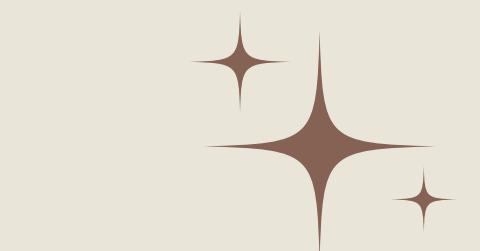
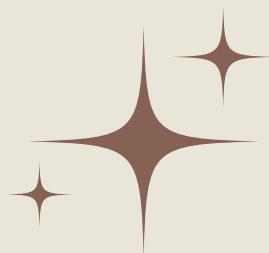


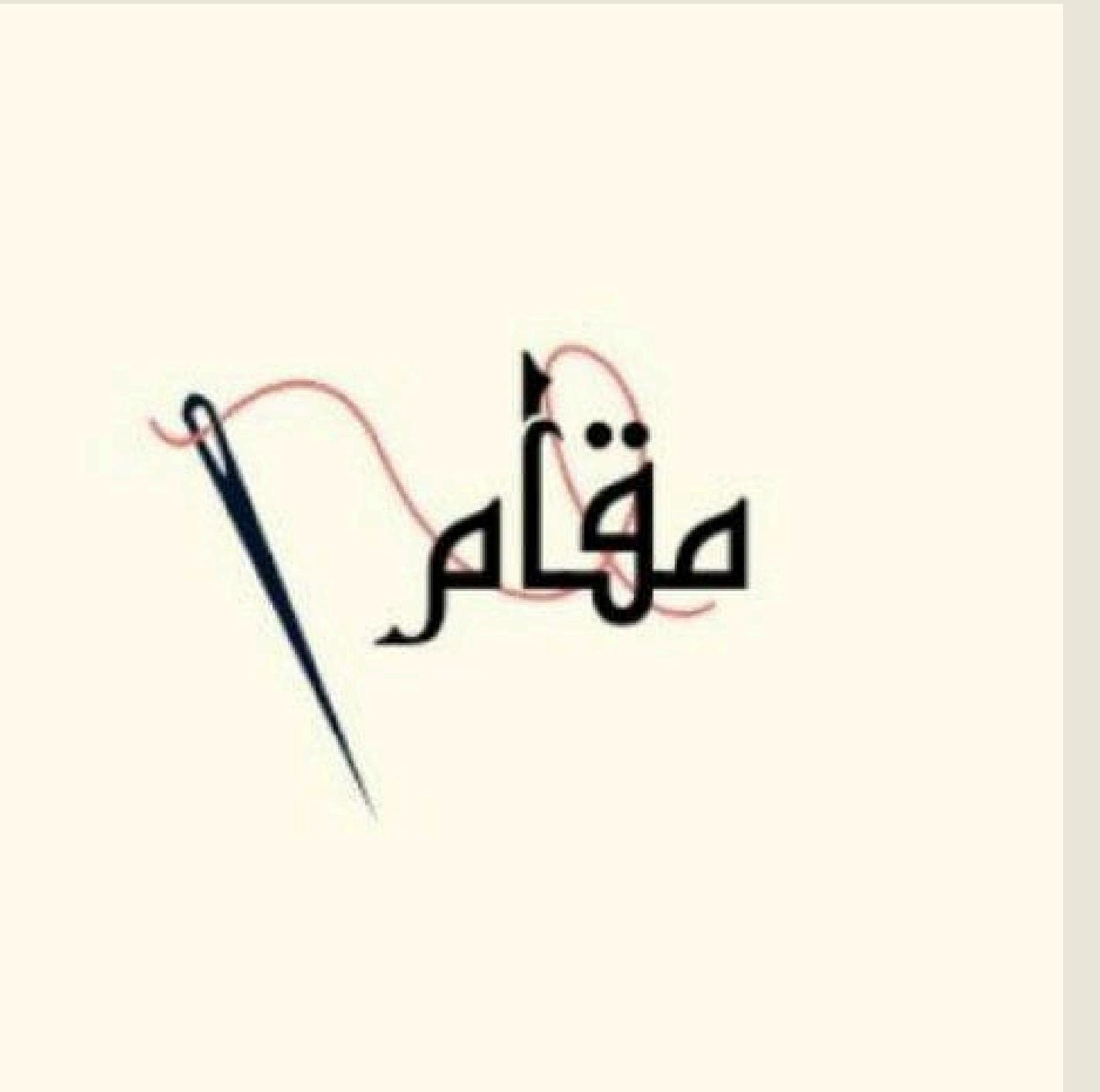
# MAQAM



# Project Overview

The "Handicraft Arts" project is a distinguished artistic experience in the realm of handmade crafts, embroidery, and beadwork bags. We transform raw materials into exquisite artistic pieces where creativity meets precision in every product. Our collection features unique designs in embroidery and beadwork bags that embody authenticity and beauty. Each item is handcrafted and carries a distinctive artistic touch, ensuring high-quality products with unmatched uniqueness. Explore the world of "Handicraft Arts" and enjoy pieces that reflect your unique taste and add a touch of elegance to your life.





# 7ps

## \*Product:

We offer an exquisite range of handcrafted items, including intricately designed bead bags. Our commitment to exceptional quality ensures that each product not only captivates but also meets the highest standards of craftsmanship.

## \*Price:

Our pricing strategy is strategically set between 400 and 600 pounds, positioning our products as affordable luxury items that appeal to a broad spectrum of customers.

## \*Place:

Sales will be conducted primarily through social media platforms, leveraging their extensive reach and engagement potential to connect with our target audience effectively.

## \*Promotion:

We will implement a multifaceted promotional strategy that includes targeted social media advertisements, enticing special offers, and active participation in local craft fairs and exhibitions. These initiatives will help us build brand awareness and foster customer loyalty.



# 7ps

## \*Target Audience:\*

Our primary audience consists of individuals aged 18 to 45, a demographic known for its appreciation of unique and artisanal products, making them ideal customers for our handicrafts.

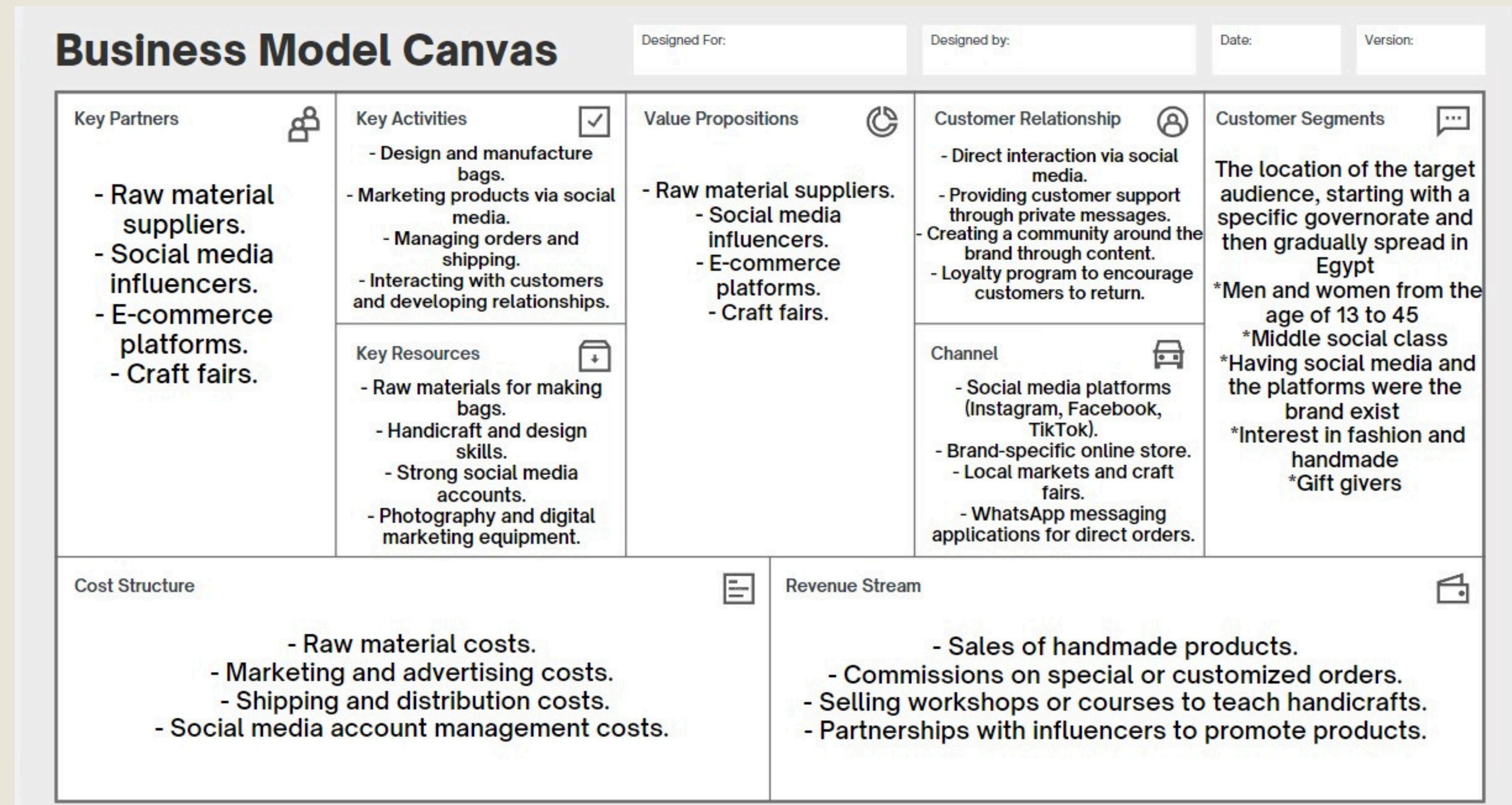
## \*Process:\*

We will ensure a seamless purchasing experience through our social media channels, facilitating easy navigation and transaction processes. This focus on user experience will encourage customer interaction and repeat business.

## \*Physical Evidence:\*

Great care will be taken in designing our products and enhancing our social media profiles to create a visually appealing and cohesive brand image that resonates with potential customers.

# business model canvas



# SWOT analysis

## Opportunities X

- 1- growing demand towards handmade and well artisanal products.
- 2- growing of E-commerce and online stores.
- 3- local raw materials.
- 4- supporting local products.

## Threats X

- 1- unstable economy
- 2- high competition in the market.
- 3- counterfeit products can affect the trust of the audiences toward these products.

# SWOT analysis

 Strength	X
<p><b>1- wide-range of handmade products to choose from.</b></p> <p><b>2- low price than others.</b></p> <p><b>3- work flexibility because of remote work</b></p>	

 Weaknesses	X
<p><b>1- Limited productivity:</b> Manual production can be slower and more expensive, making meeting large orders difficult.</p> <p><b>2- Variable quality:</b> The quality of handmade products may vary depending on the skill and experience of the manufacturer, which may affect customer confidence and satisfaction if he has previously been subjected to bad service.</p> <p><b>3- Production costs:</b> Material costs may be high in the beginning, which may affect profitability.</p>	

# main objective



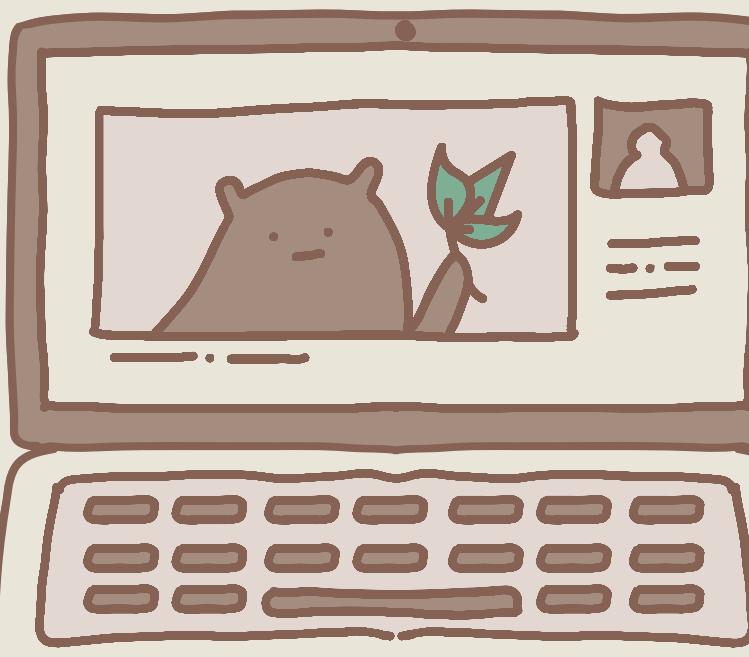
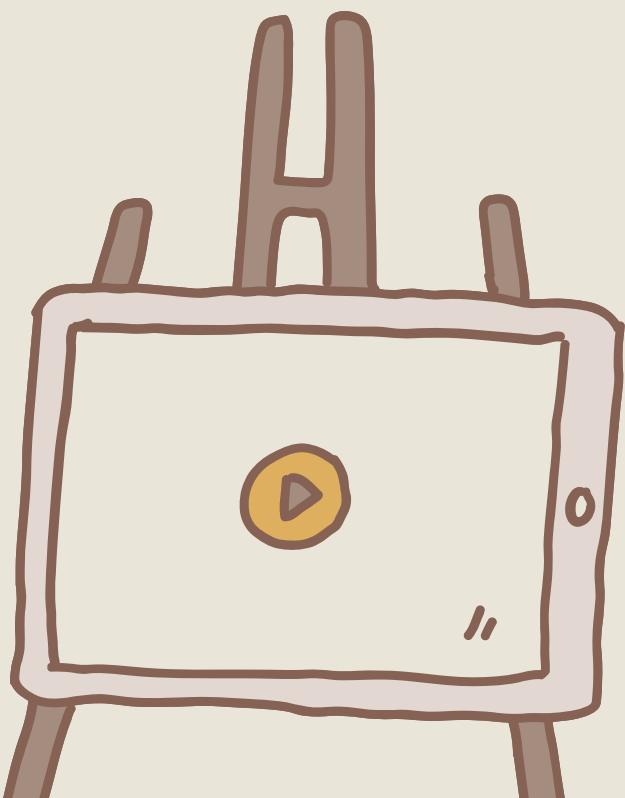
We transform the idea of handmade from being individual or small projects to an organization



dealing with stores building strong positioning in this field



provides work from home for people with a monthly salary for women especially



# Financial objective

1

Reaching the  
break-even point

2

improving cost  
control

3

making a profit

## Expand Customer Base

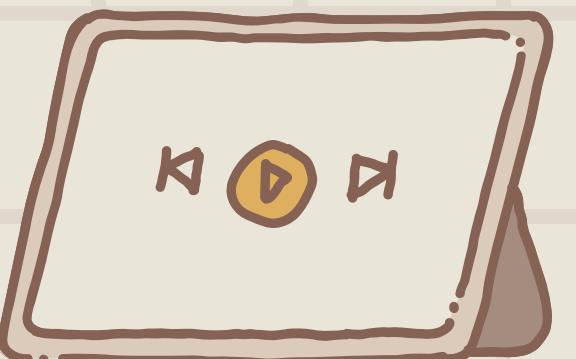
This objective aims to increase the number of targeted customers through effective marketing campaigns and the use of social media platforms to promote the product.



# Strategic Objectives

## Innovation

This objective aims to provide a unique and innovative product that sets the project apart from competitors and meets the customers' needs in a distinct way.



## Environmental Sustainability

This objective aims to implement environmentally friendly practices in the production process, such as using sustainable and renewable materials.

## Improve Production Process

This objective aims to enhance the efficiency of the production process, reduce waste, and manufacturing costs through improved inventory management and procurement of raw materials.

# Marketing Objectives

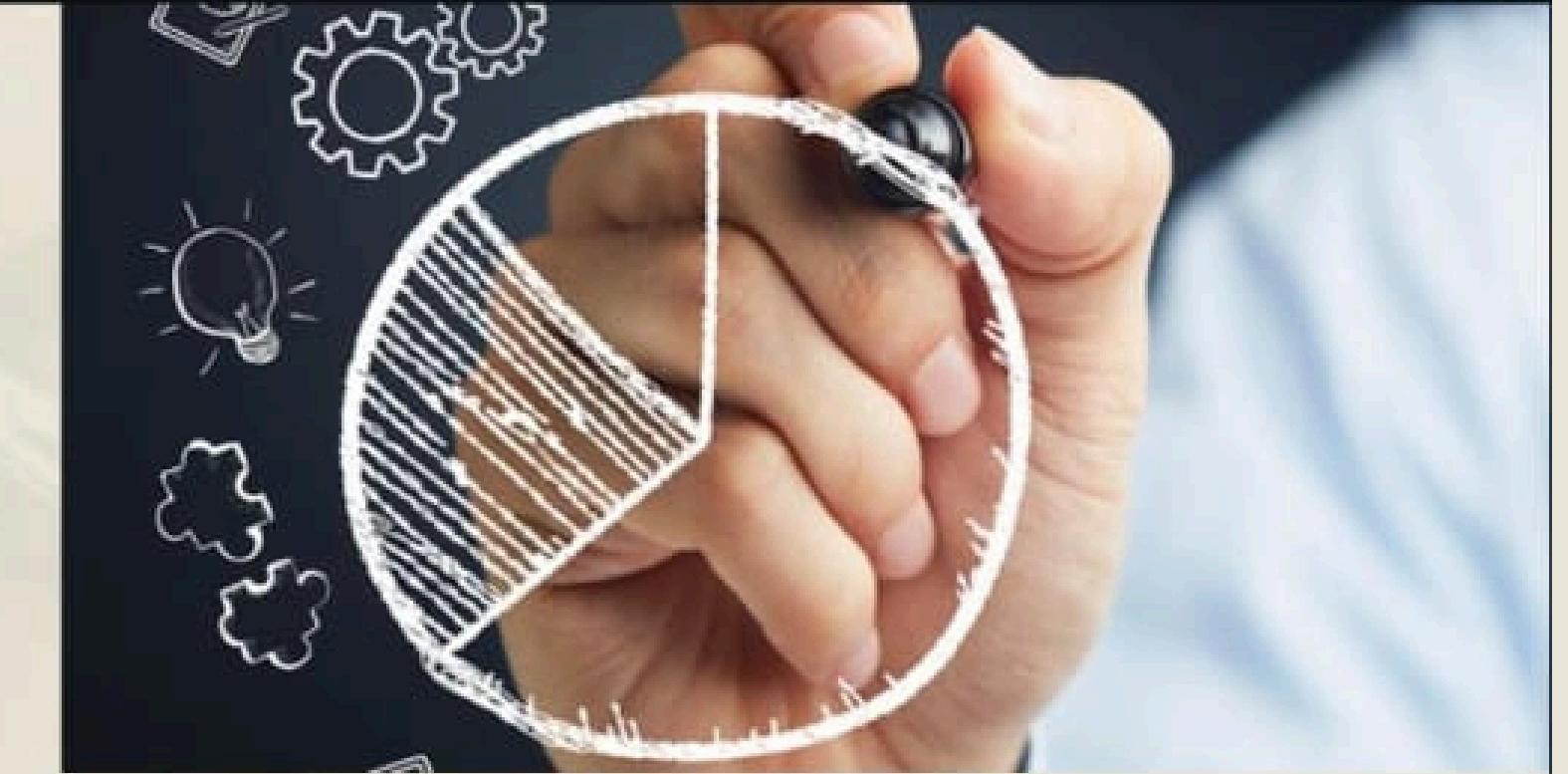
1. Increase market share.
2. Expand into new markets .
3. Launch new products or services.
4. Enhance brand reputation and awareness.
5. Improve customer satisfaction and loyalty.

# Digital Marketing Objectives

1. Make social media traffic
2. Grow the email subscriber list
3. Improve organic search rankings and increase visibility on relevant keywords.
4. Increase engagement on social media platforms by through content marketing.
5. Launch a targeted influencer marketing campaign to reach a new audience segment.



- Market Analysis
- Competitor Analysis
- STP Analysis



# Competitor Analysis:-

- There is lots of competitors for us; we analyzed four competitors comprehensively.
- Here is the data for one page that we analyzed.

Unique Selling Point USP		Their Story
Nassima	Enormous diverse roaster of designs and materials, and very professional personalized packaging.	Nassima
		A young age ambitious lady who started with very limited materials and experience in marketing and business development, but her love for what she is doing and beautiful professional work and ambitious plans and organized steps made her business explode in popularity.

Nassima	Key Features	Strength	Weakness
	Opportunities	Threats	
Enormous diverse roaster of designs and high quality materials. Feels and looks made by a fashion experts. Professional product photography that reflects it's quality. Packaging is clutch. Very professional and personalized that impress the eye and establish trust. Ships internationally	Big base of loyal customers and good reviews Enormous diverse roaster of designs and high quality materials. Clutch personalized packaging and logos that develop brand International Shipping and streamline selling process	Poor awarness of how market and big businesses works Owner refuses to hire social media manger which limit presence Business is heavily dependent on the owner works Social media, packaging, are all done mainly by the owner which decreases productivity	
A very organized and streamlined selling process from start to finish Producing custom designs is available per customer order A large amount of good reviews and loyal customers Very ambitious plans for very future expansions	The brand is well established and can easily increase productivity by hiring a couple more people that increase productivity Still a lot of marketing stragties to apply and paltforms to present on	Bad overall economic situation in the country which increases the imported materials prices Business owner have a lot and frequent cutoff times. Which gives competitors a very critical chance of swaying the market to their favor	

# Competitor Analysis:-

- We also analyzed what segments they target in comprehensive details.

The dashboard is divided into two main sections: 'Messaging' (top) and 'Engagement' (bottom).

**Messaging:**

- TikTok (3 Month):** Shows a timeline of posts, a grid of 12 posts, and a detailed post analysis.
- Instagram (3 Month):** Shows a timeline of posts, a grid of 12 posts, and a detailed post analysis.

**Engagement:**

- TikTok has Higher followers, however, Instagram shows way better engagements overall.**
- Instagram is showing a more frequent upload schedule, but both have posts usually uploaded between 6-11 PM.**

**Left Panel (Yellow):**

- Messaging on Tiktok:** Focus on making videos of the production process and some success stories and vlogs to make customers embrace the business and establish trust. Posts also utilize hashtags keywords.
- Instagram Focus:** Professional product photography to showcase the business products and works. Same as tiktok, posts utilize hashtags and keywords.

**Right Panel (Pink):**

- TikTok Metrics:** Shows follower count (~1.5M), engagement rate (~0.5%), and a bar chart of post performance.
- Instagram Metrics:** Shows follower count (~1.5M), engagement rate (~1.5%), and a bar chart of post performance.

# Competitor Analysis:-

- Doing SWOT analysis for each competitor is what fulfilled our objective for analyzing competitors

Ura.Pearls	
Strength	Weakness
Big base of loyal customers and good reviews	48H replay time
High quality materials and products with unique astonishing designs	Owner refuses to hire new workers as she don't trust their skills
Custom packaging and logos that develop brand	Business is heavily dependent on the owner works and marketing
The owner vlogger acts as a strong marketing	Social media, packaging, are all done mainly by the owner which decreases productivity
Opportunities	
The brand controls the local market very well, which means they could try expanding and ship outside the country, which will bring a lot of cash flow	Bad overall economic situation in the country which increases the imported materials prices
Could expand to be a brick and mortar business in an expensive mall.	As business is heavily dependent on the owner and she is recently married, competitors can exploit the long maternity leave, vacations and take a bigger market share.

Nassima	
Strength	Weakness
Big base of loyal customers and good reviews	Poor awareness of how market and big businesses works
Enormous diverse roaster of designs and high quality materials.	Owner refuses to hire social media manager which limit presence
Clutch personalized packaging and logos that develop brand	Business is heavily dependent on the owner works
International Shipping and streamline selling process	Social media, packaging, are all done mainly by the owner which decreases productivity
Opportunities	
The brand is well established and can easily increase productivity by hiring a couple more people that increase productivity	Bad overall economic situation in the country which increases the imported materials prices
Still a lot of marketing strategies to apply and platforms to present on.	Business owner have a lot and frequent cutoff times. Which gives competitors a very critical chance of swaying the market to their favor

Hanaa	
Strength	Weakness
Good traditional roaster of products.	Very poor brand awareness.
Strong marketing practices and consistency on social platforms and well established content plan..	Feels more like a job for the producers, no emotional connection with the products, which is the whole point of a handmade products usually.
A fairly good community for people that are usually not represented.	Lacks innovation by all means. And cheap content that feels overselling cheap products.
Opportunities	
There is a chance to personalize the experience for the followers and community to an extent that develops loyalty and brand.	The unrepresented segment that the business focuses on is represented so badly with cheap content
A lot of awareness-based decisions could be made to improve the social profiles.	The learning content may actually kill the business potential customers as it simply provides alternatives for the segment that the business focuses on.

# STP Analysis - Segmentation

- We mainly segmented the market through analyzing the competitors, however, we also utilized other methods like google trends, etc.
- Demographic Segmentation

Customer Segment	Demographic									
	Gender	Age	Martial Status	Education Level	Occupation	Income	Race	Religion	Language	
Segment 1	Female	25-35	Single/Engaged/Recently Married/With Kids	Higher Education	Celebrity	Very High	Caucasian/Middle Eastern	Muslim/Cristian	Arabic, English, etc.	
Segment 2	Female	35-45	Single/Engaged/Recently Married/With Kids	Higher Education	Unemployed/Non-Physically demanding job	10K-40K EGP	Caucasian/Middle Eastern	Muslim/Cristian	Arabic, English	
Segment 3	Female	18-25	In Relationship/Single	High School/Secondary School	Unemployed/Part Time	2K-10K EGP	Caucasian/Middle Eastern	Muslim/Cristian	Arabic, English	
Segment 4	Female	18-35	Single/Engaged/Recently Married	Higher Education	Unemployed/Part Time/Full Time	2K-10K EGP	Caucasian/Middle Eastern	Muslim/Cristian	Arabic, English	
Segment 5	Female	25-35	Single/Engaged/Recently Married/With Kids	Higher Secondary/Middle	Unemployed/Part Time/Full Time	3K-10K EGP	Caucasian/Middle Eastern	Muslim/Cristian	Arabic, English	
Segment 6	Male	25-35	In Relationship/Recently Married	Higher Education	Full Time/Part Time	10K-30K EGP	Caucasian/Middle Eastern	Muslim/Cristian	Arabic, English	
Segment 7	Female	35-45	Single/Divorced/Recently Married/With Kids	Higher Secondary	Self-Employed/Part Time/Full Time	2K-10K EGP	Caucasian/Middle Eastern	Muslim/Cristian	Arabic, English	

- Geographic Segmentation

Customer Segment	Geographic						
	Country	State	City	Urban/Rural	Population Density	Economic Conditions	Local Language
Segment 1	Egypt	Greater Cairo	New Cairo, Zaid, Maadi, Heliopolis, 6-October, etc.	Urban	Medium	Affluent	Arabic/English
Segment 2	Egypt	Greater Cairo/Alex/Others	N/A excluding non financially stable areas	Urban/Rural	Medium/High	Financially Stable	Arabic
Segment 3	Egypt	Greater Cairo/Alex/Others	N/A excluding non financially stable areas	Urban/Rural	Medium/High	Somewhat Stable	Arabic
Segment 4	Egypt	Greater Cairo/Alex/Others	N/A excluding non financially stable areas	Rural	Medium/High	Non-Standing Financial State	Arabic

# STP Analysis - Segmentation

- Psychographic Segmentation

Customer Segment	Psychographic					
	LifeStyle	Values	Personality Traits	Interests/Hobbies	Motivation	Media Preferences
Segment 1	Glamorous Fashion, High-profile Events	Fame, Glamour, luxury	Confident, Charismatic,	Beauty, High fashion, Festivals	Fame and Influence	Instagram, Tiktok, Facebook
Segment 2	Fashion and Style	Luxury	Assertive, Detail-Oriented	Shopping, Vlogging, Fitness, Festivals	Status-Driven	Instagram, Tiktok
Segment 3	Social Media-Driven	Self-expression, Belonging	Trend-consciousness, Influencer-driven	Romance, Impressing partner	Individualism, Price-Conscious	Instagram, Tiktok
Segment 4	Work-Life Balance	Sustainability	Self-assured, Detail-Oriented	Shopping, Fashion, Photography	Price-Conscious	Instagram, Tiktok
Segment 5	Reserved lifestyle/House Wife/Other	Sustainability	Reserved, Traditionalists	Childcare, Cooking, Consuming Content	Flashy Reasonably priced product	Facebook, YouTube
Segment 6	Romantically Inclined	Emotional connection	Nurturing, Romantic	Romance, Impressing partner	Aesthetic souvenir	Instagram, Tiktok, Facebook
Segment 7	Reserved/Other	Independence	Entrepreneurial/Self-Dependent	Work From home/Making Beads Products	Value/Money Materials	YouTube, Tiktok, Instagram, Facebook

- Behavioral Segmentation

Customer Segment	Behavioral						
	Social Class	Purchase Frequency	Average Order Value	Preferred Payment Method	Purchase Channel	Product Preference	Brand Loyalty
Segment 1	High	Above average	1K+ EGP	Touchless	Online	Bags, Tops, Necklace, etc	High
Segment 2	Upper Middle class	Expected norm	400-600EGP	Touchless	Online	Bags, Tops, Necklace, etc	Moderate
Segment 3	Middle class	Expected norm	400-600EGP	Touchless	Online	Bags	Moderate
Segment 4	Middle class	Seasonal (Valentine, Wedding anniv)	400-1K+EGP	Touchless/Physical	Online	Bags	N/A
Segment 5	Mid/Low-Mid	Lower Quartile	300-500EGP	COD	Online	Bags	N/A
Segment 6	Mid/Low-Mid	Depends on customer	Depends on customer	COD/Touchless	Online/Physical	Brands/String/Chains	N/A

# STP Analysis - Targeting

- After assessing the possible segments combinations and analyzing the competitors, We decided to follow a Segmented Targeting strategy.
- This is the four segments we decided to target.

Customer Segment	Demographics								Geographic							
	Gender	Age	Martial St	Education	Occupation	Income	Ethnicity	Religion	Language	Country	State	City	Urban/Rural	Population	Economic	Local Language
Segment 1	Female	18-45	Single/Eng	Higher Ed	Unemploy	10K+EGP	Caucasia	Muslim/C	Arabic, Er	Egypt	Greater Cairo	New Cairo, Zaid, Maadi, Heliopolis, 6-Oct	Urban	Medium	Affluent	Arabic/English
Segment 2	Female	18-35	Single/Eng	Higher Ed	Unemploy	2K+EGP	Caucasia	Muslim/C	Arabic, Er	Egypt	Greater Cairo/Alex/Other	N/A excluding non financially stable area	Urban/Rural	Medium/High	Financial	Arabic
Segment 3	Female	20-50	Single/Eng	Higher /Se	Unemploy	1K+EGP	Caucasia	Muslim/C	Arabic, Er	Egypt	Greater Cairo/Alex/Other	N/A excluding non financially stable area	Urban/Rural	Medium/High	Somewha	Arabic
Segment 4	Male	24-35	In Relation	Higher Ed	Full-Timer	10K-30K E	Caucasia	Muslim/C	Arabic, Er	Egypt	Greater Cairo/Alex/Other	N/A excluding non financially stable area	Urban/Rural	Medium/High	Financial	Arabic
Psychographic																
LifeStyle	Values	Personality Traits	Interests/Hobbies	Motivation	Media Preferences	Social Class	Purchas Frequency	Average Ordre	Preferred P	Purchase	Product Preference	Brand Loyalty				
Fashion and Style	Luxury	Assertive, Detail-Oriented	Shopping, Vlogging, Fitness, Festivals	Status-Driven	Instagram, Tiktok	High/High-Mid	Above average	1K+EGP	Touchless	Online	Bags, Tops, Necklace, et	High				
Work-Life Balance	Sustainability	Self-assured, Detail-Oriented	Shopping, Fashion, Photography	Price-Conscious	Instagram, Tiktok	Middle class	Expected norm	400-600EGP	Touchless	Online	Bags, Tops, Necklace, et	Moderate				
Reserved lifestyle/Hous	Sustainability	Reserved, Traditionalists	Childcare, Cooking, Consuming Content	Flashy Reasonably priced product	Facebook, Youtube	Mid/Low-Mid	Lower Quartile	300-500EGP	ODD	Online	Bags		N/A			
Romantically-Inclined	Emotional connection	Nurturing, Romantic	Romance, Impressing partner	Awesome souvenir	Instagram, Tiktok, Fac	Middle class	Sesonal (Valentine)	400-1K+EGP	Touchless/	Online	Bags		N/A			

(Note that the second table is the rest of the row.)

# STP Analysis - Positioning

- For women who value individuality and personal expression, Maqam offers hyper-customized creations designed just for you; ensuring each piece reflects your unique identity and values. No matter who you are.
- Our targeted segments each will be more/less represented on the platform they exist/doesn't-exist on. Each may also have different messaging to some extent.

# fanpage karma

fanpage karma

Analytics Engage Publish Discovery Help More Pricing

Still 15 test days Upgrade

Maqam competitors Tiktok

Benchmarking Content History Tagging

Edit charts + Chart Last 28 days

DO YOU LIKE FANPAGE KARMA? Like 106K people like this. Be the first of your friends.

Metrics Overview

Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression
GlowMate ✨ @glowmate5	7.1k	1.1%	0.1	1.1%			
hania store @hania_store	36k	0.10%	0.1	2.4%			
Hoda Mohy @hoda_designs	50k	0.45%	0.8	0.17%			
Nassima   نسيمة @nassima_bags	61k	0.28%	0.07	2.5%			
Pearly.Bag @pearly.bag	25k	0%	0	0			
SOMA BRAND @soma_brand	125k	0.36%	0.04	5.7%			
yara.aymann @yara.aymann	93k	2.2%	0.3	0.58%			
كاريزما @karizmehandmade	14k	0%	0	0			

+ Profile

# buyer persona

## Mariam - Persona

### BACKGROUND:

- Lifestyle:  
Mariam is a busy student combining her studies and freelance work. Her flexible job as a recruiter allows her to earn some extra income, which she loves spending on experience and treating herself to accessories.

- Hobbies & Interests:

- Attend concerts, festivals, and events with friends almost every month.

- Enjoy outings at cafes, malls, and restaurants.

- Keeps up with the latest fashion trends through Instagram and Pinterest.

- Prefers trendy, stylish accessories that complement her social lifestyle

### Demographics:

- Mariam Mohamed
- 22 Y
- Female
- Cairo, Egypt
- University Student (Business Administration major)
- Freelance recruiter
- Earns freelance income and receives some family support.

# buyer persona

## Identifiers:

- Instagram, TikTok, and Pinterest for fashion inspiration and shopping ideas.
- Prefers Instagram shops and online stores for easy access and quick purchases.

## Interests:

- Attending concerts, music festivals, and nightlife events with friends.
- Listening to a mix of pop, indie, and electronic music.
- Following the latest fashion trends on Instagram and Pinterest.
- Collecting unique accessories like handmade bags, jewelry, and statement pieces.

## Purchasing Behaviors:

- Buys items to accessorize her outfits for concerts, outings, and events.
- Looks for bags that are compact but elegant, easy to carry to parties and events.
- Values uniqueness—loves handmade or limited-edition items that not everyone else has.

# buyer persona

## Goals & Needs:

- Stay trendy and wear accessories that reflect her personality and style.
- Use her outfits and accessories as a way to feel confident in social settings and events.
- Bags that are versatile enough for both casual outings and semi-formal events.
- Affordable luxury, something trendy yet within a budget.

## Challenges:

- Finding products that are easy to buy without spending too much time browsing.
- Balancing price and quality, as she wants her accessories to last and look good.

# Actions

## Marketing Team Tasks

- Setting a comprehensive marketing plan that covers all topics we have discussed above within 7 days.
- Creating a 30-day content plan with writing its content to be prepared within 14 days
- Setting media buying plan to test our target audience with different demographics
- Getting at least 4 customers from sponsored campaigns in November.

Coming up and Video graphing +10 videos

## Handcraft Tasks

- Finishing any order maximum in two working days
- Finding 3 handmade lovers, teaching them, and hiring them as freelancers

# Control

## Sales KPIs:

- Number of bags sold per month.
- Average order value

## Marketing KPIs:

- Social media engagement (likes, shares, comments).
- Growth in followers and conversion rate from campaigns.

## Customer Satisfaction:

- Monitor reviews and feedback on Instagram and other platforms.
- Send follow-up surveys to customers after purchases.

# Paid Advertising Strategy

Using Facebook and Instagram ads



Design engaging ads: Use product images and videos with short, engaging texts.

Define audience: Target women in the target age group with interests in handicrafts and gifts .

Budget around 1000 EGP per month.

Allocate 60% for ads directed towards brand awareness and 40% for direct sales.

Monitor campaigns regularly and adjust based on performance.

# facebook Paid Advertising

Campaigns 3712042125677454 (37120...)

Updated just now Review and publish ...

Search and filter This month: 1 Oct 2024 - 16 Oct 2024

Campaigns Ad sets for 1 Campaign Ads

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export

Off/On	Campaign	Delivery	Actions	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
<input checked="" type="checkbox"/>	Engage message   ABo   2Adset   carose	In review	—	Using ad set bid ...	Using ad set bud...	7-day click or ... Messaging conversat...	—	—	—	Per messaging conver...
Results from 1 campaign						—	—	—	—	Total

# Drive engagement and sales



## . Special offers

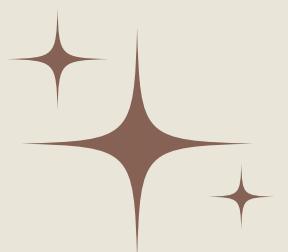
Offer discounts or gifts with orders above a certain threshold.

Create a “gift package” containing a selection of products at discounted prices.

## . Instagram contests

Hold a contest where participants are asked to post photos with Maqam products for a chance to win a free product.

Use a hashtag specific to the contest to increase reach.



# Marketing Funnel

## Awareness Stage

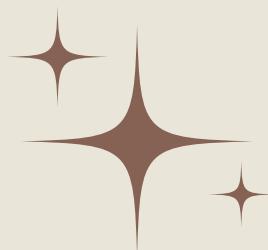
- Promotional and educational content.
- Publish short articles about the benefits of handmade gifts and their emotional impact.
- Use brand awareness ads.

## Consideration Stage

- Customer reviews and experiences.
- Use customer stories and reviews as a means of building trust.
- Share articles about how to choose the right gifts for friends and family.

## Decision Stage

- Limited Offers
- Offer discounts for a limited time to increase demand.
- Use reminder techniques such as "24 hours left until the offer expires".



# Engage with your audience

## Quick responses

- Ensure that comments and messages are responded to within 24 hours.
- Use a friendly and positive approach to communication.

## Polls

- Post short polls on Instagram to measure customer satisfaction with products.
- Use the results of the polls to improve products and services.

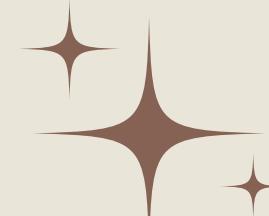
# Build a community around the brand

## Create a Facebook group

- A private group to share customer experiences, exchange ideas, and offer tips.
- Encourage members to share photos of themselves with products.

## Use a brand-specific hashtag

- Create a custom hashtag like #Maqam\_Hadaia to encourage customers to use it when sharing their photos.



# Reports

## Prepare a monthly report

- Includes information about the number of followers, audience engagement, and sales.
- Analyze the effectiveness of campaigns and the topics that attract the most audience.

## Adjust plans as needed

- Develop a plan for the coming months based on the results obtained.
- Use previous experiences as a reference to develop new strategies.

# SEO

## On-Page SEO

- Product Titles: Include your primary keywords. For example, Handmade Beaded Shoulder Bag
- Descriptions: Write detailed, engaging product descriptions that highlight features, materials, and benefits. Use keywords naturally.
- Images: Use high-quality images

## Content Marketing

- Blog with topics related to crafts, DIY tips, or fashion trends that include beaded bags.
- Share the stories behind your products or manufacturing process to connect with customers

# SEO

## Social Media and Backlinks

- Promote on platforms like Instagram and Facebook, focusing on visual appeal.
- Collaborate with influencers or bloggers to review or feature your bags, which will generate backlinks to your site.

## Customer Reviews

- Encourage customers to leave reviews on social media. Positive reviews boost credibility and SEO.

Regular Updates - Update content regularly to keep it fresh and relevant, which improves search engine rankings.

# Ads library



# Content Strategy

## Professional product images

Should be of high quality and show design details.

Use neutral or natural backgrounds to highlight the product.

## Videos

Show how products are made or used (e.g. how to style bags with different outfits).

Videos featuring real customers talking about their experiences

Create posts that show how Maqam has added value to the lives of its customers.

# Content plan

2024

# September

SUN	MON	TUE	WED	THU	FRI	SAT
					1 منشور تعريفي يشرح من أنت، وما الذي يميز منتجاتك، وأهدافك شارك قصة تأسيس	2
3 نشر صور أو فيديوهات لمنتجاته الرئيسية، مع تفاصيل عن المواد، وأسعاره، وطرق مشاركة المطلوب أو شهادات من العملاء الراضين عن منتجاته، مع صور لمنتجاته في الاستخدام.	4	5 فيديو قصير يظهر كيفية صنع منتجاتك، مما يساعد في بناء الثقة والامتنام لدى العملاء	6	7 اطلب من المتابعين اختيار تمثيل معين أو لون مفضل من بين عدة خيارات لمنتجك	8 إعلان عن عرض خاص أو خصم على بعض المنتجات، مع تفاصيل حول فترة العرض وكيفية الاستفادة منه	9
10 مقابلة قصيرة مع خبير في مجال الأشغال اليدوية، يقدم نصائح حول اختيار أو استخدام منتجاته.	11	12 تنظيم مسابقة أو سحب للفوز بمنتوج مجاني، اطلب من المتابعين مشاركة المنشور أو التعليق للمشاركة.	13	14 فيديو يوضح كيفية استخدام أو العناية بمنتجاته، مثل كيفية العناية بالكروشيه أو عليه.	15 مشاركة قصص عن كيفية استفادة العملاء من منتجاته، أو تأثيرها الإيجابي	16
17 نشر قائمة بالأمثلة الشائعة حول منتجاته وكيفية طلبها مع تقديم إجابات مفيدة.	18	19 منشور يشرح كيفية اختيار المواد المناسبة للأشغال اليدوية، أو يقدم نصائح حول تصميم مشاريع يدوية.	20	21 تقديم مجموعة جديدة من المنتجات مع صور تفصيلية وعروض خاصة، مع تشجيع المتابعين على الاستفسار وشراء المنتجات	22 بث مباشر لعرض جديد، أو لورشة عمل قصيرة تتعلق بمنتجاته، مع فرصة للمتابعين لطرح الأسئلة وطلب الاستفسارات	23
24 نشر قائمة بالأمثلة الشائعة حول منتجاته وكيفية طلبها مع تقديم إجابات مفيدة.	25	26 منشور يوجه المتابعين إلى كيفية الطلب عبر الإنترنت أو من خلال وسائل الاتصال المتاحة	27	28 عرض مشاريع أو استخدامات مميزة لمنتجاته من قبل العملاء، مع إعطائهم الفضل في المنشور	29	30 مشاركة ملخص للأنشطة والعروض التي تمت خلال الشهر، والتلميح للمنتجات والعروض القادمة في الشهر المقبل

\*\*أهلاً وسهلاً بكم في صفحتنا مقام!\*\*

احنا هنا عشان نقدم لكم مجموعة مميزة من الشنط والتطريز اليدوي اللي هتضيف لمسة جمال وأصالة لحياتكم. كل قطعة عندنا معمولة بحب وبعناية.

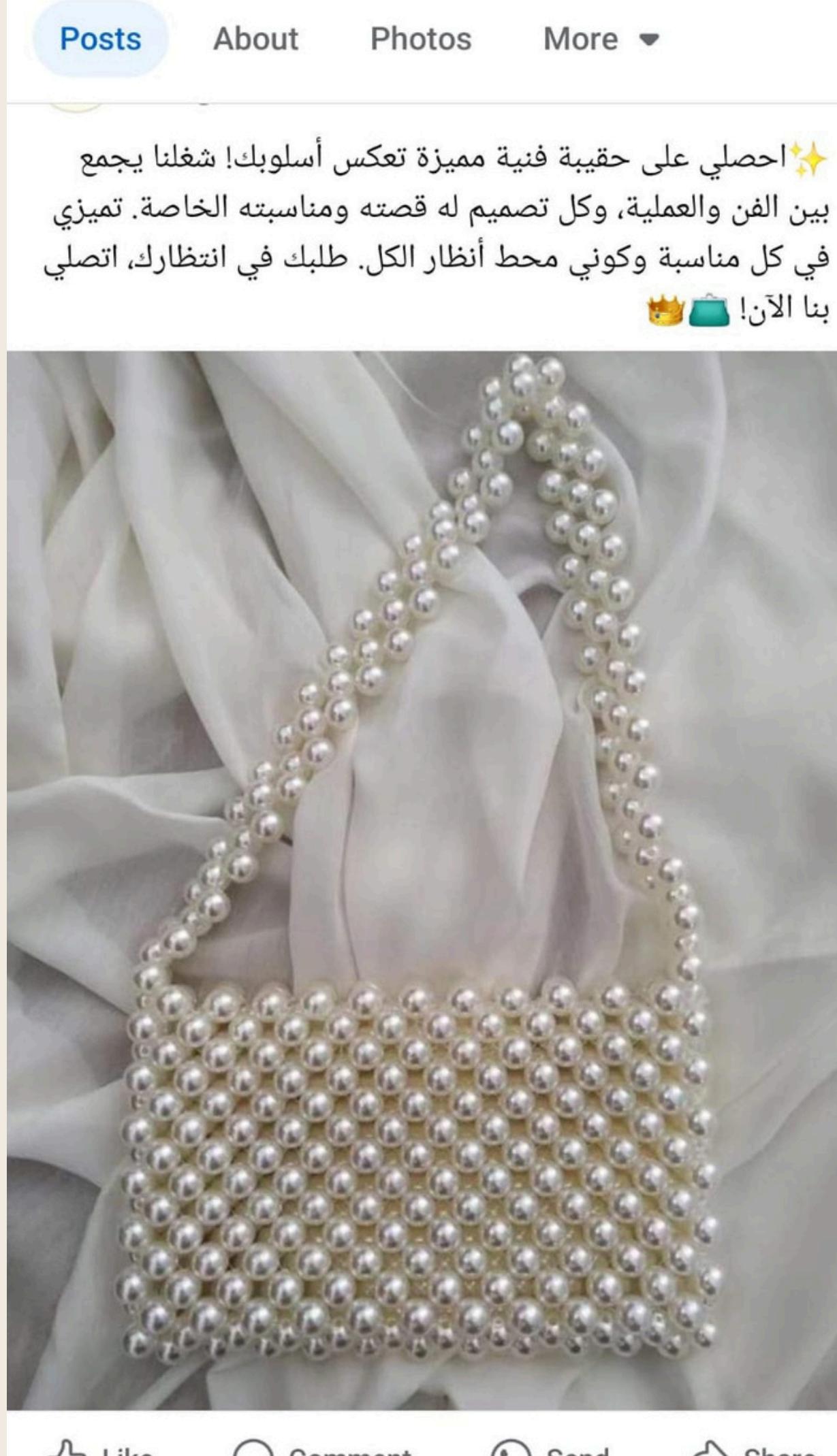
\*\*شنط الخرز:\*\* كل حقيبة بتعكس ذوقك وتناسب كل مناسبة.

\*\*التطريز اليدوي:\*\* تصميمات فنية تضيف لمسة خاصة على ملابسك وأثاثك.

تابعونا عشان تكتشفوا أحد التصميمات سواء كنت بتدوري على حقيبة مميزة أو قطعة تطريز فريدة، احنا هنا عشان نساعدك.

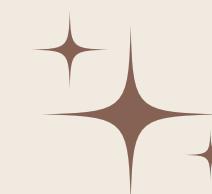
\*\*اتواصلي معانا\*\* عبر الرسائل الخاصة

COMING  
soon



Posts About Photos More ▾

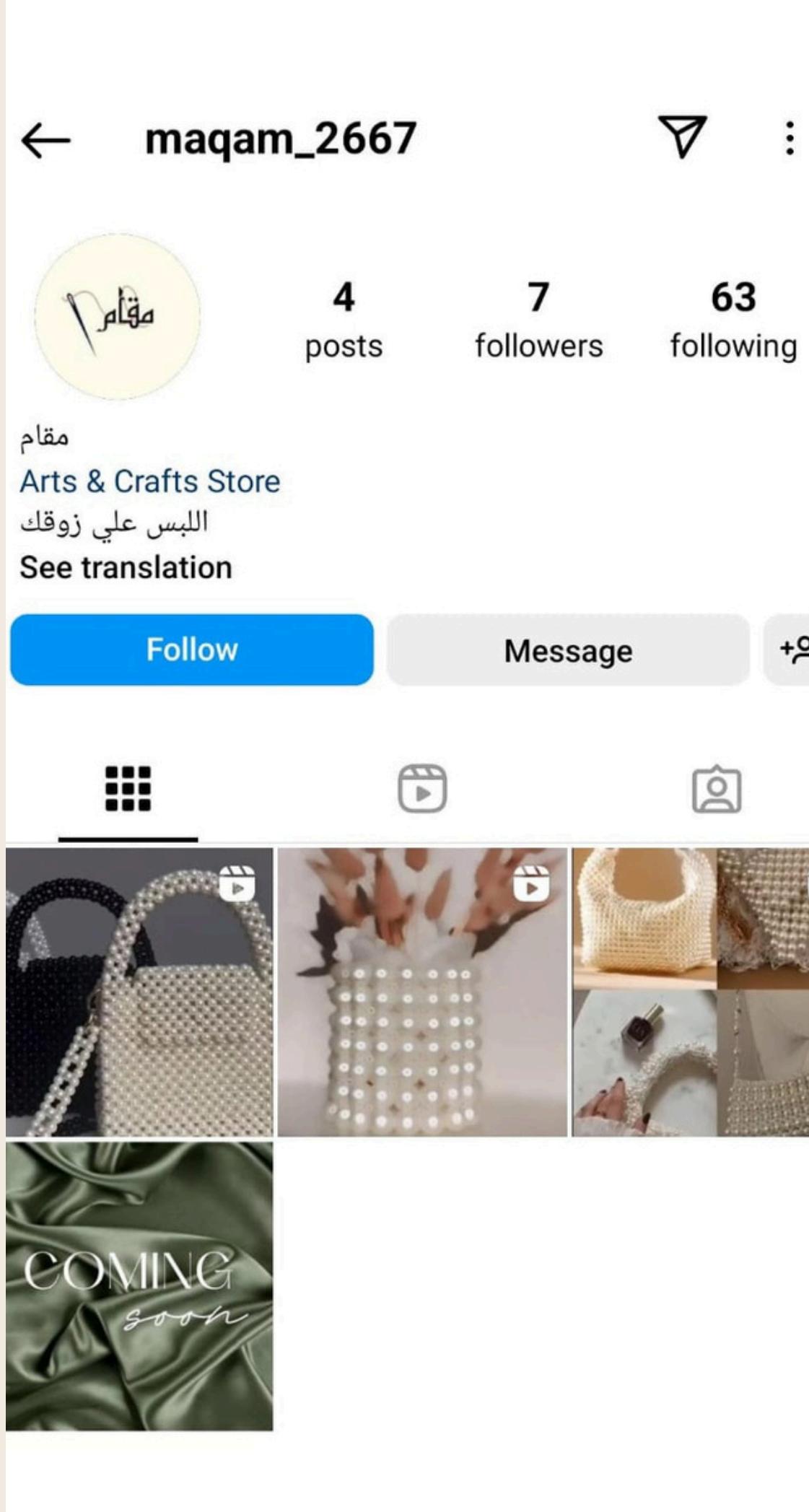
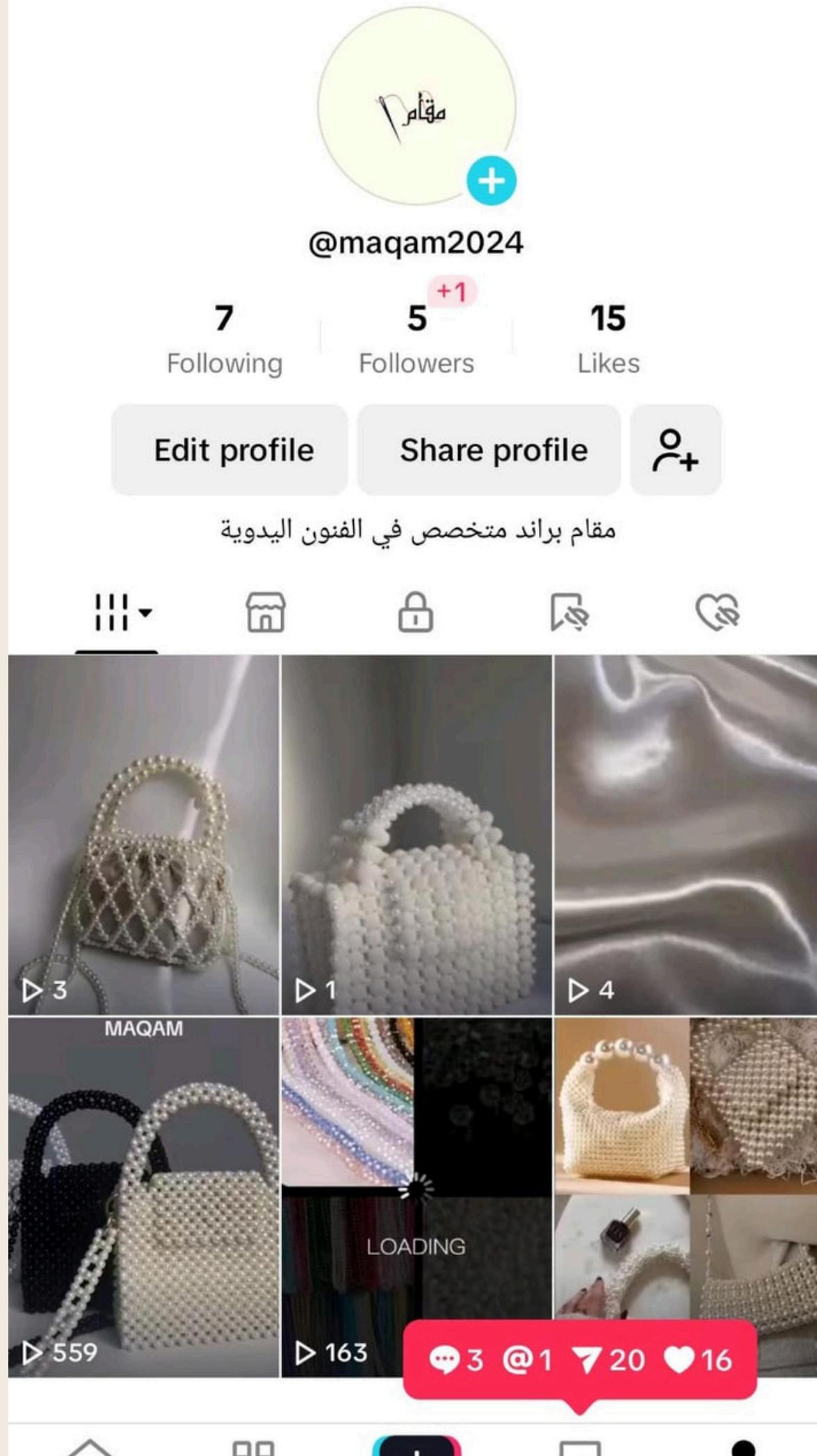
احصل على حقيقة فنية مميزة تعكس أسلوبك! شغلنا يجمع بين الفن والعملية، وكل تصميم له قصته ومناسبته الخاصة. تميز في كل مناسبة وكوني محظوظاً أنك في انتظارك، اتصلي بنا الآن!



face  
book

<https://www.facebook.com/profile.php?id=6156637516522>

3



# tik tok

<https://www.tiktok.com/@maqam2024?t=8qZ6bD8p3Uy&r=1>

# insta

[https://www.instagram.com/maqam\\_2667?igsh=MXZyczd5bHU5M3dqbge==](https://www.instagram.com/maqam_2667?igsh=MXZyczd5bHU5M3dqbge==)

# Customers

All messages 9+ Messenger 9+ Instagram Facebook comments Instagram comments

Search Manage

Unread Ad resp... Labels

Renad Hegazy ad\_id:129371447580478 بسؤال عن الأسعار؟ 09:13  
∞ ad\_id....

Nadia Mohamed بسؤال عن الأسعار؟ 08:20  
∞ ad\_id....

Engy Hazem بـ 06:24  
∞ ad\_id....

صديق حسن بسؤال عن الألوان؟ 01:42  
∞ ad\_id....

اسماء يحيى بسؤال عن الأسعار؟ 01:18  
∞ ad\_id....

Hana Ahmed Ramadan بـ 00:51  
∞ ad\_id....



Reply in Messenger...

! 🗑️ ⭐ 📲 ! ✓

The image shows a mobile application interface with a light blue header. The header contains the text "صندوق الوارد" (Inbox) and "الرد على الرسائل وإعداد الأتممة والمزيد" (Reply to messages and enable automation and more). On the right side of the header are several icons: a speaker for "إنشاء إعلان مراسلة" (Create message announcement), a gear for "متاح" (Available), a clock for "متاح" (Available), and a settings gear. Below the header is a navigation bar with five items: "رسول" (Messenger) which is highlighted in blue, "جميع الرسائل" (All messages), "انستجرام" (Instagram), "تعليقات الفيسبوك" (Facebook comments), and "تعليقات الانستجرام" (Instagram comments). To the left of the main content area is a vertical sidebar with various icons representing different features like notifications, messages, and search. The main content area shows a list of messages on the left and a detailed message view on the right. The message list includes messages from "منة الله حليم", "ماسا لولو", "مشتاقه, احمد", "كيندا كيم كرم", "ها جار", and "هنا أحمد رمضان". Each message item has a profile picture, a timestamp, and some text. The detailed message view on the right shows a message from "منة الله حليم" asking about prices, a reply from "مساء الخير يا فندم" offering a deal, and a photo of a product. There are also several icons at the bottom right for reply, message, smiley, dollar sign, and like.

صندوق الوارد

الرد على الرسائل وإعداد الأتمتة والمزيد

إنشاء إعلان مراسلة

متاح

جميع الرسائل

رسول

انستجرام

تعليقات الفيسبوك

تعليقات الانستجرام

يدير

منة الله حليم

بكم

بكم

الأربعاء 07:28

مساء يا فندم  
الاسعار تبدا من 400 جم وعلى الخبر حسب التصميم وتوسيع الشنطه

الخميس 08:41

ممکن صور

الخميس 10:09

الرد في الماسنجر

صندوق الوارد

الرد على الرسائل وإعداد الأتمتة والمزيد

إنشاء إعلان مراسلة

متاح

رسول

جميع الرسائل

انستجرام

تعليقات الفيسبوك

تعليقات الانستجرام

بحث

يدير

Unread

Ad resp...

Labels

معرف الإعلان

اسماء يحيى

أتنت: الاسعار تبدأ من 400 جم وعلى حسب حجم

تصنيف: زواج

معرف الإعلان

صدقيه، حسن

أتنت: ممكن صورة الشنطة

تصنيف: زواج

معرف الإعلان

نادية محمد

أتنت: الاسعار تبدأ من 400 جم وعلى حسب حجم

تصنيف: زواج

معرف الإعلان

ليناد حجازي

أتنت: الاسعار تبدأ من 400 جم وعلى حسب حجم

تصنيف: زواج

معرف الإعلان

فاطمة كامل

انت: بـ 550

تصنيف: زواج

منة الله حلبي

بكم شنطه لولي

الأربعاء 07:38

مساء الخير يا فندم

بـ 550

الرد في الماسنجر

# Maqam order details from

Maqam order details	
<p>يمكنك تسجيل الدخول إلى <a href="#">Google</a> لحفظ مستوى التقدم. مزيد من المعلومات</p>	
<p>* تشير إلى أن السؤال مطلوب</p>	
<p>الاسم بالكامل *</p> <input type="text"/> إجابتك	<p>لون الحقيقة *</p> <input type="text"/> إجابتك
<p>رقم الهاتف *</p> <input type="text"/> إجابتك	<p>ما نوع الشنطة التي تود طلبها؟ *</p> <input type="radio"/> حقيقة يد <input type="radio"/> حقيقة سهرة <input type="radio"/> حقيقة يومية <input type="radio"/> حقيقة مخصصة <input type="radio"/> أخرى:
<p>عنوان توصيل الطلب *</p> <input type="text"/> إجابتك	<p>ما حجم الشنطة الذي تفضلها؟ *</p> <input type="radio"/> صغيرة <input type="radio"/> متوسطة <input type="radio"/> كبيرة <input type="radio"/> مقاس حسب الطلب
	<p>هل لديك أي تفضيلات خاصة لتصميم الشنطة؟</p> <input type="radio"/> لؤلؤ <input type="radio"/> بسيط <input type="radio"/> ملون
	<p>ما نوع الخرز الذي تفضل له؟ *</p> <input type="radio"/> زجاجي <input type="radio"/> بلاستيك <input type="radio"/> كريستال

[https://docs.google.com/forms/d/e/1FAIpQLSdLWtIOVi9uwqLVedcXAWUewg4LmX8ahNcRnbUNHV8QzLlBTw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdLWtIOVi9uwqLVedcXAWUewg4LmX8ahNcRnbUNHV8QzLlBTw/viewform?usp=sf_link)

# Recommendations

## **Strengthen customer relationships**

- Implement a customer loyalty program: Create a loyalty program that encourages our customers to return for more purchases by offering them rewards or discounts.
- Enhance ongoing communication: Use direct messages to personally thank customers after their purchases and provide them with information about new products.

## **Expand your reach**

- Invest in paid advertising: Focus on paid advertising, targeting specific geographic and demographic segments to effectively reach our audience.
- Experiment with video advertising: Create short video ads for TikTok and Instagram to quickly grab the attention of our audience.

## **Continuous evaluation and adaptation**

- Collect customer feedback: Conduct periodic surveys to collect customer opinions about our products and services.
- Adapt to market trends: Be flexible in strategies and willing to adjust them based on customer feedback and performance data.

# Thank You