



SEVENTY EIGHT MARKETING PLAN

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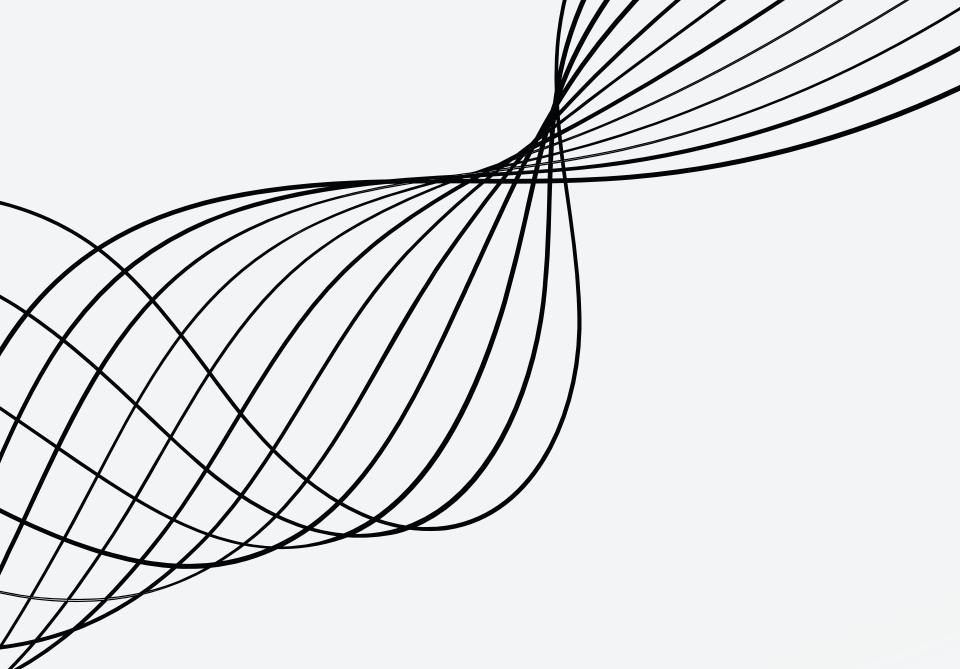
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OUR TEAM



Martina
Raaft



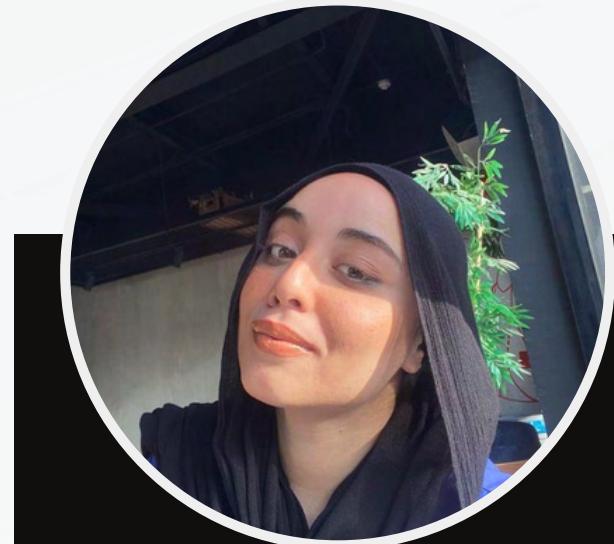
Mariam
Sameh



Nouran
Hany



Nada
Mostafa



Rawan Samy

BRAND OVERVIEW

Seventy8ight is a brand that caters to fashion, lifestyle, and creative culture

it offers products like T-shirts, hoodies, sweatpants, shorts, and more fashionable clothing.





logo & Slogan

where style,
meets the quality



VISION AND MISSION

Vision

- To become Egypt's leading youth fashion brand, known for combining high-quality, trendy designs with affordability, and creating a vibrant community where young people can express their unique style with confidence.

- Our mission is to offer high-quality, stylish clothing that resonates with the youth of Egypt. We are committed to providing exceptional customer experiences both online and offline, fostering a sense of individuality through our unique designs, and contributing to the fashion industry with innovative and accessible fashion solutions.

Mission

Key Partners		Customer Relationships		Key Activities		Channels		Customer Segments	
<ul style="list-style-type: none"> suppliers of fabrics and materials. shipping and delivery companies. Social media influencers for collaborations TikTok and Instagram for online sales and promotion 		<ul style="list-style-type: none"> Engaging and personalized interactions through social media (TikTok, Instagram) Building brand loyalty through-limited-edition collections and exclusive drops Offering customer support and service in-store and via online platforms Utilizing social media trends feedback to adjust product offerings 		<ul style="list-style-type: none"> Designing and producing trendy streetwear Managing social media presence and influencer collaborations Online and offline customer service management Marketing and promotional campaigns Stock management for both exclusive drops and regular items Enhancing customer experience in-store and online 		<ul style="list-style-type: none"> Physical store in 6th of October City, Egypt online store via website and social media apps like tiktok and Instagram. Social media marketing and influencer collaborations Word of mouth and in-store promotions Online campaigns through Facebook and Instagram ads 		<ul style="list-style-type: none"> Primary: Young men (ages 18-24), students, early professionals ,active on social media Secondary: Teen boys (ages 13-17), fashion-conscious and looking for trendy, comfortable wear Tertiary: Men (ages 35-44), interested in casual, youthful fashion 	
Key Resources								Value Propositions	
<ul style="list-style-type: none"> innovative designs and a design team . inventory of raw materials (fabrics, printing). Online and offline sales channels Physical store in 6th of October <p>City</p> <ul style="list-style-type: none"> Influencer and brand ambassador network 								<ul style="list-style-type: none"> trendy designs that appeal to teens . Seamless online and offline shopping experience. high quality and Affordable fashion accessible to Egypt's B-class market Exclusive, limited-edition drops creating a sense of urgency and uniqueness. 	
Cost Structure						Revenue Streams			
<ul style="list-style-type: none"> production costs (fabrics, printing) marketing cost (ads, influencer partnerships). Rent and utilities for the physical store Shipping and logistics for delivering online orders 						<ul style="list-style-type: none"> Direct sales from the physical store Online sales via TikTok and Instagram DMs 			

Business Model Canvas



USP

Urban Culture & Style:
Seventy8ight taps into Cairo's vibrant street culture and offers designs that resonate with fashion-forward individuals.

Affordable Streetwear: The brand provides trendy and stylish clothing at an affordable price point, making street fashion accessible to Egypt's B-class market.

Exclusive Drops:
Seventy8ight creates a sense of urgency and uniqueness with limited-edition collections and drops, appealing to those who want exclusive pieces.

Locally-Inspired: By infusing local flavor into global streetwear trends, Seventy8ight stands out as a brand that reflects Egyptian culture while staying connected to worldwide fashion movements.

7 PS

1. Product

Seventy8ight offers trendy, urban-inspired streetwear with bold, unique designs that reflect Cairo's vibrant youth culture. The product range includes T-shirts, hoodies, jackets, specifically tailored for a young, fashion-forward audience. The focus is on affordability without compromising on style or quality, with limited-edition drops to create exclusivity.

2. Price

Seventy8ight operates in the affordable price range, targeting the B-class market. The pricing strategy is competitive, designed to offer value for money while maintaining high-quality fabrics and trendy designs. Seasonal promotions, discounts, and exclusive offers (e.g., flash sales) help to further attract price-sensitive customers.

4. Promotion: Promotion involves how Seventy8ight markets its products and brand. This could include social media marketing, influencer collaborations, promotions, and advertising campaigns. Their Instagram presence is a crucial part of this, allowing them to showcase products, engage with customers, and create a brand narrative.

6. Process: This refers to the systems and processes that deliver the product to the customer. It includes everything from order processing, shipping, and delivery to the user experience on their social media platforms. Seventy8ight should focus on making these processes seamless and efficient to enhance customer satisfaction.

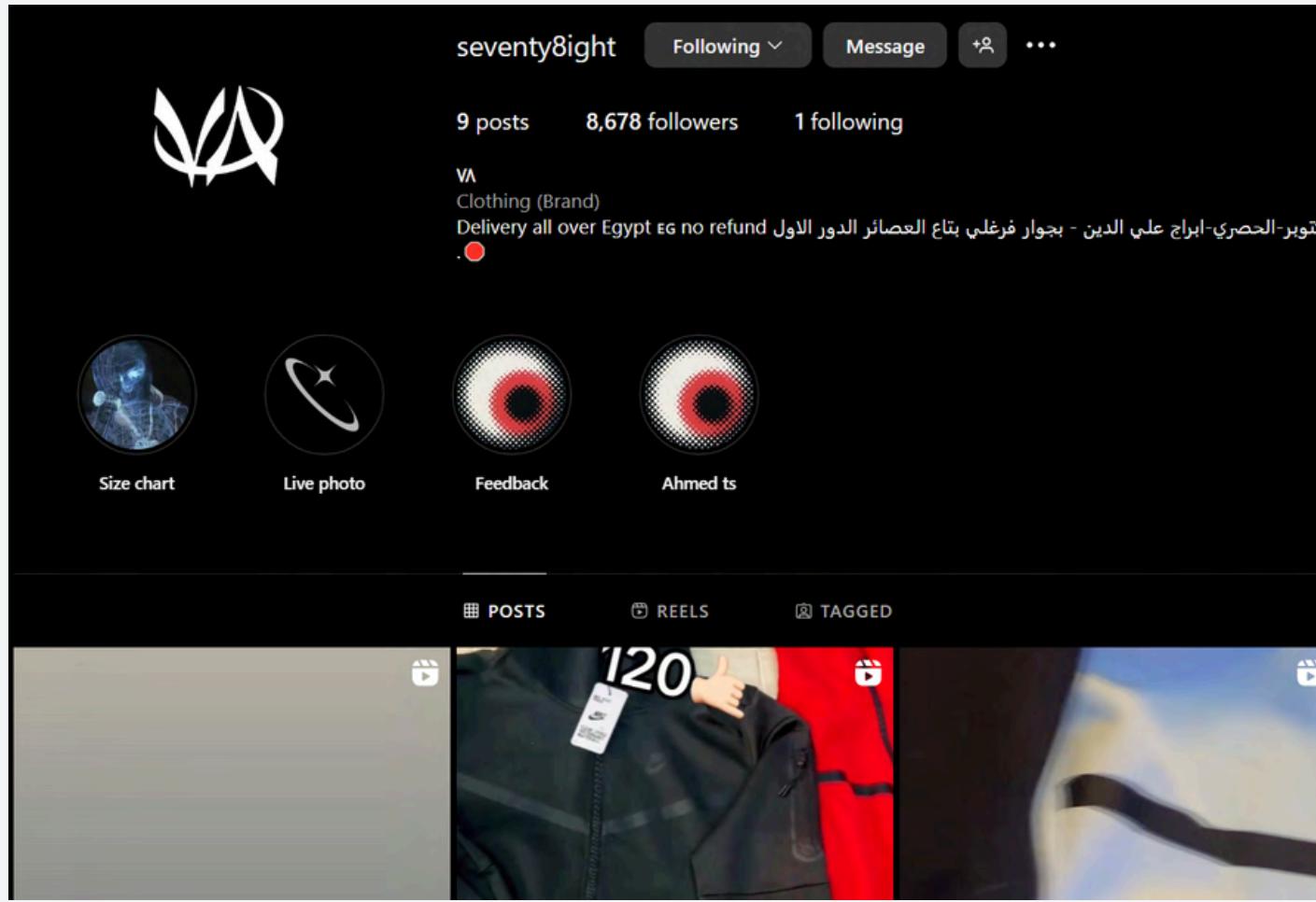
3. Place: Seventy8ight sells primarily through an offline store, and secondary online orders through Instagram and TikTok DMs.

This refers to where and how the products are sold. Seventy8ight seems to utilize online platforms, particularly Instagram, for marketing and potentially for direct sales. This choice suggests a strategy focusing on digital channels to reach a broader audience, potentially complemented by a physical store or pop-up events.

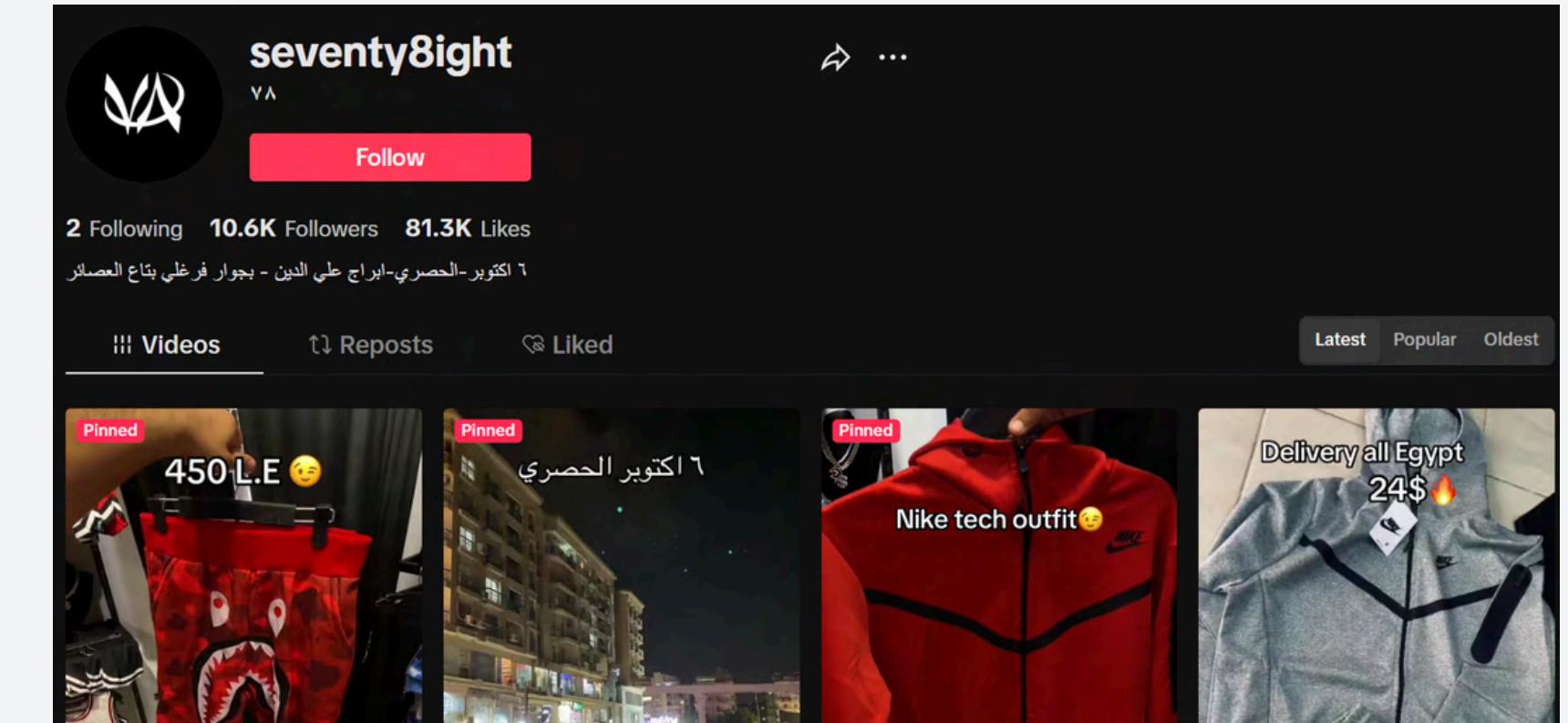
5. People: The people aspect covers those who interact with customers, from the brand's customer service team to sales personnel. For Seventy8ight, this could involve how they engage with followers on social media, the responsiveness of customer service, and the brand's overall approach to customer interactions. Ensuring a positive and personalized customer experience is key.

7. Physical Evidence: Physical evidence involves the tangible aspects that help customers connect with the brand, such as packaging, branding materials, and the overall aesthetic of their online presence. For Seventy8ight, this could mean stylish and cohesive packaging, a visually appealing Instagram feed, and any other physical touchpoints that reinforce the brand's image and values.

CHANNELS



A screenshot of an Instagram profile for the account "seventy8ight". The profile picture is a stylized white logo. At the top, it shows "Following" with a dropdown arrow, "Message", and three dots. Below that, it displays "9 posts", "8,678 followers", and "1 following". The bio reads: "اكتوبر-الحصرى-ابراج على الدين - بجوار فرغلى بنات العصائر الدور الاول Delivery all over Egypt & no refund". Below the bio are two circular links: "Size chart" and "Live photo". Underneath are three more circular links: "Feedback", "Ahmed ts", and "POSTS", "REELS", and "TAGGED". A video thumbnail at the bottom shows a person wearing a dark jacket with a price tag of "120".



A screenshot of a TikTok profile for the account "seventy8ight". The profile picture is the same stylized white logo. At the top, it shows "Follow" with a dropdown arrow and three dots. Below that, it displays "2 Following", "10.6K Followers", and "81.3K Likes". The bio is identical to the Instagram profile: "اكتوبر-الحصرى-ابراج على الدين - بجوار فرغلى بنات العصائر". Below the bio are three tabs: "Videos", "Reposts", and "Liked". There are four pinned videos: 1. A red camouflage jacket with a price tag of "450 L.E" and a smiling emoji. 2. A night view of a multi-story building with the caption "اكتوبر الحصرى". 3. A red Nike Tech Fleece jacket with the caption "Nike tech outfit". 4. A grey Nike Tech Fleece jacket with the caption "Delivery all Egypt 24\$". At the bottom right, there are buttons for "Latest", "Popular", and "Oldest".

SWOT

Strength: High quality materials, unique and trendy designs, growing social media presence.

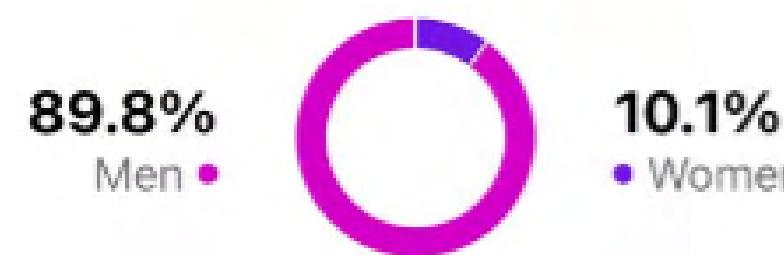
Weakness: poor customer service response time, unclear offline store location.

Opportunities: Growing youth fashion market in Egypt, potential to expand the brand to other cities, opportunities to collaborate with influencers.

Threats: High competition from other local and international brands, potential economic downturn affecting consumer spending.

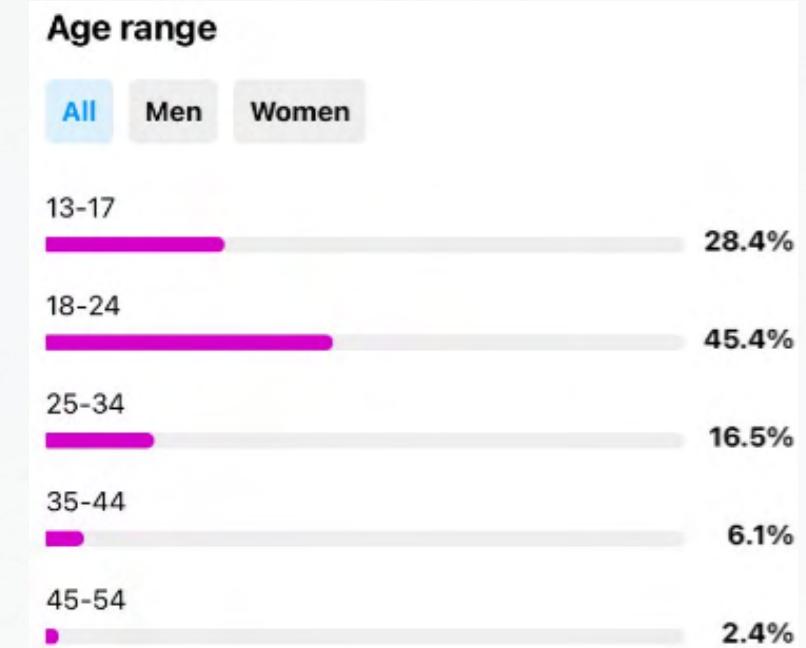
TARGET AUDIENCE ANALYSIS

Gender



- Demographics: Ages 13-54, predominantly males and females, with an interest in fashion, design, or streetwear.
- Location: People who live in Cairo and nearby governments.

- Interests: Fashion, music, nightlife, art, and creativity.
- Behavior: They engage with visual-driven content, look for unique, trendy pieces, and often follow influencers and brands that match their style.



STP

Segmentation

Demographic: - Gender: Primarily men (90%) - Age groups: 13-17 (30%), 18-24 (45%), 35-44 (6.1%), 45+ (1%) - Income: Likely medium-income youth and young professionals - Psychographic: - Interests: Youth fashion, casual wear, streetwear trends - Lifestyle: Social media-active, fashion-conscious, values unique designs and quality - Behavioral: - Purchase behavior: Online shoppers, looking for youthful, trendy designs - Brand loyalty: Engages with brands on TikTok and Instagram, responsive to social media trends

Targeting

Primary Target: - Men aged 18-24 (45% of your audience) - Focus on students, early career professionals who are fashion-conscious and active on social media. - Secondary Target: - Teen boys aged 13-17 (30%) - Appeal to their need for trendy, comfortable fashion for school and social settings. - Tertiary Target: - Men aged 35-44 (6.1%) - A smaller but notable group, likely interested in comfortable and youthful fashion for casual outings.

Positioning

Positioning Statement: "For fashion-forward young men who value both style and comfort, SeventyEight Store offers high-quality, trendy t-shirts and pants designed to keep up with your dynamic lifestyle. With modern youthful designs and superior fabrics, we bring the latest fashion to your wardrobe at affordable prices." - Differentiation: - Youthful, modern designs that appeal to trendy, style-conscious men. - High-quality materials that provide both comfort and durability. - Strong online presence and social media engagement, making fashion accessible and relevant to a tech-savvy audience.

BUYER PERSONA



MALE

AHMED

- **Age:** 22
- **Gender:** Male
- **Location:** Cairo, Egypt (lives in October City)
- **Occupation:** University student
- **Income Level:** Middle to upper-middle class
- **Education:** Bachelor's degree in Architecture

Values

- Ahmed values self-expression through fashion, especially in how he presents himself at university and social events.
- He prefers high-quality streetwear that combines comfort, durability, and affordability.
- Ahmed looks for local brands that can give him a unique style without being too expensive.

Interests

- Streetwear fashion, sneakers, and design
- Architecture, urban design, and graffiti art
- Music (hip-hop, rap) and street culture
- Video games and online communities
- Following influencers and fashion-forward peers for style inspiration

Digital Behavior

- Active daily on Instagram and TikTok, primarily following fashion influencers, streetwear brands, and Egyptian cultural figures.
- Engages with content from streetwear brands through Instagram posts, stories, and videos.
- Shops online via Instagram or Facebook Marketplace, often looking for exclusive drops or new collections.

Challenges & Pain Points

- **Limited Local Options:** He often finds it challenging to find trendy streetwear options in Egypt that are affordable yet good quality.
- **Pricing:** While he values fashion, he's sensitive to high prices and prefers discounts or promotions.

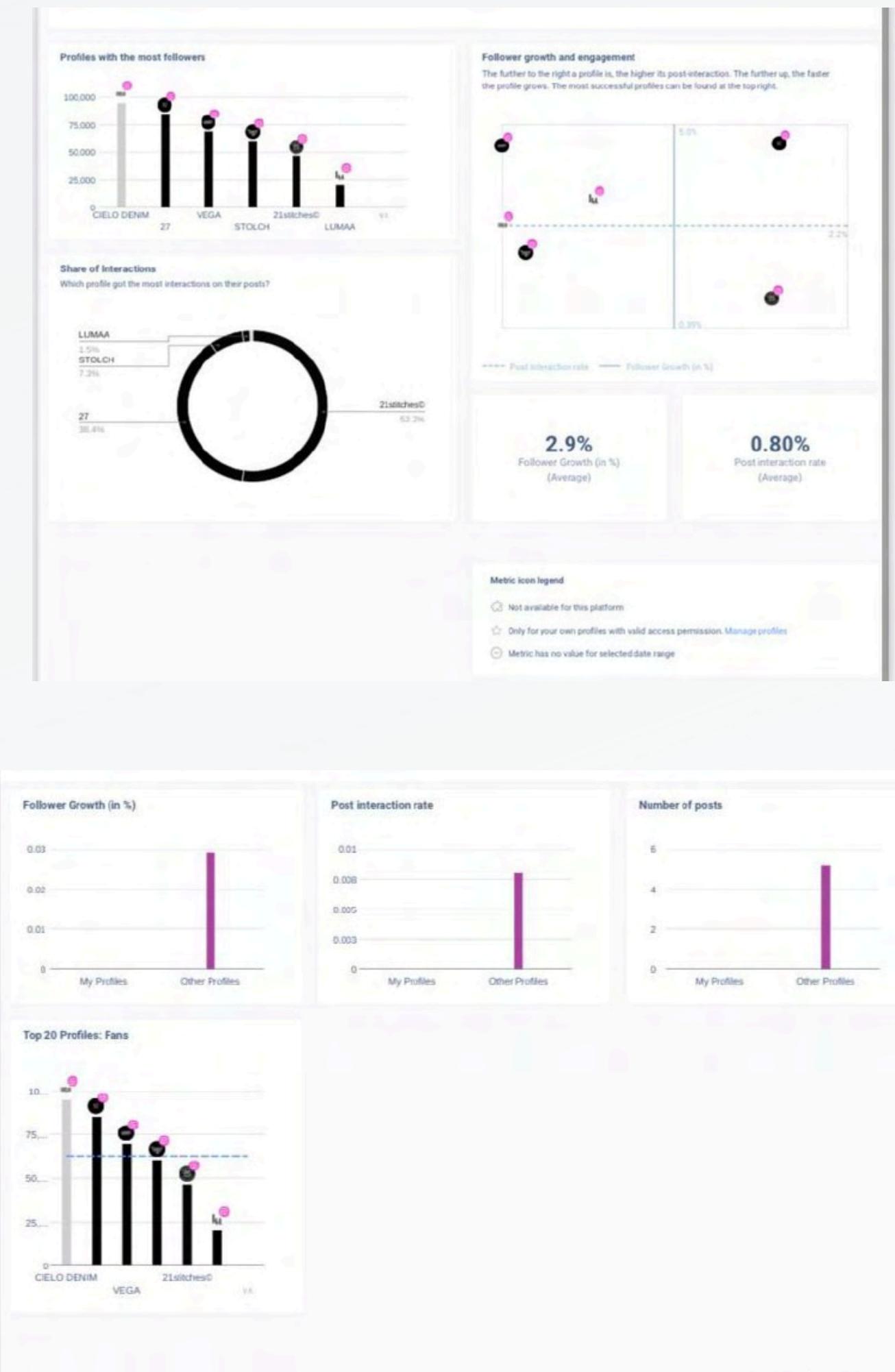
COMPETITOR RESEARCH

fanpage karma

8/6/24 - 9/2/24

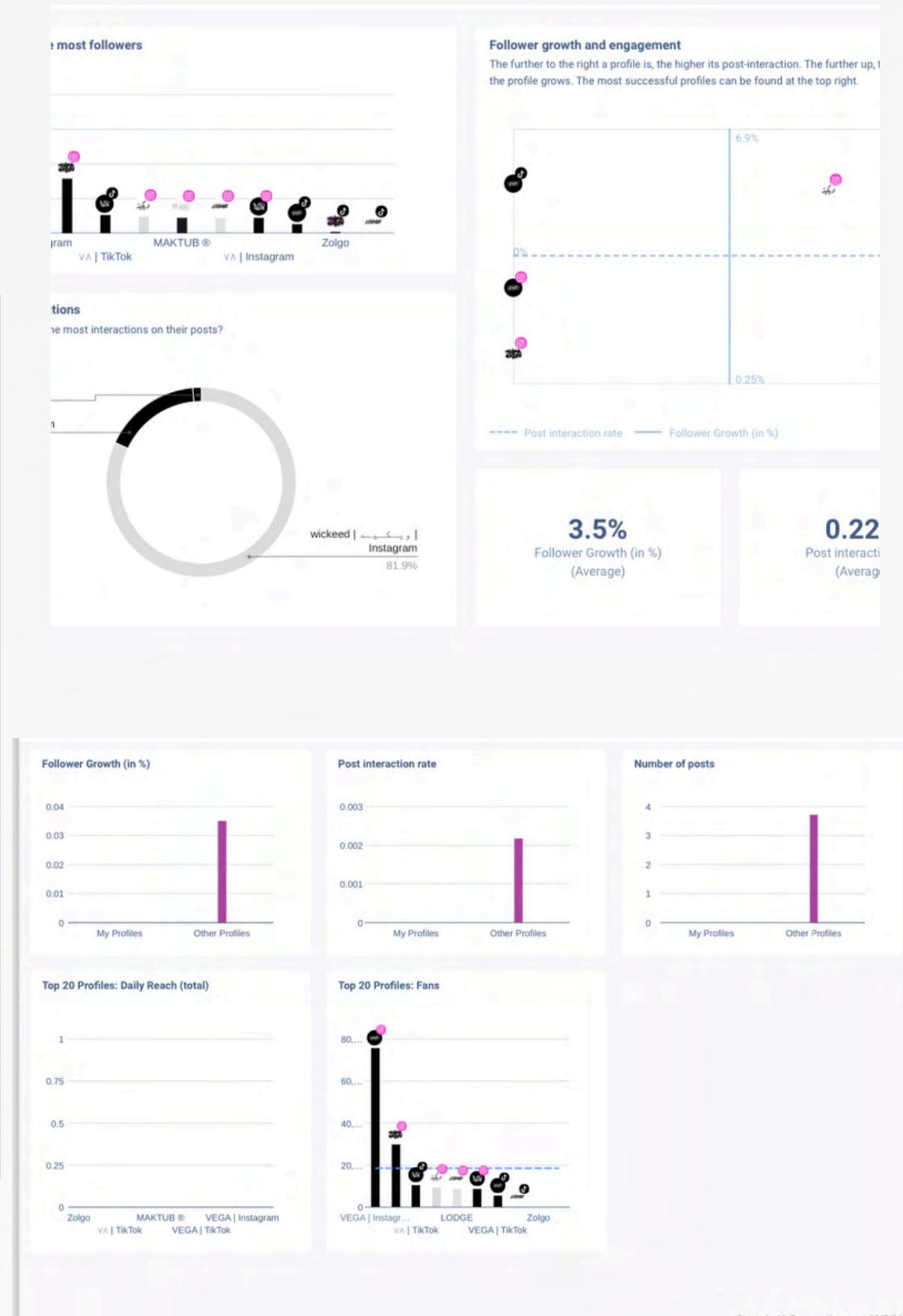
Metrics Overview

Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression
27 (@27official)	75%	85k	4.6%	2.0%	0.07	☆	☆
21stitches® (@21stitches.co)	19%	47k	0.77%	2.0%	0.2	☆	☆
VEGA (@vegarussia)	10.0%	69k	4.5%	0%	0	☆	☆
LUMAA (@lumaa_rus)	9.0%	20k	3.2%	0.66%	0.04	☆	☆
CIELO DENIM (@cielodenim)	8.0%	95k	2.6%	0.0036%	0.6	☆	☆
STOLCH (@stolch_official)	7.0%	61k	1.9%	0.17%	0.2	☆	☆
V.A. (@varevitalia)	0%	0	0	0	0	☆	☆

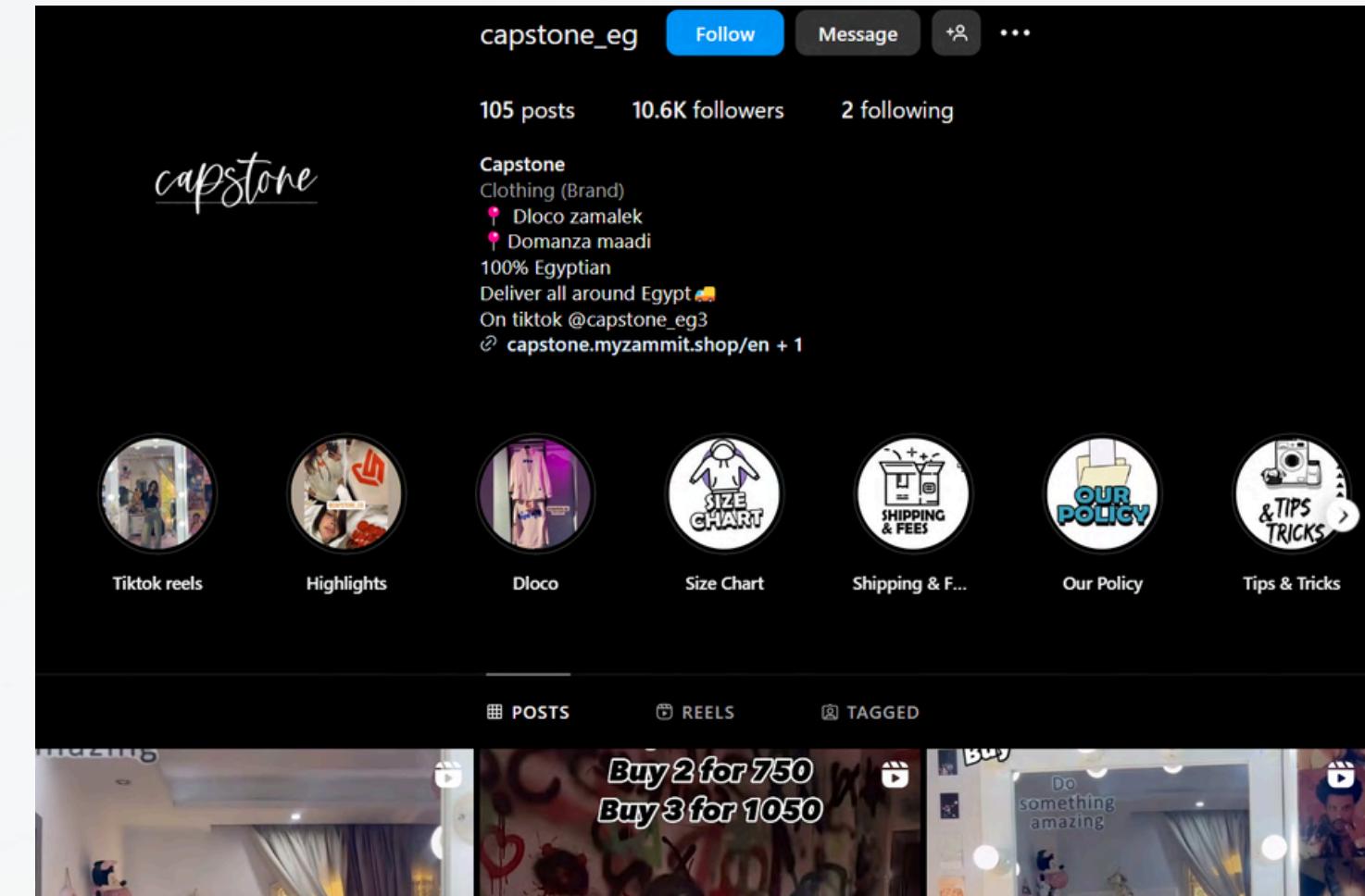
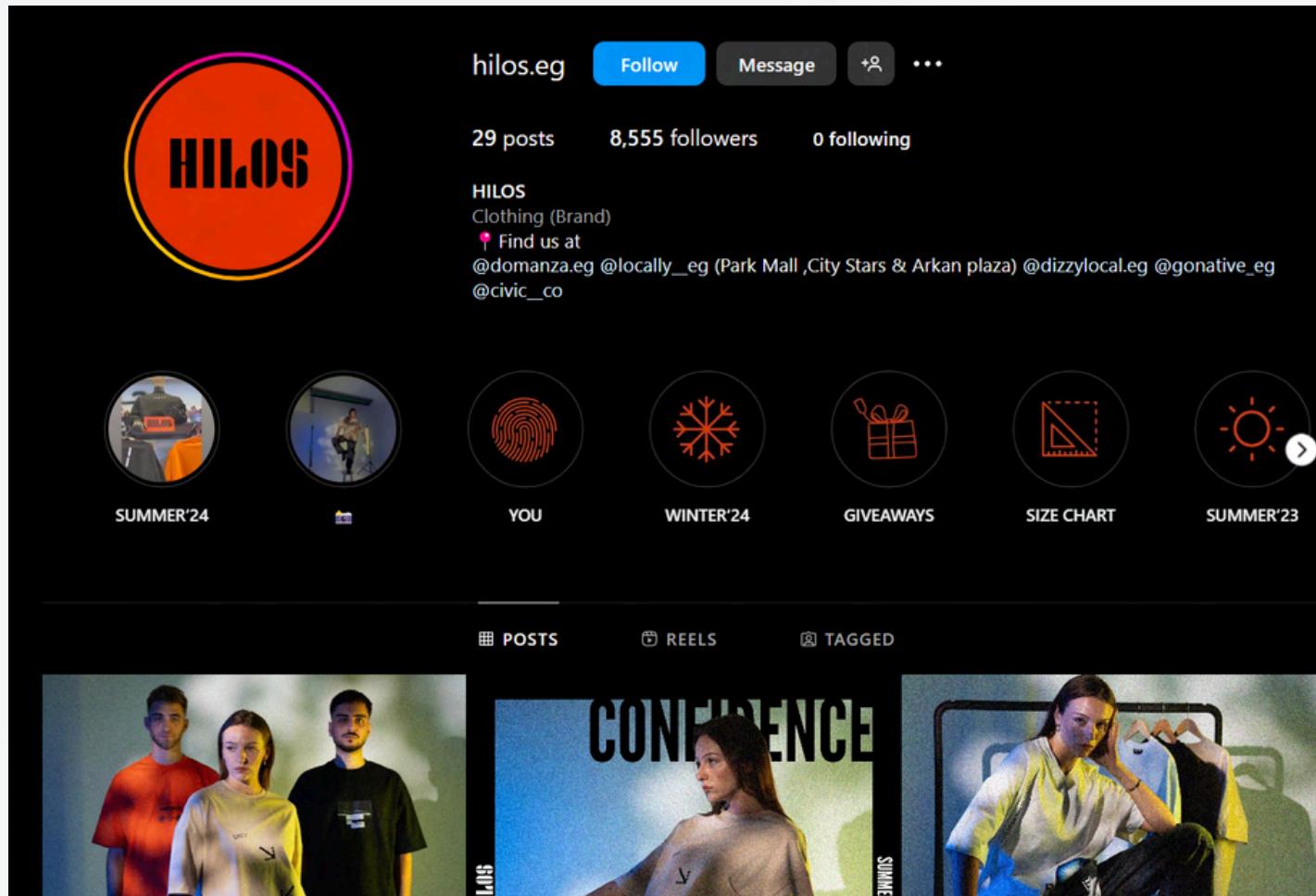


COMPETITOR RESEARCH

Metrics Overview								
Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression	
LODGE @lodge.eg	0	8.8k	0	0%	0	☆	☆	
lodge.eg @lodge.eg	0	147	0	0%	0	✿	0	
MAKTUB ® @maktub_eq1	0	0	0	0	0	☆	☆	
VEGA @vegaeqy	0	5.3k	6.4%	0%	0	✿	0	
VEGA @vegaeqy	10.0%	76k	3.1%	0%	0	☆	☆	
wickeed @wickeed.eg	0	9.4k	6.2%	0.91%	1.0	☆	☆	
Zolgo @zolgo.eg	0	0	0	0	0	✿	0	
zolgo @zolgo.eg	10.0%	30k	4.5%	0%	0	☆	☆	
V A @seventy8ight	0	11k	0	0.14%	0.1	✿	1.0%	
V A @seventy8ight	0	8.8k	0.80%	1.1%	0.2	☆	☆	



VISUAL AND ACTUAL COMPETITOR ANALYSIS ON SOCIAL MEDIA PLATFORMS



They have higher engagement.

Their advantage that they have a website.

VISUAL AND ACTUAL COMPETITOR ANALYSIS ON SOCIAL MEDIA PLATFORMS



They use themed presentations, like artistic or detailed designs, to appeal to specific audiences



Some competitors adopt a clean, minimalist style, using high-quality or 3D-rendered images to create a polished and professional look

VISUAL AND ACTUAL COMPETITOR ANALYSIS ON SOCIAL MEDIA PLATFORMS

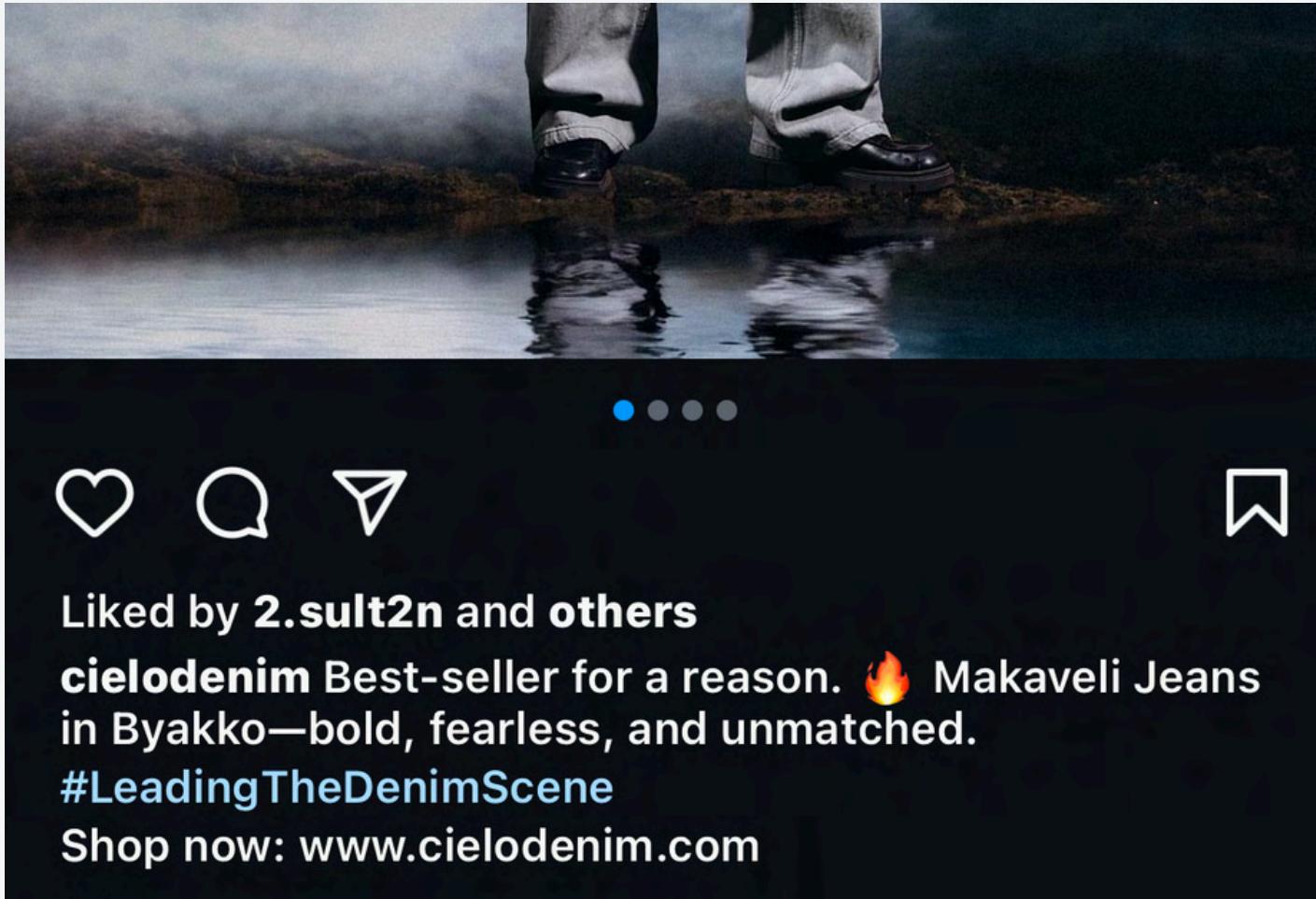


Some competitors use darker palettes for a casual streetwear feel

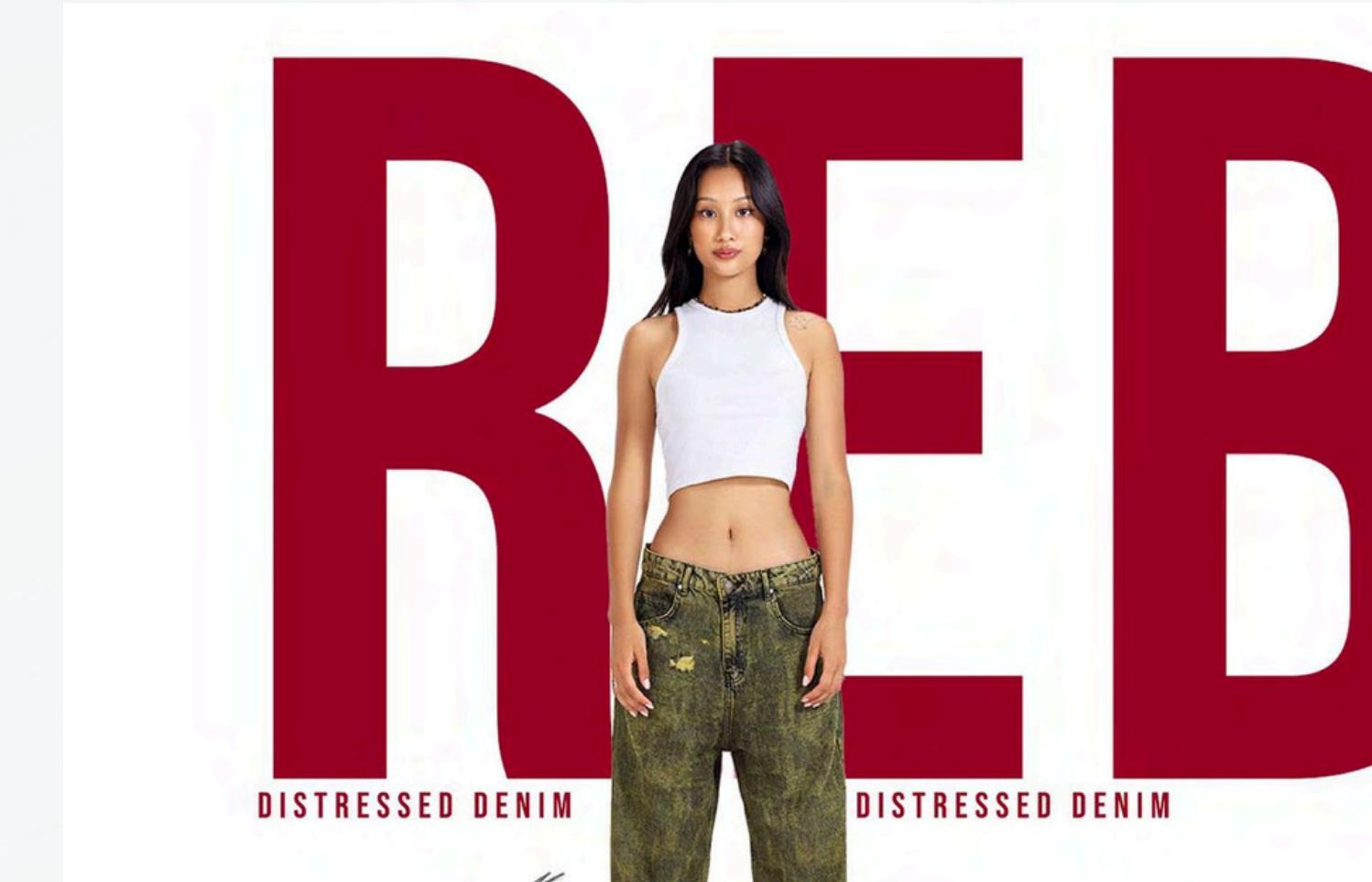


while others mix pastels and neutrals for a versatile, contemporary vibe

VISUAL AND ACTUAL COMPETITOR ANALYSIS ON SOCIAL MEDIA PLATFORMS

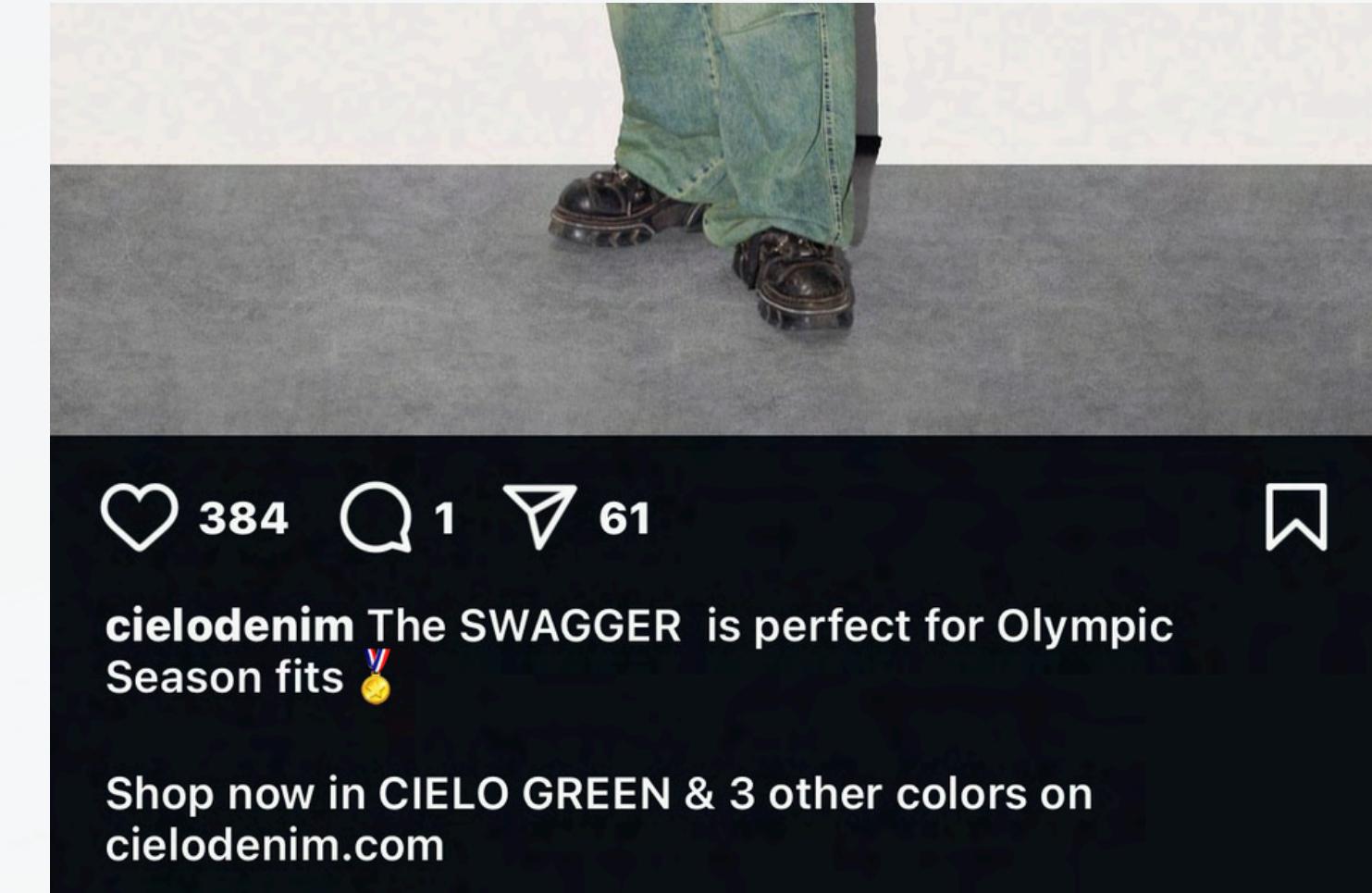


They often use straightforward descriptions, highlighting basic features such as size and colors.



Some competitors emphasize theme-based, personality-driven content to attract niche audiences seeking unique designs.

VISUAL AND ACTUAL COMPETITOR ANALYSIS ON SOCIAL MEDIA PLATFORMS



Others use consistent backgrounds and lighting across posts, creating a strong visual identity and reinforcing a premium brand image.

Call to Action: They encourage customers to order

GOALS AND OBJECTIVES

Increase Brand Awareness

Grow Instagram followers by 10% over each month through organic and paid reach.

Boost sales

Increase online and offline sales by 15% over the next 6 months.

Improve customer service

Reduce response time to customer inquiries on social media to under 1 hour by the end of the next quarter.

Enhance Product Range

Diversify the clothing collection by introducing new styles, seasonal lines.

Boost Engagement

Increase post interaction (likes, comments, shares) by 20% within a month.

Create a website

It will help increase sales and make it easier and faster for customers to purchase.

SEO

Keyword Overview

Keyword Magic Tool

Keyword Strategy Builder

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Local

Advertising

Social Media

All keywords: 226 Total Volume: 1,080 Average KD: 16%

+ Add to keyword list  Update  

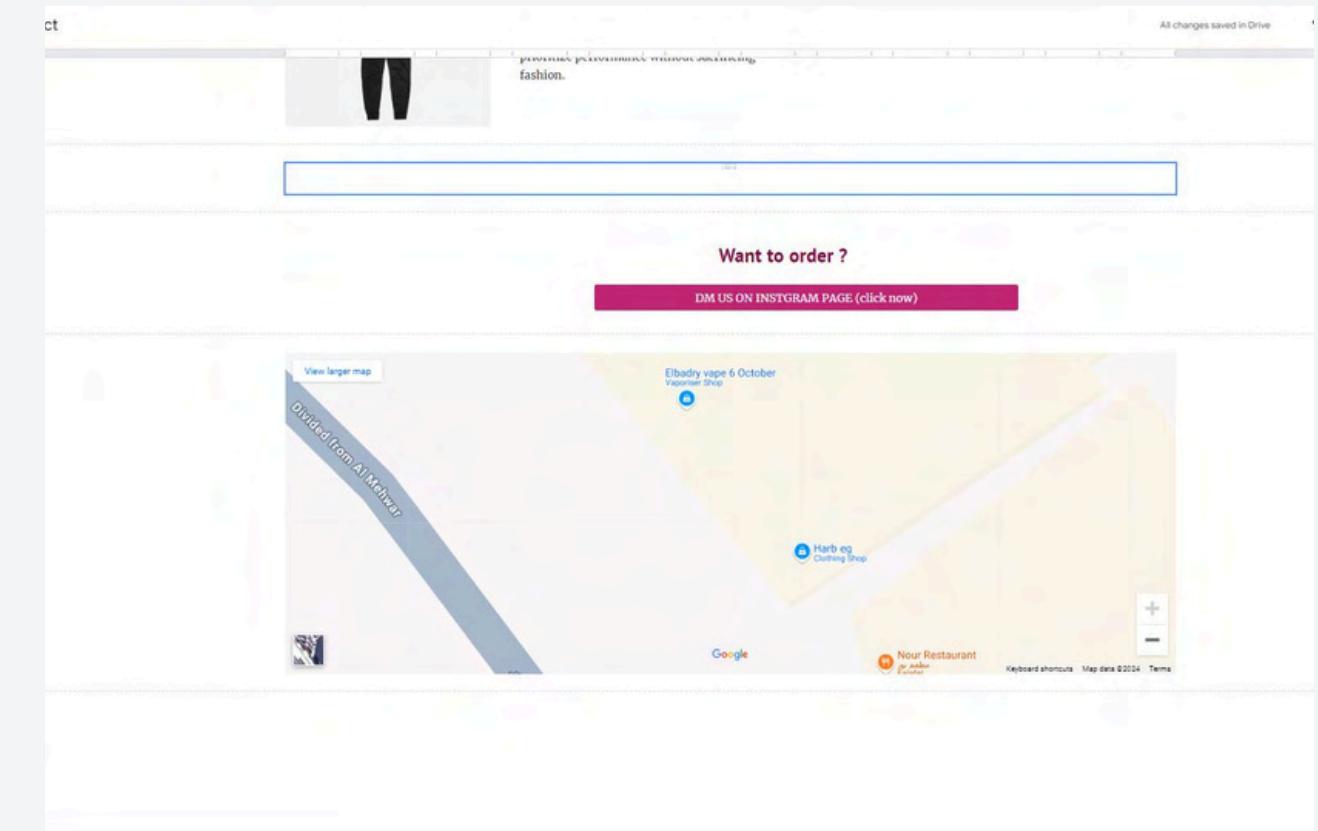
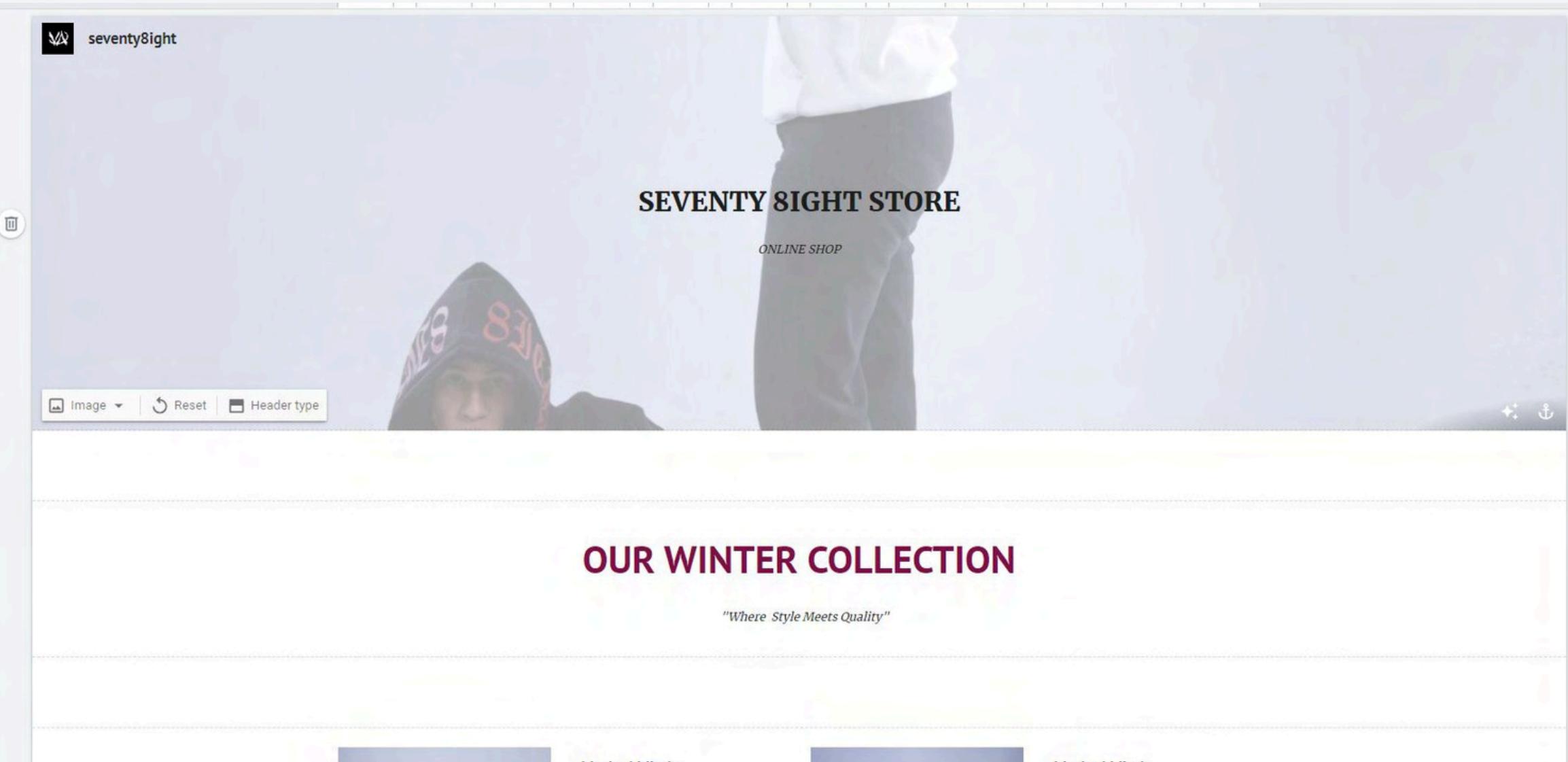
Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated
winter collection	I	170	12	0.06	4	Last week
online shopping winter collection	I	90	21	0.00	4	Last week
winter collection 2018	n/a	90	n/a	0.00	For metrics, refresh	
winter offensive collection	n/a	90	n/a	0.00	For metrics, refresh	
gul ahmed winter collection	n/a	70	n/a	0.00	For metrics, refresh	
premoda winter collection	n/a	70	n/a	0.00	For metrics, refresh	
springfield winter collection	n/a	40	n/a	0.00	For metrics, refresh	
winter collection is coming	n/a	40	n/a	0.00	For metrics, refresh	
collection winter	n/a	30	n/a	0.00	For metrics, refresh	
max winter collection	n/a	30	n/a	0.00	For metrics, refresh	

Show more 

Get 7 days trial for free to see more 

We utilize SEMrush's SEO keywords to optimize our content and enhance our website development.

NEW WEBSITE



**we put our store
location and
instgram hyperlink**

we create new website on google sites [website link](#)

WEBSITE

All changes saved in Drive ← All changes saved in Drive

OUR WINTER COLLECTION

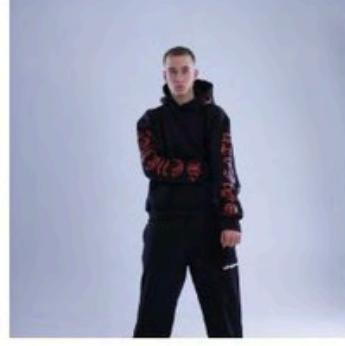
"Where Style Meets Quality"

Masked Minds



is a captivating hoodie that blends street style with a touch of mystery. Its bold, graphic design features two masked figures surrounded by cryptic text, creating a visually striking and thought-provoking piece. The predominantly black and white color scheme with red accents adds a touch of edge.

Majesty in Black



This sleek black hoodie features a bold Gothic inscription of "LOVE" down the sleeve, exuding a timeless and regal aura. The contrasting red lettering adds a touch of fiery passion to the overall design, creating a striking and sophisticated look.

Majesty in Black



A description of an effort and why it matters

Masked Minds



Inspired by themes of rebellion, secrecy, and urban culture, this hoodie is perfect for those who seek to express their individuality and challenge the status quo. The enigmatic design invites wearers to decipher its hidden meanings and create their own unique narrative.

Majesty in White



This pristine white hoodie showcases the same Gothic "LOVE" inscription as its black counterpart, but with a pure and ethereal feel. The red lettering pops against the white fabric, adding a vibrant contrast that is both eye-catching and elegant.

Majesty in White



A description of an effort and why it matters

78th Sin



The "78th Sin" hoodie is a rebellious statement piece inspired by counterculture and the spirit of rebellion. Its bold design features iconic symbols like the Harley-Davidson logo, a skull, and a mohawk skull, along with the enigmatic number "78." This number holds a symbolic significance, hinting at a transgression beyond the

78th Sin



Crafted with a touch of darkness and a rebellious edge, this hoodie is perfect for those who embrace a nonconformist lifestyle. It's a testament to individuality and a refusal to conform to societal norms. The "78th Sin" hoodie is more than just apparel; it's a declaration of independence and a celebration of the unconventional.

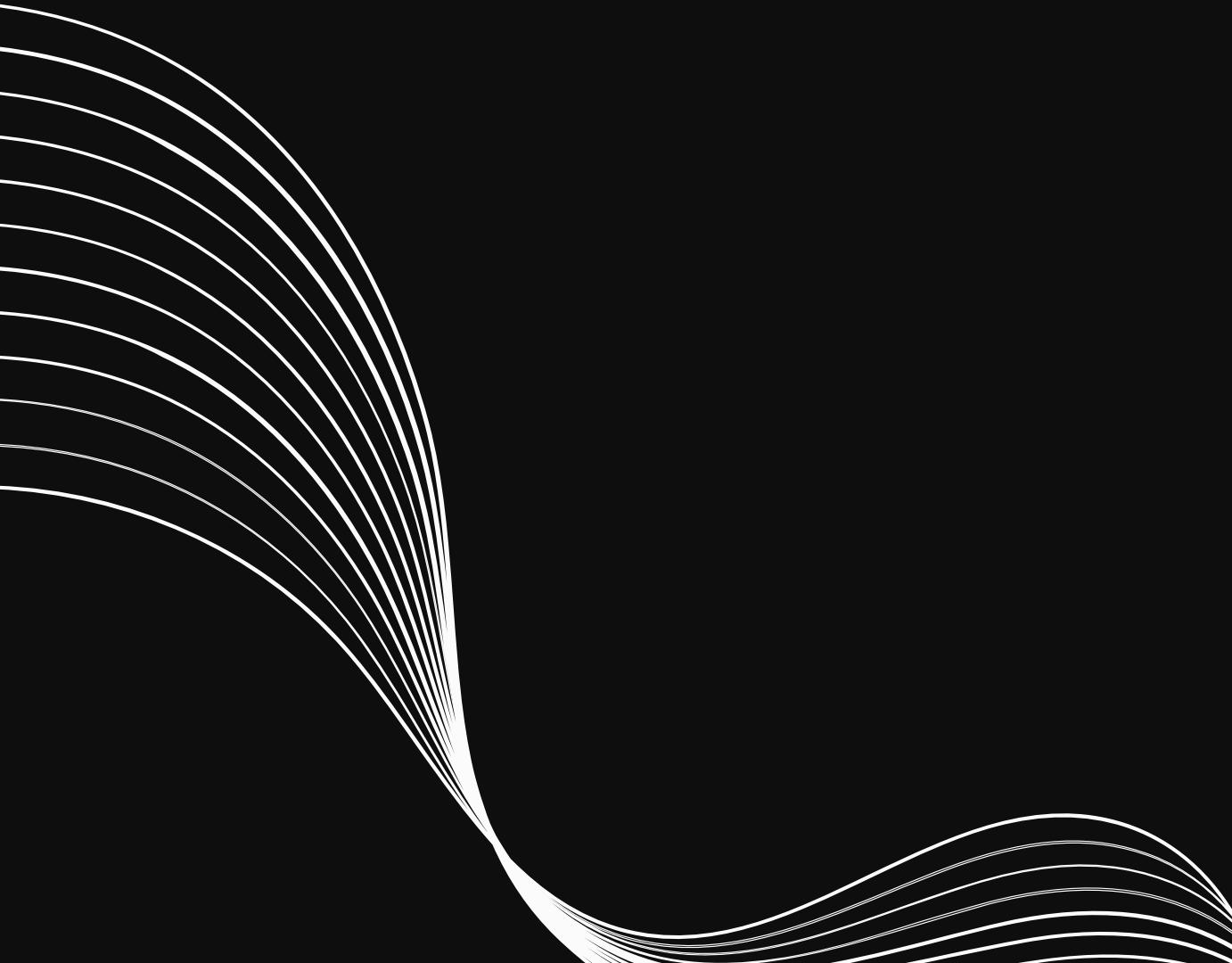
Nike Tech



Whether you're hitting the gym, going for a run, or simply navigating your day, Nike Tech products combine functionality and style, making them a go-to choice for those who prioritize performance without sacrificing fashion.

we name each new item and put a descreption for each one

SOCIAL MEDIA CONTENT STRATEGY



CONTENT MIX



50% PRODUCT SHOWCASES

Posts and Reels of products in styled settings. For example, models wearing SeventyEight apparel in vibrant street locations. Goal: Build brand awareness and highlight product quality.



30% USER-GENERATED CONTENT

Repost content from customers wearing or using SeventyEight products, tagged stories. Goal: Build community and trust.

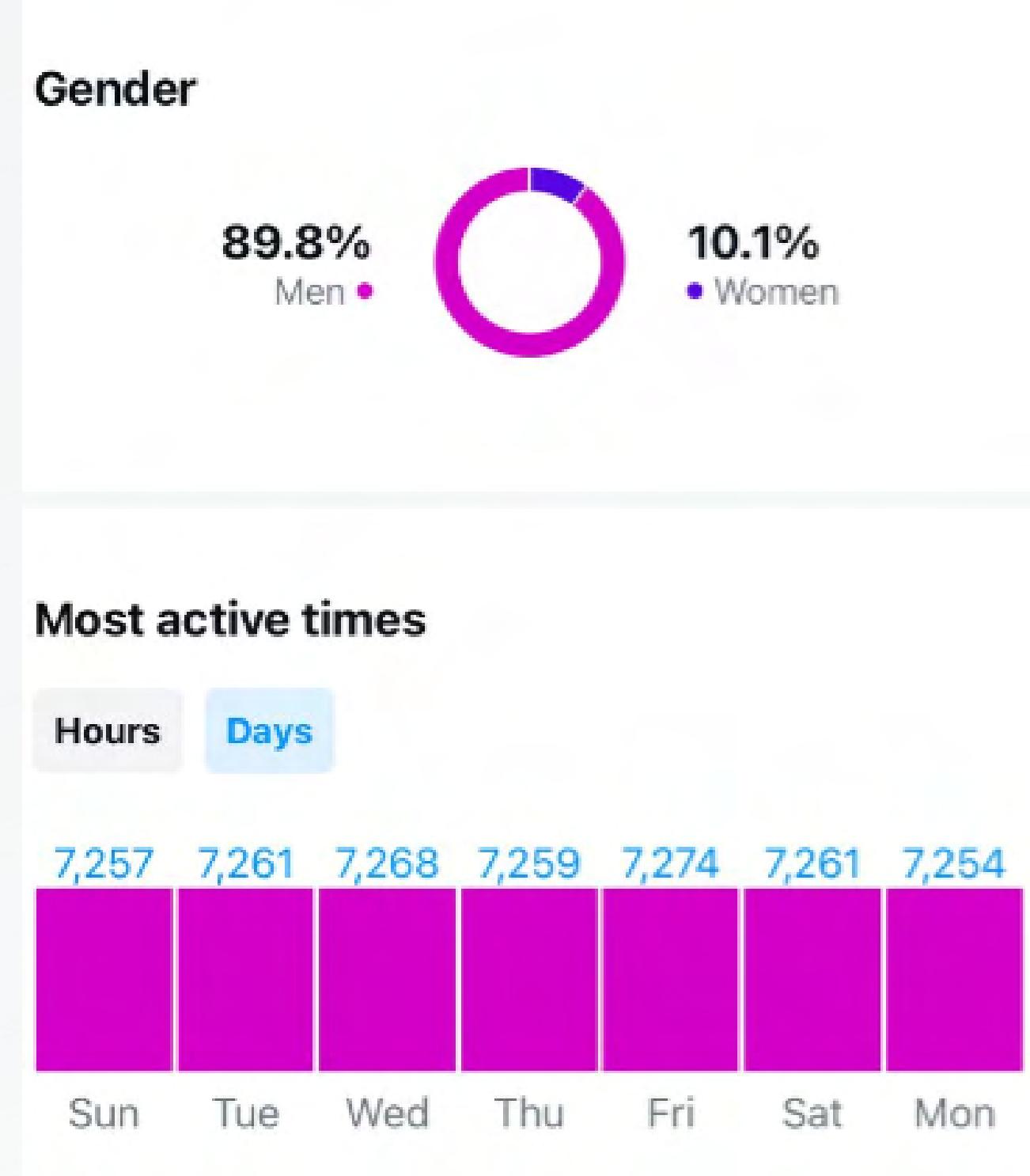


20% INTERACTIVE CONTENT

Polls, quizzes, and stories where followers can vote on favorite styles or trends. Goal: Encourage engagement and interaction.

POSTING FREQUENCY

- Posts: 2 per week (a mix of product shots, lifestyle imagery, and collaborations).
- Stories: 4-5 weekly stories, using polls, countdowns, and UGC to drive interaction.
- Reels: 1-3 per week featuring dynamic, short-form videos. These can show outfit transitions, behind-the-scenes shoots, or highlight unique products.



ENGAGEMENT STRATEGY

Interactive Stories: Run weekly polls, quizzes, and Q&As to invite customers to engage. Use Instagram stickers (questions, polls) to directly interact with followers.

Hashtag Strategy: Use a mix of trending and niche hashtags (e.g., #Streetwear, #FashionDaily, #OutfitInspo) and encourage followers to tag their content with a branded hashtag (#Seventy8ightStyle) for repost opportunities.

ADVERTISING STRATEGY

Goal: Drive traffic to the Instagram page and boost brand awareness. and it increased by 99.9%

Audience Targeting:
Focus on people interested in fashion, streetwear, and design within the target age group (13-54), using detailed targeting for competitors or related brands (e.g., people who follow streetwear pages or fashion bloggers).

Ad Format: Use carousel ads to showcase a collection of products and in-feed video ads to highlight product launches or limited-time promotions.

CONTENT CALENDAR

10-6-2024	Sunday	Behind-the-scenes reel of a photoshoot	Reel	"Ever wondered what goes on behind the scenes? 🎥 Watch the magic unfold as we shoot our latest collection. Tell us which piece caught your eye! 👀"	"DM us for sizing or availability!"
10-11-2024	Friday	describe about new amazing t-shirt	post	"Unleash your inner majesty with our sleek black hoodie, featuring bold Gothic 'LOVE' lettering down the sleeve. The perfect blend of timeless style and fiery passion ☀️"	"Shop now via our Instagram Shop or DM for details!"
10-12-2020	Saturday	describe new collection	post	"Two sides of love, one iconic design. ❤️ 💕 Whether you're feeling bold in black or pure in white, our Gothic 'LOVE' hoodies have got you covered. Which one speaks to you? DM us for orders!"	"DM us with any questions or click our bio link for early access!"

CONTENT CALENDAR

10-13-2024	Sunday	post about new hoodies	post	Step into elegance with our pristine white hoodie, featuring the iconic Gothic 'LOVE' inscription in bold black. A perfect blend of purity and boldness. ✨ Make it yours now! DM us for orders.	"DM us your style!"
10-13-2024	Sunday	present t-shirt	reel	Nike tech cotton available now توصيل لجميع المحافظات	"Click the link in bio to shop before it's gone!"
10-15-2024	Tuesday	new collection	reel	" new tech cotton "	"Tap the bio link to join the Seventy8ight fam!"
10-15-2024	Tuesday	the most beautiful looks at 78	Reel	" 💥 new tech available now "	"Don't miss out, shop the sale now in our bio!"

EXAMPLE FORM OUR CONTENT



A photograph of a person wearing a black hoodie and pants with red 'LOVE' lettering, leaning against a white chair.

seventy8ight

seventy8ight Unleash your inner majesty with our sleek black hoodie, featuring bold Gothic 'LOVE' lettering down the sleeve. The perfect blend of timeless style and fiery passion. 🔥 Elevate your wardrobe today! DM us for orders. #MajestyInBlack #Seventy8ightHoodies"

Edited · 3d

71 likes 3 days ago

Add a comment... Post

This image shows a social media post from the account 'seventy8ight'. The post features a photograph of a person wearing a black hoodie and pants with red 'LOVE' lettering, leaning against a white chair. The caption describes the hoodie as sleek black with bold Gothic 'LOVE' lettering down the sleeve, perfect for both style and passion. It encourages users to DM for orders and includes hashtags #MajestyInBlack and #Seventy8ightHoodies. The post has 71 likes and is from 3 days ago. There are options to add a comment or post.

EXAMPLE FORM OUR CONTENT



A woman with long brown hair is shown from the waist up, wearing a white hoodie. The hoodie has 'LOVE' printed in large, bold, black, gothic-style letters on the front and 'SCREAMED' printed vertically down the left sleeve in the same style. She is also wearing dark jeans.

seventy8ight ...

seventy8ight Step into elegance with our pristine white hoodie, featuring the iconic Gothic 'LOVE' inscription in bold black. A perfect blend of purity and boldness. ✨ Make it yours now! DM us for orders. #MajestyInWhite #Seventy8ightHoodies

3d

▶

3d

1 like

50 likes

3 days ago

Add a comment... Post

EXAMPLE FORM OUR CONTENT



seventy8ight officialkellykey • Original audio

seventy8ight Ever wondered what happens behind the scenes? 🎥 Watch the magic as we create our newest collection. Let us know which piece caught your eye! 💬 "DM us for sizing or availability!"

1w

nouran.hany.397 1w Reply

rxwansamy excited 1w Reply

rxwansamy 1w Reply

nadamostafaa_ 1w Reply

23 likes October 6

Add a comment... Post

A screenshot of a social media post from the account 'seventy8ight'. The post features a woman in a black top and grey pants standing in a studio with a large light panel. Overlaid on the image is the text 'BEHIND THE SCENE'. The post includes a caption encouraging users to watch the creation of a new collection and to DM for sizing and availability. It shows 23 likes and was posted on October 6. The interface includes standard social media interaction buttons like heart, comment, share, and reply.

EXAMPLE FORM OUR CONTENT



seventy8ight

Two sides of love, one iconic design. ❤️❤️
Whether you're feeling bold in black or pure in white, our Gothic 'LOVE' hoodies have got you covered. Which one speaks to you?
DM us for orders! #MajestyInBlack #MajestyInWhite
#Seventy8ightHoodies

3d

adammahmedd21 🔥🔥

3d Reply

[View insights](#) [Boost post](#)

150 likes
3 days ago

1ST STORY ON INSTAGRAM



ADS MANAGER

The screenshot shows the Facebook Ads Manager interface. At the top left, there's a breadcrumb navigation: 'winter collection' < 'seventy8ight store-engagement-10/11'. On the right, there's a sidebar with a tree view: 'seventy8ight store-engagement-10/11' > 'winter collection' > 'new collection'.

The main area is titled 'winter collection' and contains the following fields:

- Ad group name**: A dropdown menu with 'winter collection' selected.
- Conversion**: A section with a 'conversion site' field containing the placeholder 'Choose the places you want to drive engagement' and a link 'About conversion sites'.
- Messaging Apps**: A section with three options: 'Facebook Page' (selected), 'Messenger' (Seventy Eight), 'Instagram' (seventy8ight@), and 'WhatsApp'.
- Facebook Page**: A section with a 'Select a page for this ad' field containing 'Facebook Page Seventy Eight'.
- Performance objective**: A section with the goal 'Increase the number of conversations'.
- Optional · Control the display of prices**: A section for managing price visibility.

we choose the goal engagment

ADS MANAGER

The screenshot shows the Facebook Ads Manager interface for a campaign titled "winter collection".

Budget and timeline

- Budget:** EGP ١,٠٠٠,٠٠٠ ج.م. Total campaign budget.
- Timeline:** Start date: EEST 01:07, 2024 أكتوبر, 11; Expiry date: EEST 01:07, 2024 أكتوبر, 13.
- Budget Scheduling:** Increase your budget during specific time periods.
- Ad scheduling:** Running ads all the time.
- Audience Controls:** You can modify audience controls to reflect only legal or practical restrictions.

Advertising campaign opportunities

You can achieve a 3% reduction in cost per result with some Advantage+ design improvements for a single ad.

Define audience

The audience range you have set is fairly general.

Estimated daily results

- Access:** 9.8K - 28K
- Conversations:** 16 - 3

Advertiser information: Advertiser 1 (draft) - winter collection - seventyEight store-engagement-10/11

Research: search

life time budget 4 DAYS

ADS MANAGER

the AI tool toward people it thinks are most likely to respond. [Transform your audience +with Advantage](#)

▼ Create a new audience

Custom audiences

Research current audiences

the age

34 - 18

Sex

All genders

Detailed targeting

Include matching people

Interests > Shopping and fashion > Clothing (apparel)

Men's clothing (apparel)

Women's clothing (apparel)

Interests > Shopping and fashion > Shopping (retail)

Online shopping (retail)

Interests > Additional Interests

Fashion and Style

browse Suggestions .Add demographic information, interests, or behaviors

. By clicking the " Publish " button, you agree to Facebook's Advertising Terms and Guidelines

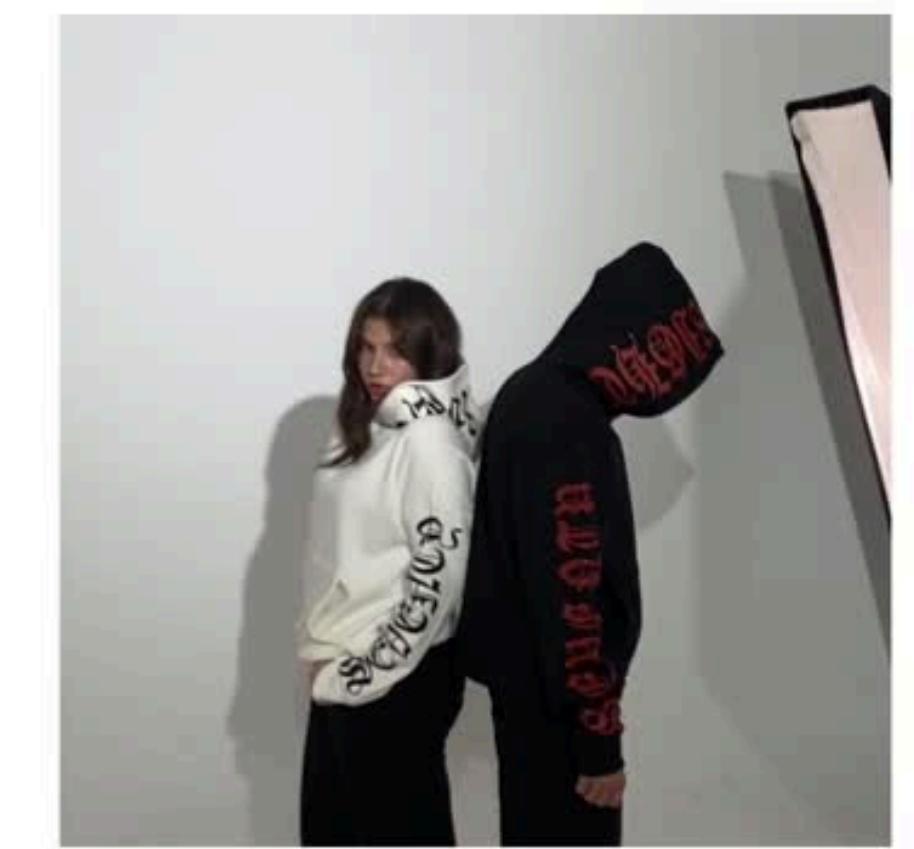
-Age 18 to 34
-INTRESTS ONLINE
SHOPPING
FASHION AND STYLE
-LOCATION EGYPT BECAUSE
WE DO SHIPPING ALL OVER
EGYPT

ADS MANAGER

The screenshot shows the Facebook Ads Manager interface. At the top, there's a message: ".You can now see more versions of your ad in previews". Below it, two preview cards are shown: "Instagram exploration" and "Instagram Stories". The "Instagram exploration" card displays a sponsored post from "seventyEight" featuring a woman in a white hoodie and a man in a black hoodie. The "Instagram Stories" card shows a reel with three frames of the same scene. Both cards have a "Order now" button at the bottom.

In the center, a large blue box titled "Partnership announcement" is displayed, stating: "You can run ads with other creators, brands, and businesses. These ads will include both identities in the headline. Learn more".

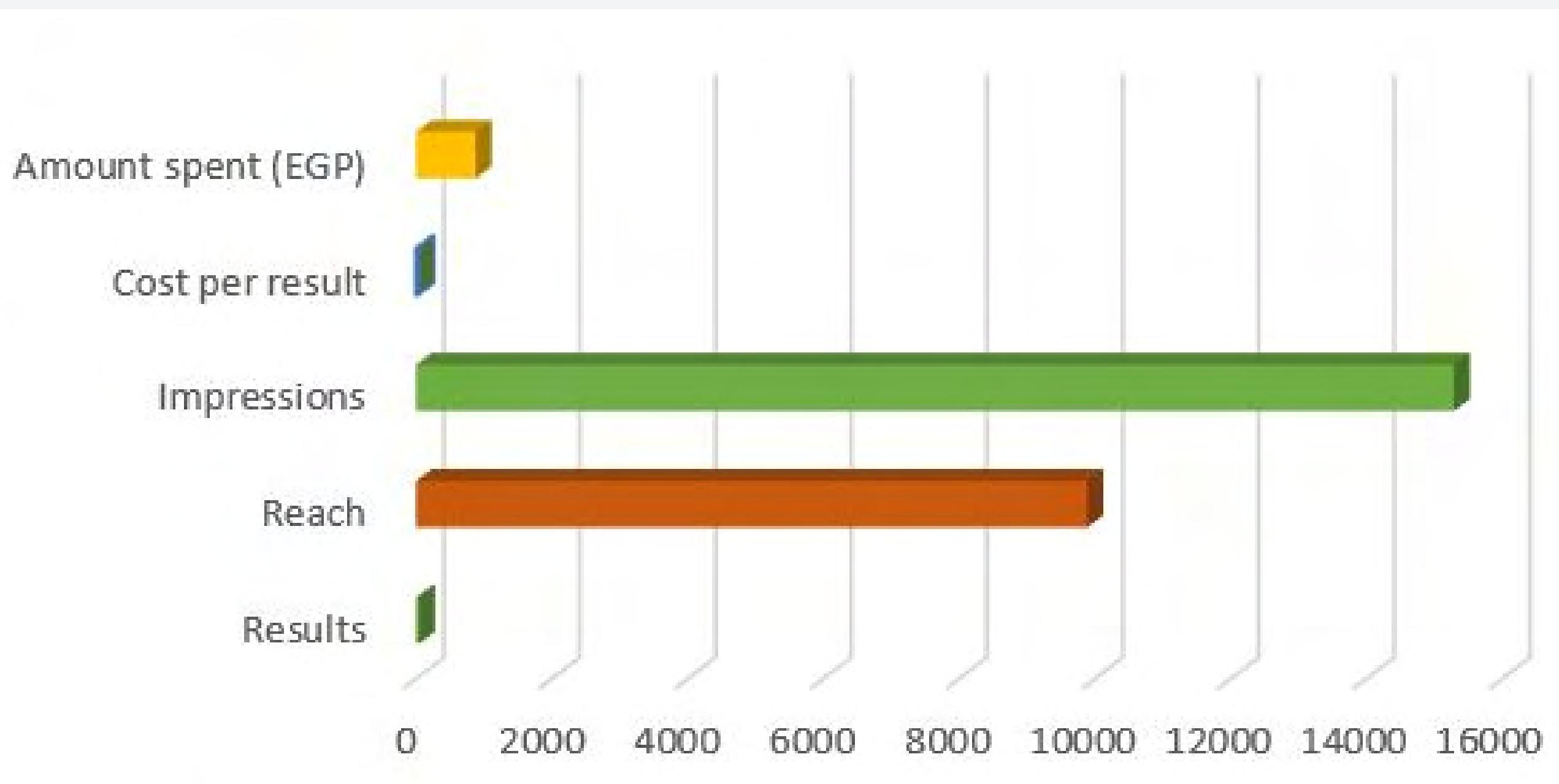
The main workspace is titled "Preparing the advertisement" with a green checkmark icon. It includes sections for "Create an ad", "Coordination" (with a note to choose the structure), and "One photo or video" (selected). Other options like "Rotary format" and "Ads from multiple advertisers" (which is checked) are also present. At the bottom, a note says: ". By clicking the " Publish " button, you agree to Facebook's Advertising Terms and Guidelines".



LIMITED STOCK

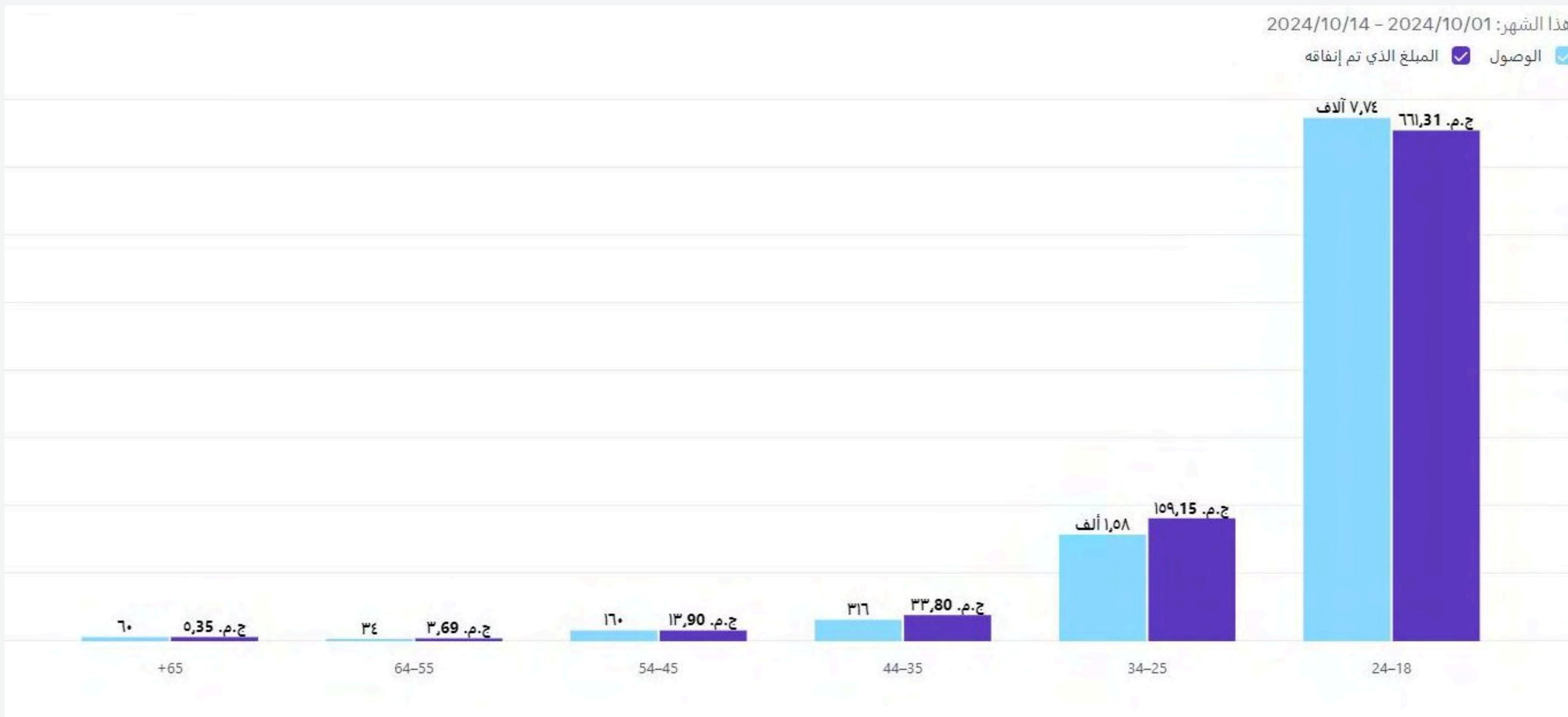
DARK POST REEL THAT HAVE ALL OUR COLLECTION

RESULTS



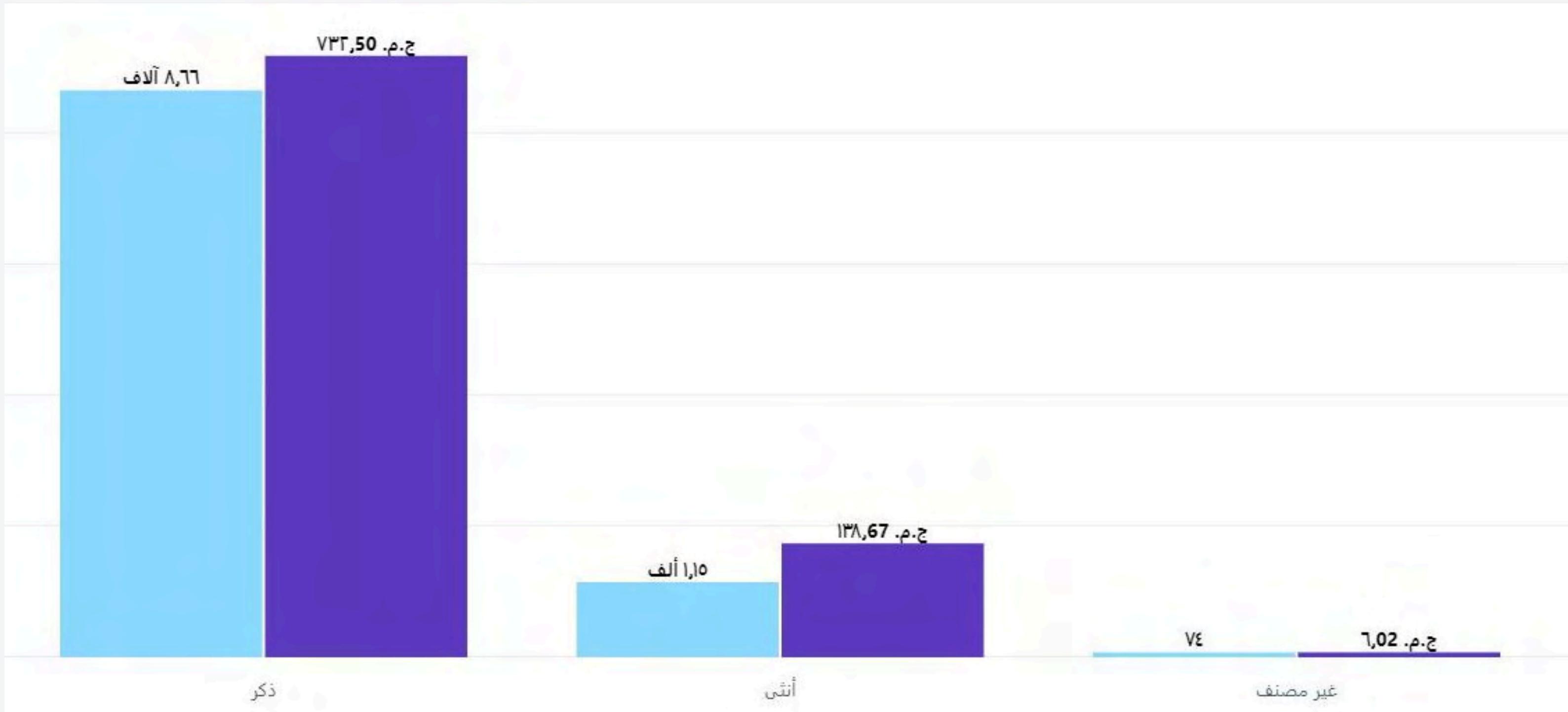
Amount spent :877.19
CPC:20.89
Reach:9885
impressions :15290
messege:42

RESULTS



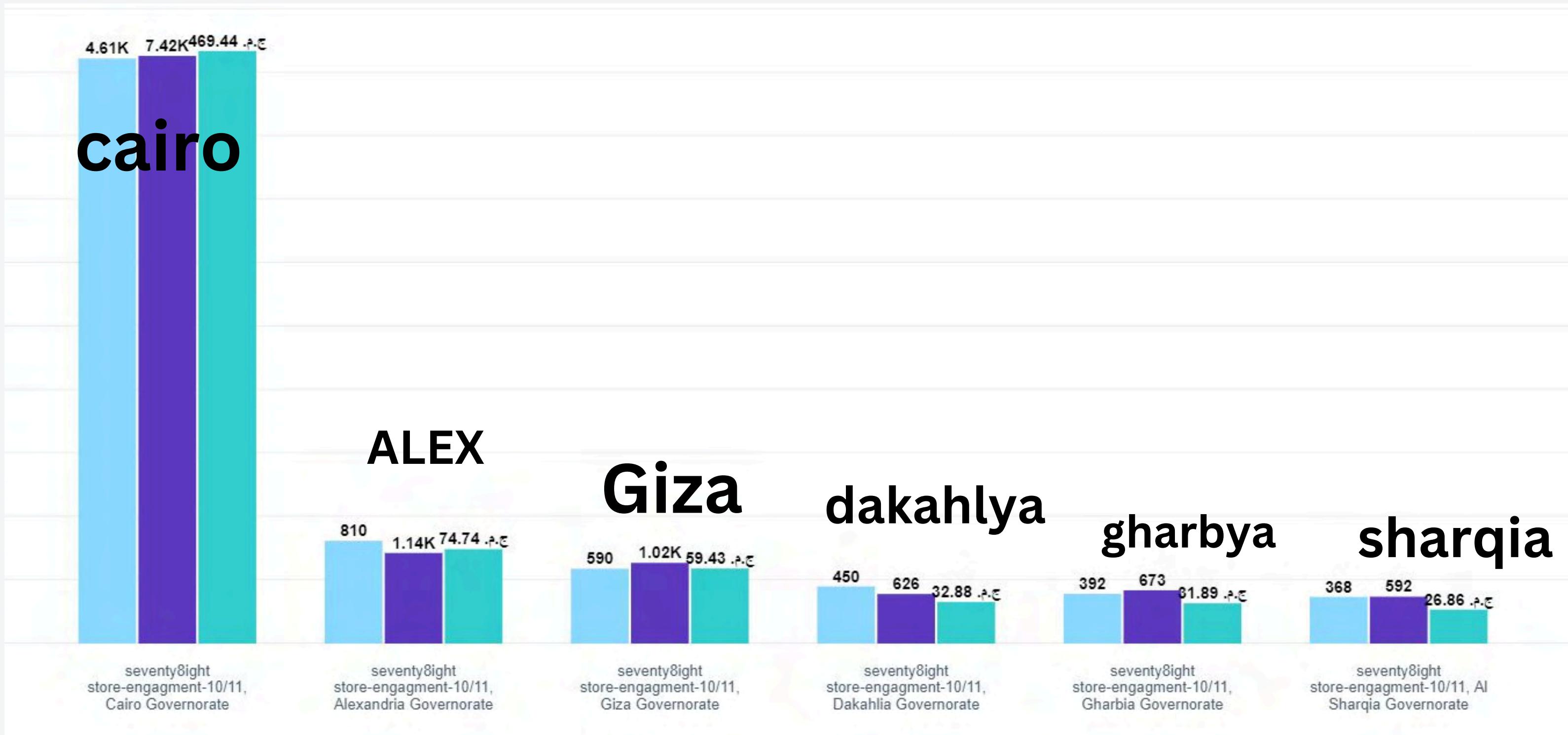
BEST AGE 18-24

RESULTS



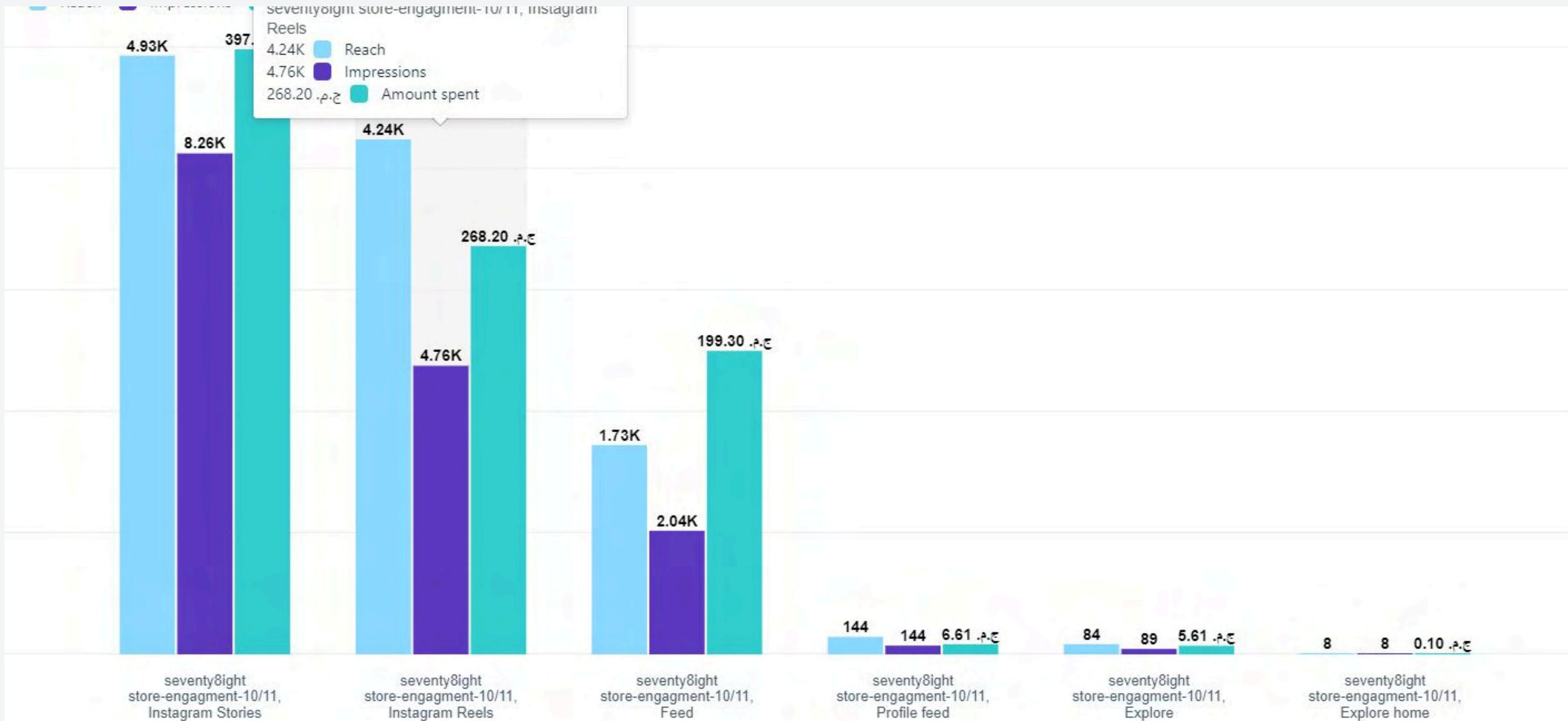
BEST GENDER: MALE

RESULTS



best location:Cairo-Alex-Giza

RESULTS



BEST PLACEMENT : STORIES

FOLLOWERS

BEFORE



4
posts

8,759
followers

1
following

VΛ

In sleep mode

Clothing (Brand)

اكتوبر-الحصرى-ابراج علي الدين - بجوار فرغلي بتاع العصائر

الدور الاول Delivery all over Egypt 🇪🇬 no refund

See Translation

Professional dashboard

64K views in the last 30 days.

AFTER



9
posts

8,900
followers

1
following

VΛ

Clothing (Brand)

اكتوبر-الحصرى-ابراج علي الدين - فوق ملك الكبدہ

.🔴 all over Egypt 🇪🇬 no refund

See Translation

🔗 sites.google.com/view/seventy8ight-onl...

Professional dashboard

127K views in the last 30 days.



RECOMMENDATIONS

- We will focus on Cairo, Alexandria and Giza as a primary targeted area and Other governorates as a secondary targeted area.
- The top engaged age range is 18 to 24, so it'll be our primary targeted age group.
- Top engaged gender are males, so it will be primary targeted gender.
- To run the campaign more days with higher budget.
- Top engaged posting type is stories.

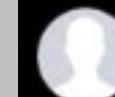
TESTIMONIALS

الخامه حلوه اوي والجاجه نضيفه
ويستاهل الفلوس وجه بسرعه ودي مش
هتبقا اخر تعامل



واحسن من الصوره بكثير

El order wesl w gamed awyy El
sra7a ❤️😍



El order wasal beggad gamed w
high quality thx beggad ❤



الاورد حلو والخامه کویسہ جدا

FOLLOW US!

