

Bayt-Gedi Marketing Project WBS

Level 1: Campaign Execution

- 1.1 Market Research
- 1.2 Content Creation & Design
- 1.3 Partner Collaborations

Level 2: Campaign Launch

- 2.1 On street Marketing
- 2.2 Social Media Ads
- 2.3 TV Ad for the month of Ramadan
- 2.4 Reopening Ceremony

Level 3: Performance Monitoring

- 3.1 Measure KPIs
- 3.2 Make Modifications based on performance data
- 3.3 Present results to stakeholders