

## Visual Brand Identity Inspired By Kilim Design Elements

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### **Abstract:**

Marketing activity, like other institutional operations, was impacted by technological advancements and Internet growth, particularly with the advent of "e-marketing," which refers to the method by which organizations use the Internet and other worldwide networks to conduct business in a variety of ways, including exchanges, buying and selling, and other transactions ,so Additionally, the study aims to activate the role of electronic marketing to advertise handmade kilim textiles and target more customers by utilizing social media, creating a marketing strategy, offering an online platform and creating a brand hoping to join new export markets .

It is a necessity to study, conserve, and protect Egyptian heritage against extinction and imitation. Thus, this study shed light on handmade flooring products in Egypt, specifically handmade kilims, Kilim textiles are among the earliest and most widely used fabrics made by humans worldwide. This floor furnishings style dates back to the Pharaonic era and has been a part of Greek, Roman, Coptic, and Islamic floor decorations continuously to modern times, retaining many of their traditional characteristics. It contributes to reviving the Egyptian heritage of handmade kilim products by creating new designs that have an innovative usage and keep up with global fashion trends in this field

Statement of the problem: 1- The inability of the factory or producer to keep up with electronic marketing mechanisms results in a deficiency of the required levels of the marketing and selling process for handmade kilims 2- The limited usage of kilim as floor coverings, etc., and its absence in several other functional frameworks.

**Research Objectives:** 1- Setting up an electronic marketing system to promote handmade kilim products targeting more customers. 2- Creating designs with a distinct aesthetic and functional perspective for handmade kilim by creating a brand ..

**Research Significance:** 1- Activating the electronic marketing role to open new markets for handmade kilim textiles 2- Contributing to the revival of the handmade kilims that are a part of Egyptian heritage by developing new designs for innovative uses.

**Research Methodology:** 1- Descriptive and analytical 2- Experimental

**Hypothesis Research:** 1- The study assumes that electronic marketing helps to successfully promote handmade products like kilims as a strategy that appeals to a wide range of consumers and fits the needs of the modern world. 2- The study assumes that the considerable use of handmade kilim in different functional and aesthetic fields increases its demand.

**Results:** 1- Creating new, applicable designs led to the ability to use kilims in various contemporary products and usages. 2- The multiple uses of handmade kilims in different functional and aesthetic fields helped to open new markets. 3- Electronic marketing, with all its strategies significantly increased the efficacy of marketing handmade kilim products in a way that attracts a wide range of consumers and fits with the present time.

### **Keywords:**

Handmade Textiles, Handmade Kilim , Digital Marketing

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