



CONCRETE HOME DECOR

# YAMAR

CONCRETE HOME DECOR



## AGENDA

About Business

Market Analysis

Buyer Personas & Customer Journey

Positioning, Branding and Marketing Strategy

Marketing Mix

Digital Marketing Strategy

Social Media Analysis & Content Creation

Meta Campaign Media Buying



**Location:** Alexandria, Egypt

**Target Market:** home décor enthusiasts.

**Business Life Cycle:** Pre-Launch Stage

**Marketing Life Cycle:** Awareness Stage

**Business Operation:**

Social media channels

Messaging for Selling & Customer Service

No Website

**Mission:**

- Craft elegant and functional concrete décor for stylish living.
- Ensure customization, affordability, & delightful customer experience.

**Vision:**

- Win a market share in the home décor Egyptian market.
- Establish Yamar as the go-to brand for trendy, elegant, customized, and affordable home décor.
- Craft designs that blend creativity with Egyptian hand craftsmanship.

UNDERSTAND MARKETPLACE & CUSTOMER NEEDS

# MARKET ANALYSIS

## MARKET ANALYSIS

**Target Market:** • Young ladies interested in décor      • Women getting married soon      • homeowners

### Home Decor

#### Aesthetic

- Beauty
- Trendiness

#### Esteem

- Accomplishment
- Recognition

#### Love & Belonging

- Family Connection
- Gifts

- Customization
- Variation
- Trendy

- Durability & Quality
- Competitive Pricing
- Ease of Use & Care

### CUSTOMER



### Experience

- Valued & Respected
- Trust & Belonging
- Control
- Convenient

- Friendly Customer Service
- Clear, Fast Communication
- Hassle-free Return Policy
- Personalization
- Seamless Shopping
- Payment Options

# SWOT ANALYSIS

S

- Unique Product Offering
  - Customization
  - Affordability & Style
  - Versatility
- Hand Craftsmanship
- Customer Centric
  - Prioritizing customer needs
- Delightful Customer Experience
  - Friendly Customer Service
  - Multiple payment options (Mobile wallets, bank, cash)
  - Seamless Shopping (Clear, Detailed Prod, Display)

W

- Limited brand awareness
- Lack of investment
- Clear, Fast Communication
- Personalization
- Gifts & Surprises
- Hassle-free return policy

O

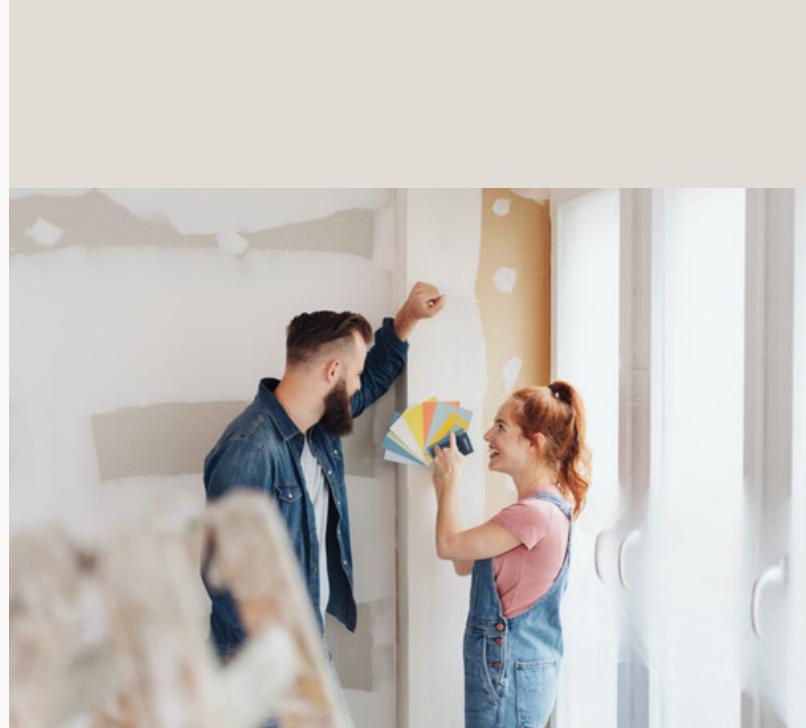
- Growing demand for home decor.
- Customization & Personalization.
- Growing of Online Marketplace
- Interior Design Trends

T

- Price sensitivity (Economic Fluctuations)
- Intense Competition
  - Local & international
  - Other Decor materials
- Changing preferences
- limited awareness of concrete decor

DESIGN A CUSTOMER DRIVEN MARKETING STRATEGY

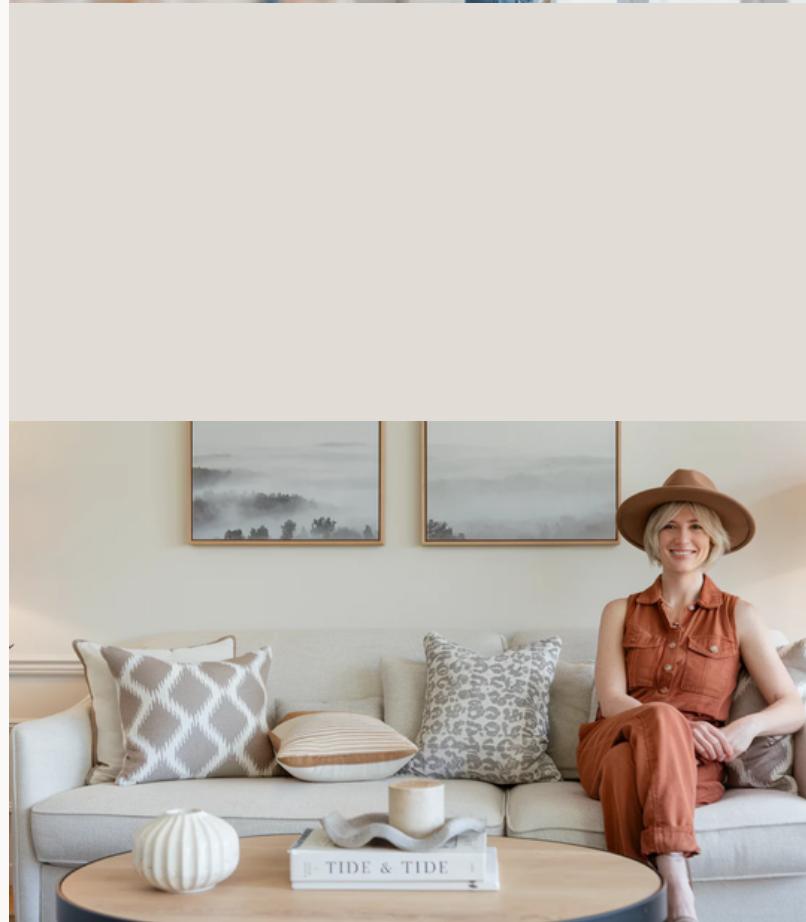
# SEGMENTATION & TARGETING



**Young ladies interested in decor**



**Budget-Conscious Brides**



**First time Home Owners**



**Home owners looking to redecorate**

DESIGN A CUSTOMER DRIVEN MARKETING STRATEGY

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**BUYER PERSONAS**

&

**CUSTOMER JOURNEY**



## Demographics

Female, 18-25, single, low-middle income, entry-level job, lives in Alexandria.

Aya

Young Ladies  
interested in Decor

## Overview

- Budget-conscious.
- Under / Recent graduate.
- Excited about affordable decor.

## Customer Journey

**Awareness:** Engages with influencers, searches for budget-friendly decor.

**Consideration:** Compares prices, looks for custom options.

**Purchase:** Impulse buys affordable items.

**Post-Purchase:** Shares purchases on Instagram.

**Loyalty/Advocacy:** Recommends Yamar to friends, seasonal buyer.

## Geographics

Alexandria, urban, Mediterranean climate.

## Goals & Aspirations

Personalize living space on a budget.

## Behaviors

Seeks affordable, trendy decor, shops online, follows influencers.

## Benefits

Affordability, personalization.

## Pain Points

Limited budget, space constraints.

## Decision-Making

Price, customization, reviews, and promotions.

## Buyer Differences

Quick for small purchases, thoughtful for bigger ones.

## Communication Channels

Instagram, Pinterest, TikTok.



## Demographics

Female, 20-35, engaged, middle-income.

## Geographics

Alexandria, urban.

## Psychographics

Practical, focused on starting her new life.

## Goals & Aspirations

Create a stylish home within budget.

## Behaviors

Focuses on affordability, compares prices, seeks personalized items.

## Benefits

Affordability, personalization.

## Customer Journey

**Awareness:** Engages with wedding and decor content.

## Pain Points

Budget limitations, finding stylish yet practical decor.

**Consideration:** Focuses on affordable, personalized decor.

## Decision-Making

Influenced by price, style, family input.

**Purchase:** Buys practical, stylish items with her fiancé's input.

## Buyer Differences

Consults with fiancé and family before bigger purchases.

**Post-Purchase:** Shares purchases on social media.

## Communication Channels

**Loyalty/Advocacy:** Recommends Yamar to other brides.

Instagram, Pinterest, TikTok.

Budget-Conscious  
Bride

## Overview

- Setting up her first home with affordable decor.



## Demographics

Female, 25-40, married, middle-income, customer service manager.

**Salma**

First-time Homeowners

## Overview

- Balancing Decor desires with Budget

## Customer Journey

**Awareness:** Engages in Facebook groups, browses Pinterest for ideas.

**Consideration:** Discusses options with her husband, compares brands.

**Purchase:** Makes deliberate purchases, especially for larger items.

**Post-Purchase:** Leaves reviews, shares experience.

**Loyalty/Advocacy:** Becomes a repeat customer, recommends reliable brands.

## Geographics

Alexandria, modest urban neighborhood.

## Goals & Aspirations

Create a cozy home within budget.

## Behaviors

Budget-conscious, compares prices, seeks deals.

## Benefits

Affordability, durability.

## Pain Points

Limited decor budget post-home purchase.

## Decision-Making

Discusses larger purchases with her husband.

## Buyer Differences

Researches before buying, prefers sales.

## Communication Channels

Facebook, Pinterest, Instagram.



Leila

homeowners looking  
to redecorate

## Overview

- Rich homemaker
- Focus on renovating with quality decor

## Demographics

Female, 35-65+, married, upper-middle income, homemaker.

## Psychographics

Selective, style-conscious, values quality

## Behaviors

Prefers high-end brands, consults designers.

## Customer Journey

**Awareness:** Follows luxury brands and influencers.

**Consideration:** Shortlists renovation services and decor brands.

**Purchase:** Focuses on long-lasting, stylish items.

**Post-Purchase:** Hosts events to showcase decor.

**Loyalty/Advocacy:** Recommends high-end brands, returns for future projects.

## Geographics

Suburban Alexandria, spacious villa.

## Goals & Aspirations

Modernize home, maintain family comfort.

## Benefits

Quality, style, long-term value.

## Pain Points

Balancing family needs with style.

## Decision-Making

Influenced by quality and reputation.

## Buyer Differences

Researches extensively, consults her husband.

## Communication Channels

Facebook, Instagram, Pinterest, design blogs.

DESIGN A CUSTOMER DRIVEN MARKETING STRATEGY

# MARKETING STRATEGY

DESIGN A CUSTOMER DRIVEN MARKETING STRATEGY

# POSITIONING



Affordable décor for  
your first home journey.

Express your style, affordably.



Style your space, on your terms.



Transform your home,  
elevate your lifestyle.

# BRANDING

## Core Values:

Modernity

Customization

Creativity

Hand Craftsmanship

Customer Centric



## Identity:

**Color Palette:** Neutral tones (black, white, gray, brown) with accent colors for visual interest.

**Imagery:** High-quality product photography showcasing the products in modern, minimalist interiors.

**Font:** A clean, sans-serif font for a modern and sophisticated look.

**Packaging:** Simple, recyclable packaging, brand logo and color palette for a cohesive look.

## Positioning:

The go-to brand for trendy, elegant, customized, and affordable home décor, Offering designs that blend creativity with Egyptian hand craftsmanship.

## Voice:

**Voice:** Modern, confident, and approachable.

**Tone:** Friendly, Informative, inspiring, and customer-centric.

## Key Messages:

Unique product offering

Hand Craftsmanship

Delightful Customer Experience

## Image:

High quality Content

Build Strong online presence

Influencers collaboration (Credibility)

Personalized experiences

# Holistic Marketing

GOAL	OBJECTIVES	TACTICS
Relationship Marketing	<b>Foster strong relationships through direct, personalized communication with customers.</b>	<ol style="list-style-type: none"><li>1. Quick, personalized responses to customer inquiries on Instagram and Facebook.</li><li>2. Offer exclusive, personalized recommendations and discounts through messaging.</li><li>3. Use Instagram Stories and Facebook Live for real-time interaction and product demonstrations.</li></ol>
Integrated Marketing	<b>Ensure consistent branding and messaging across all social media platforms.</b>	<ol style="list-style-type: none"><li>1. Use cohesive hashtags, product visuals, and tone of voice across all platforms.</li><li>2. Synchronize content strategies on Instagram, Pinterest, and TikTok to reflect Yamar's brand story (customization, affordability, and hand craftsmanship).</li><li>3. Create social media-exclusive promotions and limited-time offers to drive urgency and engagement.</li></ol>
Internal Marketing	<b>Equip the team to deliver consistent, high-quality customer interactions via social media.</b>	<ol style="list-style-type: none"><li>1. Set response time goals for social media messages to ensure quick interactions.</li><li>2. Create templates for responding to common inquiries while allowing space for personalization.</li></ol>
Performance Marketing	<b>Optimize social media campaigns and track ROI from social media interactions and messaging.</b>	<ol style="list-style-type: none"><li>1. Track metrics like Direct Message (DM) conversions, response rates, and customer satisfaction scores from social media inquiries.</li><li>2. Use A/B testing to refine messaging strategies for promotions.</li><li>3. Retarget customers who have engaged with posts but haven't yet made a purchase, using social media ads.</li></ol>

# Marketing SMARTER Goals

<b>GOAL 1</b>	<p><b>Increase Yamar's Brand Awareness in 3 months, by launch paid ads on Instagram, Facebook, and TikTok to achieve 500,000 impressions, targeting detailed personas</b></p> <p><b>KPIs:</b> Followers, Reach, Impressions, CTR, Engagement rate      <b>Metrics:</b> No. of followers, campaign reach / impressions, ad clicks, eng. per post</p>
<b>GOAL 2</b>	<p><b>Drive Engagement and Lead Generation in 3 months., by drive 500 message through exclusive offers on instagram and facebook , clear CTA “Direct message for Orders”</b></p> <p><b>KPIs:</b> Leads, Engagement rate, Conversion rate      <b>Metrics:</b> CTR, inquiries, messages, orders, engagements.</p>
<b>GOAL 3</b>	<p><b>Launch Product Awareness Campaign with Concrete Décor Customization Focus, generating 1,000 inquiries and 300 custom orders in 6 months, through Instagram and TikTok.</b></p> <p><b>KPIs:</b> Number of inquiries, conversion rate.      <b>Metrics:</b> Engagement rate , No. of inquiries, Custom order conversion rate from messages.</p>
<b>GOAL 4</b>	<p><b>Build Strong Relationships with Interior Designers and Influencers to boost Yamar's brand credibility and market reach in 4 months, by Secure 15 partnershipss, reaching 100,000 people through collaborative social media content.</b></p> <p><b>KPIs:</b> audience reach, collaboration engagement / lead generation      <b>Metrics:</b> Reach from collaborations, Engagement, New followers.</p>
<b>GOAL 5</b>	<p><b>Establish Yamar as a Go-to Brand for Affordable, Trendy Décor in 6 months, by launch retargeting ads and direct messaging, offering discounts and referral rewards to past customers, to Increase repeat purchases by 20% and referrals by 15% in 6 months</b></p> <p><b>KPIs:</b> Repeat purchase rate, Referral rate.      <b>Metrics:</b> Number of repeat purchases, Sales from returning customers, Referral codes used, testimonials.</p>

CONSTRUCT AN INTERGRATED MARKETING PROGRAM THAT DELIVER SUPERIOR VALUE

# MARKETING MIX

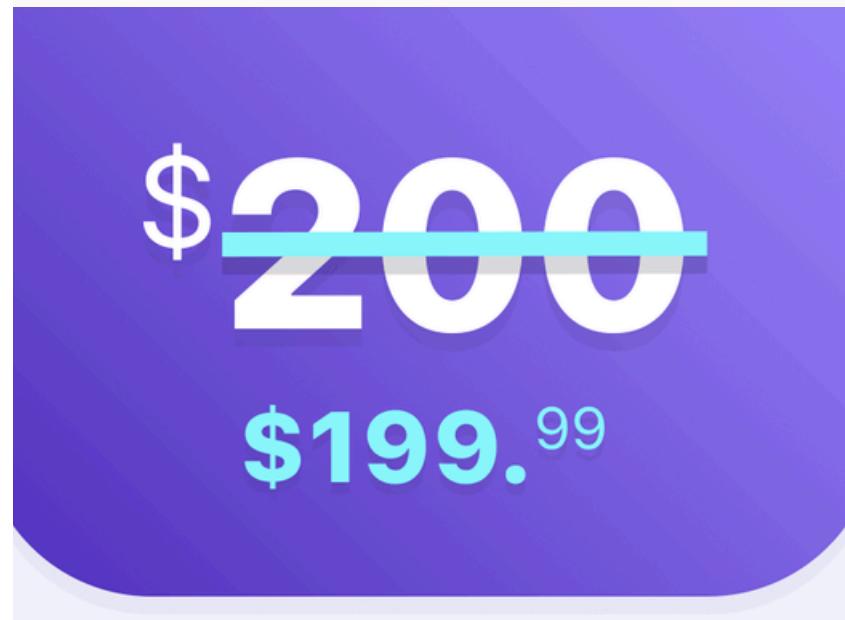
# PRODUCT



## The Market Offering

Yamar offers more than just products; it delivers unique, sustainable, handcrafted décor that enables customers to express their style and personality. The offering is built on quality, customization, and customer-centric service.

# PRICE



## Multiple Payment Options

- Bank transfer
- Instapay
- Mobile wallet
- Cash on delivery

## Psychological Pricing

## Value-Based Pricing

## Promotions & Discounts

## MARKETING MIX



## PLACE

### Marketing Channels

- Instagram
- Tiktok
- Pinterest
- Facebook



# PROMOTION



CONSTRUCT AN INTERGRATED MARKETING PROGRAM THAT DELIVER SUPERIOR VALUE

# DIGITAL MARKETING STRATEGY

# MEDIA BUYING STRATEGY

## Platforms



High engagement with visual content, ideal for showcasing Yamar's stylish, aesthetic home décor.



Perfect for home décor inspiration, especially among brides-to-be and homeowners.



Capturing intent-driven traffic by targeting keywords such as "home decor" or "interior design"



A broad-reaching platform suitable for retargeting and connecting with a diverse audience.

# MEDIA BUYING STRATEGY

## Creative Strategy

**Visuals:** High-quality imagery and video showcasing the product's craftsmanship, customization options, and versatility (e.g., wedding décor that transitions into home décor).

**Message:** Focus on affordability, and personalization. Each ad creative should address the persona's specific pain points, such as budget concerns for students and brides or durability for homeowners.

**CTA:** Clear CTAs like "Shop Now," "Customize Your Décor," and "Limited-Time Discounts for First-Time Buyers."

## Ad goals & Bidding

**Awareness**

CPM

**Engagement**

CPC    CPE

**Conversion**

CPA

# CONTENT STRATEGY (AWARENESS)

## Content Goal:

To increase brand visibility, attract new audiences, and introduce potential customers to Yamar's handcrafted, customized concrete décor through engaging, informative, and inspiring content that raises awareness and piques interest.

## Content Objectives:

Capture the attention of potential customers who may not be familiar with Yamar.

Position Yamar as a trusted and innovative brand in the home décor space.

Spark curiosity through visually appealing, informative, and shareable content.

Drive traffic to Yamar's social media channels, where users can begin exploring products.

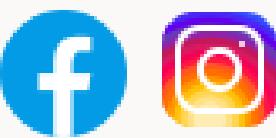
# CONTENT STRATEGY (AWARENESS)

## Content Themes:

<b>Brand Storytelling</b>	Video, blogs, podcasts, social media posts, and press releases
<b>Educational Content</b>	Blogs, infographics, short videos (Reels/TikToks), social media stories.
<b>Inspirational Content</b>	Inspirational videos, mood boards, blog articles, social media posts.
<b>SocialProof &amp; Influencer Content</b>	Influencer posts (Instagram/TikTok), Instagram stories featuring UGC, testimonial videos.
<b>Seasonal &amp; Trending Content</b>	Pinterest boards, Instagram stories, TikTok challenges, seasonal blog posts

# CONTENT STRATEGY (AWARENESS)

## Platforms Strategies:



### Visual Storytelling & Engagement

## Owned Media

Daily Stories, Reels, Carousels & Engagement posts



### Inspirational & Educational Boards

Product Pins & Mood Boards, Pin Guides & Tutorials



### Entertaining & Educational Short Videos

DIY Hacks & Tips, Home Décor Trends, Influencer collaboration

Blog & SEO Content    SEO-Driven Educational Content    high-traffic keywords, answer common customer questions

## Paid Media



### Awareness Campaign

Video Ads: Promote short Reels showcasing product transformations.



### Promoted Pins

Amplify product pins or mood boards, especially for trending searches



### Search & Display Ads

Create visually appealing banners promoting Yamar's handcrafted concrete prod.

# CONTENT STRATEGY (AWARENESS)

**KPIs & Metrics:**

**Reach & Impressions**

**Follower Growth**

**Engagement Rates**

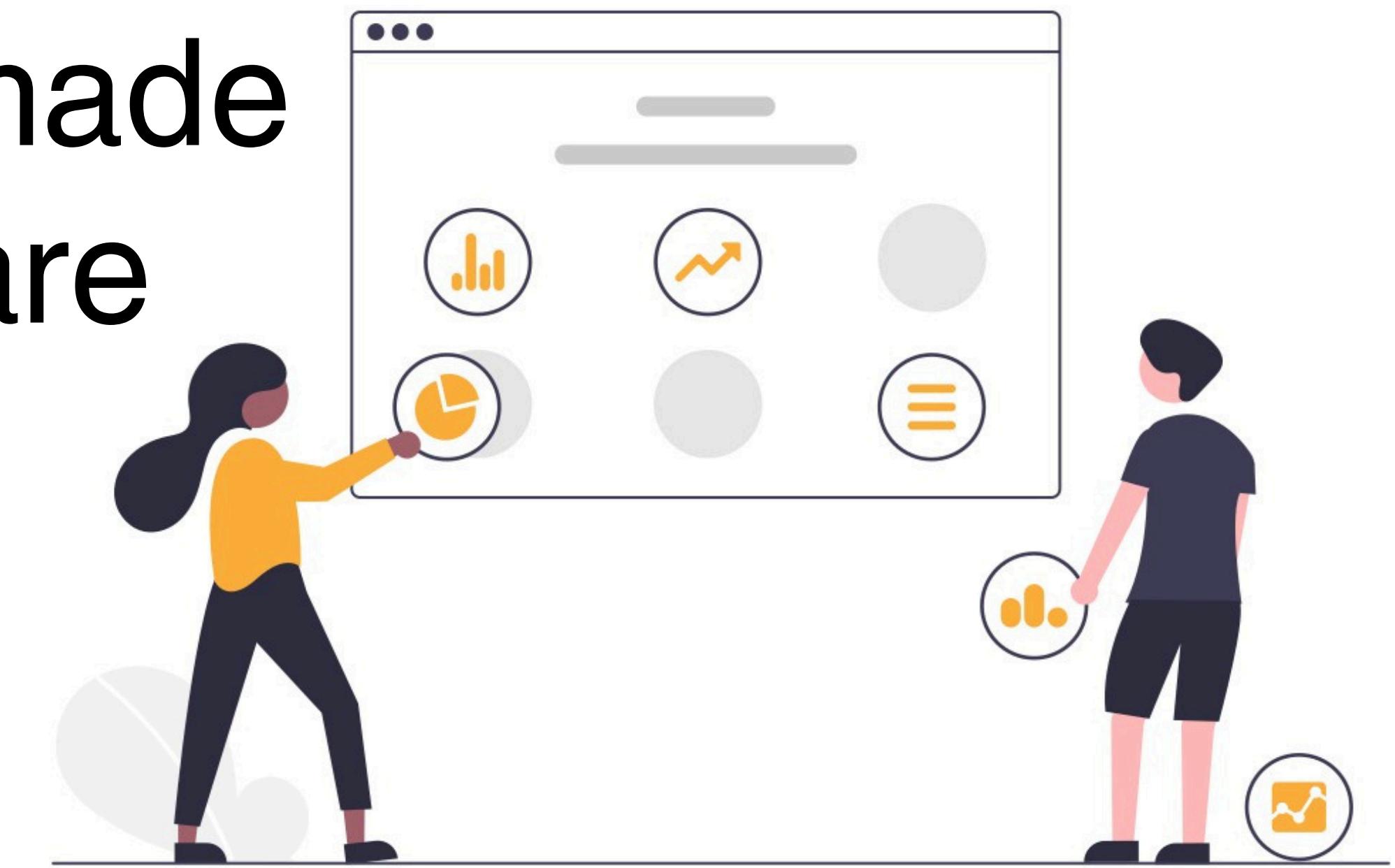
**Brand Mentions & UGC**

# Instagram **Social Report**

10 Sep 2024 - 09 Oct 2024



Rika Artdesigns | Handmade  
| Home Decor | Homeware





# Content Summary

Key metrics for the selected period



10 Sep 2024 - 09 Oct  
2024



2

Total Organic Posts

75% lower



1515

Total Organic  
Engagement

87.52% lower



42.9K

Estimated  
Impressions

78.31% lower



24.3K

Estimated Reach

78.31% lower



# Top 3 Posts

See the top 3 posts published by this Instagram Profile



rika\_artdesigns  
11 Sep

Your favorite marble ❤️🤍 For order: Dm . . .  
#decor #homedecor #homedesign  
#homedecoration #handmad...



rika\_artdesigns  
04 Oct

اكتشفت ان التغليف شئ مهم زي كوالiti الشغل بالظبط 📦 حاجات  
التغليف كلها من craft.stor . . . #smallb...



Likes  
**843**

**23319** reach  
**879** engagement  
**25651** impressions  
**0.552%** engagement rate  
**3.427%** engagement/impressions rate

Comments  
**36**

Likes  
**627**

**15649** reach  
**636** engagement  
**17213** impressions  
**0.399%** engagement rate  
**3.695%** engagement/impressions rate

Comments  
**9**

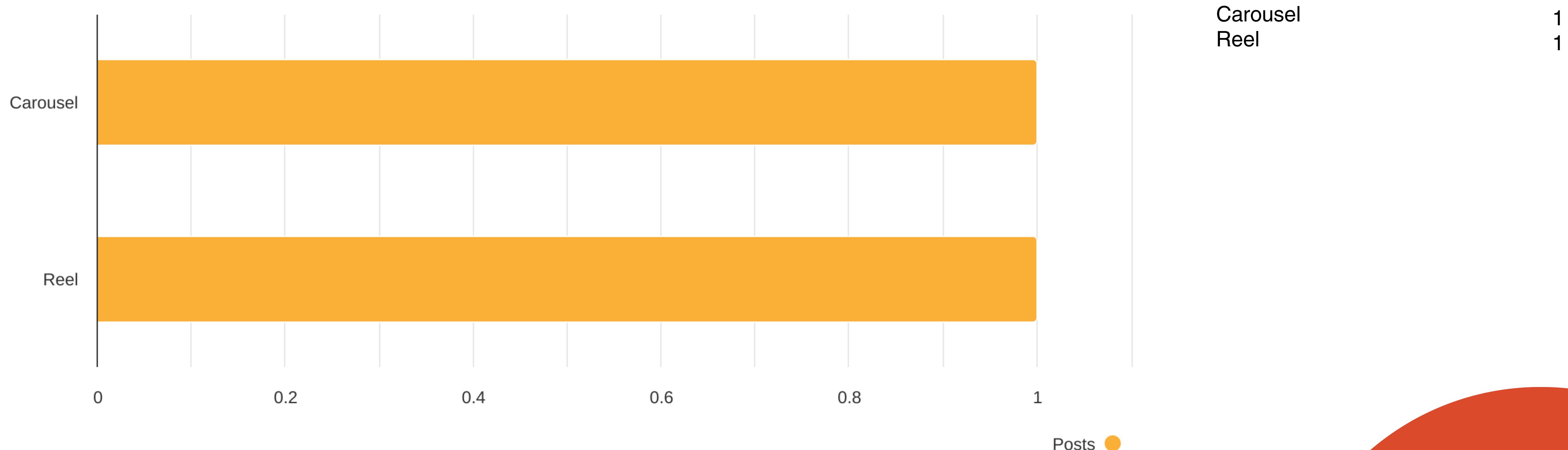


# Post Types

See the publishing behaviour of this Instagram profile



10 Sep 2024 - 09 Oct 2024



Posts ●



For better results, try and post more Reels since that's the type of content that brings the highest engagement

# When to post?

Based on data, this is the best time to post on Instagram to get a higher engagement



Day with the highest engagement

Thu



Hour with the highest engagement

12 AM



Day with most posts

Thu



Hour with most posts

12 AM



Amazing! You're doing great in terms of engagement!



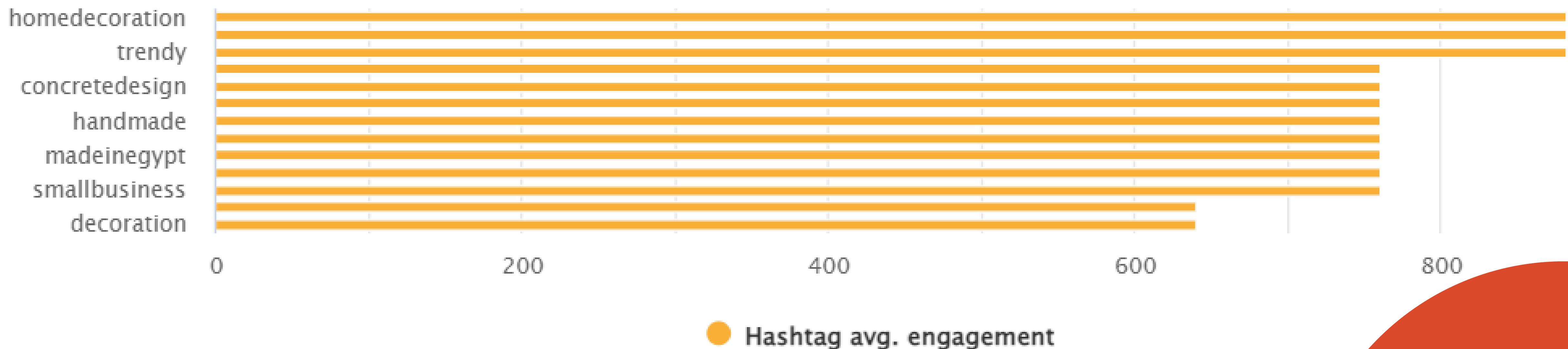
# TOP HASHTAGS BY AVG. ENGAGEMENT



10 Sep 2024 - 09 Oct 2024

The most engaging hashtags used in the posts. The hashtags are ranked by the average engagement they generated.

## TOP HASHTAGS BY AVG. ENGAGEMENT i

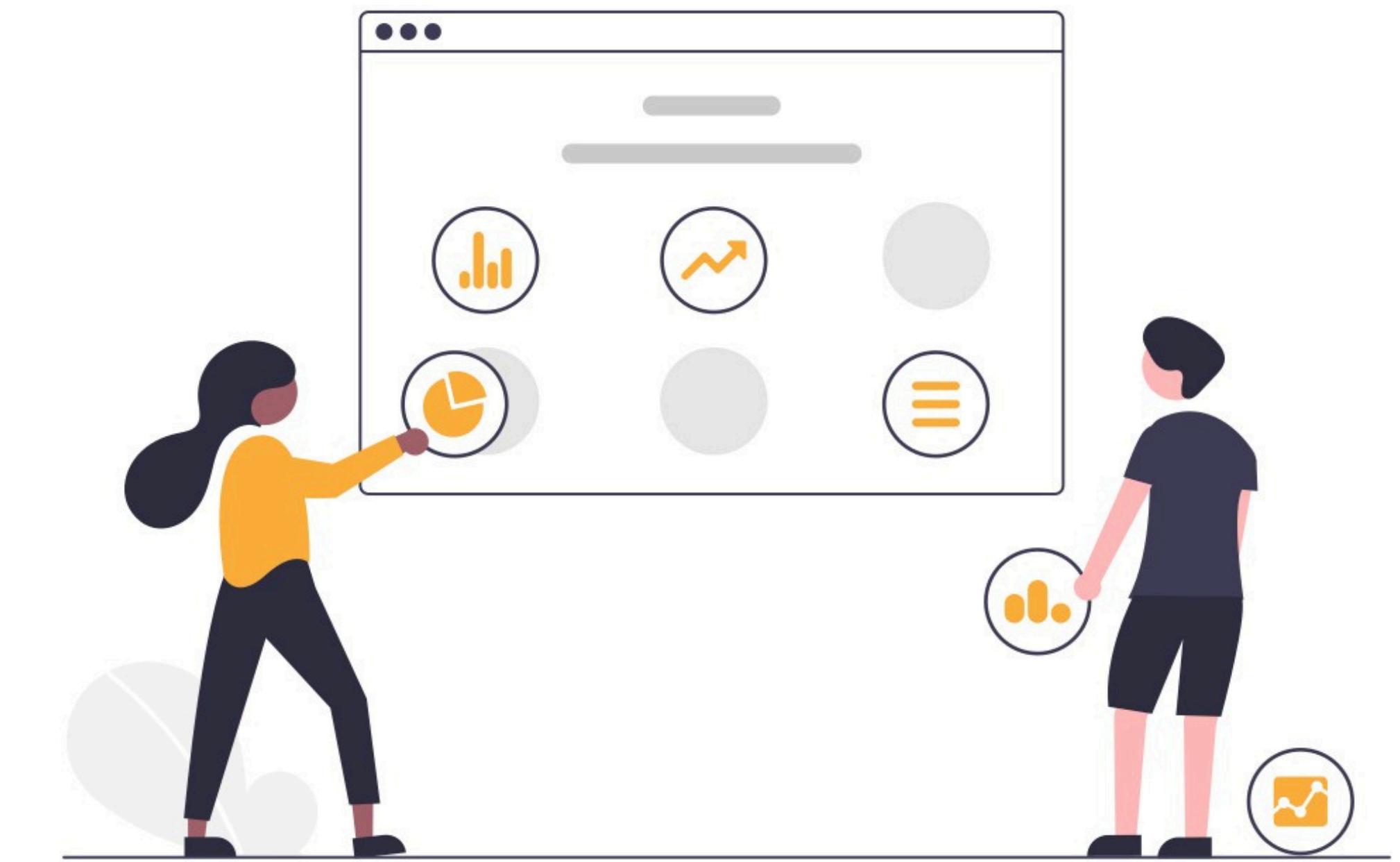


# Instagram **Social Report**

10 Sep 2024 - 09 Oct 2024



**LENOR | HOME  
DECOR | CANDLES**



# Content Summary

Key metrics for the selected period



13

Total Organic Posts

50% lower



2692

Total Organic Engagement

97.77% lower



36.3K

Estimated Impressions

90.74% lower



20.5K

Estimated Reach

90.74% lower



# Top 3 Posts

See the top 3 posts published by this Instagram Profile

LENOOR

**lenor\_home\_decor**

27 Sep

❤️ Heart coaster is available now 📬 DM TO PLACE YOUR ORDER 📬 #artgallery #art #crafts #craft #h...



Likes

**1170**

**7821** reach

**1186** engagement

**8604** impressions

**2.959%** engagement rate

**13.784%** engagement/impressions rate

LENOOR

**lenor\_home\_decor**

12 Sep

☁️ ❤️ Cloud Coaster Is Available Now 📬 DM TO PLACE YOUR ORDER 📬 #art #artgallery #arts #candlesof...



Comments

**16**

Likes

**445**

**4886** reach

**476** engagement

**5374** impressions

**1.188%** engagement rate

**8.857%** engagement/impressions rate

LENOOR

**lenor\_home\_decor**

21 Sep

❤️❤️ Bubbles Coasters are Available Now DM TO PLACE YOUR ORDER 📬 #art #artgallery #arts #candlesof...



Comments

**20**

Likes

**375**

**3647** reach

**395** engagement

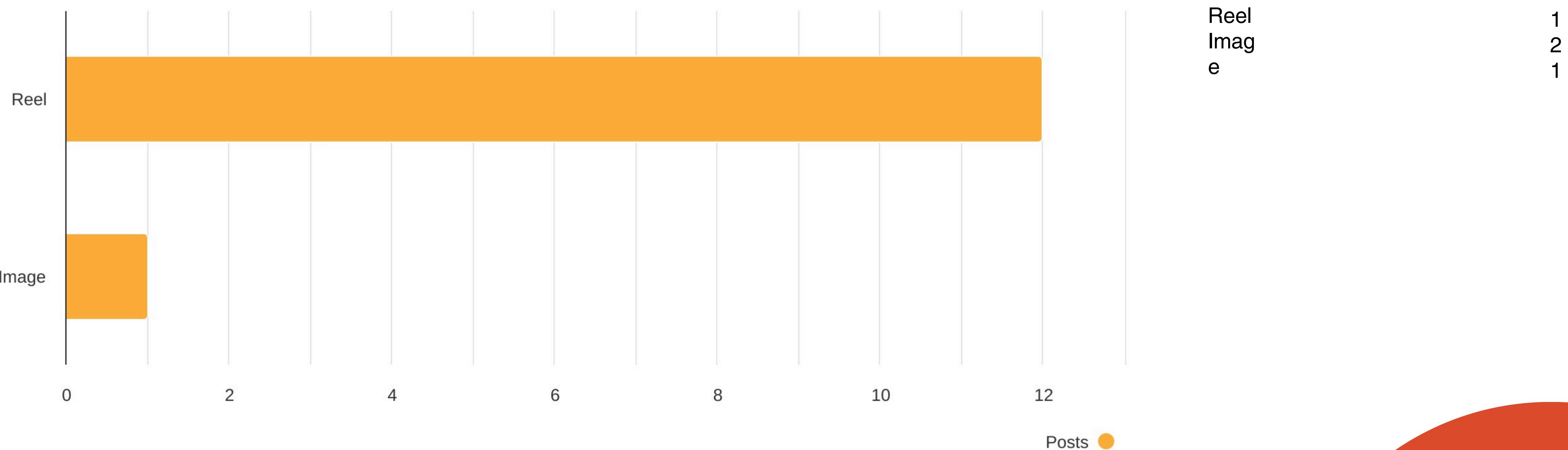
**4012** impressions

**0.985%** engagement rate

**9.845%** engagement/impressions rate

# Post Types

See the publishing behaviour of this Instagram profile



For better results, try and post more Reels since that's the type of content that brings the highest engagement



# When to post?

Based on data, this is the best time to post on Instagram to get a higher engagement



Day with the highest engagement

**Fri**



Hour with the highest engagement

**2 PM**



Day with most posts

**Mon**



Hour with most posts

**9 PM**



To get more engagement, you should post on **Fri**, at **2 PM**. This way, you'll reach your goals faster, and your fans will be truly impressed.

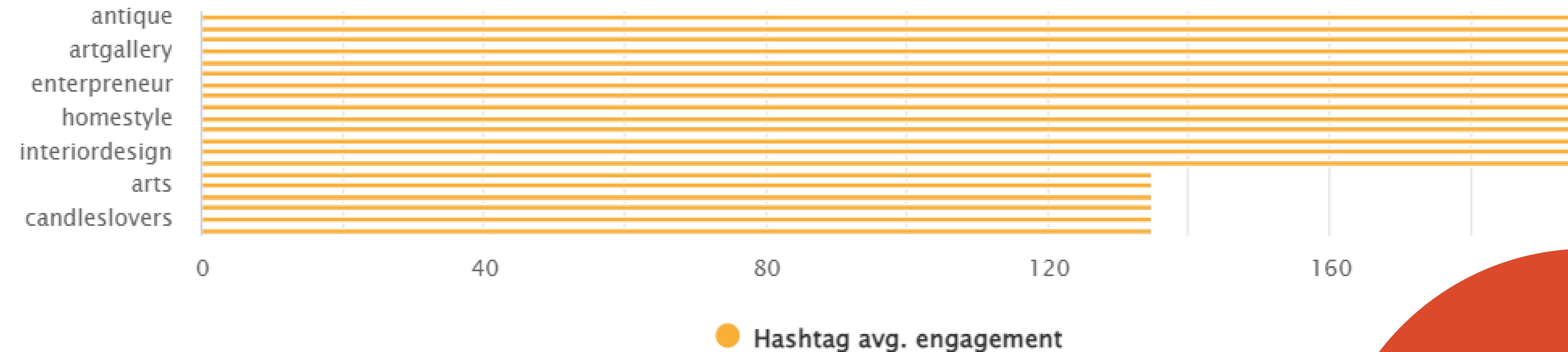
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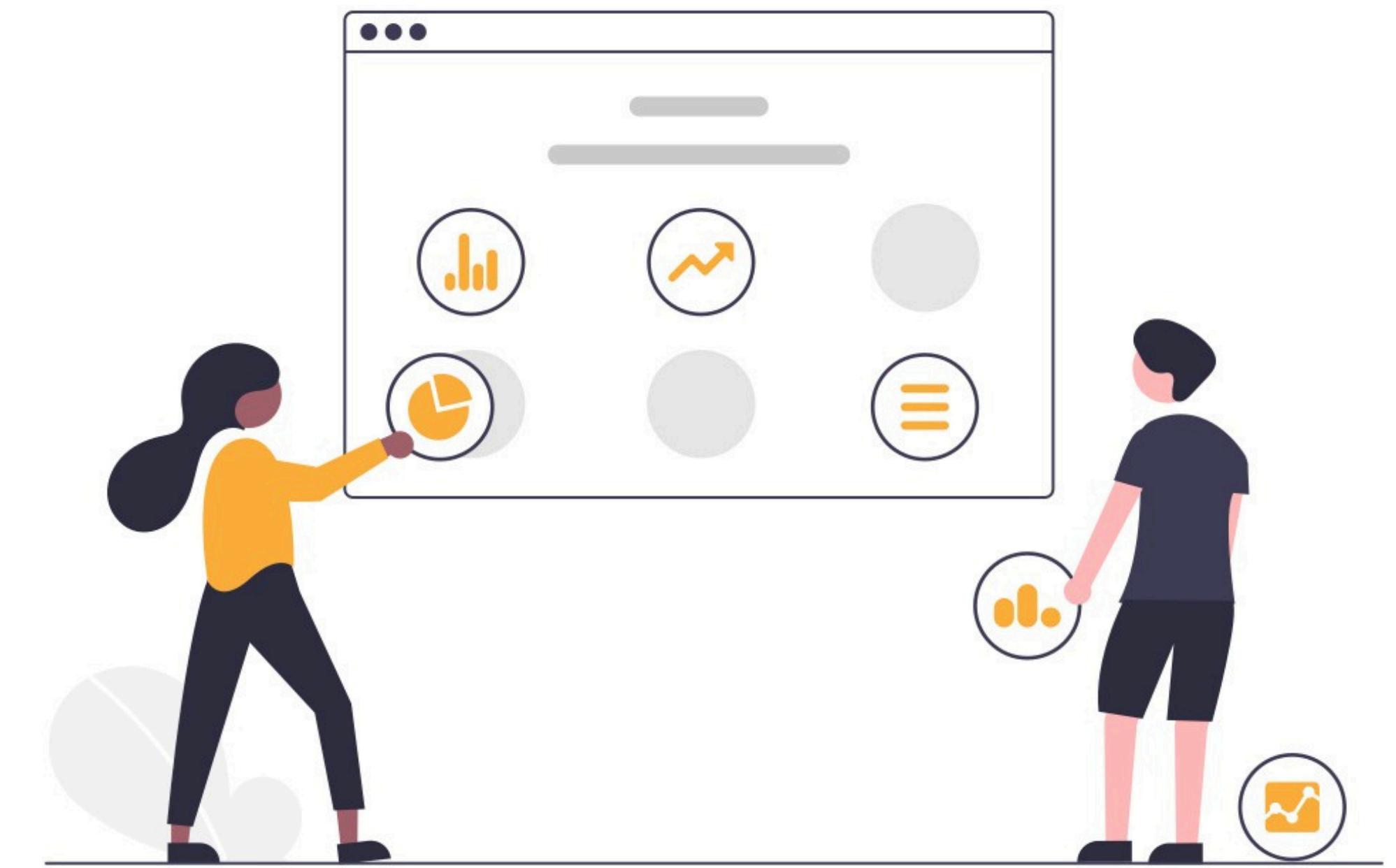


# Instagram Social Report

10 Sep 2024 - 09 Oct 2024



MARIOIMS





# Content Summary

Key metrics for the selected period



10 Sep 2024 - 09 Oct 2024



**18**

Total Organic Posts

**28% lower**



**785**

Total Organic Engagement  
**51.90% lower**



**10.0K**

Estimated Impressions

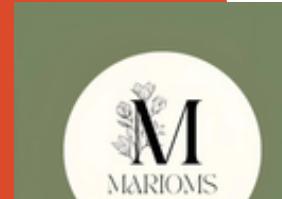
**45.87% lower**



**5690**

Estimated Reach

**45.85% lower**



# Top 3 Posts

See the top 3 posts published by this Instagram Profile



10 Sep 2024 - 09 Oct 2024



marioms1234  
30 Sep

لحظه ادراك ان كل الوقت دة عدا بانجزاتات كبيره ❤️  
<https://www.facebook.com/profile.php?id=10007663...>



Likes  
89

855 reach  
90 engagement  
940 impressions  
0.346% engagement rate  
9.574% engagement/impressions rate

Comments  
1



marioms1234  
17 Sep

الناس بتخلص فلوسها على الإعلانات الممولة انا وانا بعمل اعلان ب٣ جنيه شحن مجاني لجميع المحافظ



Likes  
70

686 reach  
71 engagement  
754 impressions  
0.273% engagement rate  
9.416% engagement/impressions rate



marioms1234  
29 Sep

بتمني تزول ملامحك من بالي تزول ❤️  
<https://www.facebook.com/profile.php?id=100076630846000&mibextid...>



Comments  
1

677 reach  
70 engagement  
744 impressions  
0.269% engagement rate  
9.409% engagement/impressions rate

Comments  
1

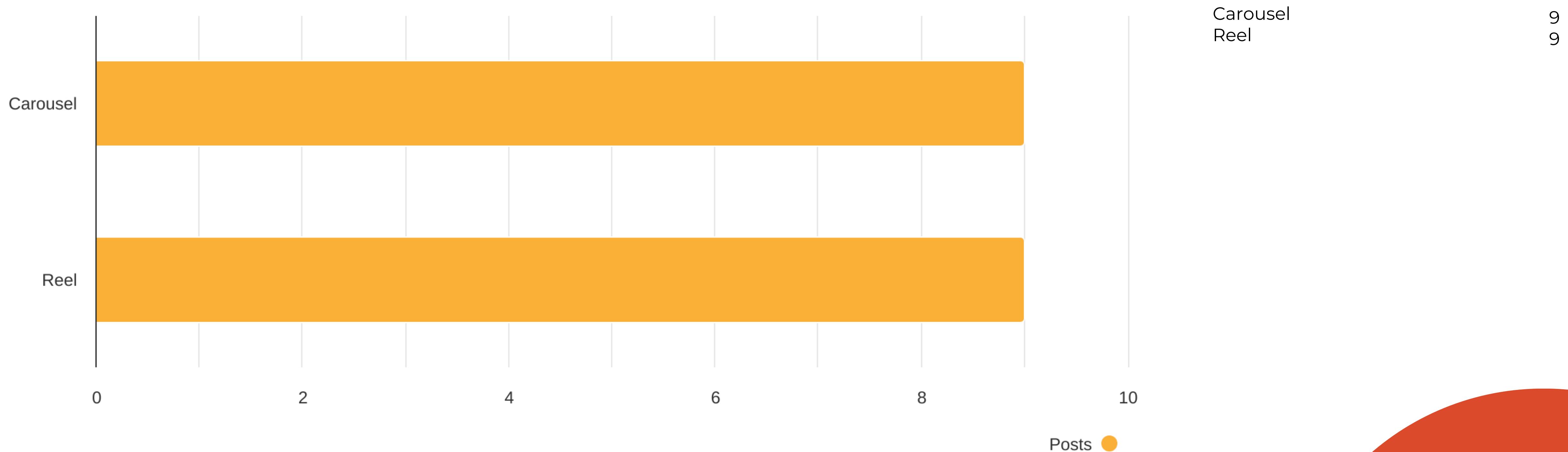


# Post Types

See the publishing behaviour of this Instagram profile



10 Sep 2024 - 09 Oct 2024



Posts



For better results, try and post more Reels since that's the type of content that brings the highest engagement



# When to post?



10 Sep 2024 - 09 Oct 2024

Based on data, this is the best time to post on Instagram to get a higher engagement



Day with the highest engagement

Tue



Hour with the highest engagement

11 PM



Almost there! For better results, try to post at 11 PM. Timing is important, and your fans will definitely thank you for taking care of that.



Day with most posts

Tue



Hour with most posts

5 PM



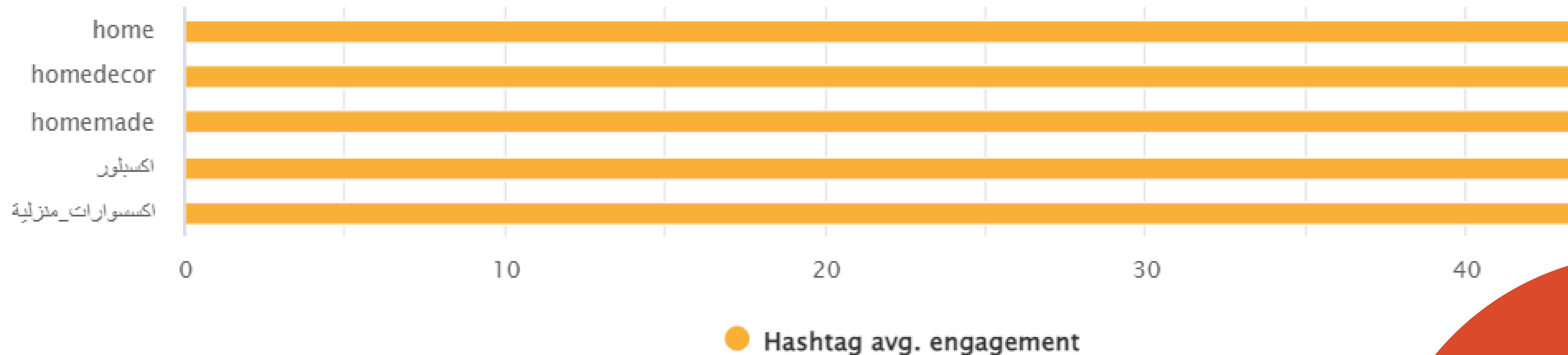
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## TOP HASHTAGS BY AVG. ENGAGEMENT i





YAMAR

# Competitive Analysis & Plan

- Review of brand and competitors
- Ranked list of key takeaways
- Turn ranked key takeaways into action plan

# Step 1: Review of brand and competitors

النوع	The Best Choice	MARIOMS	LENOR   HOME DECOR   CANDLES	Rika Artdesigns   Handmade	تكرار النشر
نوع المحتوى	صور احترافية للمنتجات + فيديوهات قصيرة	فيديوهات قصيرة + بوستات ثابتة	صور احترافية للمنتجات	صور منتجات + فيديوهات قصيرة (ريلز)	مرات أسبوعيا 4-5
أوقات النشر	6 pm - 9 pm	6 pm - 9 pm	10 am - 12 pm	12 pm - 3 pm	مرات أسبوعيا 3-4
الهاشتاج	#HomeEssentials #DecorInspo	#SimpleDesigns #CozySpaces	#MinimalistDecor #HomeDecor		
نوع التفاعل	تعليقات و الحث على التفاعل CTA + استخدام القصص stories للتواصل اليومي	تفاعل مكثف على الفيديوهات و القصص Stories	تحث المتابعين على التفاعل باستخدام الاسئلة و الاقتراحات	تعليقات على المنشورات و عروض خاصة	

# Step 2: Ranked list of key takeaways

High Priority	Medium Priority	Low Priority
يجب أن تهدف إلى نشر 3-5 منشورات Yamar أسبوعياً لإثبات وجودها والحفاظ على جدول نشر منتظم	نشر خلال ساعات منتصف النهار أو في المساء لاختبار أفضل Yamar للجمهور المستهدف لـ الأوقات للتفاعل.	يستخدم بعض المنافسين الهدايا والعروض الحصرية لتعزيز المتابعين وزيادة الانتشار، يمكن لـ التفكير في تقديم هدايا صغيرة أو خصومات خاصة بين الحين والأخر لبناء زخم أولي، لكن تجنب الاعتماد على هذه الاستراتيجية بشكل كبير.
تنوع المحتوى بين المنشورات و الريلز و القصص المنتظمة	Yamar التأكد من أن جميع الصور والفيديوهات لـ متناسقة واحترافية وتعكس هوية العلامة التجارية البسيطة والأنيقة.	هناك بعض المنافسين يقومون بالتعاون مع المؤثرين في مجال الديكور المنزلي، رغم أن البعض لا يعتمد على هذا الأسلوب بشكل كبير. ممكن تأجيل شراكات حتى يتم زيادة الوعي بالعلامة Yamar المؤثرين في التجارية وتنوع المنتجات.
بناء هاشتاج ثابت مثل #yamardecor بجانب الهاشتاجات المتداولة	هناك تفاعلاً كبيراً مع المحتوى الذي يشجع على التفاعل المباشر، مثل الاستطلاعات أو التصويت على المنتجات المفضلة. (جب دمج المحتوى التفاعلي مثل استطلاعات الرأي والتصويتات في القصص أو المنشورات لتشجيع التفاعل المباشر من المتابعين).	
يجب استخدام القصص بشكل يومي أو شبه يومي لمشاركة الجمهور أو إجراء استطلاعات وتفاعلات سريعة مع الجمهور مما يعزز التفاعل		

## Step 3: Turn ranked key takeaways into action plan

استناداً إلى هذا التحليل ستتضمن ، النشر المنتظم في الأوقات المناسبة مع التركيز على الانتظام، تنوع المحتوى بين الصور والفيديوهات والتركيز على بناء تفاعل مع الجمهور من خلال القصص والهاشتاجات الجذابة، والتفاعل مع الجمهور، يمكن لـ Yamar بناء الوعي بالعلامة التجارية في مراحلها الأولى، ثم زيادة جمهورها تدريجياً باستخدام استراتيجيات مثل الشراكات مع المؤثرين أو العروض الترويجية الكبيرة.

بداية موسم الشتاء

# Monthly Content Plan

## Social Media



Month

----- November -----

عيد الحب المصري (4 نوفمبر): فرصة لتسويق المنتجات كهدايا رمزية.

نوفمبر 29 (الجمعة السوداء) Black Friday:

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
<b>WEEK 1</b> كيف يمكن لديكور بسيط أن يغير شكل الغرفة؟ (صور قبل وبعد). 01	02	03	04 منشور عن "هدايا عيد الحب المصري"، مع عروض خاصة على المنتجات. 05	06	07	
<b>WEEK 2</b>		08 أفكار لدمج المنتجات مع النباتات المنزلية لتزيين منزلك. 09	10 11	12 Reels قصة صنع كل قطعة يدوياً وتغليفها. 13	14	
<b>WEEK 3</b> carousel تظهر فيه خطوات تزيين زاوية المنزل باستخدام منتجاتك. 15	16	17	18	19 العد التنازلي للجمعة السوداء 20	21	
<b>WEEK 4</b>		Black Friday منشور يتضمن صور المنتجات المميزة: "خصومات حصرية حتى 70% على المنتجات." 24	25	26 Black Friday عرض صور متعددة للمنتجات الصغيرة التي تناسب كل ركن في المنزل. 27	28	
<b>WEEK 5</b> حملة خصومات مع عرض فيديوهات سريعة حول كيفية استغلال الخصومات 29	30	<b>NOTES</b>				

ديسمبر 25 (Christmas): عيد الميلاد

رأس السنة الميلادية: 31 ديسمبر

# Monthly Content Plan

## Social Media

Month December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>WEEK 1</b> أفكار تزيين لشجرة الكريسماس باستخدام منتجات Yamar   01				كيفية تنسيق ديكورات الطاولة، مدخل المنزل.. الخ خلال موسم الأعياد باستخدام منتجات Yamar   05		
<b>WEEK 2</b> مسابقة تطلب من المتابعين مشاركة صور لمنازلهم المزينة لفرصة الفوز بمنتجات مجانية. 08	09	10	11	12	13	14
<b>WEEK 3</b> Carousel أفضل الهدايا لأعياد الميلاد من Yamar   15	16	17	18	التسوق للعام الجديد، تقدم نصائح حول كيف يمكن لتغيير ديكور المنزل أن يضيف طاقة جديدة في العام الجديد.   20	21	
<b>WEEK 4</b> “تهنئة بالكريسماس” مع مشاركة تصميمات تزيين بسيطة لعيد الميلاد و عروض على المنتجات. 22	23	24	25	26	27	تقديم خصومات على المنتجات القديمة استعداداً لتقديم منتجات جديدة في العام الجديد.   28
<b>WEEK 5</b> “تهنئة بالسنة الجديدة” مع تحدي “أعد تزيين منزلك في 2024”， مع أفكار مبتكرة للديكور. 29	30	31	NOTES			

رأس السنة: 1 يناير

بداية التخطيط للعام الجديد

# Monthly Content Plan

## Social Media



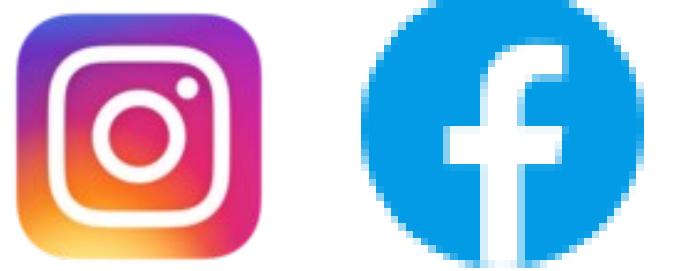
Month

----- January -----

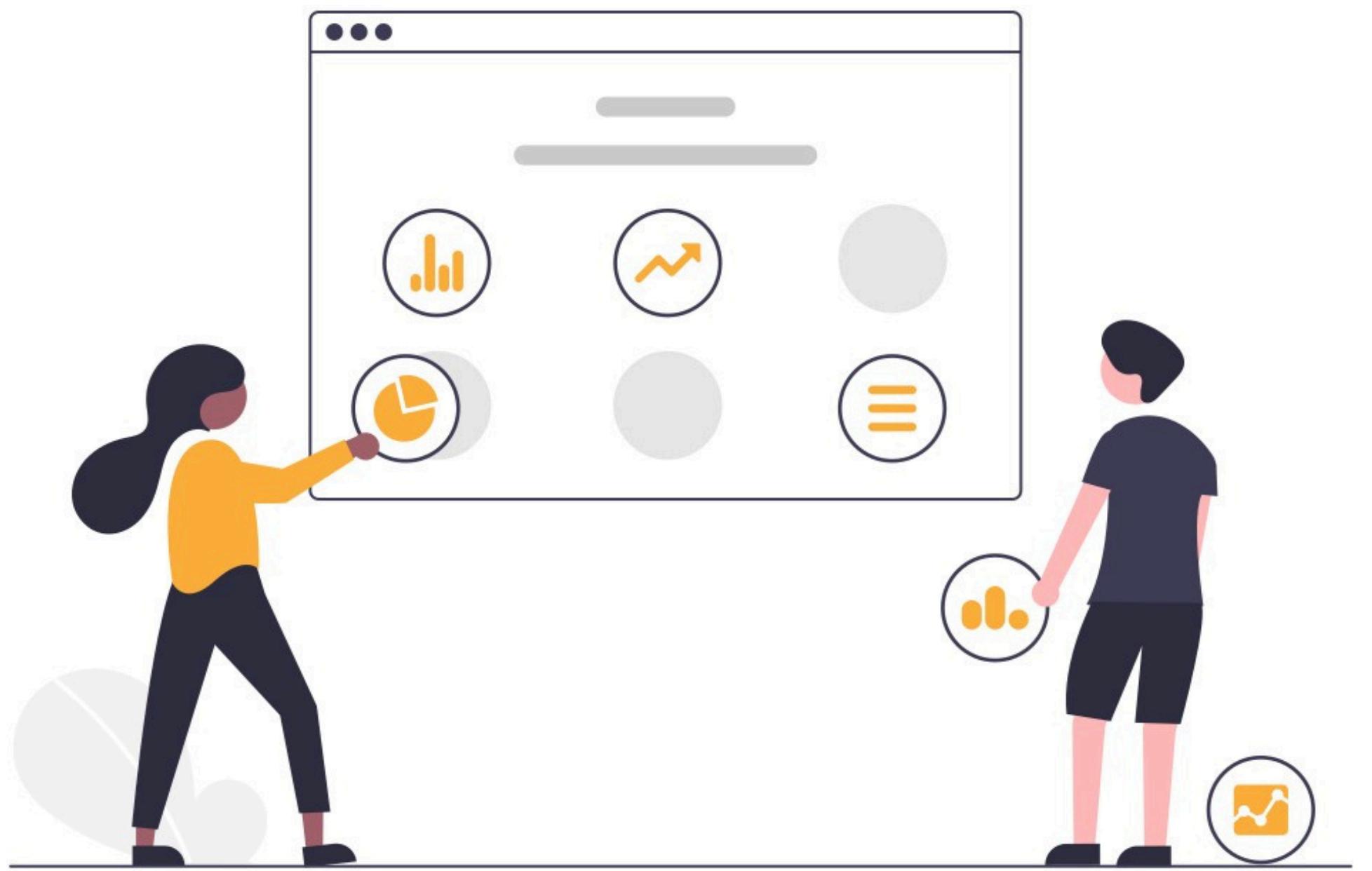
Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
<b>WEEK 1</b> منشور احتفالي بالسنة الجديدة مع تقديم منتجات تساعد على "بداية جديدة". 01	02	03	04	Carousel: أفكار لترتيب المكتب الخاص بك في العام الجديد مع عرض المنتجات. 05	06	07
<b>WEEK 2</b>		"معاك في كل مكان" بيووضح أزاي وجود منتجاتنا معاك في كل ركن من البيت بيفرق 10	11	12	13	14
<b>WEEK 3</b> "التحفيضات الشتوية" عروض خاصة على منتجات لبدء العام بتحديث ديكورهم. 15	16	17	18	عرض تحويلات سريعة لغرف المعيشة باستخدام المنتجات الخرسانية. 20	21	
<b>WEEK 4</b>			Afkar لتزيين المكتب المنزلي على يعرض أفكاراً لتحسين مكان العمل في المنزل 25	26	27	28
<b>WEEK 5</b>	"المنتجات الأكثر مبيعاً في يناير"، مع توصيات للمنتجات الشتوية الأكثر شيوغاً. 30	NOTES				



# Media Buying



01 Nov 2024 - 01 Dec 2024



# Social Pages

[← yamarhomedecor](#) :

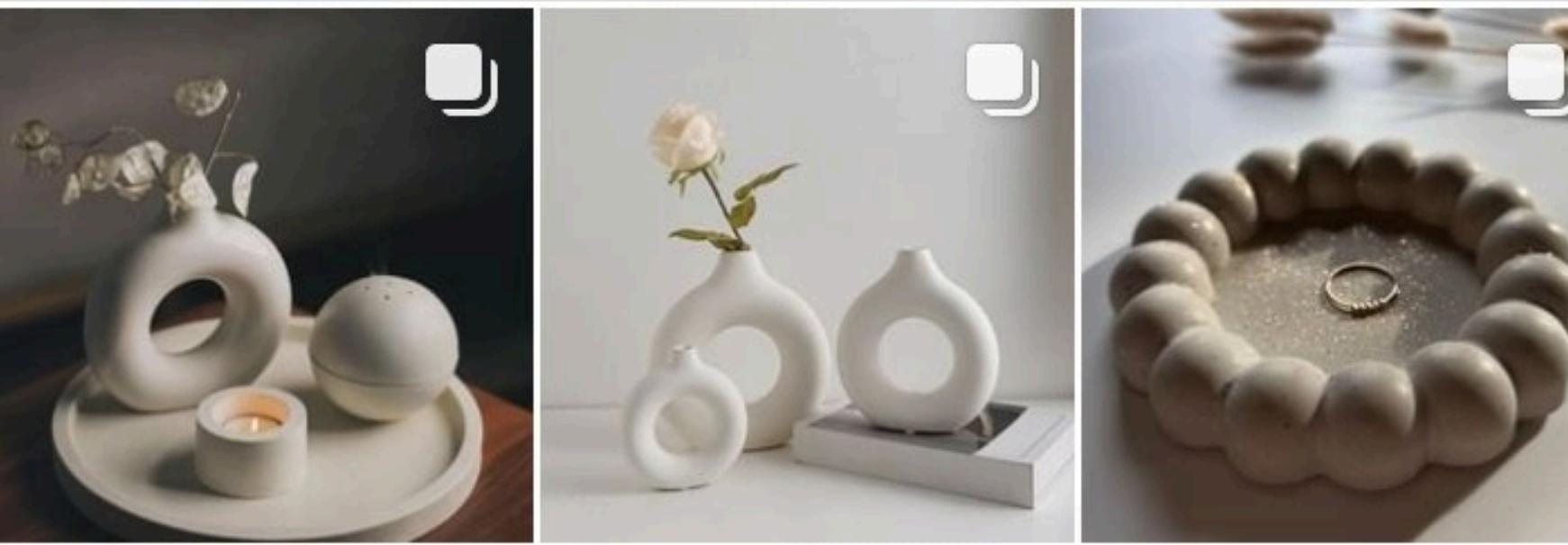


9 posts    0 followers    0 following

**Yamar**  
Concrete Décor, Crafted for you.  
•Shipping all over Egypt   
•Order Inquiries: DM

[Follow](#) [Message](#)




**Yamar**  
CONCRETE HOME DECO  0 likes • 0 followers [See dashboard](#)

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#) [Photos](#) [More ▾](#)

**Intro**  
Concrete Décor, Crafted for you. [Edit bio](#)

 Page · Home decor [Promote Page](#)

 Alexandria, Egypt

 Not yet rated (0 Reviews) 

**Featured**

 **Yamar**  2h  
Express your style.  
Make your own Décor.

# Marketing Goal

Key metrics for the selected period



Increase Brand Awareness in 1 month



500,000  
Impressions

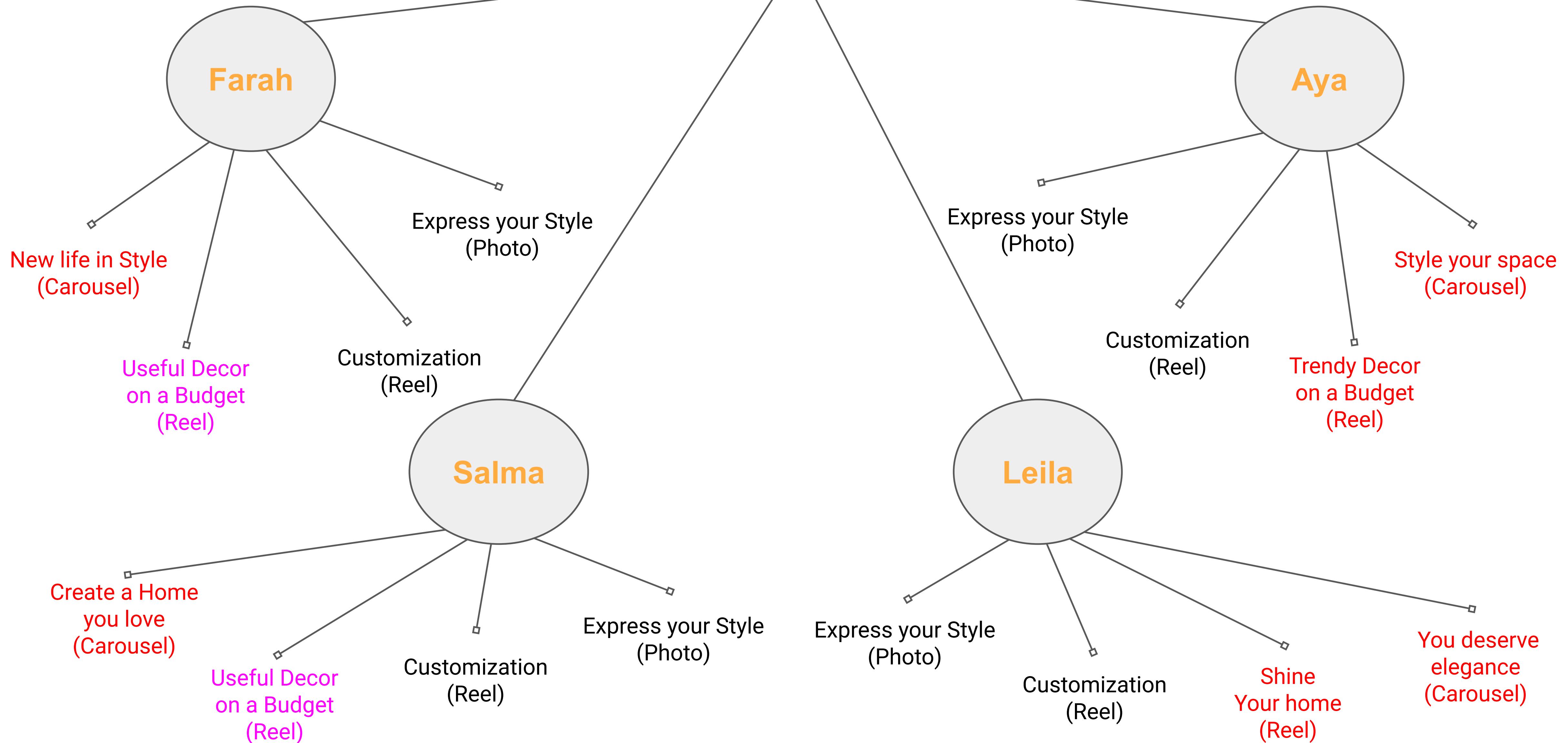
Engagement  
Rate

Followers

# Meta ads Campaign

01 Nov 2024 - 01 Dec 2024

## Awareness Campaign



# Targeting

Ad Sets	Aya	Farah	Salma	Leila
Gender		Female		
Location		Alexandria, Egypt		
Language		Arabic & English (all)		
Interests	Home Decore, Home Decorating ideas, Decor home ideas, Home interior design, Interior design ideas			
2nd Interests	_____	Just married, Bride Engagement, Weddings	Married with... children, Parenting, Child care	_____
Age	18 : 25	20 : 35	25 : 40	35 : 65+
Placement	Instagram	Instagram	Instagram	Instagram & Facebook
Est. Audience	36 : 43 K	55 : 65 K	40 : 48 K	27 : 32 K
Daily Budget	50 EGP	50 EGP	50 EGP	50 EGP
Est. Daily Reach	3 : 9 K	3 : 8.6 K	2.4 : 7 K	2.5 : 7.5 K

After gathering initial data, use AI-generated lookalike audiences.

# Campaign Budget

<b>Campaign Goal</b>	Awareness Yamar (500K Impressions)
<b>Total Daily Budget</b>	200 EGP
<b>Total Monthly Budget</b>	6000 EGP
<b>Bidning</b>	CPM (Cost per 1000 Impressions)
<b>Total Estimated Daily Reach</b>	11 : 32 K
<b>Total Estimated Monthly Reach</b>	330 : 960 K

# Ad Creatives

## All Personas / Adsets

### Customization (Reel)



**yamarhomedecor** Original audio

**yamarhomedecor** Crafted with love, only for you. Make your own Décor.

#decor #decoration #trendy #design #homedecor #homedecoration #homedesign #handmade #concrete #concretedesign #giftsforher #giftsforhim #madewithlove #madeinegypte #foryourhome #foryourhomedecoration #antique #arts #artgallery #interiordesign

Edited · 15h

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3 days ago

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### Express your Style (Photo)



"Decorating your space reflects your personality, so let your creativity shine through every detail."

**yamarhomedecor** Express your style. Make your own Décor.

#decor #decoration #trendy #design #homedecor #homedecoration #homedesign #handmade #concrete #concretedesign #giftsforher #giftsforhim #madewithlove #madeinegypte #foryourhome #foryourhomedecoration #antique #arts #artgallery #interiordesign

Edited · 16h

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**yamarhomedecor**

#decor #decoration #trendy #design #homedecor #homedecoration #homedesign #handmade #concrete #concretedesign #giftsforher #giftsforhim #madewithlove #madeinegypte #foryourhome #foryourhomedecoration #antique #arts #artgallery #interiordesign

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# Ad Creatives

Aya

## Trendy Decor on a budget (Reel)



yamarhomedecor  
Hotham • Daylight

yamarhomedecor Trendy Décor on a budget!  
Make your own piece.

#decor #decoration #trendy #design #homedecor  
#homedecoration #homedesign #handmade #concrete  
#concretedesign #giftsforher #giftsforhim #madewithlove  
#madeinegypteg #foryourhome #foryourhomedecoration  
#antique #arts #artgallery #interiordesign

Edited · 16h

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## Style your Space (Carousel)



yamarhomedecor

yamarhomedecor Style your Space.  
Make your own Décor.

#decor #decoration #trendy #design #homedecor  
#homedecoration #homedesign #handmade #concrete  
#concretedesign #giftsforher #giftsforhim #madewithlove  
#madeinegypteg #foryourhome #foryourhomedecoration  
#antique #arts #artgallery #interiordesign

13h

art\_.family I can share it 😊  
13h Reply

[View replies \(1\)](#)

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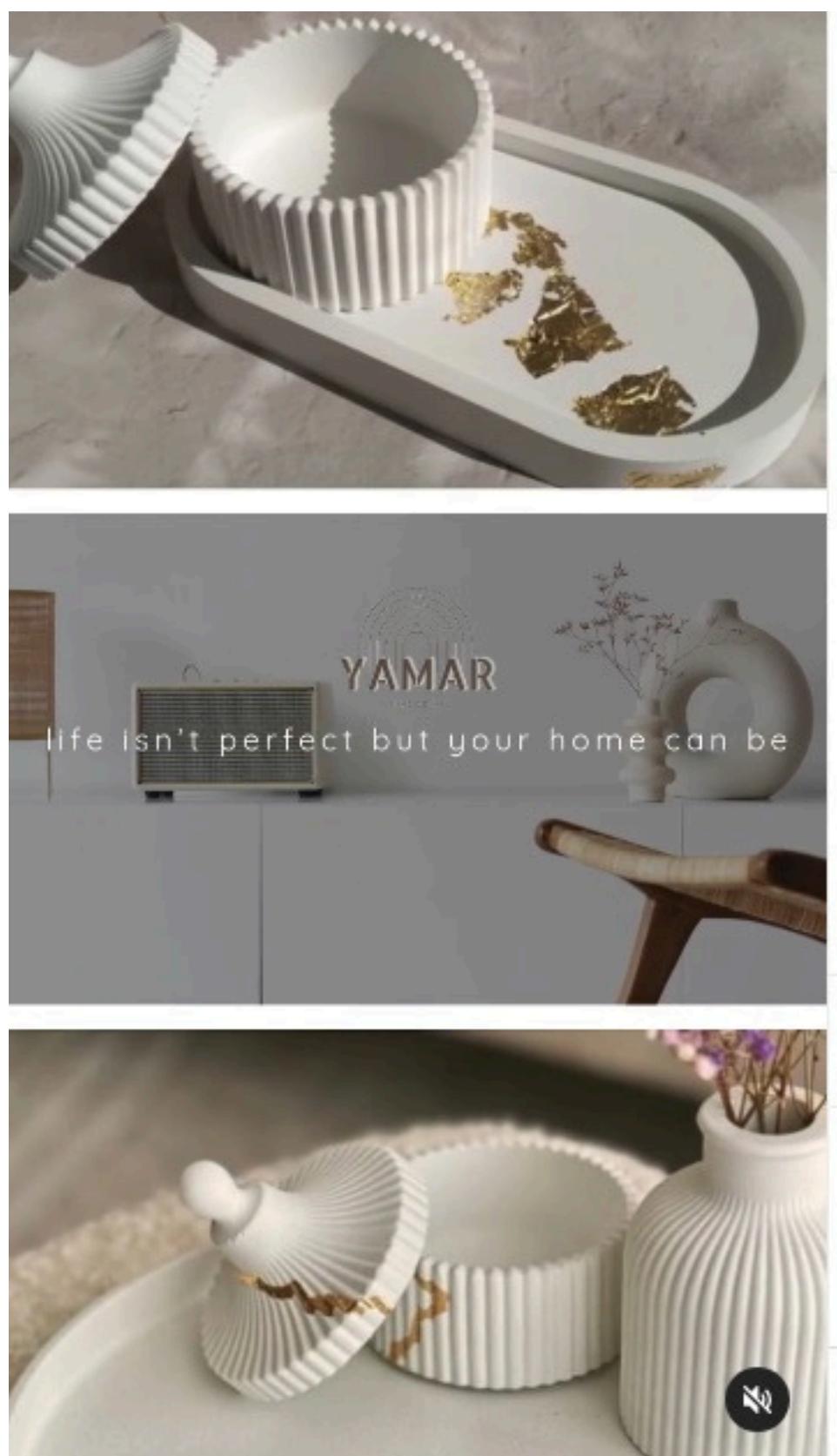
Be the first to like this  
13 hours ago

Add a comment...

# Ad Creatives

## Farah

### Useful Decor on a budget (Reel)



yamarhomedecor  
Original audio

yamarhomedecor Useful Décor on a budget!  
Make your own style.

#decor #decoration #trendy #design #homedecor  
#homedecoration #homedesign #handmade #concrete  
#concretedesign #giftsforher #giftsforhim #madewithlove  
#madeinegypte #foryourhome #foryourhomedecoration  
#antique #arts #artgallery #interiordesign

Edited · 16h

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### New life in style (Carousel)

yamarhomedecor  
...

yamarhomedecor New life in Style.  
Make your own Décor.

#decor #decoration #trendy #design #homedecor  
#homedecoration #homedesign #handmade #concrete  
#concretedesign #giftsforher #giftsforhim #madewithlove  
#madeinegypte #foryourhome #foryourhomedecoration  
#antique #arts #artgallery #interiordesign

13h

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# Ad Creatives

Salma

Useful Decor on a budget (Reel)

**yamarhomedecor**  
Original audio

**yamarhomedecor** Useful Décor on a budget!  
Make your own style.

#decor #decoration #trendy #design #homedecor  
#homedecoration #homedesign #handmade #concrete  
#concretedesign #giftsforher #giftsforhim #madewithlove  
#madeinegypte #foryourhome #foryourhomedecoration  
#antique #arts #artgallery #interiordesign

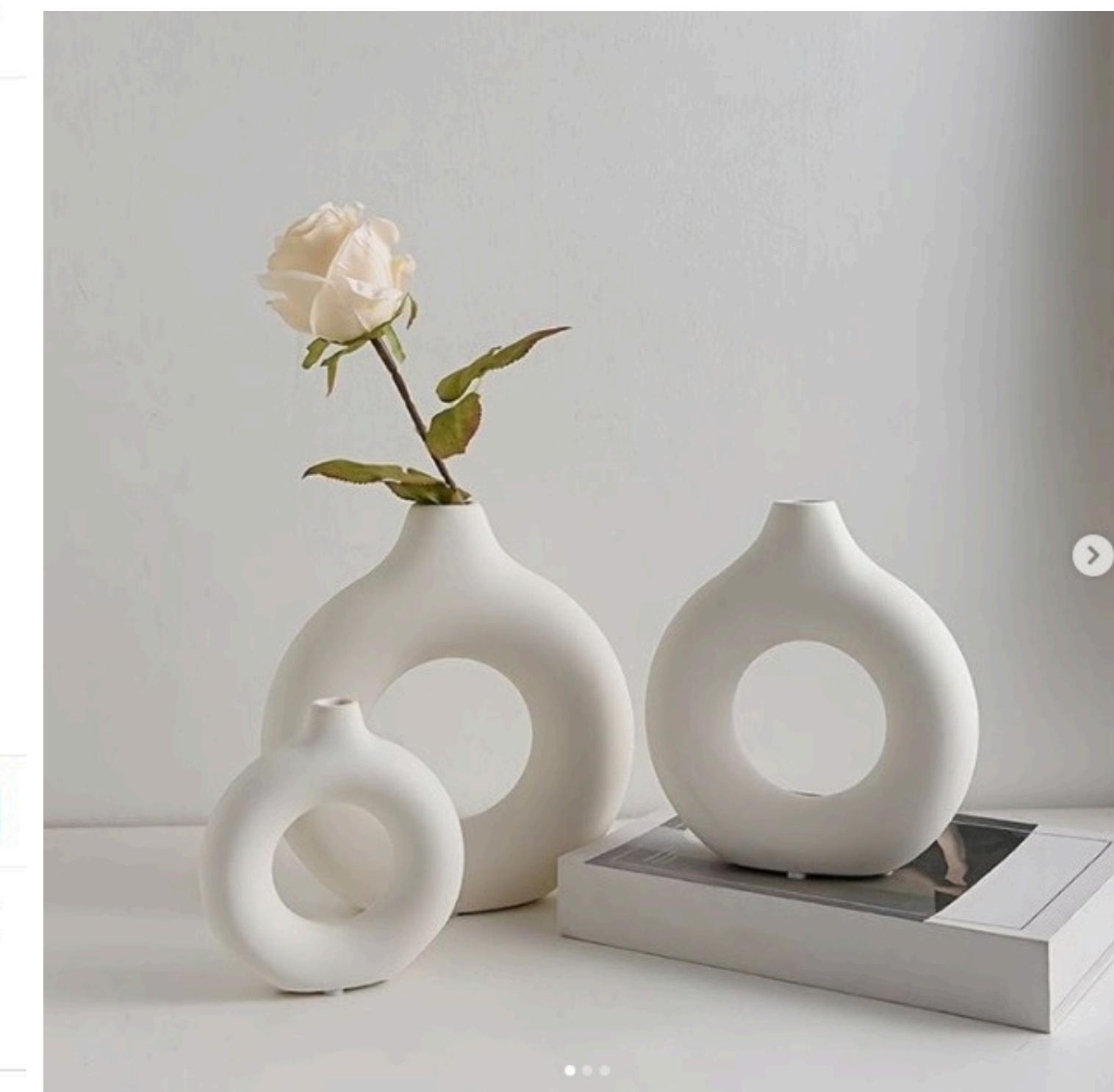
Edited · 16h

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3 days ago

Add a comment...

Create a home you love (Carousel)



# Ad Creatives

Leila

Shine your home (Reel)



09.11 2024

**YAMAR**

**AFTER**

اتفرج على السحر! شايف إزاى  
الفازات قلبوا المكان؟

yamarhomedecor akredollance • Original audio

yamarhomedecor Shine your home.  
Make your own Décor.

#decor #decoration #trendy #design #homedecor  
#homedecoration #homedesign #handmade #concrete  
#concretedesign #giftsforher #giftsforhim #madewithlove  
#madeinegypteg #foryourhome #foryourhomedecoration  
#antique #arts #artgallery #interiordesign

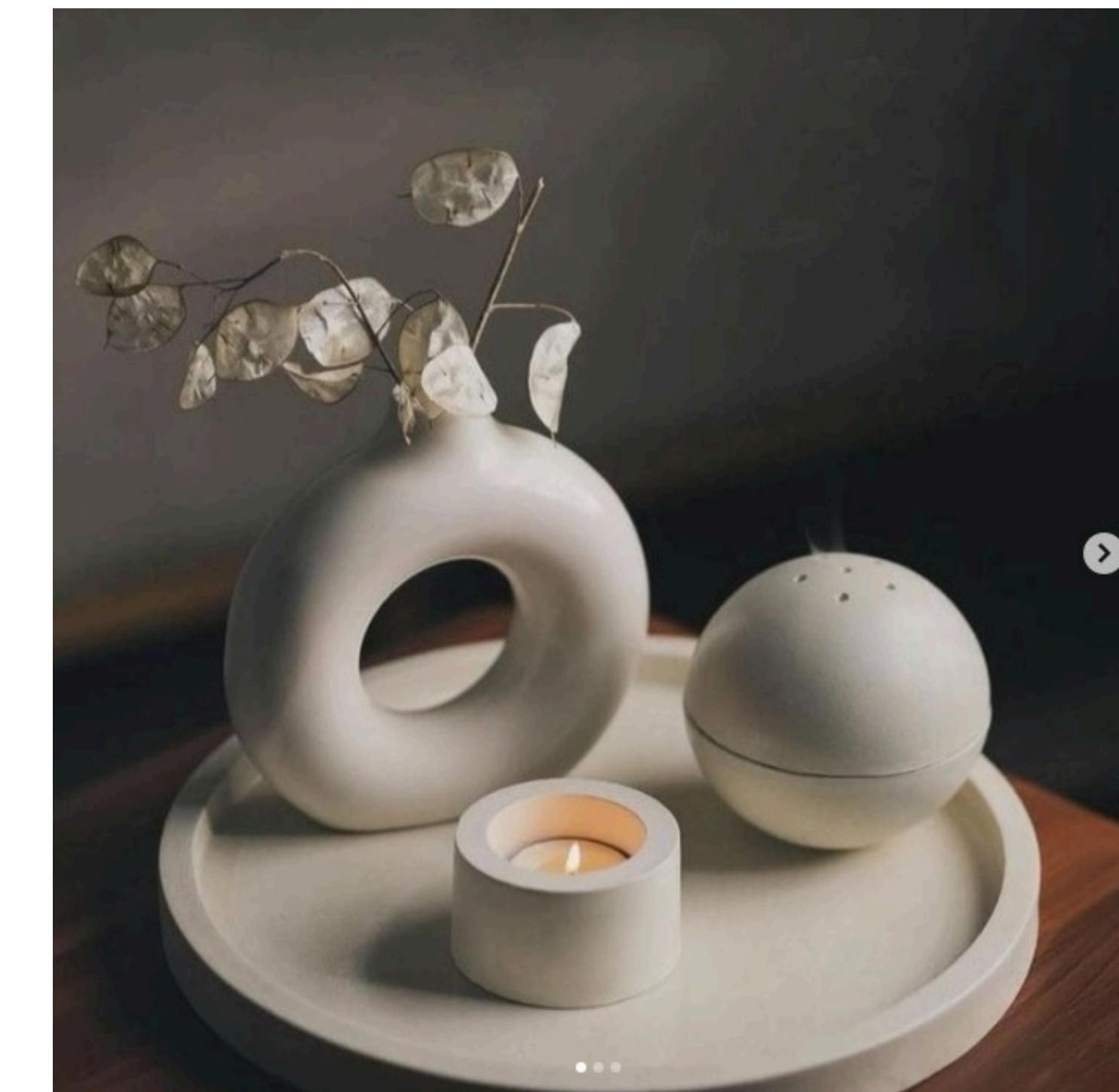
Edited · 16h

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You deserve elegance (Carousel)



yamarhomedecor

yamarhomedecor You deserve Elegance.  
Make your own Décor.

#decor #decoration #trendy #design #homedecor  
#homedecoration #homedesign #handmade #concrete  
#concretedesign #giftsforher #giftsforhim #madewithlove  
#madeinegypteg #foryourhome #foryourhomedecoration  
#antique #arts #artgallery #interiordesign

13h

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# Automated Responses

yamarhomedecor · Instagram

[View profile](#)[Edit template](#)**Quick reply #2**

X

ازى أقدر أصنع قطع ديكور حسب ذوقى؟

34/80

**Automated response · Optional ⓘ****Aa** Text

▼

بساطة بتحددى:



- Design
- Colors
- Budget

و يامار بتصمم القطع اللي حضرتك عايزها بظبط 🔔

واهم حاجة الكوالىتى والتغليف والشحن (مسئوليتنا متقلقش) 🌟

خدمة العملاء مع حضرتك للإستفسار و مساعدتك في الاختيار 😊

عبرى عن أسلوبك الخاص

ديكور يامار صنع بحب من أجلك فقط ❤️

بساطة بتحددى:

Design ✓

Colors ✓

Budget ! ✓

و يامار بتصمم القطع اللي حضرتك عايزها بظبط 🔔

وأهم حاجة الكوالىتى والتغليف والشحن (مسئوليتنا متقلقش) 🌟

خدمة العملاء مع حضرتك للإستفسار و مساعدتك في الاختيار 😊

عبرى عن أسلوبك الخاص

ديكور يامار صنع بحب من أجلك فقط ❤️

[+ Add a quick reply](#)

Message...

MEMBER	ROLES	الأدوار
<b>Ali Mohamed Mohamed Ibrahim Elsherbini</b> على محمد محمد إبراهيم الشريبي	1) Business Analysis    2) Marketing Analysis (Maslow's Needs & Wants, 5C, PESTEL, SWOT)  3) Buyer Persona        4) Customer Journey                    5) Value Proposition (Positioning)  6) Branding              7) Marketing Strategy (SMARTER Goals)    8) Marketing Mix  9) Digital Marketing Strategy (Content Strategy & Media Buying Strategy)  10) Media Buying (Meta Campaign) face & insta                11) Presentation	
<b>Amany Saeed Abd ElMoneim</b> أmany سعيد عبد المنعم	1) Social Media & Content Analysis                    2) Content Creation (Videos, Reels, images)  3) Content Plan    4) Content Calendar	
<b>Marina Ashraf Tawfik</b> مارينا أشرف توفيق	1) Social Pages Moderation & Monitor                2) Schedule Organic Content Posts  3) Customer Messaging                                        4) Competitors Observation	

THANK YOU

## Contact information

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Digital Marketing Specialist

Media Buyer

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**+201210522501**

