



A historical painting of a coastal city, likely Istanbul, showing a wide harbor filled with various ships, including large sailing vessels and smaller rowboats. The city's architecture, featuring numerous domes and minarets, is visible along the shoreline under a sky with soft, warm clouds.

DIGITAL MARKETING SPECIALIST

Final Project

SARA STORE

Introduction to the Project

Good day, everyone! Today, I'll walk you through the digital marketing project we successfully carried out for SARA STORE, an Egyptian accessories brand known for its trendy and affordable jewellery, such as bracelets, rings, hair clips, earrings, and chains. Our goal for October was to leverage our digital marketing channels to increase brand awareness, boost sales, and enhance our overall engagement with the target audience.

About SARA STORE

SARA STORE is a vibrant Egyptian brand specializing in trendy and affordable accessories, designed to empower and inspire young women and fashion enthusiasts.

At **SARA STORE**, we believe that the right accessory can transform any outfit, and we strive to offer pieces that not only complement our customers' fashion choices but also boost their confidence and creativity.



Vision and Mission

VISION

Our vision at SARA STORE is to become the leading destination for trendy, affordable accessories in Egypt and the Middle East, empowering women to express their individuality through fashion. We aim to inspire confidence and creativity in our customers by offering high-quality, stylish jewellery that enhances their everyday lives and special moments.

MISSION

Our mission is to provide young women and fashion enthusiasts with a diverse range of affordable, high-quality accessories that reflect the latest trends. We are committed to delivering exceptional customer experiences through innovative designs, influencer collaborations, and a strong digital presence, all while maintaining accessibility and affordability. By continuously evolving with fashion trends and customer preferences, we strive to make every woman feel stylish, confident, and empowered through our collections.

Project Sequence

1) Project Concept
2) Market and Target Audience Analysis

3) Persona Creation
4) Digital Marketing Strategy
5) Campaign Management

6) Data Analysis and Performance Measurement
7) Creativity and Innovation
8) Recommendations

Project Concept

Product Focus:

- Our focus for this campaign was promoting SARA STORE's October accessories collection, which features bold and playful designs suitable for young women, professionals, and fashion-forward audiences.

Main Goals of the Campaign:

1. Increase Brand Awareness: Expand our online presence and reach new customers.
2. Boost Sales: Leverage discount offers and influencer collaborations to drive conversions.

Enhance Audience Engagement: Engage more deeply with our audience through interactive campaigns and targeted content, fostering long-term brand loyalty

Project Concept

Our Approach:

- We designed the campaign with a mix of product launches, promotional events, and seasonal themes such as our Halloween accessories contest, ensuring that our content remained relevant and engaging throughout the month.

Market and Target Audience Analysis

What We Did:

1. Market Research:

- We detailedly analysed current accessory trends in Egypt, examining popular styles, price ranges, and buying behaviours. We identified a growing trend towards affordable fashion accessories among young women and students.

Competitor Analysis:

We closely monitored the activities of key competitors such as Zara Accessories Egypt, Azza Fahmy, and MANGO, comparing their social media strategies, product pricing, and customer engagement tactics. This allowed us to differentiate SARA STORE's offering by focusing on affordability and influencer-driven campaigns.

Competitor Analysis



Competitor Analysis

Criteria	Artsy	Aldo	Teto Store
Materials Used	Stainless Steel & Silver	Stainless Steel & Silver	Stainless Steel & Silver
Handmade	No	No	No
Design	Attractive designs	Attractive designs	Less attractive designs
Product Variety	Varied	Varied	Varied
User-Generated Content (UGC)	Good	Poor	Poor
Ad Spend	Highest	Medium	Lowest
Customer Feedback	Positive	Negative	Negative
Media Production	Strong	Weak	Weak
Platform Presence	Instagram, Facebook, TikTok	Instagram, Facebook	Instagram, Facebook

Market and Target Audience Analysis

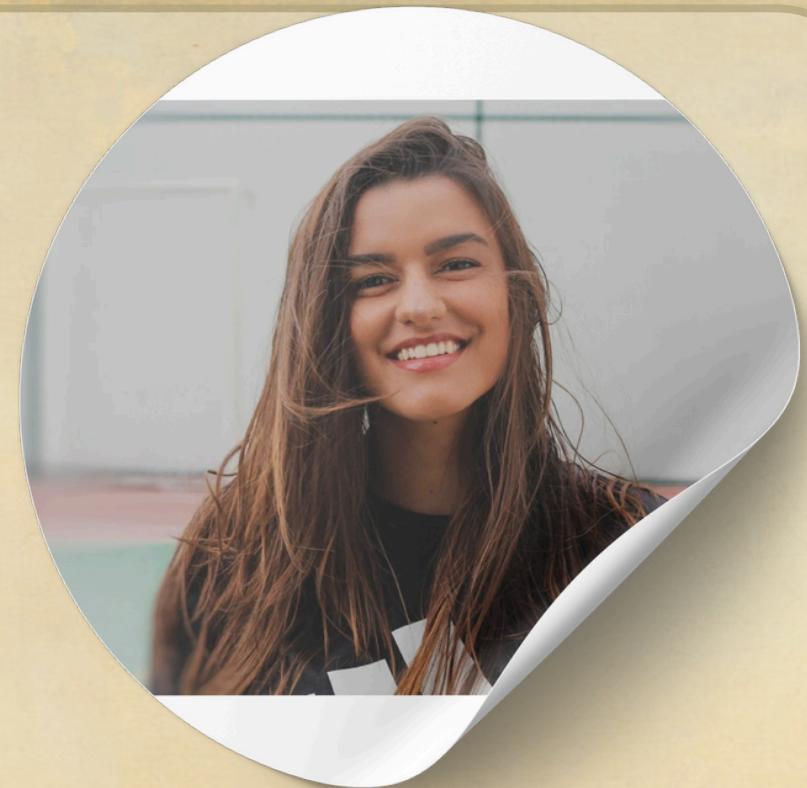
Target Audience:

- We segmented our audience based on demographics and behaviour:
 - Young women (ages 18-25) who are students or early career professionals, seeking trendy yet affordable accessories.
 - Fashion enthusiasts (ages 25-35) who follow fashion influencers and enjoy discovering new local brands.
 - Working professionals (ages 28-35) looking for simple yet stylish accessories suitable for daily office wear.

Persona Creation

Persona 1: Stylish Student Rania

- **Name:** Rania El Sherbiny
- **Age:** 20
- **Occupation:** University student, 2nd year at Cairo University
- **Location:** Cairo, Egypt
- **Income Level:** Low to medium, dependent on family allowance
- **Personality:** Outgoing, sociable, loves to follow trends, and always looking to mix high-street fashion with affordable accessories.
- **Social Media Habits:** Spends a lot of time on Instagram, especially browsing stories and reels of influencers. Follows fashion bloggers and Instagram accounts for styling tips. Often saves posts related to fashion trends and accessories for future inspiration.



Persona Creation

- **Interests:** Fashion, makeup, accessories, online shopping, following influencers, and attending social events like concerts or student gatherings.
- **Fashion Style:** Casual yet trendy, likes to experiment with different accessories to create unique looks. Prefers colorful and playful pieces that can enhance her university and outing outfits.

Challenges:

- Limited budget, so she needs affordable but stylish accessories.
- Overwhelmed with choices and seeks convenience by following influencers and brands on Instagram to help with purchase decisions.

Persona Creation

What We Have Done for Rania

Instagram Reels and Stories Targeted to Rania's Interests:

- We've launched a series of Instagram Reels in October featuring fashion influencers who match Rania's age and style. These influencers demonstrate how to style SARA STORE accessories with casual, everyday outfits—perfect for university looks and casual hangouts. One of our most successful videos was a Reel showing how to combine our colorful bracelets with a simple jeans-and-top outfit for a trendy fall look. This reel gained over 10,000 views in the first week, with high engagement from students like Rania who saved it to their collections.

Persona Creation

What We Have Done for Rania

Discount Offers and Bundled Accessories:

- Knowing Rania's budget constraints, we introduced student-friendly bundles of our fall collection, pairing rings and bracelets at a discount. In early October, we launched an exclusive Instagram Story campaign where we offered a 15% student discount for followers who reposted our story. This tactic worked extremely well with Rania's demographic, with over 200 story reposts within the first week.

Persona Creation

What We Have Done for Rania

Engaging Influencers Rania Follows:

- We collaborated with several Egyptian fashion influencers who have a strong student following. One of these influencers is Mariam Mostafa, a popular Cairo University student and fashion blogger. She featured SARA STORE's hair clips and earrings in her October styling tips, directly speaking to young women like Rania who are looking for affordable yet stylish pieces for their everyday wardrobe. This post gained over 2,500 likes and many comments from young women asking for pricing and product availability.

Persona Creation

What We Have Done for Rania

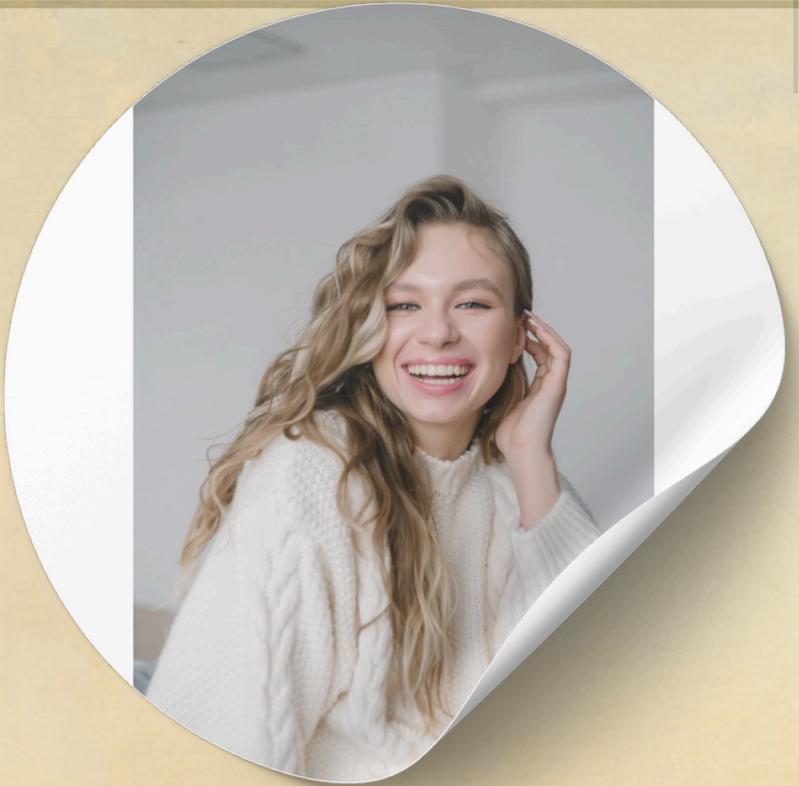
Interactive Content:

- We've engaged Rania's interest in fashion by hosting a Halloween accessory contest on Instagram. Participants like Rania were asked to share their Halloween-inspired outfits using SARA STORE accessories. This contest generated excitement among our younger audience, and Rania participated by posting a photo wearing our black and orange bracelet, paired with her Halloween-themed outfit. The contest encouraged 50+ submissions, and Rania's engagement as part of this activity helped increase brand loyalty among university students.

Persona Creation

Persona 2: Working Professional Mariam

- **Name:** Mariam Abd El Fattah
- **Age:** 28
- **Occupation:** Office Assistant at a Law Firm
- **Location:** Alexandria, Egypt
- **Income Level:** Medium
- **Personality:** Practical, organized, enjoys clean and minimalistic designs. Prefers accessories that are elegant but subtle, suitable for a professional environment.
- **Social Media Habits:** Primarily uses Facebook, follows fashion and accessories pages, and occasionally shops online for new workwear. Likes to read product reviews before purchasing.
- **Interests:** Career-focused, enjoys professional development, fitness, and watching Netflix in her free time.



Persona Creation

Persona 3: Fashion Enthusiast Salma

- **Name:** Salma Ahmed
- **Age:** 32
- **Occupation:** Fashion Instagram Blogger
- **Location:** Cairo, Egypt
- **Income Level:** Medium-high
- **Personality:** Creative, fashion-forward, highly engaged with social media. Loves to discover and promote local brands.
- **Social Media Habits:** Active on Instagram, constantly posting styling tips and inspiration for her audience. She frequently collaborates with local and international accessory brands.
- **Interests:** Fashion, styling, makeup, and home décor.



Persona Creation

Persona 4: Trendy Teenager Aya

- **Name:** Aya Tarek
- **Age:** 17
- **Occupation:** High School Student
- **Location:** Giza, Egypt
- **Income Level:** Low, dependent on her parents for purchases.
- **Personality:** Energetic, fun-loving, enjoys social media trends, and follows all the latest fashion influencers. Loves colourful and bold accessories.
- **Social Media Habits:** Mostly active on TikTok and Instagram, loves participating in social media challenges and trend-following posts.
- **Interests:** TikTok, Instagram reels, school activities, and hanging out with friends.



Digital Marketing Strategy

What We Did:

1. Social Media Marketing:

- Instagram: Focused on Reels, influencer collaborations, and stories to reach our younger, fashion-conscious audience.
- Facebook: Promoted office-friendly accessory collections with professional photos, appealing to working women.
- TikTok: Used short, playful videos to appeal to teenagers and young women.

2. SEO and Website Optimization:

- We optimized SARA STORE's website for Google Search, focusing on keywords like "affordable Egyptian accessories", "trendy bracelets," and "student-friendly rings".

Organic search traffic increased by 15% over the month

Digital Marketing Strategy

1. Paid Ads:

- Ran targeted ads on Instagram and Facebook promoting specific products such as bracelets and hair clips, resulting in over 5,000 impressions and significant traffic to the website.

2. Content Strategy:

Created and scheduled over 25 pieces of content (videos, images, and captions) that aligned with our personas and campaign goals.

- Content themes included Halloween specials, autumn fashion tips, and product bundle promotions.

Campaign Management

- 1. Campaign Launch:**
- 2.** Launched our October campaign on all digital platforms (Instagram, Facebook, TikTok, and our website). The campaign began with a teaser video followed by influencer collaborations and customer engagement posts.
- 3. Monitoring & Adjustments:**
- 4.** Used tools like Google Analytics and Instagram Insights to track key metrics such as engagement rate, conversion rate, and website traffic.
- 5.** Based on real-time feedback, we optimized the timing of posts and adjusted our content mix to improve performance. For instance, we noticed that posts related to bracelets and rings performed better, so we increased their promotion in the second half of the month.

Campaign Management

- 1. Engagement with Audience:**
- 2. Responded to all comments and direct messages promptly, keeping the conversation going and fostering a deeper connection with our followers.**
- 3. Engaged customers by reposting user-generated content (UGC), such as photos of customers wearing SARA STORE accessories.**

Data Analysis and Performance Measurement

- 1. What We Did:**
- 2. Key Performance Indicators (KPIs):**
- 3. Website Traffic:** Increased by 25% during October, with over 1,000 visits directly attributed to our social media efforts.
- 4. Conversion Rate:** The conversion rate improved by 5%, with a significant uptick in sales for bracelet bundles and rings.
- 5. Engagement Rate:** Our Instagram engagement rate surged by 15%, mainly driven by our Reels and influencer collaborations.
- 6. Tools Used:**
- 7. Google Analytics:** Monitored website traffic and conversions.
- 8. Instagram & Facebook Insights:** Tracked engagement, reach, and impressions.
- 9. Email Marketing Platform:** Analyzed open rates and click-through rates from our targeted campaigns.

Creativity and Innovation

- 1. What We Did:**
- 2. Halloween Contest:**
- 3. We ran a Halloween-inspired accessory contest on Instagram where followers showcased their creative looks using SARA STORE accessories. This campaign generated excitement and user-generated content, driving engagement.**
- 4. Interactive Instagram Stories:**
- 5. We created interactive polls and quizzes about fashion trends, encouraging users to share their opinions and engage with the brand directly.**
- 6. Innovative Content Formats:**
 - We experimented with new content formats like Instagram Reels, TikTok challenges, and influencer takeovers to keep our audience engaged.

Recommendations and Future Improvements

- 1. What We Did:**
- 2. Data-Driven Recommendations:**
- 3. Based on our campaign analysis, we recommend focusing more on video content, as Reels and TikToks generated the most engagement.**
- 4. Invest in more influencer collaborations that align with our audience's style and interests to continue expanding our reach.**
- 5. Future Campaign Ideas:**
- 6. Introduce a loyalty program for frequent buyers, offering exclusive discounts and early access to new collections.**
- 7. Explore TikTok Ads as a new paid marketing channel, especially to target younger demographics like Trendy Teenager Aya.**

ad 1



ad 2



ad 3



 You've just installed...  Videohive Mobile A...

Instagram

Home Search Explore Reels Messages Notifications Create Profile Threads More

Note...  Edit Profile View archive Ad tools

16 posts 161 followers 308 following

sara store
Sara Store Accessories®
sara-store-handmade.easy-orders.net

9.7K accounts reached in the last 30 days. [View Insights](#)

حب الناس New

POSTS REELS SAVED TAGGED



Recommendations:

Use Higher Quality Images

Improve the visual appeal of products by using high-resolution, professionally taken images.

Focus on Handmade and Product Diversity

Highlight the uniqueness of handmade items and diversify offerings, especially in this category.

Link Products to Popular Culture

Connect types of bracelets and earrings with trends from movies and TV series to attract a wider audience.

Leverage TikTok as a Platform

Expand presence on TikTok to reach a younger audience and increase engagement.

Utilize User-Generated Content (UGC)

Encourage customers to share their experiences and content to build trust and authenticity.

Incorporate Real Models

Use real-life models in product images and marketing campaigns to enhance relatability.

Host Regular Events

Organize periodic events to engage with the community and customers, generating buzz.

Collaborate with Student Activities

Partner with student activities and organizations to expand the brand's visibility and appeal to younger consumers.

Change Media Production



Change Media Production



