

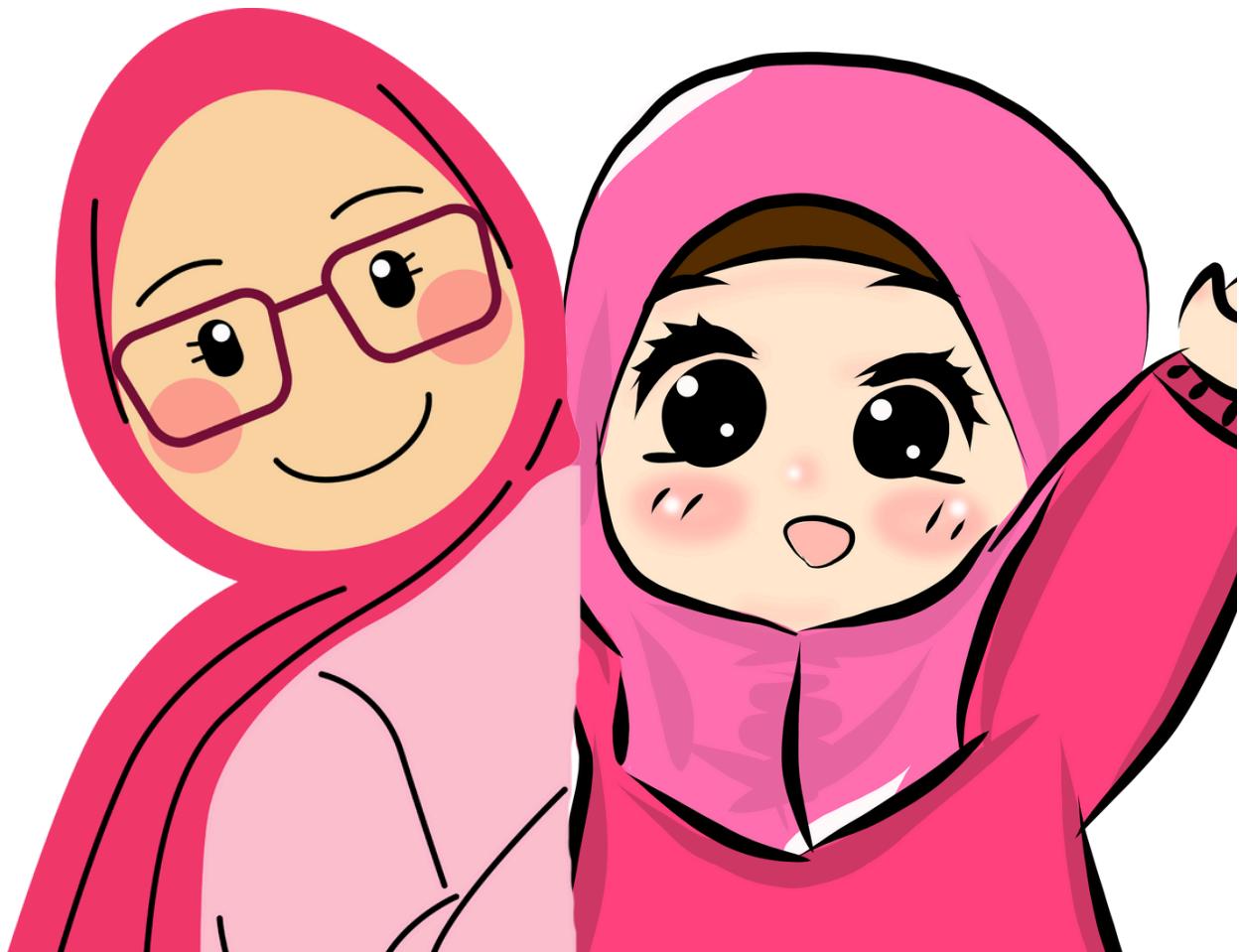


FINAL PROJECT
glazié.
moulding soul into pottery

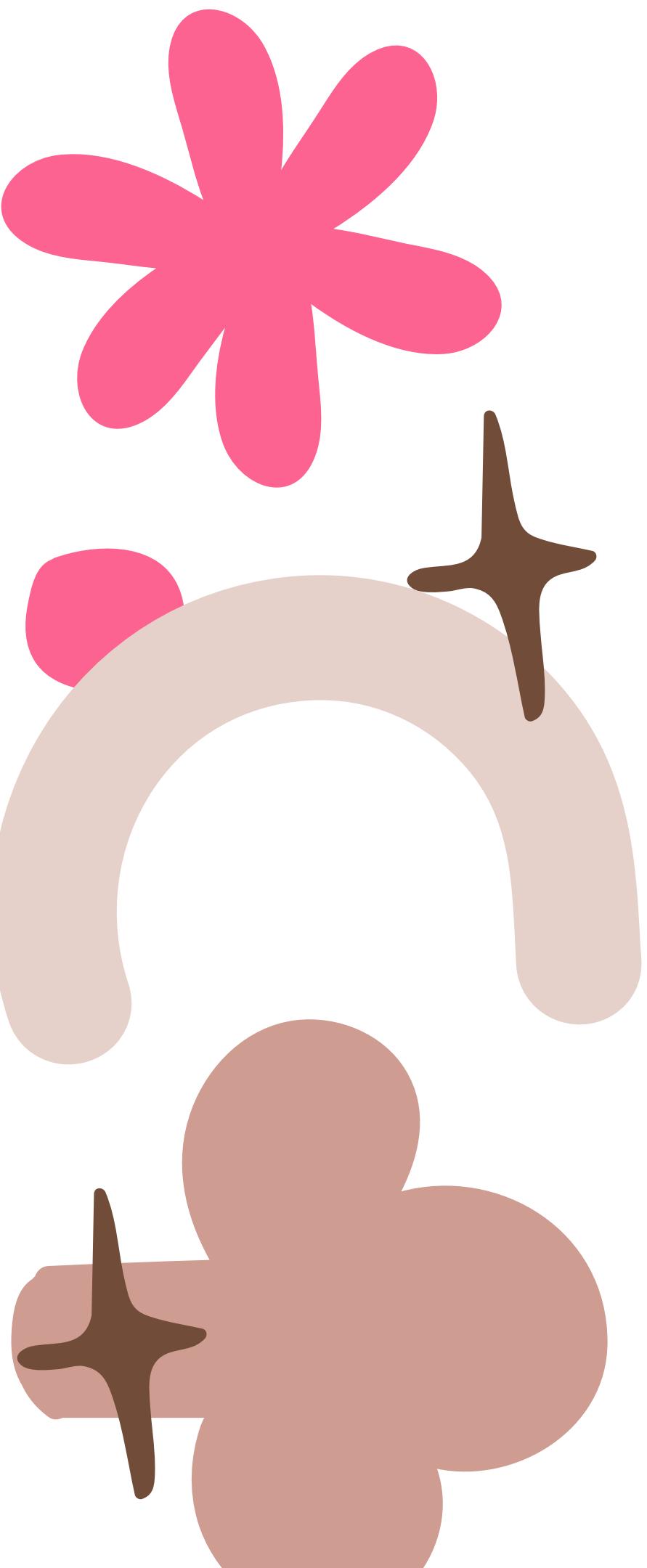


ABOUT GLAZIE

**Handmade ceramics brand
owned by two friends**



Fayrouz & Noran



TEAM



Nour



Dina



Salma



Arwa



Mazen

THE BUSINESS MODEL CANVAS



SOSTAC

Situation Analysis:

The project focuses on online sales in a competitive market, targeting women aged 18–35 who value unique products that reflect their personalities. Competitors include stores offering custom mugs and artistic designs. This demographic prefers efficient online shopping via social media. Current marketing efforts mainly utilize platforms like Instagram, Facebook, and Pinterest to engage this audience.

Objectives:

Short-term Objectives: Increase brand awareness by 20% over the next three months.

Increase social media followers by 150% within 6 months.

Achieve sales of around 15 mugs per month during the first three months.

Long-term Objectives: Expand the customer base and increase social media followers to 15000 within the first year.

Build a loyal customer base and rely on repeat orders from customers.

Strategy:

Segmentation: Focus on women aged 18–35 who are interested in unique designs, special gifts, and products that express personal identity.

Targeting: Women in this age group are active on social media and tend to shop online. Additionally, women looking for personalized gifts or innovative products can be targeted. Also profession women.

Positioning: Position the mugs as unique, personalized products that express personality. The focus can be on the concept of "Mugs that express you" or "mugs that add a personal touch to your day."

SOSTAC

Tactics:

Marketing Channels: Instagram and Facebook: Use attractive images and short videos to promote the mugs and their designs.

Content Marketing: Create distinctive visual content showcasing the mugs' designs in everyday contexts like breakfast or relaxation moments.

Write blogs or short articles about how to choose personalized gifts and ideas for adding a personal touch to everyday life.

Offers and Discounts: Offer special promotions at the product launch, such as a discount on the first order or free shipping.

Action:

Design and Development: Work on designing the mugs and creating a variety of designs that fit the target audience.

Digital Marketing: Set up advertising campaigns on platforms like Instagram and Facebook to reach the target audience.

Shipping and Support: Develop a fast and efficient shipping system to ensure customer satisfaction and provide online customer service to respond to inquiries.

Control

Measurement: Monitor key performance indicators such as messages and comments number, conversion rates, social media follower growth, and monthly sales.

Adjustment: Regularly review performance to adjust marketing campaigns, improve designs based on customer feedback, and ensure that objectives are met.

Continuous Analysis: Use analysis tools like Google Analytics and Facebook Insights to measure the effectiveness of ads and marketing efforts.

Project Idea

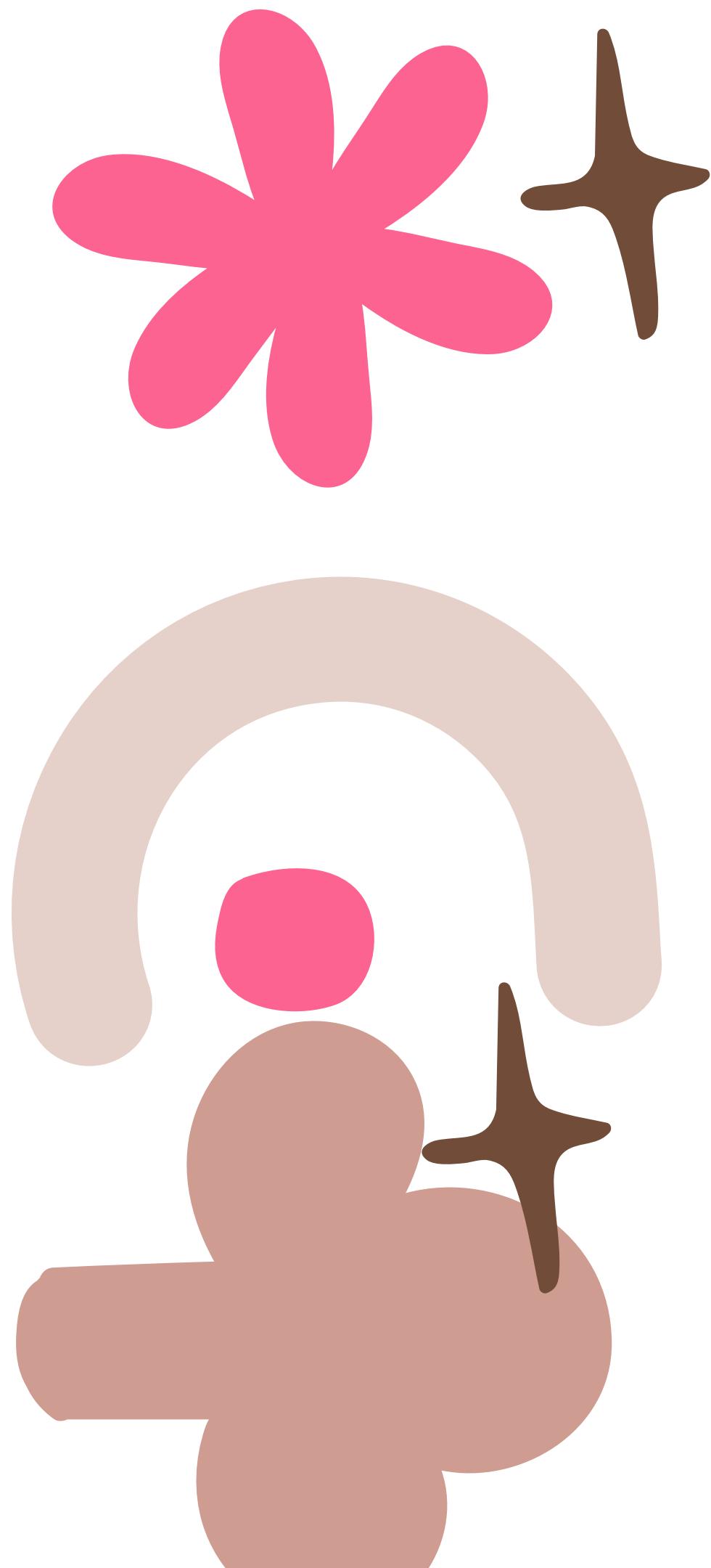
**Marketing for the project's
handmade ceramic products**

Campaign Objectives:

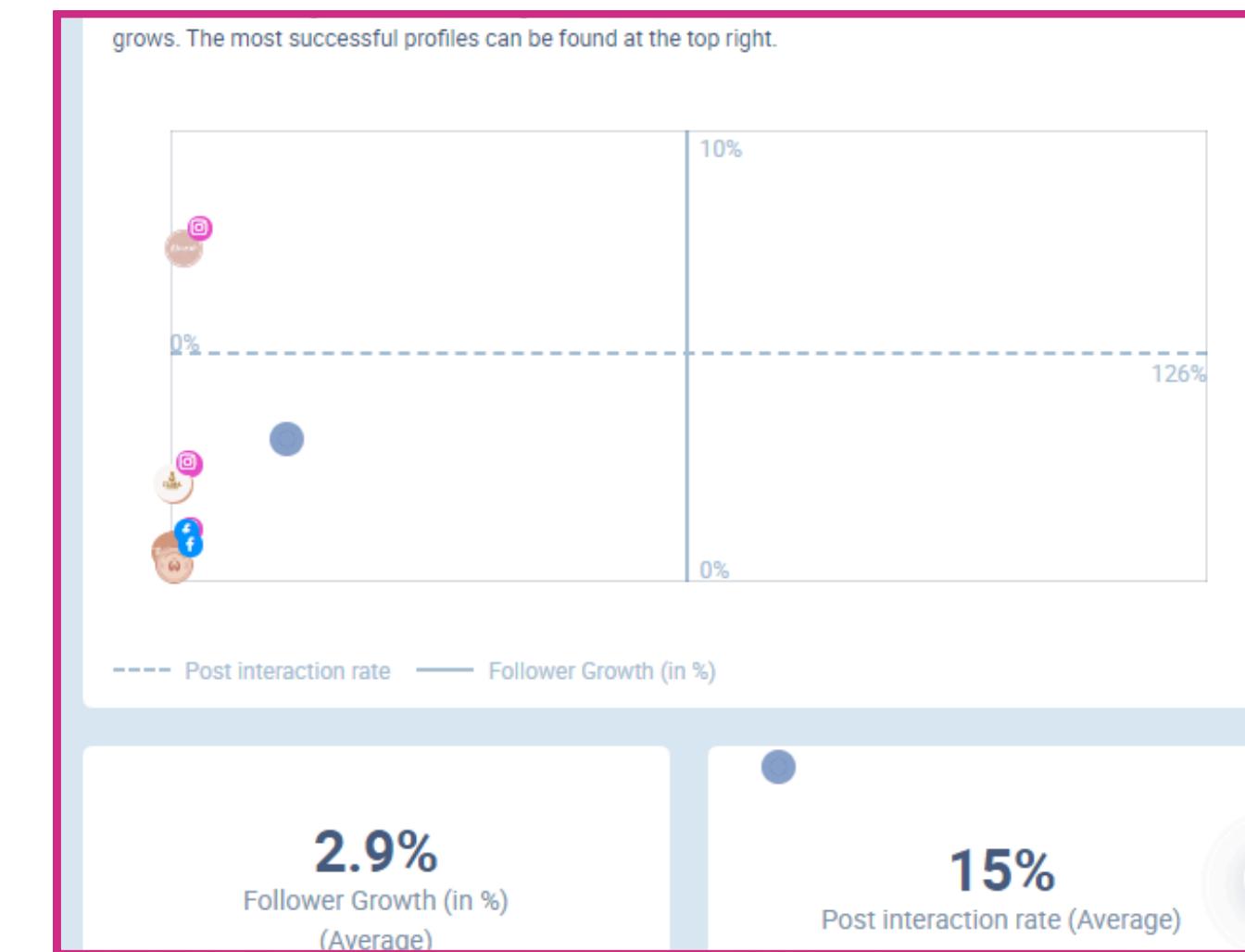
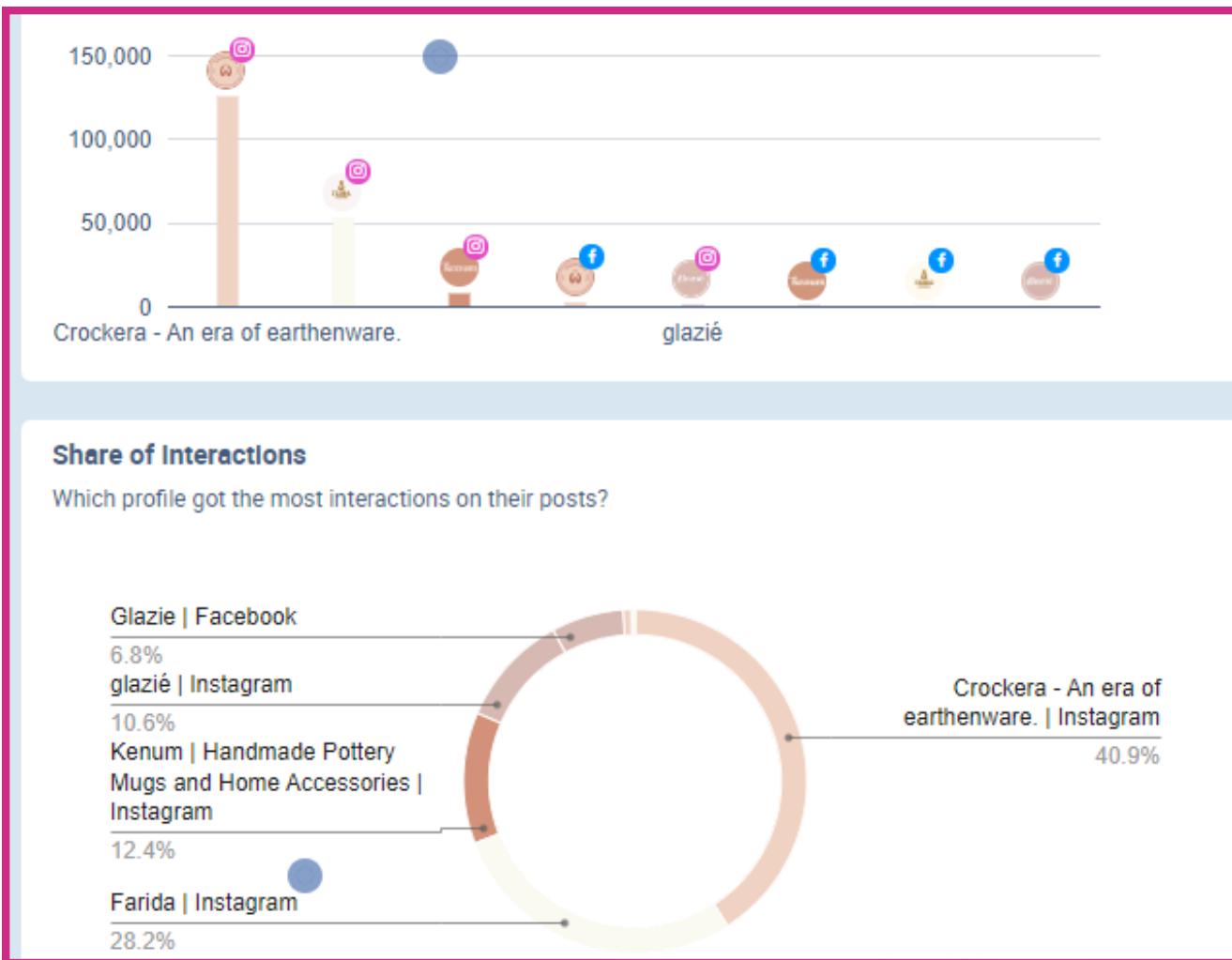
- Increase sales
- Enhance brand awareness
- Improve Customers interaction

Ex:

- Launch unique designs in the market.
- Strengthen the brand's presence
- Ask customers to vote in new mug design



Competitors Analysis



Name	Index	Fans	%	rate	day	day	Impression
Crockera.eg	42%	2.5k	0.53%	0.53%	0.04	☆	☆
Kenum Handmade Pottery Mugs and Home Accessories @kenumegypt	13%	8.6k	2.8%	0.60%	0.1	☆	☆
Crockera - An era of earthenware. @crockera.eg	4.0%	126k	0.94%	0.54%	0.04	☆	☆
Kenum @kenumegypt	2.0%	336	0.90%	0%	0	☆	☆
Farida ceramics	⊖	217	⊖	2.8%	0.04	☆	☆
Glazie	⊖	57	⊖	115%	0.7	☆	☆
Farida @farida_ceramics	⊖	53k	2.8%	0.22%	0.1	☆	☆
glazié @glazie.eg	⊖	752	9.3%	1.9%	0.5	☆	☆

Market and target audience analysis

Our audience: women from :

- **18 to 24**
- **25 to 35**

Top cities:

- **Cairo**
- **Alexandria**

Customers behavior:

- **interacting with likes and comments on posts and reels**
- **They are interested in offers and unique mug designs**
- **Their favorites are photos then reels**



FIRST PERSONA

Trendy Arwa (Aged 18-24)

Demographics:

- Age: 22
- Education: student
- Income: Income: Part-time job, limited budget

Behavior:

- Shopping Preferences: Prefers online shopping; influenced by social media trends and peer recommendations
- Product Preferences: Looks for unique designs, and affordable prices



Challenges:

- Limited budget due to student status
- Navigating a crowded market of trendy products

Goals:

- To express her personality through her own style.
- To find stylish, affordable products that she can show off online

Psychographics:

- Values: creativity, trends, and self-expression
- Interests: Social media, fashion, and art
- Lifestyle: Active on Instagram and TikTok; loves sharing her daily life

SECOND PERSONA

Practical Salma (Aged 25-35)

Demographics:

- Age: 30
- Education: Bachelor's degree
- Income: Full-time job (middle-income bracket)

Behavior:

- Shopping Preferences: Prefers shopping in stores but occasionally shops online; looks for good reviews and quality.
- Product Preferences: Prefers durable, high-quality mugs; appreciates multifunctional items (e.g., mugs that can be used for travel)



Goals:

- To find high-quality, multi-functional mugs that fit his lifestyle
- To impress friends and family with unique, stylish products during gatherings

Psychographics:

- Values: Functionality, sustainability, quality, and practicality
- Interests: Cooking, home improvement, and outdoor activities
- Lifestyle: Enjoys hosting gatherings and values home comforts

Challenges:

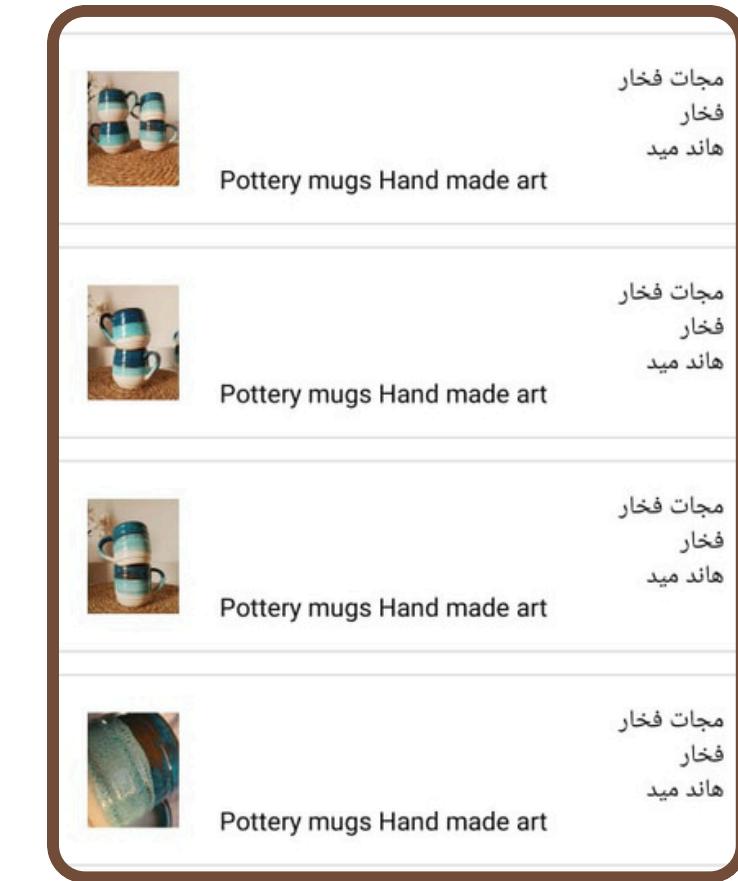
- Overwhelmed by the number of options available
- Looking for products that are both functional and stylish

DIGITAL CHANNELS FOR THE CAMPAIGN

1. Instagram
2. TikTok
3. Facebook

SEO

We are using keywords on our content on social media platforms and technical alt text



Pottery mugs Hand made art

مجات فخار
فخار
هاند ميد

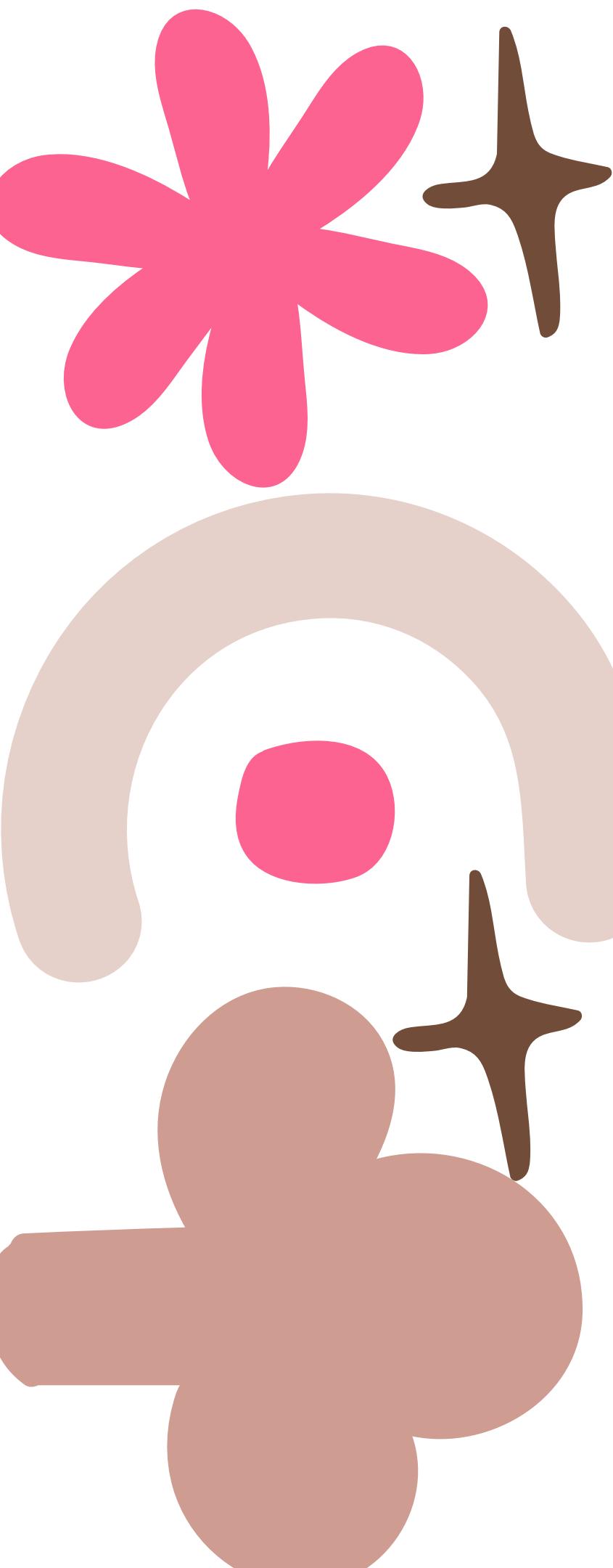
Marketing Email

Our followers aren't big enough and we still don't have a customer list to use Email marketing now, maybe later.

Paid Ads

We created a post on Successful Women Group on Facebook.

Also, we create awareness campaign on Facebook and Instagram.



Content Creation

Facebook: 1. Videos

Objective: Increase awareness and setting my brand image.

For more content on Facebook:
[click here](#)

2- Posts

Objectives: increasing awareness and setting brand positioning



Content Creation

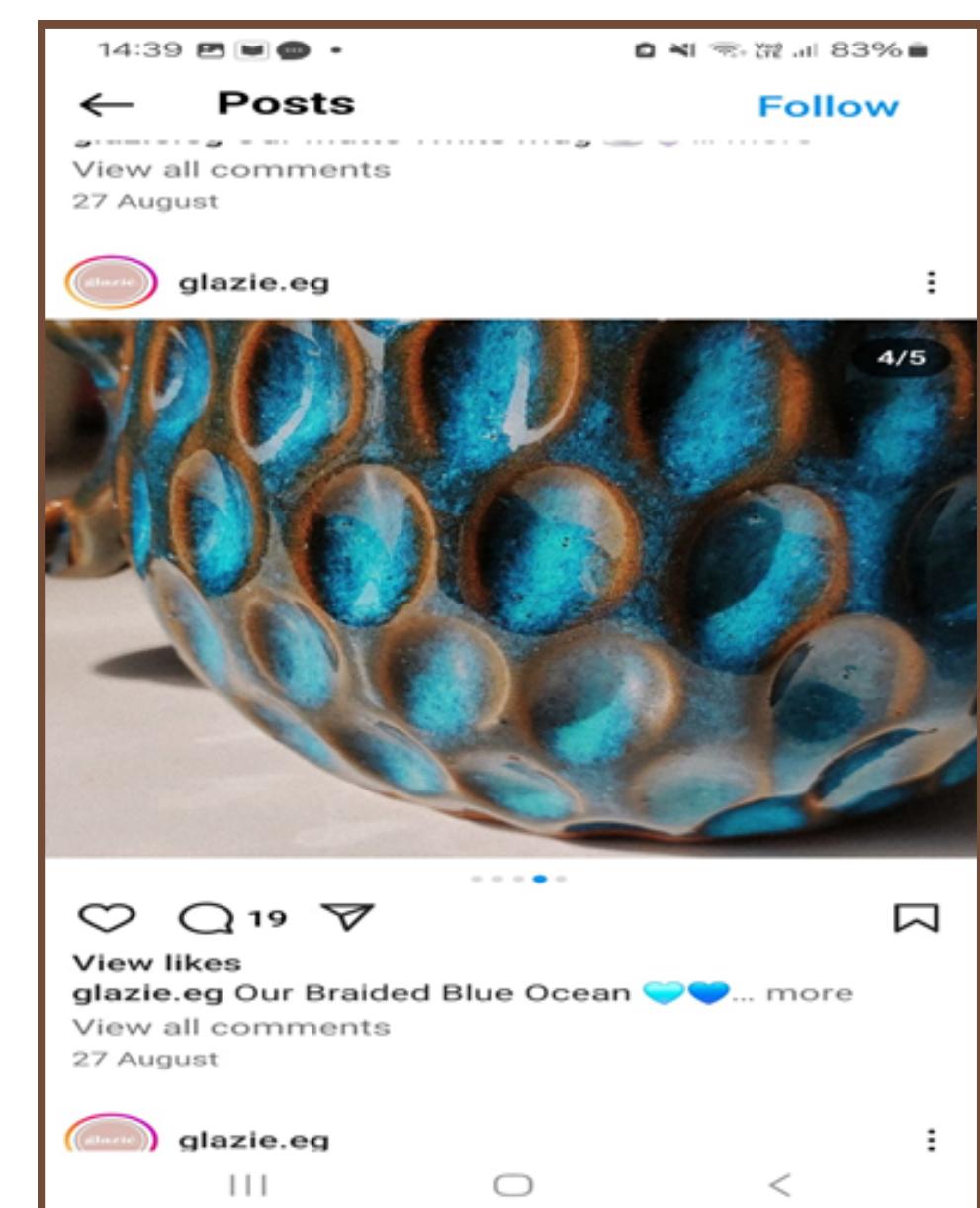
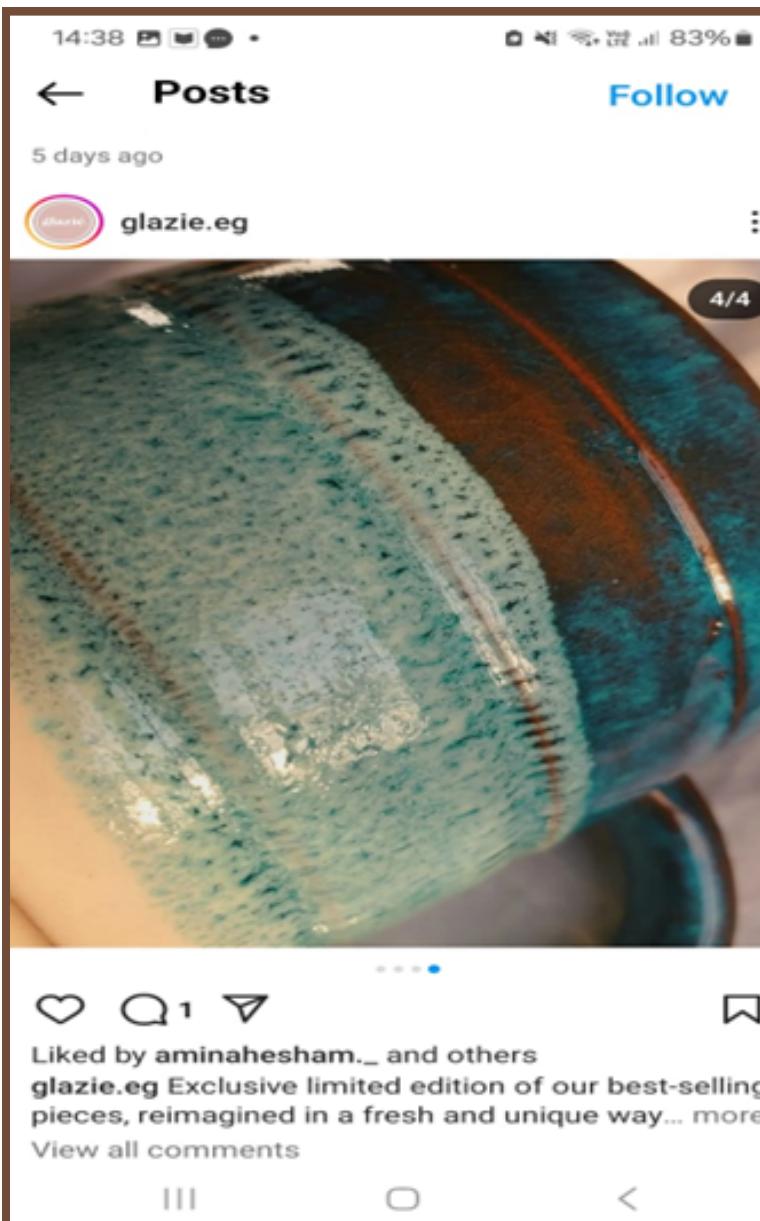
Instagram: Reel

Objective: Attract our targeted audience.

Posts:

Objective: Attract new customers by showing brand credibility.

For more content on instagram:
[click here](#)



Content Creation

TikTok:

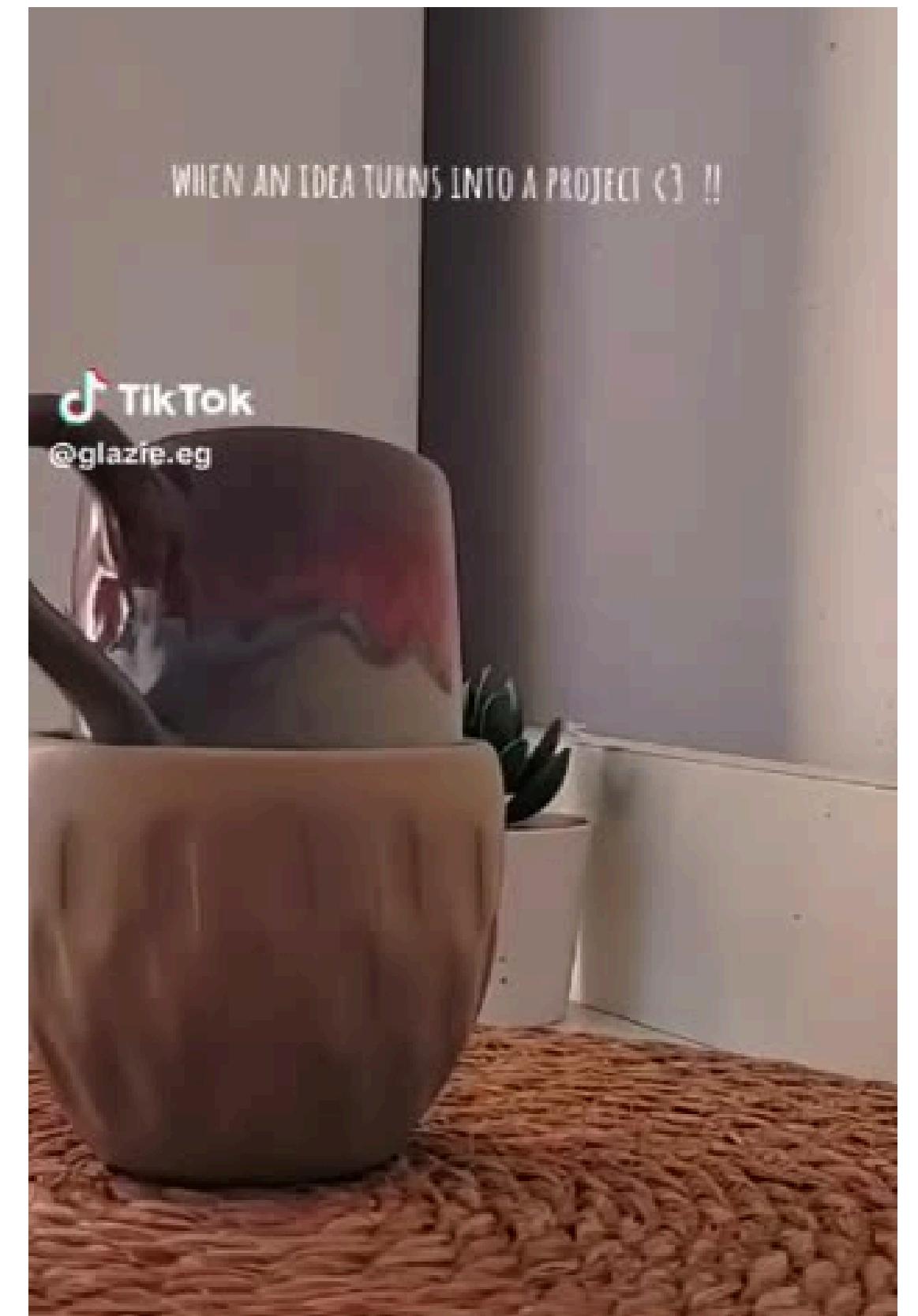
Objective: inform customers about the brand's products.

Objective: product awareness

Objective: Create engagement and inform customers about the brand's products.

For more content on Tik Tok :

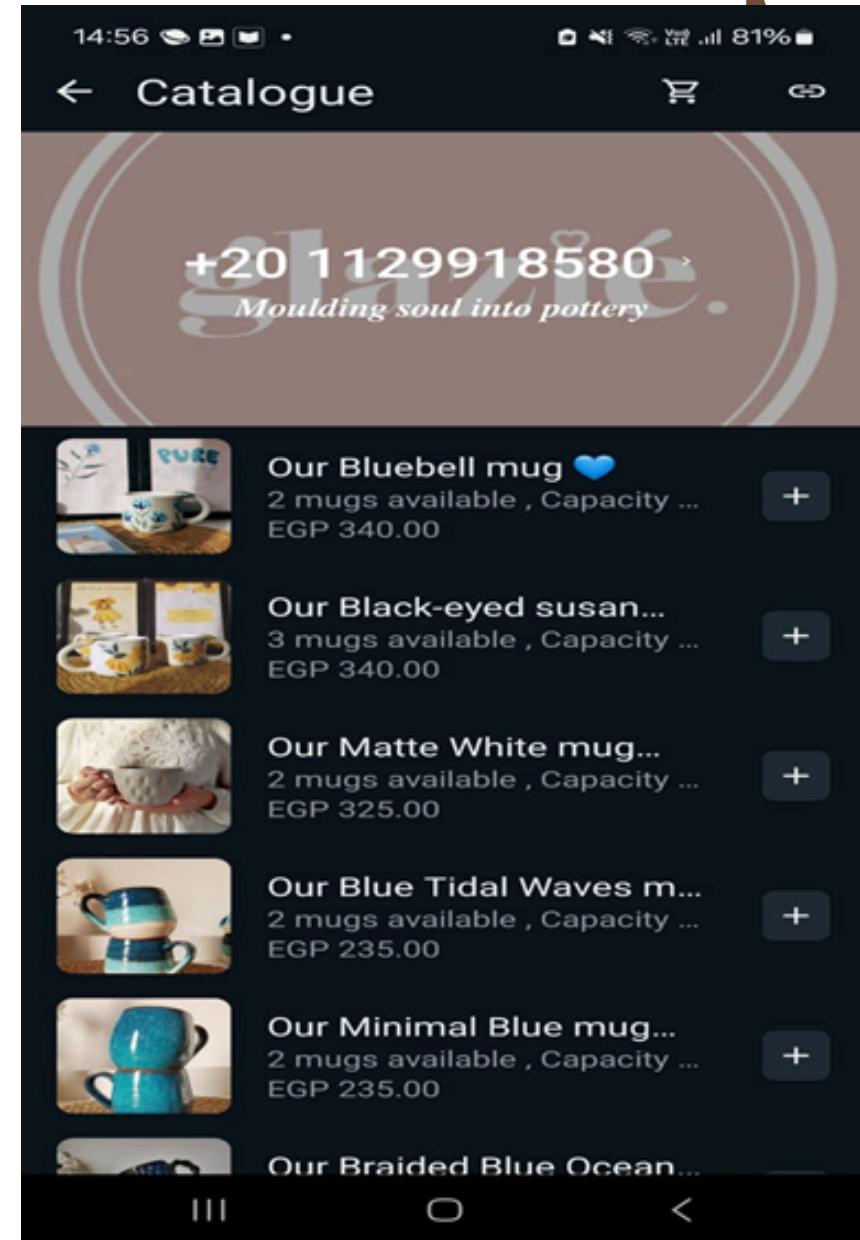
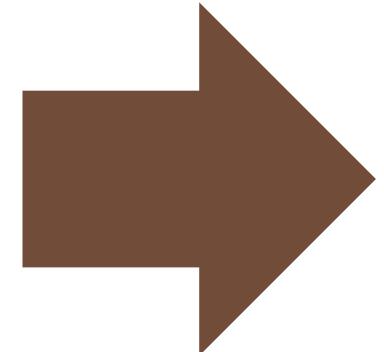
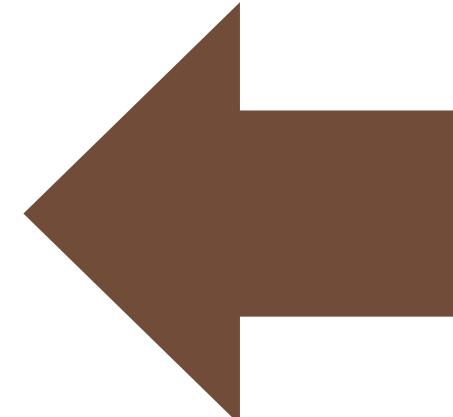
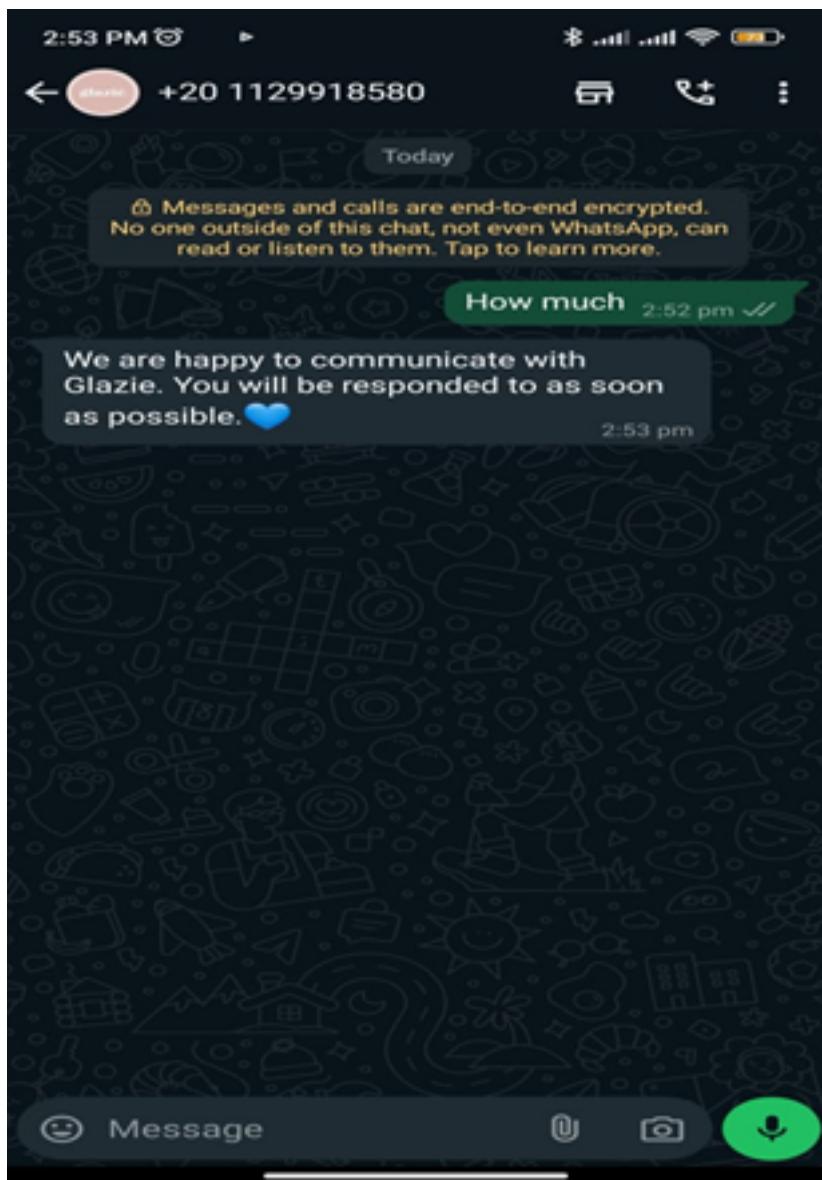
[click here](#)



Content Creation

Whatsapp Catalogue: [Click here](#)

Objective: Informing customers about each product and facilitating the selling process.



Communication: (Marketing Message)

Content plan

OCTOBER 2024

TO DO						
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NOTES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Oct 9:20 p.m. Facebook/ Image/ showing the pottery mug designs	2 Oct	3 Oct	4 Oct	5 Oct		
6 Oct 7:00 p.m. TikTok images & video (showcasing the summer offers)	7 Oct	8 Oct	9 Oct	10 Oct	11 Oct	12 Oct
13 Oct	14 Oct	15 Oct 6:00 PM Instagram Image (Showcase a new pottery mug design with a caption about its inspiration.)	16 Oct	17 Oct 6:00 PM Facebook Video (Behind-the- scenes video of the pottery- making process.)	18 Oct	19 Oct

Facebook
Instagram
TikTok
Pinterest

OCTOBER 2024

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NOTES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
20 Oct	21 Oct	22 Oct 6:00 PM Instagram Story (Poll about favorite mug designs or colors.)	23 Oct	24 Oct 6:00 PM Facebook Image (Customer spotlight: Share a photo of a happy customer with their mug.)	25 Oct	26 Oct 6:00 PM TikTok Video (A quick tutorial on how to care for pottery mugs.)
27 Oct	28 Oct	29 Oct 6:00 PM Instagram Reels (Showcase the versatility of the mugs in various settings.)	30 Oct	31 Oct		

Facebook
Instagram
TikTok
Pinterest

NOVEMBER 2024

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NOTES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
10 Nov 7 PM/ Facebook Image/ (customer testimonial featuring a pottery mug.)	11 Nov	12 Nov 5 PM / TIKtok / Video / (A day in the life of a potter.)	13 Nov	14 Nov	15 Nov 6 PM Instagram Image (Highlight seasonal colors in pottery mugs).	16 Nov
17 Nov 5 PM Facebook Blog Post (Article on the history of pottery in Egypt).	18 Nov	19 Nov	20 Nov 5 PM / TikTok Reel (Quick tutorial on styling pottery mugs in home decor.)	21 Nov	22 Nov 6 PM / Instagram Image (Showcase a customer's home featuring your mugs.)	23 Nov
24 Nov	25 Nov 5 PM Facebook Video (Live Q&A session about pottery and the brand.)	26 Nov	27 Nov	28 Nov 6 PM / TikTok/ Video/ Challenge viewers to share their favorite mug moments.)	29 Nov	30 Nov

Facebook
Instagram
TikTok
Pinterest

NOVEMBER 2024

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NOTES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3 Nov 7 PM Instagram Reel (Behind- the-scenes video of the pottery-making process.)	4 Nov	5 Nov 5 PM TikTok Video (Fun, quick tips on how to care for pottery mugs.)	6 Nov	7 Nov	8 Nov 6 PM Instagram Story (Poll: "Which design do you prefer?")	9 Nov

Facebook
Instagram
TikTok
Pinterest

DECEMBER 2024

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NOTES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Dec 6 PM Instagram Image (Showcase a new pottery mug design with a captivating caption.)	2 Dec	3 Dec	4 Dec 7 PM Facebook Reel (Showcase the making of a holiday-themed pottery mug.)	5 Dec	6 Dec 5 PM TikTok Video (DIY ideas for gifting pottery mugs.)	7 Dec
8 Dec	9 Dec 6 PM Instagram Story (Share customer reviews and feedback.)	10 Dec	11 Dec	12 Dec 7 PM Facebook Image (Highlight limited-time holiday offers.)	13 Dec	14 Dec

Facebook
Instagram
TikTok
Pinterest

DECEMBER 2024

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NOTES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Dec 6 PM Instagram Image (Festive- themed pottery mugs for the holiday season.)	2 Dec	3 Dec	4 Dec 7 PM Facebook Reel (Showcase the making of a holiday-themed pottery mug.)	5 Dec	6 Dec 5 PM TikTok Video (DIY ideas for gifting pottery mugs.)	7 Dec
8 Dec	9 Dec 6 PM Instagram Story (Share customer reviews and feedback.)	10 Dec	11 Dec	12 Dec 7 PM Facebook Image (Highlight limited-time holiday offers.)	13 Dec	14 Dec

Facebook
Instagram
TikTok
Pinterest

Order message

Thank you ❤️, we're absolutely delighted that you're interested in our mugs!



To confirm your order, please send us the following details:

Name:

Phone:

WhatsApp No:

Full Address:

Once we have this information, we'll get your order ready. Shipping typically takes 4 to 7 days from the order date. If you have any questions or need assistance, feel free to ask. We're here to help! ❤️

Ask message

When a customer comment on a post to know more details:

Thank you for your interest in our product! I'm delighted to share the details with you ✨

.Mug name :

. Hand-made pottery mug

.Hand painted 

Price:

Feel free to reach out if you have any more questions or if you'd like to place an order. We can't wait for you to enjoy our Tidal waves mug ❤️

And Now you can see Our items catalog ❤️

<https://wa.me/c/201129918580>

KPIs before ad

- Catalogue viewers: get more 50 views
- post engagement: get 500 comment and 500 reaction
- increase video views

Campaign management

We published 2 campaigns:

- Awareness on Instagram
- Engagement on Facebook and Instagram

	Off / On	Campaign
	<input type="checkbox"/>	Awareness Campaign glazie
	<input checked="" type="checkbox"/>	first glazie camping engagement
		Results from 2 campaigns ⓘ

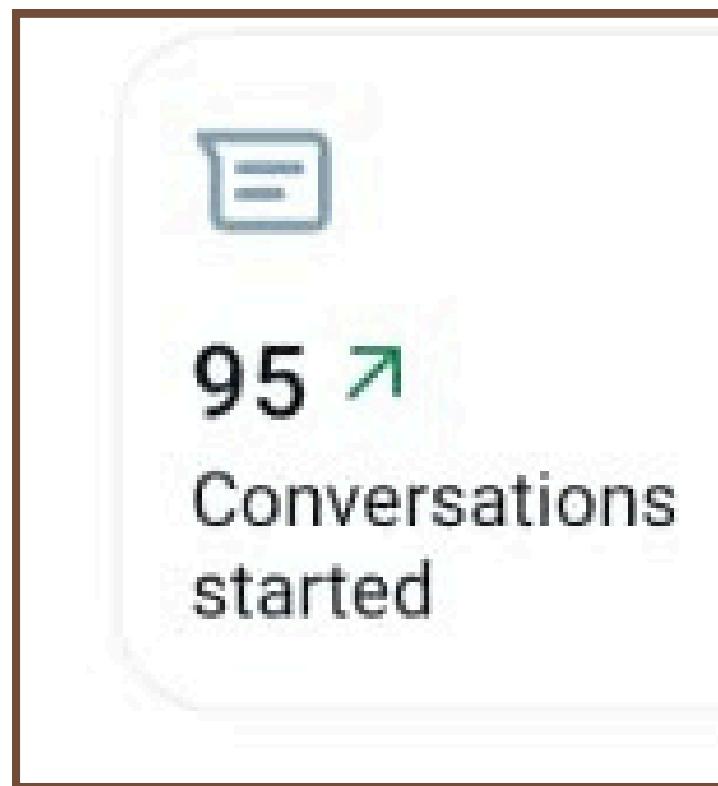
Performance measurement

After publishing engagement ad on Instagram we faced a problem regarding reach, it seems that our content wasn't strong enough, so, we switch the ad to another one to improve the result.

Interaction with Audience

We have received 95 messages on WhatsApp,
and 145 comments on Facebook.

We replied all of them intensively.

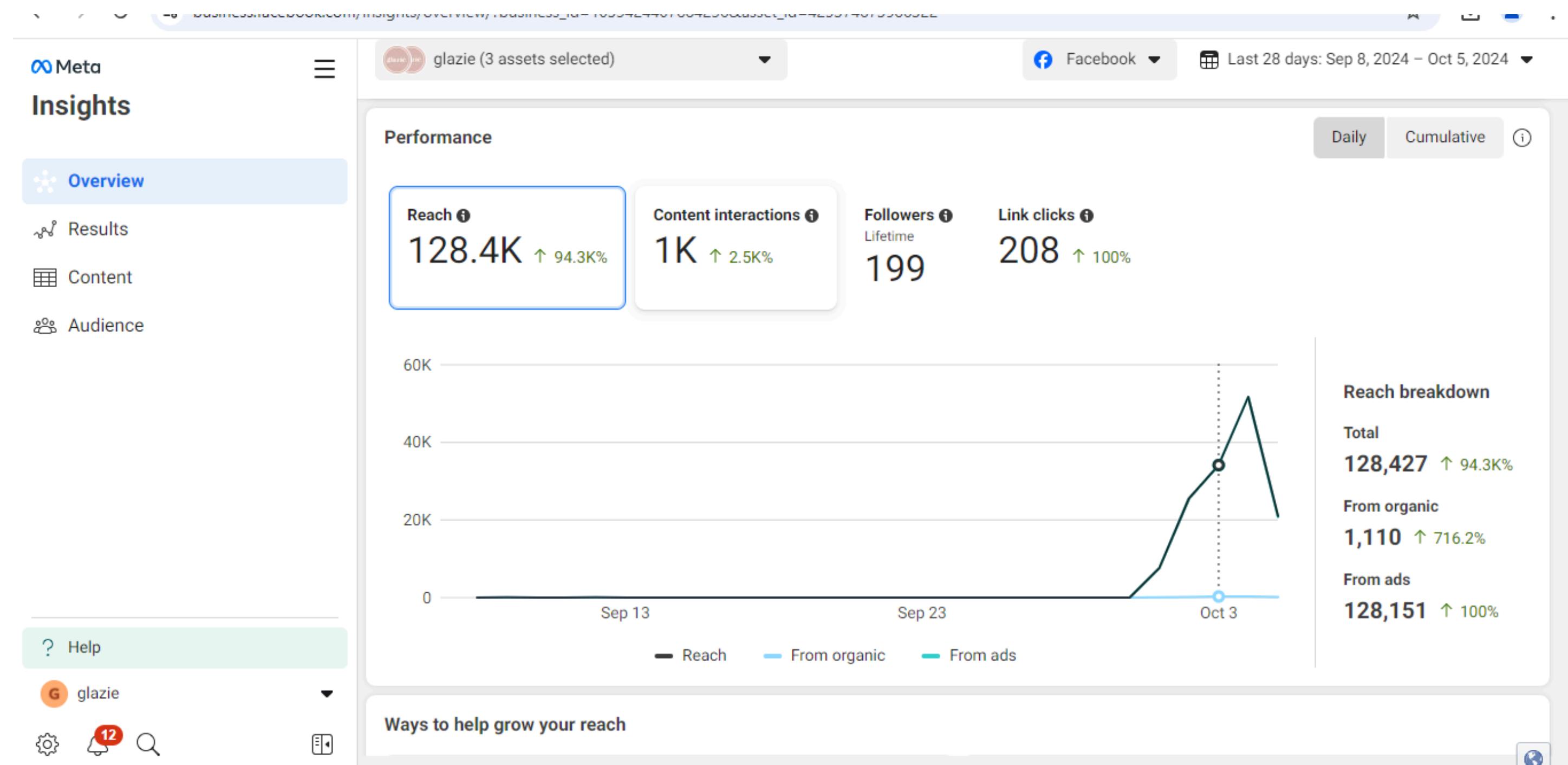


145 comments 18 shares



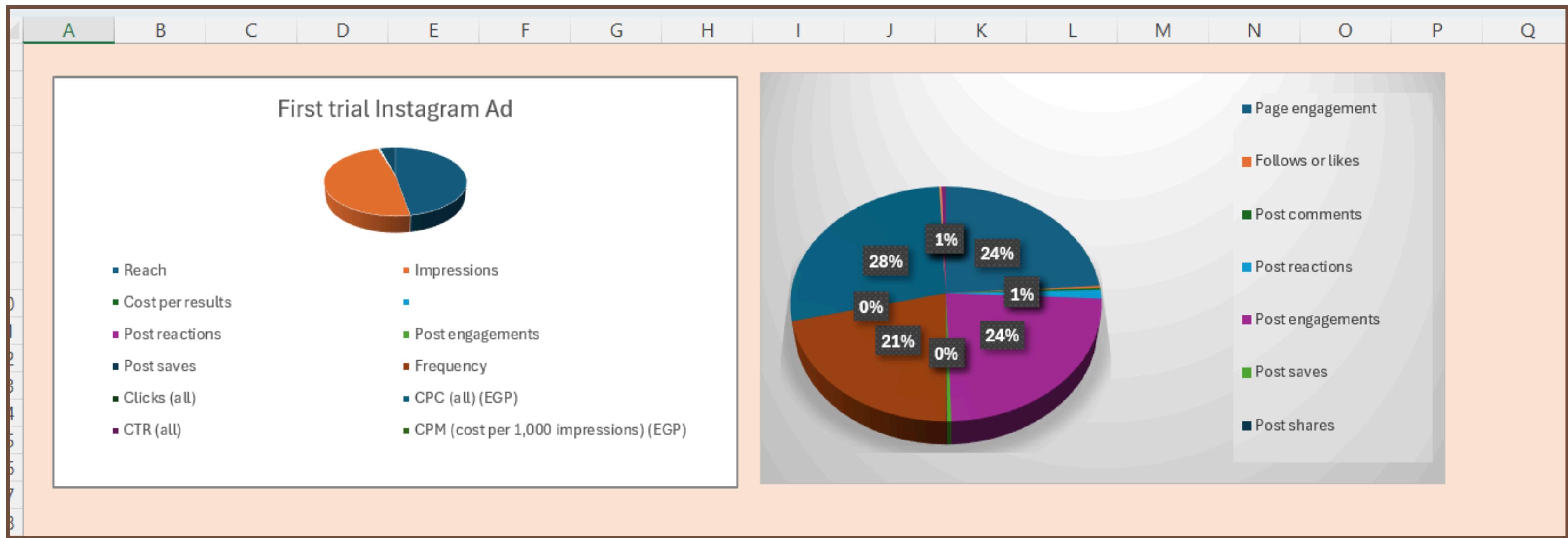
Analytics

Meta insights:



Analytics

charts:



Ads

Engagement:

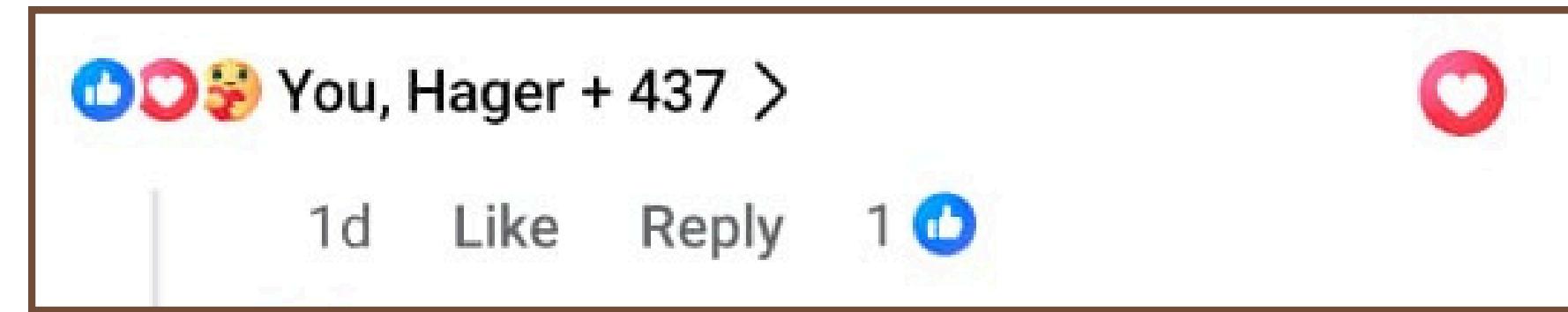
Grid	Off / On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	
Report	<input checked="" type="checkbox"/>	Engagement Ad Set glazie <small>(Unpublished edits)</small>	14,904 Post engagements	93,256	107,543	0.05.₪	787.77.₪	Per Post Engagement
Results	<input checked="" type="checkbox"/>	Results from 1 ad set ⓘ	14,904 Post engagements	93,257 Accounts Center ac...	107,545 Total	0.05.₪	787.77.₪	Per Post Engagement Total spent

Awareness:

Grid	Off / On	Ad Set Name	Bid strategy	Budget	Last significant edit	Attr sett	Results	Reach	Impressions	
Report	<input checked="" type="checkbox"/>	New Awareness Ad Set glazi...	Highest volume Daily unique reach	100.00.₪ Daily	7...	7...	39,372 Reach	39,372 Reach	40,089	
Results	<input checked="" type="checkbox"/>	Res	—	—	7...	7...	39,372 Reach	39,372 Reach	40,089 Total	Accounts Center ac...

KPIs after ad

- Catalogue viewers: 61 views
- post engagement: get 145 comment and 439 reaction
- video plays : 13,718



Video plays	
31	13,718
31	13,718
Total	

Recommendations

Recommendations & improvements:

- 1- Increase customer interactions: by improving content quality and the ad amount to get better results.**
 - Create more offers and competitions.
- 2- Encourage customers to share what they drink in our mug to give them vouchers on their next purchase.**
- 3- Collaboration with coffee shops by putting our mugs on a stand that is visible to customers.**

thank you

