

TACTICS

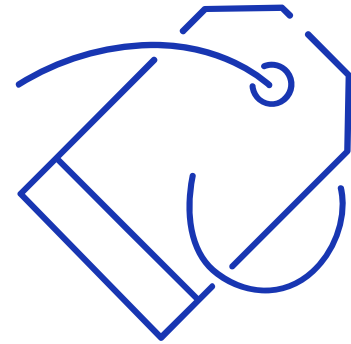


Marketing Mix-4P



PRODUCT

- Offering unique, high-quality furniture classic designs.
- Providing customization options based on customer preferences.
- Showcasing detailed product descriptions, including materials and craftsmanship.



PRICE

- Maintaining competitive pricing while emphasizing premium quality.
- Offering discounts for bulk orders and custom designs.
- Flexible payment options, including cash on delivery and installment plans.



PLACE

- Focusing on selling through social media platforms and the website.
- Ensuring a seamless purchasing experience via direct messaging and WhatsApp.
- Expanding to physical exhibitions to engage with interested customers.



PROMOTION

- Targeted paid ad campaigns in Egypt and the Gulf region.
- Collaborating with influencers in interior design and home decor.
- Using interactive content such as polls and Q&A in stories.
- Providing educational content on classic furniture and maintenance tips.



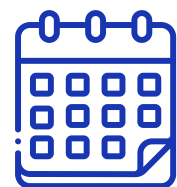
CHANNELS

- Facebook
- INSTAGRAM
- Facebook Ads
- Search Engine Optimization (SEO)



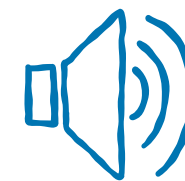
FREQUENCY POSTING

- 4 POSTS/week.
- DAYS STORY DAILY



Time of posting

- Maintain a regular posting.
- schedule to keep your audience engaged



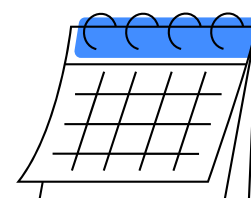
Tone of Voice

- Professional and friendly



Types of Content

- Used Diversity of content (photos, videos, stories).



Content Calendar

- [View Content Calendar](#)



ACTION

For the full CONTROL plan, click [\[HERE\]](#)