

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.

The Team:

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Digital Egypt Pioneers Initiative

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.



Place

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



Price

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



Promotion

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



Product - Built-in Kitchen Appliances

G Soul specializes in offering a premium selection of built-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 brand options to suit different tastes and budgets

To further enhance the offering, G Soul plans to:

- Expand the product range 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



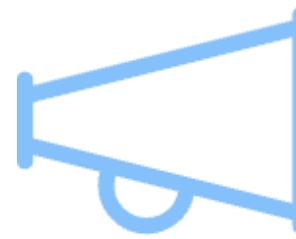
Place

**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.

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.



segmentation

Demographic

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

Psychographic

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

Behavioral

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

Geographic

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

segmentation B2C market

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

1G 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.

A large, semi-transparent blue shape is positioned in the upper left quadrant of the slide. It features a triangular top section with a wavy left edge and a trapezoidal base. The base is divided into two triangles by a diagonal line, creating a layered effect.

Social Media Content

G SOUL Content Calendar

TUE	WED	THU	FRI	SAT	SUN	MON
	1	2	3	4	5	6
	 Video Why to buy built-in kitchen?	 Post compare between 2 appliances	 Post why to buy this product?	 Story question & answer		 Carousel 5 reasons why to buy built-in oven
7	8	9	10	11	12	13
 Poll which appliance do you prefer?	 Video kitchen trends 2025	 Post Comparison between air frying vs deep fry	 Post Post 10 images of our products		 Video share Instagram link profile	 Story poll: which kitchen style you prefer
14	15	16	17	18	19	20
	 Video cooking hacks using modern appliances	 Post top 5 tips to extend appliance shelf life	 Post case studies showing successful B2B partnership	 Poll poll between two appliance color		 Story 48-hour offer
21	22	23	24	25	26	27
 Story ask us anything about kitchen appliance!	 Video unboxing of new kitchen appliance	 Post price comparison info-graph	 Post how to choose the safest appliance for your kids?		 Video asks us about partnerships opportunities	
28	29	30	31			
	 Video how this appliance save your money in the long run	 Post how air fried food contain less fats	 Post how washers and fridges with inverter technique save electricity			

Post 1

Design



Caption

مع البوتاجازات بتاعتنا GSOUL مش هتتوتر 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

لـيـه الشـفـاط (Hood) مـهـم فـي مـطـبـخ؟

يـحافظ عـلـى نـظـافـة المـطـبـخ.

يـظـي شـكـل المـطـبـخ مـوـدرـن وـأـنيـق.

يـنقـي الجـو مـن الدـهـون الصـغـيرـة العـالـقـة فـي الـهـوـاء.

يسـحب الدـخـان وـالـبـخـار وـقـت الطـبـخ.

Post/ Video

Caption

لیه تختار مطبخ من
build-in ؟ G SOUL





Media Buying Plan

G Soul Business: Built-in Kitchen Appliances (Online Store)

Platforms: Meta (Facebook & Instagram)

Budget: 30000 EGP – CBO

1. Objectives

Primary Objectives:

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

2. Budget Allocation

Total Budget: 30000 EGP

- Post Engagement Campaign (30%) → 9000 EGP
- Engagement Messages Campaign (70%) → 21000EGP

3. Testing Phase

- Duration: 14 Days
- Budget for Testing (15%) → 4500 EGP
- Purpose: Test different audiences, creatives, and copies to find best performers.
- Daily Testing Budget: 330 EGP (CBO across ad sets).

Budget Breakdown

- Total Budget: 30000 EGP
- Testing Phase (15%): 4500 EGP (14 days)
- Post Engagement (30% * 4500) → 1350 EGP
- Engagement Messages (70% * 4500) → 3150 EGP
- Scaling Phase (85%): 25500 EGP
- Post Engagement (30% * 25500) → 7650 EGP
- Engagement Messages (70% * 25500) → 17850 EGP

Testing Phase (14 Days)

Campaign 1: Post Engagement (30% from testing budget → 1350 EGP)

Objective: Engagement (likes, comments, shares).

Budget: 1350 EGP CBO (~96 EGP/day).

Campaign 2: Engagement Messages (70% from testing budget → 3150 EGP)

Objective: Messages (Messenger/WhatsApp).

Budget: 3150 EGP CBO (~225 EGP/day).

4. Target Audiences

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

5. Campaign Structure

Campaign 1: Post Engagement (30% Budget)

- Objective: Boost awareness, engagement, and credibility.
- Budget: 9000 EGP (CBO).
- Ad Sets (Audience Segments) & Ads: Ad Set 1 – Newlyweds

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

- Copy:

بتجهزوا بيت العمر؟
خلي مطبخكم قلب البيت مع أجهزة بلت إن أنيقة من G Soul

Creative 2: Short Reel (Quick kitchen transformation).

- Copy:

من مساحة فاضية لمطبخ أحلامكم
عرسان جدد = بداية جديدة مع أجهزة بتوفّر مساحة وتدبي شكل شيك.

Ad Set 2 – Renovators

Creative 1: Carousel (Before & After kitchen).

- Copy: مطبخ القديم واحد مساحة على الفاضي؟ مع أجهزة G Soul البلاط إن هتوفّرّ مساحة وتدبي شكل مودرن اعرف إزاي تقدر تغيّرّ مطبخ للأفضل.

Creative 2: Static Photo

- Copy: أجهزتنا العصرية بتتوفرك مساحة وتعيش معالك سنين. G Soul هو التحديث اللي مطبخك فعلاً يحتاجه.

Ad Set 3 – Interior Designers

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

- Copy: تحتاج تكمّل شغلك بأجهزة على قدّ التصميم اللي بتقدّمه؟ أجهزة الـ Built-in من G Soul بتدي لمسة بروفيسنال لأي مشروع. انضمّ للي بيصمّموا بمستوى أعلى.

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

- Copy: كل تفصيلة في التصميم بتفرق... وهي اللي بتدي قيمة لأي مشروع. ومع أجهزة الـ SOUL من Built-in خلّي شغلك يتكلّم عنك.

Campaign 2: Engagement Messages (70% Budget)

- Objective: Drive conversations → warm leads → sales.
- Budget: 21000 EGP (CBO).

Ad Sets (Audience Segments) & Ads:

Ad Set 1 – Newlyweds

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

- Copy:

مطبخك صغير وتحتاج حلول ذكية؟
G SOUL بتقدم لك أجهزة Built-in أنيقة توفر مساحة وتكمل شكل بيتك الجديد.
ابعدنا دلوقتي واعرف العروض الخاصة للعرائس.

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

- Copy:

من أول يوم في بيتك، تحتاجين مطبخ عملي وسهل تستخدموه.
اخذاروا باقات أجهزة الـ Built-in المتكاملة من G SOUL.
كلمونا دلوقتي وابدأوا تجهيز مطبخكم الجديد.

Ad Set 2 – Renovators

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

- Copy: بتجدّد مطبخك ولسه محترف في الأجهزة؟
G SOUL هتوفر لك حلول عملية، شكلها مودرن وبتعيش معاك سنين.
راسلنا دلوقتي وخد استشارة مجانية لمطبخك.

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

- Copy: التجديد مش بس شكل... الأجهزة هي اللي بتصنع الفرق.
مع G SOUL هتلaci أجهزة Built-in تعيش وتسهّل حياتك.
كلمنا دلوقتي وشوف الأنسب لمطبخك.

Ad Set 3 – Interior Designers

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

- Copy: عميلك يستاهل الأفضل.
وفر له أجهزة Built-in أنيقة ومتينة من G SOUL... وخلّي مشروعك ييان بروفيسنال.
ابعتلنا رسالة واحصل على كتالوج المصممين.

Creative 2: Static Photo (Luxury kitchen design).

- Copy:

عايز تقدّم حل كامل لعميلك؟
مع أجهزة G SOUL هتدي تصمييمك قيمة أعلى وتسهّل حياة العميل.
تواصل معنا لعروض خاصة للمصممين.

6. KPIs

1. Post Engagement Campaign:

- Reach & Impressions
- Engagement Rate (likes, comments, shares)
- Cost per Engagement (CPE)

2. Engagement Messages Campaign:

- Number of Conversations Initiated
- Cost per Message (CPM)
- Qualified Leads from Chat
- Conversion Rate → Sales



X

Search



10



G soul engagement

> 1 Ad set > 2 Ads

Edit

Review

G soul engagement

G soul engagement built in appliances

New Engagement ad - Copy

New Engagement ad

G soul engagement

Create template

Campaign details

Buying type

Auction

Campaign objective

Engagement

[Show more options](#)

Advantage+ campaign budget

On



Distribute your budget across ad sets to get more results. You can control spending for each ad set. [About Advantage+ campaign budget](#)

Budget

Daily budget

P. 139.57

EGP



Search



10



G soul engagement



G soul engagement built in appliances



Z Ads

Edit

Review

G soul engagement



G soul engagement built in appliances



New Engagement ad - Copy



New Engagement ad



Audience

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▾

Controls ⓘ

We won't reach people beyond these settings, even with Advantage+ on.

No advertising settings set

Locations

Included location:

- Egypt: Alexandria Egypt (+15 km), Latitude 31.24 Longitude 29.97 Alexandria (+5 km)
Alexandria Governorate

Show more controls ▾

Suggest an audience ⓘ

We'll also reach people beyond any custom audience, age, gender and detailed targeting settings that you apply when it's likely to improve performance.

[Hide settings ↗](#)

Custom audiences ⓘ

None



Search



G soul engagement



G soul engagement built in appliances

 New Engagement ad - Copy New Engagement ad G soul engagement G soul engagement built in appliances 2 Ads

Edit

Review

Budget & schedule

Budget

You set a daily Advantage+ campaign budget of 139.57.₪.

Ad set spending limits

None added

Schedule

Start date

7 November 2025

19:10 EET

End date

 Set an end date

9 November 2025

16:29 EET

[Hide options](#)

Budget scheduling

You targeted your high demand periods using Advantage+ campaign budget

Search

G soul engagement > G soul engagement built in appliances > New Engagement ad - Copy

Active

The profiles that will be used in your ad.

* Facebook Page  G SOUL Appliances

Instagram account  gsoulappliances

Campaign recommendations
Your campaign has room to improve.

Ad preview

Advanced preview

You can now see more variations of your ad in previews

Ad setup

Create ad

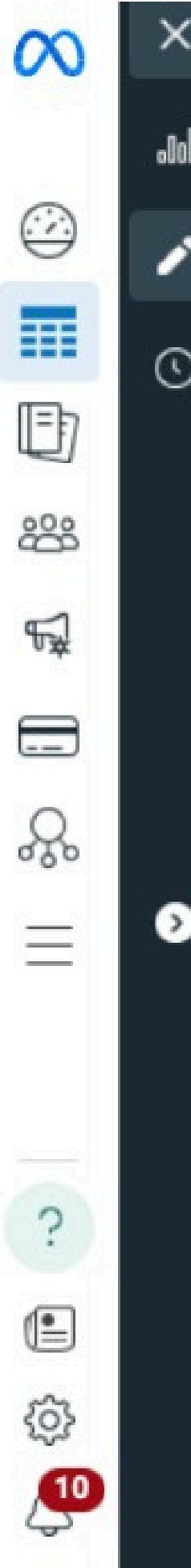
Multi-advertiser ads
Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

Ad creative

Select and optimise your ad text, media and enhancements.


G SOUL Appliances Sponsored ...
IG Soul على مطبخك أشياء رائعة مع المطبخ الذي ينتمي إلى ...
صوب حمراء يناسب كل المطابخ ...
سلسلة غازية بـ 5 نار ...
see more


gsoulappliances Sponsored ...
سطح استainless 90 سم غاز من كتشن ...
لابن ...
see more



Search

- G soul engagement
- G soul engagement built in appliances**
- New Engagement ad - Copy
- New Engagement ad

G soul engagement built in appliances > **G soul engagement built in appliances** > **2 Ads**

[Edit](#) [Review](#)

[Show more controls ▾](#)

Suggest an audience ⓘ
We'll also reach people beyond any custom audience, age, gender and detailed targeting settings that you apply when it's likely to improve performance.

[Hide settings ▾](#)

Custom audiences ⓘ
None

Age ⓘ
22 - 45

Gender
Women

Detailed targeting [Your suggestion](#)
People who match:

- Interests: Interior design (design), Kitchenware (kitchen and dining), Furniture (home furnishings), Home appliances (consumer electronics), Online shopping (retail), Marriage (weddings), Cooking (food and drink) or Kitchen appliances (home appliances)
- Relationship Status: Engaged

Further limit the reach of your ads

[Save audience](#)

Search

G soul engagement > G soul engagement built in appliances > New Engagement ad

Active

Feeds, In-stream ads for reels

Stories, Status, Reels, Search results

Facebook Search results
Customised
1 placement (1 customised)

Primary text

على مطبخك أصنف وأشيك مع شفاط الـBlt إن من IG Soul تصميم حصري يضفي لمسة الخامنة لمطبخك فوهة شفط عالية تخلصك من أي رواح في ثوانٍ وصورت هادي يعطيك تجربة بالهدا وانت بطبع

نلوكى خصومات حصريّة + شحن مجاني لفتره محدوده!

Add a destination

If you add a destination, you can send people immediately after they tap or click your ad to a website or a full-screen experience. If you don't, they'll be sent to your Facebook Page or Instagram account.

Call to action

Send message

Campaign recommendations

Your campaign has room to improve.

Ad preview

Advanced preview

gsoulappliances Sponsored

شفاط بلت ان طمايا من كلتشن لاين

بقوه شفط 600-600 م³/الساعة 90 سم

نلوكى خصومات حصريّة + شحن مجاني لفتره محدوده!

Send message

Messenger

Send message

12

Search G soul engagement > G soul engagement built in appliances > New Engagement ad - Copy Active

Select and optimise your ad text, media and enhancements.

* Media 15 placements

You could increase conversions by duplicating and adding a video

Having image and video ads in one ad set helps with conversions. As you already have an image ad, duplicate it and add a video instead.

Duplicate ad

Feeds, In-stream ads for reels

Stories, Status, Reels, Search results

Facebook Search results 1 placement

Primary text

Campaign recommendations Your campaign has room to improve.

Ad preview Advanced preview

g soul appliances سطح استييل 90 سم غاز من كتشن لайн G SOUL Send message جدي مطبخك أشيك وأحدث مع more... المسطوح العلوي من G Soul... More

G soul Appliances سطح استييل 90 سم غاز من كتشن لайн G SOUL Send message جدي مطبخك أشيك وأحدث مع more... المسطوح العلوي من G Soul... More

Business Model Canvas

THE BUSINESS MODEL CANVAS

key Partners

- Gaballah for Trading Agencies (Distribution & Logistics)

Key Resources

- products and facilities databases
- content & online systems
- sales and marketers
- financial application

Key Activities

- content creation
- social media marketing
- SEO & SEM
- ROI & KPI measurement

Cost Structure

- **Cost of Goods Sold (COGS):** Product purchasing and manufacturing costs for kitchen appliances.
- **Marketing Expenses:** Paid ads, content creation, and digital campaign management.
- **Shipping & Delivery Costs:** Logistics, packaging, and courier services for customer orders.
- **Seller Commissions:** Fees or payments to retail partners and distributors.

Value Propositions

At G SOUL, we believe everyone deserves a beautiful, functional kitchen whether you're a pro or just cooking at home. Our built-in appliances are affordable but don't cut corners on quality. They blend sleek, modern looks with dependable performance, and we're here to support you every step of the way. Our goal is to help your kitchen look great, run smoothly, and stay in top shape for years to come.

Customer segments

- Individuals Planning for Marriage or First-Time Homeowners (Value & Design conscious)
- Interior Designers and Architects (Aesthetics and Reliability focused)
- Real Estate Developers (Bulk orders and cost-effectiveness)

Customer Relationships

The G SOUL loyalty program is all about rewarding you for your purchases, referrals, and overall engagement. It's designed to help build a strong, lasting trust between us and our customers.

Channels

- Affiliators (Our Dedicated Team)
- Social Media Platform
- Direct Phone

Revenue Streams

- **Direct Online Sales:** Revenue generated from selling kitchen appliances directly to customers through digital platforms and social media.

Website on Google Sites



G SOUL Appliances

At G SOUL, we specialize in providing premium kitchen materials, accessories, and built-in appliances. Our goal is to support factories, traders, and homeowners with...



google.com

SEO Plan

These keywords were selected based on the analysis of user intent and search behavior to attract qualified traffic and improve visibility in search engines.

The plan includes both short-tail and long-tail keywords to achieve a balance between reach and conversion.

Keywords were analyzed using Ubersuggest, focusing on search volume, SEO difficulty, and keyword relevance to identify the most valuable and effective terms for the SEO strategy, and the selected keywords represent the most frequently searched terms by users within this niche

Short-Tail Keywords

Keyword	Suggested topic
الأجهزة المدمجة	الدليل الشامل للأجهزة المدمجة في المطابخ الحديثة
فرن مدمج	كيفية اختيار الفرن المدمج المثالي لمطبخك
شفاط مدمج	فضل الشفاطات المدمجة للمطابخ 2025
اكسسوارات المطبخ	أهم إكسسوارات المطبخ التي يحتاجها كل منزل
مقابض المطبخ	أبرز أنواع مقابض المطبخ في عام 2025
أجهزة موفرة للطاقة	أفضل الأجهزة الموفرة للطاقة للمنازل

These short tail keywords have an SEO difficulty ranges from 18 to 48, indicating a generally moderate to high challenge of ranking.

Both searched keywords and keywords ideas have a search volume of 13 to 15 searches per month and an SEO difficulty of an average of 22 to 30.

The screenshot shows the Ubersuggest Keyword Ideas tool interface. The left sidebar includes links for Rank Tracking, Competitor Analysis, Keyword Research, Keyword Overview, Bulk Analysis, Keyword Ideas (selected), Keyword Visualization, Keyword Lists, and Keywords Generator. A prominent 'Free trial available' button with a list of benefits (Track more keywords, Increase daily limits, Get more search results) and a 'Start a 7-Day Trial' button is visible. The main area displays search results for the query 'facebook.com'. The results are organized into sections: 'YOUR KEYWORDS' and 'KEYWORD IDEAS'. Each row provides information such as Intent, Volume, CPC, PD, and SEO Difficulty. The results show a mix of exact matches ('facebook.com') and related keyword ideas ('facebook login', 'facebook logout', 'facebook like', 'facebook share').

Category	Keyword	Intent	Volume	CPC	PD	SEO Difficulty
YOUR KEYWORDS	facebook.com	Intent	10	£0.00	1	18 Over 6 months
	facebook login	Intent	10	£0.00	98	48 Over 6 months
	facebook logout	Intent	10	£0.00	80	43 Over 6 months
KEYWORD IDEAS	facebook معنى	Intent	30	£0.00	100	36 Over 6 months
	facebook اهمية	Intent	10	£0.00	1	13 Over 6 months
	facebook امثلة	Intent	10	£0.00	1	13 Over 6 months
	facebook دلالة	Intent	10	£0.00	1	5 Over 6 months

Long-Tail Keywords

Keyword

أفضل مسطح مدمج بسعر أقل من 10,000 جنيه مصرى

الأجهزة المدمجة المناسبة للمطابخ الصغيرة

أفضل علامات تجارية لإكسسوارات المطبخ في مصر

أجهزة منزليّة مدمجة موفّرة للطاقة

فرن مدمج مزود بميزات أمان

Suggested topic

فضل المسطّحات المدمجة ذات القيمة العالية للمطابخ الحديثة

أجهزة مدمجة موفّرة لمساحة تناسب المطابخ الصغيرة

دليل لاختيار العلامة التجارية المناسبة لإكسسوارات المطبخ

أفضل الأجهزة المدمجة الموفّرة للطاقة لمنزلك

ما الذي يجب البحث عنه في الفرن المدمج الآمن

These keywords show a difficulty between 15 to 47, averaging around 23, which reflects low to moderate competition.

Their monthly search volume has an average of 270 searches per month.

The screenshot shows the Ubersuggest keyword research tool interface. The left sidebar includes links for Competitor Analysis, Keyword Research (selected), Keyword Overview, Bulk Analysis, Keyword Ideas (ENHANCED), Keyword Visualization, Keyword Lists, and Keywords Generator. A 'Free trial available' section lists benefits like tracking more keywords, increasing daily limits, and getting more search results, with a 'Start a 7-Day Trial' button. The main content area is titled 'Keyword Ideas' and shows results for the query 'facebook.com'. It includes filters for Autocomplete (13), Related (0), Questions (0), Prepositions (0), Comparisons (0), and dropdowns for First Page Potential (F...), Volume, Intent, SEO Difficulty, Cost Per Click, and Include / Exclude. Below these are sections for 'YOUR KEYWORDS' and 'KEYWORD IDEAS', each displaying a list of search terms with columns for Intent, Volume, CPC, PD, and SEO Difficulty. The 'KEYWORD IDEAS' section includes a message from a user named 'Hi. Need any help?'.

Intent	Volume	CPC	PD	SEO Difficulty
Interest	0	£0.00	1	4 Over 6 months
Interest	0	£0.00	1	4 Over 6 months
Interest	0	£0.00	1	4 Over 6 months
Interest	880	£22.18	4	15 Over 6 months
Interest	90	£2.83	84	15 X + Hi. Need any help?
Interest	90	£5.19	57	15 2 Weeks ago
Interest	30	£9.20	94	47 Over 6 months



Campaign Analysis Report

Campaign Overview

- Platform: Meta (Facebook / Instagram)
- Objective: Post Engagement
- Date: Day 1
- Daily Budget: 140 EGP

Performance Analysis

1. Objective Achievement

The campaign achieved 113 engagements at a cost of 1.22 EGP per engagement, which is considered good performance for the Egyptian market average (0.8–2.5 EGP per engagement).

2. Reach & Impressions

With 5,652 reach and 6,236 impressions, the frequency is around 1.1, meaning the audience saw the ad about once — ideal for early-stage testing.

3. CTR (Click-Through Rate)

CTR = 1.04%, which is below average (2–3% for engagement campaigns). This suggests users viewed the post but weren't highly motivated to click the link.

Recommendation: Use a more eye-catching visual or stronger CTA (Call to Action).

4. Cost per Click (CPC)

CPC = 2.13 EGP, slightly high for an engagement-focused campaign. This indicates that while people are reacting to the post, fewer are clicking through.

5. Engagement Quality

Most engagements are reactions (40) with limited deep interactions (only 1 share and 1 save). This means the content is visually appealing but lacks strong emotional or practical value that drives people to share or save it.

Search to filter by name, ID or metrics

Campaigns 1 selected **Ad sets for 1 Campaign** **Ads for 1 Campaign** This month: 1 Nov 2025 - 8 Nov 2025

+ Create Duplicate Edit More Columns: Performance Breakdown

	Off/On	Campaign	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Tailored messages campaign 07/11/2025 Ca...	—	—	Using ad set bu...	—	—	—	Ong
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Engagement campaign	—	—	Using ad set bu...	—	—	—	Ong
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Awareness campaign	—	—	300.00,.€ Daily	—	—	—	Ong
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Awareness campaign	—	—	Using ad set bu...	—	—	—	Ong
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Engagement campaign	—	—	Using ad set bu...	—	—	—	Ong
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	G soul engagement	.132 Post engagements	1.18,.€ Per post engagement	139.57,.€ Daily	155.91,.€	7,404	6,755	9 Nov 2025 ⚠ 1 day
Results from 6 campaigns ⓘ			131 Post engagements	1.19,.€ Per post engagement		155.91,.€ Total Spent	7,404 Total	6,755 Accounts Centre acc...	

Activate Windows Go to Settings to activate Windows.

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Activate Windows Go to Settings to activate Windows.

A large, semi-transparent blue arrow points from the left side of the slide towards the center, containing the main title.

Recommendations

1

Monthly Review & Strategy Update

- Conduct monthly reviews to evaluate engagement, reach, and ad performance.
- Use insights from analytics to adjust content themes and posting frequency.
- Compare actual performance with the goals set in your content calendar.

2

Consistent Posting Schedule

- Follow the content calendar plan: 2–3 posts per week on Facebook, Instagram, and TikTok.
- Maintain a balanced mix of educational, promotional, and interactive posts.
- Ensure posts align with audience behavior and seasonal trends.

3

SEO & Website Optimization

- Continue optimizing website content using targeted keywords
- Add meta tags, product pages, and a blog section for kitchen tips to support SEO.
- Connect new content from the calendar (like “appliance of the week”) directly to website traffic goals.

4

Collaboration & Engagement

- Partner with local micro-influencers and encourage user-generated content to humanize the brand.
- Add interactive elements like polls, Q&As, and contests on social media to increase engagement.

5

Advertising & Retargeting

- Implement retargeting campaigns for users who interacted with posts or visited the website.
- Run A/B tests on visuals and captions to find what performs best.
- Use data from monthly reviews to optimize budget allocation for Meta Ads.

6

Seasonal Campaigns

- Plan themed campaigns for Ramadan, summer kitchens, or holidays.
- Use special visuals and offers to attract attention and drive sales.

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