



**Name:**

Asma Mekni

**Profession/Services:**

Content Creator and blogger –  
Lifestyle and Parenting

**Industry:**

Influencer Marketing –  
Social Media

**Founded:**

2015

**Location:**

Tunisia, Africa

**Website:**

[www.instagram.com/asamek/  
?hl=en](http://www.instagram.com/asamek/?hl=en)

# THE BALANCING ACT – ACHIEVING WORK AND LIFE HARMONY

**Objective**

- Impeccable quality prints to support a visual-heavy content creation process
- Maximize productivity and increasing efficiency through effortless printing in day-to-day life as a Mother and a Content Creator

**Approach**

- Insourcing all professional and personal printing requirement by investing in a printer that delivers quality results at low-costs with user-friendly features

**Challenges**

- High costs of outsourced printing
- Little-to-no control over the quality of print output
- Loss of time severely dampening efficiency

**Results**

- Impeccable print quality
- Effortless and streamlined connectivity
- Convenient and hassle-free printing process
- Versatile applications of printed output

**Canon**



## INTRODUCTION

Asma Mekni began her digital content creation journey in 2015 by sharing beauty and fashion related content on social media. With a bachelor's degree in electrical engineering, Asma decided to pursue her passion for blogging and continued to share digital content based on the requests received from her followers and fan base, thus expanding her presence across various social media platforms such as YouTube and Instagram.

Asma's creative direction in her content- creation journey mimicked her personal life, as she began to share content centered on married-life, babies, parenting and motherhood. Inevitably, Asma's printing necessities amplified from professional to both personal including printing needs for her son such as coloring books, activity charts and more. Additionally, Asma is using photo mate paper to print activities for her son from the creative park as well as normal papers for other prints.

As a result, Asma was on the lookout for a heavy-duty printer that could yield high quality prints at reduced costs whilst also offering convenience, speed and agility.



**Impeccable quality, effortless printing process along with incredible cost-savings makes the Canon PIXMA G3411 printer a winning choice for anyone whose printing requirements are as diverse as mine, being a lifestyle content creator and a mother.**

**Asma Mekni**  
Digital creator and blogger



## Significant challenges

The balancing act of being a mother and a content creator is an extremely difficult to accomplish goals as both jobs demand utmost attention and time. Becoming a mother meant that Asma had to be on top of her time management game as well as prioritize her daily to-do activities to ensure work-life harmony and balance. Asma's printing requirements also increased with time as she had to now print not only as a digital creator but also as a parent for her son's hobbies, activities and events. Furthermore, the onset of COVID-19 pandemic made it even more difficult and expensive to outsource printing jobs.

**“Prior to having the Canon Pixma G Series printer in my life, I was outsourcing my prints and it was a tedious and cost-hefty exercise. Not to mention, that I had no or very little control on the quality of the printing output. A couple years ago, we had to hire an event planner/decorator to get all birthday party requirements printed from a third-party which was expensive and inconvenient but because of Canon's exceptional print quality, I could do it all alone by myself this year and throw an equally great birthday party for my son. That's what I love about my Canon printer, it places the power in my hands.”**

## Canon solution

It was essential for Asma to find a solution that would be easy to use, save time and money while granting her the freedom to create exciting content for her social media platforms and her son. Canon mega-tank printers deliver high speed, quality printing with outstanding yields that keep costs to a minimum.

The refillable dye-based ink tanks offer high quality photo printing with the ability to produce high volumes at extremely low cost. For instance, the estimated cartridge yield on plain paper for on one set of black ink bottle can print up to 6000 pages and for the color ink bottle, the estimated yield is 7000 pages. Whereas, the cartridge yield for color photo printing for photos sized 10 x 15 cm is about as high as 2000 photos per bottle. This optimum combination made PIXMA-G series printer the best available option in the market for Asma as it allowed her to leverage best of both worlds: Quality and Quantity!

The rear feeding capacity of the printer allows you to load up to 100 sheets at once, thus saving the need to refill now and again. Wireless printing is an added feature for those that like to work on multiple devices and keep them connected, printing from any Wi-Fi enabled device is now a fuss-free possibility. Mega-tank printers also permit borderless printing with the ability to print a myriad range of colors thus making it a strong choice for high quality and low cost production of both black/white and color photographic images.

“It was a really easy decision to pick the Canon printer, its applications are extremely versatile and there is a great benefit in terms of cost-savings along with unparalleled quality. Additionally, the Canon printing app makes my life so much easier as I can print on the go while performing my daily chores, this feature really comes in handy as a parent.

Additionally, I use the Canon M50 Mark II camera for capturing photographs, the camera and the printer work seamlessly in cohesion with each other so I really make the best utilization of my time by integrating different Canon equipment and applications.”

The Canon Print Inkjet/Selphy app makes for a perfect printing partner for content creators as it allows flexibility and freedom to print from anywhere, the app allows connection from smartphone or tablet to the printer via Wi-Fi, a built-in access point or directly from WI-FI to enable effortless printing. Furthermore, the app facilitates easy and quick maintenance, it permits one to check the status and ink levels of the printer and perform maintenance tasks directly from smart devices. The app also facilitates trouble-free scanning of documents and photos whilst allowing to save them in a variety of formats and to send them directly to smartphone, tablet, email or transfer to the cloud using PIXMA Cloud link. Social media lovers can also print your favorite photos directly from social media accounts like Facebook and Instagram. The Capture and Copy function in the Canon PRINT permits to quickly and easily create copies using smartphone camera.

“I print all of my son's activity charts, coloring books, writing puzzles and more through the Canon Pixma G series printer. I will usually print on the weekends, but it is subject to change based on my requirements the following week. As a parent, this is a real time-liberating investment that permits me to do fun activities with my son without indulging in a long-lengthy process or spending way too much money on buying such supplies. I would encourage mothers and parents to really find such hacks that are a one-time investment but provide so much more ROI in the long-term. The printer doubles up to fuel your other needs such as office paper-work, family photos, arts and crafts requirements, travel documents etc. It is an absolute all-rounder.”



## CASE STUDY: BALANCING ACT



### Side by side

Asma is optimistic about the future and would like to create a community centered on motherhood, parenting and childcare. She foresees a strong alliance with Canon in the future, "I am so pleased with Canon services and products that I cannot recommend it enough to my followers, friends and family. I am proud of Canon to highlight such a strong and significant perspective of mothers and parents. In my opinion, this is the most demanding and rewarding job but when you have a friend like Canon Pixma G series printer on your side, the journey become a lot easier."

# Canon

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