

SOCIAL MEDIA STRATEGY

Client: Radwa's Macrame
INdustry: Handmade Home Decore
Platform focus: Instagram

CONTENTS

- 1 OUR STORY
- 2 SMART OBJECTIVES
- 3 SWOT ANALYSIS
- 4 MARKETING MIX
- 5 SEGMENTATION
- 6 VALUE PROPOSITION
- 7 ACCOUNTS ANALYSIS
- 8 COMPETETORS ANALYSIS

OUR STORY

We are proudly a local brand founded in 2021 based in Egypt that provides a wide range of hand crafted macrame pieces like wall hangers, baby room decor, Curtains, bags, slippers and different types of woman accessories using diffrent types of yarn.

Mainly focusing on High-quality Sustainable and valuable products that helps you with the perfect choice whether you need it for your home decoration or gifting your beloved ones.



SMART OBJECTIVES

- Raise brand awareness by creating more educational content and storytelling .
- Gain 1 k Followers in 3 months 250 weekly by organic Content .
- Increase engagement by 20-23% in 3 months likes, comments, share by Making interaction with audience, CTA and Collabs.
- Drive 2-3% of Followers to be potential customers in 3 months with showcasing new special products.

Raise brand awearness

Gain 1 k Follwers
2-3% Potentiel
Customers

Increase
engagement
20-23%

SWOT ANALYSIS

STRENGTHS

- Unique personal storytelling.
- Educational content builds trust.
- Active presence even with low follower count.

WEAKNESSES

- No logo or brand identity.
- Low engagement and follower base.
- No consistent aesthetic.

OPPORTUNITIES

- Niche audience with strong interest.
- Room to grow via Reels + TikTok.
- Educational + visual content synergy.

THREATS

- High competition with visually polished content.
- Algorithms favor bigger accounts.
- Lack of product differentiation.

MARKETING MIX

- 1 PRODUCT
- 2 PRICE
- 3 PLACE
- 4 PROMOTION
- 5 PHYSICAL EVIDENCE
- 6 PROCESS
- 7 PEOPLE

MARKETING MIX

PRODUCT	PRICE	PLACE
<ul style="list-style-type: none">• HANDMADE MACRAME PRODUCTS.• Cup holders, wall decor, table runners, bags, custom designs.• NEW PRODUCTS.• Cushions, baby decor, accessories..etc• FUTURE PLANS.• Event decorations (baby showers, weddings).	<ul style="list-style-type: none">• Prices based on size & design complexity.• Different price ranges for all customers.• OFFERS: BUNDLES, FIRST-time discount, loyalty discount.• PAYMENT:• cash on delivery, Mobile Wallets, InstaPay.	<ul style="list-style-type: none">• Online sales via Instagram with shipping all over Egypt.• FUTURE PLANS: handicraft fairs, workshops , local shop collaborations.

MARKETING MIX

PROMOTION

- High-quality photos & videos, educational content.
- FUTURE PLANS:
 - influencer collaborations, more DIY content, paid ads (Instagram & Facebook).

PHYSICAL EVIDENCE

- High-quality products, elegant packaging, branded cards.
- Authentic photos & videos online.
- FUTURE PLANS:
 - show production process in detail, add Clients honest reviews

PROCESS

- ORDER FLOW:
 - inquiry → welcome message
 - → ready-made or custom → pricing → production queue.
- DELIVERY:
 - 10–15 days (standard), 1 month (large orders), 3 months (events).
- FUTURE PLANS:
 - need basic order & inventory system.

PEOPLE

- RADWA: FOUNDER & MAIN DESIGNER.
- FUTURE PLANS :
 - Social media management, operations support or professional photography
 - So Radwa can focus on designs.

SEGMENTATION

- 1 GEOGRAPHIC
- 2 DEMOGRAPHIC
- 3 BEHAVIOURAL
- 4 PSYCHOGRAPHIC

SEGMENTATION

GEOGRAPHIC

- Country: Egypt.
- City Focus: Urban centers like Alexandria, Cairo ,Giza.
- Distribution: primarily Online via Instagram, TikTok and WhatsApp with potential expansion to local bazaars

DEMOGRAPHIC

- Gender : Female
- Age : 18_35 y
- Social Class : B&A
- Occupation: Newly married women , New mums ,University students & graduates

BEHAVIOURAL

- BUYING MOTIVATION:
 - Seeking uniqueness and high-quality handmade products.
 - Emotional connection through storytelling content.
- BEHAVIORAL TRAITS:
 - Customers' association handmade with quality and personal value.
 - Many are ready to make repeat purchases (Custom gifts, home updates).
 - They engage strongly with behind-the-scenes and storytelling content. (Reels).
- CONTENT RESPONSE:
 - 97.3% of engagement comes from Reels – indicating preference for visual, quick, and authentic content.
 - Engagement peaks with brand-awareness reels that reflect authenticity.

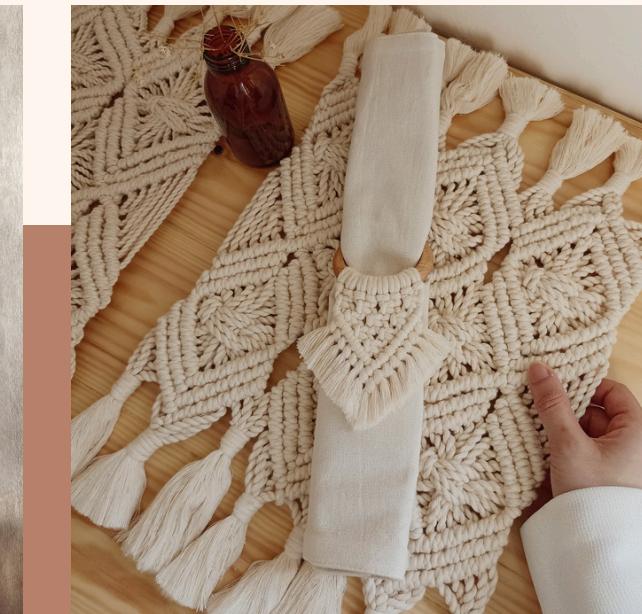
SEGMENTATION

PSYCHOGRAPHIC

- Interests :Handmade,Home decor.
- Personality Social, cares about details, values personal style
- Life style: Boho style , minimalist style, Comfort, Unique

• LEVELS OF SEGMENTATION

- The brand currently operates at the Core Single Segment level—meaning we're targeting a very specific and focused segment that loves handmade and boho decor." But over time, we may expand to multiple levels.





VALUE PROPOSITION

We bring warmth to your home by giving you a wide selections to change your home style using high-quality materials,elegant designs and affordable price for you and your beloved ones.

ACCOUNT ANALYSIS

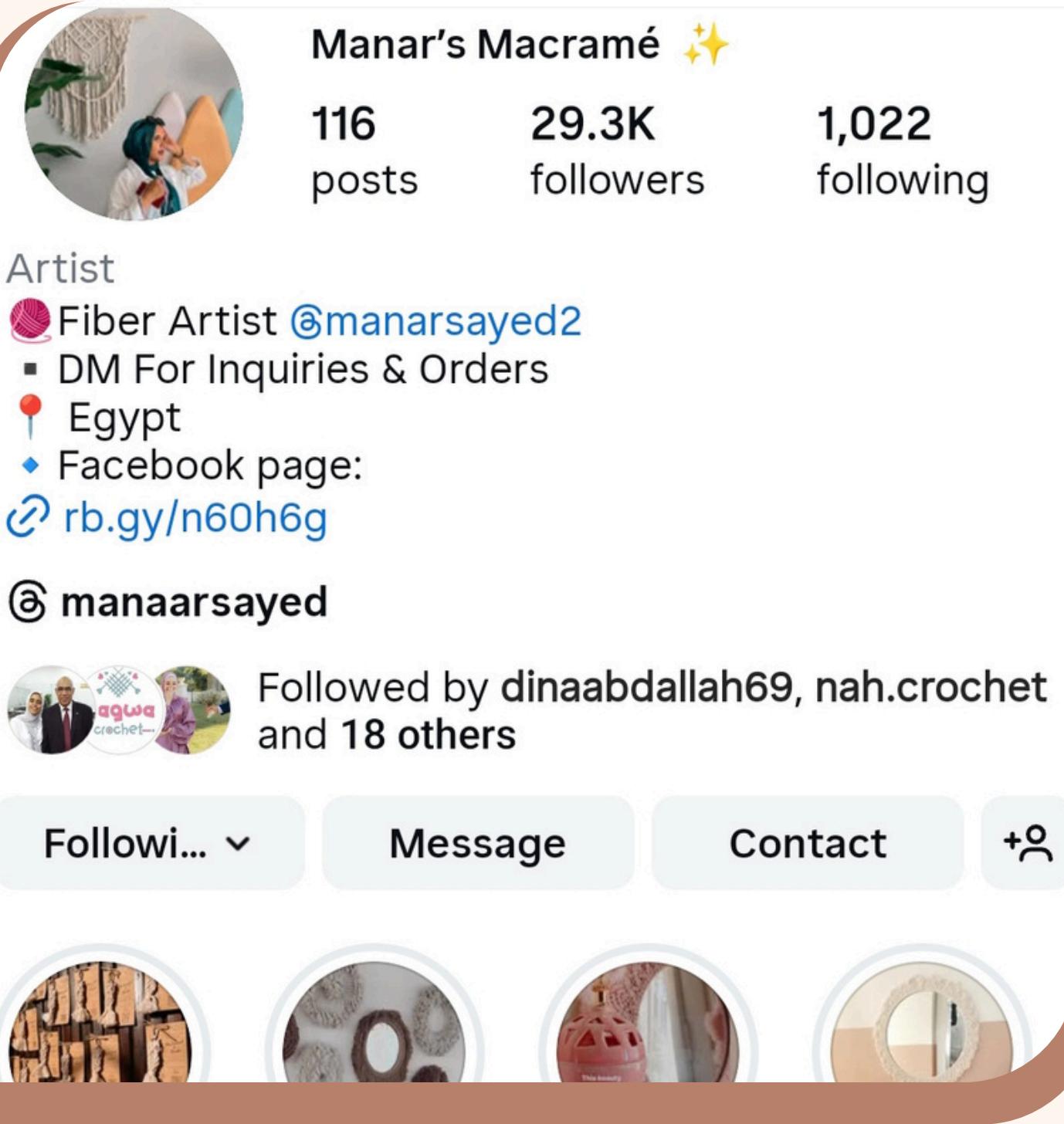
Account overview

Content Style: Mix of Educational, Product Showcase, and personal Storytelling

Target Audience: Macrame enthusiasts, handmadelovers, home decor shoppers.



COMPETITIVE ANALYSIS



Manar's Macramé ✨

116 posts 29.3K followers 1,022 following

Artist

Fiber Artist @manarsayed2

- DM For Inquiries & Orders
- 📍 Egypt
- ♦ Facebook page: rb.gy/n60h6g

@ manaarsayed

Followed by dinaabdallah69, nah.crochet and 18 others

Followi... ▾ Message Contact +

Four circular preview images of macramé projects are visible at the bottom.

Manar's Macrame

Followers: 29.3K

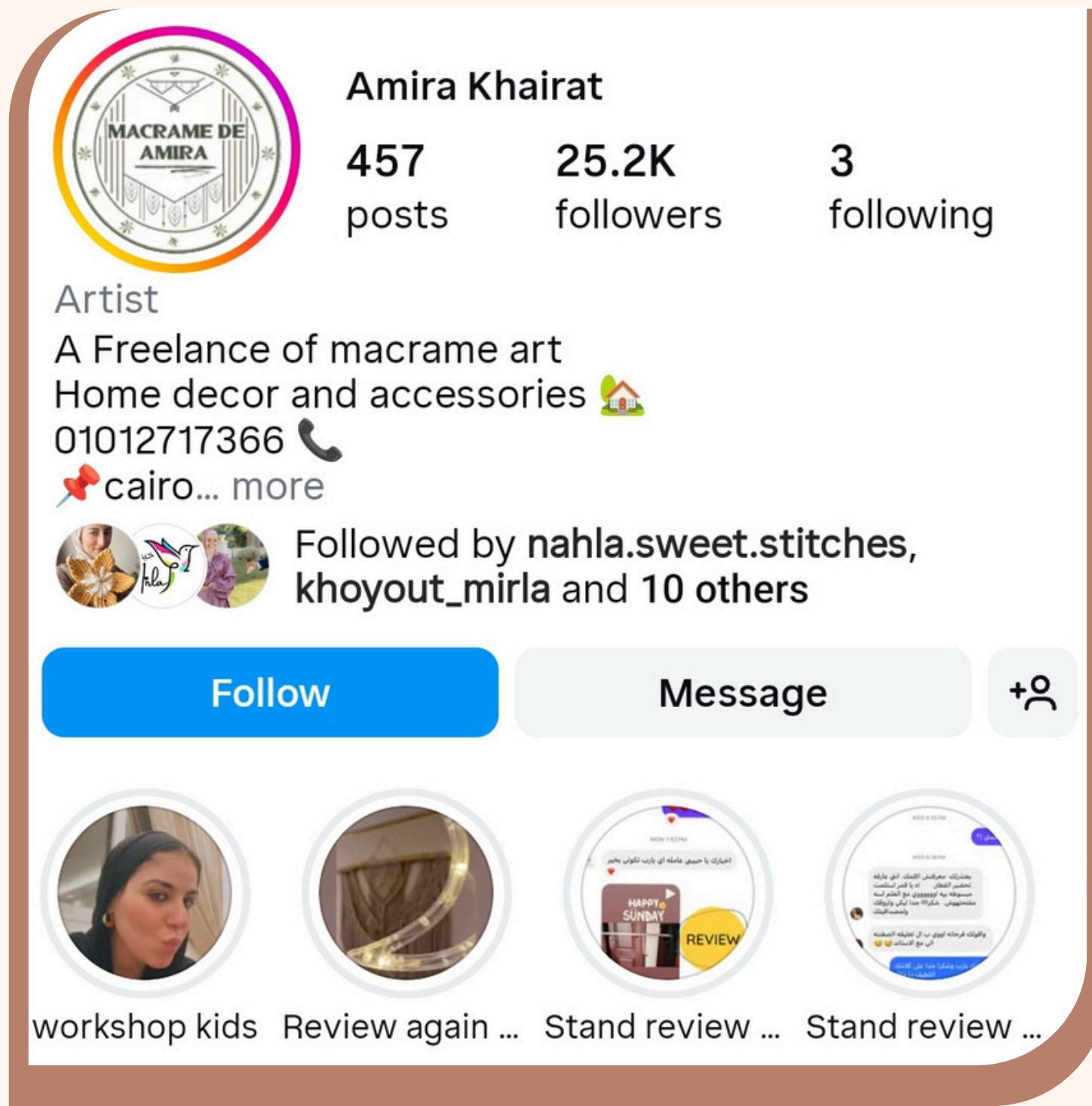
Posts: 116

Views: 1K–15K

Engagement: 100–500

Content: Mostly product showcases from various angles

COMPETITIVE ANALYSIS



Amira Khairat
457 posts 25.2K followers 3 following

Artist
A Freelance of macrame art
Home decor and accessories 🏠
01012717366 ☎️
📍 cairo... more

Followed by [nahla.sweet.stitches](#), [khoyout_mirla](#) and 10 others

Follow Message +

workshop kids Review again ... Stand review ... Stand review ...

Amira Khairat

Followers: 25.2K
Posts: 457
Views: 1K - 40K
Engagement: 50-200
Content:
Primarily educational

COMPETITIVE ANALYSIS

Sara Abdullatif she/her

160 posts 4,990 followers 156 following

Artist

Handcrafted Knots | Sustainable Art | Boho Vibes

Custom orders & Collaborations Dm 📦
Shipping all over Egypt... more

www.tiktok.com/@sara3blatif?_t=8XBtSTYshCX&_r=q

Followi... ▾ Message Contact +

Sara Abdullatif

Followers: 4,988

Posts: 160

Views: 1K – 90K

Engagement: 50 – 200

Content: Final product on wall or as accessories, some educational

THANKS

The Tangled Tactics Group

Radwa El Ashri

Mohamed Gaber

Nouran Adel

Lobna el bedewy

Hanaa Ahmed Anwer

Tasneem Ibrahim

Instructor

Safyeldin Ahmed