



Print Your Personality: Revolutionizing Custom Apparel

Welcome to the future of fashion, where imagination meets reality. This presentation unveils a revolutionary apparel brand that empowers everyone to express individuality through personalized prints.



Empowering Self-Expression Through Print-on-Demand

Imagine clothing that reflects your unique style and personality. Our print-on-demand technology allows you to design and personalize your own apparel, from casual tees to statement jackets.

We empower you to express yourself creatively through fashion. Create clothing that tells your story, reflects your values, and makes you feel confident and unique.



The Problem We Aim to Solve: Lack of Personalized Fashion Options

Limited Choices

Finding clothing that truly reflects your individual style can be a challenge.

Mass Production

Mass-produced clothing often lacks the unique details and personalization that consumers crave.

Lack of Sustainability

Traditional fast fashion practices are often unsustainable and contribute to environmental issues.





SMART GOAL

3K

Followers “Facebook”
in the next three months

3K

Followers “Instagram”
in the next three months

3K

Followers “TikTok”
in the next three months

10

Partnerships

Collaborate with 10+ renowned artists
and designers.

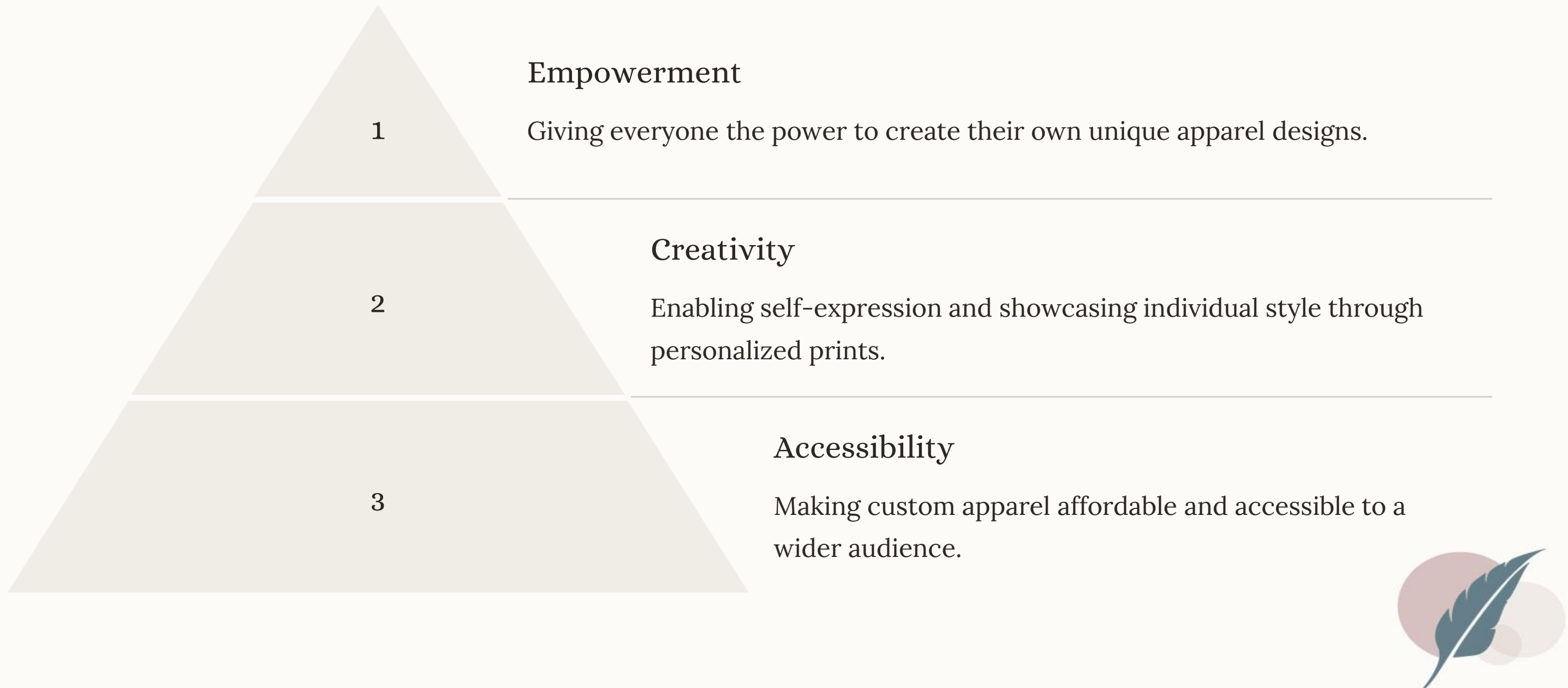
1K

Designs

Expand our catalog to 1000+ unique
designs.



Our Vision: Democratizing Fashion





The Power of Customization: Benefits for Consumers

1 Unique Style

Express your individuality with clothing that is truly one-of-a-kind.

2 Unlimited Options

Design anything you can imagine, from bold patterns to meaningful quotes.

3 High Quality

Enjoy durable and well-made garments that will last longer.

4 Ethical Production

Support sustainable and responsible manufacturing practices.



Innovative Print-on-Demand Technology: How It Works



1

Create your unique design using our intuitive online platform.

2

Our state-of-the-art printers transfer your design onto high-quality fabric.

3

Your personalized garment is carefully sewn and packaged for delivery.



Curating a Diverse Catalog: Designs for All Tastes



Minimalist Style



Abstract Art



Your Mind



A Seamless Customer Experience From Design to Delivery

1

Design Your Own

Intuitive online design tool that allows customers to create their own unique apparel designs.

2

Secure Checkout

A secure and convenient checkout process that protects customer information and ensures smooth transactions.

3

Order Tracking

Real-time order tracking that keeps customers informed about the status of their personalized apparel.

4

Exceptional Support

Responsive customer support team available to answer any questions and provide assistance throughout the process.



Sustainable and Ethical Practices

1

Eco-Friendly Materials

Utilizing sustainable materials such as organic cotton and recycled polyester to reduce environmental impact.

2

Ethical Production

Partnering with factories that prioritize fair labor practices and safe working conditions.

3

Waste Reduction

Implementing print-on-demand technology to minimize waste and promote responsible manufacturing.



TARGET PERSONAS



WHY TARGET PERSONAS MATTER



FOCUSED MARKETING

More personalized,
effective campaigns



EFFICIENT BUDGETING

Right resources for
the right audience



IMPROVED PRODUCTS

Better understanding of what
our customers truly want

Buyer Persona Segmentation

1. Demographics

- Age: 18 - 32
- Gender: Men
- Location: Cairo – Giza – Alexandria – Tanta – Mansoura
- Education: University graduates – University graduates – Working professionals
- Occupation: All jobs that are suitable for casual wear

2. Behaviors

- Shopping preferences: Prefers online shopping over traditional stores
- Social media usage: Actively uses social media, especially Facebook, Instagram and TikTok.
- Buying habits: Looks for high-quality products with unique designs.
- Influencing factors: Pays attention to customer reviews and opinions before purchasing.

3. Interests

- Hobbies: Loves traveling and adventures. Enjoys photography and sharing daily moments.
- Lifestyle preferences: Prefers casual clothing that reflects his personality and offers comfort.
- Product/Service alignment: Interested in fashion and the latest trends in printing and apparel.

4. Goals and Challenges

- Goals: To purchase unique, high-quality clothing that expresses his personality.
To support local or emerging brands.
- Challenges: Difficulty finding a brand that combines attractive designs with high quality at reasonable prices.
Occasional lack of trust in the quality of online purchases.

5. Messaging

- Key marketing message: "Your clothes reflect who you are – get unique designs with quality you deserve."
- Value proposition: Feeling comfortable wearing what suits your personality.

6. Preferred Marketing Channels

- Social media platforms: Instagram (for showcasing visuals and designs).
TikTok (for highlighting lifestyle and adventures).
Targeted ads on Facebook.



Buyer Persona Segmentation

1. Demographics

- Age: 18 - 27
- Gender: Women
- Location: Cairo – Giza – Alexandria – Tanta – Mansoura
- Education: University graduates – University graduates – Working professionals
- Occupation: All jobs that are suitable for casual wear

2. Behaviors

- Shopping preferences: Prefers online shopping, especially from popular apps like Instagram or Shein.
- Social media usage: Relies on reviews and recommendations from influencers on social media.
- Buying habits: Leans towards purchasing clothes that combine style and comfort. Interested in discounts and promotional offers.

3. Interests

- Hobbies: Fashion and the latest clothing trends.
 - Lifestyle preferences: Photography and sharing daily outfits on Instagram Story.
- Traveling and exploring new places.
Watching styling and makeup tutorial videos.
Social activities like attending events or going to cafes with friends.

4. Goals and Challenges

- Goals: To look stylish and attractive in a way that matches her personality.
To find high-quality clothing at reasonable prices.
- Challenges: Finding clothes that match her unique and unconventional taste.
Trusting the quality of products sold online.

5. Messaging

- Key marketing message: "Showcase your beauty with trendy designs that reflect your personality."
"Comfort and elegance in every piece – made just for you!"
"Stand out with unique pieces that combine quality and fashion."

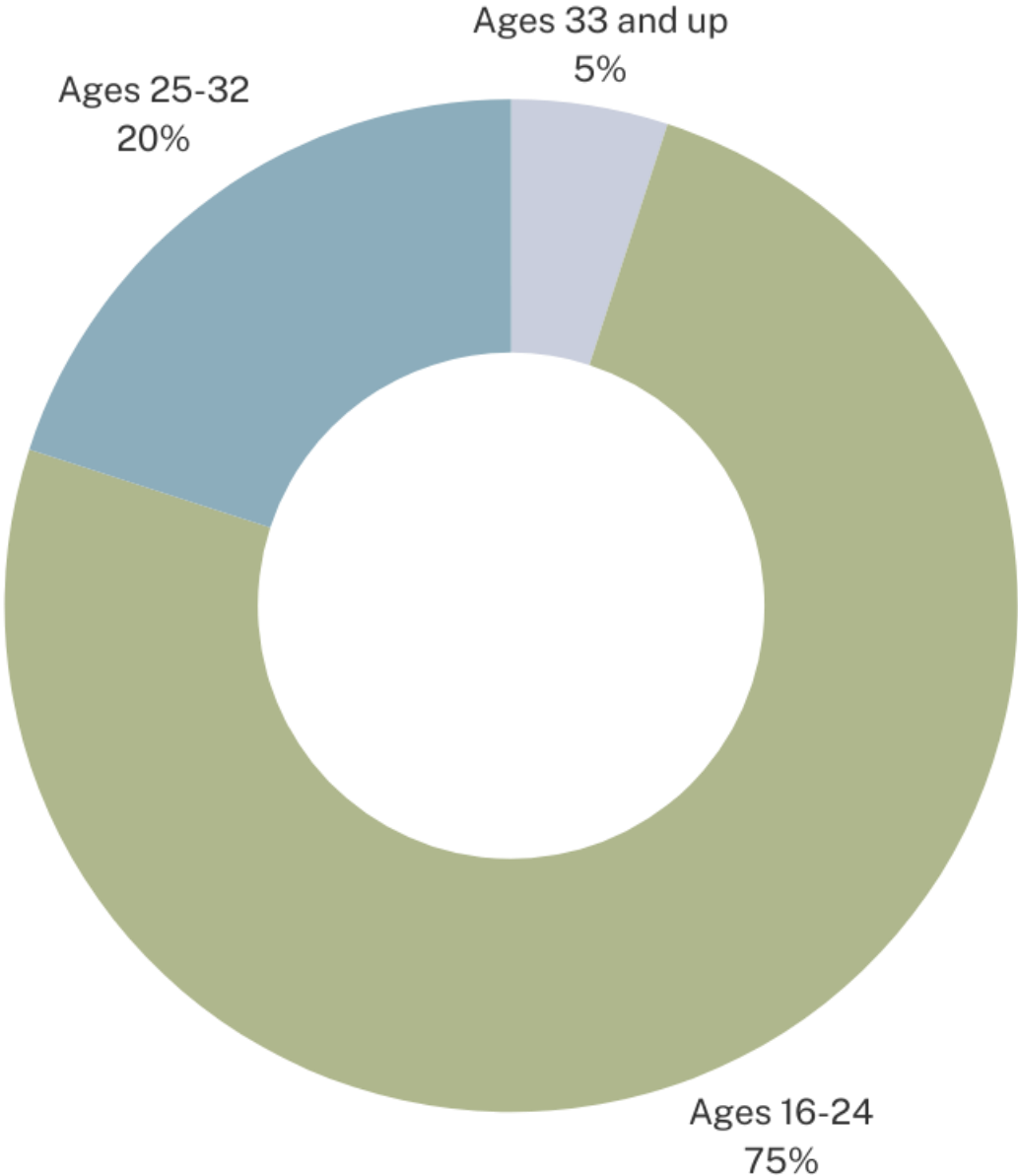
6. Preferred Marketing Channels

- Social media platforms:
 - * Instagram: For paid ads and showcasing photos and videos.
 - * TikTok: For quick videos about products and styling tips.
 - * Snapchat: For exclusive and instant offers.
 - * YouTube: For tutorial videos about styling and fashion looks.

MILLENNIALS MAKE UP THE MAJORITY OF OUR TARGET AUDIENCE

While focusing on our primary audience, we should also start growing the other segments.

Because our brand is about fashion and trendy styles, most of our audiences are young.
We added a feature to our brand that anyone can print a customized design on the cloth



PERSONA 1

HAGER, STUDENT , 22 y.o



BACKGROUND	Needs	Hoops	Goals
<ul style="list-style-type: none">- Senior university student studying business administration.- Lives in a suburban area. Doesn't work	<ul style="list-style-type: none">- Trendy and affordable clothing suitable for university and social events.- Access to a wide range of styles and brands.	<ul style="list-style-type: none">- Limited budget as a student.- Balancing style and affordability.	<ul style="list-style-type: none">- Stay updated with the latest fashion trends.- Express personal style through clothing.

PERSONA 1

HAGER, STUDENT , 22 y.o



Preferred Platforms	Barriers	Marking
<ul style="list-style-type: none">- Active on Instagram and TikTok for fashion inspiration.- Shops on popular e-commerce sites like Shein.	<ul style="list-style-type: none">- Limited options for trying on clothes in-person when shopping online.- Difficulty in finding the perfect fit and size online.	<ul style="list-style-type: none">- Prefers brands known for trendy and affordable clothing, such as Shein.- Engages with brands that share fashion tips and styling guides on social media.

PERSONA 2

EHAB, FRESH GRADUATED , 24 y.o



BACKGROUND	Needs	Hoops	Goals
<ul style="list-style-type: none">- Recent university graduate.- Lives in Alexandria.- Works in a digital marketing office job.	<ul style="list-style-type: none">- Stylish clothes suitable for work and social events.- Reasonable prices with high quality.- Easy access to both global and local brands.	<ul style="list-style-type: none">- Limited time for shopping due to work pressure.- Need for a variety of clothes to suit different occasions.	<ul style="list-style-type: none">- Achieve a balance between modern looks and professionalism.- Save money by purchasing high-quality, long-lasting clothes.- Build confidence through appearance.

PERSONA 2

EHAB, FRESH GRADUATED , 24 y.o



Preferred Platforms	Barriers	Marking
<ul style="list-style-type: none">- Uses apps like Instagram and Pinterest for fashion ideas.- Shops online on platforms like Amazon.	<ul style="list-style-type: none">- Lack of trust in product quality when buying online.- Needs to ensure the fit and size without trying on clothes in person.	<ul style="list-style-type: none">- Prefers brands that combine quality with reasonable prices, like Zara and H&M.- Enjoys engaging with brands that offer fashion tips and special discounts on social media.

Tasting Phase

total budget 5000 le

sales :3500 le

engagement :1500 le

Awareness or sales (It depends on the initial results)

Women;(4000 le)

- **(18-30)1500 le**

Broad ,Casual(video) ,formal (photo),sports (collage)

- **(30-35)750 le**

Broad ,Casual(album) ,formal (photo),sports (video)

- **(35-50) 750 le**

Broad ,Casual(photo) ,formal (album)

- **1000 le**

(custom ,lookalike audience , reviews' , offers ,...)

Men; (1000 le)

(18-45) Broad ,Casual(album) ,formal (photo),sports (video),
offers(reels)



SWOT Analysis

Strengths:

High quality
Unique designs
Customized printing as per customer requests

Opportunities:

Keeping up with the latest trends and styles
High engagement on social media compared to other brands

Weaknesses:

High cost
Limited physical presence (as a new online brand)
Potential logistical challenges in Egypt
Limited brand recognition initially

Threats:

Presence of well-established competitors with long-standing market presence
Economic fluctuations affecting consumer spending
Potential supply chain disruptions



Competitors Analysis

	<u>MEN'S CLUB</u>	<u>Fekra Print</u>	<u>zaahe eg</u>
link of channel	https://www.facebook.com/mensclub.egypt.official?locale=ar_AR	https://www.facebook.com/fekraprintt?locale=ar_AR	https://www.facebook.com/profile.php?id=61552795546242&sk=about
linkes	facebook-instagram-website	facebook-instagram-website	facebook-instagram-website
followers	1.2 million likes and 1.3 million followers	202K likes • 202K followers	2.6K likes · 3.8K followers
reviews	positive	positive	positive
about	yes	yes	yes
posting regular or not	yes	no	yes
no. of postes/mounth	50 pstes	only 2 posts	15 postes
Engagement Rate Calculation by Followers/mounth	Engagement Rate=0.000025%	Engagement Rate=0.001%	Engagement Rate (%)=(3,8002,600)×100 =Engagement Rate (%)=(0.684)×100=68.4
paide/not	yes	no	yes
type of content	photos, videos, and posts related to men's fashion, including shirts, and jackets.	photos, videos, and posts related to men's and women fashion, including shirts, and hoodes.	photos, videos, and posts related to men's shirts, and hoodes.
tone of voice	semi-formal	formal	formal
call to action	website/call	whatsapp	whatsapp
comment replies	yes	yes	yes
designs	yes	yes	yes
keep identity	yes	no	yes
strengths	keeps posting regularly / responds to follower quickly	It provides a service and quality of printing that is not widespread.	keeps posting regularly Although the audience does not respond sometimes
weeknes	no	irregular in posting	no

Competitors Analysis

Analysis of Facebook Profile: Profile Picture, Top Posts, Video/Photo Count, Channels



Omar print shop

[2.8K likes](#) • [2.9K followers](#)

type of post with most comments : Pictures of products that are not familiar to the page (mobile covers-mags)

Video/Photo /reels : The same images used in the most interactive posts

pio : none

Profile Picture : logo only

Channels : facebook only



ElPharana Group For Advertising

[5.6K likes](#) • [5.9K followers](#)

type of post with most comments : Picture of more than one product with the same color

Video/Photo /reels : Not interested

pio : Explains the type of services and product

Profile Picture : logo only

Channels : facebook only



نور الزهراء للملابس الجاهزة

[4.7K friends](#)

type of post with most comments : more than one product in one post

Video/Photo /reels : Explains the stages of printing

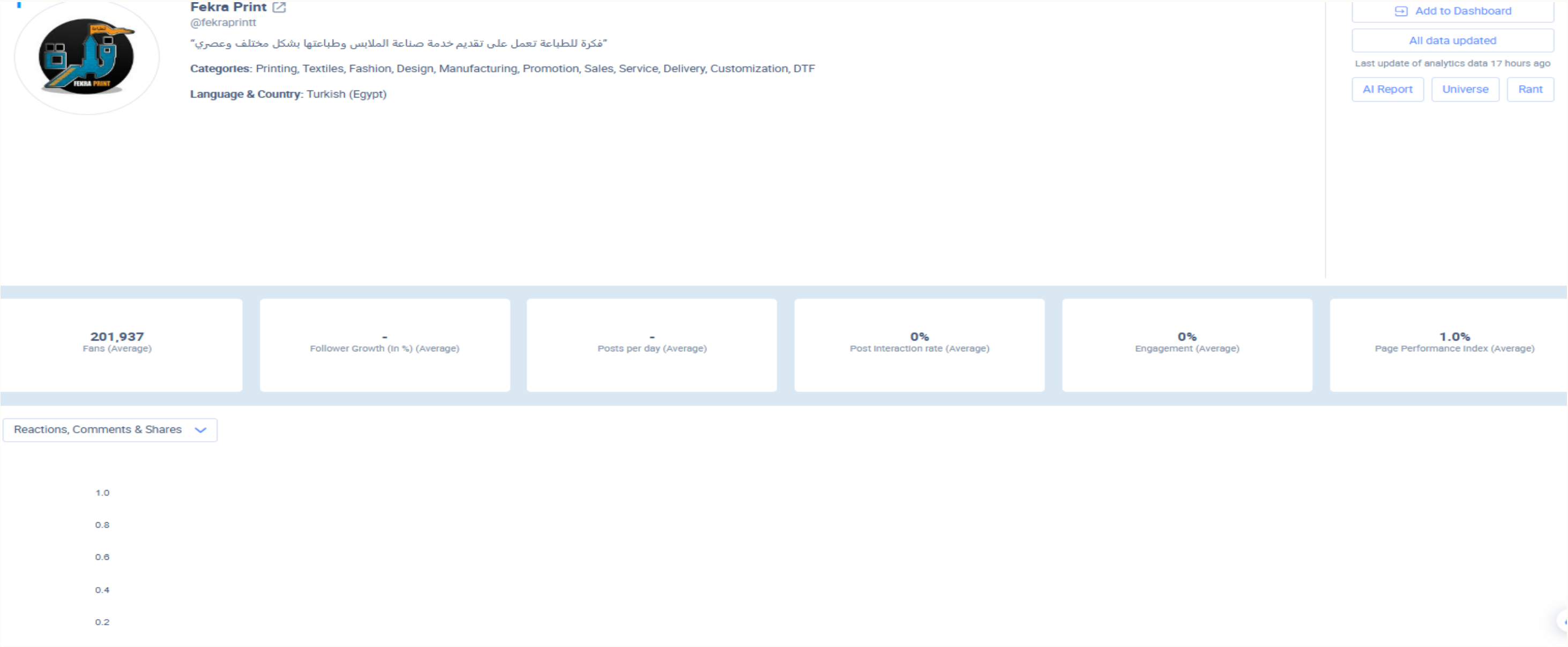
pio : Explains the type of services it provides

Profile Picture : photo only

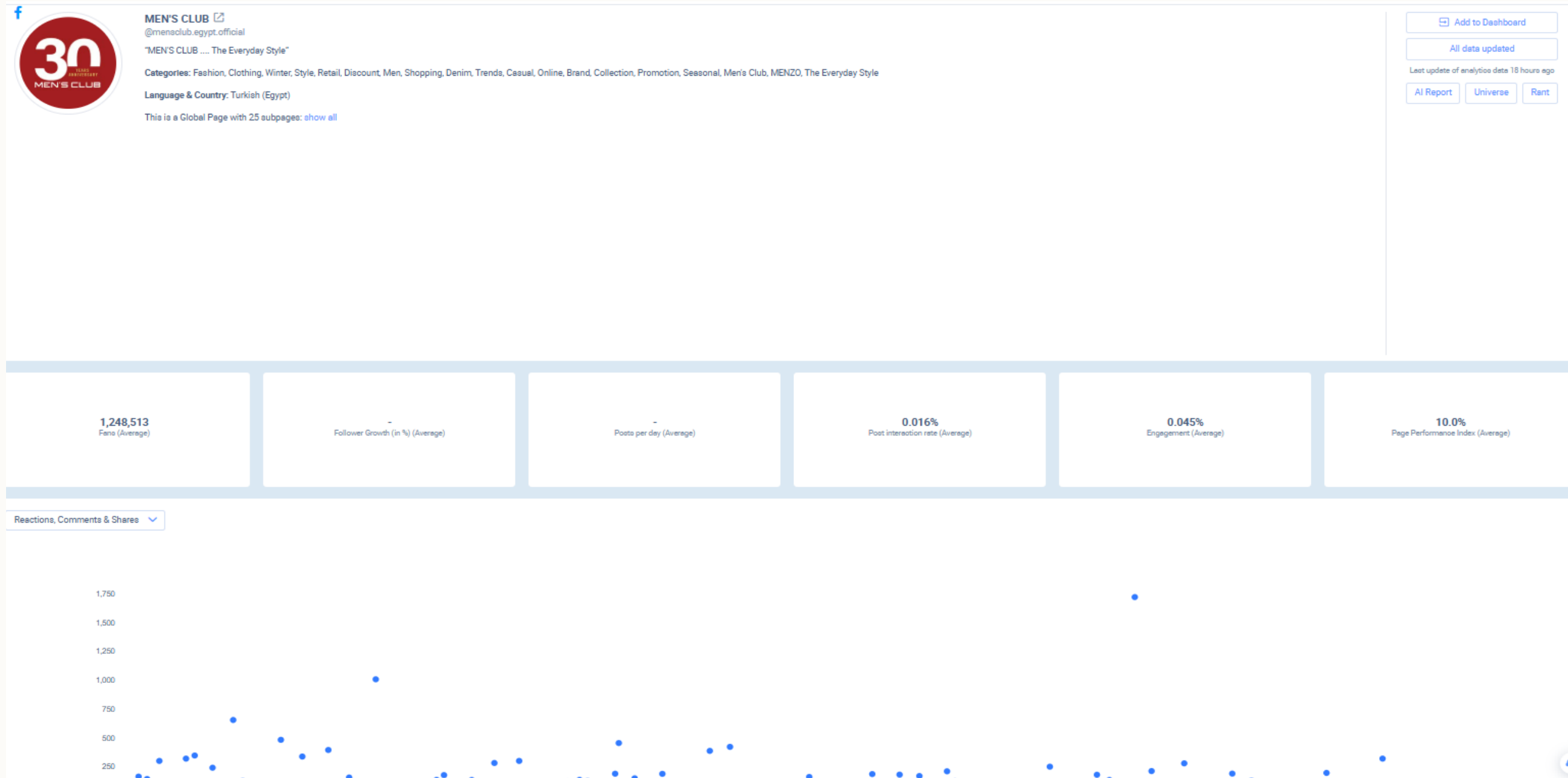
Channels : facebook only



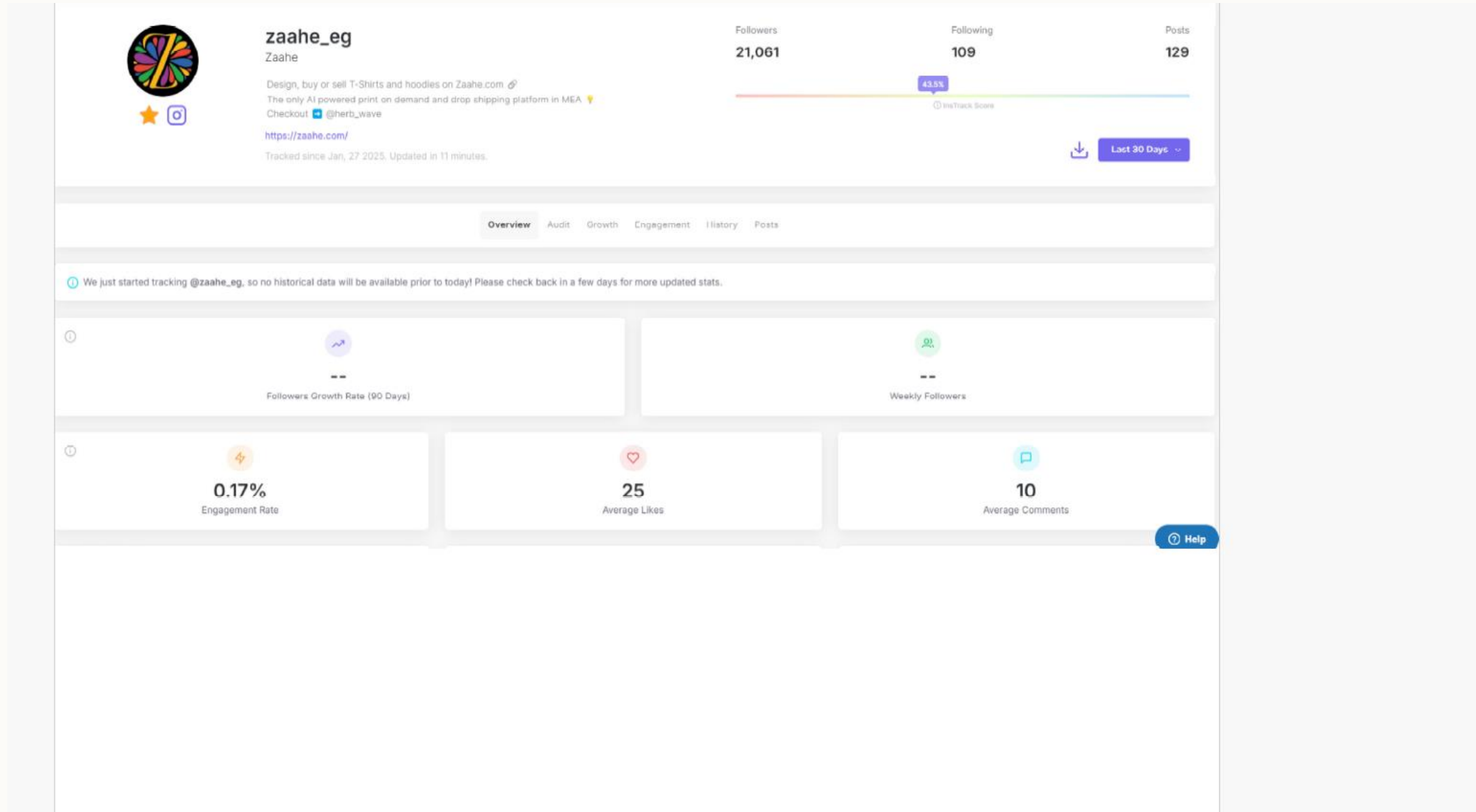
Our Competitors



Our Competitors



Our Competitors



Custom Apparel: A Digital Marketing Strategy

Target Audience

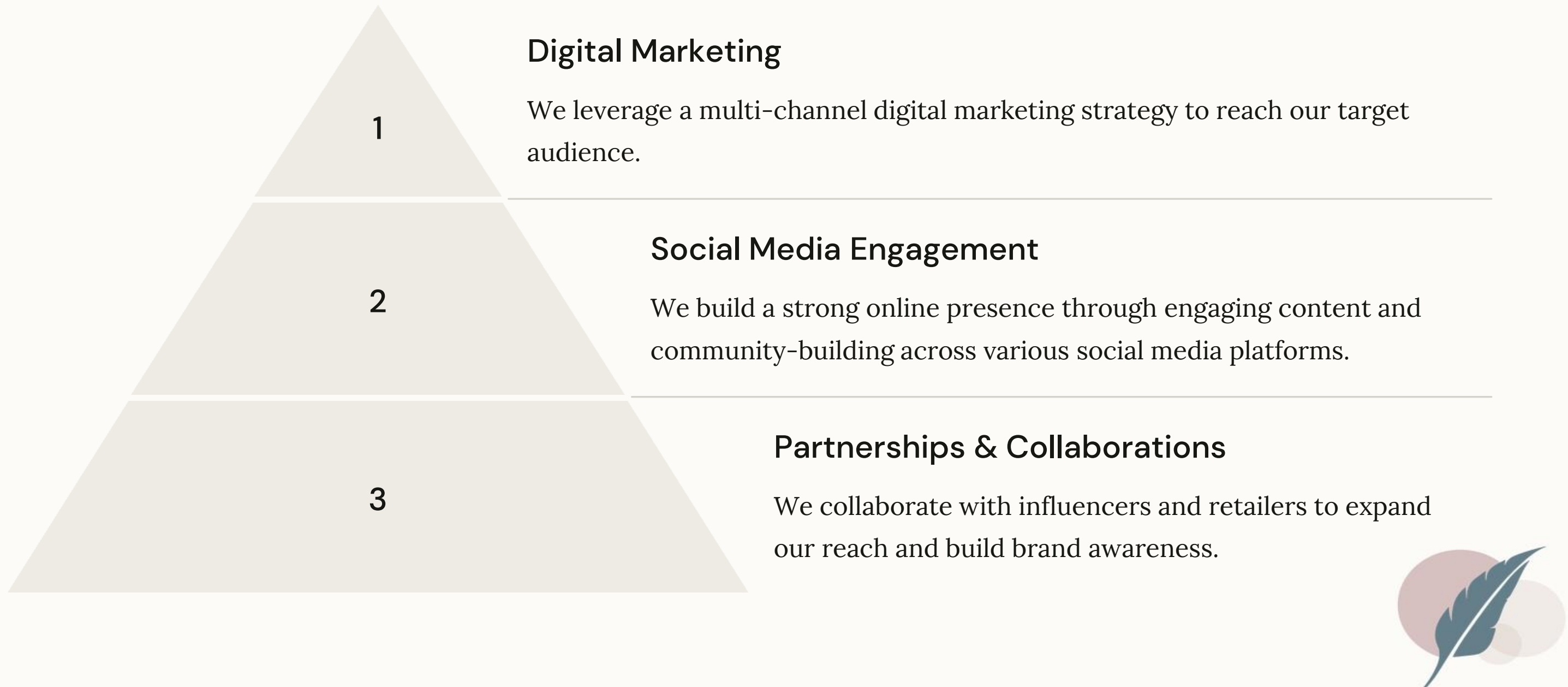
Millennials and Gen Z, known for their individuality and desire for personalized products. Focus on online channels such as social media and e-commerce platforms.

Marketing Channels

Leverage influencer marketing, social media campaigns, and targeted advertising to reach potential customers.



Marketing & Distribution: Reaching Our Audience



PlatForms

 Facebook

 TikTok

 Instagram



Veluro - Calendar

Week (1)				
Date	Direction	Content Topic	Content Type	Platforms
Wed 25-Dec	Awareness	Stay Tuned	فيديو "بيعرض تفاصيل الممنتجات سريعاً من غير مانبين الممنتجات كاملة"	Story - Fb Reel – Instagram TikTok
Thu 26-Dec	Awareness	Stay Tuned	فيديو "بيعرض إطلالات متحركة لقطع من الملابس غير كاملة أو مش واضحة مع موسيقى"	Story - Fb Reel – Instagram TikTok
Fri 27-Dec	Awareness	Stay Tuned	صورة "رقم مبين عدد الأيام المتبقية على الافتتاح"	Fb Instagram
Sun 29-Dec	Engagement	Stay Tuned	صورة" سؤال، القطعة اللي هتختارها لبداية السنة"	Fb Instagram
Mon 30-Dec	Engagement	Stay Tuned	فيديو "ايه القطعة اللي هتختارها لبداية العام"	TikTok Reel – Instagram Reel - FB

Week (2)				
Date	Direction	Content Topic	Content Type	Platforms
Tue 31-Dec	Awareness	ما وراء الكواليس	فيديو	TikTok Reel – Instagram
Wed 1-Jan	Awareness	فكرة البراند وقصته	فيديو "منتجات مع تفاصيل لعروض الافتتاح مع بداية السنة الجديدة"	TikTok Fb Instagram
Thu 2-Jan	Engagement	اختيار اللون المفضل لأول منتج من عندنا	Collage	Fb Instagram
Fri 3-Jan	Selling	خصم 15% مع أول طلب	Collage	Story - Fb Instagram
Sun 5-Jan	Selling	التغير للإناقة مع منتجاتنا	فيديو "قبل – بعد"	TikTok Facebook Instagram

Week (3)				
Date	Direction	Content Topic	Content Type	Platforms
Mon 6-Jan	Engagement	تحدي سريع في 15 ثانية	Story Video	Fb Instagram
Tue 7-Jan	Selling	شارك في المسابقة واحصل على خصم في الاورد الجي	Collage	Fb Instagram
Wed 8- Jan	Awareness	ازاي تختار القطعة المناسبة ليك	Text	Fb
Thu 9-Jan	Engagement	ايه حبيته اكثر	Story	Fb Instagram
Fri 10-Jan	Selling	تحول سريع	Reel	TikTok Fb Instagram
Week (4)				
Date	Direction	Content Topic	Content Type	Platforms
Sun 12-Jan	Awareness	كل قطعة ليها حكاية	Reel	TikTok Fb Instagram
Mon 13-Jan	Selling	لينك تواصل	Collage	Fb Instagram
Tue 14- Jan	Selling	خصم في الستوري فقط	Story	Fb Instagram
Wed 15- Jan	Engagement	اختيارات	Story	Fb Instagram
Thu 16-Jan	Selling	5 اطلالات بقطعة واحدة	Reel	TikTok Fb Instagram

Week (5)				
Date	Direction	Content Topic	Content Type	Platforms
Fri 17-Jan	Engagement	ألبس حسب برجك	Video	TikTok Fb Instagram
Sun 19-Jan	Selling	اختار هدومك في 10 ثواني	Video	Fb Instagram
Mon 20-Jan	Engagement	اطلالات الأسبوع	Pic	Instagram
Tue 21-Jan	Engagement	اسئلة عن الفلانتين	Story	TikTok Fb Instagram
Wed 22-Jan	Awareness	صنع في بلدك	Video	TikTok Fb Instagram
Week (6)				
Date	Direction	Content Topic	Content Type	Platforms
Thu 23-Jan	Engagement	لعبة	Story	Fb Instagram
Fri 24-Jan	Selling	منتجات باللون الأحمر	Collage	Fb Instagram
Sun 26-Jan	Selling	تحضيرات الفلانتين	Video	TikTok Fb Instagram
Mon 27-Jan	Selling + Awareness	أطول علاقة حب	Reel	Instagram TikTok
Tue 28-Jan	Selling	المنتجات الأكثر مبيعاً	Collage	Fb Instagram

Week (7)				
Date	Direction	Content Topic	Content Type	Platforms
THU 30- JAN	SELLING +AWARENESS	ليه تشتري من عندنا	REEL	INSRAGRAM TIKTOK
SUT 1-FEB	ENGAGEMENT	تفتكروا الكولكشن الجديد هيكون ايه	STORY	FB INSTAGRAM
SUN 2-FEB	AWARENESS	STAY TUNED	فيديو(بيعرض تفاصيل لمنتجات غير واضحه) موسيقي	FB INSTAGRAM TIKTOK
TUE 4- FEB	SELLING +AWARENESS	خصم 20% علي اول اوردر	COLLAGE	FB INSTAGRAM TIKTOK
WED 5- FEB	SELLING	لينك تواصل	STORY	FB +INSTAGRAM
Week (8)				
DATE	DIRECTION	CONTENT TOPIC	CONTENT TYPE	PLATFORMS
SUN 9- FEB	ENGAGMENT	اسأله عن العلاقات	STORY	FB +INSRAGRAM
MON 10-FEB	SELLING +AWARENESS	كولكشن للكوبل	VIDEO	FB +INSTAGRAM +TIKTOK
TUE 11-FEB	SELLING	خصومات للكوبل	STORY	FB +INSTAGRAM
WED 12 -FEB	ENGAMENT	مسابقه	STORY	FB +INSTAGRAM

Week (9)				
Date	Direction	Content Topic	Content Type	Platforms
SUN 16 -FEB	AWARNESS	ريفيوهات العملاء	REEL	FB +INSTAGRAM +TIKTOK
MON 17-FEB	SELLING	القطع الاكثر مبيعا	COLLAGE	FB +INSTAGRAM
TUE 18-FEB	ENGAGMENT	مشكله وجهتنا وحلناها	VIDEO	FB +INSTAGRAM +TIKTOK
WED 19 - FEB	SELLING+AWARNESS	لينك	STORY	FB +INSTAGRAM
FRI 21 -FEB	SELLING +AWARNESS	RESTOCKقطع خلصت وعملنا	REEL	FB +INSTAGRAM +TIKTOK
Week (10)				
DATE	DIRECTION	CONTENT TOPIC	CONTENT TYPE	PLATFORMS
SUN 23 -FEB	ENGAGMENT	لعبه	STORY	FN +INSTAGRAM
MON 24 -FEB	AWARENESS	ازاي تحافظ علي الهودي بتاعك	REEL	FB +INSTAGRAM +TIKTOK
TUE 25 - FEB	SELLING	بلو جر اشترى من عندنا	VIDEO	FB +INSTAGRAM +TIKTOK
WED 26- FEB	AWARNESS	الاستعداد لرمضان	فيديو سريع للمنتجات	FB +INSTAGRAM

Week (11)				
Date	Direction	Content Topic	Content Type	Platforms
SUN 2- MAR	SELLING	توصيل مجاني لاي اوردر لمدة 3ايام	PIC	FB +INSTAGRAM
MON 3-MAR	ENGAGMENT	مسابقه	STORY	FB +INSTAGRAM
TUE 4- MAR	AWARNESS +SELLING	اطلالات الاسبوع	PIC	FB +INSTAGRAM
WED 5- MAR	ENGAGMENT	ازاي بنحضر اوردر كبير	VIDEO	FB +INSTAGRAM +TIKTOK
FRI 7 - MAR	SELLING	لينك	STORY	FB +INSRAGRAM
Week (12)				
DATE	DIRACTION	CONTENT TOPIC	CONTENT TYPE	PLATFORMS
SUN9 -MAR	AWARNESS +ENGAGMENT	يوم في حياة بيزنس اونر	VIDEO	FB +INSTAGRAM +TIKTOK
MON 10- MAR	SELLING +ENGAGMENT	5قطع لازم تكون عندك	REEL	FB +INSTAGRAM +TIKTOK
TUE 11-MAR	ENGAGMENT	مسابقه	STORY	FB +INSTAGRAM
WED 12- MAR	SELLING	اشتري 2 بسعر واحد	PIC	FB +INSTAGRAM

Week (13)				
Date	Direction	Content Topic	Content Type	Platforms
SUN 16-MAR	AWARNESS +ENGAGMENT	ليه تشتري من عندنا	VIDEO	FB +INSTAGRAM +TIKTOK
MON 17-MAR	ENGAGMENT	توقعتم ايه لعيد الام	STORY	FB +INSTAGRAM
TUE 18 -MAR	SELLING +AWARNESS	صوره تشويقيه للكلكشن	PIC	FB +INSTAGRAM
WED 19- MAR	AWARNESS +SELLING	كلكشن عيدد الام	COLLAGE	FB +INSTAGRAM
THE 20-MAR	SELLING +ENGAGMENT	خصم 15% لو هتشتري انت ومامتك	VIDEO	FB +INSTAGRAM +TIK TOK
FRI 21 -MAR	SELLING	التوصيل مجانا لمدة يوم	PIC	GB +INSTAGRAM

Content Calendar

Week (1)					
Date	Content	Tov	Content Type	Platforms	Direction
Day 1	هدومك مش مجرد قماش ، هدومك طريقة بتعبر بيها عن شخصيتك في فليرو بنحول أفكارك لقطعة فنية تعيش معاك لأننا مؤمنين ان كل تصميم هو حكاية بتبدأ منك جاهز تعبر عن نفسك؟ أطلب دلوقتي تصميمك أو اتعرف على مجموعة تصميمنا من خلال رسائل الصفحة	خليك مميز خليك فليرو	Video	Instagram TikTok Facebook	Awareness
Day 2	الفرصة دي متفتوتش! أحصل على خصم 20% بمناسبة افتتاح فليرو لفترة محدودة ✓ الجودة اللي بتدور عليها ✓ تصاميم بتعبر عنك ✓ توصيل سريع لحد باب بيتك كلمنا على رسائل الصفحة واستفاد من الخصم	هدومك بتتكلم خليها تقولك الصح	Carousel	Instagram Facebook	Selling
Day 3	الهدوم اللي هتلفت الأنظار مستنياك جودة مختلفة وتصاميم تخليك دايمًا مختلف ألحق اطلب دلوقتي قبل مايفوت خصم الـ 20% أبعتلنا على: 0129988790 أو من خلال الويب سايت:	شخصيتك تستاهل انها تبان	Carousel	TikTok Instagram Facebook	Selling
Day 4	ايه اكثر تصميم يناسب شخصيتك؟ اكتبه في الكومنتات	الستايل اللي بيبدأ من جواك	Carousel	Facebook Instagram'	Engagement

Content Calendar

Week (2)					
Date	Content	Tov	Content Type	Platforms	Direction
Day 1	فلانتين من غير هدية، مش لايق عليك! شاركنا لو هتختار جملة أو تصميم تطبعه على هدية لحد بتحبه هتبقى ايه؟	عبر عن حبك مع فليرو	Video	TikTok Instagram Facebook	Engagement
Day 2	مش كل الهدايا زي بعض انت محتاج حاجة تعبر عنك بجد مع فليرو بنحول مشاعرك لتصميم يفضل مع اللي بتحبه الطباعة فن التفاصيل اللي بتفرق زور صفحتنا واكتشف ازاى تقدر تصمم هدية خاصة ليك	علشان التفاصيل بتفرق	Carousel	Instagram Facebook	Awareness
Day 3	هدية الفلانتين مختلفة مع فليرو لانها هتعبّر عن مشاعرك عروض الفلانتين بداية من يوم 1 فبراير وحتى 10 فبراير ألحق اطلب قبل الزحمة وخلي الفلانتين كله فليرو	الهدية اللي بتحكي عنك فليرو بيقققها	Carousel	Instagram Facebook	Selling
Day 4	مش هتلقا هدية فليرو				

Content Calendar

Week (3)					
Date	Content	Tov	Content Type	Platforms	Direction
Day 1	ازاي تعمل اوردر من الويب سايت بتاعنا	Preint your personality with velouro	reel	Fb Insta tiktok	Awareness
Day 2	Get ready to elevate your winter wardrobe with our customized designed hoodies	All eyes on you	collage	Fb insta	Selling
Day 3	شاركونا ايه عجبكم في الويب سايت وايه محتاجين نعدله او نضيفه	فليرو يهمه راحتك	story	Fb instaa	Engagement
Day 4	Style starts with the details you choose	Choose your identity with veluro	reel	Fb Insta tiktok	Selling
Day 5	لينك تيك توك لمنتجاتنا	Preint	reel	Fb	

Content Calendar

Week (4)					
Date	Content	Tov	Content Type	Platforms	Direction
Day 1	Get ready to level up your style with our Ramadan collection	Be different	reel	Fb Insta tiktok	Awareness
Day 2	Shop Ramadan section on website now		carousel	Fb insta	Selling
Day 3	item تفكروا ايه ال الجديد عندنا	فليرو معك في كل المناسبات	Story	Fb insta	Engagement
Day 4	في هودي رمضان caftan رمزي مافي عشان رمضان جاي في الشتا عملنا لك هودي يدفيكي ويكمل اناقتك ماتيريال قطن 100% مش بتوبر تقفيل عالي الجودة تصميم انيق	New item	reel	Fb Insta Tik tok	Selling
Day 5	الهدايا التي لا تنسى	هدايا مميزة	reel	Fb Insta Tik tok	Selling



Thank You

Prepared by: Veluro Team

