



# LYRA

Cosmetic store

Your way to beauty life

# About Us

**LYRA Store** is an intermediary company specialized in the cosmetics industry, focusing on marketing and distributing hair care products through professional strategies that ensure brands reach a wide range of customers.

# Lyra Project Team



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# 1-Business Model Canvas

## 1- Customer Segments

Young women in Egypt

Social media users influenced by fashion.

Shoppers at beauty stores and physical retail outlets.

## 2- Value Propositions

Beauty brand offering trendy products suitable for the Egyptian consumer.,

easy online shopping experience with home delivery.

.Competitive prices compared to high-end international brands.

## 3- Channels

Facebook, Instagram, delivery services.

events related to cosmetics to increase brand awareness

## 4- Customer Relationships

Engagement via social media,

influencer campaigns, customer support, loyalty offers.

## 5- Revenue Streams

Product sales (online bundles, seasonal offers)

Online beauty product sales Seasonal offers and discounted product bundles.

## 6- Key Resources

Brand reputation, online platforms

inventory,, marketing team,.

Financial resources

## 7- Key Activities

marketing, online store management,

customer service, Studying cosmetic

trends to keeping up with the

meeting customer needs.

## 8- Key Partners

Local manufacturers,

distributors, influencers,

payment gateways, logistics

partners.

## 9- Cost Structure

Marketing and advertising costs (including influencer fees and social media campaigns).

delivery costs., and electronic transaction fees.

## Strengths

- 1-A strong digital presence on Facebook and Instagram with engaging visual content.
- 2-Competitive pricing makes products accessible to young people and students.
- 3- A diverse product meets various needs.
- 4- Flexibility in keeping up with the latest beauty trends.

## Opportunities

- 1-Increased demand for local brands and support for Egyptian products.
- 2-Rapid growth of e-commerce in the Egyptian cosmetic market.
- 3-Development of new cosmetic product lines.
- 4-Expansion into neighboring Arab markets such as the Gulf and North Africa.
- 5-Cooperation with major cosmetics companies to increase market reach.

## Weaknesses

- 1- Limited reach outside the Egyptian market.
- 2- Social media as a primary sales source.
- 3-Limited physical outlets, which may reduce opportunities to try products before purchasing.
- 5-Some consumers still prefer international brands over local ones.

## Threats

- 1-Intense competition from global and local brands.
- 2-Economic fluctuations and their impact on production costs and pricing.
- 3-Rapidly changing consumer trends in fashion and beauty.
- 4- Changing social media algorithms that may affect reach and advertising..

# 2-SWOT

Where are we

# 3-SMART Objectives



## 1- Increase Product Sales (Haircare Range):

Boost sales of Lyra's Haircare Shampoo and Cream line by selling **50 units** within the **first 3 months (1 Nov 2025–30 Jan 2026)** through targeted digital campaigns and influencer collaborations.

## 2-Grow Social Media Following:

Achieve a 1000 new page likes/ followers across **Instagram and Facebook** by the **end of Q1 2026** through consistent posting, paid promotions, and interactive content.

## 3-Enhance Engagement & Conversion Rates:

Improve overall **video views and conversion rates by 20%** within **three months**, using optimized ad creatives, storytelling reels, and engaging educational content.

## 4-Expand Market Share on TikTok:

Increase Lyra's **TikTok audience base by +300** and achieve an average **engagement rate above 8%** by the **end of March 2026**, positioning Lyra as a trend-driven beauty brand.



# 4-Strategy: Buyer persona



**Malk – 25 Y**

**Location:** Mansoura

**Occupation:** university graduate

**Income Level:** Medium

**Lifestyle:** Social-trendy-beauty conscious

**Pain point:** High prices of international cosmetic brands

# 5-Unique Selling Proposition (USP)

“Lyra Cosmetics empowers Egyptian women to express their beauty with high-quality, trendy, and affordable products designed for woman— blending international style with a proudly Egyptian touch.”



# 6-Marketing Tactics (4Ps)



✓ Product	✓ Price	✓ Place	✓ Promotion
<p>Lyra Cosmetics offers a wide range of makeup and skincare products designed specifically for Egyptian consumers. The brand focuses on high quality, trendy shades, and attractive packaging that reflects a youthful and modern identity.</p>	<p>Lyra follows a value-based pricing strategy, offering premium-quality products at accessible prices. The brand appealing to middle-income customers seeking quality and style. Promotions, bundle offers, and loyalty discounts are used to encourage repeat purchases and boost customer retention.</p>	<p>Products are distributed through multiple online channels to maximize reach:</p> <p>Facebook Shop, Instagram Shop, and major e-commerce platforms.</p> <p>Lyra ensures fast and reliable delivery across Egypt with strong logistics partners</p>	<p>LYRA focuses on digital-first marketing through</p> <p>Social media campaigns on Instagram and Facebook</p> <p>Multimedia channels like UTube and TikTok</p> <p>Seasonal promotions and giveaways to engage and grow the online community.</p>

## Lyra Cosmetics – October Social Media Calendar (8 Posts)

Date	Post Type	Content Theme	Caption Idea	CTA / Goal
Oct 1	💡 Brand Awareness	Welcome October – highlight Lyra's identity	"October is here, and your glow-up starts now 💋 Discover the beauty made for you — made in Egypt, made with love 💋 #LyraCosmetics #BeautyInEveryShade"	Build brand recall & emotional connection
Oct 4	💄 Product Highlight	Best-seller Focus – Lyra Matte Lipstick	"Bold, smooth, and totally YOU! 💋 Try our matte lipstick that stays flawless all day. Which shade is your mood today?"	Drive product interest
Oct 7	💻 Tutorial / Reel	How to get the perfect everyday glam using Lyra products	"Glam in 5 minutes? YES, please! Watch how Lyra helps you shine effortlessly ✨ #LyraLooks #MakeupTips"	Boost engagement & views
Oct 10	🌟 Engagement	Poll / Story Post – "Glossy or Matte?"	"We wanna know — are you Team Glossy or Team Matte? 🌟 Vote now in our story!"	Encourage interaction
Oct 14	🧴 Skincare Tip	Lyra Skincare Line – Benefits & Daily Routine	"Your skin deserves a little love 💋 Explore Lyra's gentle skincare range — made to hydrate, protect, and glow!"	Educate & build trust
Oct 18	🎁 Offer / Promo	Mid-month discount or bundle offer	"✨ October Treat ✨ Get 15% OFF on all Lyra kits this week! Because self-care should always be affordable 💋 #LyraBeautyDeals"	Drive sales
Oct 23	🌐 Social Proof	Customer Review / UGC	"Real beauty, real results 💋 Thank you [Tag Customer] for sharing your stunning Lyra look! Want to be featured next? Tag us 🌟"	Build credibility
Oct 28	💡 Seasonal / Lifestyle	"Get ready for cozy glam" – Fall-inspired look	"Warm tones, soft textures, cozy vibes 💋 Create your perfect autumn look with Lyra's new palette. #FallWithLyra"	Seasonal trend engagement

# Content Calander October





# Content Calendar November

Date	Post Type	Content Theme	Caption Idea	CTA / Goal
Nov 1	🌸 Brand Awareness	Welcome November with Healthy Hair	"Hello November 🌱 Time for a hair glow-up with Capixy! Let your hair shine stronger, smoother, and healthier than ever 💛 #CapixyCare #HealthyHairJourney"	Introduce the brand tone for the month
Nov 4	샴금 Product Highlight	Capixy Shampoo Focus	"Good hair days start in the shower 💧 Capixy Shampoo gently cleanses and strengthens from root to tip — say goodbye to dull, weak hair! 💛 #CapixyShampoo"	Boost product recognition
Nov 8	👩‍💻 Tutorial / Reel	How to Use the Capixy Package (Shampoo + Cream)	"Want silky, nourished hair? Here's the secret 🌟 Step 1: Wash with Capixy Shampoo. Step 2: Deeply hydrate with Capixy Cream. Two steps to perfect hair care!"	Increase engagement & educate customers
Nov 12	💡 Educational / Tip	Haircare Routine for Winter	"Cold weather = dry hair? ❄️ Keep it soft and shiny with Capixy's natural formula — infused with vitamins that fight frizz and dryness! #WinterHairCare"	Add value and authority
Nov 16	🎁 Offer / Promo	Mid-month Bundle Offer (Shampoo + Cream)	"🌟 Limited Offer 🌟 Get the Capixy Haircare Duo at a special price this week only! Stronger roots, smoother strands — double the care, double the shine 💛 #CapixyBundle"	Drive sales conversions
Nov 20	👩‍💻 Social Proof / Testimonial	Before & After User Review	"Real women, real results 🌟 See how Capixy transformed [Tag Customer]'s hair from dry to divine! Want your own hair glow-up? Try it now 💛"	Build credibility
Nov 25	💬 Engagement	Poll / Q&A Story	"Your hair type says a lot! 💛 Are you Team Curly, Wavy, or Straight? Tell us in the comments and we'll recommend your perfect Capixy routine 🌱 #CapixyCommunity"	Encourage interaction
Nov 29	👩‍💻 Lifestyle / Wrap-up	End of Month – Healthy Hair Reminder	"November might end, but your good hair days shouldn't 🌟 Keep your shine alive with Capixy — because your hair deserves the best care every day 💛 #CapixyCare"	Maintain retention & loyalty

# **7-Action Plan (October & November)**

## **Objective:**

Boost brand awareness and sales of Capixy Shampoo, Cream, and the full package through engaging digital campaigns, influencer collaborations, and seasonal promotions.

# October Awareness & Introduction Phase

- Launch brand introduction posts highlighting Capixy's natural ingredients and benefits.
- Share product education content (How to use the shampoo and cream).
- Collaborate with micro-influencers to create authentic reviews and tutorials. Run engagement activities (polls, quizzes, and “haircare myths” stories)
- Offer introductory discounts on first purchases to attract new customers.

# November Conversion & Loyalty Phase

- Focus on **the Capixy Haircare Package** (Shampoo + Cream combo).
- Promote **limited-time offers** and **bundle deals** through paid social ads.
- Share **before-and-after testimonials** and **UGC content** to build trust.
- Launch **#CapixyCareChallenge** encouraging followers to share their results.
- End the month with a “**Healthy Hair for the Holidays**” theme to retain engagement

# LYRA Accounts



<https://www.facebook.com/LYRASTOREEG>



[LYRA \(@lyra.store0\) |](#)  
TikTok



[https://www.youtube.com/  
@LyraCosmetics-n6f](https://www.youtube.com/@LyraCosmetics-n6f)



[www.instagram.com/  
lyracosmeticstore/](http://www.instagram.com/lyracosmeticstore/)

# Social Awareness & Introduction Phase



<https://shorturl.at/mHOVh>  
video facebook-Inst



<https://shorturl.at/jzBeE>  
Tiktok- Utube video



<https://shorturl.at/Ep8dP>  
Backage facebook -Inst



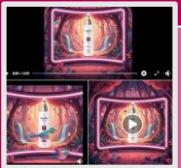
<https://shorturl.at/GboBQ>  
Tiktok- Utube video



<https://shorturl.at/lr5mR>  
facebook-Inst



<https://shorturl.at/pfYdJ>  
Utube video



<https://shorturl.at/6FAfA>  
reel facebook-Inst



<https://shorturl.at/NCOWp>  
Tiktok Video

# 8- Media buying Paid Ads Plan

## Platform

Meta (Facebook - Instagram)

## Campaign Types

- 1- Engagements - Messages
- 2- Engagements - Page Likes

**Budget = 800 LE**

**Schedule= Nov 1, 2025 – Nov 9, 2025 (9 Days)**

## Target Audiences

- 1- **Women (24 - 34 Years)** – Interests: Hair products (hair care) Advantage+ placements
- 2- **Women (20 - 45 Years)** – Interests: Beauty salons (cosmetics), Shampoo (hair care), Hair straightening (hair care), Hair conditioner (hair care), Hairstyle (hair care), Hair care (personal care), Hair products (hair care)

# 8- Media buying Paid Ads Plan

RA Mess 01

Engagement - Capixy Hair Package 1

Hair SHAMPOO2

Hair Pack 3x1

Ad creative

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

Your Instagram ad will render Facebook mentions as regular text.

Facebook Post

طوات كل خطوة ينكملي الناتية...

122108045799058693 - Nov 1, 2025

Change post + Create post

Suggested posts

... ي ينكملي المسيرة بتركيبة غنية من ...  
Instagram Post · Nov 2, 2025

... تكامل 3 خطوات كل خطوة ينكملي الناتية ...  
Instagram Post · Nov 1, 2025

... صري الجديد يوم السبت... وإننا كمان في ...  
Instagram Reel · Oct 29, 2025

Enter post ID

Campaign recommendations

Your campaign has room to improve.

Ad preview

Ad Destination

Now you can see more variations of your ad in previews

LYRA Sponsored

خراء محتاج حب واشامن مين وناد ...  
جيبي زوين كاپيکي المكمل 3- حيل ملوك ...  
كل خطوة ينكملي الناتية ...See more

Instagram

lyracosmeticstore Sponsored

CapiXY

Instagram

CapiXY

Enter post ID

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#) [Discard draft](#) [Publish](#)

# 8- Media buying Paid Ads Plan

The screenshot shows the 'LYRA Engagement Campaign' interface. On the left, a sidebar lists 'LYRA Engagement Campaign', 'Lyra Engagement Ad Set', and 'Lyra Engagement Ad'. The main content area is titled 'Budget & schedule' and includes sections for 'Budget' (daily Advantage+ campaign budget of 50.00,-€), 'Ad set spending limits' (none added), and 'Schedule' with start and end dates set to Nov 5, 2025, and Nov 9, 2025, respectively, at 12:04 PM EET and 12:00 AM EET. A 'Create a rule set' button is also present. To the right, a 'Campaign recommendations' box suggests getting 3% lower cost per result with 4 more Advantage+ creative enhancements for 1 ad, mentioning visual touch-ups, text improvements, and overlays. Below this are 'Apply now' and 'Preview' buttons. Another box titled 'Audience definition' indicates the audience is broad, with a slider ranging from 'Narrow' to 'Broad'.

LYRA Engagement Campaign

Lyra Engagement Ad Set

Lyra Engagement Ad

Create rules to tell us how much more certain audiences are worth to your business. Our system will optimize for outcomes based on these rules. [About value rules](#)

[+ Create a rule set](#)

Show more options ▾

**Budget & schedule**

**Budget** ⓘ  
You set a daily Advantage+ campaign budget of 50.00,-€.

**Ad set spending limits** ⓘ  
None added

**Schedule**

**Start date**  
Nov 5, 2025 12:04 PM EET

**End date**  
 Set an end date  
Nov 9, 2025 12:00 AM EET

[Hide options ▾](#)

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#) [Discard draft](#) [Publish](#)

**Campaign recommendations**

You could get 3% lower cost per result with 4 more Advantage+ creative enhancements for 1 ad

We'll deliver different creative variations of your ad when we predict it could help improve performance with:

- Visual touch-ups
- Text improvements
- Add overlays
- and 1 more

[Apply now](#) [Preview](#)

**Audience definition** ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

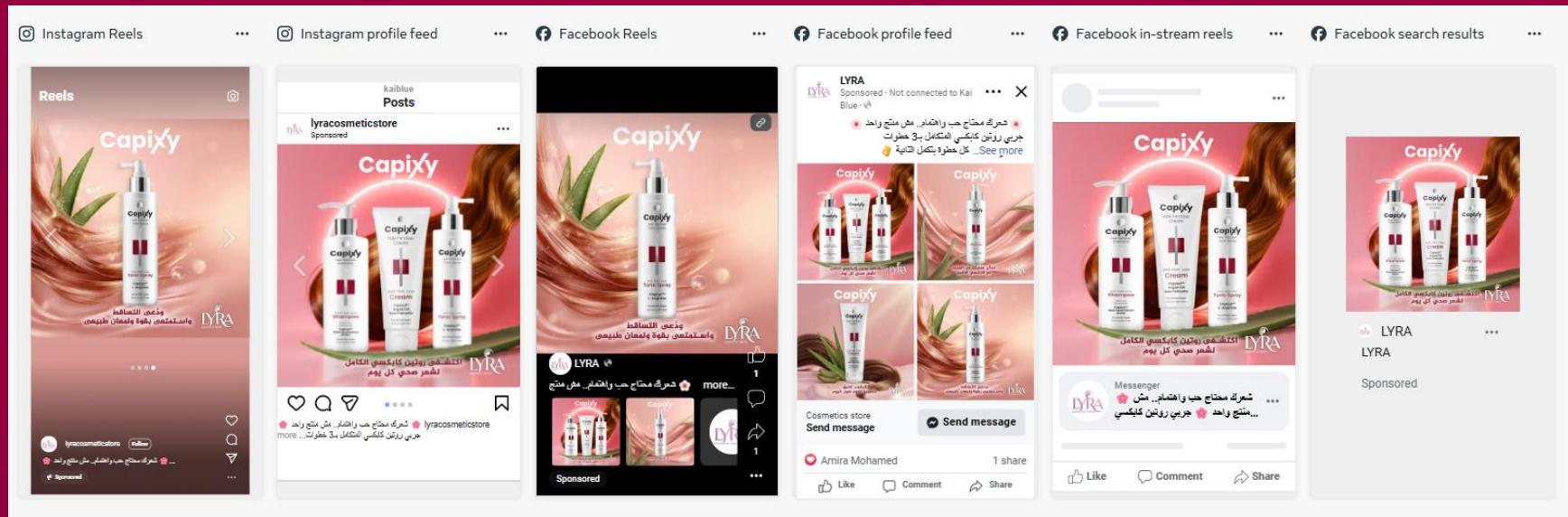
Narrow  Broad

# Media buying Paid Ads Plan

# ADS Set Screens

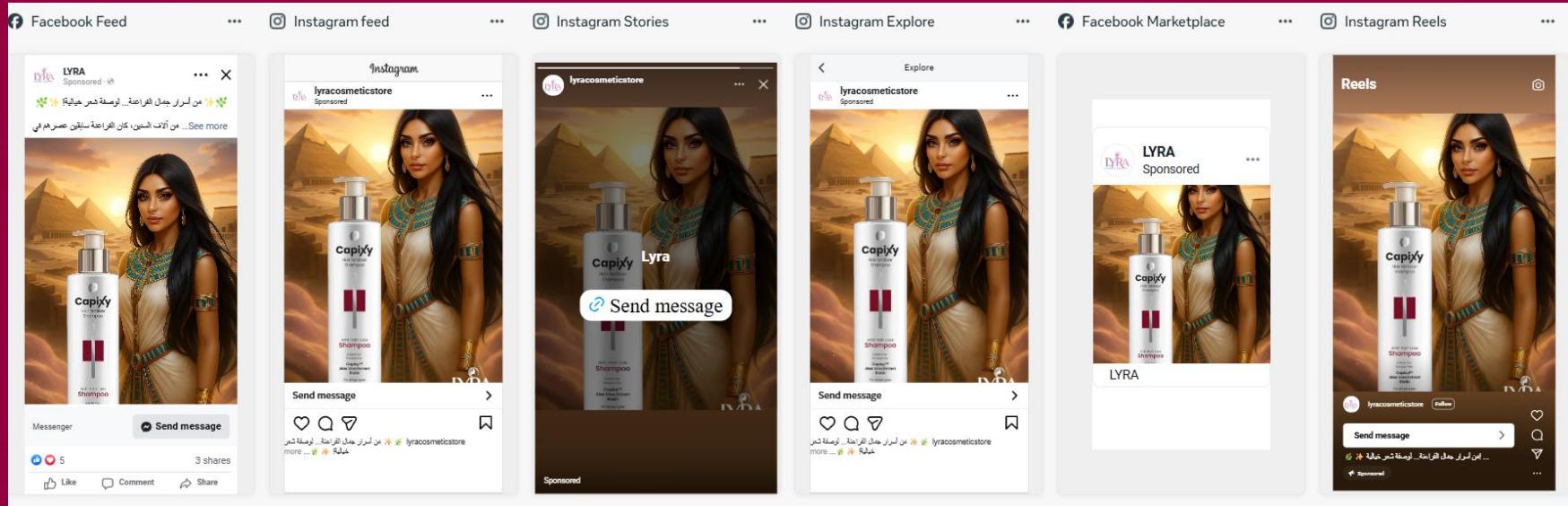
# Media buying Paid Ads Plan

# ADS Set Screens



# Media buying Paid Ads Plan

## ADS Set Screens



# Media buying Paid Ads Plan

## ADS Set Screens

Instagram profile feed

Ads on Facebook Reels

Facebook profile feed

Facebook in-stream reels

Facebook search results

Facebook Notifications

lyracosmeticstore Sponsored

Capixy Anti-dandruff Shampoo

LYRA Sponsored - Not connected to Kal Blue -

من أسرار مجل الفراعنة... لوحة شعر مدحورة في طرز العجل والبلبل

من أسرار مجل الفراعنة... لوحة شعر مدحورة في طرز العجل والبلبل

Capixy Anti-dandruff Shampoo

LYRA

Capixy Anti-dandruff Shampoo

LYRA LYRA Sponsored

LYRA has something you might like: \*

من أسرار مجل الفراعنة... لوحة شعر مدحورة في طرز العجل والبلبل

# Campaign results

Campaigns   Ad sets 1 selected   Ads for 1 Ad set   Last 30 days: Oct 15, 2025 – Nov 13, 2025

Off / On	Campaign	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	Avg. s...	Bid strategy	Total messages	Purchases
On	LYRA Engagement Campaign	84	2.02.₮.₮	50.00.₮.₮	169.70.₮.₮	1,387	959	Nov 9, 2025	7...	Highest...	—	—
On	LYRA Mess 01	34	15.45.₮.₮	Using ad set...	525.13.₮.₮	19,424	11,797	Ongoing	7...	Using a...	36	1
Results from 2 campaigns		—	—	—	694.83.₮.₮	20,811	12,784	7...	—	—	36	1
		Multiple conver...	Multiple conver...	Total spent	—	—	—	Total	—	Total	36	1
		Total	Total	Accounts C...	—	—	—	Total	—	Total	36	1

Performance overview

Messaging conversations started	34	Per Messaging Conversation Started	15.45.₮.₮	Amount spent	525.13.₮.₮
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Messaging conversations started

Follows or likes

Performance overview

Follows or likes	84	Per Follow or like	2.02.₮.₮	Amount spent	169.70.₮.₮
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# 1 purchase

 **Salwa Yosf**  
Assign this conversation ▾



 والتوصيل كام

ممكن حضرتك تحدي المكان علشان تقدر تحديد سعر التوصيل

Sent by **Mohammed Abozeed** ?

Nov 4, 2025, 6:19 AM

 طيب انا عوزه اطلب العرض كامل

Salwa replied to You

لتأكيد الحجز رجاء ارسال الاسم العائلي بالتفصيل رقم موبايل

الدقهلية طلخا  
شارع أبو غربيه امام مسجد ابو غربيه  
01066826609  
سلوى محمد

Nov 4, 2025, 7:46 AM

تمام ي فندم تم تأكيد الحجز

Sent by **Aya Mohamed** ?

# 1 purchase

 **Salwa Yosf**  
Assign this conversation ▾

 اها مقولتيش سعر التوصيل كام

Nov 4, 2025, 11:24 PM

 التوصيل مجانا في العرض ده يا فندم

Nov 5, 2025, 4:09 AM

Sun 3:04 AM

الأورد وصل وأسرع من ما كنت متوقعةه  
غير باقى الصفحات  
شكرا ليكوا 

Sun 3:19 PM

 سعداء إن الطلب وصلك بسرعة وعجبك  
شكراً على كلامك الجميل، ويسعدنا خدمك دايماً  

Sent by **Aya Mohamed** 

# 1 purchase

 **Ezz Beh**  
Assign this conversation ▾

 LYRA replied to Ezz

طيب ولو طلبت اثنين كريم واثنين شامبو

طيب ولو طلبت اثنين كريم واثنين شامبو

هيكون الشحن مجاني لحضرتك لو في مدينة المنصورة أو في نطاقها

نقل اسكندرية

هبيقوا عاملين كام

November 5, 2025, 4:23PM

ممكن حضرتك تبيت العنوان بالتفصيل علشان نقدر نحدد سعر الشحن ؟

العنوان الاسكندرية الكيلو 22 شارع الصفا امام صيدلية رزق

هحتاج اثنين كريم هبيقي التكفله كام

Mon 10:27 AM

!

!

!

!

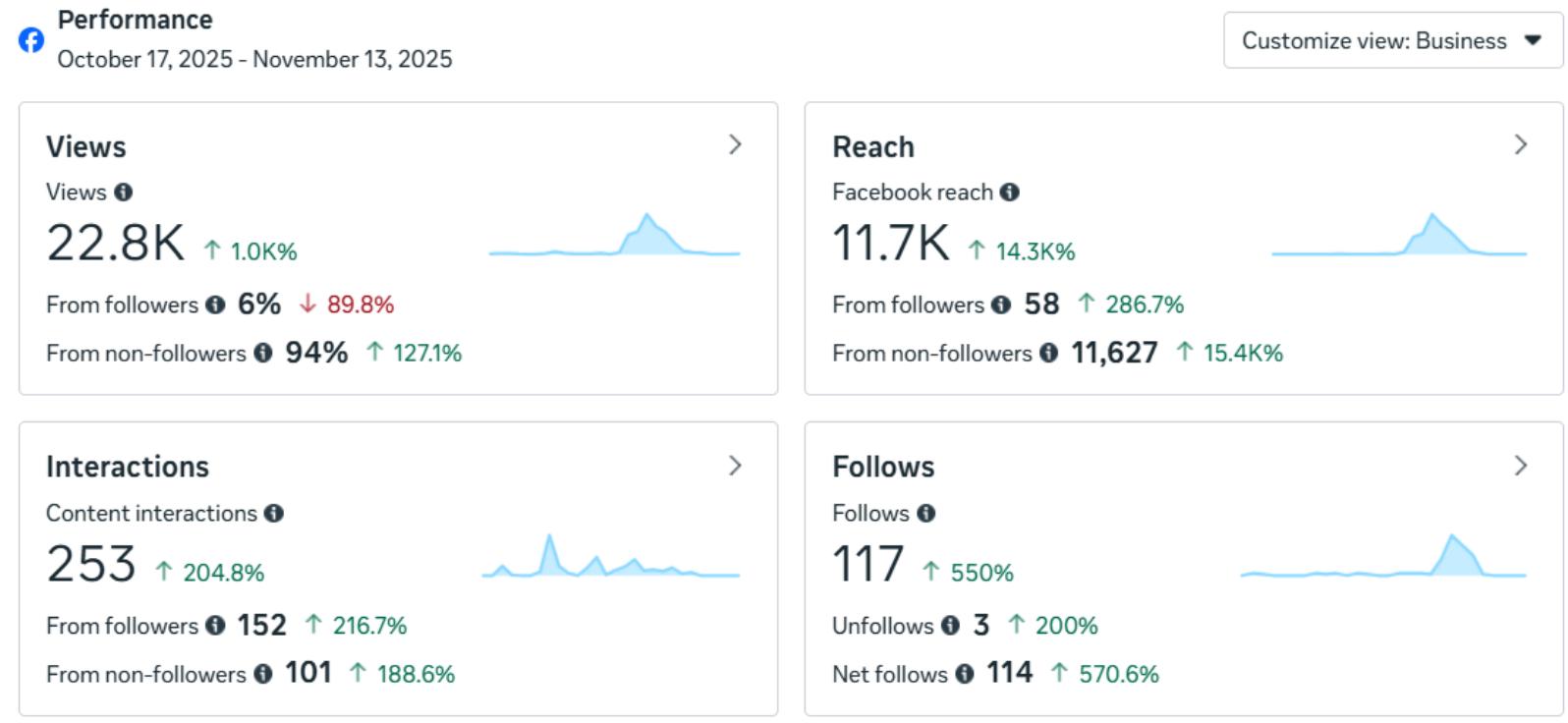
!

# Campaign results

- New followers : 85
- Meta messages: 36
- Total impressions : 20811
- Total Reach : 12784



# Page Insights



# Page Insights

## Performance

October 17, 2025 - November 13, 2025

Customize view: Business ▾

### Views

Views ⓘ

630 ↑ 523.8%

From followers ⓘ 2% ↓ 84.6%

From non-followers ⓘ 98% ↑ 12.6%



### Reach

Instagram reach ⓘ

438 ↑ 1.5K%

From followers ⓘ 2 0%

From non-followers ⓘ 436 ↑ 1.6K%



### Interactions

Content interactions ⓘ

3 ↑ 50%

From followers



From non-followers



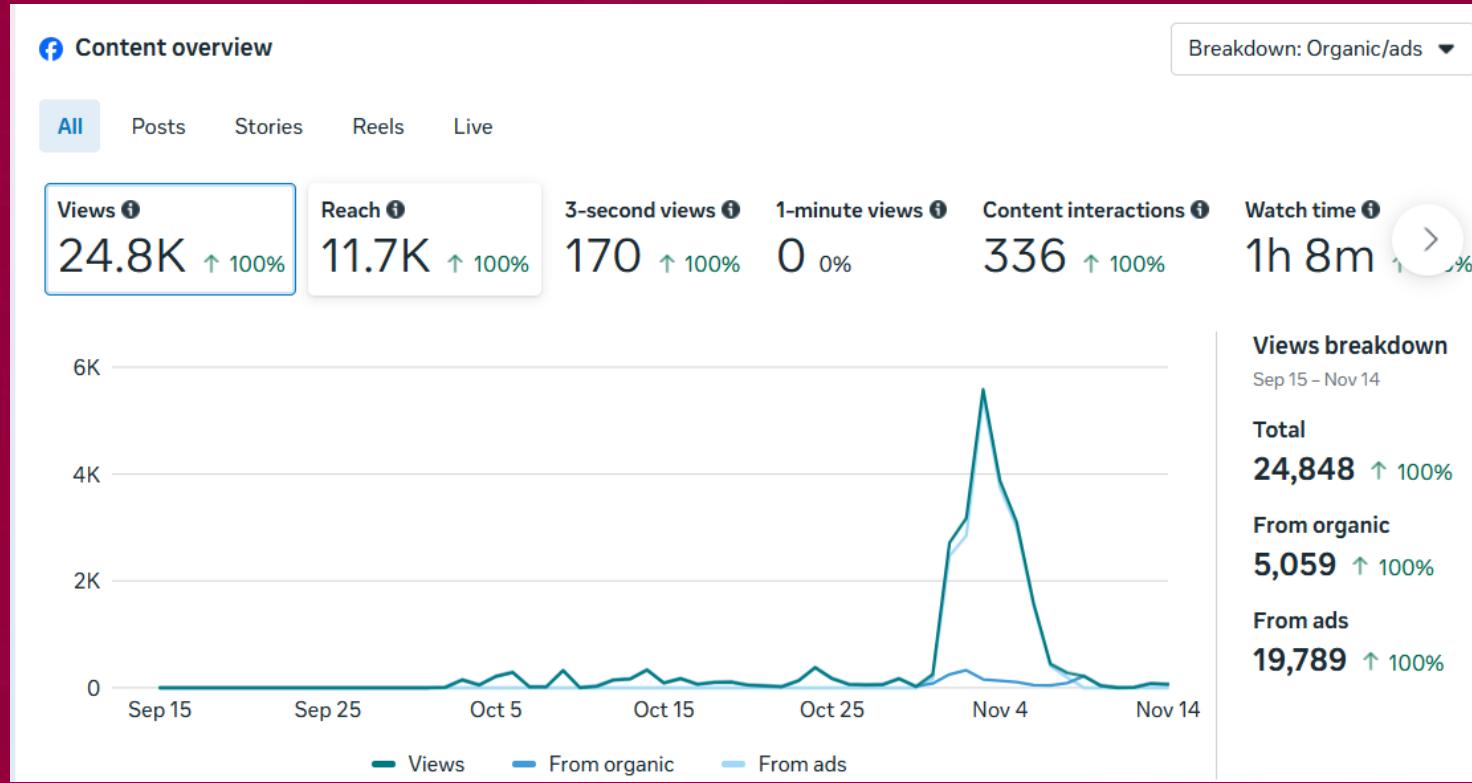
### Follows

Follows ⓘ

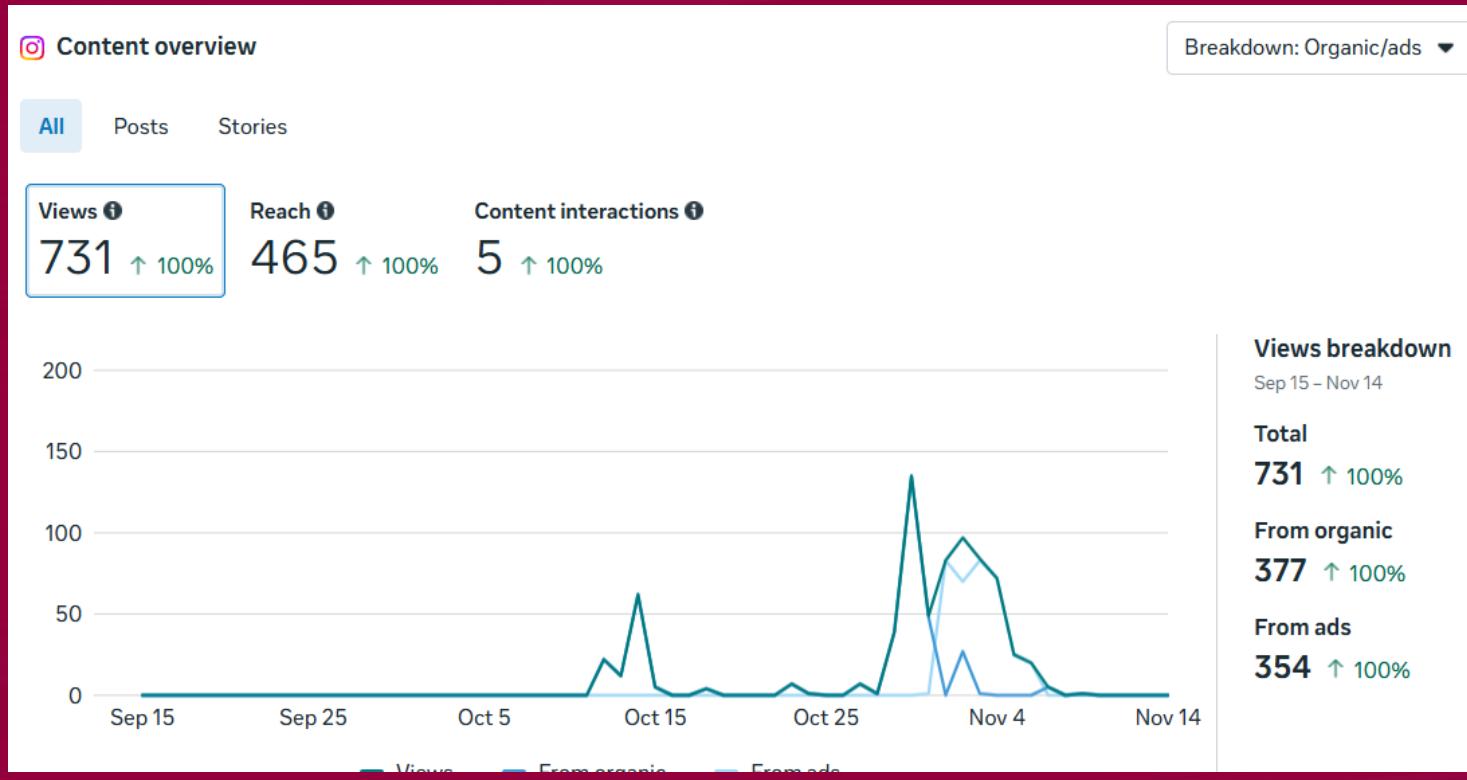
--

Unfollows ⓘ --

# Page Insights



# Page Insights



## 9-KPIs

Objective	Key KPI	Target / Metric	Timeline	Responsible Team	results
1. Increase Product qualified Leads (Haircare Range)	Lead generated	250 lead for shampoo & cream	1 Nov 2025–30 Jan 2026	Sales & Digital Marketing Teams	36 lead
2. Grow Social Media Following	Followers Count	1000 total followers (Instagram & Facebook)	By end of Q1 2026	Social Media & Content Team	140 Follower
3. Enhance Engagement & Conversion Rates	Video Views / CTR / Conversion Rate	+20% growth in video views and ad conversions	Jan – Mar 2026	Paid Ads & Creative Team	-
4. Expand Market Share on TikTok	Followers / Engagement Rate	+300 followers & 8% engagement rate	By end of Q1 2026	Influencer & TikTok Team	<b>4Followers 27Likes + 1100 Views</b>

# 10-Recommendations & Improvements

## 1. Improve Visual Identity

- Use a consistent color palette (pink, white, soft pastels).
- Add branded frames & packaging shots in every post.

## 2. Increase Before/After Content

- Show real results for Capixy shampoo & cream.
- Use short real-user testimonials (15–20 seconds).

## 3. Boost TikTok Presence

- Post 4–5 videos/week using trends, transitions, and UGC-style reviews.
- Collaborate with micro-influencers (10k–50k followers).

## 5. Improve Social Proof

- Highlight reviews, star ratings, and “50+ happy customers.”
- Add “Customer of the Week” or “Fan Review Reel.”

## 6. Optimize Landing/Shop Pages

- Add clear benefits: anti-frizz, anti-hairfall, shine boost.
- Use shorter product descriptions with icons for faster reading