

Buyer Persona



Persona 1: Nour Hany (Teen Trendsetter, 18)

Background: High school graduate, 18 years old, single, lives in Cairo.

Needs: Affordable, trendy makeup and skincare products

Hobbies:- Watching beauty tutorials

- Trying viral trends
- Sharing posts and engaging with influencers.

Goals: To experiment with makeup and skincare, follow the latest trends, and express herself creatively online.

Barriers:- Limited pocket money - Hesitant about buying products without trying first.

Platforms: TikTok and Instagram

Preferred content: - Fun, engaging TikTok challenges.

- Goals
- Tutorials easy-to-use products.
 - Interactive posts (polls, quizzes).

Marketing: - Collaborate with teen influencers to promote products.

- Create viral challenges using TikTok.
- Focus on affordable, beginner-friendly products.



Persona 2: Sara Ali (Young Professional)



Background: HR assistant, 24 years old, single, lives in Alexandria.

Needs: Affordable skin, hair , and body products for daily self-care.

Hobbies: - Listening to music

- Swimming
- Watching Turkish series
- Reading

Goals: To look professional and feel confident while progressing in her career.

Barriers: - Price vs. quality .

- Limited income

Platforms: Instagram and TikTok

Preferred content: - Educational posts about skincare routines.

- Relatable content tied to hobbies like 'self-care after work.'

Marketing:- Focus on promotions like 'Budget-Friendly Skincare.

- Highlight product benefits for working professionals.

Persona 3: Aliaa Mohamed (Busy Mother, 35)

Background: Marketing manager, 35 years old, married with two children, lives in Alexandria.

Needs: Anti-aging products, quick and effective skincare solutions, and multi-use products to save time.

Hobbies: - Listening to music

- Watching cooking shows
- Yoga or light fitness
- Reading parenting blogs

Goals: To maintain youthful, glowing skin and balance her appearance with her busy lifestyle.

Barriers : - Time constraints due to family responsibilities

- Budgeting for family and personal needs

Platforms: Facebook and Instagram

Preferd content: - Tutorials on quick beauty hacks for busy moms.

- Content about age-defying skincare.
- Promotions for family-oriented bundles.

Marketing: - Promote anti-aging kits and all-in-one products.

- Offer discounts for moms or family-oriented campaigns.
- Highlight convenience and multi-use products.



Channels

- Facebook.
- Instagram.
- Ticktok.

Social Media Monthly Content Calendar

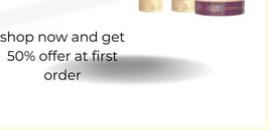
Month: February
Year: 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Platform \ Time	06:00pm	08:00pm	20:00 pm	15:00 pm	07.00pm	09:00 pm	
Platform	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram	
Content	video	Promotion	video	Product	carousel	carousel	
Visual							

Notes	Every visual has content in word file	Goals	Awareness
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