

رواد مصر الرقمية



الدفعة الثانية - أكتوبر 2024-ابريل 2025

Final Project



Regulatory Affairs Consultant

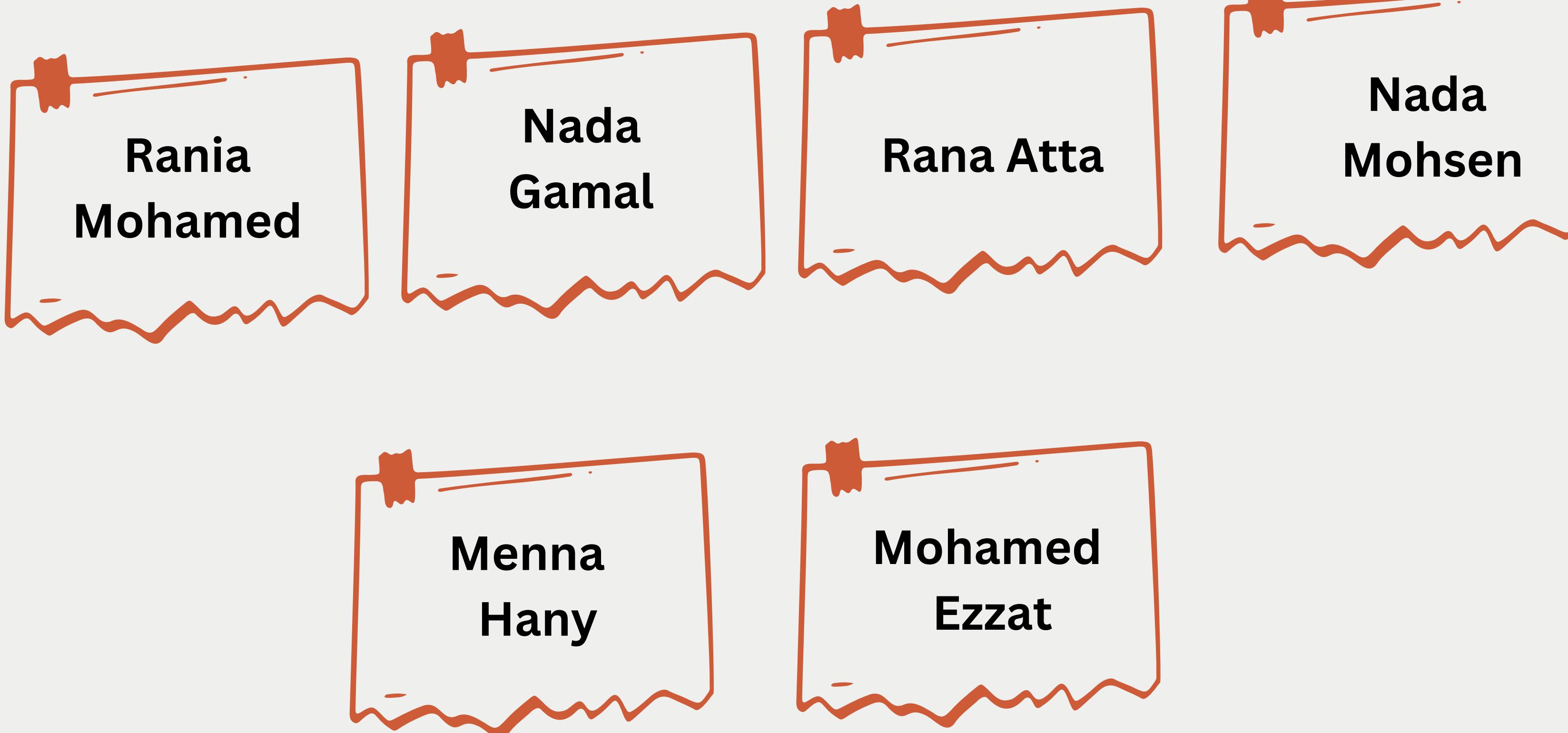
Regulatory Experts: Compliance Solutions You Can Trust



Regulatory Affairs Consultant



Team Members



- Brief
- Marketing Plan
- Content Calendar
- Content Plan
- Media Plan
- Ads
- KPI



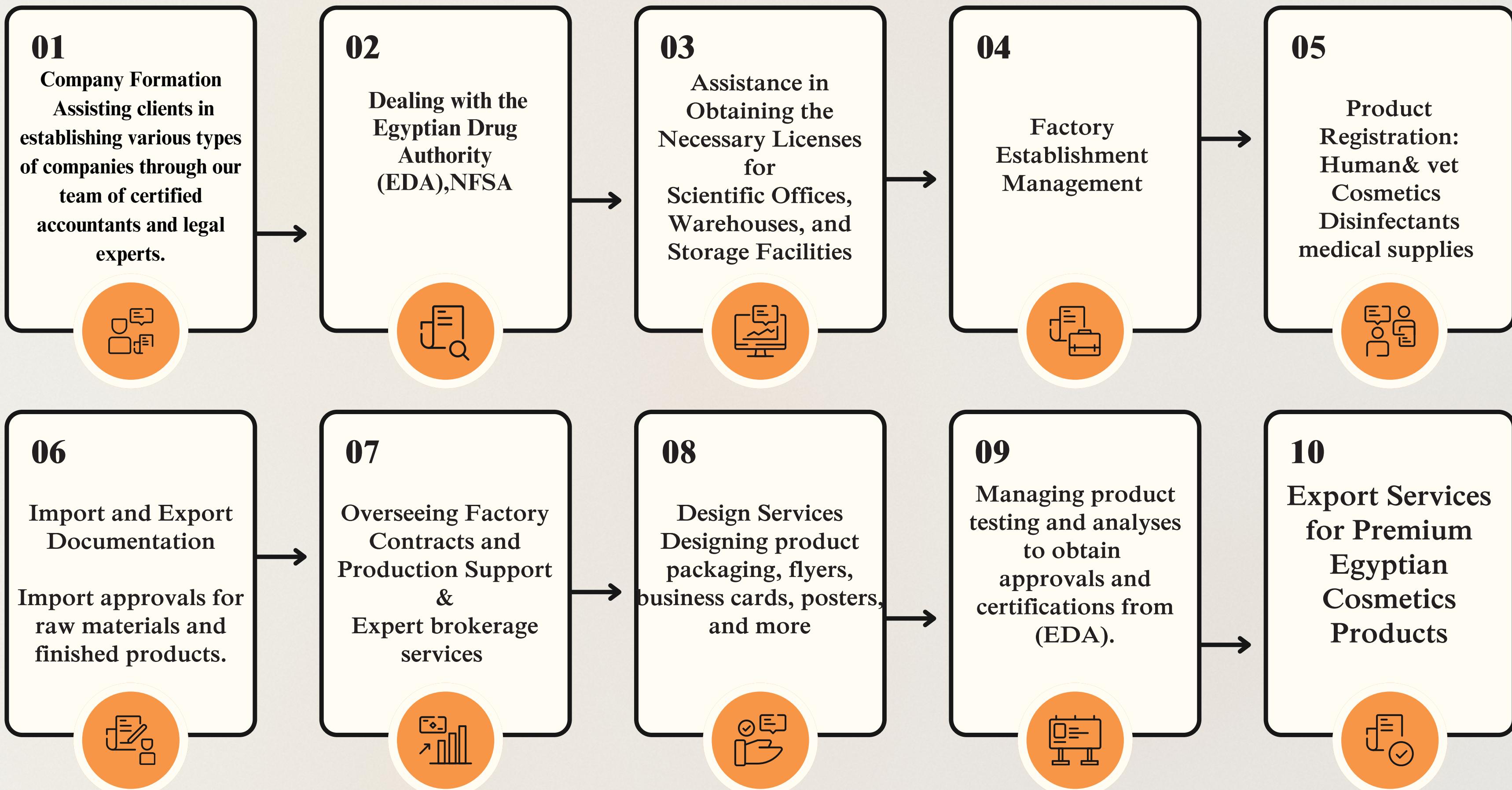
About Us

WITH OVER 17 YEARS OF EXPERIENCE

We are a service company specializing in handling all governmental transactions and procedures for companies in the medical sector, whether owned by healthcare professionals or investors.



Our services



SWOT

- **17 years of industry experience.**

- **Expertise in Problem-Solving:** Extensive experience in addressing challenges effectively and delivering practical solutions tailored to client needs.

- **Honesty and Transparency:** A commitment to maintaining integrity by providing clear communication and building trust with clients

- **Client-Centric Approach:** Prioritizing the client's best interests and ensuring they are not charged unnecessary fees or expenses.

- **Attracting Foreign Investors (Turkish, Saudi, UAE)**

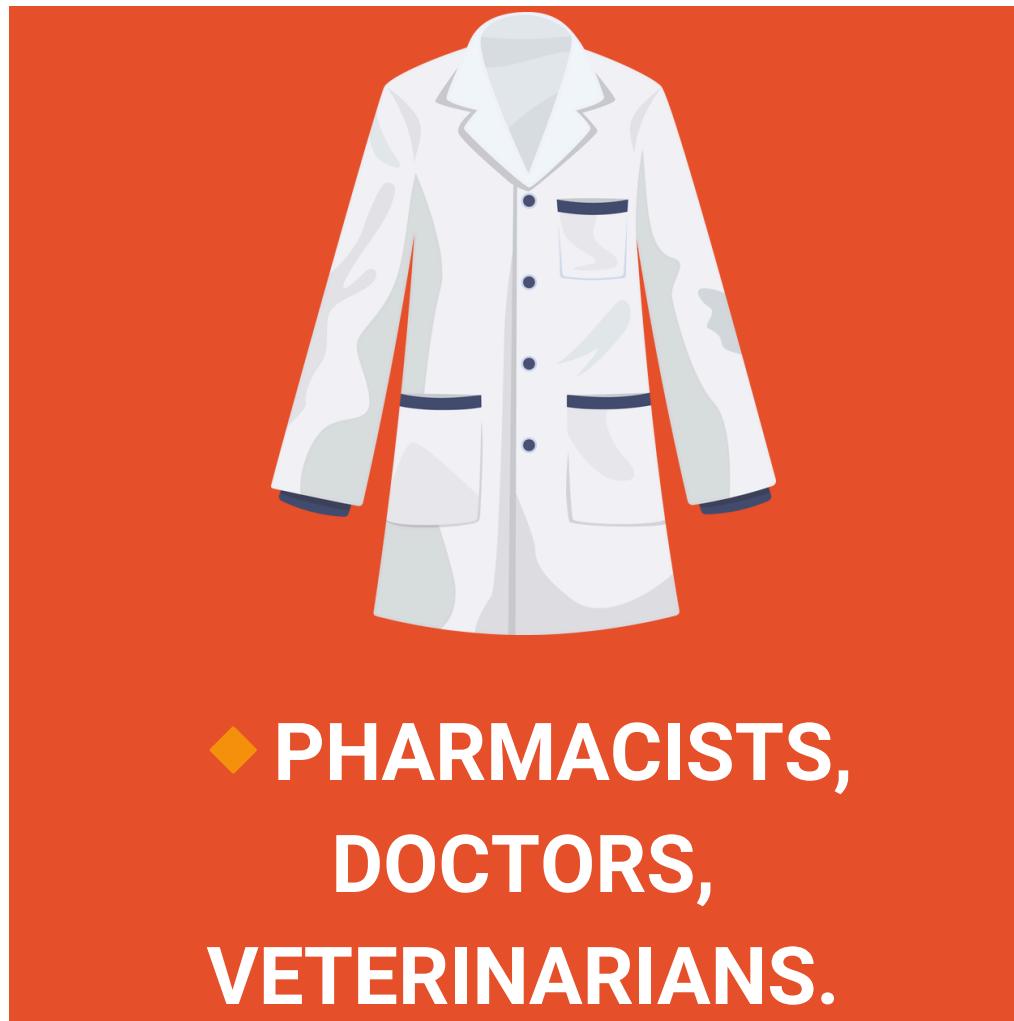
- **Expanding to the Client Based for Commercial Agencies**



- **Limited Social Media Presence:** A lack of visibility across various social media platforms, which may impact out reach and brand awareness.

1. **Instability of Government Systems:** Frequent system failures or downtime may result in the need to repeat tasks multiple times, leading to delays in service delivery and increased operational inefficiencies.
2. **Absenteeism of Government Employees**

Target Audience



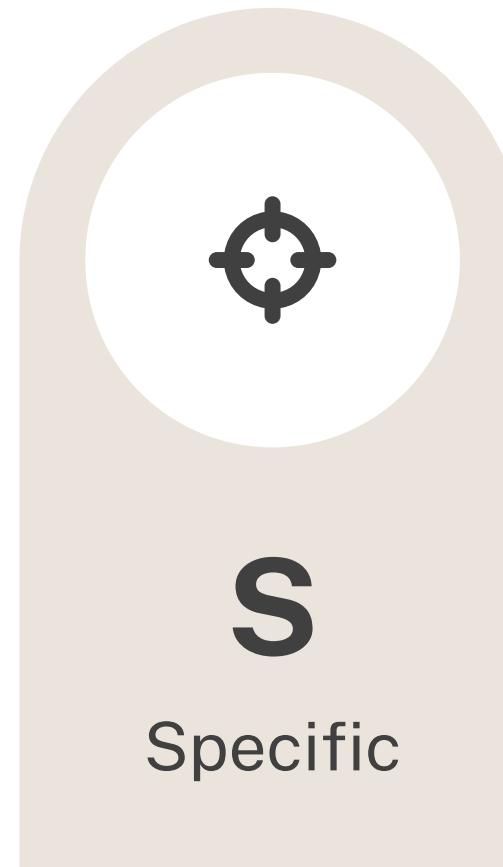
- ◆ PHARMACISTS,
DOCTORS,
VETERINARIANS.



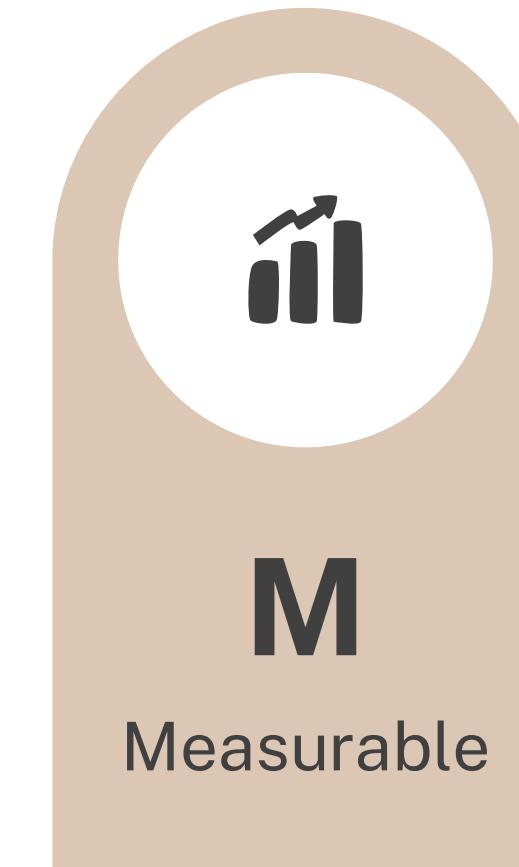
- ◆ Healthcare
investors.



- ◆ Foreign investors
(Especially Turkish,
Saudi, Emirati).



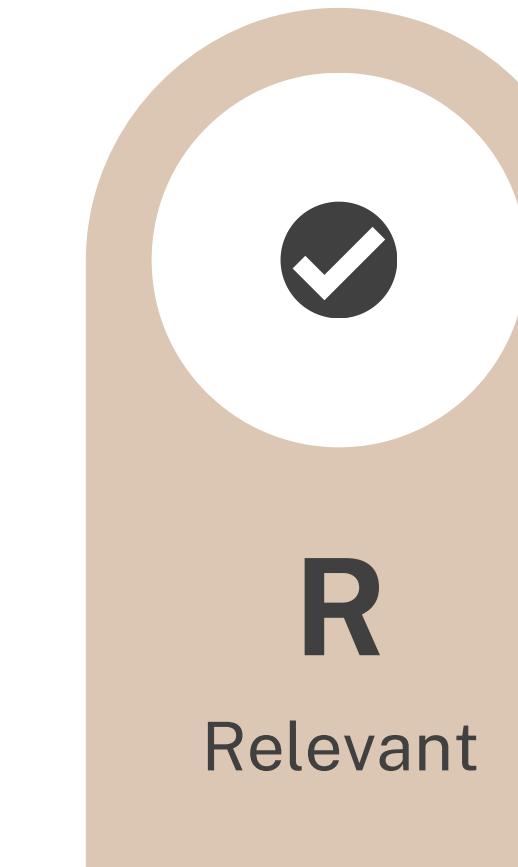
S
Specific



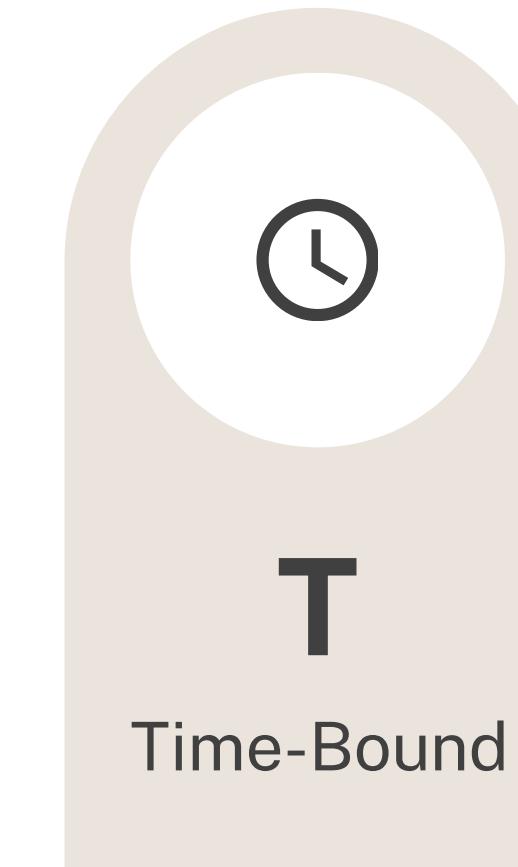
M
Measurable



A
Achievable



R
Relevant



T
Time-Bound

1- Brand awareness

- Create the different platforms & tools needed : FB- X- Instagram- Landing page - Email chimp.
- post regularly & optimize the platforms
- Increase Fb like to 2000 k through one month
- Increase Instagram like to 2000 k through one month
- Create landing page with all services in English.

2- Selling Services:

- Target the ads for specific services.(Agencies & cosmetics Export.
- Publish direct sales posts for the above platforms
- Run suitable campaign linking with the landing page

Competitors Analysis

Dawa Registration Office



Social Media

<https://www.facebook.com/Dawa.Reg.Office1/about>

No Of Likes & Followers

94K followers • 45 following

Page Created

22 August 2019

Visual Identity

blue & baby blue

Publishing Rate

5 post/ week stating from Dec 2024

Engagement Rate

Shares Only without any comments

Major Product

Company formation & direct agencies

Average Price

package system

مركز التدريب واليقظة الدوائية



<https://www.facebook.com/profile.php?id=100065276581670> **62K likes • 66K followers**

www.youtube.com/@PDRTC 2.79K subscribers

10 April 2016 & You tube Nov 6, 2011

Different color

6 post / week

You tube channels- Reels- videos

Pharmacovigilance- Export to UAE-Special offers for contract-registration

Package system

Audience

Gender:

Male & Female

Age:

25-65

Location

Egypt- UAE- Saudi Arabia- Omman - Turkey

Interest:

Investor in the medical sector-

Medical representative & all jobs related to it



Social Media Channels

1. Facebook

Role: Build brand awareness, engage with the community, and share educational content.

Optimization Strategies:

Content: Share industry news, regulatory updates & success stories.

2-Instagram:

Role: Showcase the company's expertise and humanize the brand through visuals and storytelling.

Optimization Strategies:

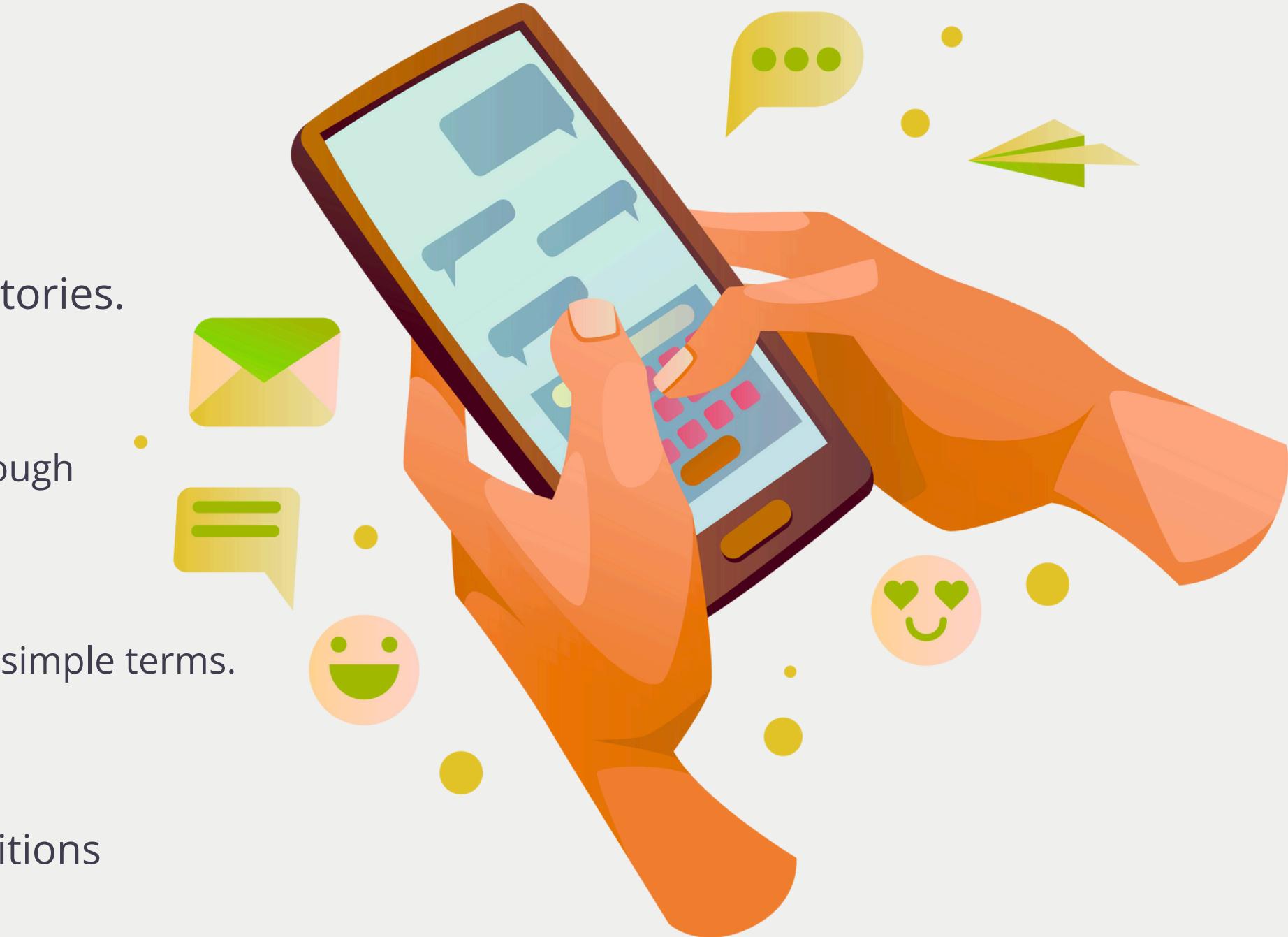
- **Content:** Use carousel posts to explain complex regulatory topics in simple terms.

3. Landing Page:

Role: Convert visitors into leads by providing clear value propositions and calls-to-action (CTAs).

Optimization Strategies:

Design: Clean, professional, and mobile-friendly design with clear navigation.



Marketing STP:

Segmentation:

1. **Pharmacists & Doctors** want to enhance their jobs & have a private business

1.- Business Investors:

Entrepreneurs, venture capitalists, and business owners looking to invest in the pharmaceutical or medical sector.

Targeting

- Tailor services to meet the unique needs of pharmacists, medical professionals, and Business investors.
- **Value Proposition:** Highlight expertise, speed, and accuracy in regulatory submissions, compliance, and market entry strategies.

Positioning

*Make a feasibility study & facilitate the obstacles

*The trusted partner for pharmacists, medical professionals, and investors, providing expert regulatory affairs services to ensure compliance, accelerate approvals, and unlock growth opportunities in the healthcare sector.

Buyer Persona 1&2:

- **Pharmacist & Doctors & medical fields persona**
- **Age:** 25-65 Male& female
- **Location :** Egypt & Gulf area
- **Interest:** Career planning & start up business
- **Problem : Fear from the long process & hassles of papers & requirements**
- **Needs:** 1-Seek trusted partners to navigate complex regulations.
- 2-Frequent need for regulatory submissions, compliance audits, and product approvals.
- **Solution:**
- **Simplify regulatory complexities** and focus on what matters most—your patients and quality products.
- Develop a clear regulatory strategy
- Efficient Documentation-Pre-Market Approvals

- **Investors at the medical field :**
- **Age:** 25-65 male & female
- **Location :** Egypt & Gulf area & Turkey
- **Interest:** Investment & Financial ROI
- **Problem : Fear from the long process & hassles of papers & requirements**
- **Needs:** 1- Seek market entry strategies, regulatory consulting, and partnership opportunities.
- 2-Focus on ROI, risk mitigation, and long-term growth opportunities in the healthcare sector.
- **Solution:**
- **Maximize your investments** with regulatory insights that ensure compliance and drive growth.
- **Egyptian Regulations:** Navigate the complexities of entering new markets by understanding and complying with local regulations.
- **Stay Updated on Laws**-Develop a clear regulatory strategy
- -Efficient Documentation-Pre-Market Approvals

Action Plan

1- Facebook : 3 Post / week

Combine professional images, infographics, and short videos explaining regulatory processes.

- **Engagement:** Posts Host Q&A sessions & polls to interact with pharmacists and medical professionals.
- **Targeting:** Use **Facebook Ads** to target specific demographics (e.g., pharmacists, regulatory managers) and promote downloadable resources.
- **Measure Metrics:** Track engagement rates, click-through rates (CTR), and follower growth.

2-Instagram: 3 Posts/ weekly

Use High-quality images, short reels, and infographics. Use Instagram Stories for quick updates and polls.

- **Hashtags:** Use industry-specific hashtags like #RegulatoryAffairs, #PharmaCompliance, and #HealthcareInnovation.
- #Businessconsultation
- #Businessdeveloper
- **Engagement:** Respond to comments and DMs promptly.
- **Measure Metrics:** Monitor likes, shares, story views, and follower growth.



Action Plan (After 3 months)

4- X Account:

Creation & publish 3 Posts/ weekly

Post regulatory news and quick tips.

Share links to free resources.

- **Hashtags:** Use trending and industry-specific hashtags like #Invest, #Egyptianregistration, #RegulatoryAffairs, and #Healthcare.
- **Engagement:** Participate in Twitter chats, reply to industry leaders, and retweet relevant content.
- **Visuals:** Use images, GIFs, and infographics to make tweets stand out.
- **Metrics:** Monitor retweets, likes, replies, and follower growth.

5-Email Marketing

- **Define the Segmentation:** Segment email lists into pharmacists, medical professionals, and investors for personalized messaging.
- **Content:** Send newsletters, regulatory updates, case studies.
- **Design:** Use clean, professional templates with clear CTAs.
- **Automation:** Set up automated email sequences for lead nurturing (e.g., Brand Awareness, Company services, offers like 1 month Free consultation).
- **CTAs:** Include CTAs like "register your products now," or "Request a Consultation."

Sample posts



Content Plan

	content	Platforms	Date	Time
1	كاروسيل توعية	فيسبوك، إنستجرام	6 أبريل	10:00 am
2	خدمة تكويذ الشركات (رقم 1)	فيسبوك، إنستجرام	6 أبريل	3:00 Pm
3	خدمة الاستشارات (رقم 2)	فيسبوك، إنستجرام	6 أبريل	9:00 Pm
4	إعلان دارك بوست Page Like	فيسبوك	6 أبريل	9:00 Pm
5	بوست تفاعلي (مقارنة بين فاست تراك والملف الجاهز)	فيسبوك	6 أبريل	9:00 Pm
6	خدمة المصانع (رقم 3)	فيسبوك، إنستجرام	7 أبريل	10:00 am
7	عرض (رقم 1) - ملف مكملات غذائية	فيسبوك، إنستجرام	7 أبريل	3:00 Pm
8	خدمة ترخيص المخازن والمستودعات (رقم 5)	فيسبوك، إنستجرام	7 أبريل	10:00 am
9	عرض (رقم 2) - شركات للبيع	فيسبوك، إنستجرام	8 أبريل	10:00 am
10	متغيرات التجميل	فيسبوك، إنستجرام	8 أبريل	3:00 Pm
11	Tips for cosmetics	فيسبوك، إنستجرام	8 أبريل	10:00 am
12	Tips for food supplement	فيسبوك، إنستجرام	9 أبريل	10:00 am

Monthly Content Schedule

DATE:

April 2025

Content type	SUN	MON	TUE	WED	THU	FRI	SAT
			1   Post	2   Reels	3	4	5
Reels							
Article							
Event Announcement							
Carousel							
Tips & Tricks							
Video							
Story							
Post							
Platform	6   Carousel	7	8	9   Carousel	10	11   Reels	12
	13   Offer post	14	15	16   Video	17	18   Carousel	19
Facebook	20	21	22	23	24	25	26
Instagram							
Landing Page	27	28	29	30	31		

NOTES:

Media Plan: 12K

PLATFORMS	OBJECTIVE	CONVERSION LOCATION	BUDGET	DAYS	DAILY BUDGET	AUDIENCE SIZE	REACH	RESULTS
	ENGAGEMENT	PAGE LIKE	1500	7	200	3M-4M		
	ENGAGEMENT	ON YOUR AD	1500	7	200	3M-4M		
	LEEDS	FORM	2000	10	200			
	TRAFFIC	INSTAGRAM PROFILE	2000	10	200	2M-3M		
	ENGAGEMENT	MESSAGE	5000	25	200	2M-3M		

Ads & Campaign

Identity

Choose the Facebook Page and Instagram account that this ad will be associated with.

* Facebook Page

Regulatory affairs Consultant

Select a Page at the ad set level
For campaigns that use the Engagement objective, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.

Select Page

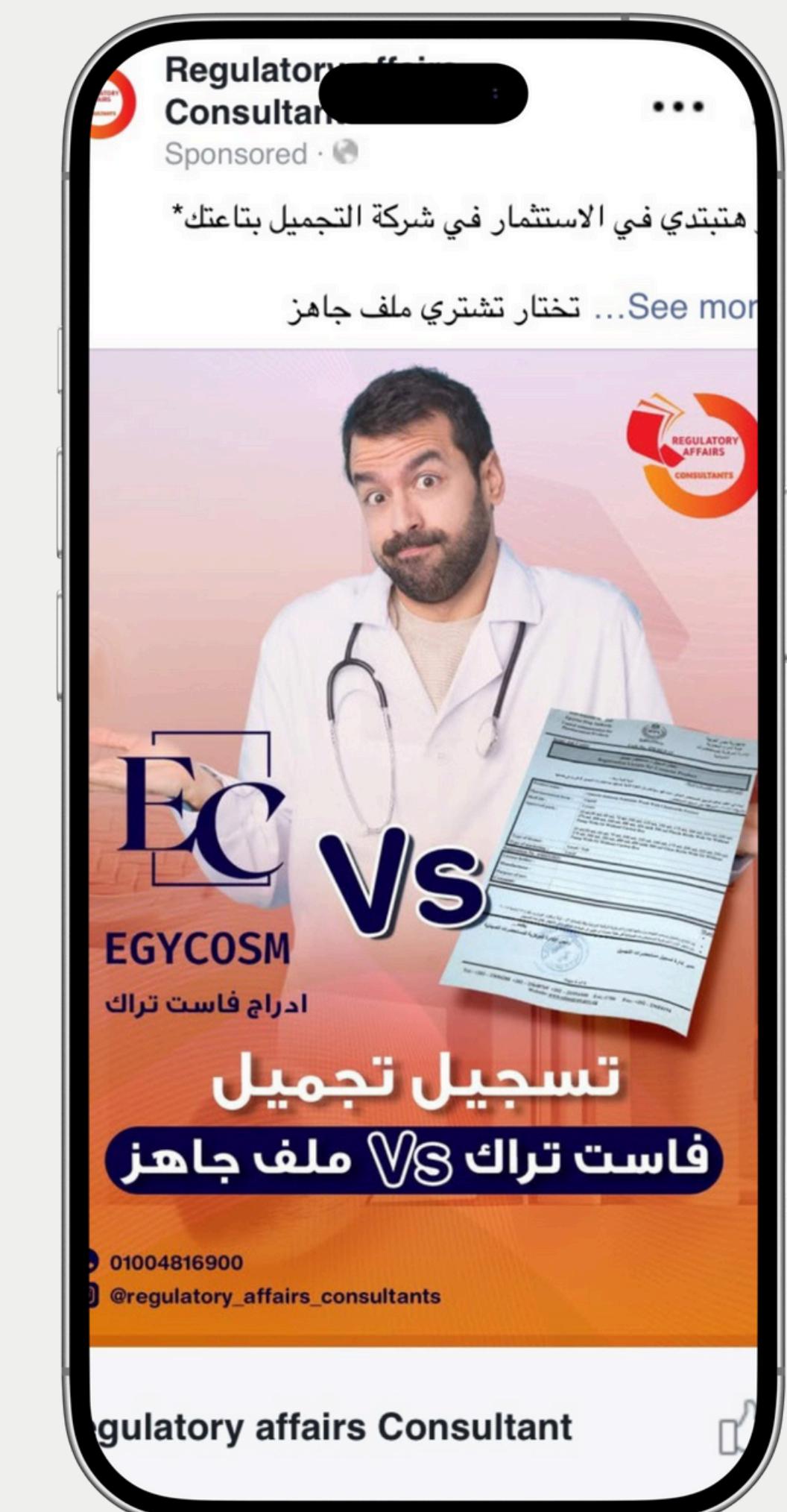
You can now see more variations of your ad in previews

Facebook Feed

Regulatory affairs Consultant Sponsored ...
هذا مني في الاستثمار في شركة التجميل بتاعتك ...
نحضر شترى ملف جاهز ... see more

Regulatory affairs Consultant Sponsored ...
EC VS EGYCOSM ادراج فاست تراك تسجيل تجميل ...

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.



KPIs

Reporting starts	2025-04-01
Ad set budget	200
Results	313
Reach	6233
Impressions	6579
Cost per results	1,28025559

Performance overview

Day ▾

Activity history: All ▾

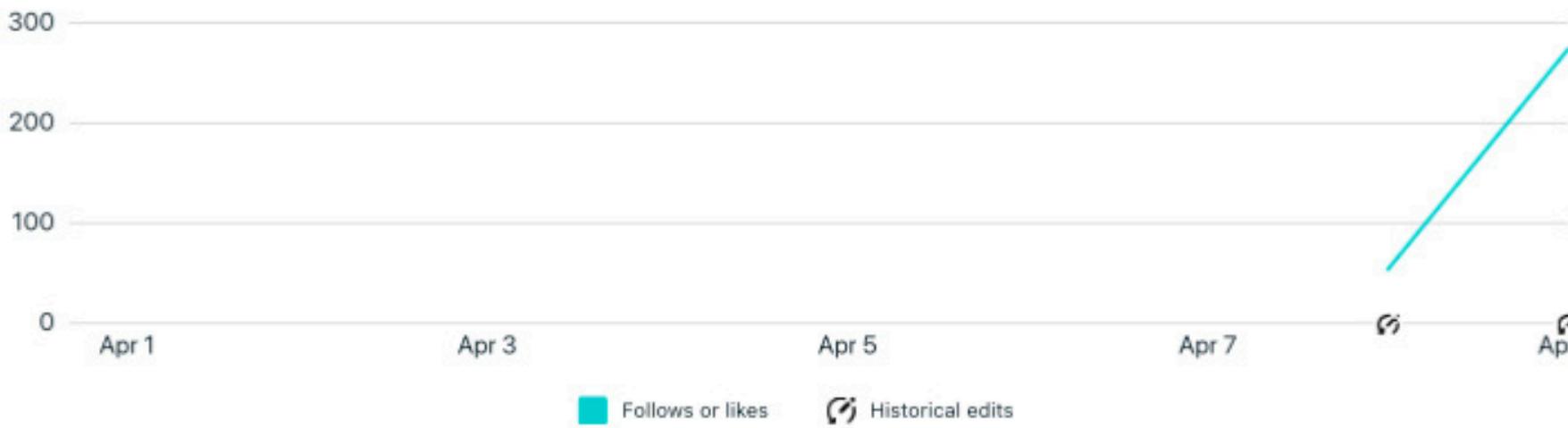
Customize

Follows or likes ⓘ
328

Per Follow or like ⓘ
1.24.₪.₪

Amount spent ⓘ
405.16.₪.₪

Follows or likes



Follows or likes

Historical edits

Compare how different ad creatives perform

You can get even more detailed performance data by using ad creative breakdowns in Ads Reporting. This can help you compare ad performance by image, text and call to action to see how your creatives perform across all placements.

[Go to Ads Reporting](#)

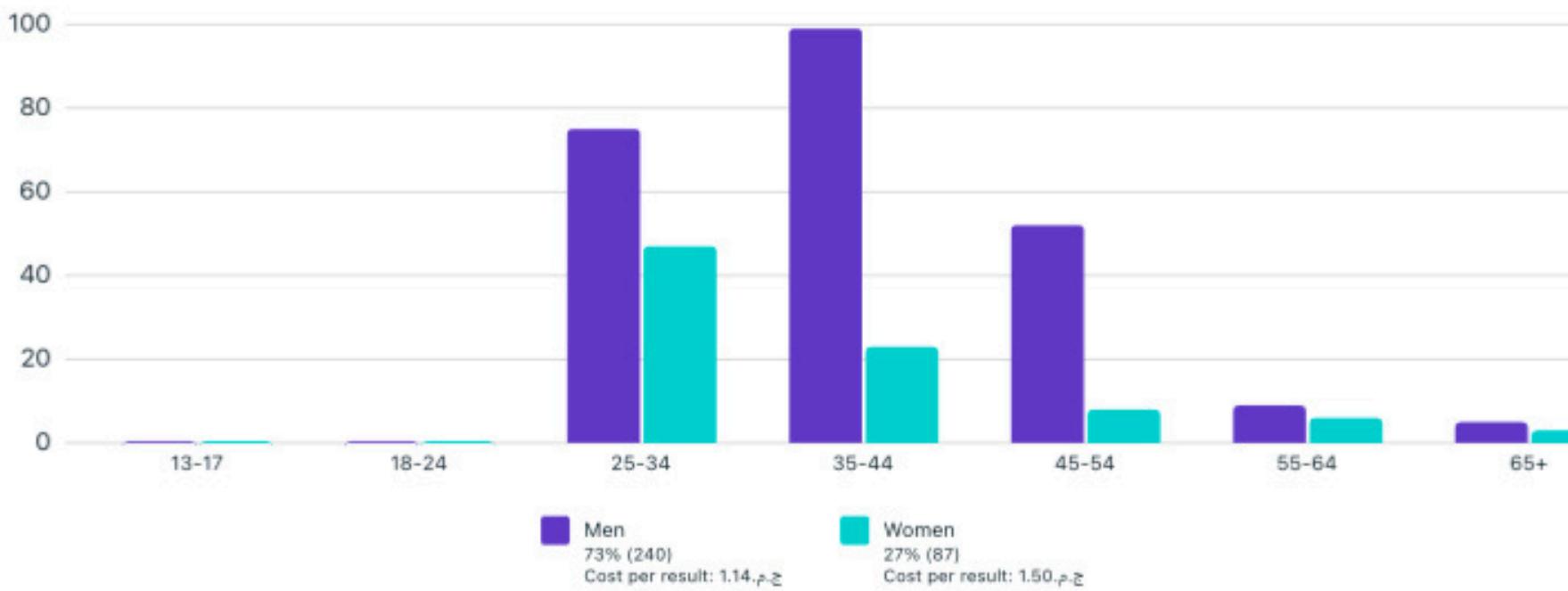
Demographics

Platform

Age and gender distribution

All

Results



Men
73% (240)
Cost per result: 1.14.₪.₪

Women
27% (87)
Cost per result: 1.50.₪.₪

Performance

March 12, 2025 - April 8, 2025

Customize view: Business ▾

Views

Views ⓘ

3.4K ↑ 28.2K%

From followers ⓘ 27% ↓ 59.7%

From non-followers ⓘ 73% ↑ 121.2%

Reach

Facebook reach ⓘ

1.6K ↑ 38.9K%

From followers ⓘ 108 ↑ 5.3K%

From non-followers ⓘ 1,495 ↑ 74.7K%

Interactions

Content interactions ⓘ

172 ↑ 100%

From followers ⓘ 132 --

From non-followers ⓘ 40 --

Follows

Follows ⓘ

283 ↑ 100%

Unfollows ⓘ 5 ↑ 100%

Net follows ⓘ 278 ↑ 100%

*Thank
You*

FOR YOUR SUPERVISION