gaza conflict) and government policies can impact our costs and market conditions.

Economic: Rising prices, inflation, and competition from other businesses during back-to-school season affect consumer spending.

Social: Growing awareness of Islamic identity presents opportunities, but we must adapt to changing consumer behaviors.

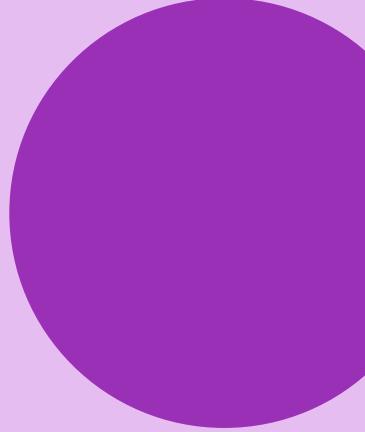
Technological: Social media is crucial for marketing, and electronic payments can enhance sales.

RECOMMENDED ACTIONS:

- Adapt to economic changes:** Offer deals or adjust prices.
- Focus on quality and service:** Stand out from competitors.
- Target customers effectively:** Use social media and tailor marketing.
- Offer diverse products:** Meet the needs of a wider audience.



CUSTOMER ANALYSIS



Who are the customers?

Age group: 20 to 60 years old.

Gender: Women (veiled).

Interests: Fashion, online shopping.

Preferences: High quality, offers and discounts, competitive prices and personal opinions of customers about products.

Where are customers located?

Geographical location: **Nearby range:** Tanta ,Dakahlia and Kafr El Sheikh.

Farther range: Delivery to all governorates of Egypt except Sinai.

Platforms: Facebook and Instagram.

What do customers want?

Customer needs and desires:

Value for price: High quality with reasonable price.

Purchasing experience: Easy, smooth and guaranteed shopping experience, and fast delivery.

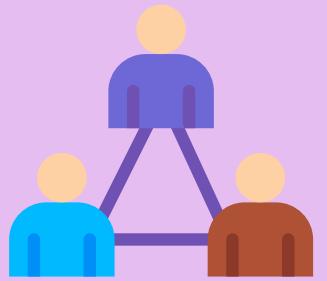
Why do customers interact?

Purchasing behavior: Interaction with offers and discounts & attractive visual content. Speed and quality of communication from the page, transparency and credibility in product descriptions.

When do customers interact?

Evening and weekends Week. Seasonal events such as: Ramadan and holidays.

COMPETITOR ANALYSIS



1	السدي للزي الاسلامي - EL-Saadi For Islamic Clothing	ستور الامين للزي الاسلامي	حياة للزي الاسلامي
2	Facebook		
3	Link of channel https://www.facebook.com/profile.php?id=615520702433418&mibextid=ZbwKwL	https://www.facebook.com/profile.php?id=615620788921098&mibextid=LQQJ4d	https://www.facebook.com/profile.php?id=1000676334600026&mibextid=LQQJ4d
4	Likes 798 likes	257 likes	43K likes
5	Followers 984 followers	9.9K followers	46K followers
6	Reviews Not yet rated (4 Reviews)	Not yet rated (0 Reviews)	Not yet rated (0 Reviews)
7	About An online page established on September 29, 2023 to sell everything related to Islamic clothing for women.	An online page established on July 22, 2024 to sell everything related to Islamic clothing for women. They have an offline office and sell wholesale and retail.	An online page established on October 6, 2020 to sell everything related to Islamic clothing for women.
8	Posting Regular or not Posting Regular	Posting Regular	Posting Regular
9	# of posts/week 9 - 22 posts/week	7 - 13 posts/week	45 - 60 posts/week
10	average likes /post 2 likes /post	6.7 likes /post	17 likes /post
11	average Comments/post 1 comments/post	6.5 comments/post	10.5 comments/post
12	average shares/post 4 shares/post	0.4 shares/post	0.3 shares/post
13	Engagement Rate 26.60%	3.50%	0.10%
14	paid posts/not currently running ads.	Currently running ads	not currently running ads.
15	Type of content Posts - videos - images - Reels - Stories - Testimonials and Reviews	Posts - Images - Videos - Testimonials and Reviews	Posts - videos - images - Reels - Stories - Testimonials and Reviews
16	Tone of voice Friendly - Casual - Informative	Friendly - Casual - Informative	Friendly - Casual - Informative
17	Call-to-Action No Call-to-Action	للتواصل والاشتراك كاتبنا على رسائل الصفحة او من خلال رقمنا على واتساب : 01080501092	التجزء والاشتراك على رسائل الصفحة
18	Comments Replies They respond to all comments in private	They respond to all comments in private	They respond to all comments in private
19	Designs? The designs used in the posts are simple and straightforward, featuring real-life images of people wearing the clothes being showcased.	The designs used in the posts are simple and straightforward, featuring real-life images of people wearing the clothes being showcased.	The designs used in the posts are simple and straightforward, featuring real-life images of people wearing the clothes being showcased.
20	Keep Identity Yes	Yes	Yes
21	Stories content They have stories content	They have no stories content	They have stories content
22	Where in buyer journey The customer journey begins when they see the post. From there, they can place an order online by sending a message through the page or contacting via WhatsApp	The customer journey begins when they see the post. From there, they can place an order online by sending a message through the page or contacting via WhatsApp. Alternatively, they can choose to visit the store in person by heading to their offline location.	The customer journey begins when they see the post. From there, they can place an order online by sending a message through their page.
23	Contacts through? Contact via page messages or WhatsApp	Contact via page messages or WhatsApp	Contact via page messages
24	Strengths 1- Use high-quality photos and videos to showcase clothing professionally. 2- Product variety: Displaying clothes from multiple brands or designs gives followers more choices and increases sales opportunities. 3- Post content regularly: Commit to posting new content regularly to keep the page active.	1- There are offers promotions and discounts. 2- Has an offline office location. 3- Sells both wholesale and retail. 4- Use high-quality photos and videos to showcase clothing professionally. 5- Product variety: Displaying clothes from multiple brands or designs gives followers more choices and increases sales	1- There are offers promotions and discounts. 2- Sells both wholesale and retail. 3- Use high-quality photos and videos to showcase clothing professionally. 4- Post content regularly: Commit to posting new content regularly to keep the page active. 5- Product variety: Displaying clothes from multiple brands or designs gives followers more choices and increases sales

SWOT ANALYSIS

Strengths

- Diversity in designs, including dresses, abayas, quilts, scarves, veils, and niqabs of all kinds.
- Diversity in colors and fabrics to suit different ages.
- Reliance on high-quality materials such as crepe, Saudi crepe, Turkish crepe, royal, and rib-eye.
- Products from reliable brands
Competitive prices are among the most important.
- What distinguishes Al-Saadi distinguished customer service and quick response .

Weaknesses

- Al-Saadi relies on online sales and marketing only.
- It is difficult to control the quality of products.
- Rapid changes in fashion may affect the demand for Islamic designs.
- It is difficult to find good shipping and distribution companies.

Opportunities

- The increasing demand for Islamic dress and the interest of many in displaying identity.
- Religious occasions and holidays, the month of Ramadan, and religious exhibitions.

Threats

- Customers' fears about purchasing online.
- Islamic brands' intrusion into the Islamic clothing market.
- Obtaining products at high-quality reasonable prices.
- Building a strong distribution and shipping network covering the regions of the country.

STRATEGY



STP

Segmentation:

- 1- Female university students aged 18:25 - average income - interested in fashion, trends, and comfortable, youthful and modern clothes - they prefer to buy clothes online.**
- 2- Female employees from the age of 26:40 - They work in private companies or government institutions - The income is medium to high - They prefer simple, elegant, and loose clothing of an Islamic nature.**
- 3- Housewives aged 41:55 - medium to high income - looking for elegant and modest clothing suitable for family occasions, holidays and religious occasions.**

Targeting:

We target the teenage girls segment, focusint on modern and colorful youth designs, such as dresses in distinctive, trendy youth colors. We target the young women segment, which is the largest segment, as the focus is on practical fashions that are easy to wear and wash, comfortable to wear, and suitable for daily life, such as the abaya and the Ednaa.

We target the segment of older women through classic, elegant, and more modest fashions, such as the designs of the Khaleeji abaya, the Khaleeji dress, the Khaleeji dress, and the Ednaa.

Positioning:

Modern elegance with an Islamic touch At Al-Saadi Islamic Clothing, we work to achieve the difficult equation where elegance and modesty come together. With a focus on contemporary fashion and designs that suit the latest international trends while preserving the Islamic identity.

AGE 20

LOCATION Tanta

INTERESTS programming , photography , travel ,gaming , courses

LANGUAGE Arabic, English

GENDER female

EDUCATION university student

SOCIAL STATUS single

INCOME Financial support from family

OCCUPATION university student

WEBSITES Facebook – Instagram – Pinterest – Tiktok

OBSTACLES THAT MAY HINDER FROM BUYING MY PRODUCT products run out quickly - islamic fashions for young people are very few - difficulty in choosing the appropriate product because they are similar in colors and designs - high prices

MOTIVES TO BUY MY PRODUCT Offers and discounts, especially on Islamic occasions - Clothes made of high-quality and soft materials that do not require an iron and are therefore easy to wear - Trendy designs with an Islamic touch, suitable for university

ONLINE BEHAVIOR Female customers carefully search for reliable brands that are known for their commitment to Islamic values, then compare prices between various online stores, then read other female customers' reviews before making a purchase decision, then after thinking and being convinced, they decide to communicate to buy through online stores or through the Messenger and Facebook applications or through... Call by phone to order the product

GOALS THAT MAY ACHIEVE VIA MY PRODUCT Keeping up with fashion and trends and appearing in a more attractive and youthful appearance suitable for university

NAME Rana

BUYER PERSONA



AGE 30

LOCATION Gharbia

INTERESTS programming , photography , travel ,family , reading , fashion , makeup

LANGUAGE Arabic, English

GENDER female

EDUCATION Higher Education

SOCIAL STATUS married

INCOME 12000

OCCUPATION female teacher

WEBSITES Facebook - Instagram - Tiktok

OBSTACLES THAT MAY HINDER FROM BUYING MY PRODUCT products run out quickly - islamic fashions are very few - difficulty in choosing the appropriate product because they are similar in colors and designs - high prices

MOTIVES TO BUY MY PRODUCT Offers and discounts, especially on Islamic occasions - Clothes made of high-quality and soft materials that do not require an iron and are therefore easy to wear - youthful designs in attractive colors - easy to move and convenient to wash and iron

ONLINE BEHAVIOR Female customers carefully search for reliable brands that are known for their commitment to Islamic values, then compare prices between various online stores, then read other female customers' reviews before making a purchase decision, then after thinking and being convinced, they decide to communicate to buy through online stores or through the Messenger and Facebook applications or through... Call by phone to order the product

GOALS THAT MAY ACHIEVE VIA MY PRODUCT Keeping up with fashion and trends and appearing in a more attractive and youthful appearance suitable for university - modest and elegant clothing - easy to wear and comfortable

NAME Hager



AGE 50

LOCATION Kafr El-Sheikh

INTERESTS Religion - family - modest fashion - health - travel to religious places

LANGUAGE Arabic

GENDER female

EDUCATION Intermediate Education

SOCIAL STATUS Married and has adult children

INCOME 9000

OCCUPATION Housewife

WEBSITES Facebook - Instagram

OBSTACLES THAT MAY HINDER FROM BUYING MY PRODUCT High prices, purchasing through the Internet only, shipping problems and delays in delivering the product to the customer on time, similarity of designs in colors and sometimes lack of variety

MOTIVES TO BUY MY PRODUCT Clothes made of soft and cotton materials, clothes with elegant, modest designs suitable for religious occasions and family occasions. Buying online thus saving time and effort

ONLINE BEHAVIOR Customers search on social media pages specialized in Islamic clothing, then ask for the opinions of their family and friends, then contact them to purchase

GOALS THAT MAY ACHIEVE VIA MY PRODUCT Saving time instead of a long search for Islamic fashion, beautiful and unique costumes that achieve elegance and elegance while preserving the Islamic identity, costumes that suit all times and suit family and religious occasions, soft and comfortable materials, easy to wear and wash

NAME Amina



AGE 70

LOCATION Asyut

INTERESTS Religion - family - health - calm down- read - religious books

LANGUAGE Arabic

GENDER female

EDUCATION Intermediate Education

SOCIAL STATUS Married and has children and grandchildren

INCOME 6000

OCCUPATION Housewife

WEBSITES Facebook

OBSTACLES THAT MAY HINDER FROM BUYING MY PRODUCT High prices, purchasing through the Internet only **MOTIVES TO BUY MY PRODUCT** Clothes made of soft and cotton materials, clothes with elegant, modest designs suitable for religious occasions and family occasions , wide and loose fitting products for easy movement and wear

ONLINE BEHAVIOR Customers search on facebook pages specialized in Islamic clothing, then ask for the opinions of their family , then contact them to purchase

GOALS THAT MAY ACHIEVE VIA MY PRODUCT Saving time instead of a long search for Islamic fashion , soft and comfortable materials, easy to wear and wash

NAME Samiha

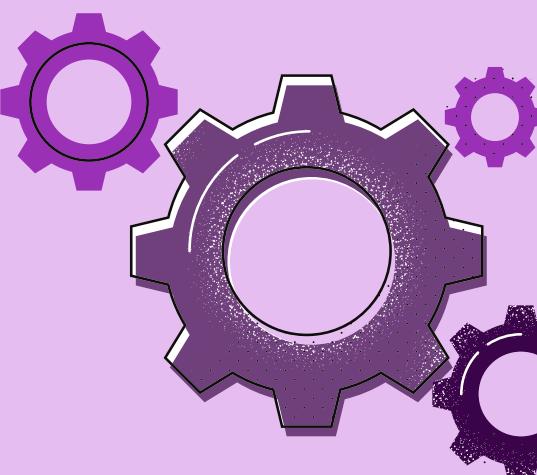


COMPETITIVE ADVANTAGE

Competitive prices that attract customers are one of the most important features of Al-Saadi Islamic Clothing.

Distinctive customer service is one of the most important things that distinguishes Al-Saadi Islamic Clothing from others, as:

- Quick response to customer inquiries.**
- Providing an easy and convenient return policy for customers.**
- Commitment to high quality products and ethics in dealing with customers.**



OBJECTIVES

Sell: Increase sales by 30% within 3 months.

Serve: Get a 50% discount on shipping fees within 3 months by providing sales and marketing offers to get more than one product in one order.

Speak: Work on increasing customer interaction with our Facebook page by making instructional videos for Islamic clothing, models and materials. We try to measure this by increasing the number of followers by 200% within 3 months.

Save: Reduce the number of orders that customers do not receive to 20% within 3 months (this reduces expenses).

PRODUCT

Features

Everything related to Islamic dress for women and girls:
(abaya, cloak,Malhafa, khimar and niqab)

For different seasons.

Availability of colors for all models.

Availability of most sizes.

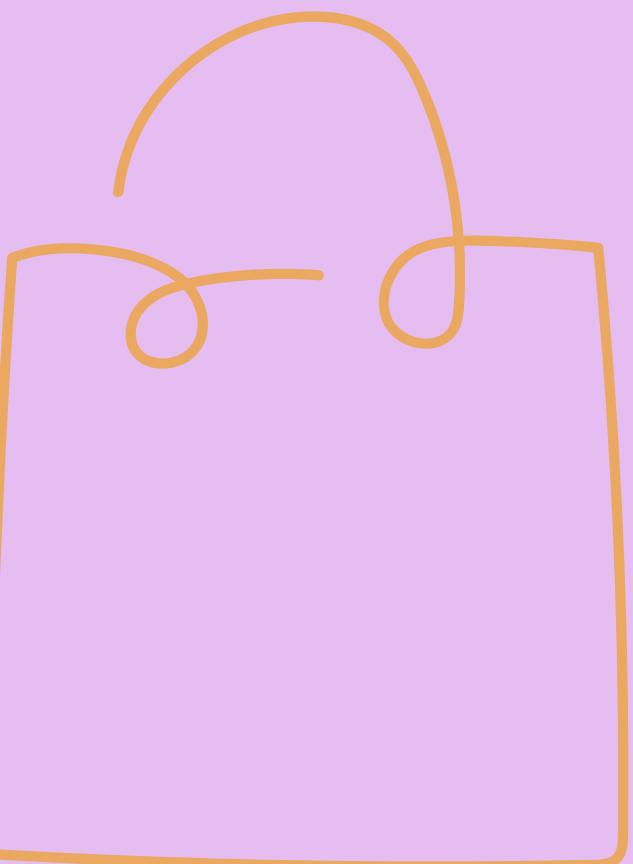
Characteristics

Quality at a good price.

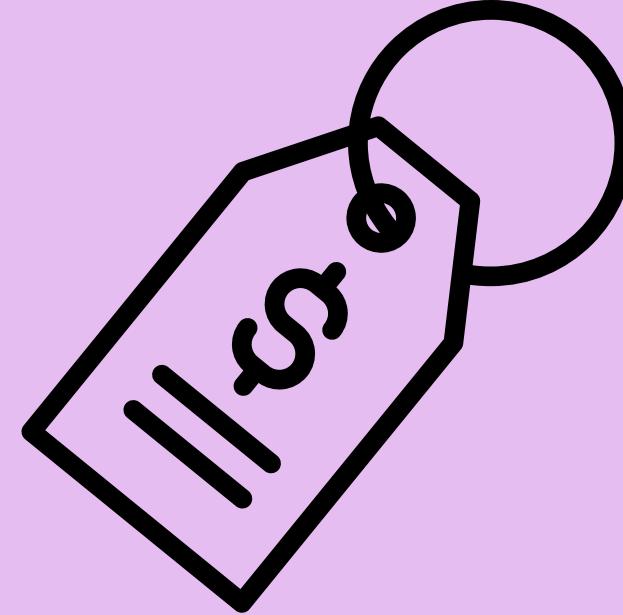
Comfortable, ergonomic designs with a distinctive shape and freedom of movement.

Benefits

Door-to-door shipping in several governorates.



PRICE



Current :

- Competitive prices, price for quality.
- Having offers with seasons and occasions periodically.
- 750 EGP to 1100 EGP sectoral and wholesale from 650 EGP to 1000EGP.
- Shipping to the Delta, Cairo, Giza and the sea face is 65g and shipping to the tribal face is 85g.

Proposed :

- buy 3 and pay half of the shipping

PLACE

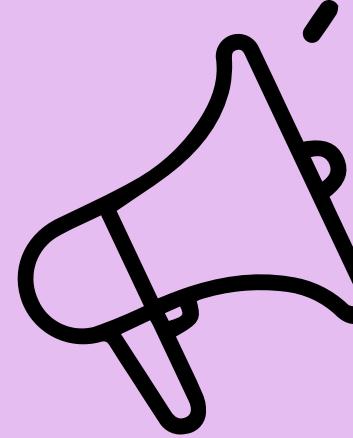


Current :

- Selling via Facebook and Instagram.
- Online by targeting governorates such as (Gharba, Dakahlia and Kafr El Sheikh).

Proposed :

- Online by targeting all over Egypt



PROMOTION

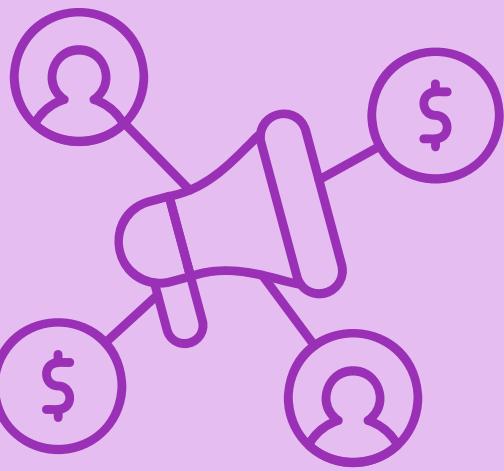
Current :

- Promotion is done only on Facebook organic content
- Creating sponsored ads and funding natural high-reach posts.

Proposed :

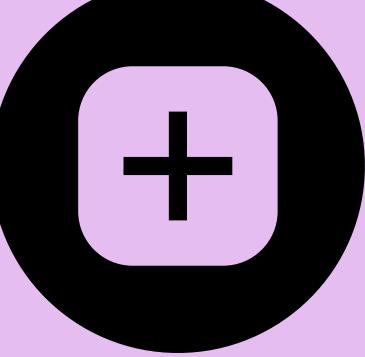
- The use of ugc content by past and present customers in promotion.

USED CHANNELS



- **Facebook:** posting updates, communicating with customers, and mainly selling.
- **Instagram:** To build a large audience, reuse UGC and all possible visual content such as reels and educational content.
- **Instagram and Facebook ads:** Trying to achieve the highest paid reach to the largest number of potential customers through effective interest selections and specific customer behavior.

NUMBER OF PUBLICATIONS



- Posts should be limited to 3 posts per day during the week .
- Run a maximum of two ads if the ad is not associated with an event, holidays or vacations, in which case there can be two ads*.

*A single ad during the week is used to promote the featured product or collection for that week.

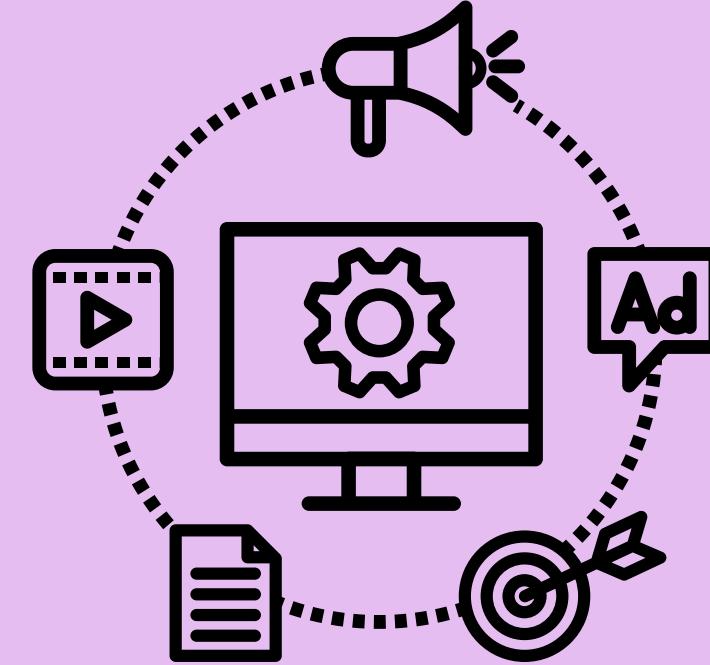
TIMING OF POSTS



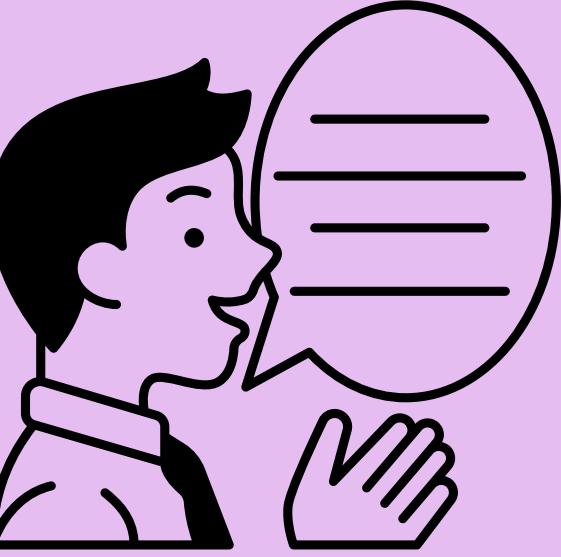
- Posting is preferably between 12 am to 12 pm all week
- It is possible to post at other times to test audience preferences during different periods and different occasions.

TYPES OF CONTENT

- Photos of the product: High-quality photos.
- Videos: Reels, video tutorials, styling tutorials, and product reviews.
- User-generated content (with their permission).
- Interactive posts: Questions for the audience to interact with.
- Posts should only be product-related and not about anything else.



TONE OF VOICE



- Use a friendly, trusting, and loving tone.
- Avoid any formal, direct, or dry sales language.
- use a greeting at the beginning of every conversation like having an automated message for every conversation begins

CONTENT



EL-SAAIDI FOR ISLAMIC CLOTHING - السعدي للزي الاسلامي
Published by Maria Nassief
• October 3 at 3:00 AM • ...

▪ موديل "صفية" للأذواق الراقية ✨
لو بتدوري على إطلالة بسيطة وهادئة من غير تفاصيل كتير، موديل "صفية" هو اختيارك الأمثل! ✨
تصميم مميز ببساطة وأناقة يجمع بين الرقي والراحة بأسلوب فريد يناسب كل الأذواق الهادية.... See more

Elsaadi
For
Islamic
Clothing

موديل (صفية)





EL-Saadi For Islamic Clothing - السعدي للزي الاسلامي
Published by Maria Nassief
October 3 at 7:00 AM · ...

❖ موديل "ضحي" - تصميم يعكس البساطة والأناقة ❖
إذا كنت من محبي الإطلالات الهدئة التي تجمع بين البساطة والرقي، فإن موديل "ضحي" هو الاختيار المثالى لك!
قصة بسيطة وعملية تناسب جميع الأذواق الهدئة، بعيداً عن التفاصيل الكثيرة، مما يمنحك إطلالة مميزة
[See more فريدة](#)



Elsaadi For Islamic Clothing
موديل (ضحي)
راحتك تهمنا



Elsaadi For Islamic Clothing
موديل (ضحي)
راحتك تهمنا

10

EL-Saadi For Islamic Clothing - السعدي للزي الاسلامي
Published by Maria Nassief
October 3 at 10:00 AM · ...

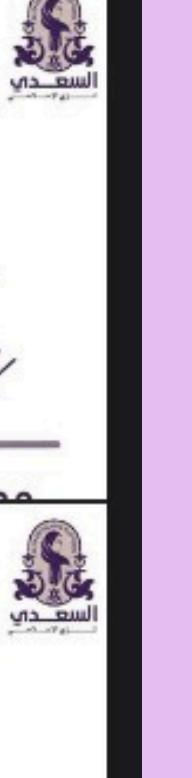
❖ موديل "جميلة" - طقم فرنسي رائع! ❖
دلوتي تقدروا تميزوا بأناقة وجمال مع طقم "جميلة"، اللي مكون من 4 قطع مصممة بعنابة فائقة.
عباية واسعة فضفاضة بديزاين ملحفة عملية ومرحية، هندىكي إحساس بالحرية والانسيابية جداً على الجسم....
[See more](#)



Elsaadi For Islamic Clothing
موديل (جميلة)
راحتك تهمنا



Elsaadi For Islamic Clothing
موديل (جميلة)
راحتك تهمنا



Elsaadi For Islamic Clothing
موديل (جميلة)
راحتك تهمنا

16



رسالة طقم اسماء ساتر حجاب مودرن طويل وساتر



مش آن الأوان تجدي دولتك بلمسة من الإيمان والأناقة؟
احنا في السعدي بنقولك إن ده مش بس لبس ده إحساس وتجربة مختلفة وممتعة

رسالة طقم عباية المثالي للراحة والأناقة



الخيار المثالي للراحة والأناقة

هل وصل لحضرتك لأوردر ولا رسه
عليكم السلام ورحمة الله وبركاته
لسه واصل حالاً جزاً الله خيراً... وسلام اليك يارب
على المؤوده... فعلاً خاصه تحده
وتحفه خاصه
دان الله هيكش اخر تعامل خاصه
الحمد لله انه عجب حضرتك



اطلالة مميزة مع ادناه وليك

العقاد طقم مثالي
ابوه حبيبي نعملني بالقلب واللون
كمان بروعة عقبال العدة الجاهة ان شاء الله تعالى
هيدوك علىكي واتنهسي بدها يارب
ويارب دايماً ليهش عند حسن ظنك
بر اكتوبر المبارك

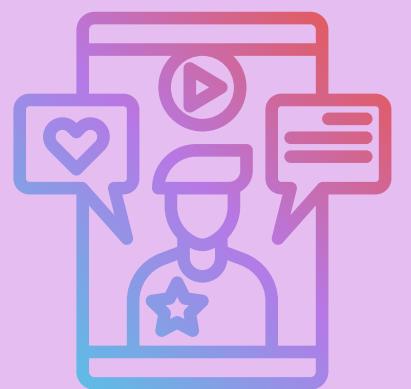


عباية دور اختيارك المثالي

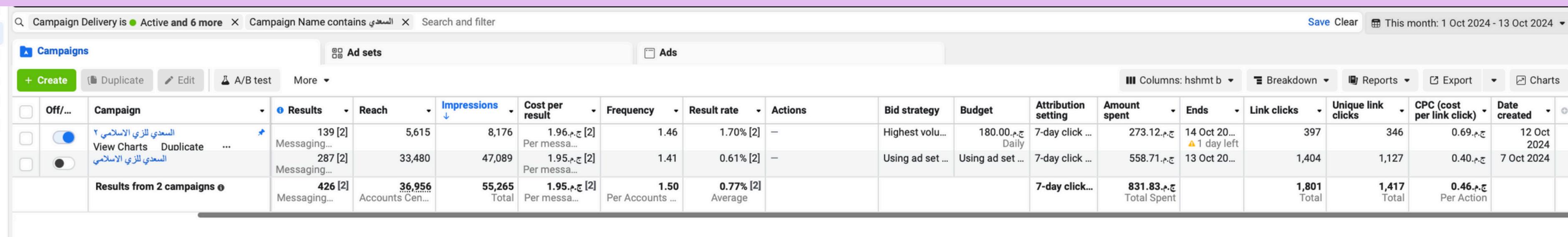


القرار صعب، في السعدي بنقولك اختيارات تخليك تختراري بسهولة وراحة.

عباية جنة اختيارك المثالي



ADS ANALYSIS



The screenshot shows a digital marketing dashboard with three main sections: Campaigns, Ad sets, and Ads. The Campaigns section displays two active campaigns: 'السعدي للزي الاسلامي' and 'السعدي للزي الاسلامي'. The first campaign has a reach of 5,615, 139 messaging conversations, and 287 messaging conversations. The second campaign has a reach of 33,480, 47,089 messaging conversations, and 287 messaging conversations. The total results from both campaigns show 426 messaging conversations, 36,956 accounts, 55,265 total impressions, and 1,417 total actions. The Ad sets section shows one ad set with a budget of 180.00 EGP, a 7-day click-through rate of 273.12%, and 397 link clicks. The Ads section shows a 7-day click-through rate of 831.83% and a total spent of 1,801 EGP.

Campaign Delivery is Active and 6 more															Campaign Name contains السعدي		Search and filter		Save	Clear	This month: 1 Oct 2024 - 13 Oct 2024				
Campaigns			Ad sets			Ads									Columns: hshmt b			Breakdown		Reports		Export		Charts	
Off/...	Campaign	Results	Reach	Impressions	Cost per result	Frequency	Result rate	Actions	Bid strategy	Budget	Attribution setting	Amount spent	Ends	Link clicks	Unique link clicks	CPC (cost per link click)	Date created								
<input type="checkbox"/>	<input checked="" type="checkbox"/> السعدي للزي الاسلامي	139 [2] Messaging...	5,615	8,176	1.96.ج [2] Per messa...	1.46	1.70% [2]	—	Highest volu...	180.00.ج Daily	7-day click ...	273.12.ج	14 Oct 20... ▲ 1 day left	397	346	0.69.ج	12 Oct 2024								
<input type="checkbox"/>	<input checked="" type="checkbox"/> السعدي للزي الاسلامي	287 [2] Messaging...	33,480	47,089	1.95.ج [2] Per messa...	1.41	0.61% [2]	—	Using ad set ...	Using ad set ...	7-day click ...	558.71.ج	13 Oct 20...	1,404	1,127	0.40.ج	7 Oct 2024								
Results from 2 campaigns		426 [2] Messaging...	36,956 Accounts Cen...	55,265 Total	1.95.ج [2] Per messa...	1.50	0.77% [2] Per Accounts ...	Average			7-day click...	831.83.ج Total Spent		1,801 Total	1,417 Total	0.46.ج Per Action									

First ad campaign :

- Amount Spent:** 558.71 EGP
- Messaging conversations started:** 287
- Orders:** 7
- Most Selling Product:** The French veil is the most requested, and the niqab is very popular.
- The prices of the sheds range from 230 to 370 pounds.
- Governorates:** Al-Qalyubiya, Al-Gharbiya, Minya, Kafr el-Sheikh, Asyut.

ADS ANALYSIS

Second ad campaign :

- **Amount Spent:** 318.48 EGP
- **Messaging conversations started:** 164
- **Orders :** 8
- **Most Selling Product :** french layered veil
- **Governorates:** Al-Qalyubiya, Al-Gharbiya, Minya, Kafr el-Sheikh, Asyut

Facebook Content Calendar							
Social Network	Date (Month/Day/Year)	Time (EST)	Content Pillar	Cornerstone Content	Target Audience	Content Format	Copy / Hashtags
FACEBOOK	1/10/2024	3:00 PM	Promotion	Display product details and benefits	Females	Facebook Post (Text + Image)	
		7:00 PM	Inspiration	Share a motivational quote	Females	Facebook Post (Text + Image)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
	10/2/2024	3:00 PM	Promotion	Display product details and benefits	Females	Facebook Post (Text + Image)	
		7:00 PM	Inspiration	Encourage followers to update their wardrobe	Females	Facebook Post (Text + Image)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
	10/3/2024	3:00 PM	Promotion	Display product details and benefits	Females	Facebook Post (Text + Image)	
		7:00 PM	Inspiration	Customer Reviews	Females	Facebook Post (Text + Image)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
	10/4/2024	3:00 PM	Promotion	Showcase new collection	Females	Facebook Post (Text + Image)	
		7:00 PM	Inspiration	Customer Reviews	Females	Facebook Post (Text + Image)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
		3:00 PM	Promotion	Show the best selling product with the reason for its popularity	Females	Facebook Post (Text + Image)	

INSTAGRAM



A	B	C	D	E	F	G	H
INSTAGRAM	10/3/2024	3:00 PM	Promotion	Product Benefits	Females	Instagram post (Design)	
		7:00 PM	Inspiration	Customer Reviews	Females	Instagram post (Design)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
	10/4/2024	3:00 PM	Promotion	New Arrivals	Females	Instagram post (Design)	
		7:00 PM	Inspiration	Customer Reviews	Females	Instagram post (Design)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
	10/5/2024	3:00 PM	Promotion	Product Benefits	Females	Instagram post (Design)	
		7:00 PM	Entertainment	Asking followers about their favorite color of clothes	Females	Instagram post (Design)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
	10/6/2024	3:00 PM	Promotion	Product Benefits	Females	Instagram post (Design)	
		7:00 PM	Inspiration	Customer Reviews	Females	Instagram post (Design)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
	10/7/2024	3:00 PM	Promotion	Product Benefits	Females	Instagram post (Design)	
		7:00 PM	Inspiration	Share a motivational quote	Females	Instagram post (Design)	
		10:00 PM	Promotion	Model wearing product	Females	Reel	
	8:00 AM	Promotion		Product Benefits	Females	Instagram post (Design)	

ACTION PLAN

A	B	C	D	E	F	
1	S	Item	Who	When(Date)	Cost	Objectives
2	1	Facebook Ad campaign	Ahmed Elsaadi	08-Oct-24	1000EGP	Increase Sales
3	2	Facebook page management	Amany Abdelhady	Daily	0	Maintain Engagement and Traffic
4	3	Instagram page management	Asmaa Boghdady	Daily	0	Maintain Engagement and Traffic
5	4	Data Analysis and Performance Measurement	Mohamed Hishmat	Daily	0	Track Progress and Performance
6	5	Recommendations and Improvement	Maria Wagih	15-Oct-24	0	Suggest improvements for future campaigns

RECOMMENDATIONS AND IMPROVEMENT

- Increase the advertising budget gradually.
- Develop a long-term content plan covering diverse topics.
- Explore and utilize new features and applications.
- The presence of special offers for areas with high delivery prices.
- The timing of campaigns should be away from weekends.
- Any advertising campaign that includes a number of products, in response to its messages, the response at the beginning of the conversation should include what reminds the customer of the products available in the advertisement to ensure the continuity of the conversation.
- Not focusing advertising campaigns on a very narrow range of cities, to ensure spread and increase supply, which creates a high possibility of increasing demand due to the availability of shipping service to various governorates.

THANK YOU!!