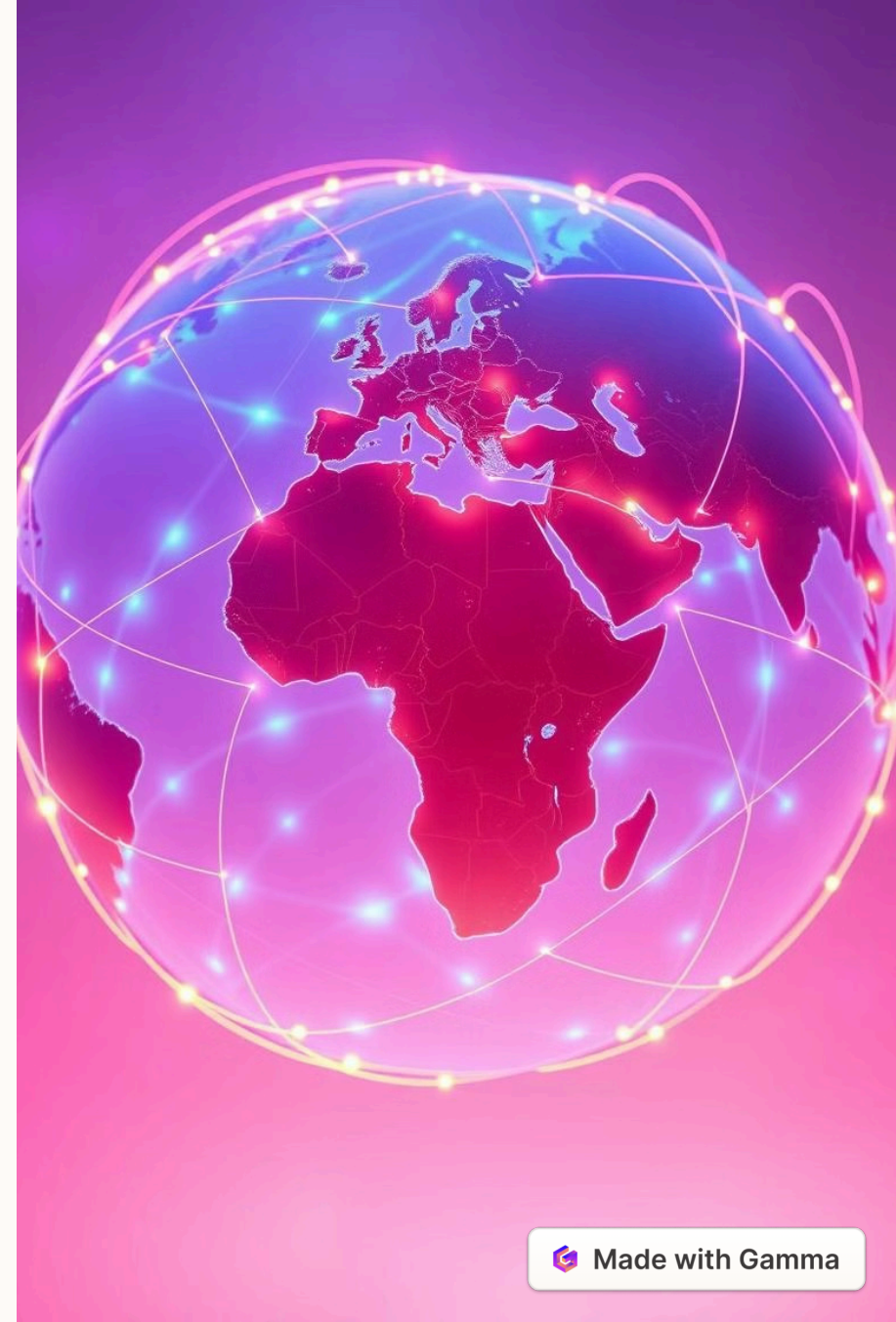


# Fatin Digital Marketing Strategy

Positioning Fatin as the leading educational platform for Egyptian expatriates in the Gulf.



# Fatin: Connecting Egyptian Expatriate Students

Fatin provides a social media-based platform connecting Egyptian expatriate students with high-quality Egyptian tutors.

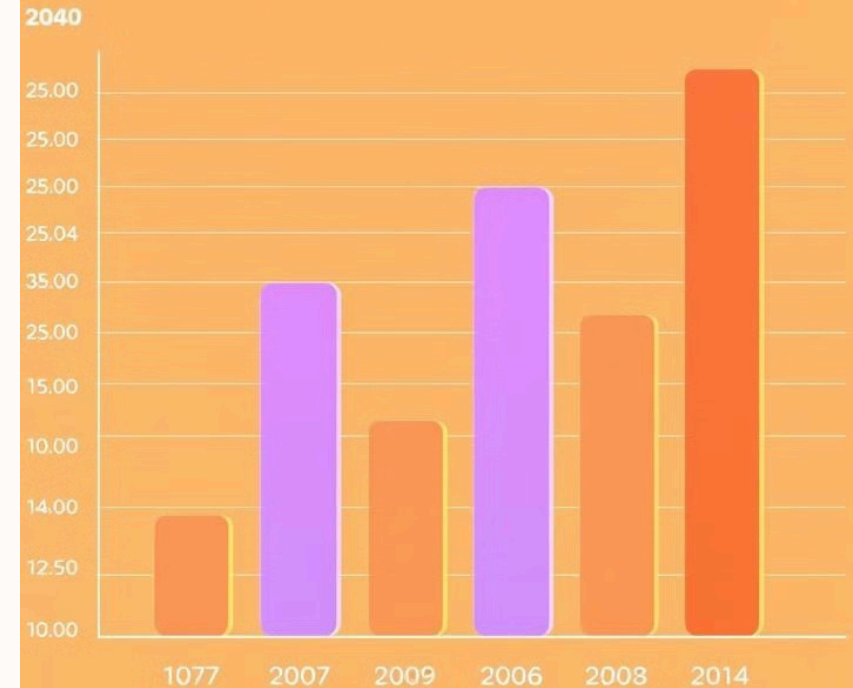
Our mission: To empower Egyptian students abroad with culturally relevant and personalized education.

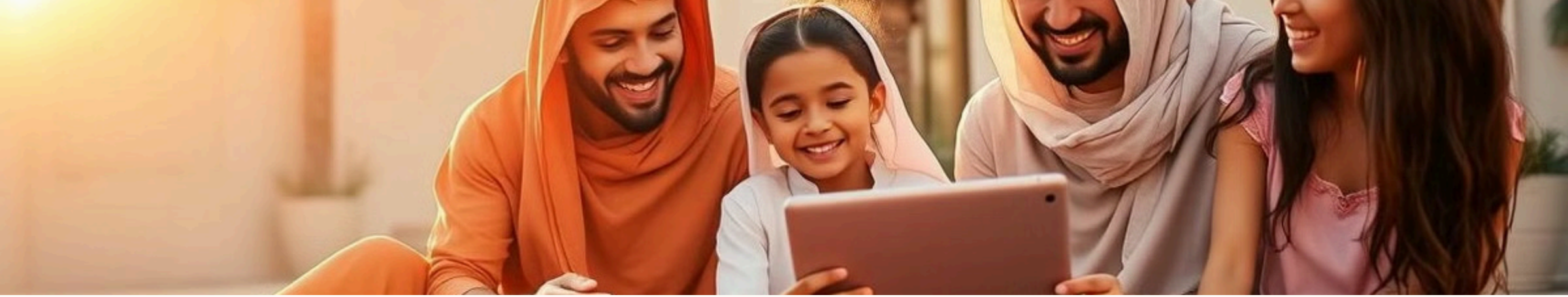
We focus on aligning with Egyptian culture, affordability, and personalized learning experiences.

# EdTech Growth in the Gulf

- 1** The EdTech market in Saudi Arabia and the Gulf is experiencing significant growth.
- 2** The Saudi Arabian EdTech market was valued at \$714.7 million in 2023 with a projected CAGR of 10%.
- 3** High social media and mobile penetration, exceeding 90%, creates a large potential user base.
- 4** Parents prioritize online education and personalized learning experiences for their children.

## EdTech Market Satuh in Aarate





# Targeting Egyptian Families

## Parents

Egyptian expatriates in the Gulf seeking high-quality, culturally relevant tutoring for their children.

## Students

Ages 6-18, seeking support in core subjects aligned with the Egyptian curriculum.

## Teachers

Qualified Egyptian educators seeking flexible online teaching opportunities.

# Fatin's Competitive Advantage

## Focus on Egyptian Curriculum

We specialize in providing education aligned with the Egyptian curriculum, ensuring a familiar and effective learning experience.

## Affordable Pricing

Leveraging currency exchange benefits, we offer competitive pricing to make quality education accessible.

## Progress Tracking & Gamification

We provide comprehensive progress tracking for parents and engaging gamified learning tools for students.



# Multi-Channel Digital Marketing Strategy



Leverage Facebook, Instagram, and WhatsApp for engaging content, tutor spotlights, testimonials, and interactive Q&A sessions.



Implement SEO strategies, optimize website content, and publish educational blog posts for organic traffic.



Target parents with email campaigns, providing exclusive promotions, study resources, and relevant content.



Utilize targeted Facebook and Google Ads to reach expatriate families, leveraging A/B testing and conversion tracking.



# Implementation Timeline



# Key Performance Indicators (KPIs)

**30%**

## Brand Awareness

Increase social media engagement by 30% to strengthen brand awareness.

**500**

## User Acquisition

Onboard 500 new student enrollments within 6 months.

**50**

## Tutor Recruitment

Onboard 50 new qualified tutors to expand our network.

**70%**

## Customer Retention

Maintain a 70% customer retention rate through loyalty programs and exceptional service.

