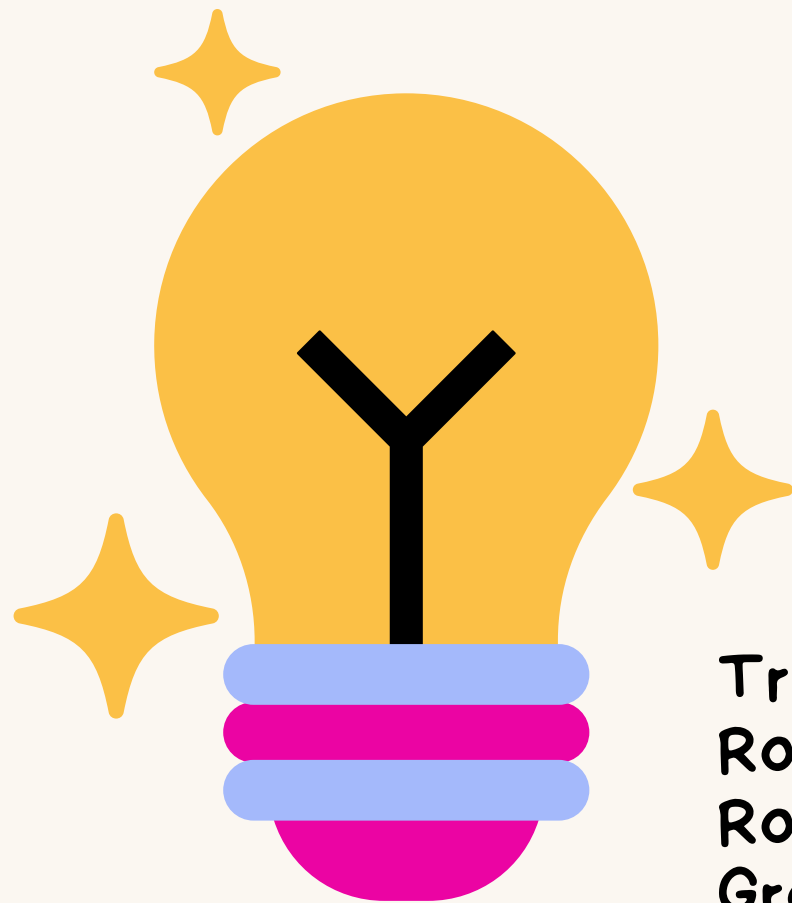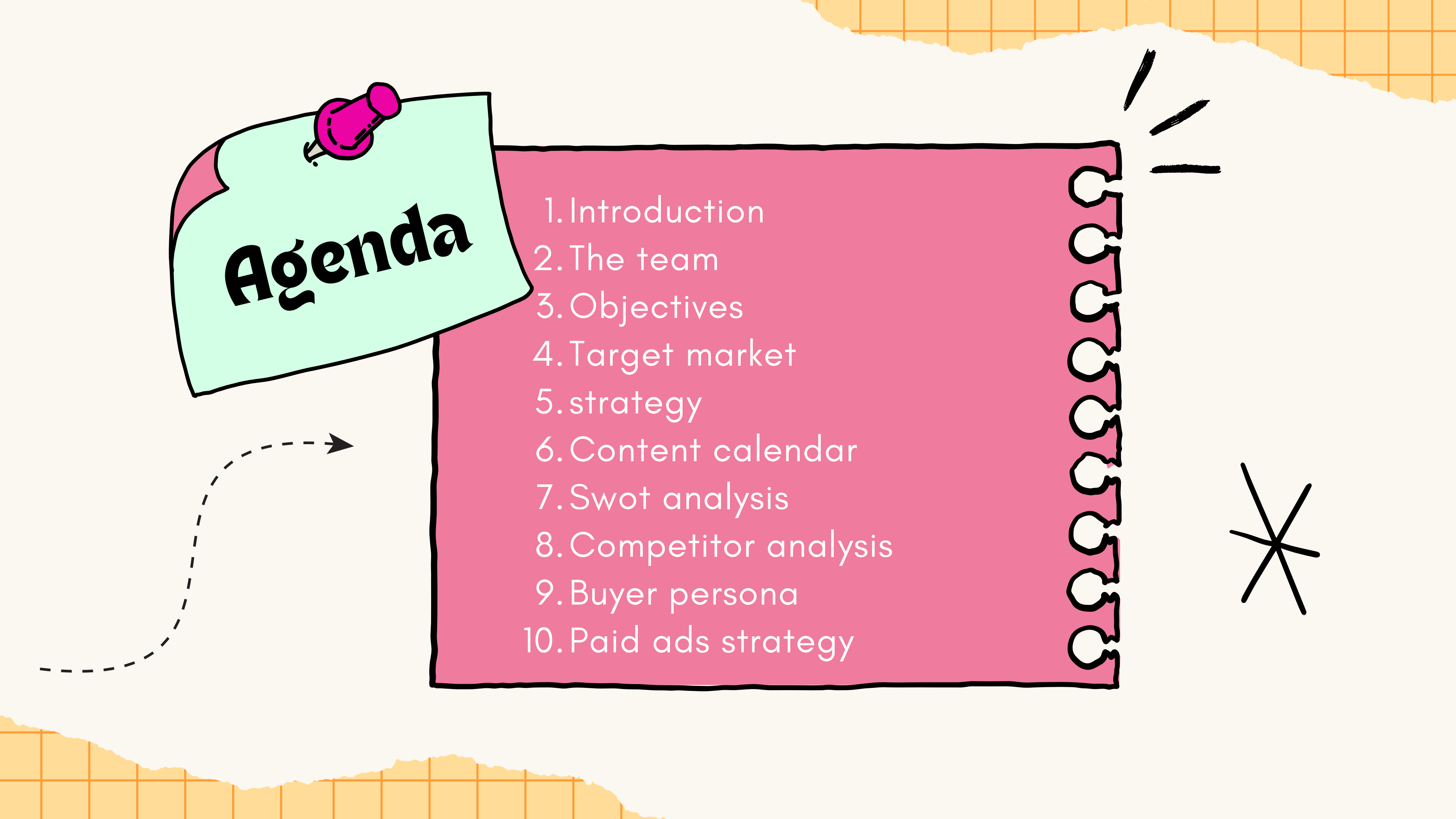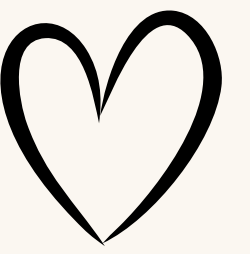By: Marketminds

Graduation PROJECT

Track: Digital Arts - Digital Marketing Specialist
Round Code: CAI3_DRT1_S3
Round Number: 551
Group 4

Agenda

1. Introduction
2. The team
3. Objectives
4. Target market
5. strategy
6. Content calendar
7. Swot analysis
8. Competitor analysis
9. Buyer persona
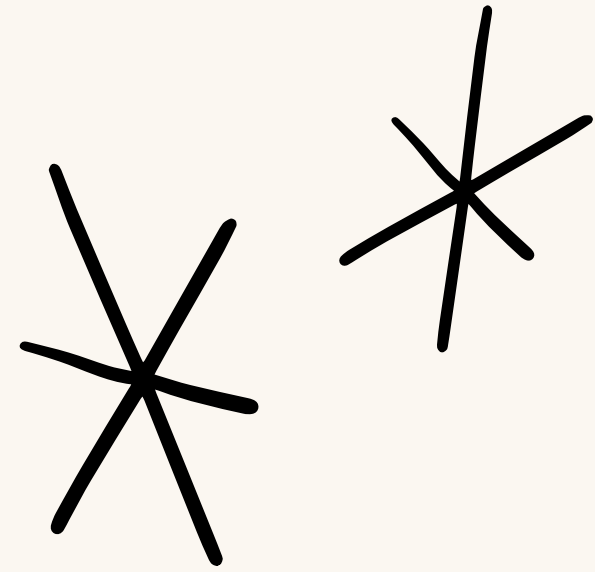10. Paid ads strategy

Introduction

GLOWVANA

SKINCARE
EGYPT

- Glowvana is a cosmetics/skincare startup offering natural skincare products.
- The brand focuses on selling natural skincare items + providing skin analysis + online support.
- Problem Solved: Many girls struggle to choose the right products for their skin type and prefer natural, safe solutions.
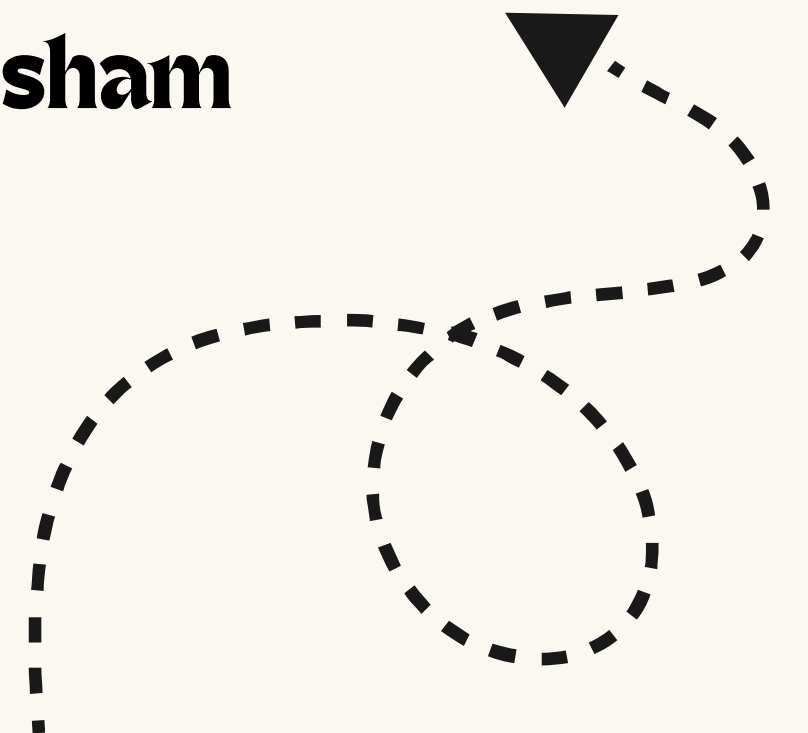
The team

Shorouk khaled

Radwa hany

Amr Elsayed

Rahf Hamdy

Seif mokhtar

Omar hesham

Content

PROJECT OBJECTIVES

- Increase brand awareness.

- Reach a larger audience of skincare-interested females.

- Drive sales through targeted paid ads

- Build an online skincare community

TARGET MARKET

Behavior

- Shopping Behavior: Active both online (social media, e-commerce) and offline (pharmacies, beauty stores)
- Decision-Making Behavior: Cost-conscious but willing to invest slightly more in natural/medical products with proven benefits

Demographics

- Gender: Primarily female, with a growing male segment interested in skincare.
- Age: 18-45.
- Income Level: Mid to Upper-income individuals who seek for safe & effective skincare.
- Occupation: Students ,mothers ,young professionals, working women, and healthconscious individuals.

Interests

- Purchase Triggers: Price-quality balance, effectiveness in solving common skin issues, positive word-of-mouth and reviews
- Brand Loyalty: Will stay loyal if products deliver consistent results; otherwise, may switch due to market variety.

Geographic

- Location: Mainly Cairo, with expansion potential into other major urban centers in Egypt.
- Regions: Urban and semi-urban areas with access to pharmacies, beauty stores, and e-commerce delivery.

Customer Challenges

- Persistent acne and oily skin.
- skin sensitivity.
- Difficulty finding affordable effective natural solutions.
- Overwhelmed by too many skincare choices in the market.

Psychographic

- Interests: Skincare, beauty routines, self-care, wellness, and natural remedies
- Lifestyle: Appearance-conscious, health-aware, and committed to maintaining healthy, glowing skin.
- Values: Affordable products with good quality, preference for natural/medical ingredients over chemical-heavy solutions.
- Mindset: Seek trustworthy brands that balance price, quality, and visible results

Marketing Strategy

1 social Media Marketing
  • Instagram & Facebook
  • Reels (educational), before/after, product showcases

2 Content Strategy
  • 12 posts + 8 reels per month

3 Paid Ads
  • Awareness campaigns
  • Conversion campaigns
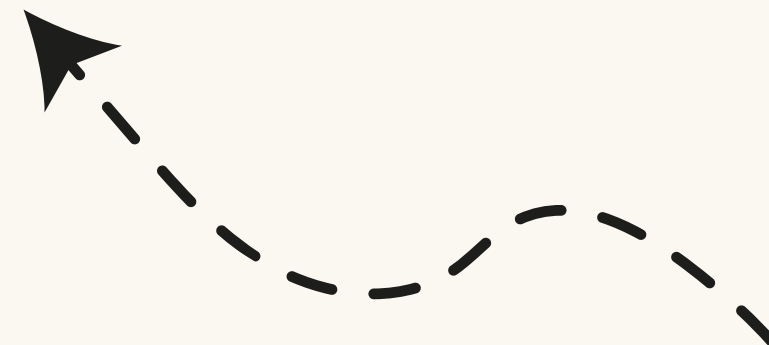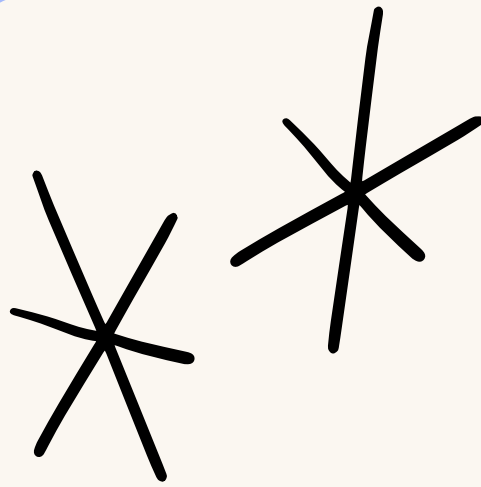
4 Engagement Strategy
  • Q&A Stories
  • Skincare quizzes
  • Polls (e.g., "Oily or Dry Skin?")
  • "Ask the Expert" weekly series

5 Branding Strategy
  • Pastel colors (soft, natural)
  • Clean visuals
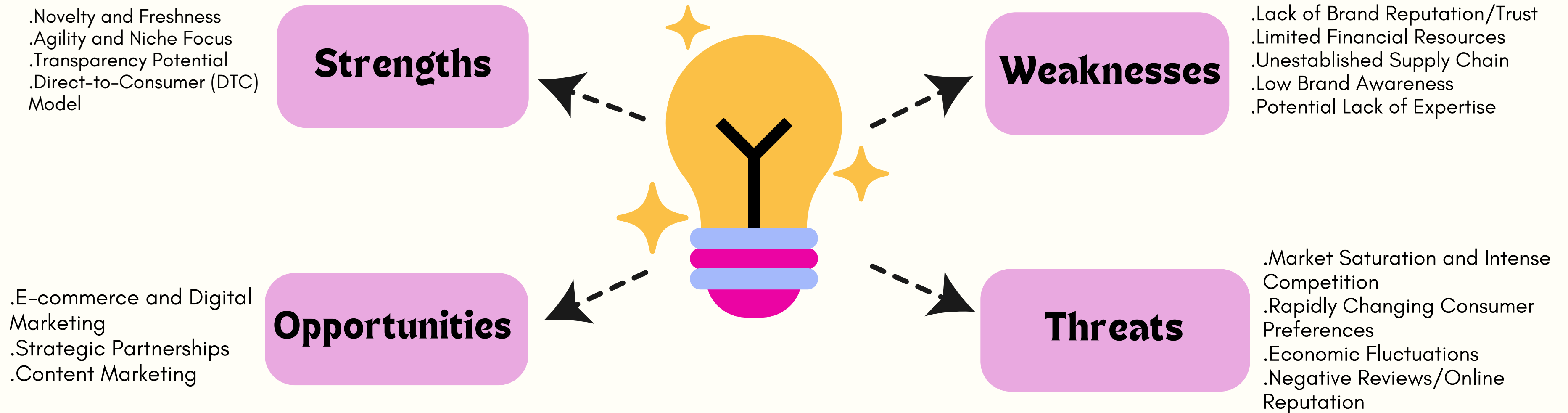 • Consistent tone: Friendly – Expert – Supportive

NOVEMBER CALENDER

Content Pillar	Idea Type	Idea / Description	Caption	Tone of Voice	CTA	Text on Visual
Awareness	Reel	Welcome November reel with fast	Welcome November 🌸 Get ready for deals you'll	Friendly · Excited	Follow us to stay updated	Welcome November → Black Friday is Coming
Education	Carousel	3 shopping tips before Black Friday	3 Tips Before You Buy: Quality, Fit & Price	Informative · Helpful	Save this post	Slide 1: Quality / Slide 2: Fit / Slide 3: Price
Engagement	Static Post	Ask audience what product they want to	We're planning something big… what should go	Casual · Conversational	Comment your favorite	What do you want on SALE?
Teaser	Carousel	Blurred product reveal + countdown to	10 days to showtime… are you ready?	Dramatic · Build-up	Save the date 28/11	10 DAYS LEFT → BLACK FRIDAY
Product Highlight		Showcase 3 winter must-have products	Top Winter Picks to Keep You Cozy ❄️	Inspiring · Lifestyle	Shop the collection	•Slide 1: Hydration is Key 💧 (Moisturizer / Cream)
Social Proof	Static Post	Customer testimonial with product	'glowvana changed my routine…'	Trustworthy · Warm	Read more testimonials	REAL REVIEWS 💬
UGC / Engagement	Carousel	User-generated content with hashtag	Love seeing you with #glownana Share — keep	Friendly · Community	Tag us / use the hashtag	Your Style, Your Way → #glowvana share
Education	Static Post	Infographic: Why glowvana is the smart	Why shopping smart = shopping with glowvana	Informative	Follow for more tips	Smart Shopping with glowvana
Teaser	Reel	Countdown animation: 1 week left	Only 7 days left… get ready!	Excited · Dramatic	Set your reminders	1 WEEK LEFT → BLACK FRIDAY
Engagement / Teaser	Carousel	Poll-style carousel → Slide 1: "Which	Which deal would you grab first? 🪙	Playful · Engaging	Swipe & Comment your choice	•Slide 1: "Which Deal First?"
Pre-Launch Teaser	Reel	Flashing products + text 'Starts 27/11'	The wait is almost over… Black Friday starts 27/11!	Energetic · Bold	Prepare your wishlist	Don't Miss Out"
Black Friday Campaign	Reel	Product showcase with discounts	It's here 🚀 BLACK FRIDAY DEALS up to 50% OFF!	Excited · Urgent	Shop Now – Link in Bio	"BLACK FRIDAY → UP TO 50% OFF"
Black Friday Follow-up	Static Post	Thank audience for shopping + highlight	Thank you for making this Black Friday amazing 💕	Warm · Appreciative	Stay tuned for Cyber Monday	"Best Sellers → Thank You"
Cyber Monday Teaser	Reel	Fun transition: 'Think it's over?' →	Think it's over? Cyber Monday is here 🪙 Up to	Playful · Fun	Stay tuned tomorrow	CYBER MONDAY → Online Deals

SWOT ANALYSIS

Strengths
.Novelty and Freshness
.Agility and Niche Focus
.Transparency Potential
.Direct-to-Consumer (DTC) Model

Weaknesses
.Lack of Brand Reputation/Trust
.Limited Financial Resources
.Unestablished Supply Chain
.Low Brand Awareness
.Potential Lack of Expertise

Opportunities
.E-commerce and Digital Marketing
.Strategic Partnerships
.Content Marketing

Threats
.Market Saturation and Intense Competition
.Rapidly Changing Consumer Preferences
.Economic Fluctuations
.Negative Reviews/Online Reputation

COMPETITOR ANALYSIS

	GLOWVANA	Favelin	Glamy Lab	Telofill
UniqueValue proposition (UVP)	A local brand blending natural extracts with science-backedactivestocreate gentle,Jeffectiveskincare tailored to Egyptian needs.	Luxurious, fragrance-rich careproductsblendingnatural botanicals with a lifestyle feel for beauty and mood.	Premium,dermatology-grade skincare with provenactiveingredients forvisibleanti-aging, brightening, and protection results	Dermatologist-approved formulasthatcombinescienceand clean ingredients to treat skin and hair concerns.
Price Point	mid-to-value	Mid-to-premium	mid-to-value	mid-to-value
Digital Presence	Facebook and WhatsApp	Facebook, Instagram,WhatsApp, YouTube, TikTok	FAcebook,Instagram,TikTok, Youtube	FAcebook, Instagram,TikTok, WhatsApp
Strength	approachable identity Focusonenhancingnatural radiance.	Premium image, professional presence	Frequent content	High engagement rate
Weakness	Lowerbrandawareness Low engagement rate	Irregular content updates	Contentsometimesfeels repetitive	Over-relianceonpromotions, repetitive

BUYER PERSONA

Working Thirty-Something

• WHO SHE IS

- Age: 30-35
- Location: Cairo/Alexandria –
Occupation & Income: Urban
professional, medium-high disposable
income
- Lifestyle: Busy, career-oriented,
values convenience and efficiency

• HER PROBLEMS

- Stress, fatigue, dark circles
- Sensitive skin from long
workdays
- Limited time for
complicated routines

• MINDSET & VALUES

- Values: Reliability, efficiency,
transparency, authenticity
- Personality Traits: Pragmatic,
time-conscious, skeptical of
exaggerated claims
- Hobbies: Café visits, fitness,
occasional travel,
Instagram/LinkedIn scrolling

• WHAT SHE WANTS

- Solution: Simple, time-saving
skincare that delivers visible results
- Benefits Desired: Healthy glow,
reduced stress signs
- Why It Matters: Wants to look
professional & confident without
heavy effort

BUYER PERSONA

University Twenty-Something

• WHO SHE IS

- Age: 19-24
- Location: University city
- Occupation & Income: Student, limited budget
- Lifestyle: Social, active online, trend-driven

• MINDSET & VALUES

- Values: Affordability, fun, self-expression
- Personality Traits: Curious, experimental, easily influenced by peers
- Hobbies: TikTok, Instagram, hanging out with friends

• HER PROBLEMS

- Acne and skin issues from stress and hormones
- Limited budget for skincare
- Overwhelmed by too many trendy products

• WHAT SHE WANTS

- Solution: Affordable, trendy skincare routine
- Benefits Desired: Clearer skin, confidence at social events
- Why It Matters: Wants to fit in socially and feel attractive

BUYER PERSONA

Teenage Girl

• WHO SHE IS

- Age: 14-17
- Location: Secondary school –
Occupation & Income: Student,
relies on parents for money
- Lifestyle: Heavily influenced by
social media

• MINDSET & VALUES

- Values: Peer approval, fun, instant
results
- Personality Traits: Energetic,
experimental, curious
- Hobbies: TikTok, Snapchat,
hanging out with friends

• HER PROBLEMS

- Acne, oily skin, breakouts
- Low confidence from
appearance
- Limited product knowledge

• WHAT SHE WANTS

- Solution: Simple and fun skincare
routine
- Benefits Desired: Clear skin,
boosted confidence
- Why It Matters: Wants to feel good
and accepted socially

Take action!

1 **Customer Journey.**

– Awareness: Notices acne flare-ups
– Consideration: Watches influencer reviews and TikTok trends
 – Decision: Buys when brand feels trendy and affordable

2 **How to Reach Her**

– Shopping Habits: Online shops, student discounts
– Content Preferences: Before/after videos, short challenges
– Preferred Channels: TikTok, Instagram
– Tone of Voice: Playful, relatable, trendy

PAID ADS STRATEGY

OBJECTIVES

Awareness & Engagement
(increase brand recognition and build trust around the natural skincare product)

PRODUCT:

- Natural-based skin care .
- Unique Selling Points (USPs):
- 99% natural ingredients.
- No fragrances or harmful chemicals
- Clinically effective, provides therapeutic skin benefits

TARGET AUDIENCE:HIGHER QUALITY

- Women, ages 18-45.
- Location: Egypt.
- Interests: Skincare, natural beauty, organic products, self-care, cosmetics, dermatology, health & wellness.

BUDGET & DURATION:

- Total: 600 EGP.
- Duration: 5 days.
- Daily budget: ~105 EGP/day.

CAMPAIGN STRUCTURE:

• campaign objective → Engagement
- 1 Ad Set : 1 creatives
- CTA : "Follow us to know more about yourself "

• KPIs to Track:
- profile visits
- CPR (Cost per Result)
- CPM (Cost per 1,000 impressions).

Insights

Performance overview

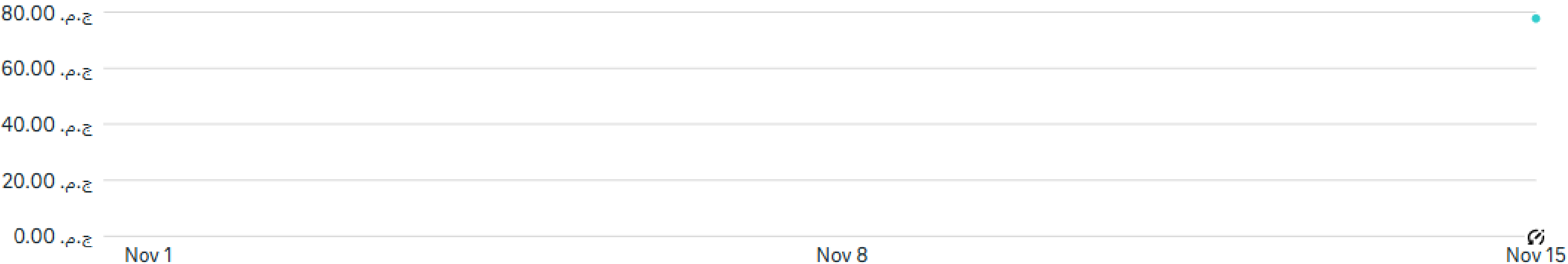Week ▼ | Activity history: All ▼ | ⚙ Customize

CPM (cost per 1,000 impressions) ❶
77.74.م.ج

Cost per result ❶
1.01.م.ج

Amount spent (Cumulative)
515.57.م.ج

CPM (cost per 1,000 impressions)

80.00 .م.ج
60.00 .م.ج
40.00 .م.ج
20.00 .م.ج
0.00 .م.ج

Nov 1   Nov 8   Nov 15

🟦 CPM (cost per 1,000 impressions)   ⊘ Historical edits

View results

Performance ⓘ

Lifetime ▾

EGP515.57 spent over 5 days.

Facebook Page visits ⓘ	**513**	Facebook follows ⓘ	**66**
Views ⓘ	**6,219**	Viewers ⓘ	**3,770**

Activity

Post engagements

1547

3-second video plays

1033

Link clicks

473

Facebook follows

66

Post reactions

27

Post shares
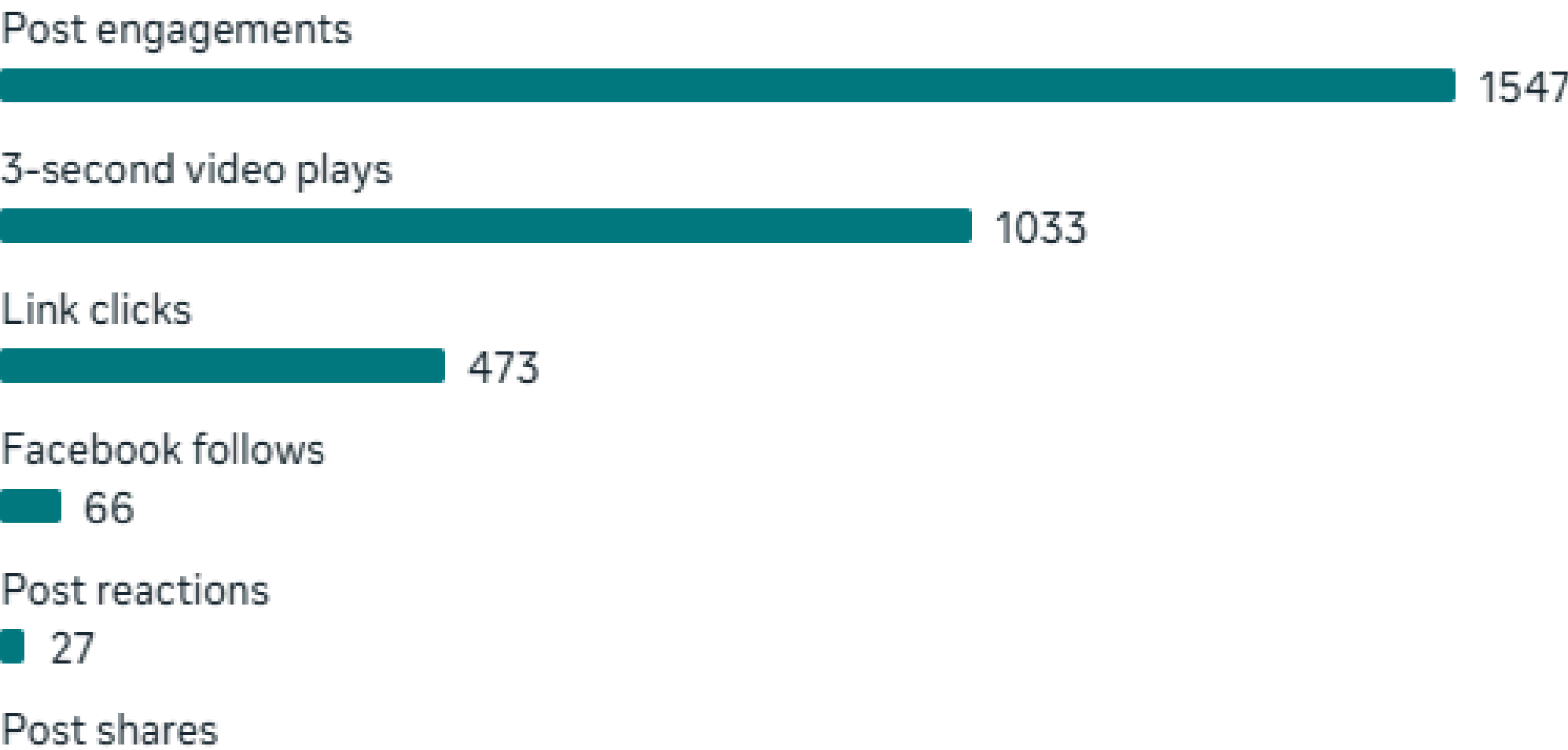
Ad rating

Are you satisfied with this ad?

No   Yes

Details

Status
◉ Completed

Goal
Get more Page visits

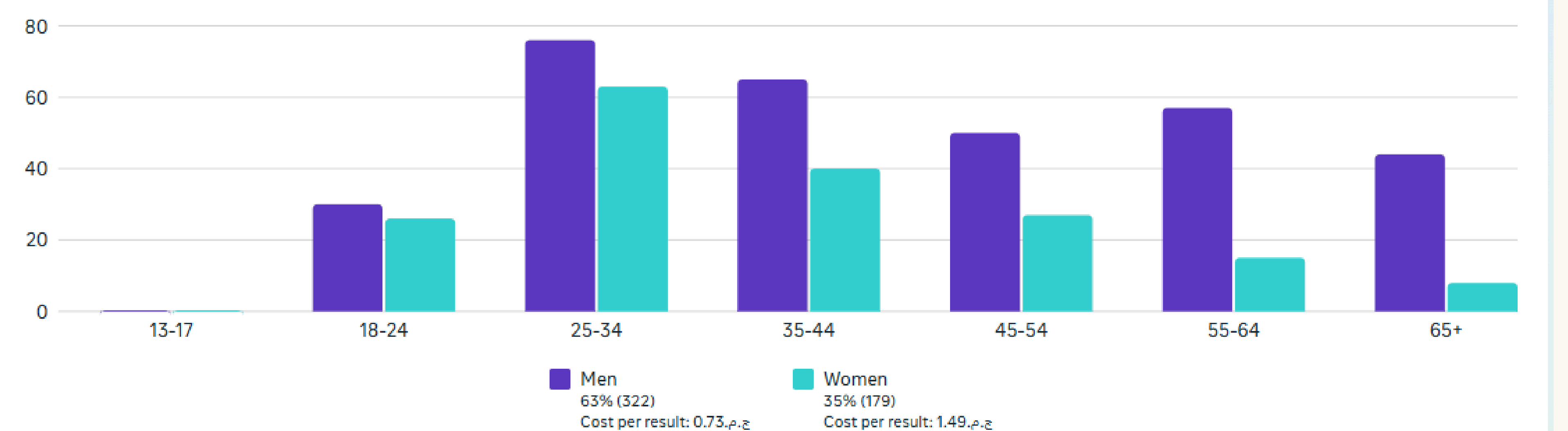**Daily budget**
$ EGP105.00 ✎

Duration
⏱ 5 days

⌄ See all

200

0

Nov 1   Nov 8   Nov 15

■ Facebook Page visits   ⊘ Historical edits
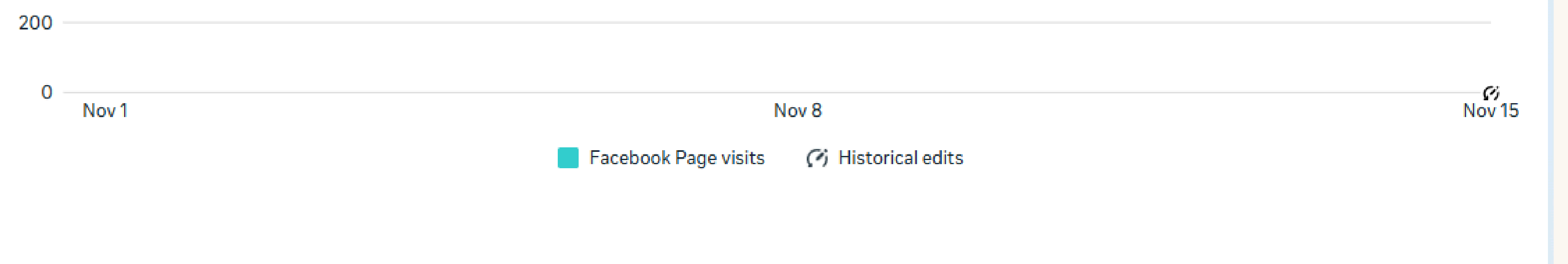
👥 **Demographics**   🗗 Platform

Age and gender distribution

| All ▾ | | Results ▾ |

80

60

40

20

0

13-17   18-24   25-34   35-44   45-54   55-64   65+

■ Men
63% (322)
Cost per result: 0.73.م.ح

■ Women
35% (179)
Cost per result: 1.49.م.ح

CONCLUSIONS

1. • Full marketing strategy implemented

2. • Market & audience analysis

3. • Professional content creation

4. • Ads management

5. Recommendations for future growth

THANK YOU!