

Project Name: Tiba Store Digital Marketing Campaign

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Content:

brief

***Digital
Marketing
Strategy***

***Analytics and
Performance
Measurement***

Project Idea

***Content
Creation***

***Market and
Audience
Analysis***

***Campaign
Management***

***Recommendatio
ns and
Continuous
Improvement***

Brief:

- **Overview**

Tiba Store, a retail business for cosmetics, cleaning, and baby care products

- **Objective**

- Build strong brand awareness across Egypt. Highlight the variety of products (beauty, home, baby care).
- Increase online engagement through social media platforms.
- Drive sales growth via targeted offers and promotions.

Project Idea

Launching a comprehensive digital marketing campaign for Tiba Store to promote its cosmetics, cleaning products, and baby care items across Egypt.

Vision & business goals

1- Vision: To establish Tiba Store as the go-to online destination for high-quality household and personal care products for the Egyptian family. 2- Business Goals:

- Increase Brand Awareness: Introduce a wider customer base to Tiba Store and its diverse product range.**
- Attract More Customers: Drive new customer acquisition and boost sales.**
- Boost Sales: Achieve significant growth in sales across all product categories.**

Services Offered

Digital Marketing Strategy: Developing a clear plan to achieve marketing goals. • Social Media Marketing: Creating and managing content on platforms like Facebook, Instagram, and TikTok. • Content Creation: Designing creative and engaging content for each channel. • Paid Advertising: Running targeted ad campaigns to reach a wider audience. • Campaign Management: Monitoring performance and making adjustments to improve results. • Data Analysis & Reporting: Using analytics tools to measure success and provide recommendations for future campaigns.



Unique Selling Point



Tiba Store is the "One-Stop Family Shop" for quality, offering a convenient and comprehensive shopping experience that combines beauty products for mothers, baby care essentials, and cleaning supplies for the home, all in one place.