

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.
-

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. • $\geq 1,000$ 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. • $\geq 70\%$ 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"> • $\geq 3,000$ engaged users. • 2 awareness events completed. • 10 featured “Soul Stories.” • $\geq 80\%$ 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. • $\geq 5,000$ 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.	Recognition as Egypt’s leading wellness storytelling hub; digital scalability achieved.	<ul style="list-style-type: none">• $\geq 5,000$ active users.• 20 verified partners listed.• ≥ 3 national events/collabs.• $\geq 80\%$ satisfaction rate among users and partners.