



Chapter 1

Introduction



Overview

- ▶ Introduction 01
- ▶ Problem Statement 02
- ▶ Solution Statement 03
 - ▶ Vision
 - ▶ Mission

Introduction

The Planners Is Not Only A Digital Marketing Agency, It's a Step To Change The Position Of Client In The Market, The First Company Matched Marketing Field With The Actual Experience

We are currently online, with the goal of establishing an offline presence in the future. Our target market is Egypt, and our strategically chosen location is Giza.

Problem Statement

- Specialization Of Creating Plan Suitable For Business
- Agencies That Depend On Bundles Not Depend On Market Research And Analysis To Determine The Suitable Budget
- Famous Brands Depend On Creating A Marketing Team Instead Of Depending On Marketing Agency

Mission

The Planners Is Digital Marketing Agency, Each Member IS Called "Planner", This Planner Specialized In Type Of Marketing, We Plan Anything You Want We Offers: Strategies Plans Tactics Of Business To Put Any Business In Its Position That Deserve And To Give The Business All Numbers That Need For Business In Its Right Market.



Vision

- The Right Choice For Client And Business, To Grow And The Updated Software For Business.
- The Right Hand Of Client And The Business

Chapter 2

Strategy Planning Process



Overview

-  Situation Analysis 01
-  Marketing Objectives 02
-  Strategy 03

Market Research

Research Plan

Data source

Primary – Secondary

Research type

Quantitative – Qualitative

Research approaches

Survey research - customer interview – Focus group
Observational research (shadowing –behavior mapping)

Research Tools

Qestionnaire – audio for interview and focus group

 [Market Research questions Link](#)

 [Focus group record](#)

 [Customer Interview records](#)

 [Customer Interview questions](#)

 [Survey form](#)

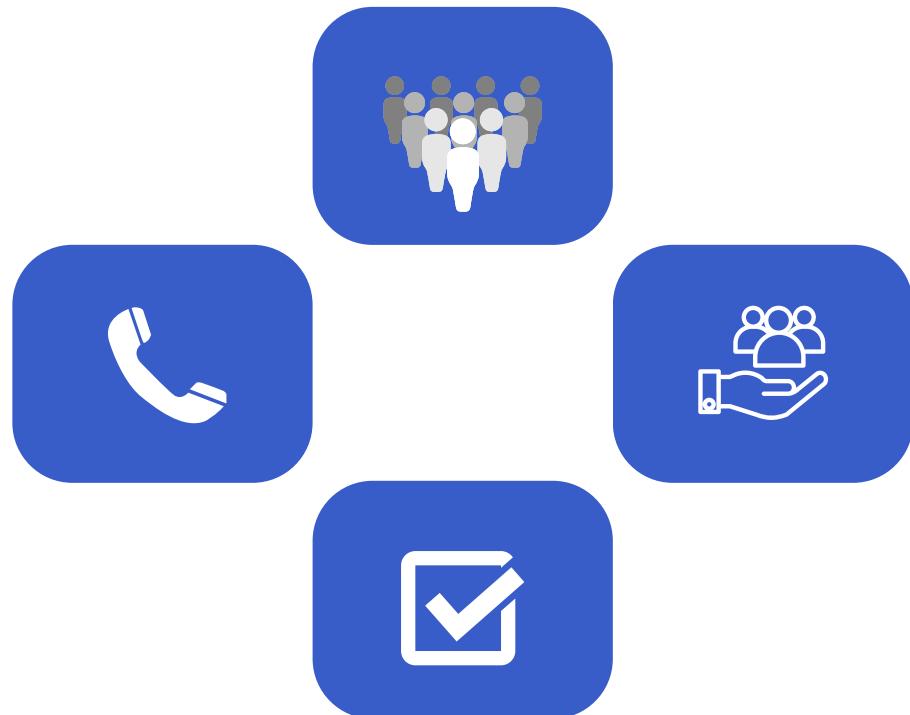
 [Results](#)

Market Research

Sampling Plan

Sampling unite

- Gender: Male and Female
- Age: 18 - 65
- Location: Egypt- Giza Governorate
- Interests: Brand (marketing) - Advertising (marketing) - Business development (business & finance)



Contact method

online questionnaire –
In-Person Interview

Sample Size

Population size: 169.700
Confidence level: 95 %
Sample size: 383
Margin of error: 5.0 %

Sampling procedure

Non-probability:
(Convenience - Snowball - Voluntary)

Cost-plus pricing strategy
(We Don't Have Bundles, We Will Make A Strategy
Depending On service)
paymethods :
instapay, cash and vodafone cash

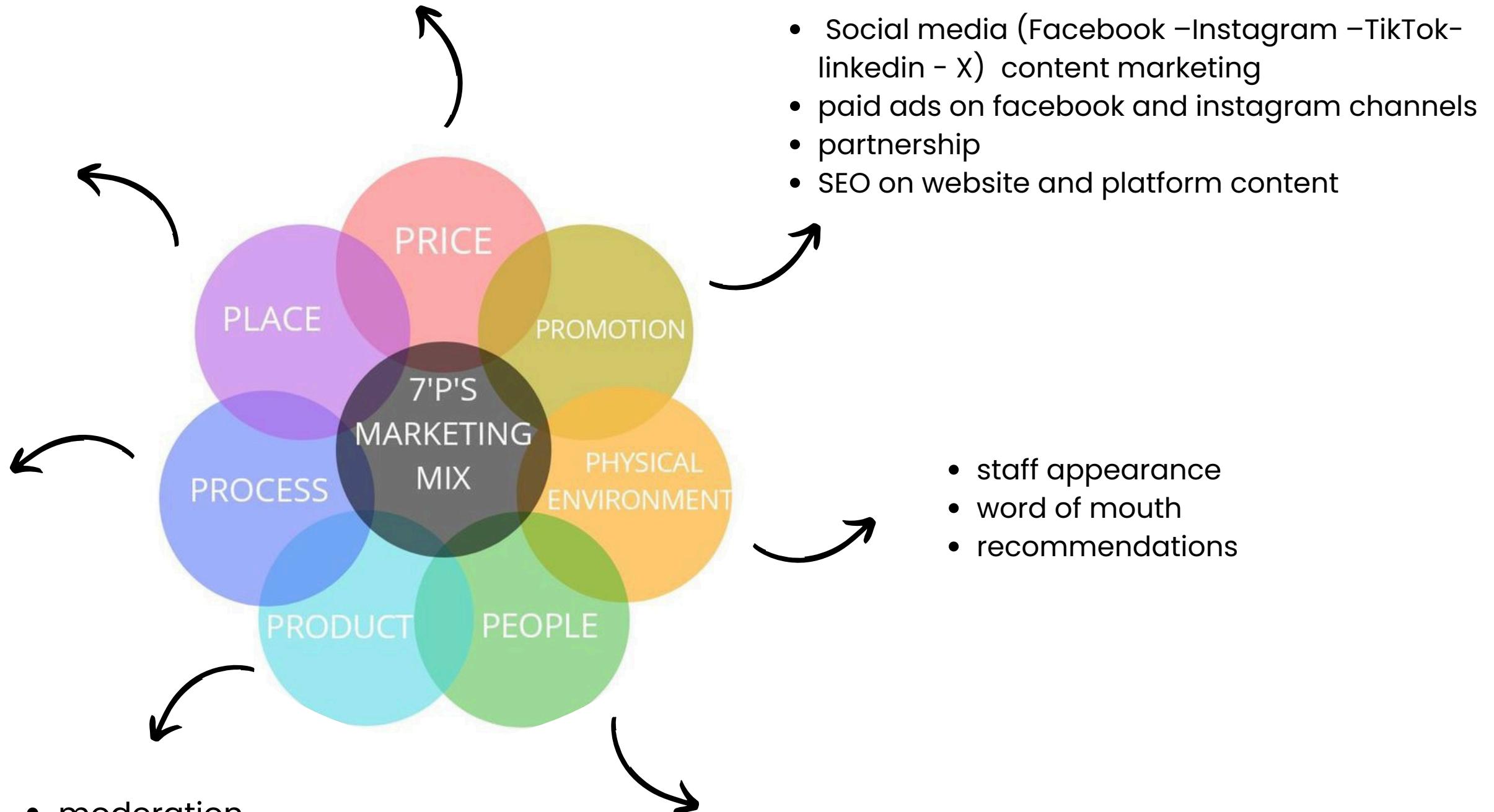
- We Will Work Online, Then We Will Rent A Place And Make All Official Statements
- Website-
- different platforms (facebook - instagram - tiktok-linkedin- x)

Response time of calling or messages is around 30 minutes.

Research a lot about new tools, updated on different ways of digital marketing strategies and last updates in algorism in all different platforms

Our services are

- content creation
- digital advertising
- digital strategy
- SEO service
- digital marketing consultation
- moderation
- social media platform management
- creating websites & online stores

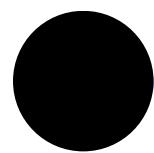


Competitor analysis

🔗 [Competitive analysis link](#)



SWOT ANALYSIS



Strengths

- Qualified and trained team
- Quick Customer service
- Low costs
- Suitable and fair prices
- Good location



Weaknesses

- There is no history about our clients
- Low budget (for advertising)
- Cannot use all technical paid tools
- Few employees
- Do not do all marketing service such as offline or traditional marketing



Opportunities

- Increased demand for digital marketing service
- There are a huge number of new small business in market
- Paid advertise for our company on all social channels
- Increasing and how quickly improving in technology and algorithm



Threats

- Changes in economic conditions
- Increase competition in market
- Changes goals of customer
- Difficulty of finding qualified employees
- Increasing and how quickly improving in technology and algorithm

Business Goal 1

Make 30 % of our market aware of our brand in one year

Marketing goal

- customer acquisition (5 customer per first month)
- lead generation (50 lead for first month)

Content plan

- describe our service in all used platform
- Huge Branding And Awareness About Marketing

Problems

After publish 10 posts make campaign awareness for month.

Business Goal 2

Sell with 100000EGP by the end of first year

Marketing goal

- Service quality (qualified team – trusted tools) per first month
- brand reputation(Rate of service be above 3 per 3 months)
- customer satisfaction (make sure about it with each customer through having service and after having service)

Content plan focus

- describe feedback.
- rates of service.
- qualified team.
- result of Campaigns (case study).
- Problems And How We Can Solve It?

Strategy

01

Segments & Buyer personas

- [!\[\]\(439c03ca276a335a90a4e7ed2b3945c1_img.jpg\) Segment 1](#)
- [!\[\]\(9d660feeaebc089cd8e2e485fd8370ac_img.jpg\) Segment 2](#)
- [!\[\]\(5f514c333f3598b7b959aece329cc5ce_img.jpg\) Segment 3](#)
- [!\[\]\(f2d91f8736f984314450f358d5a0c341_img.jpg\) Segment 4](#)

02

Online Value proposition

Exceptional Customer Experience:
Excellent Customer Support: Provide personalized and prompt assistance to clients, being available to answer inquiries and help them achieve their marketing goals.

03

STP(Segmentation-Targeting-Positioning)

- [!\[\]\(f24a972d74853e5c6b8fb588f1891ed4_img.jpg\) STP link](#)

04

Digital tools

- Social media platform
Our Main Social Media Platforms:
- Facebook
 - Instagram
 - LinkedIn

Our Secondary Platform:

- Tiktok
- X
- Website

Chapter 3

Branding



Overview

- ▶ Positioning statement 01
- ▶ Brand Mantra 02
- ▶ Brand Elements 03
- ▶ Colour Pattern 04
- ▶ Social media channels 05

Positioning statement

For all businesses in need of credibility, accurate planning and achievement, The Planners Agency provides marketing strategy and plan for your business, a correct and accurate study of the market, your business, and competitors to achieve continuous success and make you ready to seize opportunities and face challenges, and this is what makes us distinct from others. Because The Planners Agency gives companies the right ways to grow better

Brand Mantra

Emotional Modifier

Trust & Credibility

Descriptive Modifier

All Businesses

Brand Functions

Achievement

Brand Elements

Brand Name

The Planners Agency

Slogan

Plan what you want

Logo



Characters

Arrow and bar chart



- To indicate planning, analysis and achievement



Brand Voice

Analytical, strategic, professional, and credible - that's the voice of The Planners Agency. We're talking to businesses of all sizes who are looking for an agency to help them navigate the complex world of digital marketing. Our style is straightforward and authoritative, but never condescending. We use jargon sparingly, and when we do, we make sure to explain it in a way that's easy to understand. We're not just selling our services - we're educating our audience, empowering them to make informed decisions about their marketing strategy.

Brand Jingle

 [The planners jingle audio link](#)

Colour Pattern

- Blue is often associated with qualities such as loyalty, strength, trust, responsibility and authority.
- White is often associated with purity, perfection, honesty, cleanliness, and beginnings.

SOCIAL MEDIA CHANNELS COVERS

1- Facebook





THE PLANNERS Agency

The best marketing agency for
your business

 The Planners

 The Planners Agency

 @the.planners.agency

 @THE_PLANNERSAGENCY



2- LinkedIn





THE PLANNERS AGENCY



The Planners



The Planners Agency



@the.planners.agency



@THE_PLANNERSAGENCY

3- Website





THE PLANNERS

PLAN WHAT YOU WANT

THE BEST MARKETING
AGENCY FOR YOUR BUSINESS



4 - X



THE PLANNERS AGENCY



The Planners



The Planners Agency



@the.planners.agency



@THE_PLANNERSAGENCY



Post Design



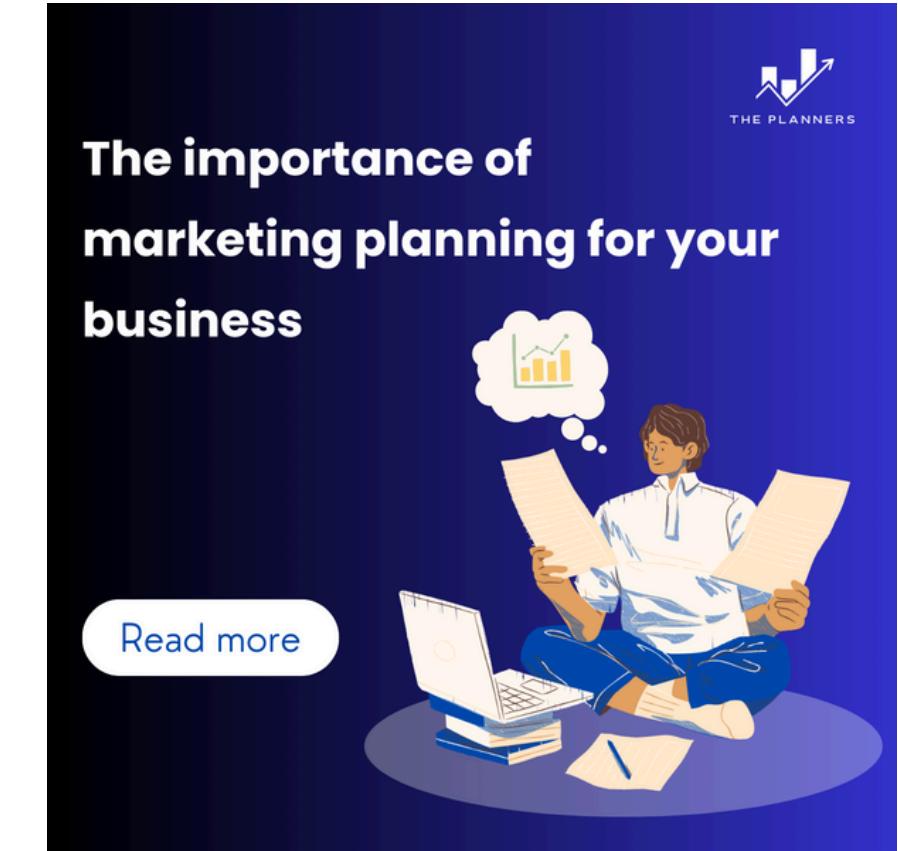


Facebook



Instagram





LinkedIn





THE PLANNERS

قصة النجاح تصلك للفلاح

[Learn more](#)



اختار من يستطيع
مشاركتك في
القرار

[Learn more](#)

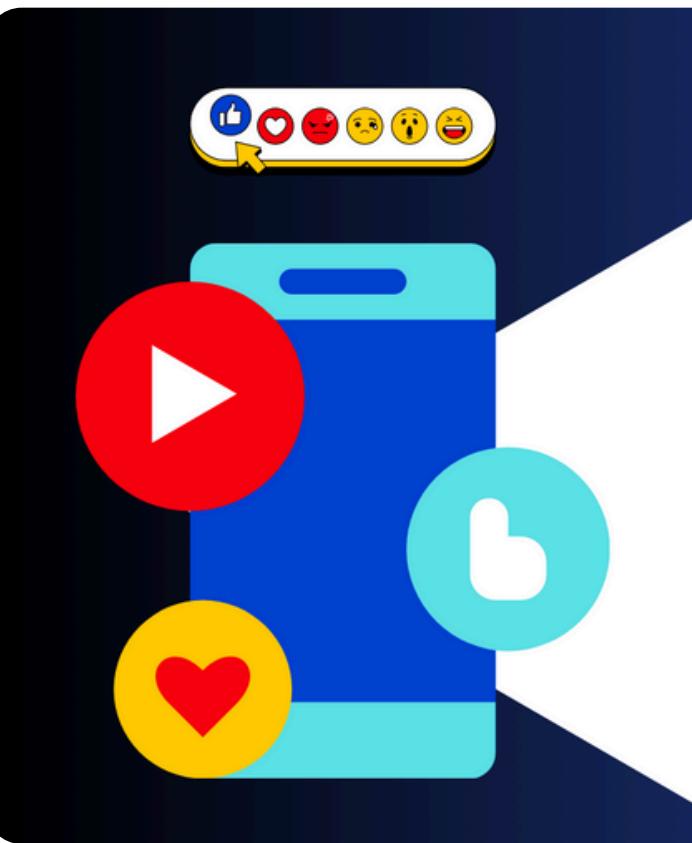
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THE PLANNERS

شركة بمفهوم جديد !

[Learn more](#)



أُخبر جمهورك
بقصتك !



Chapter 4

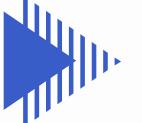
Channels

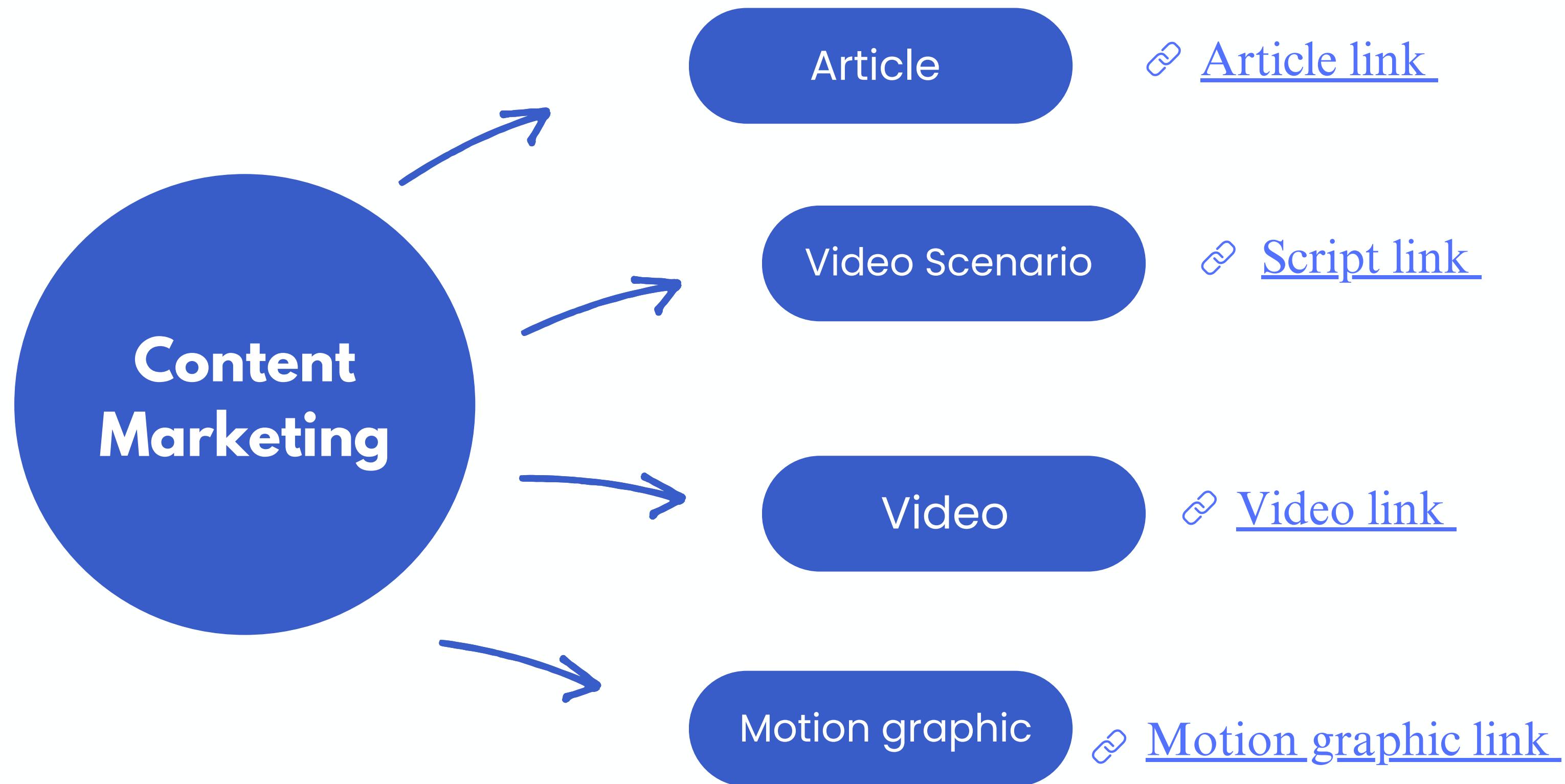


THE PLANNERS

PLAN WHAT YOU WANT

Overview

-  Content Marketing 01
-  Social Media 02
-  Facebook Ads 03
-  Influencer list 04



Social media



- 01** Facebook
🔗 [Facebook Content](#)
- 02** Instagram
🔗 [Instagram Content](#)
- 03** LinkedIn
🔗 [LinkedIn Content](#)
- 04** Tiktok
🔗 [Tiktok Content](#)
- 05** X (Twitter)
🔗 [X Content](#)

Social platforms



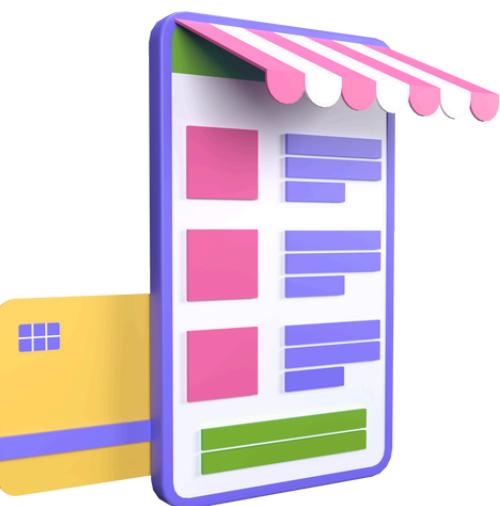
- 01** Facebook
🔗 [Facebook account](#)
- 02** Instagram
🔗 [Instagram account](#)
- 03** LinkedIn
🔗 [LinkedIn account](#)
- 04** Tiktok
🔗 [Tiktok account](#)
- 05** Website
🔗 [Website link](#)

Facebook Ads



🔗 [Campaign link](#)

Influencer List



🔗 [Campaign link](#)



Our Team

Ammar Emad

Hebatallah Mokhtar

Mohammed Ibrahim

Nadeen Khaled

Nada Ibrahim

THANK YOU!