



# My Coockie

Go To Market Strategy

Presented by Yara Hisham

# Agenda

**Who is MyCookie?**

**Value Proposition.**

**SMART objective.**

**Customer Segmentation and Target Audience.**

**Differentiation.**

**Where is MyCookie sold?**

**Marketing Channels.**

**Customer Journey Channels.**

# Who is MyCookie ?

We guarantee the freshest and most delicious products. We have a variety of products from cakes, cookie flavored ice-creams and cookies to pops that will leave your mouth watering. We also have gluten free, sugar Free, Low calories, organic products, and customized themes orders for different occasions.

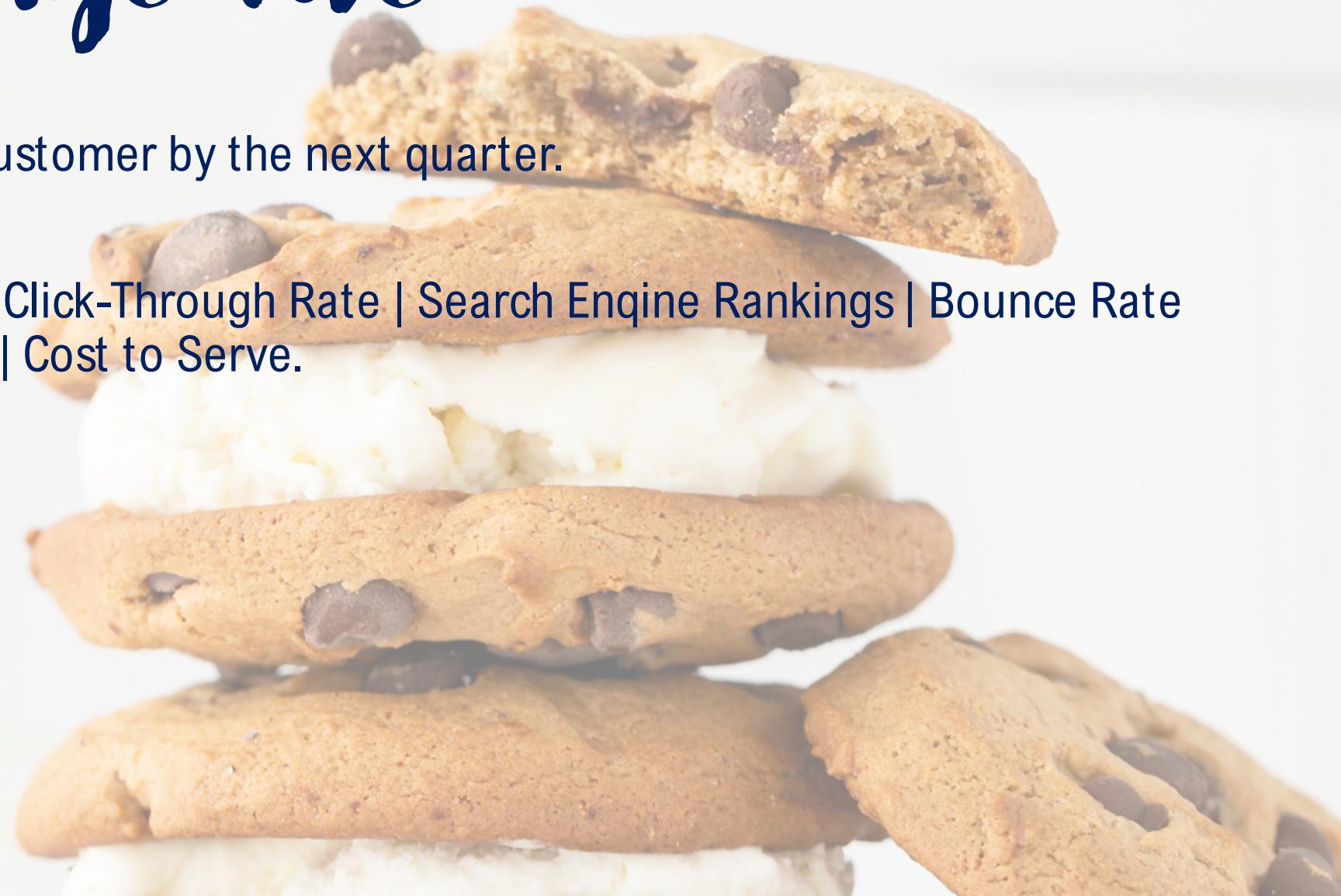
MyCookie is based in Smouha, Alexandria.

# SMART Objective

**OBJECTIVE** Acquire 1,00 customer by the next quarter.

**KPI** Conversion Rate

**METRICS** Cost per Lead | Click-Through Rate | Search Engine Rankings | Bounce Rate  
| Revenue per Customer | Cost to Serve.



# Value Proposition

**FOR** every human being from children to grand parents.

**WHO** love cakes, cookies and, pops.

**OUR** MyCookie products

**THAT** gives you the best cakes, cookie flavored ice-creams, cookies and pops out there.

**UNLIKE** any other brand.

**OUR OFFER** have different categories from gluten free, sugar Free, Low calories, organic products to customized themes orders for different occasions.



# Customer Segmentation and Target Audience

**Every person how loves cakes, cookie flavored ice-creams, cookies and, pops and lives in Alexandria.**

**AGE** 5-18 | 19-35 | 36-55 | 56- Above.

**GENDER** Female | Male.

**DEMOGRAFICS** every race | every religion | every education | average income.

# Differentiation

Our brand is positioned to offer gluten free, sugar Free, Low calories, organic products, and customized themes orders for different occasions.

Our brand is position to produce a cookie flavored ice-cream which is not produced in Alexandria.



# Where is MyCookie sold?

- Shop (Smouha, Alexandria).
- Social media (develivery within Alexandria).
- Hotline (develivery within Alexandria).

# Marketing Channels

**BROADCAST** display ads on websites.

**1:1** email, text message, calls and shop.

**SEARCH** search advertising.

**SOCIAL MEDIA** Facebook, Instagram advertising.

**PAID, OWNED AND EARNED MEDIA** have the 3 kind of media while marketing.

**OFFLINE** shop and be a sponser in events.

# Customer Journey Channels

**AWARENESS** broadcast and shop.

**INTEREST** social media and shop.

**DESIRE** search media, search and shop.

**ACTION** search and come to shop.

**POST ACTION** 1:1.



Thank you

