



SHAMS

The Future of Trendy Fashion!



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KPIs (Final Report)

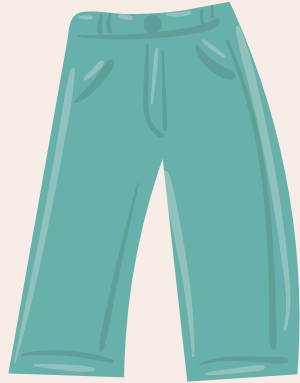




01

Brief





Shams Store:

Shams is a trendy online fashion store offering stylish, comfortable outfits for modern girls across Egypt. We focus on effortless fashion that blends elegance with everyday practicality.



Our Products

1. Dresses
2. Abayas
3. Shirts & Blouses
4. Pants & Trousers
5. Sets
6. Basics
7. Seasonal Collections



02

Marketing Strategy





Our Objectives



Increase Brand
Awareness



Gain More Followers



Expand Reach Locally



SWOT ANALYSIS



Strengths



- Trendy and Fashionable Collections .1
- Shipping all over Egypt .2
- Quick Customer Engagement .3



Weaknesses

- 1. Limited Brand Awareness
- 2. Competition with Established Brands
- 3. Low Social Media Engagement

Opportunities



- Rising Demand for Online Shopping .1
- Partnership with Factories for Exclusive Production Lines .2
- Seasonal Demand .3



Threats



- 1. High Competition
- 2. Social Media Saturation
- 3. Logistics and Delivery Issues





COMPETITOR ANALYSIS

Social media	Competitor 1	Competitor 2
Page name	Dolabik <u>Profile</u>	Girls needs <u>Profile</u>
No. of likes or followers	10 K	70 K
Page created	June 2023	2022
Publishing rate	4 posts per week	5 posts per week
Engagement rate	50 Like	40 Like
Average price	400- 1000	400- 1000





Our Target Audience

1. Females
2. 18 to 35 years
3. Interested in Styling, Fashion and Online Shopping



Buyer persona 01



Salma

- 19 Years Old
- University student

Background

A 19-year-old single female university student from a moderate-income family. She's busy with studies, enjoys drawing, and reads frequently.

Needs

Looks for easy-to-wear clothing that allows for multiple styling options, affordable yet durable over time.

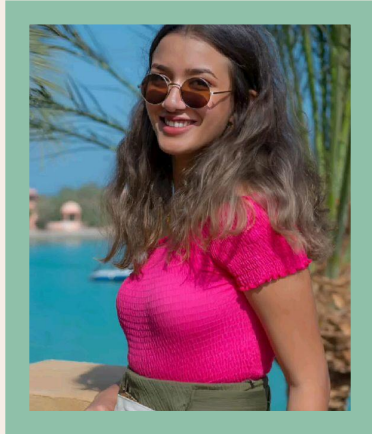
Personality

Very active and busy, always on the go. Needs easy-to-wear, comfortable clothing suitable for movement yet stylish enough for various styling options.

Goals

Seeks clothing with good fabric quality that withstands daily wear and tear, easy to purchase without needing to try on, and reliable in terms of sizing and style.

Buyer persona 02



Nour

- The Practical Graduate
- 24 Years Old
- Full-time Job
- Accountant

Background

A 23-year-old single female with a moderate income. She enjoys watching TV series, reading, cooking, and values tranquility.

Needs

Seeks practical workwear that is comfortable and durable, easy to trust in terms of fabric quality and speedy delivery during work hours.

Personality

She needs practical clothing suitable for work. Often layers with jackets over t-shirts and prefers comfortable knitwear and jeans, for ease of movement and prayer.

Goals

Interested in versatile styling options for each piece of clothing, simplifying shopping, ensuring fast delivery, and affordable quality materials.



Marketing STP

Segmentation	Targeting	Positioning
Female students (highschool /university)	girls aged from 18/25 who are: Students	<ul style="list-style-type: none">لبس عملي ينفع لكل مناسبة
Employment woman	ladies aged from 22/35 Who are :Working	<ul style="list-style-type: none">لبس شيك ومريح يسهل معاكى اليوم

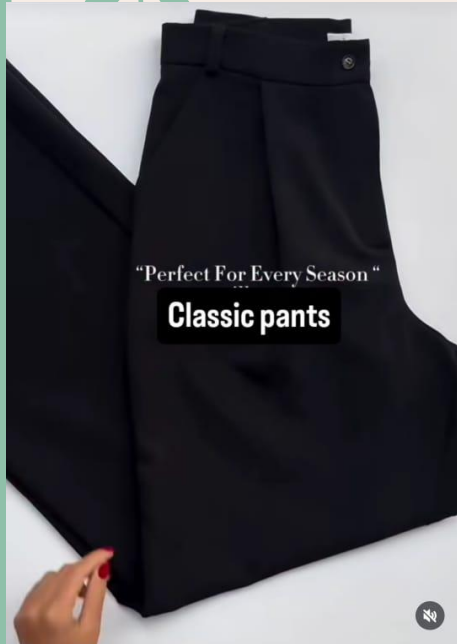




03

Content Plan





19 37 3

shmas.store21 بعد العيد هنرجي للشغل والاجتماعات اللي مش بتخلص
ف محتاجة تدوري على حاجة تخفف عنك اللي مستنيكي بعد العيد
حلو اووي عاشاك?? جبالك البطلون الفورمال بخامة كريب/ روزالين مريحة
جدا ويسعر
كلمينا دلوقتي عشان تلحقي الخصم
ب ٤٩٩ بدلا من ٦٠٠ ج



135 99 36

shmas.store21 عباية رمضان
اللي هتخليكي متميزة في كل المناسبات والعزومات
متوفر بالوان كثير وسعر مميز
مش هتفكري مرتين لما تعرفي سعرها



1 1 1

shmas.store21 دايمًا معاكي في أي مناسبة مهمة عندك
الفسان السنان الحرير بخامة تحفة ومريحة جدا يعكس أي حاجة سواريه
هتكون دايمًا مش مريحة وهتضطري تستحمليها عشان اليوم يعدي
اختاري اللون اللي هتخليكي انتي وهيليق عليكى بكل تفاصيلك



6 1 1

shmas.store21 الأحلي ما الصيف ألوانه الكثيرة الحلوة
بس الأحلي أن اللبس يكون مريح وواسع وخامته مريحة
وفرناك دا ف سوت قطعتين جيبه واسعه ومتبظنه كمان
الوانها: بينك وأصفر وهافان



11 2

shmas.store21
الخامة المريحة، اللون اللي لانيق على كل حاجة، والساتيل اللي
يناسب كل الأوقات
اطلبوه دلوقتي وكفلي دولابك بقطعة أساسية لا غنى عنها! ❤️



3

shmas.store21
فكرة انك تبقى عندك استايل خاص بيكي من أكثر الحاجات
اللي يتميزك بس
ويتميز علاقتكم بعض! ✨ لما تكوني انتي وصاحبك عندك نفس الساتيل بتبقى
دي أكثر حاجة يتميزكم
عشان كذا احنا في شمس هنساعدكم دايمًا تختاروا اللي يناسبكم ❤️



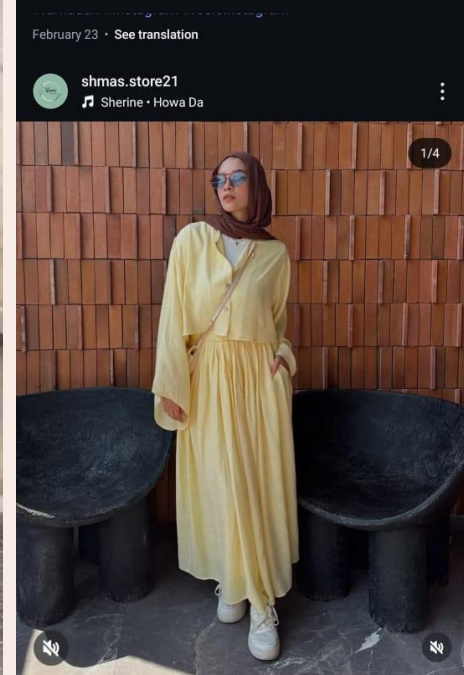
3

shmas.store21
نفس العناية.. بس اللوك مختلف

خروجة الصبح؟

ولا عزيمة بالليل! ✨

متوفر بألوان البيج والاسود والبييك والزيوتي 😊



6 1

shmas.store21
الأحلي ما الصيف ألوانه الكثيرة الحلوة
بس الأحلي أن اللبس يكون مريح وواسع وخامته مريحة
وفرناك داف سوت قطعتين جيده واسعه ومتنطنه كمان
ألوانها: بيك وأصفر وهافان ❤️



04

Media Plan





Content Idea	Objective	Daily Budget	Duration (Days)	Total Budget
Formal Pants	Engagement - Messages	150	2	300
Basic Dress	Engagement - Messages	200	7	1400
Zara Formal Pants	Engagement - Messages	100	5	500
Trending Shirt	Engagement - Messages	150	5	750
Matchy Style	Video Views	100	3	300
Pick Your Style	Video Views	100	5	500
Pick Your Colour	Follow Profile	100	5	500
Saudi Abaya	Engagement - Messages	100	5	500
Monthly Budget	4750			





Our Sponsored ADs

Content Idea	Objective	Daily Budget	Duration (Days)	Total Budget
Formal Pants	Engagement - Messages	150	2	300
Basic Dress	Engagement - Messages	200	7	1400
Total Budget	1700			





Our First Campaign

Performance overview

Day ▼

Activity history: All ▼

⚙️ Customize

Messaging conversations started ⓘ

191

Per Messaging Conversation Started ⓘ

1.63.م.ج

Amount spent ⓘ

311.41.م.ج

Messaging conversations started



05

KPIs



Views ⓘ

25.2K ↑ 5.4%



Content interactions ①

35 ↑ 84.2%



Reach 📊

1.5K ↑ 679.4%



Visits ⓘ

275 ↑ 1.3K%



Link clicks 📊

83 ↑ 4.0K%





Thanks!

