

# Infinity Real Estate

Infinity Real Estate is a real estate marketing company offering premium, trusted, and well-selected properties for clients seeking secure investment opportunities and high-quality residential units without the hassle of searching.



## Key Selling Points:

### Professional Property Consultation

Expert advice backed by real-time market data and analysis.

### Diverse & Vetted Portfolio

A wide variety of units in top compounds, coastal projects, and prime residential areas.

### Seamless & Trusted Journey

A smooth and secure buying process through expert guidance and partnerships with trusted developers.

# Our Project

## Digital Marketing Specialist Graduation Project

This digital marketing strategy aims to increase brand awareness, boost sales, and improve audience engagement through various campaigns and strategies. The project encompasses market analysis, target audience identification, digital marketing tactics, content creation, and performance measurement.



# Infinity Real Estate: Digital Marketing Specialist Graduation Project

## Business Model Canvas – Infinity Real Estate

### Customer Segments

- Investors seeking profitable real estate opportunities.
- Families looking for stable and convenient housing close to services.

### Value Proposition

- Helping clients choose the best property that fits their needs and budget.
- Educating clients about property types and investment decisions.
- Exceptional customer service and continuous after-sales support.
- A wide range of well-selected properties for every budget.

### Channels

- Direct communication through calls and meetings.
- Social media platforms: Facebook, Instagram, TikTok.
- Official website showcasing units and projects.

### Customer Relationships

- Personalized, trust-based interactions.
- After-sale support and continuous follow-up.
- Long-term engagement and referral-based relationships.

### Revenue Streams

- Current: Commissions from property sales and rentals.
- Future: Training programs and marketing collaborations.

### Key Activities

- Real estate sales and marketing campaigns.
- Client communication and consultation.
- Creating educational and promotional content.
- Managing digital ads and online campaigns.
- Website and platform management.

### Key Resources

- Skilled sales and marketing team.
- Strong network connections.
- Solid online presence and brand identity.
- CRM systems and modern tech tools.

### Key Partners

- Current: Internal team and existing network.
- Future: Real estate developers and marketing partners.

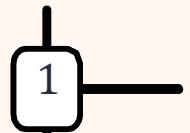
### Cost Structure

- Marketing and advertising expenses.
- Salaries and commissions for the team.
- Office rent, utilities, and equipment.
- Technology development and maintenance.

## Project Objectives and Goals

This digital marketing strategy aims to increase brand awareness, boost sales, and improve audience engagement through real estate educational content, targeted campaigns, and strategic marketing efforts.

# Project Objectives and Goals



## 1 Increase Brand Awareness

Reach 15–20% of potential customers in Alexandria and 2–3 months.



## 2 Increase Sales

Convert 3 followers into actual clients within 3 months.



## 3 Improve Audience Engagement

Convert 5 followers into actual clients within 3 months.



1

## Increase Brand Awareness

Reach 15–20% of potential customers in Alexandria and Cairo within 2–3 months.

### Strategy:

Use social media advertising and educational content to introduce Infinity Real Estate and explain how to invest safely.

### Action Plan:

- Run Facebook, Instagram, and TikTok ads targeting users interested in investment and real estate.
- Create educational content about market conditions, project differences, and smart investment steps.

2

## Increase Sales

Convert 5 followers into actual clients within 3 months.

### Strategy:

Offer valuable services and limited-time incentives that encourage customers to choose Infinity Real Estate.

### Action Plan:

**Free 30-minute real estate consultation.**

**Property Matching Service.**

**Limited-time commission discount.**

**Free legal check on property.**

3

## Improve Audience Engagement

**Increase engagement on social media posts by 20% within 3 months.**

**Strategy:**

Engage the audience using short videos, real stories, and interactive content to build trust and community.

**Action Plan:**

- Create short videos with buyer tips, funny client stories, and mistakes to avoid.
- Reply to comments, messages, and mentions consistently.
- Monthly offer: free consultation for the first 5 users who send “Interested”.



# SWOT Analysis

## Strengths

- **Realistic content based on real market experience.**
- **A diverse team with experience in marketing and real estate .**
- **Simple, engaging language that conveys information easily.**



# Swot analysis

## Weaknesses

- **New presence on social media with no strong follower base yet**
- **Limited financial resources for paid ads**





## Swot analysis

### Opportunities

- **A growing real estate market with constant development**
- **Lack of honest and educational content for brokers and clients**
- **Rising popularity of short-form content on TikTok & Reels**

# Swot analysis

## Threats

- **Strong competition from big-budget real estate companies**
- **General lack of trust in brokers among some clients**
- **Social media algorithm changes may reduce reach unexpectedly**





# Marketing Mix (7Ps)

## Product :

**Professional real estate marketing and brokerage services, supported by educational and informative content on social media .**



## Price

**An agreed-upon commission percentage from sales, in addition to free services for clients such as real estate consultations .**

## Place

**Work is conducted through our offices in Alexandria, in addition to online communication and social media platforms .**

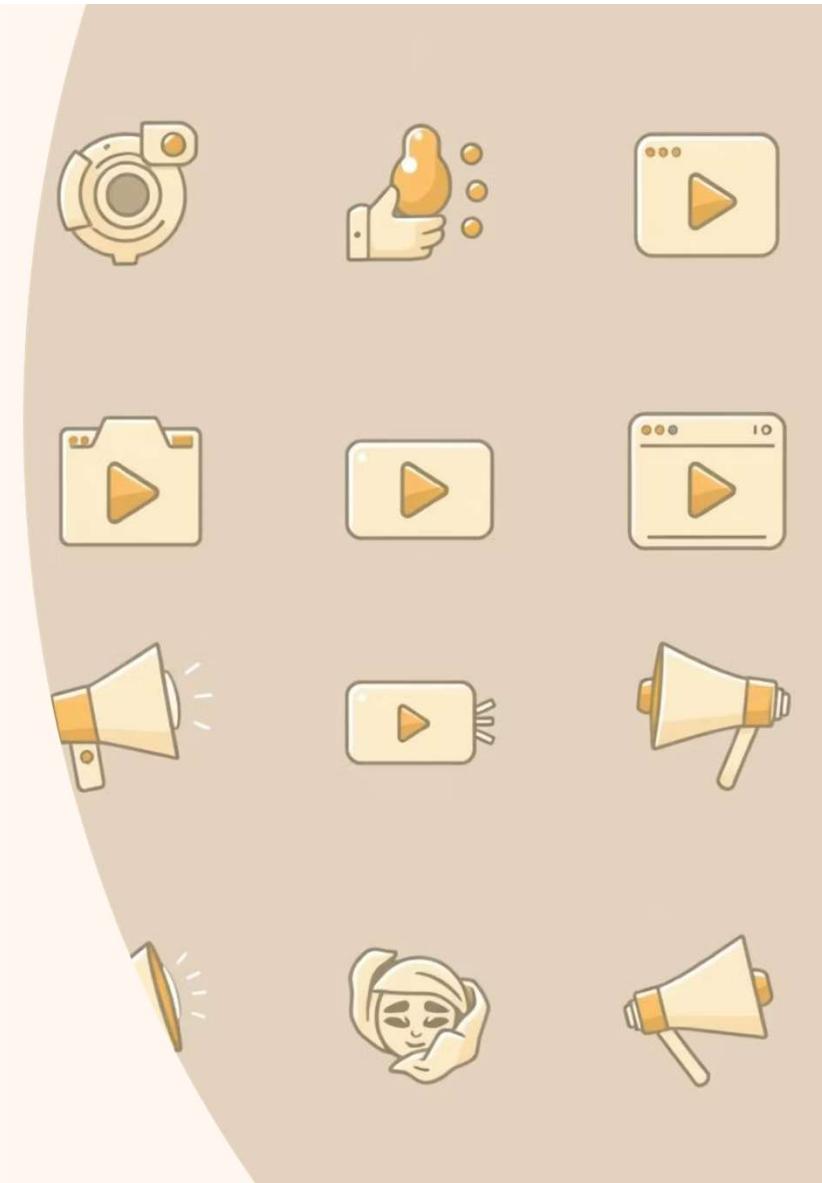


# Promotion

**Social media campaigns & targeted ads**

**Educational content & video marketing**

**Branding materials & client success stories**





## People – Our Team

- Accredited agents skilled in negotiation & communication
- Professional customer service & market knowledge
- Team behavior directly shapes client trust & reputation

# Process – Streamlined Client Journey

## Steps:

01

Lead generation

02

Property matching

03

Viewing coordination

04

Negotiation & documentation

05

Closing

Tools: CRM systems & automation for consistency.

## Physical Evidence

- High-quality property photography
- Branded templates & marketing materials
- Professional office & agent appearance
- Well-organized digital listings

**Why it matters: Reinforces credibility and trust.**





# Account analysis

## Current Status Overview:

- **New social media presence (under 2 months)**
- **Building initial follower base and engagement**
- **Testing content strategies and audience response**
- **Establishing brand identity in the digital space**

## Initial Focus Areas:

**Content strategy development and testing**

**Organic audience growth**

**Building community trust and credibility**

**Establishing consistent posting schedule**



# Market and Target Audience Analysis

## Market Research

The real estate market in Egypt is worth around \$9–10 billion annually, with residential property making up the largest share. There's a growing trend towards modern, safe, and well-located properties, including compounds and coastal developments. This shift is influenced by urbanization, rising income among young professionals, and demand for quality living spaces.

## Target Audience

**Demographics** : Age 25–60, male and female, urban areas (Cairo, Alexandria). We will start in Alexandria first. Middle-to-high income, capable of investing or purchasing residential or vacation properties.

**Behavior** : Regularly search for properties online, use digital platforms to compare offers, value convenience, trust, and transparency in real estate transactions.

**Psychographics** : Busy professionals, families, and investors who value quality, security, lifestyle, and long-term stability. Interested in personal experiences, testimonials, and behind-the-scenes content from brokers and developers

# Competitor Analysis: (Direct Competitor)

## Brand Name: Re/max Egypt

**Founded:** 1973 (Globally)

**Service:** A global real estate brokerage franchise offering residential, commercial, and administrative property sales, rentals, and purchases.

**Business Model:** Franchise-based. Individual owners operate “offices” under the brand. Agents earn commissions upon closing deals.



**Instagram:**  
259k followers  
2.286k postes

**Facebook:** 487k  
Followers

### Strengths

One of the strongest global and local brands in real estate brokerage.

Large network of agents covering diverse areas and projects.

Strong professional training programs for agents

### Weaknesses

Very high competition among agents within the same network.

Service quality can vary significantly from one franchise office to another.

# Competitor Analysis: (Direct Competitor)

## Brand Name: Re/max Avalon

**Overview:** RE/MAX Avalon is a local branch of the global RE/MAX network, based in Alexandria, Egypt. It specializes in residential and commercial properties in Alexandria and the North Coast. They offer services such as buying, selling, renting, and property management.

**Service:** Residential, commercial, and property management

**Business Model:** Franchise-based; agents earn commission per deal

### Strengths:

Strong global and local brand recognition

Large local network of agents

Expertise in luxury real estate marketing

### Weaknesses:

Service quality may vary between different agents/offices  
High competition among agents within the network



Instagram: 188  
followers  
898 postes

Facebook: 413k  
Followers

# Competitor Analysis: (Direct Competitor)

## Brand Name: ICONIC Real Estate

**Overview :** Iconic Real Estate is a consultancy and brokerage firm based in Alexandria, Egypt. They specialize in residential and investment properties, offering consultancy, sales, and post-sale services.

**Service:** Property consultancy, residential and investment property sales

**Business Model:** Agency-based; agents earn commission per deal

### **Strengths:**

Strong focus on customer-oriented consultancy

Partnerships with major developers

Expertise in investment property and post-sale services



Instagram: 86  
followers  
92 postes

Facebook: 11 k  
Followers

### **Weaknesses:**

Local brand without international recognition

Smaller marketing and promotional resources compared to large franchises

# Competitor Analysis: (Direct Competitor)

## Brand Name: Easy trade brokerage

**Overview :** Easy Trade Brokerage is a local brokerage firm in Alexandria. They offer a wide range of properties, including residential, commercial, medical units, and some hospitality-related properties.

**Service:** Residential, commercial, and specialty property brokerage

**Business Model:** Agency-based; agents earn commission per deal

### **Strengths:**

Diverse property portfolio attracting multiple client segments

Strong local presence in Alexandria

Active use of social media to build trust and visibility

### **Weaknesses:**

Smaller scale compared to international or large local agencies

Limited number of listings compared to bigger



Instagram: 3.391 k  
followers  
105 postes

Facebook: 6.6 k  
Followers

# Competitor Analysis: (InDirect Competitor)

## Brand Name: Bayut Egypt

### Overview:

Bayut Egypt is a leading prop-tech real estate platform in Egypt, launched in September 2023. It connects property seekers, investors, sellers, and brokers through a user-friendly website and mobile app.

**Service:** Online property search, listing platform for residential and commercial real estate.

**Business Model:** Marketplace / portal model Bayut lists properties, attracts users, and connects them with real estate agents and developers. **Agent Training:** Runs Bayut Academy in Egypt to train real estate agents, increase their skills, and raise the quality of listings.

### Strengths:

Very fast growth in Egypt: 1 million+ monthly active users within a year.

High trust: consistently 4.5-star app rating.

Strong marketing: visually-striking ad campaigns that blend design + prop-tech image

Professional development: Bayut builds agent expertise and network.

### Weaknesses:

High competition from other local or international real estate platforms.

Operational costs could be high to sustain the rapid growth in listings and users.

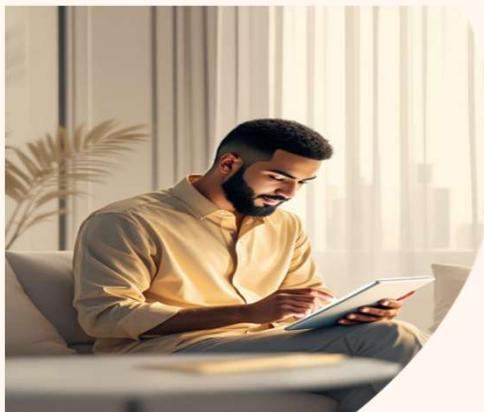
Quality of listings depends on the agents and brokers who post — risk of inconsistency.



**Facebook:**  
64k followers  
60k likes

**Instagram:**  
32.9k followers  
291 posts

# Target Audience Personas



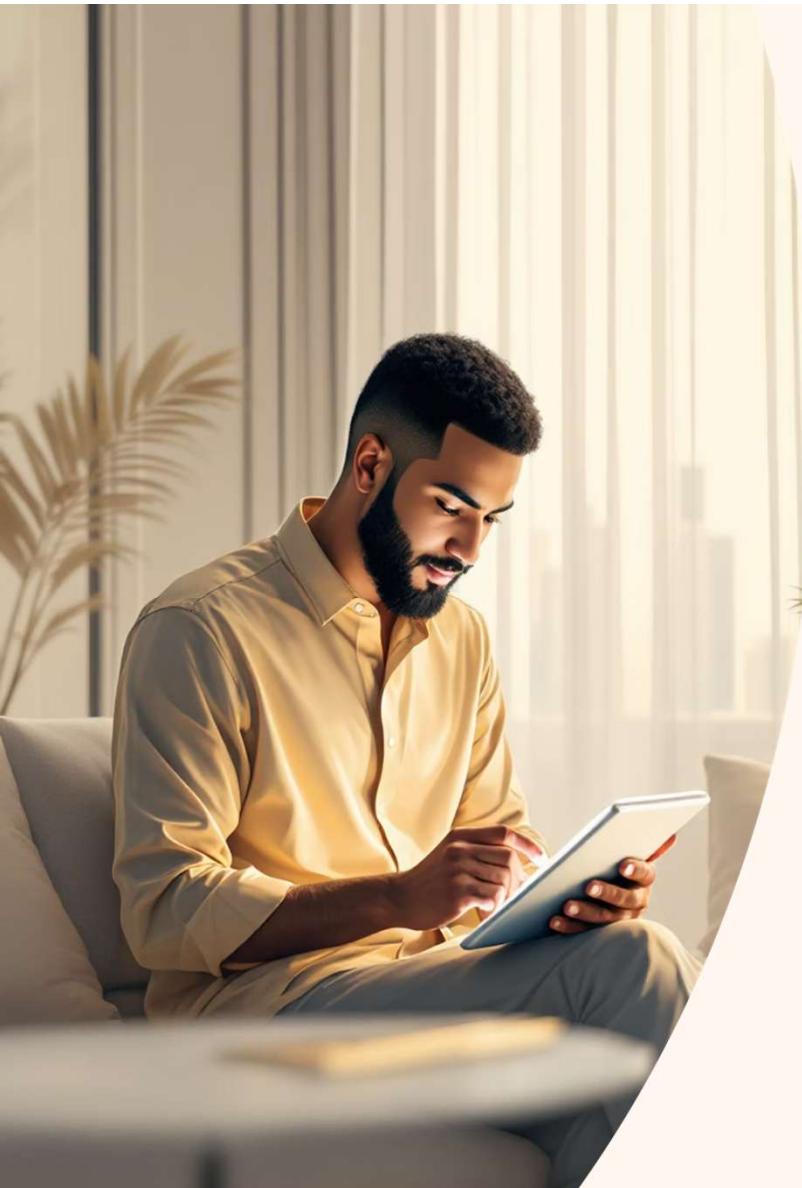
First-Time Home Buyer



The Property Seller



The Real Estate Investor



## Buyer Persona 1: Mohamed

**Age:** 32

**Occupation:** Software Engineer

**Income:** 25,000 EGP/month

**Location:** New Cairo

**Goals:** Wants to buy his first apartment for stability and future family.

**Interests:** Researches property quality, payment plans, and community services.

**Challenges:** Limited budget, fears making wrong investment, needs clear guidance.

**Preferred Communication**

**Channels:** Facebook Groups, WhatsApp, YouTube reviews.

**Buying Behavior:** Compares multiple options, seeks trusted advice, decision takes 2-3 months.



## Buyer Persona 2: Amira

**Age:** 45

**Occupation:** School Principal

**Income Level:** 18,000 EGP/month

**Location:** Nasr City

**Interests:** Follows real estate prices, wants maximum value from sale.

**Goals:** Wants to sell current apartment to upgrade to larger unit.

**Challenges:** Doesn't know true market value, fears delays and fake buyers.

**Preferred Communication Channels:** Phone calls, Facebook Marketplace, personal referrals.

**Buying Motivation:** Looks for broker who guarantees serious buyers and fast sale process.



### Buyer Persona 3: Ahmed

**Age:** 40

**Occupation:** Business Owner

**Income:** 50,000+ EGP/month

**Location:** : Sheikh Zayed

**Goals:** Wants to invest in high-return properties for passive income.

**Interests:** Studies market trends, ROI calculations, and new projects

**Challenges:** Needs reliable data, fears market fluctuations, wants diversified portfolio.

**Preferred Communication**

**Channels:** LinkedIn, professional meetings, market reports

**Buying Behavior:** Makes quick decisions based on data, invests in multiple properties annually



# SEO Strategy & Target Keywords

This SEO plan focuses on hyper-local and intent-based keyword targeting to attract high-quality leads searching for real estate opportunities in Alexandria and the North Coast.

## Primary Keywords

Apartments for sale in  
Alexandria  
Apartments for sale in the North  
Coast  
Apartments for sale by installments in  
Alexandria  
Villas for sale in Sidi Gaber  
Office spaces for sale in Alexandria  
Apartment prices in Alexandria 2025

# Content Strategy: Real Estate Marketing

## Content Strategy:

A comprehensive guide to the best residential areas

Comparison of the investment value of areas

Analysis of the price per meter in each neighborhood

## Cluster 2:

### Project-Based Keywords:

Chalets for sale in Sidi Abdel Rahman

Ras Al-Hekma real estate

New Alamein Towers

Townhouses for sale in the North Coast

## Content Strategy:

Comparison between tourist villages  
Analysis of investor trends  
Guide to year-round operational villages

## Cluster 3:

### Transactional Keywords:

Real estate for sale in installments over years  
Super lux finishing apartments  
Furnished apartments for sale

## Content Strategy:

Guide to receiving semi-finished apartments  
Calculating the return on real estate investment

## Cluster 4: (Featured Snippets)

### FAQ Targeting:

What are the best areas for investment in Alexandria?

How do I calculate property tax?

Which is better: A residential unit or an administrative office?

What are the drawbacks of living on the top floor?

### Implementation Timeline:

01

Month 1:

Create neighborhood guides for Alexandria

02

Month 2:

Develop project comparisons for North Coast

03

Month 3:

Publish financing and legal content

04

Month 4:

Optimize for FAQ and featured snippets

Website

# Our website

The screenshot shows a website with a dark background featuring a large, semi-transparent image of a modern building's exterior. Overlaid on this image is the text 'EXPLORE Premium PROPERTIES WITH INFINITY' in a large, bold, gold-colored font. Below this, a smaller white font reads 'We Listen. We Understand. We Find What Truly Fits You'. In the bottom left corner of the main content area, the 'Infinity Real Estate' logo is displayed, consisting of a stylized 'IL' monogram above the word 'Infinity' in a serif font, with 'REAL ESTATE' in smaller capital letters below it. Below the logo, the tagline 'We Listen, We Find What Fits You.' is visible. In the bottom right corner of the main content area, the text 'This is a Begining for a New and Easy Life' is displayed in a large, white, sans-serif font. At the very bottom of the page, there is a thin white horizontal bar containing several small icons: a magnifying glass, a house, a person, a gear, and a dollar sign. The top navigation bar is visible, featuring a small logo and the word 'Infinity' on the left, and a series of links on the right: 'Home' (which is highlighted in a dark box), 'Find Properties', 'Our office', 'Testimonials', 'Contact Us', and a magnifying glass icon representing a search function.

Infinity

Home Find Properties Our office Testimonials Contact Us

EXPLORE Premium PROPERTIES WITH INFINITY

We Listen. We Understand. We Find What Truly Fits You

IL

Infinity

REAL ESTATE

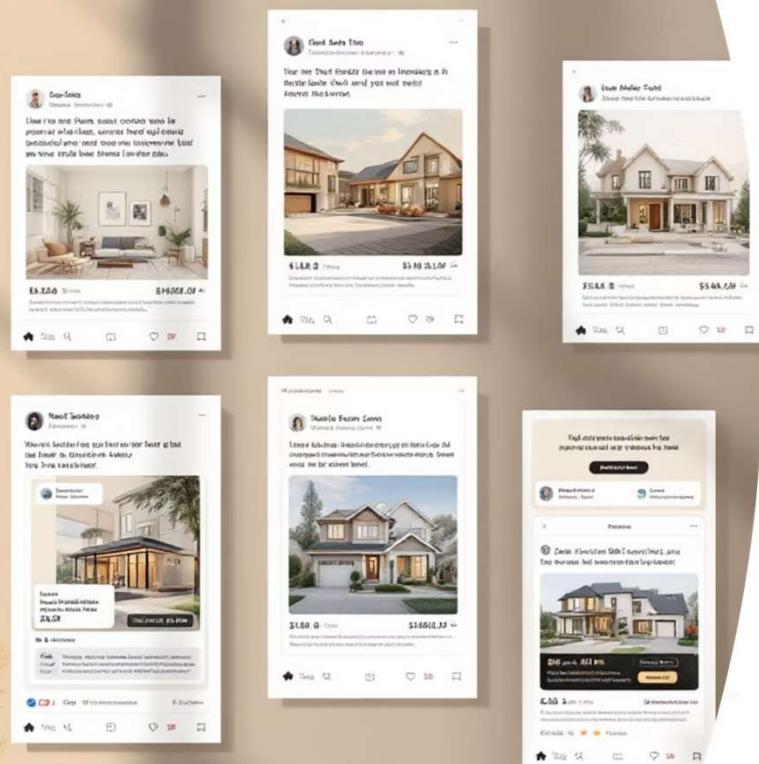
We Listen, We Find What Fits You.

This is a Begining for a New and Easy Life

# Website Objectives:

- Generate high-quality leads through contact forms
  - Showcase premium property portfolio
  - Establish trust through client testimonials
  - Provide valuable market insights and updates
- Analysis Report Performance Analysis  
Report Reporting Period: Last 90 Days Platform: Facebook & Instagram Account Status: Growing Organic Presence

<https://sites.google.com/view/infinity-real-estate/home>



## Example Posts:

\[Insert Your 6 Facebook Posts Screenshots Here\] Media Buying Plan

# Media Plan for Q4 (December) – Q1 (January, February)

This comprehensive media plan outlines strategies for Facebook, Instagram, and Google Ads for the high real estate season. With a total budget of **46,600 EGP**, the plan focuses on building brand authority, generating high-quality leads, and maximizing sales conversions for Infinity Real Estate.

## Summary of Quarterly Budget by Month

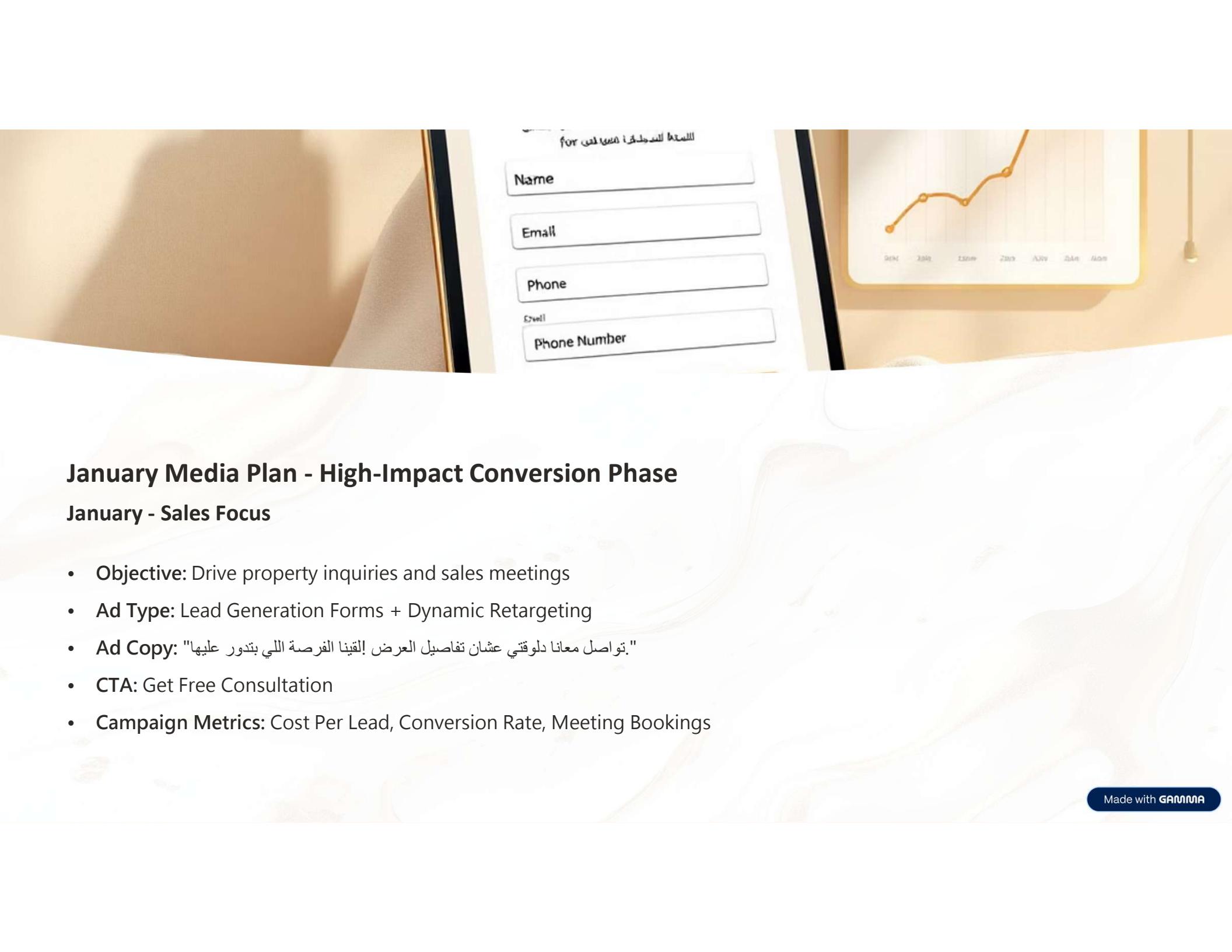
Month	Instagram (EGP)	Facebook (EGP)	Google Ads (EGP)	Total (EGP)
December	2,000	3,000	1,000	6,000
January	8,000	12,000	4,000	24,000
February	6,000	9,000	1,600	16,600
<b>Total</b>	<b>16,000</b>	<b>24,000</b>	<b>6,600</b>	<b>46,600</b>



## December Media Plan - Warm-up & Testing Phase

### December - Brand Awareness Focus

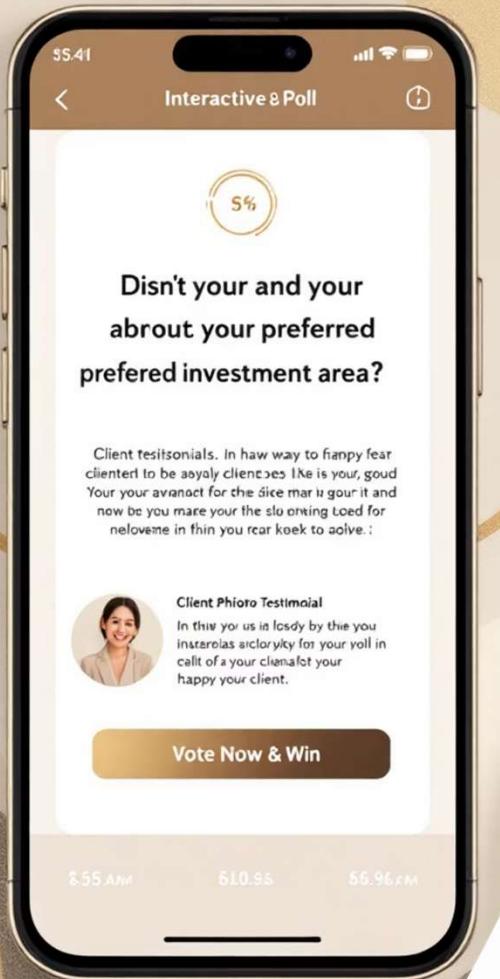
- **Objective:** Build brand familiarity and test audience response
- **Ad Type:** Video Carousel Ads
- **Ad Copy:** "اكتشف أفضل الفرص الاستثمارية في 2025 مع Infinity Real Estate. الوعائية بثقة."
- **CTA:** Explore Properties
- **Campaign Metrics:** Video Views, Engagement Rate, Audience Growth



## January Media Plan - High-Impact Conversion Phase

### January - Sales Focus

- **Objective:** Drive property inquiries and sales meetings
- **Ad Type:** Lead Generation Forms + Dynamic Retargeting
- **Ad Copy:** "تواصل معانا دلوقتي عشان تفاصيل العرض إلقيينا الفرصة اللي بتدور عليها"
- **CTA:** Get Free Consultation
- **Campaign Metrics:** Cost Per Lead, Conversion Rate, Meeting Bookings



## February Media Plan - Optimization & Loyalty Phase

### February - Engagement & Retention Focus

- **Objective:** Nurture existing leads and build client loyalty
- **Ad Type:** Interactive Polls + Client Testimonials
- **Ad Copy:** "شاركنا رأيك في أفضل منطقة للاستثمار واقسب استشارة عقارية مجانية"
- **CTA:** Vote Now & Win
- **Campaign Metrics:** Engagement Rate, Lead Quality, Repeat Client Rate



## Platform-Specific Strategy:

### Facebook/Instagram:

- **Content Mix:** 40% Property Videos, 30% Client Stories, 20% Market Insights, 10% Interactive
- **Audience Targeting :**
  - Custom Audiences (Website Visitors)
  - Lookalike Audiences (Existing Clients)
  - Interest-based (Real Estate Investment)
- **Ad Placements:** Stories, Feed, Reels

### Google Ads:

- **Keywords:** "افضل شركة تسويق", "استثمار عقاري آمن", "شقق للبيع في كمبوند" "عقاري"
- **Ad Extensions:** Location, Callout, Structured Snippet
- **Bidding Strategy:** Maximize Conversions

## Performance Measurement:

- **Weekly Reports:** Engagement metrics, lead volume
- **Monthly Analysis:** Cost per acquisition, ROI calculation
- **A/B Testing:** Ongoing ad copy and creative optimization

## Facebook: example post

إطلالة مباشرة على حمامات السباحة -  
وملاعب البدال والاند سكيب دلوقتى  
عندك فرصة تمتلك وحدة في مشروع

### Ajaza - Downtown

أمام الأبراج الأيقونية Alamein  
 مباشرة! ده غير ان الملاك ليهم شاطئ  
 خاص بمياه العطمين الصافية. وحدات  
 متنوعة: شقق - دوبلكس -  
 بنتهاوس. أسعار تبدأ من 3 مليون  
 450 ألف جنيه. مقدم يبدأ من 5%  
 وتقسيط حتى 8 سنوات. تسليم بتشطيب  
 كامل المشروع بالكامل أمام الأبراج  
 الأيقونية، وكمان ليك أكسس مباشر  
 للبحر، وفي مشروع متكامل بكل  
 التفاصيل. ابعتنا واتس اب دلوقتى  
 وهنبعتك بروشور المشروع



## Facebook: example post

شقة للبيع ريسيل فيو مفتوح على  
- الفيلات في **The One**  
ساحة مساحة 187 متر تفاصيل  
الشقة:- مكونة من 3 غرف ( غرفه  
ماستر روم بدريسنج وحمام خاص )-  
و 3 حمامات (منهم حمام ضيوف )-  
ريسيبشن واسع- مطبخ منفصل-  
تراسات بإطلالة مميزة مقدم  
التعاقد: **2,400,000** جنيه <sup>[1]</sup> قسط  
ربع سنوي فقط:  
**406,382** جنيه عرض أقل

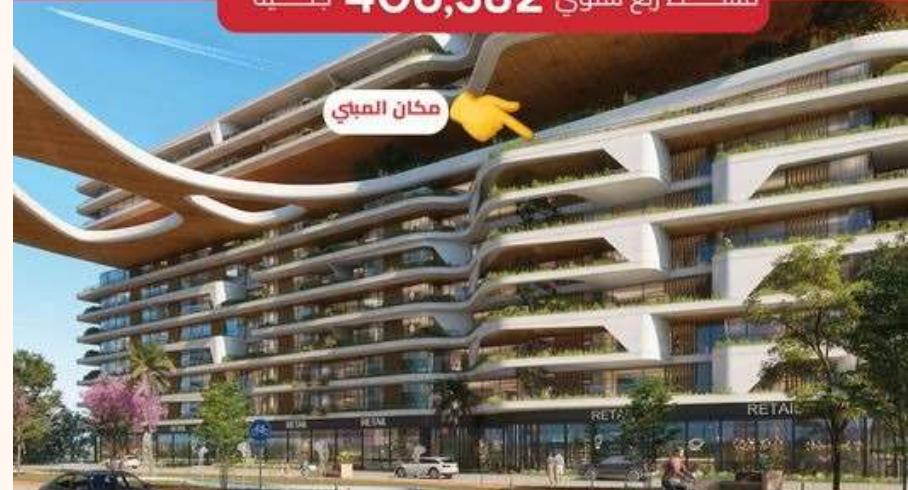
شقة مميزة ريسيل بكمباوند  
**the one**

مقدم تعاقد **2,400,000** جنيه

بسعر أقل من السعر  
الرسمي بالشركة **6** سنوات

قسط ربع سنوي **406,382** جنيه

مكان المباني



## Facebook: example post

إزاي تختار الشقة الصح من أول زيارة؟ بتدور على شقة وعايز تختار الصح من أول مرة؟ قبل ما تمشي من المعاينة، خد بالك من شوية حاجات بسيطة بس بتفرق جامد 1. الإضاءة والتهدية: افتح الشبابيك وشوف الشمس بتدخل ولا لا التهدية دي اللي هتخلي الشقة مريحة أو خانقة! 2. التسطيب والمراافق: بص على الكهرباء، المية، السيراميك... جرب الحنفيات والمفاتيح قبل ما توافق. 3. الصوت والجيران: اسمع المكان حواليك... فيه دوشة؟ واسأل عن الجيران، الناس دي هتعيش معاهم سينين. 4. الموقع أهم من السعر: الشقة الحلوة في مكان وحش مش استثمار كوييس. دور على منطقة ليها مستقبل حتى لو السعر أعلى شوية. 5. الورق أهم من كل حاجة: قبل أي اتفاق، شوف الورق بنفسك. اسأل عن الملكية أو عقد التسجيل. ما تزهقش من المعاينات... كل زيارة بتقربك أكثر من الشقة اللي فعلاً تناسبك ♥ لو محتاج حد يوجّهك في الاختيار، ابعثلنا رسالة واحنا هنساعدك #عقارات #نصائح\_عقارية #اختيار\_الشقة #RealEstate #Alexandria



A screenshot of a Facebook page for 'Infinity Real Estate'. The page header shows 'Infinity Real Estate' with a profile picture. Below the post, there are several interactive buttons: 'عرض كل الصور' (View all images), 'الصور' (Images), 'تعديل التفاصيل' (Edit details), and 'إضافة محتوى مميز' (Add a highlight). The post itself contains text in Arabic and English, describing a project called 'El Patio Sola' and featuring a large image of a modern apartment complex with a swimming pool. The page also shows other posts and sections like 'Meta Verified' and 'Meta Business Suite'.

facebook.com/profile.php?id=61580532674584

Infinity Real Estate

infinityrealestate282@gmail.com

infinityrealestate8

tiktok.com/@infinityrealestate8

بلا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور

إنشاء إعلان

عرض الرؤى

مشاركة

تعليق

أعجبني

Infinity Real Estate

Omar Tawfik ٤ - نوفمبر الساعة 10:18 م

إزاي تختار الشقة الصح من أول زيارة؟  
بتدور على شقة وعايز تختار الصح من أول مرة؟ ... عرض المزيد

Search

7:00 PM 11/15/2025

إدارة رؤاد مصر الرقمية

Infinity Real Estate

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور

الإعدادات

المزيد من الأدوات

يمكنك إدارة نشاطك التجاري عبر تطبيقات Meta.

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

Infinity Real Estate

infinityrealestate282@gmail.com

infinityrealestate8

tiktok.com/@infinityrealestate8

مفتاح دالقا

بلا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

المزيد من الأدوات

يمكنك إدارة نشاطك التجاري عبر تطبيقات Meta.

إنشاء إعلان

عرض الرؤى

مكان المعي

شقق مميزة رسيل بكمباوند the one

مقدم تعاقد 2,400,000 جنيه

6 سنوات تقسيط

بسعر أقل من السعر الرسمي بالشركة

قسـط رـيع سـوـي 406,382 جـلـيـه

Fast Food Ad for BurgerFuel Eg

Facebook

منادرة رواد مصر الرقمية

facebook.com/profile.php?id=61580532674584

Search

7:00 PM 11/15/2025

Infinity Real Estate

Infinity Real Estate

ajaza

العلمين الجديدة

شاليهات فيو مباشر على حمامات السباحة

تم النشر بواسطة Mahmoud M. Abdullah ٧ نوفمبر الساعة ١:٠٠ م

إطلالة مباشرة على حمامات السباحة - وملاءع البالد والآند سكيب دلوكتي عندك فرصة تمتلك وحدة في مشروع Ajaza - Downtown Alamein أمام الأبراج الأيقونية مباشرةً ده غير ان الملا... عرض المزيد

Infinity Real Estate

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور

الإعدادات

المزيد من الأدوات

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

إنشاء إعلان

عرض الرؤى

8 سنوات | تقييم 3,45 مليون | اسعار تبدا من

elsewhere

Search

Ad Choices

7:00 PM 11/15/2025

Infinity Real Estate

يمكنك زيادة المتابعين ومعدل الوصول والتفاعل.

مشاركة مقطع ريلز الأول الخاص بك (دقيقتان تقريرياً)

يمكنك الوصول إلى جماهير جديدة من خلال مقاطع الفيديو القصيرة والممتعة.

### نبذة مختصرة

We Listen, We Find What Fits You

تعديل السيرة الذاتية

صفحة · شركة وساطة

smouha, Alexandria, Egypt

+20 12 01921299

infinityrealestate282@gmail.com

infinityrealestate8 · متابع · رابط مؤكد

tiktok.com/@infinityrealestate8

مفتوح دائمًا

بلا تقييم حتى الآن (٠ رأي) ★

تعديل التفاصيل

إضافة محتوى مميز

### الصور

عرض كل الصور

the one

ajaza

إعلان

6:59 PM 11/15/2025

إدارة صفحة

Infinity Real Estate

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور

الإعدادات

المزيد من الأدوات

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

إدارة

العناصر المميزة

لن يرى الأشخاص هذا إلا إذا قمت بتنبيه شيء ما.

المنشورات

طريقة عرض القائمة

Infinity Real Estate

تم النشر بواسطة Mahmoud M. Abdullah

\*Koun - Ras El Hekma\* عرض المزيد

Koun

عرض الرؤى

إنشاء إعلان

تعديل

أعجبني

Infinity Real Estate

Search

6:59 PM 11/15/2025

Infinity Real Estate

تم النشر بواسطه Omar Tawfik ٤ نوفمبر الساعة ١٠:١٨ م

إرأي تختار الشقة الصبح من أول زيارة؟  
يندور على شقة وعايز تختار الصبح من أول مرة؟ ... عرض المزيد



tiktok.com/@infinityrealestate8

مفتاح دالها

بلا تقييم حتى الآن (٠ رأي)

تعديل التفاصيل

إضافة محتوى مميز

عرض كل الصور

الصور



الخصوصية · الشروط · الإعلانات · ملفات تعريف الارتباط · المزيد

7:00 PM 11/15/2025

إدراة صفحة

Infinity Real Estate

لوحة المعلومات الاحترافية

الرؤى

مركز الإعلانات

إنشاء إعلانات

ترويج منشور

الإعدادات

المزيد من الأدوات

يمكنك إدارة نشاطك التجاري عبر تطبيقات Meta.

Meta Verified

مركز بيانات العملاء المحتملين

Meta Business Suite

إعلان

# Data Analysis and Performance Measurement

Analytics tools Google Analytics, Facebook Insights, and Instagram Insights will be used to measure website traffic, conversion rates, and engagement with posts. These metrics will help evaluate the success of the campaign and guide future improvements.



# Facebook Insights

**Insights**  
Review performance results and more.

**Facebook** **Last 28 days: Nov 11, 2025 – Dec 8, 2025** 

**Content overview** Breakdown: Organic/ads

**All** Posts Stories Reels Videos Live

**Views** **3.4K** **↑ 2.7K%**

3-second views **3** **↑ 50%** 1-minute views **0** **0%** Content interactions **0** **0%** Watch time **39s** **↓ 37.5%**

**Views breakdown**  
Nov 11 – Dec 8

Total	3,439	↑ 2.7K%
From organic	85	↓ 29.8%
From ads	3,354	↑ 100%
Viewers	2,532	↑ 4.4K%

**Content** **Overview** **Content** **Ads**

**Earnings** **Earnings**

**Top content by views**

**Boost content** **See all content**

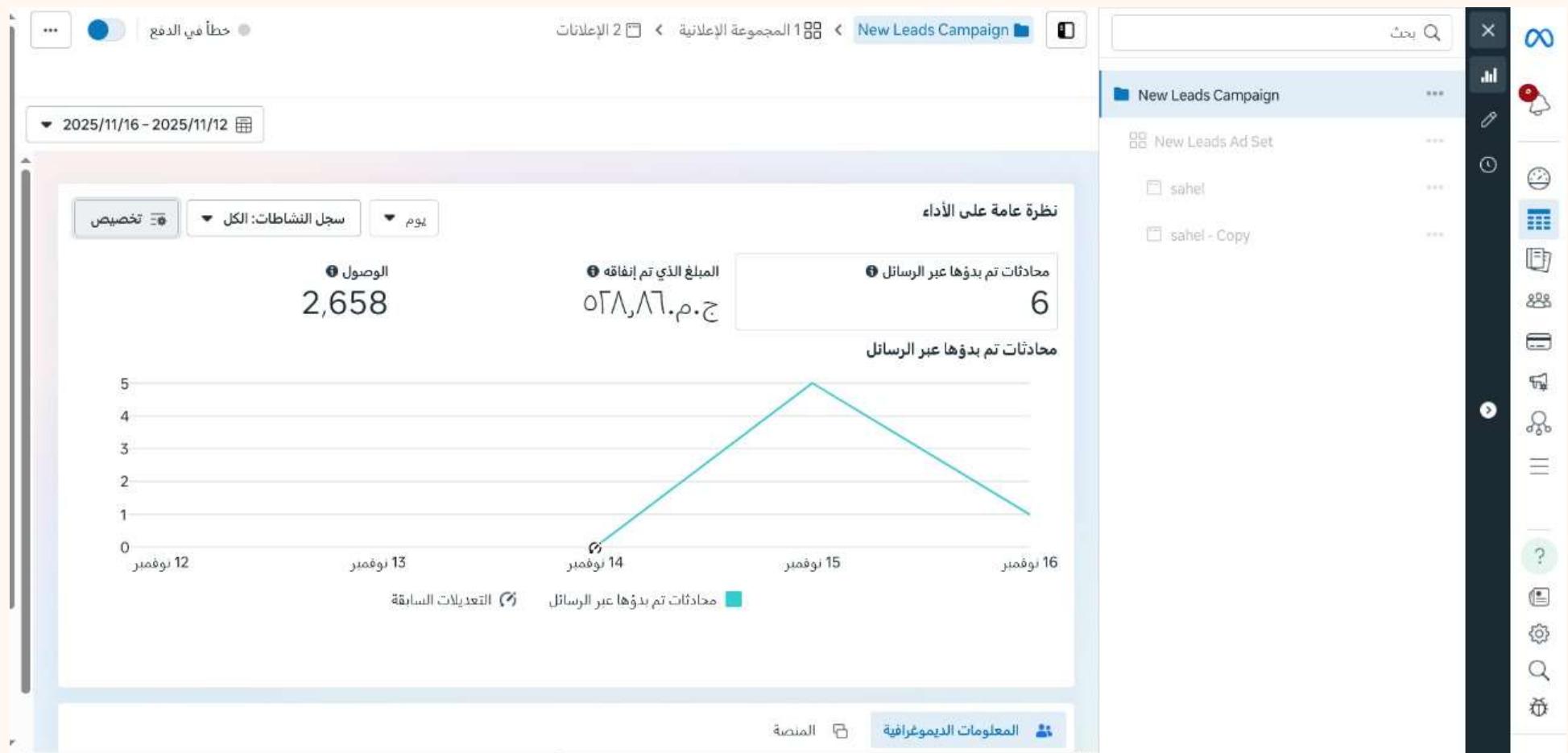


# Facebook Insights

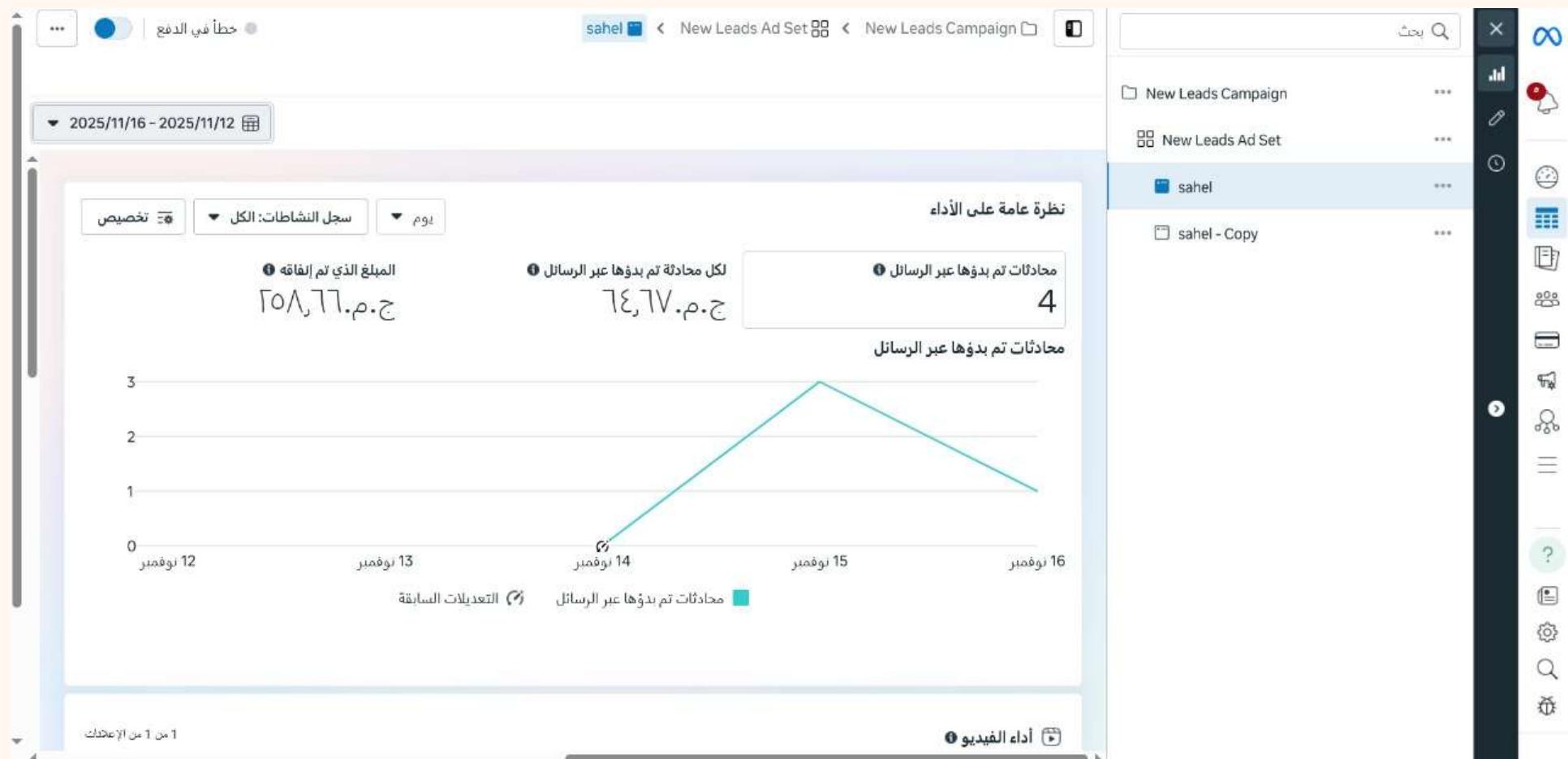
## Top content formats



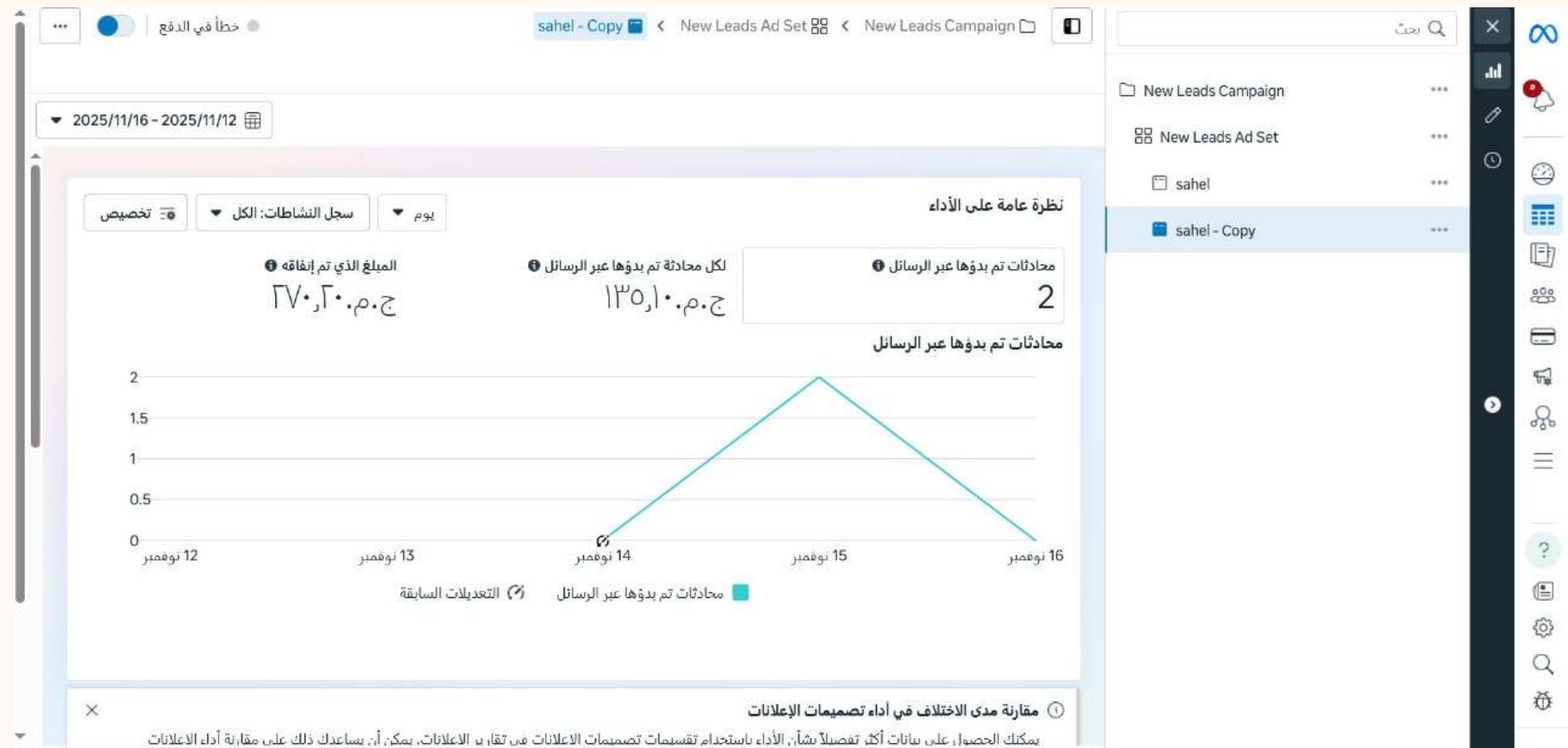
## Evaluate the effectiveness of the campaign based on the objectives set at the beginning.



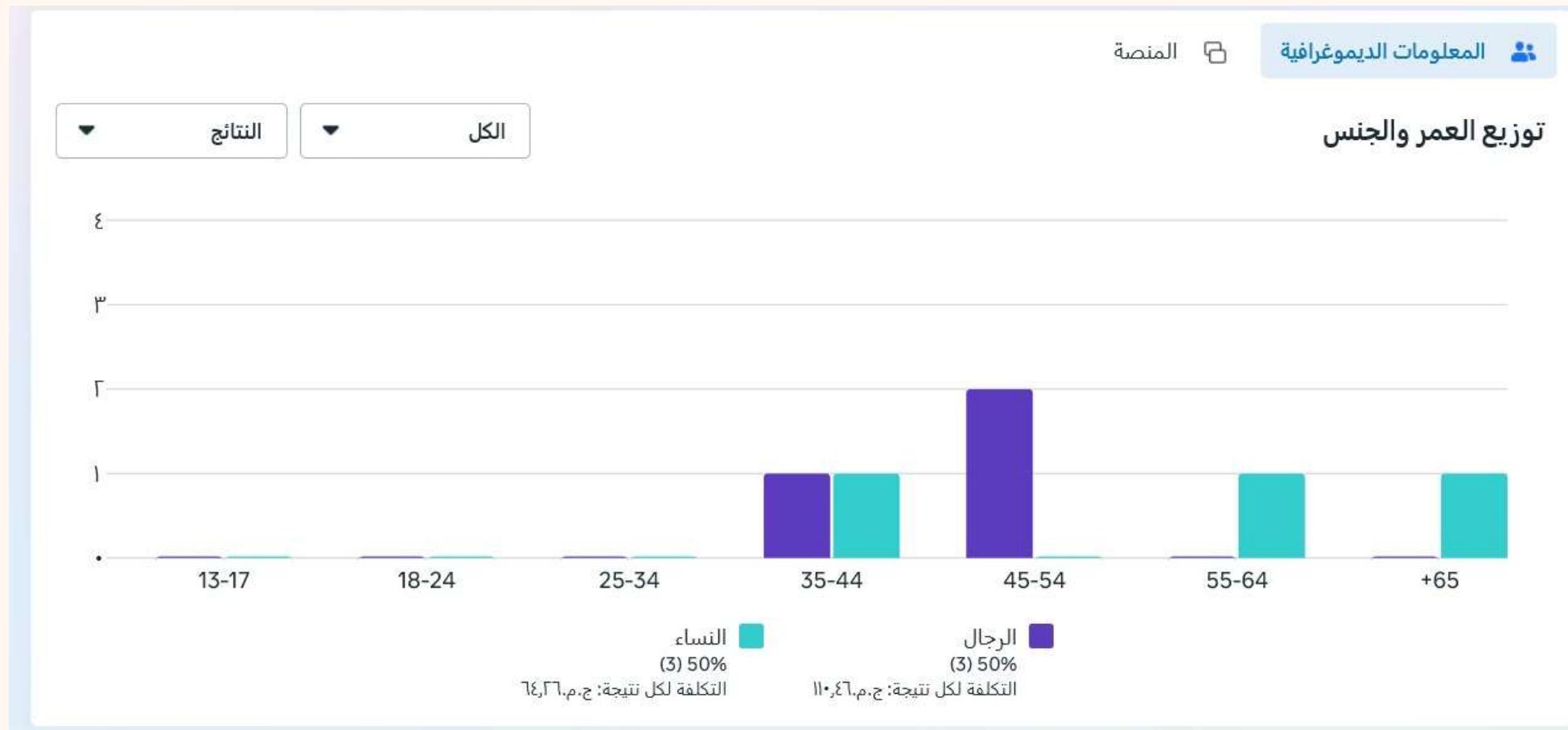
**Evaluate the effectiveness of the campaign based on the objectives set at the beginning.**



**Evaluate the effectiveness of the campaign based on the objectives set at the beginning.**



Evaluate the effectiveness of the campaign based on the objectives set at the beginning.



# Recommendations for Growth & Optimization

## 1. Improve Video Content

- Start with strong hooks and questions
- Add subtitles and fast pacing
- Keep videos under 30 seconds

## 4. Strengthen Visual Identity

- Consistent templates and colors
- Professional typography
- Scroll-stopping visuals

## 2. Enhance Engagement

- Use polls and interactive stories
- Post behind-the-scenes content
- Implement clear call-to-actions

## 5. Optimal Posting Schedule

- Evenings: 6 PM – 10 PM
- Lunch hours: 11 AM – 1 PM

## 3. Optimize Content Mix

- 40% Videos - Property tours and tips
- 40% Photos - High-quality property images
- 20% Links - Market updates and blog content

# Thank You

Thank you for your time and consideration.

