

October 2024

Zahya Final Project



INTRODUCTION

OVERVIEW



اسم البراند: زاهية

الموقع: سوهاج

المنتج: ملابس شرعية تتضمن خمارات ونقابات وتصميمات متعددة من الأطقم والفساتين.

فريق العمل: يتكون من فتاتين ذواتنا خبرة في تصميم وخياطة الملابس وتحديد الملابس الشرعية.

الفئة المستهدفة: النساء المهتمات بالملابس الشرعية التي تجمع بين الأناقة والاحتشام والراحة.

OUR MISSION

زاهية تقدم ملابس شرعية متميزة تركز على الحشمة والراحة دون إهمال الأنقة، وتلبّي احتياجات عملائنا مع الالتزام بمعايير الجودة التركيز على التفاصيل الدقيقة والجمالية والحرص على رضا العملاء في كل خطوة.



SITUATION ANALYSIS

COMPETITORS ANALYSIS

We put everything related to Competitors in this sheet

https://docs.google.com/spreadsheets/d/1XralxIIV-4ar3Ej61nVw_IoNOrapNFQW2vtEpizDnQ/edit?usp=drivesdk



Top Posts

المكان: سوهاج الزهراء امام مستشفى المعلمين واسواق الشريف
مواعيد العمل:
من السبت للخميس: 10 صباحاً لـ 11 مساءً
الجمعة: 4 مساءً لـ 11 مساءً
الخدمة التوصيل:
ا/ محمود: 01113486447
رقم السنتر: 01113415719
جريدة الواتسون:
<https://chat.whatsapp.com/L2nCyHForZaLWj0MT5xZzl>
جريدة التيلجرام:
[https:...](https://t.me/...)

Photos from [الملكة للعبايات وملابس المحجبات بسوهاج's post](#)
[facebook.com](#)

الملكة للعبايات وملابس المحجبات بسوهاج shared a picture
- سبتمبر في 12:47 ص 17

جديد من #الملكة 💕💖

كما عودناكم وتعهدنا بتقديم افضل الموديلات لتناسب وتحاكي خطوط الازياط العالمية 💕💕

كوليكتشن جديد من العبايات الخليجية 😎❤️

من قلب الحدث باشرة الملكة 😊😊

سنتر رقم 1 في سوهاج

وكلاه لكبرى مصانع العبايات الخليجية في مصر

Weakest Posts

 **المملكة للعبايات وملابس
المحجبات بسوهاج**

<https://www.facebook.com/center.elmaleka21> Add to Dashboard ALL DATA UPDATED

Content Times & types Influencers Fan posts Ad value Videos History Last 28 days

Metrics overview

| | | | | | |
|--------|--------------------|-------|---------------------------------------|------|-----------------------------|
| 17k | FANS | n.a. | FOLLOWER GROWTH AVERAGE WEEKLY (IN %) | \$50 | AD-VALUE (USD) |
| n.a. | SERVICE LEVEL | n.a. | RESPONSE TIME | 0.2 | POSTS PER DAY |
| 0.027% | ENGAGEMENT | 0.15% | POST INTERACTION | n.a. | AVERAGE DAILY REACH (TOTAL) |
| n.a. | POST REACH PER DAY | | | | |

Complete post list

| Complete post list | | | | | | |
|--------------------|---------|--|-------|----------|--------|--|
| Date ▼ | Picture | Post | Likes | Comments | Shares | |
| 10/2024/10/ | | كل هذا واكتر تجديه فقط وحصري لدى الملكة بخصم | 20 | 0 | 0 | |
| 05/2024/10/ | | متوفّر الان ✓ سنتر الملكة السنتر رقم 1 في سوهاج وكلا | 29 | 0 | 0 | |
| 28/2024/09/ | | متوفّر الان ✓ سنتر الملكة السنتر رقم 1 في سوهاج وكلا | 24 | 0 | 0 | |
| 19/2024/09/ | | ... جديد من #الملكة كما عودناكم | 17 | 0 | 1 | |
| 16/2024/09/ | | ... جديد من #الملكة كما عودناكم | 23 | 2 | 0 | |

Total number of posts: 5 Show 10 posts per page Show all posts

Insights

أم كلثوم

Top Posts

Weakest Posts

أم كلثوم لملابس المحجبات بسوهاج shared a status - سبتمبر في 8:38 م 27

مش هقول إحنا بنشتغل في خامات عالية مش هشك في نفسى بس تصحيحة لوجه الله تعالى لما تلاقي عندي عباية مثلًا بـ ٧٠ وتنلاقها في مكان ثاني بأقل من السعر ده أبقى عالآن تلقياني الخامة والتشرطي والواسع مش تسترخصي في عباية هتعملك في المكوه وتحببلك حساسية في جلدك وتظلمي مكان ما عدوش استعداد يخسر زياده عشان براصبي أنا رب اسرة وعارف أن الدنيا بتضي صعبه عاكل معنديش استعداد ضيع زبون من أكثر من ٢٠ سنة زين...

أم كلثوم لملابس المحجبات بسوهاج shared a picture - أكتوبر في 9:14 م 4

قولنالكم بعد أسبوعين بس جنانكم ؛ الوان مؤقت وباقى الأوان هتوصل نص الشهر بإذن الرحمن باتاج الاميرات

أم كلثوم لملابس المحجبات بسوهاج Photos from أم كلثوم لملابس المحجبات بسوهاج's post facebook.com

أم كلثوم لملابس المحجبات بسوهاج shared a picture - سبتمبر في 11:58 م 29

انتظروا بعد أسبوعين بموديل جديد صنع خصيصاً لمحلات أم كلثوم لأن زبائنها يستحقون التميز بأستايل جديد وخامة عالية الطقم عبارة عن طرحة مستطيلة ونقاب طبى بس يكورنيه غير اللي شوفوها عند أي حد او صفحه او وان لارين !!! الطقم الجديد هنسمية !!! هنسمية !! هنسمية !! ما تخارينا اسم والاسم اللي ياخد اعجاب اكتر او يلاقى استحساناً هيبكون صاحبة الاختيار أول طقم هدية من محل باللون اللي تخاره هى

أم كلثوم لملابس المحجبات بسوهاج shared a picture - سبتمبر في 2:13 م 23

لون الفيديو فقط عنه عازاريق كده

أم كلثوم لملابس المحجبات بسوهاج shared a picture - سبتمبر في 6:01 م 26

أم كلثوم لملابس المحجبات بسوهاج shared a video - أكتوبر في 3:51 ص 4

Video Unavailable
This video may no longer exist, or you don't have permission to view it.
[Learn more](#)

نفس الزينة الفلزوكه 😊😊😊

<https://www.facebook.com/354657924983078>

Content Times & types Influencers Fan posts Ad value Videos History **Last 28 days** UPDATE OF DATA NECESSARY

Metrics overview

| | | |
|-------------------------|--|----------------------------------|
| 15k FANS | n.a. FOLLOWER GROWTH AVERAGE WEEKLY (IN %) | \$1.1k AD-VALUE (USD) |
| n.a. SERVICE LEVEL | n.a. RESPONSE TIME | 0.6 POSTS PER DAY |
| 0.38% ENGAGEMENT | 0.62% POST INTERACTION | n.a. AVERAGE DAILY REACH (TOTAL) |
| n.a. POST REACH PER DAY | | |

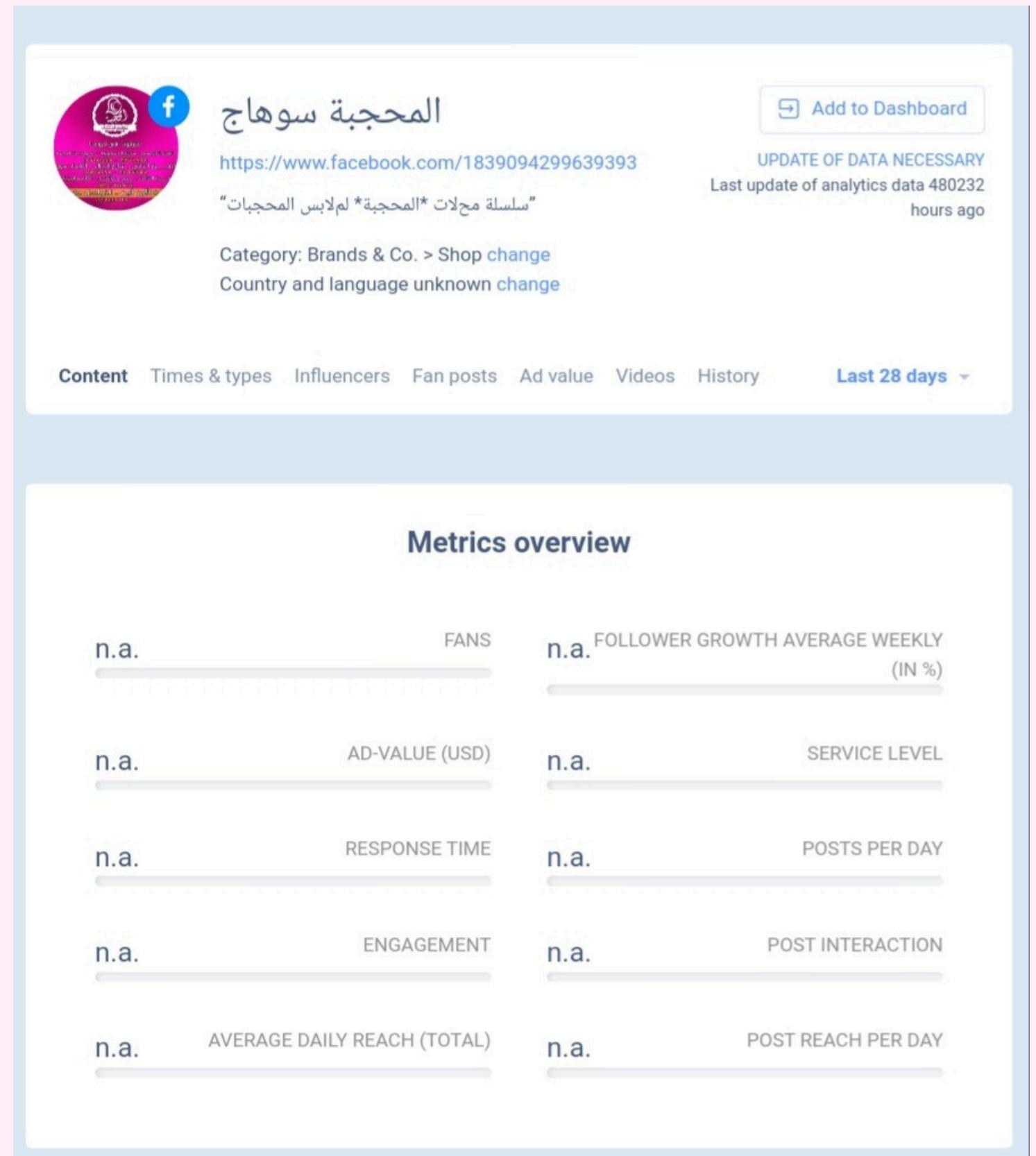
Complete post list

| DATE | PICTURE | POST | LIKES | COMMENTS | SHARES |
|-------------|---------|---|-------|----------|--------|
| 12/2024/10/ | | السلام عليكم ورحمة الله وبركاته اول فرشة شتوي هنزل انهار... | 68 | 3 | 0 |
| 09/2024/10/ | | وصلت انها ردة جديدة | 68 | 15 | 0 |
| 09/2024/10/ | | التحفة الفنية دي وصلت انها ردة كمان أسود ورصاصي | 63 | 12 | 0 |
| 09/2024/10/ | | وصلت تكرار عشان الناس اللي ملحوتش المره اللي فاتت جيناكم | 32 | 6 | 0 |
| 08/2024/10/ | | قولنالكم بعد أسبوعين بس جنانكم ؛ الوان مؤقت وباقى الأوان | 79 | 58 | 0 |

Total number of posts: 30 Show 10 posts per page Show all posts

Insights

المحجبة



MARKETING OBJECTIVES

OBJECTIVES

INCREASE
AWARENESS
BY 10% WITHIN
3 MONTHS

INCREASE
NUMBER OF
FOLLOWERS
AND REACH
BY 10% IN A
MONTH

ACHIEVING
SALES OF 2500
L.E DURING
THE FIRST
MONTH

STRATEGY

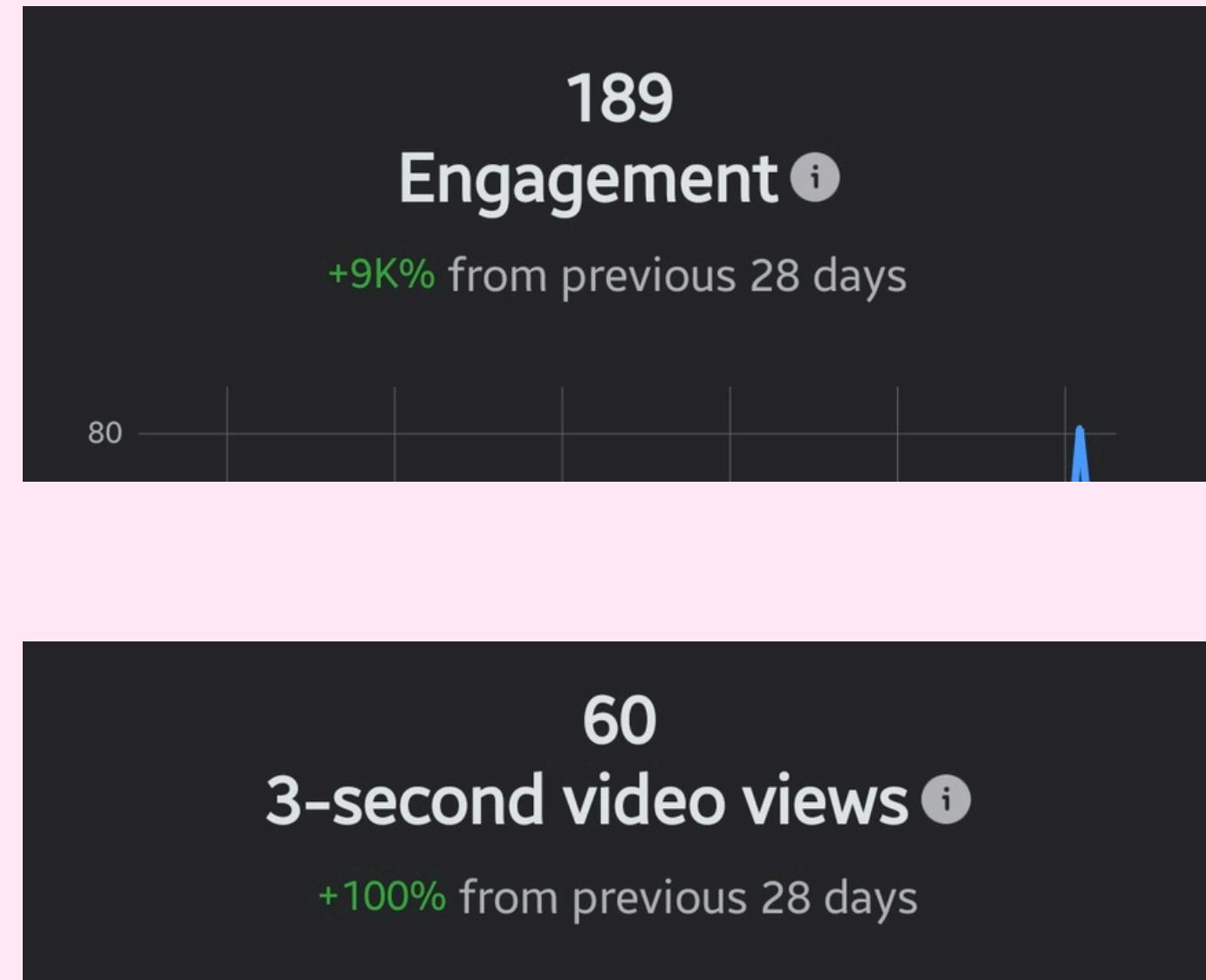
SOCIAL MEDIA PROFILES

| | Fanbase | Fanbase Type | Link |
|-----------|---------------------------|---------------------|---|
| Facebook | 94 likes 142 followers | Likes/followers | https://www.facebook.com/profile.php?id=61565751371652&mibextid=ZbWKwL |
| Instagram | 2 followers | Followers | https://www.instagram.com/zahya_brad/profilecard/?igsh=dG5tYXNhejhocXBo |

FACEBOOK ANALYSIS

| | Yes/No | Recommendation |
|-------------------------|--------|-----------------------------------|
| About | Yes | شعار البراند وجملة تدل على الهوية |
| Links | No | إضافة اللينك على الصفحة الرئيسية |
| Call To Action | Yes | إضافة رقم وطريقة التواصل |
| Profile Photo and cover | Yes | صورة تظهر اللوجو بشكل واضح |
| Frequency and Timing | Yes | ٢ بوست وا Riley أسبوعياً |
| Pinned Posts | Yes | بوست الانطلاق |
| Post type | | صور + Riley |

FACEBOOK INSIGHTS



INSTAGRAM ANALYSIS

| | Yes/No | Recommendation |
|---------------------------|--------|--|
| About | Yes | شعار البراند وجملة تدل على الهوية |
| Links | Yes | اضافة لينك الفيسبوك |
| Call To Action & Hashtags | Yes | إضافة رقم وطريقة التواصل اضافة الـ Key Words في الهاشتاجز |
| Profile Photo | Yes | صورة تظهر اللوجو بشكل واضح |
| Frequency and Timing | Yes | ٢ بوست وا ريل أسبوعياً |
| Pinned Posts | No | بوست الانطلاقه |
| Post type | | صور + ريلز |

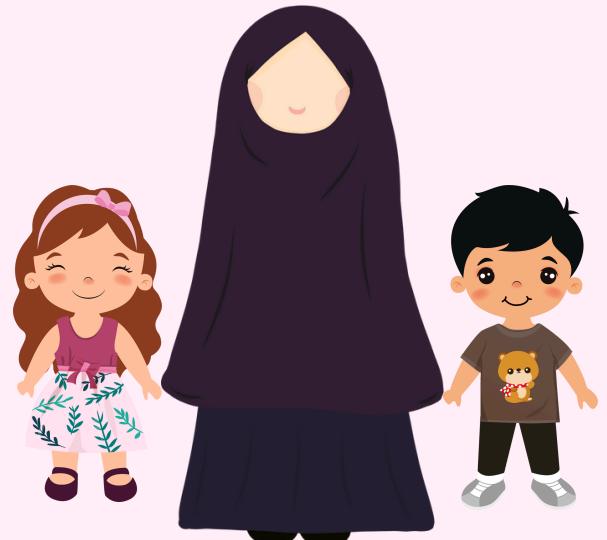
BUDGET

| | | Platform | Target |
|--------------|-------|----------|-----------------|
| Total | 750le | Meta | Awareness/sales |
| Amount spend | 725 | Meta | Awareness/sales |

BUYER PERSONAS

BUYER PERSONAS

Women interested in wearing Islamic clothing.



HOUSEWIFE

Age: 30–45 years



COLLEGE STUDENTS

Age: 18–24 years



YOUNG PROFESSIONALS

Age: 25–35 years

Persona for housewife

NAME:
SARA

BASIC DEMOGRAPHICS:
31, FEMALE, MARRIED, WITH CHILDREN (TYPICALLY PRESCHOOL TO SCHOOL AGED), HOUSEWIFE, SOHAGE

LEVEL OF EDUCATION:
HIGH SCHOOL DIPLOMA OR HIGHER

OCCUPATION:
PRIMARILY HOMEMAKERS; MAY HAVE PREVIOUS EXPERIENCE IN VARIOUS FIELDS.

INDUSTRY:
VARIES; MANY PREVIOUSLY EMPLOYED IN EDUCATION, HEALTHCARE, OR SERVICE INDUSTRIES

INCOME:
DEPENDENT ON HOUSEHOLD INCOME (MONTHLY INCOME RANGING FROM EGP 12000 TO 25000).

RESPONSIBILITIES AND SKILLS:

MANAGING DAILY HOUSEHOLD TASKS, TAKING CARE OF CHILDREN'S NEEDS, BALANCING FAMILY AND SOCIAL RESPONSIBILITIES.

CHALLENGES AND GOALS:

STRUGGLING TO FIND CLOTHING THAT IS BOTH STYLISH AND PRACTICAL FOR DAILY FAMILY LIFE AND OUTINGS, BALANCING COMFORT AND EASE OF MOVEMENT IN CLOTHING THAT SUITS HER MODEST STYLE, TO LOOK STYLISH AND PRESENTABLE WHILE MANAGING HER FAMILY AND HOUSEHOLD RESPONSIBILITIES.

NEEDS:

COMFORTABLE, MODEST CLOTHING THAT IS PRACTICAL FOR DAILY ACTIVITIES AND FAMILY OUTINGS, DURABLE, HIGH QUALITY MATERIALS THAT LAST THROUGH ACTIVE, DAILY USE.

FRUSTRATIONS:

DIFFICULTY FINDING MODEST CLOTHING THAT IS BOTH FASHIONABLE AND PRACTICAL FOR HER BUSY LIFESTYLE.

KEY KNOWLEDGE SOURCES:

- SOCIAL MEDIA: REGULARLY USES FACEBOOK AND INSTAGRAM FOR FASHION INSPIRATION, PARENTING TIPS, AND COMMUNITY ENGAGEMENT.
- INFLUENCERS: FOLLOWS MODEST LIFESTYLE INFLUENCERS LIKE TASNEEM HAMDY FOR STYLE IDEAS AND RELATABLE CONTENT.

WHAT CAN WE DO:

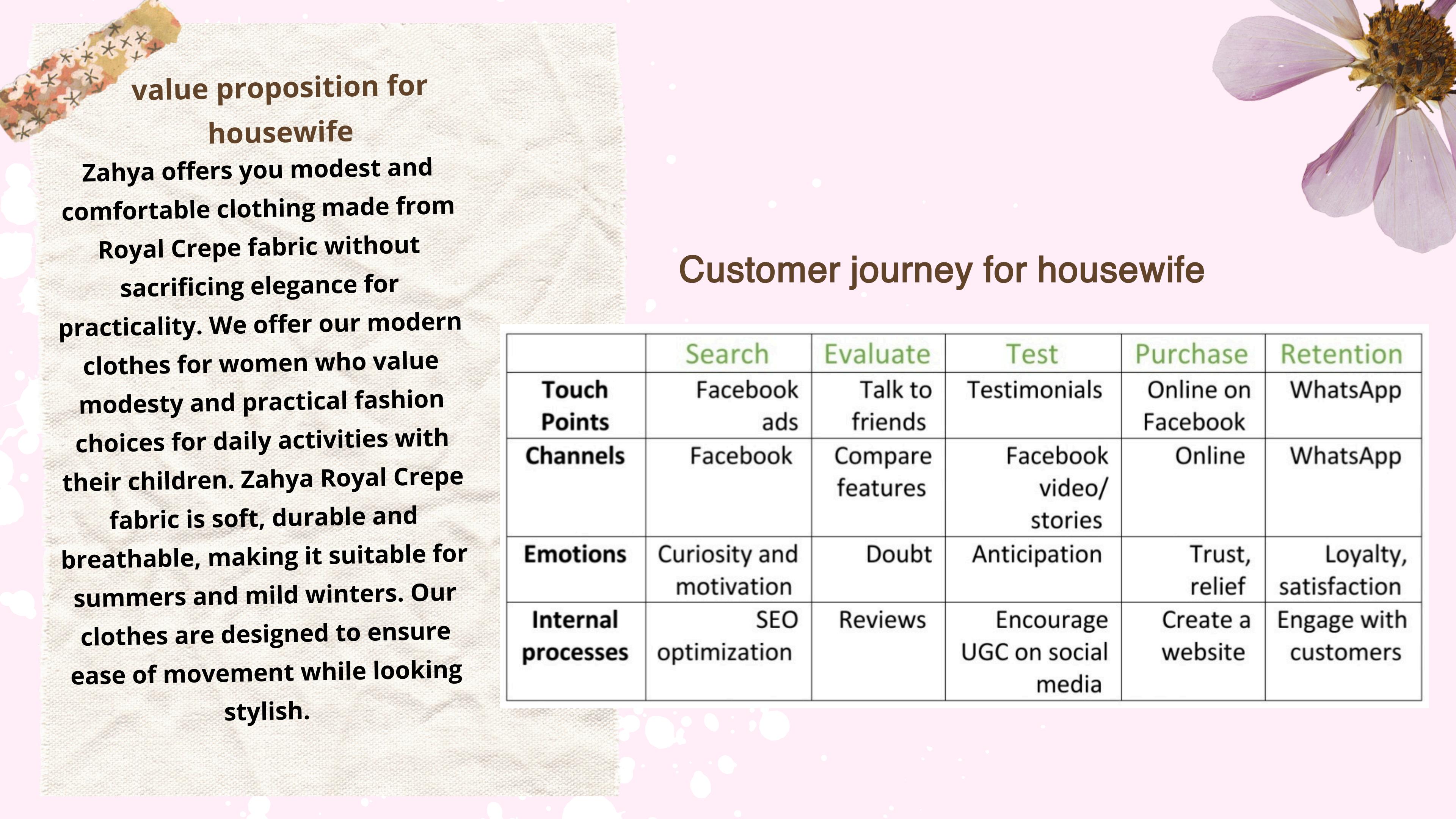
- PROVIDE STYLISH, MODEST CLOTHING THAT CATERS TO BOTH PRACTICALITY AND ELEGANCE FOR BUSY HOMEMAKERS.
 - FOCUS ON OFFERING DURABLE, COMFORTABLE CLOTHING THAT IS EASY TO WEAR AND CARE FOR.
- ENSURE THAT FABRICS ALLOW FOR FLEXIBILITY AND EASE OF MOVEMENT, ADDRESSING HER ACTIVE LIFESTYLE NEEDS.

PREFERRED TOUCH POINT:

ONLINE SHOPPING: PREFERS SHOPPING ONLINE DUE TO ITS CONVENIENCE BUT ALSO ENJOYS BROWSING LOCAL MARKETS.

COMMON OBJECTIONS:

- CONCERNS ABOUT WHETHER MODEST CLOTHING OPTIONS ARE TRULY PRACTICAL FOR HER ACTIVE, FAMILY CENTERED LIFE.
 - DOUBTS REGARDING FABRIC QUALITY, ESPECIALLY THE DURABILITY AND COMFORT OF CLOTHES.



value proposition for housewife

Zahya offers you modest and comfortable clothing made from Royal Crepe fabric without sacrificing elegance for practicality. We offer our modern clothes for women who value modesty and practical fashion choices for daily activities with their children. Zahya Royal Crepe fabric is soft, durable and breathable, making it suitable for summers and mild winters. Our clothes are designed to ensure ease of movement while looking stylish.

Customer journey for housewife

| | Search | Evaluate | Test | Purchase | Retention |
|--------------------|--------------------------|------------------|-------------------------------|--------------------|-----------------------|
| Touch Points | Facebook ads | Talk to friends | Testimonials | Online on Facebook | WhatsApp |
| Channels | Facebook | Compare features | Facebook video/stories | Online | WhatsApp |
| Emotions | Curiosity and motivation | Doubt | Anticipation | Trust, relief | Loyalty, satisfaction |
| Internal processes | SEO optimization | Reviews | Encourage UGC on social media | Create a website | Engage with customers |

Persona for college students

NAME:
WAFFA

BASIC DEMOGRAPHICS:
22 , FEMALE, SINGLE,
STUDENT, SOHAGE

LEVEL OF EDUCATION:
CURRENTLY ENROLLED
IN COLLEGE OR
UNIVERSITY

OCCUPATION:
PRIMARILY STUDENTS,
MAY HAVE PART TIME
JOBS OR INTERNSHIPS

INDUSTRY:
VARIOUS FIELDS OF STUDY,
INCLUDING ARTS, SCIENCES,
BUSINESS, AND HUMANITIES

INCOME:
DEPENDENT ON FAMILY
SUPPORT OR PART TIME JOB
(MONTHLY INCOME RANGING
FROM EGP 1000 TO 3000).

RESPONSIBILITIES AND SKILLS:

BALANCES COLLEGE STUDIES AND POSSIBLY PART TIME WORK OR INTERNSHIPS, MANAGES HER ACADEMIC, SOCIAL, AND PERSONAL LIFE.

CHALLENGES AND GOALS:

NEEDS CLOTHING THAT OFFERS COMFORT FOR LONG DAYS ON CAMPUS WHILE BEING STYLISH ENOUGH FOR SOCIAL ACTIVITIES, WANTS TO EXPRESS PERSONAL STYLE WHILE MAINTAINING MODESTY.

NEEDS:

COMFORTABLE, STYLISH, AND MODEST CLOTHING THAT SUITS BOTH ACADEMIC AND SOCIAL SETTINGS, AFFORDABILITY, AS HER INCOME IS LIMITED TO FAMILY SUPPORT OR PART TIME JOBS.

FRUSTRATIONS:

DIFFICULTY FINDING TRENDY, MODEST, AND AFFORDABLE CLOTHING THAT ALIGNS WITH HER VALUES.

KEY KNOWLEDGE SOURCES:

- ONLINE COMMUNITIES FOCUSED ON MODEST FASHION AND STUDENT RELATED GROUPS.
 - INFLUENCERS AND PEERS SHOWCASING STYLISH MODEST CLOTHING.

WHAT CAN WE DO:

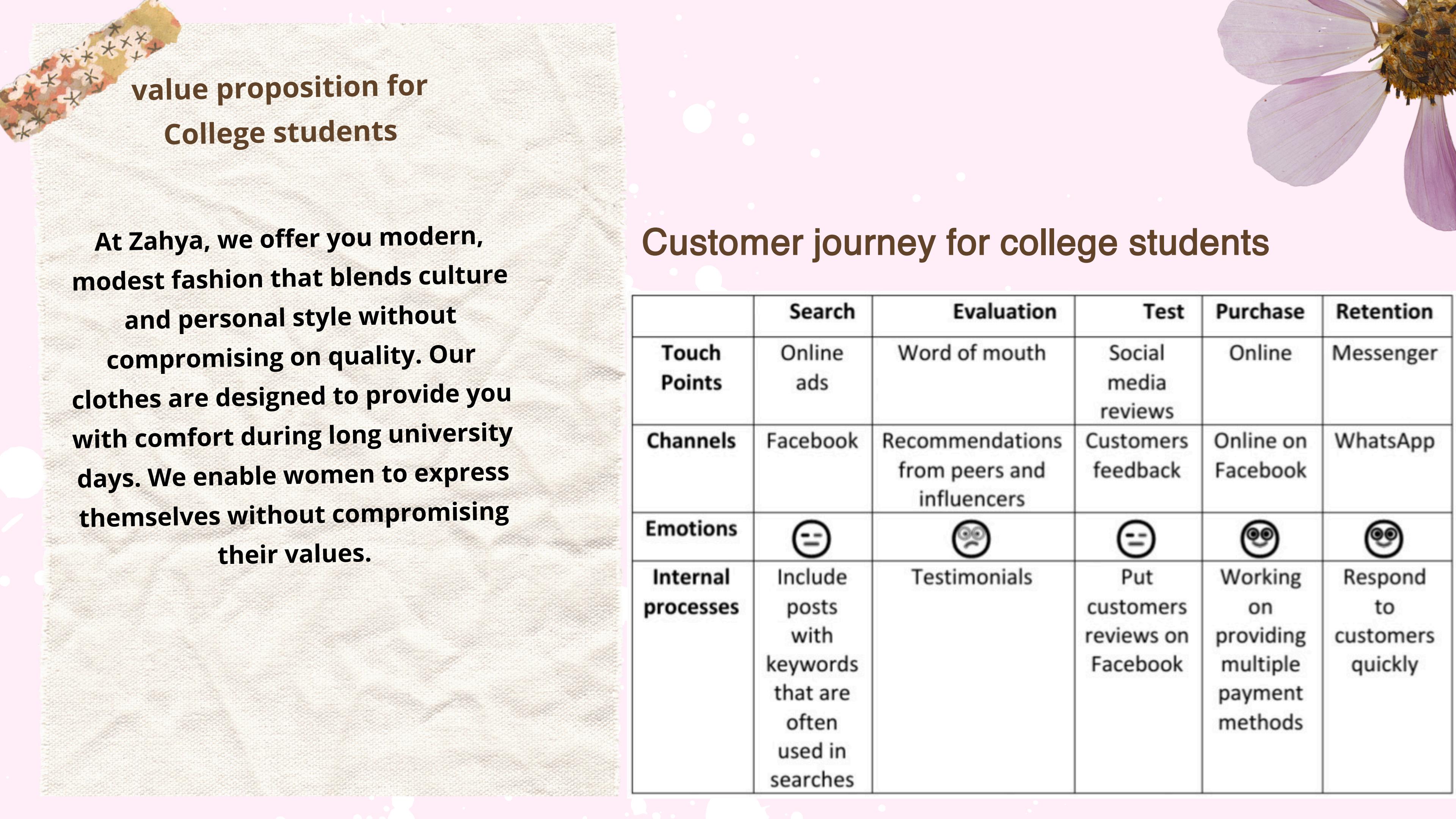
- OFFER A COLLECTION OF TRENDY, MODEST CLOTHING THAT BLENDS COMFORT AND STYLE FOR ACADEMIC AND SOCIAL SETTINGS.
- CREATE CONTENT THAT RESONATES WITH WAFAA'S LIFESTYLE AND MODEST FASHION NEEDS, EMPHASIZING PEER REVIEWS AND CUSTOMER TESTIMONIALS.

PREFERRED TOUCH POINT:

ONLINE SHOPPING PLATFORMS WITH EASY NAVIGATION AND STUDENT FRIENDLY PRICING.

COMMON OBJECTIONS:

- DOUBTS ABOUT THE QUALITY AND FIT OF ONLINE PURCHASES.
- LACK OF TRENDY MODEST OPTIONS THAT ALIGN WITH HER VALUES.



value proposition for College students

At Zahya, we offer you modern, modest fashion that blends culture and personal style without compromising on quality. Our clothes are designed to provide you with comfort during long university days. We enable women to express themselves without compromising their values.

Customer journey for college students

| | Search | Evaluation | Test | Purchase | Retention |
|--------------------|---|--|-----------------------------------|---|------------------------------|
| Touch Points | Online ads | Word of mouth | Social media reviews | Online | Messenger |
| Channels | Facebook | Recommendations from peers and influencers | Customers feedback | Online on Facebook | WhatsApp |
| Emotions | 😐 | 😢 | 😐 | 😊 | 😊 |
| Internal processes | Include posts with keywords that are often used in searches | Testimonials | Put customers reviews on Facebook | Working on providing multiple payment methods | Respond to customers quickly |

Persona for young Professionals

NAME:
AMINA

BASIC DEMOGRAPHICS:
28 , FEMALE, ,SINGLE OR
NEWLY MARRIED, MAY HAVE
NO CHILDREN, EMPLOYEE,
SOHAGE

LEVEL OF EDUCATION:
BACHELOR'S DEGREE OR
HIGHER.

OCCUPATION:
YOUNG PROFESSIONALS IN
FIELDS SUCH AS EDUCATION,
BUSINESS ADMINISTRATION,
OR TECHNOLOGY.

INDUSTRY:
EDUCATION, CORPORATE
SECTORS, OR STARTUPS.

INCOME:
MONTHLY INCOME RANGING
(FROM EGP 2500 TO 7000).

RESPONSIBILITIES AND SKILLS:

BALANCES HER PROFESSIONAL CAREER WITH PERSONAL LIFE, ORGANIZATIONAL SKILLS TO BALANCE CAREER AND PERSONAL COMMITMENTS.

CHALLENGES AND GOALS:

DIFFICULTY FINDING STYLISH YET MODEST CLOTHING THAT FITS PROFESSIONAL ENVIRONMENTS, REQUIRES COMFORT FOR LONG WORKDAYS WHILE MAINTAINING A POLISHED LOOK, AIMS TO EXPRESS INDIVIDUALITY WHILE ADHERING TO CULTURAL VALUES OF MODESTY.

NEEDS:

PROFESSIONAL, STYLISH, AND MODEST CLOTHING THAT SUITS A CORPORATE OR EDUCATIONAL SETTING, COMFORTABLE ATTIRE THAT CAN BE WORN THROUGHOUT THE DAY WITHOUT COMPROMISING PROFESSIONALISM.

FRUSTRATIONS:

DISLIKE FOR CLOTHING THAT REQUIRES FREQUENT OR DIFFICULT MAINTENANCE, DIFFICULTY IN FINDING MODEST YET FASHIONABLE CLOTHING THAT IS ALSO PROFESSIONAL.

KEY KNOWLEDGE SOURCES:

- INFLUENCERS LIKE EBTSAM ALQADI WHO SHOWCASE MODERN MODESTY FOR PROFESSIONAL WOMEN.
- SOCIAL MEDIA PLATFORMS LIKE LINKEDIN, FACEBOOK, AND INSTAGRAM FOR NETWORKING AND FASHION INSPIRATION.

WHAT CAN CAN WE DO:

- OFFER A LINE OF MODEST YET STYLISH PROFESSIONAL CLOTHING THAT COMBINES COMFORT WITH A POLISHED LOOK FOR THE OFFICE.

PREFERRED TOUCH POINT:

FACEBOOK, AND INSTAGRAM FOR PROFESSIONAL NETWORKING AND FASHION INSPIRATION, ONLINE SHOPPING PLATFORMS THAT CATER TO MODEST FASHION WITH CONVENIENT DELIVERY OPTIONS, AND LOCAL BOUTIQUES FOR TRYING ON CLOTHES.

COMMON OBJECTIONS:

- CONCERN ABOUT THE DURABILITY AND LONG-TERM VALUE OF CLOTHING.
- WORRY ABOUT THE COMFORT AND FIT FOR LONG WORKDAYS.



value proposition for Young Professionals

At Zahya, we offer you a high quality, fashionable, comfortable and modest clothing without .scarificaing your professional look

Our clothes is designed for ambitious women who're looking for elegance, modesty and low .maintenance that's easy to order and get

.Zahya offer you a well made prices with a different varieties that suits you all day With Zahya, you'll find the perfect blend of fashion and function, empowering you to express your unique style while investing in durable, timeless clothing that grows with you

Customer journey for young Professionals

| | Search | Evaluate | Test | Purchase | Retention |
|--------------------|-----------------------|--|--|---------------------|---|
| Touch Points | FB&IG ads influencers | Talk to friends, Group recommendation | Testimonials | Online on Instagram | Dems, phone call, WhatsApp |
| Channels | Facebook | Compare features, influencers recommendation | Reels Stories Feedback | ONLINE | WhatsApp |
| Emotions | Willing | Interested | Hoping | Trust, relief | Satisfaction |
| Internal processes | SEO optimization | Reviews | Influencers, encourage UGC on social media | Create a website | Engage with customers, follow up make a community |

BRANDING

LOGO & VISUAL IDENTITY

https://docs.google.com/spreadsheets/d/1XralxIIV-4ar3Ej61nVw_IoNOrapNFQW2vtEpizDnQ/edit?usp=drivesdk



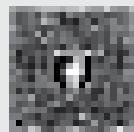
MODEL CARD



Model

Size

Price



01097064016

VOICE & TONE

Friendly

empowering

confident

trustworthy

SOCIAL MEDIA CONTENT

Zahya

95 likes • 143 followers

عُبَرِي عَنْ ذَاتِكَ بِأَنَّاقَةٍ وَاحْتِشَامٍ

[See dashboard](#) [Advertise](#) ...

Posts About Videos More ▾

Details

i **Page · Clothing (Brand)**

Promote Page

★ Not yet rated (0 Reviews)

... See your About info

zahya_brand

6 posts 2 followers 0 following

Zahya
Clothing store
عُبَرِي عَنْ ذَاتِكَ بِأَنَّاقَةٍ وَاحْتِشَامٍ
See translation
www.facebook.com/profile.php?id=615657...

Following Message

موديل 1 خمار

...

COMING SOON

SOICAL MEDIA CALENDAR

[https://docs.google.com/spreadsheets/d/1AUOUYJURixuDgywmrK9YJfSWoNZisYXcXXtawfGQzM/edit?
usp=drivesdk](https://docs.google.com/spreadsheets/d/1AUOUYJURixuDgywmrK9YJfSWoNZisYXcXXtawfGQzM/edit?usp=drivesdk)



SOCIAL MEDIA PLAN

[https://docs.google.com/spreadsheets/d/1r6Ks12VrQHc9H8fByBFTfaK9fJSHP1xK/edit?](https://docs.google.com/spreadsheets/d/1r6Ks12VrQHc9H8fByBFTfaK9fJSHP1xK/edit?usp=drivesdk&ouid=108609014623902800264&rtpof=true&sd=true)
usp=drivesdk&ouid=108609014623902800264&rtpof=true
&sd=true



ADS

TOTAL SPENT 75 OLE

1st Ad



مستعدة؟

...

  Post • Oct 10th, 7:35pm

[Comment](#)

Overview ⓘ

| | |
|--------------|-------|
| Reach | 4,664 |
| Impressions | 6,274 |
| Interactions | 37 |
| Link clicks | 102 |

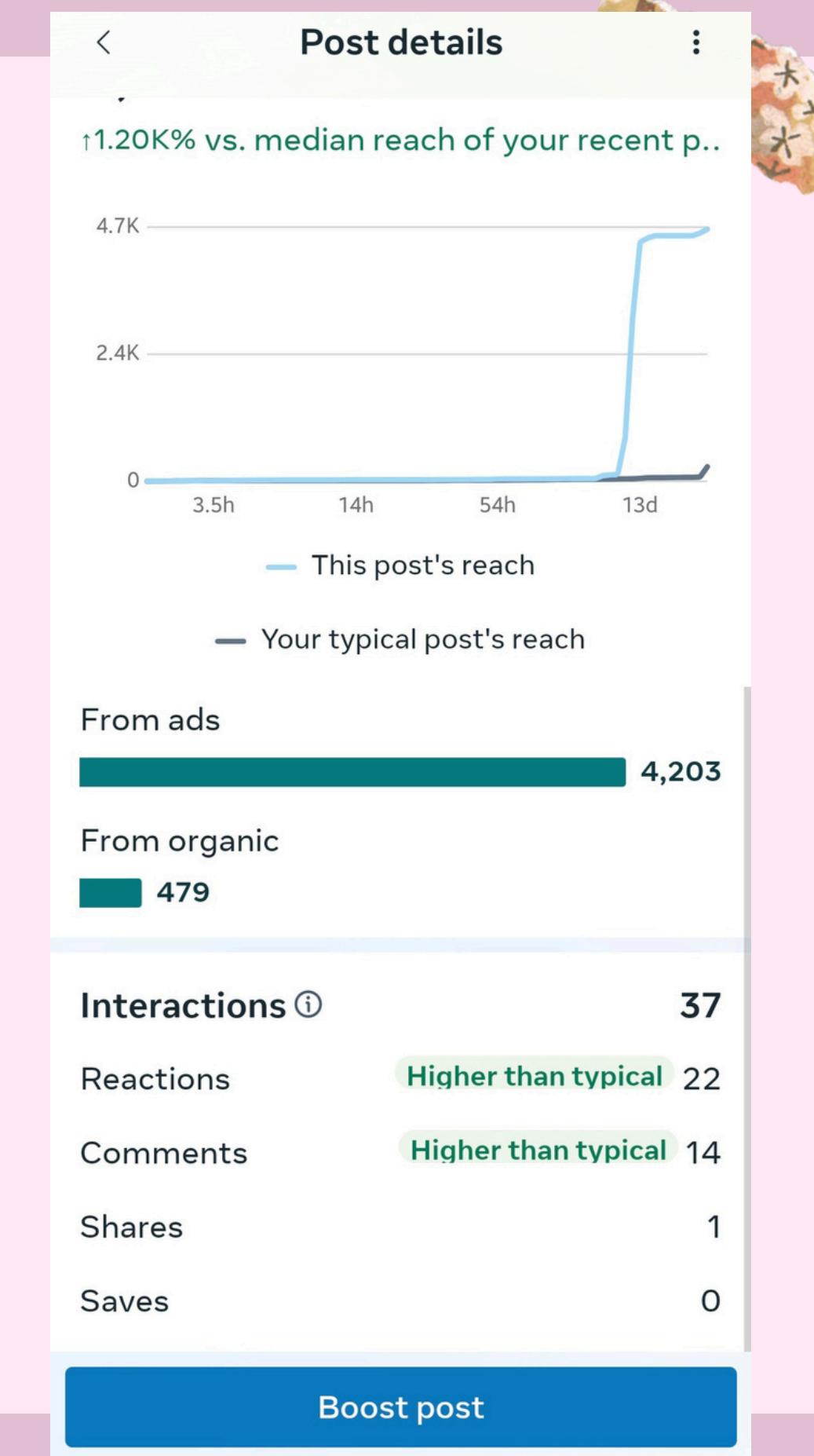
Reach ⓘ

4,664

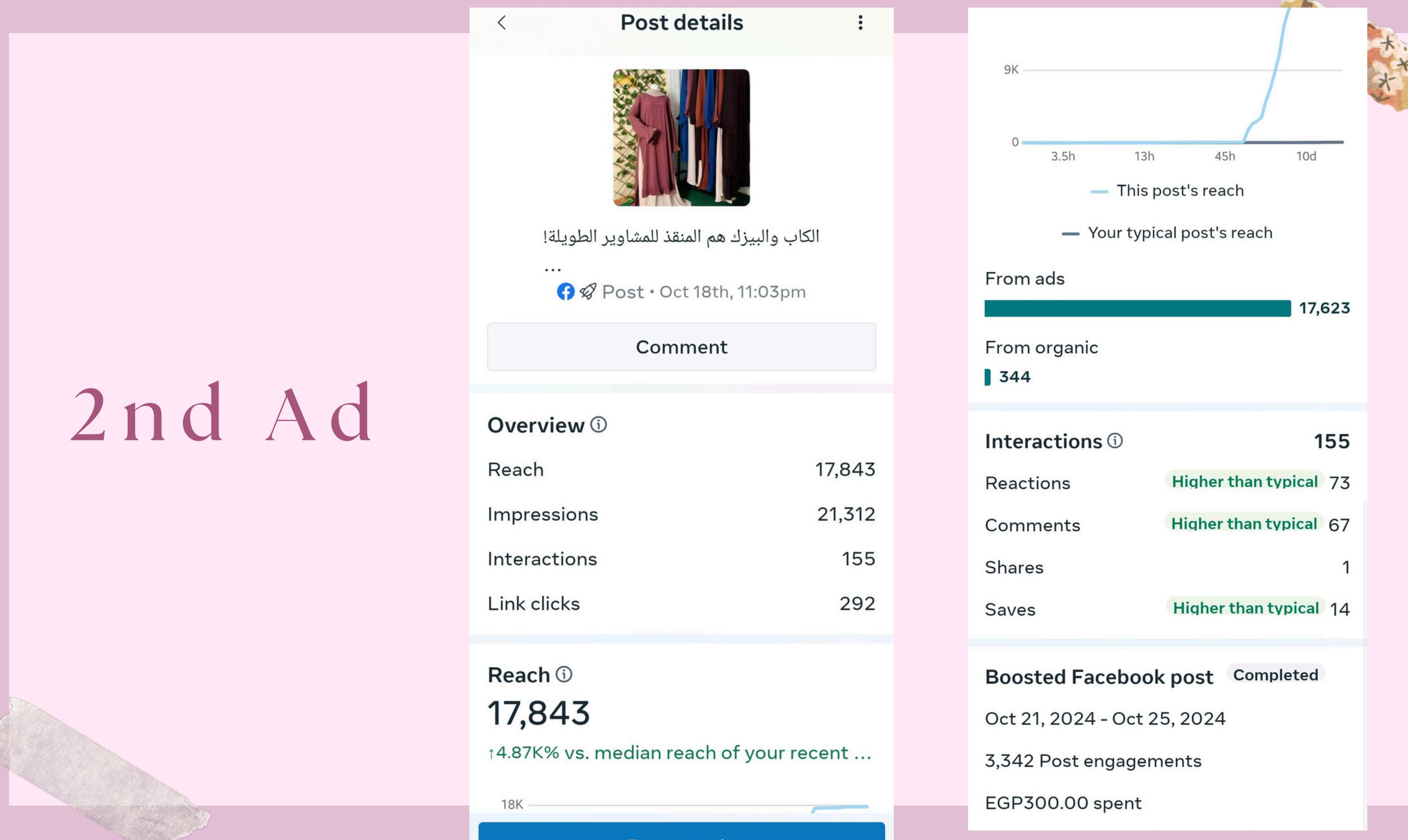
↑1.20K% vs. median reach of your recent p..

4.7K

[Boost post](#)



2nd Ad



3rd Ad

Post details



نمسي في خطوات ثابته نحو رضا الله وعلى يقين تمام انه
لن يضيعنا (:)) ...

Post • Oct 28th, 8:48pm

Comment

Overview ⓘ

| | |
|--------------|--------|
| Reach | 22,828 |
| Impressions | 25,605 |
| Interactions | 99 |
| Link clicks | 198 |

Reach ⓘ
22,828
↑6.26K% vs. median reach of your recent ...

23K

Post details



This post's reach

Your typical post's reach

From ads 22,721

From organic 153

Interactions ⓘ 99

| | |
|-----------|------------------------|
| Reactions | Higher than typical 72 |
| Comments | Higher than typical 18 |
| Shares | 1 |
| Saves | Higher than typical 8 |

Boosted Facebook post Completed
Oct 30, 2024 - Nov 1, 2024
3,372 Post engagements
EGP138.59 spent

Boost again

K P I S

- achieve 150 followers within a month on Facebook.
- achieve 100 likes within a month on Facebook page.
- achieve 15 DM inquiries in a month.
- achieve 50 followers on Instagram within a month.
- 5 pieces sold in a month.

RECOMMENDATIONS

- create a website and provide multiple payment options.
- Encourage customers to share photos of themselves wearing Zahya's outfits .
- Regularly use Facebook Stories to showcase flash sales, new arrivals, or sneak peeks.
- Share customer testimonials in both video and post formats .
- Stick to a consistent posting schedule, ideally 3–4 times a week .

THANK YOU

MEET THE TEAM

Maha Mohamed – Arwa Mohsen – Mohammed Gamal