

Media Buyer Plan

Project: Abo Gehad Store

Product: Household Tools & Supplies

Team: Nouvilures

1) Objectives

1. Increase traffic to Abo Gehad Store's social media pages and drive visitors to purchase points.
 2. Boost product sales through optimized ad campaigns (Meta Ads & retargeting).
 3. Generate qualified leads for long-term customer retention.
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2) SMART Goals

Within 2 months, run optimized Meta Ads campaigns targeting local audiences (Alexandria & Egypt) interested in home tools, glassware, and household products to: - Increase store traffic by **30%**.

- Generate at least **1,000 qualified leads**.
 - Achieve a minimum **ROAS of 2x**.
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3) Market & Audience Research

Audience Segments:

- **Young Couples (23–35):** Newly married or setting up first home. Motivated by trendy, affordable designs. Pain point: high cost of furnishing. Platforms: Facebook, Instagram, TikTok.
- **Homemakers (30–45):** Married, spend more time at home. Want durable, time-saving tools. Pain point: lack of time. Platforms: Facebook.
- **Décor Lovers (24–44):** Interested in stylish home décor. Want products that combine function and style. Platforms: Instagram, Facebook, TikTok, Snapchat.
- **Value Shoppers (25–45):** Look for discounts and offers. Motivated by affordability. Pain point: high prices of essentials. Platforms: Facebook, Instagram.
- **Online Convenience Shoppers (18–45):** Heavy online buyers. Want easy checkout & fast delivery. Pain point: slow shipping & complex processes. Platforms: Facebook, Instagram.

Platform Preferences: - **Facebook:** Higher engagement from women, ages 23–45.
- **Instagram:** Strong interest in lifestyle & décor visuals.
- **TikTok:** Younger audience (18–24), prefers creative short videos.

4) SWOT Analysis

Strengths: - High audience engagement builds trust & loyalty. - Consistent social media activity maintains visibility.

Weaknesses: - Lack of independent website limits lead capturing & long-term digital presence.

Opportunities: - Differentiate by offering authentic content & real engagement. - Build a loyal following with high-value interactions.

Threats: - Competitors with bigger budgets can outspend quickly.
- Overreliance on Meta Ads without diversifying may increase risk.

5) Competitive Analysis

Category	Abo Gehad Store	Al-Saffah	Arzaq
Focus	Variety of household tools & décor	Kitchen products & cooking tools	High-quality home appliances
Target Audience	Local customers furnishing homes & kitchens, young couples	Price-sensitive customers	Quality-driven buyers
Strategy	Facebook & Instagram ads, engaging content & storytelling	Facebook & WhatsApp daily deals	Facebook/Instagram with premium visuals
Strengths	Wide variety of products	Competitive pricing	Strong product quality
Weaknesses	Hard to differentiate	Perceived as low quality	Higher prices may lose budget buyers
Advantage	One-stop shop for essentials	“Hot Deals” attraction	“Quality Investment” positioning

6) Budget Allocation

Total Budget: 6,000 EGP

- **Test Phase (20%)** → 1,200 EGP
 - **Scaling Phase (70%)** → 4,200 EGP
 - **Retargeting (10%)** → 600 EGP
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Test Phase (5–7 Days)

- Objective: Find best audience + creative combo (CTR, CPC, engagement).
- Daily Spend: 40–60 EGP per ad set.
- Formats: Store Tour Video, Carousel Ads.

Scaling Phase (3 Weeks)

- Allocate to winning ad sets.
- Example: 150–160 EGP/day for best-performing creatives.

Retargeting Phase

- Custom audiences: video viewers (50%+), page engagers, add-to-cart users.
 - Format: Carousel ads featuring best sellers (mugs, thermal cups, bedding).
 - CTA: Limited-time offers & discounts.
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7) Key Metrics to Monitor

- **Awareness & Traffic:** Reach, Impressions, CPM.
 - **Engagement & Leads:** CTR, CPL.
 - **Conversion & Sales:** Conversion Rate, ROAS.
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8) Optimization Strategy

- **A/B Testing:** Test different visuals, headlines, CTAs.
 - **Audience Refinement:** Scale winning audiences, cut underperforming ones.
 - **Lookalike Audiences:** Create lookalikes from top-performing buyers.
 - **Budget Shifts:** Reallocate towards lowest CPL & highest ROAS campaigns.
 - **Creative Refresh:** Replace ads when CTR drops (sign of ad fatigue).
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9) Reporting & Analysis

- **Daily Checks** → Performance tracking (spend, CTR, CPL).
- **Weekly Reports** → Audience & creative insights.
- **Monthly Review** → ROI, sales growth, and optimization plan.