

# Brand Analysis

The brands we will be discussing



20 July 2022

**Melly's**



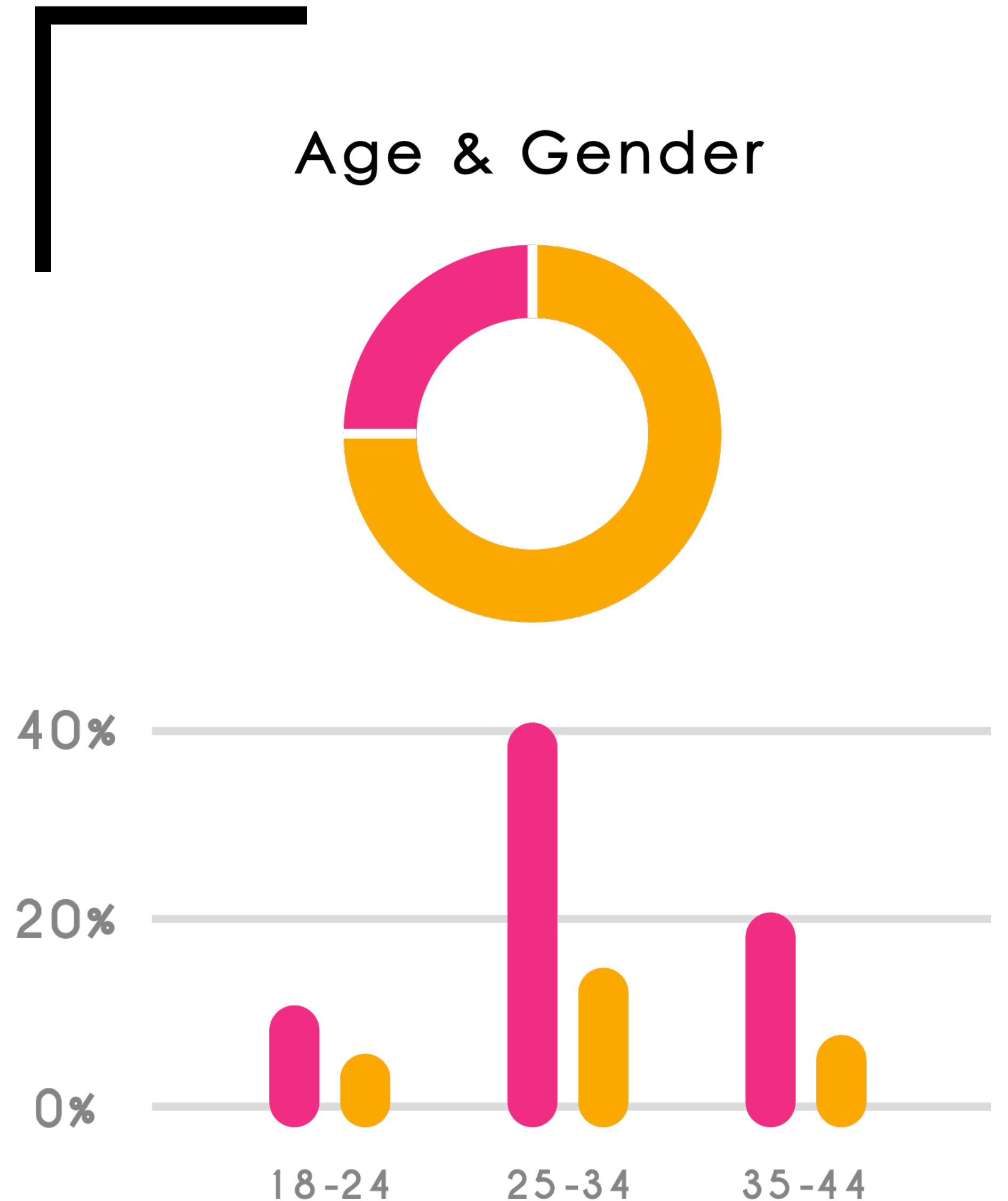
# Brand Performance

## Instagram

- The Current followers Amount: 2.5K
- The Amount of likes, comments and shares went down to 66.9% in the last 90 days
- Number of posts: 183

### Current Audience

 Women  Men

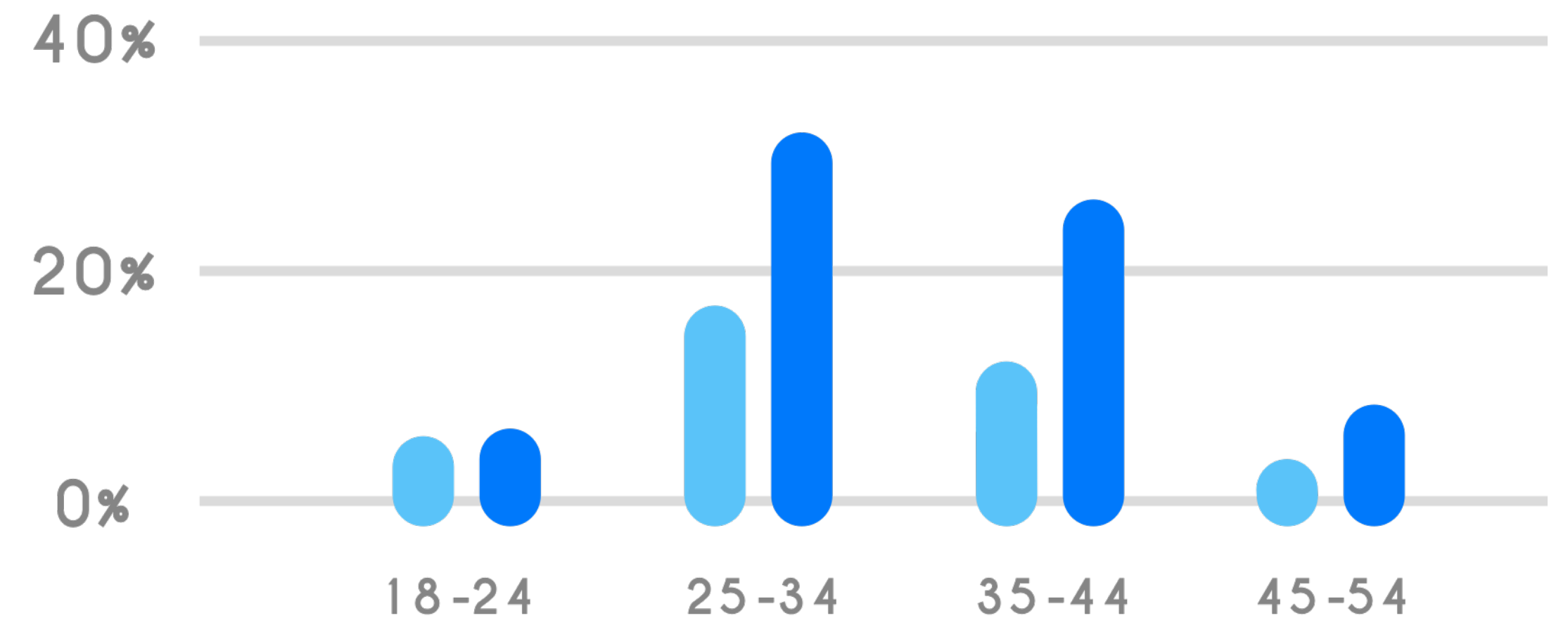


# Brand Performance

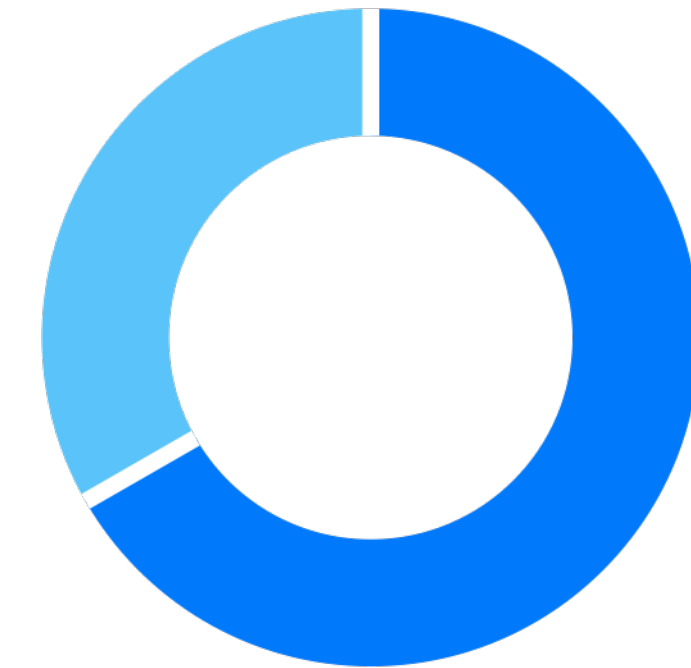
## Facebook

- The Current followers Amount: 398
- The Amount of likes, comments and shares went down to 42.7% in the last 90 days
- Number of posts: 183

### Current Audience Women Men



### Age & Gender

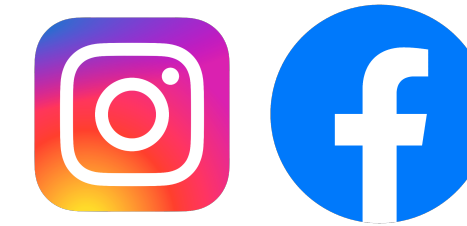




# Our Marketing Plan

## Current Platforms

- Our brand is now available on 2 social media platforms



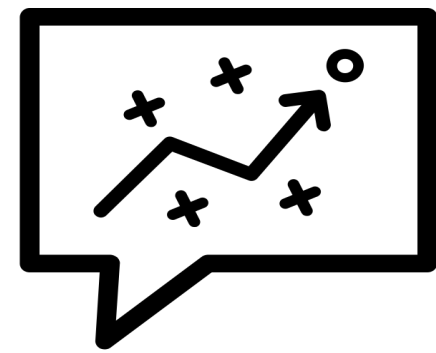
## What is our Goal

**Raise Brand  
Awareness**

**Increase  
Organic  
Followers**

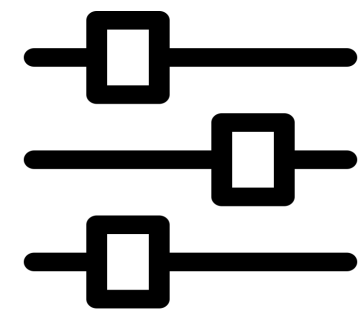
**Convert  
Views to  
Sales**

# Our Marketing Plan



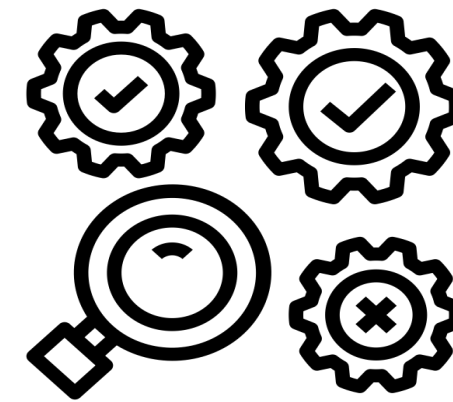
## Strategy

Setting up the campaign objective, budget and targeting



## Campaign Set up

Creating/Boosting ads and setting up on respective social ad platform



## Daily Monitoring & Testing







Split testing of ads with copywriting/design variations and re-allocating budget



## Analytics Report

On key KPIs and overall performances

# Our Marketing Plan Platforms

<b>Platforms</b>	 Instagram 30%	 Facebook 10%	 Snapchat 10%	 Twitter 20%	 Google Ads 10%	 TikTok 20%
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<b>Segments</b>	Product Range	30%
	Brand Story	10%
	Educational Content	10%
	Promotions	20%
	CTA and Engagements	30%

## Instagram

Metric	May 2022	June 2022	July 2022
Followers	-	-	-
Reach	1,390	451	221
Impressions	-	-	-
Total Engagement	-	-	-
Avg. Engagement Rate <i>(total eng/followers x100)</i>	-	-	-
Fan Growth % <i>(new followers - old followers / old followers x100)</i>	35.5%	-2.4%	-68.2%

# Facebook

Metric	May 2022	June 2022	July 2022
<b>Followers</b>	-	-	-
<b>Reach</b>	25	55	17
<b>Impressions</b>	-	-	-
<b>Total Engagement</b>	-	-	-
<b>Avg. Engagement Rate</b> <i>(total eng/followers x100)</i>	-	-	-
<b>Fan Growth %</b> <i>(new followers - old followers / old followers x100)</i>	100%	900%	-75%



# Strategy

## Influencers to work with

- [Taim Al Falasi](#) is the **United Arab Emirates influencer** covering lifestyle, travel, and foodstuff throughout her feed. With all the engaging content, she is possessing 2.9 million followers having over 5000 posts uploaded on her handle. There is an average engagement rate of 7.2k views while over 1 million followers are from the United Arab Emirates.





# Strategy

## Influencers to work with

- [Khalid Al Ameri](#) is one of the renowned **influencers of the United Arab Emirates** pushing all attractive content through the pictorial stuff and video materials. Either its Instagram, TikTok, or Youtube, his content is making waves across social media. His Instagram account is carrying 1 million followers with an average engagement rate of 42k. His more than 240k followers are belonging from the United Arab Emirates.





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## Platforms Plans

Instagram is a huge platform and that can drag a lot of engagements and sales.

We need to work on:

- more trendy reels
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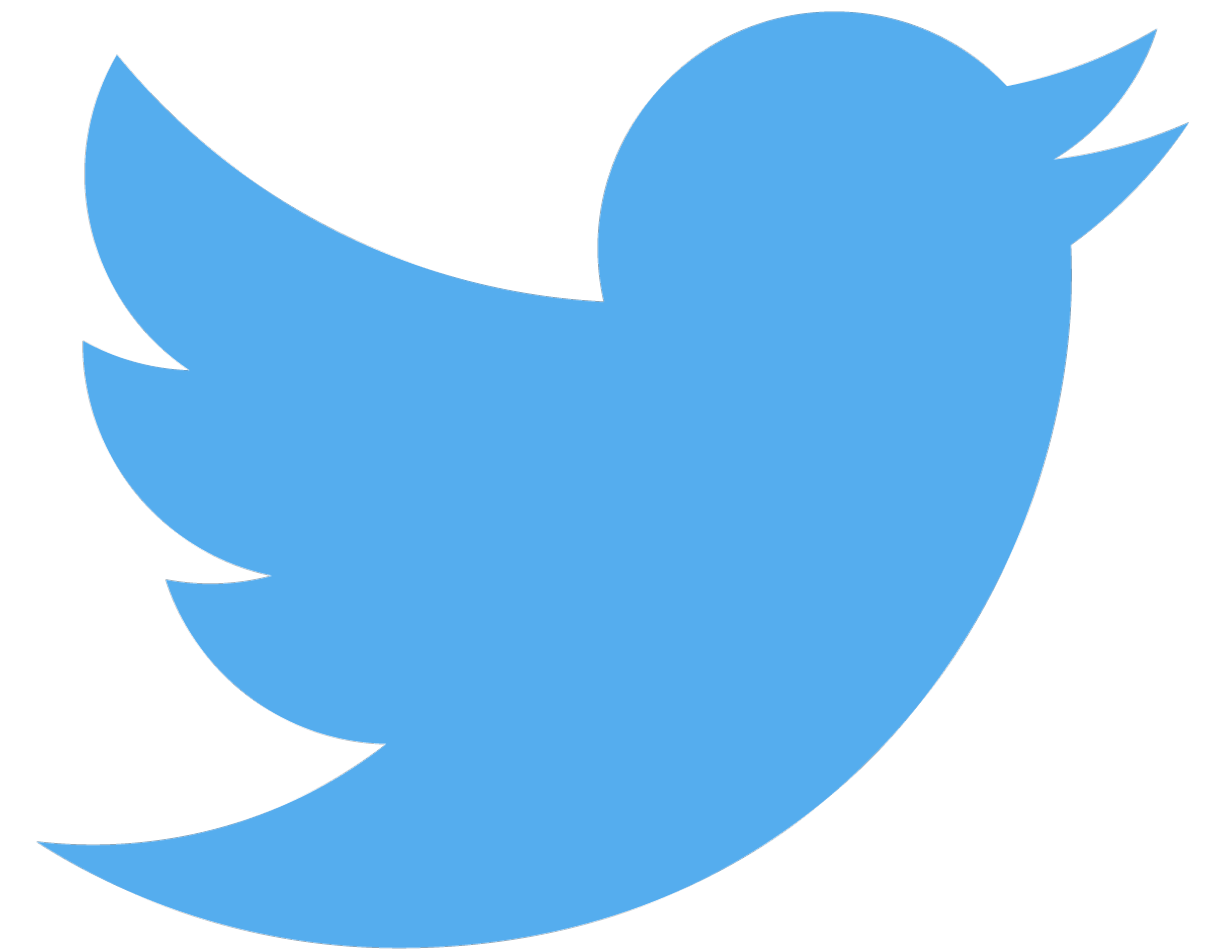
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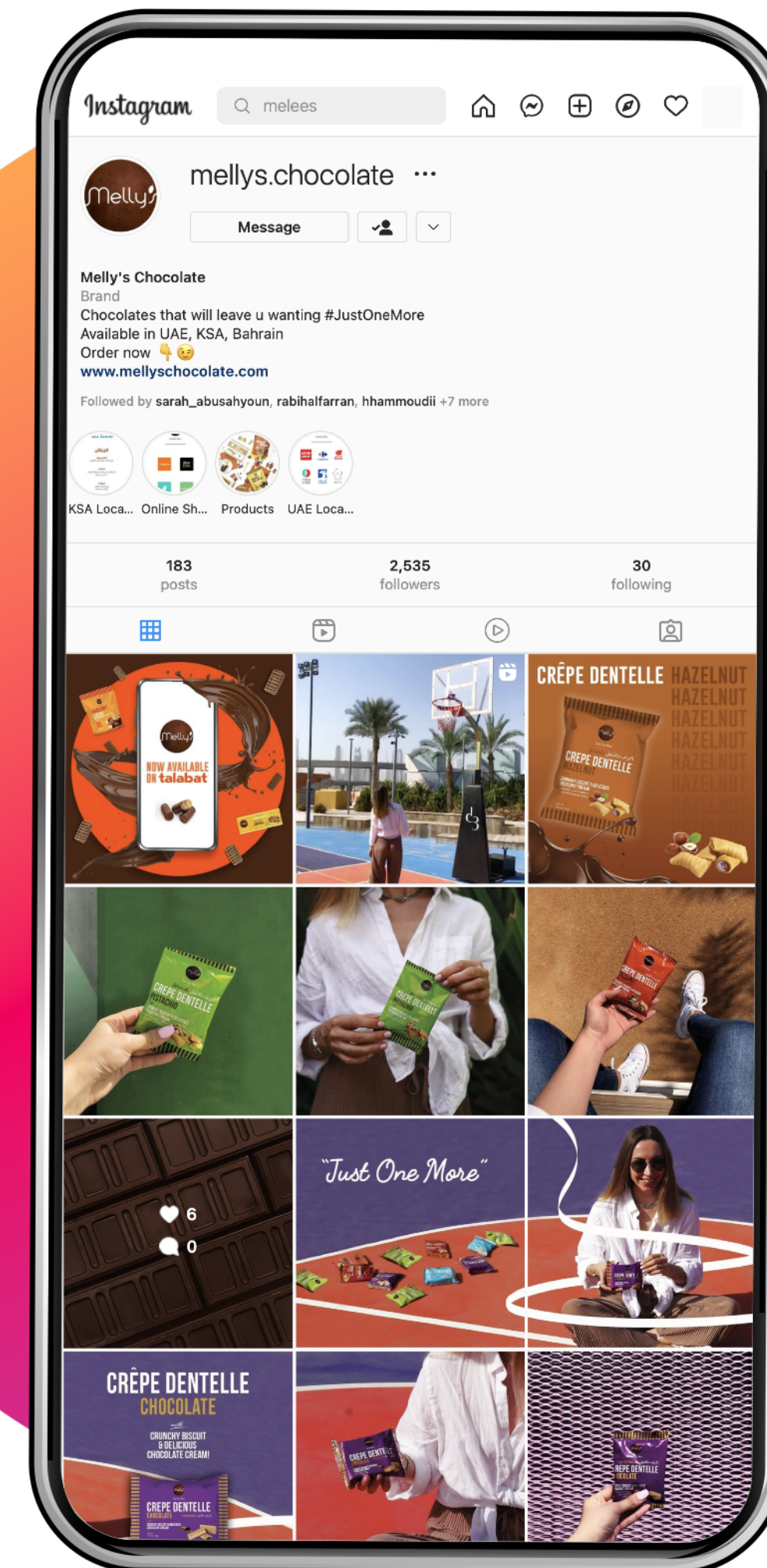
# Layout Plan

## Platforms Layout Plans

### Mood Board



# Current Platform Layout





# Smart Gourmet



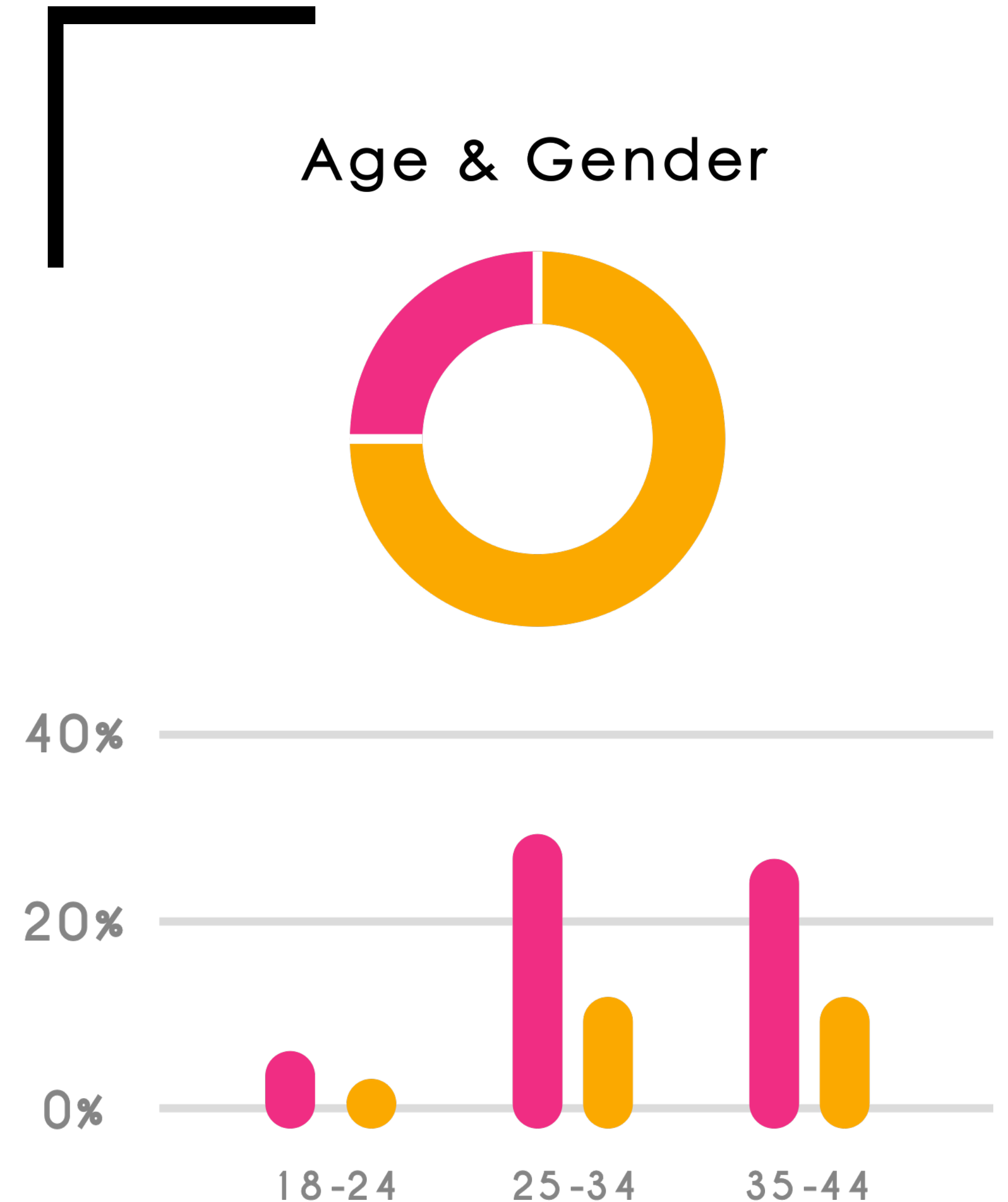
# Brand Performance

## Instagram

- The Current followers Amount: 1,922
- The Amount of likes, comments and shares went down to 55.2% in the last 90 days
- Number of posts: 168

### Current Audience

 Women  Men

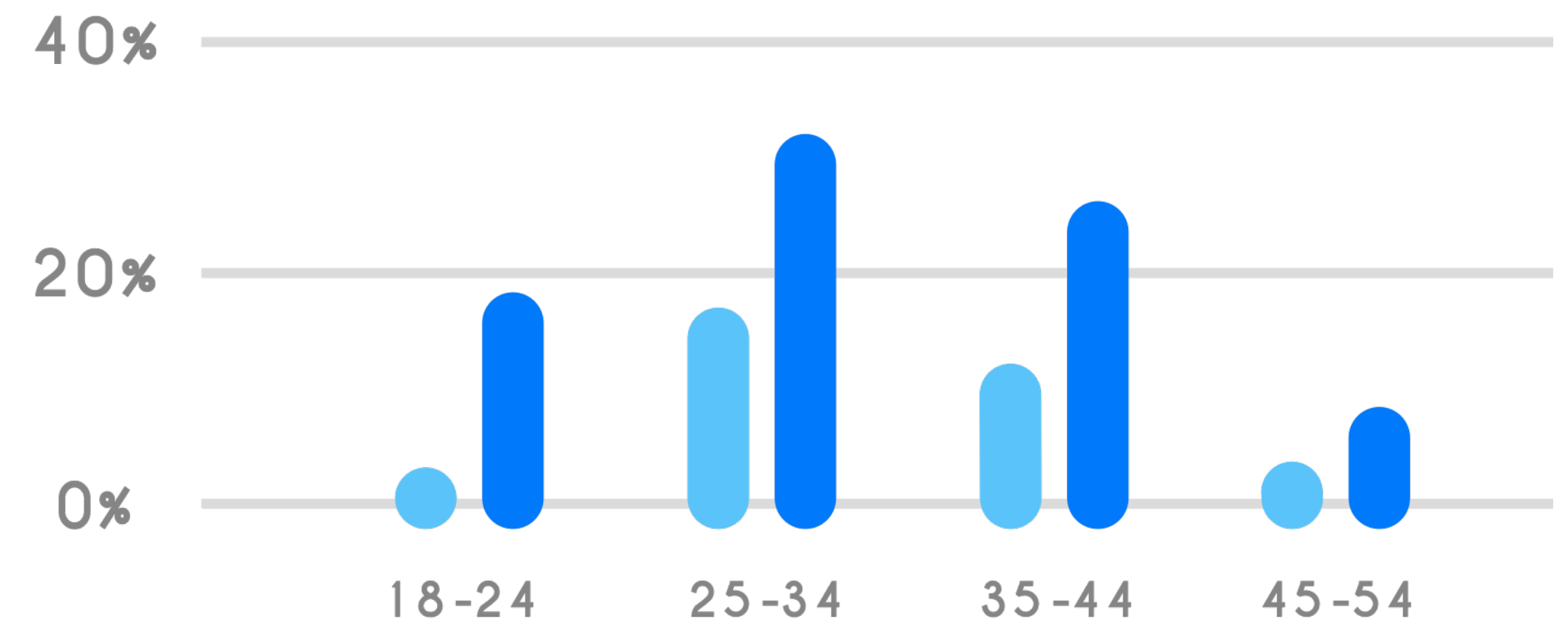


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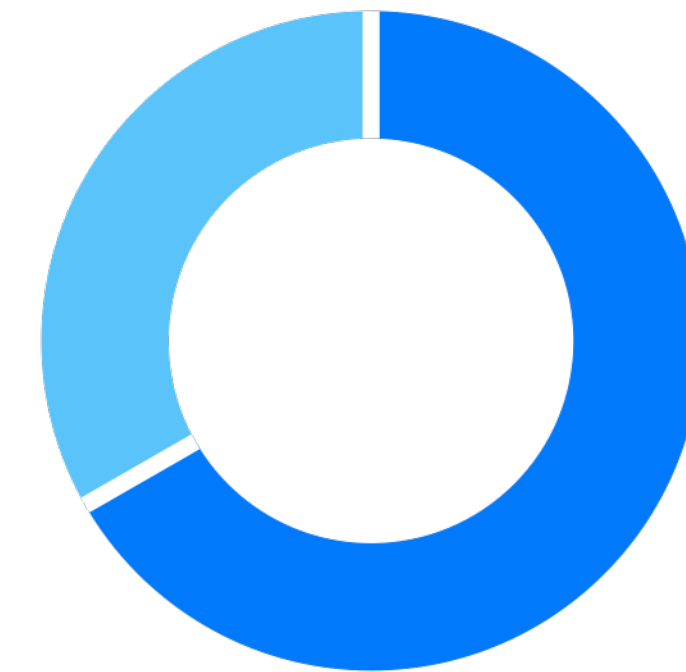
## Facebook

- The Current followers Amount: 208
- The Amount of likes, comments and shares went down to 94.5% in the last 90 days
- Number of posts: 168

### Current Audience Women Men



### Age & Gender

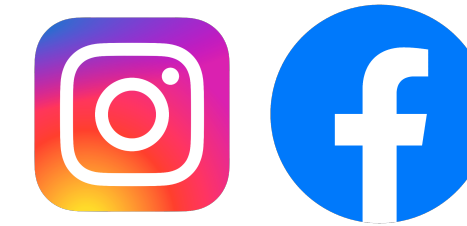




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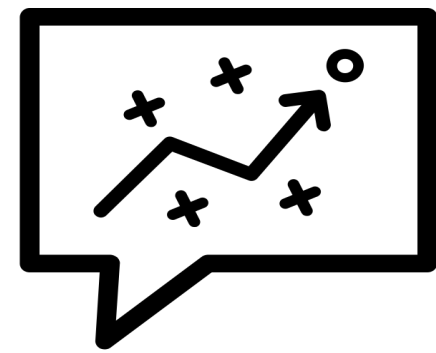
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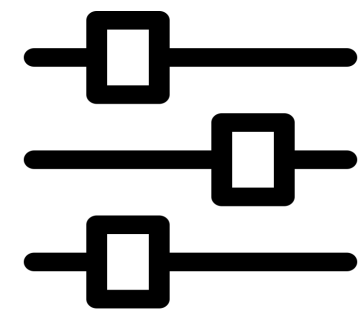
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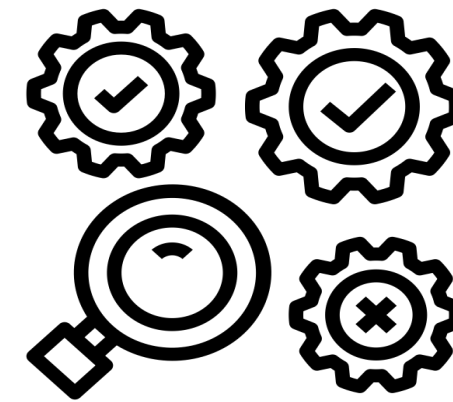
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<b>Segments</b>	Product Range	30%
	Brand Story	10%
	Educational Content	10%
	Promotions	20%
	CTA and Engagements	30%

## Instagram

Metric	May 2022	June 2022	July 2022
<b>Followers</b>	-	-	-
<b>Reach</b>	221	99	241
<b>Impressions</b>	-	-	-
<b>Total Engagement</b>	-	-	-
<b>Avg. Engagement Rate</b> <i>(total eng/followers x100)</i>	-	-	-
<b>Fan Growth %</b> <i>(<math>\frac{\text{new followers} - \text{old followers}}{\text{old followers}} \times 100</math>)</i>	30.8%	-23.5%	90.0%

## Facebook

Metric	May 2022	June 2022	July 2022
<b>Followers</b>	-	-	-
<b>Reach</b>	15	14	17
<b>Impressions</b>	-	-	-
<b>Total Engagement</b>	-	-	-
<b>Avg. Engagement Rate</b> <i>(total eng/followers x100)</i>	-	-	-
<b>Fan Growth %</b> <i>(<math>\frac{\text{new followers} - \text{old followers}}{\text{old followers}} \times 100</math>)</i>	-18.8%	-46.2%	-75%



# Strategy

## Influencers to work with

- [Dubai confidential](#) “Dubai Confidential is a no-fuss and practical lifestyle website for women, regardless of their age, nationality, income, relationship status and size. Our philosophy is to inspire, motivate and help women discover and explore hidden gems around the UAE.”





# Strategy

## Influencers to work with

- **wheremyfoodat** The blog features all of the couple's restaurant visits, masterclasses, hidden food gems in the UAE, homemade recipes and even a few food series.





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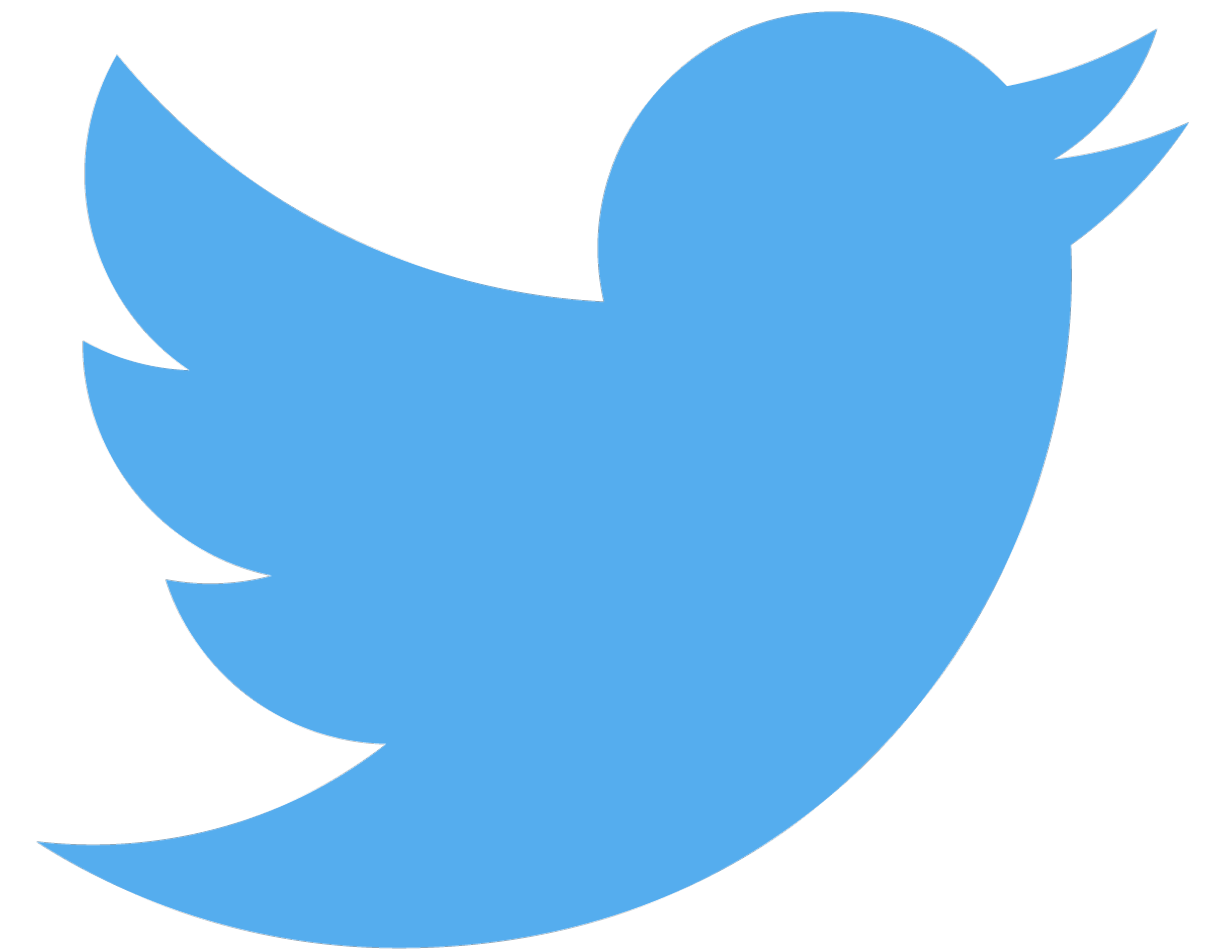
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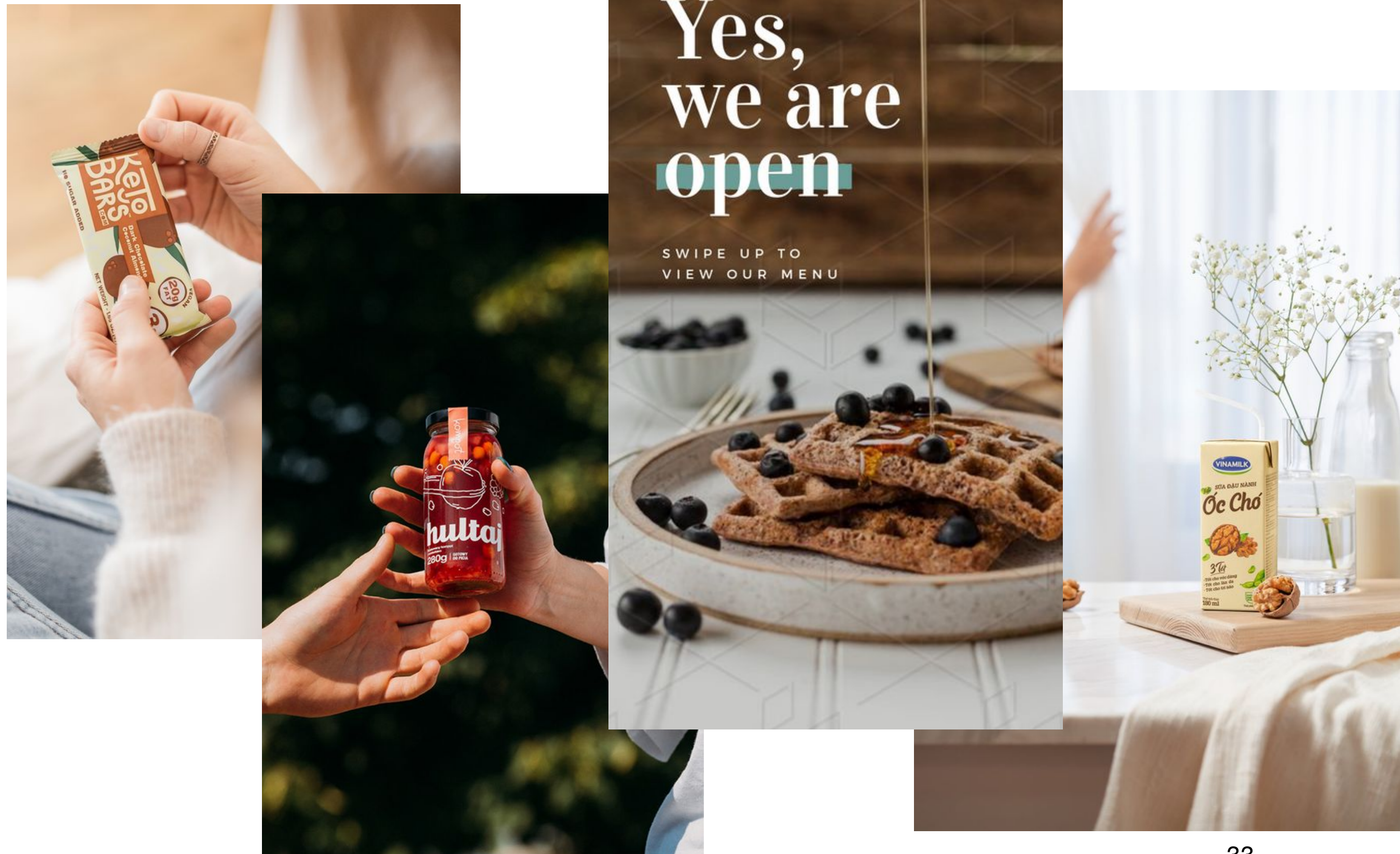




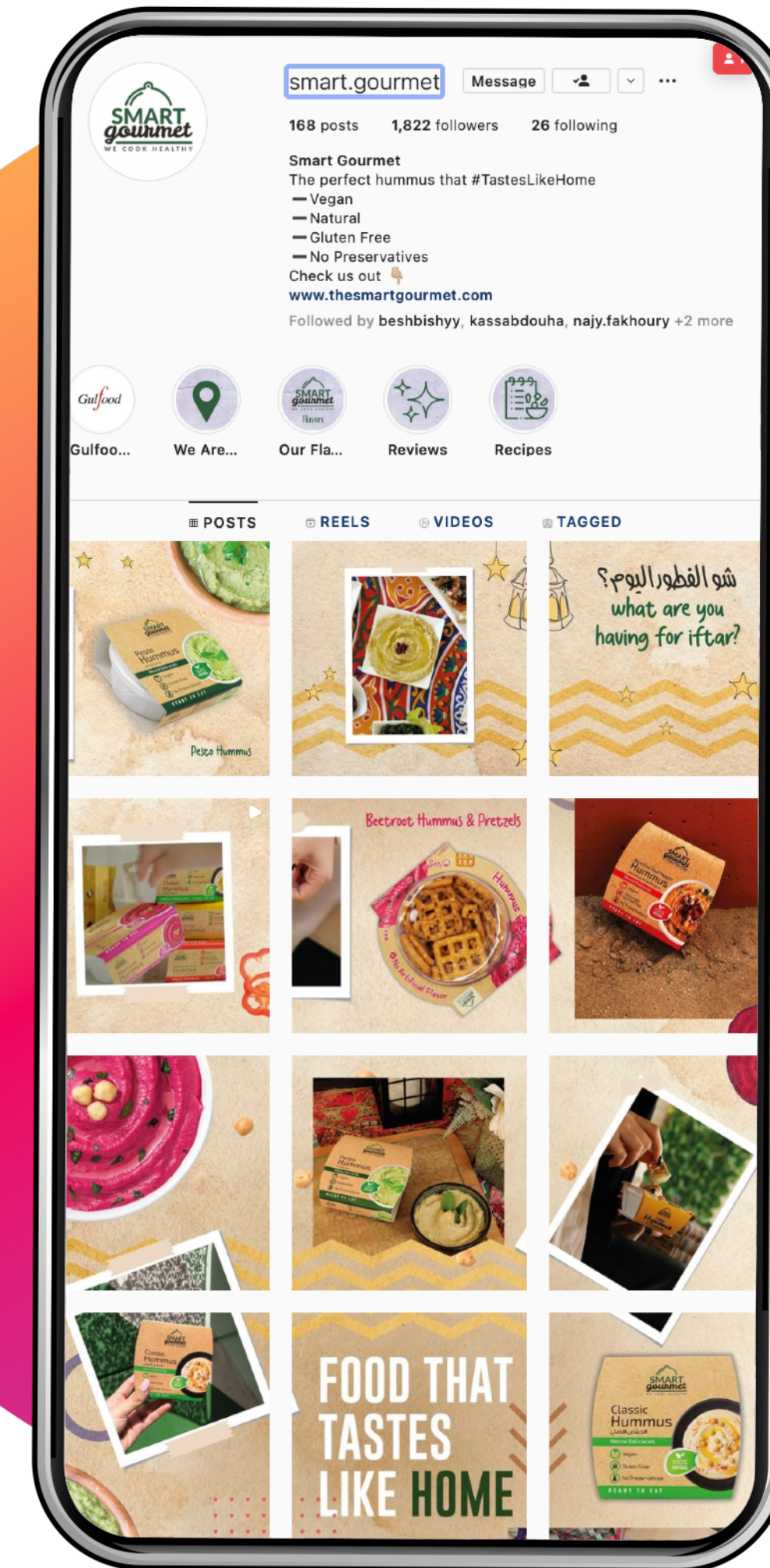
# Layout Plan

## Platforms Layout Plans

### Mood Board



# Current Platform Layout





# Freakin Healthy

Freakin'  
Healthy

# Brand Performance

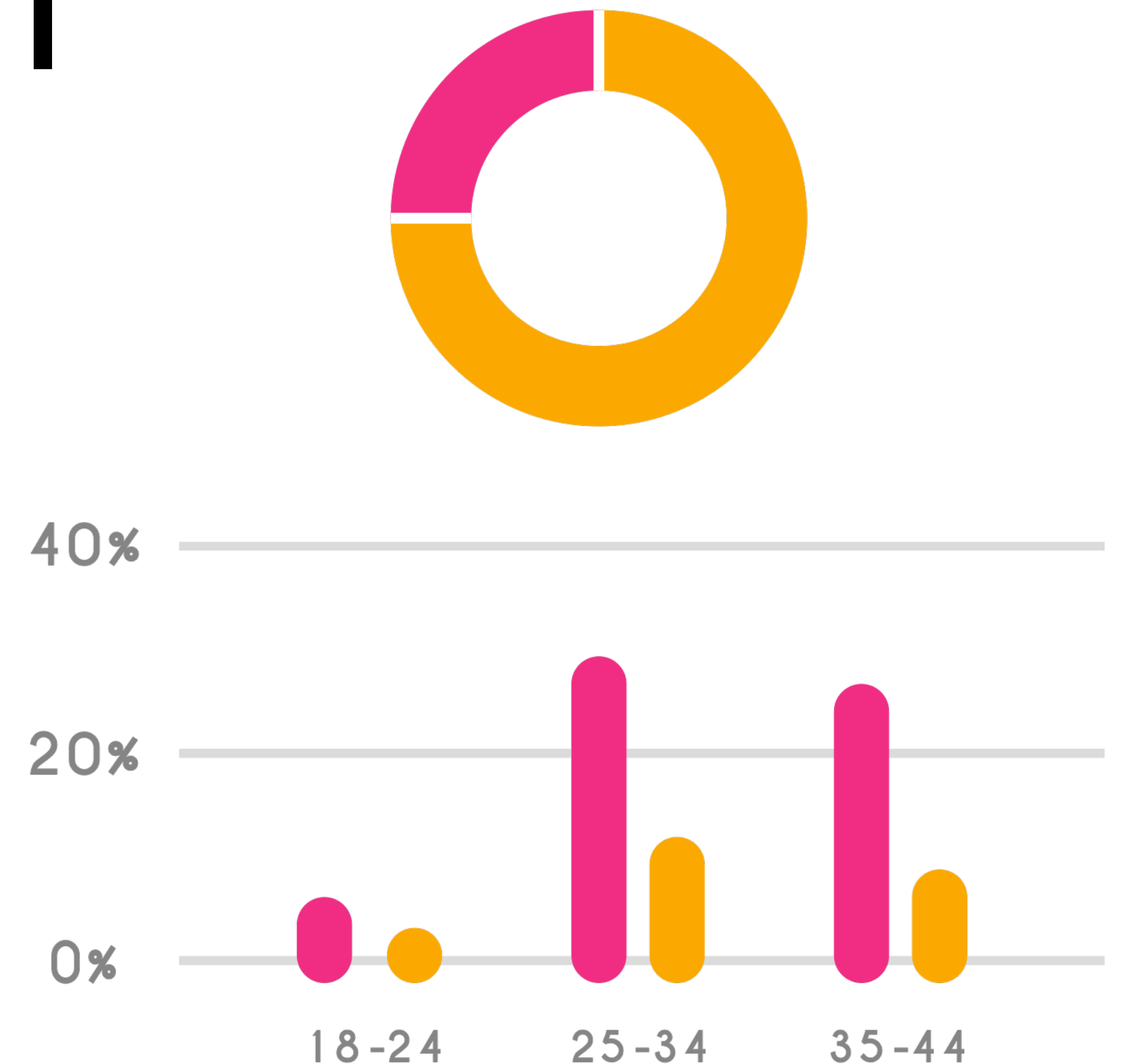
## Instagram

- The Current followers Amount: 10,097
- The Amount of likes, comments and shares went down to 55.2% in the last 90 days
- Number of posts: 168

### Current Audience

 Women  Men

Age & Gender

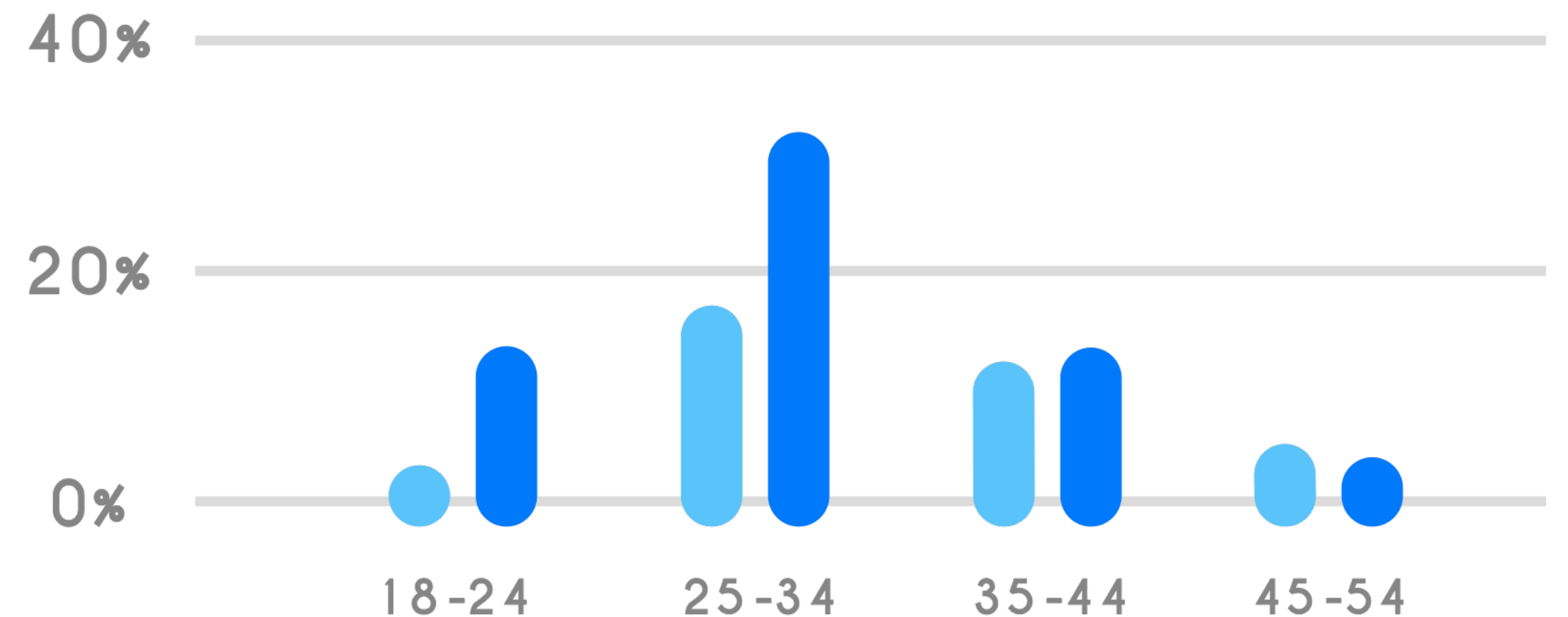


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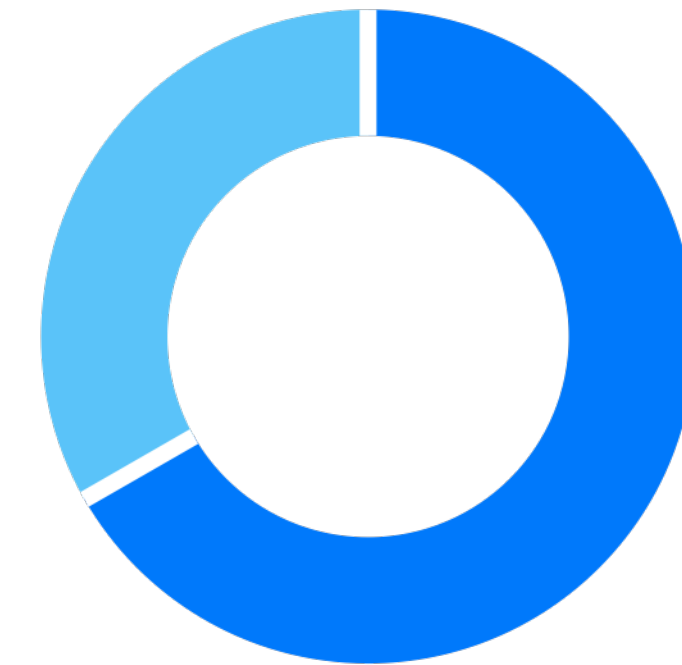
## Facebook

- The Current followers Amount: 1,032
- The Amount of likes, comments and shares went down to 94.5% in the last 90 days
- Number of posts: 168

### Current Audience Women Men



### Age & Gender

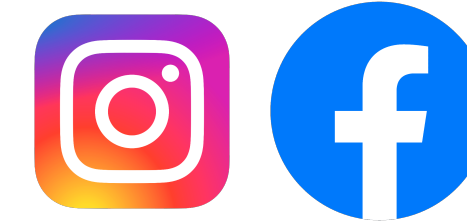




# Our Marketing Plan

## Current Platforms

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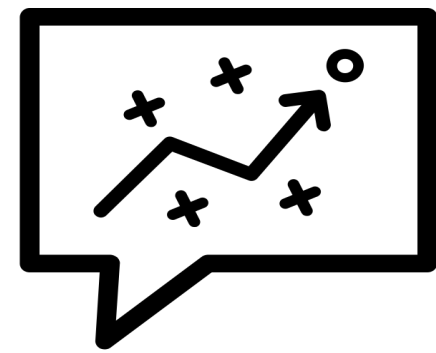
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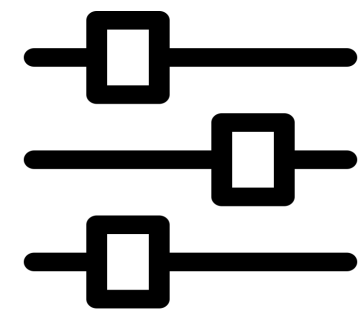
**Convert  
Views to  
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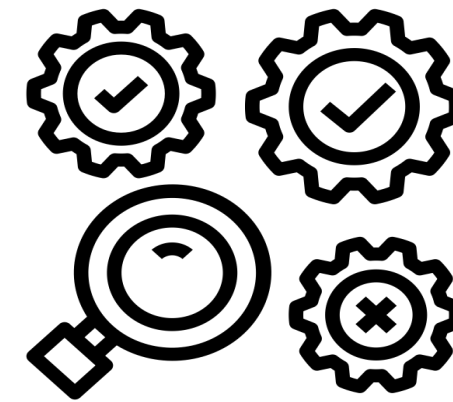
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<b>Segments</b>	Product Range	30%
	Brand Story	10%
	Educational Content	10%
	Promotions	20%
	CTA and Engagements	30%

## Instagram

Metric	May 2022	June 2022	July 2022
Followers	-	-	-
Reach	9,496	3,381	407
Impressions	-	-	-
Total Engagement	-	-	-
Avg. Engagement Rate <i>(total eng/followers x100)</i>	-	-	-
Fan Growth % <i>(new followers - old followers / old followers x100)</i>	29.6%	-54.2%	55.3%



## Facebook

Metric	May 2022	June 2022	July 2022
Followers	-	-	-
Reach	33,966	31,763	15,729
Impressions	-	-	-
Total Engagement	-	-	-
Avg. Engagement Rate <i>(total eng/followers x100)</i>	-	-	-
Fan Growth % <i>(new followers - old followers / old followers x100)</i>	100%	-40%	100%



# Strategy

## Influencers to work with

- **Secret Squirrel Food** Karen McLean is a Melbourne girl living in Dubai and cooking up fantastic-looking healthy dishes. She is one of the most prominent food bloggers in town, and has a fondness for real, natural and wholesome food and simple eating.





# Strategy

## Influencers to work with

- **Dubaifitfoodie** Gbemi's Instagram feed posts healthy meals and snacks on her feed, along with a few workout-inspired snaps.





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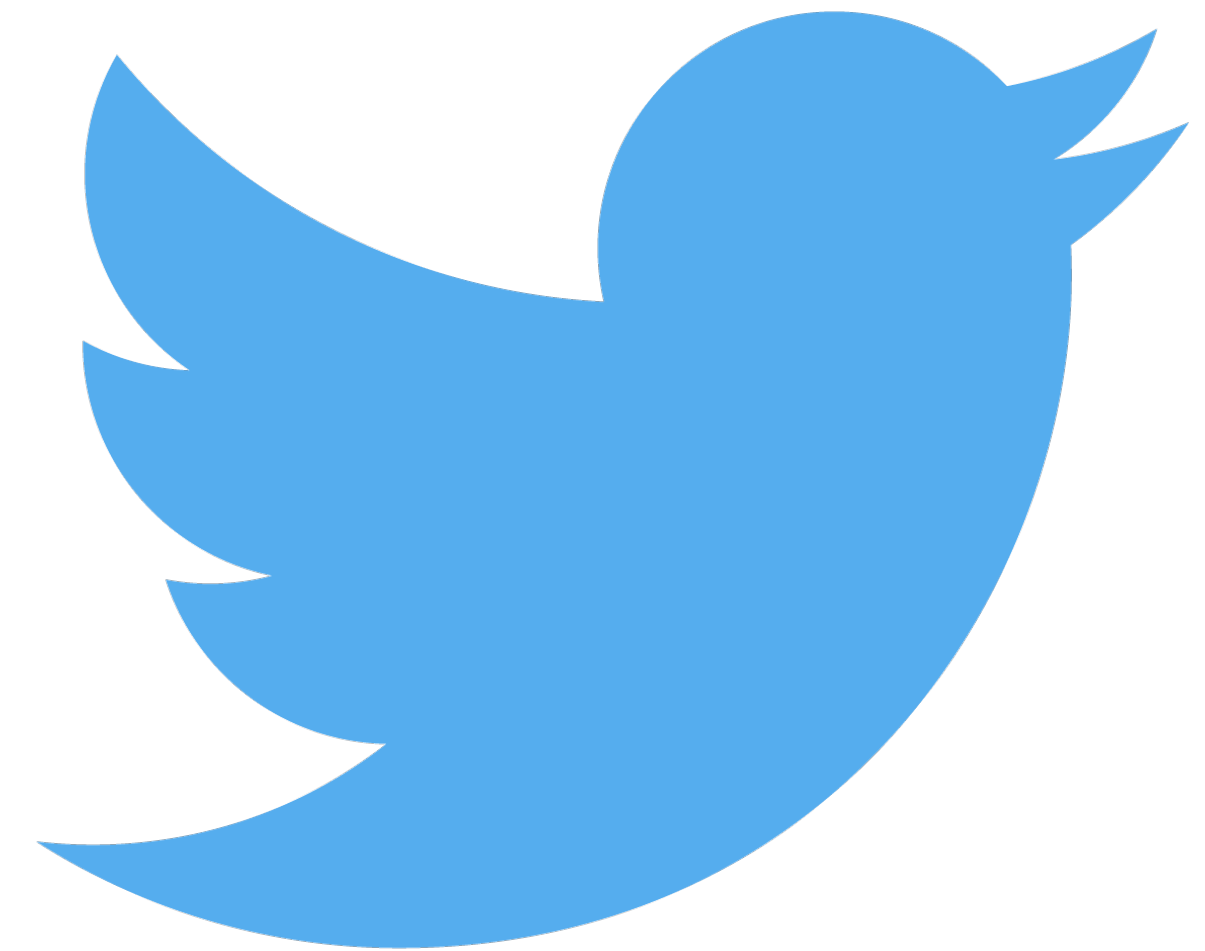
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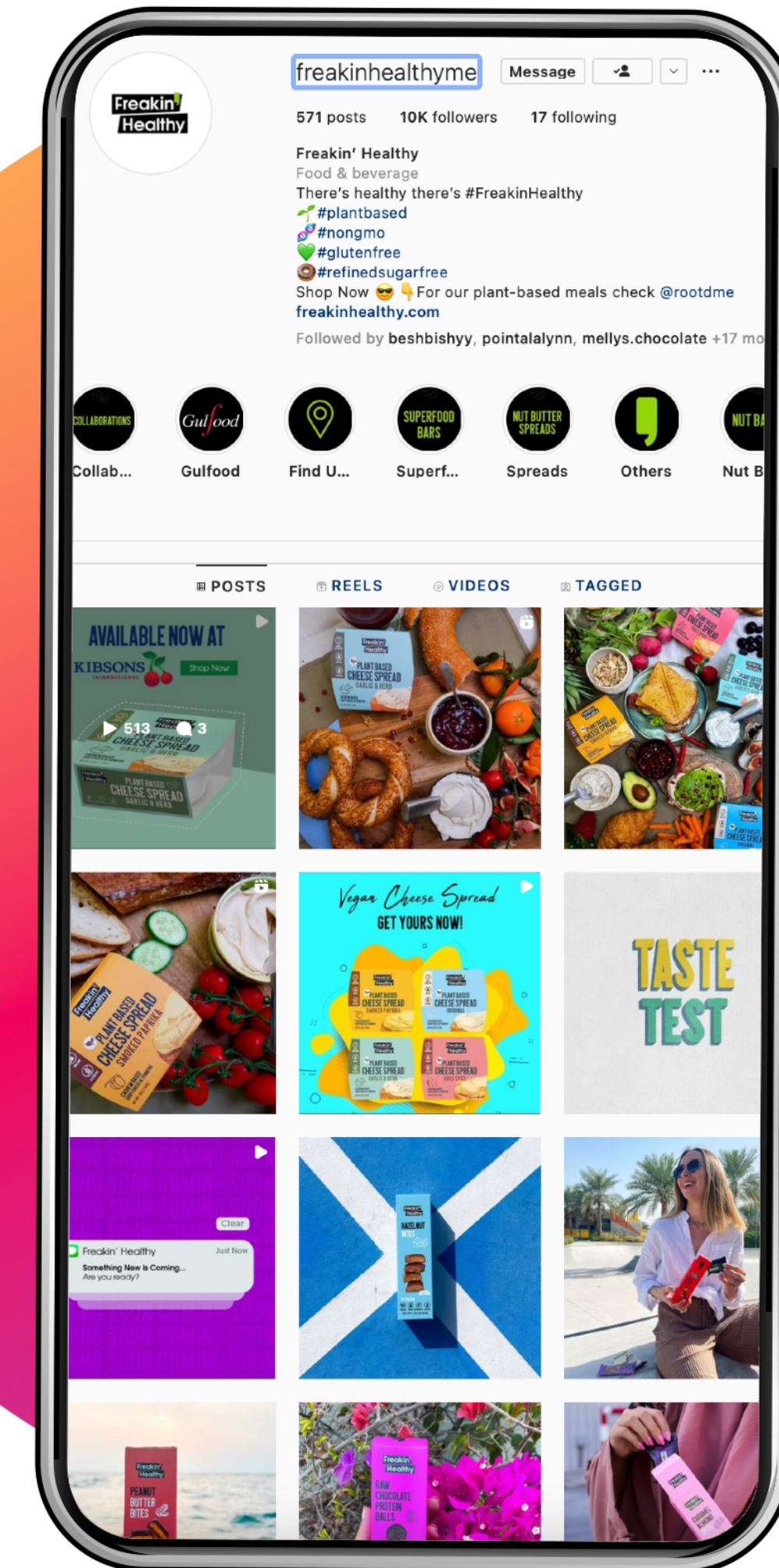
# Layout Plan

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# Current Platform Layout





# Asateer Sweets

Asateer  
ASATEER

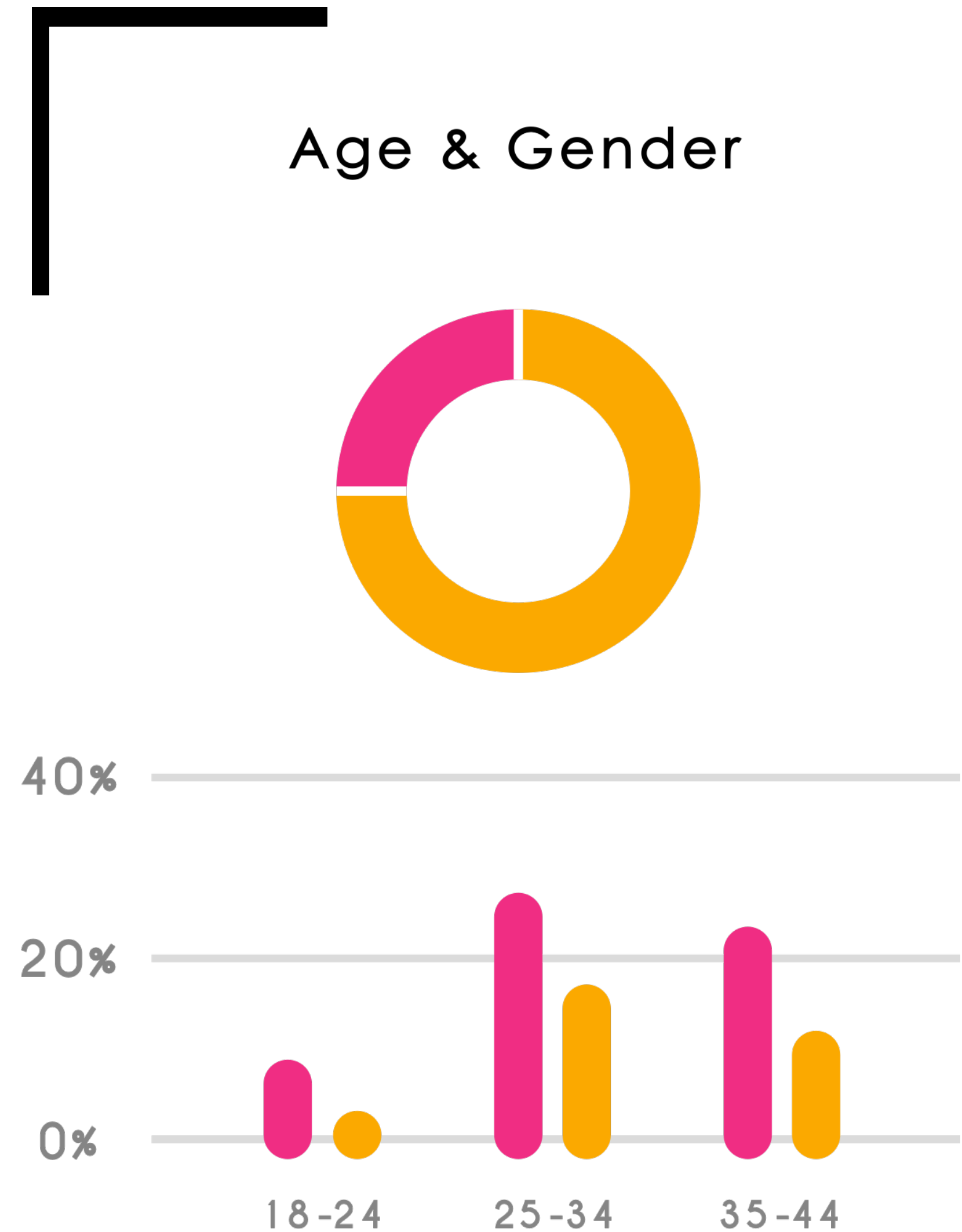
# Brand Performance

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- The Current followers Amount: 2,595
- The Amount of likes, comments and shares went down to 12.6% in the last 90 days
- Number of posts: 141

### Current Audience

 Women  Men

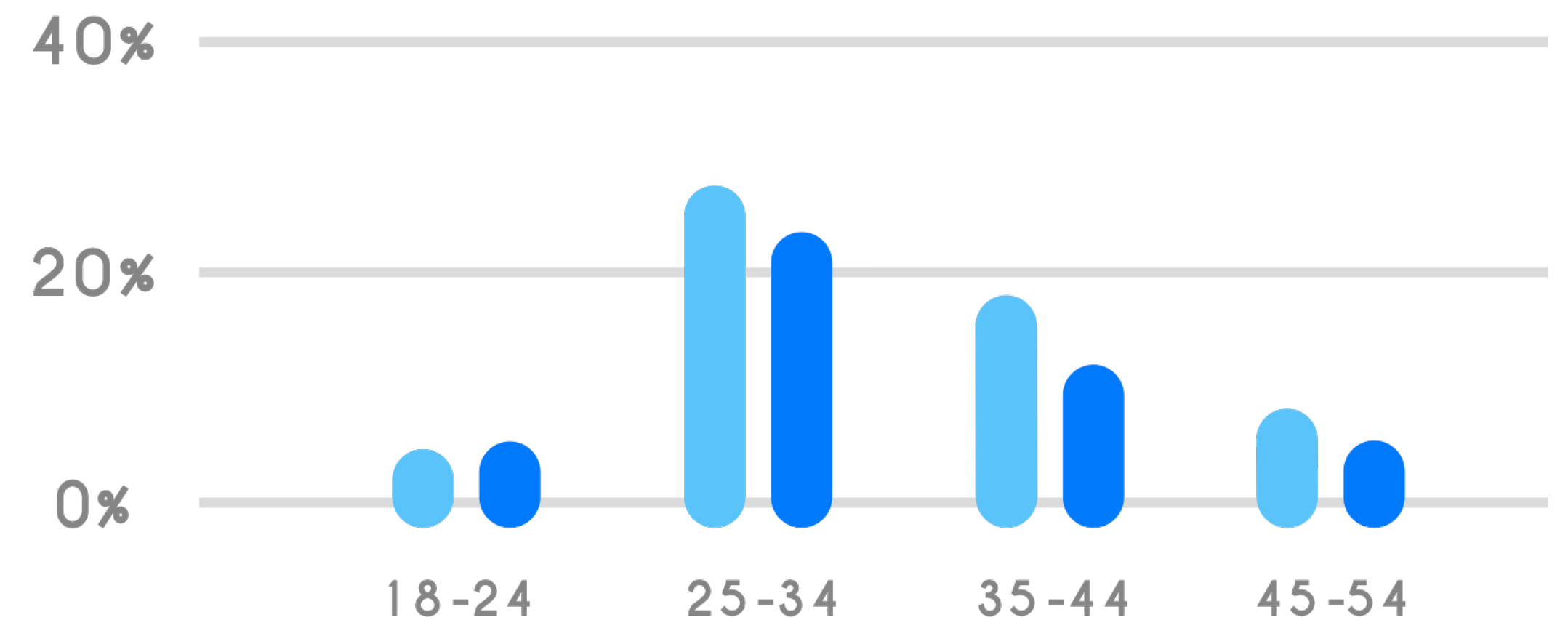


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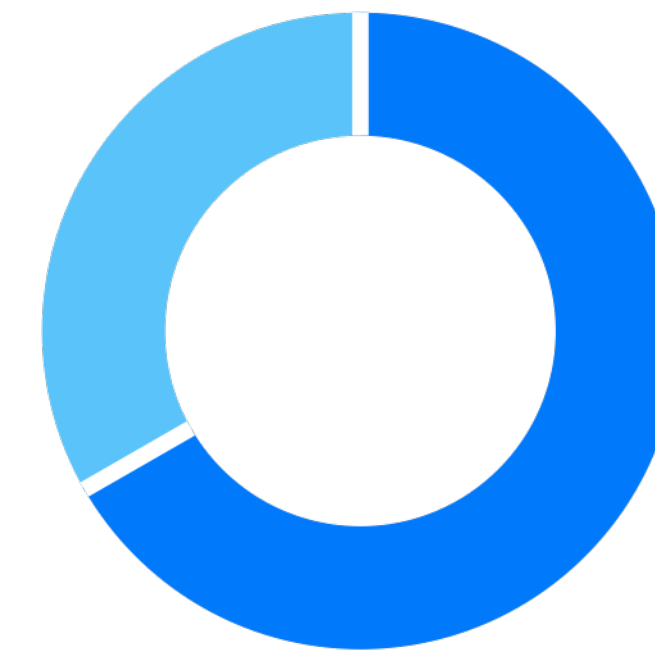
## Facebook

- The Current followers Amount: 1,848
- The Amount of likes, comments and shares went down to 86.8% in the last 90 days
- Number of posts: 141

### Current Audience Women Men



### Age & Gender

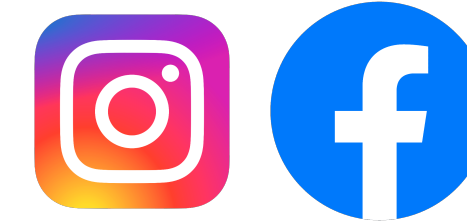




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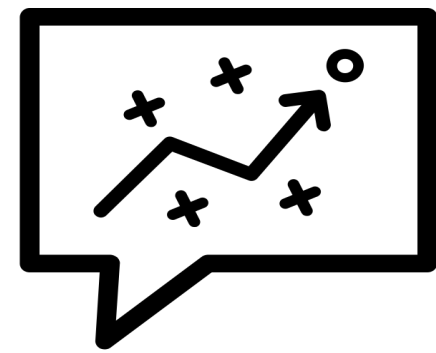
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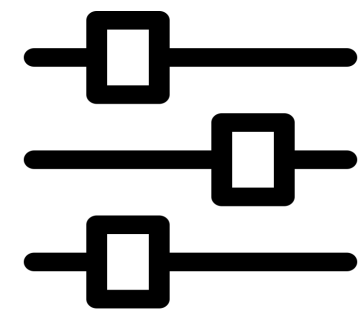
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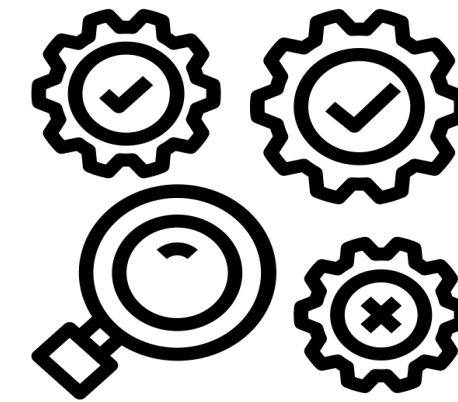
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	Brand Story					10%
	Educational Content					10%
	Promotions					20%
	CTA and Engagements					10%



## Instagram

Metric	May 2022	June 2022	July 2022
Followers	-	-	-
Reach	1,751	104	296
Impressions	-	-	-
Total Engagement	-	-	-
Avg. Engagement Rate <i>(total eng/followers x100)</i>	-	-	-
Fan Growth % <i>(new followers - old followers / old followers x100)</i>	-56.3%	-75.5%	200%

## Facebook

Metric	May 2022	June 2022	July 2022
<b>Followers</b>	-	-	-
<b>Reach</b>	86,361	53	12
<b>Impressions</b>	-	-	-
<b>Total Engagement</b>	-	-	-
<b>Avg. Engagement Rate</b> <i>(total eng/followers x100)</i>	-	-	-
<b>Fan Growth %</b> <i>(<math>\frac{\text{new followers} - \text{old followers}}{\text{old followers}} \times 100</math>)</i>	-75.6%	-46.7%	-25%

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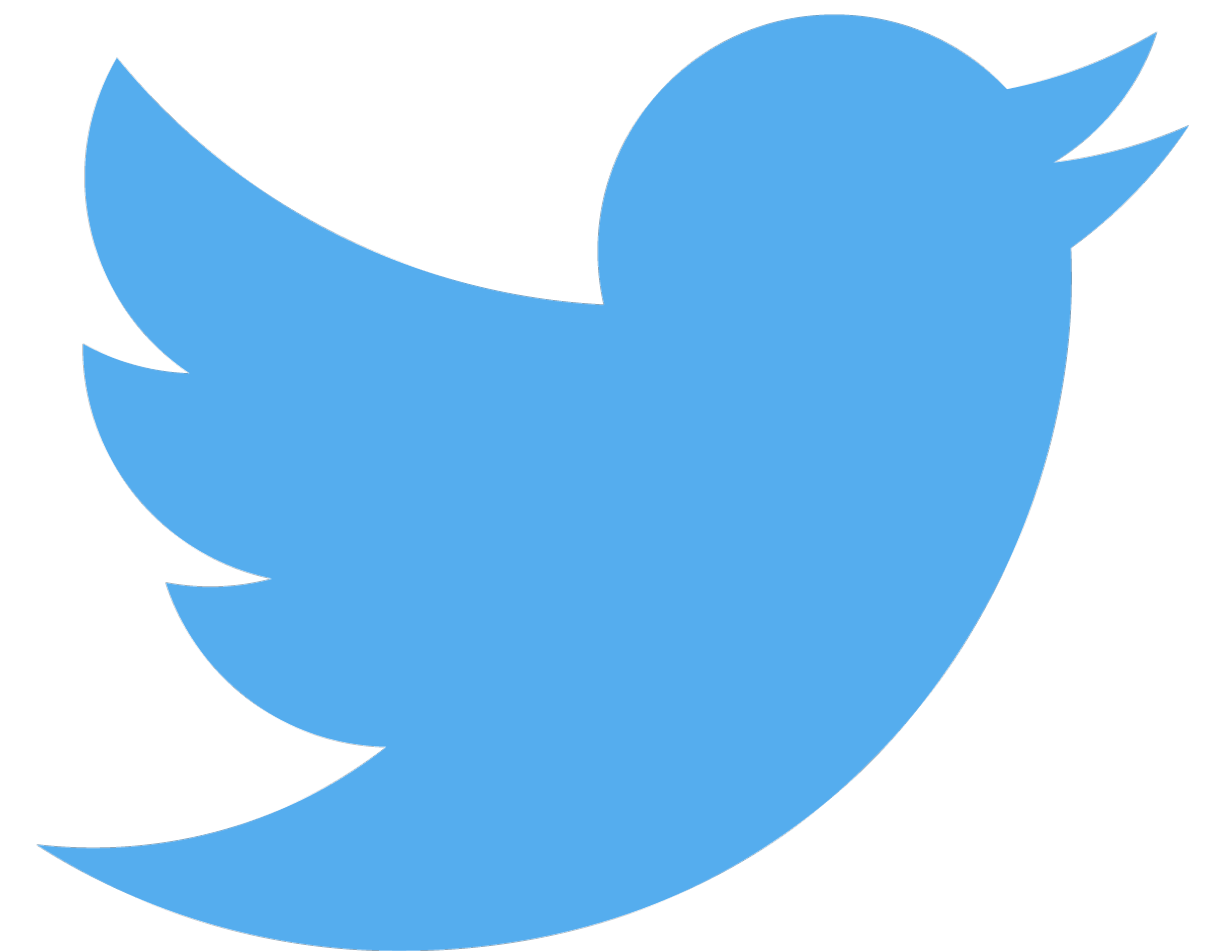
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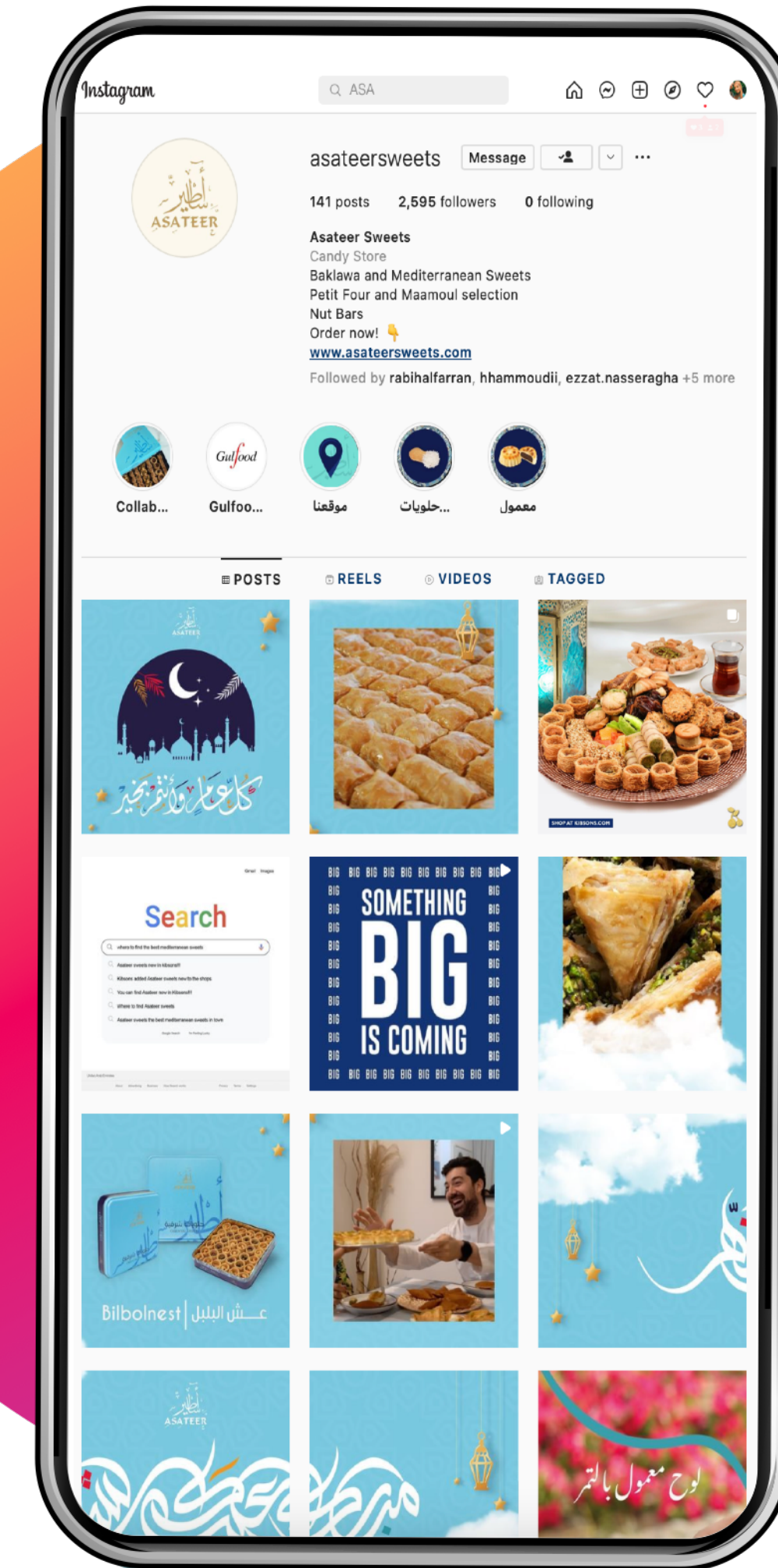
# Layout Plan

## Platforms Layout Plans

### Mood Board



# Current Platform Layout





# Al Qamar Sweets



أقرب لك  
CLOSER TO YOU



# Brand Performance

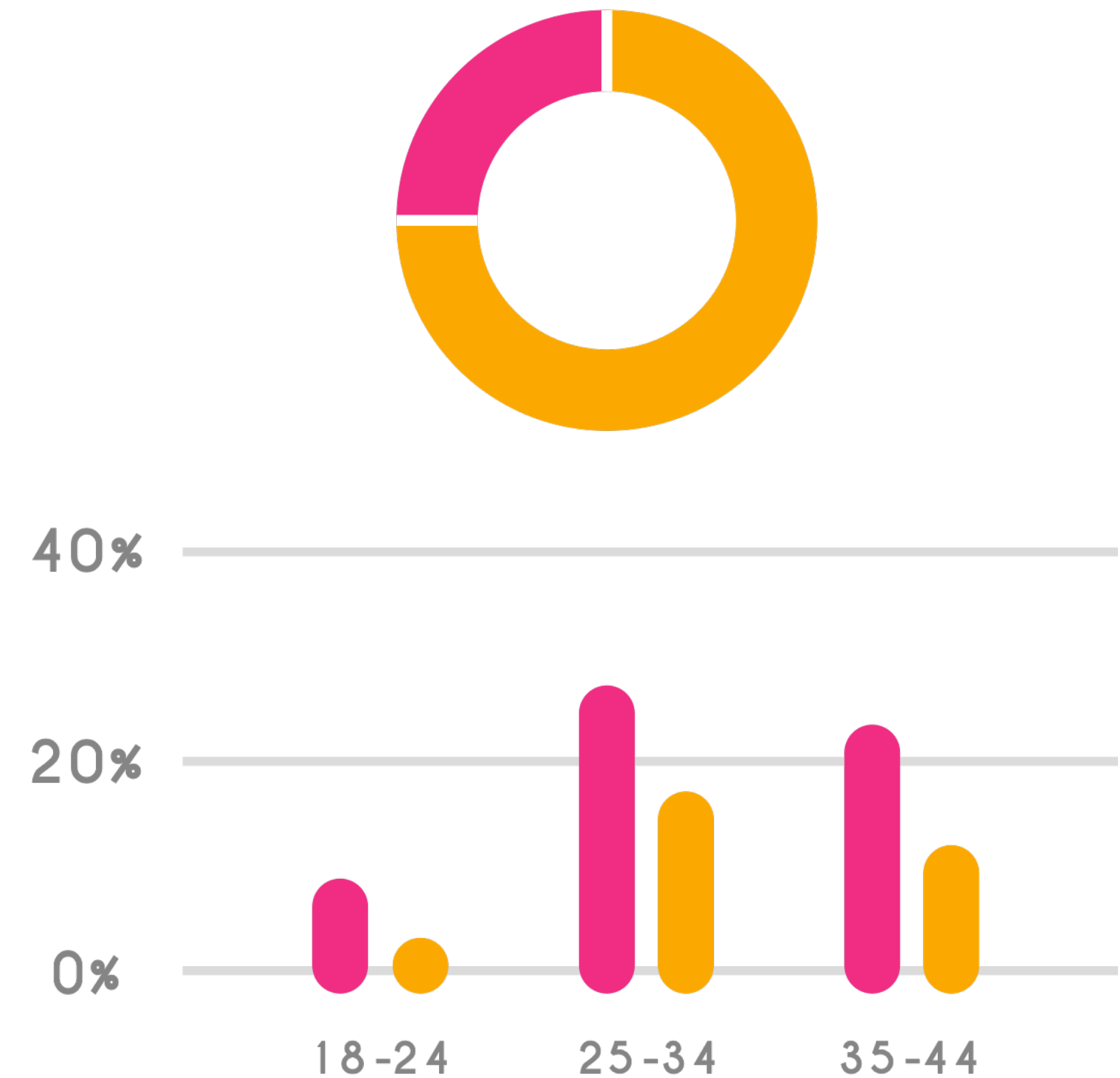
## Instagram

- The Current followers Amount: 10,377
- The Amount of likes, comments and shares went down to 76.1% in the last 90 days
- Number of posts: 326

### Current Audience

 Women  Men

Age & Gender

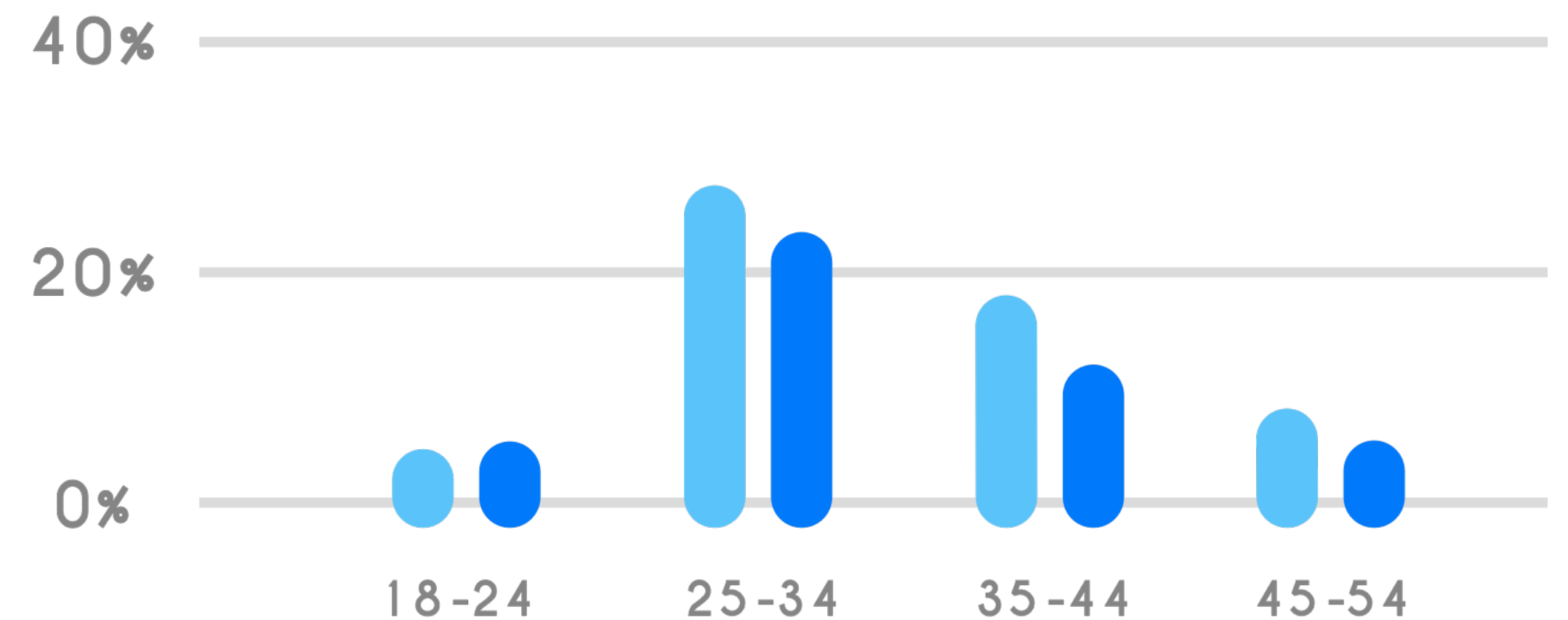


# Brand Performance

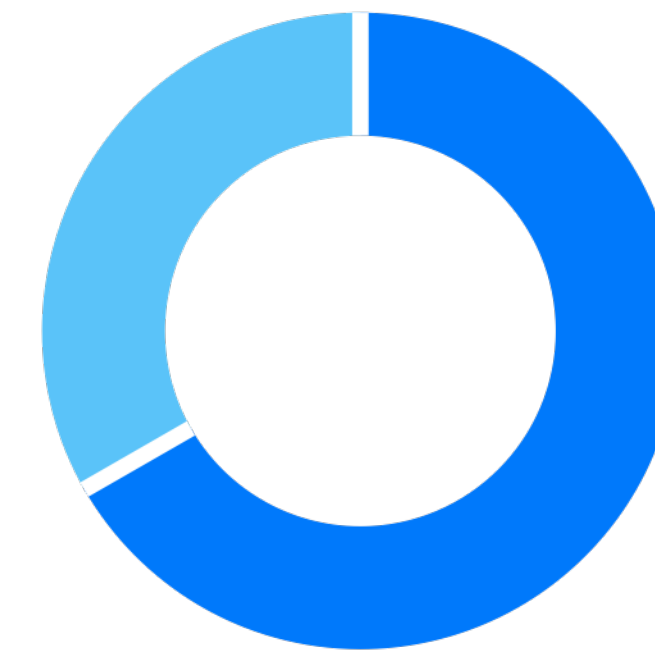
## Facebook

- The Current followers Amount: 4,229
- The Amount of likes, comments and shares went down to 100% in the last 90 days
- Number of posts: 326

### Current Audience Women Men



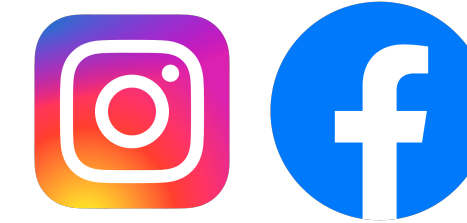
### Age & Gender



# Our Marketing Plan

## Current Platforms

- Our brand is now available on 2 social media platforms



## What is our Goal

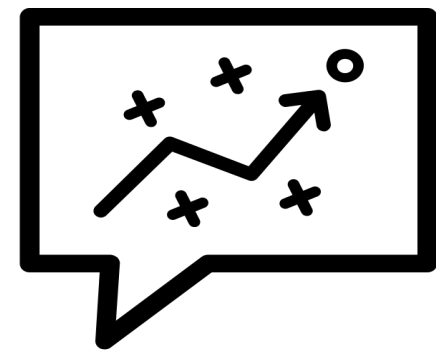
**Raise Brand  
Awareness**

**Increase  
Organic  
Followers**

**Convert  
Views to  
Sales**

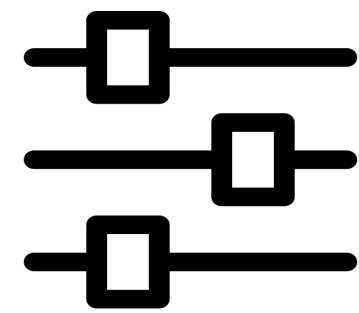


# Our Marketing Plan



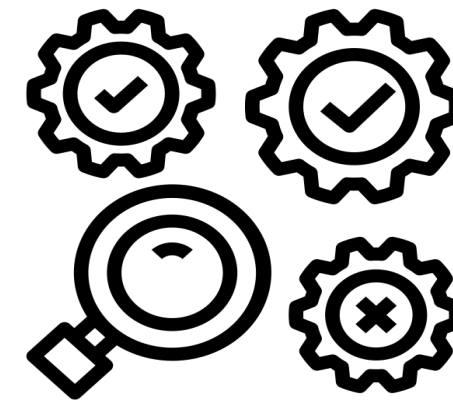
## Strategy

Setting up the campaign objective, budget and targeting



## Campaign Set up

Creating/Boosting ads and setting up on respective social ad platform



## Daily Monitoring & Testing







Split testing of ads with copywriting/design variations and re-allocating budget



## Analytics Report

On key KPIs and overall performances

# Our Marketing Plan Platforms

<b>Platforms</b>	 Instagram 30%	 Facebook 20%	 Snapchat 10%	 Twitter 20%	 Google Ads 10%	 TikTok 10%
<b>Segments</b>	Product Range					40%
	Brand Story					10%
	Educational Content					10%
	Promotions					20%
	CTA and Engagements					10%

## Instagram

Metric	May 2022	June 2022	July 2022
<b>Followers</b>	-	-	-
<b>Reach</b>	717	223	216
<b>Impressions</b>	-	-	-
<b>Total Engagement</b>	-	-	-
<b>Avg. Engagement Rate</b> <i>(total eng/followers x100)</i>	-	-	-
<b>Fan Growth %</b> <i>(<math>\frac{\text{new followers} - \text{old followers}}{\text{old followers}} \times 100</math>)</i>	-17.5%	-21.9%	16.7%



## Facebook

Metric	May 2022	June 2022	July 2022
<b>Followers</b>	-	-	-
<b>Reach</b>	27,891	29	28
<b>Impressions</b>	-	-	-
<b>Total Engagement</b>	-	-	-
<b>Avg. Engagement Rate</b> <i>(total eng/followers x100)</i>	-	-	-
<b>Fan Growth %</b> <i>(<math>\frac{\text{new followers} - \text{old followers}}{\text{old followers}} \times 100</math>)</i>	133.3%	-85.7%	200%

# Strategy

## Platforms Plans

Instagram is a huge platform and that can drag a lot of engagements and sales.

We need to work on:

- more trendy reels
- Showing the products we have more in the posts
- Brand awareness to make the followers understand our brand more
- Promotions to drag reach and sales through them and for the consumer to feel closer to the brand



# Strategy

## Platforms Plans

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# Strategy

## Platforms Plans

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- CTA ads to engage the customers



# Strategy

## Platforms Plans

Instagram is a huge platform and that can drag a lot of engagements and sales.

We need to work on:

- Being up to date with the trends
- Fun and creative videos to showcase the user experience
- Making the brand feel closer to the consumer by taking the brands into a more fun than serious approach



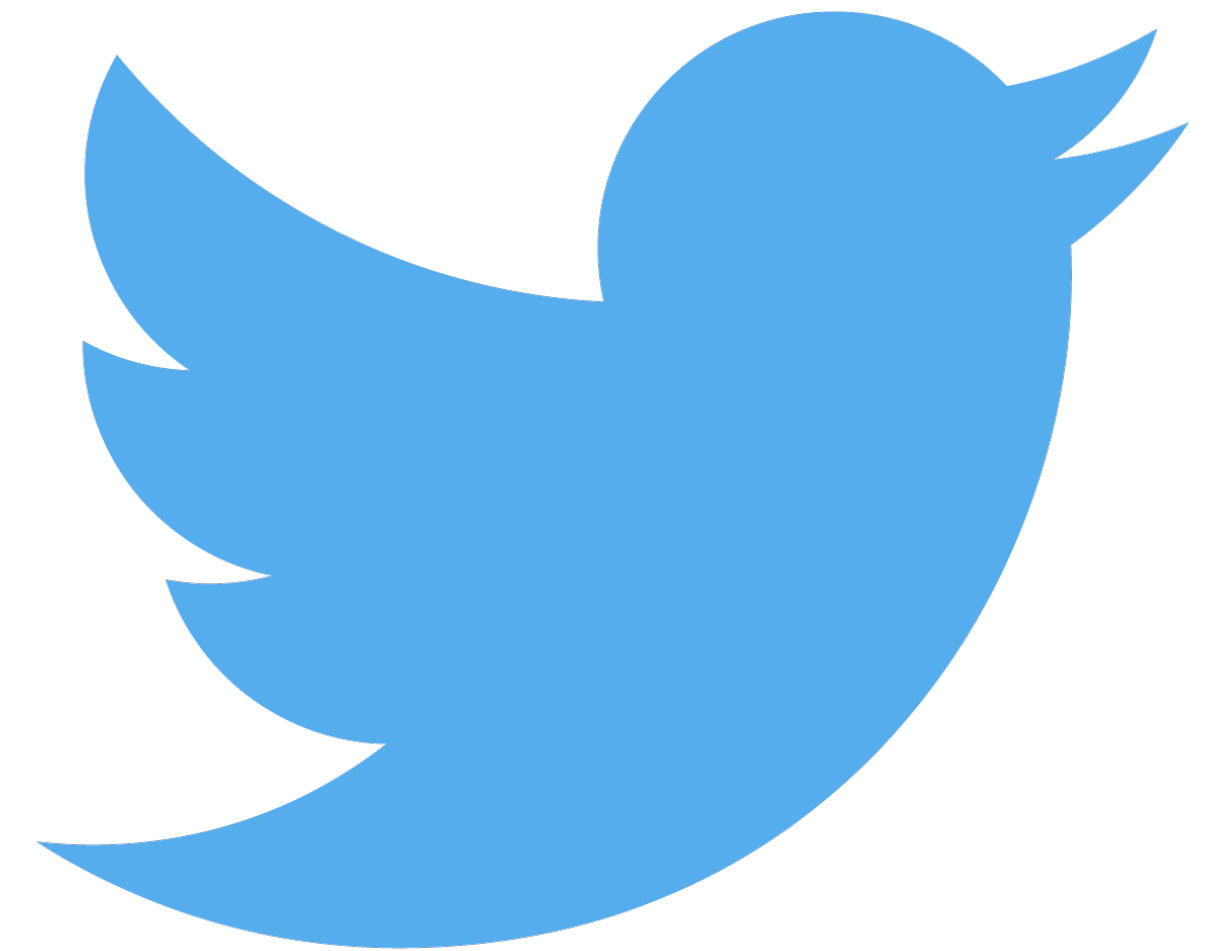
# Strategy

## Platforms Plans

Instagram is a huge platform and that can drag a lot of engagements and sales.

We need to work on:

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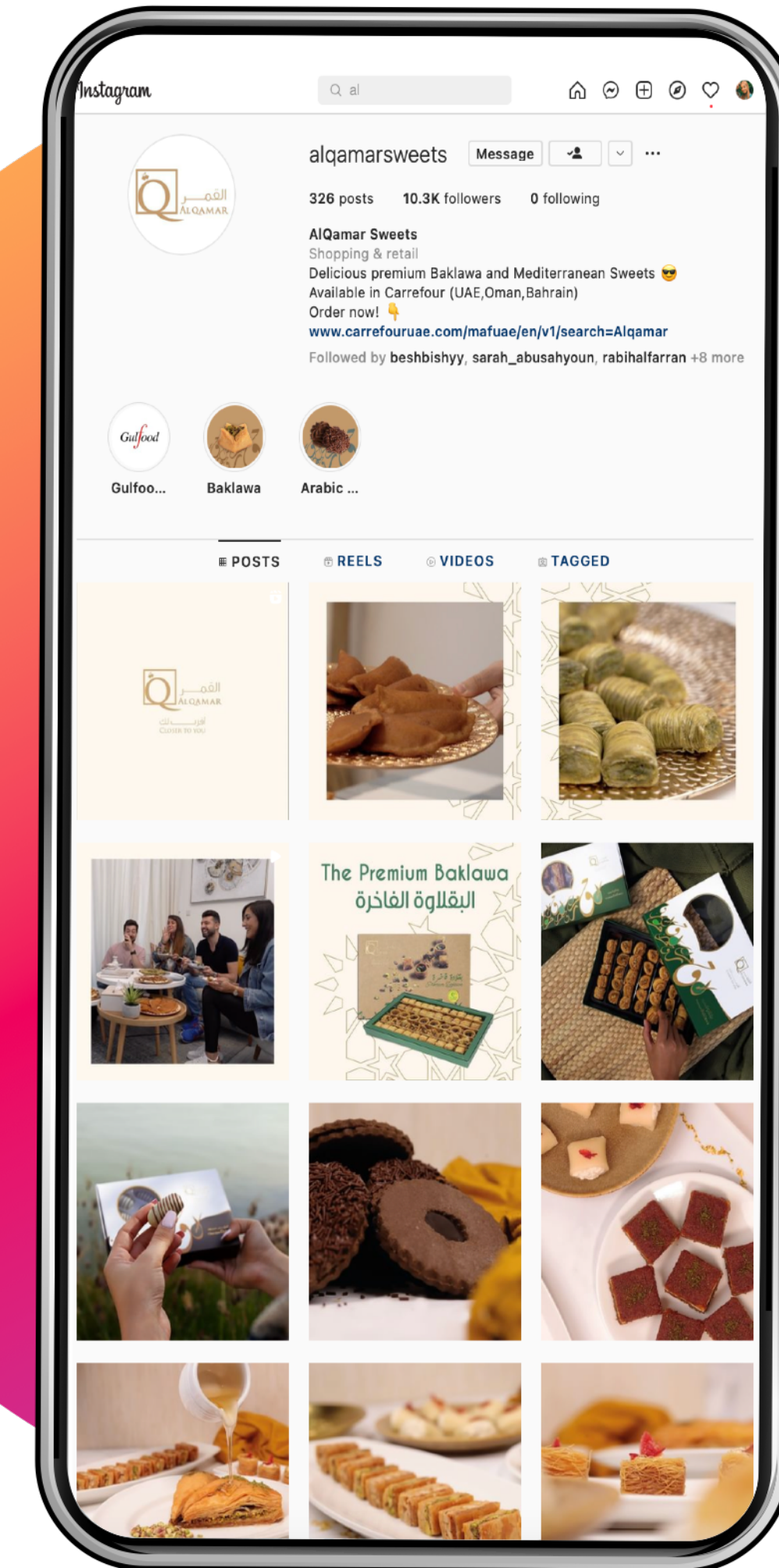
# Layout Plan

## Platforms Layout Plans

### Mood Board



# Current Platform Layout





# Palm Date Valley



# Brand Performance

## Instagram

- The Current followers Amount: 68
- The Amount of likes, comments and shares went up to 840% in the last 90 days
- Number of posts: 27



# Brand Performance

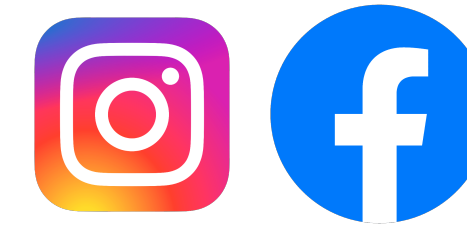
## Facebook

- The Current followers Amount: 0
- The Amount of likes, comments and shares went down to 100% in the last 90 days
- Number of posts: 27

# Our Marketing Plan

## Current Platforms

- Our brand is now available on 2 social media platforms



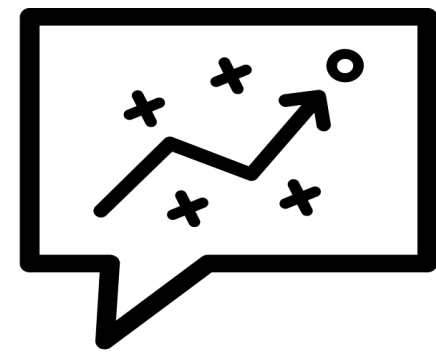
## What is our Goal

**Raise Brand  
Awareness**

**Increase  
Organic  
Followers**

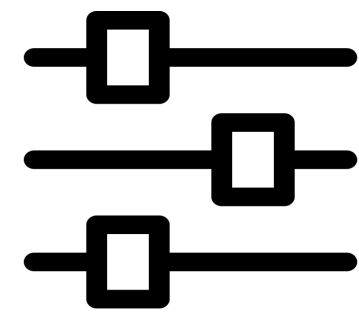
**Convert  
Views to  
Sales**

# Our Marketing Plan



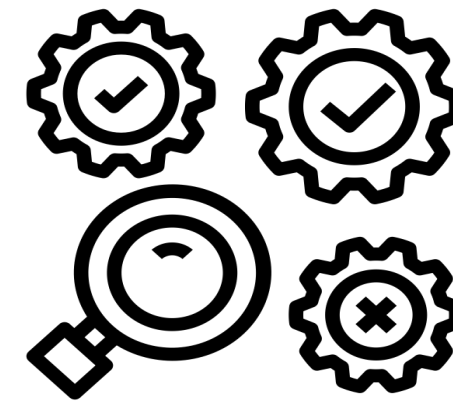
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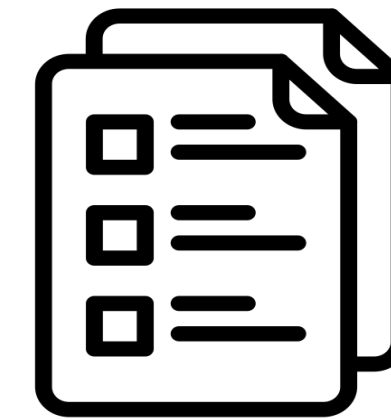
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Split testing of ads with copywriting/design variations and re-allocating budget




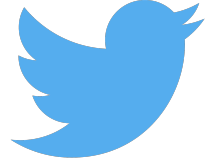




## Analytics Report

On key KPIs and overall performances



# Our Marketing Plan Platforms

<b>Platforms</b>	 Instagram 30%	 Facebook 20%	 Snapchat 10%	 Twitter 20%	 Google Ads 10%	 TikTok 10%
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<b>Segments</b>	Product Range	30%
	Brand Story	20%
	Educational Content	10%
	Promotions	10%
	CTA and Engagements	20%

## Instagram

Metric	May 2022	June 2022	July 2022
<b>Followers</b>	-	-	-
<b>Reach</b>	58	26	6
<b>Impressions</b>	-	-	-
<b>Total Engagement</b>	-	-	-
<b>Avg. Engagement Rate</b> <i>(total eng/followers x100)</i>	-	-	-
<b>Fan Growth %</b> <i>(<math>\frac{\text{new followers} - \text{old followers}}{\text{old followers}} \times 100</math>)</i>	0%	0%	0%

# Facebook

Metric	May 2022	June 2022	July 2022
<b>Followers</b>	-	-	-
<b>Reach</b>	2	4	28
<b>Impressions</b>	-	-	-
<b>Total Engagement</b>	-	-	-
<b>Avg. Engagement Rate</b> <i>(total eng/followers x100)</i>	-	-	-
<b>Fan Growth %</b> <i>(<math>\frac{\text{new followers} - \text{old followers}}{\text{old followers}} \times 100</math>)</i>	0%	0%	200%



# Strategy

## Influencers to work with

- **Naomi D'Souza** This [Dubai-based food blogger](#) daylights as a design and strategy consultant at IBM, and chronicles her culinary adventures on her blog [naomidsouza.com](http://naomidsouza.com). If you have a sweet tooth and love chocolate, be sure to give her a follow on Instagram.





# Strategy

## Influencers to work with

- **mimz.blog** 53.2% of mimz.blog's followers are female and 46.8% are male. Average engagement rate on the posts is around 0.80%. The average number of likes per post is 528 and the average number of comments is 74.





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# Layout Plan

## Platforms Layout Plans

As for the layout its good the way it is we just need to add more engagement posts and call to action to reach a higher amount of users and followers and to make the followers feel in contact with the brand

## Current Platform Layout

