

**UNDER SUPERVISION OF: MRS. NOURA FARRAGE**

**DIGITAL MARKETING PROJECT**  
**AD RANGERS TEAM**

**سکر مطبوط - AYA GAMAL**



# Team Members

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# Project Overview

## Aya Gamal - سكر مطبوع

### Business Overview

- 新兴的甜点和面包店业务，最初从家庭做起。
- 最初通过Facebook群组进行销售和配送。
- 增长并开设了一家小型实体店，直接服务客户。
- 重要里程碑，加强品牌并建立稳固的存在。

### Our Role

- 管理项目的数字营销方面。
- 定义业务模型和价值主张。
- 进行市场研究以了解趋势和客户行为。
- 进行市场竞争分析。
- 定义目标受众并构建准确的买家角色。
- 开发品牌形象并创建专业的社交媒体页面。
- 启动付费广告活动并持续监控表现。

# Business Profile, Vision and Mission

## Business Profile

Aya Gamal – Sokkar Mazboot is a **clean-label desserts and bakery brand** that started as a Facebook group and now operates a small physical store in Ismailia, serving the entire city and preparing to expand to other major Egyptian cities. Our core menu features beloved classics alongside a rotating trend menu, localized for balanced sweetness, made without preservatives or hydrogenated oils, and offered at accessible prices.

## Vision

To be Egypt's most trusted local dessert brand, known nationwide for premium quality, warmth, and value for money, present in major cities and growing.

## Mission

To create moments of joy and connection through lovingly handcrafted desserts made with pure ingredients, bringing the warmth of homemade treats to every celebration and everyday moments, all at accessible prices.

# What We Currently Offer and Brand Values

## ❖ What We Currently Offer

- 🎂 **Core menu:** Everyday classics (Cinnamon Rolls, Chocolate Cakes, Donuts, Cookies, Eclairs, Trileçe Cakes)
- ↗ **Trend menu:** Limited-time, locally relevant trends (Despacito Cake, Cookie Tarts, Qashtoota, Dubai Cake)
- 📅 **Seasonal collections:** Ramadan & Eid (Kunafa, Kahk, Petit Fours), back to school, winter warmers, summer fruit lines
- 📍 **Channels:** In-store purchases, pre-orders and instant orders via Facebook Group and WhatsApp only
- 🚚 **Delivery & coverage:** Third-party couriers across Ismailia & pick-up from store
- ℹ️ **Operations note:** Currently closed on Saturdays with recommendations to open for weekend trade

## ★ Brand Values

### ⚠ Clean-Label Integrity

No hydrogenated oils, no preservatives & transparent ingredient lists

### ❤ Love & Craftsmanship

Homemade spirit with professional standards

### ⚖ Balanced Sweetness

Great taste with sensible sweetness

### 💵 Value for Money

Fair, accessible pricing without cutting corners

### ⚡ Trend Agility

Fast to adopt and localize dessert trends

### 👤 Community & Trust

Born from customers, grown with them

# Business Model Canvas

## Customer Segments

- Primary: Families and young adults in Ismailia seeking clean-label desserts
- Secondary: Students and young professionals buying for sharing and gifting

💡 Audience in nearby cities via store or partner counters

💡 B2B Services for event planners and corporate trays

## Customer Relationships

- Facebook group community (Feedback from comments and DMs)

💡 Personalized DM/WhatsApp for orders & after sales follow-ups

💡 Loyalty system: Loyalty points and referral codes

💡 Post-purchase QA: delivery confirmation, satisfaction check

## Value Proposition

- Clean-label (no preservatives / no hydrogenated oils) + balanced sweetness
- Homemade warmth + professional consistency (small batch = always fresh)
- Trend-aware menu alongside classics
- Fair prices and reliable delivery & seasonal lines
- Community-born brand with transparent ingredients

## Channels

- Owned: Physical store (Ismailia) and Facebook group (pre-orders)
- Discovery: Google Business Profile (Maps), word of mouth and UGC
- Delivery: Third-party couriers (citywide)
  - 💡 Facebook/Instagram/TikTok pages, WhatsApp professional ordering
- 💡 Partner café counters, pop-ups and new stores in new cities

## Key Activities

- Product R&D (trend localization), small-batch production & Quality Control
- Order handling, packaging, delivery coordination

💡 Content production & community management

💡 Customer service & after-sales

## Revenue Streams

- In-store sales
  - Online pre orders via Facebook group/WhatsApp
  - Seasonal collections (Ramadan/Eid)
- 💡 Online ordering through Facebook page/Instagram page
- 💡 High revenue from custom occasions and corporate snack trays

## Key Resources

- Active community (Facebook group)
- Kitchen equipment and packaging inventory
- Trained team (baking, decoration and service)
- Supplier relationships (ingredients, packaging, delivery couriers)

## Key Partners

- Ingredient suppliers (flour, dairy, chocolate and fruit)
  - Packaging vendors (food-safe and heat/moisture resistant packaging)
  - Couriers/Delivery service (citywide coverage)
- 💡 Micro influencers/UGC creators
- 💡 Café partners (Ismailia and nearby cities)

## Cost Structure

- COGS (ingredients + packaging)
  - Labor (production + service)
  - Rent & utilities (store + kitchen)
  - Maintenance (equipment)
- 💡 Marketing (≈ 3,500 EGP/month to start)

# Market Research – Egypt's Desserts and Bakery Market Overview

## Confectionery Market Value

Egypt's confectionery market valued at **\$594.6 million** in **2024**, projected to reach **\$770.85 million** by **2033**, reflecting steady expansion from 2025 onwards.

*Source: IMARC Group*

## Bakery Market Growth

Egyptian bakery market forecast to expand at **5.9% CAGR** between 2025-2031, attributed to diversification toward sweet-bakery options and increased role for modern trade channels.

*Source: 6Wresearch*

## Snacks Category Growth

Egypt's overall snacks category projected to add **\$1.5 billion in value** between 2025-2030, implying a CAGR of 7.3%, underpinning sustained demand for biscuits, cookies, and on-the-go treats.

*Source: StrategyHelix*

## Sweet Biscuits Competition

Egypt's sweet biscuits sub-segment shows **dynamic competition** with packaging innovations, brand-share shifts, and increased importance of freshness cues, indicating stronger consumer traction.

*Source: Sagaci Research*

## Sugar Production

Egypt expected to meet **82.5% of domestic sugar consumption** through local production in Marketing Year 2025-2026, importing the remaining 17.5%, ensuring ongoing ingredient availability.

*Source: U.S. Department of Agriculture*

## Inflation Trends

Consumer price inflation slowed in 2025, with urban headline inflation at **12.0% year-on-year** in August 2025, compared with 13.9% in July 2025, reducing volatility in input costs.

*Source: Central Bank of Egypt*

## Foodservice Market

Egypt's out-of-home food and beverage market estimated at **\$10.35 billion in 2025**, projected to expand further towards 2030, creating consistent opportunities for dessert consumption.

*Source: Foodservice insights*

## Delivery Platform Growth

Delivery Hero (parent company of talabat) disclosed in H1-2025 update that revenue and gross merchandise value in Egypt grew at **double-digit rates**, demonstrating robust demand for delivery.

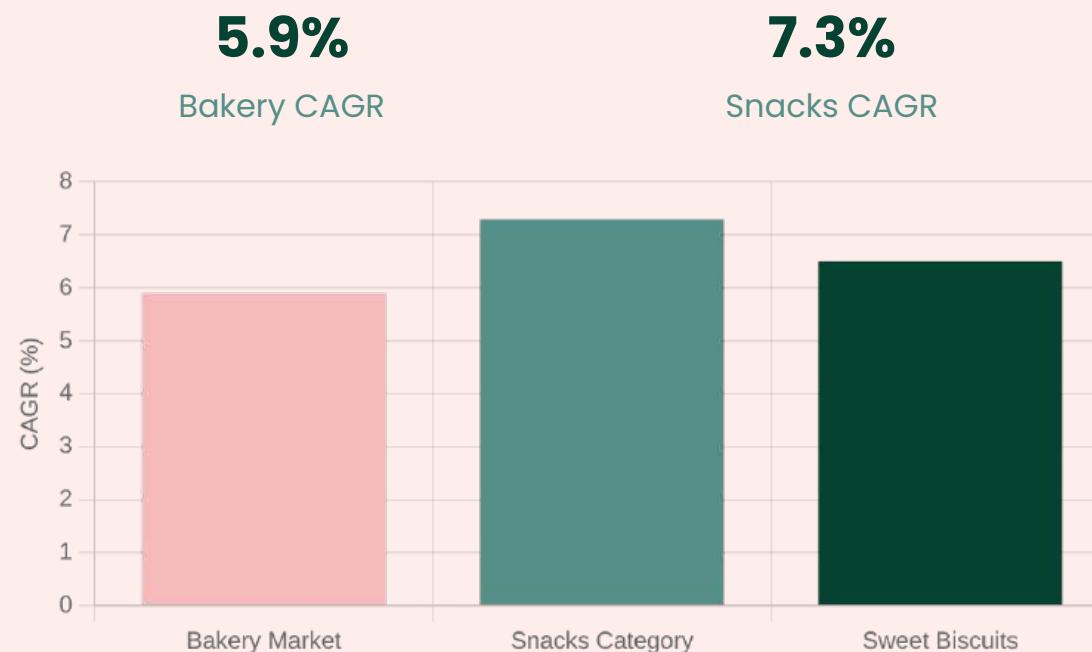
*Source: Delivery Hero*

# Egypt's Desserts & Bakery Market Overview Charts

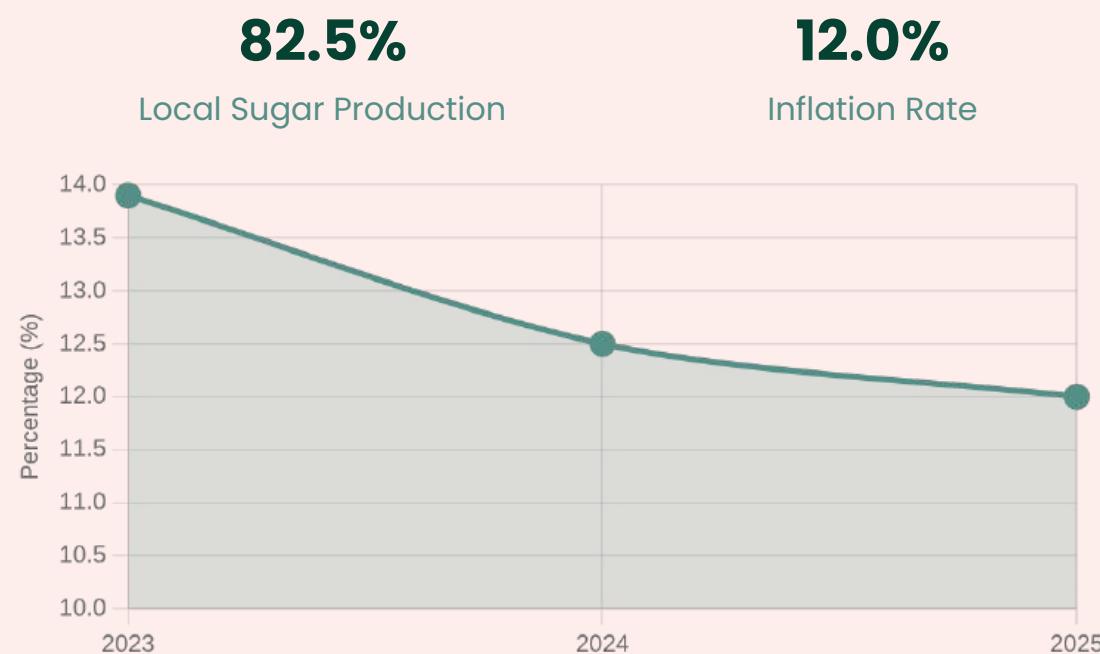
## ↗ Confectionery Market Growth



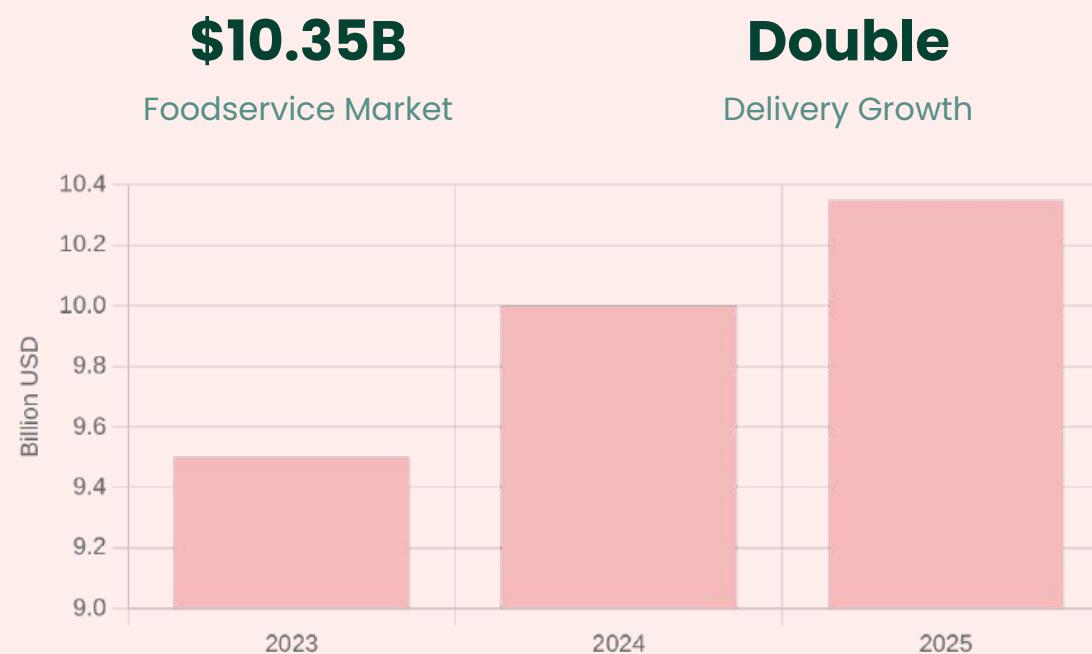
## ↗ Market Growth Rates



## tractor Sugar Production & Inflation



## fork Foodservice & Delivery Growth



💡 Inflation moderation reduces input costs volatility for producers

💡 Delivery platforms show double-digit growth, expanding consumer access

# Consumer Purchasing Behavior in Sweets and Bakery

## 📅 Seasonal Consumption Patterns

- **Ramadan & Eid:** Distinct seasonal personas with strong increases in sweets consumption
- **Limited-time flavors** and gifting formats particularly effective in driving sales
- Egyptian consumers report **higher spending** on food categories during Ramadan

**50%**

Sales spike during  
Ramadan/Eid

**>50%**

Weekly sales on Wed-Fri

## ➕ Health & Quality Considerations

- 35% of Egyptian consumers actively consider health aspects when choosing snacks
- Demand for **lower-sugar recipes**, "natural" ingredient cues, and portion-controlled packaging
- Consumers balancing **affordability with innovation** in their purchasing decisions

**Key Trend: "Clean-label" becoming a significant purchasing factor**

## 🛒 Purchase Drivers & Channels

- **Social media platforms** serve as major channel for discovering new sweet and bakery products
- **Value-for-money** and freshness cues increasingly drive consumer choice
- **Delivery channel** continues to strengthen as a dessert consumption occasion

**Inflation moderation allows households more flexibility to "trade up" to premium products**

## 🍽️ Foodservice Influence

- Cafes and quick service restaurants **expanding dessert menus**
- More occasions where consumers purchase sweets **alongside beverages** or as after-meal treats
- Foodservice experiences **influence at-home re-purchase** decisions

**\$10.35B**

Foodservice market value  
(2025)

**4-8 PM**

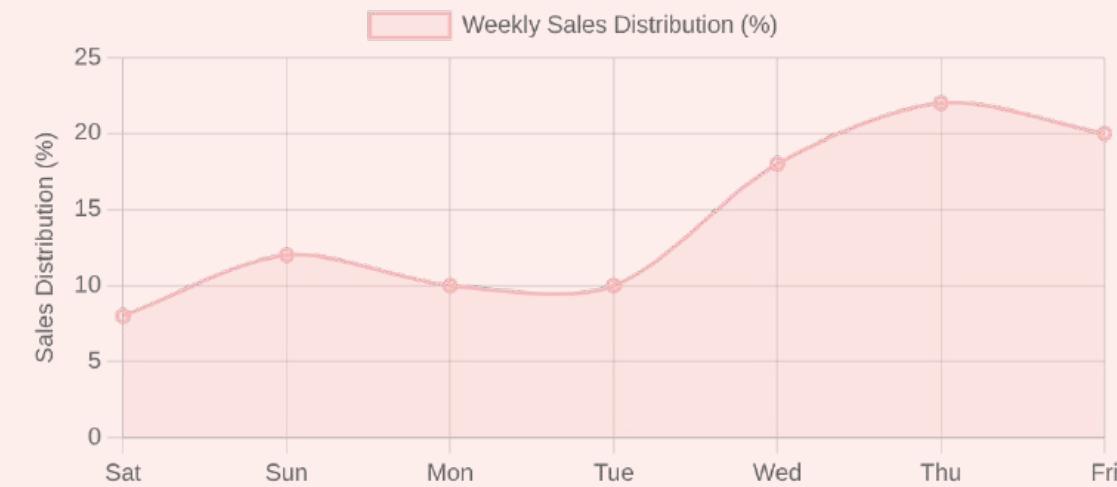
Daily peak purchase hours

# Consumer Purchasing Behavior in Sweets and Bakery (Charts)

## ⌚ Seasonal Sales Patterns

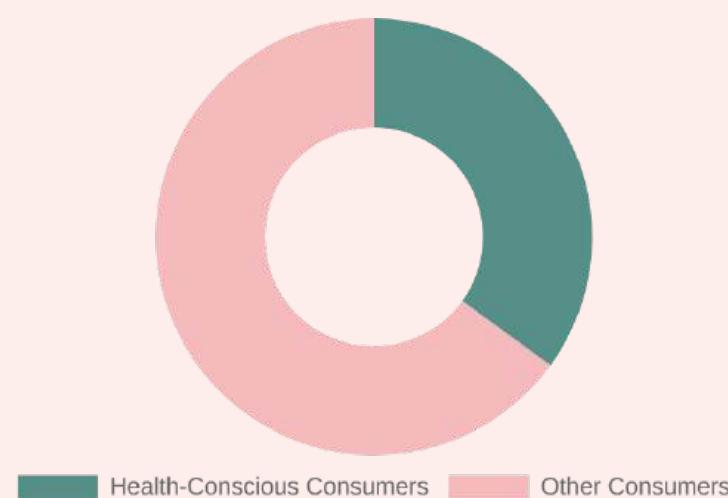


## ⌚ Weekly & Daily Purchase Patterns

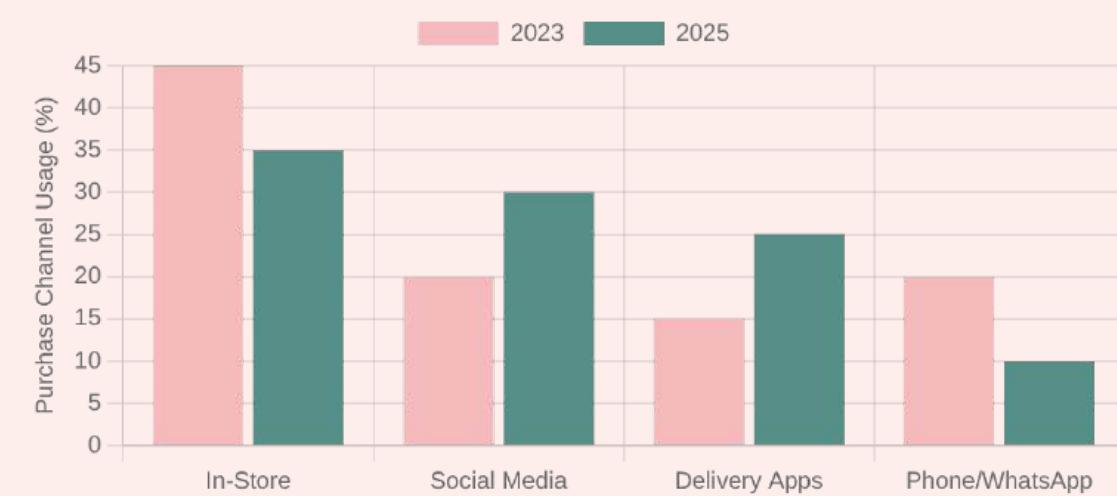


- 💡 Peak hours 4-8 PM post-school/work, with Wednesday-Friday accounting for >50% of weekly sales

## ✚ Health Considerations in Purchase Decisions



## 🛒 Purchase Channel Preferences



- 💡 Social media and delivery platforms show double-digit growth, especially among younger demographics



💡 35% of consumers actively consider health aspects, driving demand for clean-label options

# Market Analysis

## Market Size & Opportunity

### Geographic Scope

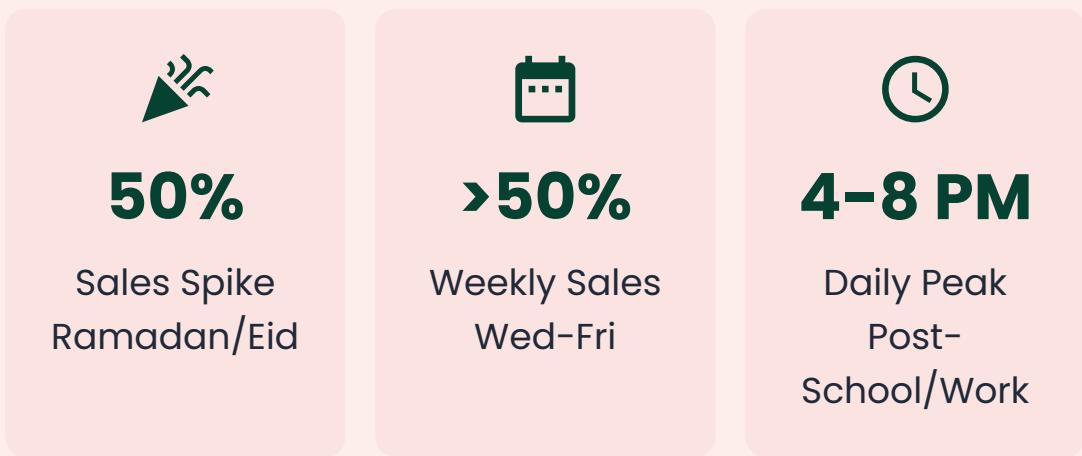


### Market Drivers

- Growing health awareness among Egyptian families
- Social media influence driving dessert trends
- Rising disposable income in canal cities

## Seasonality Analysis

### Peak Periods



### Key Insights

Seasonal patterns show **dramatic sales increases** during Ramadan and Eid, with sales more than doubling compared to regular months. This presents significant opportunities for specialized product lines and targeted marketing campaigns.

Weekly patterns indicate **Wednesday through Friday** account for over half of all weekly sales, suggesting optimal timing for promotions and new product launches.

Daily peak hours between **4-8 PM** align with post-school and work schedules, highlighting the importance of convenient ordering options and delivery services during these times.

**Strategic expansion:** Ismailia → Canal cities → Greater Cairo

**Seasonal peaks create major opportunities for targeted marketing**

*These seasonality insights are based on direct data provided by the business owner, reflecting actual sales patterns observed during peak periods like Ramadan and Eid, as well as weekly and daily sales trends.*

# Marketing Research

## 📱 Channel Effectiveness Research

- **Current Channel Performance:** Facebook Group (High trust, limited reach), WhatsApp (High conversion, operational challenges), Physical Store (Builds credibility but limited hours)
- **Recommended Channel Mix:** Instagram (Visual platform ideal for desserts), TikTok (Trend amplification for younger segment), Facebook Page (Maintain family segment), Google My Business (Local SEO critical)



## ↗ Platform Performance Analysis

### Facebook



Highest reach with 25-50 age group

### Instagram



Strong with 18-35 demographic

### TikTok



Rapid growth among 16-30 demographic

### WhatsApp



Most preferred for ordering

**i** This analysis is based on general social media observations and also referenced professional sources like DataReportal and industry reports from platforms like Hootsuite. This combination ensures that the insights are based on both market-wide trends and reliable digital benchmarks.

## ✉️ Messaging Strategy Research

### Arabic

Most preferable for emotional connection, mainly used on Facebook

### English

Can be used for trendy items especially on Instagram

### Mix

Most effective for broad appeal

### Emoji Usage

Moderate use increases engagement

**i** This messaging strategy research is based on observed audience preferences within the local market and common communication trends.



## 💡 Key Marketing Insights

### Visual Excellence:

📸 Professional photography is a must

### Response Speed:

🕒 Fast responses especially during active times

🔄 Consistency: Consistent posting and engagement

✅ Authenticity: Real customer stories and feedback

👉 Simplicity: Easy ordering process essential



# Competitive Analysis Based on Market Research

## ← Direct Competitors

### Chain Dessert Shops

#### ↗ Strengths

- ✓ Brand recognition
- ✓ Multiple locations

#### ↘ Weaknesses

- ❗ Higher prices
- ❗ Less flexibility in customizing products to local tastes

### Home-Based Bakers

#### ↗ Strengths

- ✓ Personal touch
- ✓ Customization

#### ↘ Weaknesses

- ❗ Inconsistent quality
- ❗ Limited capacity

## ↗ Indirect Competitors

### Traditional Local Bakeries

#### ↗ Strengths

- ✓ Established presence
- ✓ Lower prices

#### ↘ Weaknesses

- ❗ Limited innovation
- ❗ No clean-label focus

### Local Coffee Shops

#### ↗ Strengths

- ✓ Strong social media presence
- ✓ Popular among young adults

#### ↘ Weaknesses

- ❗ Higher prices
- ❗ Lack of specialty and expertise in Bakery and Desserts



A comprehensive Competitor Analysis has been prepared and is presented in a separate Excel document

# Marketing Mix (7Ps) - Part 1

## Product

- ▶ **Core line:** Cinnamon Rolls, Donuts, Cookies, Cheese Cake, Eclairs, Trileçe Cake
- ▶ **Trend line:** Qashtoota, Dubai Cake, Cookie Tart, Despacito Cake
- ▶ **Seasonal:** Ramadan & Eid customized products, winter warmers, summer fruit

💡 Add new bundles: Weekend Family Box, Party Mix, Back to School boxes

💡 Offer custom orders for events and B2B including occasion cakes & corporate trays

## Price

Category	Price Range (EGP)
Singles	10–35 (Cookies/Donuts), 60–80 (cinnamon roll)
Multi-packs	100 (cookies box), 135 (profiterole pack of 15 pcs)

💡 Implement psychological pricing (99 EGP instead of 100 EGP)

💡 Create value bundles with 10–15% savings

💡 Midweek 2+1 on singles & launch discounts on new items

## Place

- ▶ **Store:** Located in Ismailia (currently closed on Saturdays)
- ▶ **Delivery:** Citywide via couriers; standard window 20–30 min
- ▶ **Pick-up:** In-store ordering and pick up, queue management at peak
- ▶ **Local SEO:** Google Business Profile (Google Maps Location)

💡 Extend to Saturday opening to capture weekend holiday footfall

💡 Partnerships with well-known cafes for best-sellers

💡 Plan store expansion: Ismailia → Port Said/Suez → Cairo

# Marketing Mix (7Ps) – Part 2

## ► Promotion

- **Current:** Facebook group community with traditional posting methods



💡 Social Media Platforms: Facebook page, Instagram, TikTok for product beauty

💡 Cadence: 4–5 feed posts + 10–14 stories/week. 1–2 Reels/week

💡 Media plan (≈3,500 EGP/month): 60% Conversion, 40% Awareness

## ► People

- **Production staff:** Pastry cooks and kitchen crew
- **Store service team:** Cashiers, counter staff, customer service
- **Owner:** Managing marketing themselves

💡 Hire dedicated social media manager for content planning

💡 Train all staff on brand values and customer service excellence

💡 Implement customer feedback system with formal response protocols

## ► Process

- **Current:** Orders taken manually via WhatsApp or Facebook DMs
- **Response times:** Vary by staff availability
- **Customer journey:** No standardized process or formal tracking

💡 Implement WhatsApp Business with automated responses

💡 Create order tracking system with status updates

💡 Standardize production schedules and develop crisis management protocols

## ► Physical Evidence

- **Packaging:** Basic packaging without detailed labels
- **Store ambiance:** Provides in-person trust
- **Social media:** Limited presence, relying only on Facebook group

💡 Professional product photography for all available items

💡 Branded packaging with story cards and full labeling

💡 Develop brand style guide and Instagram highlights for customer photos

# SWOT Analysis

## ↗ Strengths

- ✓ Clean-label standards with balanced sweetness
- ✓ Community-born brand with proven demand
- ✓ Small batch freshness & consistent quality
- ✓ Trend agility alongside reliable classics
- ✓ Fair and accessible pricing



## ↘ Weaknesses

- ⚠ Limited marketing budget initially (~3,500 EGP/month)
- ⚠ Capacity constraints at peak, closed Saturdays
- ⚠ Heavy reliance on FB Group/WhatsApp
- ⚠ Delivery dependent on third parties

## 💡 Opportunities

- + Ramadan/Eid seasonal lines, corporate trays
- + Google My Business optimization, micro-influencers
- + Bundles & samplers to lift AOV, loyalty programs
- + Expansion path: pop-ups, cloud kitchen, partner cafes



## ⚠ Threats

- Ingredient price volatility
- Strong local competitors/home bakers
- Delivery delays damaging perception
- Platform algorithm shifts reducing reach
- Copycats on trend items driving price wars



# Strategic Analysis (TOWS)

## ↗ S/O Strategies (Strengths x Opportunities)

### 👉 Clean-Label Seasonal Leadership

Use clean-label expertise to dominate Ramadan/Eid market with preservative-free traditional sweets

### 人群 Community-Driven Expansion

Use community feedback to validate new products before scaling

### 文件 Trend-to-Bundle Strategy

Package trending items with classics in high-margin bundles

### 网格 Quality-Based B2B Entry

Target corporate clients emphasizing consistent quality and clean ingredients

## 🛡️ S/T Strategies (Strengths x Threats)

### ✿ Quality Defense Against Competition

Emphasize ingredient transparency to differentiate from copycats

### 人群 Community Buffer Against Algorithms

Convert Facebook group members to WhatsApp/Phone database (leads)

### 文件 Pricing Flexibility Through Value

Maintain fair pricing by highlighting clean-label value during ingredient inflation

### 握手 Trust-Building Against Delivery Issues

Leverage community goodwill to weather occasional delivery problems

## 💡 W/O Strategies (Weaknesses x Opportunities)

### ↗ Low-Cost Digital Growth

Focus on organic reach by consistent posting routine

### 消息 WhatsApp-First Commerce

Build simple catalog system before investing in full e-commerce

### ⌚ Strategic Capacity Planning

Use pre-orders for seasonal items to manage production constraints

### 📍 Delivery Partnership Optimization

Test multiple couriers during low season to find best partners

## 🛡️ W/T Strategies (Weaknesses x Threats)

### 👉 Budget-Smart Competition Defense

Create referral program to reduce customer acquisition costs

### ❗ Capacity Risk Management

Implement "sold out" messaging to turn constraint into exclusivity

### 文件 Multi-Channel Resilience

Diversify from Facebook dependency gradually

### 🛡️ Operational Excellence Focus

Select 2 most reliable delivery partners and deepen relationships

# SMART Goals - Part 1

## 1 Expand Digital Presence Across Platforms

3 Months

- Move beyond Facebook group to establish strong presence on **Facebook Page, Instagram, and TikTok**
- Reach **9,000 combined followers** within 3 months
- Minimum **3 posts per week** per platform
- Why:** Building credibility across platforms attracts new customers and diversifies traffic sources

## 2 Strengthen Audience Engagement

4 Months

- Build emotional connection through **interactive content**
- Achieve average engagement rate of **10%** on Instagram stories and posts
- Publish at least **10 reels or TikTok videos** with 1,000+ views each within 4 months
- Why:** Engagement converts followers into loyal customers and boosts organic reach

## 3 Increase Overall Sales by 30%

3 Months

- Grow monthly revenue by combining **online campaigns** and in-store promotions
- Boost monthly orders by **30%** and increase monthly revenue proportionally
- Focus on **conversion optimization** and targeted promotions
- Why:** Sales growth validates marketing efforts and covers investment costs

## 4 Drive In-Store Sales and Foot Traffic

6 Months

- Utilize the new physical shop to increase **offline sales**
- Ensure **30% of monthly orders** are from walk-in customers
- Introduce at least **2 in-store-only promotions** per month
- Why:** Not relying solely on online sales builds stability and visibility in the local market

# SMART Goals – Part 2

## 5 Highlight a Signature Product Monthly

Ongoing

- Establish brand identity by promoting a "hero" product
- Feature **1 flagship product** each month through posts, reels, and offers
- Aim for **20% of monthly sales** to come from the featured item
- **Why:** Signature products create recall and make the brand stand out

## 7 Explore Seasonal/High-Demand Opportunities

Next 6 Months

- Tap into special occasions and trends to **boost sales**
- Launch at least **2 seasonal product lines** (Ramadan/Eid, wedding favors)
- Contribute not less than **50% of total monthly sales** during those periods
- **Why:** Seasonal products create buzz and attract new audiences

## 6 Build Customer Loyalty

3–6 Months

- Turn one-time buyers into **repeat customers**
- Implement basic loyalty system (discounts, bundles, referral rewards)
- Increase repeat purchase rate by **20%** within 6 months
- **Why:** Loyal customers reduce acquisition costs and drive steady income

## 8 Expand to New Cities

Long Term

- Launch commercial presence in **2 new cities** (Port Said & Suez) within a year
- Achieve at least **300 paid orders** per city in first 3 months after launch
- Run partner counter or pop-up pilots + local geo-targeted ads
- **Why:** City expansion diversifies revenue and validates multi-city scale model

# Segmentation based on Market Research



## Demographic Segmentation

- **Age:** 10–17: Teenagers, prefer low-cost ready snacks
- **Age:** 18–25: University students, trend-oriented, frequent online orders
- **Age:** 26–40: Young families & professionals, seek quality and convenience
- **Age:** 40–60: Larger families, focus on traditional sweets and gatherings
- **Age:** 60+: Seniors, lower consumption, prefer simple traditional products
- **Income:** Low: Price-sensitive, prefer traditional or local shops
- **Income:** Middle: Balanced choice of price and quality (mid-tier brands)
- **Income:** High: Premium segment, looking for clean-label and branded products



## Geographic Segmentation

- **Urban Areas:** Cairo, Alexandria, Giza – high demand for delivery & premium products
- **Suburban Cities:** Canal cities & Delta – value for money preference
- **Rural Areas:** Strong preference for traditional sweets (Basbousa, Kunafa, Zalabia)



Urban



Suburban



Rural



## Psychographic Segmentation

- **Health-conscious consumers:** Focused on clean-label, low-sugar, or gluten-free options
- **Traditional lovers:** Loyal to classic oriental sweets
- **Trend seekers:** Attracted to new dessert trends on Instagram and TikTok
- **Luxury seekers:** Prefer high-end brands (e.g., Patchi, Nola, La Poire)



Health-conscious



Traditional



Trend seekers



Luxury seekers



## Behavioral Segmentation

- **Occasions:** Birthdays, weddings, family gatherings, seasonal peaks (Ramadan, Eid)
- **Buying Motivation:** Personal indulgence or cravings (snacks and single items), Gifting (premium packaging), Events (cakes, oriental trays)
- **User Type:** First-time buyers: Attracted by promotions and sampling, Repeat customers: Loyal buyers, respond well to loyalty programs, Seasonal buyers: Purchase mainly during festive seasons



Occurrences



Motivation



User Type

**i** \* These seasonality insights are based on direct data provided by the business owner, reflecting actual sales patterns observed during peak periods like Ramadan and Eid, as well as weekly and daily sales trends.

# Targeting Strategy + Positioning

## Primary Target

**60%**

### Family Segment "Family Treaters"

- **Primary decision-makers:** Parents aged 26-40
- **Purchase frequency:** 3-4 times/month, peaks Thursday-Saturday
- **Key concerns:** Sugar content, preservatives and allergens
- **Preferred channels:** Facebook, WhatsApp and word of mouth

#### ! Why Priority?

- Largest volume potential
- Consistent repeat purchases
- Word of mouth influencers
- Less price sensitive for quality

## Secondary Target

**30%**

### Young Adults Segment "Trend Seekers"

- **Ages:** 18-25, students and young professionals
- **Characteristics:** Trend-driven and social media active
- **Purchase triggers:** New launches and social gatherings
- **Price sensitivity:** Price-sensitive but willing to pay for trends
- **Preferred channels:** Instagram, TikTok

#### ! Why Important?

- Early adopters of new products
- Future primary customers
- Lower acquisition cost via social media

## Opportunity Target

**10%**

### B2B Segment "Corporate Buyers"

- **Opportunities:** Office celebrations, weddings and big occasions
- **Order values:** Higher order values
- **Requirements:** Reliability and professional presentation
- **Preferred channels:** Facebook, Instagram and WhatsApp Business

#### ! Why Important?

- High order values
- Predictable demand partnerships
- Potential brand credibility

## Positioning

For families and young adults in Egypt who want premium tasting experience without the premium price, we are the clean-label dessert brand that combines homemade warmth with professional quality. Every product is preservative-free, trend-aware, and offered at a fair price.

# Brand Positioning

## ★ Positioning Statement

For families and young adults in Egypt who want a premium-tasting experience without the premium price, we are the clean-label dessert brand that combines homemade warmth with professional quality. Every product is preservative-free, trend-aware, and offered at a fair price, with easy pickup or fast delivery.

## ▣ Competitive Frame of Reference

Modern dessert and bakery options serving Egyptian families, students, and events, from local shops to premium chains and social-first brands.

## ▢ Target Segments

- **Primary:** Family Treaters (parents 26-40): largest volume potential and repeat purchases, lower price sensitivity for quality and reliability.
- **Secondary:** Young Adults 18-25 (Trend Seekers): early adopters, highly social, price sensitive yet willing to pay for on-trend items.
- **Opportunity:** Corporate buyers and Event planners: larger order values and strong referral effects.

## ◆ Points of Difference

- Clean-label, preservative-free recipes with balanced sweetness.
- Homemade warmth combined with professional quality in taste and presentation.
- Fair pricing that works for families and students, with smart bundles and timed promos.
- "What you see is what you get" portion consistency and reliable packaging.

## ◆ Points of Parity

- Social presence and visual appeal
- Product variety suitable for occasions and events
- Accessible ordering and customer support

## ◆ Reasons to Believe

- Small-batch freshness and punctual delivery.
- Service promise badges such as "On time or we compensate", plus transparent fees.
- Easy pre-ordering, receipts or invoices on request, and consistent product photography versus delivered items.

## ◆ Value Proposition

The flavors you see online, made clean. Preservative-free, balanced sweetness, priced fairly, available for easy pickup or fast delivery.

# Brand Positioning - Part 2

## 📣 Messaging Pillars

- Clean-label enjoyment with balanced sweetness and quality ingredients.
- Family value and reliability with fair prices, bundles, and on-time delivery.
- Trend-ready and social-first drops, unboxing moments, and student-friendly deals.

## 👤 Brand Personality

- Warm
- Reliable
- Practical
- Social-first
- Trend-aware

## 🏷️ Pricing and Packaging Position

Mid-tier fair pricing with Family Box offers, tray-plus-minis discounts, student codes, first-72-hour launch promos, and campus-friendly pickup options.

## 🗣️ Elevator Pitch

We make clean-label desserts that taste premium without the premium price. Perfect for family moments, campus treats, and events. Punctual delivery, social-worthy looks, and a quick WhatsApp checkout.

## ▣ Taglines

Balanced sweetness, accessible price.

Home warmth, pro quality.

Premium taste, fair price.

Trends made clean.

Family treats, student-friendly.

Fresh batches, right on time.

What you see is what you get.

## 👀 Proof-Point Menu for Creatives

- "Preservative-free", "Balanced sweetness", "Small-batch" badges.
- "On time or we compensate" service promise.
- "Student deals" and "Weekend Family Box" callouts.
- "Fast pickup" and "WhatsApp order" stickers.

## 📍 Where to Activate

- **Families:** Facebook content with WhatsApp confirmation and scheduled delivery.
- **Trend seekers:** Instagram Reels and TikTok, limited-time drops, unboxing clips.
- **B2B and events:** Instagram highlights and WhatsApp Business catalogs with ready-made packages.

# Buyer Persona 1 – Dina, Stay-at-Home Mom



## Dina

Stay-at-Home Mom (Married, 1 Child)

### Profile

- **Age:** 31, married, one 5-year-old child
- **Role:** Primary household decision-maker
- **Income:** Budget-conscious, mid-income household

### Goals

- Provide safe, kid-friendly treats for family occasions
- Find reliable delivery at predictable family times
- Keep purchases affordable without sacrificing quality

### Pain Points

- Overly sweet or heavy desserts that kids reject
- Inconsistent portion sizes and presentation
- Unclear allergen information
- Delivery delays that disrupt family routines

### Barriers

- Early kid bedtime limits ordering windows
- Peak-hour congestion causes late deliveries
- Prefers cash or wallet payments over cards
- Hesitant to try new vendors without strong local reviews

### Common Objections

- "Is it too sweet for my child?"
- "Can you guarantee nut-free/dairy-safe options?"
- "Why is delivery so expensive?"
- "Last time the order was late."

### Purchase Triggers

- Thursday to Saturday family time and small home gatherings
- School events and PTA functions
- Recommendations from other moms and high Facebook page ratings

### Decision Process

1

Sees post or hears recommendation

2

Checks Facebook reviews and product photos

3

Asks quick questions via WhatsApp or comments

4

Places small test order for weekend family time

5

Reorders if taste, portions and delivery meet expectations

# Buyer Persona 2 – Ahmad, Family-First Dad



## Ahmad

Family-First Dad (Married, 3 Kids)

### 👤 Profile

- **Age:** 38, married, three children aged 6, 9 and 12
- **Role:** Primary earner, value-focused but quality-oriented
- **Income:** Plans weekend treats and birthday celebrations

### 🚩 Goals

- Create special home moments with dependable quality
- Secure reliable, on-time delivery and easy bulk pre-orders
- Obtain receipts and clear billing when needed

### 😢 Pain Points

- Late deliveries during peak times
- Stability issues with cream and icing during transit
- Hidden delivery or service charges
- Difficulty getting official receipts or invoices

### 🚫 Barriers

- Busy schedule requires guaranteed delivery windows
- Needs clear lead times for large orders
- Budget balancing for larger households

### ❓ Common Objections

- "Can you guarantee 7 pm delivery?"
- "Will this stay fresh after our family dinner?"
- "Too pricey for trend items."
- "I need an invoice for accounting."

### 🛍 Purchase Triggers

- Thursday and Friday evenings, match nights and birthdays
- Relatives visiting or special family meals
- Bundle deals and saver-offers for larger orders

### ↗ Decision Process

1

Identifies need for occasion or weekend treat

2

Reviews photos and pricing online

3

Sends WhatsApp for slot confirmation and invoice availability

4

Pays deposit for larger orders

5

Evaluates delivery punctuality and portion sizes; repeats if satisfied

# Buyer Persona 3 – Nouran, University Student



## Nouran

University Student (Gifter & Trend-Seeker)

### 👤 Profile

- **Age:** 20, undergraduate student
- **Role:** Active social circle, orders for campus and small celebrations
- **Income:** Dependent on allowance, price-sensitive

### 🏁 Goals

- Access IG-worthy, on-trend desserts for social sharing
- Fast, low-friction ordering between classes
- Affordable sharing and gifting options with campus-friendly pickup

### 😢 Pain Points

- Slow DM replies that kill impulse purchases
- High minimum order thresholds for small groups
- Confusion about campus pickup logistics
- Perception that "clean" means less tasty

### 🚫 Barriers

- Limited budget and no credit card
- Campus access restrictions for courier delivery
- Tight class schedules and short windows for pickup

### ❓ Common Objections

- "DMs are too slow."
- "Delivery fee to campus is high."
- "Is it as tasty as the sugary versions?"
- "Can I get a smaller size?"

### 🛍 Purchase Triggers

- New trend drops and first-72h launch promos
- Exam-week treats and friend tags
- Eye-catching unboxing and unwrapping videos

### 〰 Decision Process

1

Sees a Reel or an influencer post

2

Saves or tags a friend, then DM or click-to-WhatsApp

3

Selects sampler or small box, chooses campus pickup

4

Picks up on schedule

5

Posts UGC if impressed

# Buyer Persona 4 – Sara, Independent Event Planner



## Sara

Independent Event Planner (29, Single)

### 👤 Profile

- **Age:** 29, single, early-career entrepreneur
- **Role:** Runs own event planning service for weddings, engagements, private parties
- **Income:** Mid-income but growing; manages client budgets directly

### 🚩 Goals

- Deliver memorable, flawlessly executed events
- Build reputation for creative, elegant setups
- Partner with reliable vendors for catering and desserts
- Simplify logistics with flexible vendors

### 😢 Pain Points

- Vendors who are late or miss deadlines on critical event days
- Poor presentation that clashes with event aesthetics
- Lack of flexibility for custom requests

### 🚫 Barriers

- No clear packages or price transparency
- Inability to provide tastings before confirming
- Limited customization for themed events
- Vendors without strong portfolio or past event experience

### ❓ Common Objections

- "Can you adapt to the wedding theme and decor style?"
- "Do you provide tastings before final booking?"
- "What happens if we need to adjust the order last-minute?"

### 🛍 Purchase Triggers

- Engagement season, peak wedding months, conference calendar
- Strong word-of-mouth referrals from previous clients
- Seeing sample setups that align with event theme
- Attractive package deals for full-service catering and desserts

### ~, Decision Process

1

Client approaches via Instagram/WhatsApp or referral

2

Request brochure/menu with themes and pricing

3

Arrange tasting or design mockup

4

Approve final package and confirm contract

5

Execute event with day-of coordination and post-event follow-up

# DIGITAL MARKETING STRATEGY

**AD RANGERS TEAM**

AYA GAMAL - سكر مظبوط



# سکر مطبوط - AYA GAMAL

## SOCIAL MEDIA LINKS

 /sokkarmazboot

 /sokkarmazboot

 @sokkarmazboot

 01020011725



# Strategic Objectives

- 1- Strengthen brand identity and perceived professionalism.**
- 2- Migrate and grow a qualified, engaged audience on the official social channels.**
- 3- Promote hero products and daily menu items to maximize orders and revenue from both new and existing customers.**
- 4-Centralize orders and customer communication through WhatsApp Business.**
- 5- Standardize communication, improve customer experience, and enable the owner to monitor performance.**

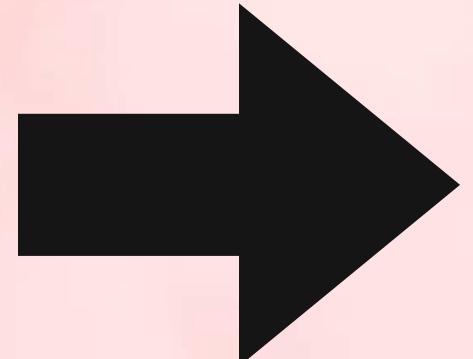
**\*A separate content plan document translates this strategy into weekly and monthly actions.**

# Brand Identity and Rebranding Strategy

The original logo did not reflect the real quality and potential of the products. The brand looked less professional than it actually is.

## Logo Redesign and Visual Refresh

A clean, modern, dessert-focused style that feels warm and appetizing.



# Avoiding Customer Confusion

Communicate clearly and repeatedly that:

- It is the same brand and the same (or better) product quality.
- Only the logo and packaging are being refreshed.

Use both the group and the official pages to reassure existing customers during the transition.  
Explain that packaging will be updated gradually to set expectations and maintain trust.



# Community and Channel Strategy

The existing Facebook Group is a strong, loyal community that already trusts the brand.

## Goals

Use the group as a bridge to grow the official Facebook Page and Instagram account.



# Content and Visual Strategy

Desserts are highly visual. Content should be image-led, consistent, and appetite-provoking.

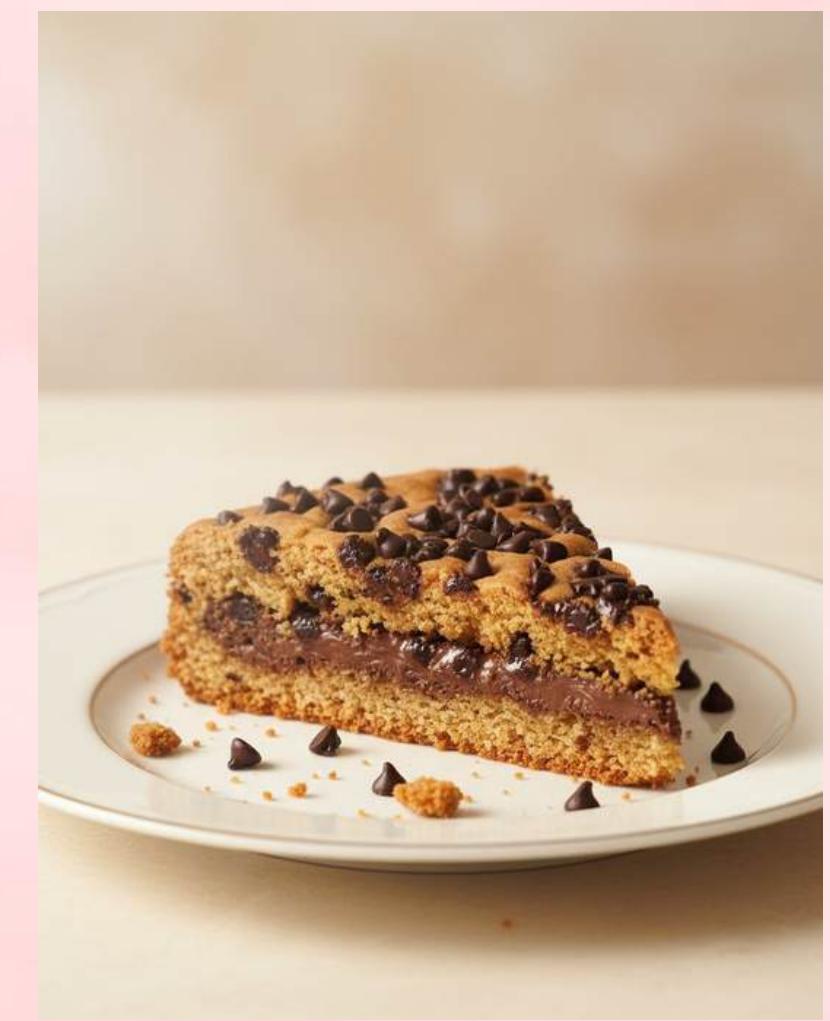
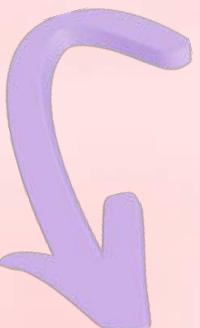
## Visual Direction

Use consistent, high-quality product visuals.

Ensure the feed looks cohesive, so the brand is recognizable even from colors and layout before reading the logo.



# Visual Transition

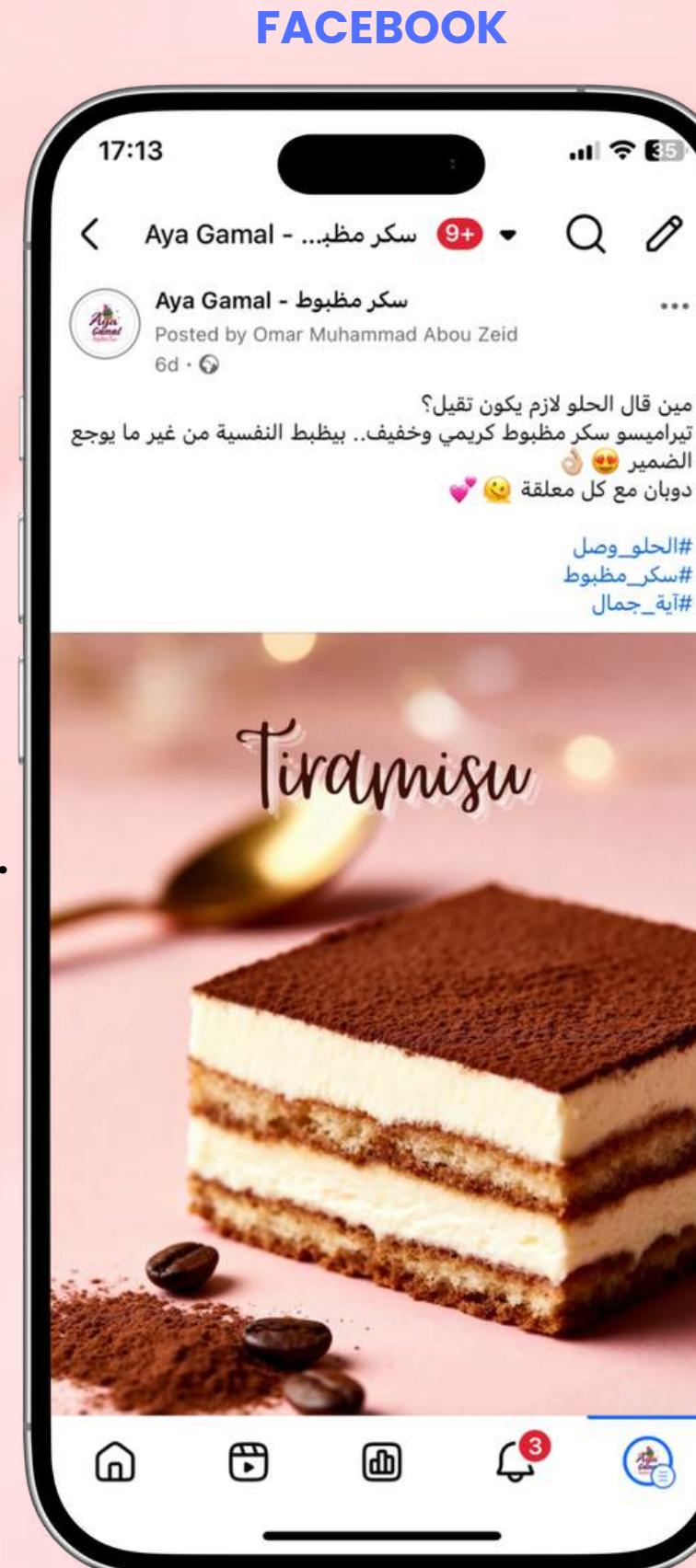


# Language and Captions Strategy

The same visuals are used on both platforms, but captions are adapted to each audience to keep relevance high and maximize engagement.



**Captions in Arabic,  
Friendly and Conversational,  
Matching the tone of the local community.**

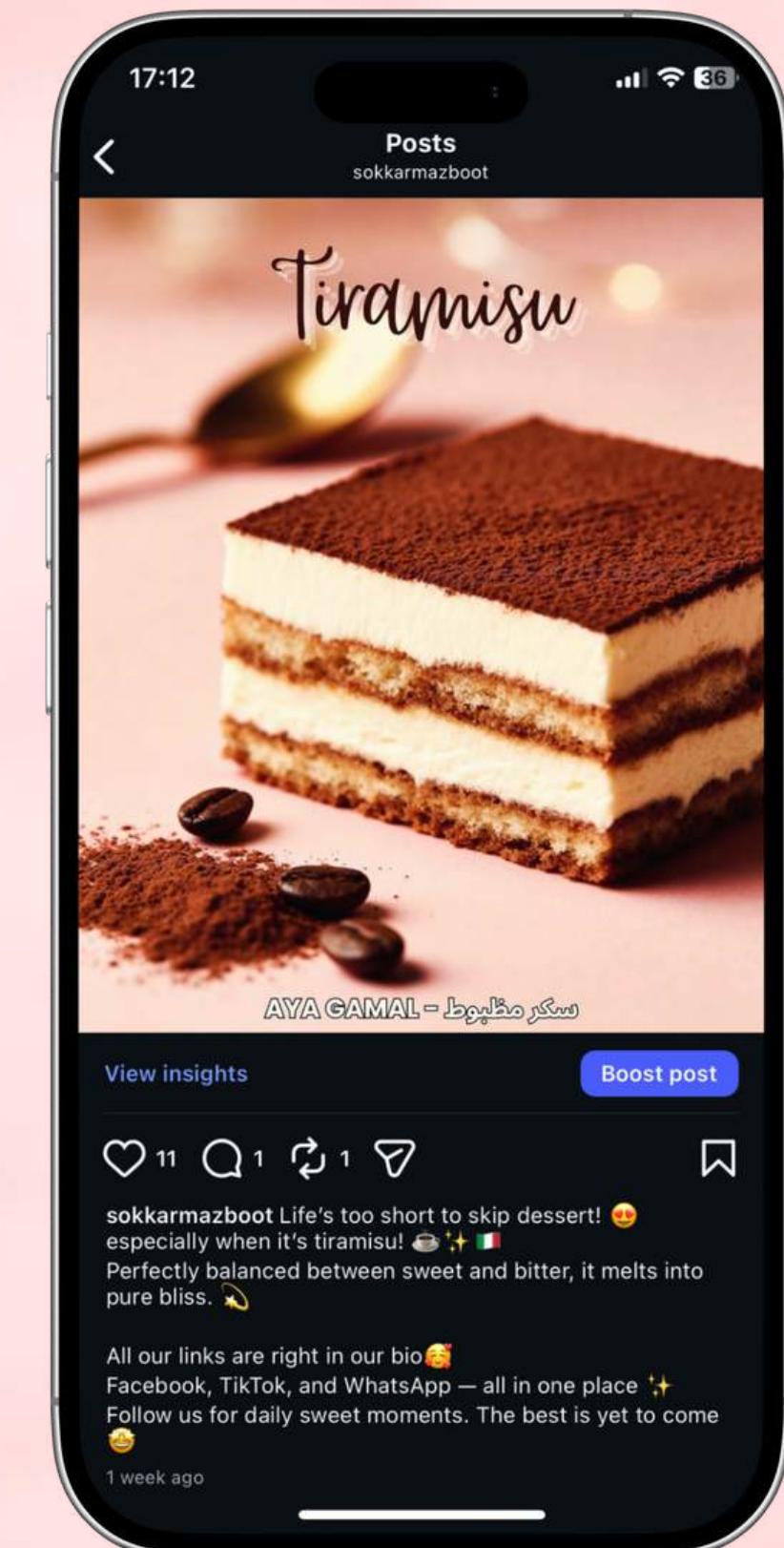


FACEBOOK

INSTAGRAM



**Captions in English,  
Simple and Modern,  
Reflecting Typical Instagram Behavior and  
Style.**



# Branded Hashtags and Brand Recall

**Reinforce the brand name and core messages in customers' minds**

**Use a fixed set of branded hashtags across posts, Reels, and stories, such as:**

#الحلو\_وصل

**A way to celebrate the brand's presence and activity on social media.**

#سكر\_مطبوط

**Associate it with the idea of perfectly balanced sweetness.**

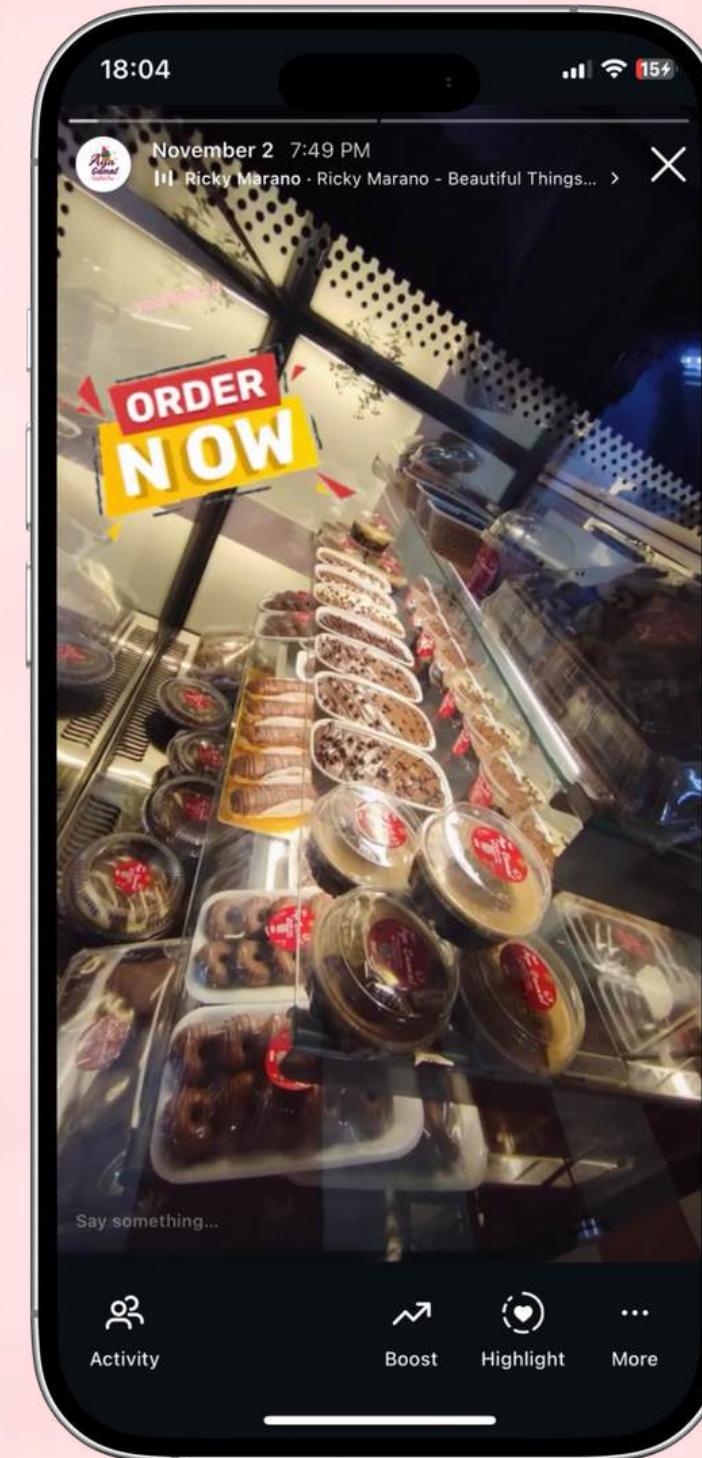
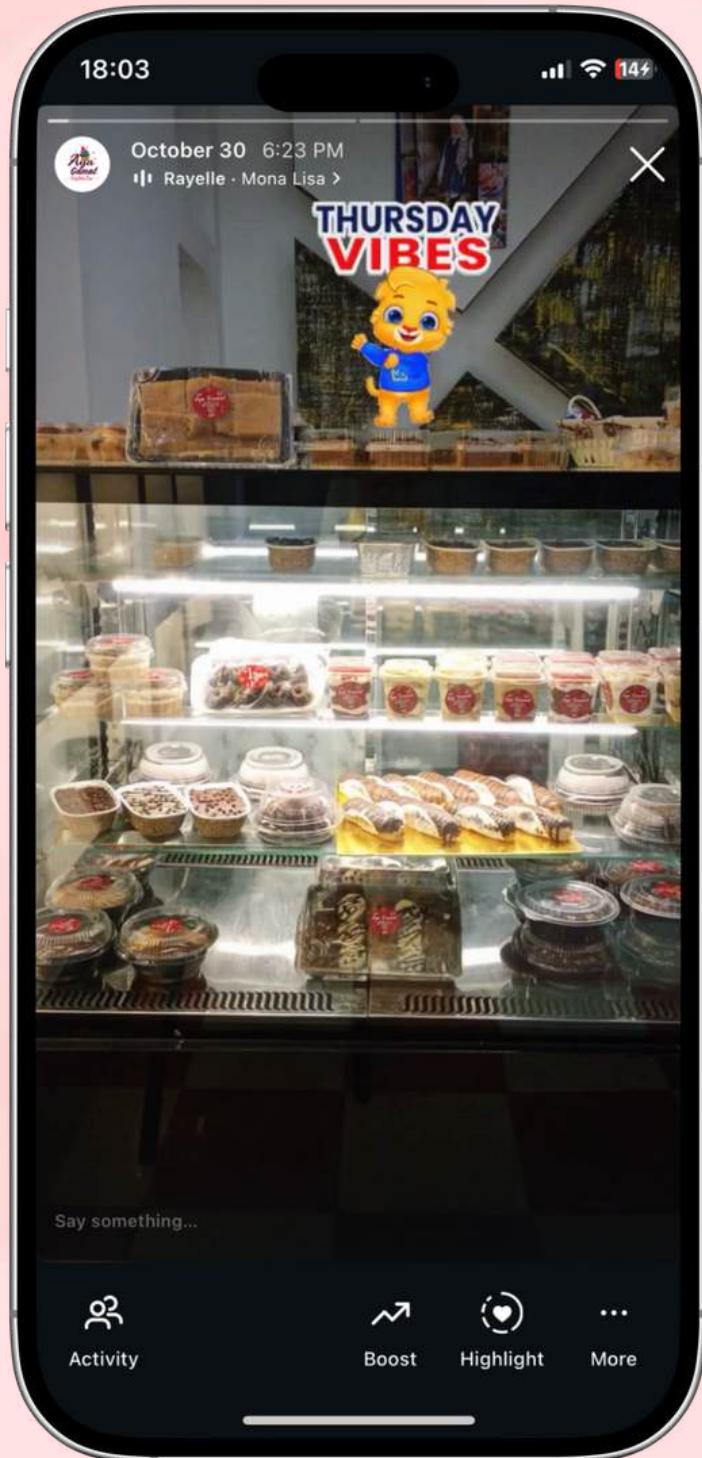
#آية\_جمال

**Imprint the brand owner's name.**



# Stories Usage

**Use Stories to create urgency, clear remaining stock, and drive instant WhatsApp orders in the last hours of the day.**



# Customer Experience and Messaging Automation

Deliver a consistent, professional experience across all our conversations.

## Setting Automated Messages

The image shows two iPads side-by-side, each displaying a different screen of the 'Edit automation' feature within a messaging inbox interface.

**Left iPad Screen:** This screen shows the configuration of an 'Instant reply' automation. The 'Instant reply' switch is turned 'On'. The 'Channel' section includes checkboxes for Messenger (checked), Instagram (checked), and WhatsApp (unchecked). The 'When this happens' section states 'Aya Gamal - سكر مطبوط receives a message on the selected platforms.' The 'Take this action' section says 'Reply instantly to the customer.' Below this, the 'Message' section contains a template message in Arabic:

يا رب تكون بوقتك حلو  
 ممكن تسيب استفسارك وهرد على حضرتك في أقرب وقت ممكن  
 ممكن تطلب أوفر من هنا  
 wa.me/201020011725  
 أو تدور في المحل  
 https://maps.app.goo.gl/pPPCBm4uNDYtnF6Q97g\_staw موعده الأدد  
 الجمعة 21 ذي القعده 11  
 العمل خاتماً الأدد

**Right iPad Screen:** This screen shows the configuration of an 'Away message' automation. The 'Away message' switch is turned 'Off'. The 'Channel' section includes checkboxes for Messenger (checked), Instagram (checked), and WhatsApp (checked). A note at the bottom of this section states: '⚠ If you already have 'Away message' turned on in the WhatsApp Business app, please turn them off to avoid duplication.' The 'When this happens' section states 'Aya Gamal - سكر مطبوط is away.' The 'Select the hours when you're away each week' section allows setting away hours for each day of the week. The current settings are:

Day	Away hours
Sun	12:00AM-01:00PM
Mon	12:00AM-01:00PM
Tue	12:00AM-01:00PM

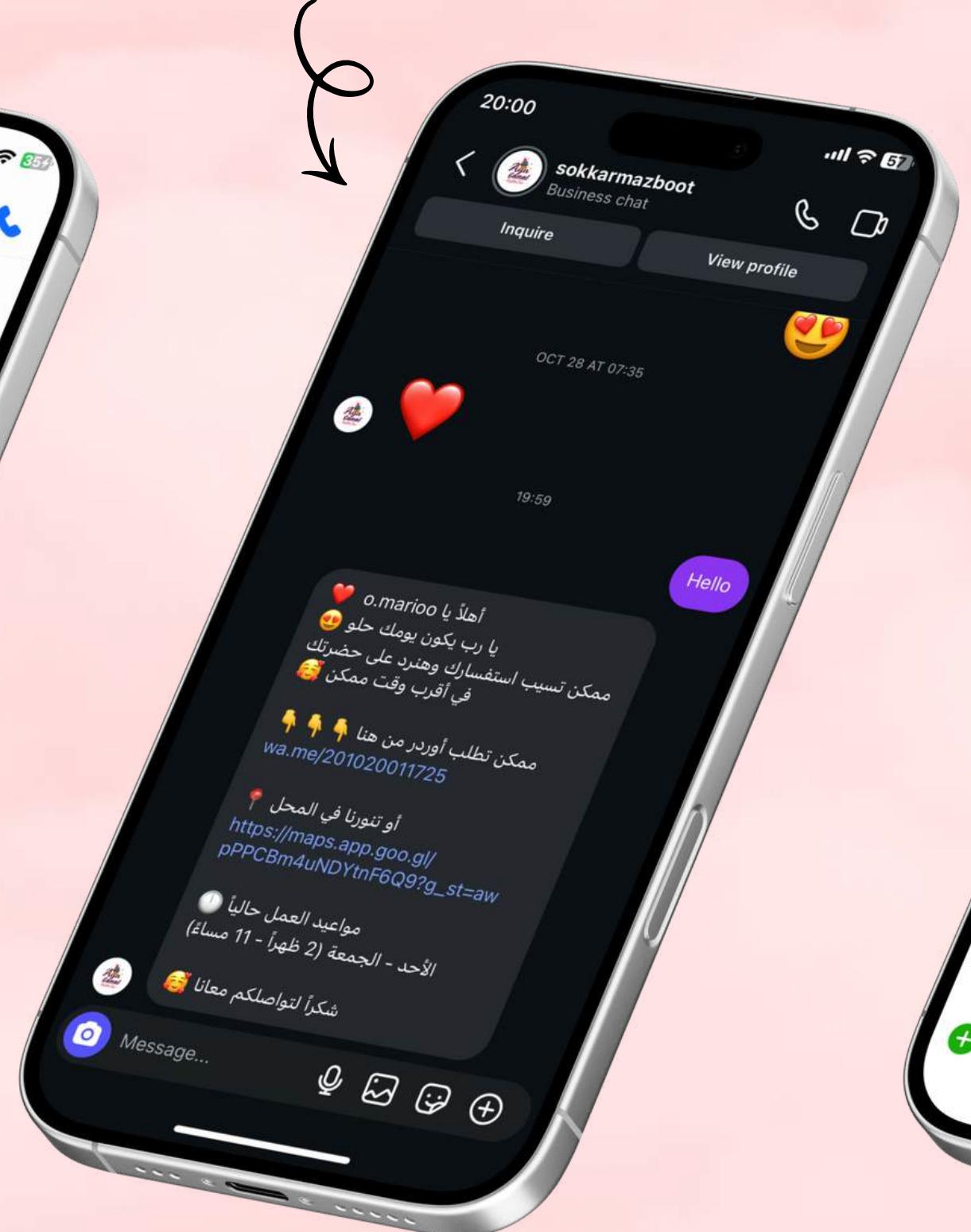
Below these screens, there are preview buttons labeled 'Preview in Messenger' and 'Preview in WhatsApp' respectively, followed by 'Cancel' and 'Save changes' buttons.

# Customer Experience and Messaging Automation

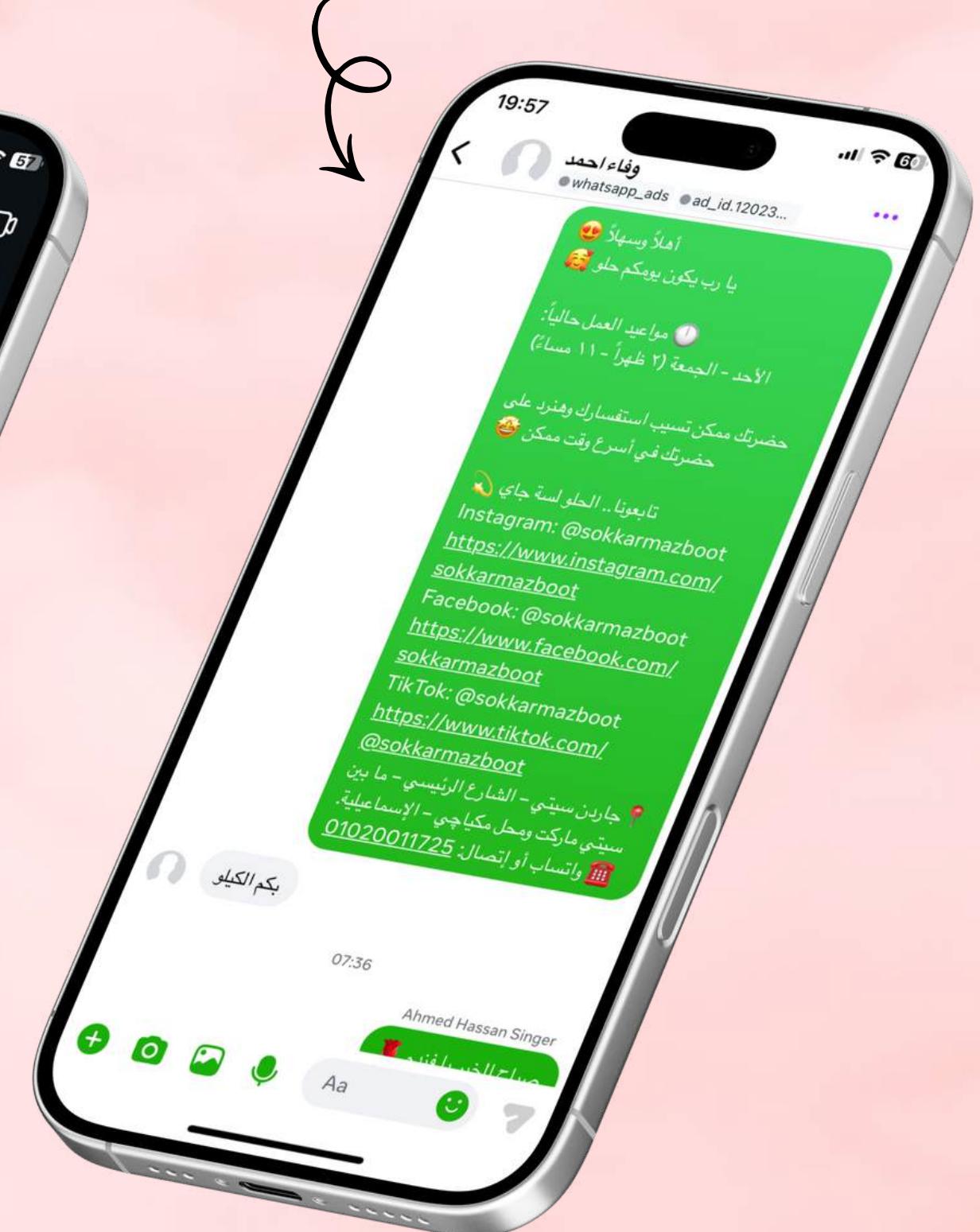
Facebook Messenger Greeting Message



Instagram Greeting Message

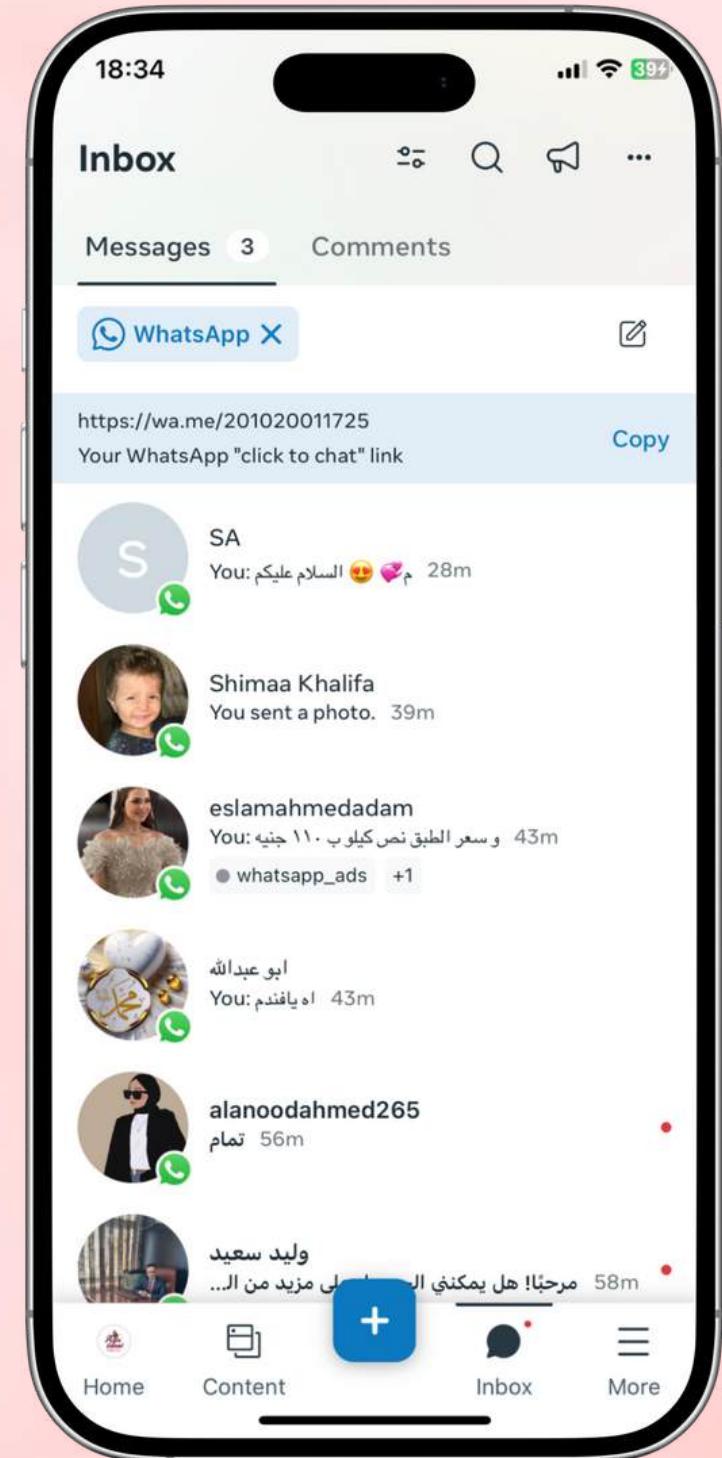
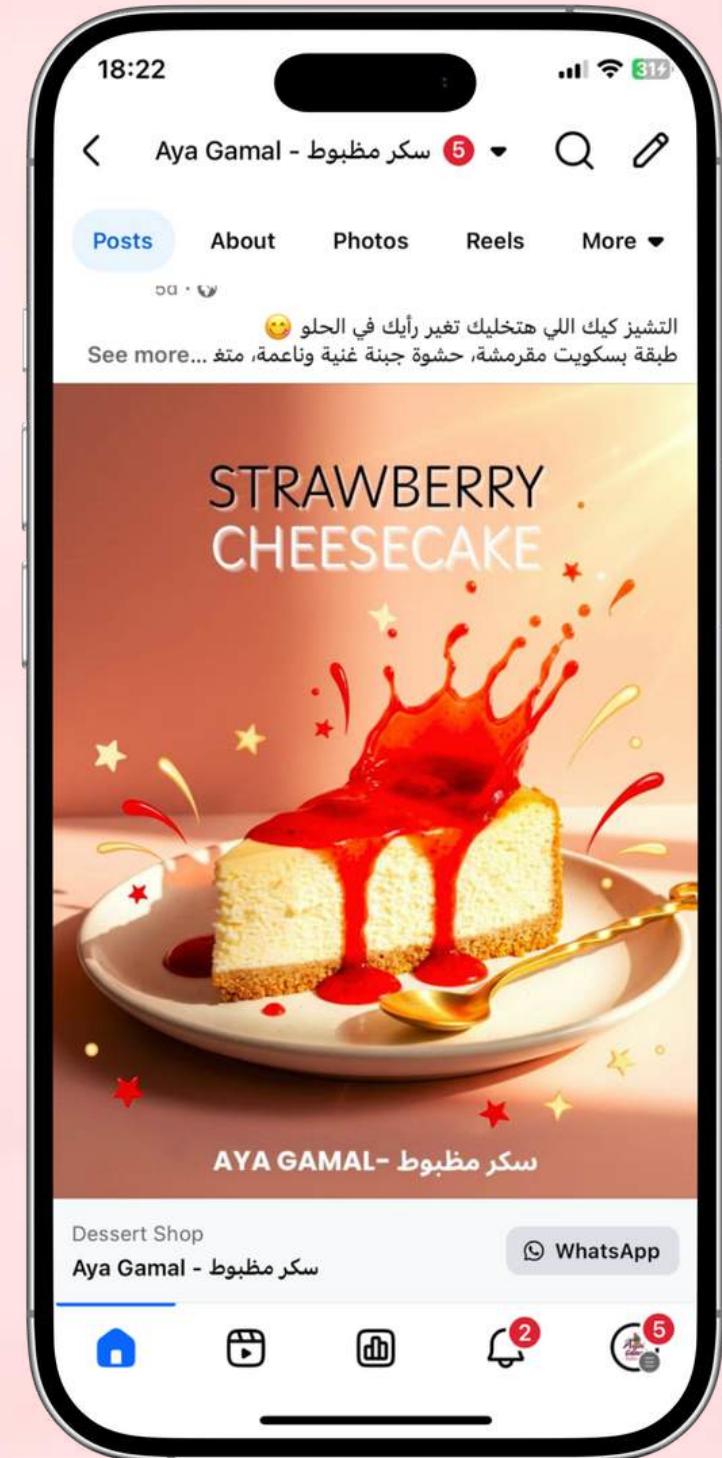
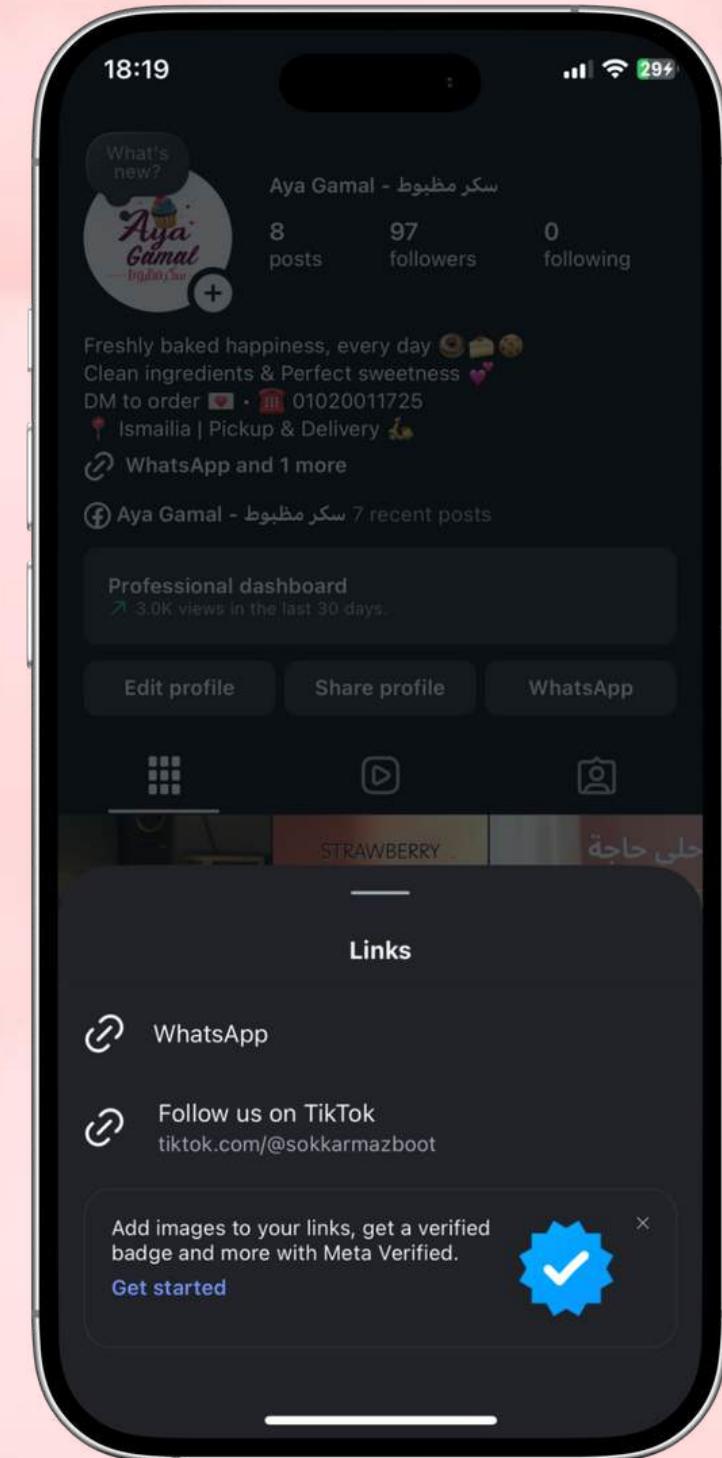


WhatsApp Away Message



# Conversion and Ordering Strategy (WhatsApp-Centric)

Make WhatsApp Business the main channel for orders and customer communication.



# Team Training and Monitoring

## Staff Training

Train the in-store team on:

Tone of voice with customers.

How to use WhatsApp Business professionally.

How to handle complaints and resolve issues.



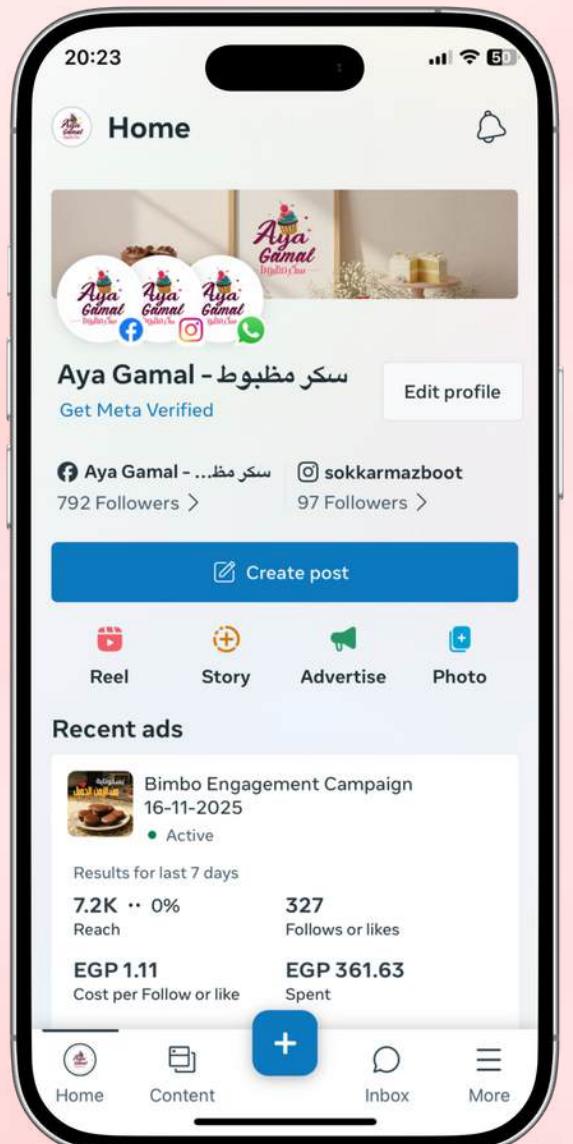
## Meta Business Suite integration

Connect WhatsApp Business to Meta Business Suite to:

Monitor incoming messages.

Review response times and quality.

Ensure no customer is left without an answer.



## Owner Enablement

Train the business owner on the basics of Meta Business Suite so they can:

Monitor performance from a bird's-eye view.

Track message volume and general behavior on WhatsApp.

Give feedback to the store team and coordinate with the marketing side.



# Content Rollout

## (Organic Posts)

Social Media Launch Awareness



Rebranding Announcement



Daily Menu Awareness



Ongoing Product Spotlight



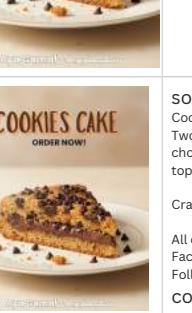
# Social Media Plan



Content type	Platform	Publish date	Publish time	Visuals	The caption	Hashtag	CTA	Status	Buyer journey	marketing funnel	target segment	buyer persona	SMART objective	Link to published post
Photo	Face & insta	23 Oct 2025	02:39 PM		N.A.	N.A.	Follow	Published	Awareness	MQL	Primary & Secondary	All	updating the profile picture and visual identity on Facebook and Instagram, aiming for a 20% growth in reach and engagement within two weeks after the update.	@Aya Gamal - مطبوط
Photo	Facebook	25 Oct 2025	05:42 AM		We are now live on social media platforms Follow us on Instagram: <a href="https://www.instagram.com/sokkarmazboot">https://www.instagram.com/sokkarmazboot</a> Follow us on TikTok: <a href="https://www.tiktok.com/@sokkarmazboot">https://www.tiktok.com/@sokkarmazboot</a>	#أية جمال #سکر مطبوط #الحلو وصل	Follow	Published	Awareness	Opprtunity	Primary & Secondary	All	"Increase brand visibility by announcing Sokkar Mazboot's launch on Instagram and facebook, aiming to reach 500 profile visits and 100 new followers within 2 weeks."	@Aya Gamal - مطبوط
photo & story	Face & insta	25 Oct 2025	09:00 PM		بدأنا من مطبخ بسيط، بفكرة صيفية.. إن الحلويات مش بس طعم حلو لكنها لحظة تجتمع الناس حوالين بعض كل ثورتة كانت فرحة عيد ميلاد وكل طبق كحل كان سبب لامة أول يوم العيد وكل كيكة خرجت من عندي هدية لحد يتحبه.. ومع كل عمل قابل كلمة حلاوة، كبرنا خطوة بخطوة بحسب ما يقينا عيلة كبيرة على جروب الفيسبوك، البارادا ببدأ أحصل جديد من الحكاية، دلوقتي تقينا موجودين نشسل رسمي على السوشال ميديا سكر مطبوط لوقتي معامك على فيسبوك وإنستاجرام وتيك TOK نفس الطعام اللي بتتجهوا، نفس الجودة اللي أعوتدوا عليها، س.س في شكل أحمل وتنظيم أكثر تابعونا.. الملو لسة جاي Instagram: @sokkarmazboot <a href="https://www.instagram.com/sokkarmazboot">https://www.instagram.com/sokkarmazboot</a> Facebook: @sokkarmazboot <a href="https://www.facebook.com/sokkarmazboot">https://www.facebook.com/sokkarmazboot</a> TikTok: @sokkarmazboot <a href="https://www.tiktok.com/@sokkarmazboot">https://www.tiktok.com/@sokkarmazboot</a> جاردن سيتي - الشارع الرئيسي - ما بين ستي ماركت ومحل مكياجي - الإسماعيلية اطلب وأسأباب أو اتصال على رقم: 01020011725 <a href="http://wa.me/201020011725">wa.me/201020011725</a> أو ممكن تسيبنا رسالة على فيسبوك وإنستاجرام وهنرد عليك في أسرع وقت	#أية جمال #سکر مطبوط #الحلو وصل	Follow	Published	Awareness	Visit	Primary & Secondary	All	To increase brand awareness and social media following by 40% within two weeks by sharing the origin story and values of Sokkar Mazboot, while inviting followers to engage via Instagram, Facebook, and TikTok.	@Aya Gamal - مطبوط
photo & story	Facebook	27 Oct 2025	08:10PM		غيرنا اللوجو، بسطعم زي ما هو (Rebranding) عمدنا تجديد للهوية عشان نبدأ أحصل جديد من الحكاية ونخلطي تجربتكم أخلى اللوجو كان أول خطوة، التغليف كله هيتجدد، وخلال أسبوع فقلة إن شاء الله، التغليف كله هيتجدد بشكل متناسق مع الهوية البصرية الجديدة قولولوا رايكم في اللوجو الجديد؛ وحليكم دادما فانيرن كل حاجة ممكن تغير، إلا السكر، دائمًا سكر مطبوط جينا فنكركم إننا كمان بقينا موجودين معامك على إنستاجرام وتيك TOK Instagram: @sokkarmazboot <a href="https://www.instagram.com/sokkarmazboot">https://www.instagram.com/sokkarmazboot</a> TikTok: @sokkarmazboot <a href="https://www.tiktok.com/@sokkarmazboot">https://www.tiktok.com/@sokkarmazboot</a> تابعونا عشان بوصلكم كل جديد جاردن سيتي - الشارع الرئيسي - ما بين ستي ماركت ومحل مكياجي - الإسماعيلية اطلب وأسأباب أو اتصال: 01020011725 <a href="http://wa.me/201020011725">wa.me/201020011725</a> أو ممكن تسيبنا رسالة على فيسبوك وإنستاجرام وهنرد عليك في أسرع وقت	#الحلو وصل #أية جمال #سکر مطبوط	Follow	Published	Awareness	Visit	Primary & Secondary	All	To increase brand awareness and social media engagement by 30% within two weeks by showcasing the new logo and packaging, inviting followers to share their opinions, and directing them to Instagram, TikTok, and WhatsApp channels.	@Aya Gamal - مطبوط
photo & story	Instagram	27 Oct 2025	08:30PM Story 08:52PM		Same taste you love, same quality you trust, now with a better look and smoother experience! Note: packaging is still under development, rolling out gradually in the coming weeks! Tell us what you think about the new logo! All our links are right in our bio! Facebook, TikTok, and WhatsApp — all in one place! Follow us for daily sweet moments. The best is yet to come!	N.A.	Follow	Published	Awareness	Visit	Primary & Secondary	All	To increase brand awareness and social media engagement by 30% within two weeks by showcasing the new logo and packaging, inviting followers to share their opinions, and directing them to Instagram, TikTok, and WhatsApp channels.	@Aya Gamal - مطبوط
Story	Face & insta	28 Oct 2025	08:17PM		متاح حاليا Available now	N.A.	send message	Published	Decision	Customer	Primary & Secondary	All	To convert engaged followers into customers by showcasing currently available products through story visuals, aiming to achieve at least 20% more direct orders this week.	N.A.

Story ▾	Face & insta ▾	28 Oct 2025	08:22PM		order Now	N.A.	send message ▾	✓Published ▾	Decision ▾	Customer ▾	Primary & Secondary ▾	ALL ▾	To increase the number of direct orders from Instagram and facebook stories by 20% within one week by showcasing the available menu items and adding a clear "Order Now" CTA.	N.A.
Story ▾	Face & insta ▾	30 Oct 2025	06:32PM		متاح حاليا Available now	N.A.	send message ▾	✓Published ▾	Decision ▾	Customer ▾	Primary & Secondary ▾	ALL ▾	To convert engaged followers into customers by showcasing currently available products through story visuals, aiming to achieve at least 20% more direct orders this week.	N.A.
Story ▾	Face & insta ▾	30 Oct 2025	06:40PM		order Now	N.A.	send message ▾	✓Published ▾	Decision ▾	Customer ▾	Primary & Secondary ▾	ALL ▾	To increase the number of direct orders from Instagram and facebook stories by 20% within one week by showcasing the available menu items and adding a clear "Order Now" CTA.	N.A.
photo & story ▾	Facebook ▾	01 Nov 2025	4:15PM		لو علينا، كما نعرضها في متحف من حلاوتها! البسوسية بالسمينة البالدي أجدد المصنعين لعائلة سكر مطبوط انتظروا مينيو الأسبوع الجديد بداية من بكرة بإذن الله، وحلي بالك ان البسوسية بتحظف والكمية لتبقى محدودة أول ما نشوفها في المينيو اطلها على طول مواعيد العمل حالياً الأحد - الجمعة (٢ ظهراً - ١١ مساءً) اتصال أو واتساب 01020011725 عنوان المحل: جاردن سيتي - الشارع الرئيسي - ما بين ستي ماركت ومحل مكياجي - الإسماعيلية	#الحلوهصل #آلة_حمل #سكر_مطبوط	send massag ▾	✓Published ▾	Consideration ▾	MQL ▾	Primary & Secondary ▾	ALL ▾	To increase product interest and drive pre-order intent for the new Basbousa item by reaching at least 30% more engaged followers within 3 days, using a compelling caption that highlights product quality and limited availability.	@ Aya Gamal - مطبوط ...
photo & story ▾	Instagram ▾	01 Nov 2025	05:01PM		Basbousa with pure ghee is now officially on our menu ❤️  New weekly menu drops tomorrow. 😊 And heads up... this one sells out fast! 🔥  All our links are right in our bio 📲 Facebook, TikTok, and WhatsApp — all in one place ✨ Follow us for daily sweet moments. The best is yet to come 😊	N.A.	send message ▾	✓Published ▾	Consideration ▾	MQL ▾	Primary & Secondary ▾	ALL ▾	To increase product interest and drive pre-order intent for the new Basbousa item by reaching at least 30% more engaged followers within 3 days, using a compelling caption that highlights product quality and limited availability.	@ Aya Gamal - مطبوط ...
Story ▾	Face & insta ▾	02 Nov 2025	07:49PM		Order Now	N.A.	Order Now ▾	✓Published ▾	Decision ▾	Customer ▾	Primary & Secondary ▾	ALL ▾	To convert engaged followers into customers by showcasing currently available products through story visuals, aiming to achieve at least 20% more direct orders this week.	N.A.
Story ▾	Face & insta ▾	02 Nov 2025	08:02PM		Order now	N.A.	Order Now ▾	✓Published ▾	Decision ▾	Customer ▾	Primary & Secondary ▾	ALL ▾	To increase the number of direct orders from Instagram and facebook stories by 20% within one week by showcasing the available menu items and adding a clear "Order Now" CTA.	N.A.
Photo ▾	Facebook ▾	07 Nov 2025	4:16PM		إحنا شغالين بمنيو متعدد كل يوم! ممكن تواصل معانا وتسألنا كل يوم عن المتاح وهرب عليك في أسرع وقت مواعيد العمل حالياً الأحد - الجمعة (٢ ظهراً - ١١ مساءً) هناقق في الوسـط صور المنتجات اللي بتـتـكـرـ عـمـلـ الـأـيـامـ تواصل معانا مشـاشـة عن طـرـقـ الـواتـسـاـبـ wa.me/201020011725 أو ممكن تصلـ على نفسـ الرـقـمـ 01020011725 نـوـرـواـ فـيـ الـمـحلـ جارـنـ سـيـتـيـ الشـارـعـ الرـئـيـسـيـ ماـ بـيـنـ سـيـتـيـ مـارـكـتـ ومـحلـ مـكـياـجـيـ الإـسـمـاعـيـلـيـةـ	N.A.	send message ▾	✓Published ▾	Consideration ▾	MQL ▾	Primary & Secondary ▾	ALL ▾	To increase daily customer inquiries about the updated menu by 25% within one week by showcasing frequently available products and providing clear contact options for WhatsApp and phone.	@ Aya Gamal - مطبوط ...

Marketing Plan for Aya Gamal's Social Media Strategy												communication.	
Post Type	Platform	Date	Time	Image	Text Content (Arabic)	Engagement Metrics	Action Buttons	Status	Audience Segment	Targeting Options	Overall Objective	Key Takeaway	
Static post & P...	Facebook	09 Nov 2025	8:01PM		كل قطعة من الريد فيلفيت يناعتنا بهميس بحب.. حامات نصيفه، طعم ناعم، سكر مطبوط بدخل قليل من أول قطعة! أسأل عليها دلوتنى في المينيو اليومي	N.A.	Send Message	Published	Consideration	MQL	Primary & Secondary	All	To increase customer inquiries about the Red Velvet product by 20% within 5 days through a persuasive post highlighting quality, flavor, and daily menu availability.
Photo	Instagram	09 Nov 2025	08:30PM		كل قطعة من الريد فيلفيت يناعتنا بهميس بحب.. حامات نصيفه، طعم ناعم، سكر مطبوط بدخل قليل من أول قطعة! أسأل عليها دلوتنى في المينيو اليومي All our links are right in our bio 📸 Facebook, TikTok, and WhatsApp — all in one place ✨ Follow us for daily sweet moments. The best is yet to come 😊	#الحلو_وصيل #آية_جمال #سكر_مطبوط	Send Message	Published	Consideration	MQL	Primary & Secondary	All	To increase customer inquiries about the Red Velvet product by 20% within 5 days through a persuasive post highlighting quality, flavor, and daily menu availability.
Photo	Facebook	11 Nov 2025	09:34PM		مين قال الحلوا لازم يكون تقيل؟ تiramisu سكر مطبوط كريمي وخفيف.. بيتطلب الفسحة من غير ما يوجع الضمير دوبان مع كل معانقة	#الحلو_وصيل #آية_جمال #سكر_مطبوط	Follow	Published	Consideration	MQL	Primary & Secondary	All	To increase engagement and product interest for the Tiramisu by 25% within one week through a descriptive post that highlights its light, creamy texture and emotional appeal.
Static post & P...	Instagram	11 Nov 2025	09:43PM		Life's too short to skip dessert! 😋 especially when it's tiramisu! 🇪🇸 Perfectly balanced between sweet and bitter, it melts into pure bliss. ✨ All our links are right in our bio 📸 Facebook, TikTok, and WhatsApp — all in one place ✨ Follow us for daily sweet moments. The best is yet to come 😊	N.A.	Follow	Published	Consideration	Lead	Primary & Secondary	All	To increase Instagram profile visits by 30% within one week by posting engaging dessert-focused content and directing users to explore all contact links in the bio.
Static post & P...	Face & Insta	12 Nov 2025	11:30AM		بداية يومك بتفرق علشان كده عملتاكك كيك الفطار بحامات نصيفه وسكر مطبوط يناسب جسمك ويقطط مودك! طعم حقيق يديك طاقة من غير ما يدوشك! أسأل عن كيك الشاي في المينيو اليومي من سكر مطبوط، علشان هنغير فكرتك عن الفطار	#الحلو_وصيل #آية_جمال #سكر_مطبوط	Send Message	Published	Decision	MQL	Primary & Secondary	All	To increase daily inquiries and orders for the tea cake by 20% within one week by highlighting its healthy ingredients, balanced sugar, and light taste, encouraging followers to ask about it in the daily menu.
Static post	Facebook	12 Nov 2025	06:30PM		التشيز كيك اللي هتخليك تغير رأيك في الحلويه طبقه بسكويت مقرمشه، حشوة جبنة غنية وناعمه، مقططفة بفراولة حكاية ما ننساش نسأل عن باقي أنواع التشيز كيك في المينيو اليومي سكر مطبوط	#الحلو_وصيل #آية_جمال #سكر_مطبوط	Send Message	Published	Decision	MQL	Primary & Secondary	All	To increase daily inquiries and potential orders for the cheesecake by 25% within one week by showcasing its rich ingredients and inviting followers to ask about other cheesecake options in the daily menu.
Static post	Instagram	12 Nov 2025	7:00PM		التشيز كيك اللي هتخليك تغير رأيك في الحلويه طبقه بسكويت مقرمشه، حشوة جبنة غنية وناعمه، مقططفة بفراولة حكاية ما ننساش نسأل عن باقي أنواع التشيز كيك في المينيو اليومي سكر مطبوط All our links are right in our bio 📸 Facebook, TikTok, and WhatsApp — all in one place ✨ Follow us for daily sweet moments. The best is yet to come	#الحلو_وصيل #آية_جمال #سكر_مطبوط	Follow	Published	Decision	MQL	Primary & Secondary	All	To increase daily inquiries and potential orders for the cheesecake by 25% within one week by showcasing its rich ingredients and inviting followers to ask about other cheesecake options in the daily menu.
photo AD	Face & insta	14 Nov 2025	9:30AM		فاكي السلوفانة الذهبى؟ فاكي طعم اليومو بناع مان؟ رجعاليك تانى اليومو على أصوله، سكر مطبوط وطعم أصليل برجعل بالزمن لأحمل أيام ومش بس بالواحدة، دا كمان بالكيلو! ❤️	N.A.	Order Now	Published	Decision	Customer	Primary & Secondary	All	Aim for a minimum of 20% of total monthly revenue to be generated by the featured hero product.
static post & St...	Facebook	16 Nov 2025	08:42PM		البيمو يناعنا معمول على أصوله وبالطرفة اللي مميزانا فعلًا بيسكويت البيمو من سكر مطبوط حكاية ما ينفعش توفوكنا! وجلك متنعم إن البيمو وكل منتجاتنا: من غير أي مواد حافظة، معلومة أخلاقية، وأنضف الخامات، آمنة عليك وعلى أسرتك 100%. علشان يكل المينيو اليومي من خال الواتساب اسأل عن المينيو اليومي من خال الواتساب <a href="http://wa.me/201020011725">wa.me/201020011725</a> تابعونا عشان يوصلكم كل جديد	#الحلو_وصيل #آية_جمال #سكر_مطبوط	Send Message	Published	Decision	Customer	Primary & Secondary	All	Aim for a minimum of 20% of total monthly revenue to be generated by the featured hero product.

photo AD	Face & insta	16 Nov 2025	09:00PM		<p>بنغير معنی الحلو في الإسماعيلية كل منتجاتنا من غير أي مواد حافظة معومة بأجود وأفضل الخامات عافية عليك وعلى أسرتك 100% تابعونا عشان يوصلكم كل جديد</p> <p>N.A</p>	<a href="#">Follow</a>	<a href="#">Published</a>	Awareness	<a href="#">Visit</a>	<a href="#">Primary &amp; Secondary</a>	<a href="#">ALL</a>	Aim for a minimum of 20% of total monthly revenue to be generated by the featured hero product.	
Reel	Facebook	17 Nov 2025	09:00PM		<p>مهما كان يومك طويلاً... فيه لحظة صغيرة قادرة تغير كل mood. برأوريكب سكر مطبوط بطريقته الفنية وكريمتنا الناعمة متخصصة بهدى بالك ويفير لحظة دلع... في كاب صغير، مزاجك ❤️ في كاب صغير.</p>	<p>#الحلو_وصول #سكر_مطبوط #آية_جمال</p>	<a href="#">send message</a>	<a href="#">Scheduled</a>	Awareness	<a href="#">MQL</a>	<a href="#">Primary &amp; Secondary</a>	<a href="#">ALL</a>	increases engagement on the page by 20% within 7 days and drives at least 50 profile visits by highlighting the emotional appeal and product experience of the Brownies Cup.
Reel	Instagram	18 Nov 2025	07:46PM		<p>sokkarmazboot A rich brownie cup melting into rich chocolate mousse, a combo you can't resist 心脏病发作? Ready to dive into our brownie cup Hit us up on WhatsApp to order, and don't forget to check the daily menu 👉 All our links are right in our bio Facebook, TikTok, and WhatsApp — all in one place Follow us for daily sweet moments. The best is yet to come 😊</p>	<p>#الحلو_وصول #سكر_مطبوط #آية_جمال</p>	<a href="#">like &amp; Follow</a>	<a href="#">Published</a>	Awareness	<a href="#">Visit</a>	<a href="#">Primary &amp; Secondary</a>	<a href="#">ALL</a>	increases engagement on the page by 20% within 7 days and drives at least 50 profile visits by highlighting the emotional appeal and product experience of the Brownies Cup.
Static post & Ph...	Facebook	20 Nov 2025	08:00PM		<p>كيك الكوكيز من سكر مطبوط.. هياحدك وينطير بيك لعالم ثانى طبقتين من الكوكيز المقرمش وبينهم طبقة شوكولاتة ناعمة، دا غير قطع الشوكولاتة من فوق مستنى إيه؟ اطلب دلوقت حلاً <a href="http://wa.me/201020011725">http://wa.me/201020011725</a> تغورونا بزيارتكم للمحل: منطقة جاردن ستي - الشارع الرئيسي - ما بين ستي ماركت ومحل مكياچي. واتساب أو اتصال: 01020011725 •</p>	<p>#الحلو_وصول #سكر_مطبوط #آية_جمال</p>	<a href="#">Order Now</a>	<a href="#">Published</a>	Decision	<a href="#">Customer</a>	<a href="#">Primary &amp; Secondary</a>	<a href="#">ALL</a>	To increase daily inquiries and potential orders for the by 25% within one week by showcasing its rich ingredients and inviting followers to ask about other options in the daily menu.
Static post & Ph...	Instagram	20 Nov 2025	08:30PM		<p>sokkarmazboot Cookies Cake that hits different 😊 Two layers of crunchy cookies, filled with a smooth chocolate layer in the middle, topped with chocolate chips for the perfect finish 😍 Craving a bite? Order now on WhatsApp! All our links are right in our bio 🌟 Facebook, TikTok, and WhatsApp — all in one place ✨ Follow us for daily sweet moments. The best is yet to come 😊</p>	<p>N.A</p>	<a href="#">Order Now</a>	<a href="#">Published</a>	Decision	<a href="#">Customer</a>	<a href="#">Primary &amp; Secondary</a>	<a href="#">ALL</a>	To increase daily inquiries and potential orders for the by 25% within one week by showcasing its rich ingredients and inviting followers to ask about other options in the daily menu.

# Paid Campaigns

## Sales Campaign



This campaign focused on driving direct sales for our hero product, the Bimbo biscuit, while using it as an entry point to promote the rest of the shop's offerings. We used nostalgic, emotionally driven creatives that played on childhood memories of the classic Bimbo snack to create an instant connection and grab attention. The ads ran on both Facebook and Instagram, with all traffic directed to WhatsApp to centralize orders and customer communication. By spotlighting Bimbo as the hero product within a sales-focused objective, the campaign aimed to maximize conversions while increasing awareness of other menu items during the ordering journey.

## Engagement Campaign - Page Follows



This campaign also featured our hero product, the Bimbo biscuit, but with a primary objective of driving engagement and growing the page's audience. Using a nostalgic creative that evoked warm memories of the classic Bimbo snack, the ad encouraged new likes and follows on the facebook page. The caption was crafted to clearly communicate the brand's core values, such as using high-quality ingredients and avoiding preservatives, reinforcing trust and positioning the shop as a safe, premium choice. The campaign specifically targeted existing and potential followers of the Facebook page to strengthen the community around the brand.

# Sales Campaign Details

## Facebook Page

This page will represent your business in your ad and conversation.



## Message destinations

Choose where you want to receive messages. Selecting multiple apps will send people to the app where they're most likely to engage.



## Performance goal

How you measure success for your ads. [About performance goals](#)

Maximize number of conversations

## Budget & schedule

### Budget strategy

Daily budget ج.م. 180.00

EGP

You'll spend an average of 180.00.ج.م per day. Your maximum daily spend is 315.00.ج.م and your maximum weekly spend is 1,260.00.ج.م.

[About daily budget](#)

## Languages

All languages

## Suggest an audience

We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.

[Hide settings](#) 

## Include these custom audiences

None

## Age Your suggestion

22 ▾ 64 ▾

We'll also show ads beyond this age range when it's likely to improve performance.

## Gender

All genders

## Detailed targeting Your suggestion

Inclusion: Interests: Cupcake, Nostalgia, Bakery, Desserts, Chocolate, Chocolate brownie, Cake, Chocolate cake, Online shopping or Nutella, Behaviors: Facebook access (mobile): all mobile devices, Facebook access (mobile): smartphones and tablets, Facebook access (mobile): Apple (iOS) devices, Facebook access (mobile): Android devices, Facebook access (network type): WiFi or Engaged Shoppers

## Locations

Reach people living in or recently in this location.

### Egypt

 Ismailia, Ismailia Governorate + 10mi ▾

Include ▾

Search locations

Browse ▾

## Ad creative

Select and optimize your ad text, media and enhancements.

## \* Media

16 placements



Feeds, In-stream ads for reels



Stories, Status, Reels, Search results



Facebook Search results



Customized  
1 Placement (1 customized)

## Primary text

فأكـرـ المـلـوـقـةـ الـدـهـيـ؟  
فـأـكـرـ طـعـمـ الـبـيـمـيـوـ زـمـانـ؟  
رجـالـكـ تـارـيـ الـبـيـمـيـوـ عـلـىـ أـصـولـهـ، بـسـكـرـ مـطـبـوـطـ وـطـعـمـ أـصـيلـ بـرـجـمـكـ بـالـزـمـنـ

## Headline

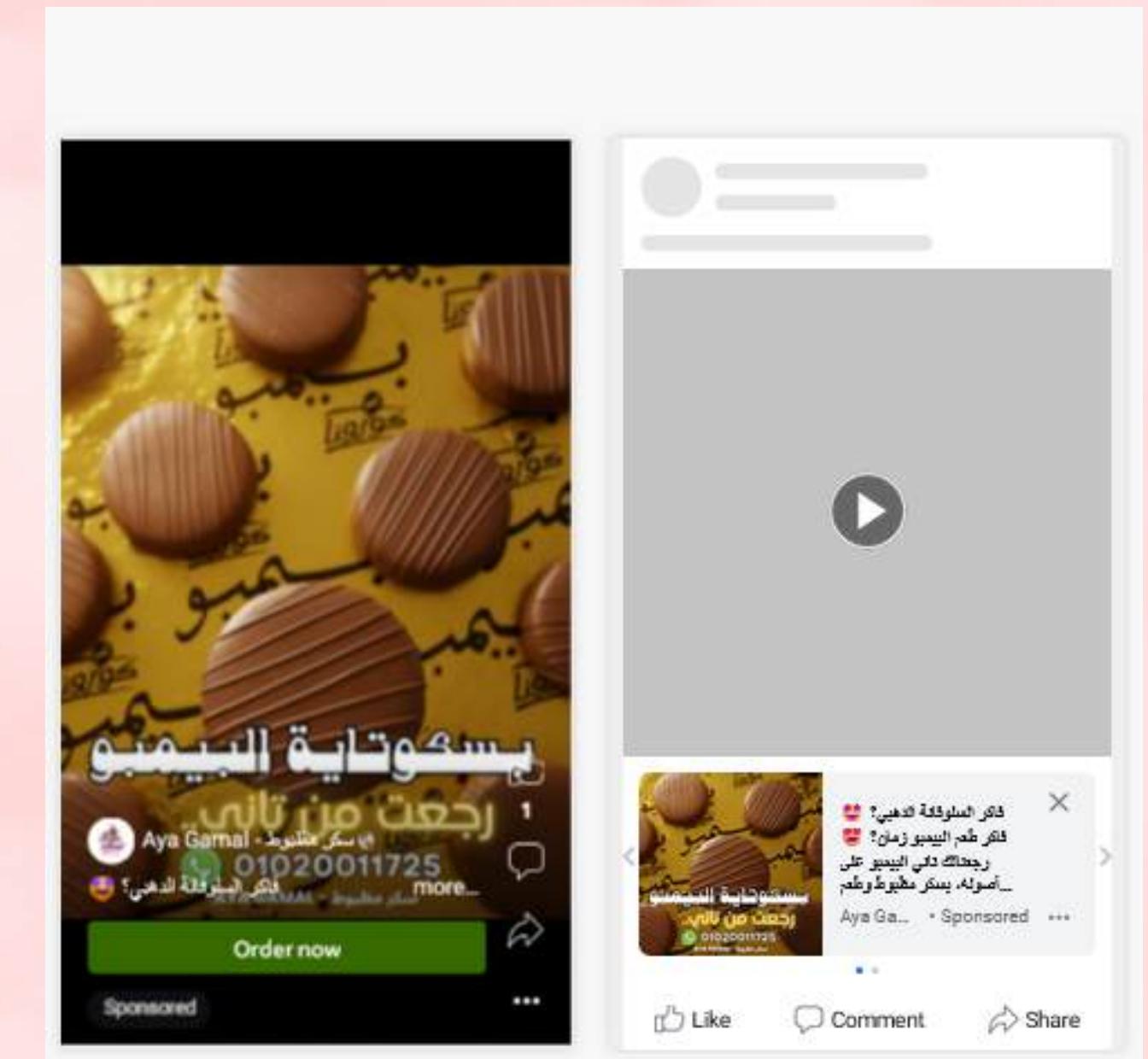
أـطـلـ بـلـوـقـيـ!

## Description

فـأـكـرـ المـلـوـقـةـ الـدـهـيـ؟  
فـأـكـرـ طـعـمـ الـبـيـمـيـوـ زـمـانـ؟  
رجـالـكـ تـارـيـ الـبـيـمـيـوـ عـلـىـ أـصـولـهـ، بـسـكـرـ مـطـبـوـطـ وـطـعـمـ أـصـيلـ بـرـجـمـكـ بـالـزـمـنـ  
لـأـجـلـ أـيـامـ.. وـمـقـنـ بـسـ بـالـواـحـدـهـ، دـاـ كـمـانـ بـالـكـيلـوـ!

# Sales Campaign Details

# AD Preveiews



# Engagement Campaign Details

**Campaign name**

Bimbo Engagement Campaign 16-11-2025 [Create template](#)

**Campaign details**

**Buying type**  
Auction

**Campaign objective** [?](#)  
Engagement

[Show more options ▾](#)

**Budget**

**Budget strategy** [?](#)

**Campaign budget**  
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)

**Ad set budget**  
Set different bid strategies or budget schedules for each ad set.

**Ad set name**

Bimbo Engagement 1 [Create template](#)

**Conversion**

**Conversion location**  
Facebook Page

**Performance goal**  
How you measure success for your ads. [About performance goals](#)

Maximize number of Page likes

We'll try to deliver your ads to the right people to help you get more Page likes at the lowest cost.

**Facebook Page** [?](#)  
Choose the Page you want to promote.

سکر مظبوط - Aya Gamal

**Budget & schedule**

**Daily budget** [?](#)

Daily budget [▼](#) ₡.E. 180.00 EGP

You'll spend an average of 180.00.₪ per day. Your maximum daily spend is 315.00.₪ and your maximum weekly spend is 1,260.00.₪.

[About daily budget](#)

**\* Locations** [?](#)

Reach people living in or recently in this location.

**Egypt**

 Ismailia, Ismailia Governorate + 11mi [▼](#)

# Engagement Campaign Details

## Suggest an audience ⓘ

We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.

[Hide settings ▲](#)

## Include these custom audiences ⓘ

None

## Age ⓘ

## Gender

All genders

## Detailed targeting Your suggestion

People who match:

- Interests: Cupcake, Bakery, Desserts, Chocolate, Baking, Pastry, Shopping, Food, Cake, Chocolate cake, Online shopping, Oreo, Nutella, Cheesecake or Fast food
- Behaviors: Facebook access (mobile): all mobile devices, Facebook access (mobile): Apple (iOS) devices, Facebook access (mobile): Android devices, Facebook access (network type): WiFi or Engaged Shoppers

Further limit the reach of your ads

[Save audience](#)

## Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

### Advantage+ placements (recommended) ♦

Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

### Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

## Ad creative

Select and optimize your ad text, media and enhancements.

[Clear All](#)



untitled

896 × 1152

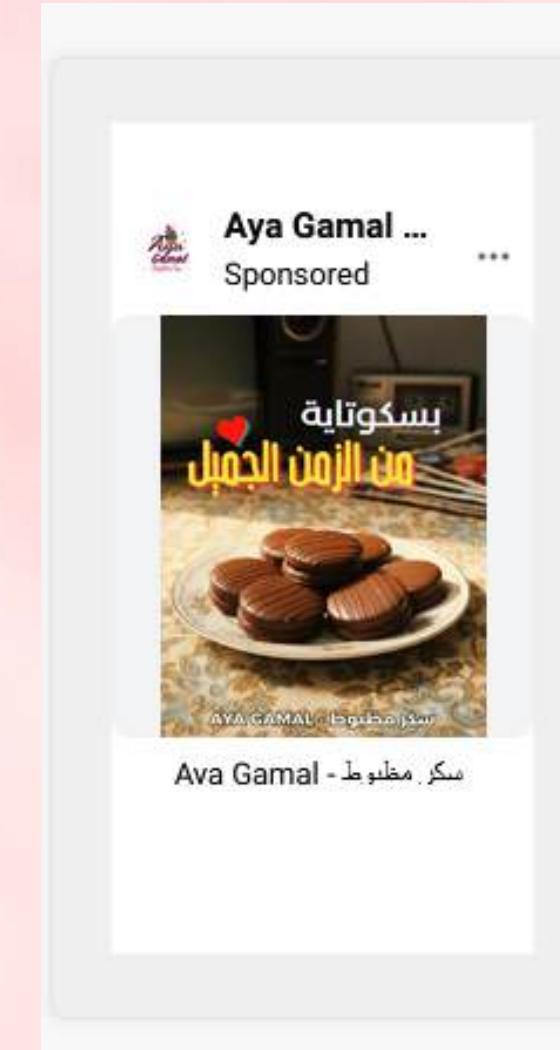
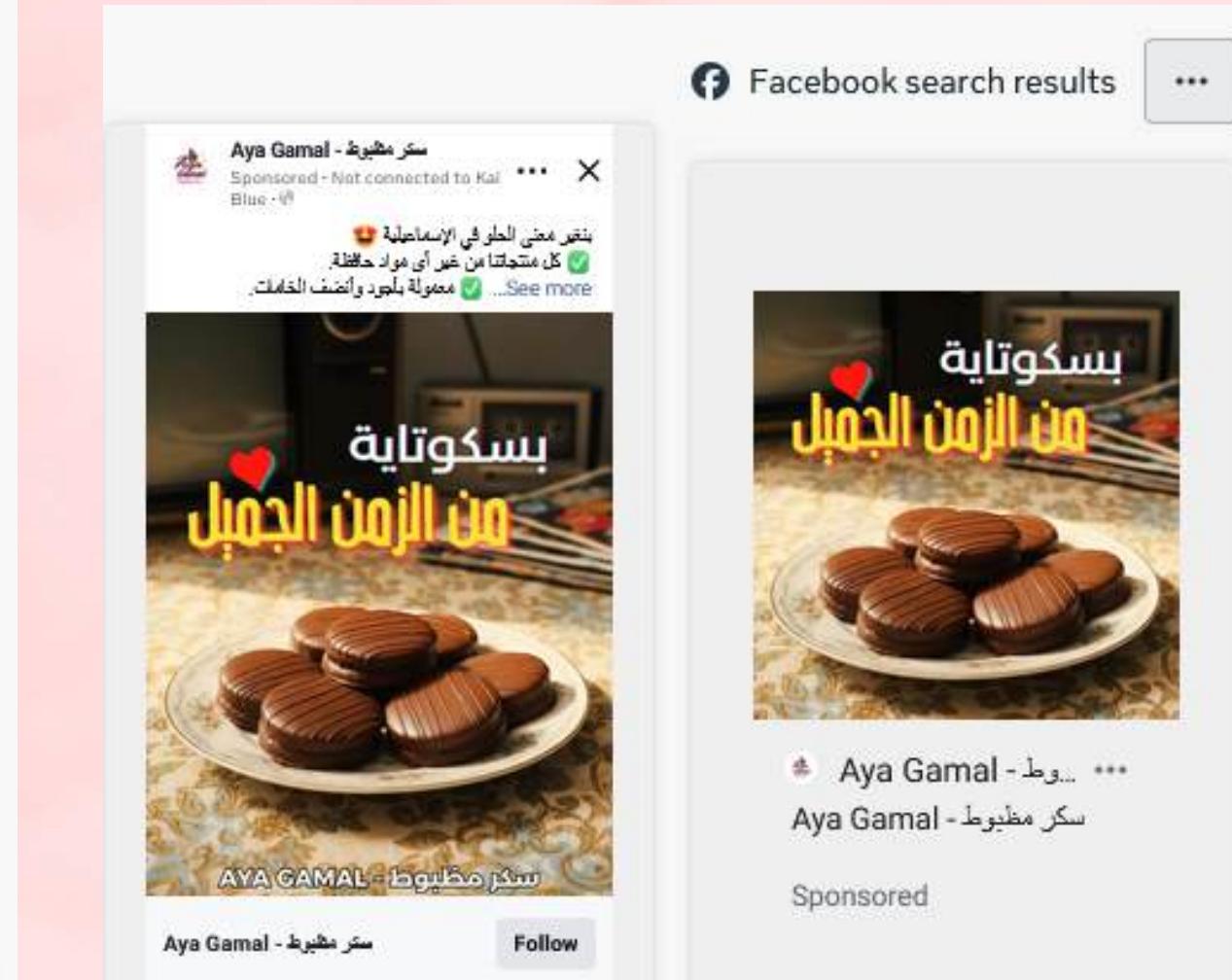
[Edit](#)

## Primary text ⓘ

- بنغير معدى الحلو في الإسماعيلية   
كل متجراتنا من غير أي مواد حافظة   
محمولة بأجود وأنضف الخامات   
آمنة عليك وعلى أسرتك 100%   
تابعونا عشان يوصلكم كل جديد!

# Engagement Campaign Details

## AD Previews



# PERFORMANCE REPORT

FROM OCT25 - 22 NOV.

## 3 MONTH KPI SUMMARY TABLE (BASED ON SMART GOALS)

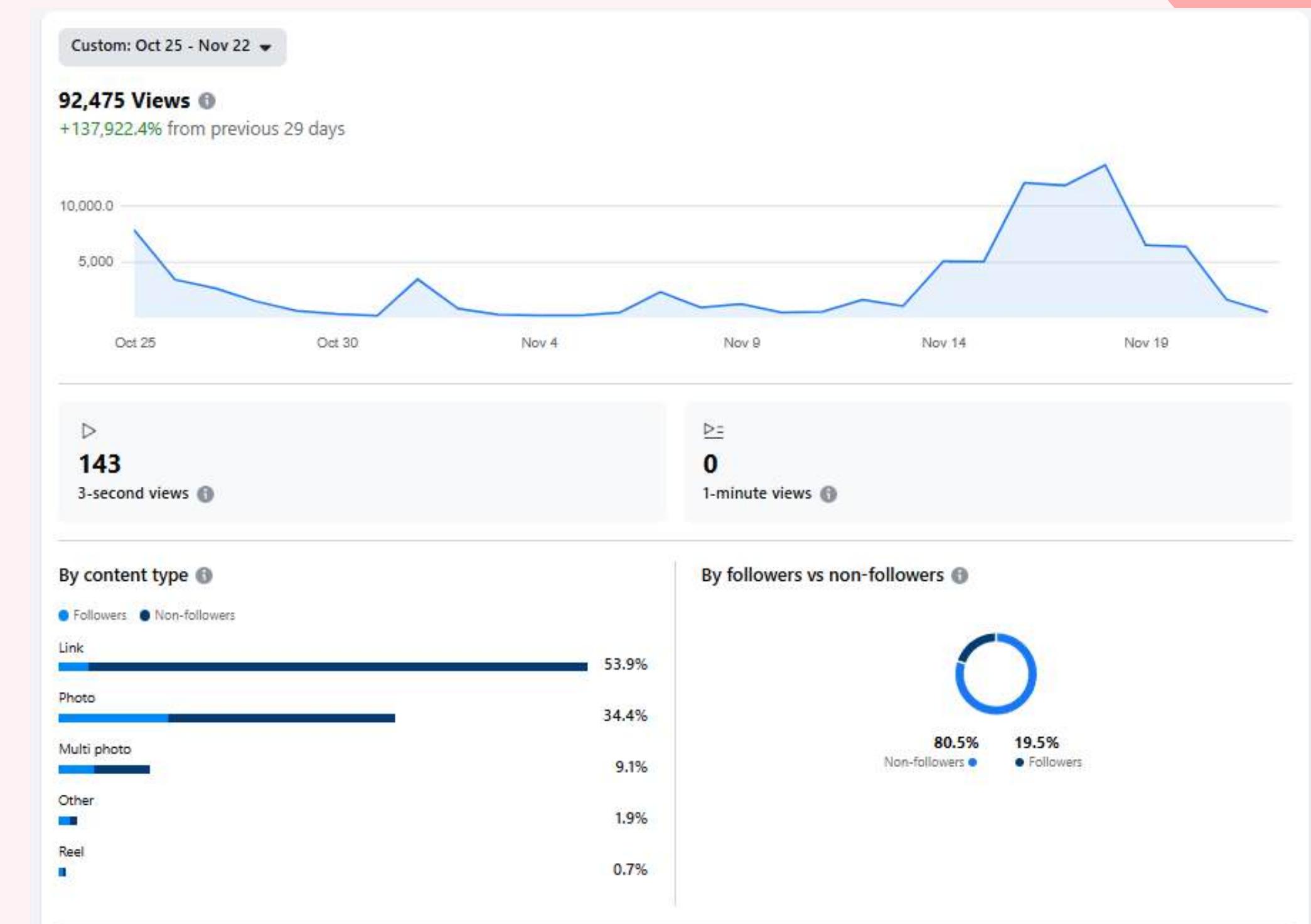
GOAL	KPI	TARGET (3 MONTHS)
Expand Digital Presence	Total Followers (FB + IG)	3,000 followers
	Posting Consistency	3-4 posts/week
	Organic Reach	20,000-40,000 reach
	Profile Visits	1,000+ visits
Strengthen Engagement	Engagement Rate	5%-8%
	Content Interactions	2,000+ interactions
	WhatsApp / Message Leads	300-500 inquiries
Increase Sales by 30%	Conversion Rate	5%-10%
	Monthly Orders	Increase by 20-30%
Highlight Signature Product	Hero Product Sales Share	15-20% of total sales
	Hero Product Content Views	5,000+ per month

# FACEBOOK PERFORMANCE REPORT

## OVERVIEW - FROM OCT25 - 22 NOV.

OVERALL VIEWS	92,475 - 1.379m%
LINK POSTS	53.9%
PHOTO POSTS	34.4%
NON - FOLLOWERS VS FOLLOWERS	80.5% to 19.5%

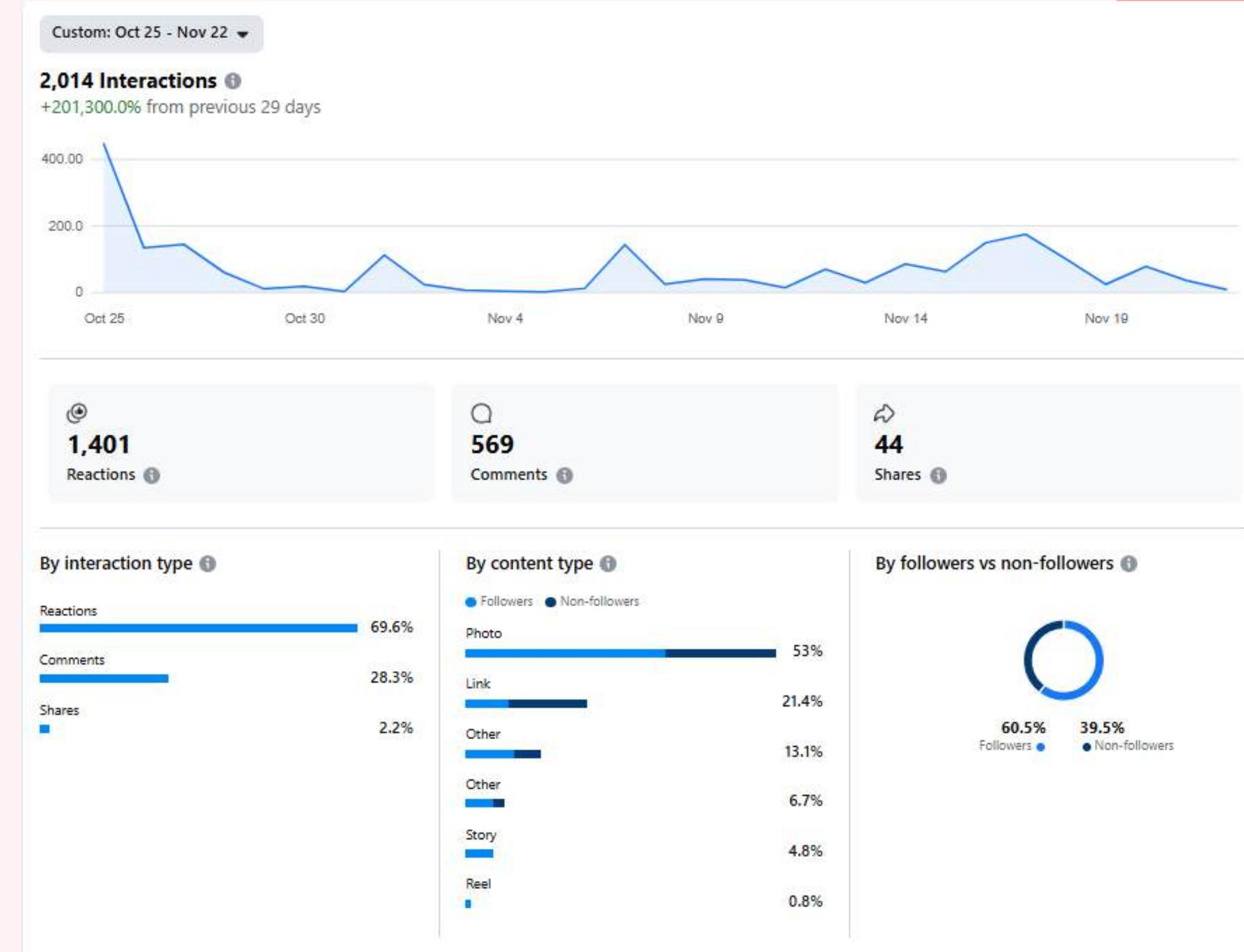
**Comment : Most views from non followers but conversion is low, link posts are more effective and draw attention.**



# INTERACTION

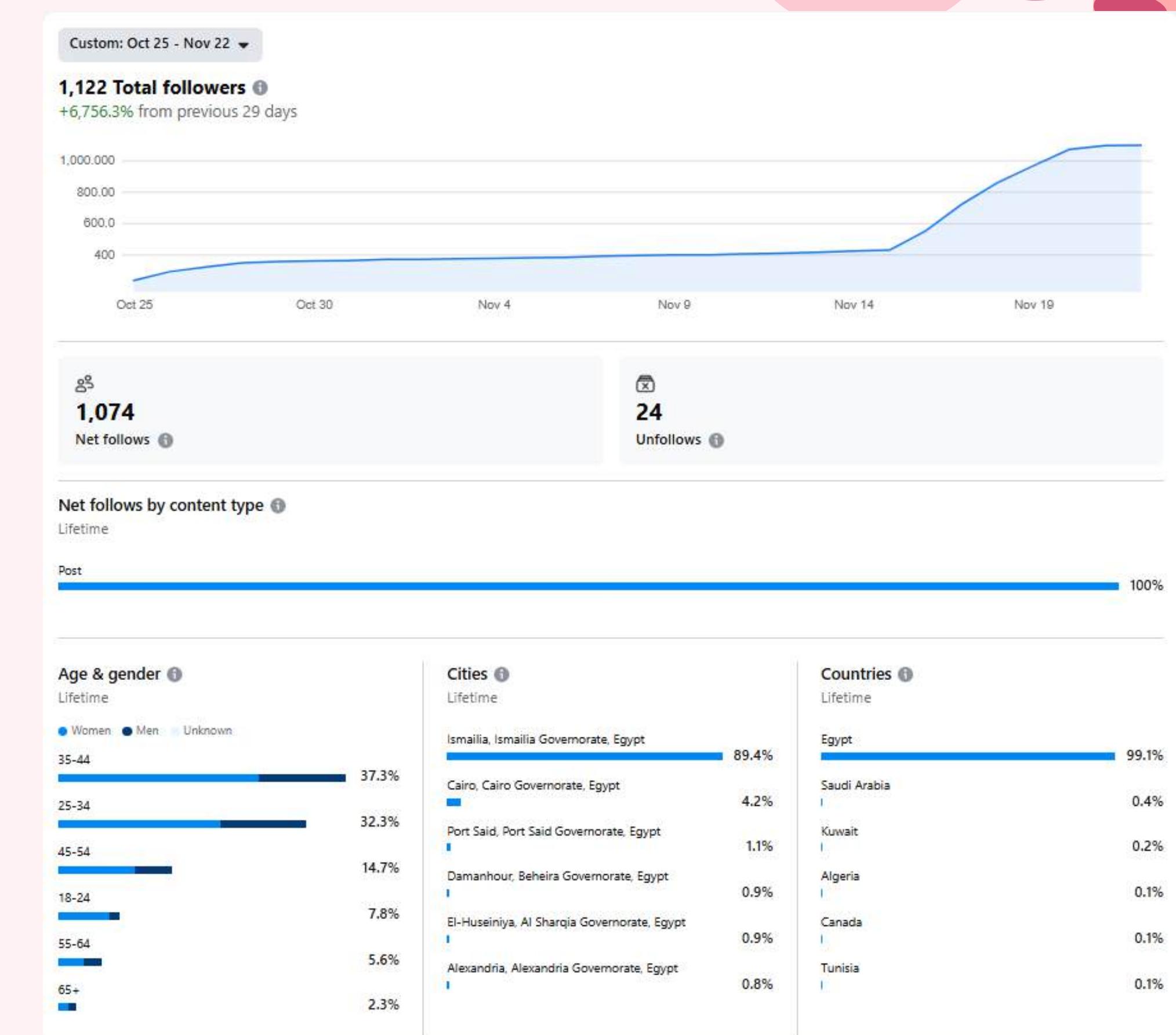
2,014 total interactions, Engagement mainly Reactions (69.6%), Comments (28.3%), Shares low (2.2%).

- Photo posts interactions (53%).
- Followers contributed 60.5% followers engage more than non-followers.



# AUDIENCE

FOLLOWERS NO.	1122
AGE 35-44 TO 25-34	37.3% to 32.3%
WOMAN PERCENT TO MEN FROM 25-34	55% to 45%
WOMAN PERCENT TO MEN FROM 35-44	60% to 40%



# CONTENT PERFORMANCE

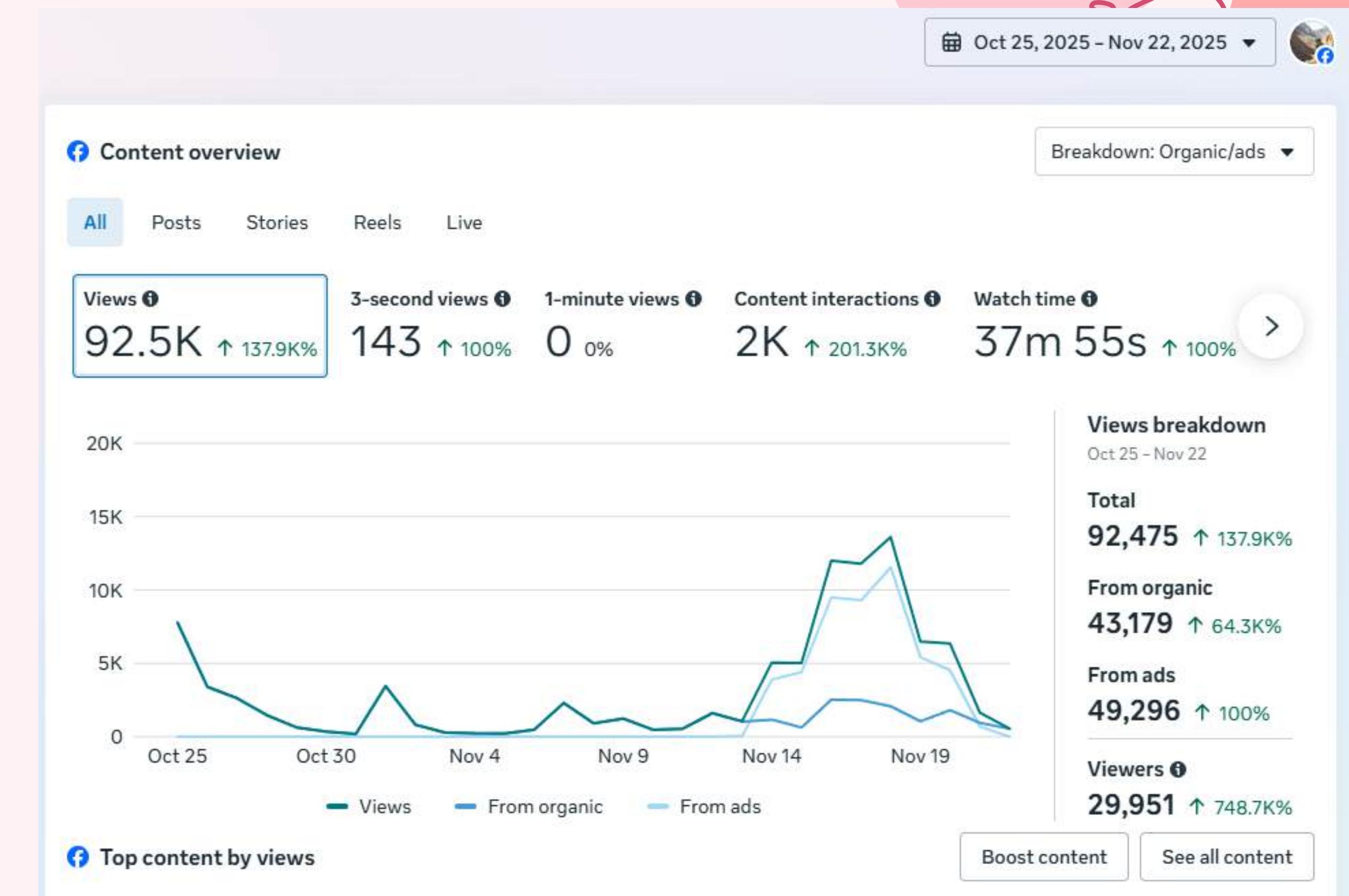
VIEWS	11,293
REACH	4,227
AVG. TOP VIEWS	7,500
AVG. TOP REACH	2,830
AVG. LOW VIEWS	1,890
AVG. LOW REACH	855

- performing posts with emotional hTopook.
- Product posts less performance.

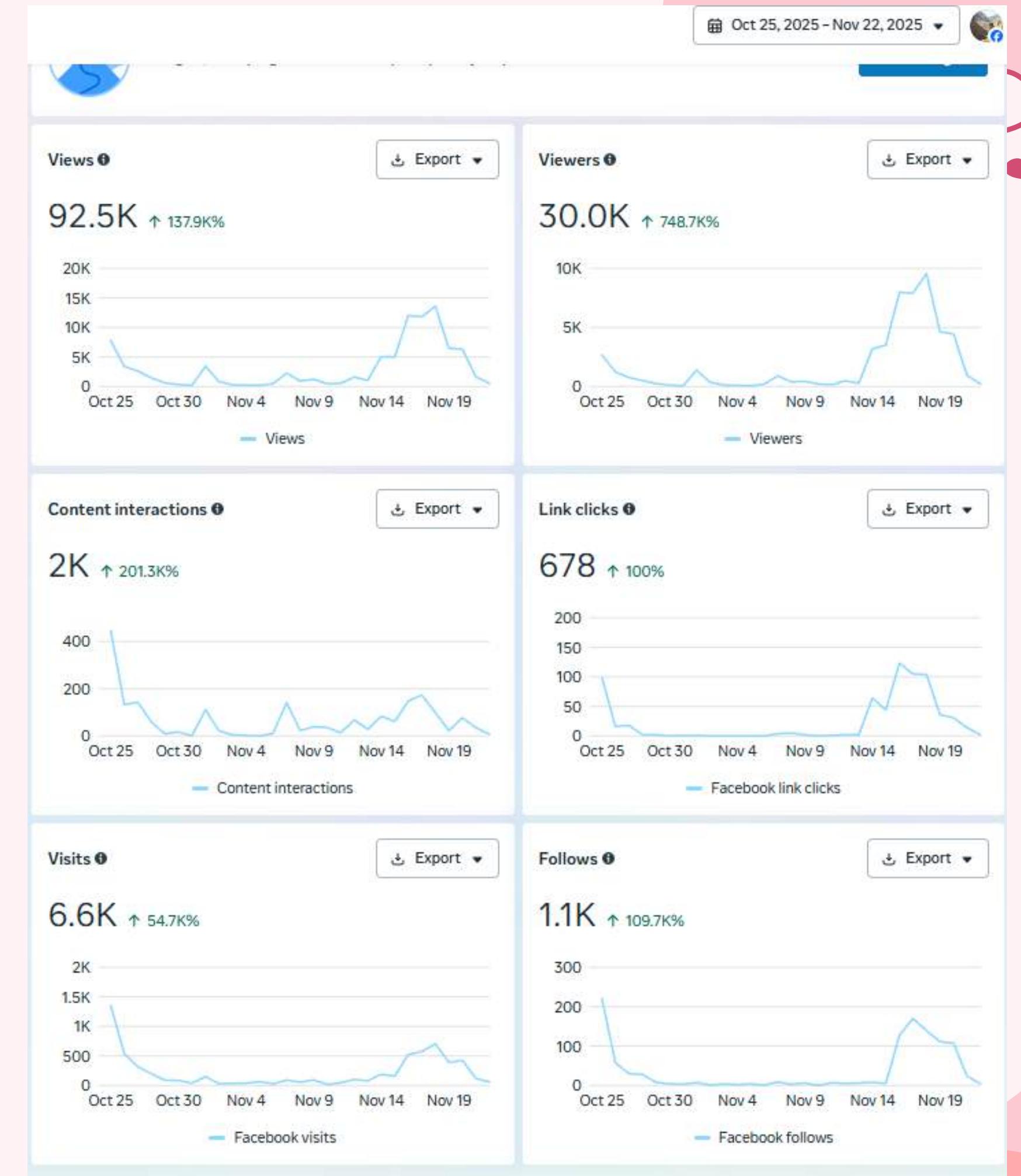
Content Library												
	Published	Scheduled	Drafts									
				Search for posts	+ Create	Filters	Columns	Custom: Oct 25 - Nov 22	Export data			
<input type="checkbox"/>	Preview		<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	Views	Reach	Interactions	Net follows	Impressions	Comments	
<input type="checkbox"/>		بدأنا من مطبخ بسيط، بفكرة صغيرة.. إن الحلويات مش بس طعم ح...	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Oct 25 at 9:00PM	11,293	4,227	156	17	4,994	145
<input type="checkbox"/>		لو علينا، كنا نعرضها في متحف من حلواتها! 🎉 البسوسية بالسمنة ...	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Nov 1 at 4:15PM	6,245	2,376	62	0	3,188	60
<input type="checkbox"/>		إحنا شغالين بمينيو متعدد كل يوم! ممكن تواصل معانا وتسألنا... 🌟	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Nov 7 at 4:16PM	4,952	1,892	85	0	2,420	32
<input type="checkbox"/>		غirna اللوجو، بس الطعم زي ما هو 🍫 عملنا تجديد للهوية (anding)	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Oct 27 at 8:10PM	3,757	1,297	93	0	1,682	56
<input type="checkbox"/>		كيل الكوكيز 🍪 من سكر مطبوط.. هيأخذك ويطير بيكم لعالم تاني ...	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Nov 20 at 8:00PM	3,743	1,426	22	1	2,040	14
<input type="checkbox"/>		البيعبو بتعاننا معمول على أصوله وبالطريقة اللي مميزانا فعلاً ... 🍪	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Nov 16 at 8:42PM	2,950	1,347	46	2	1,560	24
<input type="checkbox"/>		كل قطمة من الريد قيلقيت بتعاننا بهميس بحب.. 🍪 خامات نضيفة...	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Nov 9 at 8:01 PM	2,450	1,091	34	0	1,337	6
<input type="checkbox"/>		بداية يومك بتفرق 🍪 علشان كده عملناك كيل الفطار بخامات نض...	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Nov 12 at 11:30 AM	2,193	995	38	1	1,235	17
<input type="checkbox"/>		التشريز كيل اللي هتخليك تغير رأيك في الحلو 🍪 طبقة بسكويت م...	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Nov 12 at 6:30PM	2,029	920	31	1	1,090	5
<input type="checkbox"/>		We are now live on social media platforms 🎉 Follow us...	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Oct 25 at 5:42PM	1,437	651	66	3	771	43
<input type="checkbox"/>		من قال الحلم لازم يكم.. تقينا، ٥ تباونس سك مظبط كريم، مخفف...	<a href="#">View post</a>	<a href="#">Edit</a>	<a href="#">Delete</a>	... Published • Oct 25 at 5:42PM						

The organic views reached 43,179, while the ads generated 49,296 views.

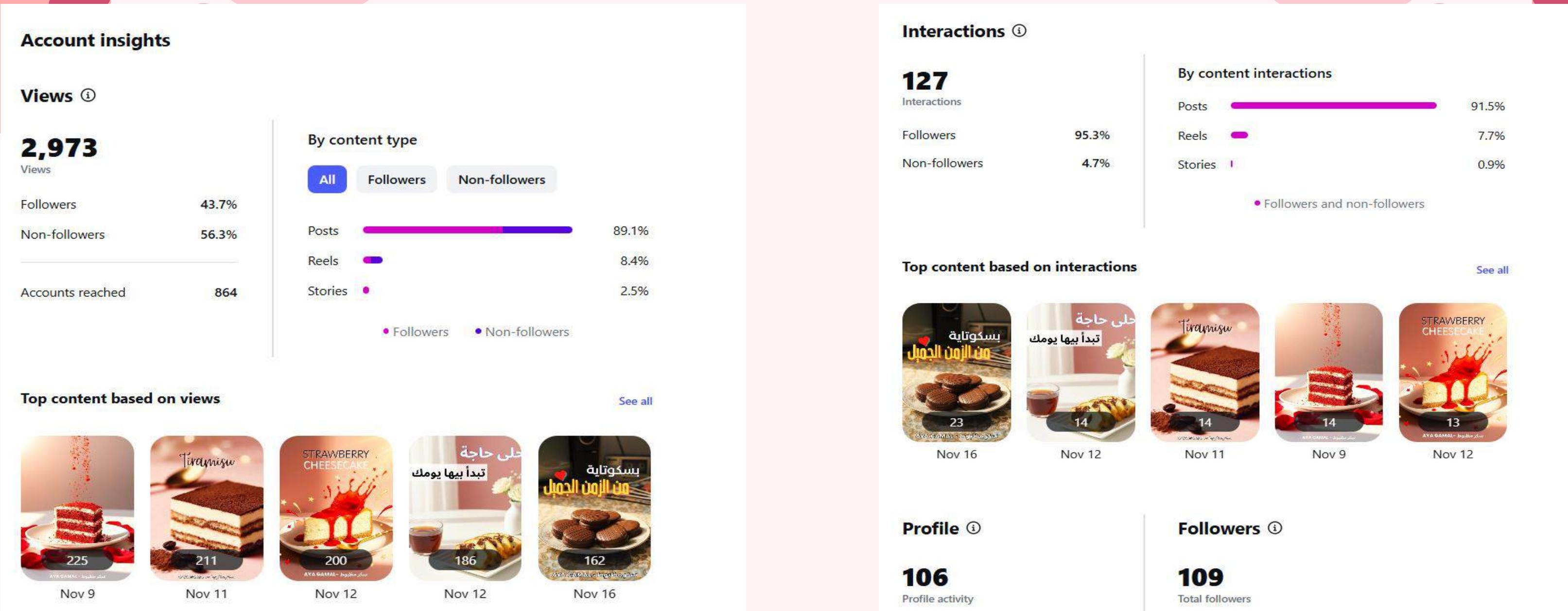
A significant spike in total views occurred after November 14, driven by the paid promotion campaign that started on that date.



**Overall, the data shows that the boost campaign significantly improved reach, awareness, and conversions starting mid-November.**



# INSTAGRAM PERFORMANCE OVERVIEW - FROM OCT25 - 22 NOV.

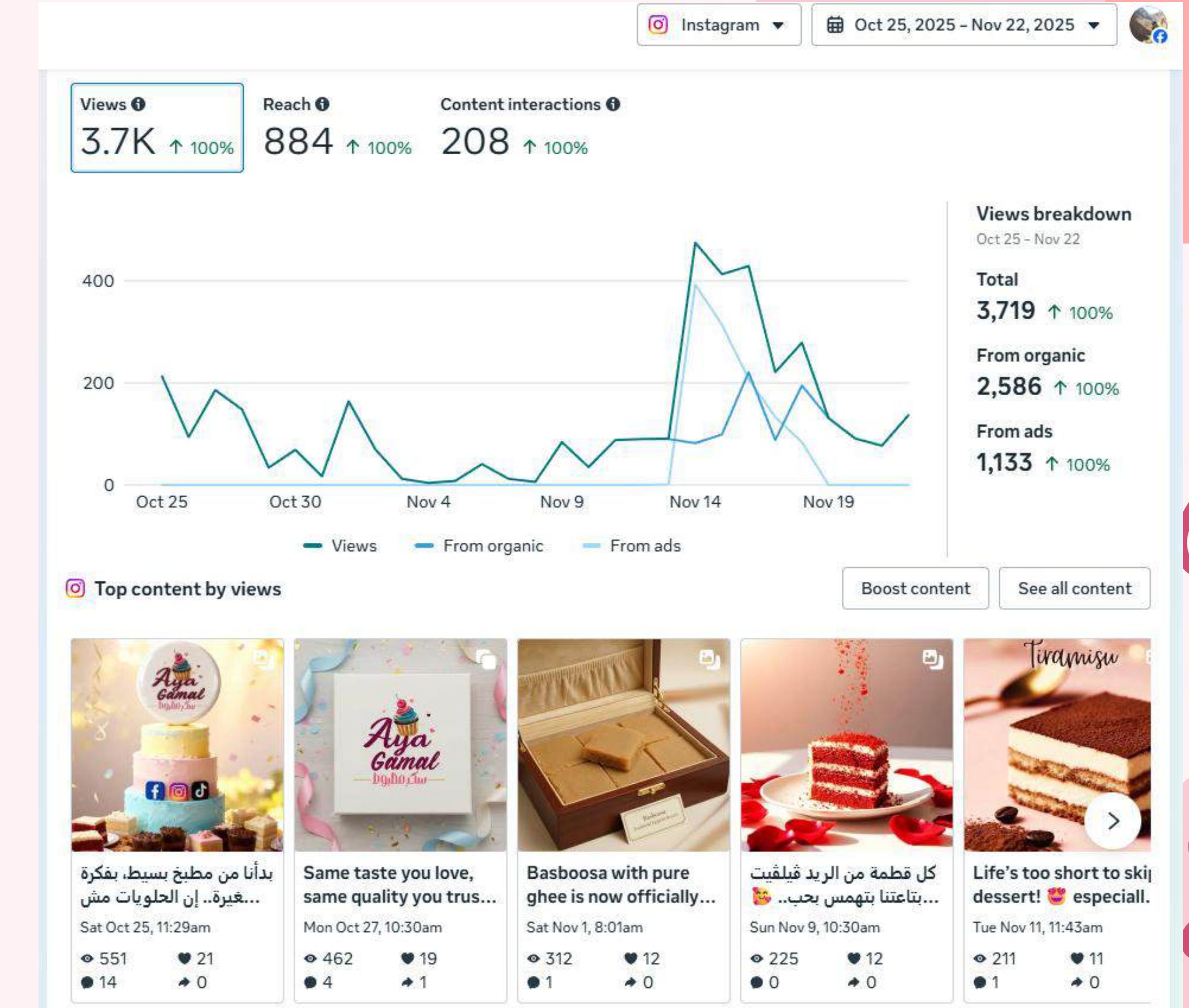


views 2,973 and reach 864, total followers 109.

A significant spike in total views occurred after November 14, driven by the paid promotion campaign that started on that date.

**The organic views reached 2,586 while the ads generated 1,133 views.**

**A significant spike in total views occurred after November 14, driven by the paid promotion campaign that started on that date.**



# PAID CAMPAIGN BIMBO SALES - 4 DAYS

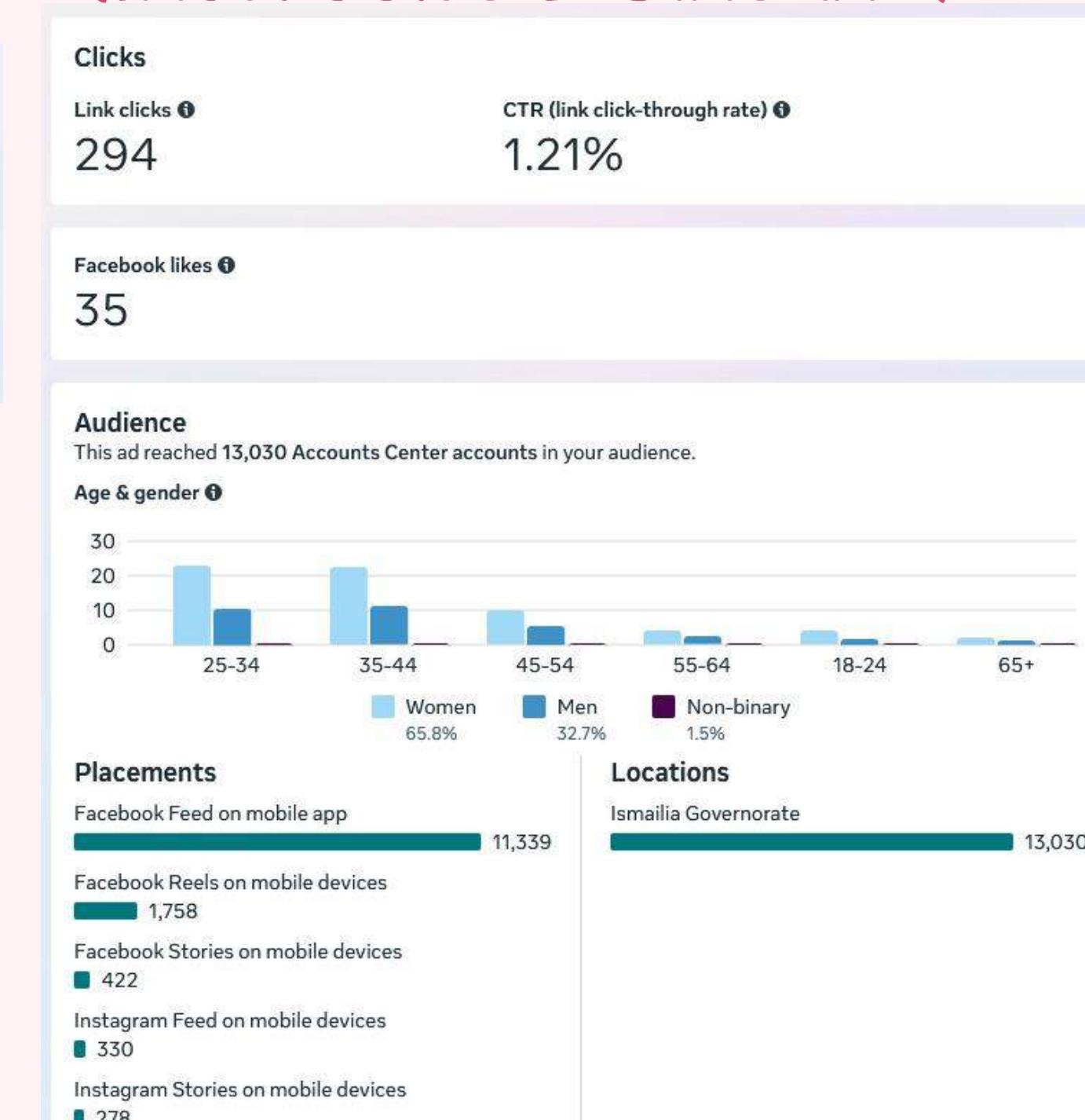
## FROM 14/11 TO 18/11 (FACEBOOK & INSTAGRAM)

 **Bimbo**  
Ad · Published on: Thu Nov 13, 2:00pm

**Overview**

Messaging conversations started	Cost per Messaging Conversation Started	Views	Reach
76	11.21 .ج.م.	24.3K	13K

<b>DAILY BUDGET</b>	180EGP
<b>TOTAL SPENT</b>	852.24EGP
<b>TARGET</b>	Sales - WhatsApp Messages Conversion
<b>COST PER MESSAGE</b>	11.21EGP
<b>REACH</b>	13030
<b>IMPRESSIONS</b>	24199
<b>CTR</b>	1.21%
<b>MESSAGES</b>	76



**Ad details** Paused

**Amount spent**  
EGP852.24 spent over 0 days

**Daily budget**  
EGP180.00

**Start date**  
Nov 14, 2025

**End date**

**Created by**  
Omar Muhammad Abou Zeid

**Ad preview**



Order now

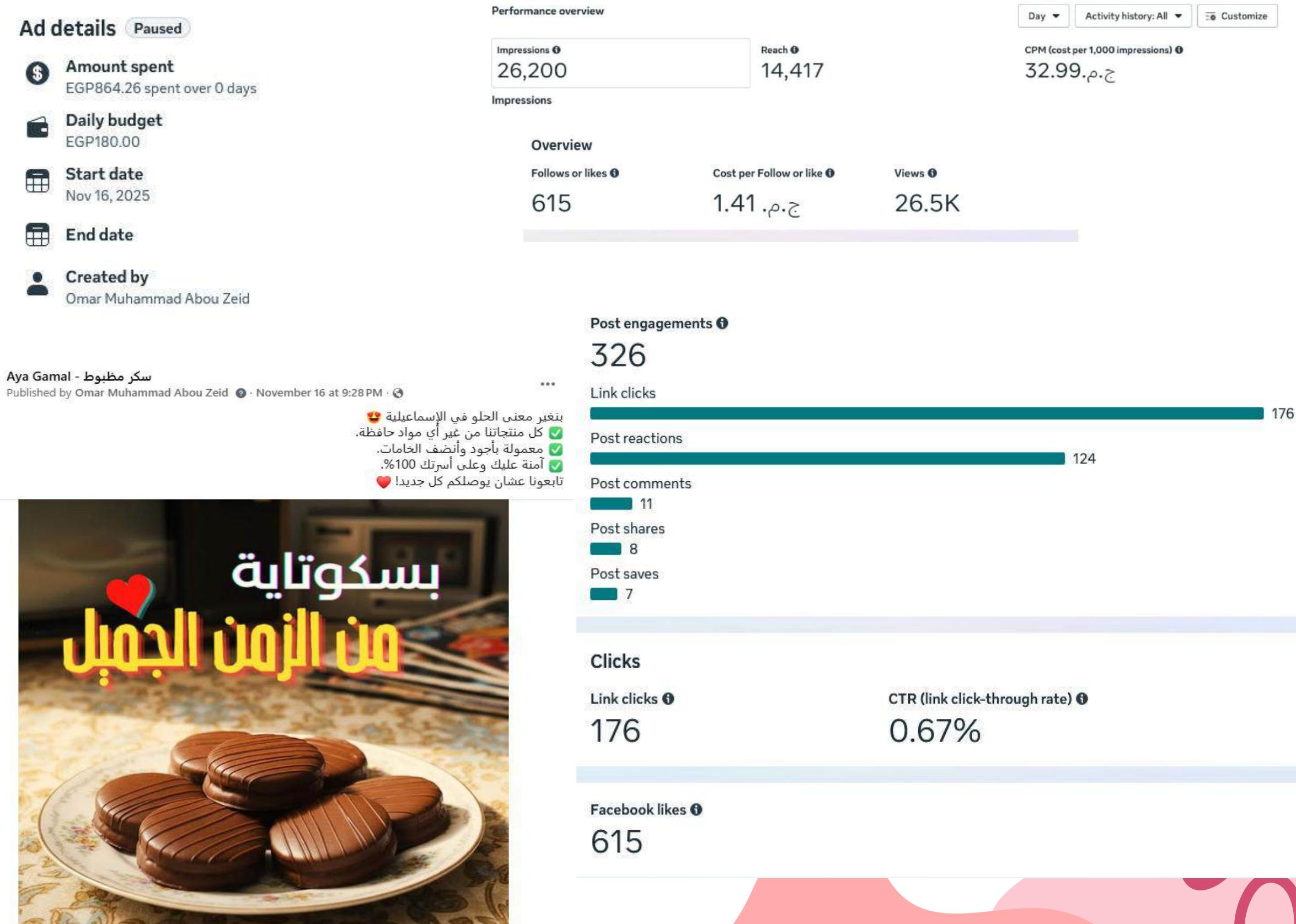
Ads on the Audience Network are shown in third-party mobile apps and mobile websites.

Please note, this is only a preview. The ad may show up differently in other apps and websites.

# PAID CAMPAIGN BIMBO ENGAGEMENT - 5 DAYS

## FROM 16/11 TO 21/11 (FACEBOOK)

DAILY BUDGET	180EGP
TOTAL SPENT	864.26EGP
TARGET	Engagement - Page Follows
COST PER RESULT	1.14EGP
REACH	14,417
IMPRESSIONS	26,200
CTR	0.67%
LIKES	615



# CURRENT SITUATION

Goal	KPI	Target (3 Months)	Actual Achieved	Status
Expand Digital Presence	Total Followers (FB + IG)	3,000 followers	FB: 1122 followers — IG: 127 followers → Total = 1249	(41.6% achieved in < 1 month)
	Posting Consistency	3-4 posts/week	FB posting weekly + IG consistent	Achieved
	Organic Reach	20,000-40,000 reach	FB Organic Reach = 43,179 — IG Organic Views = 2,142	FB exceeded target alone
	Profile Visits	1,000+ visits	FB: 6.6K visits — IG: 275 visits	FB exceeded
Strengthen Engagement	Engagement Rate	5%-8%	FB engagement spike + strong interactions, IG 90% follower engagement	FB exceeded
	Content Interactions	2,000+ interactions	FB: 2K — IG: 191 → Total = 2,191	Target achieved
Increase Sales by 30%	WhatsApp / Message Leads	300-500 inquiries	FB link clicks = 678	✓ Excellent indicator for potential sales
	Conversion Rate	5%-10%	13%	Target achieved
	Monthly Orders	Increase by 20-30%	50% INCREASE	Target achieved
Highlight Signature Product	Hero Product Sales Share	15-20% of total sales	100%	Target achieved
	Hero Product Content Views	5,000+ per month	24300 VIA AD	Target achieved

# RECOMMENDATIONS

## 1. Increase Posting Consistency

Post 3–4 times per week with a fixed schedule to stabilize reach.

Use a mix of reels, photos, and carousel posts to maximize exposure.

## 2. Boost Hero Product Visibility

Create weekly reels, Use close-up shots + storytelling to increase views and drive purchase intent.

## 3. Strengthen Engagement Quality

Encourage comments through questions, polls, and “choose your flavor” posts.

Respond quickly to messages/comments to increase algorithmic boosting.

## 4. Improve Reel Performance

Post short, fast-cut reels with trending audio to raise organic reach.

Optimize the first 2 seconds with strong visuals to increase watch time.

## 5. Optimize Paid Ads Strategy

Run message campaigns targeting only Ismailia to reduce cost per message.

Retarget video viewers and profile visitors to improve conversion rate.

# RECOMMENDATIONS

## 6. Grow Follower Base

Use giveaways and “tag a friend” mechanics to accelerate follower growth.

Promote best-performing reels with small budgets for faster audience expansion.

## 7. Build Content Variety

Share behind-the-scenes, preparation shots, and packaging moments.

Use customer testimonials to add trust and increase conversion likelihood.

## 8. Improve Conversion to Orders

Add WhatsApp CTA on every post and reel with a direct action message.

Use limited-time offers to push faster decision-making and drive orders.

## 9. Enhance Instagram Performance

Focus more on reels and stories since IG shows faster growth than FB.

Use Story Highlights to organize menu, pricing, and delivery info.

## 10. Leverage Peak Times

Post during your highest engagement hours (usually 6–11 PM).

Monitor which days perform best and prioritize posting on them.

**AD RANGERS TEAM**

# THANK YOU

SPECIAL THANKS TO **MRS. NOURA FARRAGE**  
FOR HER CONTINUOS HELP AND SUPPORT.

