



Noon Designs Marketing Strategy



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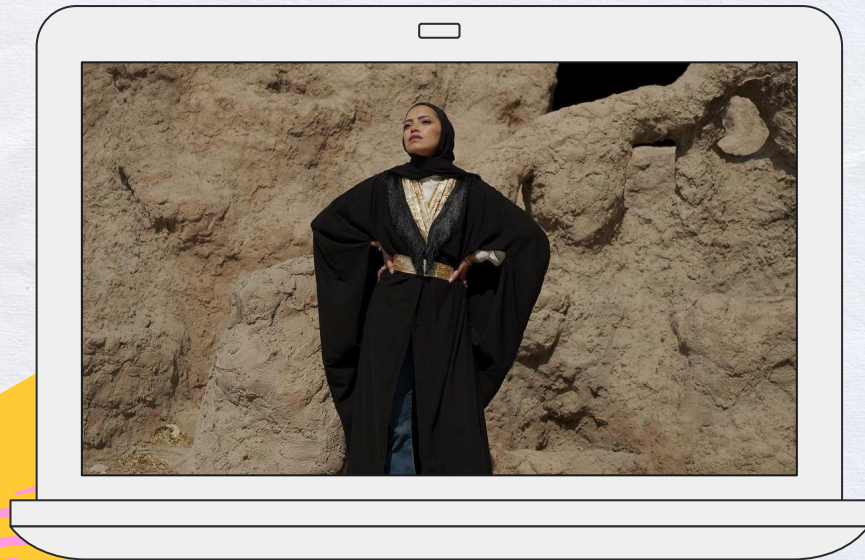
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PACKAGES



01

We're a social media marketing team, helping with promoting your business with the most creative, unique and affordable way.



02

Objectives

1



Business objective	Social media goal	Metric(s)
Develop the brand and make it well-known clothing brand.	Awareness: Gain more followers on each social media platform.	Ads to gain more followers, page likes and shares.
Increase revenue while maintaining a competitive position at the market.	Engagement: Gain more interactions organically.	Ads and group competitions to gain more likes, comments and mentions.
Serve and reach customer satisfaction.	Moderation: Getting messages making orders or asking about the items.	Send message clicks and being responsive.
Improve customer retention	Consumer: Keep following our page, recommending our brand.	Offers to loyal customers and the first purchase deliver with a small gift.

03

SWOT ANALYSIS

1

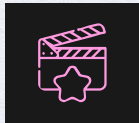


SWOT ANALYSIS



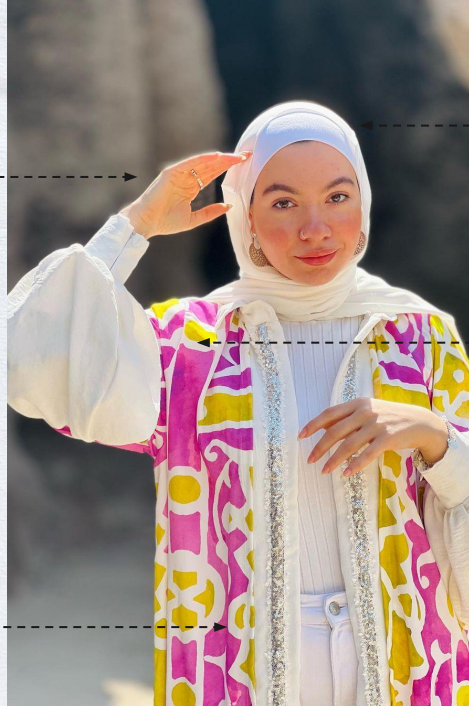
STRENGTH POINTS

- Unique designs
- Shipping all over Egypt
- Big fan base
- Good frequency posting



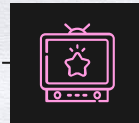
OPPORTUNITIES

- Easy to promote business
- Use more platforms



WEAKNESS POINTS

- Lack of engagement
- Oversized designs only
- Instagram grid needs catchy designs



THREATS

- Too many competitors
- Selling online only
- Website is a must

04

**BRAND & BUYER
PERSONA**



Brand Persona:

Personality: Imagining a personality to the brand will help us making connection with customers through words and visual. We imagine Noon Design a feminine, simple, youthful, bright, friendly, rich, playful, elite, casual and finally refined.

Voice: The tone of voice of Noon Design is friendly and casual, easy to understand and close to the audience.



Buyer Persona:

Name: Sara

Age: 25

Geographic: 5th Settlement

Work: Banker

Social class: A

Relationship: Single

Interests: Fashion, Modest, social media bloggers and local brands

Marketing Communication:

Language: English TOV: Friendly Channels: Instagram

Challenges: Wear her favourite modest clothes only on weekends so she needs formal and modest fashion to wear it regularly.

Buyer Persona:

Name: Maryam

Age: 30

Geographic: Heliopolis

Work: Mother

Social class: B

Relationship: Married

Interests: Fashion, Local brands, oversized clothes, outings, bazaars and traveling

Marketing Communication:

Language: Arabic TOV: Friendly Channels: Instagram

Challenges: She's married and she's into oversized clothes but looking for affordable prices and offers to be able to get more than one item and likes to see the item before buying it.

Buyer Persona:

Name: Eman

Age: 38

Geographic: Obour

Work: Teacher

Social class: A

Relationship: Married

Interests: Fashion, Shopping, unique clothes, local brands and likes colors.

Marketing Communication:

Language: Arabic TOV: Friendly Channels:
Instagram

Challenges: She likes colors but at the end she prefers to buy simple and nude colors, satisfying her need in clothes takes time.

05

Content Strategy

1



OUTLINE OF 1ST MONTH:

- Teaser for the summer collection
 - Teaser animated post
 - Engaging stories
 - Teaser reel (BTS)
- Summer collection (launching)
 - Grid of 9 posts with the collection
- Introduce our new collection in a colorful theme

Sample of Content:

Post 1:

Are you into colors? Then wait for summer collection from Noon Designs.

Post 2:

Unique design, silky touch and elegant look!
All you need at Noon Designs.



OUTLINE OF 2nd MONTH:

- Summer offer
- Sahel outfits
- Reels with how to look good in noon designs items
- Last piece sale

Sample of Content:

Post 1:

Summer is coming to an end, and our items are quickly running out of stock; don't miss out our offers.

Post 2:

Did you get your ultimate special item?
If you didn't, come to our bazaar to find the ideal item.



06

IMPLEMENTING

1

Handwritten signature



IMPLEMENTING

- Photoshoot every month with the new collections.
- Posting frequency will be 12 posts per month not included reels.
- 6 Reels each month with trendy sounds and transitions.
- From 3 to 4 bloggers each month to gain more followers.
- Instagram ads to sell more from the collections.

07

MEDIA PLAN

1





MEDIA PLAN

Package 2000L.E

Reach 1k L.E: 2000-3500 per month

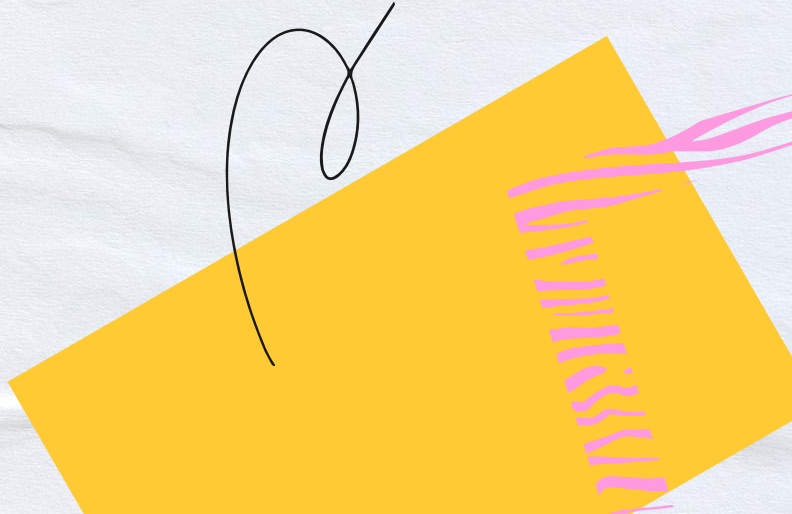
Engagement 1k L.E : 1600-2500 per day

Package 5000L.E

Reach 2500L.E : 4000- 5000 per month

Engagement 2500k L.E : 2000- 4000 per month

You're not forced to pay certain budget, it depends on your needs and the numbers you want.



08

Packages

1



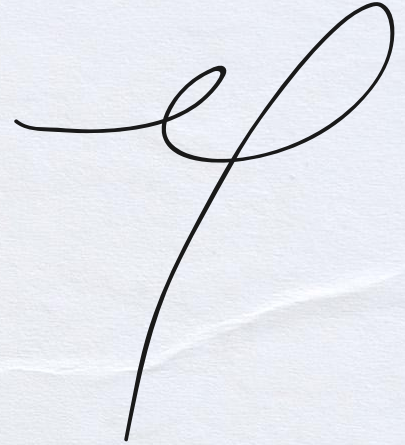


Our Proposal

First package:

Price: 7000L.E

- Content calendar (posts- designs) 10 posts
- 3 reels
- Page management
- Ads manager
- Moderation for 4 hours
- Monthly report

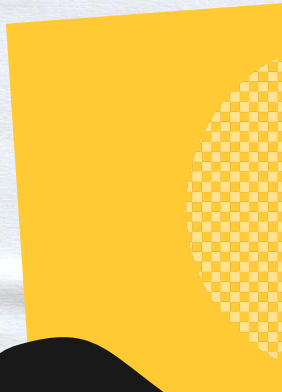
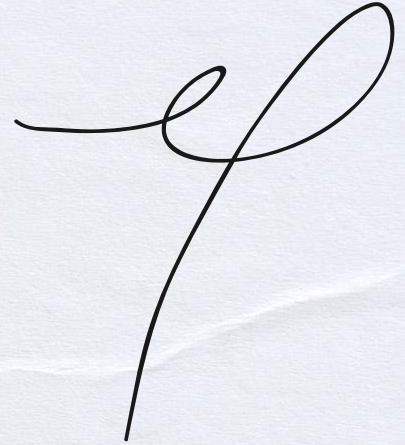


Our Proposal

Second package:

Price: 9000L.E

- Content calendar (posts- designs) 15 posts
- 5 reels
- Page management
- Ads manager
- Moderation for 8 hours
- Monthly report





THANKS