

Tiba Store

Business project

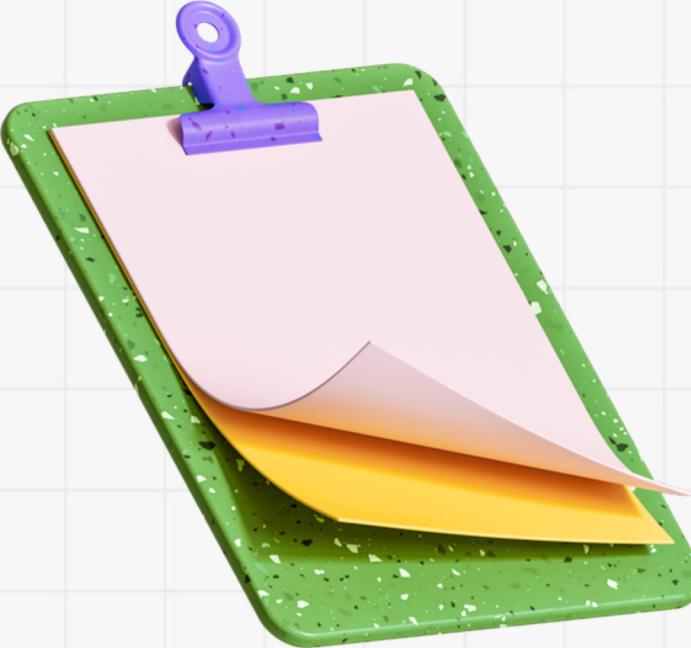
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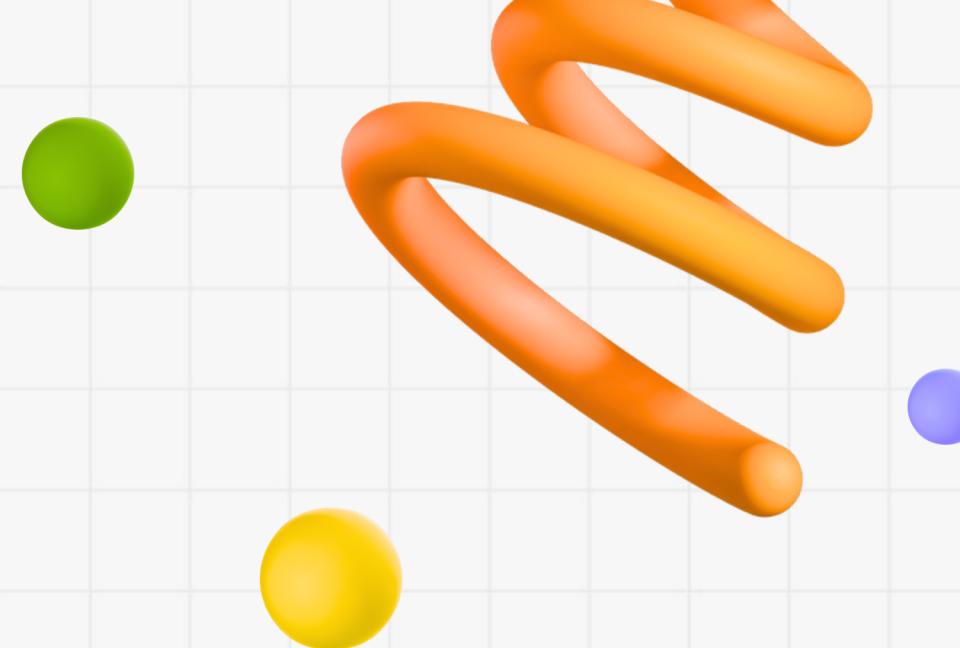
Project Idea

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





Vision & Business Goals



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

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 (USP)

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

