

MARKETING PLAN

PRIMEUME STORE



OVERVIEW

- La marque relie la décoration islamique à la sérénité, la proximité avec Allah, et la tranquillité à la maison.



ANALYSE SWOT

FORCES (STRENGTHS)

- Large audience sur les réseaux : Instagram (45k), TikTok (13k), Facebook (61k).
- Service client excellent, produits de haute qualité.
- Réputation solide → fidélité des clients.
- Produits uniques

OPPORTUNITÉS

- Possibilité de créer une communauté émotionnelle autour de la marque.
- Campagnes “Friday Action” pour renforcer le lien avec les clients.

FAIBLESSES (WEAKNESSES)

- Marque sans identité émotionnelle / branding → juste une page de vente.
- Contenu actuel centré uniquement sur la vente, sans storytelling ni engagement.
- Absence de stratégie claire pour les vidéos et campagnes.

MENACES

- Forte concurrence sur le marché de la décoration.
- un produit chère
- client

ANALYSE SWOT

FORCES (STRENGTHS)

- Présence solide sur les réseaux sociaux : +45k sur Instagram, +13k sur TikTok, +61k sur Facebook.
- Campagnes sponsorisées performantes avec bon ROI.
- Service client professionnel et réactif.
- Produits de qualité supérieure avec finitions soignées.
- Forte visibilité et notoriété respectée sur le marché tunisien.

FAIBLESSES (WEAKNESSES)

Contenu actuel centré sur la vente directe, sans storytelling ni émotion

Absence d'un parcours client clair (Customer Journey).

Manque de branding émotionnel et d'identité visuelle cohérente.

Vision non structurée et stratégie de communication pas encore définie.

Pas de programme de fidélité ni de mécanisme pour encourager les retours clients.

Pas de conseils ou de communication directe avec la communauté.

Contenu actuel centré sur la vente directe, sans storytelling ni émotion

Problem with the Current Content

Right now, the content is too focused on direct selling — showing the product, the price, and the delivery — but without storytelling, emotion, or connection.

That kind of content makes people feel like:
“They’re just trying to sell me something.”
There’s no real relationship between the brand and the customer.
The brand looks like every other one — no personality, no soul.

Why Emotion Matters

People today don't buy products — they buy feelings, values, and experiences.
They buy how your product makes them feel, not just what it looks like.

For example:

candy with douaa

Nike doesn't sell shoes; it sells motivation and victory.

Coca-Cola doesn't sell a drink; it sells happiness and sharing moments.

Why Selling an Experience Is More Profitable for the Business

It builds loyalty — and loyal clients are worth more

If someone feels that Primeuse Store reminds them of their faith and peace, they'll keep buying from you — and they'll proudly say:
“This brand makes my home feel blessed.”

makes your brand stand out in a crowded market

Other brands just sell “Islamic decor”.

But you sell “spiritual connection and peace at home.”

It protects your brand from competitors

It increases customer lifetime value

When people feel emotionally connected, they don't buy once.
They come back for gifts, Ramadan, Eid, new collections, etc.

It transforms followers into a community

They don't just “follow” you — they belong to your story.

Absence d'un parcours client clair (Customer Journey).

Before buying, every customer needs to feel a need and an emotion that motivates them to take action.

They go through many mental steps — searching for motivation, looking for information, comparing prices, and evaluating value.

All of this happens before they actually make a purchase.

Our job is to anticipate and guide that process by creating content that supports the customer at every stage.

The content must be structured like a journey — moving from awareness, to interest, to desire, to action, and finally, to loyalty.

Consequences of a Missing Customer Journey

Loss of potential customers

When a customer discovers the brand, they don't know what to do next — buy, follow, ask a question... nothing is clear.

Result: they leave without taking action.

Low conversion rate

People see ads, but few actually buy.

Because there's no strategy guiding them from “I'm discovering this” → “I want this now.”

Content lacks impact

Content exists, but it doesn't serve a clear purpose.

No story, no call-to-action, no emotional progression.

No consistency across marketing actions

Each post or ad works in isolation.

Low customer retention

Without a post-purchase journey (follow-up, thank-you, loyalty programs), customers buy once and disappear.

OPPORTUNITÉS

نربط المنتج بإحساس “السكينة والقرب من الله” موش : Développer une stratégie marketing émotionnelle :
سلعة فقط.

Every post, reel, story, ad → evoke this feeling.

“We don’t just sell decor — we create moments of peace and connection with Allah.
That’s how a customer becomes part of our brand family.”

Desire to make the house feel more personal and inspiring.

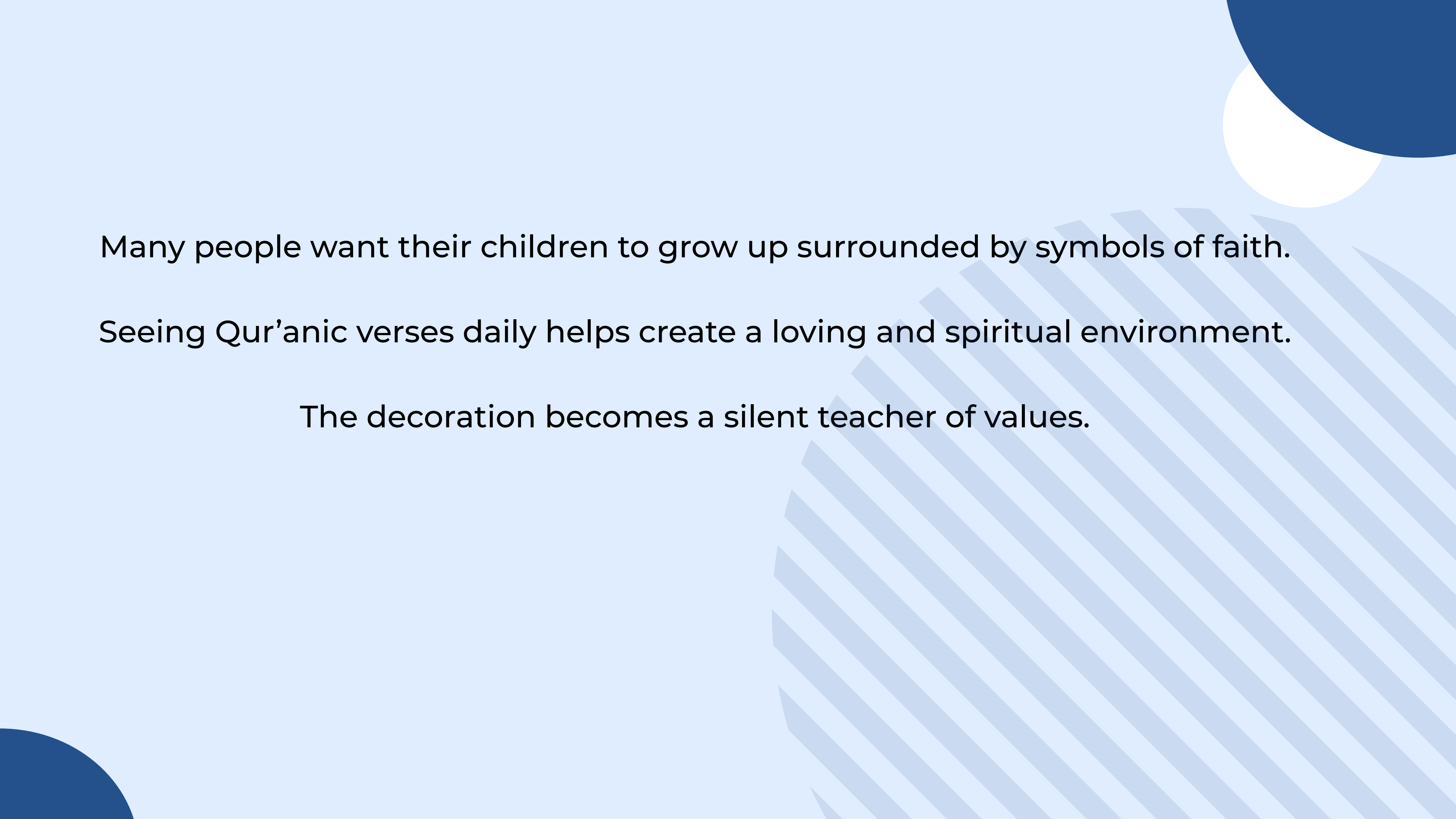
Buying Islamic decor as a gift for weddings, housewarmings, or new babies.

- When buying for others, they want to offer something special, not just a random object.
- Special discounts, Ramadan bundles, or limited edition pieces.

2. A Reminder of Identity & Belonging (Emotional Trigger)

Especially for people living abroad, or in non-Muslim countries, this kind of decor is a daily reminder of who they are.

It gives them a sense of comfort, strength, and pride in their culture and faith.



Many people want their children to grow up surrounded by symbols of faith.

Seeing Qur'anic verses daily helps create a loving and spiritual environment.

The decoration becomes a silent teacher of values.

Friday Gift Marketing Action (Action du Vendredi)

Select 50 small gifts each Friday (e.g., keychains with “Alhamdulillah” or mini décor pieces).

Go out to public places (streets, malls, parks).

Give gifts to random people and capture authentic reactions on video(n9oullhom gift bech kol matraha te7med raby).

Include subtle branding: logo, Instagram handle, website link.

Marketing Impact:

First, we show people that Premium Store delivers a message, not just sells a product

Every time the person sees the keyring, they say “Alhamdulillah,” constantly reminding them of Allah.

We become a source for them to receive blessings and spiritual reward

This action can create word-of-mouth, because the brand name is visible.

People will ask about it and talk about it to everyone.

Eventually, they say: “I always remember Allah” → making your brand well-known, and people want to buy the same (ayy abed bech yekhouha bech yemchi yahki beha el faza)



with a strong video, people will see the reactions and share it, making it go viral.
This helps us grow our community, increasing followers and likes.

We build an emotional connection between the audience and the brand, making people feel included.

We can encourage people to share their stories, show their support, and participate with us through prayer.(yerb7ou souaa maana ki yfar9ou lel 3beed

It increases the brand's visibility, making people know us better and talk about Premium Store.

Create Content Aligned with the Customer Journey

Awareness: storytelling reels, inspirational quotes, brand story

Interest: product comparisons, materials & craftsmanship showcase, tutorials.

Desire: customer testimonials, before/after posts, emotional storytelling.

Action: purchase guides, promotions, clear CTAs, Friday Action campaigns.

Loyalty: follow-ups, user-generated content, loyalty programs, community actions.

