

**EGYCRAFT**  
S O U Q

# Marketing strategy



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# Business model canvas



## key partners

- Egyptian artisans and craftsmen.
- Cultural organizations and Egyptian embassies for international expansion.
- Event venues (local and international).
- Logistics partners for international shipping.
- Art galleries, museums, and cultural centers.



## key activities

- Organizing exhibitions local and global
- Building and maintaining social media presence (Instagram, Pinterest, Facebook, youtube).
- development of e-commerce platform and mobile app.
- Promoting cultural and handcrafted art through marketing services.
- Facilitating partnerships and logistics support for artisans.



## key resources

- Marketing and design team for digital platforms.
- Strong network of artisans and craftsmen.
- Relationships with logistics partners.
- Cultural partnerships for international exhibitions.



## value proposition

- Offering artisans a platform to market and sell handcrafted, traditional Egyptian crafts.
- Connecting cultural enthusiasts and collectors with authentic, high-quality, and curated pieces.
- Providing artisans with the ability to reach both local and international markets.
- Promoting the preservation of Egyptian cultural heritage through modern exhibition models.



## customer relationships

- Community-driven interactions with art lovers and collectors.
- Personalized assistance for curated exhibitions abroad.
- Building long-term loyalty through customer engagement and storytelling about cultural heritage.
- Encouraging strong customer relationships via social media, physical events, and eventually, an e-commerce platform.
- free workshops during exhibition



## customer segments

- Art collectors and cultural enthusiasts seeking authentic Egyptian handmade products.
- Tourists looking for unique and traditional crafts.
- International customers interested in Egyptian heritage.
- (B2B) Retailers and stores seeking partnerships for artisanal products.



## channels

- Social media (Instagram, Facebook, Pinterest, Youtube).
- Monthly exhibitions and cultural events.
- E-commerce platform and mobile app.
- International exhibitions in collaboration with cultural centers and embassies.
- Partnerships with art galleries and retail stores.



## cost structure

- Marketing and advertising expenses for exhibitions and social media.
- Website and app development costs.
- Logistics for organizing exhibitions and ensuring product deliveries.
- Event organization and venue rentals.
- Curating and managing artisan relationships, including travel for international events.



## revenue stream

- Event participation fees from artisans.
- Commissions on online sales (from website and app).
- Exhibition fees from international expansions.
- Side revenue from advertising, logistics support, and workshops.
- Potential sponsorship deals for exhibitions and events.



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# Objectives

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## Business Objectives

- Increase artisans to reach 70 within the next 12 months.
- Achieve a 20% increase in total sales, to reach 1,500,000 L.E (from website ) within 6 months
- Launch our first international exhibitions by Q4 2025.
- Secure a 10% annual growth in repeat customers.

## Marketing Objectives

- Increase brand awareness by reaching 100,000 people by Q2 2025.
- Drive a 25% increase in exhibition foot traffic by May 2025.
- Attain 2000 leads from online channels by mid-2025.
- Achieve a 20% increase in customer engagement on social media platforms within the next six months.
- Partner with at least five influencers in the arts and crafts space by the end of Q1 2025.

## Digital Marketing Objectives

- Increase e-commerce conversion rates by 15% within the next year.
- Attain a 10% increase in email open rates and a 5% increase in click-through rates by Q3 2025.(considering last report)
- Grow social media followers to reach 100,000 across each platforms by Q2.
- Generate 1000 leads for the exhibition by September 2025.
- Improve the SEO ranking to appear on the first page within six months.



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# Market analysis

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## Strengths

- Authenticity
- Quality craftsmanship
- Cultural heritage
- Customization options
- Strong community ties

## Weaknesses

- Limited brand awareness.
- Resource constraints.
- Pricing .
- Dependence on local market.

## opportunities

- E-commerce growth
- Sustainability trends
- Collaborations
- Social media marketing

## threats

- Competition
- Economic factors
- Changing consumer preferences
- Supply chain issues

# S W O T Analysis



Cairo, Egypt



52 k follower



38.6 k follower



<http://turathna.eg/>



300: 3000 Le



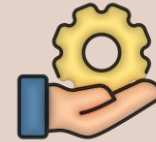
## Handicrafts exhibition

It is an exhibition that allows craftsmen and artists to promote their products and encourage young people to take pride in Egypt's heritage



## Value proposition

It allows skilled craftsmen specialized in handicrafts and heritage industries to display artistic pieces inspired by Egyptian heritage



## services

Accessories, antiques, textiles, decorations and crafts inspired by heritage in a modern way.



## Content

Marketing the exhibition and displaying the exhibition products and offers

## Engagement

Reels and seminars

## type

posts and videos

## Frequency

every day at morning



October city, Egypt



31 k follower



6.1 k follower



<https://ayadymisr.com/>



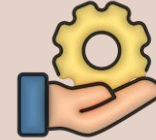
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## Value preposition

They support Egyptian women by promoting their handmade products. These products are distinguished by their distinctive Egyptian patterns

## services



Fashion such as clothing, bags, and jewelry, leather crafts, Macrame, wooden crafts, metal crafts, pottery, rugs and kilim, seashells crafts

## E-commerce Handicrafts

An E-commerce for promoting, marketing and selling handicrafts and heritage products



## Content

Focus on value and selling through the website, offers and discounts.

## Engagement

Gifts and offers

## type

posts and reels

## Frequency

3 times a week



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# Customer segments

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## 1. Demographics

- **Age:**
  - Primarily 25-45 years old
- **Gender:**
  - Both male and female,
- **Income Level:**
  - Middle to upper-middle class,.
- **Education Level:**
  - Generally well-educated, as they may have a greater appreciation for craftsmanship and cultural heritage.

## 2. Psychographics

- **Interests:**
  - Art and design, home decor, sustainable living, cultural heritage, travel, and DIY projects.
- **Values:**
  - Sustainability, authenticity, supporting local artisans, and cultural appreciation.
- **Lifestyle:**
  - Typically urban dwellers who enjoy shopping locally and prefer unique, handcrafted items over mass-produced goods.

## 3. Behavioral Segments

- **Purchasing Behavior:**
  - Values quality over quantity; willing to pay a premium for unique, authentic products.
  - Likely to research products online before purchasing, often influenced by social media and peer recommendations.
- **Brand Loyalty:**
  - Customers may show loyalty to brands that align with their values, such as sustainability and supporting local artisans.
- **Usage Rate:**
  - Likely to make occasional purchases for special occasions (e.g., gifts, home decor) and to decorate their own spaces.

## 4. Geographic Segmentation

- **Location:**
  - Primarily based in Cairo, but with potential to reach customers in other urban areas of Egypt and internationally through online sales.
- **Cultural Context:**
  - Understanding local customs and aesthetics is crucial for appealing to customers who value cultural relevance in their purchases.



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# Customer persona

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## Interests

Fashion Trends  
Design  
Art crafts  
Graphic  
Photography  
Travel  
cultural  
heritage

## Goals

Creative Growth  
Develop Skills  
Cultural Representation  
Eco-Friendly Art  
Support Local Artisans  
Personal Brand Development

## Obstacles

Finding Unique Resources  
Budget Constraints  
Market Competition  
Time Management  
Balancing Projects  
Finding Inspiration  
Limited Access to Workshops

## Thoughts

Attend Local Craft Workshops  
She needs to Join Artisan Collectives  
She needs Networking Opportunities  
She needs Inspiration for Her Work  
She needs Learning Opportunities

## Demographics

Age: 24  
Gender: Female  
Location: Cairo "El Shorouk"  
Education: Bachelor's degree in Fine Arts  
Status: Freelance Illustrator (Painter)

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## Interests

Design  
Art crafts  
Graphic  
Photography  
Travel  
cultural experiences.  
local crafts

## Age: 34 Demographics

Gender: male

Nationality: American

Location: Cairo, Egypt Education: Master's degree in Fine Arts

Status: Freelance Graphic Designer

## Goals

Cultural Immersion  
Artistic Inspiration  
Documenting Cultural Practices  
Promoting Cultural Exchange  
Reducing Environmental Impact

## Obstacles

Language Barrier  
Cultural Sensitivity  
Finding Authenticity  
Finding Resources  
Finding Relevant Events  
Balancing Work and Exploration

## Thoughts

Expanding His Expat Community  
He need Inspiration and Learning  
Need Cultural Orientation Workshops  
Collaboration with Local Artists:

JAMES



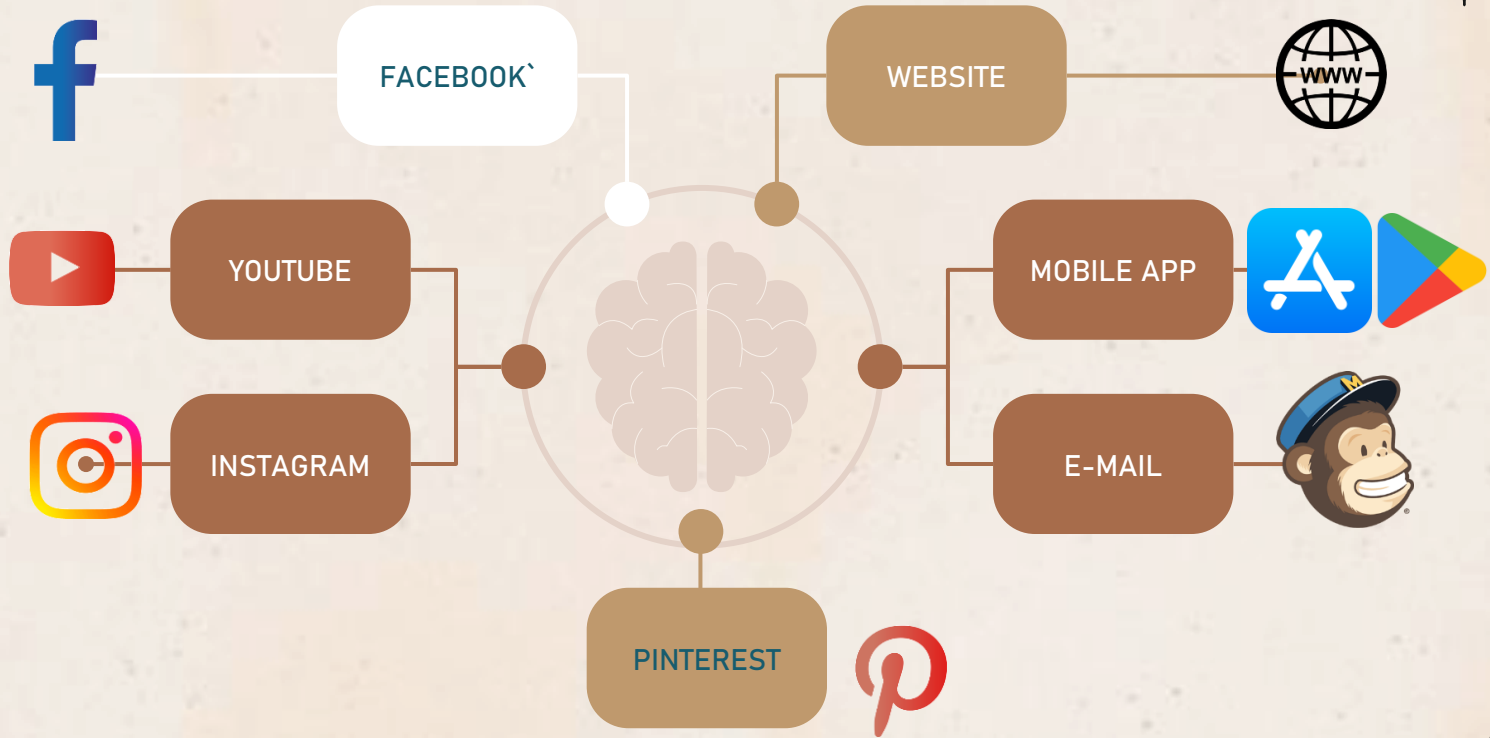


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Channels

# Channels





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Brand voice

# Brand voice



**Creative & Inspirational:**



**Friendly.**



**Authentic & Proud**







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# Content calendar

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Month	Channel	Publish date	Due date	Owner	Status	Title or topic	Type	Guide	Comments
Week of decoupage (build trust , brand awareness and website conversion )									
November	Youtube	26\10\2024	19\10\2024	Shrouk+Mohamed	In progress	Documentary of decoupage art	Video		
	Facebook			Hosam + Ahmed	Waiting	Reel from the original youtube video carousel (discover decoupage art) (website conversion)	Video Jpeg		
	Instagram			Ester	Waiting In progress	Decoupage artisan's process reel 5 stories for decoupage products on website	Video jpeg		
	Pinterest			Pola	In progress	5 pins diy decoupage craft ideas 5 pins for website products (website conversion)	Jpeg Jpeg		
	Youtube	27\10\2024	20\10\2024	Shrouk+Mohamed	Waiting	Short from original video 5-minute crafts ""meet our artists""	Video	<a href="C:\Users\pola\Desktop\DEPI project\content ideas.docx">C:\Users\pola\Desktop\DEPI project\content ideas.docx</a>	
	Facebook			Hosam + Ahmed	In progress	carousel post for Sarah's (decoupage artist) products (website conversion)	Video		
	Instagram			Ester	In progress In progress	""meet our artists"" Carousel post for Sarah's (decoupage artist) products 5 to 7 stories (same content)	Jpeg Jpeg		
	Pinterest			Pola	In progress	5 pins (room decor ideas) 5 pins for Sarah's (decoupage artist) products	Jpeg		
	Youtube	28\10\2024	21\10\2024	Shrouk+Mohamed	In progress	Community post (about decoupage materials) ""material Monday""	Copy	<a href="C:\Users\pola\Desktop\DEPI project\content ideas.docx">C:\Users\pola\Desktop\DEPI project\content ideas.docx</a>	
	Facebook			Hosam + Ahmed	In progress	Informing post for decoupage materials and where to find it ""material Monday""	Infographic		
	Instagram			Ester	In progress	Carousel post for tools and material using in decoupage 10 stories for tools and materials ""material Monday""	Jpeg		
	Pinterest			Pola	In progress	5 pins for material inspiration In decoupage	Jpeg		
	Youtube Facebook	29\10\2024	22\10\2024					<a href="C:\Users\pola\Desktop\DEPI project\content ideas.docx">C:\Users\pola\Desktop\DEPI project\content ideas.docx</a>	

Month	Channel	Publish date	Due date	Owner	Status	Title or topic	Type	Guide	Comments
									Egypt's rich heritage to life at our exhibition. Get your free pass
	Pinterest			Pola	Waiting	5 diy Glass art craft ideas	Jpeg	<a href="C:\Users\pola\Desktop\DEPI project\content ideas.docx">C:\Users\pola\Desktop\DEPI project\content ideas.docx</a>	Find home décor inspiration with handcrafted Egyptian art! Click to see our top picks from the exhibition
	Youtube			Shrouk+Mohamed	Waiting	Short from original video	Video		
	Facebook	10\11\2024	2\11\2024	Hosam + Ahmed	Waiting	"" meet our artists"" Carousel post for -----'s (Glass artisans) products 3 stories (same cotent) 3 stories (3 interactive questions)	Jpeg Jpeg	<a href="C:\Users\pola\Desktop\DEPI project\content ideas.docx">C:\Users\pola\Desktop\DEPI project\content ideas.docx</a>	Go behind the scenes with us as we prepare for the exhibition. See how traditional meets modern in every handcrafted piece
	Instagram			Ester	Waiting	"" meet our artists"" Carousel post for -----'s (Glass artist) products 5 to 7 stories (same cotent) 3 stories (3 interactive questions)	Jpeg Jpeg	<a href="C:\Users\pola\Desktop\DEPI project\content ideas.docx">C:\Users\pola\Desktop\DEPI project\content ideas.docx</a>	Handcrafted art has never looked this good. Visit us at the exhibition to find your next favorite piece!"
	Pinterest			Pola	Waiting	5 pins (room decor ideas)	Jpeg		
	Youtube	11\11\2024	3\11\2024	Shrouk+Mohamed	Waiting	"" material Monday"" Community post (about Glass art materials and tools) Exhibition post	Copy Jpeg	<a href="C:\Users\pola\Desktop\DEPI project\content ideas.docx">C:\Users\pola\Desktop\DEPI project\content ideas.docx</a>	From vibrant décor to handmade jewelry, we've got something for every craft lover. Click here to claim your free entry
	Facebook			Hosam + Ahmed	Waiting	"" material Monday"" Informing post for glass materials and where to find it Exhibition post	Infographic		
	Instagram			Ester	Waiting	"" material Monday"" Carousel post for tools and material using in glass 5 stories for tools and materials	Jpeg Jpeg	<a href="C:\Users\pola\Desktop\DEPI project\content ideas.docx">C:\Users\pola\Desktop\DEPI project\content ideas.docx</a>	Explore, create, and collect stunning handcrafted art







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# E-mail marketing

## Subject line

Mark Your Calendars – Craft Meets Art at Our Exclusive Exhibition

### 1. Pre-Event Phase (November 1 - November 28)

**Objective:** Build anticipation and excitement, while encouraging RSVPs and inquiries.

**Key Emails:**

- **Teaser Email (November 1):**  
**Subject:** "Something Big is Coming! Exclusive Handcrafted Treasures Await..."  
**Body:** Briefly introduce the exhibition, highlight one artisan, and include a countdown.
- **Save the Date Email (November 10):**  
**Subject:** "Mark Your Calendars – Craft Meets Art at Our Exclusive Exhibition!"  
**Body:** Mention the dates, location, and a few highlights from the event. Add social sharing buttons.
- **Spotlight Artist Email (November 17):**  
**Subject:** "Meet the Faces Behind the Crafts!"  
**Body:** Feature Sami Amin or Azza Fahmy, share a short story about them, and show their work.

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Craft Meets Art at Our Exclusive Exhibition

**Dear Mr Hatem**

We're thrilled to invite you to a one-of-a-kind exhibition where craft meets art! On January 25th, immerse yourself in a world of handcrafted treasures, from stunning jewelry to intricate home décor, all crafted by Egypt's most talented artisans.

[Discover Artistry](#)

## Why Attend?

**Discover Authentic Egyptian Art** Experience handmade pieces that reflect our rich heritage.

**Meet the Artisans** Get to know the creative minds behind each unique craft.

**Exclusive Pieces** Take home something special, crafted with passion.

[Read More](#)

## Mark Your Calendar

Date: January 25th

Location: Greak Campus

Get Your Free Ticket

[Click here to register](#)

We can't wait to celebrate the art of craftsmanship with you!

Warm Regards,  
Egy craft souq Team



[www.Egycraftsouq.com](http://www.Egycraftsouq.com)



09

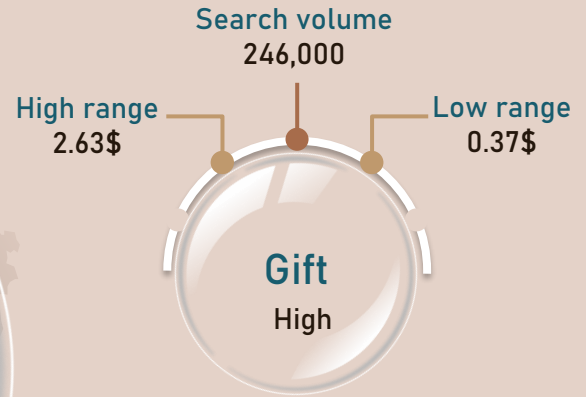
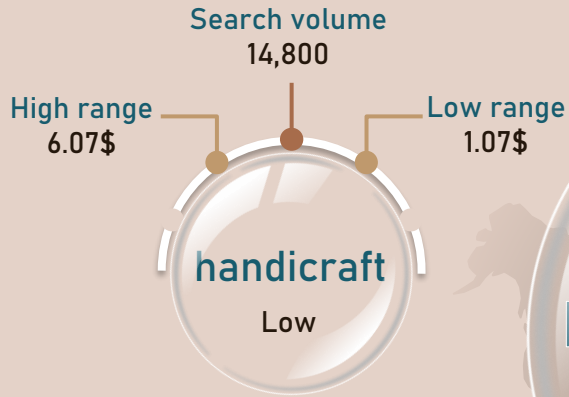
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# Keywords research

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# Key word research





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Website

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Ads

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## Facebook ads for first 3 months

60,000



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Conversion

Engagement

Page like

message

Test

Ad

Test

Ad



7 days

83 days

90 days

90 days

7 days

83 days



2500 L.E

12500

5000

12500

2500

30000

80k – 100k

6k – 8k

2k – 2.5k







## Instagram ads for first 3 months

30,000

Awareness

Visit profile

conversion

Test

Ad

Test

Ad

90 days

7 days

83 days

7 days

83 days

7500 L.E

2500

15000

2500

7500

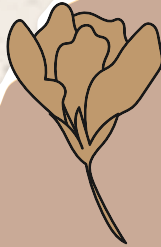
80k – 130k

10.5k – 7.5k

100k – 150k



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Budget

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## Budget

## Duration

## Ad type

## Objectives



30,000

3 months

Reels  
Photos  
Video

Reach(80k-130k)

Visit profile (10500 -7500).

Engagement (100k - 150k)

Conversions



60,000

6 months

Reels  
Photos  
Video

Conversions

Page like (13k- 20k)

Engagement (160k - 200k)

Messages ( 1200 - 1000)



30,000

1 month

Reach (100k- 150k)

Leads

Visit (6000 - 5000)

Conversions (15000 - 10000k)



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## Budget

4.2\*500 =2100

1.125\*1000=1125

46\*500 =23.000

23\*1000 =23.000

## Keywords

handicraft

hand craft gift

الحرف اليدوية

معارض للحرف اليدوية في مصر

## Objectives

Organic traffic

Improve search engine ranking for targeted keywords to drive long term sales.



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## Website developing

### Budget

10,000

### Duration

3 months

### Objectives

Convert web site visitors.  
Sales

## Exhibition cost

### Budget

120,000

### Duration

Two exhibitions every year for 2 days.

### Objectives

Increase in exhibition foot traffic.  
Increase sales.

**Total**

**300,000**





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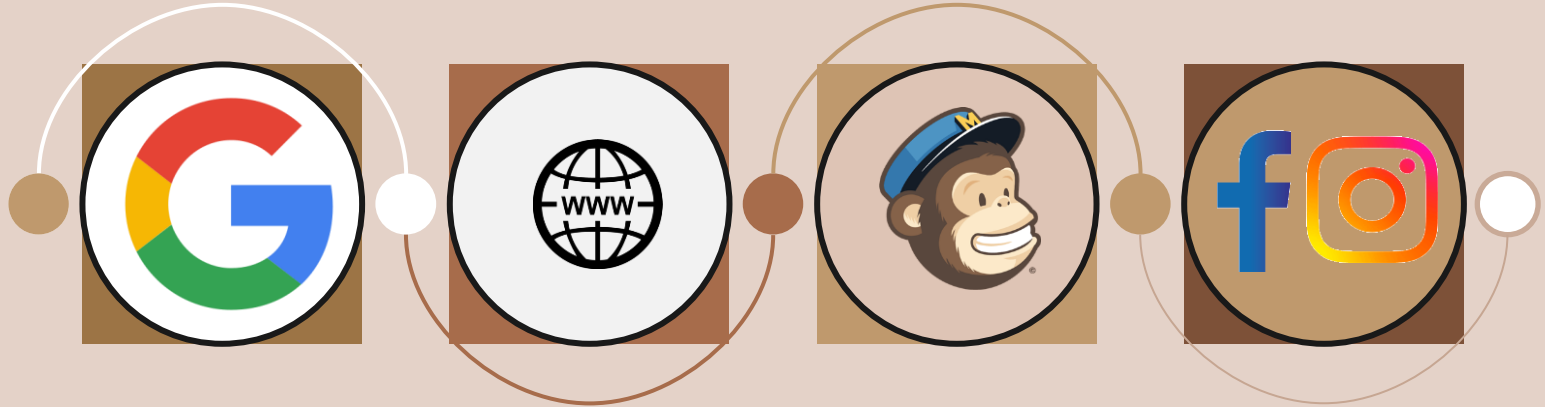
KPIs

Click Here



- Traffic and Page views
- engagement
- Conversion

- Reach and impression.
- Engagement rate.
- Conversion rate.
- Click -through rate (CTR).



- click -through rate (CTR)
- cost per click (CPC)
- conversion rate
- impression

- EMAIL Open rate
- Email Click through rate



# What's Next.....







Thanks for  
your time

