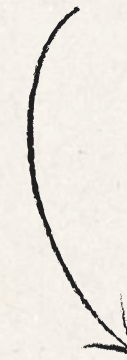




MARKETING PLAN



**Our brand is :
MS BOUTIQUE**



PRESENTED BY:

Hebah Zayn
Basmala Ehab
Shahd Hany
Mariam Mohamed
Yara Mohamed



PRESENTED TO:

Dr\ Ahmed Gamal

Agenda

01	Business Summary
02	SMART objectives
03	SWOT analysis
04	Competitor analysis
05	Audience
06	STP
07	Buyer persona
08	Social media channels
09	Action plan

BUSINESS SUMMARY

01 MS Boutique is a stylish **accessories brand** that was launched **a year ago**. Operating as a **B2C** online business, our sales are driven exclusively through social media platforms, where we engage directly with our customers. **Without a website**, we rely on visually appealing content, and strong community engagement to drive interest and conversions . Through strategic social media marketing, we continue to grow our audience and expand our reach.

02 Products & Services

. Our collection includes:

- **Stainless Steel Accessories** – Durable, tarnish-resistant, and perfect for everyday wear.
- **Customized Copper Accessories** – Personalized pieces crafted from high-quality copper, allowing customers to create unique designs that reflect their personality.
- **Handmade Accessories** – Carefully crafted, one-of-a-kind designs that showcase artistry and attention to detail.
- Unique Accessories – Exclusive designs that set our brand apart, ensuring customers find something special that matches their style.

03 We prioritize presentation with premium packaging, making every order feel like a special experience. Additionally, we offer **nationwide shipping across Egypt**, ensuring our customers receive their accessories quickly and securely.



Objectives and Goals

02/9



Goal # 1

Increase Social Media Growth
Expand the brand's audience by **35%** over the **next 3 months** through high-quality content, interactive engagement, and targeted **ads** to boost reach and visibility.



Goal # 2

Boost Sales – Increase online sales by **20%** within **3 months** by optimizing the shopping experience, showcasing the new collection through high-quality **photoshoots**, and running strategic ad campaigns



Goal # 3

Develop a Structured Content Strategy – Establish an organized content plan within **1 month** and consistently execute it throughout the remaining **2 months** to ensure consistency, high engagement, and a strong brand presence across all platforms.

SWOT ANALYSIS

03/9

Strengths

- Unique and Customized Products
- High-Quality Materials
- Handmade Products
- Natural Photos Taken by Herself
- Good Packaging
- Affordable Prices
- Nationwide Shipping

Weaknesses

- No Website
- No Facebook Page
- Dependence on Social Media Only
- Managing the Brand Alone
- Unorganized Instagram Page
- Time Management Issues

Opportunities

- Increasing Brand Awareness
- Product Expansion
- Introducing New Product Line
- Expanding To a New Customer Segment
- Improving Page Aesthetics

Threats

- Intense Competition
- Market Changes
- Negative customer reviews
- Difficulty in Scaling
- Economic downturn

Competitors

Competitor #1

Lahona

- **PAGE:** lahona.eg

<https://www.instagram.com/lahona.eg?igsh=MTRrNGJxaGJtcXNzZg==>

- **Follower :** 33.8k followers
- **Page created:** October 2021
- **Visual identity:** professional
- **Engagement rate:** 0.35% with avg. 115 total engagement
- **Publishing rate :** 3_4 posts per week
- **Major product:** stainless steel Accessories

Competitor #2

Amitié Accessories

- **PAGE:** Amitié Accessories

[https://www.instagram.com/amitieaccessories?igsh=eWdrZ3Uxc2l3ODJ1 =](https://www.instagram.com/amitieaccessories?igsh=eWdrZ3Uxc2l3ODJ1=)

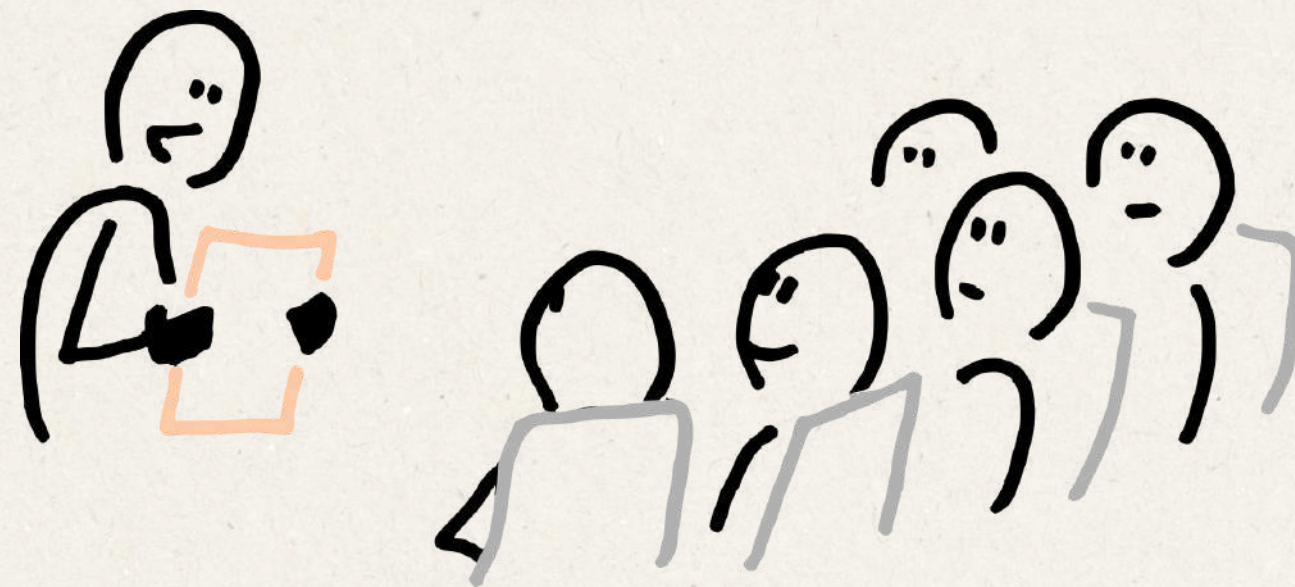
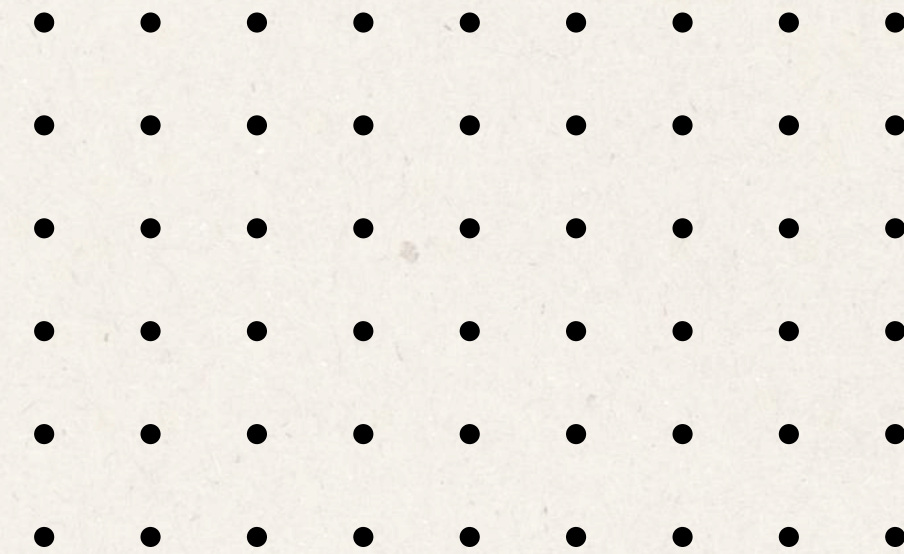
- **Follower :** 131k followers
- **Page created:** August 2020
- **Visual identity:** professional, the page's colours and organized, layout are eye catching.
- **Engagement rate:** 0.56% with avg 714 total engagement
- **Publishing rate :** 3_4 posts per week
- **Major product:** stainless steel Accessories

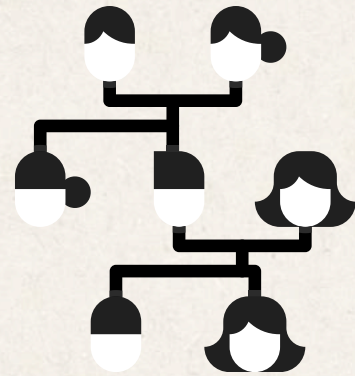


Target Audience

05/9

- **Demographics:** **AGE** - Teens:30s, **GENDER**-female- , **EDUCATION**-high school , university students-
- **Geographics:** All over Egypt.
- **Psychographics:** **INTERESTS** Fashion - trendy items lovers
VALUES quality
- **Pain Points:** They fear that the product might change its color



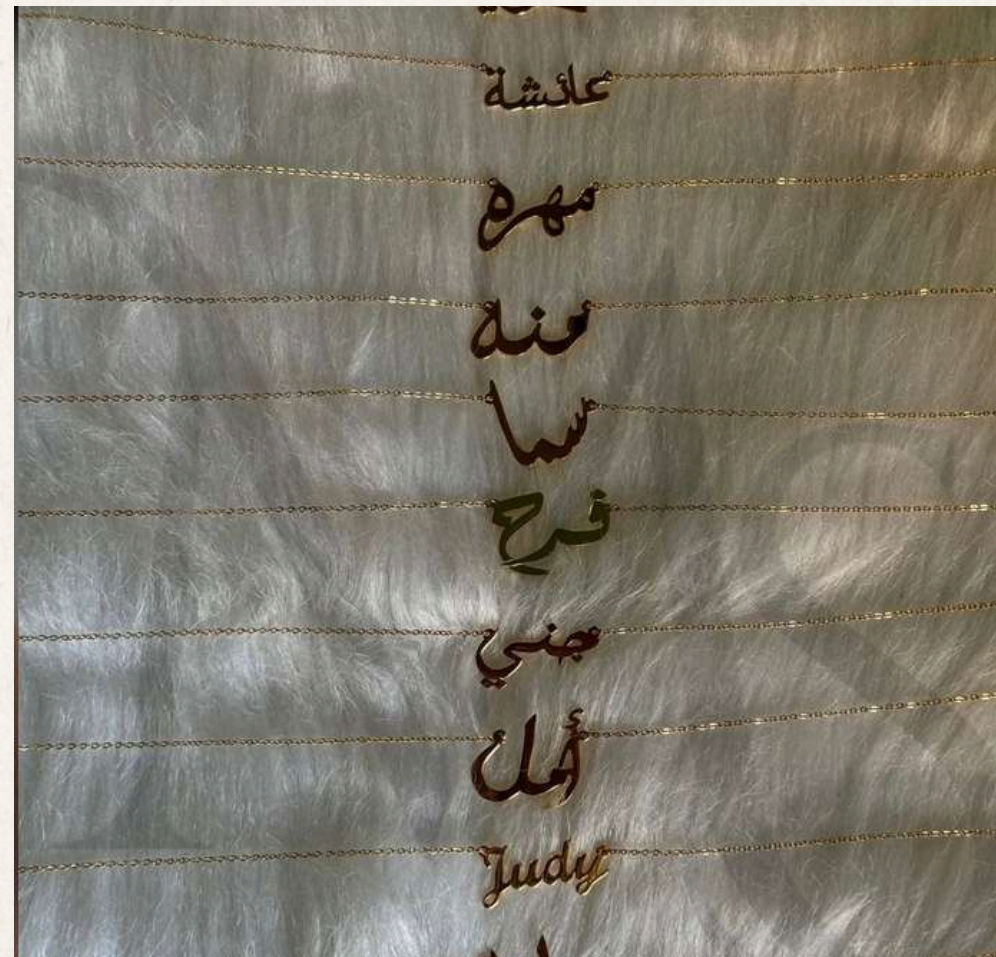


SEGMENTATION

- **Age** : Primarily 18-45 years old, with a strong focus on Gen Z and Millennials, who value personalization and self-expression.
- **Style Preferences:**
- **Minimalists:** Prefer sleek, subtle, and elegant customized pieces.
- **Sentimental Buyers**

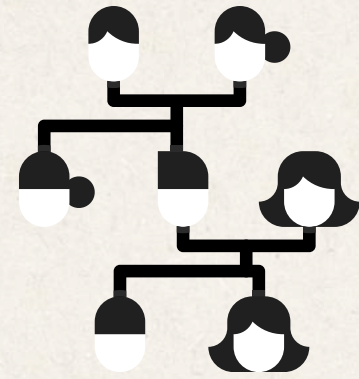


TARGETING



Positioning

"Create a truly unique expression of yourself with our customized jewelry, designed to reflect your personal story, style, and cherished memories in every detail."



SEGMENTATION

- **Age** :16-40 years old, targeting young adults, travelers, and fashion enthusiasts who enjoy switching up their accessories based on the season.
- **Style Preferences:**
- **Summer & Beach Lovers:** Prefer lightweight, colorful, and ocean-inspired jewelry (e.g., shell necklaces, anklets, turquoise stones).

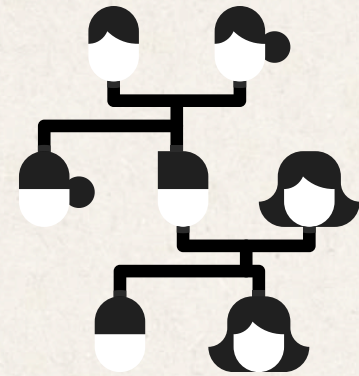


TARGETING



Positioning

"Embrace the spirit of the ocean with our beach jewelry collection, where natural elements and carefree vibes come together to create pieces that capture the essence of sun, sand, and sea."



SEGMENTATION

- **Age**: 20-45 years old, appealing to individuals who value cultural heritage, spirituality, and artistic expression in their jewelry.
- **Authentic & Heritage**
- **Enthusiasts**: Love handcrafted designs with Arabic, Pharaonic, or Berber influences, reflecting deep cultural roots.



TARGETING




Positioning

Crafted with devotion and precision, our authentic Islamic jewelry blends timeless tradition with modern elegance, offering a piece of beauty that reflects faith, culture, and grace”

- **Positioning Statement :**

"For the modern, fashion-forward individual who appreciates quality, our jewelry offers a unique blend of sophisticated design and affordable luxury, ensuring that you always stand out with a piece that's truly yours."

BACKGROUND	Sarah is a university student who loves simple and trendy fashion statments	<div>07/9</div> <div>BUYER PERSONA</div> <div>  </div>
DEMOGRAPHIC	Sarah is a 21 years old , her income is average , she’s working as a part-time job , she is looking for a stainless-steel brand that offers customization feature.	
IDENTIFIERS	I’m looking for a customized neckless , I care a lot about the classy packaging	
GOALS	We want to ensure high quality, fast shipping.	
Challenges	The fear of the color changeability	
HOW TO HELP	Providing high quality products in different shapes to suit all tastes, reasonable prices and fast delivery of products.	
Common Objections	The order might change its color , overpriced for a common quality , the order might take too long .a	
Marketing Messaging	Stylish Stainless Steel Accessories for Everyday Elegance Durable Quality, Timeless Designs, Color Unchangeability, and Affordable Luxury Elevate your style effortlessly. Shop now!	

SOCIAL MEDIA CHANNELS



https://www.instagram.com/msboutique_____/



<https://www.facebook.com/MSSboutiquee/>



https://www.tiktok.com/@msboutique____?_t=ZS-8ugPKRxM7zE&_r=1

ACTION PLAN

09/9

- increase reels
- Reels about packaging
- Storytelling reels
- New packaging
- Work on brand & visual identity
- Paid ads on customized items : minimum 1000 Le per 5 days
- Educational Content :

EX:

- Create educational videos that help customers style accessories properly.
- Highlight styling mistakes to avoid and feature your products throughout the videos.



ACTION PLAN

09/9

- **Seasonal Offers & Emotional Marketing:**
like: valentine's collection, Ramadan, Eid and summer .
- **Social Media Engagement:**
 - Offer 10% discount for customers who follow all official accounts.
 - Post daily stories with polls or question stickers to encourage interaction.
 - Share order packing videos with a storytime format to build connection and authenticity.
 - Plan a giveaway campaign to boost engagement and attract new followers.



Thank you



BOUTIQUE