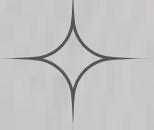
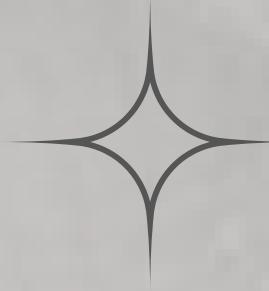
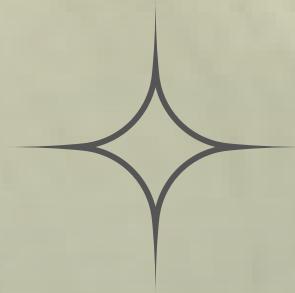


DIGITAL MARKETING STRATEGY





presented by

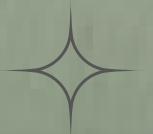
Instructor

Safyeldine Ahmed

Institution

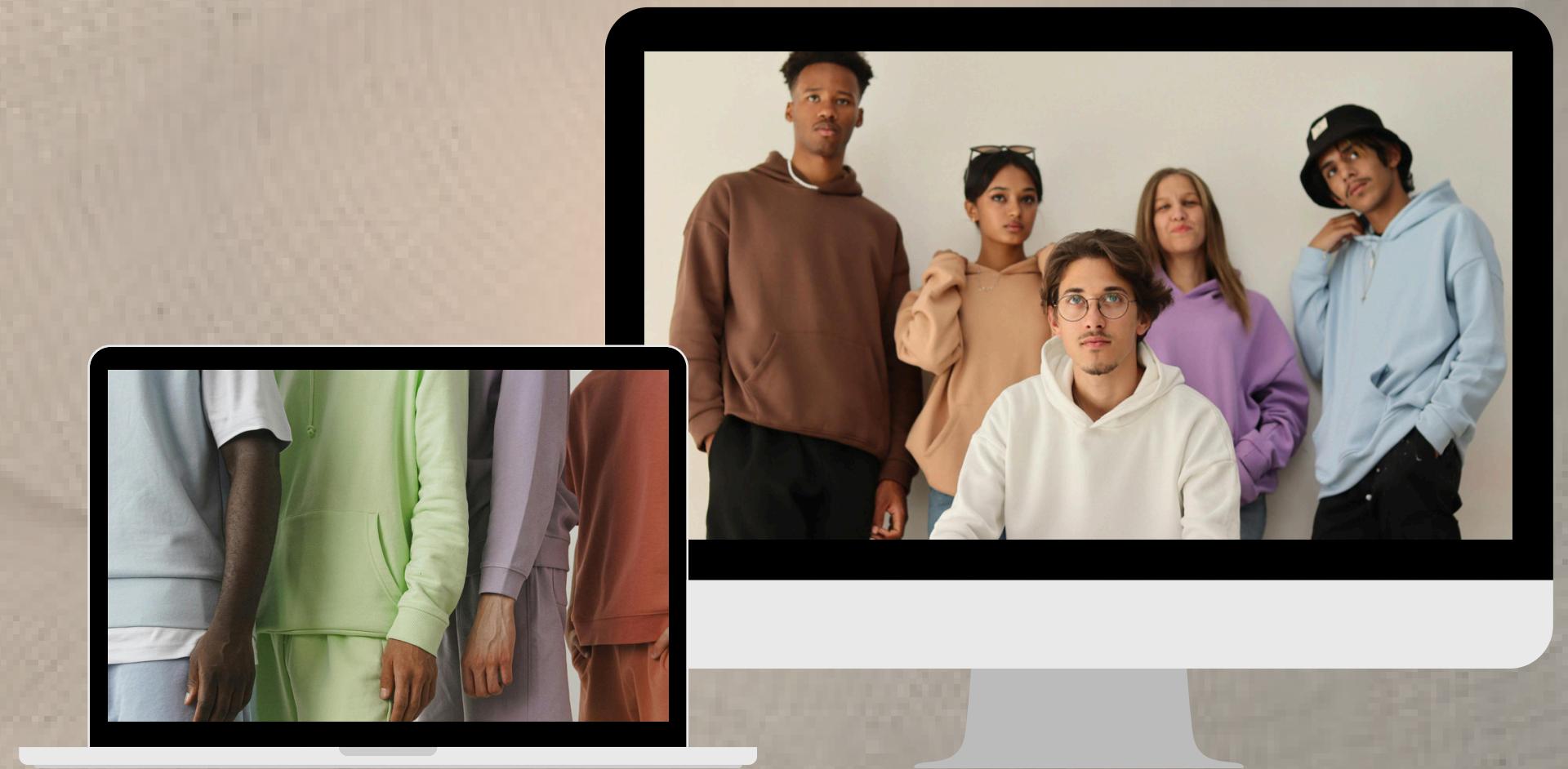
Digital Egypt Pioneers
Initiative
(DEPI)

Sohila Amin Abdelhafez
Rowan Nabil Mohamed
Mohamed Ahmed Gharib



CONTENT

- Introduction
- SWOT analysis
- Segmentation
- Buyer Persona
- Marketing Mix
- Digital Marketing Objectives
- Campaign objectives & KPIs
- Content calendar
- Competitive Analysis
- Content samples
- AD campaigns



Introduction

Cozy Threads began as a group project by three college mates and grew into a popular lifestyle brand offering comfortable, stylish unisex clothing and tote bags. It is known for its high-quality fabrics and seasonal collections. The brand has built strong customer loyalty through social media platforms. Cozy Threads focuses on simple, affordable, and customizable clothing with eye-pleasing colors, aiming to provide comfort and style.



Introduction

VISION



To become the leading local brand in Egypt and the middle east known for it's comfortable and stylish unisex clothing that defines comfort and simplicity turning daily wear into a lifestyle.

MISSION



Our mission is to create affordable, high-quality and customizable clothes that combines comfort and style, making our customers feel confident in every outfit while building strong relationship through social media platforms.

SWOT Analysis

strengths

- Strong commitment to durability.
- High-quality materials, Minimalist and timeless designs that appeal to a broad audience.
- Customer service that provides support and assistance, building strong relationships with customers.

Weaknesses

- Low brand awareness.
- Limited product range compared to larger competitors.
- Lack of a strong distribution network that reduces the reach of products to various markets.

opportunities

- Global markets focused on eco-friendly products.
- Collaborating with influencers on social media to increase brand awareness and participate in bazars.
- Offering bag customization services according to customer requests.
- Targeting customers with trendy models at reasonable prices and offering promotions.

Threats

- Increasing competition between fashion brands.
- Fluctuations in material costs.
- Changes in consumer preferences towards other trends.
- Economic downturns impacting consumer spending.

Segmentation

- Demographic:

Age: 18-35

Gender: Unisex

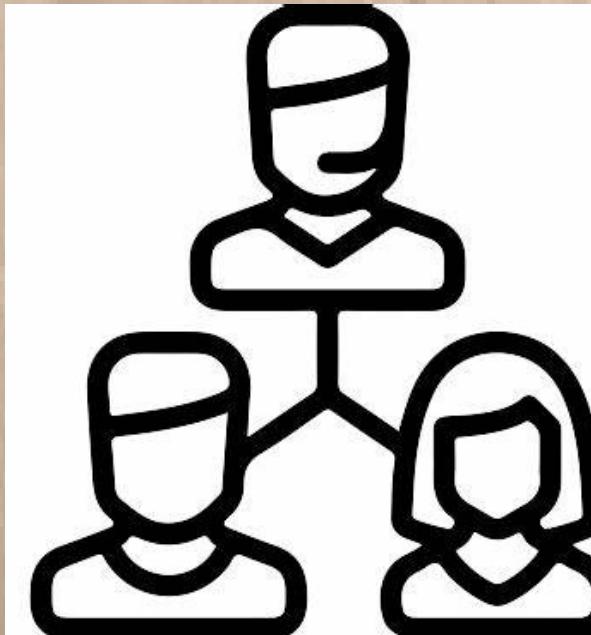
Class: B

Location: Alexandria

- Psychographic:

Interests: Fashion

Lifestyle: casual, trendy and practical.



Potential Segments:

- Busy professionals:

Age: 28-35

Interests: Work-life balance, comfortable yet stylish clothing, quality materials, value convenience and functionality.

- Budget-conscious shoppers:

Age: 24-28

Interests: affordable options without sacrificing quality.

- Trend-conscious Students:

Age: 18-23

Interests: Latest trends, social media, affordable options.

Buyer persona

Sama

busy professional (29-35)

- 30-year-old mom with a newborn daughter and a full-time job.
- She goes to the club consistently and is interested in fashion design.
- She works for 8 hours and then goes to the club, so she spends most of the day outside.
- she needs to be as comfortable as possible, while being practical and looking good at the same time.



sherif

budget concious shoppers (24-28)

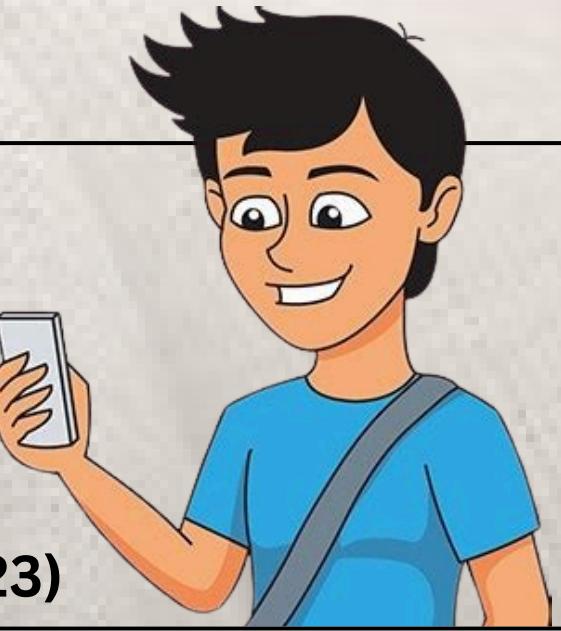
- 27 years old, single, works as a customer service agent.
- He is interested in movies, series, and technology.
- He works 9-hour rotational shifts, sometimes overnight.
- He needs soft, comfy and affordable clothing.



Buyer persona

Tamer

trend concious students (18-23)



- 21-year-old, 3rd-year college student.
- Interested in gaming, anime, bowling and arcade games.
- He goes out with his friends after college, so he's outdoors all day.
- He needs something trendy, comfortable, durable, and presentable.

JANA

trend concious students (18-23)



- 18 years old, Thanaweya Aama student.
- Interested in watching fantasy movies and series and reading adventure books.
- She spends her day moving between lessons.
- she needs a tote bag with spacious capacity and edgy design to carry all her books.

Marketing Mix

product



Hoodies



T-shirts



Tote bags



Sweatpants

Marketing Mix

price



Hoodies 500 EGP

Sweatpants 450 EGP

T-shirt 300 EGP

Tote bag 250 EGP

place

Online

Through direct messages on Facebook, Instagram and Tiktok.



Marketing Mix

promotion

1. Social Media Marketing

- Giveaways to encourage engagement and generate buzz.
- User-Generated Content to encourage customers to share photos of themselves wearing our products.
- collaborate with influencers to reach a wider audience.



2. Content Marketing

- Create informative and engaging posts on fashion trends and styling tips, product videos, tutorials, or behind-the-scenes content to showcase your brand.

3. Loyalty Programs

- Offer rewards to loyal customers, such as discounts, free shipping, or exclusive access to new products.
- Encourage customers to refer friends and family by offering incentives.

Digital Marketing obj.

Short-Term Objectives

(3-6 months)

Grow social media following
on Facebook 700, Instagram 500 and Tiktok 400.

Generate 200 leads from social media.

Long-Term Objectives

(1-2 years)

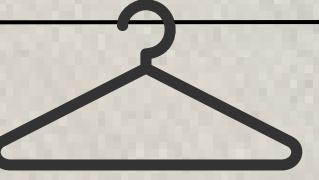
Expand our online presence to having a website.

Increase website traffic by 5% through organic search and paid advertising.

Achieve a 10% conversion rate on your website.

Become one of the leaders in the fashion market.

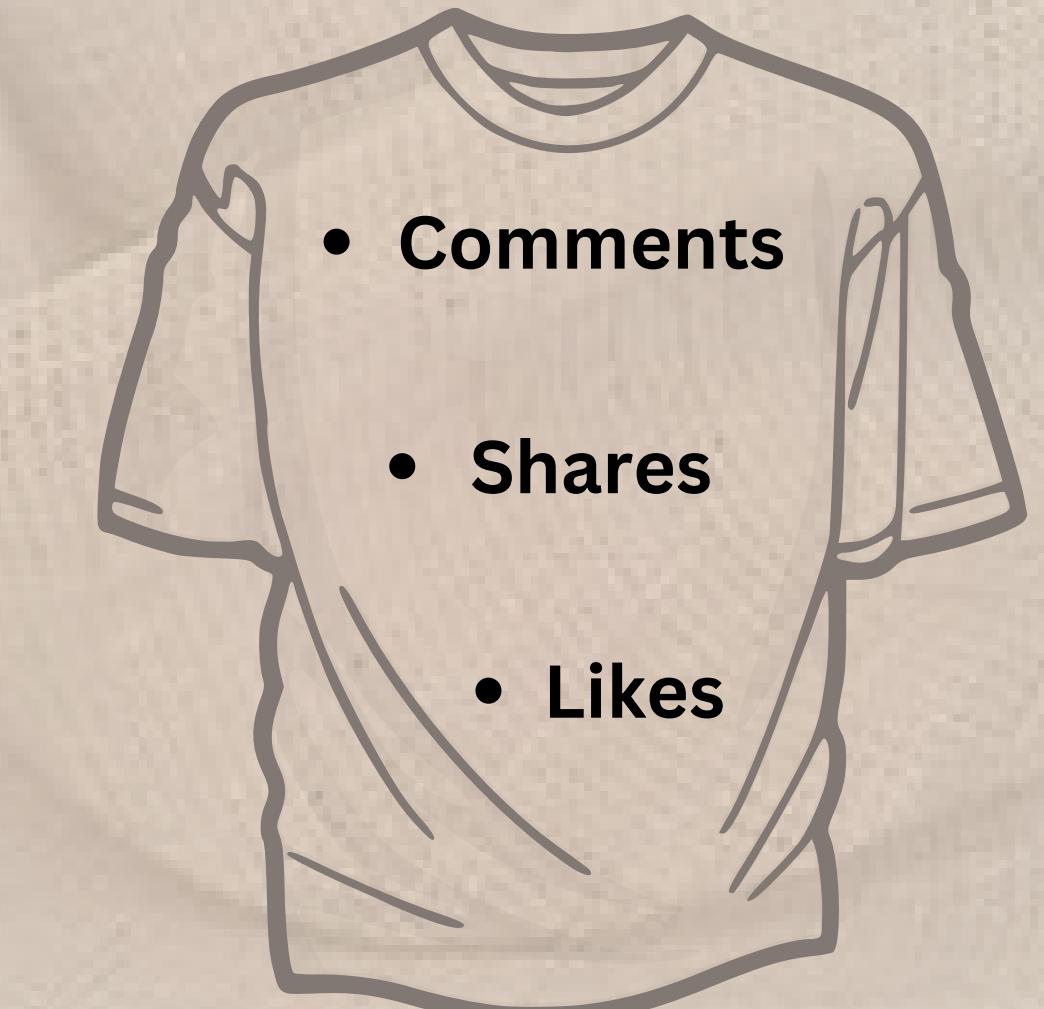
campaign objectives
\$ KPIs



Awareness



Engagement



sales



content calendar

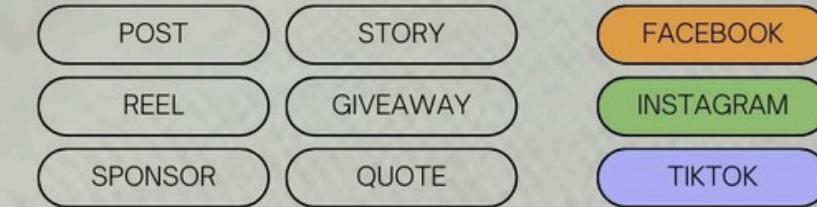
Jan 2025



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 POST POST Introduction post about Cozy Threads with product images.	02	03 REEL Behind-the-scenes video showing Cozy Threads' production process.	04	05 POST Customer spotlight post featuring a testimonial.	06
07 REEL Quick fashion tips video featuring Cozy Threads items.	08 POST Product carousel showcasing new arrivals.	09	10 POST photo of tote bags with styled outfits.	11	12 STORY Poll or question sticker	13
14 POST Inspirational quote about fashion and durability.	15 GIVE AWAY Announce a giveaway.	16	17 STORY Sneak peek at new design.	18	19 REEL video styling hoodies with sweatpants in different colors.	20
21 REEL Before-and-after outfit transformation with Cozy Threads products.	22 POST POST Announce a limited-time sale.	23	24 STORY Ask followers for feedback on future designs.	25	26 REEL Fashion transformation video.	27
28 POST appreciation post for your customers.	29 STORY Highlight best-selling hoodie	30	31 REEL Behind-the-scenes video of tote bag production.	01	02	03

content calendar

(22)
February 2025



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01	02 STORY STORY Customer testimonial with a photo.	03
04 POST POST Flash Sale Announcement.	05 POST Inspirational quote about fashion.	06	07 REEL Outfit of the day (OOTD) video.	08	09 POST POST Giveaway Announcement.	10
11 STORY Customer shoutout featuring a tote bag.	12 STORY This or That" poll	13	14 POST Product demo showcasing the durability of your tote bags.	15	16 STORY Customer story about how Cozy Threads clothing brings comfort.	17
18 REEL Seasonal outfit guide.	19 REEL Unboxing video showing the excitement of receiving a Cozy Threads package.	20	21 POST Product comparison	22	23 REEL Participate in a trending TikTok challenge.	24
25 REEL Style inspiration, showing how to mix and match items.	26 POST Feature new products with a sneak peek.	27	28 REEL Behind-the-scenes content	29	01	02

content calendar

(03)

March 2025



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	01 POST POST Collaborator spotlight (influencer partnerships).	02
03 REEL Celebrate milestones (e.g., followers or sales)	04 REEL Customer testimonials in a video.	05	06 POST POST Style challenge encouraging user- generated content.	07	08 POST POST Announce limited-time sales	09
10 STORY Behind-the-scenes look at an upcoming collection.	11 REEL Unboxing video of seasonal product.	12	13 REEL Show how to style items from the collection	14	15 STORY Post two product options and let followers choose which they prefer.	16
17 POST POST Share a throwback photo of one of your earliest designs or first collection.	18 STORY Ask followers to vote on their favorite feature of a product	19	20 REEL Show a quick clip of your team packing orders for customers.	21	22 REEL REEL Show a customer using Cozy Threads in their morning routine	23
24 STORY POST Encourage followers to tag a friend who would love Cozy Threads products	25 POST Share a stylish flat lay of Cozy Threads items	26	27 REEL Share a simple styling tip for the current season, using your products.	28	29 REEL REEL Share a quick video showing a "Day in the Life" of a Cozy Threads team member or customer, wearing our products throughout their day.	30

Competitive Analysis

prices

Hoodies: 500 - 940

Sweatpants: 500 - 940
T-shirt: 650 - 800

• PSHYCH •

weaknesses

High prices could limit the ability to attract new customers, especially in markets with limited purchasing power.

strengths

Aligns more with a bold, edgy streetwear identity. Their collections have a trendy, fashion-forward appeal with attention to both casual and statement pieces

social media presence

74,5k followers on instagram
they are not posting regularly

1 post/week
average likes 118
average comments 11
engagement rate 0.17%

Competitive Analysis

social media presence

186 k followers on instagram

post regularly

5 posts/week

average likes 210

average comments 2

engagement rate 0.11%

strengths

strong in online marketing ,
appealing to a broad audience
offers trendy , youthful
apparel with a focus on
modern fashion

weaknesses

Higher prices may limit
their customer base,
especially if more
affordable options are
available.

In Your Shoe

prices

Hoodies: 1,199 - 1,799

T-shirt: 600 - 1000

Sweatpants: 799 - 899

Tote bag : 299 - 899

Competitive Analysis

prices

hoodies 900 egp

sweatpants 850-900 egp

t-shirts 750-850 egp

social media presence

5,190 followers on instagram

post regularly

3 posts/week

average likes/post 41

average comments/post 4

engagement rate 0.87%

bfbanks

strengths

good for individuals
needing blank clothing for
customization.

weakness

Lacks stylish
product offerings

Competitive Analysis

G-Art

strengths

features categories such as artwork, posters, accessories, and gifts which attracts different types of customers.

weaknesses

limited interaction with followers in the comments.

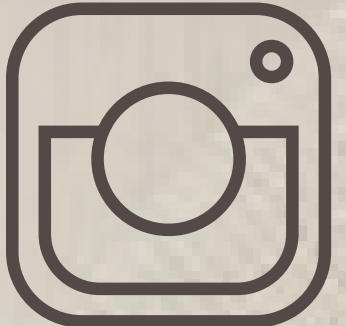
social media presence

73.4k followers on instagram
they don't post regularly
average likes/post 115
average comments/post 63
engagement rate 0.24%

price

tote bags 200-250 egp

Platforms



- Instagram: highly visual and ideal for presenting our products through high-quality images and videos. It's a great place to engage with your audience and build a community.
- Facebook: flexible platform that can be used to reach wide range of audiences. You can create a business page to share product information, run ads, and engage with your customers.
- TikTok: a short-form video platform that has gained immense popularity in recent years. It's a great way to create fun and engaging content that can go viral.



Media buying plan

Instagram



budget: 1000 egp

ad types:

Stories Ads: Flash sales and limited-time promotions.

IGTV Ads: Longer videos show behind-the-scenes of Cozy Threads' production process.

Sponsored Posts: Highlighting testimonials, luxury experiences, or destination highlights.

ad schedule:

Peak engagement times
(weekends 10 AM-1 PM
and 7-9 PM)

target audience:

Active users on Instagram, engaging with fashion brands and lifestyle content. Prefer online shopping, influenced by influencers, social media ads and peer reviews.

Likely to participate in brand giveaways and promotions.

Media buying plan

Facebook



budget: 2000 egp

ad types:

Carousel Ads: To showcase cozy threads' products.

Video Ads: Highlighting new pieces, or special promotions.

target audience:

Individuals interested in casual wear and stylish outfits.

Prioritize comfort and style in their purchasing decisions.
live a busy lifestyle and appreciate clothing that can be worn for different occasions (work, casual outings and fitness)

ad schedule:

based on audience insights

Media buying plan

TikTok



budget: 2000 egp

ad types:

In-Feed Ads: Short video ads that appear in between user content.

Hashtag Challenges: Engage users by promoting a branded hashtag, encouraging them to create or recreate content.

target audience:

trend conscious interested in fashion,
Customers who prioritize comfort in their
clothing while maintaining style.

ad schedule:

Peak engagement times,
evenings and weekends

Content Theme

"Effortless comfort and timeless style"

This theme highlights Cozy Threads' focus on providing comfortable and flexible clothing, balancing comfort and fashion. It showcases pieces that are easy to wear yet modern and will focus on visual elements and messaging over comfortable everyday looks and simple designs.



content samples



what is "cozy threads" ? 🤔
Follow us and stay tuned to
find out 👀
لو عايزين تعرفوا احنا مين و هنقدم ايه
اعملوا follow عشان يوصلكم كل جديد
🧶
#cozy #cozythreads #comfy

Here's a sneak peek of what to expect
from Cozy Threads! We'd love to hear
what would you like to see next? Let us
know in the comments! 🙌

دي حاجة بسيطة من اللي هتشوفوه من
Threads ! حابين نعرف منكم إيه تاني حابين
تشوفوه بعد كده؟ قولولنا تحت في الكومنتات
👉



content samples



winter is coming

Get ready for our winter collection! Trust us
you'll want to start planning your budget
now!

الشتاء عالابواب

استعدوا لمجموعة الشتاء الجديدة! بنصحكم تبدأوا
تحضروا فلوسكم من دلوقتي!

Sale Alert!

Our end-of-season sale has arrived, don't miss your
chance to have your favorite pieces before they're
gone!

خصومات حصرية! خصومات نهاية الموسم بدأت - ما تفوتش
الفرصة وخد قطعك المفضلة قبل ما تخلص!

content samples



Get ready to fill your wardrobe with the comfiest and softest fleece pieces, with discounts up to 50%! Check the link in the description for all the details. Grab your favorite items before

!they're gone

خليك جاهز عشان تملأ دولابك بأريح وأنعم القطع، بخصومات توصل لحد 50%!
اضغط على اللينك في الوصف عشان تعرف كل التفاصيل وتلحق تشتري قطعك المفضلة قبل ما تخلص!

content samples



Shop the latest in cozy, stylish fashion and enjoy an exclusive 10% off on your first order. Use code COZY10 at checkout and enjoy the discount! what are yo waiting for? order your favorites now!

الكوليكتشن الشتوي الجديد من cozy threads وصل! ✨
اشتري أحدث القطع واستمتع بخصم 10% على أول طلب لما تستخدم كود COZY10 وقت الدفع وجدر دو لا بك! 🛍 ما تفوتوش الفرصة و الحقوا اطلبوا القطع قبل ما تخلص!

content sample

c o m i n g
s o o n



Follow us

علطول بتفكرروا في حاجة عشان
تلبسوها كل يوم تبقي مناسبة ومريحة



هتلاقوا عندنا كل اللي عاوزينه
تابعنا عشان تعرف تفاصيل اكتر
#cozy threads

if you always think about what you
need to wear every day, it will be
appropriate and comfortable 🤔
You will find everything you need
here.

Follow us to know more details
#Cozy threads

content sample

NEW COLLECTION

XS, S, M, L, XL

BASICS

FOR EVERY DAY

new collection inspired by comfort and beauty

SWIPE UP TO SHOP

دایما بتدور علی هدوم و شنط تبقي مريحة ومعاك
للنزول كل يوم!

لو ده بيحصل معاك يبقي البوست دا ليك
عندنا في cozy threads > اقوى التشكيلات اللي
هتناسبك

ليه تختارنا 😊> تصاميم مميزة
<خامات عالية الجودة
تابعنا عشان تعرف كل جديد
اختيارك يهمنا # cozy threads

You are always looking for clothes and tote bags that will be comfortable and with you when you go out every day!

If this happens to you, then this post is for you 😍

We at cozy threads > have the strongest collections that will suit you

Why choose us? 😊> Distinctive designs
>High quality materials

Follow us to know everything new

cozy threads # Your choice matters to us

Awareness campaign

Search

cozy threads awareness campaign > 1 Ad set > 4 Ads

Edit Review

Campaign name
cozy threads awareness campaign

Special Ad Categories
Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about Special Ad Categories](#)

Benefits of declaring Special Ad Categories
Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

Categories
Select the categories that best describe what this campaign will advertise.

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

cozy threads awareness campaign > CT New Awareness Ad Set > 4 Ads

No ads ...

Daily budget 50.00 EGP

You'll spend an average of 50.00 EGP per day. Your maximum daily spend is 87.50 EGP and your maximum weekly spend is 350.00 EGP. [Learn more](#)

Estimated daily reach

50.00 EGP Budget 6.7K Reach

Daily reach

0 50K 40K 30K 20K 10K 0

0.00 50.00 100.00 150.00 200.00 250.00

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Audience definition
Your audience is defined.

Estimated audience size: 1,200,000 - 1,400,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach 4.0K - 11K

The accuracy of estimates is based on factors like past performance.

Activate Windows
Go to Settings to activate Windows.

1. Announcement Ad

cozy threads awareness campaign > CT New Awareness Ad Set > 4 Ads

No ads ...

Edit Review

cozy threads - copy

Audience controls 1
Set criteria for where ads for this campaign can be delivered. [Learn more](#)

Location:
Egypt: Alexandria Governorate

Minimum age:
18

Language:
English (UK), Arabic or English (US)

Advantage+ audience +
Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

Age:
18 - 35

People who match:
Interests: Manga, Animated movies, Online shopping, Anime movies, Social media, Women's clothing or

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Audience definition 1

Your audience is defined.

Specific

Estimated audience size: 1,200,000 - 1,400,000 1

Your criteria is currently set to allow Advantage detailed targeting. 1

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach 1
4.0K - 11K

The accuracy of estimates is based on factors like past

Activate Windows
Go to Settings to activate Windows

Announcement Ad

Advanced preview

You can review how your ad will show up on different placements. We will show one variation for each impression based on what we predict will improve performance the most.

⚠ 1 All Feeds, In-stream ads for videos and reels, Search results Stories and Reels Search results All 9 placements Share

Facebook Feeds **Instagram Feed** **Facebook Video feeds** **Instagram Explore**

The image shows four mobile phone screen mockups side-by-side, each displaying a different placement for the same announcement ad. The ad is for 'Cozy Threads' and features a play button, text in English and Arabic, and a launch date of 01.01.2025. The placements are: Facebook Feeds, Instagram Feed, Facebook Video feeds, and Instagram Explore. Each screen includes a 'Follow' or 'Learn more' button at the bottom.

Activate Windows
Go to Settings to activate Windows

Cancel Save

2. Product Ad

Screenshot of the Facebook Ads Manager interface showing the creation of a product ad.

Ad Name: products Ad

Partnership ad: Off

Identity:

- * Facebook Page: Cozy Threads
- Instagram account: [redacted]

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Advanced preview: You can review how your ad will show up on different placements. We will show one variation for each impression based on what we predict will improve performance the most.

Placements: All 5 placements (Instagram Stories, Facebook Stories)

Preview Variations:

- Facebook Feeds: Shows two people wearing hoodies with a small cartoon character logo.
- Instagram Feed: Shows two people wearing hoodies with a small cartoon character logo.
- Instagram Stories: Shows two people wearing hoodies with a small cartoon character logo.
- Facebook Stories: Shows two people wearing hoodies with a small cartoon character logo.

Text overlay: you got tired of thinking about what to wear every day? need something comfy and good-looking at the same time? 😊 Don't worry we got your back 😊 Follow to know more.
طُول الوقت يفكرون في حاجة مثلك تنسوها كل يوم تقلي مناسبة وبرحة 😊
هذا عذرنا على ما حصلنا عليه
لأننا مثلك تعرف تقليص أكثر

Call to Action: Send message

Bottom right corner: Activate W Go to Settings

3. Product Ad-2

Screenshot of the Facebook Ads Manager interface showing the creation of a product ad.

Ad Name: product Ad2

Partnership ad: Off

Identity:

- * Facebook Page:** Cozy Threads
- Instagram account:** Cozy Threads

Advanced preview: You can review how your ad will show up on different placements. We will show one variation for each impression based on what we predict will improve performance the most.

Placements: All 5 placements (Instagram Stories, Facebook Stories)

Ad Preview Variations:

- Facebook Feeds:** Shows a grid of products and a "See more" button.
- Instagram Feed:** Shows a grid of products and a "See more" button.
- Instagram Stories:** Shows a collage of products and a "See more" button.
- Facebook Stories:** Shows a collage of products and a "See more" button.
- Threads:** Shows a collage of products and a "See more" button.

Status: In draft | **Switch to live**

Search: Search

Breadcrumbs: cozy threads awareness campaign > CT New Awareness Ad Set > product Ad2

Buttons: Edit, Review, ...

Message: By clicking "Publish," you agree to Facebook's Terms and Advertising Policies.

Feedback: **1** Any messages started from your ad will go to Cozy Threads.

Save: Close, ✓ All edits saved

Activation: Activate Go to Settings

4. New collection ad

Screenshot of the Facebook Ads Manager interface showing the creation of a new collection ad.

Ad Name: new collection Ad

Partnership ad: Off

Identity:

- Facebook Page:** Cozy Threads
- Instagram account:** [Placeholder]

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Advanced preview: You can review how your ad will show up on different placements. We will show one variation for each impression based on what we predict will improve performance the most.

Placements: All 5 placements (Instagram, Facebook)

Ad preview: Shows four variations of the ad across different platforms and formats.

Destination: Shows the ad as it would appear on Instagram and Facebook.

Bottom right corner: Activate Go to Settings

Engagement campaign

The screenshot displays a digital marketing interface for creating an engagement campaign. The top navigation bar includes links such as Bookmarks, Let us Locate the Dr..., Samsung Galaxy Se..., libuv.dll free download, Trail: Learning the Ja..., Grammarly, ICPC FCI-H Level 1..., FCIH Level 1 Trainee..., ICPC FCI CU Junior..., and All Bookmarks.

The main content area shows the following steps:

- تحديد الجمهور (Defining the Audience):** A progress bar indicates "تم تحديد جمهورك" (Audience defined). It shows a range from "عام" (General) to "محدد" (Defined), with the "Defined" section highlighted in green.
- الميزانية والجدول الزمني (Budget and Timeline):** Set to EGP. Daily budget is ٢٥٠,٠٠ ج.م. (250,000 EGP). It notes an average daily spend of ٤٣٧,٥٠ ج.م. (437,500 EGP) and a weekly spend of ١٧٥٠ ج.م. (17500 EGP). It also states that the budget is set to zero daily.
- الجدول الزمني (Timeline):** Set to start on EEST 12:00 on 2 أكتوبر, 2024 (October 2, 2024).
- erreurs et messages :** A warning message at the bottom right states: "يقع تاريخ البدء هنا في الماضي." (The start date is here in the past.) and "إعادة تعيين تاريخ البدء إلى تاريخ اليوم" (Reassign the start date to today's date).
- Notes et dernières modifications :** A note at the bottom left says: "بالنقر على الزر "نشر", فإنك توافق على شروط وإرشادات الإعلانات الخاصة بفيسبوك." (By clicking the "Publish" button, you agree to Facebook's advertising terms and conditions.)
- Buttons :** "نشر" (Publish) in green, "تجاهل المسودة" (Ignore draft) in grey, "تم حفظ كل التعديلات" (All changes saved) with a checkmark, and "إغلاق" (Close).
- Right sidebar (المجموعات - Groups):** Shows a list of groups: "حملة إعلانية جديدة بهدف التفاعل" (New advertising campaign for interaction), "حملة إعلانية جديدة بهدف التفاعل - نسخة" (New advertising campaign for interaction - copy), and "إعلان جديد بهدف التفاعل" (New interaction-oriented ad). It includes icons for search, edit, delete, and more.

Engagement campaign

حملة إعلانية جديدة بهدف التفاعل < إعلان جديد بهدف التفاعل < مجموع إعلانية جديدة بهدف التفاعل < حملة إعلانية جديدة بهدف التفاعل

الإعلانات

حملة إعلانية جديدة بهدف التفاعل

مجموع إعلانية جديدة بهدف التفاعل

إعلان جديد بهدف التفاعل - نسخة

إعلان جديد بهدف التفاعل

البحث

الوقت

إنشاء

البيانات

الرسائل

الميزانية

الإحصاءات

الإعداد

التنسيق

إنشاء إعلان

إذن التحقق من التغييرات التي أجريتها

لا توجد طريقة دفع: قم بتحديث طريقة الدفع: يرجى زيارة مركز الفوتره والدفع بالإضافة طريقة دفع صالحة. (#1359188) تعرف على المزيد

الوجهة

إعلان

معاينة الإعلان

صور أو فيديو واحد

صورة أو فيديو واحد أو عرض شرائح واحد يحتوي على صور متعددة

تنسيق دوار

صورتان أو مقطعاً فيديو قابل للتمرير أو أكثر

إعلانات من معلنين متعددين

يمكن أن تظهر إعلاناتك جنباً إلى جنب مع إعلانات أخرى في الوحدة الإعلانية نفسها لمساعدة الأشخاص على استكشاف المنتجات والخدمات من الأنشطة التجارية والتي تم إضفاء طابع شخصي عليها. قد يتم تغيير حجم تصميم إعلانك أو افتراضاته لياتم الوحدة الإعلانية تعرف على الإعلانات من معلنين متعددين

تصميم الإعلان

يمكنك تحديد وتحسين نص إعلانك ووسائله وتحسيناته.

بالنقر على الزر "نشر"، فإنك توافق على شروط وإرشادات الإعلانات الخاصة بفيسبوك.

نشر

تجاهل المسوقة

تم حفظ كل التعديلات

إغلاق

Engagement campaign

The screenshot displays the Facebook Ads Manager interface. At the top, there are navigation tabs for 'حملة إعلانية جديدة بهدف التفاعل' (New Ad Campaign for Interaction), 'مجموعة إعلانية جديدة بهدف التفاعل' (New Ad Group for Interaction), and 'إعلان جديد بهدف التفاعل' (New Ad for Interaction). The main area shows the creation of a new ad unit. A warning message at the top left says 'جار التحقق من التغييرات التي أجريتها' (Changes are being checked) and 'لا توجد طريقة دفع: قم بتحديث طريقة الدفع: يرجى زيارة مركز الفوترة والدفع بالإضافة طريقة دفع صالحة.' (No payment method found: Please update your payment method: Visit the billing center and pay in addition to the payment method you have chosen.). Below this, the 'الوجهة' (Destination) section shows two examples of posts from 'cozythreadss' and 'MESSENGER'. The 'إعداد الإعلان' (Create Ad) section includes a green checkmark next to 'إنشاء إعلان' (Create Ad). The 'التنسيق' (Format) section has a radio button selected for 'صورة أو فيديو واحد' (Image or video one). The 'الإعلانات من معلنين متعددين' (Multi-advertiser ads) section has a checked checkbox and explanatory text about how multiple ads from different advertisers can appear together. The 'تصميم الإعلان' (Ad Design) section also has a green checkmark next to 'إنشاء إعلان' (Create Ad) and explanatory text about customizing ad copy and placement. The right sidebar shows a list of existing campaigns and ads, and the bottom right corner features a red notification badge with the number '1'.

Engagement campaign

The screenshot displays a digital marketing interface for creating an engagement campaign. On the left, there's a preview window showing two social media posts from 'cozythreadss' on Instagram and Messenger. The Instagram post features a collage of clothing items like hoodies and pants. The Messenger post is a video thumbnail with the caption: 'Here's a sneak peek of what to expect from Cozy Threads! We'd love to hear what would you like to see next? Let us know in the comments!' Below the preview are buttons for 'نشر' (Post) and 'تجاهل المسودة' (Ignore draft).

The main workspace is titled 'نتائج البحث على فيسبوك' (Facebook search results). It shows a post from 'Messenger' with a warning: 'لا يمكن عرض الإعلان في البريد الوارد على فيسبوك' (The ad cannot be displayed in the incoming email on Facebook) and 'تعديل الفيديو لاستيفاء المتطلبات' (Edit the video to meet requirements). The post content is identical to the one in the preview.

On the right, a sidebar lists several campaign components under 'الإعلانات' (Ads): 'حملة إعلانية جديدة بهدف التفاعل - نسخة', 'مجموعه إعلانية جديدة بهدف التفاعل', 'إعلان جديد بهدف التفاعل - نسخة', 'إعلان جديد بهدف التفاعل - نسخة', and 'إعلان جديد بهدف التفاعل'. A green '+' button is available to add more. The bottom right corner shows a notification icon with a red '1'.

At the bottom center, a message reads: 'بالنقر على الزر "نشر", فإنك توافق على شروط وإرشادات الإعلانات الخاصة بفيسبوك.' (By clicking the "Post" button, you agree to Facebook's advertising terms and conditions.) Below it are buttons for 'تم حفظ كل التعديلات' (All changes saved) with a checkmark and 'إغلاق' (Close).

Engagement campaign

The screenshot displays a digital workspace for managing a social media engagement campaign. On the left, a post from 'cozythreadss' is shown on Facebook and Instagram. The post features a video thumbnail with the word 'COZY' and three outfit photos. Arabic captions are present in both posts. Below the posts are sharing options for Messenger, WhatsApp, and other platforms. A green 'نشر' (Post) button is at the bottom left, and a 'تجاهل المسودة' (Ignore draft) button is at the bottom right.

Facebook Post:

cozythreadss Here's a sneak peek of what to expect from Cozy Threads! We'd love to hear what would you like to see next? Let us know in the comments! حابين تعرف! دى حاجة بسيطة من اللي هتشرفه من Cozy Threads! نعرف منكم إيه تاني حابين تشرفه بعد كده؟ قولولنا تحت في الكومنتات

Messenger Message:

نتائج البحث على فيسبوك

لا يمكن عرض الإعلان في البريد الوارد على Messenger
تعديل الفيديو لاستفادة المكتبات

مطلوب فيديو. يمكنك إضافة أو إنشاء فيديو للنشر.

النص الأساسي

Here's a sneak peek of what to expect from Cozy Threads! We'd love to hear what would you like to see next? Let us know in the comments!

دي حاجة بسيطة من اللي هتشرفه من Cozy Threads! حابين نعرف منكم إيه تاني حابين تشرفه بعد كده؟ قولولنا تحت في الكومنتات

Campaign Overview:

حملة إعلانية جديدة بهدف التفاعل

مجموعة إعلانية جديدة بهدف التفاعل

إعلان جديد بهدف التفاعل - نسخة

إعلان جديد بهدف التفاعل - نسخة

إعلان جديد بهدف التفاعل

العنوان

دردش معنا

الدعوة لاتخاذ إجراء

إرسال رسالة

بالنقر على الزر "نشر"، فإنك توافق على شروط وشروط الإعلانات الخاصة بفيسبوك.

تم حفظ كل التعديلات ✓ إغلاق

Engagement campaign

**THANK
YOU!**

