

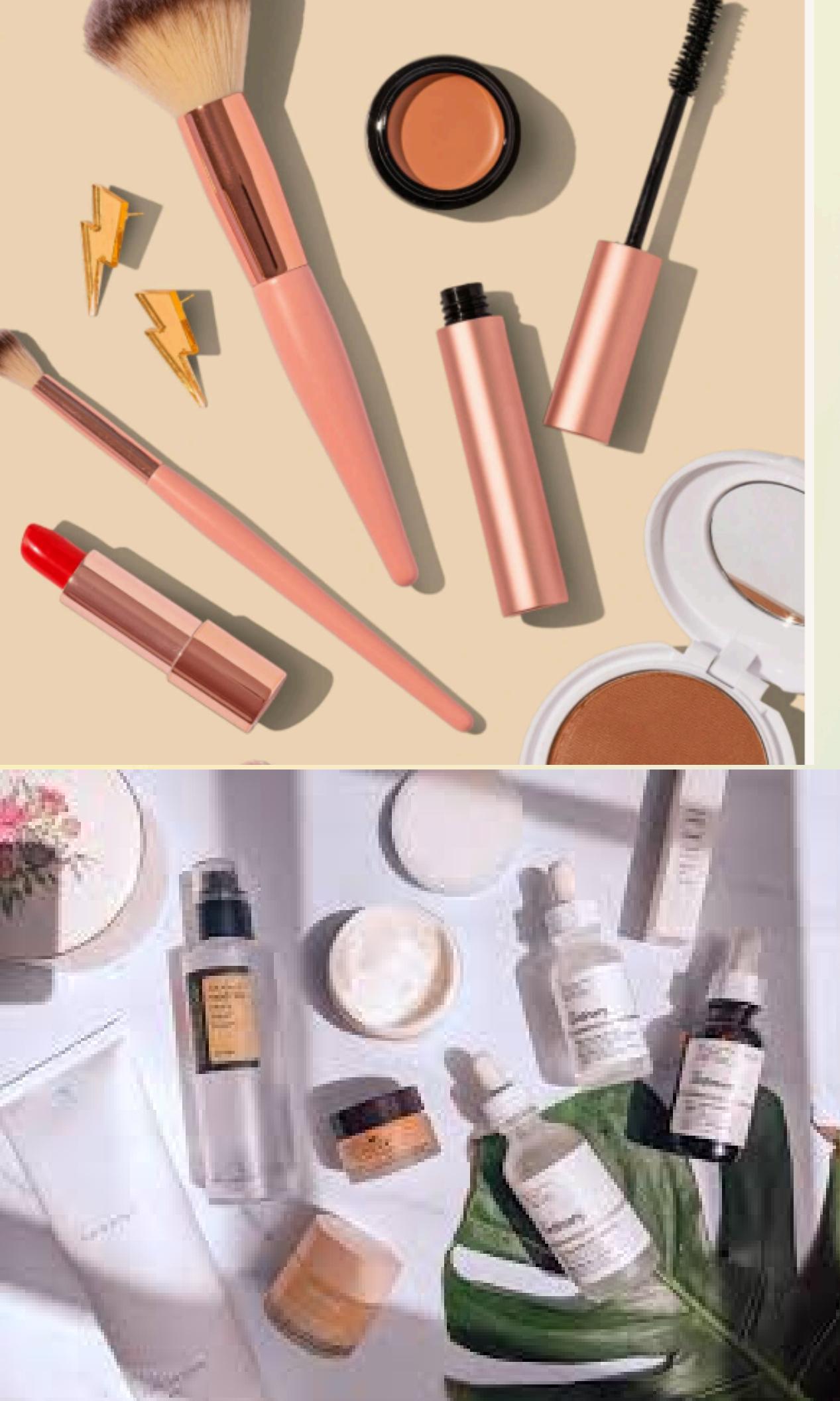
# Digital Marketing Specialist Graduation Project

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COSMETICSEGY

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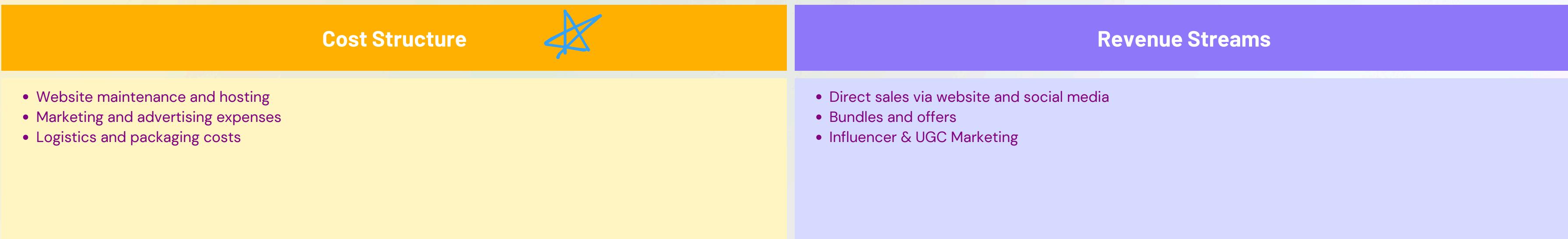
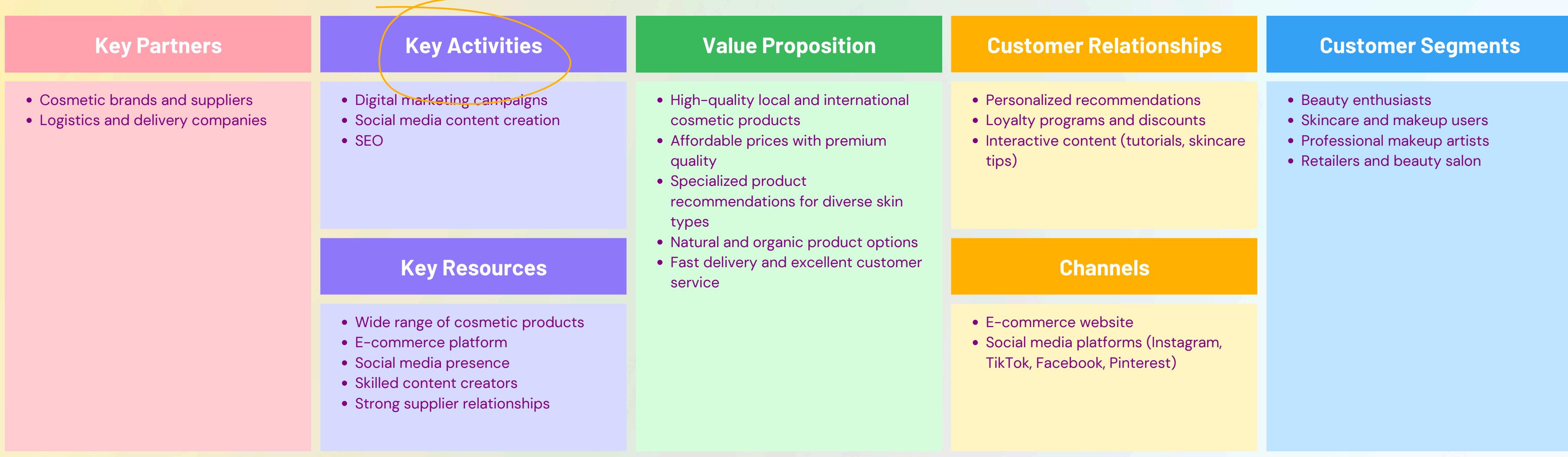
# OUR PRODUCT

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.

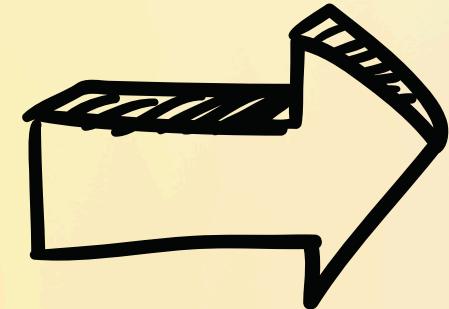
<http://Cosmeticsegy.com>

# Cosmeticsegy Business Model Canvas

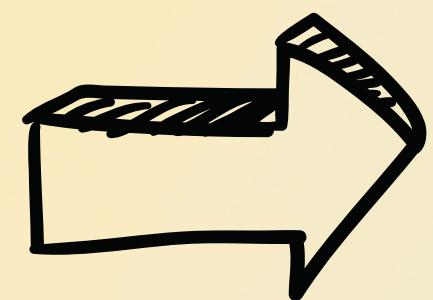
The Cosmeticsegy project is an e-commerce business that specializes in selling a variety of local and international cosmetic products



# Outlines:



## Business Model Canva

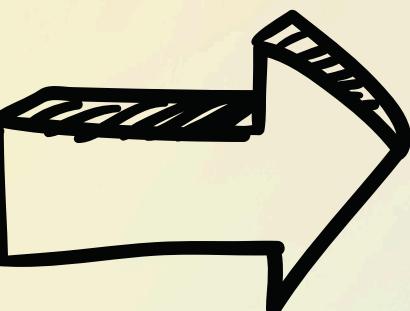


## project Objectives

Increase Brand Awareness

Drive Website Traffic

Boost Sales and Conversions



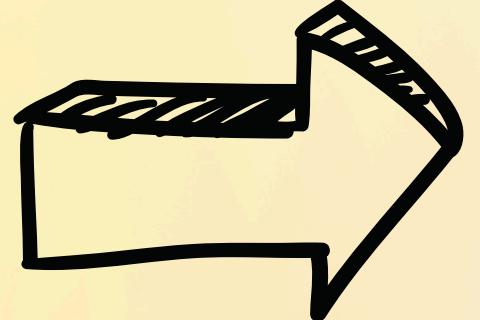
## Analysis

SWAT Analysis

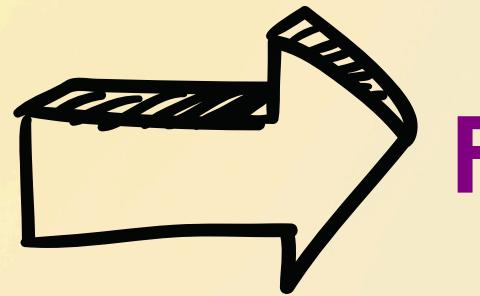
Competitive  
Analysis

Segmentstion  
&Buyerpersona

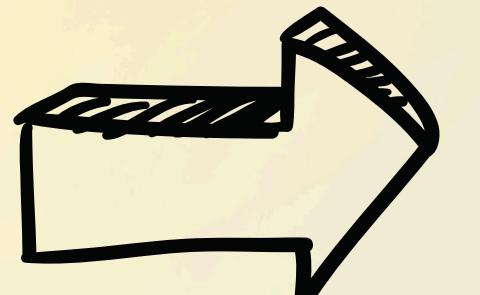
# **Outlines:**



**Channels and Content Calender**



**Facebook&Instagram Posts Example**



**Performance Measurement**

# *Objectives*

# 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 through 3 months .
- Focus on engaging content, influencer partnerships, SEO, and paid advertising to reach a wider audience.



# Drive Website Traffic

- Increase website traffic.
- Achieve 2500 website visit in 3 months.
- Work on On-page and Off-page SEO.
- Implement stories with swipe-up links and promotional campaigns .



# 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

# Market Analysis & Target Audience

## Market Research:

- An 8.2% year-on-year growth is a strong indicator of rising demand in the beauty and personal care sector. This reflects opportunities for brands to expand .
- The current market size of \$801.8 million suggests a significant opportunity for both established and new players in the industry.



# SWAT Analysis:

## STRENGTHS

# S

- Having group of pharmacies in our team.
- Having a variety of products.
- Having an active website.

## WEAKNESSES

# W

- Low Brand Awareness: As a new website, building trust and visibility will take time.
- Limited Payment Options just cash-on-delivery .

## OPPORTUNITIES

# O

- Offering Seasonal Campaigns inLeverage events like Ramadan, Eid,Mother Day and Black fridayseasons for promotions.
- Attracting Expatriates & International Customers

## THREATS

# T

- power of competitors.
- Economic instability due to currencyprice changes.

# Competitive Analysis

## Our Competitors (Direct)



**Feel22Egypt**



**Zynah.me**

	Feel22 Egypt	Bashrety	Zynah.me
Platforms Used	Instagram, Facebook, Tiktok	Instagram, Facebook, Tiktok	Instagram, Facebook, Tiktok
Number of Followers	Instagram: 190,520 Facebook: 65K Tiktok: 3,755	Instagram: 48.4K Facebook: 1.8M Tiktok: 4,263	Instagram: 61.7K Facebook: 11K TikTok: 276
Type of Content	Product showcases, promotions, beauty tips	Product highlights, skincare advice, promotions	Beauty tips, product features, tutorials
Ads and Organic Reach	Utilizes both paid advertisements and organic posts	Primarily organic content with occasional paid promotions	Utilizes both paid advertisements and organic posts
Number of Daily Posts	Approximately 1-2 posts	Approximately 1 post	Approximately 1 post

# Competitive Analysis

(Data from fanpage karma, instatrack & countik)

## Facebook

#Fans 65K

#posts/month 55

follower Growth 1.3%

Post interaction rate 0.0032%

post/day 2



## Feel22Egypt

65K likes • 69K followers

Online Shop For Authentic Beauty Products and Perfumes

موقع الكتروني لطلب مستحضرات الجمال و العناية بالبشرة و الشعر و العطور الا ... more

Tax ID number: 468 - 541 - 495

رقم التسجيل الضريبى : 495 - 541 - 468

## Instagram

Followers 190,520

Follower Growth 0.17%

Engagement Rate 0.03%

#posts/week 16

Online Shop For Authentic Beauty Products and Perfumes

موقع الكتروني لطلب مستحضرات الجمال و العناية بالبشرة و الشعر و العطور الا ... more

See translation

[linktr.ee/feel22egypt](https://linktr.ee/feel22egypt)

@ feel22egypt

Follow

Message



CATCH22



Vaseline



Summer



GOLDEN TICK

## TikTok

Followers 3,755

Total likes 17,683

Total videos 119

EngagementRate 0.06%



Feel22Egypt

Feel22

@feel22beauty

246 Following 17.7K Followers 276.5K Likes

Follow Message

Your Ultimate Beauty Destination! 20,000+ original beauty products!

[youtube.com/Feel 22](https://youtube.com/Feel 22)