



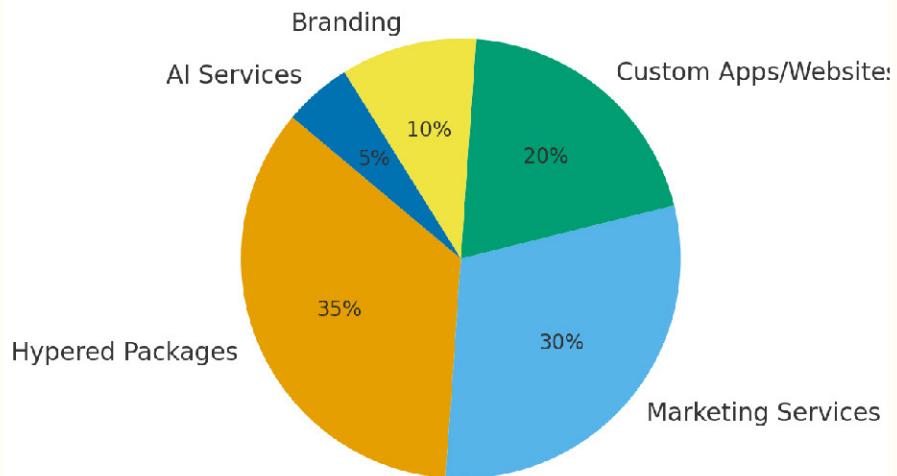
Resonal Tech Marketing Plan

SMART Objectives – Resonal Tech

1. Increase Sales of Hypered Packages

- Sell 24 Mobile App + Website packages in Saudi Arabia (6 per quarter)
- Competitive price (18,000 SAR) + 25% discount for first 10 clients
- Hypered Packages generate 35% of total revenue

Revenue Share by Service

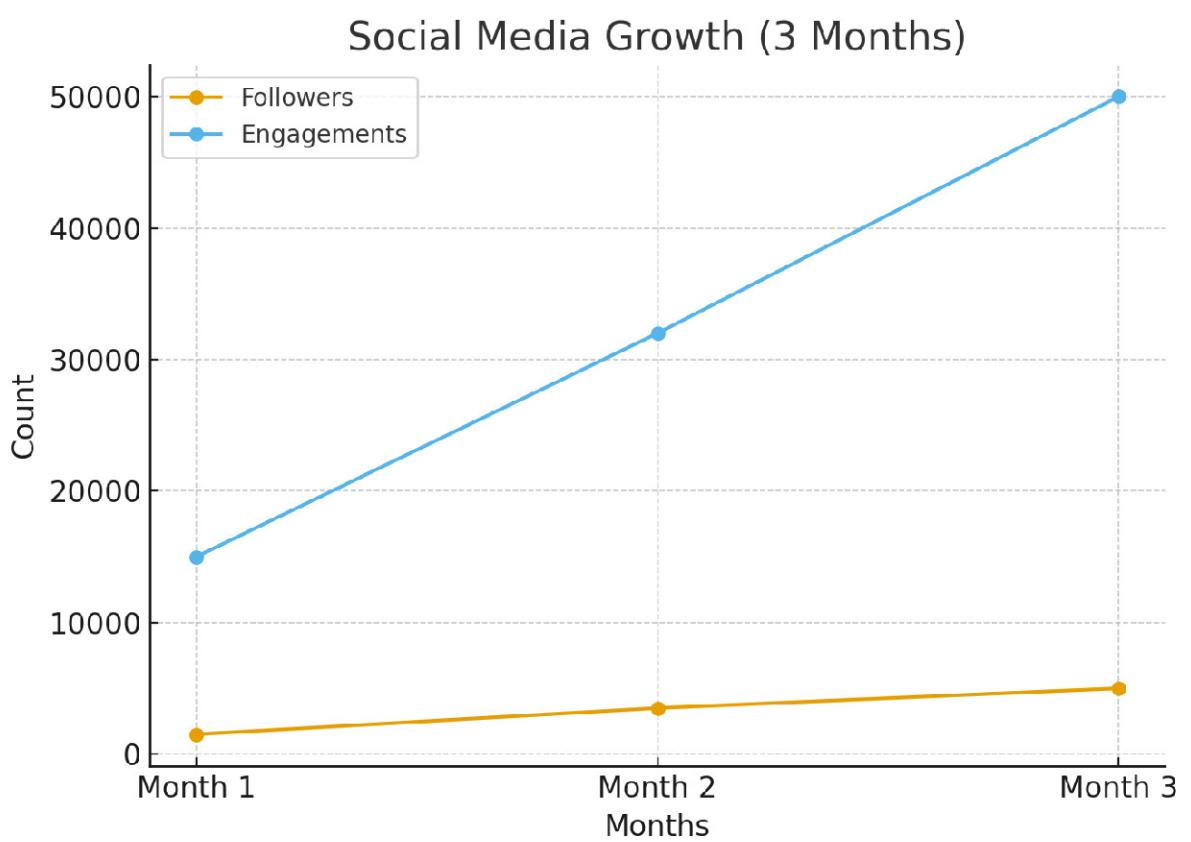




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2. Build Brand Awareness in Saudi Market

- Strengthen presence on Snapchat + Instagram (KSA) and Facebook (Egypt)
- Achieve 5,000 new followers and 50,000 engagements in 3 months
- First paid campaigns = high growth potential

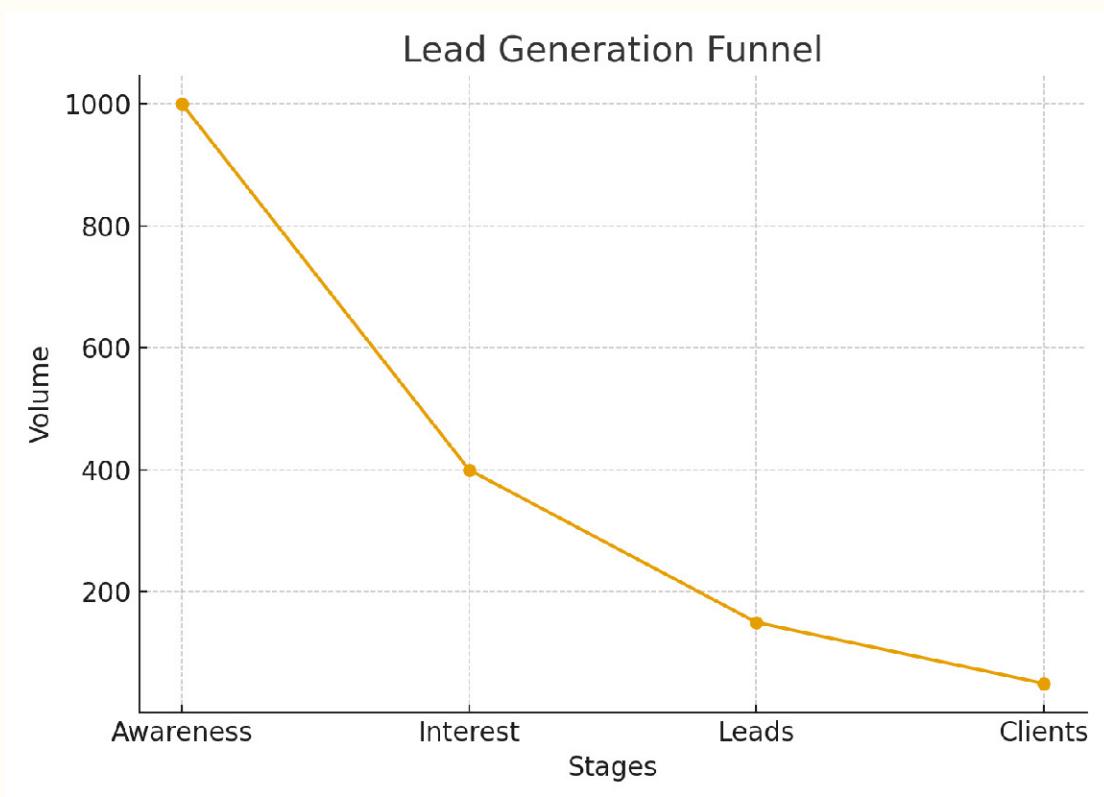




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3. Generate Qualified B2B Leads

- Collect 150 qualified SME leads in first quarter
- Tools: Landing pages + paid ads + LEAP event participation

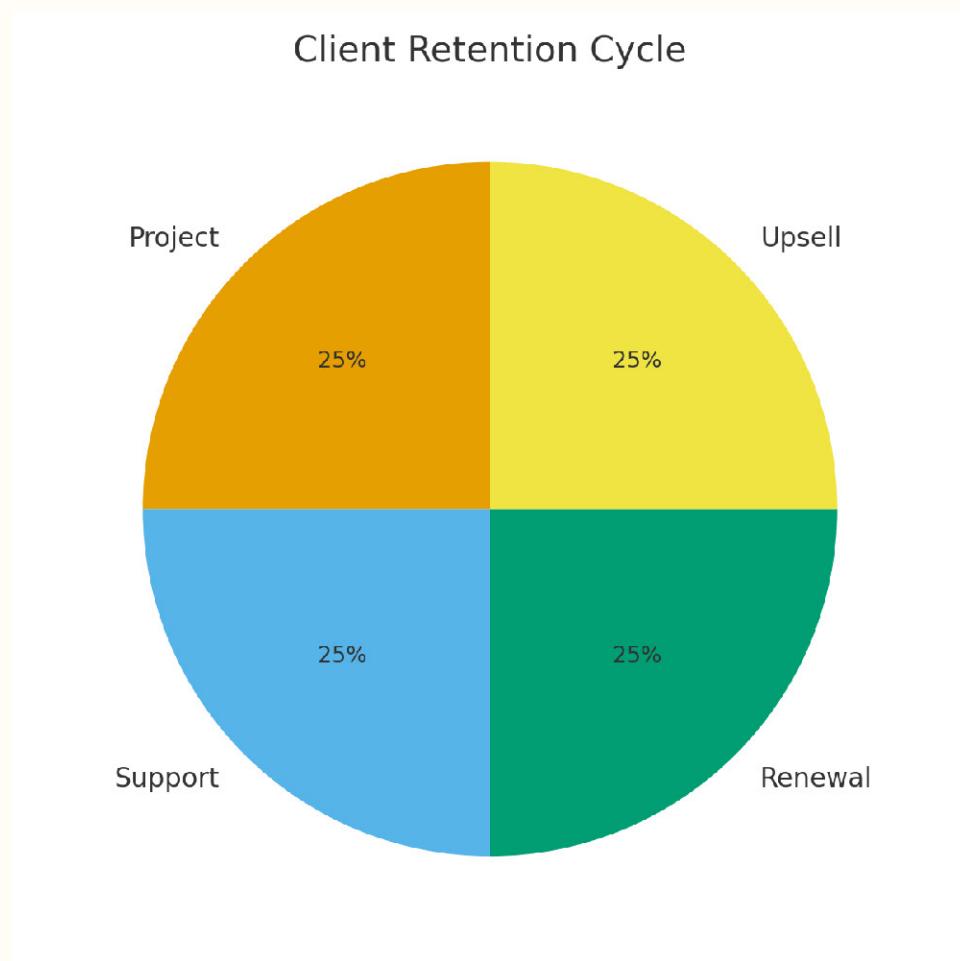




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4. Improve Client Retention Rate

- Launch support & maintenance programs + upsell services (AI, Branding).
- Target 70% client retention within 12 month
- Strong after-sales service = higher satisfaction & referrals



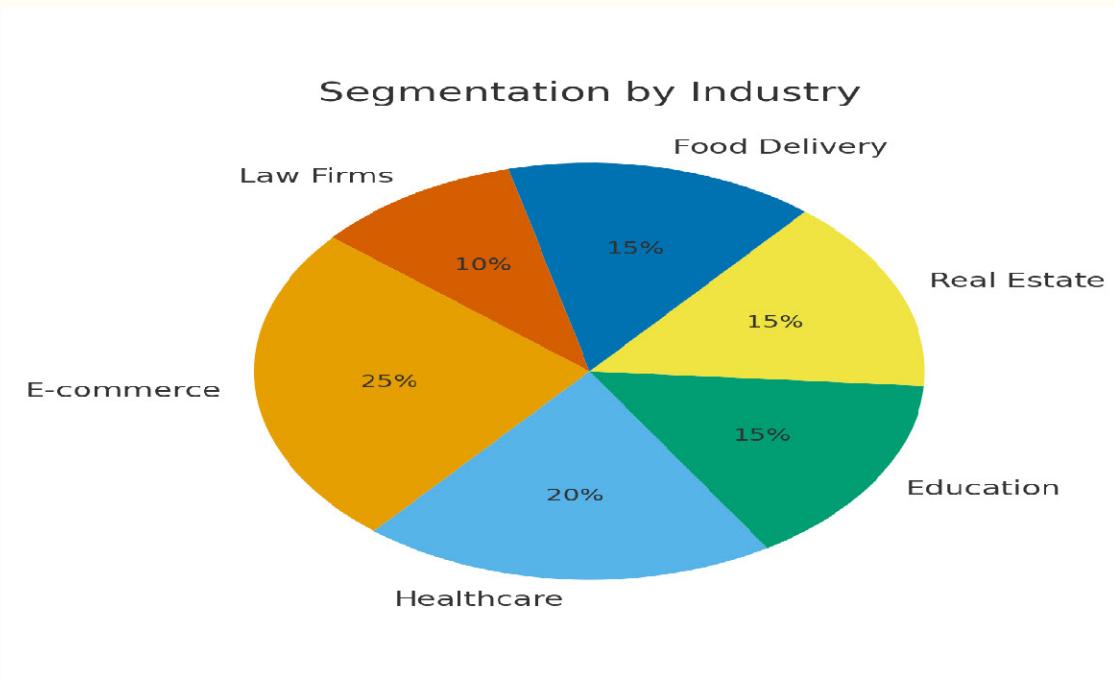


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STP Analysis – Resonal Tech

Segmentation

- Focus on SMEs & startups
- across industries (E-commerce, healthcare, education, real estate, food delivery)
- mainly in Saudi Arabia (Jeddah & Riyadh)

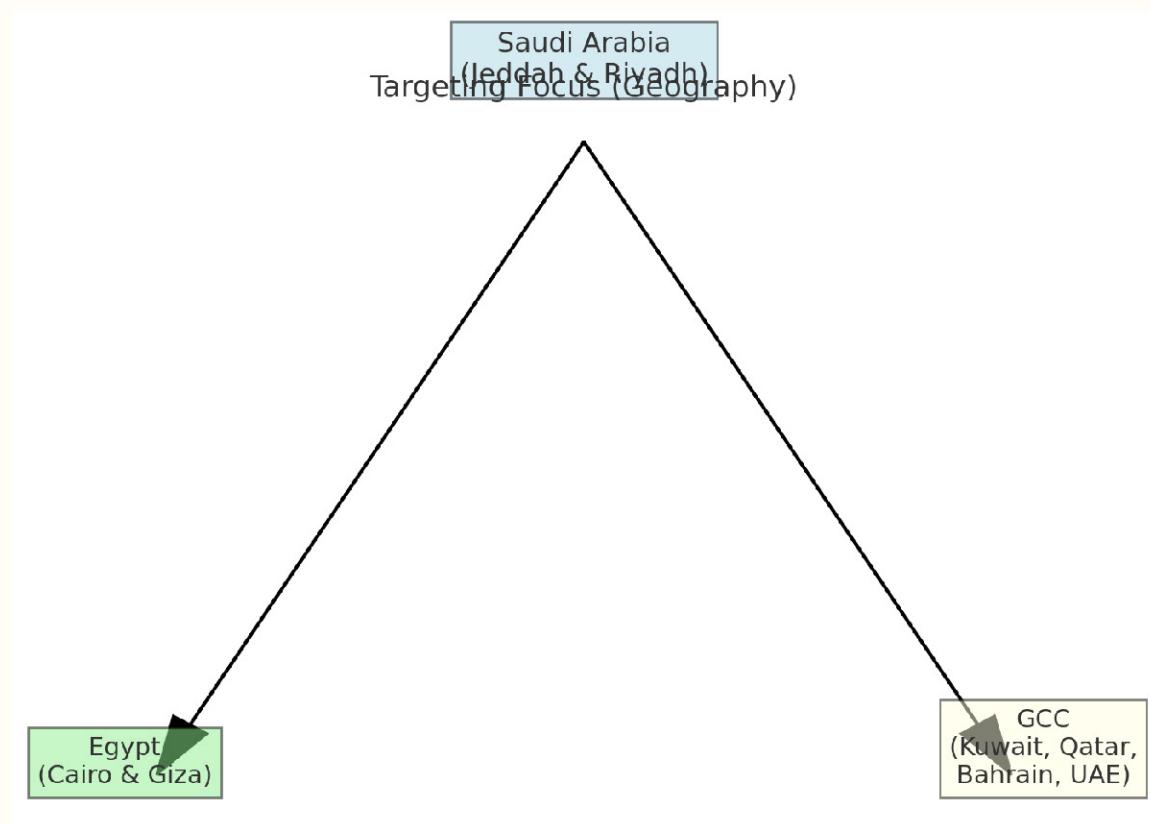




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Targeting

- Primary audience = SMEs in KSA
- secondary = startups in Egypt.
- Future opportunity with large enterprises (ERP/AI) & Gulf countries

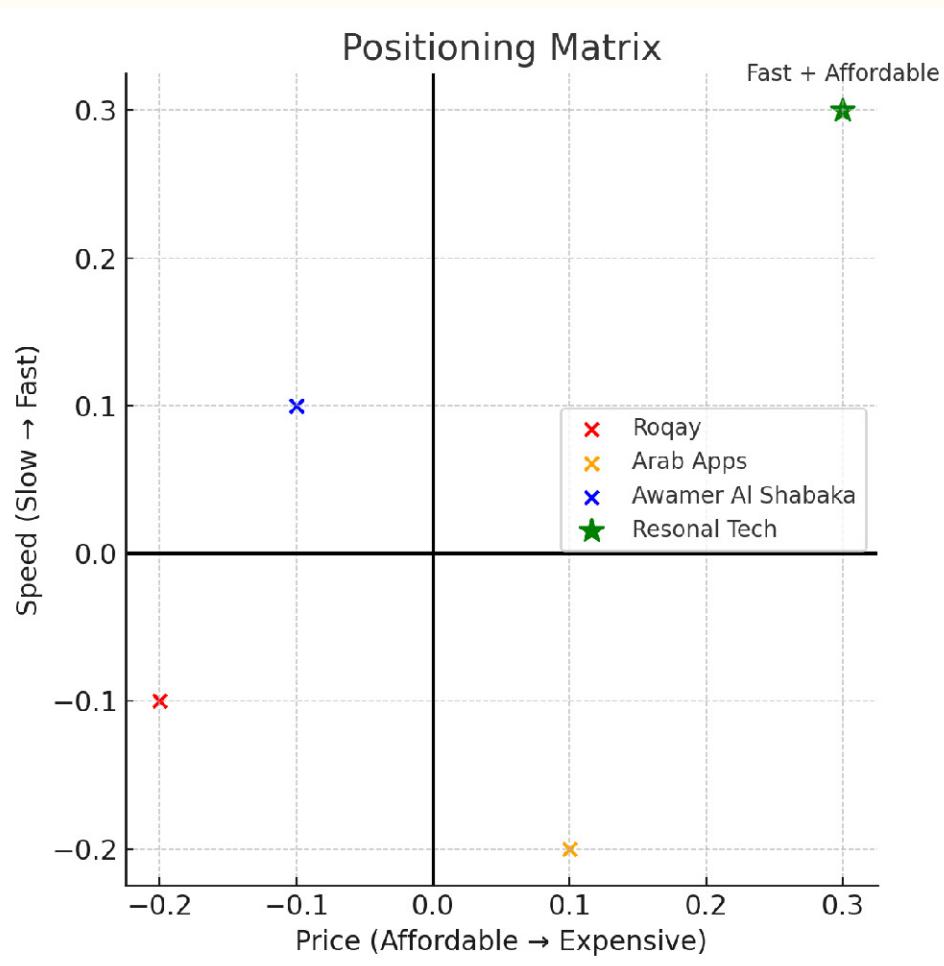




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Positioning

- **Fast + Affordable + Reliable**
- **20% faster delivery**
- **30% lower prices**
- **one-year warranty**
- **24/7 support**





Resonal Tech Marketing Plan

SWOT Analysis – Resonal Tech

Strengths

- Competitive pricing (30% lower)
- faster delivery (20% quicker)
- one-year warranty with 24/7 support
- diverse services including Hypered Packages
- plus strong client satisfaction and case studies

Weaknesses

- No physical office in KSA
- low demand for ERP & AI services
- weak brand awareness (relying only on personal networks)
- and shorter market experience (since 2019)

Opportunities

- Huge digital growth in Saudi (Vision 2030)
- rising demand for e-commerce & apps
- potential from events like LEAP
- chance to upsell services (Marketing, Branding, AI)
- and ability to localize content for Saudi market

Threats

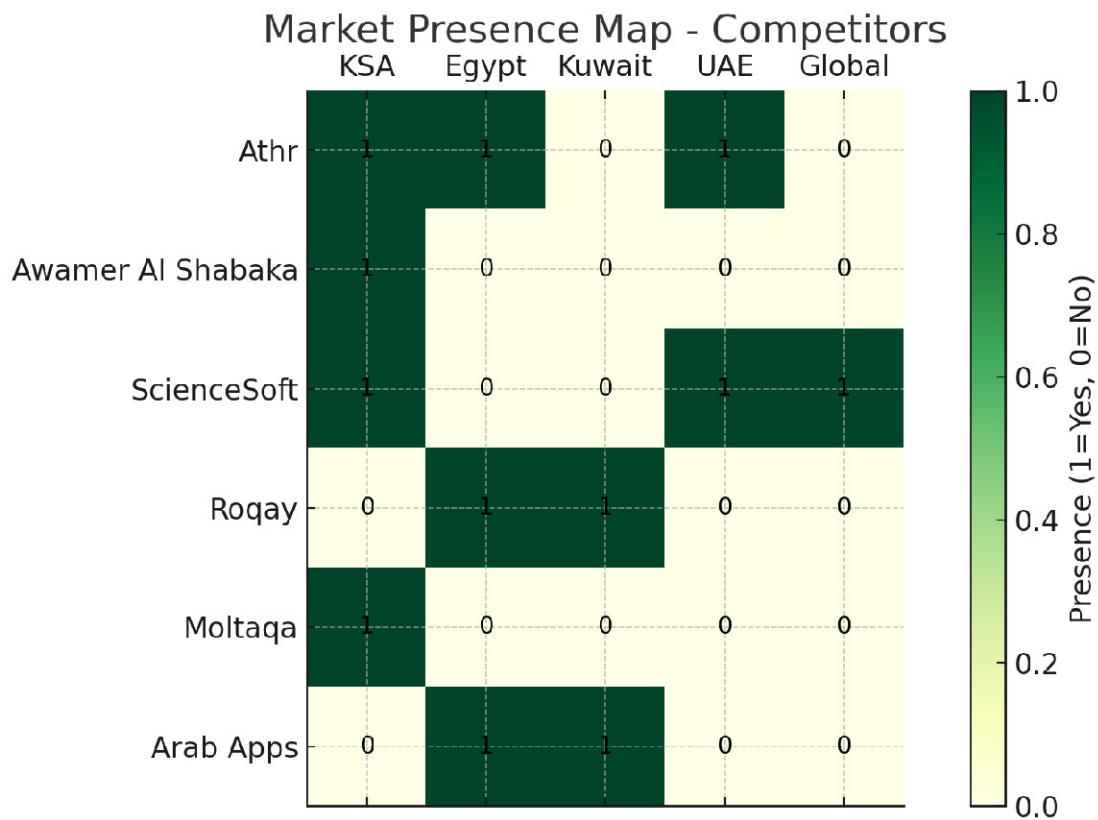
- Strong, established competitors (local & Indian firms)
- ERP market saturation
- economic/payment risks
- weak brand recognition
- and crowded Gulf tech market

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Competitor Analysis – Resonal Tech

Market footprint

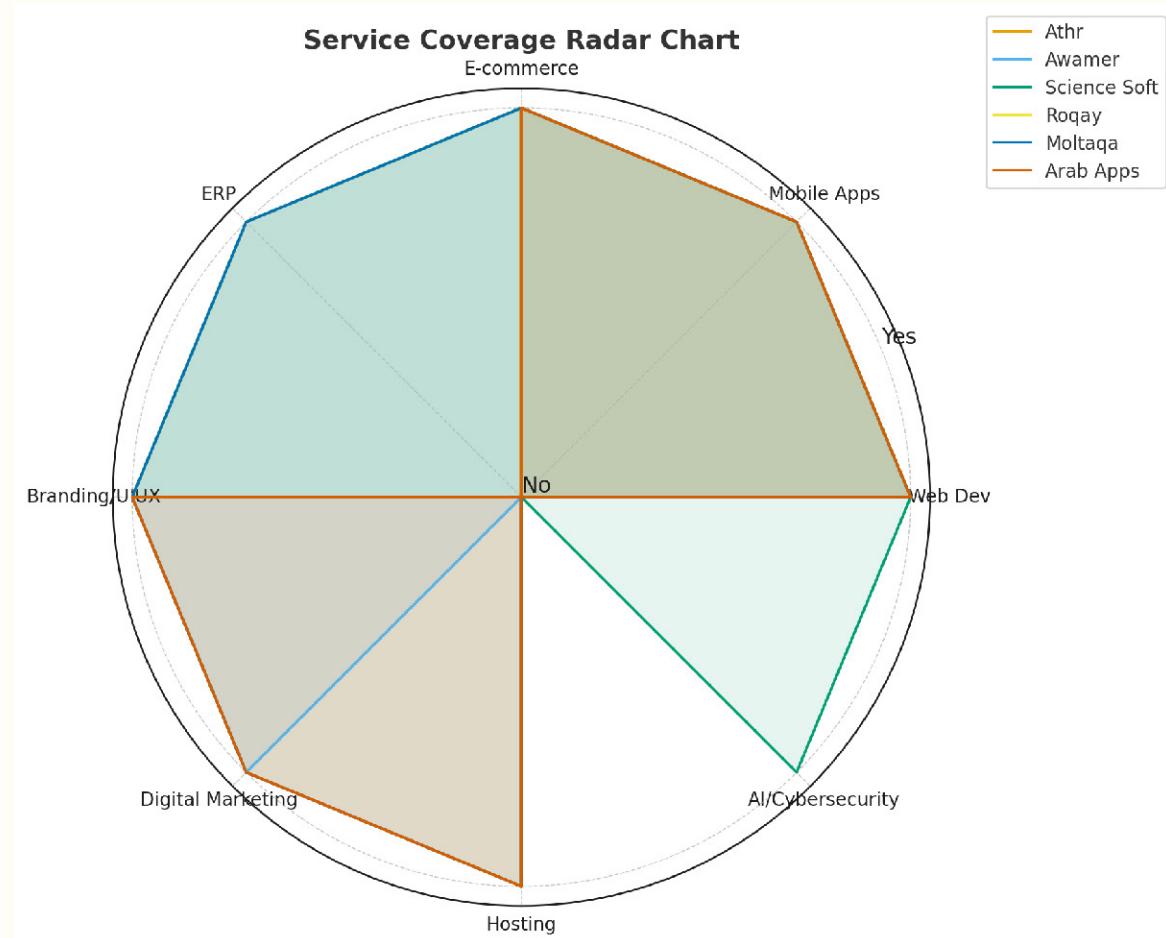
- Awamer Al Shabaka = Saudi native (20+ yrs)
- Athr = multi-office (KSA, UAE, Egypt)
- ScienceSoft = global/enterprise (KSA & UAE offices)
- Roqay = Egypt & Kuwait
- Moltaqa = newer Saudi player
- Arab Apps = Egypt & Kuwait
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Service breadth

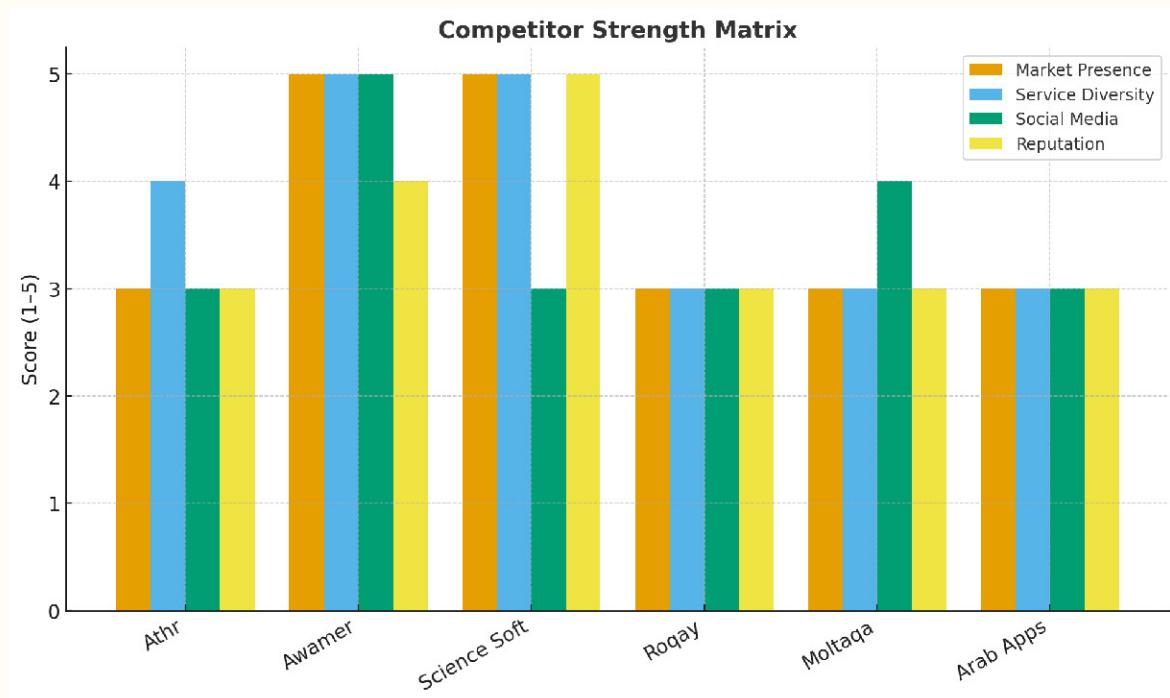
- All build web & mobile.
- Awamer Al Shabaka adds cybersecurity/call-center
- ScienceSoft offers full enterprise IT (QA, infra, managed services, compliance)
- Athr also runs ads/SEO/games
- others include hosting/marketing/SEO



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Proof & credibility

- **ScienceSoft shows awards/ISO/Big logos (4K+ successes)**
- **Awamer Al Shabaka publishes strong numbers (3.5K+ clients, 450+ apps) and partners**
- **Athr highlights portfolio & partners**
- **Roqay/Moltaqa/Arab Apps show fewer concrete metrics**



Pricing & packaging

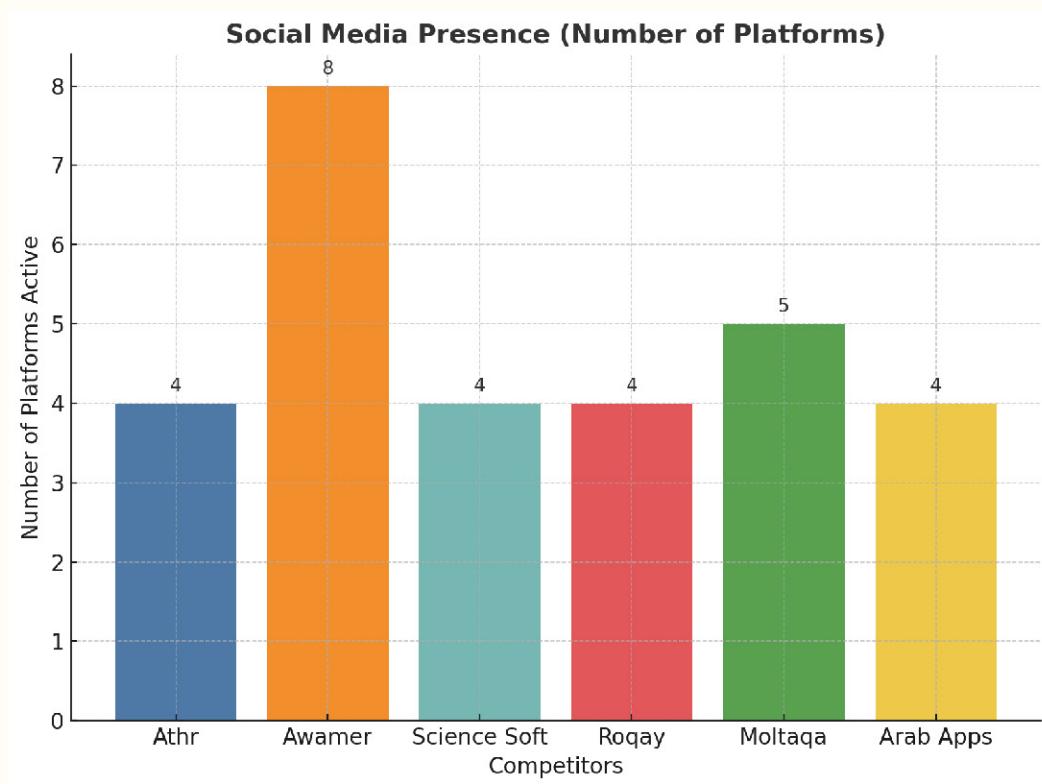
- **Awamer Al Shabaka displays clear packages/discounts**
- **most others hide prices**
- **Opportunity for transparent Hypered Packages (18,000 SAR) positioning.**



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Digital presence & UX

- **Awamer Al Shabaka** = widest social footprint + service pages per product
- **ScienceSoft** = excellent lead-gen UX (free estimate modal)
- **Athr's content/social mix is limited**
- **Roqay** site reliability/service depth mixed
- **Moltaqa & Arab Apps** lack pricing detail and have content gaps (even typos)



Strategic takeaway

- **KSA natives win on local trust**
- **ScienceSoft wins on enterprise assurance**
- **There's open space for a "Fast + Affordable + Transparent for SMEs player—exactly where Resonal Tech can lead**

Buyer Personas – Resonal Tech

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EG Egypt

SA Saudi Arabia

Ahmed
(Dental Clinic Owner):

- Needs a patient management system + booking app
- Price-sensitive
- requires warranty
- and reliable support

Mona
(E-commerce Store Owner):

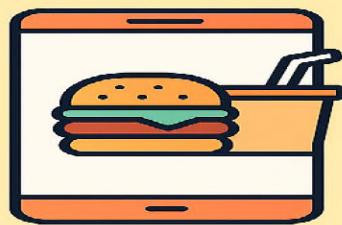
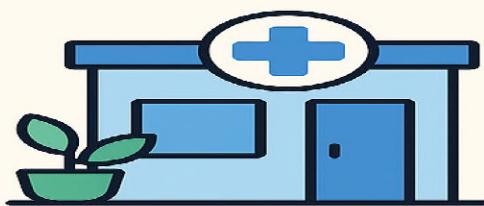
- Wants a website + mobile app instead of relying only on social media
- Attracted to the affordable Hypered Package

Fahad
(Restaurant Manager):

- Needs a food delivery app to reduce reliance on third-party platforms.
- Willing to pay more for fast execution and strong support

Noura
(School Principal):

- Needs an E-learning platform + parent communication app.
- Focused on competitive pricing and ongoing support





Resonal Tech Marketing Plan

Common Pain Points

- Weak digital presence
- reliance on outdated/manual methods
- and losing customers due to poor user experience

Key USP

- Faster delivery
- 30% lower pricing
- plus 1-year warranty
- & quick support
- making Resonal Tech the ideal partner for SMEs