

# Digital Marketing Specialist Graduation Project

COSMETICSEGY



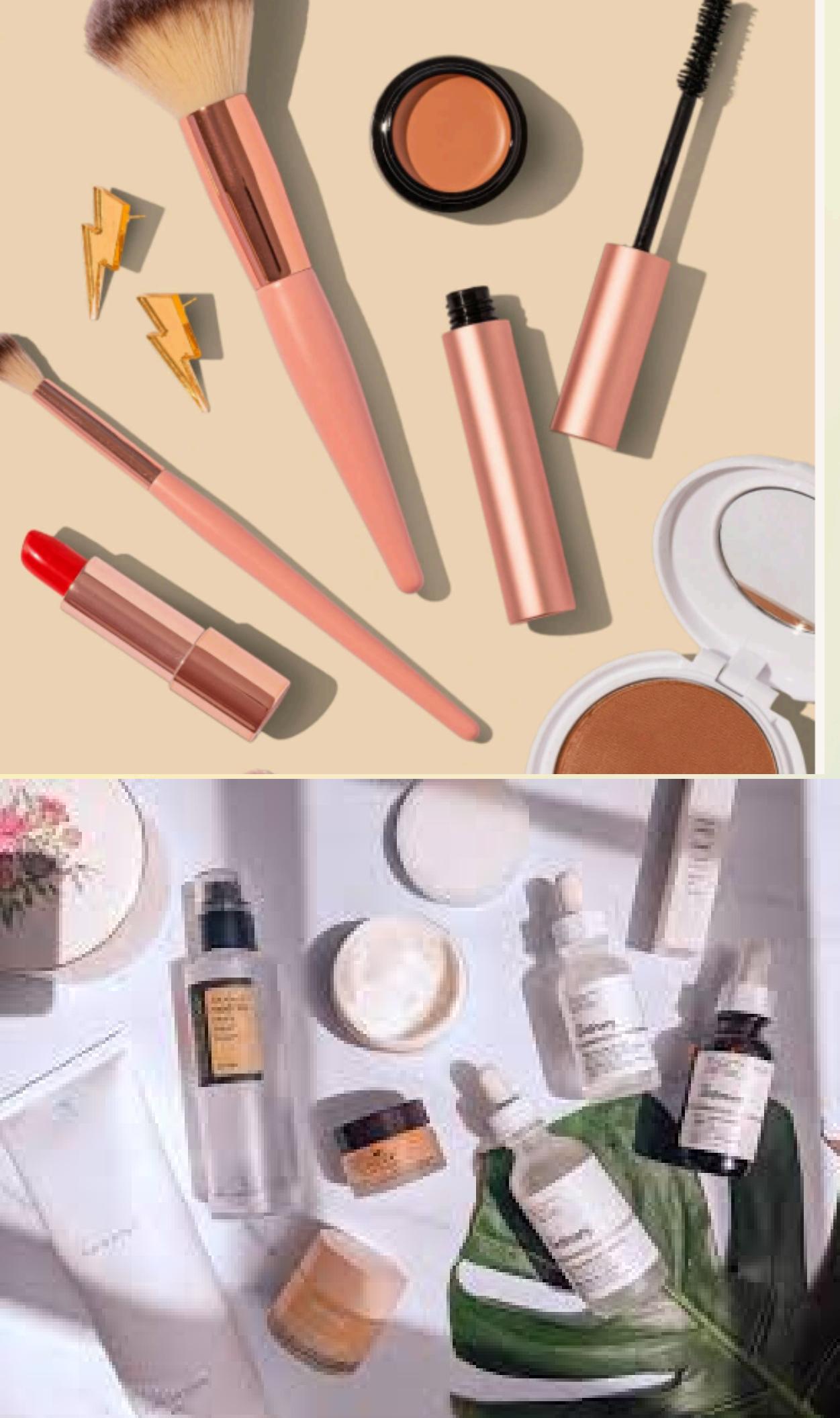
*Cosmeticsegy*

*Care About you*

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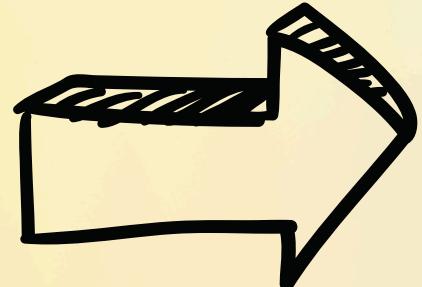


# OUR PRODUCT

Our project is a e-commerce website dedicated to selling cosmetics. It offers a wide range of products from both local and international brands, ensuring customers have access to high-quality beauty products to suit their preferences and needs.

<http://Cosmeticsegy.com>

# **Outlines:**



## **project Objectives**

Increase Brand Awareness

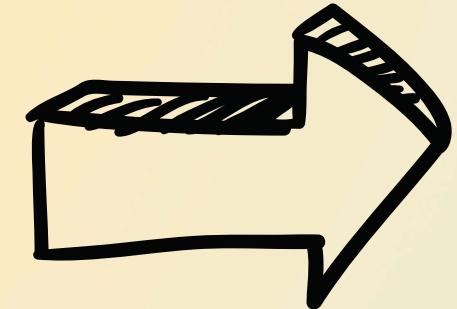
Drive Website Traffic

Boost Sales and Conversions

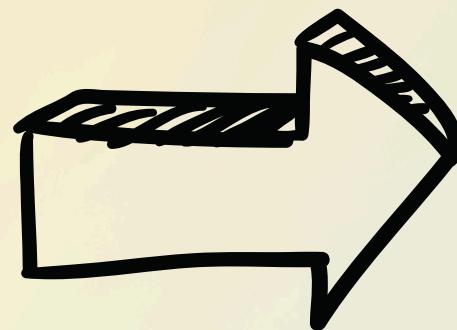
SWAT Analysis

Competitive  
Analysis

Segmentstion  
&Buyerpersona



## **Analysis**



## **Channels and Content Calender**

# Increase Brand Awareness

- Growing social media followers and engagement which lead to increasing the visibility of the website.
- Gain 1000 follower across Facebook, 500 followers across Instagram, and 1000 followers across TicTok .
- Utilize targeted ads and consistent posting of high-quality content.
- Achieve this growth within 3 months.



# Drive Website Traffic

- Increase website traffic from social media platforms.
- Achieve 2500 website visit from Facebook, Instagram, and TicTok.
- Implement stories with swipe-up links and promotional campaigns .
- We aim to achieve this goal by the end of 3-month period.



# Boost Sales and Conversions

- Generate direct sales through social media campaigns.
- Attain 15,000 L.E in sales driven by social media within 3 months.
- Run special offers, discounts, and exclusive products drops, promoted through all channels.



تم اختباره من قبل اطباء الجلدية