



YASMINA BRANDING & MARKETING STRATEGY

NOVEMBER 5, 2025

Supervision of Dr. Ahmed Gamal.



DEPI Project

BREIF Yasmina



Category: Natural Skincare & Haircare

Location: Beheira, Egypt

cosmetics and skincare brand based in Beheira, Egypt.

The company manufactures high-quality beauty and personal care products and distributes them across all Egyptian governorates through trusted shipping services

USP : 100% natural products

PRODUCTS

1-Haircare Products: Hair Serum, Conditioner (Balsam), Shampoo, Hair Cream, Hair Mask (Hair Spa Cream), Anti-Hair Loss & Hair Growth Lotion.

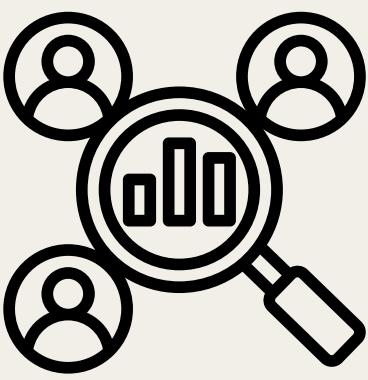
2-Skincare Products: Instant Whitening Cream, Therapeutic Whitening Cream, Moisturizing Cream, Sunscreen, Body Perfume Cream





Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none">Local suppliers for natural ingredients (herbal oils, aloe vera, shea butter).Shipping & logistics companies for nationwide delivery.Growva marketing team (ads, content, analytics).Influencers & beauty bloggers for brand collaborations	<ul style="list-style-type: none">Product manufacturing .Content creation (photo, video, UGC).Paid advertising campaigns on Meta, TikTok.customer support.	<p>100 % Natural, affordable skincare & haircare products for modern women</p>	<p>Direct communication through social media Loyalty & Rewards Programs</p>	Egyptian women (20–45), Class A & B Customers in major cities (Cairo, Alexandria, Beheira).
Key Resources	Natural ingredient suppliers. Production facility & packaging materials. Marketing team (content, ads, analytics). Social media platforms & e-commerce tools.	<p>Channels</p> <ul style="list-style-type: none">FacebookInstagramTikTok		
Cost Structure	<p>Revenue Streams</p> <ul style="list-style-type: none">Direct sales from social media (Facebook, Instagram).Bundle offers (Na3oma / PURE Packages).Seasonal promotions & special boxes (Bridal Box).Potential e-commerce expansion in future			



Competitor Analysis



SocialMedia	Competitor 1	Competitor 2
page name	دنيا حامد	صفاء غنيم
NO of like or follower	181K Followers	251k Followers
page created	Aug 18, 2022	Aug 5, 2022
visual identity	يعتمد على Reels كثير مهتمه بالتريند	يعتمد على Ai كثير يتعامل مع Reels كثير
publishing rate	3:4 posts per day	2:3 Posts per day
Engagement Rate	100:500 like	30:250 like
major product or service	Face Care	Body Care
Average price	200 - 600LE	200 -500 LE

دنیا حامد ۱

Competitor Analysis 1

Strengths

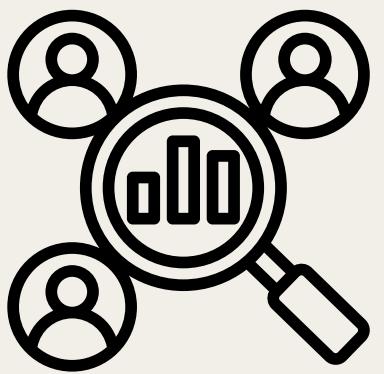
Weaknesses

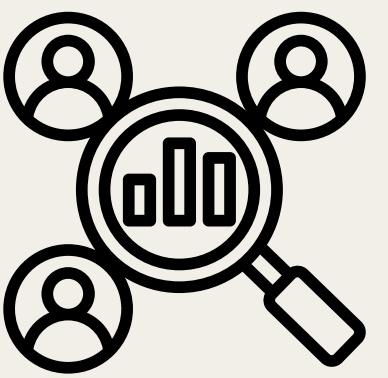
- Strong Audience and Engagement:
The brand has a large follower base with high engagement, which is a solid foundation for growth.
- Active Marketing: Running ads and maintaining a consistent presence shows a proactive approach to attracting new followers.

- Lack of a Visual Identity:
- This is the biggest weakness. The absence of a consistent visual style makes the brand unprofessional and hard to remember.

- Competitive Pricing:
- The reasonable prices make the brand accessible to a wider audience, boosting its appeal.
- Smart Content Strategy: The frequent use of Reels capitalizes on platform algorithms to maximize reach and visibility.

- Unspecialized Content: The diverse content prevents the brand from being seen as an expert in any single niche, which can affect customer trust and long-term loyalty.





Competitor Analysis 2

Strengths

Weaknesses



- Robust Community & High Engagement: The brand has successfully built a loyal community with active followers, which serves as a powerful foundation for its growth.
- Effective Organic Growth: Its ability to achieve significant reach and expansion without relying on paid advertising is a major advantage.



- This proves the content is genuinely engaging and valuable to the audience.
- Platform-Savvy Strategy: By focusing heavily on content like Reels, the brand is effectively leveraging social media algorithms to boost visibility and attract new followers organically.

- Inconsistent Visual Identity: This is the most significant flaw. The lack of a clear and cohesive visual brand (e.g., specific colors, fonts, or style) makes it difficult for the brand to be instantly recognizable and memorable.

- Generalist Content: The wide variety of content prevents the brand from establishing itself as an expert in a specific niche. While this might attract a broad audience, it can hinder long-term trust and authority in the market.

SWOT



- 100% natural products: This is a strong competitive advantage in a market focused on health and beauty.
- Affordable prices starting at 500 EGP: This attracts a wide range of customers while maintaining quality.
- Existing sales: The brand is not at a zero-stage.
- Diverse products: The brand offers a variety of skin and hair care products.

- Sales reliance on personal accounts instead of the official page: This indicates a weakness in digital identity management.
- Small and limited production volume.
- Limited market presence compared to competitors: This suggests weaker branding.
- Lack of a clear marketing plan targeting the Class A demographic

- Increasing consumer awareness of natural and healthy products: This is a growing global trend.
- Growing demand for hair and skin care products, especially from high-income demographics.
- Potential to build a strong visual identity and professional branding.
- Expanding to other platforms (Instagram, TikTok) to reach the Class A demographic.

- Large competitors with strong marketing and branding budgets.
- Price volatility and the cost of natural raw materials.
- Difficulty in convincing the Class A demographic to purchase from a new brand without sufficient trust or strong reviews.
- The potential for new brands with similar ideas and products to enter the market.



Marketing Plan

SMART Objective

1. Increase brand awareness and online sales through Facebook, Instagram by running targeted ad campaigns, collaborating with beauty influencers, and producing high-quality.
2. Increase Facebook and Instagram followers by 5–15%. within 3 months.
3. Achieve at least 20% growth in online sales via social media.
4. By creating visually appealing and authentic content, launching UGC-based campaigns, and running targeted paid ads that focus on best-selling skincare packages (PURE & Na3oma).



Relevant:

main goal of expanding its reach to Class A & B audiences, strengthening brand identity, and positioning itself as a trusted Egyptian natural beauty brand.



Marketing Strategies

Social Media Advertising

Launch paid ad campaigns on Facebook, Instagram, and TikTok targeting women aged 20–45.

Use Before/After videos and customer reviews to build trust.

Offer limited-time promotions such as “Buy 1 Get 1 Free” and 20% discount on first order.





Marketing Strategies

Content Marketing

Create a monthly content calendar with engaging posts about skincare tips, product benefits, and real results.

Post consistently using Reels, Stories, and Carousels.

Encourage User-Generated Content (UGC) and share it to increase credibility.





Marketing Strategies

Influencer & Community Strategy

**Collaborate with micro-influencers
and beauty bloggers who reflect the
brand's natural image.**

**Launch hashtag campaigns like
MyYassminaGlow to motivate
customers to share their experiences.**

**Build a loyal community through
giveaways and interactive stories.**





Marketing Strategies

Retention & Loyalty Strategy

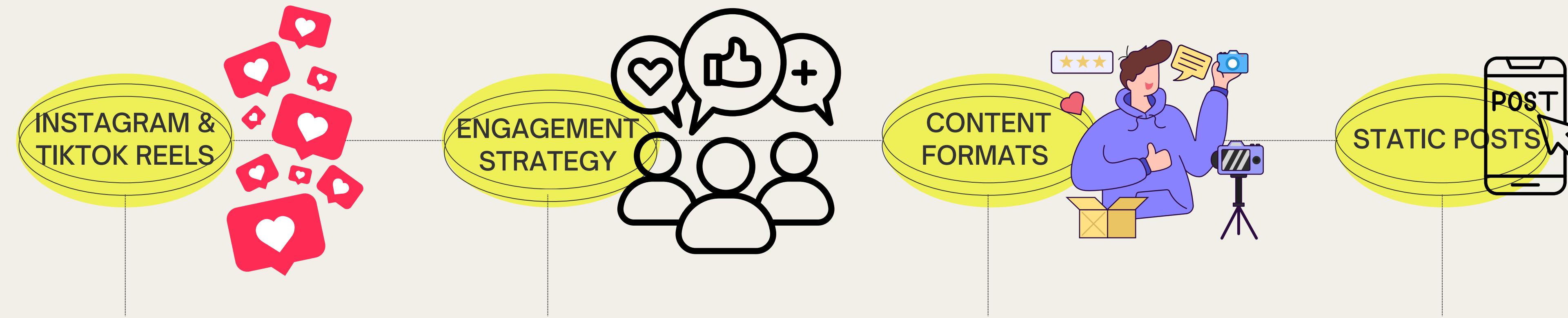
Create exclusive offers for repeat customers and reward loyal buyers.

Use WhatsApp and Instagram DMs for personal follow-up and feedback.

Collect testimonials to enhance brand reputation and boost retention.



Content Plan



- Create engaging, story-driven videos that show the transformation from dull to glowing skin and damaged to healthy hair.
- Feature Before & After results, skincare routines, and real customer testimonials to build trust and authenticity
- Respond quickly to DMs and comments to build real connections.
- Run giveaways and tag-a-friend contests to expand reach.
- Collaborate with micro-influencers in beauty & skincare niches.
- Reels: Tutorials, Before/After videos, customer reactions.
- Static Posts: Product images, quotes, tips, offers.
- Stories: Polls, quizzes, testimonials, and behind-the-scenes.
- Carousel Posts: Step-by-step skincare tips and package highlights.
- Share high-quality photos of products (PURE & Na3oma packages) highlighting their natural ingredients and benefits.
- Use short, catchy captions that emphasize natural beauty, confidence, and affordable luxury.



Marketing STP

DEMOGRAPHICS

- 20- 50
- woman
- Greater Cairo, Alexandria

TARGETING

Class B women with hair loss/weak hair problems, seeking safe natural remedies

PSYCHOGRAPHICS

Concerned about hair loss, want natural growth solutions
Behavioral: Prefer herbal/natural haircare over chemical products

POSITIONING

Yassmin Brand offers 100% natural herbal haircare solutions that fight hair loss and boost growth, giving women stronger, longer, and healthier hair without harmful chemicals.



Marketing channels

SOCIAL MEDIA MARKETING			
PLATFORMS	 <u>Yasmina</u>	 <u>Yasmina</u>	
GOAL	<ul style="list-style-type: none">Boost sales and conversion 1-Encourage potential customers to explore and purchase products 2-Use campaigns to convert interested users into buyers 3-Promote limited offers to increase overall sales volume	<ul style="list-style-type: none">Brand Awareness 1-Expand brand visibility among the target audience (middle and lower-middle income segments) 2- image as a high-quality yet affordable cosmetics brand	

Content Calendar

The plan outlines 12 monthly posts covering the entire Marketing Funnel (Awareness, Consideration, Engagement, and Conversion) using visual content (Photos/Reels). Its core strategy is to build trust in the natural Egyptian brand, solve common beauty problems, and drive immediate sales through specific call-to-actions.

IDEA	Funnel	Type
جذب انتباه البنات وتشجيعهم يهتموا بنفسهم	awarness	Single Photo /reels
تقديم حل لمشكلة شائعة (ثبات الميكاب)	Consideration	Single Photo /reels
بناء ثقة بالبراند + اظهار أنه مصرى وطبيعي	Engagement	Single Photo /reels
تحفيز الشراء والتصرف الفوري	Conversion	Single Photo /reels
فيديو عن اختيار نوع الخشب واذا افرق بينهم	educational	Single Photo /reels
إبراز أهمية الانطباع الأول وجمال البشرة	Awareness.	Single Photo /reels
تثقيف البنات بأهمية الترطيب الطبيعي	Consideration	Single Photo /reels
دعوة مباشرة للشراء بعد بناء الثقة.	Conversion	Single Photo /reels

Media Plan

The "Yassmina project" media plan utilizes a 3K budget on Facebook, split between Engagement (Page Likes) and Sales (Messages). The strategy targets an impressive audience size (\$13M-16M\$) over 16 days to achieve 100-200 new likes and drive 5-30 direct sales messages.

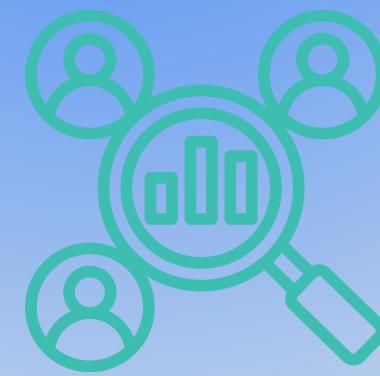
Media Plan								
Business name : Yassmina project			total budget: 3 k					
Estimated daily results								
Platform	Objective	Conversion location	budget	days	daily budget	Audience Size	Reach	Result
Facebook	Engagement	page like	900	9	100	15m/16m	5.6K - 16K	100-200 like
	sales	message	2100	7	300	13m/14m	4K - 12K	5-30 message



Our Content

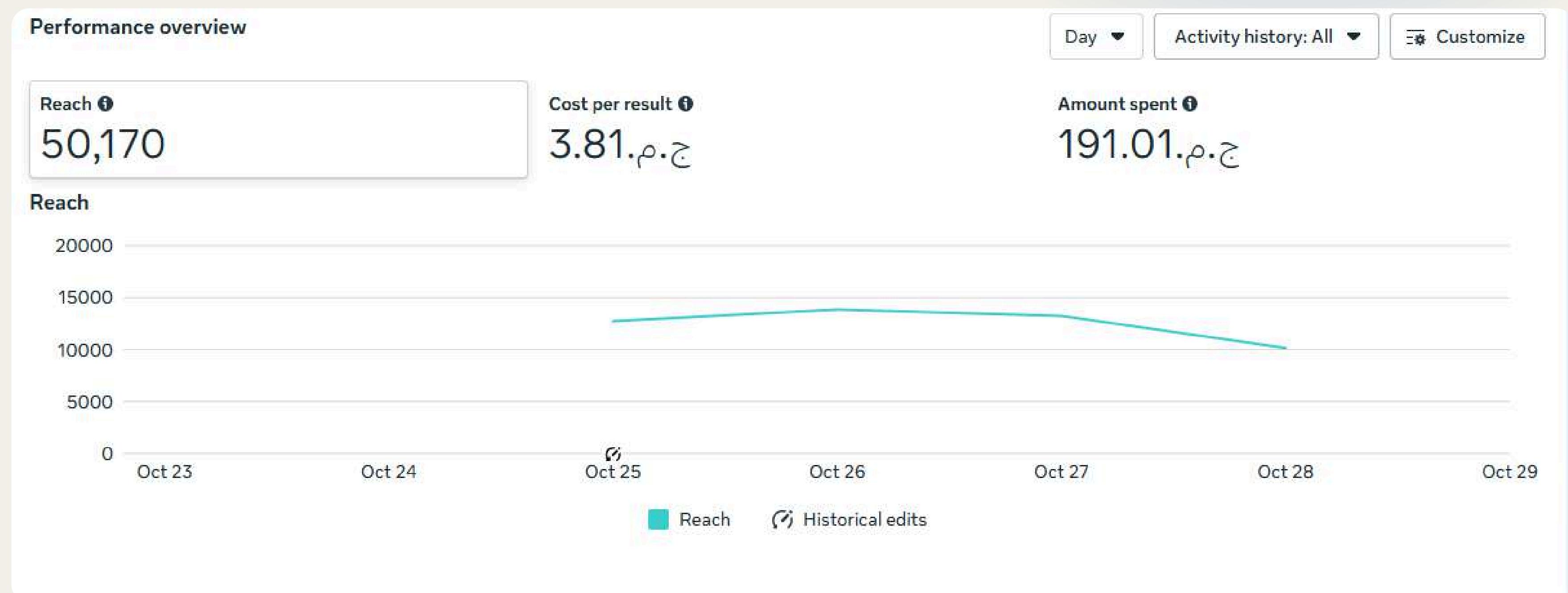


Ads Results



Awareness

Reach campaign was launched on social media platforms targeting a wide segment of the audience. The main objective of the campaign was to increase Brand Awareness and establish the name "YASMINA" as a leading choice for natural skincare and haircare products.

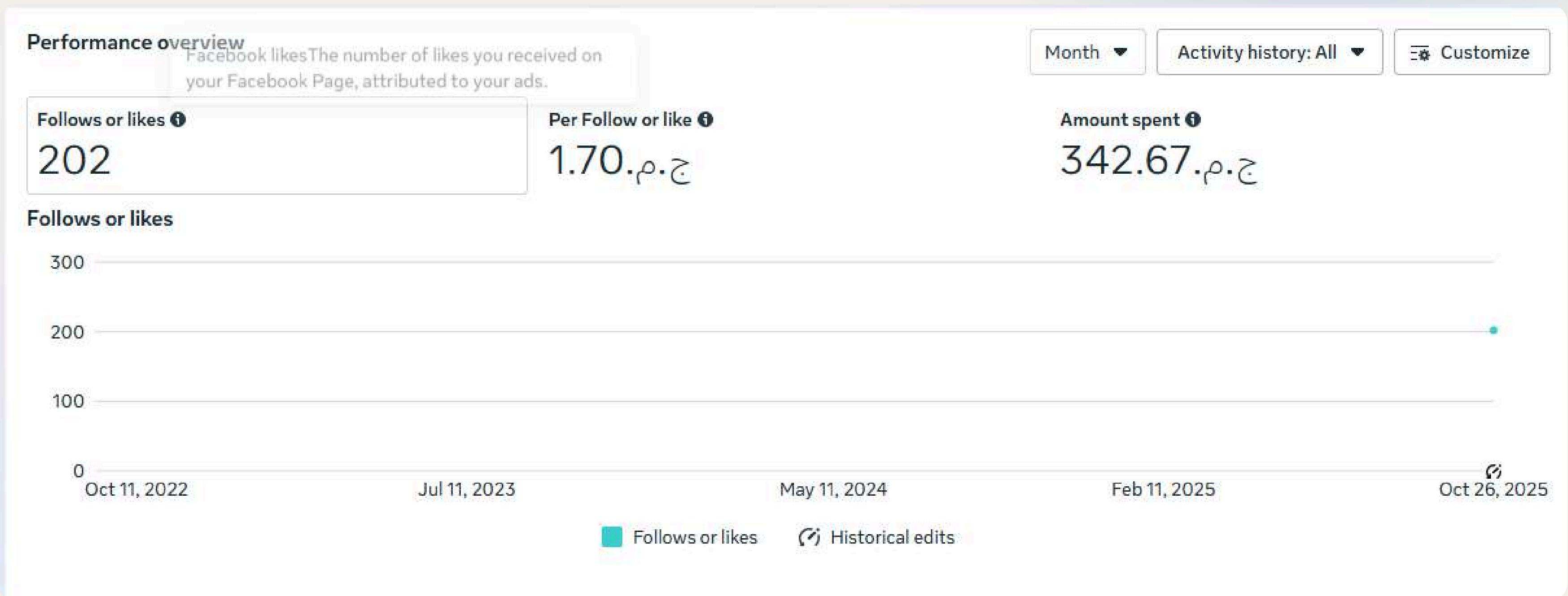


Ads Results



Page Likes

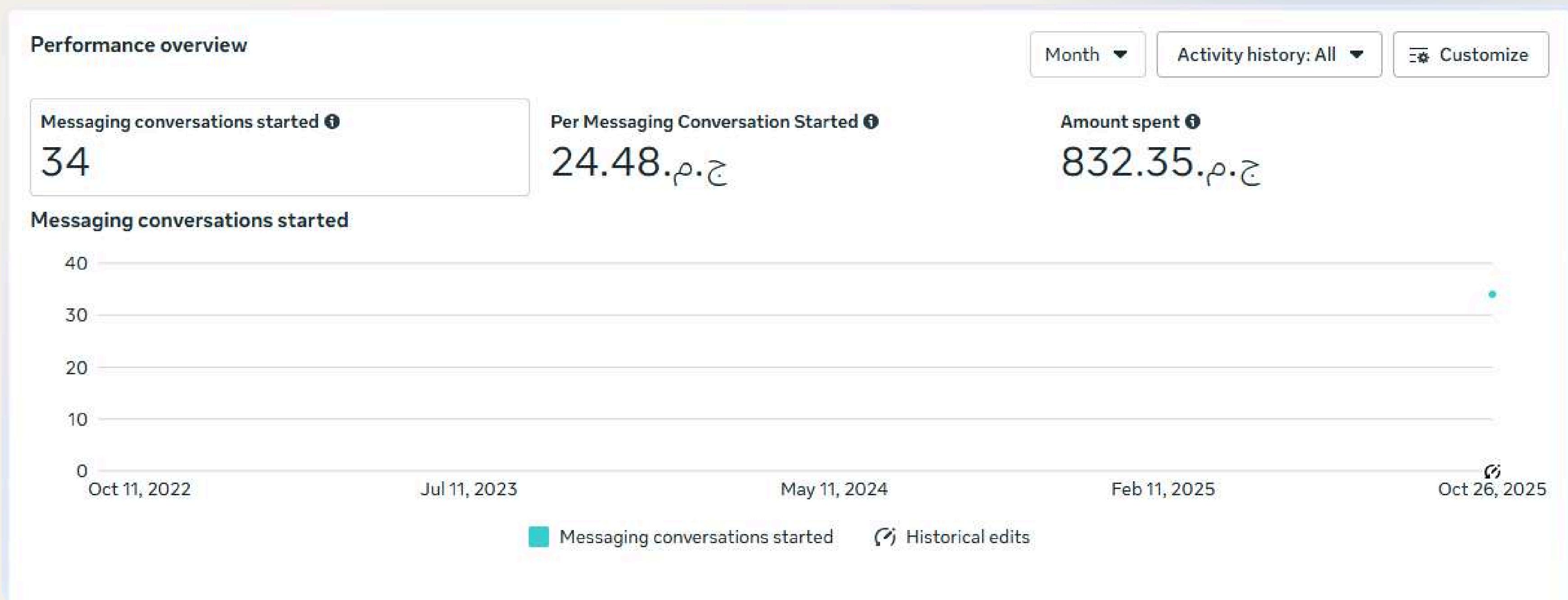
advertising campaign was executed to increase the number of followers on the official Facebook page, with the aim of reaching 3K followers within two months. The campaign focused on engaging content to build a loyal and active community around YASMINA's natural products.



Ads Results

Sales

A focused sales campaign was launched on Facebook and Instagram to promote the whitening cream and face wash products. The goal was to increase online sales by 20% within 3 months.



Report Follower



Views

Views

105.8K 22.7K%

From followers 0.7% 96%

From non-followers **99.3%** 20.4%



Reach

Facebook reach

85.1K 327.4K%

From followers **161** 2.2K%

From non-followers **85,119** 447.9K%



Interactions

Content interactions

436 100%

From followers **131** —

From non-followers **305** —



Follows

Follows

233 11.6K%

Unfollows **7** 133.3%

Net follows **226** 22.7K%



Recommendation



1. Refine Target Audience & Sales Strategy

Resolve Target Conflict: Clearly define whether the focus is primarily on Class A or Class B to ensure consistent messaging and pricing.

Centralize Sales: Implement clear steps to shift sales entirely from personal accounts to the Official Page to meet the established goal and build data integrity.

Tailor Messaging: Use Value/Discount messaging for Class B, and Premium Quality/Natural Science messaging for Class A.

2. Build Trust & Authority Content

Establish Niche Expertise: Focus content heavily on natural skincare solutions to establish authority and avoid being seen as a "Generalist Brand".

Simplify Choices: Create simple product guides (e.g., "Guide for Oily Skin") to alleviate customer confusion and address the fear of buying ineffective products.

3. Media Plan Expansion & Diversification

Platform Expansion: Immediately launch paid campaigns on Instagram and TikTok to reach the target audience where they are most active.

Diversify Campaign Goals: Move beyond just Sales/Engagement by introducing Lead Generation campaigns to capture contact information for potential customers.

TEAM MEMBERS



Mohamed Karam Ammar Mohamed

Ahmed Samir Mohamed Azazy Rawan Mohamed