YOMILINE

cosmatics products

Under the Supervision of

Dr. Ahmed Gamal

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YOMILINE BRIEF

Yomiline is an Egyptian beauty brand founded in 2023, specializing in cosmetics and skincare products.

The brand was established by a pharmacist with a vision to provide safe and effective alternatives to chemical-based products — by creating natural, long-lasting formulas that promote healthy skin and beauty.

Yomiline stands out for its high-quality standards, affordable pricing tailored for Class B and B+ audiences, and a strong reputation built organically through word of mouth since its early stages.

Currently, the brand focuses on increasing awareness and engagement through Instagram and Facebook, where most sales take place.

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BUSINESS MODEL CANVAS

Key Partnership

- One Retail Store in Shebin El-Kom.
- Delivery and logistics partners for shipping across Egypt.
- Packaging and printing vendors for labels & bottles.
- Raw material suppliers (local & imported)
- Marketing & Advertising

Key Activities

- Research and development of skincare and fragrance formulas
- Production, packaging, and labeling of Yomiline products

Key Resources

- In-house pharmacist and product formulation team
- Digital assets: official social pages & brand visuals.

Value Proposition

- Premium-quality skincare and fragrance products handcrafted by professionals.
- Natural ingredients ensuring safety, freshness, and trust.
- Locally made with love, combining authenticity with modern style.
- Focus on emotional experience: every product tells a story ("عشق", "دلال")

Customer Relationship

- Building long-term trust and familiarity through emotional and interactive content
- 60 % Customer Retention Rate customers feel part of the Yomiline family

Channels

- Main presence via social media platforms (Facebook & Instagram)
- One retailer in Shebin El-Kom

Customer Segments

- Females aged 18–40 especially Class B & B+
- Consumers who value a balance between elegance & lifestyle
- Beauty enthusiasts looking for affordable yet premium-quality self-care products
- Repeat buyers and loyal customers who trust Yomiline's consistency
- Social media users who engage with beauty, skincare, and fragrance content

Cost Structure

- Marketing & advertising campaigns and boosted posts.
- Raw materials and fragrance oil costs.
- Packaging, labeling, and design expenses.
- Delivery and logistics costs across Egypt.
- Content creation, photography, and digital marketing.
- Maintenance for physical workspace and tools.

Revenue Streams

- Direct product sales via (Facebook & Instagram).
- Retail sales from partnered stores.
- Occasional promotional bundles and limited offers
- Future expansion: website e-commerce or subscription model

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OUR PRODUCTS

Coco Hair Cream

Pixi Caffeine Shampoo

Pixi Rosemary Tonic

Pixi Hair Oil

Skin Bloom Serum

Yomiline Laser Replacement

Lip Balm

Yomiline Deodorant

Yomiline Body Splash

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YOMELIN HAIR CARE SET

- **Tonic**

Boosts scalp circulation, strengthens hair follicles, and helps reduce hair fall while supporting healthy, strong growth.

- **Shampoo**

Gently cleanses without stripping natural oils. Prepares the hair to absorb nutrients, maintains scalp balance, and reduces dryness and frizz.

- **Cream**

Delivers deep hydration, enhances smoothness and shine, and helps repair damage caused by heat and coloring. Keeps the hair soft, manageable, and easy to style throughout the day.

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Pixi hair oil

- Moisturizing, nourishing, and treating dry hair.
- Stimulating blood circulation and follicles.
- Cleansing the scalp of dirt, chemicals, and dead cells by dissolving them in the oily layer.
- A safe and effective solution for a hair loss treatment routine
- Its ingredients include: rosemary oil, saw oak oil, lavender oil, pumpkin seed oil, sesame oil, watercress oil, jojoba oil, castor oil, fenugreek oil, olive oil, wheat germ oil, and other oils.

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TARGET AUDIENCE

GENDER

FEMALE

AGE

18-40

LOCATION

EGYPT

INTEREST

Skin and Hair Care - Natural Products - Trends in Beauty and Personal Care

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COMPETITOR ANALYSIS

ASPECT	DR ROSE	lady tabtab
Page Name,website & page	**DR Rose** website	**LadyTabtab** website
Followers	135K	243K
Page Created	March 2018	August 2018
Visual Identity	Natural look emphasizing trust and pharmacist supervision.	Trendy, elegant aesthetic with unique product names.
Content Strategy	Educational content highlighting natural ingredient benefits.	Focuses on hero products and strong client testimonials.
Engagement Rate	High engagement shown by numerous product reviews.	High engagement driven by powerful customer reviews.
Product/Service	Offers 100% natural skin and hair care products.	Sells a wide range: face, body, hair, and perfumes.
Business Model	DTC e-commerce with incentives like free shipping.	Direct-to-Consumer (DTC) e-commerce strategy.
Competitive Advantage	Trust via natural ingredients and expert pharmacist oversight.	Unique brand identity provides high market recall.

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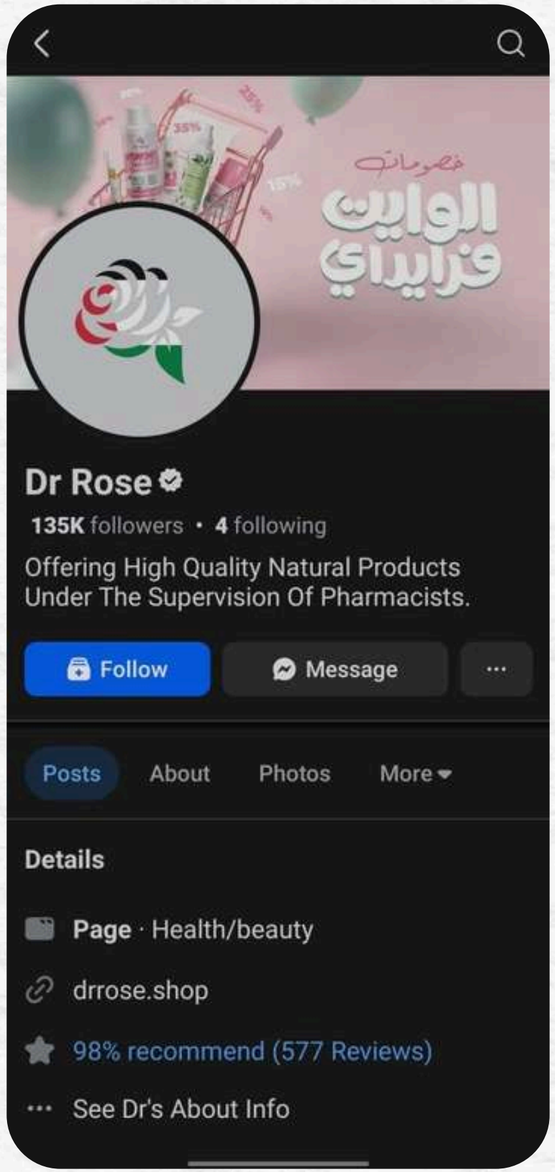
COMPETITOR ANALYSIS



Strengths

- Having a website
- excellent product photography
- using good content
- The ability to make strong offers every so often

Weaknesses

- Less reliance on UGC
- There are videos, but not consistently.
- There aren't many specialized formulations available; instead, it's mainly a simple blend of oils offered to the customer.

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COMPETITOR ANALYSIS

Strengths

- Having a website
- actual place
- excellent product photography
- using good content

LADY TABTAB

Weaknesses

- The same character appears in all the videos
- Following the same style in the videos, but with fewer videos being published.

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SWOT ANALYSIS

Strengths

- Local products with controlled quality.
- Affordable prices for B and B+ brands.
- No need for a physical store.
- High reliability due to direct local start-up with customers who know the entrepreneur.
- The products need 3 to 4 months of testing.

Weaknesses

- High shipping costs (60 Egyptian pounds) compared to the product price.
- Primary reliance on social media.
- Low awareness of the brand and proper use of the products.

Opportunities

- Growing demand for natural and local products.
- The holiday season and the start of school are strong buying seasons.
- The potential to create educational content that raises brand awareness and increases consumer confidence.
- The potential to distribute near universities to reduce shipping costs and increase awareness.
- The potential to launch new products.

Threats

- Strong competition from well-known local and international brands.
- Legal licensing requirements.
- Changes in customer preferences or market trends.
- Volatile raw material prices.

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SMART OBJECTIVES

- Increase monthly Sales by **50**% in the first three months (from **5,000** EGP to **7,500** EGP).
- Boost brand awareness on Facebook by **30**% engagement growth in the Third month.
- Increase page followers by **30**% through a mix of organic content and paid campaigns.
- Grow Facebook-based sales by **40**% within the first three months.

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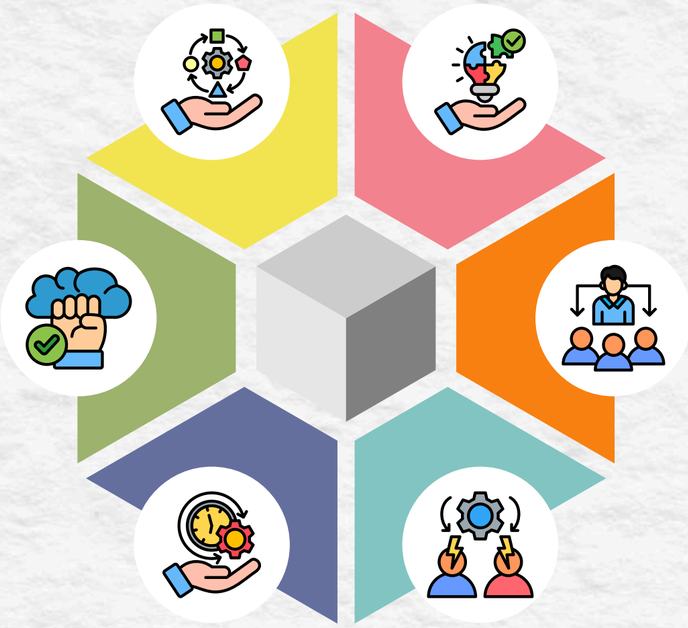
STRATEGIC PILLARS

- **Content Marketing:**
  - User-generated content (UGC) to build authenticity.
  - Mix of educational, emotional, and aspirational posts
- **Paid Media Strategy:**
  - Meta Ads (Facebook) with retargeting for existing audiences
  - Small-budget awareness ads to sustain visibility
- **Distribution & Partnerships:**
  - Strengthen physical presence in Shebin El-Kom.
  - Explore collaborations with local beauty shops and micro-influencers



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ACTION PLAN

- **Awareness Stage (September):**
  - Evaluate and refresh social media visuals and brand tone.
  - Publish introductory posts about Yomiline's story and values.
  - **Goal**: Build brand identity and increase recognition among Class B & B+ audiences.

- **Engagement Stage (October):**
  - Share Before/After results for skincare and hair products to build trust.
  - Reinforce the "local natural brand" positioning through storytelling.
  - **Goal**: Achieve +30% engagement and establish customer trust.

- **Conversion Stage (November):**
  - Launch sales-driven campaigns around Black Friday and limited-time offers.
  - Create product bundles (e.g., Hair Kit / Deodorant + Body Splash).
  - **Goal**: Increase total sales by 50% during this month.

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SEGMENTATION

Demographics:

Gender: 100% Female Age: 18–40 years
Income: Middle to upper-middle class
Occupation: Students, working women, mothers

Geographics:

Primary Market: Menoufia (core & loyal base)
Secondary: Cairo, Alexandria, Delta (online)
Sales Channel: 100% online – Instagram, Facebook, TikTok

Behavioral:

Buy regularly as part of self-care routine
Engage with tutorials, reviews & offers
Trust transparent brands that educate

Psychographics:

Interested in natural beauty & self-confidence
Value safety, authenticity, and simplicity
Prefer affordable, natural care over luxury products

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TARGETING

T1

Age: 18–25

Profile: University students & early workers

Needs: Affordable, trendy, easy-to-use products

Message: “Natural care that fits your daily routine”

T2

Age: 25–30

Profile: Young professionals & newly married women

Needs: Effective self-care & beauty confidence

Message: “Glow naturally with safe, trusted care”

T3

Age: 30–40

Profile: Mothers

Needs: Reliable, safe, family-friendly products

Message: “Protect your beauty — safe for you & your family”

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POSITIONING

Yomiline stands for “natural, safe, and affordable personal care”

offering high-quality skin and hair products under expert supervision.

Positioned as a trusted local brand that combines safety, simplicity, and real results for women who care about natural beauty every day.

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Sarah

Age	20 year
Location	Cairo - Egypt
Income	Limited (monthly allowance)
Occupation	University Student

Sarah wants affordable and safe cosmetic products that help her look good and confident in front of her friends.

She spends most of her time on Instagram and TikTok, following influencers and trusting product reviews before making any purchase.

Sarah is afraid of fake or low-quality products that might cause skin irritation or allergies.

Offer small-sized, affordable skincare products and create short educational Reels such as “30-second skincare routine” to gain her trust and attention.

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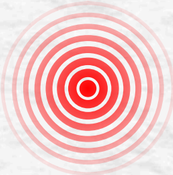
Mariam

Age	28 year
Location	Giza- Egypt
Income	Moderate (Class B)
Occupation	Full-time employee

Mariam wants to maintain her appearance both at work and during outings with friends.

She prefers online shopping because she doesn’t have time to visit stores. She looks for natural, easy-to-use products that fit her busy lifestyle.



Mariam needs effective products with fast results, as she has limited time for long skincare routines.

Offer online discounts and bundle deals to encourage purchases, along with before-and-after content that demonstrates visible results.

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Heba

Age	35 year
Location	New Cairo- Egypt
Income	Moderate (Class B)
Occupation	Housewife

Heba looks for natural, chemical-free skincare products that are safe for her and her family.

She carefully reads product labels before buying and relies heavily on user-generated content (UGC) and online reviews to make purchase decisions.

Heba doesn’t trust unfamiliar brands and avoids products without clear ingredients or customer feedback.

Highlight that Yomiline is a local brand offering high-quality natural products, supported by certifications and authentic customer testimonials to build trust and credibility.

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SOCIAL MEDIA PLATFORMS

Facebook

Instagram

Tiktok

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CONTENT CALENDAR

Date	Objective	Type	Idea
2 OCT-2025	Engagment	Reel	Trust – Demand – Credibility
4 OCT-2025	Sales	Reel	"New Month – New You" Concept
6 OCT-2025	Education	single photo	Behind the Product Formula
8 OCT-2025	Engagement	Reel	social proof
10 OCT-2025	Sales	single photo	Behind the Product Formula

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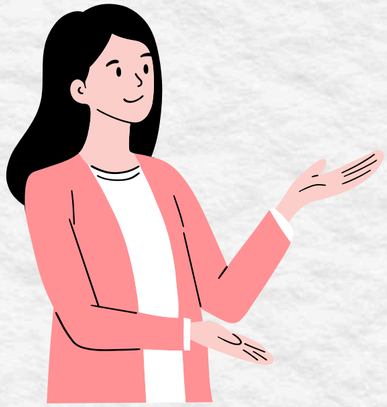
CONTENT SAMPLE



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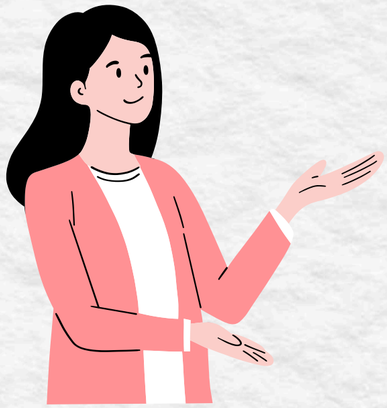

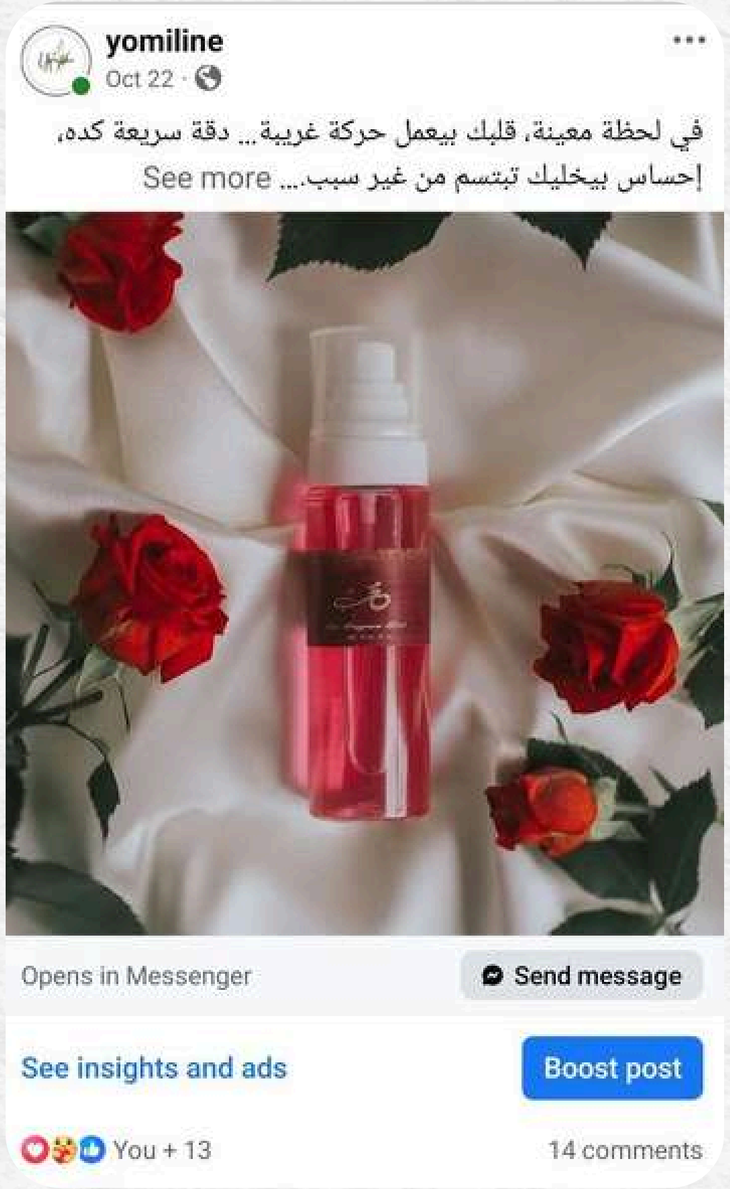

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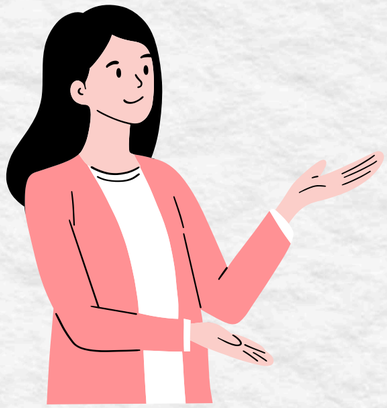

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CONTENT SAMPLE

We created storytelling videos to connect more closely with the audience, and we wrote the full scripts for them.

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OUR BEST PERFORMING POSTS

Title	Date published	Status	Reach	Likes and reactions	Comments	Shares
... 24 ساعة 🌿 يرطب ويغذي ويلطف بفضل بروفيتامين Photo · yomiline	Boost ···	Mon Oct 27, 6:27pm	592	9	12	1
... في حل بسيط فيجلي شعرك يدخل الشتا مظهر 🤩 مع Photo · yomiline	Boost ···	Wed Nov 5, 4:47pm	607	10	11	1
...بسيطة... معكن ريحة تغير مودك كله 🐝 رشة واحدة من Reel · yomiline	Boost ···	Sun Oct 26, 6:28pm	489	15	16	0
...ف... دا وقت التعش رشة واحدة... كفيلة إنها تحكي فضتك Photo · yomiline	Boost ···	Tue Oct 21, 4:49pm	7.2K	26	23	2

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MEDIA PLAN

Total Budget 1500 LE

Platform	Objective	Conversion location	Budget	Days	Daily Budget	Audience Size	Reach	Results
Facebook	Engagement	Message	520.00	3.00	175.00	4,500,000 - 5,300,000	7,013	48 Messaging
	Engagement	Page like	480.00	3.00	160.00	9,000,000 - 10,600,000	5.5K - 16K	Page Likes 58 - 168
	Sales	Message	500.00	2.00	250.00	2,700,000 - 3,200,000	2.6K - 7.5K	18 Messaging

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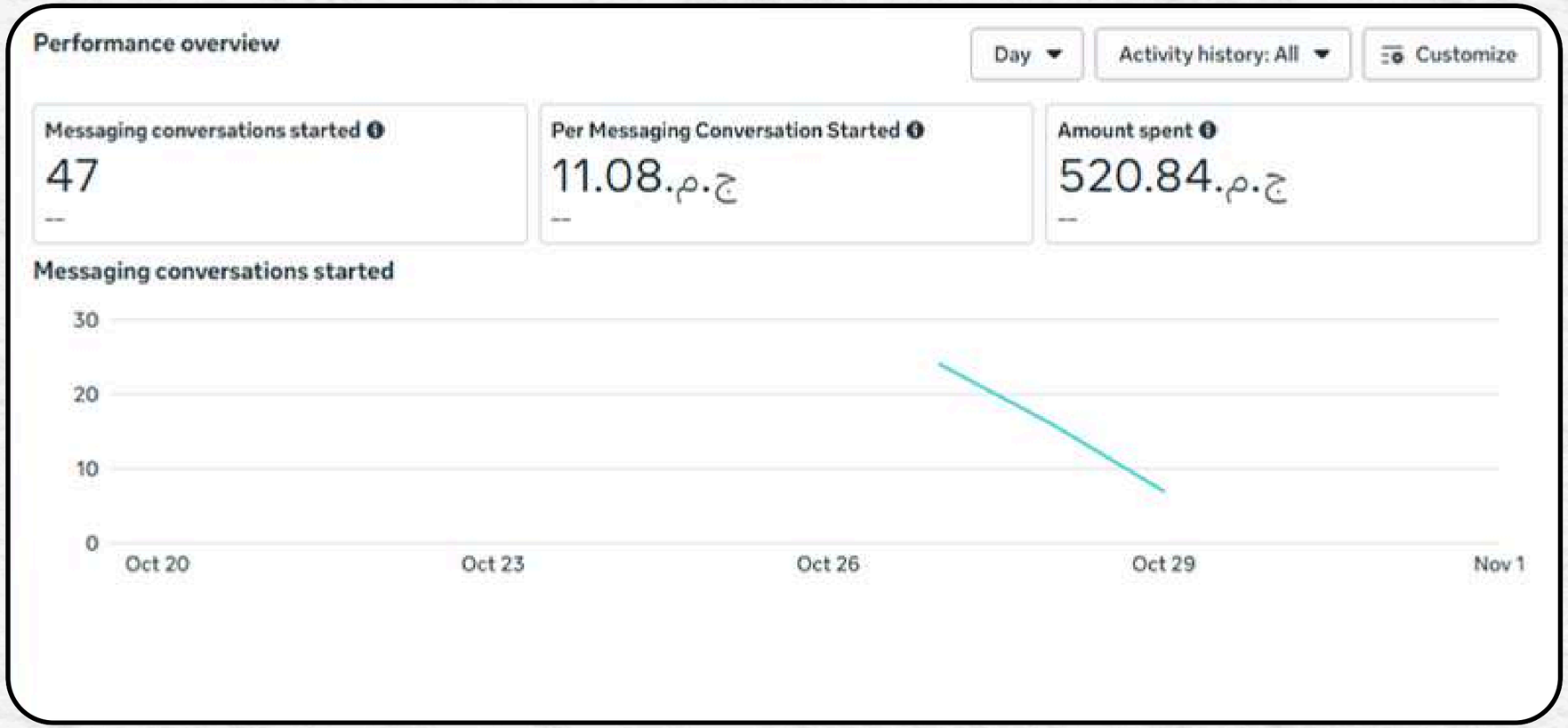
ADS RESULTS



Detailed Targeting:

- **Interests**: Cosmetics, Beauty, Natural products, Hair products or Skin care
- **Gender**: Females

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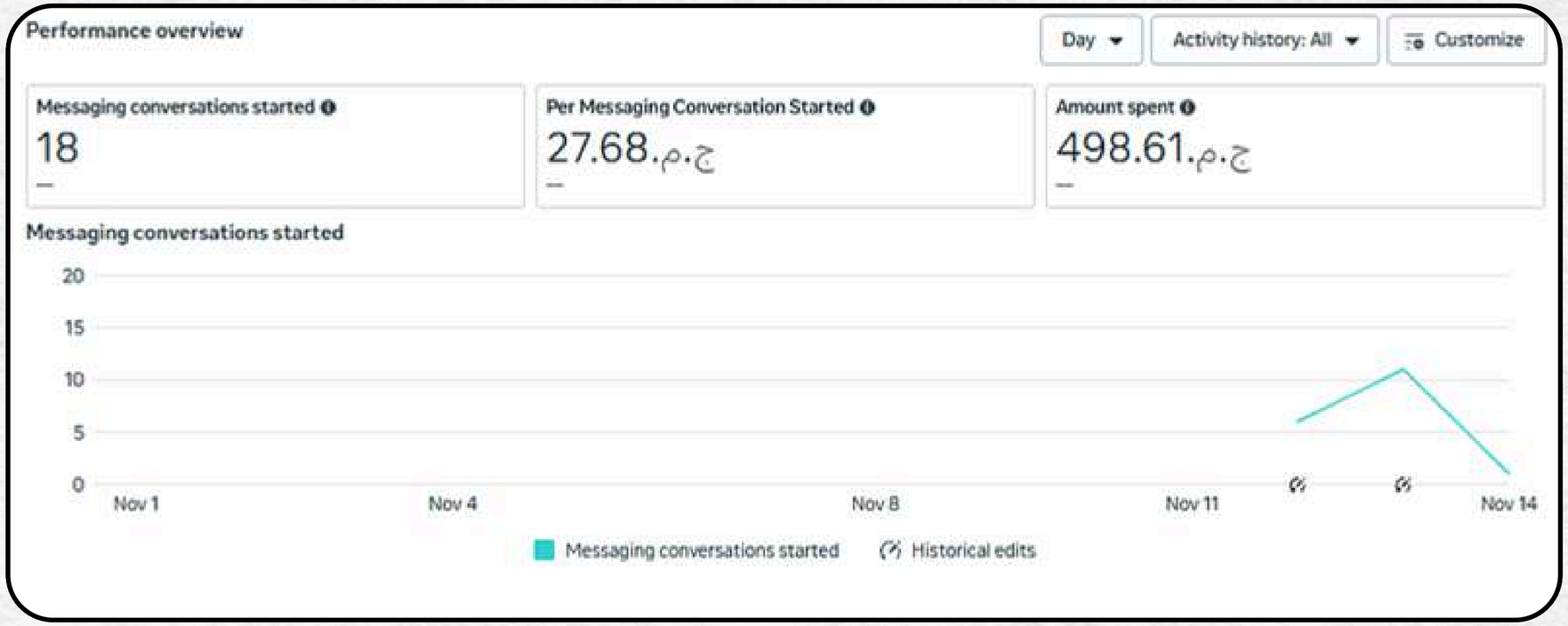
ADS RESULTS



Detailed Targeting:

- Interests: Sephora, NARS Cosmetics, Urban Decay (cosmetics), L'Oréal, Chanel, Shiseido, Lancôme, Nivea, Maybelline, MAC Cosmetics, Clean & Clear, Revlon, Armani, Victoria's Secret or Make Up for Ever
- Gender: Females

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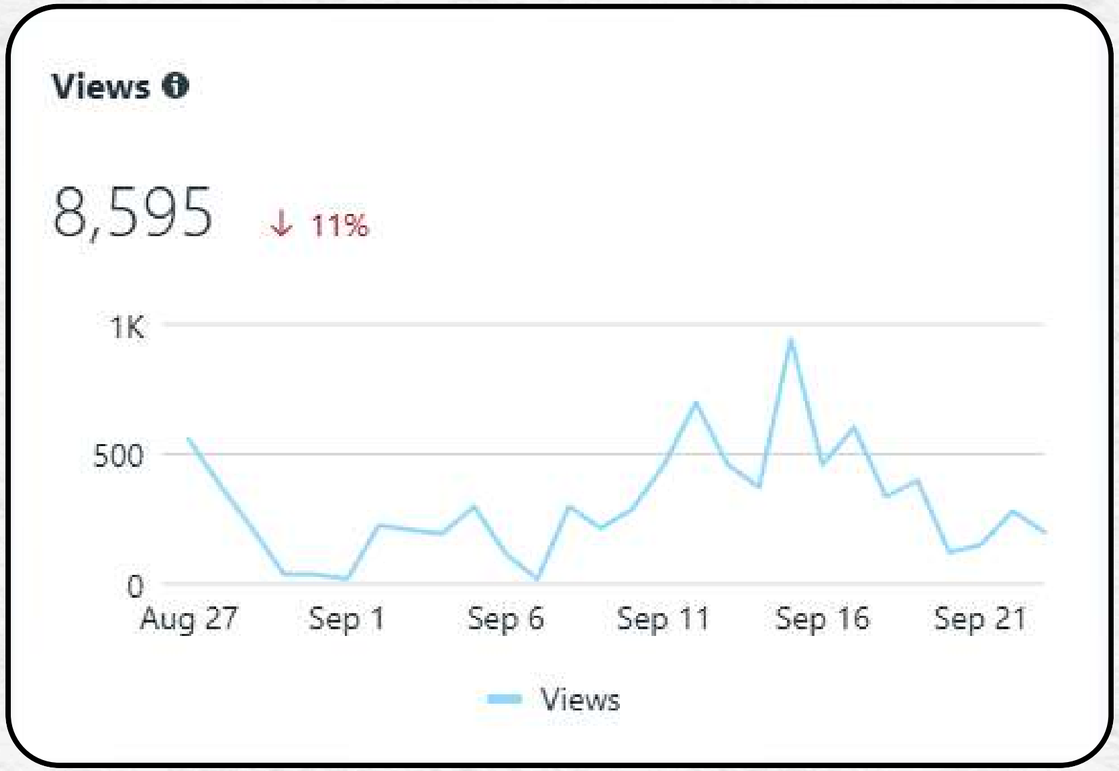
REPORT

BEFORE



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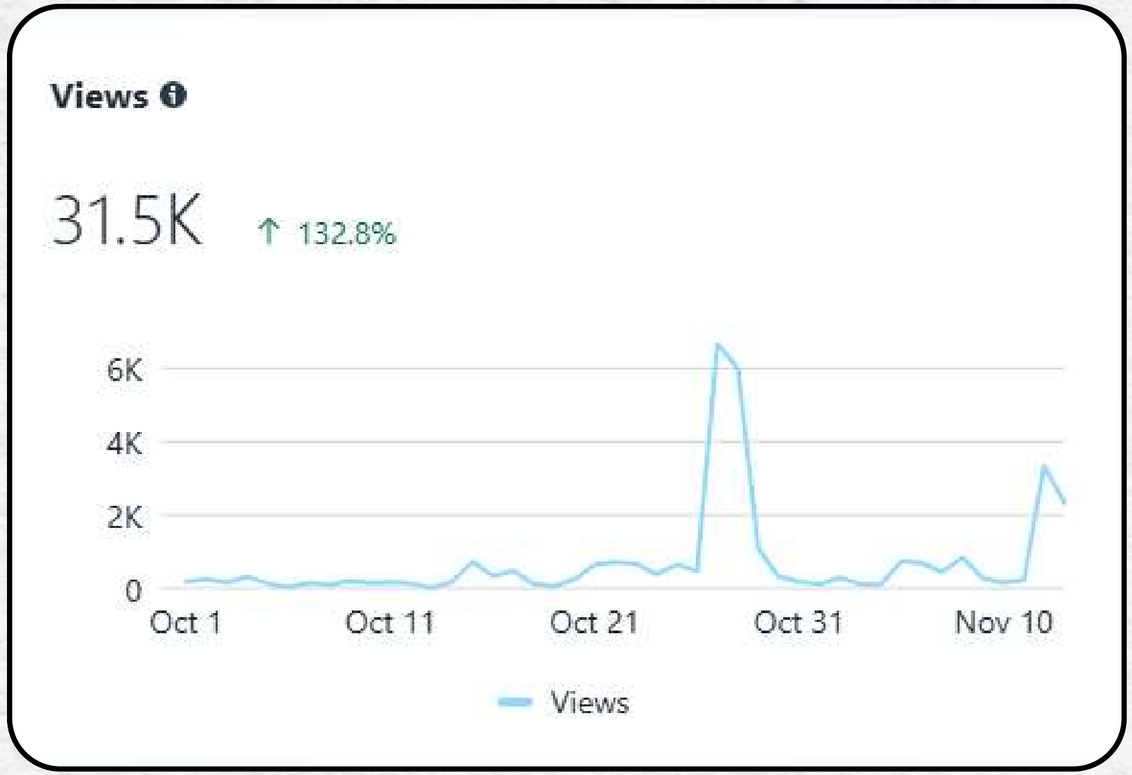

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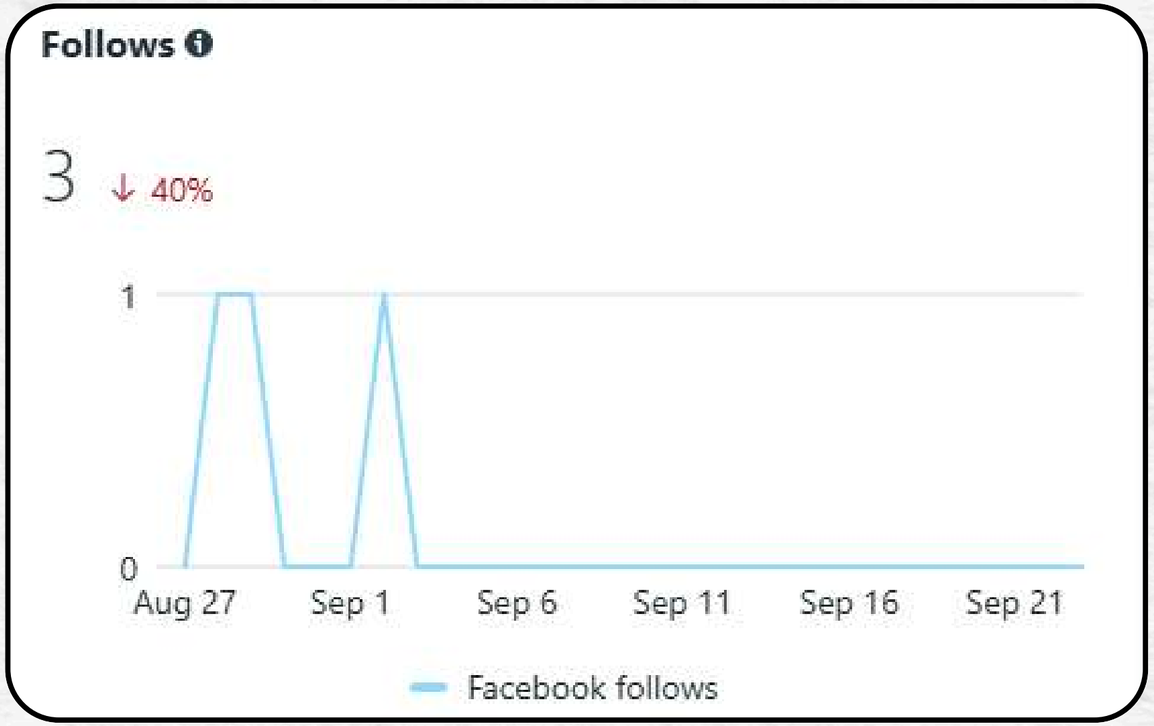

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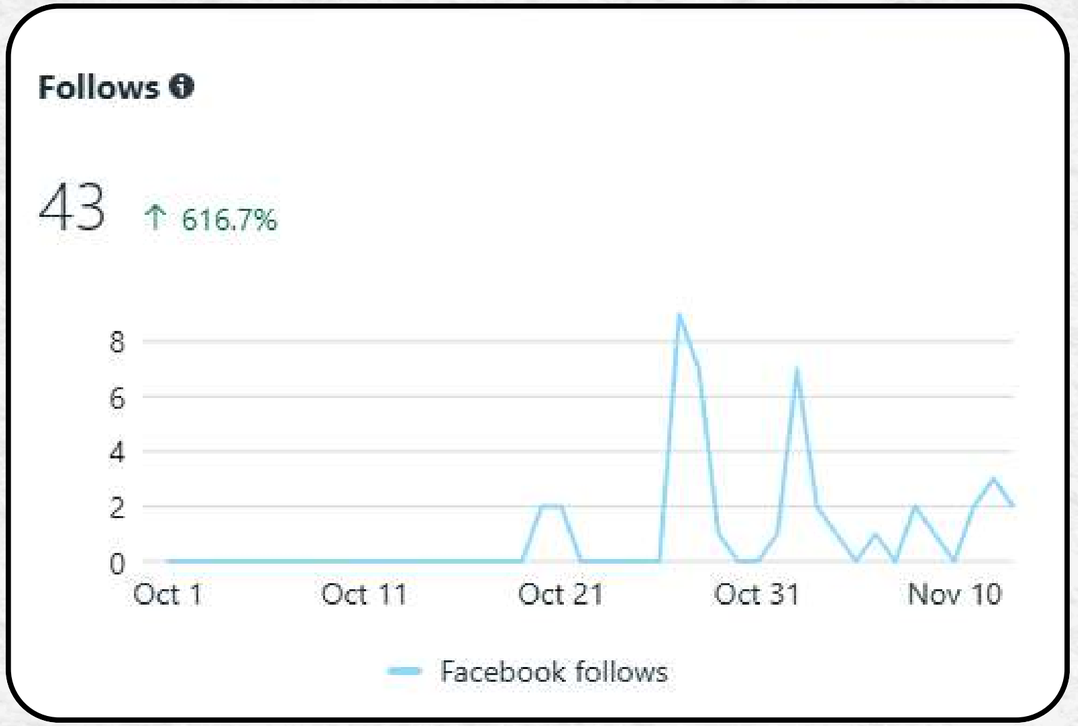

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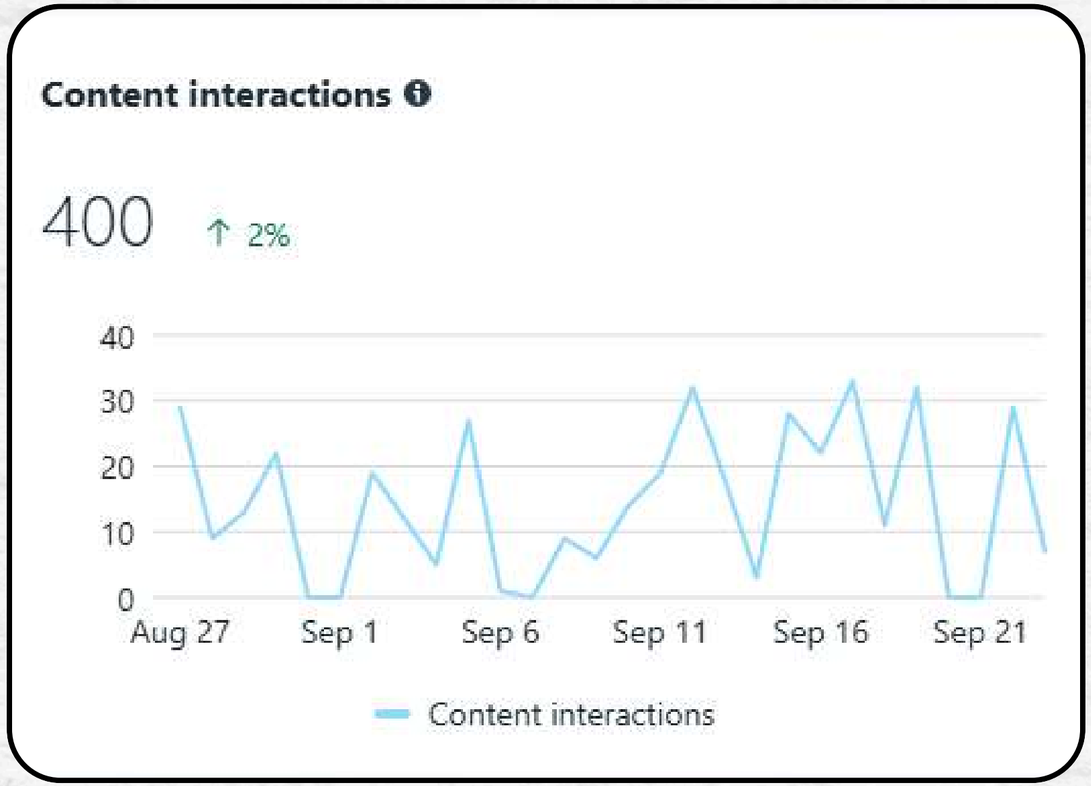

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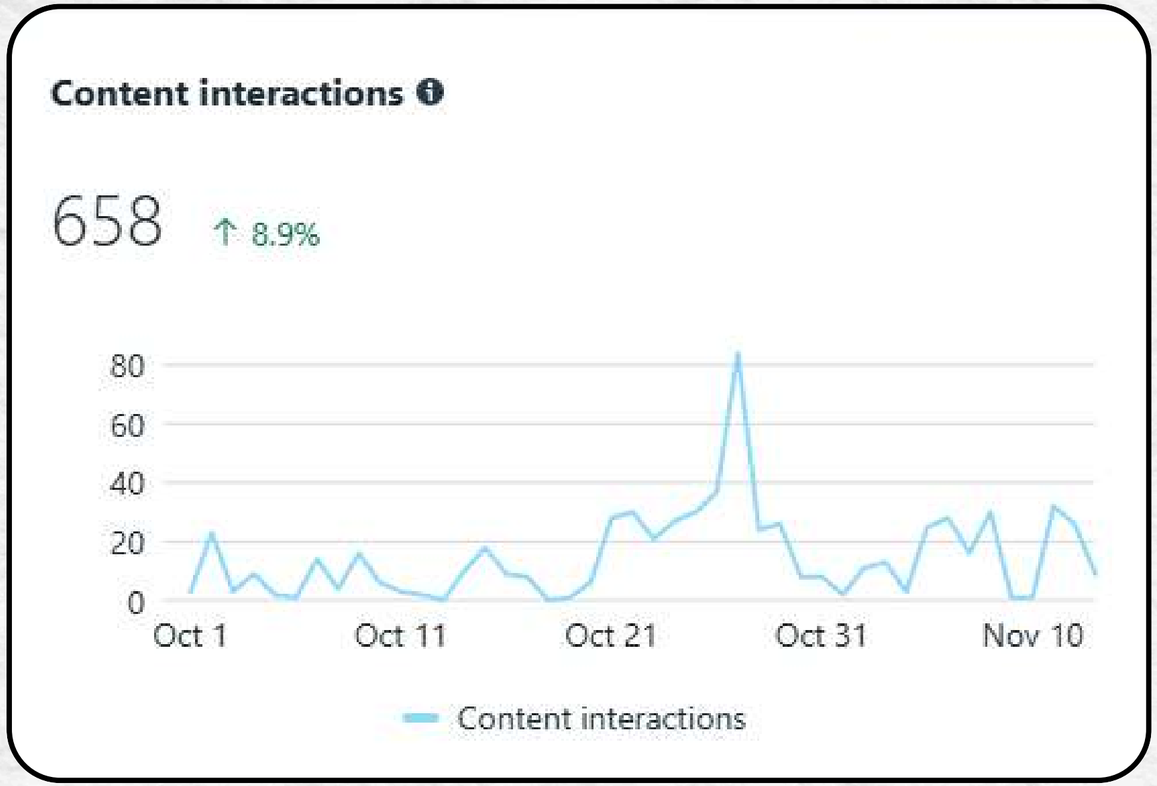

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RECOMMENDATIONS

- Using the **UGC** Content for the products and we have achieved it via the ads we've created cause some creators contacted us to shoot some videos as commercials
- **Replacing** the Content Type from being pure **medical** and Technical informational to Content that showcases the Products **Benefits** to the Audience not the Features
- **Diversified** our content strategy by introducing multiple engaging formats such as challenges, polls, and episodic content, increasing interaction with the audience.
- Introduced **bundled box** offers to increase the average order value, helping us meet both delivery cost requirements and ad spend efficiency.

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TEAM MEMBERS

ABANOUB WAGEIH

TOQA RAMADAN

AMR ASHRAF

AHMED IBRAHEIM

BALIGH ABD ELHAMED

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