**Egyptian Handicraft Souq**

The Egyptian Handicraft Souq is a vibrant marketplace showcasing traditional Egyptian crafts and arts, rooted in the country's rich cultural heritage. These souqs (or markets) are typically bustling with local artisans who create various handmade goods, reflecting Egypt's diverse artistic traditions. Key items found in such souqs include:

* **Khayamiya**: is a traditional Egyptian textile art form that involves intricate, hand-stitched appliqué designs, often used to decorate tents, canopies, and ceremonial spaces. This art form holds cultural, historical, and artistic significance in Egypt and uniquely represents the country’s rich artistic heritage.
* Pottery: one of the oldest forms of Egyptian craftsmanship, is making objects out of clay and then hardening them through firing in a kiln or an open fire. Pottery has been integral to various cultures throughout history, serving both functional and aesthetic purposes.
* Crochet: is a needlework technique that uses a hook to create fabric by pulling loops of yarn through other loops. It’s a versatile and accessible craft, often used to make clothing, accessories, home décor, and artistic projects.
* **Textiles and Embroidery**: Known for vibrant colors and intricate patterns, Egyptian fabrics like cotton and wool are often embroidered by hand, featuring designs inspired by Pharaonic, Islamic, and Coptic art.
* **Pottery and Ceramics**: These include beautifully crafted and painted pottery pieces, from decorative vases to functional items like dishes and bowls.
* **Glassware**: Mouth-blown glass, often brightly colored or delicately designed, is a specialty, especially in regions like Cairo and Luxor.
* **Jewelry**: Egyptian souqs often feature silver, gold, and copper jewelry, inspired by ancient Egyptian symbols and motifs, such as the ankh or scarab.
* **Leather Goods**: Handcrafted leather products such as bags, sandals, and belts are popular, and known for their durability and unique designs.
* **Woodwork and Carvings**: Artisans skillfully carve intricate designs on wood, often producing items like boxes, trays, or furniture with Arabic calligraphy or geometric patterns.
* **Brass and Copper Items**: Lanterns, trays, and decorative plates are commonly made from brass or copper, etched with intricate designs.

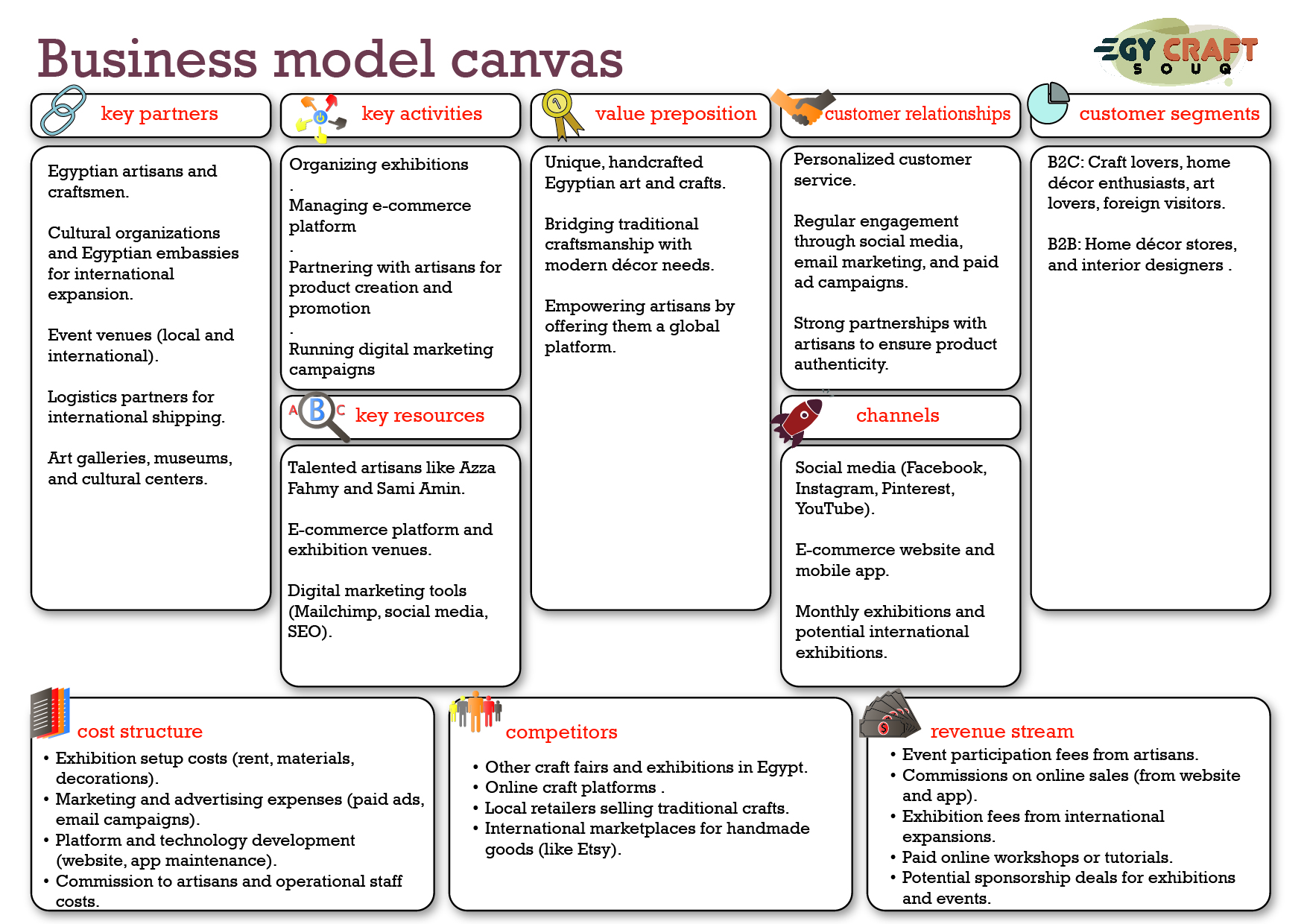
**Mission**

Promote and preserve Egypt's artistic heritage while fostering economic growth for artisans

**Vision**

To become the leading global platform for promoting Egyptian handcrafted art and preserving cultural heritage.

**Business Model Canvas**



**Objectives**

**Business Objectives**

1. Increase the number of partnered artisans to reach 70 within the next 12 months to enhance product diversity.

2. Achieve a 20% increase in total sales from exhibitions and e-commerce platforms within the first year, with total of 1,500,000 L.E

3. Launch our first international exhibitions by Q4 2025 to expand brand presence globally.

4. Boost artisan satisfaction by improving onboarding processes and providing tailored promotional support by the end of 2024.

5. Secure a 10% annual growth in repeat customers by refining post-purchase experiences and building customer loyalty.

**Marketing Objectives**

1. Increase brand awareness by reaching 100,000 people through social media and email campaigns by Q2 2025.

2. Drive a 25% increase in exhibition foot traffic (from last exhibition) by January 2025 through targeted promotional efforts.

3. Attain 2000 leads from online channels by improving targeting and engagement by mid-2025.

4. Achieve a 20% increase in customer engagement on social media platforms within the next six months. (consider the last engagement report)

5. Partner with at least five influencers in the arts and crafts space to promote the brand by the end of Q1 2025.

**Digital Marketing Objectives**

1. Increase e-commerce conversion rates by 15% within the first year by optimizing the website and user journey, ( considering the last conversion rate report)

2. Attain a 10% increase in email open rates and a 5% increase in click-through rates by Q3 2025.(considering last report)

3. Grow social media followers to reach 100,000 across all platforms by Q2 2025 through a mix of organic and paid campaigns.

4. Generate 1000 leads for the exhibition through a dedicated online form by September 2025.

5. Improve the SEO ranking to appear on the first page of search engine results for key artisan-related terms within six months.

**SWOT Analysis**

**Strengths**

• Authenticity: Offers genuine, handcrafted products that appeal to customers seeking unique items.

• Quality Craftsmanship: High-quality materials and skilled artisans ensure durability and aesthetic appeal.

• Cultural Heritage: Strong connection to Egyptian culture enhances brand storytelling and customer engagement.

• Customization Options: Ability to personalize products can attract a wider range of customers.

• Strong Community Ties: Engages with local artisans and participates in community events, fostering loyalty and support.

**Weaknesses**

• Limited Brand Awareness: As a smaller retailer, it may struggle to compete with larger brands in terms of visibility.

• Resource Constraints: Smaller operations may face challenges in scaling production or marketing efforts.

• Pricing: Handmade items may be priced higher than mass-produced alternatives, potentially limiting customer base.

• Dependence on Local Market: Heavy reliance on the local market can make it vulnerable to regional economic fluctuations.

**Opportunities**

• E-commerce Growth: Expanding online presence can reach a broader audience beyond Cairo.

• Sustainability Trends: Increasing consumer interest in sustainable and ethically-made products aligns with the brand's values.

• Collaborations: Partnering with local artists or brands for limited edition products can create buzz and attract new customers.

• Social Media Marketing: Leveraging platforms like Instagram and TikTok for visually-driven marketing can enhance brand visibility.

**Threats**

• Competition: Increasing number of online and local competitors, including larger retailers and online marketplaces.

• Economic Factors: Economic downturns may reduce consumer spending on non-essential goods like handicrafts.

• Changing Consumer Preferences: Shifts in consumer behavior, such as a preference for convenience over handcrafted items.

• Supply Chain Issues: Potential disruptions in sourcing materials may impact production timelines.

**PEST analysis**

**Political Factors**

• Regulations: Government policies regarding small businesses and handicraft regulations can impact operations. Supportive policies can facilitate easier market entry.

• Trade Policies: Tariffs and import/export restrictions can affect the sourcing of materials and selling products internationally.

• Stability: Political stability in your operating regions can influence market conditions and consumer confidence.

**Economic Factors**

• Consumer Spending: Economic conditions affect disposable income, influencing demand for handicrafts.

• Market Trends: Growth in e-commerce and local shopping trends can impact how you market your products.

• Currency Fluctuations: If importing materials or selling internationally, currency rates can affect pricing.

**Social Factors**

• Cultural Trends: Rising interest in handmade and locally sourced products can boost demand for handicrafts.

• Demographics: Understanding your target market (age, income level, preferences) will guide marketing strategies.

• Sustainability: Growing consumer awareness of sustainability can influence preferences for eco-friendly materials and ethical production methods.

**Technological Factors**

• E-commerce Platforms: Advances in online selling platforms can facilitate reaching a wider audience.

• Social media: Utilization of social media for marketing and customer engagement is crucial for visibility and brand awareness.

• Design Technology: Access to design software and tools can enhance product development and marketing efforts.

**Segmentation and customer persona**

| **Demographics** | **Interests** | **Goals** |
| --- | --- | --- |
| * **Age:** 24 * **Gender:** Female * **Location:** Cairo         “El Shorouk” * **Education:** Bachelor’s degree in Fine Arts * **Status:** Freelance Illustrator **(**Painter) | * Fashion Trends * Design * Art crafts * Graphic * Photography * Travel * cultural heritage. | * Creative Growth * Develop Skills * Cultural Representation * Eco-Friendly Art * Support Local Artisans * Personal Brand Development: |
| **Obstacles** | **Sara** | **Thoughts** |
| * Finding Unique Resources * Budget Constraints * Market Competition * Time Management * Balancing Projects * Finding Inspiration * Limited Access to Workshops |  | * 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** | **Interests** | **Goals** |
| --- | --- | --- |
| * **Age:** 34 * **Gender:** male * **Nationality:** American * **Location:** Cairo, Egypt **Education:** Master’s degree in Fine Arts * **Status:** Freelance Graphic Designer | * Design * Art crafts * Graphic * Photography * Travel * cultural experiences. * local crafts | * Cultural Immersion * Artistic Inspiration * Documenting Cultural Practices * Promoting Cultural Exchange * Reducing Environmental Impact |
| **Obstacles** | **James** | **Thoughts** |
| * Language Barrier * Cultural Sensitivity * Finding Authenticity * Finding Resources * Finding Relevant Events * Balancing Work and Exploration |  | * Expanding His Expat Community * He need Inspiration and Learning * Need Cultural Orientation Workshops * Collaboration with Local Artists: |

**8 Ps marketing mix**

**Product**

• Diverse Handcrafts: Offer a range of high-quality, unique handmade products including home décor, jewelry, ceramics, textiles, and other crafts. Curate artisan collections for specific seasons or events to create exclusivity and align with cultural trends.

**Price**

• Premium Pricing: Position your products as high-end, artisanal, and exclusive, reflecting the skill and cultural significance behind each item. Offer limited edition pieces at a higher price, but balance with entry-level products for broader appeal.

**Place**

• Exhibitions & E-Commerce: Utilize physical exhibitions for immediate customer engagement, showcasing products in an immersive setting. Expand reach with a user-friendly e-commerce platform to enable global purchasing. Partner with select high-end stores to increase visibility.

**Promotion**

• Social Media & Email Marketing: Focus on visually appealing platforms like Instagram and Pinterest to promote artisan stories, product details, and lifestyle inspirations. Run targeted email campaigns to inform subscribers about new arrivals, exclusive offers, and events. Leverage SEO to improve organic traffic to your e-commerce platform.

**People**

• Artisans & Customers: Feature stories of artisans to humanize your brand and connect with your audience. Engage directly with customers through social media, exhibitions, and customer service, creating a strong emotional bond and sense of community.

**Physical Evidence**

• Craftsmanship: Highlight the authentic craftsmanship of each product through detailed photography, videos, and artisan interviews. Use high-quality packaging with branding that emphasizes the premium nature of your offerings.

**Process**

• Seamless Experience: Ensure a smooth and personalized customer journey, from online browsing to post-purchase follow-up.

For exhibitions, offer an interactive experience with live artisan demonstrations and behind-the-scenes insights.

**Partnerships**

• Collaborations: Partner with well-known local and international artisans, galleries, and influencers to amplify brand awareness. Collaborate with cultural and heritage organizations to emphasize the brand’s connection to Egyptian craft traditions.

**Brand Voice**

**• Creative & Inspirational:**

The brand showcases unique handcrafted art with modern and traditional influences. A creative tone will highlight the artistry behind the pieces.

**• Friendly:**

Many of our potential customers (craft lovers, decor enthusiasts) are emotionally connected to art and heritage. An approachable tone will make our brand relatable.

**• Authentic & Proud:**

Emphasizing Egypt’s rich cultural heritage and craftsmanship will reinforce the authenticity of our products and resonate with customers who value history and tradition.

**Social Media Channels**

**Facebook**

**1. "Craft lovers, get ready! Our exhibition is around the corner. Want to discover Egypt's finest handmade treasures? RSVP now for free entry!"**

**2. "Behind every handcrafted piece is a story. Meet the artisans who bring Egypt's rich heritage to life at our exhibition. Get your free pass!"**

**3. "From vibrant décor to handmade jewelry, we’ve got something for every craft lover. Click here to claim your free entry!"**

**4. "Can you guess what Egyptian craft will steal the show at our exhibition? Comment your guesses and win a VIP pass!"**

**5. "✨ Spotlight: Meet [Popular Artisan Name] and explore their exclusive handwoven designs at the exhibition!"**

**6. "Your home deserves something unique. Explore handmade pieces by talented Egyptian artisans—RSVP now for a free ticket!"**

**7. "Join us live at the exhibition and watch artisans in action as they create magic with their hands!"**

**8. "Tag a friend who loves handcrafted art, and both of you can win tickets to our upcoming exhibition!"**

**9. "Explore, create, and collect stunning handcrafted art this season at [Exhibition Name]! Join us for an unforgettable experience."**

**10. "Handcrafted treasures await. Discover beautiful pieces at competitive prices—all at our exhibition! Get your free ticket today."**

**Instagram**

**1. Carousel post: "Swipe through to preview exclusive pieces from Egyptian artisans—get your ticket to see them in person!"**

**2. "Get a sneak peek of what’s coming! Our artisans are crafting wonders just for you. RSVP for free access now!"**

**3. Reels: "Watch the magic unfold as these talented artisans create handcrafted masterpieces. Don’t miss out—join us at [Exhibition Name]!"**

**4. Stories: "What’s your favorite kind of craft? Pottery, weaving, or metalwork? Take our poll and find out what awaits you at the exhibition!"**

**5. IGTV video: "Go behind the scenes with us as we prepare for the exhibition. See how traditional meets modern in every handcrafted piece!"**

**6. "Want to see how these incredible artisans create modern décor pieces rooted in Egyptian tradition? Grab your free ticket now!"**

**7. Photo post: "Handcrafted art has never looked this good. Visit us at the exhibition to find your next favorite piece!"**

**8. "Give your home a unique touch with one-of-a-kind Egyptian crafts. RSVP to the exhibition and start your collection."**

**9. "Get inspired! Meet artisans like [Artisan Name] who are redefining modern Egyptian craftsmanship. Book your spot now!"**

**10. "The countdown is on! Only [X] days until you can explore Egypt’s most beautiful handmade art. Will we see you there?"**

**Pinterest**

**1. "Find home décor inspiration with handcrafted Egyptian art! Click to see our top picks from the exhibition."**

**2. "Looking for a unique addition to your home? These beautiful Egyptian crafts are just what you need. Explore them at our exhibition!"**

**3. "Modern meets heritage: Check out our mood board featuring artisanal pieces showcased at our upcoming event!"**

**4. "DIY project ideas inspired by Egyptian crafts! Add a unique flair to your home with handcrafted treasures."**

**5. "Exclusive preview: Discover our top artisans and their creations—perfect for home décor enthusiasts. Get your ticket!"**

**6. "Handcrafted, unique, and steeped in tradition—find your next favorite piece at our exhibition."**

**7. "Your dream home is just a pin away! See how Egyptian handcrafted décor can transform your space."**

**8. "Here’s how to style your living room with handmade crafts—straight from our exhibition. Click to explore!"**

**9. "Handwoven beauty for every room. Get inspired by our artisans' work and bring it home from our exhibition!"**

**10. "Create a personalized, heritage-inspired décor style with these unique pieces from Egyptian artisans. Discover them live at our exhibition."**

**Web Site**

[**https://sites.google.com/view/egycrafts/english**](https://sites.google.com/view/egycrafts/english)

* 1. **Reaching a wider audience: The website can provide Egyptian artisans with the opportunity to reach customers from all over the world, rather than relying solely on local or tourist markets. This market expansion boosts their sales and increases the reach of their products.**
  2. **Digital marketing for traditional products: The website allows the use of digital marketing strategies such as social media, email marketing, and search engine optimization (SEO) to reach a larger target audience. Artisans can build personal brands through a continuous digital presence.**
  3. **Supporting the local economy: By promoting e-commerce for handicrafts, the website can contribute to supporting local artisans who rely on these businesses as a primary source of income, which enhances local economic development and provides job opportunities.**
  4. **Preserving cultural heritage: The website enhances the sustainability of traditional handicrafts in Egypt by highlighting the cultural and artistic value of these crafts, which helps preserve the rich heritage associated with them and pass it on to future generations.**
  5. **Providing convenience and accessibility: The website allows buyers to browse and purchase products from anywhere and at any time, which increases the convenience of consumers and contributes to increasing demand for Egyptian handicrafts.**
  6. **Promote transparency and trust: By displaying product details, such as the materials used and manufacturing method, the site can boost buyers' confidence in handmade products and ensure they are getting authentic, high-quality products.**

**Messages to participants (craftsmen):Enhancing digital presence: Craftsmen are advised to engage in e-commerce to build a strong digital presence that enables them to reach a wider audience of customers and enhance their brand.**

**Product quality and authenticity: Participants should emphasize the high quality and traditional touches in their products, reflecting the rich cultural heritage of Egyptian handicrafts.**

**Communication with customers: Encouraging craftsmen to engage with customers by providing them with clear information about the products and offering a smooth shopping experience, in addition to paying attention to after-sales service to ensure customer satisfaction.**

**Continuous education and development: Messages encouraging craftsmen to learn digital skills, such as photographing products and writing attractive descriptions for them, in addition to learning how to use digital promotional tools such as social media platforms.**

**Collaboration between craftsmen: Promoting the idea of cooperation between craftsmen through the platform in order to enhance shared knowledge, exchange experiences, and produce more distinctive integrated products.**

**Preserving heritage: Messages reminding them that they bear a great responsibility in preserving traditional handicrafts, and that they are ambassadors of Egypt’s cultural heritage to the world.**

**Through this online platform, Egyptian handicrafts can gain new value in the global market, boost the economy of local artisans and contribute to the sustainability of the unique cultural heritage.**

**Research on Keywords to use for SEO suitable**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Keywords** | **Search Volume** | **Low range** | **High range** | **Competition** |
| **Handicraft** | **14.800** | **1.07** | **6.07** | **Low** |
| **Christmas handcraft** | **5.400** | **0.05** | **0.30** | **High** |
| **Hand craft gift** | **5.400** | **0.34** | **1.91** | **High** |
| **Hand craft shop** | **3.600** | **0.30** | **2.69** | **Low** |
| **الحرف اليدوية** | **680** | **0.12** | **0.80** | **High** |
| **صناعة يدوية** | **450** | **0.08** | **0.45** | **Low** |

**content calendar**



**OVERVIEW/BACKGROUND:**

**Egy Craft Souq will launch its first exhibition, aiming to promote Egyptian handcrafted art. With a growing demand for authentic, locally made products, this exhibition highlights artisans like Sami Amin and Azza Fahmy, bridging traditional craftsmanship with contemporary appeal. This event helps artisans find new audiences, while fostering economic opportunities and cultural pride.**

**OBJECTIVES:**

**• Achieve brand awareness of the Egy Craft Souq platform.**

**• Attract a minimum of 500 attendees to the exhibition.**

**• Generate 50+ leads for potential buyers and art enthusiasts.**

**• Highlight prominent artisans like Sami Amin and Azza Fahmy through media.**

**• Increase social media engagement by 25% through promotional content.**

**STRATEGY:**

**The campaign integrates both digital and offline channels to raise awareness and drive attendance. The main strategy includes content marketing, influencer collaboration, and leveraging targeted social media ads.**

**This exhibition will serve as a foundation for future events and brand credibility.**

**TARGET AUDIENCE:**

**B2C: Craft lovers, decor enthusiasts, and those interested in unique, handmade products. Predominantly aged 25-50, living in Egypt, with middle to upper income, drawn to authentic and artisanal craftsmanship.**

**B2B: Boutique shops, interior designers, and art dealers looking for unique pieces. We aim to expand into more affluent B2B segments who seek high-end Egyptian craftsmanship.**

**MARKETING OPPORTUNITY:**

**There is a growing interest in handmade and sustainable products. This exhibition provides a chance for consumers to engage with artisans and their stories, offering a unique buying experience. It also enables artisans to connect directly with buyers, expanding their reach and strengthening the Egyptian handcraft economy.**

**COMPETITION:**

**The Turathna Exhibition is a key competitor, focusing on Egyptian heritage products. However, Egy Craft Souq differentiates itself by spotlighting contemporary applications of traditional crafts and offering curated experiences both locally and internationally, which appeals to a modern audience.**

**KEY MESSAGE/PROMISE:**

**Egy Craft Souq is where authenticity meets modern craftsmanship. This exhibition is a gateway to the finest Egyptian handmade products, blending tradition with innovation, allowing attendees to own a piece of Egypt’s cultural heritage.**

**CREATIVE CONSIDERATIONS:**

**The tone of the campaign should be modern, yet rooted in tradition, reflecting the fusion of contemporary design and cultural heritage. Imagery should feature artisans at work, alongside their products, with a spotlight on texture, quality, and craftsmanship.**

**SUPPORTING MESSAGE:**

**Each product tells a story—handcrafted by Egypt’s finest artisans, it’s not just an object, but a piece of cultural history. With every purchase, you support the legacy of Egypt’s artisans and bring home a unique, high-quality piece.**

**MEDIA/DELIVERABLES:**

**• Social Media Ads (Facebook, Instagram): Carousel ads showcasing artisans and products.**

**• Influencer Collaboration: Influencers attend and promote the exhibition.**

**• Email Campaign: Pre-launch event invitations and post-event follow-ups.**

**• LinkedIn Posts: Target B2B and industry professionals.**

**• Pinterest Pins: Focus on the artistry and design aspects.**

**• On-site Photos/Videos: Shareable content during the event.**

**• Posters and Flyers: Physical distribution in art galleries, cafes, etc.**

**CALL TO ACTION:**

**Register now for free tickets to explore Egypt’s finest handcrafted art. Limited availability. Be a part of a cultural journey!**

**OTHER CONSIDERATIONS:**

**Ensure that the exhibition layout allows for photo opportunities and interactions between artisans and attendees. Special care must be taken to create an ambiance that reflects both traditional and modern Egyptian art.**

**Email Marketing Strategy for November 29-30 Exhibition**

**Overview**

**Our goal is to promote the exhibition to potential customers—foreigners located in Egypt, craft enthusiasts, art lovers, and home décor lovers—driving foot traffic and creating excitement around the event. We’ll use Mailchimp to automate and track engagement. The campaign will run over 3 phases: pre-event teasers, event reminders, and post-event follow-up.**

**Target Audience**

**• Foreigners in Egypt interested in culture and art.**

**• Art and craft lovers.**

**• Home décor enthusiasts who appreciate handmade pieces.**

**Tone**

**• Warm & Friendly: Use an inviting, approachable tone to encourage attendance and create community.**

**Campaign Phases**

**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.**

**• Event Reminder Email (November 24):**

**Subject: "Only 5 Days Left! Don’t Miss Out on These Handmade Treasures!"**

**Body: Create urgency with limited-time offers (early bird tickets or giveaways). Include a CTA for RSVPs.**

**2. Event Phase (November 29-30)**

**Objective: Engage and remind potential attendees about the event in real-time.**

**Key Emails:**

**• Day 1 Morning Reminder (November 29):**

**Subject: "Today’s the Day! We’re Opening Our Doors to an Artisan Wonderland!"**

**Body: Short, sweet, and focused on encouraging walk-ins. Include event location details and parking information.**

**• Mid-Event Update (November 29, evening):**

**Subject: "Missed Today? We’ll Be Here Tomorrow Too!"**

**Body: Mention the success of Day 1, highlight some pieces, and encourage people to come on Day 2.**

**3. Post-Event Phase (December 1 - December 10)**

**Objective: Nurture potential customers and collect feedback for future exhibitions.**

**Key Emails:**

**• Thank You Email (December 1):**

**Subject: "Thank You for Visiting Egy Craft Souq!"**

**Body: Recap the event highlights, include a CTA for social sharing, and request feedback or testimonials.**

**• Survey Email (December 5):**

**Subject: "Help Us Improve! Share Your Thoughts on Our Exhibition Experience."**

**Body: Short survey link to collect feedback, with a small incentive (e.g., a discount for the next event).**

**Creative Brief for Graphic Designer**

**• Objective: Create visually captivating email templates that align with our traditional-modern theme.**

**• Deliverables:**

**o Templates for teaser, reminder, and thank-you emails.**

**o Event visuals highlighting key artisans and their work.**

**• Tone: Modern with a traditional Egyptian feel. Use our logo colors and exhibit themes for cohesiveness.**

**• Design Must-Haves:**

**o High-quality artisan images.**

**o Consistent color scheme from the brand logo.**

**o Calls to action (RSVP, countdowns).**

**Creative Brief for Videographer**

**• Objective: Produce short 30-second videos that offer a sneak peek of the artisans' stories.**

**• Deliverables:**

**o Teaser video for the email campaign and social media.**

**o Artisan spotlight video featuring behind-the-scenes footage.**

**• Tone: Authentic and inspiring. Let the crafts speak through the artisans’ passion and dedication.**

**• Must Include:**

**o Artisan interviews (short quotes about their craft).**

**o Close-ups of artisans working with materials.**

**Kips**

**1-Social media**

**Facebook and Instagram ads**

**Reach and impression: measure how many people see your ads.**

**Engagement rate: measure likes, comment and share.**

**Conversion rate: = (conversion \total audience) \*100**

**Click -through rate (CTR): how many people users click on the CTA.**

**2-Website**

**-Traffic and Page views: the number of people visit our website**

**-engagement: measure Time on site**

**-Conversion: how many people purchase from the website.**

**3-Email marketing**

**-EMAIL Open rate: open rate of 40%**

**-Email Click through rate: target a click rate of 10%**

**4-SEO**

**-organic search traffic: achieve an organic traffic growth rate of 70% over Month**

**-keywords: increase the number of keywords ranking in the top 10 search over 1 year**

**5-google ads**

**-click -through rate (CTR): measure engagement with ads**

**-cost per click (CPC): monitor spending efficiency**

**-conversion rate: track the number of leads generated from click**

**-impression: achieve 1000 of impressions for ads over quarter**

|  |
| --- |
| **Budget** |

|  |  |  |  |
| --- | --- | --- | --- |
| Instagram ads | | | |
| Budget | Campaign duration | Ad types | Objective |
| 30000 EGP | 3 months | Reels  Photos  video | Reach(80k-130k)  Visit profile (10500 -7500).  Engagement (100k – 150k)  Conversions |

|  |  |  |  |
| --- | --- | --- | --- |
| Facebook ads | | | |
| Budget | Campaign duration | Ad types | Objective |
| 60000 EGP | 6 months | Reels  Photos  video | Conversions  Page like (13k- 20k)  Engagement (160k – 200k)  Messages (1250 – 1500) |

|  |  |  |  |
| --- | --- | --- | --- |
| Google ads | | | |
| Budget | Campaign duration | Ad types | Objective |
| 30000 EGP | 1 months |  | Reach (100k- 150k)  Leads  Visit (6000 – 5000)  Conversions (15000 - 10000k) |

|  |  |  |
| --- | --- | --- |
| SEM (search engine marketing) | | |
| Budget | Keyword research | Objective |
| 4.2\*500=2100  1.125\*1000=1125  46\*500=23.000  23\*1000=23.000 | -handicraft  -hand craft gift  -الحرف اليدوية  -معارض للحرف اليدوية في مصر | * Organic traffic * Improve search engine ranking for targeted keywords to drive long term sales. |

|  |  |  |
| --- | --- | --- |
| Website ads | | |
| Budget | Campaign duration | Objective |
| 10000 EGP | months | -Convert web site visitors.  -Sales |

|  |  |  |
| --- | --- | --- |
| Exhibition | | |
| Budget | Campaign duration | Objective |
| 120000EGP | Two exhibition every year for 2days each time | - increase in exhibition foot traffic  -increase sales |

Total budget :-300,000