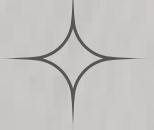
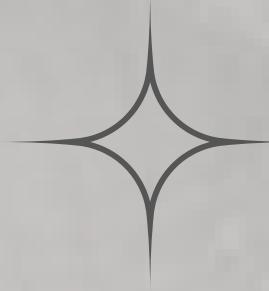
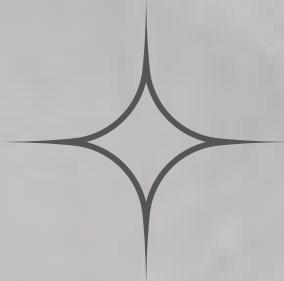
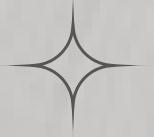


DIGITAL MARKETING STRATEGY



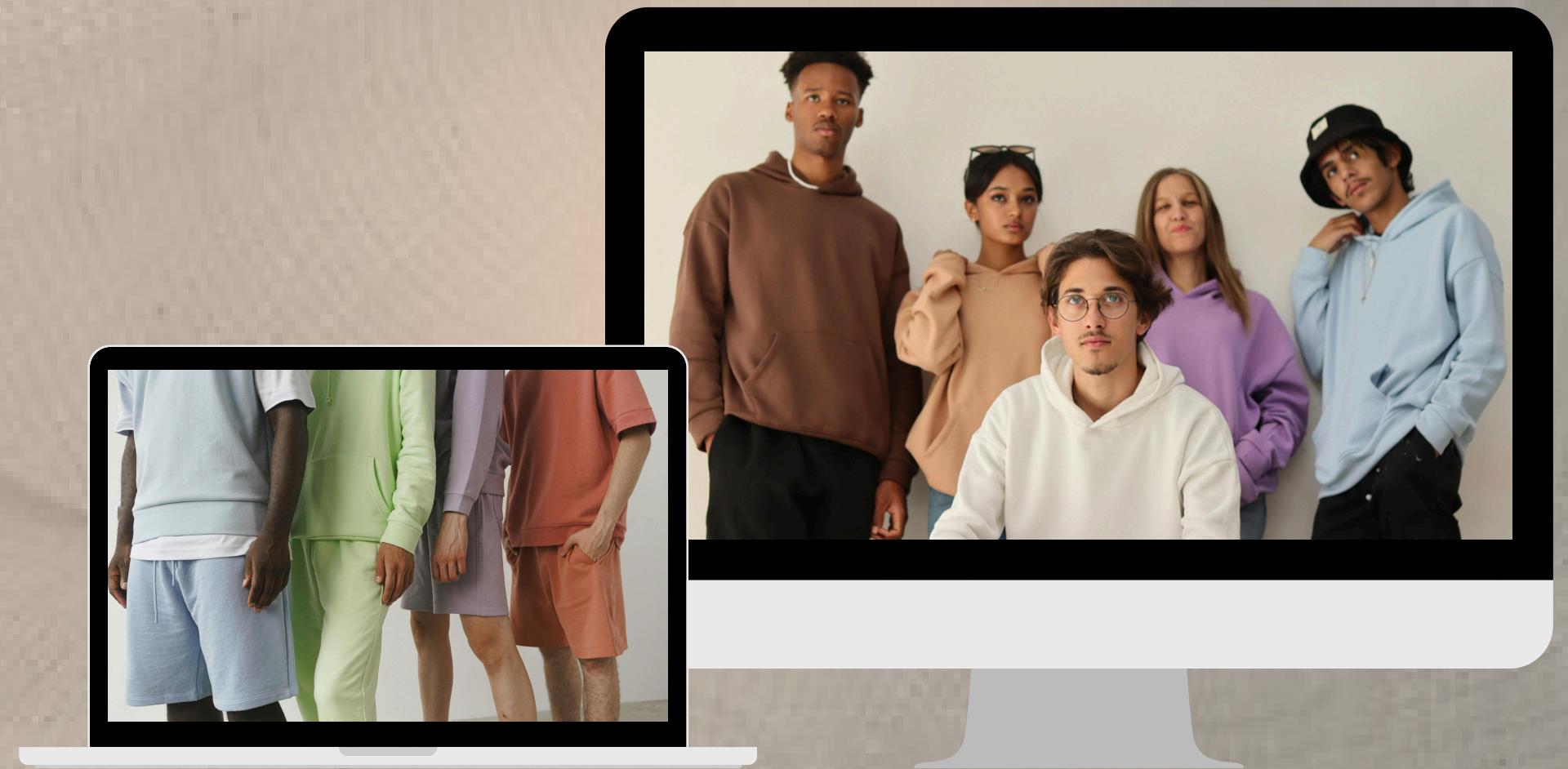


presented by
Sohila Amin Abdelhafez
Rowan Nabil Mohamed
Mohamed Ahmed Gharib



CONTENT

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



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: 23-35

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)

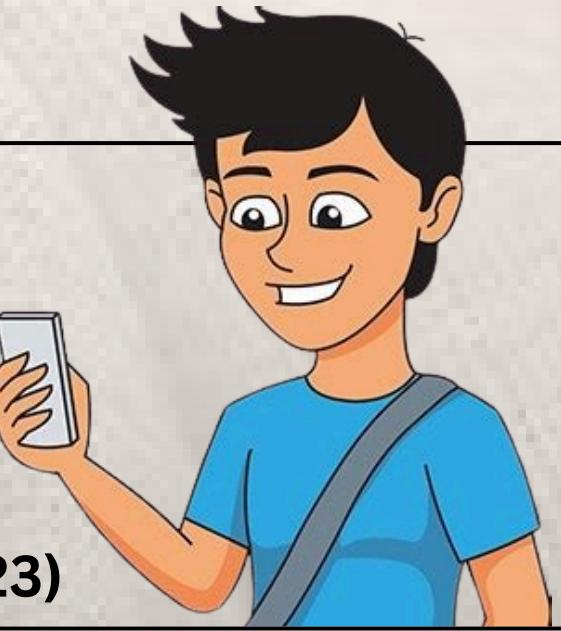
- 27 years old, single, works as a customer service agent.
- He is interested in movies, series, and technology.
- He works 9-hour rotational shifts, sometimes overnight.
- He needs soft, comfy and affordable clothing.



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)

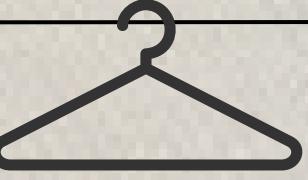
Expand our online presence to having a website.

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



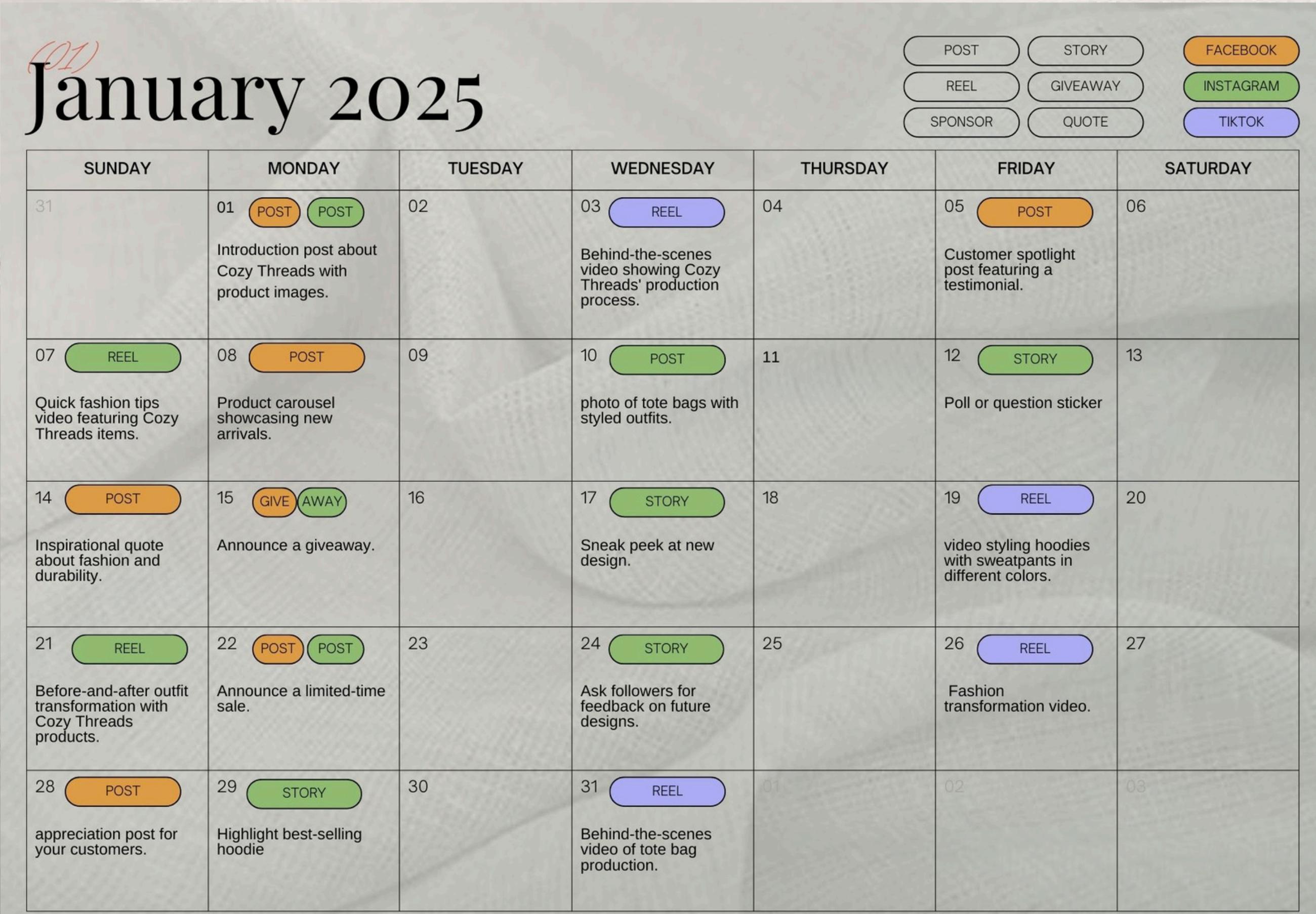
Engagement



sales



content calendar

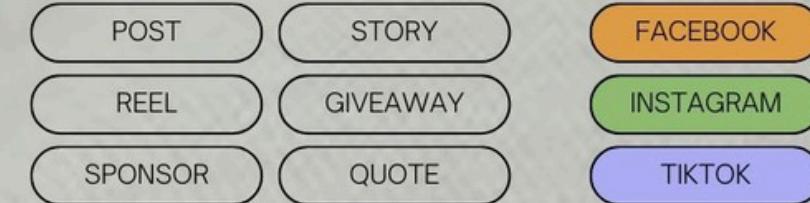


SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 POST POST Introduction post about Cozy Threads with product images.	02	03 REEL Behind-the-scenes video showing Cozy Threads' production process.	04	05 POST Customer spotlight post featuring a testimonial.	06
07 REEL Quick fashion tips video 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%

In Your Shoe

prices

Hoodies: 1,199 - 1,799

T-shirt: 600 - 1000

Sweatpants: 799 - 899

Tote bag : 299 - 899

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.

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

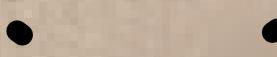
strengths

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

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%

G-Art



weaknesses

limited interaction with followers in the comments.

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 عالبواب

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

coming
soon



Follow us

علطول بتفكرروا في حاجة عشان
تلبسوها كل يوم تبقي مناسبة ومريحة

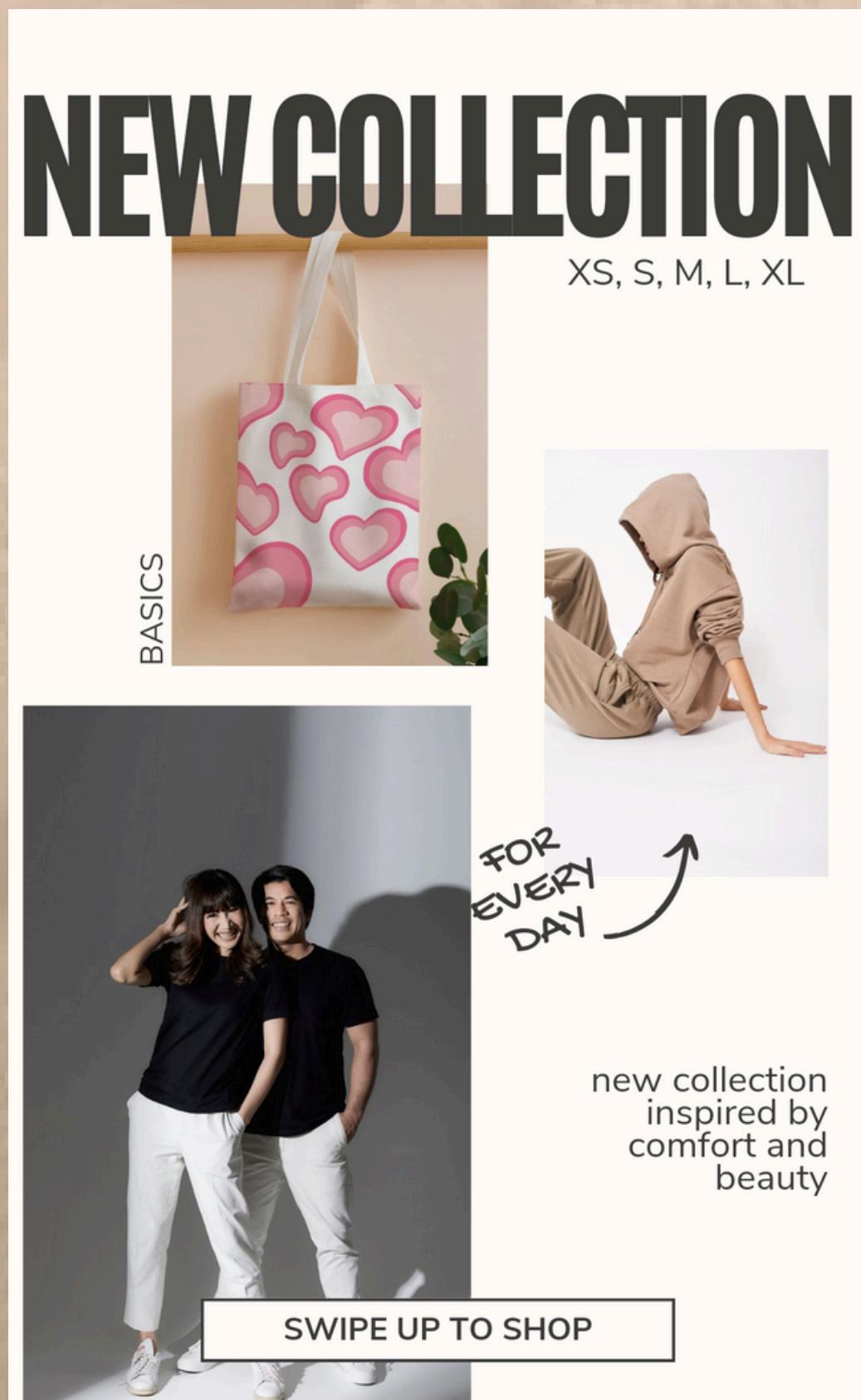


هتلاقوا عندنا كل اللي عاوزينه
تابعنا عشان تعرف تفاصيل اكتر
#cozy threads

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



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

cozy threads awareness campaign > 1 Ad set > 1 Ad

In draft

[Edit](#) [Review](#)

Campaign name

cozy threads awareness campaign [Create template](#)

Campaign details

Buying type

Auction

Campaign objective [?](#)

 Awareness

 Traffic

 Engagement

 Leads

[Close](#)

Campaign Opportunities

You could get a 3% lower cost per result with some Advantage+ creative enhancements for 1 ad. [?](#)

[Apply](#) [View](#)

[See more recommendations ▾](#)

Activate Windows
Go to Settings to activate W [Next](#)

cozy threads awareness campaign > CT New Awareness Ad Set > 1 Ad

In draft | ...

Edit Review

Ad set name
CT New Awareness Ad Set
ID: 120211509554490214

Page
Cozy Threads

Budget
Daily budget 50.00.ج

Budget scheduling
Enabled: Yes

Start date
Tuesday, October 1, 2024, 12:00 AM
Cairo Time

End date
Thursday, October 31, 2024, 11:00 PM
Cairo Time

Ad scheduling
Run ads all the time

Close

Activate Windows
Go to Settings to activate Windows.

Back Next

cozy threads awareness campaign > CT New Awareness Ad Set > 1 Ad

In draft

Edit **Review**

Ad set name
CT New Awareness Ad Set **Create template**

Awareness

Performance goal **Maximize reach of ads**

To help us improve delivery, we may survey a small section of your audience.

Facebook Page **Cozy Threads**

Cost per result goal · Optional
EGP

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Campaign Opportunities

You could get a 3% lower cost per result with some Advantage+ creative enhancements for 1 ad. **Apply** **View**

Audience definition
Your audience is defined.
Specific Broad

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

Your criteria is currently set to allow Advantage detailed targeting.

Activate Windows
Go to Settings to activate Windows.

Close **Back** **Next**

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 Share ▾

The image displays four variations of an Instagram post from the account @coozythreadss. The post features a "COMING SOON" announcement with a launch date of 01.01.2025. It includes a "FOLLOW FOR SNEAK PEEKS" call-to-action and a handle @COZZYTHREADSS. The variations differ in their interaction elements:

- Feed Variation:** Shows a play button and standard social media interaction buttons (Like, Comment, Share).
- In-Stream Ad Variation:** Shows a "Send message" button with a dropdown menu containing icons for heart, search, and share, along with a preview of the post's content.
- Story Variation:** Shows a "SEND MESSAGE" button.
- Reel Variation:** Shows a "Send message" button.

Below the preview, there are links to "Facebook" and "Instagram". A watermark for Windows activation is visible on the right side.

Engagement campaign

cozy threads New Engage... ...

New Engagement Ad Set ...

New Engagement Ad ...

cozy threads New Engagement Campaign > 1 Ad set > 1 Ad

In draft ...

Edit Review

Campaign name
cozy threads New Engagement Campaign Create template

Special Ad Categories
Declare if your ads are related to financial products and services, 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.

Categorize your ads

Categories
Select the categories that best describe what this campaign will

Declare category if applicable

Close

cozy threads New Engage... ...

New Engagement Ad Set ...

New Engagement Ad ...

cozy threads New Engagement Campaign > New Engagement Ad Set > 1 Ad

In draft ...

Edit Review

cozy threads - copy

Audience controls i
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 Men's clothing, Education level: In high school or In college, Parents: Parents (up to 12 months), Parents with teenagers (13-17 years) or Parents with adult children (18-26 years)

Audience definition i
Your audience is defined.
Specific Broad

Estimated audience size: 1,800,000 - 2,100,000 i

Your criteria is currently set to allow Advantage detailed targeting. i
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 i
2.3K - 6.7K

Page Likes i
22 - 63

Back Next

cozy threads New Engage... ...

New Engagement Ad Set ...

New Engagement Ad ...

cozy threads New Engagement Ci: > New Engagement Ad Set > New Engagement Ad

In draft

Edit Review

Ad name

New Engagement Ad Create template

Identity

* Facebook Page 

Cozy Threads

① Select a Page at the ad set level
For campaigns that use the Engagement objective, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.

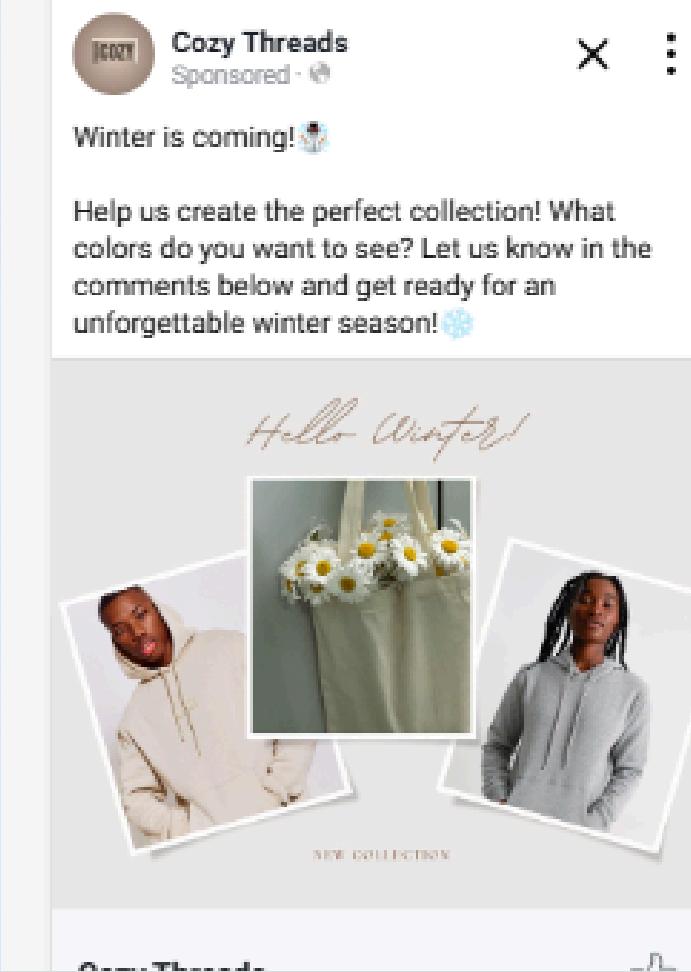
Select Page

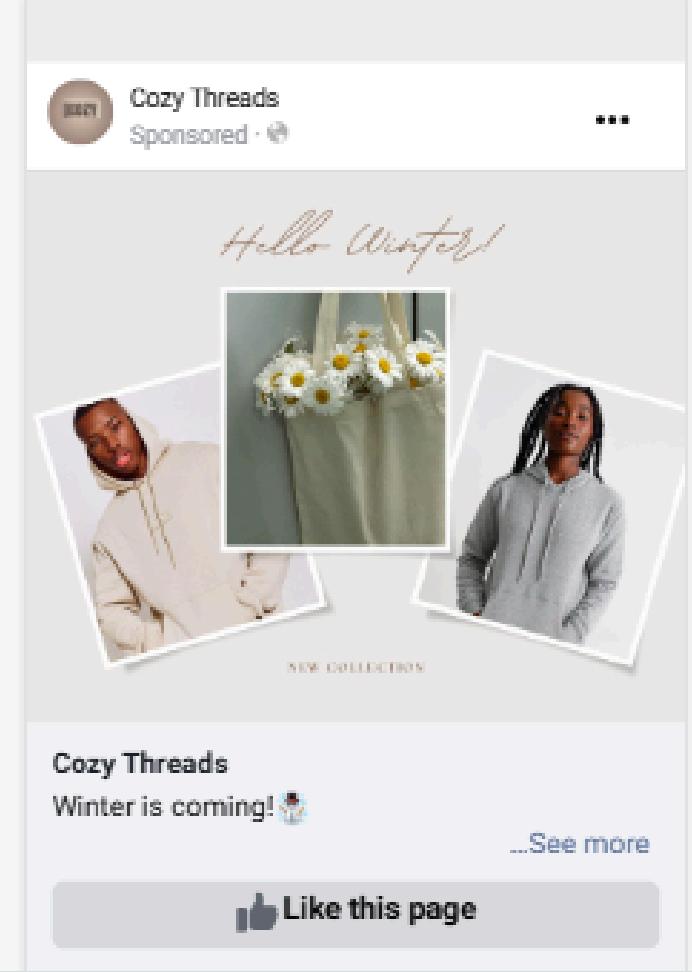
Ad setup

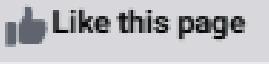
By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close Back Publish

Ad preview Advanced preview  

 Cozy Threads Sponsored · 
Winter is coming! 
Help us create the perfect collection! What colors do you want to see? Let us know in the comments below and get ready for an unforgettable winter season! 

 Cozy Threads Sponsored · 
Hello Winter

NEW COLLECTION
Cozy Threads Winter is coming! 
...See more


The screenshot shows the Facebook Ads Manager interface for creating a new sales campaign. The top navigation bar indicates the path: Cozy threads New Sales C... > Cozy threads New Sales Campaign > 1 Ad set > 1 Ad. There are buttons for 'Edit' and 'Review'. A sidebar on the left lists campaign components: Cozy threads New Sales C..., New Sales Ad Set, and CT New Sales Ad. The main area is titled 'Auction' and shows the 'Campaign objective' section. The selected objective is 'Traffic', indicated by a highlighted box. Other options include Awareness, Engagement, Leads, App promotion, and Sales. To the right, a 'Campaign Opportunities' sidebar offers a 3% cost reduction for creative enhancements, with 'Apply' and 'View' buttons. At the bottom, there's a 'Close' button and a message to 'Activate Windows'.

Cozy threads New Sales C... ...

Cozy threads New Sales Campaign > 1 Ad set > 1 Ad

Edit Review

Auction

Campaign objective ?

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Close

In draft ...

Campaign Opportunities

You could get a 3% lower cost per result with some Advantage+ creative enhancements for 1 ad. ?

Apply View

See more recommendations ▼

Activate Windows
Go to Settings to activate Windows

Next

Sales campaign

**THANK
YOU!**

