



# GROUP I



Group Name:

DEPI Digital Marketing track Awareness



# OUR TEAM

*Group Leader*



**Allaa Allah Mohamed**

*Media Buyer*



**Bassant Ahmed**

*Marketing Analyst*



**Rahma Ahmed**

*Copywriter*



**Nada Alaa**



# EXECUTIVE SUMMARY

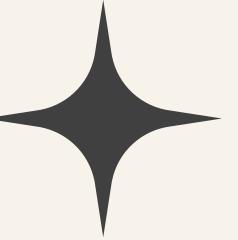
Our Project aims to promote the DEPI Digital Marketing Track to aspiring marketers in Egypt. By leveraging digital channels and community engagement, we will raise awareness, increase enrollment, and support Egypt's digital transformation.





# 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

Instagram and 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]

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- 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.

# 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

# KPIS AND METRICS



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

# 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**

