

#69 Marketing Club 19th Cairo

DTC Marketing

Direct to Consumer Marketing

Tuesday 13-12-2022

7.30 Egy 8.30 KSA 9.30 UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat

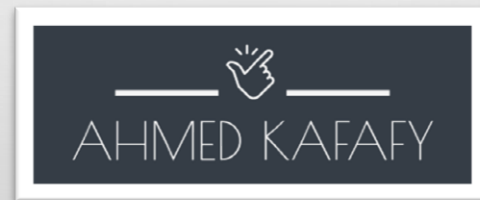


INSTRUCTOR

Dr. Ahmed Kafafy
FMCG Marketing Director

DIRECT TO CONSUMER MARKETING

WHAT TO KNOW



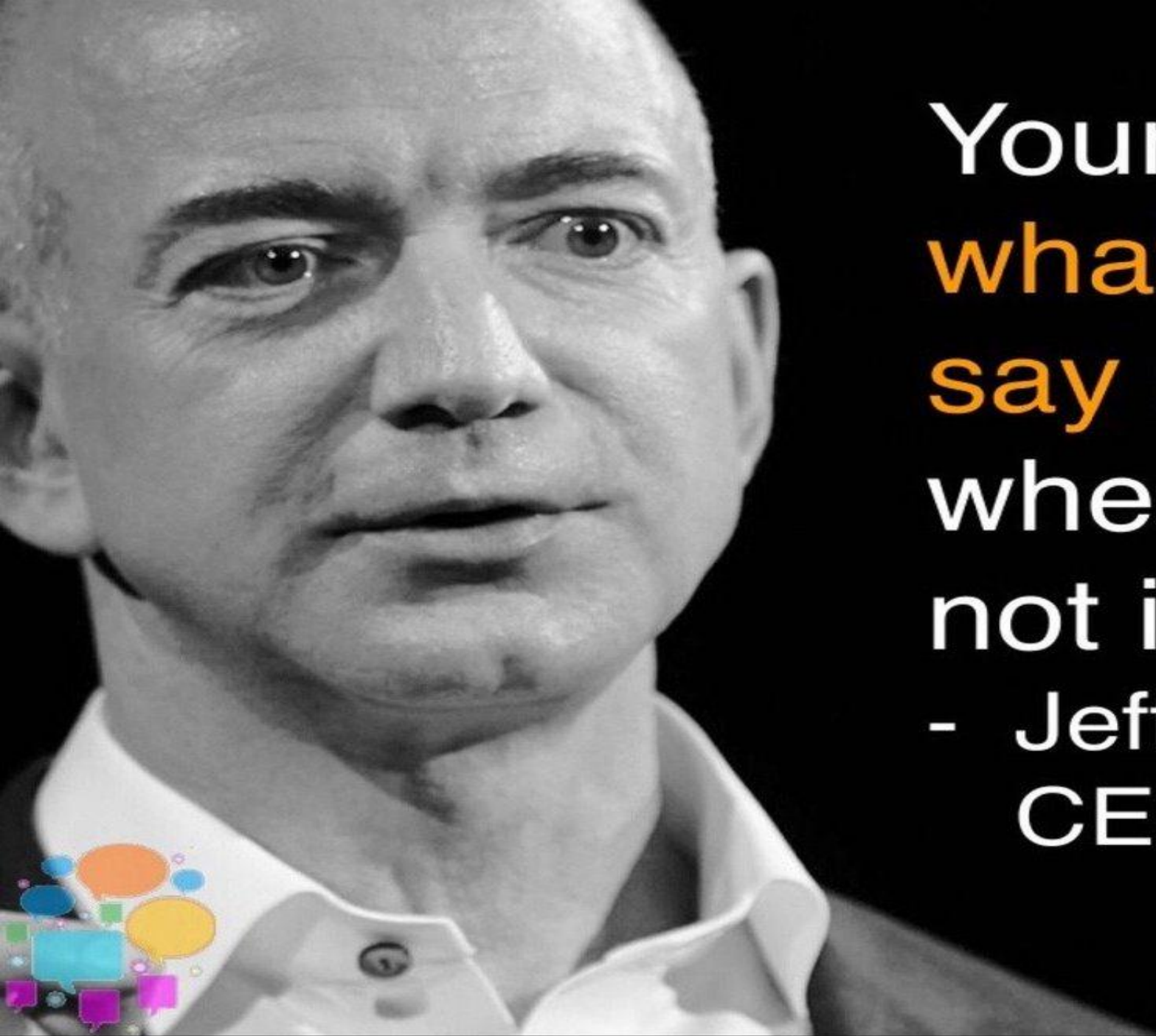
WHAT IS A BRAND?

Simply what Your Brand Is Defined By A **Customer's Overall Perception Of Your Business.**

YOUR BRAND IS YOUR REPUTATION!

In today's market, a successful brand has to be
consistent in communication and experience, across many applications





Your **brand** is
what people
say about you
when you're
not in the room
- Jeff Bezos
CEO Amazon



BRAND BUILDING

- The Truth Is: Branding Doesn't Happen Overnight...or *Even In A Few Months*.
- Building A Brand Is Definitely A Process And **Requires A Strategy**. However, The Ongoing Effort Will Result In Establishing Long-term Relationships With Your Customers.
- This Can Lead To A Steady Increase In Leads And Sales, Word-of-mouth Referrals, And Advocacy For Your Products Or Services.

POSITIVE IMAGE + STANDING OUT = BRAND SUCCESS.



EXAMPLES



THE WORLD'S TOP 10 MOST VALUABLE BRANDS 2022

  **1** 
\$355.1bn

  **2** 
\$350.3bn

  **3** 
\$263.4bn

  **4** 
\$184.2bn

  **5** 
\$111.9bn

  **6** 
\$107.3bn

  **7** 
\$101.2bn

  **8** 
\$75.1bn

  **9** 
\$71.2bn

  **10** 
\$69.6bn

Source: Brand Finance Global 500 2022





TOP 10 MOST VALUABLE EGYPTIAN BRANDS 2022

1



ORASCOM
CONSTRUCTION

\$558m

2



البنك الأهلي المصري
NATIONAL BANK OF EGYPT

\$461m

3



الشركة الشرقية للتبغ ك.م.م
EASTERN COMPANY S.A.E

\$403m

4



بنك مصر
BANQUE MISR

\$335m

5



IB

\$319m

6



telecomegypt

\$283m

7



ELSEWEDY
ELECTRIC

\$242m

8



GHABBOUR AUTO

\$184m

9



ibnsinapharma

\$76m

10



مستشفى
Talaat Moustafa Group

\$72m

Brand Finance®

Source: Brand Finance Egypt 10 2022

brandirectory.com/egypt



TOP 10 MOST INFLUENTIAL BRANDS in Egypt

1

Google

2

facebook

3



4

YouTube

5

NESCAFÉ

6

SAMSUNG

7

JUMIA

8

vodafone

9

telecomegypt

10

SOUQ
an amazon company

GAME CHANGERS



TOP 10 MOST INFLUENTIAL LOCAL BRANDS in Egypt

1



2



3



4



5



6



7



8



9



10



THE 3 HIGH – LEVEL PHASES OF BRANDING

**BRAND
STRATEGY**

**BRAND
IDENTITY**

**BRAND
MARKETING**



BRAND STRATEGY

Will map out how you are different, trustworthy, memorable, and likable by your ideal customer.

It will convey your purpose, promises, and how you solve problems for people.

An effective and comprehensive [Brand Strategy](#) should include the following components as part of the process:

- Brand purpose development
- Audience development **“BUYER PERSONA”**
- Competitor research
- Brand voice & personality **“BRAND PERSONA”**
- Brand message & story



BRAND PURPOSE



The Golden Circle

What

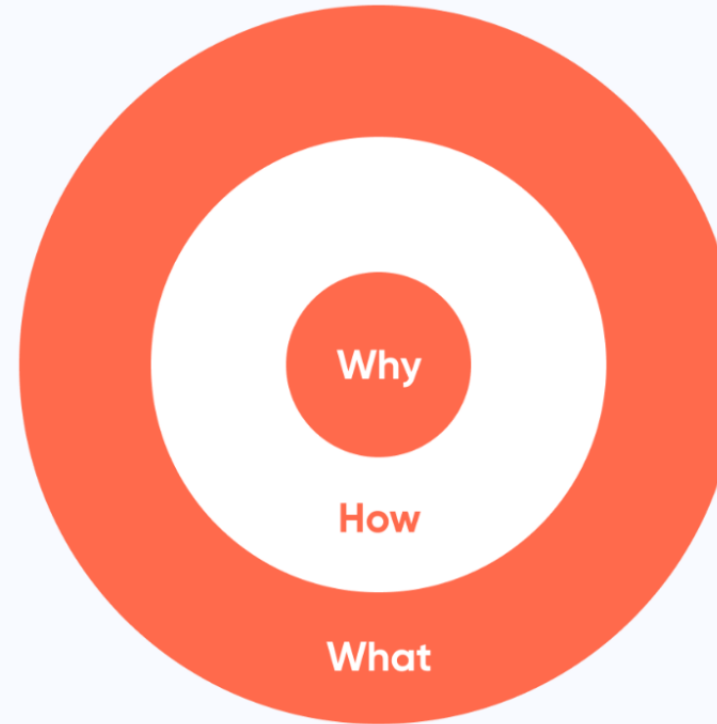
Every organization on the planet knows WHAT they do. These are products they sell or the services.

How

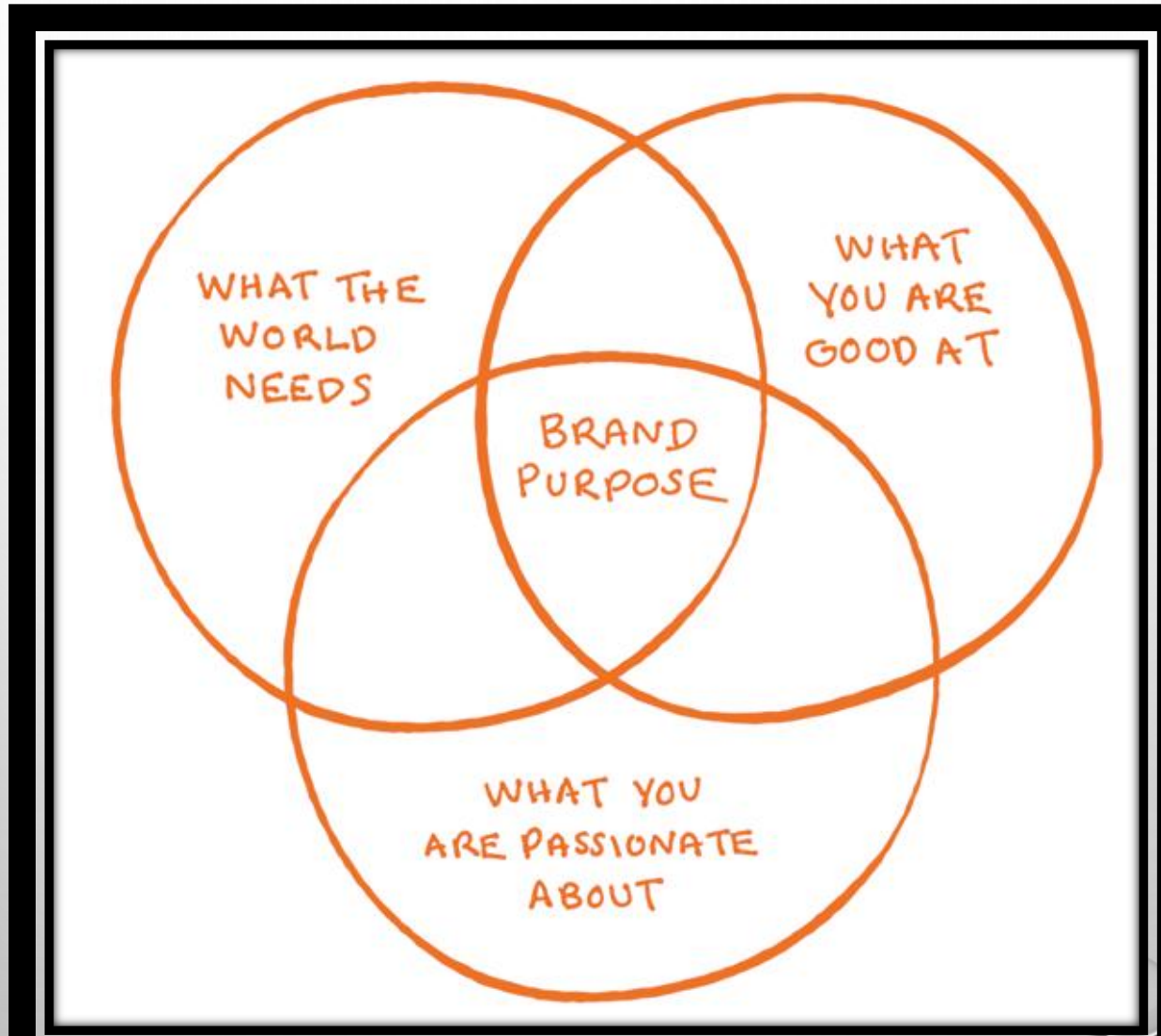
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



BRAND PURPOSE



BRAND PURPOSE EXAMPLES



To organise the world's information and make it universally accessible and useful



To challenge the status quo to think differently



To fulfil dreams of personal All American freedom



To refresh the world and inspire more moments of optimism and happiness



To entertain, inform and inspire people through the power of unparalleled storytelling



As the tea of strength, Joko wants to help our nation's women use their strength



To bring inspiration and innovation to every athlete* in the world
*If you have a body, you are an athlete



To give everyone a voice and show them the world



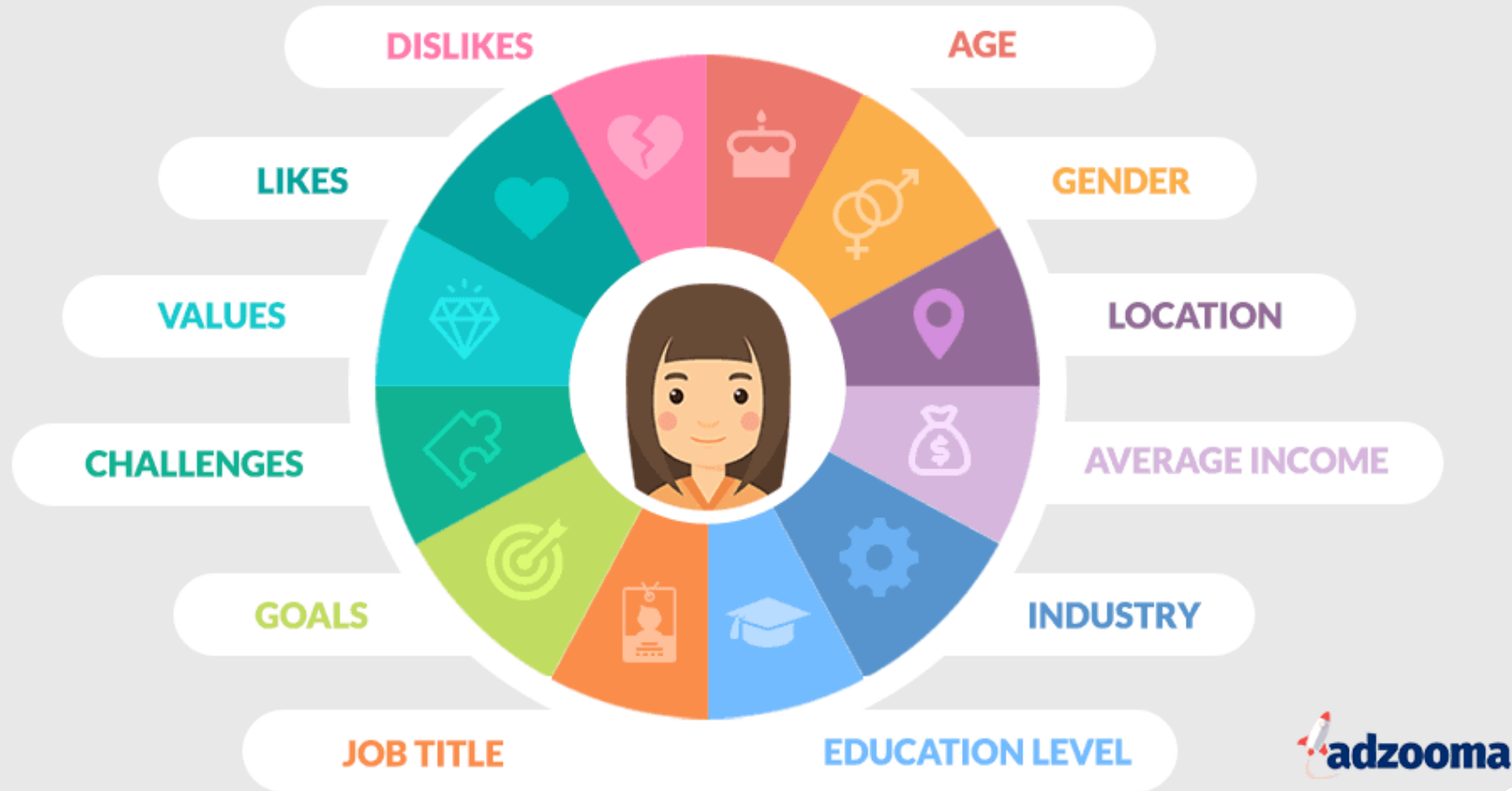
TESLA
To accelerate the world's transition to sustainable energy



BUYER PERSONA



WHAT MAKES A CUSTOMER PERSONA?



COMPETITOR RESEARCH





BRAND PERSONA



BRAND ARCHETYPES



BRAND STORY



BRAND STORY

A Simple Template



TYPEWRITER



BRAND IDENTITY

Is the way that you convey this to the public with visuals, messaging, and experience. **Your brand strategy will influence how you present your identity and align it with your purpose for the most impact.**

Your elements of brand identity should be applied across all channels consistently. It's the way that your business becomes recognizable.

THIS INCLUDES YOUR:

- Logo
- Colors and fonts
- Patterns and icons
- Collateral
- Website design
- Content and messaging
- Advertising
- Print or packaging





 MySignature



BRANDING vs BRAND IDENTITY vs BRAND



BRAND IDENTITY PRISM



Picture of sender

PHYSIQUE :

- Provocative advertisings
- Trendy denim
- For successful living
- Be stupide !

PERSONALITY :

- Young
- Rebellious
- Uncommon
- Passion

EXTERNALISATION

RELASHIONSHIP :

- A rebellious style for a unique way of living

INTERNALISATION

CULTURE :

- Renzo Rosso
- Rock & roll



REFLECTION :

- Young urban people
- Provocative style

SELF-IMAGE :

- I am an irreverent young people and I want to show it.

Picture of receiver

LOGO



— — — — —
AHMED KAFIFY

Wordmark

WIX

Letterforms



Monogram

HBO

Symbol



Abstract



Mascot



Emblems



Combo



Dynamic



COLORS





BRAND MARKETING

The way that businesses or organizations **highlight** and **bring awareness** to products or services by connecting values and voice **to the right audience** through:

STRATEGIC COMMUNICATION.





Communication Strategy

The questions it answers



—  —
AHMED KAFAY

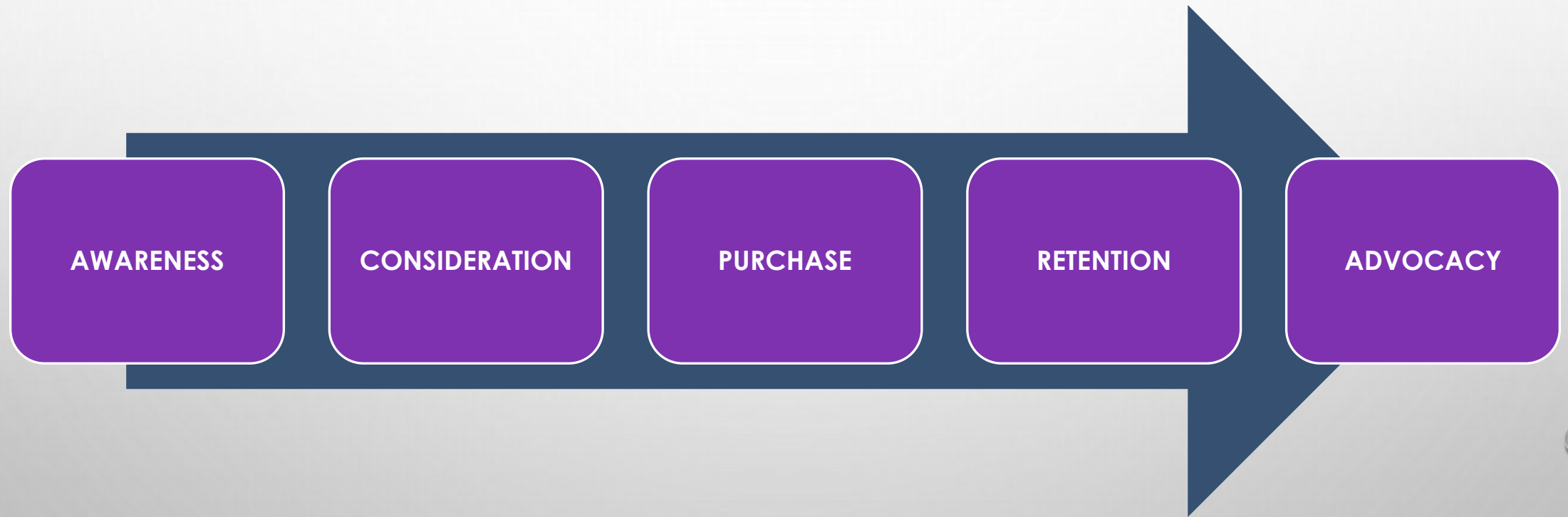
ALWAYS CONSIDER

**CUSTOMER
JOURNEY MAP**

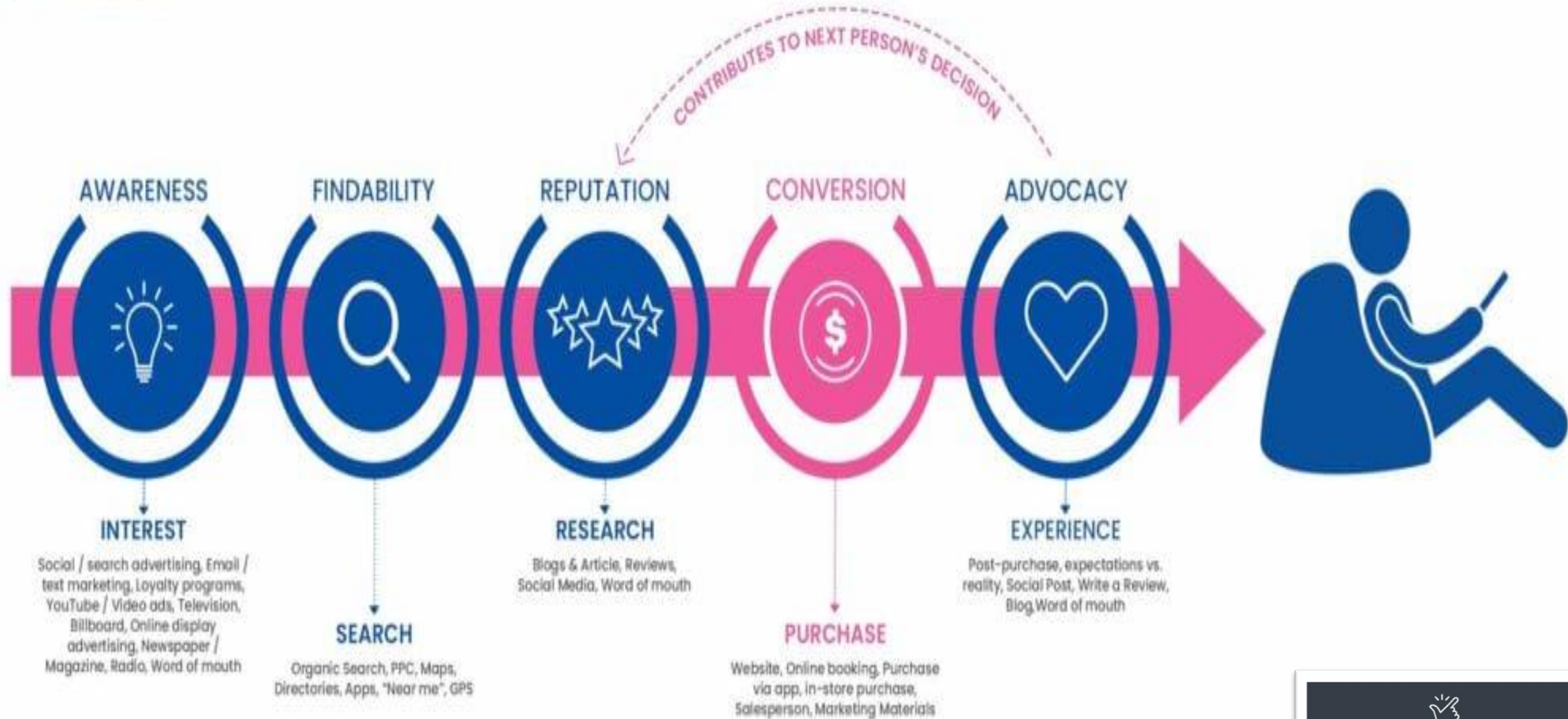
**CUSTOMER
TOUCHPOINTS**



THE CUSTOMER JOURNEY

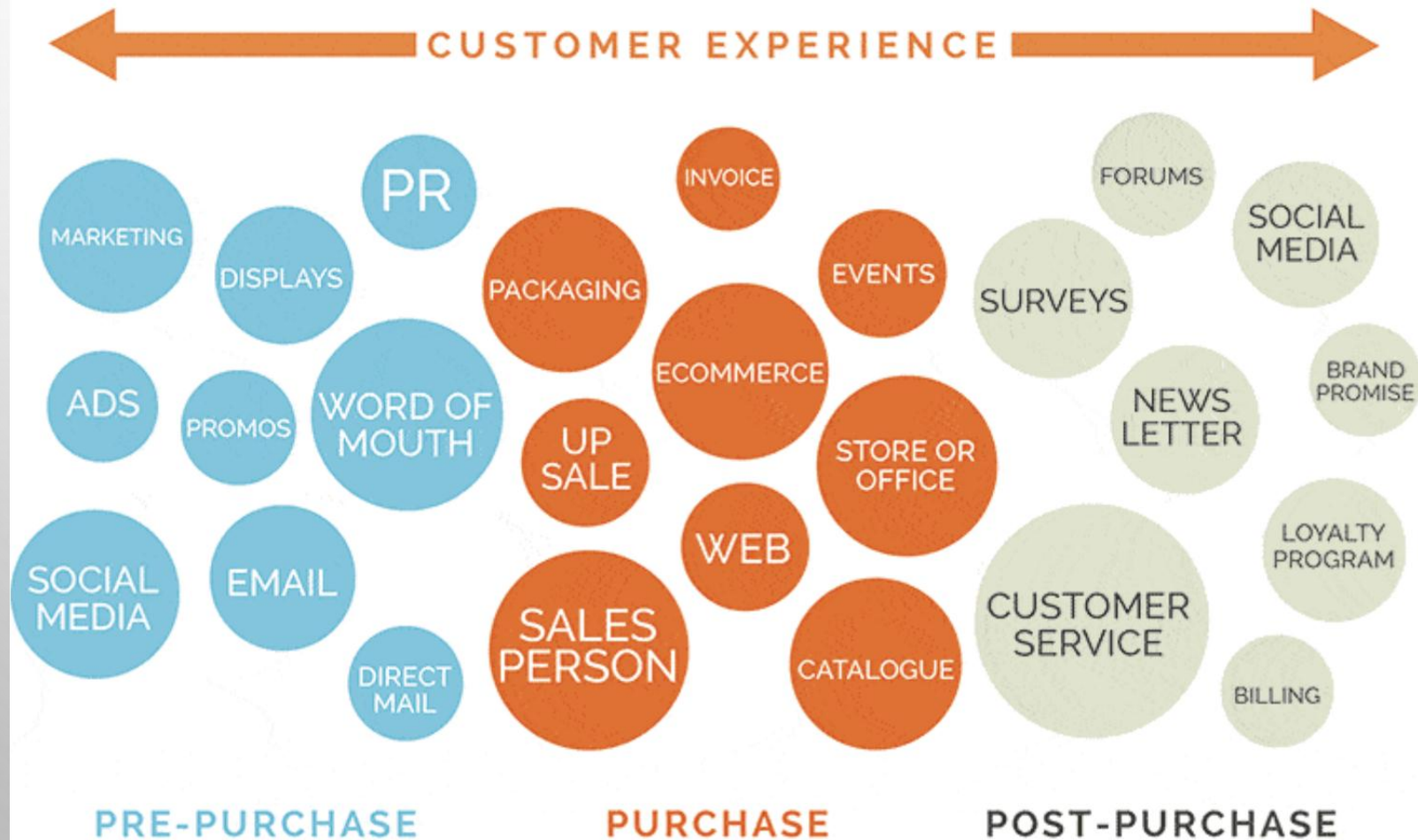


MODERN CUSTOMER JOURNEY



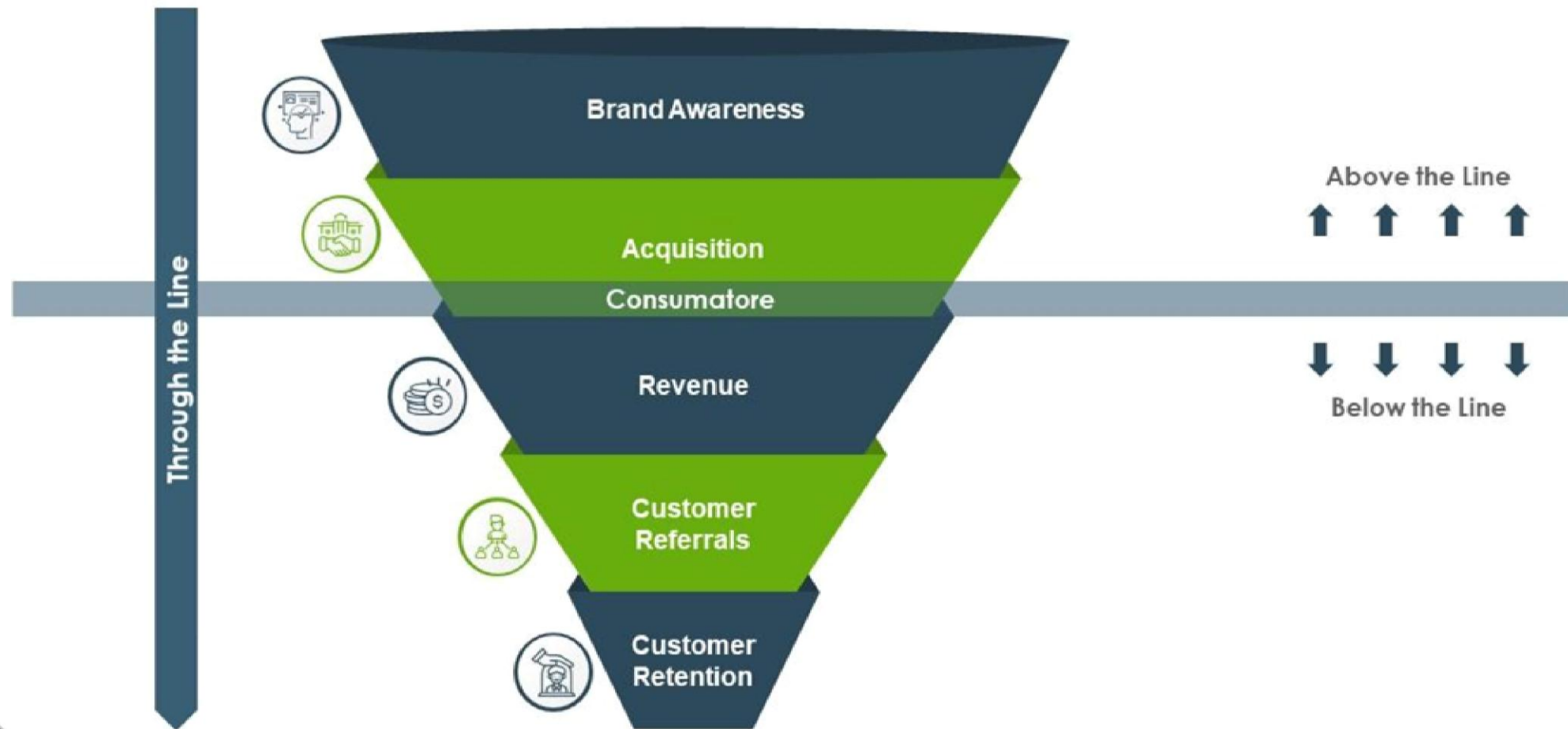
CUSTOMER TOUCH POINTS

BRAND TOUCHPOINTS



ATL, BTL and TTL Marketing Activities

This slide covers the different marketing activities which includes brand awareness, acquisition, revenues, customer referrals and retention that will help company in effective brand building and better return on investments.



ATL Marketing



TV



RADIO



PRESS



OUT-OF-HOME



CINEMA



INTERNET



BTL Marketing



TRADE
PROMOTION



SALES
PROMOTION



POINT-OF-SALES
MATERIALS



GUERRILLA
MARKETING



TRADE
MARKETING



DIRECT
MARKETING

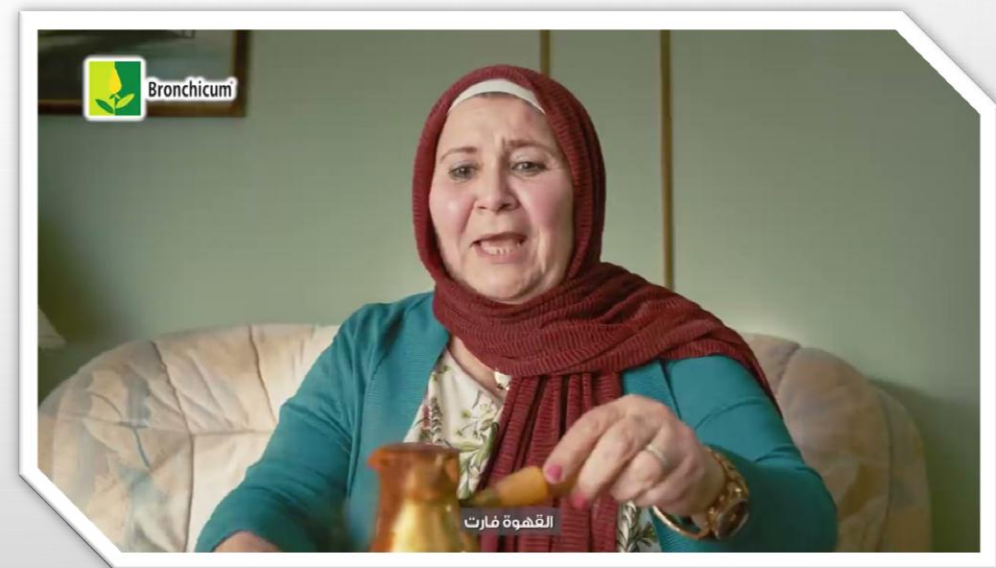
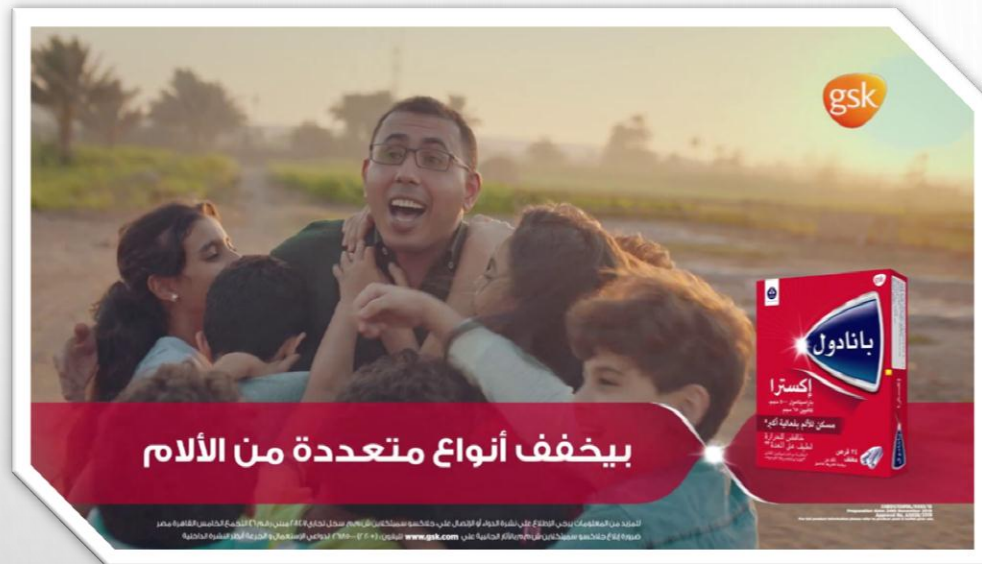


SPECIAL
EVENTS

TV ADVERTISING

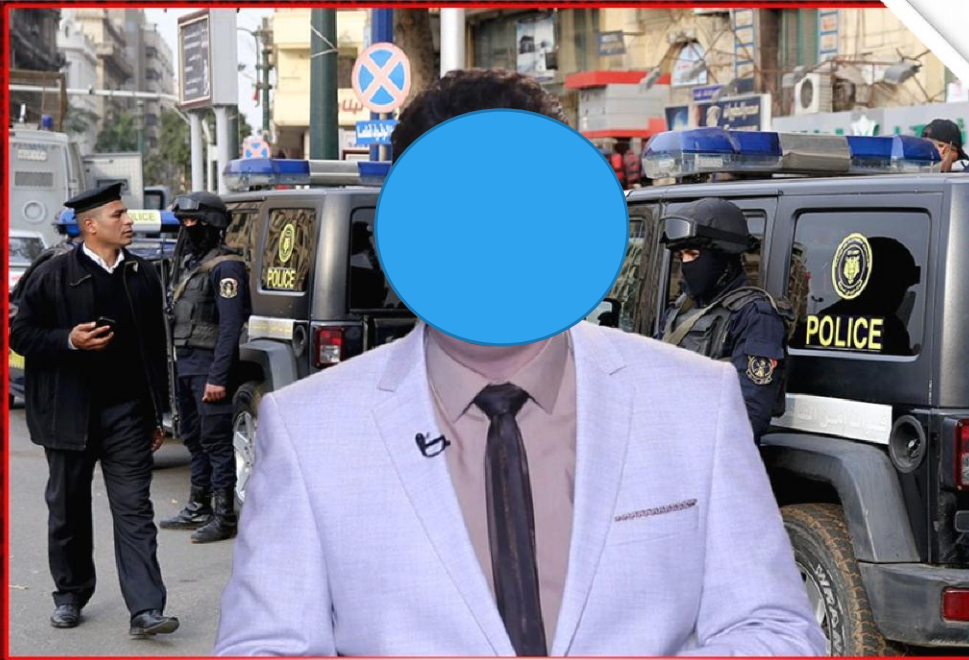


TVC



TV SHOP PROGRAMS





التحقيق مع الصيدلي أحمد
”طبيب الكركمين“ في أكتوبر

AWANMASR

أوان مصر

WWW.AWANMASR.COM



— —
AHMED KAFIFY

MEDICAL PROGRAMS



النهار
AMN

كله
بالطبيب




د. إبراهيم محمد دسوقي
استشاري جراحه العظام و المفاصل

دكتور / أحمد كفاي
مؤسس ميدلانت عالي

الثنين
9:30 م

على التردد: 11564 أفقي

البراعة للشكاه 9:30 م

حصريا على: النهار الجديد

النهار
AMN

كله
بالطبيب




دكتورة / ريهام الشوريجي

دكتور / أحمد كفاي
مؤسس ميدلانت عالي

الجمعه
9:30 م

على التردد: 11564 أفقي

البراعة للشكاه 9:30 م

حصريا على: النهار الجديد

النهار
AMN

كله
بالطبيب




د. أحمد سمير عالي
مؤسس ميدلانت عالي

دكتور / أحمد كفاي
مؤسس ميدلانت عالي

الثنين
9:30 م

على التردد: 11564 أفقي

البراعة للشكاه 9:30 م

حصريا على: النهار الجديد

النهار
AMN

كله
بالطبيب




دكتورة / مروة نبيل

دكتور / أحمد كفاي
مؤسس ميدلانت عالي

الجمعه
9:30 م

على التردد: 11564 أفقي

البراعة للشكاه 9:30 م

حصريا على: النهار الجديد

النهار
AMN

كله
بالطبيب




دكتورة / دينا صادق

دكتور / أحمد كفاي
مؤسس ميدلانت عالي

الثنين
9:30 م

على التردد: 11564 أفقي

البراعة للشكاه 9:30 م

حصريا على: النهار الجديد

النهار
AMN

كله
بالطبيب




د. أحمد أمين عاشور

دكتور / أحمد كفاي
مؤسس ميدلانت عالي

الثنين
9:30 م

على التردد: 11564 أفقي

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حصريا على: النهار الجديد



DIGITAL MARKETING





SOCIAL MEDIA STRATEGY



Who is your customer?
What age bracket?
Gender?
Location?
College degree?



What are your goals?
Establish your brand?
Increase visibility?
Generate traffic to website?
Grow sales and revenue?



Where is your audience?
Are they online?
Where do they shop?
Belong to associations?
Publications they read?



How will you execute?
What do you need to learn?
What tools are necessary?
Who is responsible?
How will you measure?



What differentiates you?
What's your elevator pitch?
Gather best testimonials.
What makes you unique?
Craft a compelling story.



When will you communicate?
What social networks?
How often will you post?
Will you blog?
Will you use visuals/video?

ACCREDITED DIGITAL EDUCATION

DSM | DIGITAL
SCHOOL OF
MARKETING



ACCREDITED DIGITAL EDUCATION

DSM | DIGITAL
SCHOOL OF
MARKETING

— — —
AHMED KAFAY

TOP 10 SOCIAL MEDIA MARKETING MISTAKES



WRONG FOCUS

Some people focus too much on marketing and forget about the relationship building part of social media



LACK OF STRATEGY

Plan first. Posting on social media without a having a well-planned marketing strategy is not going to work



NOT LISTENING

Give your audience your attention, and really listen to them. It's amazing what you can learn from your community



FOCUSING ON "ME"

There is no doubting that you are unique. However, it's important that you learn to focus on others.



NO TRANSPARENCY

Don't hide behind a business name and fail to disclose information in an effort to keep things secret.



NOT KNOWING AUDIENCE

If you have no idea who your target market is, it'll be impossible to market to them properly. This includes connecting with them socially



NOT STAYING IN NICHE

When you're running low on ideas, it's tempting to post information that is unrelated to the niche, but this can be a huge mistake.



WRONG PLATFORMS

You really don't need or want to be on every social media platform. Instead, choose 3-5 networks popular with your audience.



AUTOMATION

Automation is terrific but it does have a downside. One of the negative aspects of automation is that there's less relationship building and personal interaction



LACK OF VALUE

People love information and tips that add value. They hate being constantly bombarded with product pitches.





86% of social media users want to and do follow brands on social



41% will unfollow a brand that doesn't share relevant information



75% have purchased something because they saw it on social



57% are more likely to buy from a brand they follow



57% are annoyed with too many promotions by brands



71% have unfollowed a brand because they were embarrassed



WAIT

A TAKE-HOME MESSAGE



CLT



— — — — —
AHMED KAFIFY

LTV

Lifetime
Value

=



Average Value
of Sale

x



Number of
Transactions

x



Retention
Time Period

CLV

Customer
Lifetime Value

=

LTV

Lifetime
Value

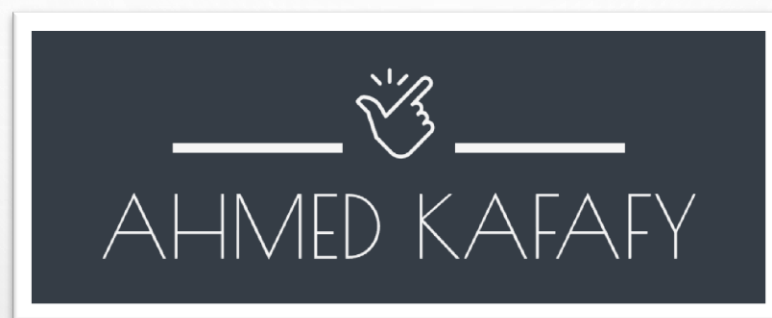
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Profit
Margin



THANK YOU



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