

DIGITAL MARKETING STRATEGY

→ 2





Presented by



Mohamed saafan

Yousef Ahmed

Shady Mohamed

Eslam Ahmed

Mohamed Ashraf

CONTENT



Introduction

Objectives SMART

SWOT analysis

Value Proposition

Marketing Mix

Segmentation


**Competitive
Analysis**

**Accounts
Analysis**




Introduction





Introduction



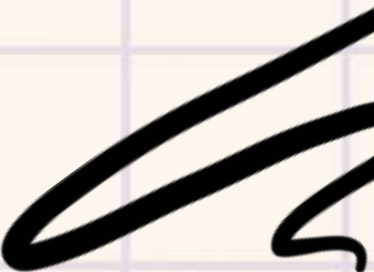
The Egyptian market is rich with numerous distinguished local brands that possess high-quality products and on-the-ground customer loyalty. However, they face a fundamental challenge represented by their weak digital presence in a highly competitive landscape.

The core problem lies in the gap between the true value these companies offer and their ability to reach broad segments of the audience that use digital platforms as a primary means for making purchasing decisions. This gap not only limits their growth opportunities but also threatens their long-term continuity.

And here, the value I provide as a digital marketing specialist becomes evident.

My mission is to act as a strategic partner for these companies to bridge this gap by building integrated digital marketing strategies. We transform their traditional assets and value into an influential force in the digital world, capable of attracting new customers, building brand loyalty, and achieving sustainable sales growth.

In this presentation, I will walk you through a practical case study that illustrates this methodology in detail, which is the project of developing the digital presence for "Abu Jihad Showrooms." We will see how the right digital strategy can unleash vast growth potential.



Objectives SMART

General Goal: Increase sales and digital presence for Abu Jihad's store within 6 months.

(SMART) Detailed Objectives:

1. Specific

Create a Facebook and Instagram page for the store and publish daily content (offers, products, bridal preparation tips).

2. Measurable

Reach 10,000 followers on Facebook within the first 6 months.

Achieve a 20% increase in sales through digital campaigns.

3. Achievable

Run paid ad campaigns with a monthly budget of 2,000 EGP on Facebook and Instagram to attract new brides.

4. Relevant

Link the content to special offers for bridal preparation, as this is the primary product that distinguishes the store.

5. Time-bound

Within 3 months: Reach 5,000 followers and achieve a 10% increase in sales.

Within 6 months: Reach 10,000 followers and achieve a 20% increase in sales.

SWOT analysis



Strength

- A good reputation in the area and a well-known name (Abu Jihad).
- Diverse products (household items + bridal trousseau/furnishings).
- Competitive prices compared to large stores.
- Strong relationships with local suppliers.
- Long experience in the market.

Weaknesses

- Limited reach (only one branch or local presence).
- More traditional marketing than digital marketing.

Opportunities

- Increasing demand for online shopping.
- The possibility of collaborating with bloggers/influencers in the field of bridal preparation.
- Opening new branches or selling through platforms like Jumia/Amazon.
- Launching special offers and packages for bridal preparation.

Threats

- Cheap imported products that are flooding the market.
- Price volatility due to inflation and changes in the dollar exchange rate.



Value Proposition

Abo Gehad Store offers customers affordable, high-quality household and lifestyle products with a trusted shopping experience. The store combines variety, convenience, and personalized service, ensuring that customers always find what they need at the right price.





Marketing Mix





Marketing Mix

Product

Abo Gehad Store offers customers affordable, high-quality household and lifestyle products with a trusted shopping experience. The store combines variety, convenience, and personalized service, ensuring that customers always find what they need at the right price.

Marketing Mix

  **ABO GEHAD
STORE**

 01223265926 

  16 شارع سكوت متفرع من مصطفى كامل

معارض ابو جهاد **ABO GEHAD
STORE** 



 011111111111  16 شارع سكوت متفرع من مصطفى كامل

Marketing Mix **Price**

- **Competitive pricing strategy.**
- **Value-for-money offers.**
- **Seasonal discounts and promotions.**





Marketing Mix



Place

Offline locations

شارع 16 اسكوت - متفرع من مصطفى كامل



Marketing Mix



Place

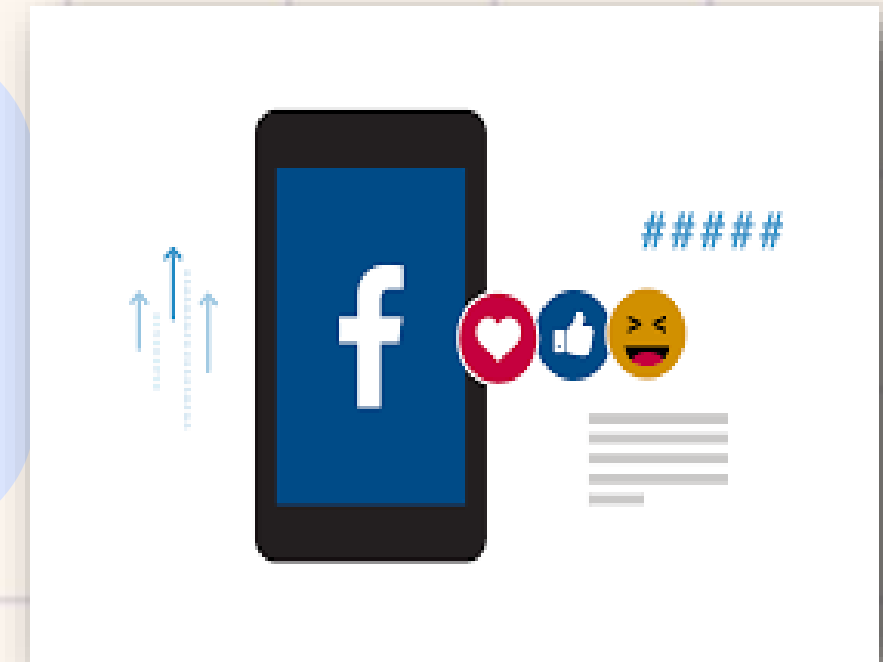
Online channels

WhadtsAPP: 01223265926
Facebook: معارض أبو جهاد

Marketing Mix

Promotion

Social Media Marketing: Post engaging content consistently with trending hashtags.



Segmentation

Demographic Segmentation
Age: 25–55 years
Gender: Both male & female
Marital Status: Newly married couples, families
Income Level: Middle to upper middle class
Geographic Segmentation
Focused on Egypt (especially urban areas and new cities)
Psychographic Segmentation
People who value comfort, style, and quality in their homes
Interested in modern lifestyle and trendy home designs
Behavioral Segmentation
Customers looking for seasonal offers and discounts
Frequent online shoppers who search on Facebook, Instagram, and TikTok
Loyal customers who return for new collections and updates



Buyer Personas



Persona	Age	Status	Occupation	Goals	Challenges	Interests	Buying Behavior
Mona – The Bride-to-Be	-23 34	Engaged	Fresh Graduate	Furnish new home stylishly Find bridal packages	Limited budget Confused about fabrics & designs	Trendy colors Bridal bundles	Relies on family/friends Checks social media
Om Ahmed – The Practical Housewife	-35 48	Married, 3 kids	Housewife	Renew textiles with durable items Affordable quality	Balance price & durability Kids consume textiles fast	Easy-to-wash fabrics Discounts & offers	Trusted stores Shops with family
Mrs. Naglaa – Mother of the Bride	48	Married, mother of a bride	School Teacher	Prepare full bridal dowry Ensure high quality	Wants best value Needs one-stop shop	Complete bridal packages Warranty & after-sale service	Trusts reputable stores Prefers consultation

Content Creation

في بيديج الفيس بوك

Abo Gehad (5) معارض ابو جهاد -

Stores | Facebook



Full Media Buying Plan





budget of 6,000 EGP





Testing Phase



600 EGP



We'll spend 300 EGP on this video over 6 days, which means 50 EGP per day. This video will introduce people to the brand, show them where it's located, and help grow the page followers.



This post will target young people aged 17 to 28. It will highlight that online orders are available and help grow the page followers. We'll spend 300 EGP on it over 6 days, which means 50 EGP per day.



This post will target young people aged 17 to 28.
It will highlight that online orders are available
and help grow the page followers.
We'll spend 300 EGP on it over 6 days, which
means 50 EGP per day.

THANK YOU

