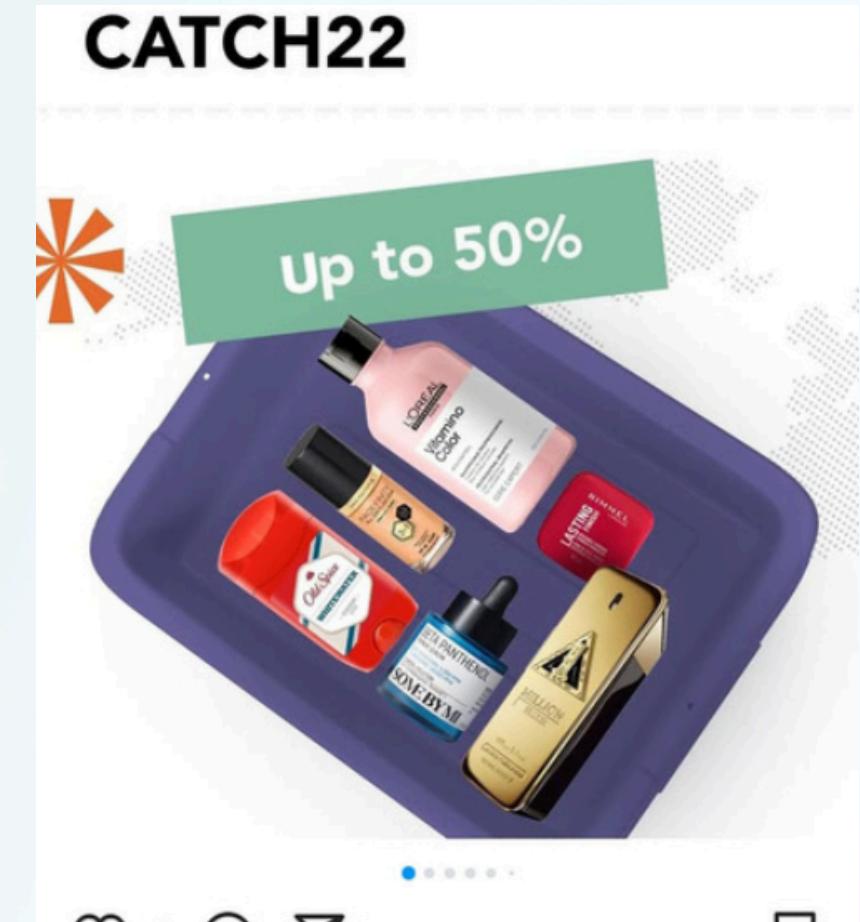


Strengths

- **Strong Brand Awareness:** Well-known name from Lebanon with strong presence in Egypt.
- **Multi-Platform Presence:** Active on Instagram, Facebook, TikTok with big number of followers
- **Influencers Collaborations and affiliate marketing**
- **High-Quality content and Visuals**
- **Wide range of products, luxury and local.**
- **Product Prices Visible**
- Frequently posting
- Utilizes both paid ads and organic reach
- Regular Offers and Promotions

Weakness

- Follower Growth Still Scaling in Egypt: Compared to the main Lebanon page
- No Physical Store
- **SEO weakness: 54**



Competitive Analysis

(Data from fanpage karma, instatrack & countik)



Facebook

#Fans 1.8M
#posts 2
Follower Growth -0.022%
Post interaction rate 0.00003%
post/ day 0.07

Instagram

Followers 48.4K
Follower Growth -- (last 90 days)
Engagement Rate 0.03%
Weekly posts 1

TikTok

Followers 4,263
Total likes 31,031
Total videos 14
Engagement Rate 0.15%

Bashrety
1.7M likes • 1.7M followers



Bashrety is an online para-pharmacy platform launched by Bashrety.tv. This e-commerce platform offers a different varieties of dermo-cosmetic, beauty and wellness products and special treatments for special concerns.

[See Translation](#) www.bashrety.tv

< **bashrety.tv** ...



Bashrety.tv
835 posts 48.4K followers 188 following

أكبر حملة في مصر والشرق الأوسط للعناية بالبشرة والشعر وكيفية علاج مشاكلهما المختلفة

[See Translation](#) www.bashrety.tv

bashrety.tv
Bashrety.tv • 4263 Followers

Strengths

- **Strong Brand Awareness**
- **Multi-Platform Presence:** Active on Instagram, Facebook, TikTok with big number of followers on Facebook and Instagram.
- **High quality, Informative Content:** Provides skincare tips alongside product listings.
- **Influencers Collaborations and affiliate marketing**
- **Product Prices Visible**



Weakness

- **Low number of followers on tiktok**
- **Limited range of brands**
- **Low Engagement rate**
- **Negative follower growth rate on facebook and Static on instagram**
- **Limited Content Frequency**
- **Limited Visual Quality** compared to competitors
- **Unclear SEO Activity**
- **No Physical Store**
- **Depending on organic reach mainly**



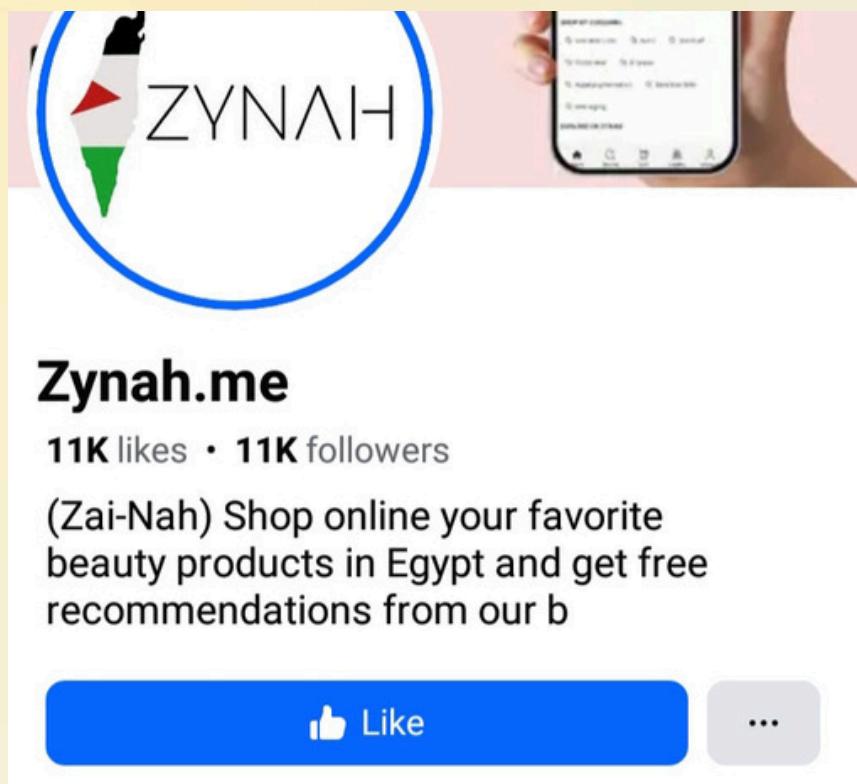
Competitive Analysis

(Data from fanpage karma, instatrack & countik)

ZYNÄH

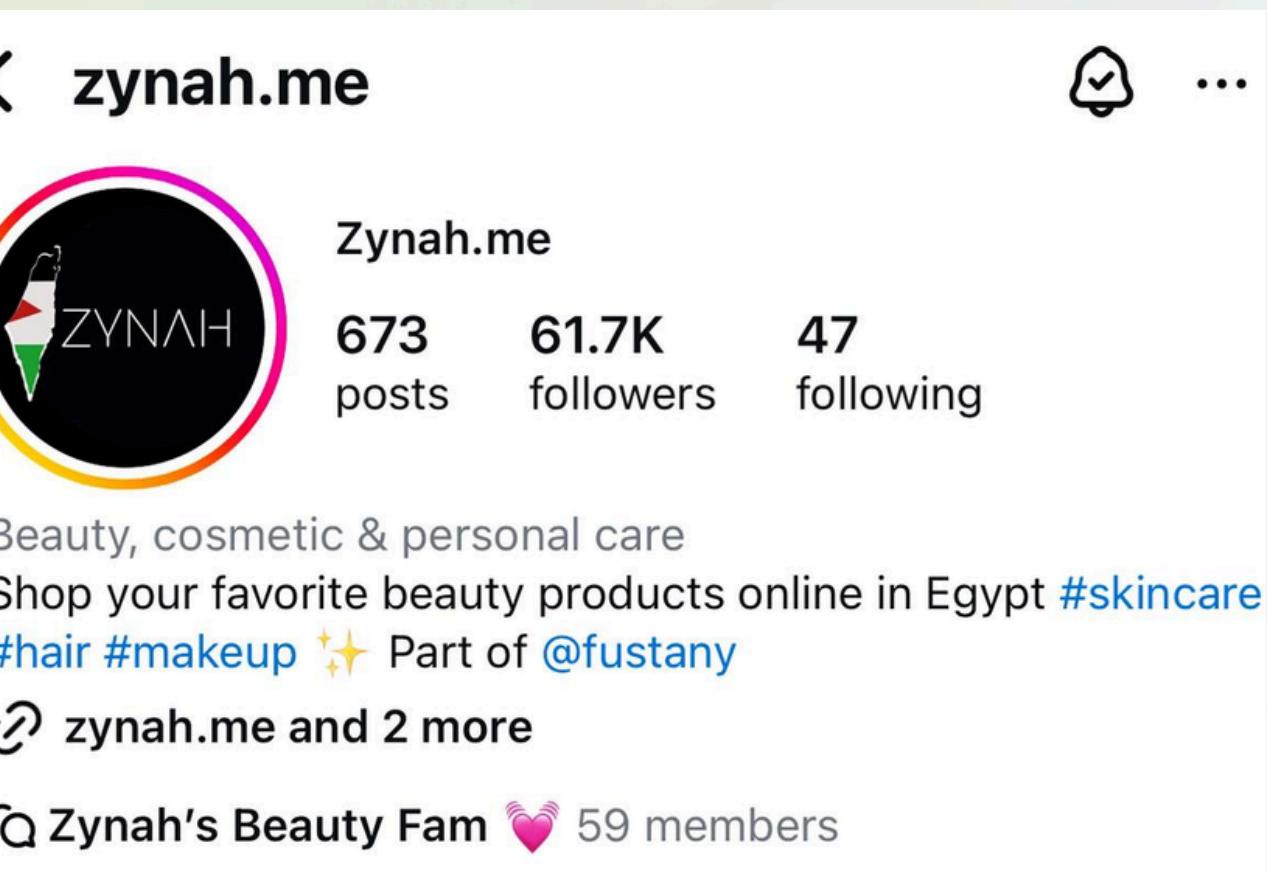
Facebook

#Fans 11K
#posts 12
Follower Growth 1.9%
Post interaction rate 0.032%
post/ day 0.4



Instagram

Followers 61,7K
Follower Growth 3.04%
Engagement Rate 0.09%
Weekly posts 4



TikTok

Followers 276
Total likes 7,306
Total videos 78
Engagement Rate 3.04%

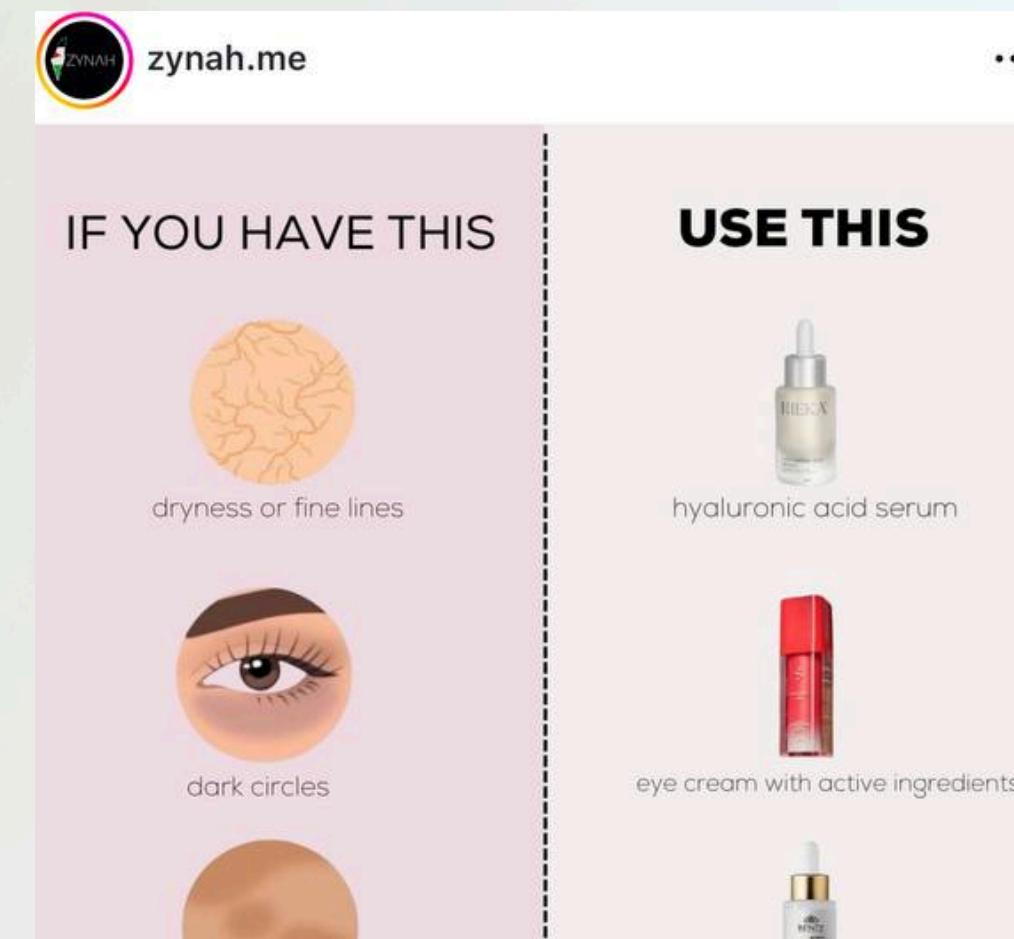


Strengths

- **Multi-Platform Presence:** Active on Instagram, Facebook, TikTok with big number of followers on Instagram
- **Good content especially instagram:** well-edited reels, and educating content
- **Wide range of products.**
- Intermediate posting rate.
- Good **follower growth** rate on facebook and instagram.
- Product **Prices Visible**
- Frequently posting
- Utilizes both **paid ads and organic reach**
- Regular **Offers and Promotions**

Weakness

- Low number of followers on Facebook and tiktok.
- **Limited Platform Usage:** Mainly active on Instagram, with less visibility on other platforms.
- SEO Weakness: 64
- No Physical store





Segmentation

Segmentation

Segment	Teenagers	College students	Early 20s and young employees	Mid 30s and mummies
Age	From 14 to 18	From 18 to 23	From 23 to 30	From 30 to 45
Behaviors	They are looking for quick and easy solution	They are following beauty influencers in many platforms like tiktok and Instagram and you tube	High brand are the most preferred brands	Busy lifestyle demand simple , quick –to – use product that deliver professional results
Pain Point	Acne and skin sensitivity	Budget vs. quality	Busy lifestyles	Aging concerns
Goal	Develop themselves	Present their beauty and themselves	To be in professional look	To be younger than age and hind aging concerns

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.



Marketing Strategy

Channels

Instagram

1

- Purpose: Boosts engagement and drives sales.
- Best for: Ideal for tutorials, influencer collaborations, and shoppable posts.

Facebook

2

- Purpose: Increases brand visibility and virality.
- Best for: Best for short-form videos, viral challenges, and influencer marketing.

TikTok

3

- Purpose: Increases brand visibility and virality.
- Best for: Best for short-form videos, viral challenges, and influencer marketing.

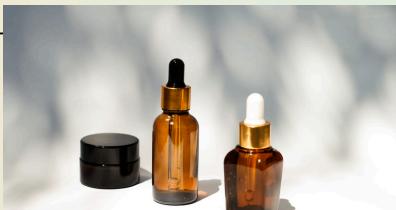
WhatsApp Business

4

- Purpose: Facilitates direct communication and customer support.
- Best for: Great for personalized recommendations, promotions, and order assistance.

Social Media Monthly Content Calendar

Year: 2025

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Platform \ Time	18:00 pm	20:00 pm	19:00 pm	21:00 pm	19:00	17:00 pm	18:00 pm
Platform	Instagram/ Facebook/ Tiktok	Instagram Stories	Website+Social	Instagram Stories	Facebook/ Instagram/tiktok	Instagram/ Tiktok	Instagram/ Facebook
Content	Awarness	Education	Promotion	Engagement	Clinets Reviews	video	Funny Posts
Visual							

	Notes	First Month: Awarness & Engagement Second Month: Promotions & Growth Third Month: Retention & Loyalty	Goals	<ul style="list-style-type: none"> • Increase Brand Awarness • Drive Website Traffic • Boostsales and Conversions
--	-------	---	-------	--

DAILY CONTENT CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						
POST	STORY	REEL/POST	STORY	POST	VIDEO	POST
<p>It's a self-care Sunday, and you deserve it. Reflect on the week, breathe deeply, and prepare for the week ahead. Treat yourself to some much-needed relaxation. What's your favorite way to unwind on a Sunday?</p> <p>REST & REFLECT</p>	<p>Take a moment to pause and pamper yourself. What does your weekend self-care routine look like? Here's ours:</p> <ul style="list-style-type: none">• A relaxing bath• A soothing face mask• A hydrating serum <p>SELF-CARE ROUTINE SHARE</p>	<p>Want glowing skin? Here's a pro tip: Exfoliate gently twice a week to remove dead skin cells and reveal a natural glow. Consistency is key for radiance! Have you exfoliated this week? Let us know below!</p> <p>TIP OF THE DAY</p>	<p>It's Wednesday, beautiful! Time to reset, recharge, and give yourself the care you deserve. Your skin deserves love every day, and we're here to help you with that! What's your favorite Wednesday self-care routine? Share with us in the comments!</p> <p>MOTIVATION & SELF-CARE</p>	<p>Here's a little behind-the-scenes peek at how we create the magic you love. Our products are crafted with love, clean ingredients, and YOU in mind. Let's take a walk through our journey!</p> <p>BEHIND THE BRAND</p>	<p>Happy Weekend, we're spotlighting our customer-favorite. Whether you're looking to hydrate, firm, or brighten your skin, this little bottle of magic does it all. Treat yourself to some TLC and see the difference!</p> <p>PRODUCT HIGHLIGHT</p>	<p>Did you know? Your skin absorbs about 60% of what you put on it. That's why we make sure our products are packed with only the good stuff. Self-care with us is always clean care.</p> <p>FUN FACT SUNDAY</p>

Calendar Outlines for three Months

Facebook

- 5 Posts
- 2 Ads



25%

Instgram

- 6 Posts
- 4 stories / 3 Reels



36%

Tiktok

- 3 videos
- 2 challenges
- 1 Reel



17%

Email Marketing

- 5 Email Newsletter



14%

Pinterest

- (Pinterest Pins)



8%