



Mahmoud Kordii

# DIGITAL STRATEGY & LAUNCH PLAN

Industry: B2B E-commerce

Platform: Website

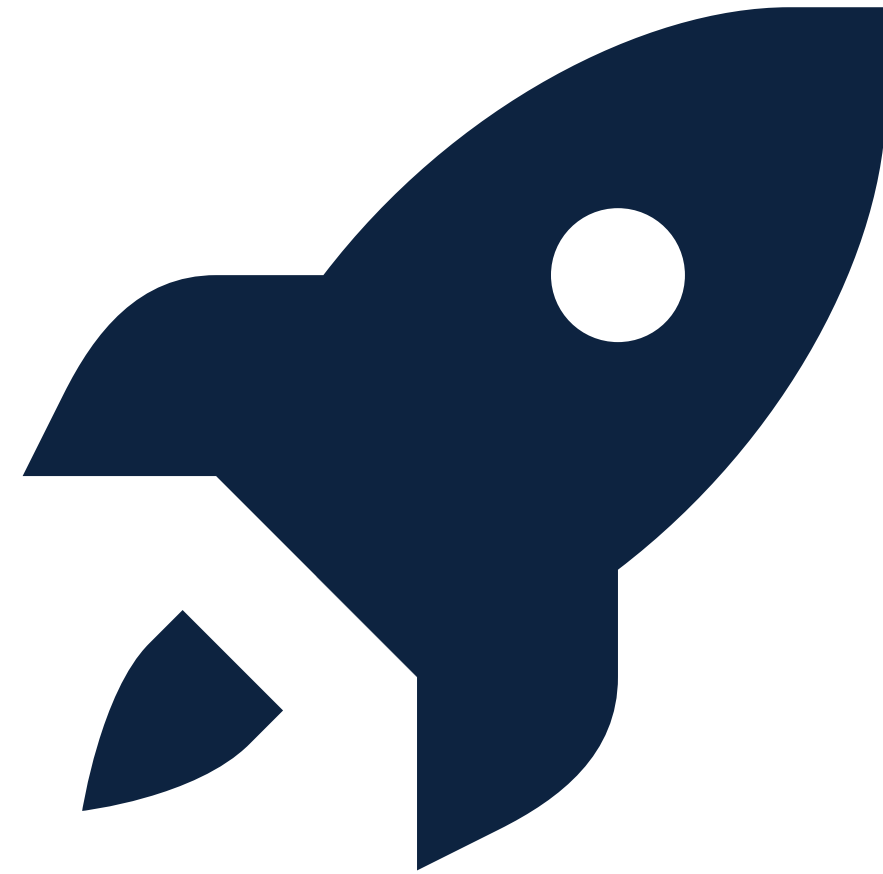
Timeline: 5 Days

Service: Digital  
Strategy & Launch  
Plan



BelJoumla  
بالجملة

# Objectives



**DIGITAL STRATEGY &  
LAUNCH PLAN WITH  
ACTION STEPS**

# Strategy & Action Steps Plan

# Positioning Strategy

## Message

**The Future Of  
Apparel industry**

مستقبل صناعة  
الملابس

## How

**Pain & Gain  
Informational  
Content  
Reviews Stories  
Arabic / Sh3by  
Content**

## Slogan

**Your Success Partner**

بالجملة أقربك

# Segmentation

## **GEOGRAPHIC:**

All over Egypt

## **DEMOGRAPHIC:**

Male

28 - 45

C+ - C - D+

Single - Married

## **PSYCHOGRAPHIC:**

Trader Spirit

Economical mindset

Visionary

## **BEHAVIORAL:**

Trading, Technical  
mindset, Smartphone  
User

# Focuses

## **Stakeholders Centric:**

Being a stakeholder centric organization and making sure whatever action/decision will be taken and is benefiting all our stakeholders.

## **User Experience:**

As much as important is customer service, but the user experience is more important, as it is a step that will enable the user to use the application/website by creating a sort of nurturing process that will eventually make the stranger advocate.

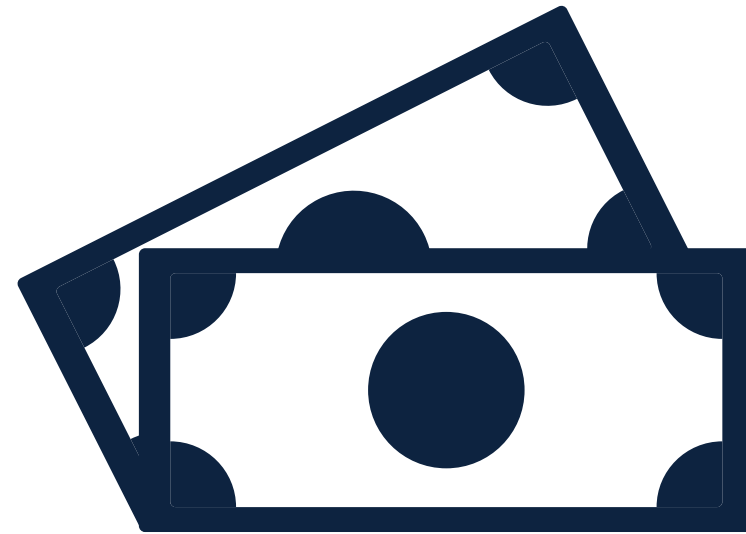
## **Aspire To Inspire:**

Getting to the point where our brand is super duper good so the retailers think about us as an overall solution for his business, not just a website that they can orders stock from.

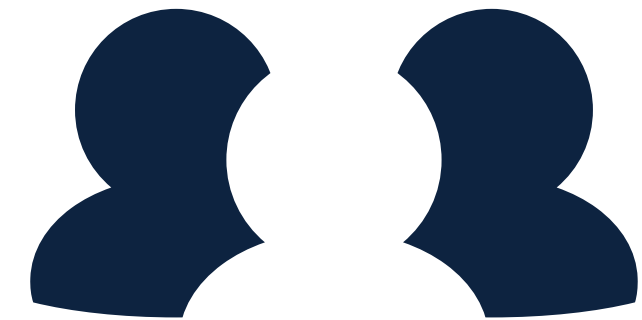
# Goals / Objectives



**400 Active User**



**3M Revenue**



**Building Community**



# Activities & Strategies



**Social Media Ads**



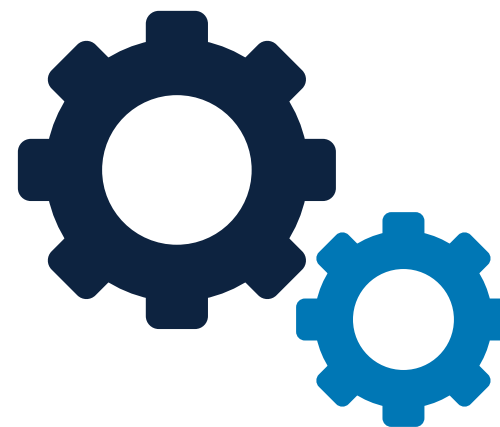
**Telegram**



**FB Groups**



**Cashback 5%**



**SEO/SEM**



**Email  
Marketing/SMS**

# Social Media



- **Teasing 5-7 in one week**
- **15-20 Post Monthly**
- **On-Going Page Likes Campaign**
- **1-2 Animation Video (Variable)**
- **Creating Chat Bot**
- **4-6 Ads Monthly**
- **Custom Audience Ads**

**45,000 EGP/M**

# Telegram



- **Telegram Widget on the website**
- **Bot API Integrations**
- **Scrapping data from other groups**
- **Building Our Own Group**
- **Automating posting products & Offers on the group**
- **Buyers Incentive to post a review**
- **Dummy Reviews**
- 

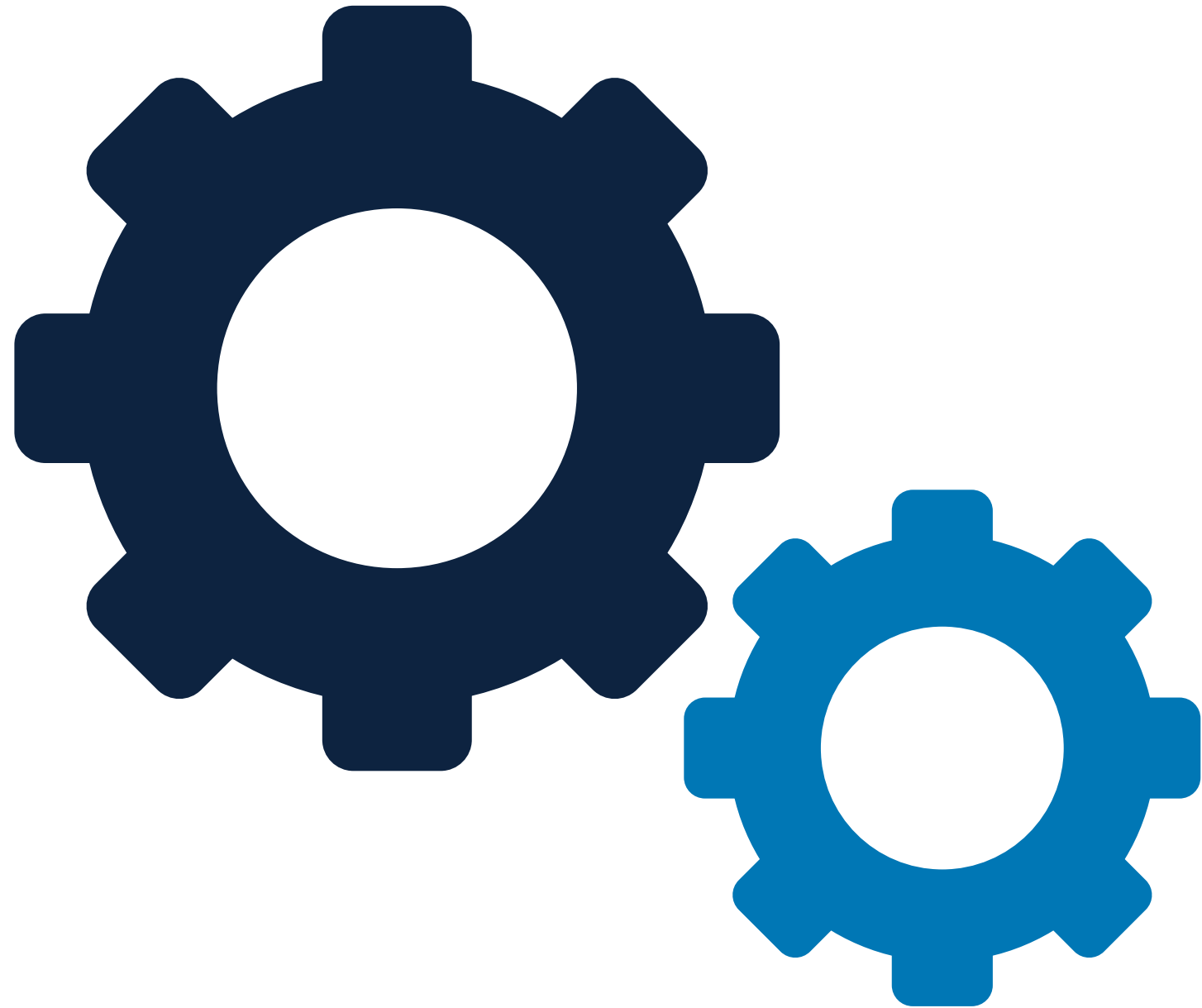
**<https://core.telegram.org/>**  
**<https://silverdor.com/>**

# Facebook Group



- **Affiliate Programs**
- **Buyers Incentive to post a review**
- **Dummy Reviews**
- **Comments Engagement & Recommendations**

# SEO/SEM



- **Keywords Research**
- **Search Ad Campaign**
- **Shop Campaign**
- **Display / Banner Campaigns**
- **Writing H1, H2, H3 and Meta Description for website pages**
- **Optimize Website Content**

**50,000 EGP/M**

# Email/SMS



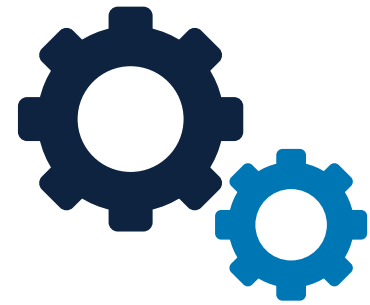
- **SMS Monthly Campaign**
- **Transactional SMS**
- **Dynamic SMS**
- **Align Social Media Announcements with Email/SMS**
- **Writing & Design Transactional & Automated Email Copies**

**5,000 EGP/M**

# First Month Focuses



## All Activities



- **Search Ad Campaign**
- **Display / Banner Campaigns**
- **Writing H1, H2, H3 and Meta**



- **Telegram Widget on the website**
- **Buyers Incentive to post a review**
- **Dummy Review**



- **Buyers Incentive to post a review**
- **Dummy Reviews**
- **Comments Engagement & Recommendations**



- **SMS Monthly Campaign**
- **Transactional SMS**

# Metrics

**Social Media  
Traffic**

**CTR**

**Sign Ups**

**Transactions**

**Conversions**

**Active Users**





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