

A. Vision:

To be the Middle East's leading wellness marketing agency, setting new standards for how creativity and compassion come together to promote mental well-being, shaping a world where brands play a meaningful role in nurturing emotional health and turning everyday moments into opportunities for empathy, balance, and positive change.

B. Mission:

To craft stories that heal, educate, and engage, by helping mental health professionals, wellness brands, and purpose-driven creators transform their messages into meaningful content that bridges the gap between awareness and action, placing emotional connection at the heart of every campaign.

C. Objectives:

1. **Raise public awareness** of mental health and holistic well-being through impactful storytelling across Egypt and the MENA region.
2. **Build Soulmind Media's identity** as the Middle East's most trusted and compassionate wellness marketing agency, where creativity and empathy drive every campaign.
3. **Establish a strong client base** of 5–10 active wellness professionals, including psychologists, coaches, retreats, and wellness brands within the first year.
4. **Strengthen Soulmind Media's digital footprint** by developing an engaging presence across Instagram, LinkedIn, and Facebook within 6 months.
5. **Design and launch signature service packages** tailored to small and mid-sized wellness providers, positioning Soulmind Media as both strategic and accessible.

D. Goals:

1. **Launch Soulmind Media's official digital presence** by the first quarter of 2025, including a fully functional website and 3 active accounts across Instagram, LinkedIn, and Facebook.
2. **Secure five pilot clients** including clinics, coaches, or wellness startups — within the first four months of operation, building a strong foundation of trusted partnerships.

3. **Grow Soulmind Media's online community** to at least 5,000 combined followers on Instagram and LinkedIn within six months, fostering meaningful engagement and brand visibility.
 4. **Publish two high-impact awareness campaigns** on mental well-being during the first six months, focusing on audience education, empathy, and social engagement metrics.
 5. **Maintain a 90% client satisfaction rate** through consistent communication, measurable campaign results, and ongoing feedback to strengthen long-term relationships.
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E. Marketing Mix – Soulmind Media (7Ps)

1. Product (Service Offering)

Soulmind Media offers specialized digital marketing and branding services tailored exclusively to wellness, psychology, and holistic wellbeing providers. Our core services include:

- **Digital Marketing Campaigns** focused on empathy, awareness, and engagement.
- **Content Creation** (videos, blogs, podcasts) that educate and inspire audiences.
- **Social Media Management** with a focus on storytelling and community building.
- **Brand Identity Development** for therapists, coaches, clinics, and retreats.
- **Awareness Campaigns** addressing key mental health and wellbeing topics.

Each service integrates **psychological insight with creative storytelling**, positioning Soulmind Media as both a marketing partner and a purpose-driven advocate for mental wellness.

2. Price

Soulmind Media adopts a **value-based and flexible pricing model** that supports small to mid-sized wellness providers while maintaining sustainability and quality.

- **Entry Packages:** Affordable starter plans for independent coaches and therapists.

- **Custom Campaigns:** Tailored solutions for clinics, retreats, and wellness centers.
- **Retainer Models:** Monthly subscription-based partnerships for consistent growth.
- **Performance-Based Pricing:** Optional pay-per-result or KPI-linked pricing for digital ads.

The goal is to **balance accessibility with expertise**, ensuring that marketing support is not a luxury but a necessity for every wellness brand.

3. Place (Distribution)

Soulmind Media operates primarily through **digital channels**, reflecting the behavior of its audience and clients.

- **Online presence:** Website, Instagram, LinkedIn, YouTube.
- **Virtual meetings:** Consultations and strategy sessions via Zoom or Google Meet.
- **Hybrid reach:** Potential on-site workshops and retreats for clients in Egypt and the MENA region.
- **Regional expansion:** Plans to extend into GCC markets (UAE, Saudi Arabia) through partnerships with wellness hubs.

This model allows for **scalable, borderless delivery** while remaining rooted in local cultural understanding.

4. Promotion

Promotion efforts focus on **trust, education, and authenticity** — three values central to mental health communication.

Key tactics include:

- **Thought leadership content:** Articles, webinars, and podcasts about mindful marketing.

- **Awareness campaigns:** Aligning with global observances (World Mental Health Day, Stress Awareness Month).
- **Collaborations:** Partnering with psychologists, coaches, and wellbeing influencers.
- **Community engagement:** Hosting online challenges, Q&As, and educational series.
- **Testimonials & case studies:** Using real success stories to build credibility.

Promotional messaging always follows the principle: “*Communicate to connect, not to convince.*”

5. People

Soulmind Media's strength lies in its **empathetic, multidisciplinary team** combining marketing expertise with psychological understanding.

- **Core Team:** Strategists, content creators, designers, and social media specialists.
- **Collaborators:** Psychologists, therapists, and wellness professionals providing credibility and insight.
- **Clients as partners:** Co-creating campaigns that reflect their authentic voices and values.

Culture values: empathy, curiosity, collaboration, and ethical communication.

6. Process

Soulmind Media follows a **human-centered, insight-driven process**:

1. **Discovery:** Understanding the client's goals, audience, and emotional tone.
2. **Strategy Design:** Building a storytelling and marketing roadmap.
3. **Content Creation:** Producing creative assets with psychological depth.
4. **Execution:** Managing campaigns across digital platforms.
5. **Evaluation:** Reviewing performance and adapting strategies using analytics and feedback.

This ensures every campaign is **evidence-based, emotionally intelligent, and results-oriented**.

7. Physical Evidence

Since Soulmind Media operates in a service-based digital environment, **tangible proof of quality** is essential to build trust:

- **A professionally designed website and portfolio** showcasing client work.
- **Social media presence** demonstrating tone, creativity, and engagement.
- **Case studies and testimonials** highlighting impact and outcomes.
- **Visual identity materials** (logo, brand kit, presentation templates) conveying professionalism.
- **Workshop materials, reports, and campaign dashboards** provided to clients.

These physical and digital touchpoints reflect **credibility, trust, and consistency**, reinforcing the agency's role as a specialized, purpose-driven brand.

F. Tactics

- **Platform Positioning – “The Voice of Mental Wellness in Egypt”**

Position *SoulMind Media* as both a credible **marketing agency** and an **educational media platform** that bridges professionals and the public. Develop a hybrid brand identity that communicates **trust, empathy, and expertise**, appealing to wellness brands and audiences seeking authentic, purpose-driven content.

- **Content & Awareness Campaigns**

Produce high-quality educational and storytelling content that **humanizes mental health**. Cover local wellness initiatives, highlight individual recovery stories, and launch creative campaigns that turn awareness into emotional connection and action.

- **Community Building & Engagement**

Foster a sense of belonging by creating both **digital and offline communities**. Launch the *#SoulMindVoices* campaign to spotlight diverse wellness journeys, organize monthly

awareness meetups, and build online interaction channels that encourage open dialogue around mental well-being.

- **Strategic Partnerships**

Collaborate with reputable institutions such as **Fahim Foundation, EPA, and Shezlong**, and establish alliances with **universities and NGOs** to co-create impactful campaigns. These partnerships will strengthen credibility, expand reach, and reinforce the agency's leadership in wellness communication.

- **Revenue & Sustainability Model**

Establish a sustainable growth model through **subscription-based listings** for clinics, coaches, and wellness centers. Introduce **sponsored content opportunities**, and host **paid workshops, webinars, and events** to ensure long-term financial and social sustainability.

G. Action Plan – 12-Month Roadmap with KPIs

Phase	Duration	Key Actions	Expected Outcomes	KPIs
Phase 1 – Foundation & Brand Identity	Months 1–2	<ul style="list-style-type: none"> Define SoulMind's brand identity (visual and verbal). Build and launch the official website. Establish presence across Instagram, LinkedIn, and YouTube. Develop content tone and storytelling framework. 	SoulMind introduced as a credible and trusted voice in wellness marketing.	<ul style="list-style-type: none"> Website launched and live. 3 social channels active. ≥ 1,000 followers combined. Brand guideline finalized.
Phase 2 – Content & Directory Development	Months 3–5	<ul style="list-style-type: none"> Launch the SoulMind Directory with verified wellness professionals. Produce 20 original awareness pieces (articles, videos, reels). Onboard 3–5 wellness partners or clinics. Begin publishing case-based content. 	Early traction and audience trust; growing B2B collaborations.	<ul style="list-style-type: none"> 1,000 active users. 5 institutional/B2B partners. 20 published awareness pieces. ≥ 70% engagement rate on key posts.

Phase	Duration	Key Actions	Expected Outcomes	KPIs
Phase 3 Community Activation	Months 6–8	<ul style="list-style-type: none"> Launch #SoulMindVoices campaign featuring real recovery stories. Organize first SoulMind Live Event in Cairo. Enhance digital engagement via polls, lives, and discussions. Start collecting feedback from users and professionals. 	Active online and offline community; strong emotional engagement.	<ul style="list-style-type: none"> ≥ 3,000 engaged users. 2 awareness events completed. 10 featured “Soul Stories.” ≥ 80% positive audience feedback.
Phase 4 Monetization & Strategic Partnerships	Months 9–10	<ul style="list-style-type: none"> Introduce paid subscription models for institutions and practitioners. Formalize NGO and corporate partnerships. Offer sponsored content and event collaboration packages. Pilot revenue-sharing initiatives with wellness providers. 	Sustainable income model established; expanded brand credibility.	<ul style="list-style-type: none"> 10 institutional partners. ≥ 3 national collaborations. First recurring income stream secured. ≥ 5,000 USD in revenue by end of phase.

Phase	Duration	Key Actions	Expected Outcomes	KPIs
Phase 5 - Expansion & Tech Integration	Months 11–12	<ul style="list-style-type: none"> Develop prototype for the SoulMind Mobile App (content feed + directory). Expand reach through paid and organic media campaigns. Conduct annual performance review and publish Wellness Impact Report. Plan regional expansion strategy for 2026. 	<p>Recognition as Egypt's leading wellness storytelling hub; digital scalability achieved.</p>	<ul style="list-style-type: none"> ≥ 5,000 active users. 20 verified partners listed. ≥ 3 national events/collabs. ≥ 80% satisfaction rate among users and partners.