

Project Overview:

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An emerging desserts and bakery business that began modestly from home, initially relying on sales and delivery through a Facebook group. Over time, the project grew and opened a small store to serve customers directly, marking an important milestone for strengthening the brand and establishing a solid online presence. Our role is to manage the digital marketing aspect of the project through a structured plan that starts with defining the business model and value proposition, conducting market research to understand trends and customer behavior, and performing marketing research and competitor analysis to identify strengths, weaknesses, and opportunities. We will then move to defining the target audience and building accurate buyer personas, followed by developing a clear and attractive brand identity that reflects the business personality. After that, we will create and optimize professional social media pages on Facebook, Instagram, and TikTok, and develop a comprehensive monthly content plan that includes engaging posts and interactive campaigns. Finally, we will launch paid advertising campaigns to increase awareness and sales, and continuously monitor performance to refine the strategy and achieve sustainable growth.