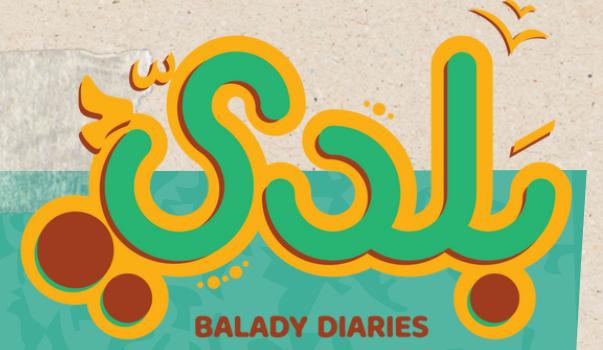




DIGITAL MARKETING
PROJECT OCTOBER 2024



Introduction to BALADY DIARIES

Balady Organic is an Egyptian startup producing 100% organic dairy products that emphasize authenticity and traditional farming methods. Targeting health-conscious urban professionals and families, Balady offers a natural, chemical-free alternative to mass-produced dairy. Its mission is to support local farmers while promoting healthier lifestyle choices through premium organic products.



The Business Case

Balady solves the problem of limited access to fresh, organic dairy products in urban areas like Cairo and Alexandria. Many health-conscious consumers struggle to find chemical-free, nutrient-rich options for their families, particularly for children. By offering locally sourced, 100% organic dairy, Balady ensures customers receive the highest quality products that support both their well-being and sustainable farming.



Vision & Mission **BALADY DIARIES**



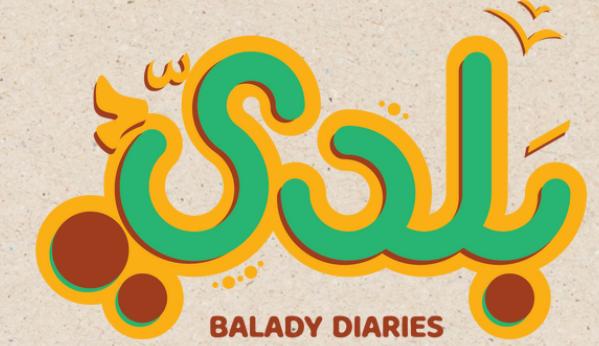
Mission

To provide customers with fresh, healthy, and delicious dairy products while maintaining high standards of animal welfare and environmental sustainability.



Vision

To be a leading producer of premium dairy products known for quality, sustainability, and innovation in the dairy industry.





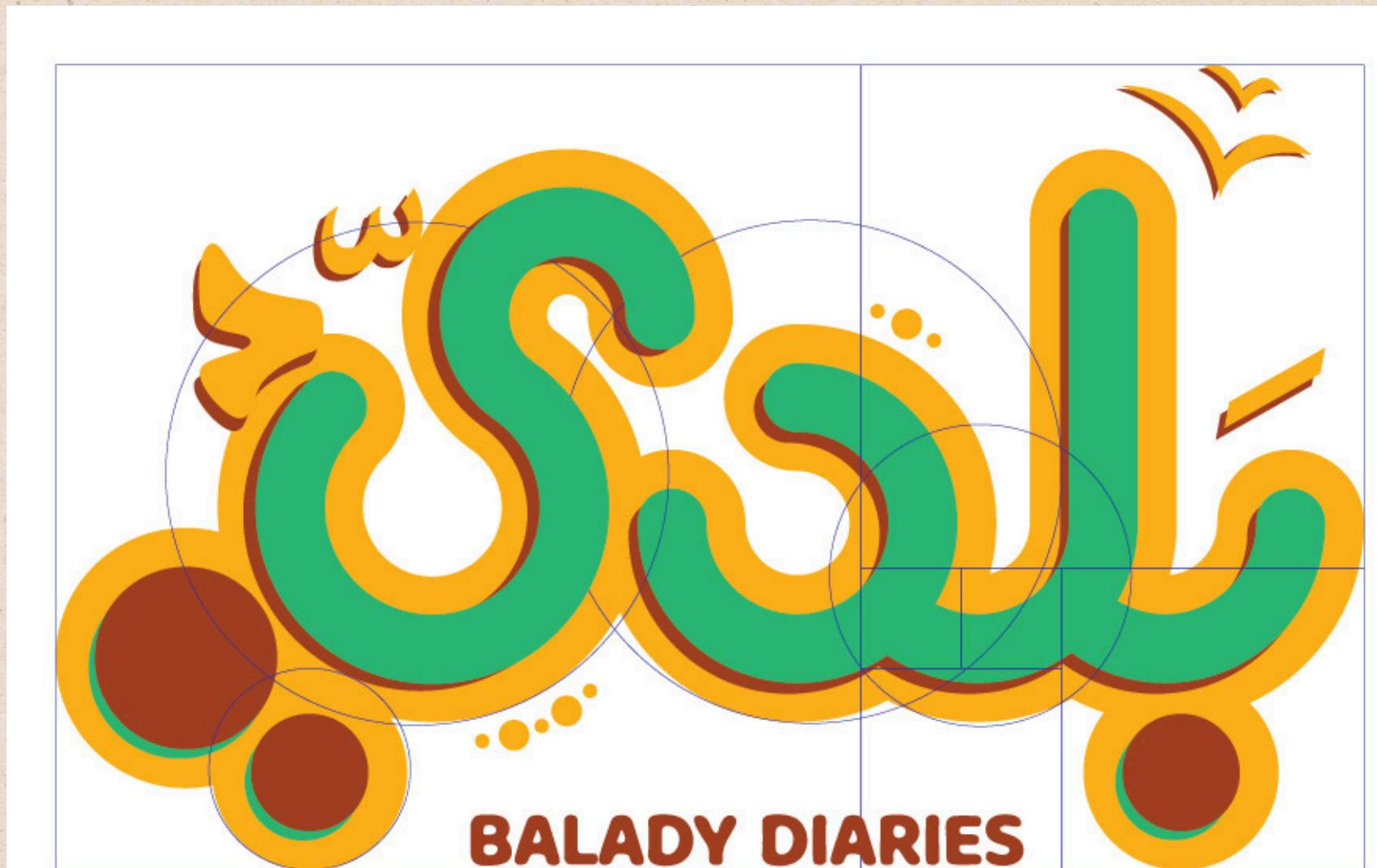
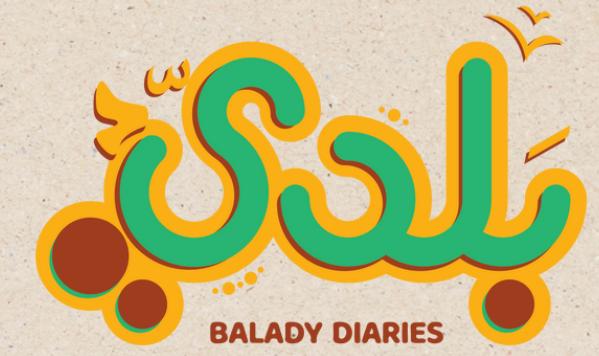
Brand Identity **BALADY DIARIES**



Green: For nature, health, and organic growth.

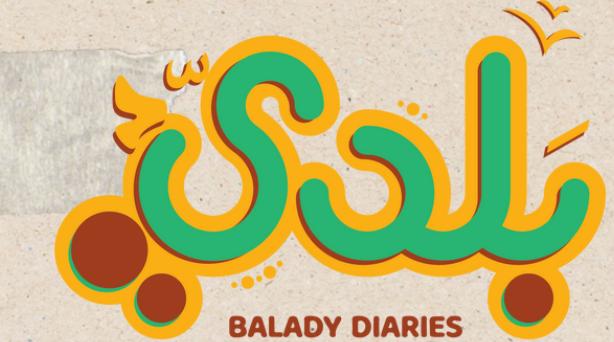
Brown: Earthy tones to evoke the natural farming soil and simplicity.

Golden: To represent the sun and the warmth of Egypt's land and produce.





Design Elements



1- Concept:

- The logo reflects values of organic, locally sourced food from rural, countryside areas ("reef") in Egypt.
- It authenticity, nature, and simplicity, while also feeling fresh and modern.

2- Visual Inspiration:

- Countryside: Reference Egypt's rural landscape.
- Traditional Egyptian Motifs: Egyptian design patterns & typography gives a local touch.

3- Typography:

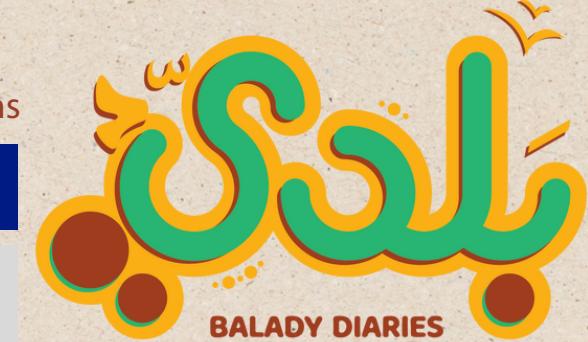
- The Font feels approachable and authentic, hand-drawn quality reflects the farm-to-table aspect.
Arabic calligraphy in a subtle way strengthen the local identity.

4- Tone:

- The overall tone of the logo feels natural, wholesome, and trustworthy, appealing to health-conscious consumers who value organic and sustainable food.

Balady DIARIES Business Model Canvas

Focusing on sustainability, premium quality dairy products, and customer-centric solutions



Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments		
<ul style="list-style-type: none"> Local farmers for organic feed sourcing Restaurants, hotels, and cafes for wholesale distribution Distribution and logistics partners (refrigerated transport) Packaging suppliers (eco-friendly) Retailers (supermarkets, grocery stores) Health organizations for promotional partnerships Renewable energy providers Marketing and branding agencies Farm equipment suppliers Government agricultural initiatives and grants Data Analyst for customer insights and market analysis 	<ul style="list-style-type: none"> Dairy production and processing (milk, cheese, yogurt, butter, cream) Sustainable farming practices (organic pastures, renewable energy) Quality control and supply chain management Customer relationship management (support, feedback, education) Marketing and branding (emphasizing sustainability and health benefits) Direct sales, wholesale, and subscription services Product innovation (new flavors, lactose-free, organic) Farm tours and educational experiences 	<ul style="list-style-type: none"> 100% organic, authentic dairy products from Egypt's countryside High-quality, fresh dairy sourced from sustainable, traditional farming methods Health-conscious products with no chemicals or artificial additives Lactose free options Farm experience through farm tours Innovation: Continuous development of new products and flavors Sustainability: Organic farming, eco-friendly processes, renewable energy use Supporting local farmers and the economy Animal Welfare: Humane treatment and care for dairy cows 	<ul style="list-style-type: none"> Personal customer support (handling inquiries, complaints, and feedback) Engaging storytelling and farm-to-table content Customer education (organic benefits, sustainability) Loyalty programs or rewards for frequent buyers Social media engagement to maintain a strong connection with consumers 	<p>B2C:</p> <ul style="list-style-type: none"> Health-conscious consumers seeking organic and natural products Families, especially parents interested in healthy options for their children Environmentally conscious consumers looking for sustainable brands Food enthusiasts interested in traditional and local products <p>B2B:</p> <ul style="list-style-type: none"> Hospitals that care about the quality of food for patients Hotels Restaurants and foodservice businesses that prioritize organic ingredients 		
Key Resources	Channels	Competitors				
<ul style="list-style-type: none"> Organic farms and livestock (core of dairy production) Farm infrastructure (modern milking and processing facilities) Organic pastures and grazing land Skilled labor for dairy production and farm management Capital investment (for land, machinery, and initial marketing) Strong brand identity (premium, fresh, sustainable) Distribution network (for delivering fresh products) Packaging and storage facilities 	<ul style="list-style-type: none"> Organic and health food stores Supermarkets that specialize in organic or local products Direct sales through Balady's website or e-commerce platforms Farmer's markets and local fairs Partnerships with restaurants, cafés, and food delivery services Social media and digital marketing channels for awareness and direct engagement 	<ul style="list-style-type: none"> Local organic dairy brands in Egypt Imported organic dairy brands Conventional dairy brands with natural/eco-friendly product lines Large supermarkets offering private-label organic products Small-scale organic farms selling directly to customers or at markets 				
Cost Structure	Revenue Streams					
<ul style="list-style-type: none"> Organic dairy farming and production costs Packaging costs (sustainable materials) Distribution and logistics (refrigerated transport) Certification fees (organic compliance) Labor and operational costs (farm staff, sales, customer service) Marketing and branding expenses (digital ads, partnerships, influencers) Equipment maintenance and upgrades (farming machinery, refrigeration) 	<p>B2C</p> <ul style="list-style-type: none"> Direct sales through retail partners (supermarkets, organic stores) Online sales via e-commerce or delivery platforms Subscription-based models for regular deliveries of dairy products Event-based sales at farmer's markets and local fairs Custom products for health-focused retailers (yogurt, specialty cheeses, etc.) <p>B2B</p> <ul style="list-style-type: none"> Restaurant, Hotels, Hospital and café partnerships for bulk sales 					

Business, Marketing & Digital Marketing Objectives



Increase brand awareness of Baldy Dairies among urban families in Egypt within the next 12 months.

- **Specific:** Focus on increasing brand awareness among urban families.
- **Measurable:** Target a 40% of urban families, which can be tracked through brand recognition surveys and digital analytics.
- **Achievable:** The target is ambitious yet attainable with strategic marketing efforts.
- **Relevant:** Enhancing brand awareness is crucial for gaining market share in a competitive industry.
- **Time-bound:** Set for the next 12 months.



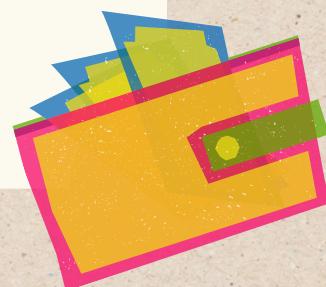
Achieve a 70% of market share in the organic dairy segment in Egypt within 24 months

- **Specific:** Focus on capturing a significant share of the organic dairy market.
- **Measurable:** Market share can be measured through industry reports and sales data.
- **Achievable:** With the right strategy, this target is within reach.
- **Relevant:** A higher market share will solidify Baldy Dairies' position as a leading organic dairy brand.
- **Time-bound:** Set for 24 months.

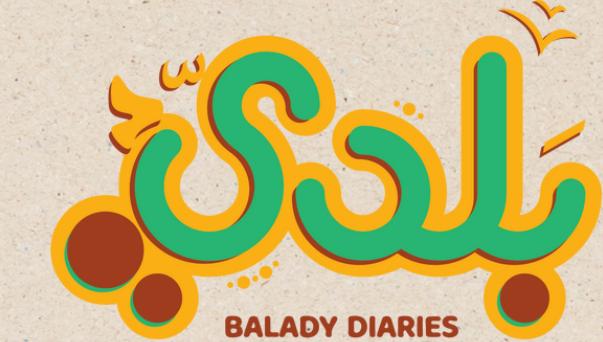


Grow social media followers and engagement within the next 6 months through organic and paid campaigns.

- **Specific:** Target both follower growth and engagement.
- **Measurable:** Use social media analytics to track followers and engagement rates.
- **Achievable:** Realistic growth targets with a balanced mix of organic and paid efforts.
- **Relevant:** Social media growth is vital for increasing brand visibility and customer interaction.
- **Time-bound:** 6-month deadline.



SWOT ANALYSIS FOR MACRO-ENVIRONMENT

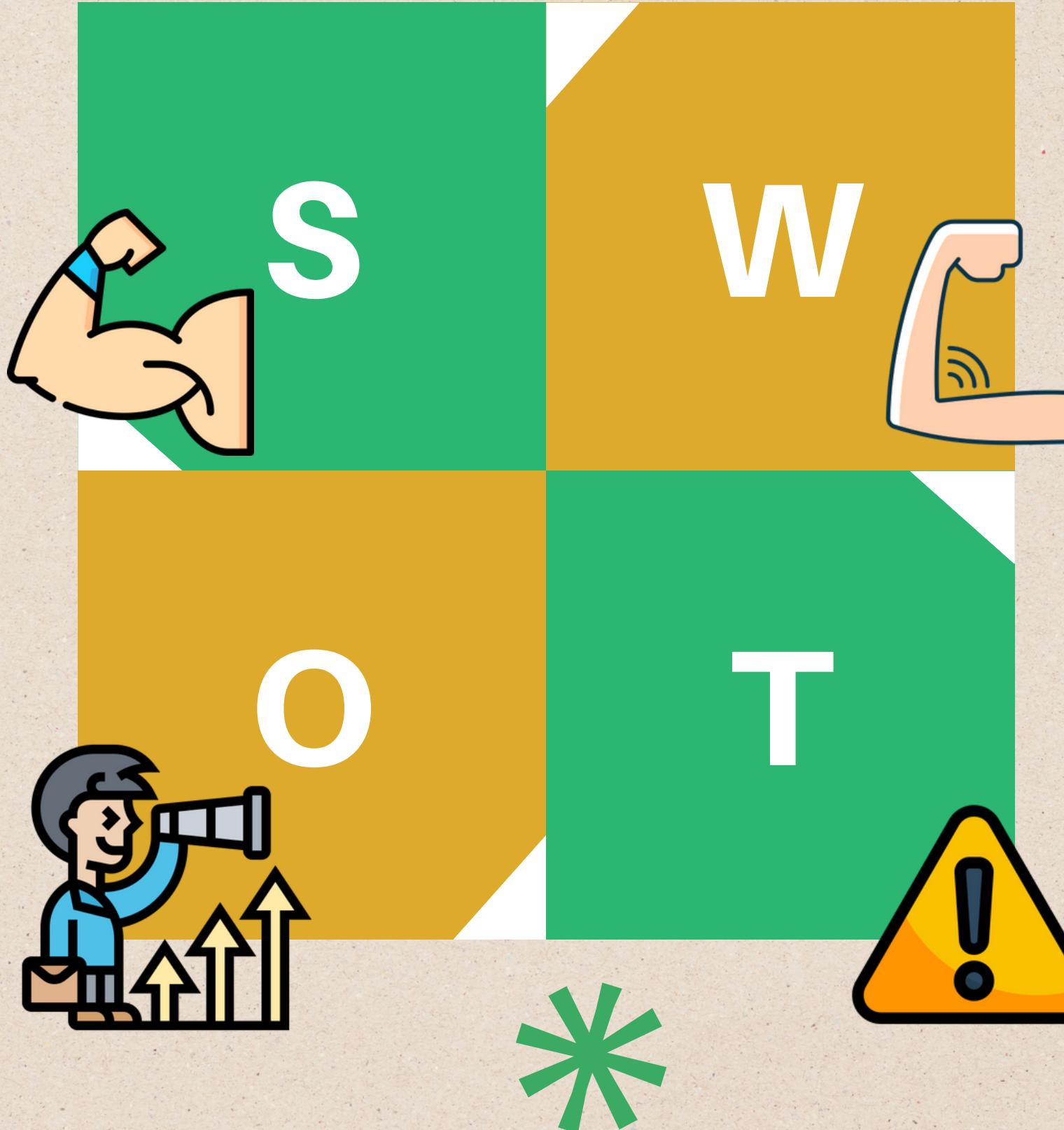


STRENGTHS

- High-Quality Products
- Commitment to Sustainability
- Diverse Product Range
- Strong Brand Identity
- Local Market Knowledge

OPPORTUNITIES

- Growing Demand for Health-Conscious Products
- Expansion into New Markets
- Innovative Product Development
- Partnerships and Collaborations
- Digital Marketing Growth



WEAKNESSES

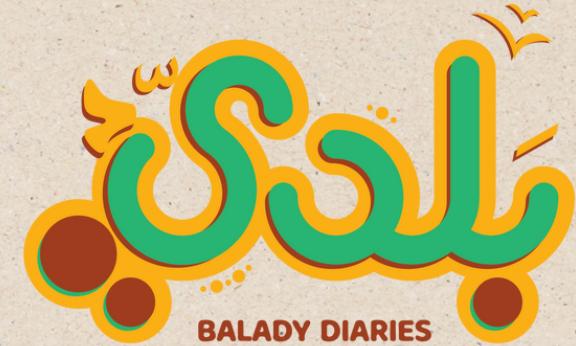
- Limited Distribution Channels
- Price Sensitivity
- Dependence on Local Market
- Limited Marketing Resources

THREATS

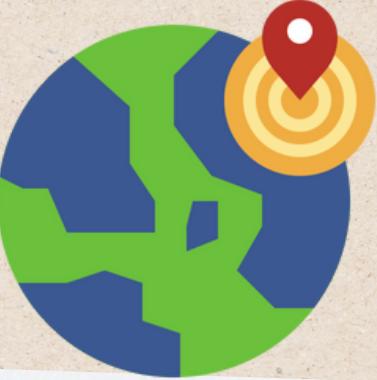
- Intense Competition
- Economic Uncertainty
- Regulatory Changes
- Supply Chain Disruptions
- Shifting Consumer Preferences

Market Segmentation

Divide Egyptian market into groups based on their traits, needs, or behavior



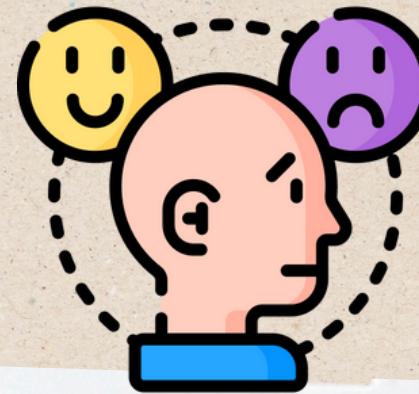
Demographic



Geographic



Psychographi
c



Behavioral

Age: Focus on younger generations, such as millennials and Gen Z, who are more health-conscious and open to new trends.

Income: Target middle to upper-middle-class consumers who have the purchasing power to afford premium organic products.

Family Status: Consider targeting young families who are looking for healthier options for their children.

Urban Areas: Concentrate on major cities like Cairo and Alexandria, where there's higher awareness and demand for organic products.

Affluent Suburbs: Target suburban areas around these cities where there is a higher concentration of higher-income families.

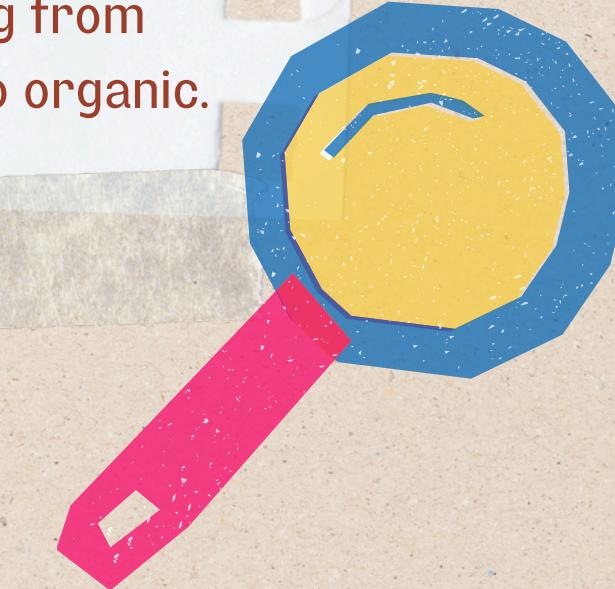
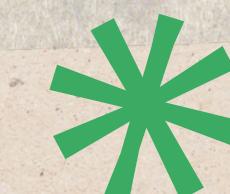
Lifestyle: Appeal to consumers who lead a healthy lifestyle and are interested in fitness, wellness, and organic food.

Values: Focus on individuals who are concerned about environmental sustainability and ethical sourcing.

Affluent Suburbs: Target suburban areas around these cities where there is a higher concentration of higher-income families.

Benefits Sought: Target those looking for healthier, chemical-free food options.

User Status: Identify early adopters of organic products and those transitioning from conventional to organic.



MARKET PERSONA



Aya Ahmed

Interior Designer

Smart

Honest

Loyal

BIO

Aya is 35 years old, She is interior designer her income is 15k, she is married living in Heliopolis and interested in organic food looking for healthier options for her children.

GOALS

Healthy Lifestyle, Supporting Local Brands, Sustainable Design & Work-Life Balance.

SKILLS

Problem Solving



Public Speaking



MOTIVATION

Health Consciousness, Environmental Impact, Connection to Tradition, Social Awareness & Family oriented.

PERSONALITY

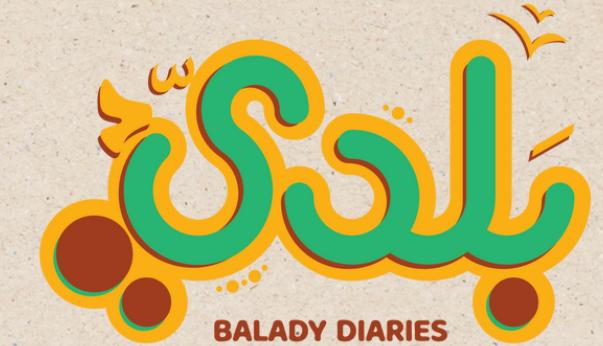
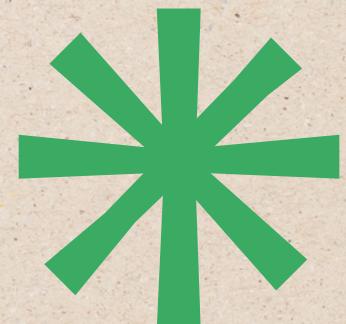
Design Thinking



Resource



FAVORITE BRANDS



MARKET PERSONA



Nourhan El-Sayed

Marketing Executive at a Tech Start-Up

Brand Loyalty

Smart

Leader

BIO

Nourhan is 29 years old an early riser who starts her day with a workout, either at the gym or through yoga. She maintains a balanced diet, focusing on organic and locally-sourced foods. On weekends, she enjoys exploring new restaurants that offer healthy options.

GOALS

To live a healthier, more balanced lifestyle while supporting brands that align with her values. Nourhan aims to inspire others in her circle to make healthier choices.

SKILLS

knowledge



Exploring new organic food



MOTIVATION

Nourhan is motivated by the desire to maintain a healthy lifestyle and to feel good about her purchasing decisions. She believes that supporting local, organic brands contributes to the well-being of her community and the environment.

PERSONALITY

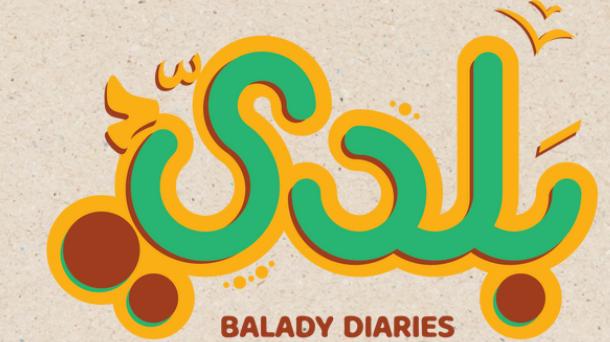
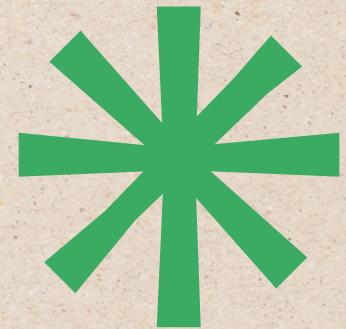
Healthy



Friendly



FAVORITE BRANDS



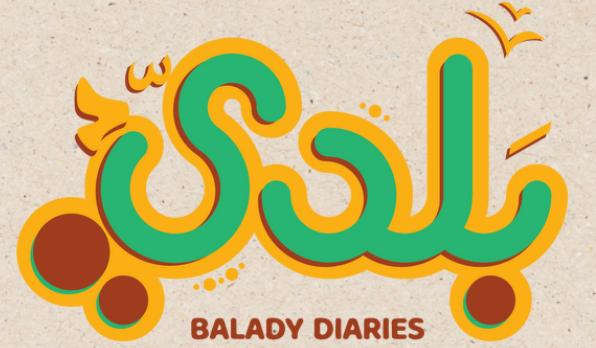
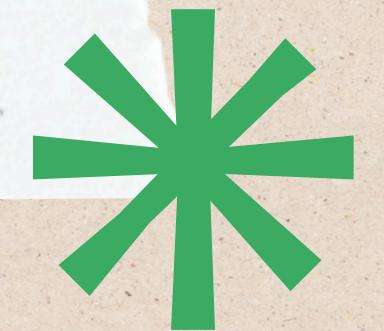
BALADY DIARIES BRAND VOICE

BALADY Dairies brand voice and tone are carefully crafted to align with its business model, target audience, and product offerings. By maintaining a voice that is friendly, health-conscious, trustworthy, sustainability-focused, and community-oriented, Marky effectively communicates its values and builds a strong, lasting connection with its customers. This approach ensures that the brand not only meets the needs of its audience but also creates a loyal customer base that shares its commitment to quality, health, and sustainability.

- 1. Friendly and Approachable**
- 2. Health-Conscious and Educative**
- 3. Trustworthy and Transparent**
- 4. Sustainability-Focused**
- 5. Community-Oriented and Inclusive**

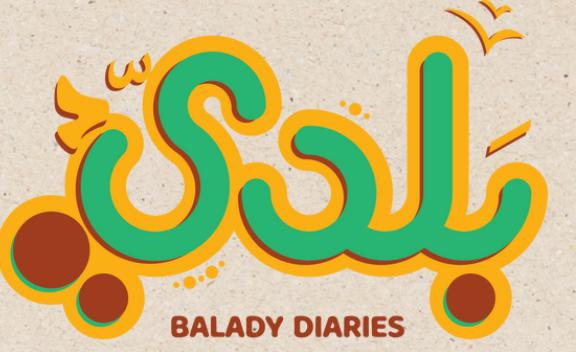
Example:

"At BALADY DIAIES, we believe that nourishing your family should be simple, delicious, and worry-free. Our products are made with love and care, just like how you would make them at home."





BALADY DIARIES DIGITAL MARKETING



1

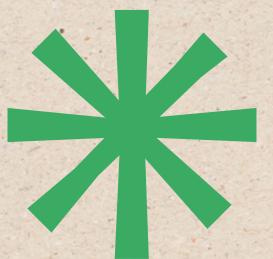
- **Social Media:**

- Instagram and Facebook: Great for visual storytelling and engaging with health-conscious consumers. High-quality images, videos, and ads showcase the benefits and quality of organic products.
- LinkedIn: We will use for reaching professionals and businesses that align with product values, especially for B2B partnerships.

2

- **Google Ads:**

- Search Ads: Target keywords related to organic dairy products to reach consumers actively searching for these products.
- Display Ads: banners to increase brand awareness across relevant websites and apps.



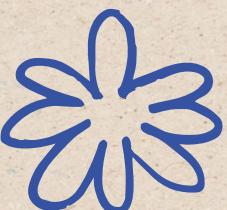
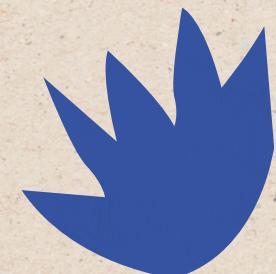
Seo & Keyword Research

Objective
organic dairy products



Input Seeds

"organic dairy products,"
"organic milk Egypt,"
"healthy dairy options,"
"organic yogurt," etc.



We will focus on keywords with high search volume and low competition that align with the target audience.

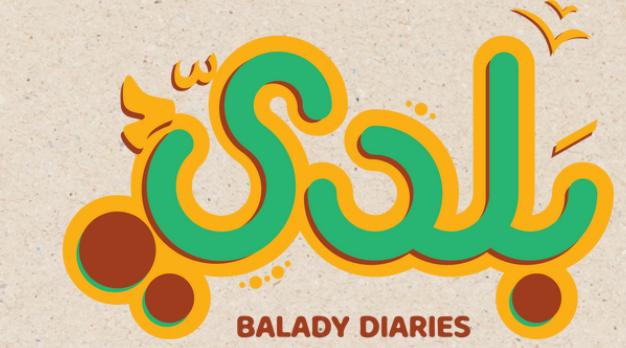
Analyze Keyword Suggestions

suggestions Google provides.

Metrics like search volume,
competition, and cost-per-click (CPC)



CAMPAIGN example



Organic Dairy Products for Families



Ad Group: "Organic Milk for Families"

Keywords: "best organic milk for families," "organic milk for kids," "family-friendly organic dairy."



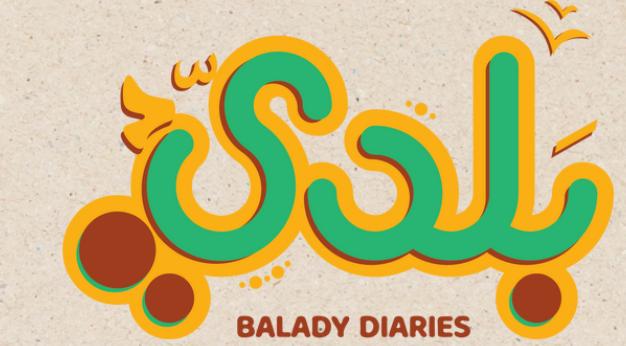
Ad Group: "Healthy Dairy for Children"

Keywords: "healthy organic milk for kids," "organic yogurt for toddlers," "organic cheese for children."



Switch to
Healthy
Mood

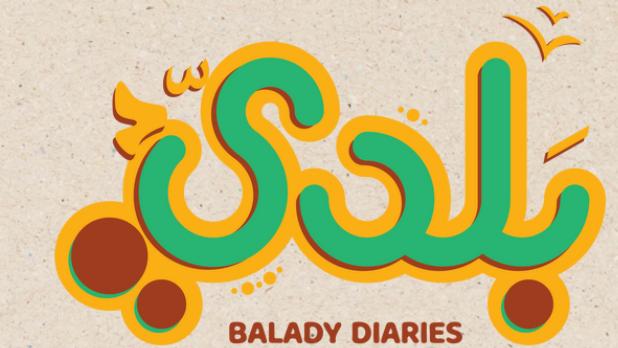
CONTENT CALENDAR



Month 1: Raising Brand Awareness and Engagement

WEEKS	Platform	Content Type	Content Focus	Objective	Caption / Description	Hashtags	Call To Action
Week 1	Instagram/TikTok	Reel	Essam explaining his humble beginnings and vision for children's health.	Build emotional connection with the brand.	"Every great journey begins with a dream. Meet Essam, the man behind Balady Dairies."	Hashtags: #EntrepreneurJourney #HealthyLiving #BaladyEssam	"Follow us to witness the journey unfold!"
	Instagram / Facebook	Image	About US	Showcase authenticity, educate audience	Baladi Dairy offers 100% natural and fresh dairy products, straight from our farms to your doorstep. Our goal is to provide you with the best taste and highest quality, guaranteed without any preservatives or artificial ingredients. Call us on: 0123456789	#balady #OrganicDairy #BehindTheScenes #SustainableFarming	"Contact Us"
	Email Campaign	Newsletter	Important of our product for FAMILIES	Benefits of Balady's product	"Why Organic Dairy is Best for Your Kids" + product offers and link to blog post.		SWITCH TO HEALTHY MOOD
	Blog / Website	Blog Post	"Why Organic Dairy is Better for Your Health and the Environment"	SEO, drive website traffic			SWITCH TO HEALTHY MOOD
Week 2	Instagram/TikTok	Reel	A re-enactment of Essam receiving advice from his mentor.	Highlight the importance of guidance and perseverance.	"With the right advice, every dream can take root. Who's your biggest mentor?"	#WisdomShared #MentorshipMatters #GrowthMindset	Tag someone who has guided you through tough times!"
	Blog / Website	Blog Post	Introducing Baldy's new organic product line	Drive awareness, introduce products			
	Instagram / Facebook	Image	Customer testimonials: "Why Our Customers Love Baldy"	Build trust, increase engagement	"Our customers love the taste and quality of Baldy organic products! Hear it from them"	#CustomerLove #OrganicMilk #HappyCustomers	"Tag a friend who loves organic products!"
	Email Campaign	Newsletter	Health Benefits	Benefits of Balady's product	"5 Surprising Health Benefits of Organic Dairy" with links to products and the blog post.		SWITCH TO HEALTHY MOOD

CONTENT CALENDAR



Week 3	Instagram TikTok	Reel	Time-lapse of farm improvements and product development.	Show how Balady products are rooted in authenticity.	"Every small step counts. From a humble farm to a growing business!"	From #FarmToTable #BaladyJourney #NaturalProducts	"Explore our healthy product range today."
	Email Campaign	Newsletter	Locations of BALADY's Farms	Awareness of our locations	"Fresh Organic Dairy Now Delivered in Cairo & Alexandria" with direct links to order pages.		SWITCH TO HEALTHIE MOOD
	Instagram / Facebook	Image	"Ask the Farmers" (answer questions about organic farming, healthy dairy)	Engage audience, raise brand awareness	"Have questions about organic farming or dairy?"	#AskTheFarmer #OrganicDairy	"Join us for our Q&A session!"
	Blog / Website	Blog Post	"Organic Dairy vs Conventional Dairy: What You Need to Know"	SEO, educate audience	"What's the difference between organic and conventional dairy? Find out the key facts!"		SWITCH TO HEALTHIE MOOD
Week 4	Instagram / TikTok	Reel	Visual representation of competing products vs. Balady's offering.	Emphasize resilience against competition.	"Sometimes the healthiest choice isn't the easiest one. But it's the right one."	#HealthyChoices #MarketChallenges #BaladyMission	"Choose health, choose Balady."
	Email Campaign	Newsletter	Farmars behinde BALADY	Community Engagement	"Get to Know the Farmers Behind Balady" with links to the blog post and event.		SWITCH TO HEALTHIE MOOD
	Blog / Website		Health section on the website showcasing wellness benefits	Health Benefits	Testimonial from a customer explaining their health improvements after switching to Balady.		SWITCH TO HEALTHIE MOOD
	Instagram / Facebook	Testimonial Post	Highlighting families using Baldy Dairy products	Build trust, increase customer retention	"Meet the families who trust Baldy for their organic dairy needs. What makes our products part of their routine?"	#FamilyTestimonial #HappyCustomers #OrganicFamily	"Share your Baldy story with us!"

CONTENT DESIGN

Post 1



شركة بلادي بتقدملك منتجات ألبان طبيعية وطازجة 100% ، مباشرةً من مزارعنا لأبواب بيتك. هدفنا إنك ت Consumption directly from our farms to your doorstep. Our goal is to provide you with the best taste and highest quality guaranteed without any preservatives or artificial ingredients. Call us on: 0123456789.

Baladi Dairy offers 100% natural and fresh dairy products, straight from our farms to your doorstep. Our goal is to provide you with the best taste and highest quality guaranteed without any preservatives or artificial ingredients. Call us on: 0123456789

Post 2



زبادي بلادي هو الاختيار المثالي لأولادك علشان يبدأوا يومهم في المدرسة بشكل صحي ومليء بالطاقة. مكوناته طبيعية 100% وطعمها لذيذ! كلمنا دلوقتي على: 0123456789 نوصلك لحد بيتك.

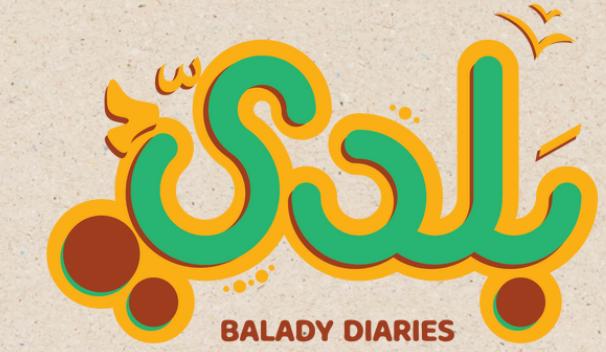
Baladi Yogurt is the perfect choice for your kids to start their school day in a healthy and energetic way. Made with 100% natural ingredients and tastes delicious! Call us on: 0123456789

Post 3



لين بلادي غني بالكلسيوم والمعادن والفيتامينات اللي تدعم صحة ونمو أولادك. احرص على تقديم كوب لين طبيعي يومياً لأفضل رعاية لهم. كلمنا دلوقتي على: 0123456789 نوصلك لحد بيتك.

Baladi Milk is rich in calcium, minerals, and vitamins that support your children's health and growth. Make sure to offer them a glass of natural milk daily for the best care. Call us on: 0123456789

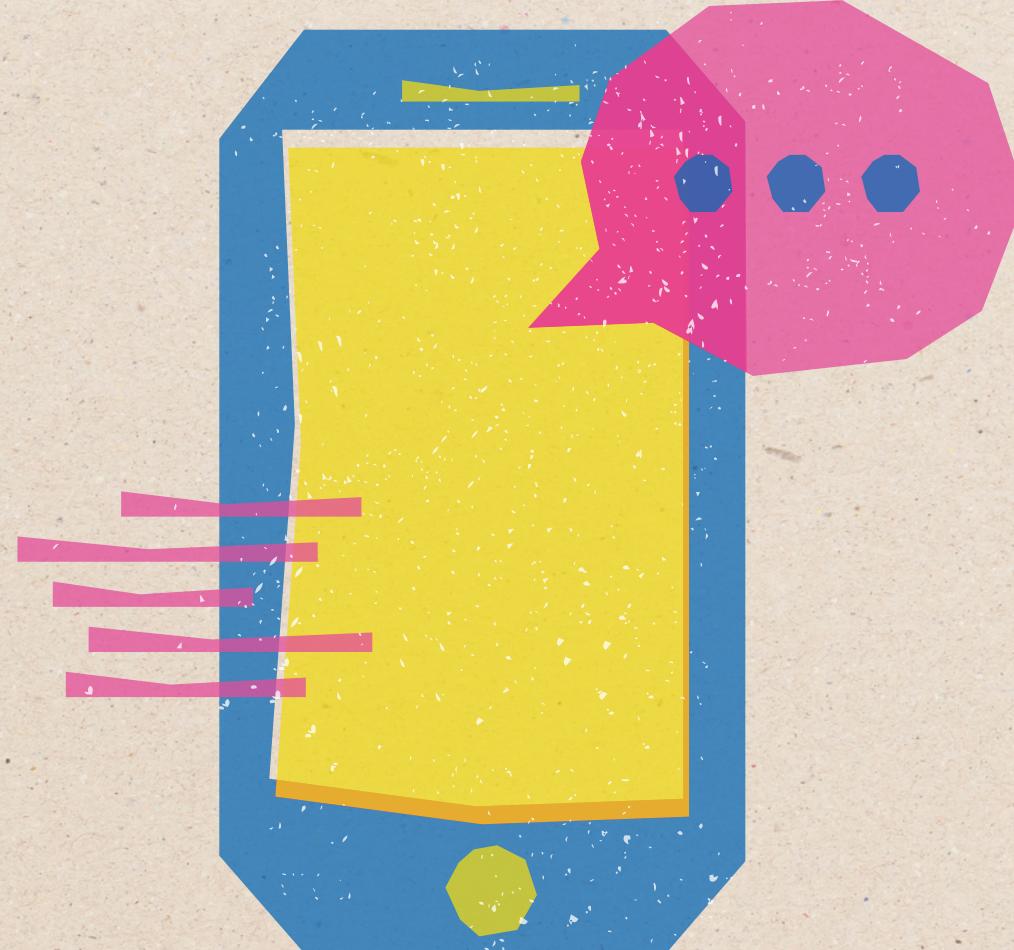




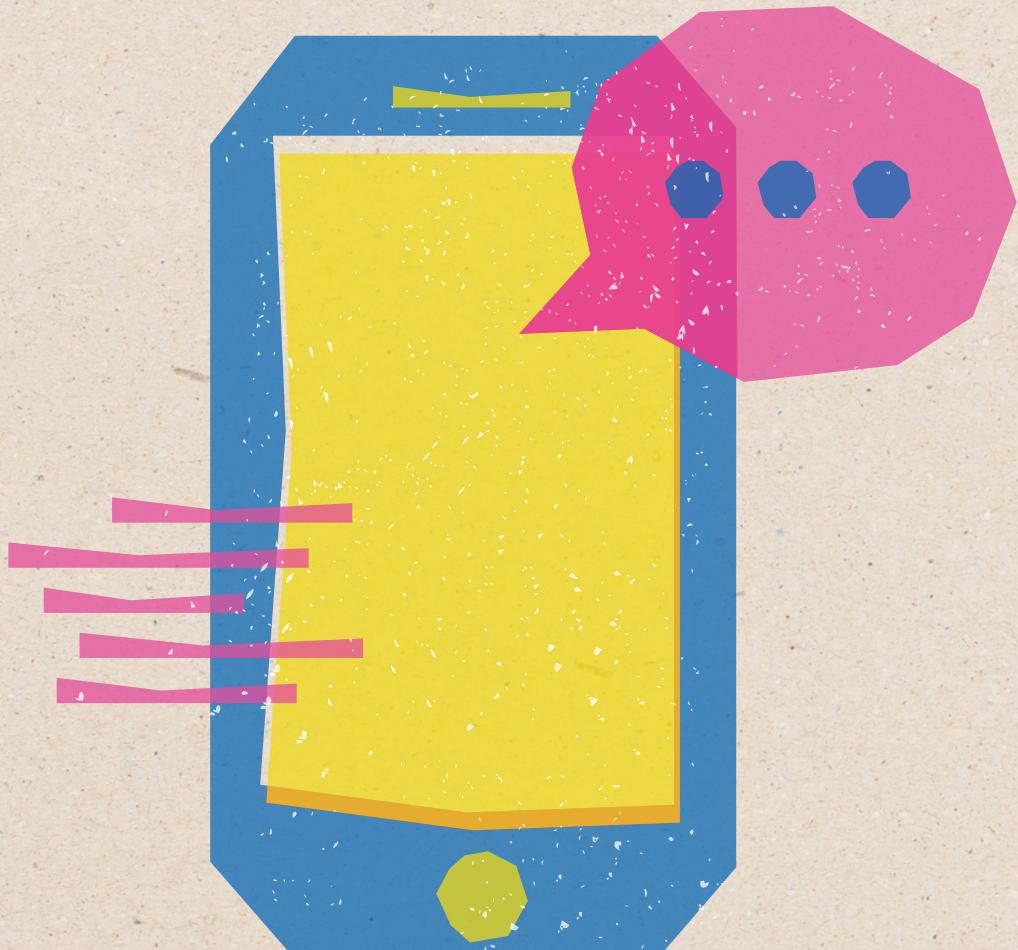
ADVERTISEMENT



PLATFORMS



- 1** Instagram & Facebook:
Engaging visuals
- 2** TikTokShort, creative video
- 3** Google Ads: Search and display
ads

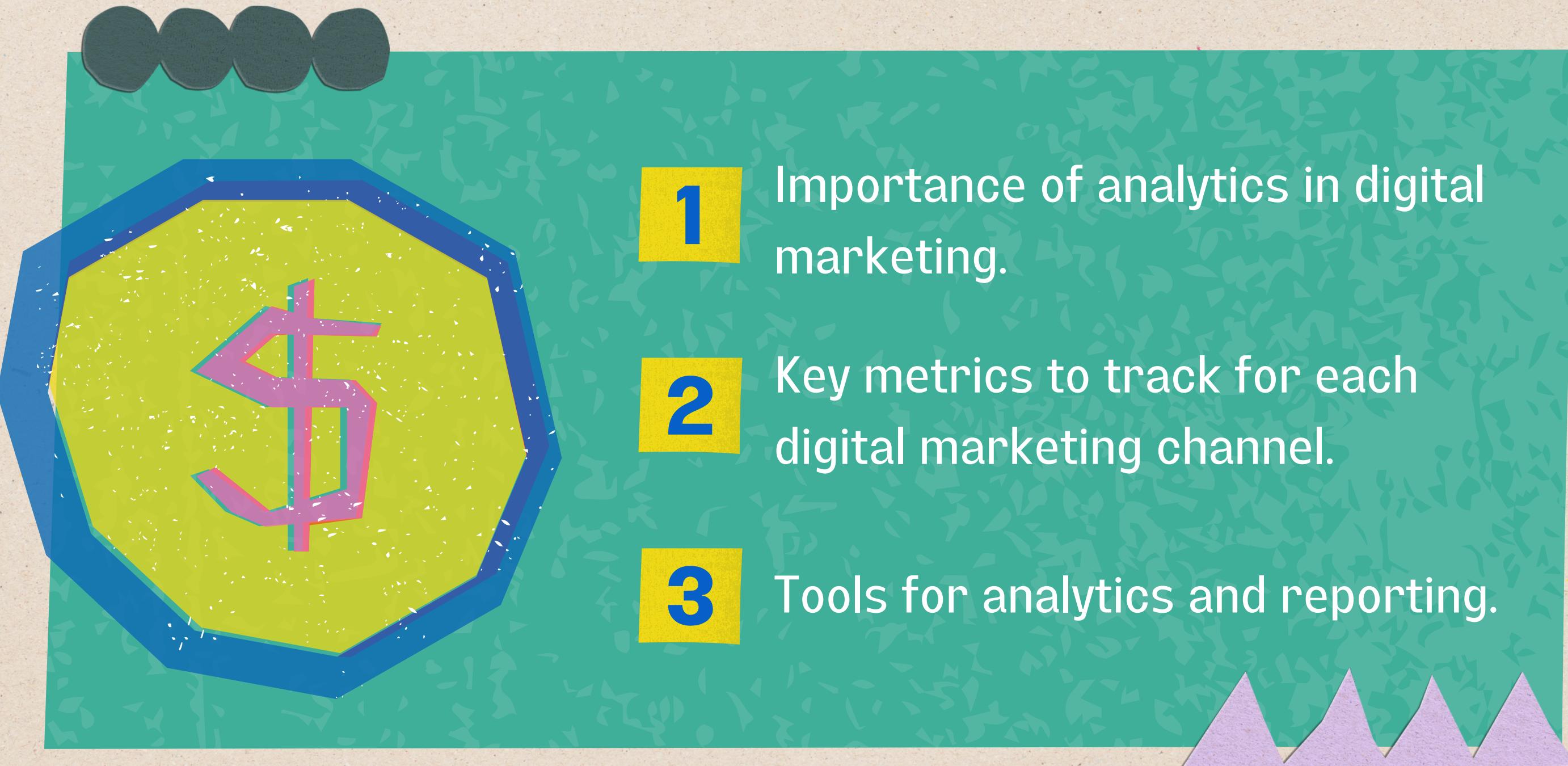


ADVERTISEMENT BUDGET

Ads Budget (Total: EGP 62,000 per month):

- Instagram & Facebook Ads: EGP 25,000
- SEO (Google Ads): EGP 12,000
- TikTok Ads: EGP 15,000
- Website Marketing (email & pop-ups): EGP 8,000
- Email Marketing Campaigns: EGP 2,000

ANALYTICS AND MEASUREMENT



KPI'S TO TACK





MOBILE MARKETING

1

Rise of mobile marketing and its significance.

2

Strategies for mobile-friendly websites and apps.

3

Location-based marketing tactics.



EMAIL MARKETING STRATEGY



- **Campaign Goals:**
 - Increase brand awareness and conversion rates.
 - Engage subscribers with special offers (e.g., 10% off for abandoned carts).

Promote subscription deals and product bundles

- **Content Focus:**
 - Highlight health benefits, sustainability, and product quality through educational content.
 - Use personalized emails and attractive visuals to drive engagement.

GOOGLE ADVERTISEMENT

- Google Ads Strategy for Balady Farm

Goal: Boost online visibility and drive product sales.

Ad Types:

Search Ads: Target users searching for dairy products.

Shopping Ads: Showcase dairy products in search results.

- Target Audience:

Health-conscious consumers in Egypt, especially Cairo and Alexandria.

Interests: Organic foods, sustainability, premium dairy.

Keywords:

A2 milk, organic dairy, lactose-free products, farm-to-table Egypt.



THANK YOU

Mena Sobhy Haron

Mostafa Hemida

Philemon Emil

Abanoub Nemr

Mohamed Sobh