

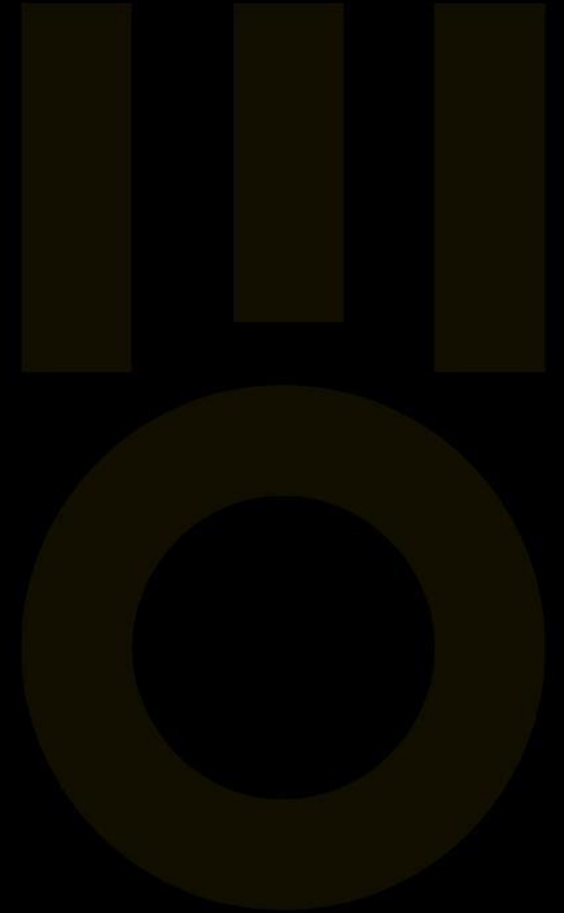
Palmé Bakery Proposal

EXTRAORDINARY

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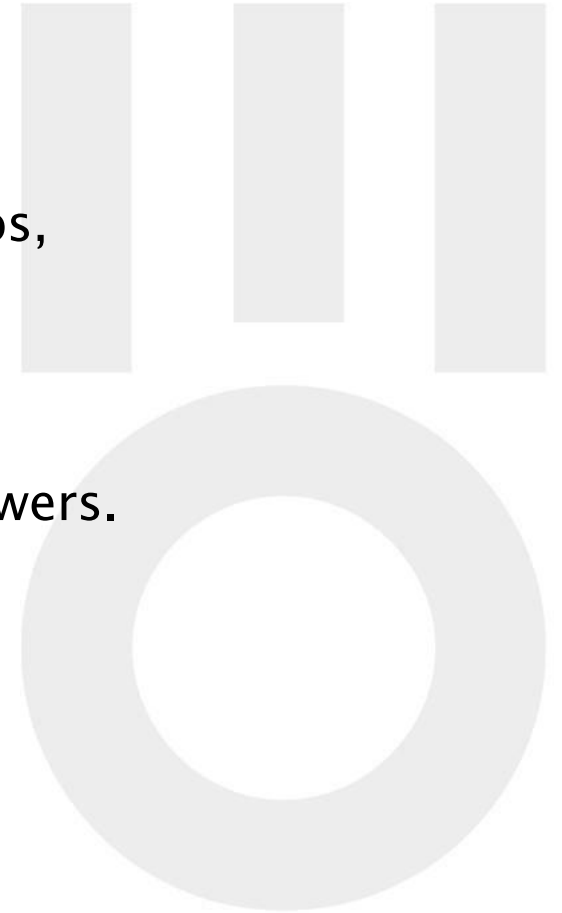


Marketing Strategy

First Phase (Awareness Phase) – 3 months

Monthly posting contents:

- Create engaging content, including product photos and videos, behind-the-scenes content, and customer testimonials.
- Run social media contests and giveaways.
- Offer exclusive deals and discounts to your social media followers.
- Use high-quality product photos and videos.
- Partner with influencers.



Marketing Strategy

Focusing our image and visual identity on social media:

- Edit the logo to make it more attractive and unique.
- Create a brand manual for the company.
- Create a series of reel videos on Instagram and Facebook about sweets and baked goods.
- Shoot videos of sweets and baked goods
- Take photos of sweets and baked goods
- Design a color palette for the social media posts.
- Adhere to the content plan (English and Arabic languages).
- Post consistently on specific dates and times.



Process (Monthly Actions)

- 8 series of video reel posts
- 30 stories
- 4 static posts
- 8 video editings
- 12 contents
- Media buying plan
- Content plan
- Monthly reports
- 8 video covers
- Instagram highlight icon **(FREE)**
- Cover page **(FREE)**
- Logo animation **(FREE)**



Platforms

- ❑ Facebook
- ❑ Instagram
- ❑ Tik tok

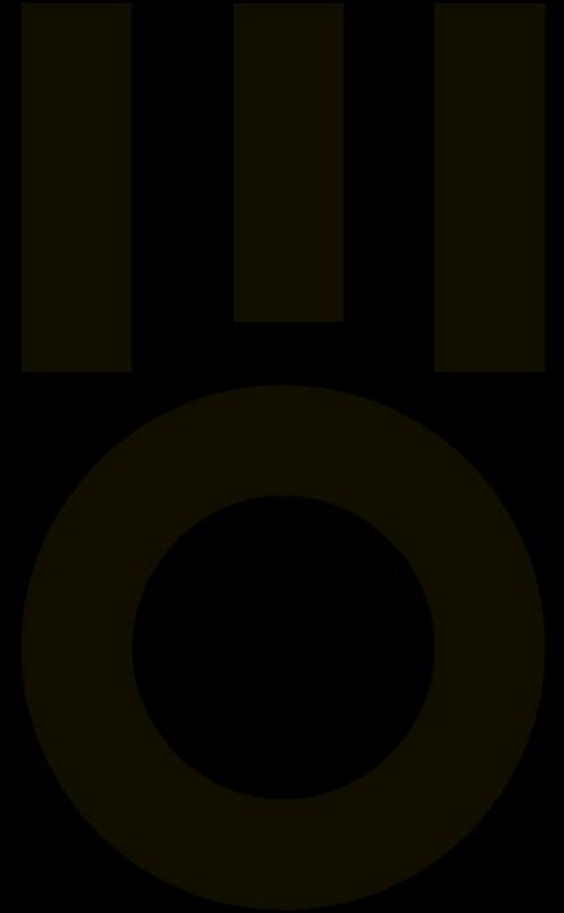


Technical

- Social media management for 1 month.
- Platforms that we will use to advertise on are Facebook, Instagram, and TikTok.
- Posting 12 posts per month to match the minimum required.
- Ads per week for the duration needed as per our recommendation.



Thank You



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