



Yalla Walk

Digital Marketing Strategy

Supervised by:
Eng. Safy El Din Ahmed

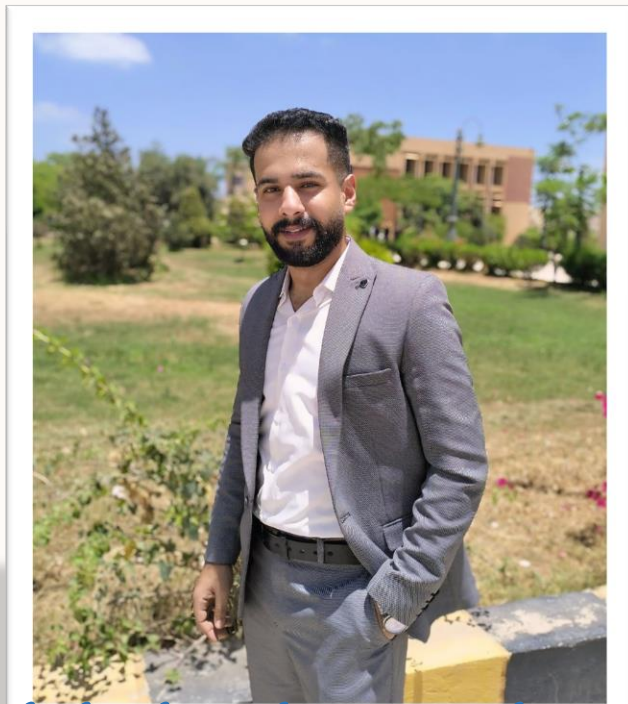


Hagar Gamal

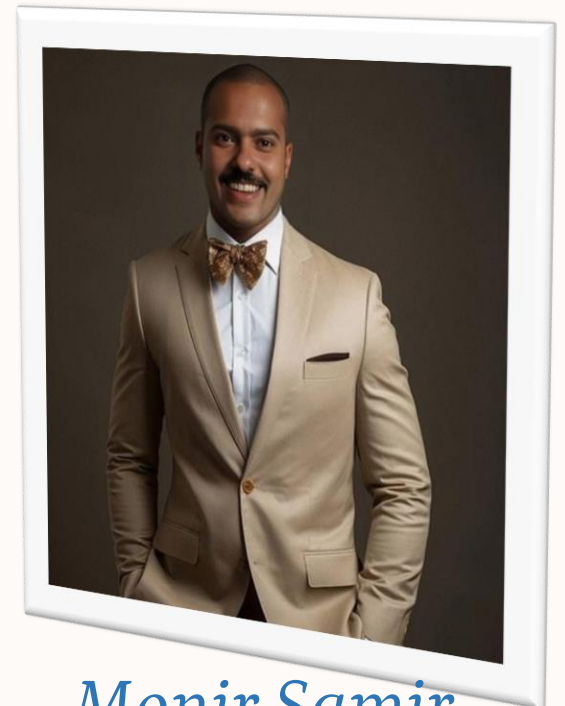


Marian Farouk

Presented by:



Abd El Rahman Abosteet



Monir Samir



STEPS

Content:

- Brand introduction: vision, mission.
- 4Ps.
- SWOT analysis.
- Market segmentation.
- Buyer persona
- Digital marketing objective.
- Competitor analysis.
- Content theme.
- Media buying plane.



Brand Introduction

“Yalla Walk” is an Egyptian shoe brand that provides affordable, stylish, and comfy shoes for Egyptian women. “Yalla Walk” is not only a brand to sell shoes but also to provide a different experience for women in classes B and C. We inspire them, educate them and encourage them to engage with us. No matter her status or income whether she is still a student, having a job or a housewife with many responsibilities. She will find “Yalla Walk” inspiring her and talking directly to her.

1 Vision

Being recognized as a market leader in the Egyptian market that provides a unique experience, and creates customer loyalty.

2 Mission

Our mission is to provide Egyptian women of class B,C with affordable, comfy, durable and stylish shoes

4 Ps:

1- Product:

Features:

Sole: P.V.C

Top: Trico (cotton material)

To provide overall comfy ,durable breathable and flexible shoes.

Sizes: 37: 41

Design:

Different designs with various colors.



**BEST
PRICE**

2-Price:

Price range: 275- 400 EGP

Competitors pricing: same average

3-Place:

Products are available to order online on marketing channels like Facebook, Instagram & TikTok.



4-Promotions:

Through promoting on social media platforms like Facebook, Instagram, TikTok

Offers:

- Free delivery.
- **30% discounts** and other offer on buying **more than one piece** to our first customers and followers.
- **Referral offers** to friends.
- Offers on **daughter and mother** orders to increase upselling and cross-selling.
- **Cash back.**



SWOT Analysis:



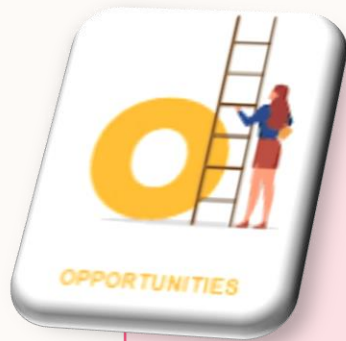
Strength

- **High-quality material** in relation to prices
 - Competitive pricing
 - **Fast delivery** inside Alexandria
 - **Exchange and refund policy** in 48 hrs,
- The client can check while the courier awaits
- **Variety of models for different ages and styles**
 - Pricing strategy allows providing **offers**
 - The product is **Made in Egypt**.
 - Unique experience **that engage our audience**
- Educating women through various content channels

Weakness



- Delivery not covering **rural areas**.
- Late deliveries for areas other than Alex.
- **No website** for the brand.
- **During high traffic** messaging there may be a **delay in response**



Opportunities

- Increased no. orders from rural areas.
 - Feast Days.
 - Black Friday.
 - School Entry.
- Some company distributes our product.



Threats

- Instability of **currency pricing**
- **High competition.**
- Continuous changes in the price **of industrial materials and delays in the arrival of manufacturing.**
- Decrease purchasing power due to economic instability.
- **Continuous increase in paid advertising prices on online platforms.**
- **Affiliate marketing** which offers lower prices.

Target Audience Segmentation:

Demographical

Gender and Age: Women aged
18- 55

Education and Occupation:
Working / Student / House wife

Marital status:
Married / Single

Class: B and C

Psychological

- Need her shoes to be comfortable and stylish but the same time with affordable price.
- Outgoing & like to spend much time outdoors or house wives have lots to do outdoors.

Behavioral

- **Willing to buy online.**
- Following **fashion influencers.**
- **Stylish**, willing to buy stylish fashion and **comfy** items.
- They spend a lot of time on **social media.**

Geographical

Any place in Egypt for class B& C except for far rural areas

1st Buyer persona :

Background and Demographics:

Name: Jana

She is a student at the College of Commerce.

Single.

Aged: 18-23 (21) y.

She is from Alexandria



Needs:

She needs

- **good, comfy shoes with flexible and durable material at an affordable price**
As she spends a lot of time at college and her home is far from her college
She does not have the advantage of buying more than one pair of shoes, because, she doesn't have work and still takes money from her parents
- **Good-looking (stylish) shoes,**
as she cares about her style and look.

Hobbies and Behaviors:

- Paddle tennis & walking.
- Goes to the gym.
- Goes to musical concerts.
- She is an outgoing person
- Spends much time on social media

Barriers and Pain points:

- She still **takes money from her parents.**
- She needs **affordable** shoes.
- She faces a problem with online purchasing because of sizing, refund and exchange policies.
- She tried to buy pairs of shoes before and it was ruined after a short time, so, she needs a durable material that lives for a longer time.
- Whenever she finds a pair of stylish shoes, she finds it expensive

2nd Buyer persona :

Background and Demographics:

Name: Mariam

She works as a teacher.

Married & has kids.

Age: 27-35 y.

She lives in Cairo.



Needs

- **Shoes with good, comfy, flexible, durable material**
as she spends a lot of time at work Standing.
And she does not have the advantage of buying more shoes in a short time.
- **Shoes made of easy-wash and quick-drying material.**
- **Affordable shoes**
as she has lots of responsibilities.
- **She needs a versatile color that fits a lot of outfits.**

Hobbies and Behaviors:

- Listening **to music & reading..**
- Loves TikTok and FB in her free time.
- Started **driving lessons** 1 month ago.
- Loves watching **cooking programs** and series.

Barriers and Pain points:

- She has **limited income** besides her family responsibilities.
- **She can't afford original, high-priced shoes**
- She **prefers online shopping**
As she is **very busy** and does not have time for shopping and faces a problem with online purchasing of shoes because of sizing and refund and exchange policy
- She tried to buy pairs of shoes before and it was ruined after a short time, so, she needs a durable material that lives for a longer time and whenever she finds a pair of shoes with flexible and durable material it is always expensive.
- She suffers from **back and ankle pain.**

3rd Buyer persona :

Background and Demographics:

Name: Zeinab.

She is a wife and mother.

Age: 45-55 y.

She is doing all the house work.

Spending a lot of time in her house standing.

She has a daughter
aged 18-20.



Needs:

- **Shoes with comfy, flexible, non-slipping material**, because she stands a lot and does most of the market shopping.
- she has knee pain from standing long times and always walks holding market bags that make her afraid to slip while walking.
- **Easy-wash material.**
- **Offers** as she buys for her daughter also.

Hobbies and Behaviors:

- Watching Arabic and Turkish series & cooking program.
- Active on Facebook and TikTok.
- Reading.
- Goes shopping with her daughter.
- Goes out in family visits with her husband.

Barriers and Pain points:

- Family responsibilities, as she does all the house hole and most of the market shopping.
- Not interested in original brands.
- We provide offers for her to buy for herself and her daughter.
- She has concerns with online shopping because she doesn't trust the quality and sizing.
- She bought may shoes and they were not comfy for her, she needs comfortable shoes as she has back and knee pain

Digital Marketing Objective :

- **Increase brand awareness**
- *KPIs:*
 - Reach: 7k reach within 2 weeks of our 1st campaign.
 - Followers: 1.5 k followers within 2 weeks of our 1st campaign.
 - Video views: 7k video views within 2 weeks of our 1st campaign.
- **Increase brand engagement**
- *KPIs:*
 - Comments: reach 1000 comments within 2 weeks of 1st campaign.
 - Likes: reach 2500 reacts within 2 weeks of 1st campaign.
 - Shares: 50 shares within 2 weeks of 1st campaign.

Competitor Analysis:

<https://docs.google.com/spreadsheets/d/1zOstK6Kry4AMTHFyAOgYNqVrETm26b8M/edit?gid=552510407#gid=552510407>

Content theme:

platforms and content formats:

Facebook: reels, videos, posts(single photo, multiple photos)

Instagram: carrousel, single photo posts, infographics, reels, videos

TikTok: short videos

Content theme:

Content calendar:

Brief:

Frequency: 3 pieces of content every week

Main Ideas: educating, evergreen content, Inspiring, Educating, engaging content

Long one:

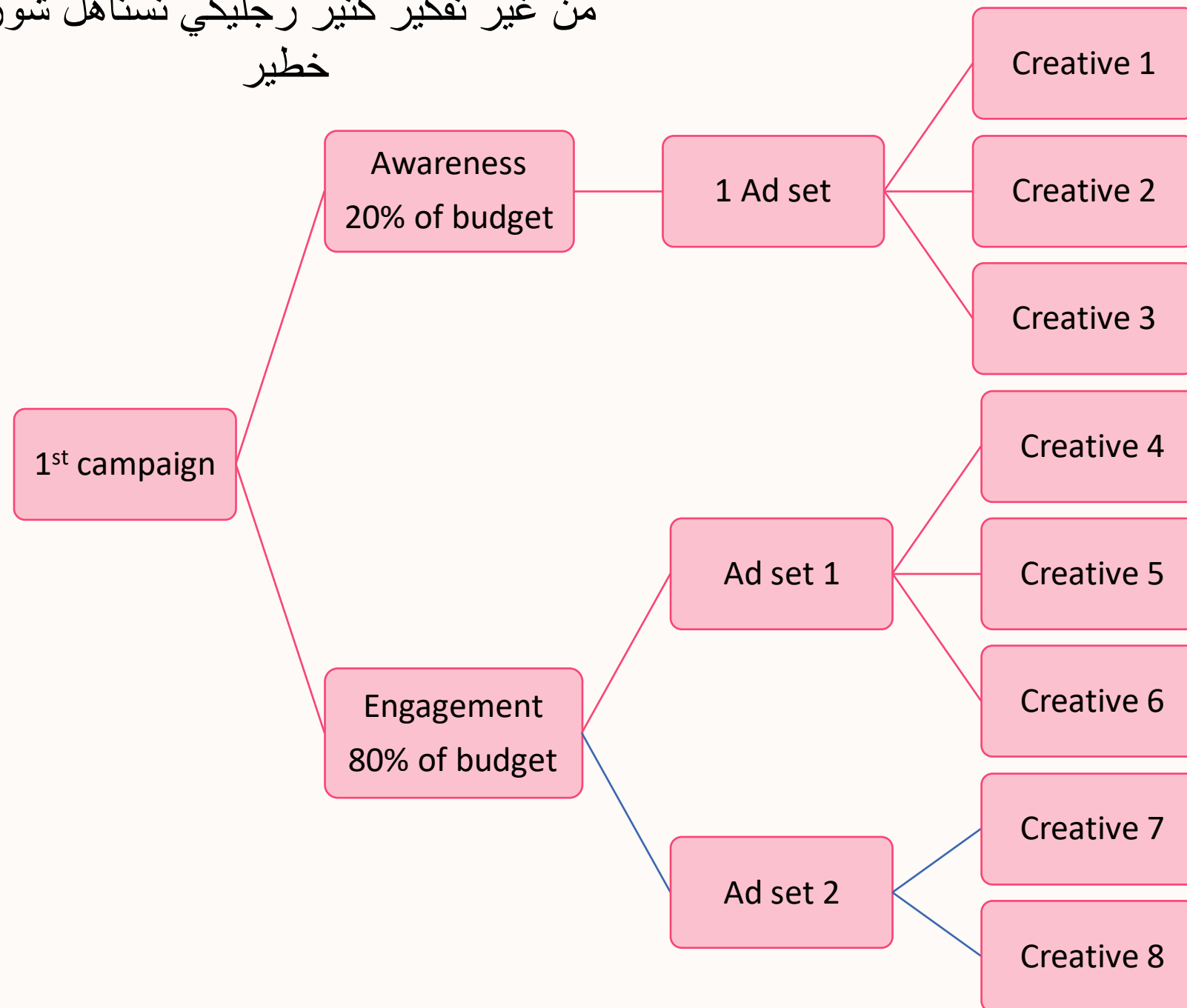
https://docs.google.com/spreadsheets/d/1r8oVURymbSw4ArZee8qq5cJSQq_dA1E4X/edit?usp=sharing&ouid=117764077264175926899&rtpof=true&sd=true

Short one:

https://docs.google.com/spreadsheets/d/1-CATupykMByoY-MPUIs5ZrJNRB_F2L4a/edit?usp=sharing&ouid=117764077264175926899&rtpof=true&sd=true

Media buying Plane (1st campaign):

Slogan: من غير تفكير كثير رجليكي تستاهل شوز
خطير



Content samples for Awareness:

Creative 1 (video script for 2d motion steps):

مش بتلاقي شوز تريحك بسهولة و لو لقيتيها مريحة مش بيكون شكلها حلو او بتلاقي سعرها غالي.

انا Steps من Yalla Walk

احنا في Yalla Walk عملناك خامات مريحة و تعيش، تكون معاكي في المشاوير و تعب الشغل واستخدمنا ال pvc خامة مرنة و مريحة و عشان الشوز متحررش رجلك استخدمنا التريكو القطن الخالي من البوليستر و من هنا سمينا البراند Yalla Walk. كمان عاملين شحن مجاني، و خصومات و عروض كتيرة جدًا بمناسبة ال page الجديدة فا يلا اعلمي فولو عشان ميفوتكيش اي جديد من Yalla Walk.



Creative 2 (Reel):

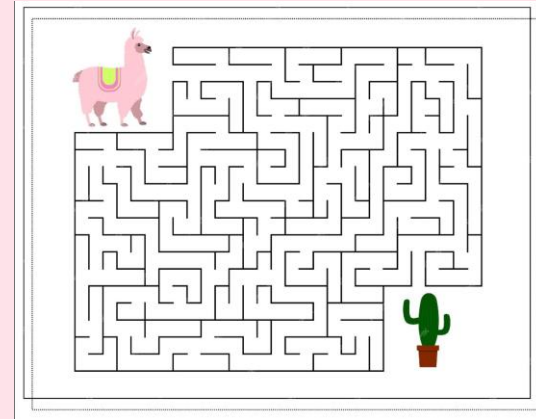


Content samples for Engagement:

Creative 4 (Maze):

خصم 30% لما تشيري المتاهه دي مع صحابك و
تحطي حلها في الكومنتات

خليكي متأكدة إنك أد التحدي على رأي الفنانة آمال
ماهر 😊



Creative 5 (GIF):



Thank you

Eng.: Safy Eldin Ahmed
DEPI

Motion Graphic Team
Graphic Design Team

