Your Mini Marketing Plan Worksheet

Name: ________Rofida_Mohamed Ibrahim____________ **Brand:** ___Noreta___________________ **Date:** _30\7\2026_____________________

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- **1. Brand Information**

Brand Name	Noreta
Industry	Personal Productivity & Life Planning
Product / Service	Planners, Notebooks and Stationery (Pens, Stickers, Sticky Notes)
Current Situation	Existing Brand
Value Proposition	Life Organization , Continuous Innovation and Creative Planning Tools

- **2. SWOT Analysis**

Strengths	Weaknesses
Originality & Creative Design High Product Quality & Attention to Detail Continuous Innovation & Product Diversity Competitive & Accessible Pricing	Limited Marketing Scope Lack of Physical Store Presence (Offline Availability)
Opportunities	**Threats**
Expanding into Offline Retail Availability Launching an Automated E-commerce Website Launching an Automated E-commerce Website Launching an Automated E-commerce Website	Digital Alternatives Product Seasonality

- **3. Buyer Persona**

Age	16 – 28 years old
Occupation	High school & University students
Location	Egypt (online store)
Interests	Time management, self-improvement, habit tracking, and aesthetic stationery
Pain Points	Time Overwhelm , Mental Clutter and Boring Tools
Platforms	Instagram, Facebook, and WhatsApp (for direct ordering and customer support)
Buying Motivation	Emotional Drive , Continuous Offers and Aesthetic Appeal

- **4. Competitor Analysis**

Criteria	Your Brand (Noreta)	Competitor 1 (Dawenha)	Competitor 2 (H2DO)
Products & Services	- Planners & Notebooks To-Do Lists & Sticky Notes Writing Pens & Laptop Bags	Journaling Tools Coloring Books & Kits & "Maraseel" Gifting Cards & Letters	Prayer Mats Personal Perfumes & Children's Storybook & Daily Planners

Criteria	Your Brand (Noreta)	Competitor 1 (Dawenha)	Competitor 2 (H2DO)
Target Audience	High school students and university students	High school and college students, as well as young adults (under 40 years old)	From elementary school kids to high school, college students and adults
Price Level	Budget-Friendly / Affordable 200 EGP or less	Mid-Range Up to **300 EGP**	Premium / High-End **600 – 700 EGP**
Digital Channels	**Social Media:** Facebook & Instagram **Direct Communication:** WhatsApp	**E-Commerce:** Official Website **Social Media:** Facebook & Instagram	**E-Commerce:** Official Website **Social Media:** Facebook & Instagram
Competitive Advantage	Continuous Innovation & In-House Designs &	Global Reach & Seamless Omnichannel Experience	Unique Niche Differentiation & Multi-Channel Accessibility

Criteria	Your Brand (Noreta)	Competitor 1 (Dawenha)	Competitor 2 (H2DO)
	No Offline Presence (Only online)		
Weakness	Lack of an E-Commerce Website & No Offline Presence	Diluted Product Focus & Low Frequency of New Drops	Inconsistent Product Quality & Product Renewal

- **5. SMART Goal**

"Increase total sales revenue by **15%** over the next **3 months** by launching targeted multi- channel marketing campaigns focused on customer acquisition and repeat purchases"

- **6. Marketing Channels**

Channel	Reason
☐ Facebook	For direct messaging and sharing detailed product updates and offers
☐ Instagram	To visually showcase products to high school and university students through photos and Reels

Channel	Reason
☐ TikTok	To reach younger audiences fast with short, relatable videos showing products in action
☐ LinkedIn	
☐ SEO	
☐ Google Ads	
☐ Email Marketing	

- **7. Content Plan**

Type	Idea
Educational	3 quick tips on how to structure your weekly planner for maximum productivity
Entertaining	Relatable short video comparing your planner layout on Day 1 vs. Month 3
Promotional	Special Bundle Offer: Get 15% off when you pair a notebook with any laptop bag

- **8. KPIs & Budget**

KPIs	* Total Number of Orders/Sales * Social Media Engagement Rate (Reels & Posts) * Cost Per Acquisition / Cost Per Order (CPA) * Direct Message Inquiries Rate
Budget	A balanced ad budget allocated for Facebook, Instagram, and TikTok ads (e.g., **10,000 – 15,000 EGP** distributed over 3 months).
Campaign Duration	3 Months
Success Measure	Achieving a full **15% increase in overall sales revenue** by the end of the 3-month period compared to the previous quarter