

From customer insight to campaign execution.

Digital marketing.

E-commerce.

Customer communication.

A portfolio of practical work: operating 3arabety, handling customers at RFCO, and developing a complete hair-care business and marketing project at Total Tech.

45

original project slides

70K EGP

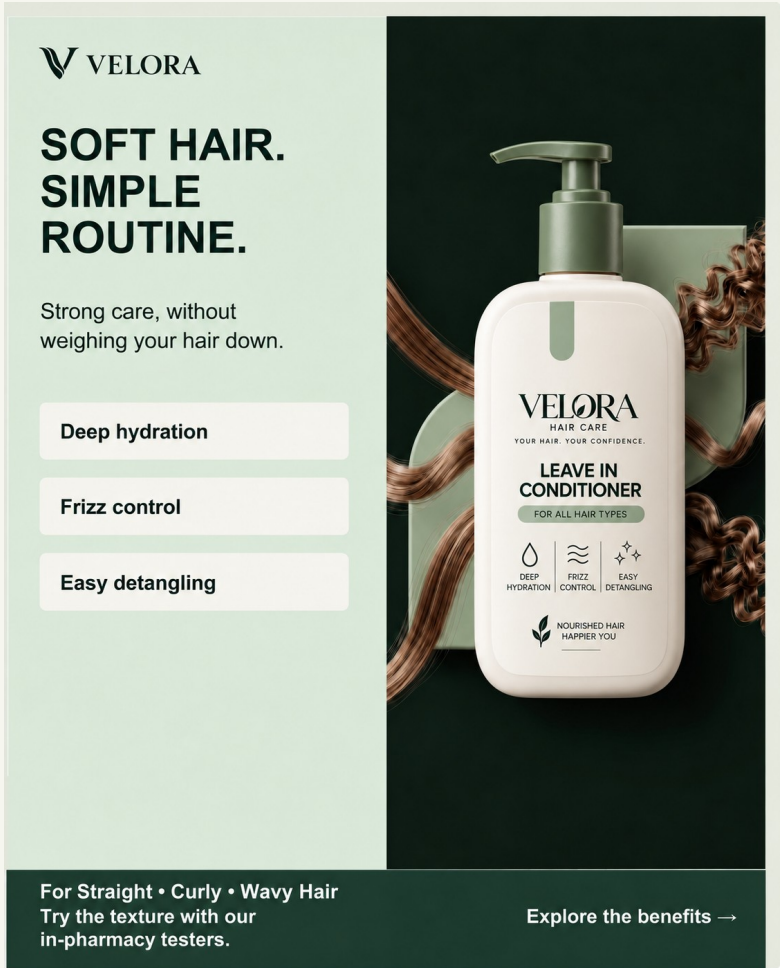
planned media budget

45 DAYS

campaign plan

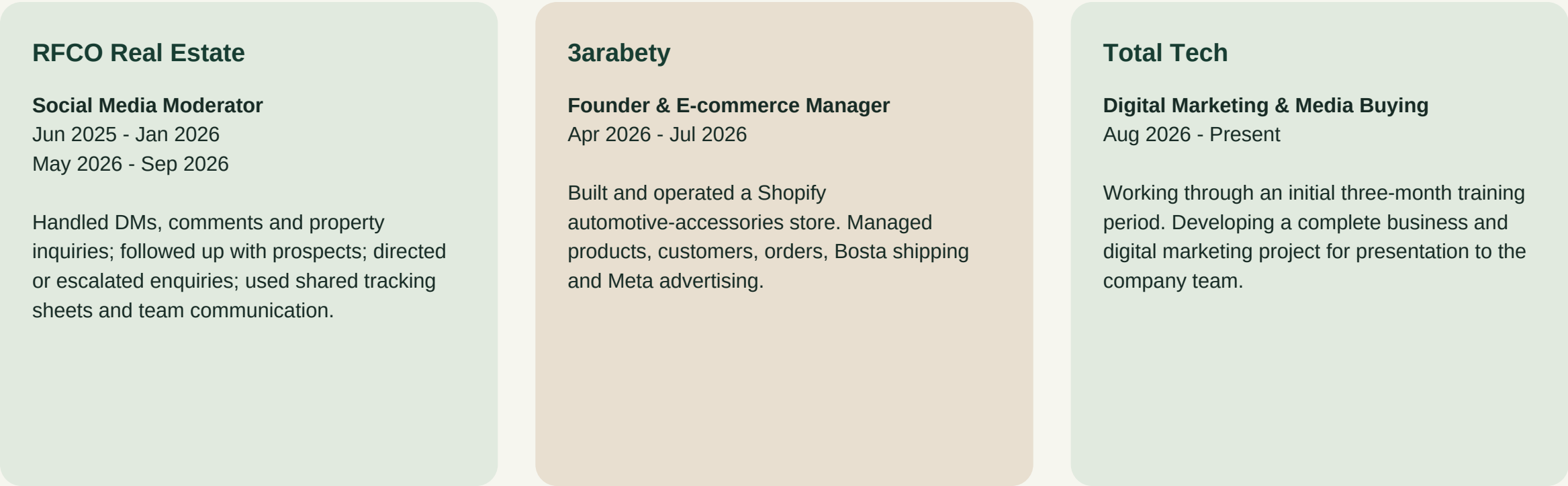
FLAGSHIP CASE STUDY: VELORA / LEAVE-IN CONDITIONER

Research, strategy, media planning, creative development, retail concepts and platform drafts.



Three connected sides of the customer journey.

The work connects customer needs, store operations and marketing decisions.

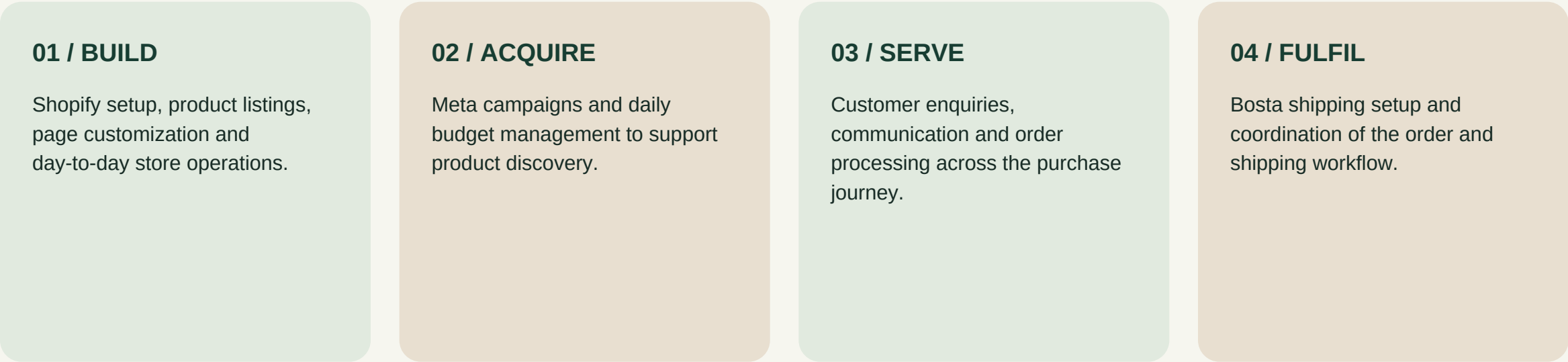


What ties the work together

Understanding what a customer asks, turning interest into a workable purchase journey, and planning how a business attracts and retains the right audience.

3arabety / Building and operating a Shopify store.

Automotive accessories store | Founder & E-commerce Manager | Apr - Jul 2026



An operating perspective

The value of this project is the connection between advertising, the storefront, customer handling and order operations. It demonstrates direct exposure to the work behind an e-commerce purchase.

Project capabilities: storefront setup, customer communication, order operations, shipping workflow and advertising connected in one business.

VELORA / Complete business and marketing strategy.

A concept developed for an internal presentation: from the product idea to an acquisition and retention plan.

PRODUCT BRIEF

02

What are we building?

The product in one clear page.

THE PRODUCT

Daily Leave-In Conditioner.

A lightweight cream for softer, more manageable hair and easier detangling—without a complicated routine.

For straight, wavy, curly and coily hair. Combines cationic conditioning agents, lightweight oils and proteins, with preservatives and pH control.

CATEGORY • HAIR CARE FORMAT • LEAVE-IN CONDITIONER

THE CUSTOMER PROBLEM

Dryness • frizz • tangles • styling difficulty

The customer wants visible improvement with less time and effort, fewer steps and no heavy cream.

THE CORE PROMISE

Good-looking hair, without a complicated routine. Frizz control, moisture and strength in a lightweight cream.

Brand role: Make everyday hair care easier, lighter and more confidence-building for Gen Z.

CONCEPT PROJECT • WORKING ASSUMPTIONS

My contribution

Developed and refined the brief, audience, customer journey, media allocation and activity plan. Directed creative revisions and prepared campaign drafts using AI and design tools where appropriate.

Complete scope

STRATEGY	EXECUTION ASSETS	BUSINESS LOGIC
Product and positioning Market and competitor comparison Audience and customer journey	Social profiles and branding Static, carousel and video assets Meta and TikTok campaign drafts	Stage-based KPIs Media allocation and retention Retail activity and cost planning

Research that changes the positioning.

The project compares value, target customer, benefits and brand story across market tiers.

UNDERSTAND THE MARKET

08

04 — Who are the key competitors?

A real-world competitor set across accessible, masstige, and premium tiers.



BLESS LEAVE-IN
Accessible / Mass
Price: EGP 125 • 250 ml
Target: all hair types / dry, frizzy hair
Key benefits: detangling, frizz control, shine
Strength: low price
Watch-out: less premium positioning



INFINITY NATURALS
Masstige / Curly focus
Price: EGP 380 • 300 ml
Target: curly and wavy hair
Key benefits: curl definition + frizz control
Strength: natural ingredient story
Watch-out: higher price + narrower focus



CANTU SHEA BUTTER
Premium / International
Price: ~EGP 790 in Egypt • 340 g
Target: wavy, curly and coily hair
Key benefits: moisture + less breakage
Strength: global trust + softness
Watch-out: high import price

COMPETITOR LANDSCAPE • STRATEGIC ASSUMPTION

UNDERSTAND THE MARKET

09

Where can our brand win?

The opportunity is a better fit for Gen Z daily routines, beyond price alone.

WHAT COMPETITORS TEACH US

Bless wins on accessible pricing.

Infinity has a clear natural / curly-hair story.

Cantu benefits from global brand trust.

OUR COMPETITIVE GAP

Premium-feeling enough to earn trust.

Accessible enough for repeat purchase.

Built to reach Gen Z through Reels, TikTok and UGC.

POSITIONING OUTCOME

One-step hair reset premium-feeling, accessible, proof-led and built for Gen Z.

COMPETITIVE GAP • STRATEGIC ASSUMPTION

Decision: test the USP

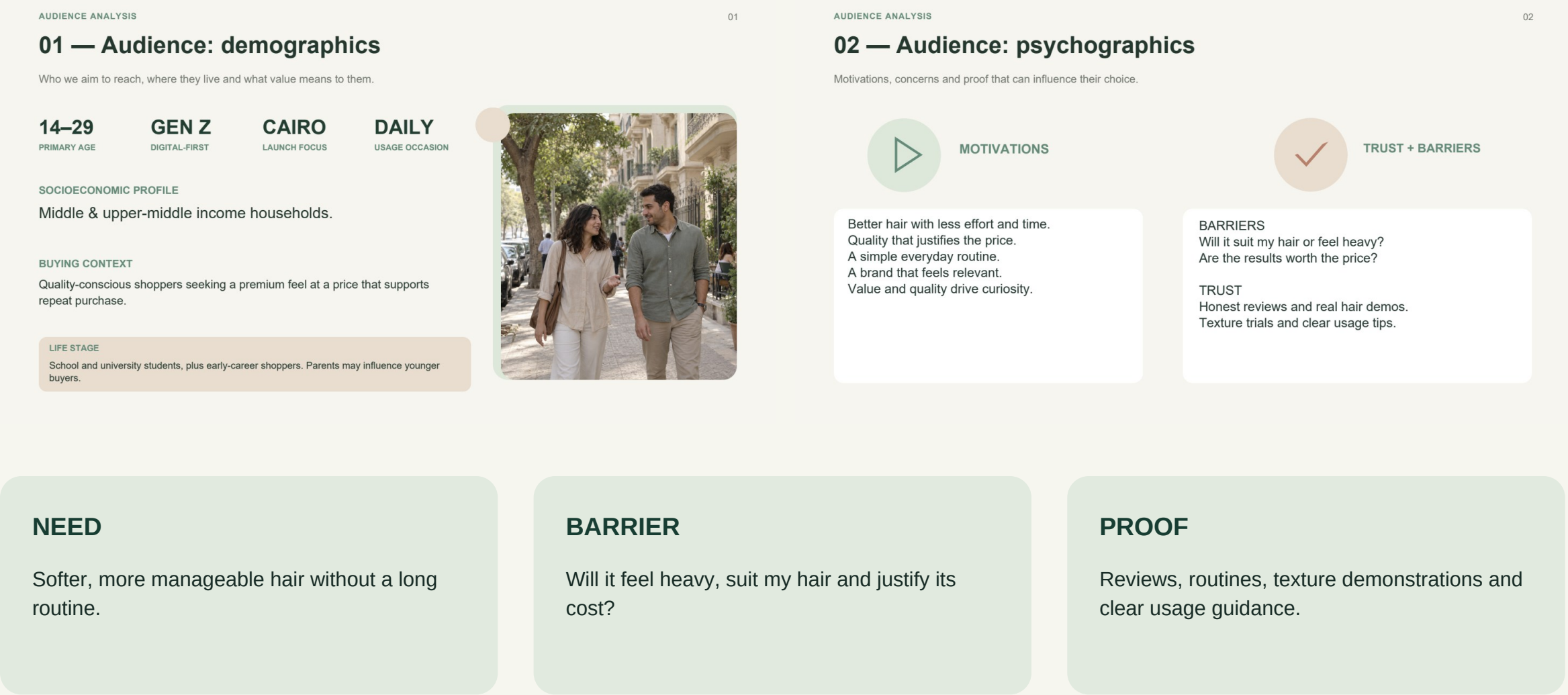
I challenged "one step" as a differentiator because it is common to the category. The positioning had to explain why someone would choose this brand.

Decision: separate brand model and price tier

Social-first and creator-led describe how a brand grows. Masstige describes its intended price/value position.

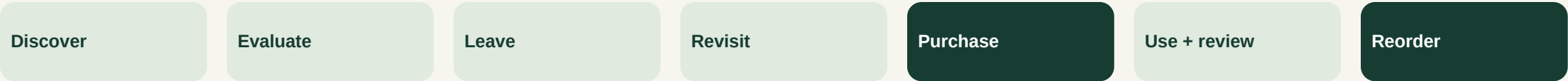
Audience insight becomes a messaging brief.

The current presentation targets ages 14-29 with Cairo as the launch focus; these are project planning assumptions.



Design the journey before choosing the ad.

TikTok and Meta introduce the brand; useful content, proof and follow-up support the next action.



DISCOVERY

10

How does the customer discover the business?

Discovery is a content problem first — not a “put an ad everywhere” problem.



PRIMARY DISCOVERY

online channels (Meta + TikTok)

Format: short reel, static post , stories and infographics

SECONDARY DISCOVERY

(Word of mouth)

friends, creator recommendations, comments, social communities, UGC and searches for hair solutions.

CUSTOMER JOURNEY

TikTok discovery → Instagram page → Landing page → Leaves → Word of mouth → Retargeting ad → Landing page → Purchase

CONCEPT PROJECT • WORKING ASSUMPTIONS

POST-PURCHASE / PHASE 06

27

RETENTION

The first purchase is only the start of the business model.

— What happens after conversion?

0–7 DAYS

Thank-you message + usage guide
Request a review / UGC
Tips for the best results
Help with usage questions
Moderator support
10% off the next leave-in conditioner
Lifetime loyalty program

7–30 DAYS

Consistent-use reminders
Brand community invitation
Creator content
Encouragement to order again

30–60 DAYS

Shampoo + conditioner bundle with free leave-in
40% off for customers who do not want the bundle
Retargeting ads using content from an influencer who received the product as a gift

RETENTION JOURNEY

Next-order discount → Customer feels valued → Review request → Retargeting with two offers → Customer chooses → Repeat purchase

CONCEPT PROJECT • WORKING ASSUMPTIONS

The strategic connection

Retargeting is a return path for warm non-buyers. Post-purchase guidance, reviews, community and repeat-order offers continue the relationship after the first sale.

70,000 EGP / A phased 45-day media plan.

Budget allocation is planning work. It is not a claim of money spent or revenue generated.

PHASE	DAYS	BUDGET	PLANNED DECISION
Awareness	1-10	4,200 EGP	Start Meta and TikTok at 210 EGP/day each.
Awareness + engagement	11-16	4,800 EGP	Run both stages; conditionally reallocate engagement spend.
Engagement	17-22	3,300 EGP	325/225 initially; 550/0 only if the performance gap persists.
Leads to paid orders	23-38	50,000 EGP	1,550/1,550, then 1,800/1,300 and 2,100/1,000 if justified.
Retargeting	39-45	7,700 EGP cap	Prepare both alternatives; activate one winning platform.

49,600 EGP scheduled + 400 EGP reserve in the conversion phase. A smaller retargeting pool uses 500 EGP/day, leaving 4,200 EGP unspent.

Measure the business outcome at each stage.

A message, a lead and a paid order are different outcomes. The measurement plan preserves those distinctions.

STAGE	METRICS IN THE PROJECT	WHAT THE METRICS HELP ANSWER
Awareness	Reach, impressions, CPM, completion, video views	Are the right people seeing and watching the message?
Interest	CTR, CPC, landing-page visits, engagement	Does the message create relevant interest and intent?
Conversion	Qualified leads, paid conversions, CVR, ROAS, AOV	Does interest become a valuable order?
Retention	Repeat purchase, reviews / UGC, complaints, lifetime value	Does the product experience support repeat business?

Decision rule

Compare platforms using consistent definitions, lead quality and paid-order outcomes. Budget transfers and winner selection are conditional decisions, not predetermined results.

200,000 EGP / Connecting activity and costs.

70,000 EGP online + 130,000 EGP on-ground. Activity allowances remain subject to supplier and venue quotes.

PROJECT BUDGET

Overall Activity Budget

45-day media plan • One-month mall booth • Three pharmacies for one month
On-ground costs are allowances, pending quotes. Roll-ups use D&B's published EGP 2,200 benchmark.

ONLINE ACTIVITIES (EGP)		ON-GROUND ACTIVITIES (EGP)	
Awareness	6,000	Mall rent (1 month)	60,000
Engagement	6,300	Booth setup	3,000
Conversion / lead generation	50,000	Mall roll-ups (4)	7,600
Retargeting	7,700	Pharmacy roll-ups (3)	5,700
ONLINE TOTAL	70,000	Pharmacy shelf rent (3)	9,000
Excludes inventory and samples, custom fixtures, agency / content, deposits and unconfirmed taxes or venue charges.		Pharmacy poster rent (3)	9,000
		Pharmacy roll-up space (3)	9,000
		Pharmacy printed graphics	1,200
		Booth staffing	10,000
		Delivery / setup / collection	4,000
		Contingency	14,400
		ON-GROUND TOTAL	130,000
TOTAL PLANNED ACTIVITY BUDGET			
EGP 200,000 — PROVISIONAL			

Cost per order

The project models product cost at **60 EGP** and packaging at **25 EGP**. These are working assumptions; the full order cost still includes other variable costs.

Commercial thinking

Net revenue minus product, packaging, fulfilment, fees and other variable costs determines the contribution available before acquisition cost.

The financial work shown

Separates media spend from offline activation costs and flags inventory, samples, unconfirmed charges and supplier quotations. This is a business planning deliverable, not audited profitability.

Bring the brand into pharmacies and a mall.

Planned activation: three Cairo pharmacies and a one-month mall booth, with product displays and roll-ups.

ON-GROUND ACTIVITIES

30

Pharmacy Visibility — Rented Displays

Three Cairo pharmacies



RENTED PLACEMENTS

Product shelf space

Poster space

One roll-up space per pharmacy

ACTIVATION + MEASUREMENT

Agree location and monthly terms.

Install products, posters and roll-ups.

Brief pharmacy staff on benefits.

Track enquiries, sales and reorders.

COMMERCIAL CHECK

Placement rent and printing are separate costs.

Branch approval and supplier quotes are required.

CONCEPT PROJECT • WORKING ASSUMPTIONS

Pharmacy route

Sales visits and LinkedIn outreach to decision-makers; trial orders, shelf placement and reorder follow-up.

ON-GROUND ACTIVITIES

31

Mall Activation — One Month

One rented booth • One month • Four roll-ups



BOOTH + FOUR ROLL-UPS

Rent a visible mall location.

Set up a branded product counter.

Place four roll-ups around the booth within the agreed rented footprint.

Keep the visitor entrance open.

ATTRACT → TRIAL → PURCHASE

Benefit-led messages attract visitors.

Explain texture and how to use.

Offer a sample / trial where suitable.

Track visitors, trials and purchases.

BENEFIT • HOW TO USE • PRICE

Rent, dimensions, placement and operating hours are subject to mall agreement.

CONCEPT PROJECT • WORKING ASSUMPTIONS

Mall route

A branded counter and four roll-ups; visitor attraction, texture trial and purchase, with visitors, trials and sales tracked.

From the presentation to platform drafts.

The October 5 account review found four draft campaigns, four ad sets/ad groups and seven ads on each platform.



CAMPAIGN	CREATIVE SET / INTENT
Awareness	Two static ads, a six-card carousel and a brand video.
Engagement	Question-led content and an engagement asset.
Conversion / leads	Product-led order creative and lead or messaging route.
Retargeting	Wooden-brush offer for interested non-buyers.

Draft preparation demonstrates setup work. Launch, delivery data, winning-platform decisions and sales results are not claimed. Remaining launch requirements are separate from the completed strategy and asset work.

The complete five-ad feed campaign.

Each asset has a defined job in the funnel and a corresponding call to action.



01 / Awareness / identity



02 / Awareness / benefits



03 / Engagement



04 / Conversion



05 / Retargeting

Brand direction: forest green, sage and ivory; a consistent opaque pump bottle, wordmark and benefit system. AI tools supported production; creative direction and revision were part of the project work.

All five Story layouts.

The same campaign messages are adapted into vertical layouts for mobile viewing.



01 / Awareness / identity



02 / Awareness / benefits



03 / Engagement



04 / Conversion



05 / Retargeting

All five TikTok layouts.

Corresponding vertical campaign assets preserve message and brand consistency.



01 / Awareness / identity



02 / Awareness / benefits



03 / Engagement



04 / Conversion



05 / Retargeting

A six-card product education sequence.

Reveal, benefits, usage, frizz control, detangling and the closing brand card.



01 / Product reveal



02 / Deep hydration



03 / How to apply



04 / Frizz control



05 / Easy detangling

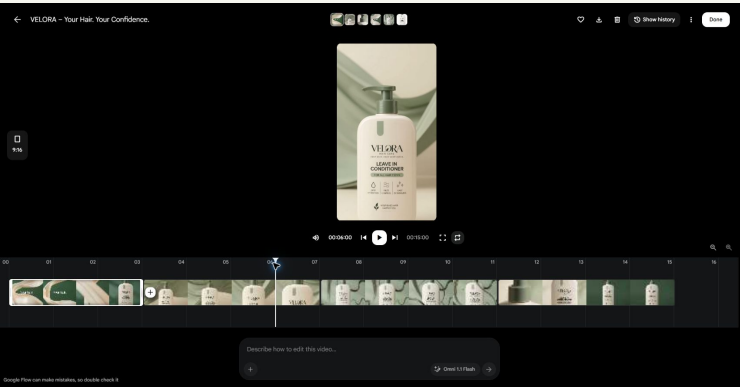


06 / Brand close

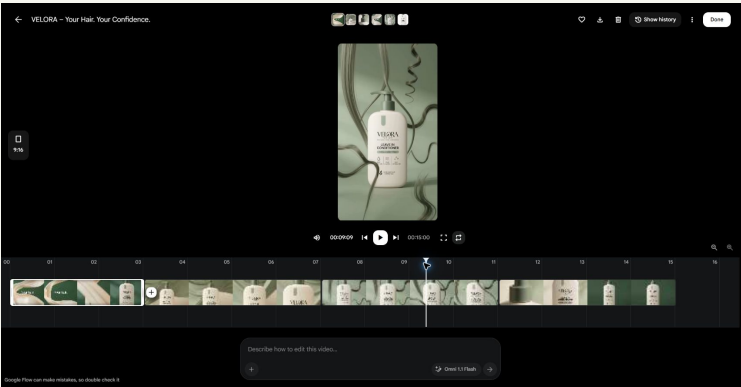
The sequence expands a product ad into a small guided explanation. Product-performance imagery and claims belong to the concept; generated visuals are not presented as customer testimonials or tested results.

Video work: story, revision, sound and delivery.

A 15-second awareness film plus engagement, conversion and retargeting video assets.



Hero shot / clear bottle label



Hair-types scene / composition



Slogan placement / final review

Production decisions

Retained the approved opaque bottle and pump, corrected overlapping text, refined transitions and added one continuous soundtrack.

Delivery work

Prepared 9:16, 4:5, 1:1 and 16:9 versions. The portfolio package includes the final awareness film and three additional campaign videos.

Printed and retail concepts complete the experience.

Original project layouts show how the same identity extends beyond social media.

CREATIVE DESIGNS / IN-STORE DISPLAYS

01 / POSTER

Explain it at a glance.

A printed poster used inside the pharmacies to explain the benefits to shoppers.

MESSAGE

Your hair. Your confidence.
Deep hydration • Frizz control • Easy detangling

CALL TO ACTION

Ask here about Leave In.

POSTER • PHARMACIES



LEAVE IN / CREATIVE DESIGNS

37

CREATIVE DESIGNS / IN-STORE DISPLAYS

02 / ROLL-UP

Stand tall in every store.

A standing banner used in the pharmacies and at the mall booth to introduce the brand.

MESSAGE

Your hair. Your confidence.
One simple step for your everyday routine.

CALL TO ACTION

Discover Leave-in conditioner.

ROLL-UP BANNER • PHARMACIES + MALL BOOTH



LEAVE IN / CREATIVE DESIGNS

36



Project development and creative iteration.

The work progressed through the brief, strategic questions, editable slides, asset revisions and platform preparation.

Question the first answer

Challenged the generic "one step" USP and compared it against competitor propositions.

Protect the whole strategy

Kept product, audience, journey, media, retention, retail activity and economics connected.

Correct the execution

Refined pump shape, opaque packaging, label clarity, text placement and format fit.

Prepare the handoff

Organized final designs, video versions, relative schedules and working assumptions.

AI and design assistance supported the work. The portfolio emphasizes the project direction, choices, corrections and assembled deliverables, rather than claiming every image was manually drawn.

The original presentation / all 45 pages.

The following pages reproduce the complete Canva project export, in its original order.

ORIGINAL SECTION	ORIGINAL SLIDES	PAGES IN THIS PORTFOLIO
Product brief	1-5	21-25
Market research	6-10	26-30
Audience analysis	11-14	31-34
Online activities	15-19	35-39
Media buying + retention	20-28	40-48
Online creative designs	29-34	49-54
On-ground activities	35-38	55-58
Retail creative designs	39-42	59-62
Budget + economics	43-45	63-65

The original deck uses the working brand name "Leave In". The newer social and campaign assets use "Velora". Both are included so the project progression remains visible.

LEAVE-IN CONDITIONER YOUR HAIR. YOUR CONFIDENCE.

A Gen Z-focused hair care business built from product strategy to acquisition, conversion and profitability.



01

Product Brief

The product, its promise, its positioning and its USP.

COMING UP

Product • Benefits
Brand positioning • Value proposition



What are we building?

The product in one clear page.

THE PRODUCT

Daily Leave-In Conditioner.

A lightweight cream for softer, more manageable hair and easier detangling—without a complicated routine.

For straight, wavy, curly and coily hair. Combines cationic conditioning agents, lightweight oils and proteins, with preservatives and pH control.

CATEGORY • HAIR CARE

FORMAT • LEAVE-IN CONDITIONER

THE CUSTOMER PROBLEM

Dryness • frizz • tangles • styling difficulty

The customer wants visible improvement with less time and effort, fewer steps and no heavy cream.

THE CORE PROMISE

Good-looking hair, without a complicated routine. Frizz control, moisture and strength in a lightweight cream.

Brand role: Make everyday hair care easier, lighter and more confidence-building for Gen Z.

Why should they choose us?

The positioning becomes the filter for every ad, post and landing-page section.

POSITIONING

For Gen Z who want hydrated, shiny, defined hair without a complicated routine, this leave-in conditioner turns one simple step into a better hair day.

Premium feel • Accessible • Everyday

Unique Selling Point

Premium-feeling performance without the heaviness or premium price.

BRAND PERSONALITY

Modern • Confident • Clean

MESSAGE

YOUR HAIR.
YOUR CONFIDENCE.



The Unique Selling Proposition

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PRODUCT PERFORMANCE

Softness + manageability
Deep hydration
Frizz control
Easy detangling
Strength support

LIGHTWEIGHT EXPERIENCE

Lightweight cream
Non-greasy feel
Comfortable for daily use
Simple one-step routine
For all hair types

ACCESSIBLE VALUE

Premium-feeling quality
No premium-price barrier
Built for repeat purchase
Relevant to Gen Z routines
Proof-led brand experience

OUR USP

Premium-feeling performance without the heaviness or premium price.
A simple daily leave-in that makes soft, manageable hair feel easier to achieve.

02

Market Research

The category, the competition and the opportunity.

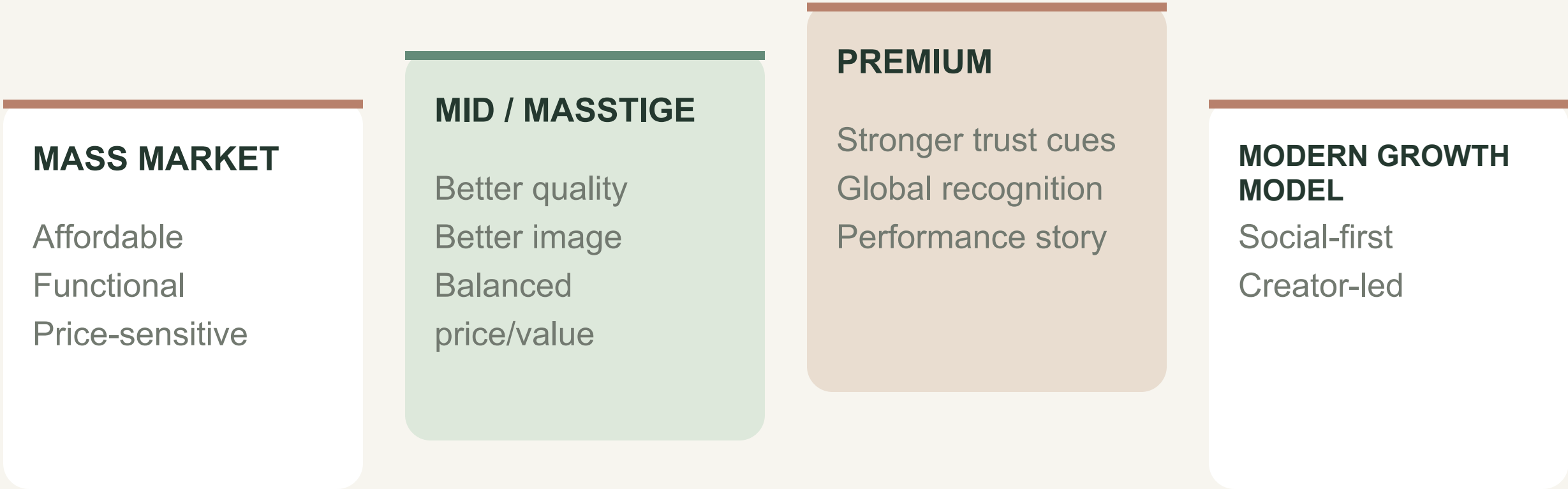
COMING UP

Market tiers • Customer trial
Competitors • Market gap



How does the market work?

Map the category by customer mindset instead of treating every hair product as the same.



Our opportunity

Sit in the masstige sweet spot a premium feel that earns attention and trust, at a price that supports repeat purchase.

WIN ON

Proof and quality

NOT ON

Being the cheapest

ROLE OF CONTENT

Make the difference visible

The market gap

There is space in the market for a leave-in that feels premium, stays lightweight, and remains affordable for Gen Z daily use.

WHAT GEN Z WANTS

- Visible hair improvement
- Lightweight feel
- Easy daily routine
- Fair price
- Real proof and reviews

WHAT THE MARKET OFTEN OFFERS

- Lower-priced products can feel basic
- Premium products can feel expensive
- Some formulas feel heavy
- Some brands lack a Gen Z focus

OUR OPPORTUNITY

- Premium-feeling quality
- Lightweight everyday formula
- Accessible repeat-buy price
- Simple and easy in daily routine
- Social-first, proof-led brand

OUR TARGET

Our opportunity is to create a middle ground between basic affordability and expensive premium care by offering a lightweight leave-in that feels better, fits daily use, and stays accessible.

04 — Who are the key competitors?

A real-world competitor set across accessible, masstige, and premium tiers.



BLESS LEAVE-IN

Accessible / Mass

Price: EGP 125 • 250 ml
Target: all hair types / dry, frizzy hair
Key benefits: detangling, frizz control, shine
Strength: low price
Watch-out: less premium positioning



INFINITY NATURALS

Masstige / Curly focus

Price: EGP 380 • 300 ml
Target: curly and wavy hair
Key benefits: curl definition + frizz control
Strength: natural ingredient story
Watch-out: higher price + narrower focus



CANTU SHEA BUTTER

Premium / International

Price: ~EGP 790 in Egypt • 340 g
Target: wavy, curly and coily hair
Key benefits: moisture + less breakage
Strength: global trust + softness
Watch-out: high import price

Where can our brand win?

The opportunity is a better fit for Gen Z daily routines, beyond price alone.

WHAT COMPETITORS TEACH US

Bless wins on accessible pricing.

Infinity has a clear natural / curly-hair story.

Cantu benefits from global brand trust.

OUR COMPETITIVE GAP

Premium-feeling enough to earn trust.

Accessible enough for repeat purchase.

Built to reach Gen Z through Reels, TikTok and UGC.

POSITIONING OUTCOME

One-step hair reset premium-feeling, accessible, proof-led and built for Gen Z.

03

Audience Analysis

Who we're targeting and what drives their choices.

COMING UP

Demographics • Cairo focus
Socioeconomic class • Psychographics



Who is it for?

Primary audience, need-state and human insight.

14–29

PRIMARY AGE

GEN Z

DIGITAL-FIRST

EGYPT

MARKET

DAILY

USAGE OCCASION

NEED-STATE

“I want my hair to look and feel better without spending forever on it because i use it before going anywhere i need it to be fast and shine, hydrate and soft my hair”

BEHAVIOR

uses leave-in conditioner 4-5 times a week before going anywhere, purchase new leave-in conditioner bottle every ~45 day, check reviews before purchasing new brand, change brand if result are bad no return to it again ever

PERSONA

19-year-old university student • social • short on time • discovers via TikTok / Instagram • wants soft, manageable hair that looks as good as friends’ hair.



01 — Audience: demographics

Who we aim to reach, where they live and what value means to them.

14–29

PRIMARY AGE

GEN Z

DIGITAL-FIRST

CAIRO

LAUNCH FOCUS

DAILY

USAGE OCCASION

SOCIOECONOMIC PROFILE

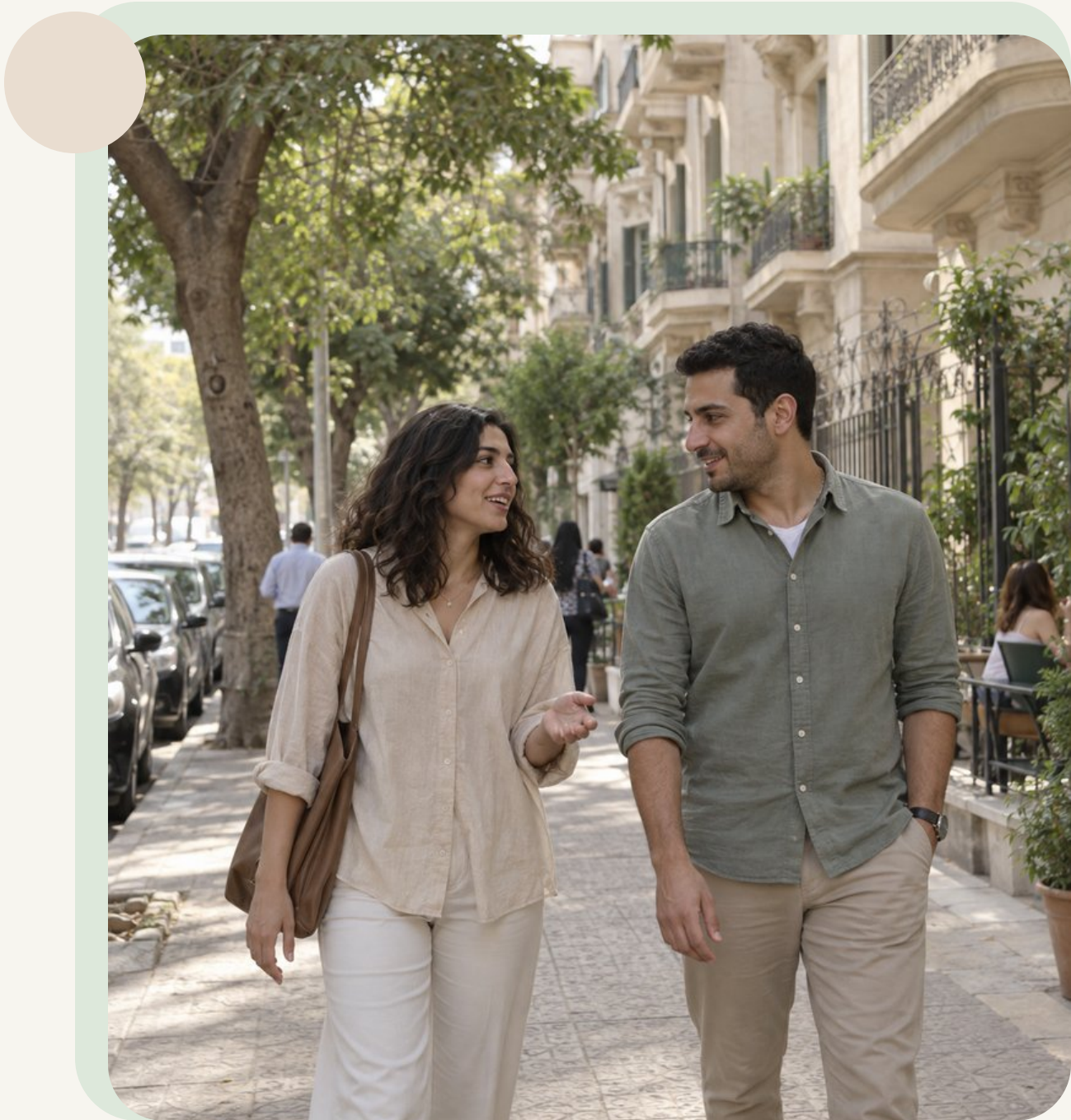
Middle & upper-middle income households.

BUYING CONTEXT

Quality-conscious shoppers seeking a premium feel at a price that supports repeat purchase.

LIFE STAGE

School and university students, plus early-career shoppers. Parents may influence younger buyers.



02 — Audience: psychographics

Motivations, concerns and proof that can influence their choice.



MOTIVATIONS

Better hair with less effort and time.
Quality that justifies the price.
A simple everyday routine.
A brand that feels relevant.
Value and quality drive curiosity.



TRUST + BARRIERS

BARRIERS

Will it suit my hair or feel heavy?
Are the results worth the price?

TRUST

Honest reviews and real hair demos.
Texture trials and clear usage tips.

04

Online Activities

How we build awareness, generate demand and convert customers over 45 days.

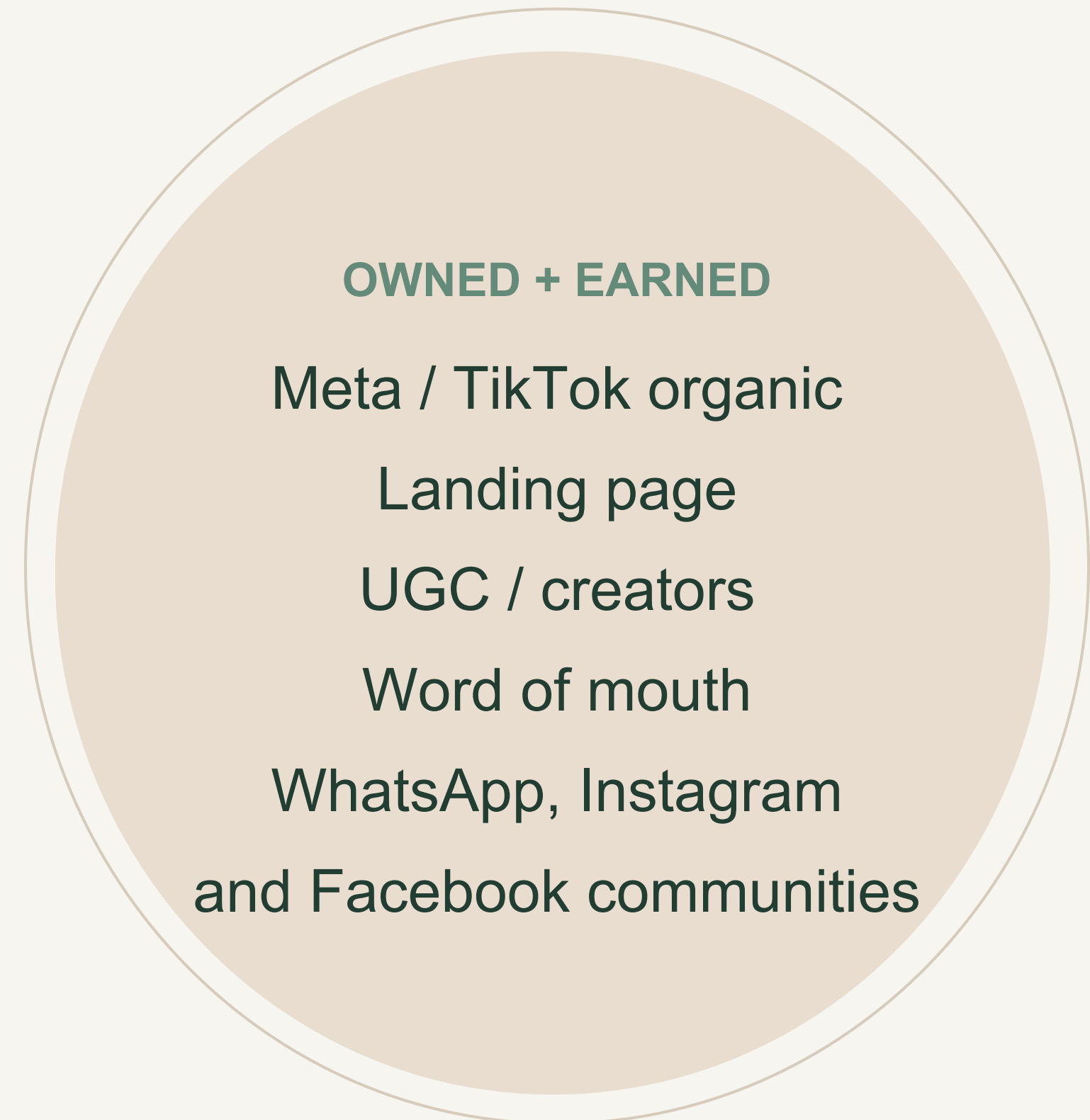
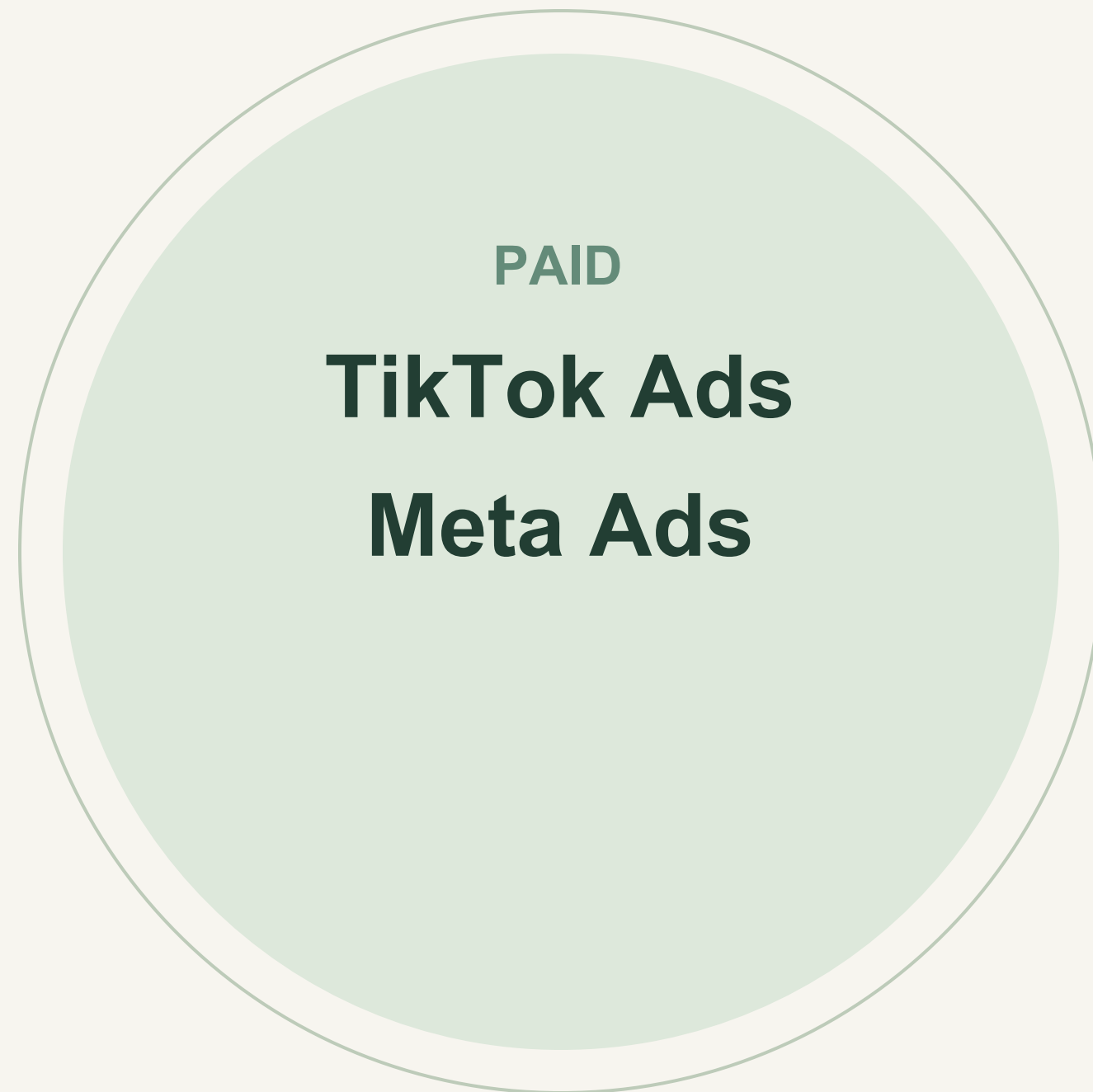
COMING UP

Content + channels • Paid media
Retargeting • Measurement



Q5 — Which channels are involved?

Each channel gets one job in the journey.



How does the customer discover the business?

Discovery is a content problem first — not a “put an ad everywhere” problem.



PRIMARY DISCOVERY

online channels (Meta + TikTok)

Format: short reel, static post , stories and infographics

SECONDARY DISCOVERY

(Word of mouth)

friends, creator recommendations, comments, social communities, UGC and searches for hair solutions.

CUSTOMER JOURNEY

TikTok discovery → Instagram page → Landing page → Leaves → Word of mouth → Retargeting ad → Landing page → Purchase

What makes them interested?

Attention gets the click; relevance earns the next 10 seconds.



INTEREST TRIGGERS

- Visible results
- Frizz control / softness
- Close-ups of texture
- Relatable Gen Z language
- A strong hook



TRUST CUES

- Creator proof
- Real routines
- Before and after videos
- Reviews / comments
- Shine, detangling and texture close-ups
- Clear ingredient explanations

What makes them convert?

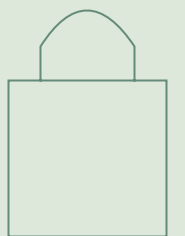
Conversion happens when value, proof and friction line up.

CONVERSION DRIVERS

- Reach the right audience
- Create a need for the audience
- Relevant content
- Quick product explanation
- Visible proof
- Clear landing-page details and CTA
- Low-risk first purchase
- Clear price + offer

OFFER TYPE

- first offer: Leave-in conditioner + wooden brush + the second order takes the second offer
- Second offer: buy our leave in conditioner gets a free 5 ml bottle for your friend
- third offer: no delivery-fees



05

Media Buying Strategy

How we build awareness, generate demand and convert customers over 45 days.

COMING UP

- Media Buying Plan • Measurement



Q6 — Which KPIs measure each stage?

The dashboard should move from attention → conversions.

FUNNEL KPIs

Awareness: Reach, impressions, completion rate, CPM, ThruPlays, video views at 25%, 50% and 75%

Interest: CTR, CPC, landing-page view rate, add to cart, time on page

Conversion: Conversions, conversion rate, ROAS, average order value

Retention: Repeat purchase rate, customer retention rate

AFTER PURCHASE KPIs

Repeat purchase rate

Refund / complain rate

UGC / review rate

Customer lifetime value

The 70K Media Funnel

Four stages across a 45-day campaign plan



TOTAL MEDIA BUDGET

EGP
70,000

45 days

Meta + TikTok

Five campaign phases

Awareness & consideration

Brand discovery on TikTok and Meta, followed by continued awareness in Phase 2.

PHASE BUDGET

4,200

EGP

10 days

Days 1–10

6.0% of the media budget

TIKTOK

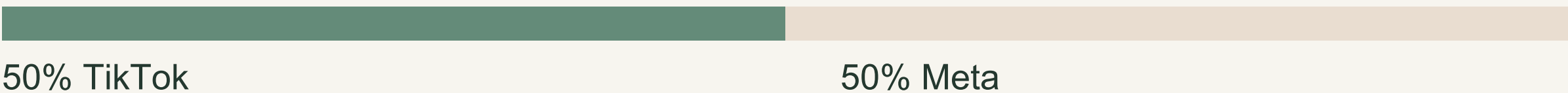
2,100

EGP 210 / day

META

2,100

EGP 210 / day



CONSISTENT EXPOSURE THROUGH DAY 16

Keep the approved platform split and creative message stable.
Repeated exposure is the aim, subject to actual reach and frequency.

KPIs

REACH & DELIVERY

Reach, impressions, CPM

VIDEO ATTENTION

Completion rate, ThruPlay (Meta)
Video plays at 25%, 50% and 75%

Planning allocation. TikTok ad-group minimums require confirmation before launch.

Awareness, consideration & engagement

Awareness and engagement campaigns run together on both platforms.

PHASE BUDGET

4,800

EGP

6 days

Days 11–16

EGP 800 total / day

Campaign	TikTok / day	Meta / day	6-day total
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Awareness	150	150	1,800
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Engagement	250	250	3,000
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ENGAGEMENT REALLOCATION

Move EGP 300 (20% of the weaker platform’s engagement allocation) to the stronger platform. Keep awareness split 50/50.

New phase totals: 1,800 / 1,200. Full-phase averages: 300 / 200 per day.

For a mid-phase change, recalculate daily limits from the remaining balances and days.

KPIs

AWARENESS

Reach, impressions, CPM
Completion rate, ThruPlay (Meta)
Video plays at 25%, 50%, 75%

INTEREST

CTR, CPC, landing-page view rate
Add to cart, time on page, shares,
comments and reactions

Engagement

Concentrate spend on the platform attracting stronger, relevant engagement.

PHASE BUDGET

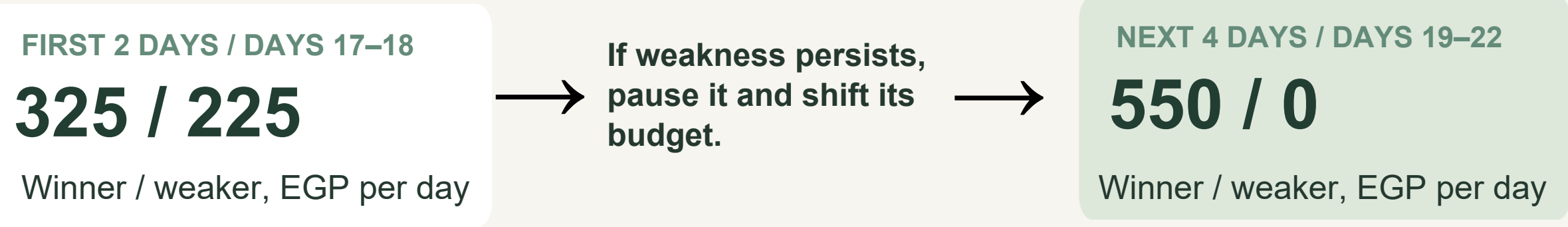
3,300
EGP

6 days

Days 17–22

EGP 550 total / day

IF THE PREVIOUS PHASE HAS A CLEAR WINNER



If the performance gap does not persist, keep both platforms active within EGP 550 / day.

KPIs	INTEREST KPIs
	CTR, CPC, landing-page view rate
	Add to cart, time on page, shares, comments and reactions

Compare consistent engagement definitions and sufficient results before pausing a platform.

Lead generation → paid orders

Conversion phase: capture qualified leads and connect them to paid orders.

PHASE BUDGET

50,000

EGP

16 days

Days 23–38

EGP 3,100 total / day

49,600 scheduled

400 unassigned reserve

*Start 50/50 for 3 days. Either platform may become the stronger one.
Day 26: Shift EGP 250 (16.13% of EGP 1,550) to the stronger platform: EGP 1,800 / 1,300 per day.
Day 29: If the gap persists, shift EGP 300 (23.1% of EGP 1,300): EGP 2,100 / 1,000 per day.

Review window	Meta / day	TikTok / day	Days
Days 23–25	1,550	1,550	3
Days 26–28	1,800	1,300	3
Days 29–38	2,100	1,000	10

KPIs

LEAD QUALITY & EFFICIENCY

Qualified leads, cost per qualified lead
Lead conversion rate, CTR, CPC
Landing-page view rate

SALES OUTCOMES

Conversions, purchase conversion rate,
ROAS, average order value

Compare qualified lead volume and cost per qualified lead. A form submission alone does not establish lead quality.

Retargeting

Retarget warm prospects on the winning platform from the previous phase.

PHASE BUDGET

7,700
EGP

7 days
Days 39–45

BEST-CASE SCENARIO

An audience large enough to support EGP 1,100 / day.

1,100 / day
7 days = EGP 7,700



Use the cap only if the audience can support it.

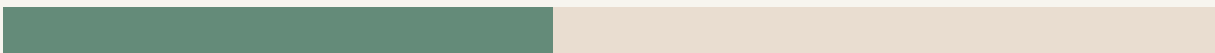
AUDIENCE

Strong engagers, people who messaged, landing-page visitors and form completers who have not purchased. Exclude buyers.

AVERAGE-CASE SCENARIO

For a smaller audience, use EGP 500 / day to limit excessive frequency.

500 / day
7 days = EGP 3,500



EGP 4,200 stays unspent.

KPIs

CONVERSION KPIs

Conversions, conversion rate
ROAS, average order value

PACING & PLATFORM CHOICE

Paid conversions
Reachable audience size
Lead quality and cost per qualified lead

Choose the platform with stronger conversion results. Adjust spend to audience size and response.

RETENTION

The first purchase is only the start of the business model.

— What happens after conversion?

0–7 DAYS

- Thank-you message + usage guide
- Request a review / UGC
- Tips for the best results
- Help with usage questions
- Moderator support
- 10% off the next leave-in conditioner
- Lifetime loyalty program

7–30 DAYS

- Consistent-use reminders
- Brand community invitation
- Creator content
- Encouragement to order again

30–60 DAYS

- Shampoo + conditioner bundle with free leave-in
- 40% off for customers who do not want the bundle
- Retargeting ads using content from an influencer who received the product as a gift

RETENTION JOURNEY

Next-order discount → Customer feels valued → Review request → Retargeting with two offers → Customer chooses → Repeat purchase

06

Creative Designs (online)

How the brand appears online and across the customer journey.

IN THIS SECTION

Five ads, from awareness to retargeting

ONE BRAND. EVERY TOUCHPOINT.

01 STATIC SOCIAL ADS

02 BRUSH OFFER

01 / AWARENESS / CONSIDERATION

Make the brand memorable.

Introduce Leave In with a confident, everyday hair-care identity.

MESSAGE

Your hair. Your confidence.

CALL TO ACTION

Discover Leave In.

STATIC SOCIAL POST

LEAVE IN

YOUR
HAIR.
YOUR
CONFIDENCE.

One simple step
for your everyday
hair routine.

Try the texture with
our in-pharmacy
testers.

Discover Leave In



02 / AWARENESS / CONSIDERATION

Give them a reason to choose.

Connect the product benefits to a simple daily routine.

MESSAGE

Lightweight care.
Softness without the heavy feel.

CALL TO ACTION

Explore the benefits.

STATIC SOCIAL POST •

LEAVE IN

SOFT HAIR.
SIMPLE
ROUTINE.

Strong care, without
weighing your hair down.

Deep hydration

Frizz control

Easy detangling

Soft • Light • Daily
Try the texture with our
in-pharmacy testers.

Explore the benefits →



03 / ENGAGEMENT

Start a conversation.

Invite people to share their hair needs and take part in the conversation.

MESSAGE

What does your hair need today?

CALL TO ACTION

Tell us in the comments.

STATIC SOCIAL POST • ENGLISH

LEAVE IN

WHAT DOES YOUR HAIR NEED TODAY?

Less frizz?

More softness?

Easier detangling?

Every hair routine starts with you.

Tell us in the comments or DMs



04 / CONVERSION

Turn interest into an order.

Give ready-to-buy customers a direct next step with a product-led creative.

MESSAGE

Your next good hair day starts here.

CALL TO ACTION

Shop Leave In.

STATIC SOCIAL POST

LEAVE-IN CONDITIONER

YOUR NEXT GOOD HAIR DAY STARTS HERE.



Lightweight care. Everyday softness.
Try the texture with our
in-pharmacy testers.

Shop Leave In

05 / RETARGETING

Bring them back
with a clear offer.

Reconnect with interested visitors
who have not completed a purchase.

MESSAGE

A free wooden brush
with your Leave In.

CALL TO ACTION

Complete your order.

STATIC SOCIAL POST • ENGLISH

LEAVE IN

STILL THINKING IT OVER?

FREE WOODEN BRUSH

with your Leave In.



Complete your order →

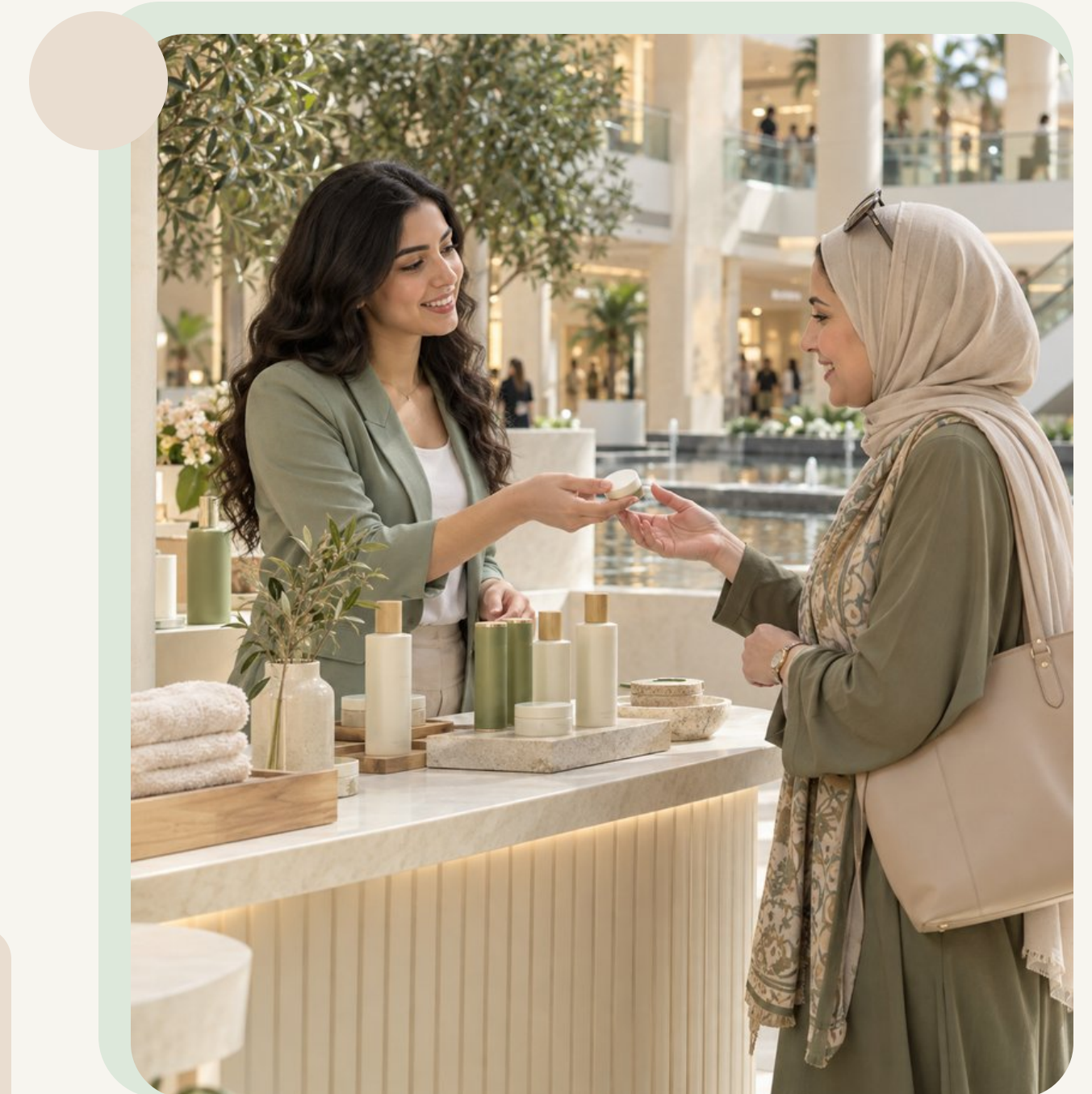
07

On-Ground Activities

How pharmacy visibility and a mall activation support discovery and trial.

COMING UP

Pharmacy partnerships • Rented displays
One-month mall booth • Four roll-ups



Pharmacy Expansion

Reach pharmacy decision-makers through sales visits and LinkedIn outreach.



OFFLINE — SALES VISITS

Visit target pharmacies and meet the decision-maker.

Present product benefits, samples and the wholesale offer.

Agree on a trial order, shelf placement and reorder follow-up.

ONLINE — LINKEDIN OUTREACH

Find pharmacy owners, managers and purchasing leads.

Send a personalized introduction and product offer.

Propose stocking the product and arrange a meeting or sample delivery.

MEASURE SUCCESS

Meetings booked → Trial orders → Active pharmacies → Reorders

Pharmacy Visibility — Rented Displays

Three Cairo pharmacies



RENTED PLACEMENTS

Product shelf space

Poster space

One roll-up space per pharmacy

ACTIVATION + MEASUREMENT

Agree location and monthly terms.

Install products, posters and roll-ups.

Brief pharmacy staff on benefits.

Track enquiries, sales and reorders.

COMMERCIAL CHECK

Placement rent and printing are separate costs.
Branch approval and supplier quotes are required.

Mall Activation — One Month

One rented booth • One month • Four roll-ups



BOOTH + FOUR ROLL-UPS

- Rent a visible mall location.
- Set up a branded product counter.
- Place four roll-ups around the booth within the agreed rented footprint.
- Keep the visitor entrance open.

ATTRACT → TRIAL → PURCHASE

- Benefit-led messages attract visitors.
- Explain texture and how to use. Offer a sample / trial where suitable.
- Track visitors, trials and purchases.

BENEFIT • HOW TO USE • PRICE

Rent, dimensions, placement and operating hours are subject to mall agreement.

08

Creative Designs (onground)

How the brand appears in-store and across the customer journey.

IN THIS SECTION

Roll-up • Poster • Pharmacy shelf

ONE BRAND. EVERY TOUCHPOINT.

01 IN-STORE DISPLAYS

02 IN-MALL DISPLAYS

01 / POSTER

Explain it at a glance.

A printed poster used inside the pharmacies to explain the benefits to shoppers.

MESSAGE

Your hair. Your confidence.
Deep hydration • Frizz control • Easy detangling

CALL TO ACTION

Ask here about Leave In.

POSTER • PHARMACIES

LEAVE IN
CONDITIONER

YOUR HAIR.
YOUR
CONFIDENCE.

One simple step
for your everyday
hair routine.

Deep hydration
Frizz control
Easy detangling



Ask here about our leave-in conditioner

02 / ROLL-UP

Stand tall
in every store.

A standing banner used in the pharmacies
and at the mall booth to introduce the brand.

MESSAGE

Your hair. Your confidence.
One simple step for your everyday routine.

CALL TO ACTION

Discover Leave-in conditioner.

ROLL-UP BANNER • PHARMACIES + MALL BOOTH

LEAVE IN CONDITIONER

YOUR HAIR.
YOUR CONFIDENCE.

One simple step for your everyday hair routine.



Discover Leave-in conditioner.

Pharmacy Shelf

A consistent
in-store presence.

DISPLAY ELEMENTS

- Brand header
- Product rows
- Tester position

APPROVED RETAIL CONCEPT



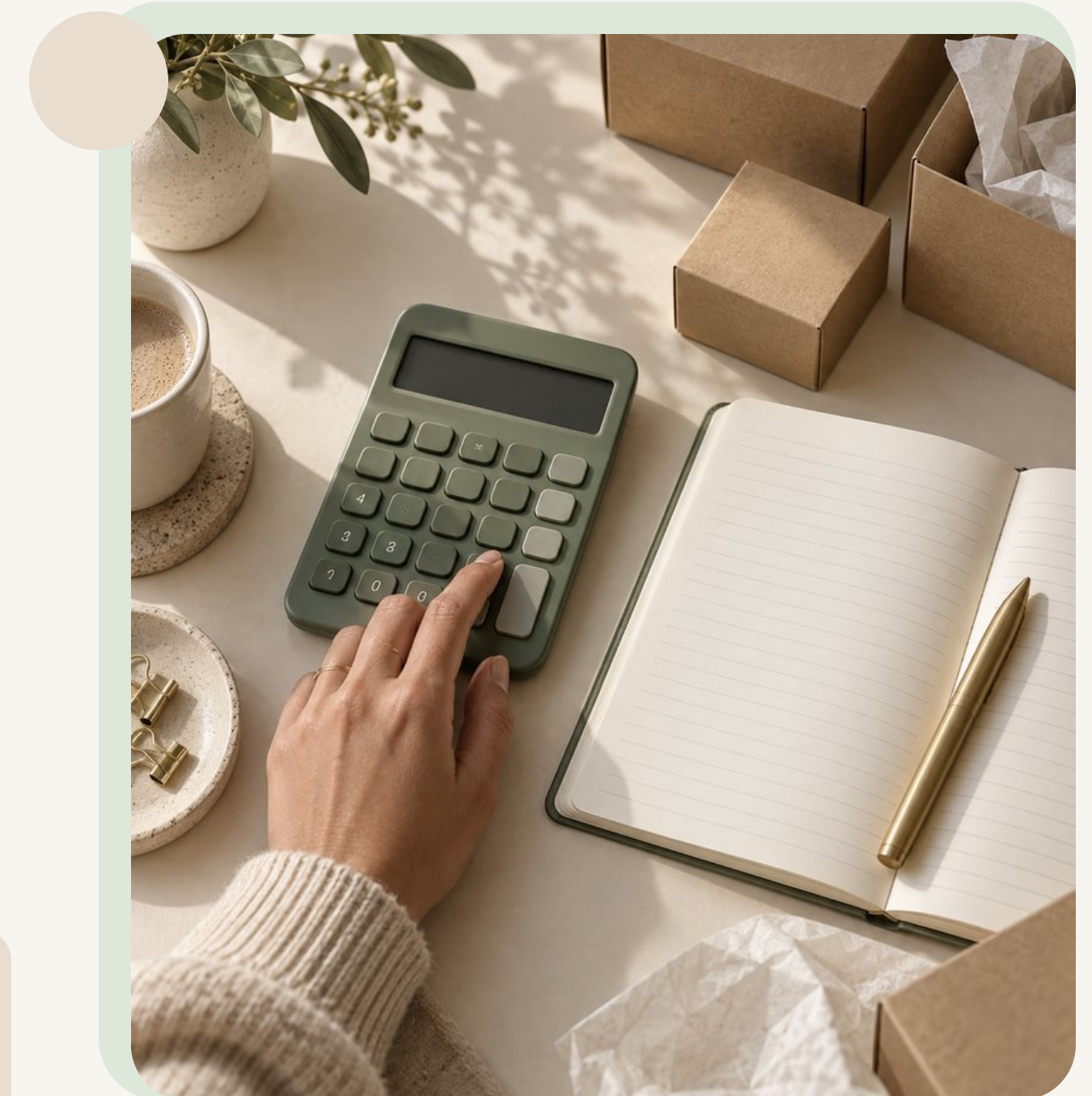
09

Project Budget & Economics

What we plan to invest and how the business earns contribution.

COMING UP

Online + on-ground budget
Cost per order



Economics: Cost per Order

The cost components that determine contribution before acquisition costs.

COST PER ORDER

Net revenue

- Product cost 60 EGP
- Packaging 25 EGP

Overall Activity Budget

45-day media plan • One-month mall booth • Three pharmacies for one month
On-ground costs are allowances, pending quotes. Roll-ups use D&B’s published EGP 2,200 benchmark.

ONLINE ACTIVITIES (EGP)

Awareness	6,000
Engagement	6,300
Conversion / lead generation	50,000
Retargeting	7,700
ONLINE TOTAL	70,000

Excludes inventory and samples, custom fixtures, agency / content, deposits and unconfirmed taxes or venue charges.

ON-GROUND ACTIVITIES (EGP)

Mall rent (1 month)	60,000
Booth setup	3,000
Mall roll-ups (4)	7,600
Pharmacy roll-ups (3)	5,700
Pharmacy shelf rent (3)	9,000
Pharmacy poster rent (3)	9,000
Pharmacy roll-up space (3)	9,000
Pharmacy printed graphics	1,200
Booth staffing	10,000
Delivery / setup / collection	4,000
Contingency	14,400
ON-GROUND TOTAL	130,000

TOTAL PLANNED ACTIVITY BUDGET

EGP 200,000 — PROVISIONAL