

# Short-Term Marketing Goal

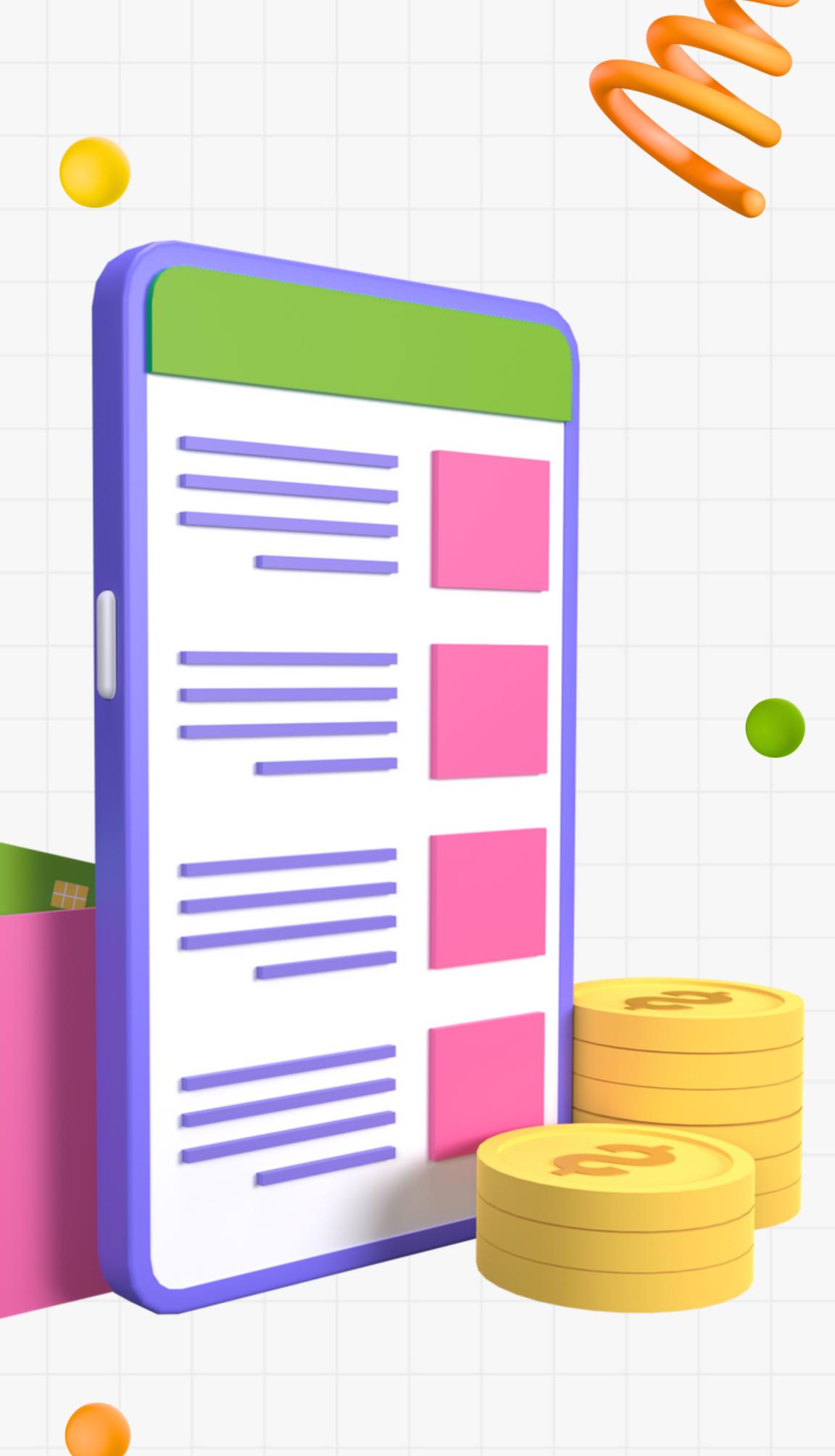
Our goal is to build a strong, authentic brand relationship by establishing Tiba Store as a trusted, all-in-one destination for high-quality family products. We will achieve this through creative, needs-based campaigns that boost sales and cultivate a loyal customer base.



# Marketing Channels Overview:

We will use an integrated digital strategy to efficiently reach our target audience.

- **Social Media Marketing (Facebook, Instagram, TikTok):** The core of our campaign will be highly visual, interactive content like Reels to demonstrate product use and build an emotional connection.
- **Paid Advertising (Google Ads & Social Media Ads):** We will use targeted ads to reach potential customers based on their interests and online behavior.



Email Marketing: We'll build a mailing list to send exclusive offers and valuable content to foster customer loyalty and repeat purchases.



WhatsApp Business: This channel will provide direct, personal communication, allowing customers to easily inquire about products and place orders.