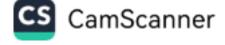






YAT444N_ONL2_DRT1_S4_DEPI2

Group 6



Content:



brief

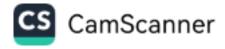
Digital Marketing Strategy Analytics and Performance Measurement

Project Idea

Content Creation

Market and Audience Analysis

Campaign Management Recommendations and Continuous Improvement





Brief:



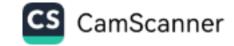
Overview

Objective

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

- 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.

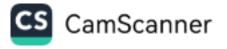




Vision & business goals



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.

