

Yalla Walk

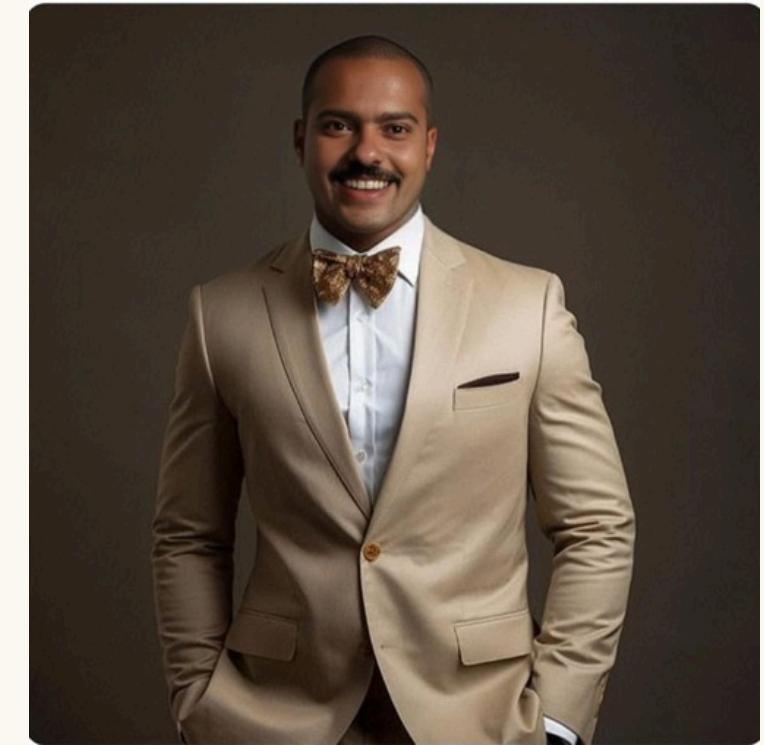
Supervised by:

Eng. Safy El Din Ahmed

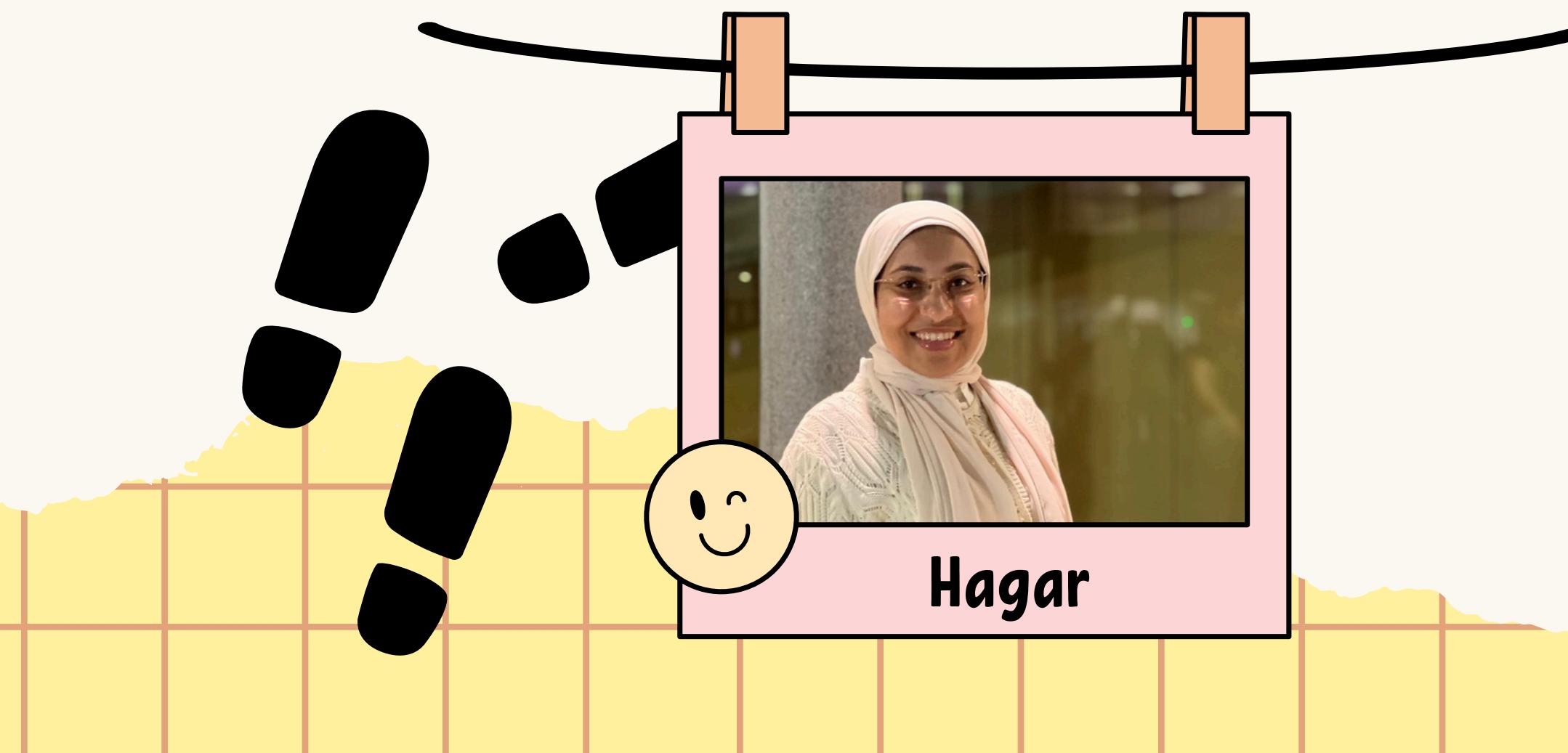


Abd El Rahman

Team



Mounir



Marian



Steps

Agenda

1. Brand introduction: vision, mission.
2. 4Ps.
3. SWOT analysis.
4. Market segmentation.
5. Buyer persona
6. Digital marketing objective.
7. Competitor analysis.
8. Content theme.
9. Media buying plane.

Brand Introduction

“**Yalla Walk**” is an Egyptian shoe brand that provides affordable, stylish, and comfy shoes for Egyptian women. “**Yalla Walk**” is not only a brand to sell shoes but also to provide a different experience for women in classes B and C. We inspire them, educate them and encourage them to engage with us. No matter her status or income whether she is still a student, having a job or a housewife with many responsibilities. She will find “**Yalla Walk**” inspiring her and talking directly to her.

1 **Vision**

To be a Market Leader in the Egyptian market that provides a unique experience, and creates customer loyalty.

2 **Mission**

Our mission is to provide Egyptian women of class B,C with affordable, comfy, durable and stylish shoes



4 Ps:

① Product

Features:

Sole: P.V.C

Top: Trico (cotton material)

To provide overall comfy ,durable breathable and flexible shoes.



Sizes:

37: 41

Design:

Different designs with various colors.



Price:

Price range: 275- 400 EGP

Competitors pricing: same average

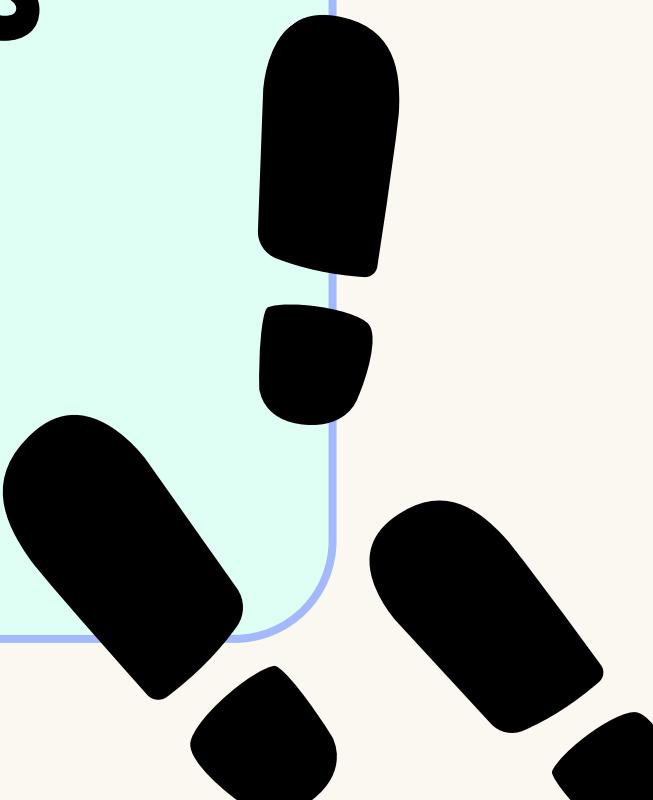




3

PLACE:

**PRODUCTS ARE AVAILABLE TO ORDER
ONLINE ON MARKETING CHANNELS
LIKE FACEBOOK, INSTAGRAM &
TIKTOK.**



**EXCLUSIVE
OFFER**



Promotions:

Through promoting on social media platforms like Facebook, Instagram, TikTok Offers:

- Free delivery.
- 30% discounts and other offer on buying more than one piece to our first customers and followers.
- Referral offers to friends.
- Offers on daughter and mother orders to increase upselling and cross-selling.
- Cash back.

SWOT



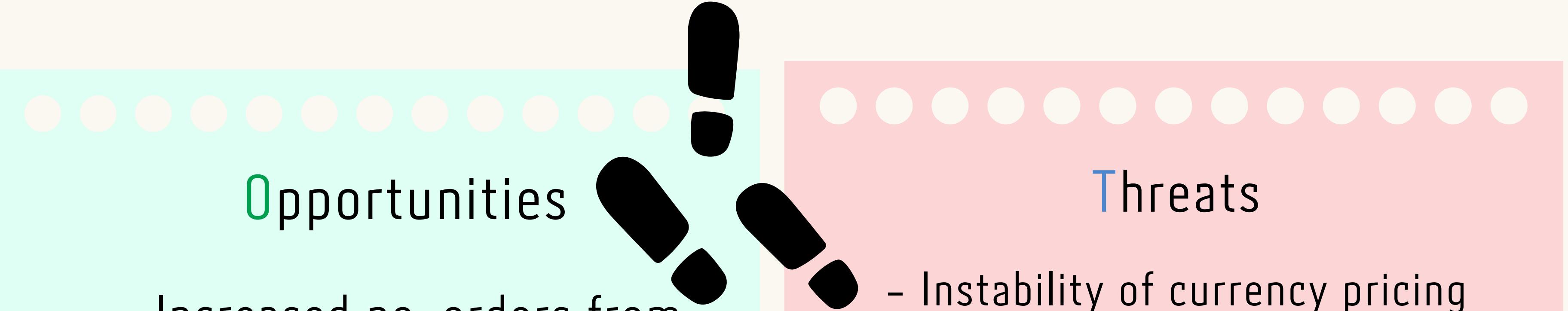
Strength

- High-quality material in relation to prices
 - Competitive pricing
 - Fast delivery inside Alexandria
- Exchange and refund policy in 48 hrs,
- The client can check while the courier awaits.
- Variety of models for different ages and styles
- Pricing strategy allows providing offers
 - The product is Made in Egypt.
- Unique experience to engage our audience.
 - Educating women through various content channels



Weakness

- Delivery not covering rural areas.
- Late deliveries for areas other than Alex.
- No website for the brand.
- During high traffic messaging there may be a delay in response



Opportunities

- Increased no. orders from rural areas.
- Feast Days.
- Black Friday.
- School Entry.
- Some company distributes our product.

Threats

- Instability of currency pricing
 - High competition.
- Continuous changes in the price of industrial materials and delays in the arrival of manufacturing.
- Decrease purchasing power due to economic instability.
- Continuous increase in paid advertising prices on online platforms.
- Affiliate marketing which offers lower prices.

Demographical

- Gender and Age: Women aged 18- 55
- Education and Occupation: Working / Student / House wife
- Marital status: Married / Single
- Class: B and C

Behavioral

- Willing to buy online.
- Following fashion influencers.
- Stylish, willing to buy stylish fashion and comfy items.
- They spend a lot of time on social media.

Psychological

- Need her shoes to be comfortable and stylish but the same time with affordable price.
- Outgoing & like to spend much time outdoors or house wives have lots to do outdoors.

Target Audience Segmentation

Geographical

- Any place in Egypt for class B & C except for far rural areas

BUYER PERSONAS



NAME: JANA
SHE IS A STUDENT AT THE
COLLEGE OF COMMERCE.
SINGLE.
AGED: 18-23 (21) Y.
SHE IS FROM ALEXANDRIA



- NEEDS

- Good, comfy shoes with flexible and durable material with an affordable price.

As she spends a lot of time at college and her home is far from her college

She does not have the advantage of buying more than one pair of shoes, as she doesn't have work and still takes money from her parents.

- Good-looking (stylish) shoes, as she cares about her style and look.

- BARRIERS & PAINS

- She still takes money from her parents.
- She needs affordable shoes.
- She faces a problem with online purchasing because of sizing, refund and exchange policies.
- She tried to buy pairs of shoes before and it was ruined after a short time, so, she needs a durable material that lives for a longer time.
- Whenever she finds a pair of stylish shoes, she finds it expensive

- HOBBIES & BEHAVIOR

- Paddle tennis & walking.
- Goes to the gym.
- Goes to musical concerts.
- She is an outgoing person
- Spends much time on social media

• NEEDS

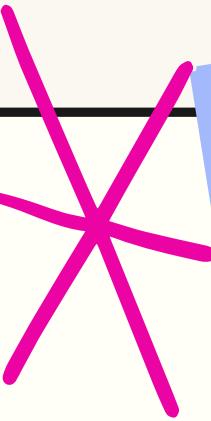
- Shoes with good, comfy, flexible, durable material as she spends a lot of time at work Standing. And she does not have the advantage of buying more shoes in a short time.
- Shoes made of easy-wash and quick-drying material.
- Affordable shoes as she has lots of responsibilities.
- She needs a versatile color that fits a lot of outfits.

• HOBBIES

- Listening to music & reading..
- Loves TikTok and FB in her free time.
- Started driving lessons 1 month ago.
- Loves watching cooking programs and series.

• BARRIERS & PAINS

- She has limited income besides her family responsibilities.
- She can't afford original, high-priced shoes
- She prefers online shopping. As she is very busy and does not have time for shopping and faces a problem with online purchasing of shoes because of sizing and refund and exchange policy
- She tried to buy pairs of shoes before and it was ruined after a short time, so, she needs a durable material that lives for a longer time and whenever she finds a pair of shoes with flexible and durable material it is always expensive.
- She suffers from back and ankle pain.



Name: Mariam
She works as a teacher.
Married & has kids.

Age: 27-35 y.
She lives in Cairo.



Name: Zeinab.

She is a wife and mother.

Age: 45-55 y.

She is doing all the house work.

Spending a lot of time in her house standing.

She has a daughter aged 18-20.

• NEEDS

- Shoes with comfy, flexible, non-slipping material, because she stands a lot and does most of the market shopping.
- She has knee pain from standing long times and always walks holding market bags that make her afraid to slip while walking.
- Easy-wash material.
- Offers as she buys for her daughter also.

• HOBBIES

- Watching Arabic and Turkish series & cooking program.
- Active on FB and TikTok.
- Reading.
- Shopping with her daughter.
- Family visits with her husband.

• BARRIERS & PAINS

- Family responsibilities, as she does all the house hold and most of the market shopping.
- Not interested in original brands.
- We provide offers for her to buy for herself and her daughter.
- She has concerns with online shopping as she doesn't trust the quality and sizing.
- She bought many shoes and they were not comfy for her, she needs comfortable shoes as she has back and knee pain

DIGITAL MARKETING OBJECTIVE

Inc. Brand Awareness

(1st Campaign Objective
on FB)

Inc. Brand Engagement

KPIs:

- Reach: 7k reach within 2 weeks of our 1st campaign.
- Video views: 1000 video views within 2 weeks of our 1st campaign.

KPIs:

- Comments: reach 300 comments within 2 weeks of 1st campaign.

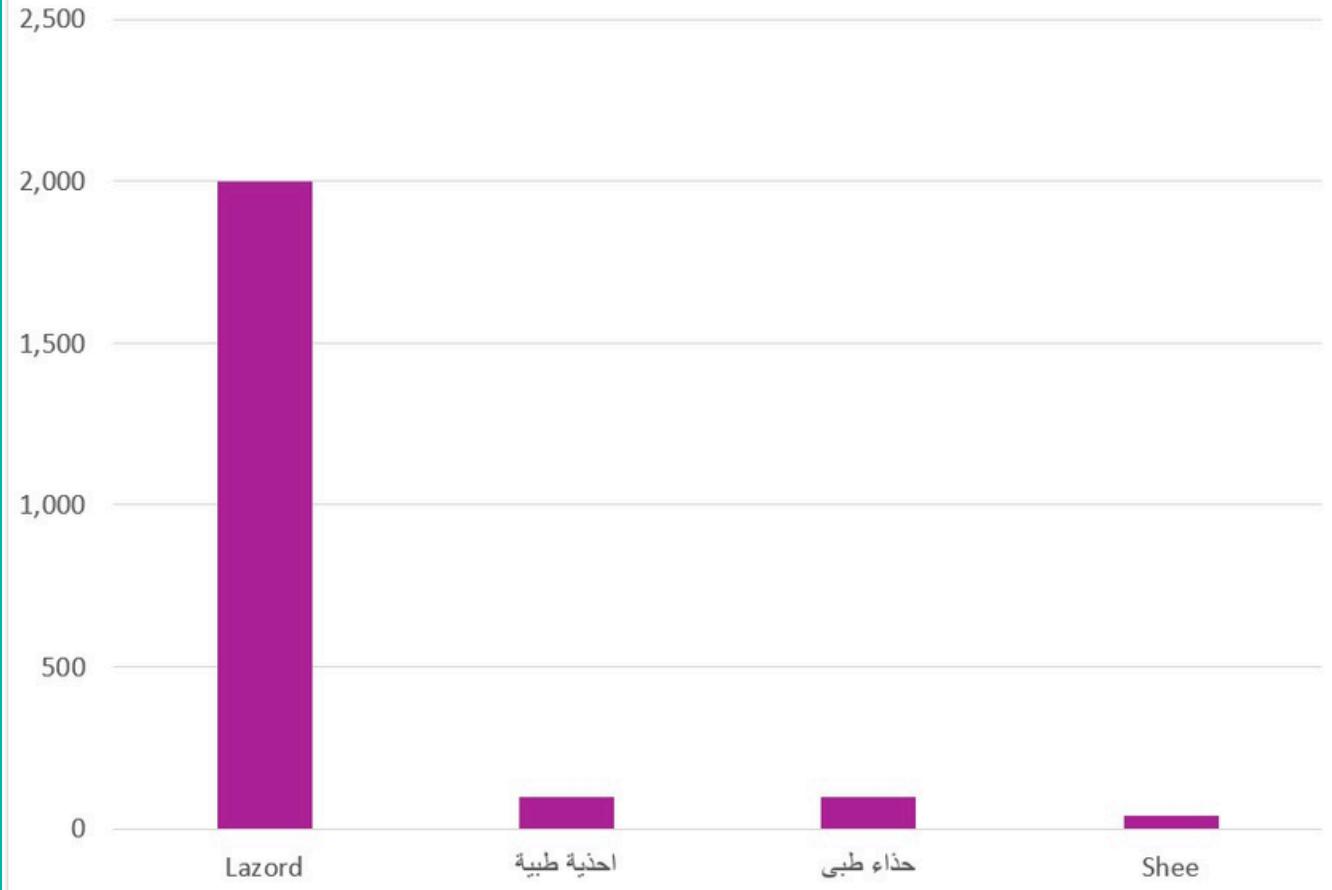
- Likes: reach 500 reacts within 2 weeks of 1st campaign.

- Shares: 50 shares within 2 weeks of 1st campaign.

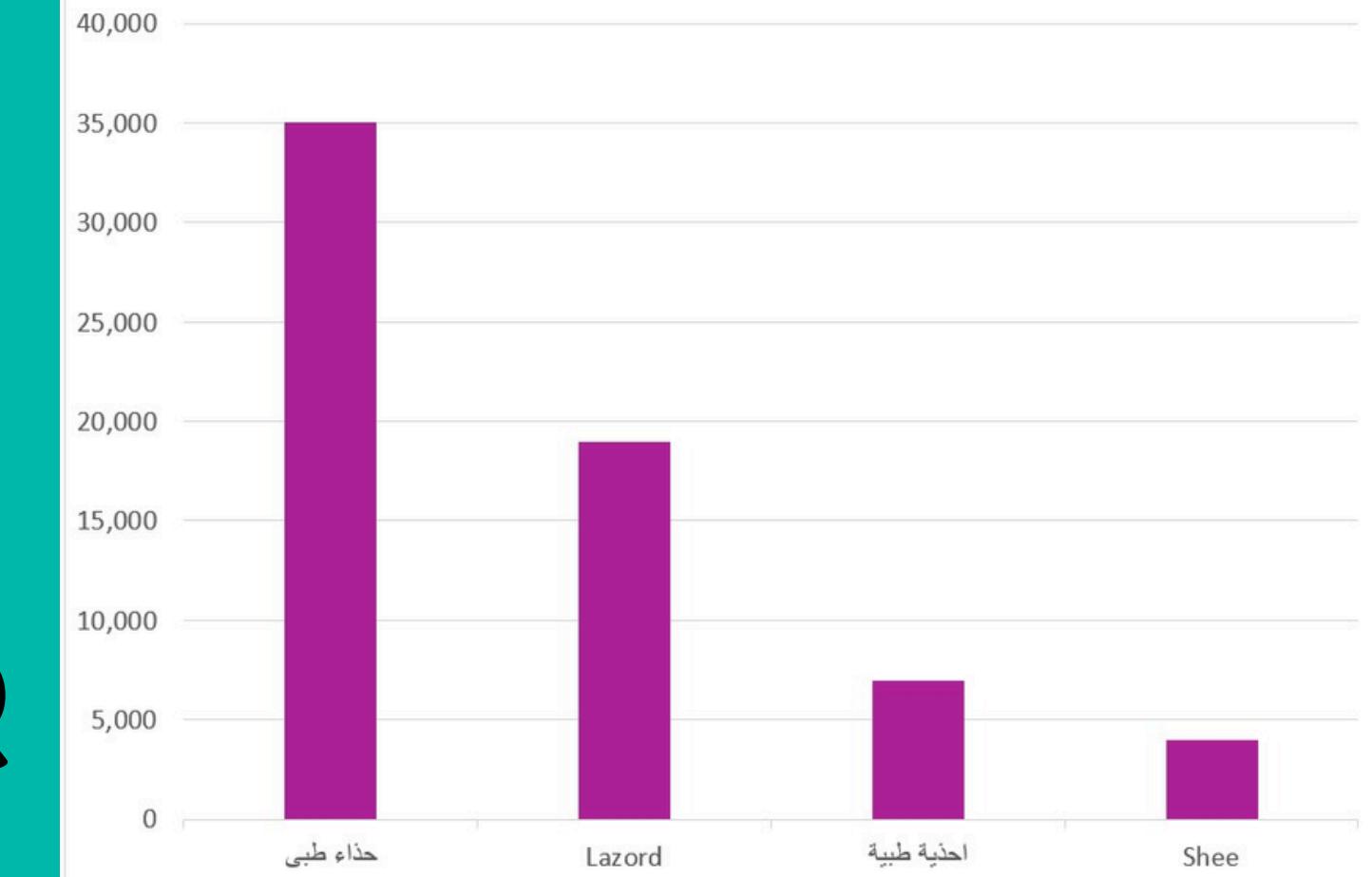
- Followers: 500 followers within 2 weeks of our 1st campaign.

COMPETITOR ANALYSIS CHARTS

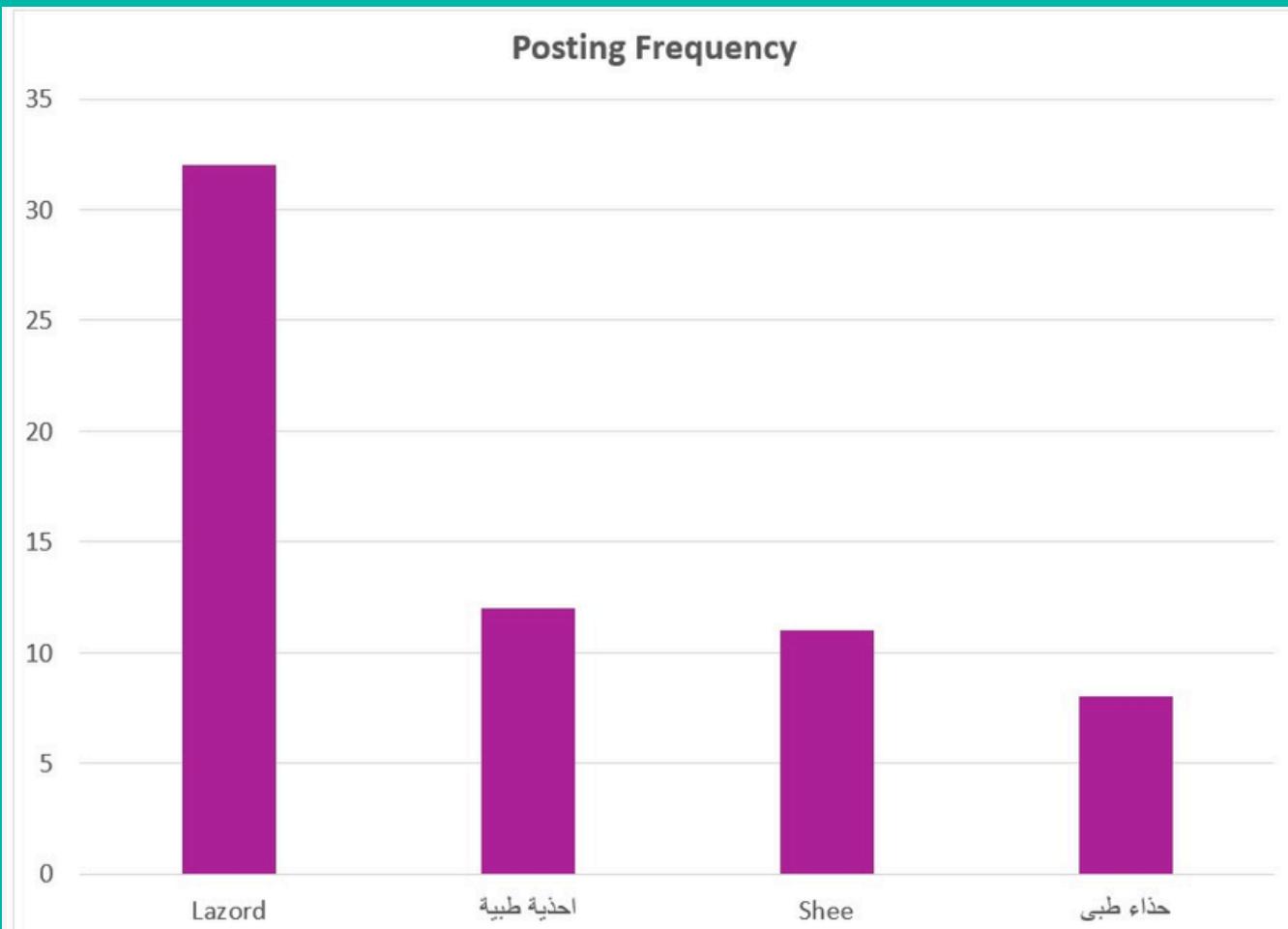
Paid Comments



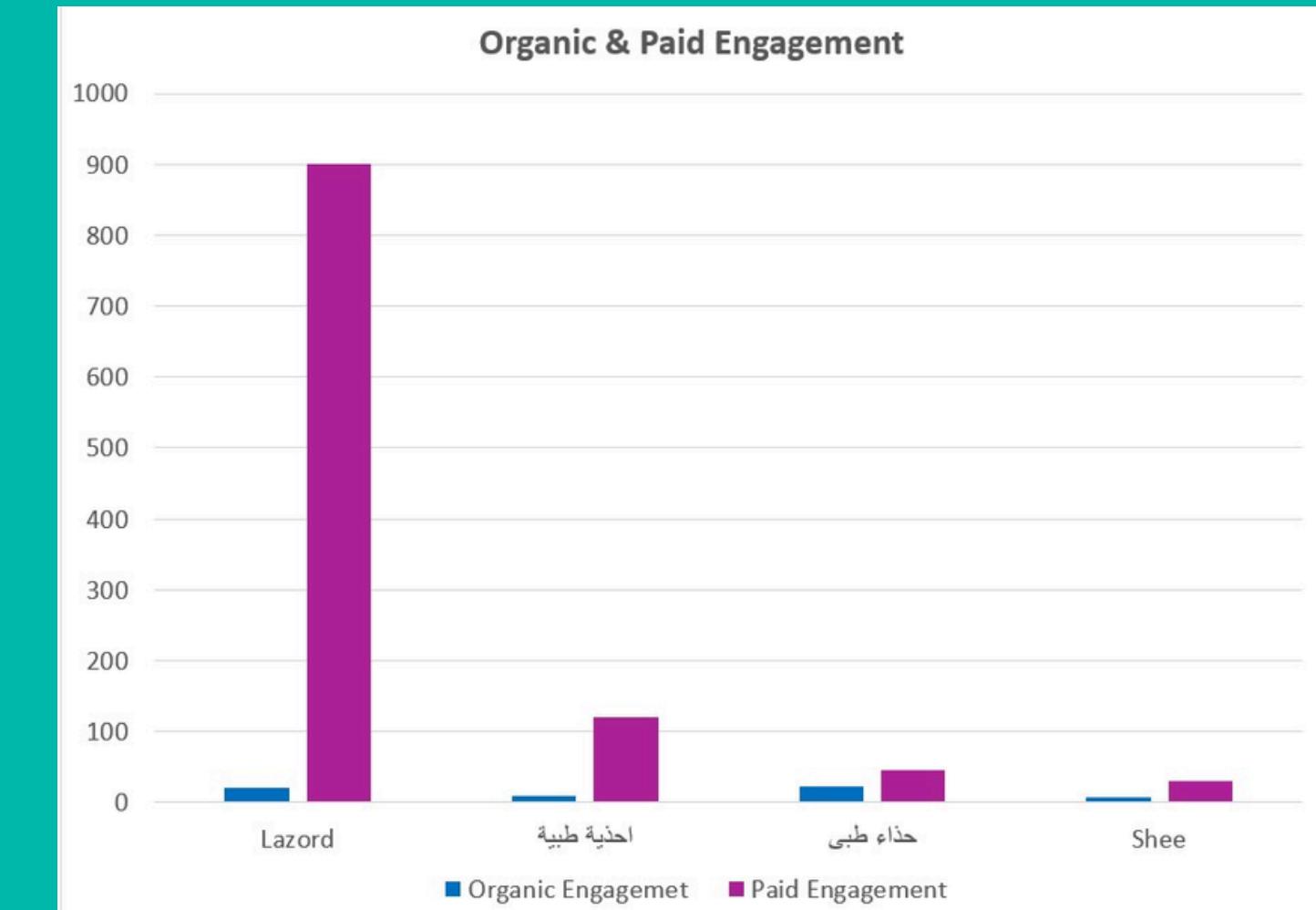
No. of followers

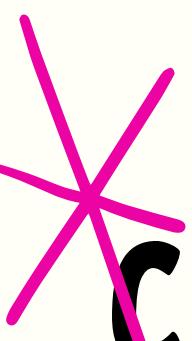


Posting Frequency

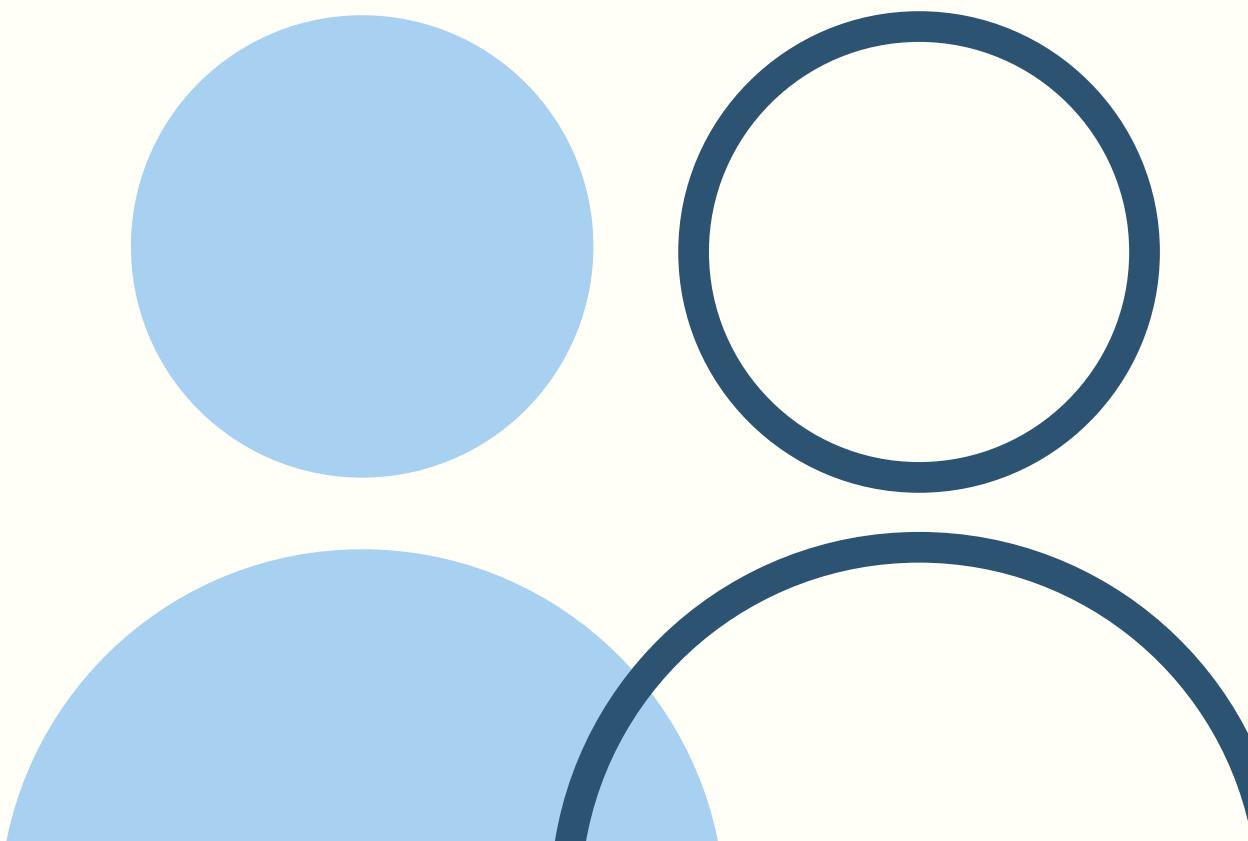
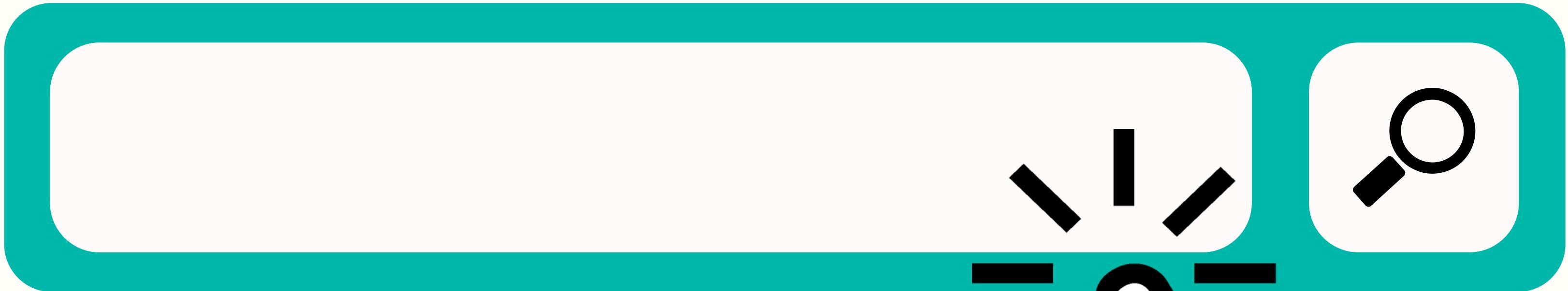


Organic & Paid Engagement





COMPETITOR ANALYSIS LINK



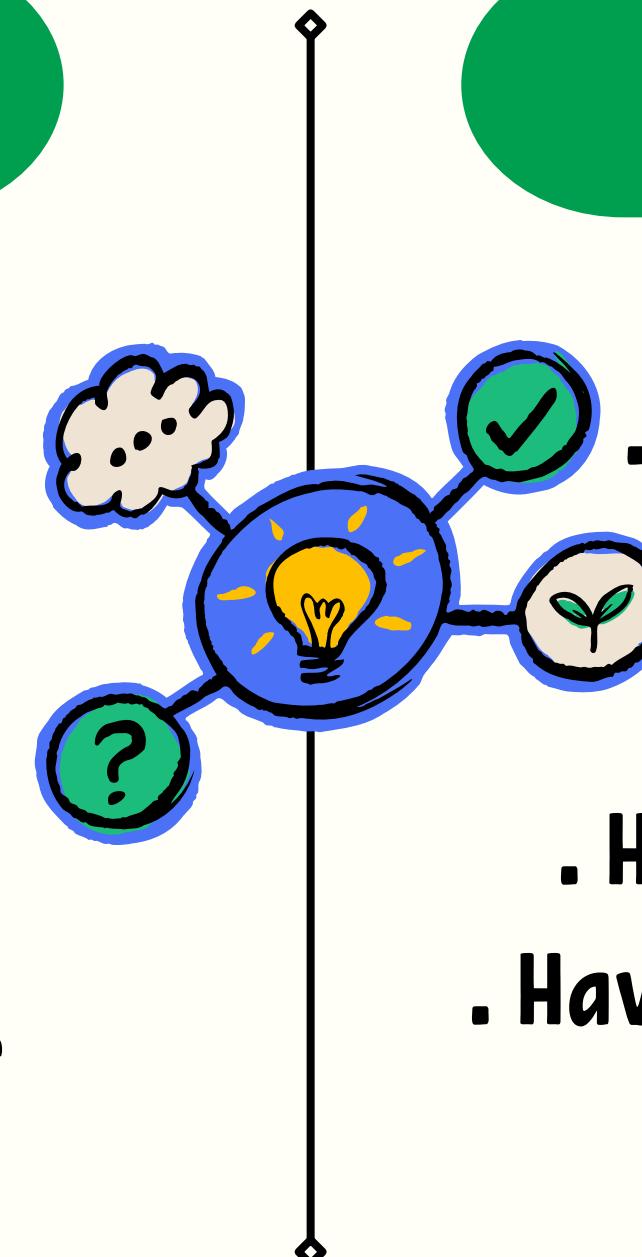
WHAT WE LEARNED FROM OTHER BRANDS DEFECTS?

COMPETITORS

- . Facebook only
- . Irregular posting
- . No website
- . No educational content
- . No interaction with customer

YALLA WALK

- . FB, Instagram& Tiktok
- . Regular posting
- . Will make website
- . Have educational content
- . Have a unique experience with customer engagement



CONTENT THEME:PLATFORMS AND CONTENT FORMATS



.REELS

.VIDEOS

.POSTS

(SINGLE PHOTO,
MULTIPLE PHOTOS)



.CARROUSEL

.SINGLE PHOTO POSTS

.INFOGRAPHICS

.REELS

.VIDEOS



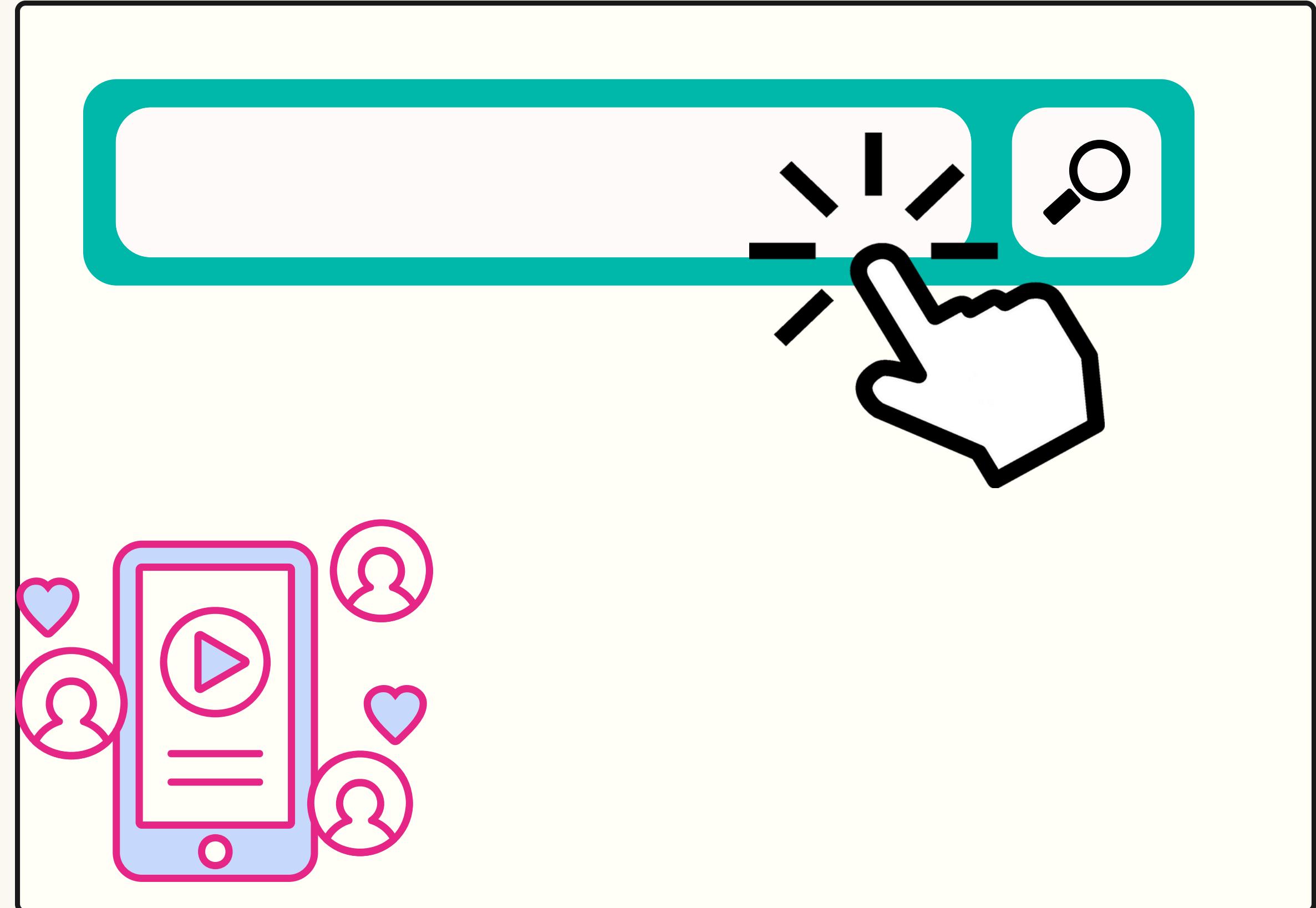
.SHORT VIDEOS

.POSTS

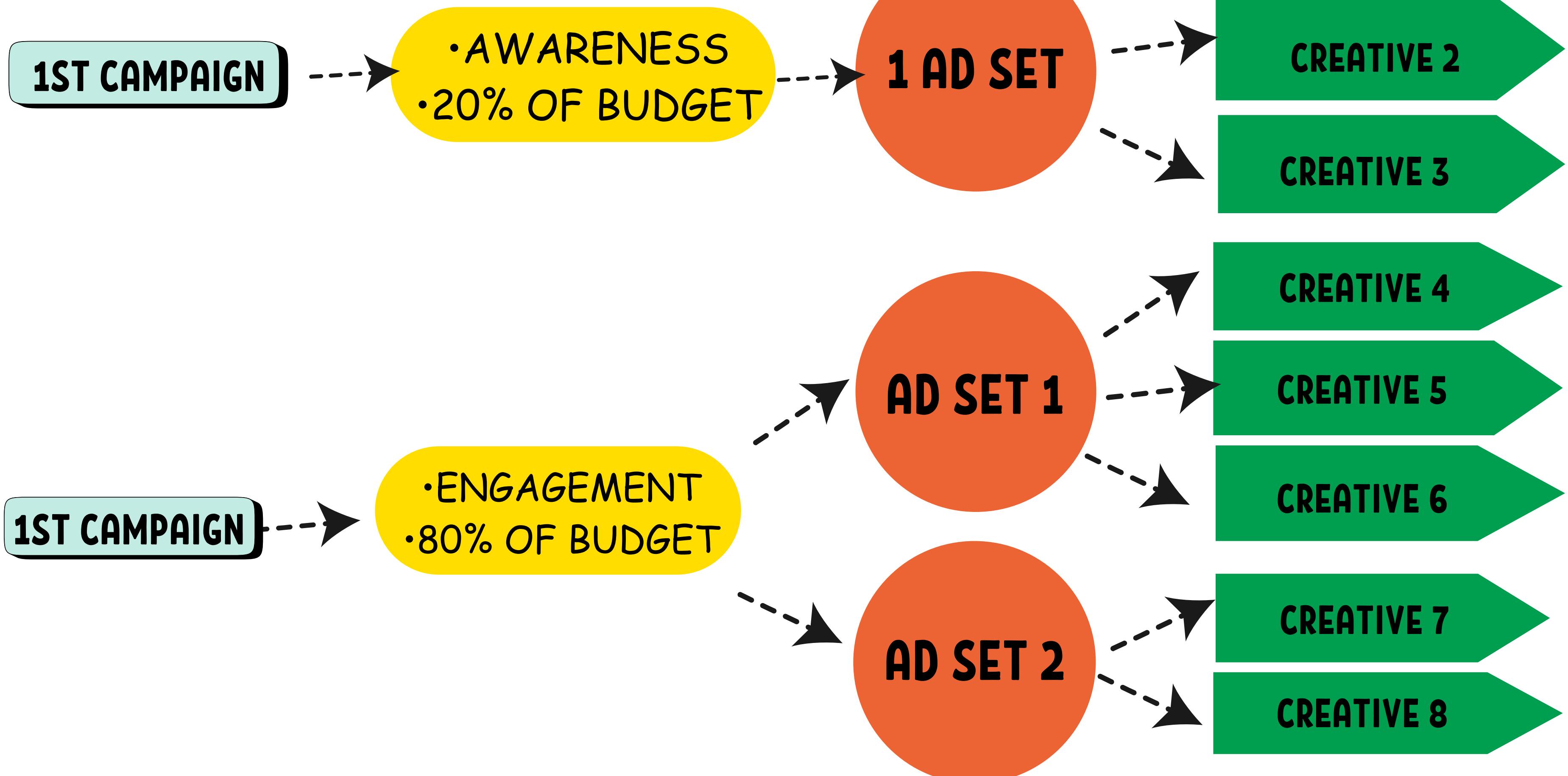
CONTENT CALENDAR

Frequency:
**3 pieces of content
every week.**

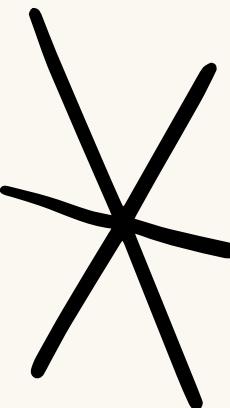
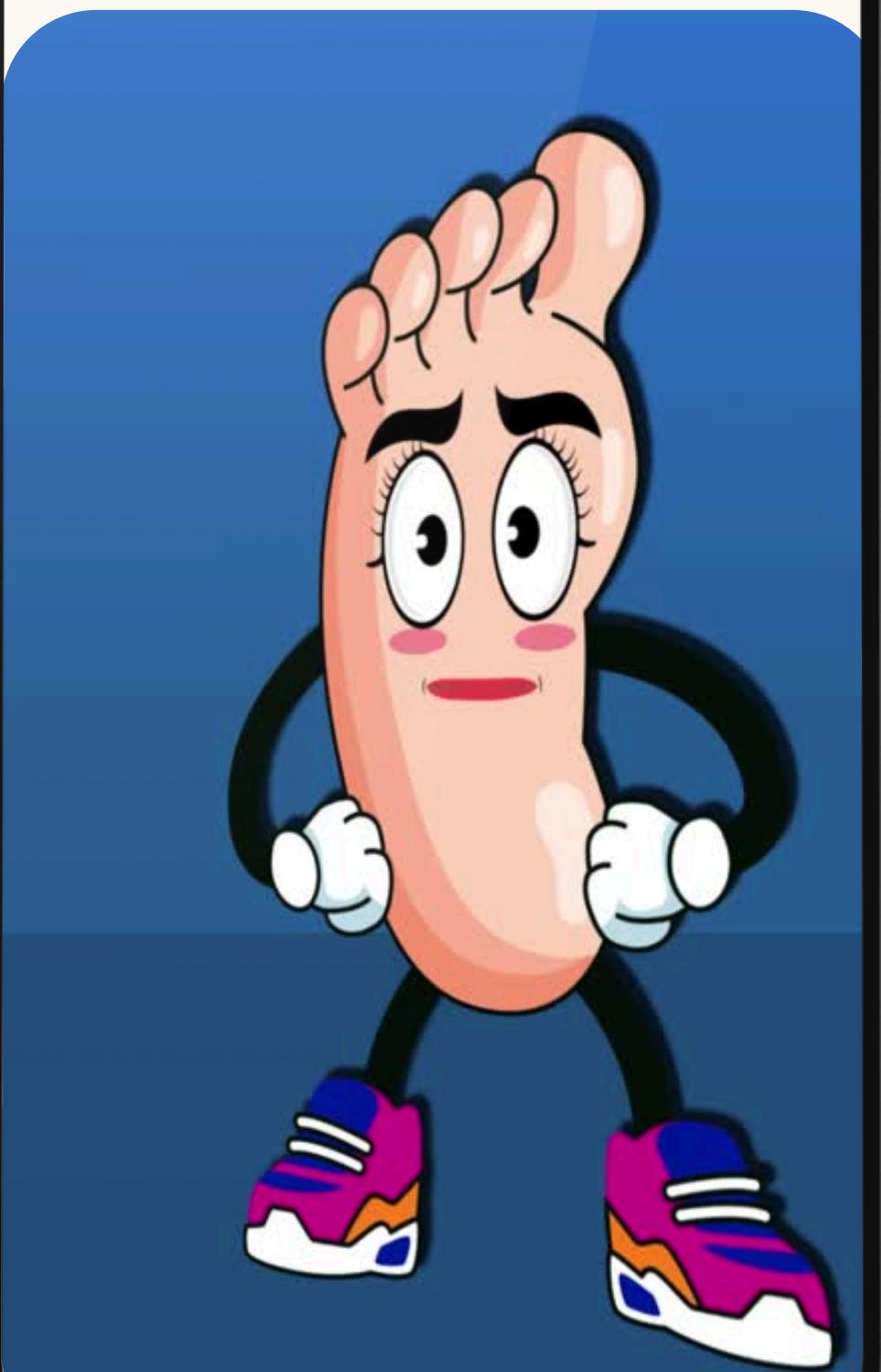
Main Ideas:
**. Educating,
evergreen content.
Inspiring, engaging
content.**



MEDIA BUYING PLANE (1ST CAMPAIGN):



**CREATIVE 1 (VIDEO 2D
MOTION STEPS):**



**CONTENT
SAMPLES FOR
AWARENESS**

**CREATIVE 2
(REEL):**



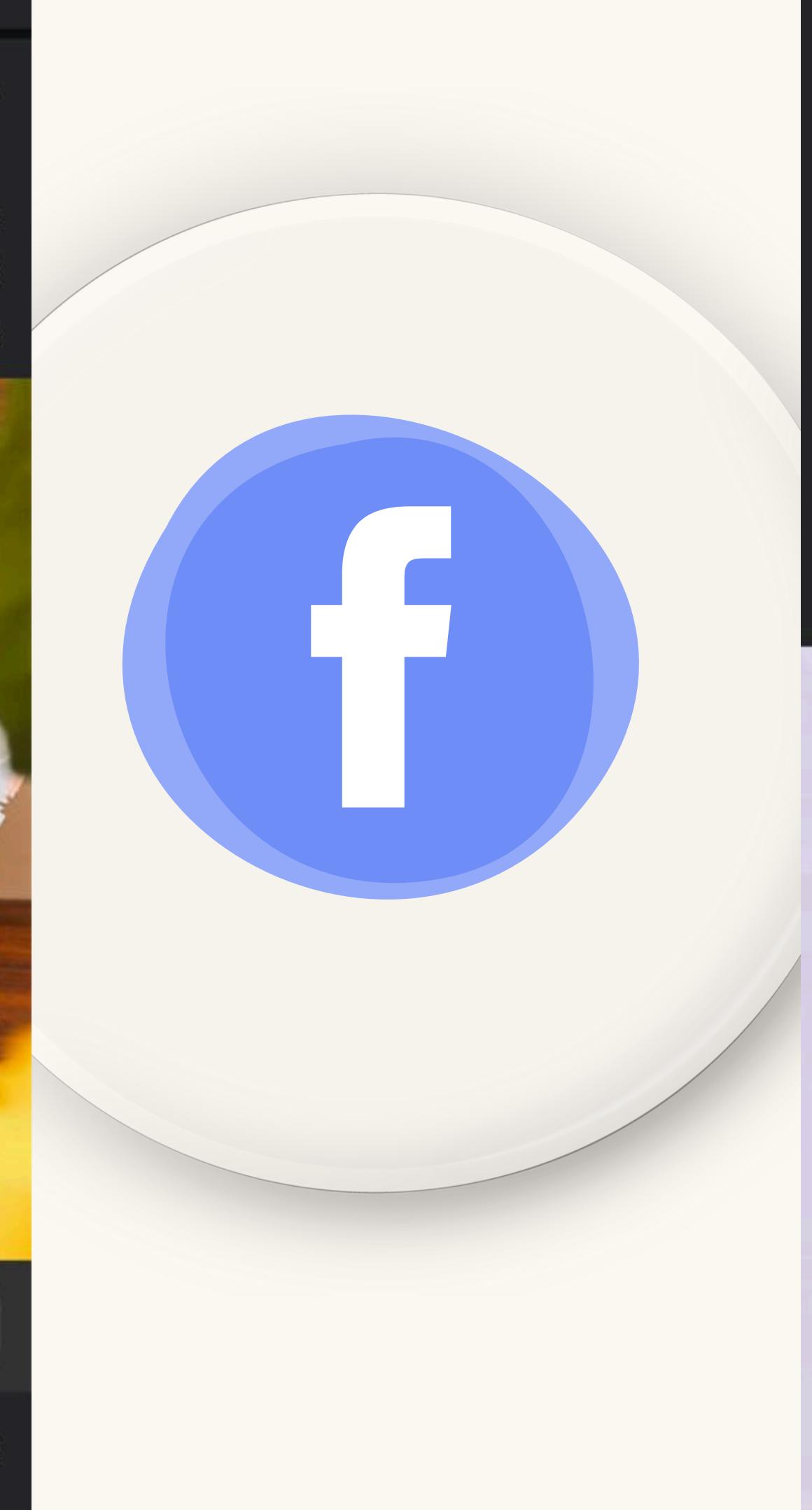
CONTENT SAMPLES FOR ENGAGEMENT

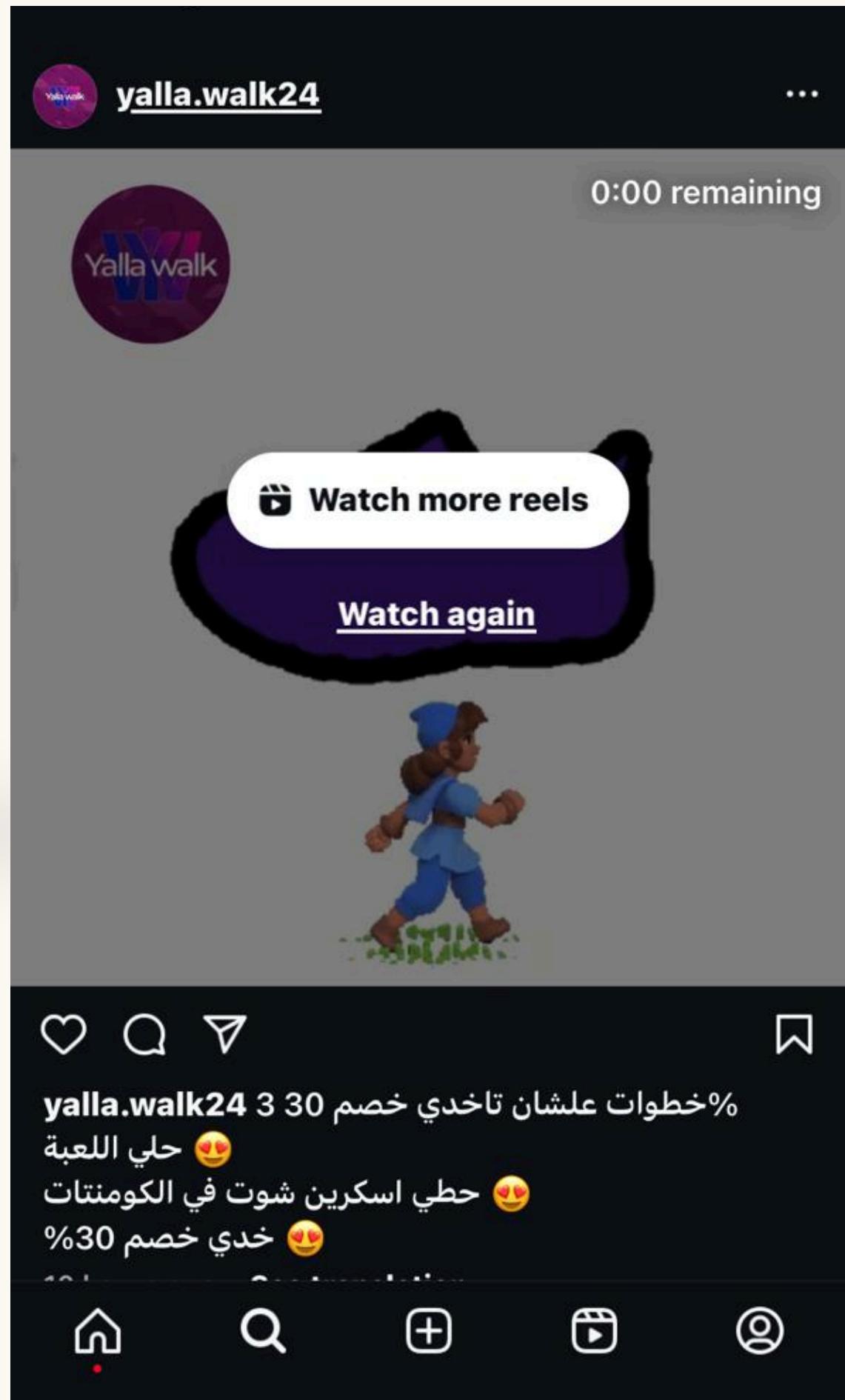
CREATIVE 4 (MAZE):

خصم 30% لما تشيري المتابه دی مع صاحبك و
تحطي حلها في الكومنات

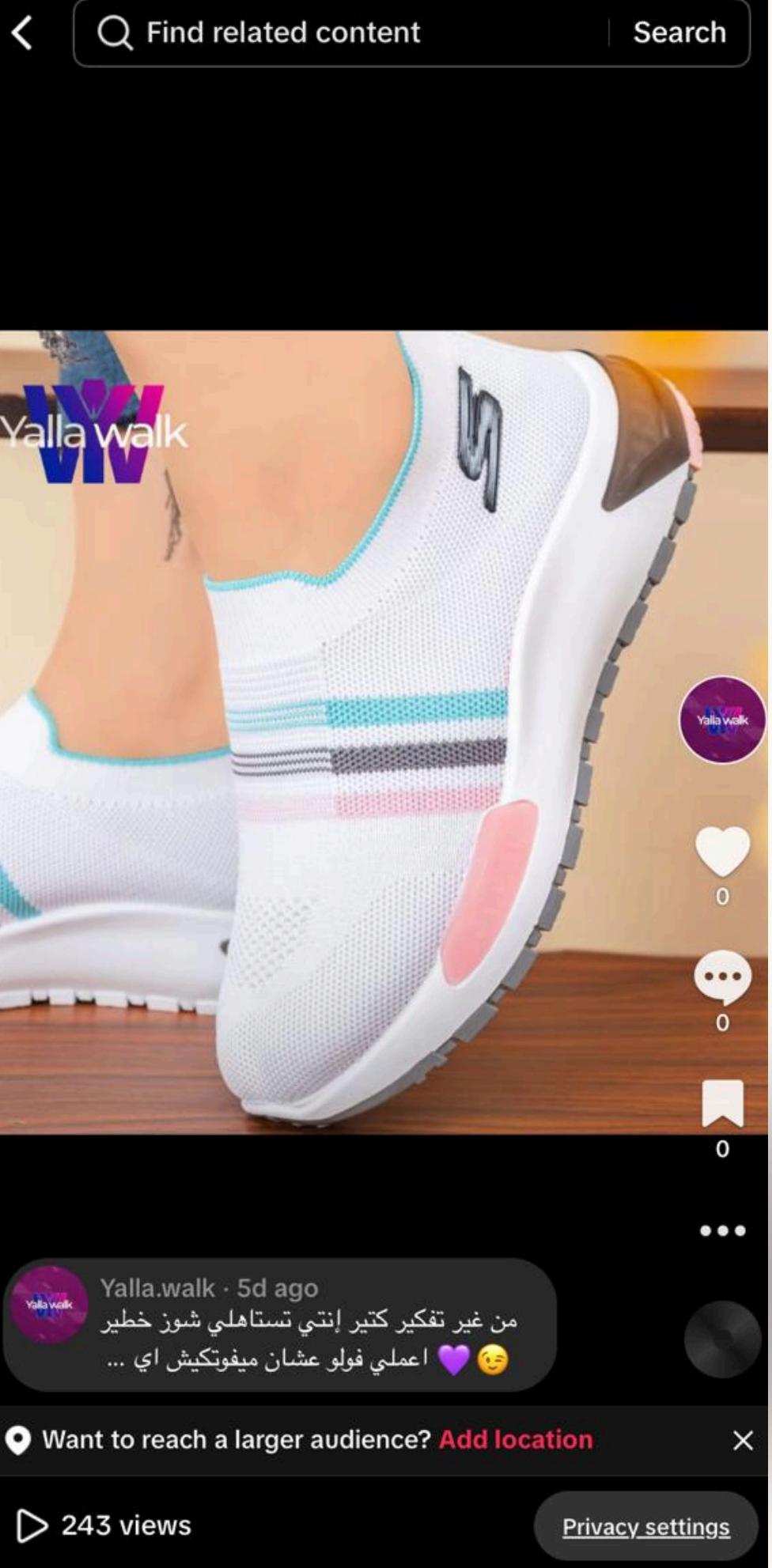
خليكي متأكدة إنك أدي التحدي على رأي
الفنانة آمال ماهر 😊







2:46



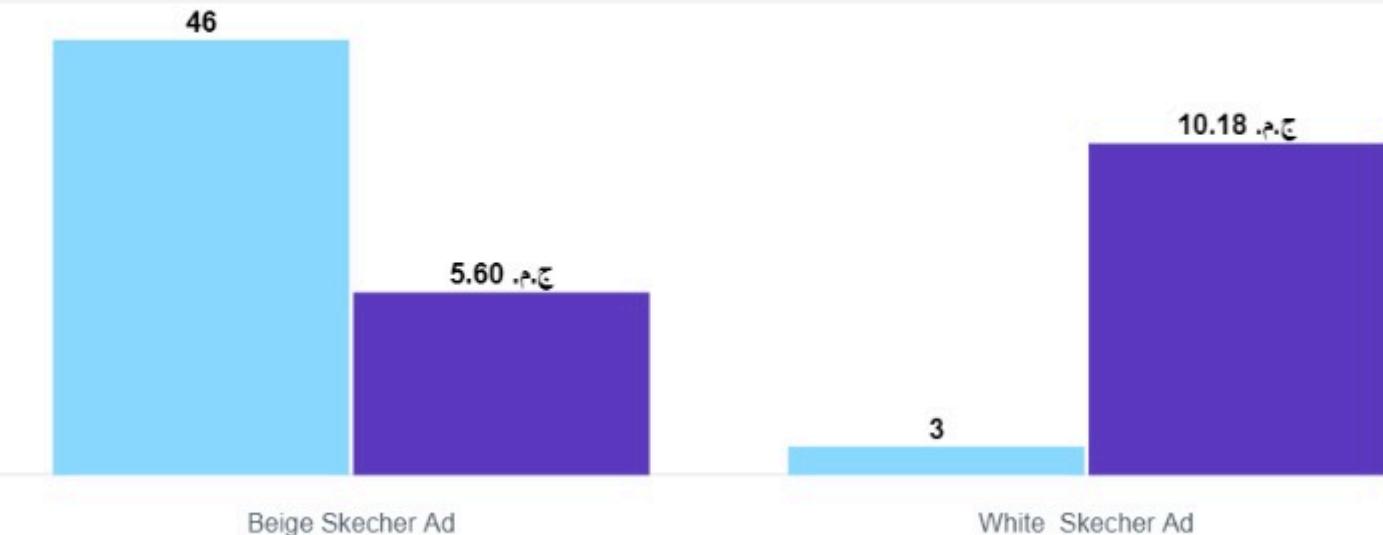
CAMPAIGN ANALYSIS



Winner Creative?

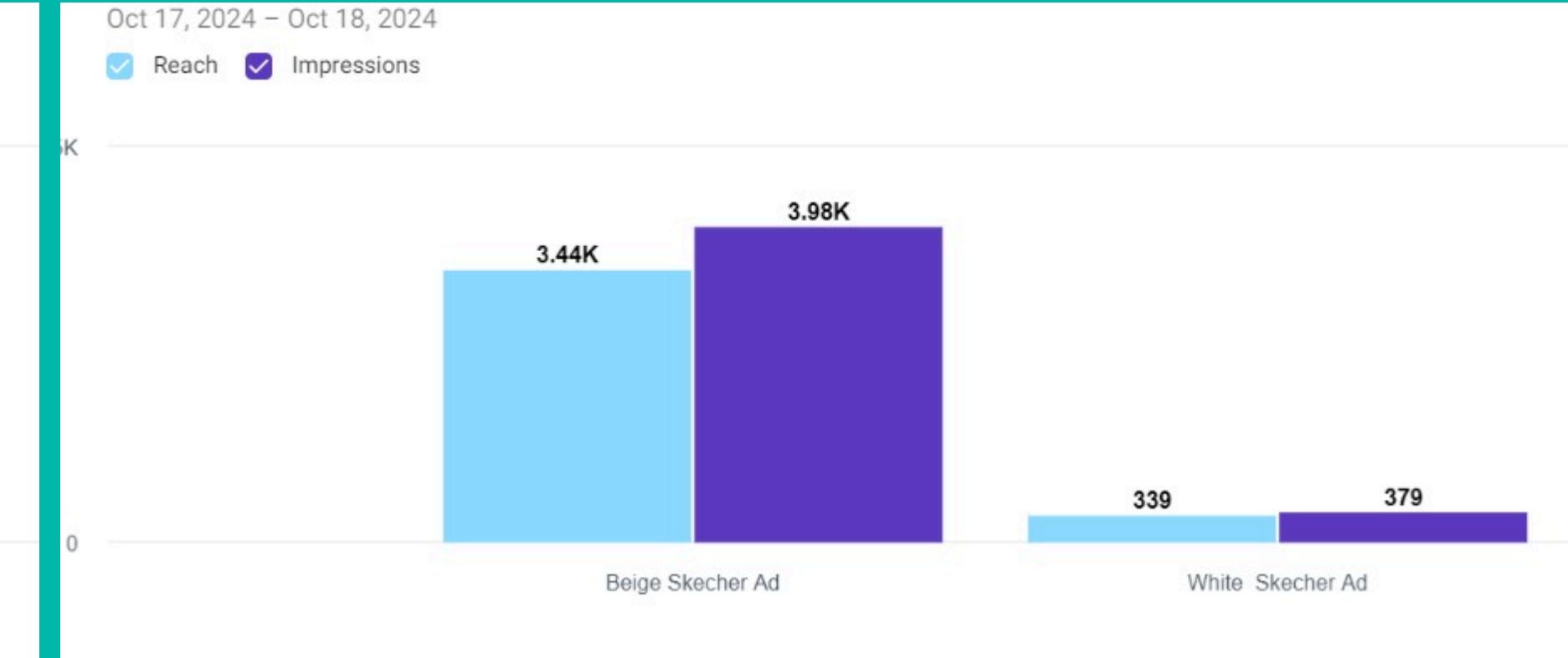
Oct 17, 2024 – Oct 18, 2024

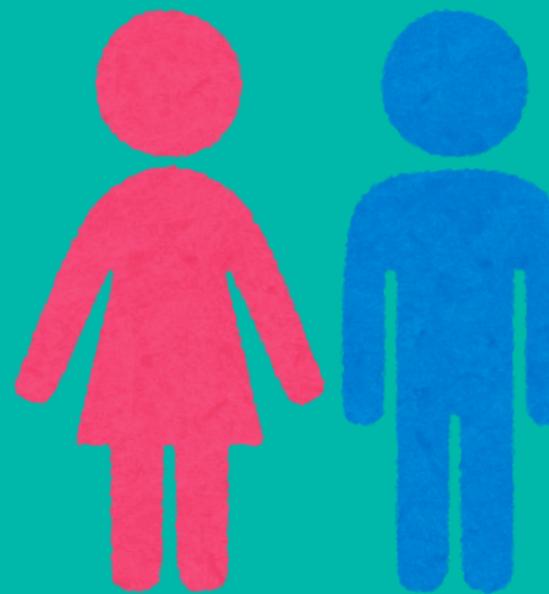
Messaging conversations started 46
 Cost per messaging conversat... 5.60 .م.ج



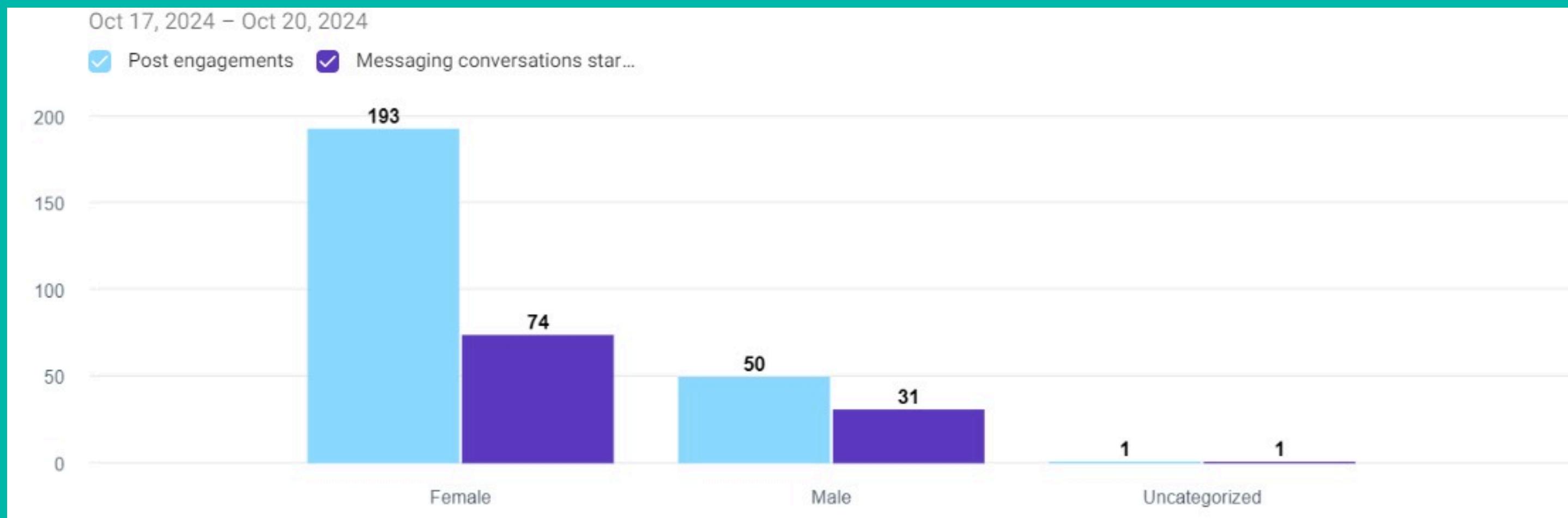
Oct 17, 2024 – Oct 18, 2024

Reach 3.44K
 Impressions 3.98K





Best Gender?

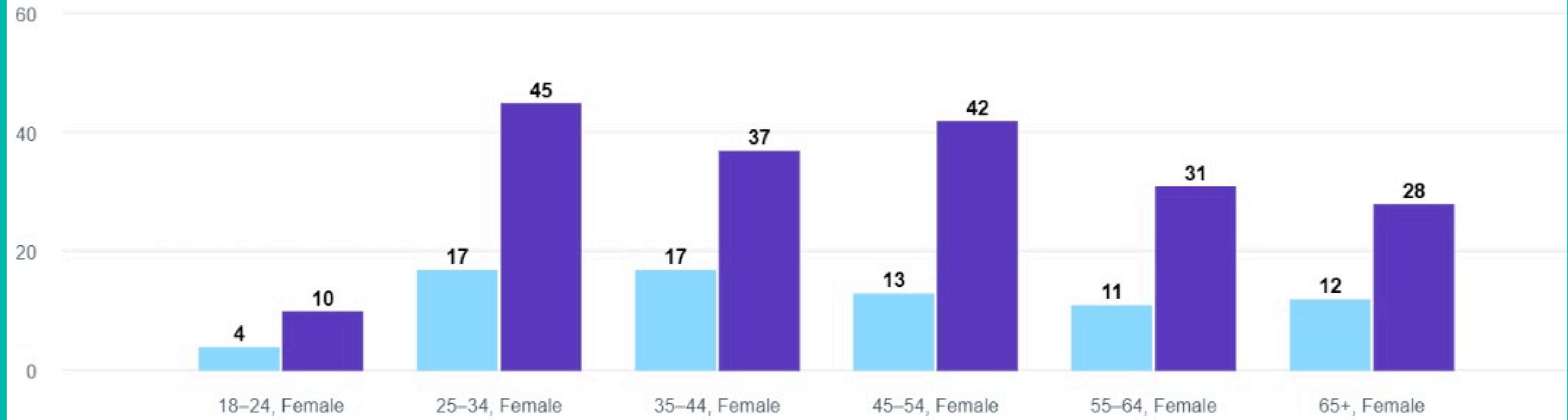




Best Age Group?

Oct 17, 2024 – Oct 20, 2024

Messaging conversations star... Post engagements



Did we get our KPIs?

Reach: we reached more
than 7 k (KPI)

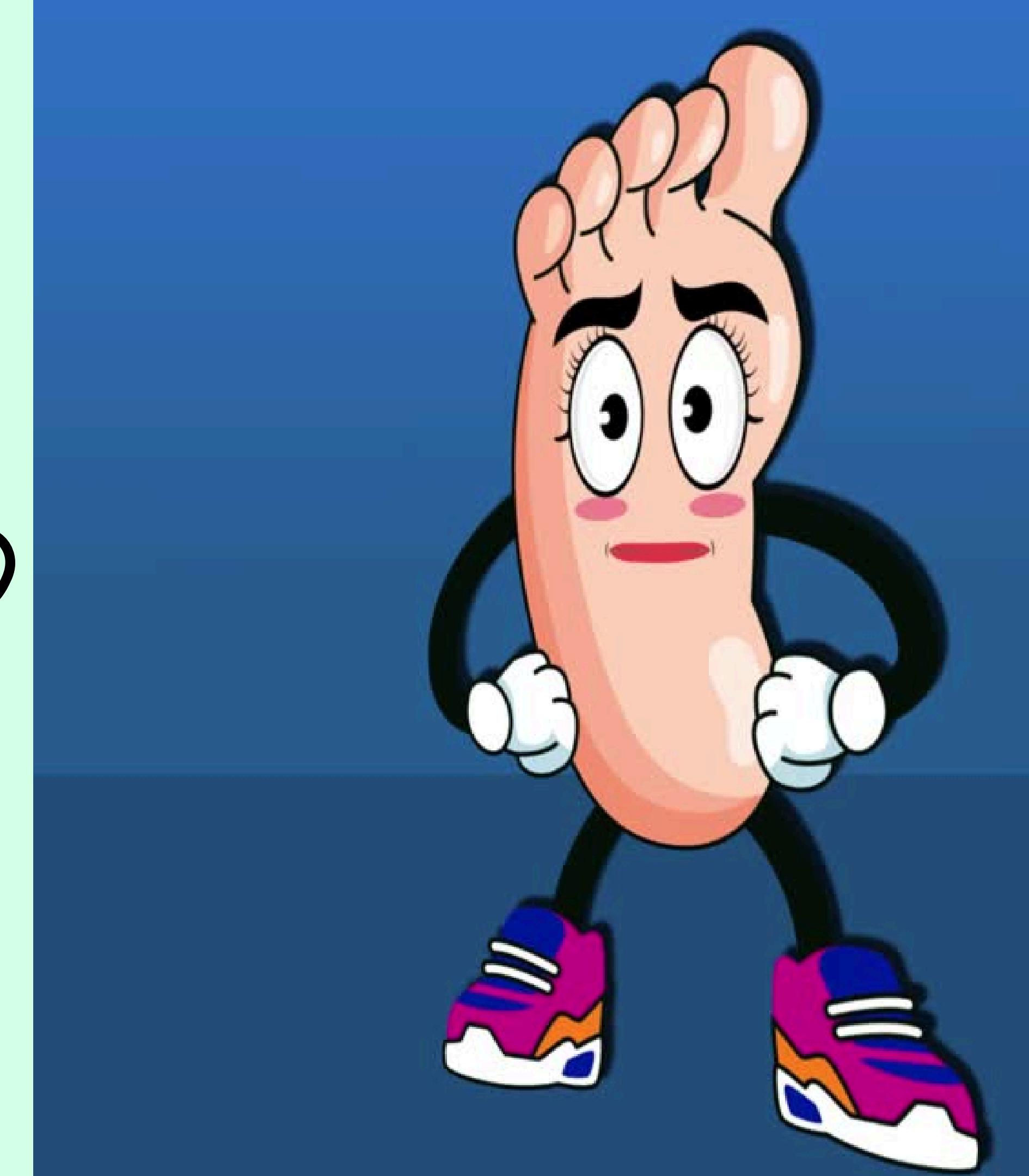
Did we get our KPIs?

share: we did not reach our kpi

recommendation: creating content that encourages share
among audience

followers: no

recommendations: creating campaign with objective to get
page followers



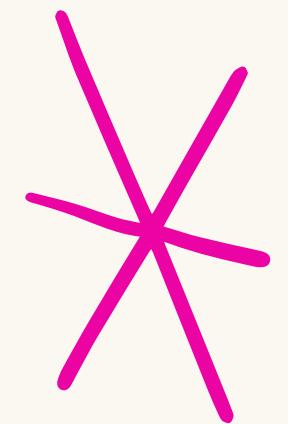
THANK YOU!



ENG.: SAFY ELDIN AHMED

DEPI

MOTION GRAPHIC DESIGNER: YOUSSEF MOHAMED RAGAB



GRAPHIC DESIGNER: AYA AHMED

YAT123_ALX1_DRT1_M1E_DEPI