

Meet the K-TECH Team

We are K-TECH, a dedicated team of digital marketing strategists and specialists passionate about connecting G SOUL Appliances with their ideal customers, ensuring a huge online presence for the brand.

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Digital Marketing Plan for G SOUL Appliance Company

This plan outlines strategies to drive digital growth for G SOUL Appliances, a rising Egyptian brand in the built-in kitchen appliance market. This campaign focuses on building awareness, engaging local audiences, and laying the foundation for G SOUL's online growth.



What is G SOUL Appliance Company?

G SOUL Appliances is a kitchen appliance brand based in Alexandria, Egypt.

It specializes in built-in products like cooktops, ovens, hoods, and microwaves.

The brand serves both retail traders and individual customers.

As part of Gaballah for Trading Agencies, G SOUL focuses on delivering modern, high-quality kitchen solutions while expanding its digital presence in the Egyptian market.

Vision

To become a leading Egyptian brand in built-in kitchen appliances, known for combining innovation, reliability, and sleek design.

Mission

To provide quality kitchen appliances while growing our digital presence through engaging content, targeted social media, and direct online communication.

Objectives (SMART)

Increase brand awareness for G SOUL Appliances in Alexandria by reaching 1,000 people, generating 1,500 engagements on Facebook/Instagram, and posting 3 times per week with product photos, offers, and educational content, to grow visibility and sales within 3 months.

SWOT Analysis

Strengths

- Dual expertise in serving B2B (bulk orders, customization) and B2C (emotional branding, retail appeal)
- Our brand specializes in built-in appliances offering space-saving solutions
- Our built-in ovens and kitchen hoods align with the latest kitchen design trends
- Established brand trust through warranties and quality certifications

Weaknesses

- High competition from global brands in B2C and local wholesalers in B2B
- Limited online visibility compared to competitors.
- Complex logistics for bulk B2B orders and last-mile B2C delivery

Opportunities

- B2B growth potential through partnerships with real estate developers and interior designers
- Rising B2C demand for wedding registries and smart home appliances
- Export potential to MENA markets leveraging cost-competitive "Made in Egypt" products
- Growing market for sustainable and eco-friendly appliances

Threats

- Economic volatility reducing consumer spending and delaying B2B projects
- Counterfeit products undermining brand credibility in price-sensitive markets
- Smart appliance features evolve quickly; failure to keep up with innovation can make products outdated.

Marketing Mix (4Ps)



Product

Built-in appliances (hoods, hobs, ovens) with modern designs and trusted brands.



Price

Flexible pricing with bundle deals, B2B discounts, and upcoming installment options.



Place

Sold via social media and WhatsApp, with plans for an online store and showroom.



Promotion

Social media campaigns, paid ads, and special offers to boost engagement and sales.



Product - Built-in Kitchen Appliances

G Soulspecializesinofferingapremiumselectionofbuilt-in appliances, including:

- Hoods
- Hobs
- Ovens

These products come from Wide variety of reliable, trusted brands and feature:

- Modern and space-saving designs
- High-quality and durable appliances
- Multiple brandoptionsto suit different tastes andbudgets

To further enhance the offering, G Soul plans to:

- Expand the productrange to include built-in microwaves,dishwashers, etc
- Increase Product variety by adding more models, features, and finishes
- Form new partnerships with local and international brands





Price

G Soul offers a wide and flexible price range to suit different customer needs:

- Hoods starting from EGP 5,990
- Hobs starting from EGP 9,990
- Ovens starting from EGP 16,900

Multiple pricing levels to match various budgets and preferences To enhance affordability and value:

- Installment plans and Buy Now, Pay Later (BNPL) options in the pipeline
- Special B2B pricing and bulk discounts for interior designers and real estate developers
- Bundle offers (e.g., hood + hob + oven) at competitive package prices



Place

We sell online through social media platforms like Facebook and Instagram.

Customers can place orders or ask questions via:

- WhatsApp Business
- Facebook Messenger
- Instagram DM

We serve customers in Cairo and Alexandria.

And there's more coming soon:

- We'll launch our online store so customers can order directly.
- We'll expand to more cities across Egypt.
- We'll open a small showroom to display our appliances.



Promotion

1. Social Media Marketing

- Running targeted campaigns on social media.
- Creating interactive posts, stories, and product demos.
- Engaging directly with customers through comments and DMs.

2. Content Marketing

- Educational content (e.g., how to choose the right built-in oven). Product comparisons to help customers choose. (e.g., built-in vs. free-standing appliances) Customer reviews and before/after stories. Targeted posts and videos that explain our products clearly.
- Common questions and answers in simple posts.
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3. Paid Advertising

- Sponsored ads across platforms targeting different segments.
- Retargeting ads for interested users.
- A/B testing on ad designs and offers.

4. Promotional tools & tactics

Special Offers & Discount Codes:

- Attract first-time buyers and stay competitive in a crowded market.

Loyalty Programs:

- Reward repeat customers with points, upgrades, or discounts.

Upselling & Bundles:

- Offer product packages or recommend add-ons to increase basket size.

Fast & Safe Delivery + Free Installation:

- Reinforce trust and convenience.

A large, abstract, light blue geometric shape with multiple vertices and edges, resembling a stylized mountain or a complex polygon, occupies the right side of the image. It has a jagged, organic feel with several sharp points and angles.

segmentation

Demographic

- **Age:**
25–45 years
- **Marital Status:**
Engaged, newly married, or young families
- **Income:**
Middle to upper-middle

Behavioral

- **Purchase Timing:**
During marriage prep, home setup, or renovation
- **Loyalty:**
Medium – return if satisfied
- **Benefits Sought:**
Durability, aesthetics, pricing, after-sale service

segmentation
B2C market

Psychographic

- **Lifestyle:**
Home-focused, love cooking & hosting
- **Personality:**
Value-conscious, brand-aware but open-minded
- **Values:**
Long-term investment in home essentials, prefer convenience

Geographic

- **Primary location:**
Alexandria
- **Secondary location:**
Other Egyptian governorates
- **Focus:**
Urban & semi-urban areas needing modern kitchen solutions

Demographic

- **Business Type:**
kitchenware shops, interior designers, contractors
- **Business Model:**
Project-based (for finishing/furnishing)
- **Decision Makers:**
Shop owners, engineers, procurement officers

Behavioral

- **Purchase Behavior:**
Regular/bulk buying based on demand
Some buy as needed
- **Loyalty:**
Medium–high if supplier is dependable
- **Benefits Sought:**
Trade pricing, fast delivery, reliable stock

segmentation B2B market

Psychographic

- **Priorities:**
Reliable supply, consistent quality, profit margins
- **Brand Attitude:**
Focused on quality & availability, not brand names
- **Work Style:**
Prefer responsive, flexible suppliers and smooth processes

Geographic

- **Primary location:**
Alexandria
- **Secondary location:**
Other Egyptian governorates
- **Focus:**
Urban & semi-urban areas with high
kitchenware
demand

Value Proposition

“G SOUL empowers both professionals and everyday buyers to access high-quality, affordable kitchen solutions, delivering reliable products, expert support, and smooth service to help every kitchen function beautifully and efficiently.”



Competitors' Analysis

1.G SOUL

Brand	Posting Frequency	Engagement	Content Type	Designs	Identity	Stories Content
G SOUL	Very low, last post in 2024	Low engagement, around 4 likes per post, no comments or shares.	Mainly educational content explaining product features.	High-quality, clear images with a consistent color palette.	Unified branding with consistent colors and fonts.	Limited stories, mainly informative and educational.

2.Direct Competitors

Brand	Posting Frequency	Engagement	Content Type	Designs	Identity	Stories Content
Kitchen Line	Irregular project-based posts.	Limited engagement (low likes/comments)	Project showcases with occasional offers, but lacks clear targeting or consistent messaging.	Clean project photos with neutral styling, lacks commercial design elements.	Consistent logo placement, unified color palette, but lacks recognizable visual style.	Rare story usage, mainly for project updates.
Purity Kitchen	Irregular posting with long gaps between content clusters.	Low to moderate engagement on reels and posts	Promotional reels and video posts highlighting kitchen design and product offers.	Clean and polished visuals in reels, branded layouts.	Focus on premium quality, design expertise.	Stories present but not frequent; mostly product highlights and occasional offers.
Al-ryada Store	Frequent and video-focused	Moderate engagement via reels and comments	Promotional content on built-in products, offers, and kitchen devices.	Professional product images and reels, clean layout with clear messaging.	Strong brand voice, “Built-in pioneers in Egypt”, consistent tone.	Active stories with deals and short video snippets.

3.indirect Competitors

Brand	Posting Frequency	Engagement	Content Type	Designs	Identity	Stories Content
Raya Shop	Frequent promos & product updates	Minimal interaction or response from audience.	Promotional posts on household electronics and appliances, strong campaigns and discount updates.	Clean product visuals, promotional banners with clear discount messaging.	Retail electronics leader in Egypt, strong online shopping identity.	Active stories highlighting ongoing deals like installment offers with low interest.
B.TECH	Frequent and consistent	High engagement across posts	Promotional, seasonal offers, and product-focused .	Professional product photos, well-lit and detailed.	Strong brand presence with cohesive visual identity.	Engaging stories for promotions and product features.



**Buyer
persona**

Field	Person 1	Person 2	Person 3
Name	Sara	Mona	Mahmoud
Occupation	Graphic Designer & Home Enthusiast	Family Caretaker	Kitchen Manufacturer & Wholesale Supplier
Age	32	40	45
Gender	Female	Female	Male
Behaviors	Actively browses Instagram, Facebook, TikTok, Pinterest, compares prices online, reads reviews, follows décor trends and influencers	Shops at trusted stores, occasionally uses Facebook, relies on family and friends for recommendations.	Focuses on supplier reliability, prefers direct communication via WhatsApp, calls, and meetings
Goals	Create a stylish, functional kitchen, invest in durable, high-quality appliances, simplify daily cooking	Find reliable appliances for heavy daily use, ensure long-term durability, keep kitchen functional and safe	Secure consistent supply of high-quality materials, maintain competitive prices and ensure timely delivery.
Challenges	Price sensitivity, limited trust in new brands, lack of time for detailed research	Struggles to stay within budget due to rising appliance prices, and worries about the long-term costs of maintenance and repairs. In addition to finding difficulty in keeping up with new trends.	Price competition, supply chain delays, balancing quality and cost
Key Purchase Drivers	Quality, reliability, modern design, value for money and strong after-sales support	Warranty, product reliability, availability of spare parts and value over time	Partnership reliability, bulk pricing, product consistency and flexible payment terms.



Social Media Content

Post 1

Design



Caption

مع البوتاجازات بتاعتنا GSoul مش هتتوترى في العزومات أو تحضير الأكل.

الفرن الواسع هيساعدك تحطي أكلك كله مرة واحدة، ومع المراوح اللي بتوزع الحرارة بالتساوي هتضمني تسوية مثالية من كل الجوانب.

Post 2

Design



Caption

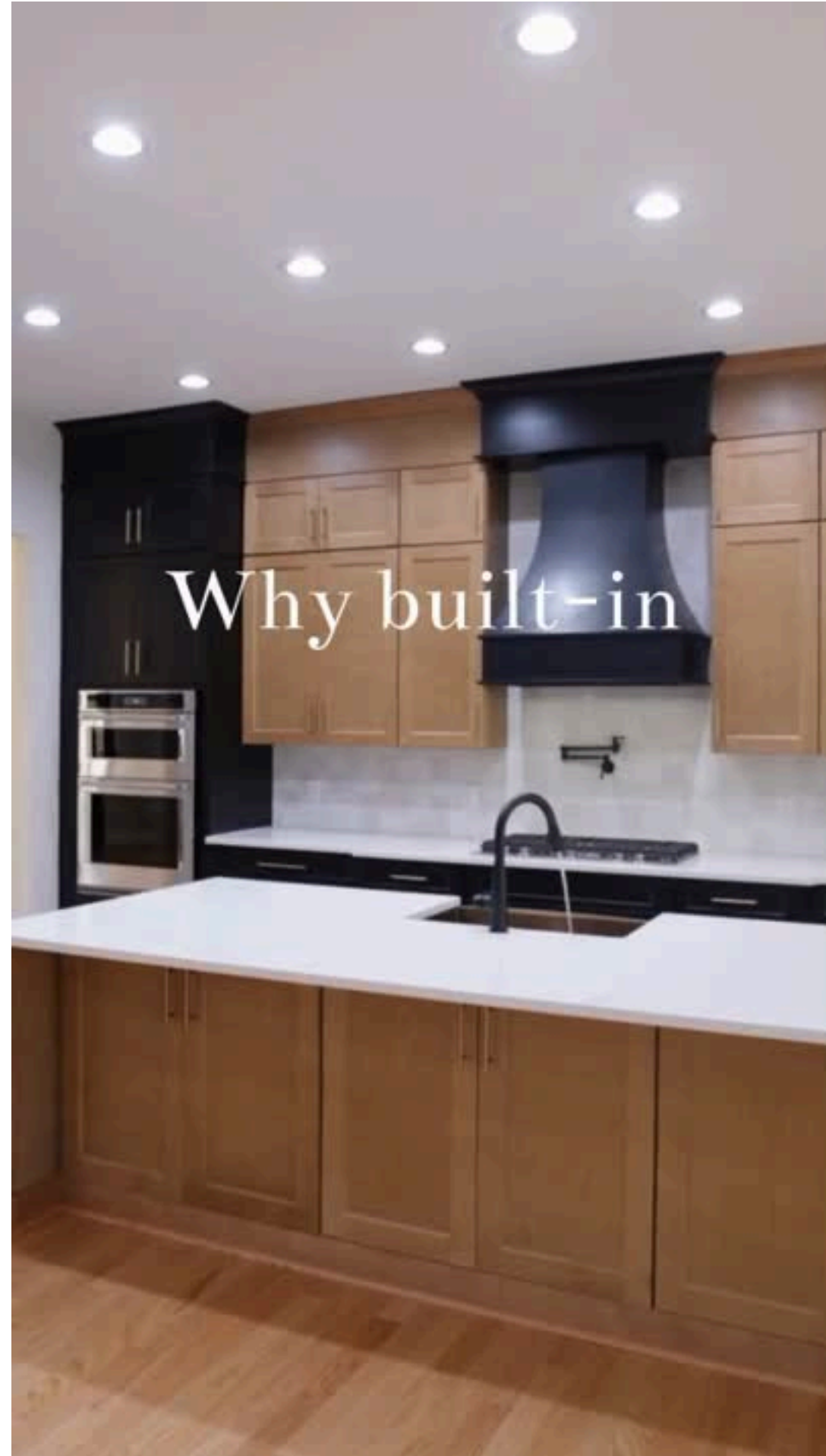
ليه الشفاط (Hood) مهم في
مطبخك؟

يحافظ على نظافة المطبخ.

يخلي شكل المطبخ مودرن وأنيق.

ينقي الجو من الدهون الصغيرة
العالقة في الهواء.

يسحب الدخان والبخار وقت الطبخ.



Post/ Video

Caption

ليه تختار مطبخ build-in من G
SOUL ؟



Media Buying Plan



Media Buying Plan – G Soul

Business: Built-in Kitchen Appliances (Online Store)

Platforms: Meta (Facebook & Instagram)

Budget: 6000 EGP – **CBO**



1. Objectives

- **Primary Objectives:**
 - **Engagement Messages** (lead generation & sales intent).
 - **Post Engagement** (brand awareness + social proof).



2. Budget Allocation

- **Total Budget:** 6000 EGP
- **Post Engagement Campaign (30%)** → 1800 EGP
- **Engagement Messages Campaign (70%)** → 4200 EGP



3. Testing Phase

- **Duration:** 6 Days
- **Budget for Testing (20%)** → 1200 EGP
- **Purpose:** Test different audiences, creatives, and copies to find best performers.

- **Daily Testing Budget:** 200 EGP (CBO across ad sets).



Budget Breakdown

- **Total Budget:** 6000 EGP
- **Testing Phase (20%):** 1200 EGP (6 أيام)
 - o Post Engagement (30% 360 →)1200 من EGP
 - o Engagement Messages (70% 840 →)1200 من EGP
- **Scaling Phase (80%):** 4800 EGP
 - o Post Engagement (30% 1440 →)4800 من EGP
 - o Engagement Messages (70% 3360 →)4800 من EGP



Testing Phase (6 Days)



Campaign 1: Post Engagement (30% من testing budget → 360 EGP)

Objective: Engagement (likes, comments, shares).

Budget: 360 EGP CBO (~60 EGP/day).



Campaign 2: Engagement Messages (70% من testing budget → 840 EGP)

Objective: Messages (Messenger/WhatsApp).

Budget: 840 EGP CBO (~140 EGP/day).



4. Target Audiences

1. **Newlyweds** – people getting married & setting up homes.
2. **Renovators** – people upgrading or renovating kitchens.
3. **Interior Designers** – professionals seeking appliances for clients.

5. Campaign Structure

Campaign 1: Post Engagement (30% Budget)

- **Objective:** Boost awareness, engagement, and credibility.
- **Budget:** 1800 EGP (CBO).

Ad Sets (Audience Segments) & Ads:

Ad Set 1 – Newlyweds

Creative 1: Lifestyle Photo (Modern couple in stylish kitchen).

- **Copy:** " بتجهزوا بيت العمر؟
" G Soul خلي مطبخكم قلب البيت مع أجهزة بليت إن أنيقة من

Creative 2: Short Reel (Quick kitchen transformation).

- **Copy:** من مساحة فاضية لمطبخ أحلامكم
" #GSoulKitchens عرسان جدد = بداية جديدة مع أجهزة بتوفرر مساحة وتدي شكل شيك.

AdSet 2 – Renovators

Creative 1: Carousel (Before & After kitchen).

Copy: مطبخك القديم واخذ مساحة على الفاضي؟
مع أجهزة البليت إن هتوفرر مساحة وتدي شكل مودرن.
"تقدر تغيرر مطبخك للأفضل G Soul اعرف إزاي

Creative 2: Static Photo

- **Copy:** "موفرر للمساحة. عصرية. تعيش معاك سنين.
" G Soul التحديث اللي مطبخك محتاجه – من

Ad Set 3 – Interior Designers

Creative 1: Carousel (Different built-in products).

- **Copy:** "محتاج تكمل شغلك بأجهزة على مستوى تصميمك؟
لمسة بروفيشنال لألأى مشروع. **G Soul** أجهزة بلت إن من
انضم للي بيصمّموا بمستوى أعلى."

Creative 2: Static Photo (Appliance integrated into luxury kitchen).

- **Copy:** "كلتفصيلة فيالتصميم بتفرق
هتديمشروعكقيمةأكثر. **GSoul** ومع أجهزةالبلتان من
خلّي شغلكتكلم عنك

Campaign 2: Engagement Messages (70% Budget)

- **Objective:** Drive conversations → warm leads → sales.
- **Budget:** 4200 EGP (CBO).

Ad Sets (Audience Segments) & Ads:

Ad Set 1 – Newlyweds

Creative 1: Reel/Story (Couple cooking together with built-in appliances).

- **Copy:** "مطبخ صغير ومحتاج حلول ذكية؟
بتقدملك أجهزة بلت إن أنيقة توفّر مساحة وتكمل شكل بيتك الجديد. **G Soul**
"ابعتلنا دلوقتي واعرف العروض الخاصة للعرايس."

Creative 2: Carousel)Appliances as a “New Home Starter Kit”).

- **Copy:** "منأوليومفبييتكممحتاجين مطبخعملي وسهل. GSoul . اختاروا باقات أجهزة البلت إن المتكاملةمن "كلمونا دلوقتي وابدأوا تجهيز مطبخكم."

Ad Set2 – Renovators

Creative 1: Carousel (Before/After kitchen remodel).

- **Copy:** "بتجدد مطبخك ولسه مختار في الأجهزة" هتوفرر لـكحلولةعمليةتدي مطبخك شكل مودرن وتعيش معاك . GSoul "راسلنا دلوقتي وخذ استشارة مجانية لمطبخك ."

Creative 2: Short Video (Installation/demo of appliance).

- **Copy:** "التجديدمشبس شكل... الأجهزة هي اللي بتصنع الفرق. هتلاقي أجهزة بلت إن تعيش وتسهُّلحياتك . GSoul مع كلمنا دلوقتي وشوف الأأنسب لمطبخك ."

Ad Set 3 – Interior Designers

Creative 1: Carousel (Portfolio-style showcase of products).

- **Copy:** "عميلك يستاهل الأأفضل. وخلي مشروعك بيان بروفيشنال . GSoul وفر له أجهزة بلت إن أنيقة ومتينة من "ابعتلنا رسالة واحصل على كتالوج المصممين."

Creative 2: Static Photo (Luxury kitchen design).

- **Copy:** "عايز تقدم حل كامل لعميلك ؟ هتدي تصميمك قيمة أعلى وتسهُّل حياة العميل GSoul مع أجهزة تواصل معنا لعروض خاصة للمصممين."



6. KPIs

- **Post Engagement Campaign:**
 - o Reach & Impressions
 - o Engagement Rate (likes, comments, shares)
 - o Cost per Engagement (CPE)
- **Engagement Messages Campaign:**
 - o Number of Conversations Initiated
 - o Cost per Message (CPM)
 - o Qualified Leads from Chat
 - o Conversion Rate → Sales

**Thank you
K-Tech & G SOUL**