رواد مصر الرقمية

LEARNING CENTERS

SKATE ZONE

You Aren't Alone With Skate Zone

وزارة الاتصالات
وتكنولوجيا المعلومات

DIGITAL MARKETING PLAN

Presented by:

GROUP 3

CONTENT

1 Our team

2 Our story

3 Business model canvas

4 SWOT Analysis

5 Competitor Analysis

6 SOSTAC Analysis

7 Audience Segmentation

8 Our Strategy

9 Analysis

10 upcoming

MARKETING TEAM

SUPERVISIOR

DR :SARAH MEKLAD

Kerolos Ata

role :

- business model canvas
- sostac analysis
- business strategy
- website
- SEO
- final presentation
- content calendar design
- ad campaign launch and analysis

Fatma Shazly

role :

- competitor analysis
- final presentation
- content calendar and designs
- ad campaign launch and analysis

Menna Abd Elhady

role :

- swot and pest analysis
- content calendar design
- ad campaign launch and analysis

Hager Mohamed

role :

- page moderation
- photography & montage
- content calendar designs
- ad campaign launch and analysis

Ebrahim yasser

role :

- target personas
- content calendar designs
- ad campaign launch and analysis

OUR STORY

WELCOME TO SKATEZONE !
OUR JOURNEY BEGAN WITH A SIMPLE YET POWERFUL VISION: TO CREATE A VIBRANT, INCLUSIVE SPACE WHERE SKATERS OF ALL AGES AND SKILL LEVELS CAN COME TOGETHER TO LEARN, PRACTICE, AND GROW.
AT SKATEZONE, WE'RE MORE THAN JUST A SKATEPARK. WE'RE A FAMILY DEDICATED TO FOSTERING A LOVE FOR SKATEBOARDING AND BUILDING A SUPPORTIVE COMMUNITY. WITH AFRICAN SKATEBOARDING CHAMPIONS LEADING OUR TRAINING SESSIONS, WE OFFER PROFESSIONAL GUIDANCE IN A SAFE, ENERGETIC ENVIRONMENT. OUR TRAINERS ARE NOT ONLY EXPERTS BUT ALSO PASSIONATE MENTORS WHO STRIVE TO INSPIRE EVERY SKATER TO REACH THEIR FULL POTENTIAL.

SKATE ZONE
You Aren't Alone With Skate Zone

our Business Model Canvas

SkateZone

Key Partners

- Collaboration with local sports clubs and schools or educational programs.
- Event sponsorships with local sports equipment stores and youth-oriented businesses (e.g., clothing stores).

Key Activities

- Training
- organizing events
- Marketing through different media channel

Key Resources

- Skilled trainers (African champions)
- A physical location (skate park or facility)
- Marketing and promotional tools (social media, website)

Value Proposition

- Professional training by African skateboarding champions
- A family-oriented and community-building experience

Customer Relationships

- Personalized training programs
- Organizing community events and competitions
- Offering loyalty programs or discounts

Channels

- Social Media
- Word of Mouth and Local Community Events
- Website with Booking Features

Customer Segments

- Families looking for safe community-oriented sports activities for their kids
- young adults who want to learn skate
- young adults who are looking for place to practice skate and have fun

Cost Structure

- Rent,
- staff salaries
- marketing through ads
- Operational costs

Competitors

- suez skate academy
- street skate academy
- skate master academy

Revenue Streams

- Membership fees
- per session fees.

TIME FOR MARKET RESEARCH

WE ARE AWARE THAT OUR SUCCESS STORY BEGINS WITH KNOWING WHO WE ARE AND WHERE WE STAND, SO WE WILL START WITH A SELF-ANALYSIS

STRENGTH

- Specialized trainers for beginners, offering medical and health advice during exercise.
- Private training environment for girls with a female coach.
- Specialized coach available for injury cases.

WEAKNESS

- Limited financial resources at the moment, which reduces the potential for expansion.
- The academy is currently limited to attracting people only from nearby areas, which restricts its growth potential.
- weak online presence
- weak engagement with the audience
- no website unlike competitor

OPPORTUNITY

- Increased interest in skateboarding as a sport can drive enrollment.
- Utilizing social media platforms for marketing campaigns to attract younger audiences and promote programs.
- The academy can consider opening branches in other cities to increase its student base.

THREATS

- A reduction in disposable family income may affect spending on non-essential recreational activities like skateboarding

- Fear of injury may deter potential learners, limiting the brand's customer base

Compititor Analysis

Channel: Facebook

	Strategy	Strength	Weakness	Notes
skatezone	We post 9 times per month Unspecified tone of voice Branding content Channels: Facebook, Instagram	Private training environment for girls with a female coach. Specialized coach available for injury cases.	We don't post content regularly. lack consistency in our content posting We don't publish engagement content	We are facing a decline in our academy's page engagement and a lack of interaction due to the discontinuation of new content uploads over the past two years.
Suez skate	They post16 time per month. They using Branding content. Formal tone of voice Channels: facebook, instagram, Youtube, strong website.	They post regularly. participate in international competitions. They have a branch in Cairo. provide high-quality content.	They using English instead of Arabic. not consistent designs.	They should pay more attention to unified designs, increasing use of Arabic language, and do more educational and interactive content.
street skate	They publish content 8 times per month. They using engagement content Channels: facebook, instagram, website, tiktok Encouraging tone	They use Engaging writing style. They have consistent designs. They organize interactive competitions.	They need to focus on their academy's Facebook page. Instead of coach personal page.	Their trainees won medals in various competitions.
skate master	They post 10 times per month They using branding content Unspecified tone of voice Channels: facebook, insagram	High quality videos They organize interactive events.	Weak strategy The content is full of filler words	The writing could be more streamlined Use consistent designs

CONCLUSION

#1 WE HAVE A WEAK DESIGN CONSISTENCY

#2 WEAK AUDIENCE ENGAGEMENT

#3 COMPETITORS HAVE A BETTER REACH

#4 ONE COMPETITOR HAS A WEBSITE

#5 COMPETITORS POST REGULARLY

SOSTAC :skatezone

Tracking: **Use social media metrics such as followers, likes, shares, and comments to gauge performance.**
Review Frequency: **Weekly reviews to ensure that the strategy is on track and adjust tactics as needed**
Key Performance Indicators (KPIs): **Monitor follower growth (target: 20-30%), website traffic increases**
(target: 10%), and conversion rates (target: 5%)

Content Production: Manage content creation in-house, using current tools and available resources to produce engaging social media content
Execution of Ads: Run social media ads targeting the local community, beginners, and families, using geographic and demographic targeting.
Timeline: Launch new content and ads within a defined 3-month period, starting with weekly updates and reviews

Content Creation: Focus on short-form videos (Instagram Reels, TikTok) showcasing training sessions, tricks, and behind-the-scenes footage.
Paid Media: Invest in Facebook and Instagram Ads to drive awareness, leveraging targeted ads to attract beginners and local families
SEO: Incorporate local keywords like "skate in Egypt" and "learn skate" for organic search visibility.
Community Engagement: Run polls, contests, and giveaways to increase engagement and community involvement.

Digital Presence SkateZone currently has Instagram, Facebook, and a plans for website with plans for a booking system.
Customer Engagement Social media engagement is weak with some consistency but room for growth.
Brand Awareness There is small local awareness in the Suez community, with potential for expansion.

Brand Awareness The goal is to increase brand recognition within Suez by using digital channels, specifically aiming for a 20-30% increase in social media followers within 3 months.
Website Traffic & Conversion Grow website traffic by 10% and achieve a 5% conversion rate (bookings).
Social Media Engagement Increase engagement on platforms such as Instagram and Facebook.

Focus: Prioritize social media marketing through engaging content and paid advertising to enhance visibility.
Target Audience Focus on beginners looking to learn skateboarding, a growing segment, while also keeping families and local youth organizations in mind.
Positioning: Emphasize SkateZone's unique value proposition—professional training from African champions and a community-centered environment.

OUR AUDIENCE SEGMENTATION

Sarah Ali

Background & Demographics

Age:28
Location:Cairo, Egypt
Gender:female
Education:Bachelor's degree holder
Profession:Employee in a technology company
Marital Status:Married with one child
Income8000:
Childern:1

Information about the child:

Name: Yassin

Age: 7 years

Psychographic Information

Goals/Aspirations

- Looking for a skate academy that has specialized trainers To register her son Yassin
- Enabling Yassin to make new friends through the academy, which enhances his social skills and self-confidence

Challenges/Pain Points

- Extreme fear of injury and her desire to know if the academy would provide all means of safety
- She is busy all the time between her work and Yassin's studies, and if the academy is unable to provide a suitable schedule for them, they will not be able to register.

Personality Traits

One of her personal characteristics is that she loves providing a comfortable educational and sports environment that helps Yassin grow and develop

Values & Beliefs

She think that playing singles is not the best solution for Yassin, but rather he should enter an academy to learn with a specialized coach and meet new friends.

Lifestyle

Her favorite hobby is searching for the best places for her son to learn the game he loves

Behavioral Information

- Sarah tends to search through social media and read reviews to find out the advantages and disadvantages of the activities she is considering enrolling Yassin in. Seek information before making a decision.
-
- She personally visits the academy before enrolling to make sure the place is safe and organized, and will ask to meet the coaches to get to know them and make sure they are able to deal with the children.

Motivations & Influences

Motivations:

- **One of Sarah's most important motivations is to help Yassin gain self-confidence and gain new friends through the academy**
- **She wants to make sure the academy has safe areas for skeet and all the medical supplies in case Yassin is injured**

Effects

- **Academy programs that offer flexible options that fit Sarah's schedule and reduce stress on her daily life greatly influenced her decision.**
- **Academies that have a good reputation and care about safety and organization are an influencing factor in Sarah's decision, as she is looking for reliable institutions.**

Omar Mohamed

Background & Demographics

Age: 21 years old
Occupation: Works in a skate shop
Location: Cairo
Skate level: advanced

Psychographic Information

Goals/Aspirations

Omar aims to join a skate academy that includes professional trainers and has many activities and events. One of his goals is to join an academy that will help him enter local skating tournaments and participate in competitions and challenges.

Challenges/Pain Points

- He don't want to join an academy with limited spaces dedicated to skating.
- Difficulty balancing daily work and skate training

Personality Traits

Omar has a highly competitive sense and always strives to improve. He is social and loves interacting with the skating group

Values & Beliefs

He believes that they should continue in the sport until they reach their goals

Lifestyle

One of his favorite hobbies is going out and skating in public places and interacting with people

Behavioral Information

- Omar is social by nature and loves interacting with others while skating. Skating is a way to increase his connection with his friends and build new friendships within the skating group
- Omar has a strong competitive sense and always loves improving his skating skills. He follows a strict training regime and constantly monitors his personal performance

Motivations & Influences

Effects:
- He is influenced by the surrounding community of skating professionals and celebrities in this field.
- He follows training videos and international skating competitions.

Motivations:
- He continues his quest to win competitive competitions and be among the strongest professionals in the sport
- Passion for becoming a role model for new skaters

Nada Adel

Background & Demographics

Age: 18
Location: Suez
Gender: Female
Education :high school student
Profession :Not working
Marital Status : She lives with her parents.
Her level in sketch: Beginner

Psychographic Information

Goals/Aspirations

- **She wants to master the basics of skating and learn stunts like jumps and spins**
- **She wants to join a skating academy that has separate training for girls.**

Challenges/Pain Points

- Girls' lack of interest in sports makes them feel isolated and in need of a role model or coach for girls.
- She is afraid of falling or getting seriously injured, so she wants to practice in safe places since she is still a beginner.

Personality Traits

She is shy and does not feel comfortable in mixed places where the number of girls is less than the number of men, so she prefers separate places.

Values & Beliefs

One of Nada's beliefs is that she should learn in safe places and play carefully to avoid risks and injuries

Lifestyle

Skateboarding is Nada's main hobby, where she enjoys trying new moves and improving her performance.

Behavioral Information

- She loves to meet and make new friends with girls who have the same hobby as skateboarding.
- She uses social media to connect with her friends and follow professional skateboarders, which enhances her passion for skating and allows her to express herself in a comfortable way.

Motivations & Influences

Motivations:

•Nada seeks to join the sports community that shares her passion. Feeling part of a group of skaters makes her feel supported.

•Desire to improve oneself and learn more skills from experienced people

Effects:

•Watching videos of skaters on the academy's page as they learn new skills makes them motivated to learn these skills.

•The academic environment can also influence her desire to participate. If the academy encourages collaboration and interaction, this enhances Nada's experience.

BASED ON SELF-ANALYSIS AND COMPETITOR ANALYSIS (THEIR STRENGTHS AND WEAKNESSES) AND ALSO OUR CURRENT SITUATION AND OUR TARGET AUDIENCE WE DEVELOPED A WHOLE STRATEGY ABOUT WHAT WE WILL WORK ON

THE MAIN GOALS IN OUR STRATEGY WILL BE :

1-IMBROVE BRAND VIISIBILITY AND ENGAGEMENT

2- INCREASE BRAND AWARENESS

3- INCREASE REVENUE STREAMS

SKATEZONE BUSINESS STRATEGY

GOALS

improve Brand visibility and Community Engagement

OBJECTIVES

- Improve brand visibility
- Increase engagement rate on social media posts by 15% for this month

STRATEGY

- Optimize visual elements (logos, covers)
- Create interactive and shareable content.

ACTION PLAN

- design Logo
- Consistency Across Platforms and posts
- Use polls on social media platforms.s.
- Engage with followers through comments .

Increase Brand Awareness

OBJECTIVES

- establish a website in the next month
- Increase social media reach by 20-30% within 1 months

STRATEGY

- create and Optimize website for search engines (SEO)
- Implement targeted social media marketing campaigns

ACTION PLAN

- create skateZone website using wix
- Conduct keyword research and incorporate relevant keywords into website content.
- Create regular engaging content (videos, tutorials) (content calender).
- Run Facebook and Instagram ads focusing on local audiences.

increase Revenue Streams

OBJECTIVES

- Increase the number of training sessions booked by 5% this month
- Increase revenue by 15% in three months through targeted Meta messaging campaigns

STRATEGY

- Develop targeted marketing campaigns for training programs
- Implement targeted messaging campaigns to promote services, discounts, and upcoming events to potential and existing customers

ACTION PLAN

- Create promotional offers for first-time customers.
- Utilize testimonials and success stories from current students in marketing materials.
- Offer group discounts to attract families.
- Create Compelling Messaging
- Create eye-catching visuals
- Launch and Monitor Campaign
- Engage with Respondents

MARKETING CHANNELS

01

facebook

02

Instagram

03

website

TO ACHIEVE OUR STRATEGY WE WILL GO THROUGH OUR ACTION PLANS STEP BY STEP USING OUR CONTENT STRATEGY (CONTENT CALENDAR) AND SCREENSHOTS

OUR CONTENT STRATEGY

- 13 POST PER MONTH
- CHANNELS
  1. FACEBOOK
  2. INSTAGRAM

- CONTENT
  1. AWARENESS CONTENT (25%)
  2-ENGAGING CONTENT (25%)
  3-PROMOTIONAL CONTENT (25%)
  4-EDUCATIONAL + INSPIRATIONAL + TESTIMONIAL (25%)

SOCIAL MEDIA

CONTENT PLAN

A 31-DAY CONTENT PLAN FOR SKATE ZONE

MONTH: OCTOBER

WEEK 1 01	02	03	04 awareness video (AD)	05	06	07
WEEK 2 08 awareness video	09	10 Educational post	11	12	13 inspirational	14
WEEK 3 15 Engaging post	16	17	18 Promotioal	19	20 awareness post	21
WEEK 4 22	23 Promotioal	24	25 Engaging	26	27 Engaging	28
WEEK 5 29 Testimonial post	30	31 promotional				

DETAILS

GOALS

improve Brand visibility and Community Engagement

OBJECTIVES

Improve brand visibility

Increase engagement rate on social media posts by 15%.

STRATEGY

Optimize visual elements (logos, covers)

Create interactive and shareable content.

ACTION PLAN

- design Logo
- Consistency Across Platforms and posts

- Use polls on social media platforms.s.
- Engage with followers through comments .

SKATE ZONE

You Aren't Alone With Skate Zone

ATTRACTIVE LOGO DESIGN

CONSISTENCY ACROSS PLATFORMS AND POSTS

ENGAGING POST

ENGAGING WITH AUDIENCE AND ON-GROUND POLL TO GET FEEDBACK AND TESTIMONIALS

FEEDBACK
SKATE ZONE

SKATE ZONE

Please help us to improve our product or service by completing this survey. We value you as a customer and would appreciate your feedback.

Your name _____

What is your age?

○ Under 18 ○ 18 - 24 ○ 24 - 30 ○ Others _____

How did you find out about our services?

○ Website ○ Social media ○ Friends ○ Others _____

Are you satisfied with our services?

○ Very Unsatisfied ○ Unsatisfied ○ Neutral ○ Satisfied ○ Very Satisfied

skate zone review

	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Coach Performance Evaluation	○	○	○	○	○
Exercise quality assessment	○	○	○	○	○
Place Rating	○	○	○	○	○

Additional comments or suggestions

You're not alone with skate zone😊

ENGAGE WITH FOLLOWERS THROUGH COMMENTS

mahmoud2550100 2d · ❤ by author
😍😍شغل عالي
Reply Hide See translation
3

skate___zone 10s · Author
@mahmoud2550100 مستنينك تنورنا يا محمود🥰
Reply See translation

_.bebo_2008 2d · ❤ by author
❤️❤️
Reply Hide
1

rransy12 2d · ❤ by author
🔥❤️
Reply Hide
1

yasmine_elmaghrby 2d · ❤ by author
Mmkn details
Reply Hide
1

skate___zone 2d · Author
@yasmine_elmaghrby أهلاً يا ياسمين
ممكن تتواصلي معانا علي صفحاتنا
أو تبعتِ لنا علي الواتساب
01126704243

amany.abdallah.188 2w · ❤ by author
المكان فين؟
Reply Hide See translation
1

skate___zone 2m
@amany.abdallah.188 تم التواصل يفندم
Reply

yousef_sal_ah 2w · ❤ by author
❤️ عاش يشباب
Reply Hide See translation
1

skate___zone 58s
@yousef_sal_ah مستنينك تنورنا يا أستاذ يوسف🥰
Reply

DETAILS

GOALS

OBJECTIVES

STRATEGY

ACTION PLAN

Increase Brand Awareness

establish a website in the next month

Increase social media reach by 20-30% within 1 months

create and Optimize website for search engines (SEO)

Implement targeted social media marketing campaigns

- create skateZone website using wix
- Conduct keyword research and incorporate relevant keywords into website content.

- Create regular engaging content (videos, tutorials)(content calender).
- Run Facebook and Instagram ads focusing on local audiences.

AWARENESS VIDEO

PAID AD

CAPTION

CLICK HERE

EDUCATIONAL POST

#1 الحماية

اتأكد أنك تلبس معدات الحماية الكاملة

#2 الأختيار الصحيح للسكيت

أختار سكيت مناسب لمستواك ووزنك

#3 التوازن والوقوف الصح

حاول تتعلم التوازن على السكيت وحافظ على رجلك تكون بعرض كتفك واثني ركبتك

#4 اختيار المكان المناسب

اختار أماكن مسطحة وسلسة للتدريب وتجنب الأماكن الزحمة والأسطح الخشنة

#5 تعلم من المحترفين

لو حابب تتقدم بسرعة اتدرب مع مدرب متخصص هيساعدك تتعلم الحركات الصح ويصحح لك الأخطاء

CAPTION

Skate Zone is at **Port Tawfik بورتوفيق**.

4d

حابب تاخد خطوة في تعلم الأسكيت ومش عارف تبدأ إزاي؟🤔

دول خمس نصايح مهمة تساعدك تبدأ صح🛼🧡

لو عندك أي أستفسار سيب لنا كومنت وهنرد عليك👇🏻

WEBSITE AND SEO

KEYWORDS TO TARGET

	KEYWORD	SOURCE
1	skate	keyword planner
2	skate in Egypt	strong competitor
3	skate for kids	search suggestion
4	beginner skate	search suggestion

skatezoneegy.wixsite.com/skatezone
This site was designed with the WIX.com website builder. Create your website today.
Start Now
Safe Skate for Kids
Safe Skate for Kids is a family-friendly program ...
Read more
contact us
Let's Chat!

skatezoneegy.wixsite.com/skatezone
This site was designed with the WIX.com website builder. Create your website today.
Start Now
Beginner Skate Classes in Egypt
Tailored for newcomers to the skateboarding world, this class focuses on the fundamentals—balancing, turning, and basic ...
Read more
Let's Chat!

skatezoneegy.wixsite.com/skatezone
This site was designed with the WIX.com website builder. Create your website today.
Start Now
Welcome to SkateZone, where you can experience energetic training in a safe and communal environment. Join us and be part of the Best Inline Skates in Egypt community today!
Join Us
our services
At SkateZone, we offer comprehensive skateboarding training for all skill levels. Whether you're a
Let's Chat!

This site was designed with the WIX.com website builder. Create your website today.
Start Now
SkateZone
Cart (0)
Menu
Get Ready to Skate in Egypt
Let's Chat!

DETAILS

GOALS

increase Revenue Streams

OBJECTIVES

Increase the number of training sessions booked by 5% during this month

Increase revenue by 15% in three months through targeted Meta messaging campaigns

STRATEGY

Develop targeted marketing campaigns for training programs

Implement targeted messaging campaigns to promote services, discounts, and upcoming events to potential and existing customers

ACTION PLAN

- Create promotional offers for first-time customers.
- Utilize testimonials and success stories from current students in marketing materials.
- Offer group discounts to attract families.

- Create Compelling Messaging
- Create eye-catching visuals
- Launch and Monitor Campaign
- Engage with Respondents

PROMOTIONAL POST

CAPTION

TESTMONIALS

ورحلتك في skate zone كانت عاملة أزاي؟

كانت تجربه حلو جدا ابسط جدا الحقيقه لدرجه كنت بستنى يوم التمرين حرفيا😂❤️❤️
دا غير التيم زي السكر بجد وطريقه تعملكم جميله اوي الحقيقه خصوصا كابتن هاجر ❤️

Edited 00:02

واتعلمت حاجات كتير زي التوازن لانه كان ضايع عندي حرفيا والشجاعه اني اجرب حاجات جديده وكدا🌚

00:04

إن شاء الله هيجلكم تاني في اقرب وقت بس مستنيه اظبط الدنيا ف الكليه 😍

⭐⭐⭐⭐⭐

CAPTION

ليه تختار SKATEZONE ؟

انا حقيقي مبسوطة ان اول تجربة ليا بالاسكيت كانت مع Skate Zone علشان هي سبب من الاسباب اللي خلتني احب الاسكيت اكتر زي مثلا التعامل التُحفة بجد و طريقة التمرين المُبسطة اللي بتديني امل ان الاسكيت سهل و بسيط و كنت ببقي مبسوطة جدا و انا كل مرة بتعلم حاجة جديدة في الاسكيت و التيم بجد من احسن و افضل الناس اللي الواحد بيتعامل معاهم حقيقي مبسوطة ان Skate Zone رجعت تاني و إن شاء الله تستمر و دايما من اقوي الاكاديمي 🫶❤️❤️

00:49

Reply

Forward

Copy

PROMOTIONAL DESIGNS FOR UPCOMING CONTENT

TIME FOR ANALYSIS, RESULTS, AND UPCOMING STEPS

insights

ANALYSIS

GOALS

- INCREASE BRAND AWARENESS BY 20-30 %

RESULTS

- 69.9% increase in organic reach
- 84.3 % increase in paid reach

insights

ANALYSIS

GOALS

- INCREASE BRAND VISIBILITY AND ENGAGEMENT BY 15%

RESULTS

- 45.5 % increase in content interactions

insights

ANALYSIS

GOALS

- LAUNCHING AND ACTIVE MANAGEMENT OF AD CAMPAIGN

RESULTS

- reduced CPR after reduce the specificity of targeting

UPCOMING (التوصيات والتحسينات)

- more focus on reels
- messaging campaign
- more optimization and work on the website and use of Google Analytics more
- focus on increasing numbers of followers
- planing for influencer marketing
- make our content more emotionally
- use testimonials and success stories in Our content
- collect email database and launch a mail campaign

OUR CONTACTS

Phone number

+20 11 26704243

Email

szskatezone@gmail.com

Website

https://skatezoneegy.wixsite.com/skatezone

Social networks

https://linktr.ee/skate_zone?utm_source=linktree_profile_share<sid=5cd39974-94ff-4579-ab20-0e320ffe893e

THANK YOU!

SKATE ZONE

You Aren't Alone With Skate Zone