



GROUP I



Group Name:
DEPI Digital Marketing track



PROJECT OVERVIEW



Our project focuses on **raising awareness about the DEPI Digital Marketing Track**, aiming to maximize its reach and attract a large number of participants. Through a well-crafted awareness campaign, we will highlight the program's role in empowering individuals with essential digital marketing skills, positioning Egypt as a leader in the digital era. By driving engagement and participation, we aspire to contribute to the country's digital transformation, equipping future marketers with the tools they need to excel in the evolving global landscape.

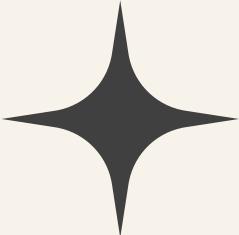
LOGO



Our logo was carefully designed to represent the essence of the Digital Marketing Track. The speaker icon symbolizes the core of marketing—communication, engagement, and outreach, while the graduation cap reflects the educational journey participants will embark on throughout this track. Together, these elements visually convey the knowledge and skills they will gain, reinforcing the track's mission to equip learners with valuable expertise in the ever-evolving digital marketing landscape.



PROJECT GOALS



Attract Aspiring Marketers

Inspire and encourage young professionals to join the program and advance their careers in digital marketing.

Increase Awareness

Promote the DEPI Digital Marketing Track to a wide audience and establish its credibility.

Maximize Reach & Engagement

Drive high engagement and participation through targeted digital campaigns.

Encourage Digital Transformation

Support Egypt's shift towards a digitally-driven economy by equipping individuals with essential marketing skills.

OUR MISSION



Empower individuals with cutting-edge digital marketing knowledge and skills, enabling them to become pioneers in Egypt's digital transformation and contribute to a thriving digital economy.

OUR VISSION



To position Egypt as a leader in digital marketing by fostering a new generation of skilled professionals who drive innovation, growth, and success in the digital era.

SWOT ANALYSIS



STRENGTHS

1. Specialized Courses:

- Courses cover most of the latest digital marketing trends and tools.
- Focus on social media marketing, data analysis, and SEO.

2. Expert Trainers:

- Experienced digital marketing trainers.
- Experts from global digital marketing companies.

3. Practical Projects:

- Real-world projects to gain experience.

4. Professional Certification

5. Strategic Vision:

- The initiative aligns with Egypt's 2030 vision for digital transformation
- Focus on creating globally competitive cadres and increasing the number of freelancers in the digital economy.



WEAKNESSES

1. Keeping Up with Changes:

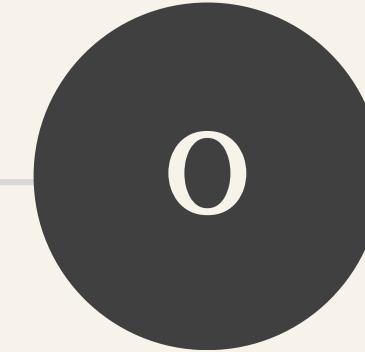
- Digital marketing changes very fast.
- Courses need constant updates.

3. Professional Networks:

- Need events for graduates to meet employers.

4. Marketing and Awareness:

- The need to improve marketing and awareness strategies, to increase awareness of the initiative.
- Greater use of social media to reach young people.



OPPORTUNITIES

1. E-commerce Growth:

- E-commerce is growing in Egypt.
- Courses on digital marketing for e-commerce.

2. Demand for Digital Marketers:

- More jobs for digital marketers.
- Courses on specialized digital marketing areas.

3. Freelancing:

- Encouraging freelancing and the digital economy, by providing specialized training programs.
- Providing freelancing platforms for graduates.



THREATS

1. Tough Competition:

- The need for flexibility in designing training programs.

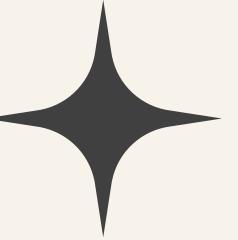
2. Search Engine Changes:

- Search engines and social media change their rules.
- Information needs to be updated often.



TARGET AUDIENCE

- University students and fresh graduates
- Young professionals seeking career growth
- Career shifters interested in digital marketing
- Marketing and business enthusiasts



MARKETING CHANNELS

Social Media

Facebook and LinkedIn.

CONTENT PLAN



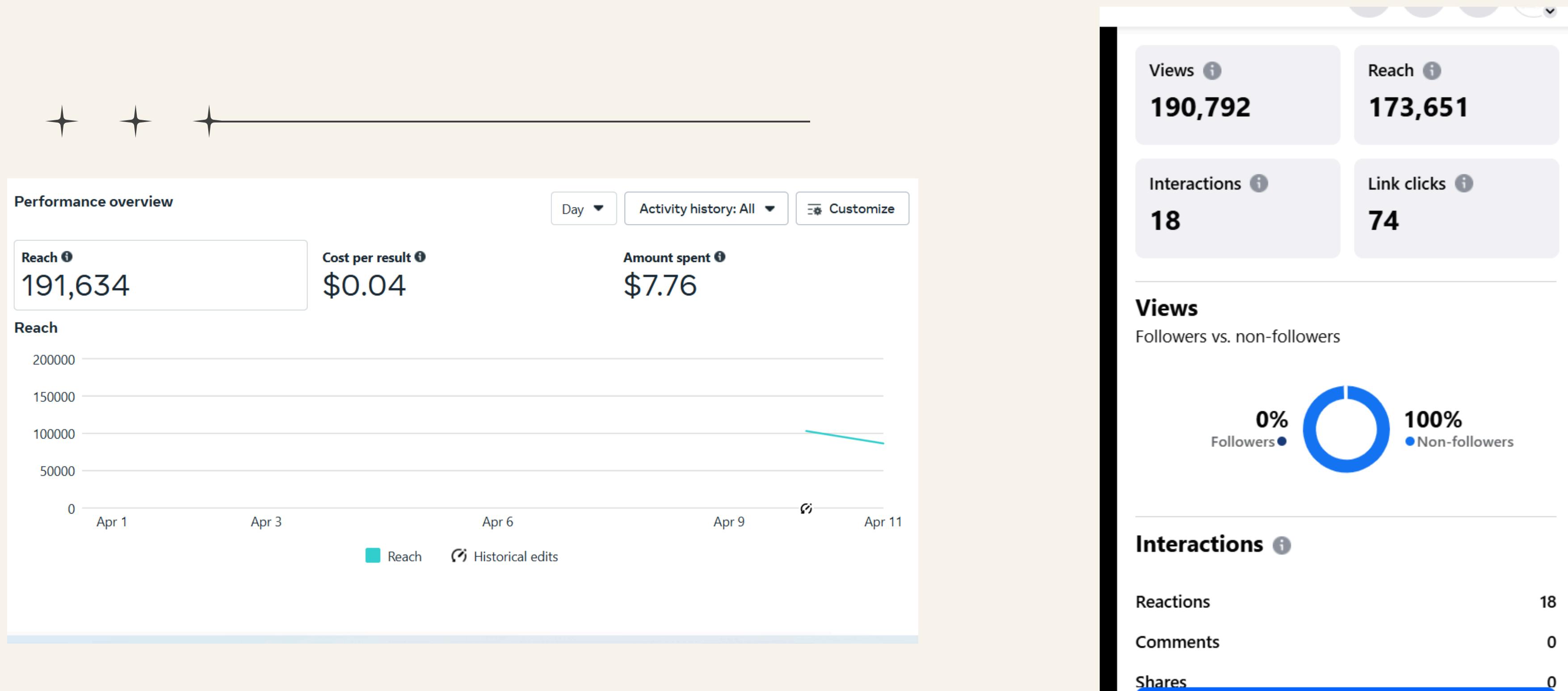
Content Plan

- **Awareness Phase:** Reels, videos, and testimonials of past participants
- Engagement Phase: Live Q&A sessions, polls, user-generated content
- Conversion Phase: Program benefits, how-to-apply guides, countdowns to deadline

STRATEGIC OBJECTIVES [SMART GOALS]

- Increase program awareness by 50% within 6 months.
- Generate 10,000 landing page visits within the first 3 months.
- Achieve 3,000 applications by the end of the campaign.
- Reach 1M impressions through social media ads.

PAID ADS ANALYTICS



CAMPAIGN TACTICS



- Influencer partnerships with marketing educators and career coaches
- Launch a hashtag challenge: #DigitalWithDEPI
- Run paid ad campaigns targeting youth in Egypt
- Host webinars with industry experts

KPI'S AND METRICS



- Website traffic
- Social media reach & engagement (likes, shares, comments)
- Video views
- Number of applications
- Conversion rate from ads

TIMELINE



- Timeline Month 1: Pre-launch (content creation, landing page design, influencer outreach)
- Month 2-3: Awareness & Engagement (ads, live events, content roll-out)
- Month 4: Retargeting, Reminders, and Deadline Push

**THANK
YOU**

