



Unofficial Content Strategy

AVENUE STORE.

(UNOFFICIAL)

Presented by Alaa Nady

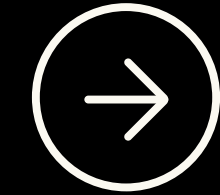


<https://avvenue.online/>



Online Store

TODAY'S AGENDA



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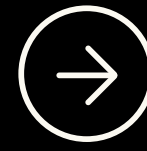
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INTRODUCTION

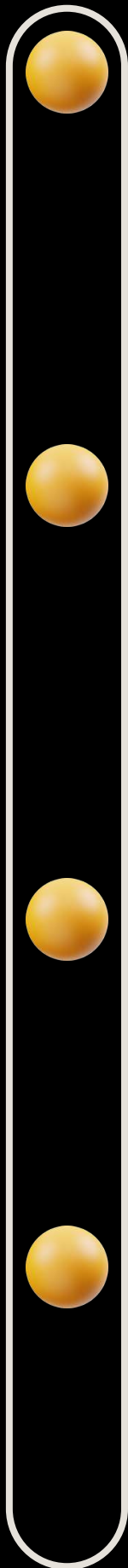
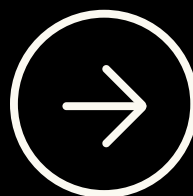
Avenue is a modern Egyptian fashion brand offering trendy, practical, and affordable everyday wear. The brand focuses on delivering comfortable pieces with high-quality fabrics and simple designs that fit university life, workdays, and casual outings.

Avenue aims to make fashion accessible by providing stylish options, smooth delivery, and a seamless online shopping experience. With a growing audience and a focus on trust and consistency, the brand continues to position itself as a go-to destination for women looking for confidence, comfort, and style.

AVENUE



PROBLEM SUMMARY



Brand Identity

The brand identity is not the same on each platform. And there's no link to direct customers to IG on TK for example. No enough information about the brand on each platform.

On-site store

The brand even though it has a big-fan base they don't have a store, which can be a risk for some customers. They are not attending any bazaar or events in real-life.

Keeping Up with Trends

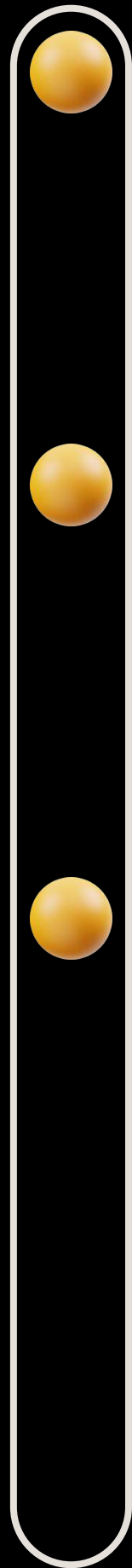
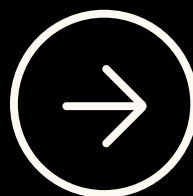
They try to keep up with trends with non-related content that may affect there image and reaching the right audience.

Working without Content Calender

Posting much number of posts without specific and planned calender.



PROBLEM SUMMARY



Logo

They don't put their logo on each post. That will affect their brand identity.

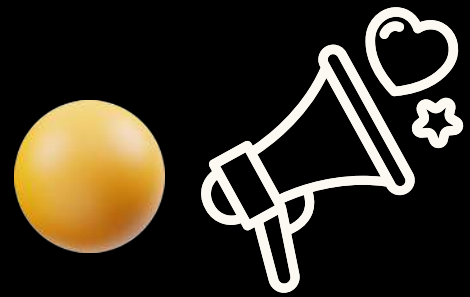
Men's clothing line

Inspite of having a men's clothing line they don't post or mention anything about it on their social media platforms.

Website Quality

The quality of the website having a lot of displayed pictures of their products that is not matching a specific theme.

SOLUTION SUMMARY



Accessibility To Each Platform

Make their social media pages on each platform easy to access through direct links on their bio. Provide more information about the brand.



Offline Presence

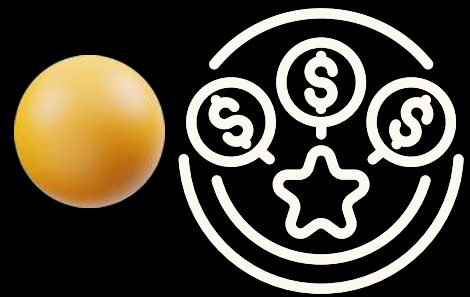
If they can't have their own store, at least they can participate in different bazaars & events to make sure people can check out their products.



Marketing Strategy

Build content calendar that will help them organizing posts & reels, regenerate content structure that will be suitable to their audience. Also, putting the logo on each post\design.

SOLUTION SUMMARY



Men's Clothing Line

Make a content plan for men's clothing line as they're not representing it well on their social media platforms.



Website Quality

Taking care of the website displayed images of products to be organized with the same theme.



TARGET AUDIENCE

Demographics

Gender: Female

Age Range: 18–24: University students looking for trendy, affordable outfits

25–35: Young professionals seeking stylish-but-budget-friendly looks

35–40: Young mothers who value comfort + quality

Income Level: Middle to Upper-Middle class

Location: Urban areas across Egypt (Cairo, Giza, Alexandria, Mansoura, Tanta, etc.)

Education: High school, university students, and graduates

Marital Status: Both single and married



TARGET AUDIENCE

Psychographics

Lifestyle: Active, social, always on the move (university/work/outings), Fashion-aware but not label-obsessed, Prefer comfortable, stylish clothes for everyday use

Values: Value-for-money, Practicality (mix-and-match pieces), Modesty or semi-modest fashion depending on taste, Quality and good fabric

Personality Traits: Social, expressive, loves taking photos, Enjoys following fashion influencers
Trend-oriented but budget-conscious

Interests: Fashion & styling, TikTok/Instagram trends, Online shopping, Sales, discounts, bundle offers.



TARGET AUDIENCE

Behavioral

Buying Behavior: Price-sensitive, Compares brands before buying
Motivated by discounts and offers, Prefers brands with consistent sizing

Shopping Platforms: Instagram, Facebook, TikTok Shop, Often influenced by video styling, short try-on clips

Motivators to Purchase: Good quality at a reasonable price
Positive reviews, Modern, trendy collections, Fast customer service

Loyalty Drivers: Accurate sizing
Durable fabrics
Smooth delivery & returns
New arrivals that follow trends

BUYER PERSONA

BACKGROUND



- University student
- Wears trendy outfits
- Loves online shopping

DEMOGRAPHICS



- Age: 20
- Marital status: Single
- Income: Middle-class
- Location: Maadi

GOALS



- Always trendy with affordable prices
- Casual Outfits
- Modest style

Farah

Perfect Client



HOBBIES AND INTERESTS



- Participating in university events
- Outgoing
- Fashion-lover

CHALLENGES



- High Prices
- Fast-Paced trends
- Outfit repeating
- Slow shipment

COMMON OBJECTIONS



- Low quality
- Delivery issues

MAJOR FEARS



- Secure Payment methods
- Clothing size issues
- Product accuracy
- Lack of information

BUYER PERSONA

BACKGROUND



- Early career professional
- Depends on online shopping
- Doesn't have much time
- Comparing between diff brands

DEMOGRAPHICS



- Age: 28
- Marital status: Engaged
- Income: Middle-class
- Location: Giza

GOALS



- Looking confident everyday
- Smart casual outfits
- Leaving good first impression
- Reflecting her character on outfits

Mariam

Perfect Client



HOBBIES AND INTERESTS



- Taking mirror selfies
- Following Clothing influencer on IG
- Outings with friends
- Reading books

CHALLENGES



- No time for offline shopping
- Suitable cloth for work & outings
- Fast-Paced trends

COMMON OBJECTIONS



- Unrealistic products' images
- Delivery issues

MAJOR FEARS



- Low salary comparing to other brands' prices
- Trending outfits suitability
- Worrying about people's opinions

BUYER PERSONA

BACKGROUND



- Housewife with 2 kids
- Stressed & has a lot of responsibilities
- Taking care of herself despite the lack of time

DEMOGRAPHICS



- Age: 35
- Marital status: Married
- Income: Middle-class
- Location: Tanta

GOALS



- Comfortable outfits for daily uses
- High-quality\low priced products
- Suitable outfits for family gatherings

Reham

Perfect Client



HOBBIES AND INTERESTS



- Spending time with family
- Watching TV 24/7
- Loves cooking
- Following cooking recipes
- Searching for promotions pages

CHALLENGES



- No time for offline shopping
- Overthinking before purchasing
- High-priced delivery
- Difficulty finding high-quality with low price outfits

COMMON OBJECTIONS



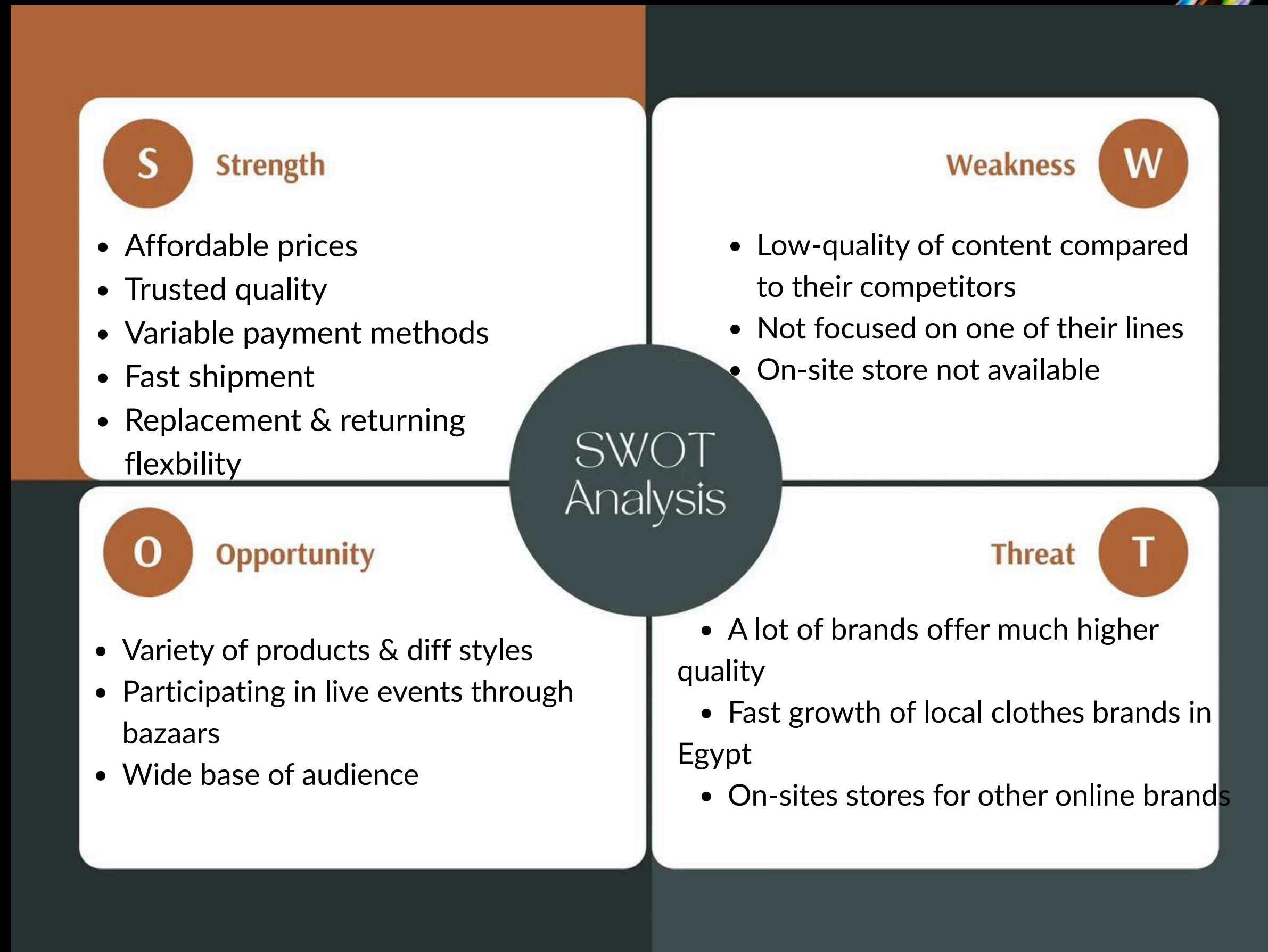
- Delivery issues
- High prices
- low quality

MAJOR FEARS



- She doesn't trust online shopping
- Wants to save money
- Fearing of size issues

SWOT ANALYSIS:



DIRECT COMPETITOR



Overview

One of the hijabi modest brands that offers high quality with suitable prices for the middle-class women in Egypt.

Strengths

High quality of content specifically on IG.
Website designs and overview.
Effective SEO.

Weaknesses

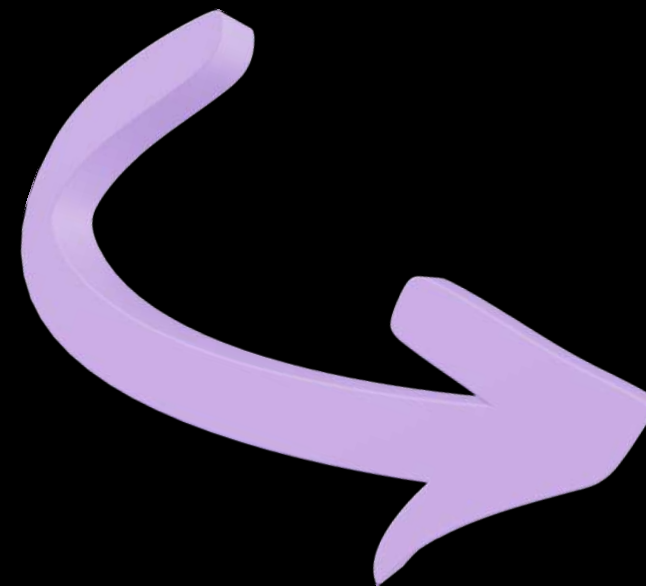
Website UI is more suitable for mobile phones.
They are not active on TK

Positioning

Positioned as middle-class women brand with suitable prices.

Digital Presence

Strong Facebook and Instagram activity, uses promotions and seasonal campaigns.



BE
YOU
Modest wear

Beyou.egy – Competitor Overview

Reference To Brand Content



IN-DIRECT COMPETITOR



Overview

One of the hijabi modest brands targeting upper-middle class women in Egypt with competitive prices for each season.

Strengths

High quality of content specifically on TK & IG.
Website designs and overview.
Good promotions and off-sales
Effective SEO.
Using UGC effectively.

Weaknesses

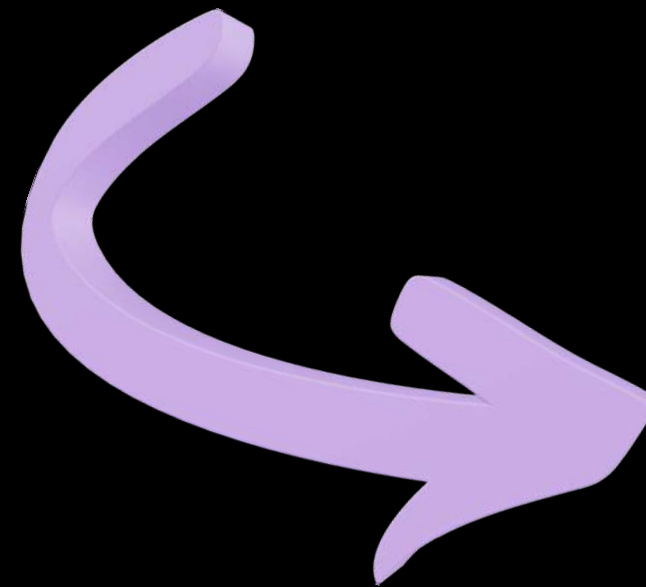
Repeating specific content on each platform.
they doesn't have a specific target audience. their is diversity in the prices.

Positioning

Positioned as upper-middle class women brand with high quality.

Digital Presence

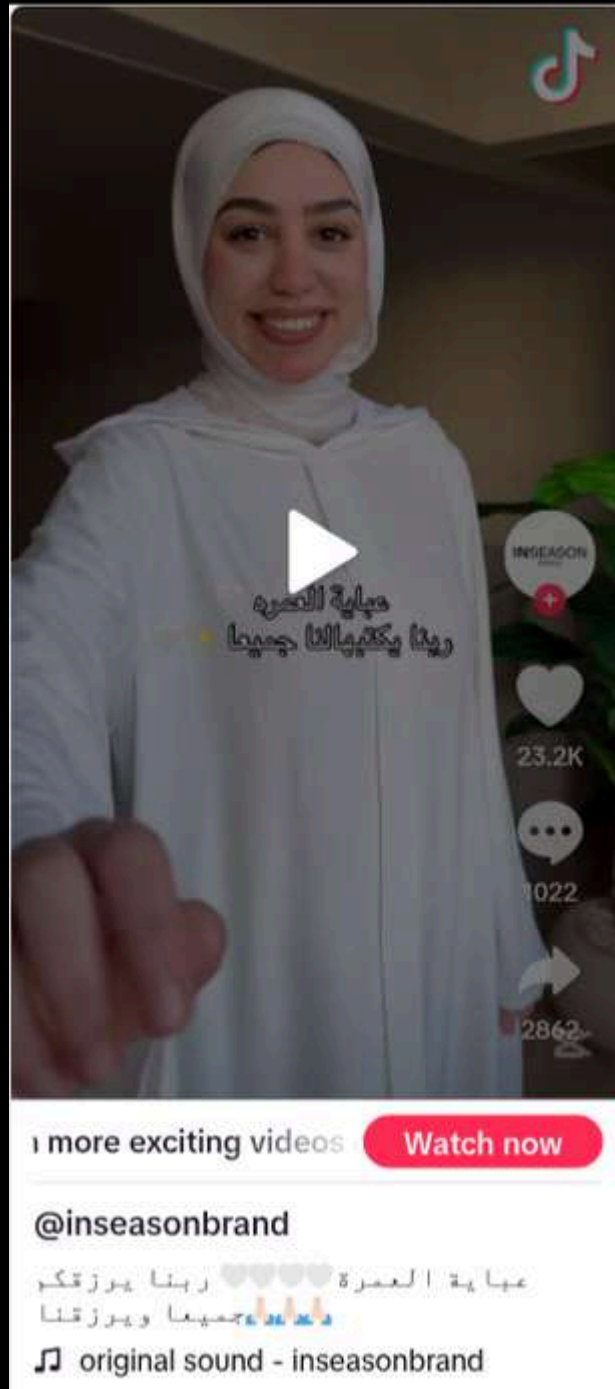
Strong Tiktok and Instagram activity, uses promotions and seasonal campaigns with high-end quality of content.



INSEASON
BRAND

Beyou.egy – Competitor Overview

Reference To Brand Content



MARKETING STRATEGY

Goals

Raise The Engagment

Raising the engagment from 1-20 likes on FB to 50-100. Ig from 30-50 to 100-150 after the first 3 month by 300-500%
Tk likes are from 30-500 and views from 2k-millions. however we need to raise them by 100-200%

Raise Conversion Rate

Converting likes, comments & shares into real customers. From 0.5% (average) to 0.75-0.9% which means to increase the CR by 50-80% in the first 3 month.

How to

Using Content Plan

Use a mix of UGC (to gain trust)- Trendy content (reach) - reels & photos of the products.
Use styling reels as it gets the highest reach.
Focus on CTA to engage the customers to react / leave a comment.
Focus on short-form videos to get reach
Run various competitions throug QA. Enhancing hooks & thumbnails on the short-form vidos.

Enhance Customer Experience

Using effective CTA on every content to lead the customer directly to any product.
Higher rate of replying on messages to gain authority and to confirm with the customer.
Using reviews of previous customers to increase customers' trust.

BRAND PERSONA & POSITIONNING STRATEGY

Brand Persona:

Avenue is a young girl who is modest & creative. Trying to offer the others high quality with the best price.

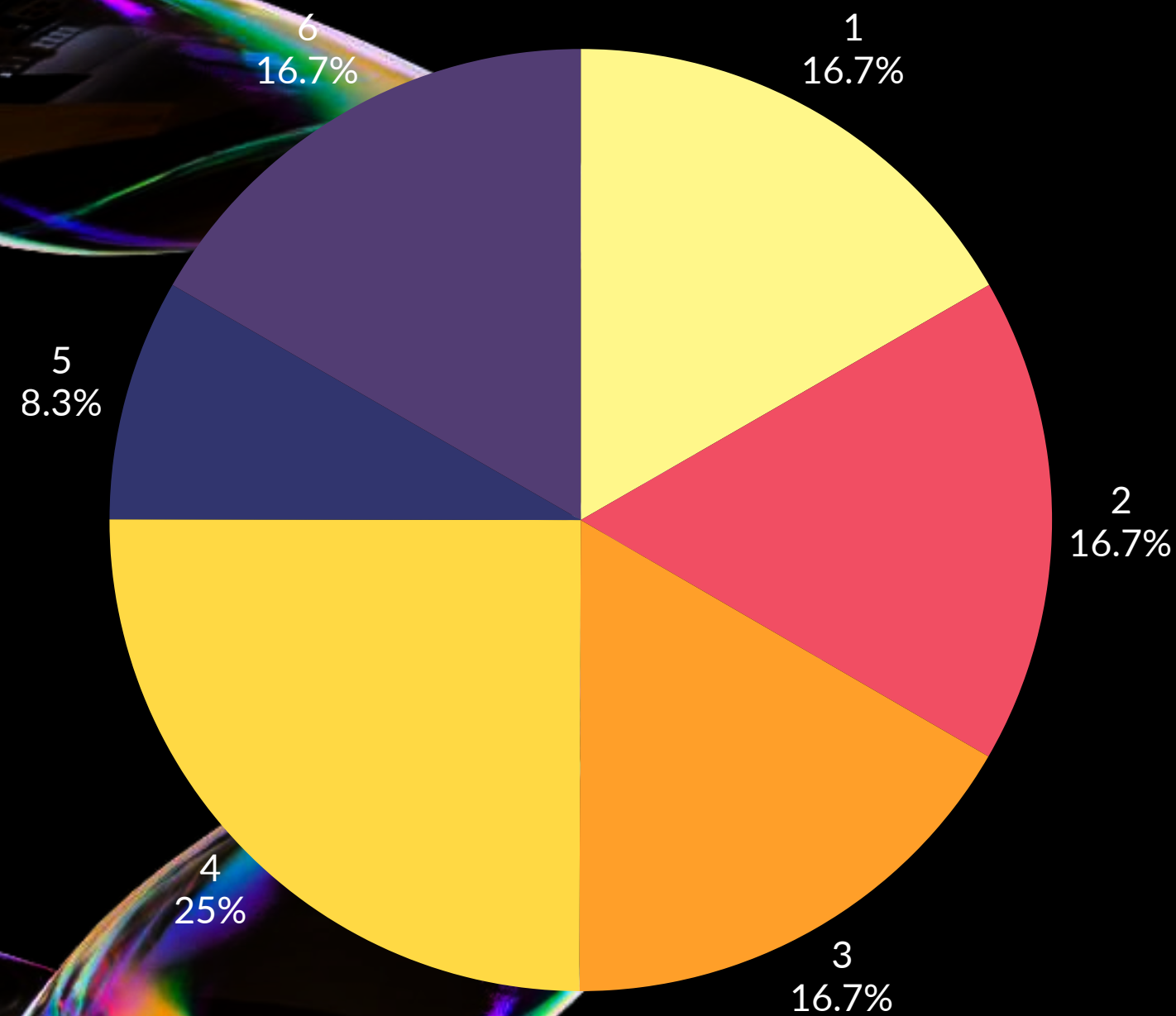
She is talking with youth TOV. - between millenials & GenZ- to make related content for our audience.

Positioning:

In a fast-paced world of clothing and fashion, Avenue will be the one who's offering high quality with a good price.



CONTENT PILLARS



- 1. Behind The Scenes:** Publishing videos behind the scenes while doing their package or inside their warehouse. To gain authority & trust to let people see the quality of the products.
- 2. UGC Content:** Collaborting with influencers showing our product and say a review about it to gain the customers trust from someone they already know about.
- 3. Educational Content:** Making videos with tips & tricks to show them how to wear our clothes with different style. That's a related content to build a relation with the customers.
- 4. Product showcase:** Not just uploading pictures of the product but to show them each detail. Like making close-up videos, before & after videos and 360 degree of a piece of clothe
- 5. Offers & Promotions:** Making some offers for the customers. As well as making videos or statics showing them an outfit under a certain budget that they can get from us.
- 6. Reviews & Testimonials:** Showing customers' journey with us, and their reviews after recieving their order.



POSTING FREQUENCY

	Behind The Scenes	UGC Content	Educational Content	Product showcase	Offers & Promotions	Reviews & Testimonials
No. Of Posts (12)	2	2	2	3	1	2



CONTENT FORMAT

1) Reels:

Highest reach on Instagram and TikTok.
Perfect for showcasing styling ideas, transformations, and quick outfit content.
Captures attention fast and increases discoverability.
Works best for a young audience (18–35).

2) Static Posts:

Great for highlighting single pieces, clean product shots, and color variations.
Keeps the feed aesthetic and visually consistent.
Helps with brand identity and polished look.

3) Carousel Posts:

Ideal for showing different angles of the same outfit.
Makes viewers spend more time on the post → higher engagement.
Perfect for “How to style” frames or “Before/After” ideas.

4) Voice-Over Videos:

Adds personality and relatability to the brand.
Helps explain styling tips, fit details, and fashion advice clearly.
Builds a stronger connection with the audience.
Works very well with modest fashion audiences.

5) Behind-the-Scenes Raw Videos:

Builds trust and transparency by showing real production and packaging.
Shows the brand’s authenticity and quality.
Helps customers feel closer to the team and process.

6) Reviews & Testimonials Screenshots:

Strong social proof that influences purchase decisions.
Shows real customer satisfaction.
Helps remove fear or doubt for new customers.
Quick, simple, and effective.

7) UGC (User-Generated Content):

Customers trust real people more than brand-created content.
Shows how the pieces look on different body shapes.
Boosts credibility and increases conversions.
Encourages more customers to share their outfits.



PLATFORM STRATEGY

Platform	Content Type	Main Goal	Format
Instagram	<ul style="list-style-type: none">• UGC• Product Showcase• Reviews• Behind-the-scenes• Styling videos	<ul style="list-style-type: none">• Build brand identity• Presenting the products• Increase the engagements• Drive conversions through DMs	<ul style="list-style-type: none">• Reels• Stories + Highlights• Static Posts• Carousels posts
Facebook	<ul style="list-style-type: none">• Product Showcase• Reviews• Styling Videos• Short-form Videos• Announcements• Promotions	<ul style="list-style-type: none">• Target older segment of the audience• Drive sales through comments + Messenger• Maintain presence for paid ads	<ul style="list-style-type: none">• Carousel posts• Short-form videos• Albums• Static Posts



PLATFORM STRATEGY

Platform	Content Type	Main Goal	Format
TikTok	<ul style="list-style-type: none">• Trendy Videos• UGC• How-To Videos• Product showcase• Fun, relatable content• Before/After Videos	<ul style="list-style-type: none">• Reach wider audience• Increase Awareness• Conversions to IG.	<ul style="list-style-type: none">• Short-form Videos• Voice-Over



MESSAGING & TOV.

Tagline

Slogan

TOV.

Suggestions

- Avenue... هتلاقي اللي يناسبك
- Avenue... لبسك، على راحتك
- Avenue... لسه بيمثلك

- شياكتك في اختياراتك
- ستايلك عندنا
- avenue ،كواليتي، سعر
- السر دايمًا في لبسك

- Youth
- Funny & Trusted
- Elegant

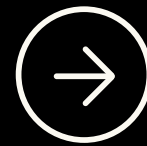
Reason

- Relatable

- To let the customer know that we provide their style with a suitable price

To make a related content to the audience & to gain their trust.

KPI'S



For Avenue, success will be measured using two main KPIs:

Engagement

- Metrics: likes, comments, saves, shares, story interactions.
- Main KPI: Engagement Rate = $(\text{Total interactions} / \text{Followers}) \times 100$
- Purpose: Measures audience interest, content quality, and brand connection.
-

Conversions

- Metrics: link clicks, website visits, messages asking about products, orders.
- Main KPI: Conversion Rate = $(\text{Orders or messages} / \text{Reach}) \times 100$
- Purpose: Measures how well the content drives purchase decisions and sales.

CONTENT CALENDAR



Week 1	Week 2	Week 3	Week 4
Product Showcase	Behind The Scenes	Product Showcase	Offers & Promotions
UGC	Review	UGC	Review
Styling Tips (Educational content)	Product Showcase	Fabric Education (Educational Content)	Behind The Scenes



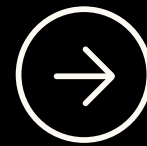
CONTENT CALENDAR



Week 1	Week 2	Week 3	Week 4
Product Showcase	Product Showcase	Product Showcase	Offers & Promotions
Reviews	UGC	UGC	Reviews
Styling Tips (Educational Content)	-	-	Body & Fit (Educational Content)



CONTENT CALENDAR



Week 1	Week 2	Week 3	Week 4
Smart Buying (Educational Content)	Behind The Scenes	UGC	UGC
-	-	-	Styling Tips (Educational Content)
Trend Showcase (Product Showcase)	Product Showcase	Product Showcase	-





Unofficial Content Strategy

THANK YOU

for your time and attention

Present by Alaa Nady

