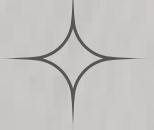
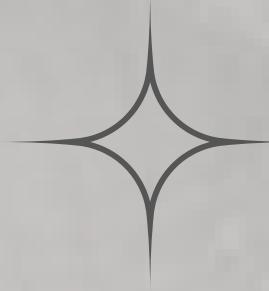
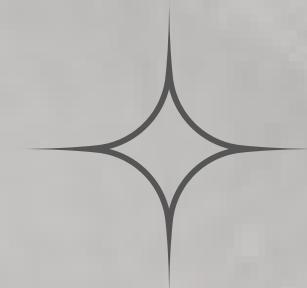


# DIGITAL MARKETING STRATEGY



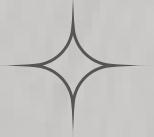


**presented by**

**sohila amin abdelhafez**

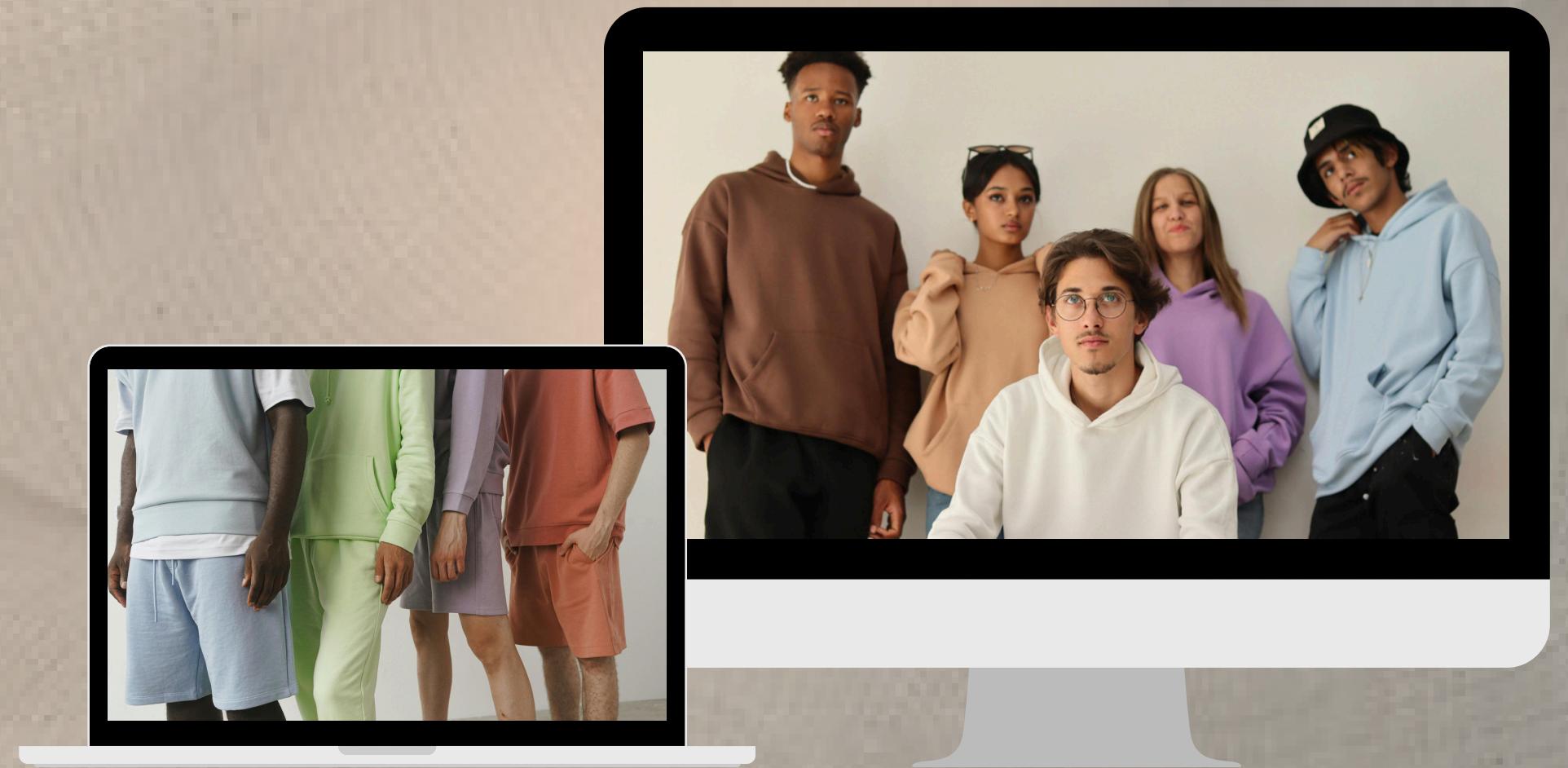
**Rowan Nabil mohamed**

**Mohamed ahmed Gharib**



# CONTENT

- Introduction
- SWOT analysis
- Segmentation
- Buyer Persona
- Marketing Mix
- Digital Marketing Objectives
- Campaign objectives & KPIs
- Content calendar
- Competitive Analysis
- Conclusion



# Introduction

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Cozy Threads began as a group project by three college mates and grew into a popular lifestyle brand offering comfortable, stylish unisex clothing and tote bags. It is known for its high-quality fabrics and seasonal collections. The brand has built strong customer loyalty through social media platforms. Cozy Threads focuses on simple, affordable, and customizable clothing with eye-pleasing colors, aiming to provide comfort and style.



# Introduction

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## VISION



To become the leading local brand in Egypt and the middle east known for it's comfortable and stylish unisex clothing that defines comfort and simplicity turning daily wear into a lifestyle.

## MISSION



Our mission is to create affordable, high-quality and customizable clothes that combines comfort and style, making our customers feel confident in every outfit while building strong relationship through social media platforms.

# SWOT Analysis

---

## **strengths**

- Strong commitment to durability.
- High-quality materials, Minimalist and timeless designs that appeal to a broad audience.
- Customer service that provides support and assistance, building strong relationships with customers.

## **Weaknesses**

- Low brand awareness.
- Limited product range compared to larger competitors.
- Lack of a strong distribution network that reduces the reach of products to various markets.

## **opportunities**

- Global markets focused on eco-friendly products.
- Collaborating with influencers on social media to increase brand awareness and participate in bazars.
- Offering bag customization services according to customer requests.
- Targeting customers with trendy models at reasonable prices and offering promotions.

## **Threats**

- Increasing competition between fashion brands.
- Fluctuations in material costs.
- Changes in consumer preferences towards other trends.
- Economic downturns impacting consumer spending.

# Segmentation

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- Demographic:

Age: 18-35

Gender: Unisex

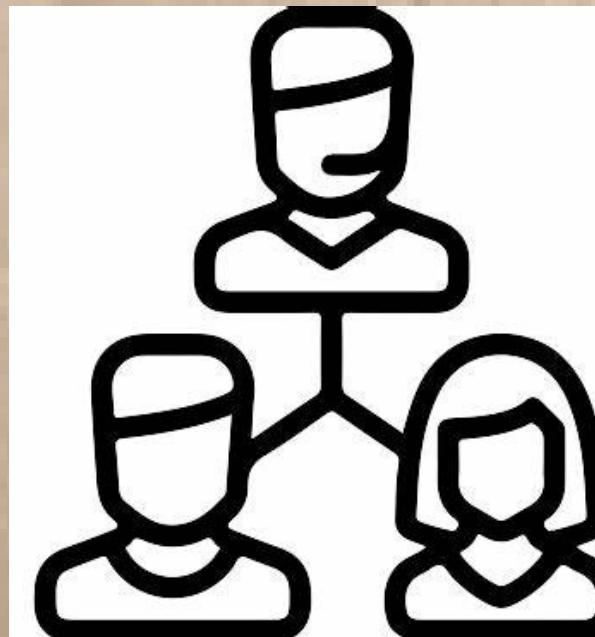
Class: B

Location: Alexandria

- Psychographic:

Interests: Fashion

Lifestyle: casual, trendy and practical.



## Potential Segments:

- Busy professionals:

Age: 23-35

Interests: Work-life balance, comfortable yet stylish clothing, quality materials, value convenience and functionality.

- Budget-conscious shoppers:

Age: 24-28

Interests: affordable options without sacrificing quality.

- Trend-conscious Students:

Age: 18-23

Interests: Latest trends, social media, affordable options.

## Buyer persona

# Sama

busy professional (29-35)

- 30-year-old mom with a newborn daughter and a full-time job.
- She goes to the club consistently and is interested in fashion design.
- She works for 8 hours and then goes to the club, so she spends most of the day outside.
- she needs to be as comfortable as possible, while being practical and looking good at the same time.



# sherif

budget concious shoppers (24-28)

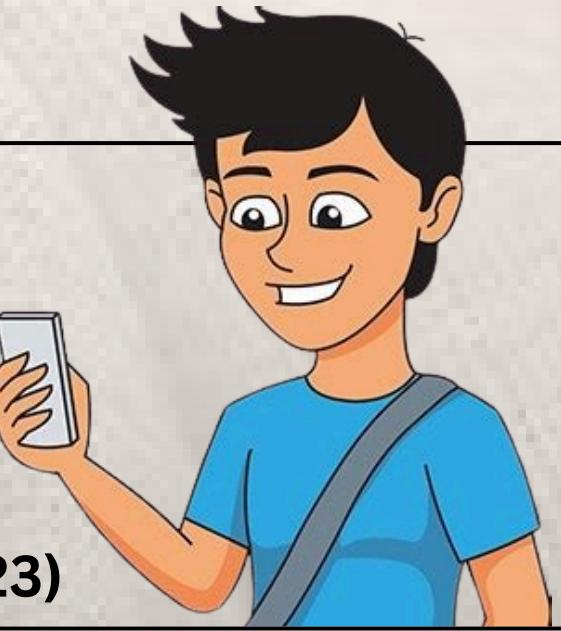
- 27 years old, single, works as a customer service agent.
- He is interested in movies, series, and technology.
- He works 9-hour rotational shifts, sometimes overnight.
- He needs soft, comfy and affordable clothing.



## Buyer persona

### Tamer

trend concious students (18-23)



- 21-year-old, 3rd-year college student.
- Interested in gaming, anime, bowling and arcade games.
- He goes out with his friends after college, so he's outdoors all day.
- He needs something trendy, comfortable, durable, and presentable.

### JANA

trend concious students (18-23)



- 18 years old, Thanaweya Aama student.
- Interested in watching fantasy movies and series and reading adventure books.
- She spends her day moving between lessons.
- she needs a tote bag with spacious capacity and edgy design to carry all her books.

# Marketing Mix

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## product



Hoodies



T-shirts



Tote bags



Sweatpants

# Marketing Mix

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**price**



Hoodies 500 EGP

Sweatpants 450 EGP

T-shirt 300 EGP

Tote bag 250 EGP

**place**

**Online**

Through direct messages on Facebook, Instagram and Tiktok.



# Marketing Mix

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## promotion

### 1. Social Media Marketing

- Giveaways to encourage engagement and generate buzz.
- User-Generated Content to encourage customers to share photos of themselves wearing our products.
- collaborate with influencers to reach a wider audience.



### 2. Content Marketing

- Create informative and engaging posts on fashion trends and styling tips, product videos, tutorials, or behind-the-scenes content to showcase your brand.

### 3. Loyalty Programs

- Offer rewards to loyal customers, such as discounts, free shipping, or exclusive access to new products.
- Encourage customers to refer friends and family by offering incentives.

# Digital Marketing obj.

---

## Short-Term Objectives

(3-6 months)

Grow social media following  
on Facebook 700, Instagram 500 and Tiktok 400.

Generate 200 leads from social media.

## Long-Term Objectives

(1-2 years)

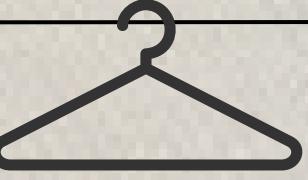
Expand our online presence to having a website.

Increase website traffic by 5% through organic search and paid advertising.

Achieve a 10% conversion rate on your website.

Become one of the leaders in the fashion market.

campaign objectives  
\$ KPIs



# Awareness



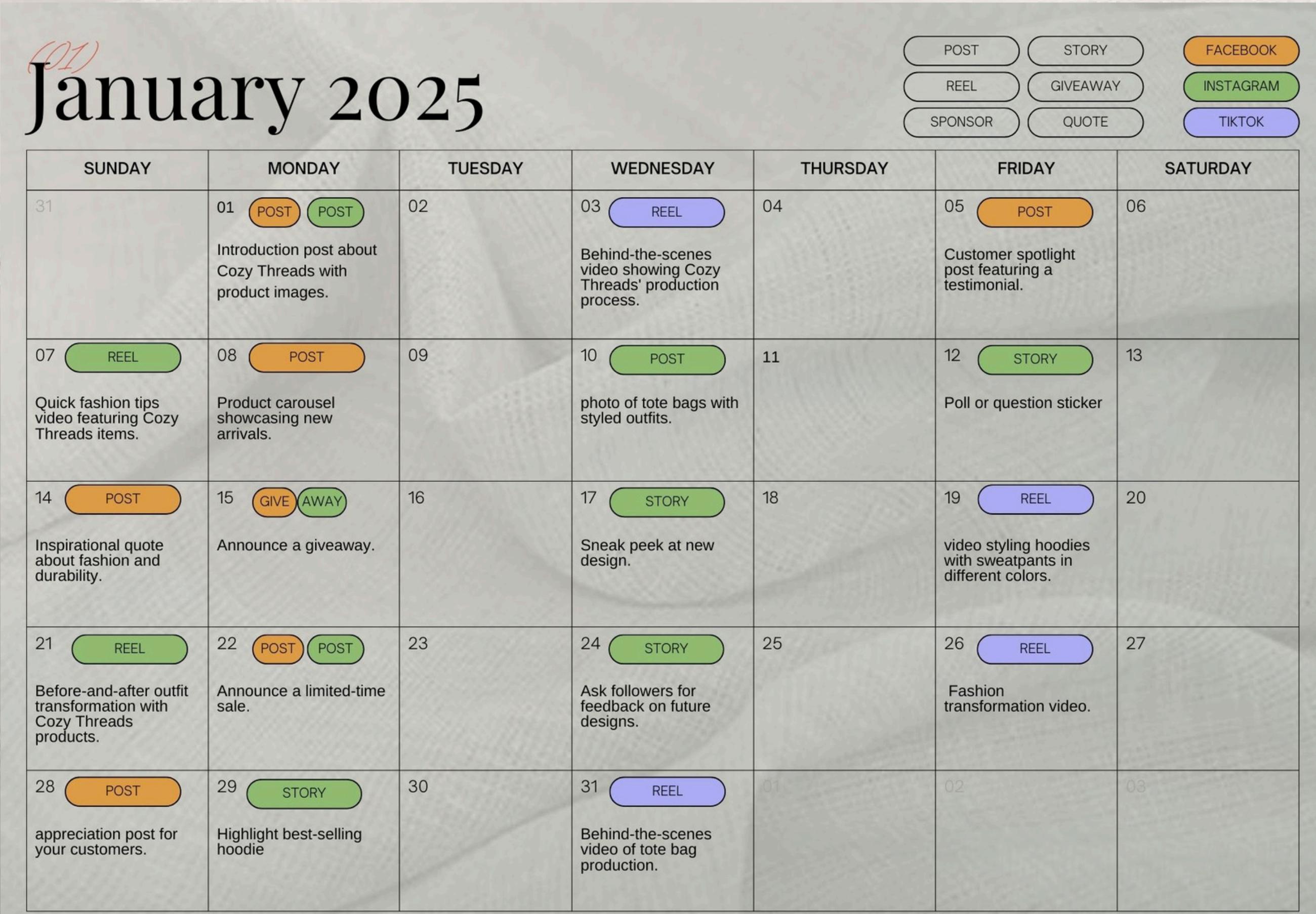
# Engagement



# sales



# content calendar

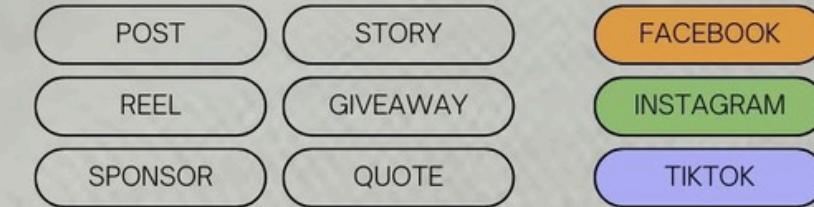


January 2025						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 POST POST  Introduction post about Cozy Threads with product images.	02	03 REEL  Behind-the-scenes video showing Cozy Threads' production process.	04	05 POST  Customer spotlight post featuring a testimonial.	06
07 REEL  Quick fashion tips video featuring Cozy Threads items.	08 POST  Product carousel showcasing new arrivals.	09	10 POST  photo of tote bags with styled outfits.	11	12 STORY  Poll or question sticker	13
14 POST  Inspirational quote about fashion and durability.	15 GIVE AWAY  Announce a giveaway.	16	17 STORY  Sneak peek at new design.	18	19 REEL  video styling hoodies with sweatpants in different colors.	20
21 REEL  Before-and-after outfit transformation with Cozy Threads products.	22 POST POST  Announce a limited-time sale.	23	24 STORY  Ask followers for feedback on future designs.	25	26 REEL  Fashion transformation video.	27
28 POST  appreciation post for your customers.	29 STORY  Highlight best-selling hoodie	30	31 REEL  Behind-the-scenes video of tote bag production.	01	02	03



# content calendar

(22)  
**February 2025**



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01	02 STORY STORY Customer testimonial with a photo.	03
04 POST POST Flash Sale Announcement.	05 POST Inspirational quote about fashion.	06	07 REEL Outfit of the day (OOTD) video.	08	09 POST POST Giveaway Announcement.	10
11 STORY Customer shoutout featuring a tote bag.	12 STORY This or That" poll	13	14 POST Product demo showcasing the durability of your tote bags.	15	16 STORY Customer story about how Cozy Threads clothing brings comfort.	17
18 REEL Seasonal outfit guide.	19 REEL Unboxing video showing the excitement of receiving a Cozy Threads package.	20	21 POST Product comparison	22	23 REEL Participate in a trending TikTok challenge.	24
25 REEL Style inspiration, showing how to mix and match items.	26 POST Feature new products with a sneak peek.	27	28 REEL Behind-the-scenes content	29	01	02

# content calendar

(03)

# March 2025



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	01 POST POST  Collaborator spotlight (influencer partnerships).	02
03 REEL  Celebrate milestones (e.g., followers or sales)	04 REEL  Customer testimonials in a video.	05	06 POST POST  Style challenge encouraging user- generated content.	07	08 POST POST  Announce limited-time sales	09
10 STORY  Behind-the-scenes look at an upcoming collection.	11 REEL  Unboxing video of seasonal product.	12	13 REEL  Show how to style items from the collection	14	15 STORY  Post two product options and let followers choose which they prefer.	16
17 POST POST  Share a throwback photo of one of your earliest designs or first collection.	18 STORY  Ask followers to vote on their favorite feature of a product	19	20 REEL  Show a quick clip of your team packing orders for customers.	21	22 REEL REEL  Show a customer using Cozy Threads in their morning routine	23
24 STORY POST  Encourage followers to tag a friend who would love Cozy Threads products	25 POST  Share a stylish flat lay of Cozy Threads items	26	27 REEL  Share a simple styling tip for the current season, using your products.	28	29 REEL REEL  Share a quick video showing a "Day in the Life" of a Cozy Threads team member or customer, wearing our products throughout their day.	30

# Competitive Analysis

---

## prices

Hoodies: 500 - 940

Sweatpants: 500 - 940  
T-shirt: 650 - 800

• PSHYCH •

## weaknesses

High prices could limit the ability to attract new customers, especially in markets with limited purchasing power.

## strengths

Aligns more with a bold, edgy streetwear identity. Their collections have a trendy, fashion-forward appeal with attention to both casual and statement pieces

## social media presence

74,5k followers on instagram  
they are not posting regularly

1 post/week  
average likes 118  
average comments 11  
engagement rate 0.17%

# Competitive Analysis

---

## **social media presence**

186 k followers on instagram

post regularly

5 posts/week

average likes 210

average comments 2

engagement rate 0.11%

## **strengths**

strong in online marketing ,  
appealing to a broad audience  
offers trendy , youthful  
apparel with a focus on  
modern fashion

## **weaknesses**

Higher prices may limit  
their customer base,  
especially if more  
affordable options are  
available.

## In Your Shoe

## **prices**

Hoodies: 1,199 - 1,799

T-shirt: 600 - 1000

Sweatpants: 799 - 899

Tote bag : 299 - 899

# Competitive Analysis

---

## prices

hoodies 900 egp

sweatpants 850-900 egp

t-shirts 750-850 egp

## social media presence

5,190 followers on instagram

post regularly

3 posts/week

average likes/post 41

average comments/post 4

engagement rate 0.87%

# bfbanks

## strengths

good for individuals  
needing blank clothing for  
customization.

## weakness

Lacks stylish  
product offerings

# Competitive Analysis

---

## ' G-Art '

### **strengths**

features categories such as artwork, posters, accessories, and gifts which attracts different types of customers.

### **weaknesses**

limited interaction with followers in the comments.

### **social media presence**

73.4k followers on instagram  
they don't post regularly  
average likes/post 115  
average comments/post 63  
engagement rate 0.24%

### **price**

tote bags 200-250 egp

# Platforms

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- Instagram: highly visual and ideal for presenting our products through high-quality images and videos. It's a great place to engage with your audience and build a community.
- Facebook: flexible platform that can be used to reach wide range of audiences. You can create a business page to share product information, run ads, and engage with your customers.
- TikTok: a short-form video platform that has gained immense popularity in recent years. It's a great way to create fun and engaging content that can go viral.



# Media buying plan

---

## Instagram



**budget:** 1000 egp

### **ad types:**

Stories Ads: Flash sales and limited-time promotions.

IGTV Ads: Longer videos show behind-the-scenes of Cozy Threads' production process.

Sponsored Posts: Highlighting testimonials, luxury experiences, or destination highlights.

### **ad schedule:**

Peak engagement times  
(weekends 10 AM-1 PM  
and 7-9 PM)

### **target audience:**

Active users on Instagram, engaging with fashion brands and lifestyle content. Prefer online shopping, influenced by influencers, social media ads and peer reviews.

Likely to participate in brand giveaways and promotions.

# Media buying plan

---

## Facebook



**budget:** 2000 egp

### **ad types:**

Carousel Ads: To showcase cozy threads' products.

Video Ads: Highlighting new pieces, or special promotions.

### **target audience:**

Individuals interested in casual wear and stylish outfits.

Prioritize comfort and style in their purchasing decisions.  
live a busy lifestyle and appreciate clothing that can be worn for different occasions ( work, casual outings and fitness)

### **ad schedule:**

based on audience insights

# Media buying plan

---

## TikTok



**budget:** 2000 egp

### **ad types:**

In-Feed Ads: Short video ads that appear in between user content.

Hashtag Challenges: Engage users by promoting a branded hashtag, encouraging them to create or recreate content.

### **target audience:**

trend conscious interested in fashion,  
Customers who prioritize comfort in their  
clothing while maintaining style.

### **ad schedule:**

Peak engagement times,  
evenings and weekends

# Content Theme

---

## "Effortless comfort and timeless style"

This theme highlights Cozy Threads' focus on providing comfortable and flexible clothing, balancing comfort and fashion. It showcases pieces that are easy to wear yet modern and will focus on visual elements and messaging over comfortable everyday looks and simple designs.



## content samples



what is "cozy threads" ? 🤔  
Follow us and stay tuned to  
find out 👀  
لو عايزين تعرفوا احنا مين و هنقدم ايه  
اعملوا follow عشان يوصلكم كل جديد  
🧶  
#cozy #cozythreads #comfy

Here's a sneak peek of what to expect  
from Cozy Threads! We'd love to hear  
what would you like to see next? Let us  
know in the comments! 🙌

دي حاجة بسيطة من اللي هتشوفوه من  
Threads ! حابين نعرف منكم إيه تاني حابين  
تشوفوه بعد كده؟ قولولنا تحت في الكومنتات  
👉



# content samples



winter is coming

Get ready for our winter collection! Trust us  
you'll want to start planning your budget  
now!

الشتاء عالبواب

استعدوا لمجموعة الشتاء الجديدة! بنصحكم تبدأوا  
تحضروا فلوسكم من دلوقتي!

Sale Alert!

Our end-of-season sale has arrived, don't miss your  
chance to have your favorite pieces before they're  
gone!

خصومات حصرية! خصومات نهاية الموسم بدأت - ما تفوتش  
الفرصة وخد قطعك المفضلة قبل ما تخلص!

# content samples



Get ready to fill your wardrobe with the comfiest and softest fleece pieces, with discounts up to 50%! Check the link in the description for all the details. Grab your favorite items before

!they're gone

خليك جاهز عشان تملأ دولابك بأريح وأنعم القطع، بخصومات توصل لحد 50%!  
اضغط على اللينك في الوصف عشان تعرف كل التفاصيل وتلحق تشتري قطعك المفضلة قبل ما تخلص!

# content samples



Shop the latest in cozy, stylish fashion and enjoy an exclusive 10% off on your first order. Use code COZY10 at checkout and enjoy the discount! what are yo waiting for? order your favorites now!

الكوليكتشن الشتوي الجديد من cozy threads وصل! ✨  
اشتري أحدث القطع واستمتع بخصم 10% على أول طلب لما تستخدم كود COZY10 وقت الدفع وجدر دو لا بك! 🛍 ما تفوتوش الفرصة و الحقوا اطلبوا القطع قبل ما تخلص!

content sample

c o m i n g  
s o o n



Follow us

علطول بتفكرروا في حاجة عشان  
تلبسوها كل يوم تبقي مناسبة ومريحة



هتلاقوا عندنا كل اللي عاوزينه  
تابعنا عشان تعرف تفاصيل اكتر  
# cozy threads

**THANK  
YOU!**

