



# Dominating the Egyptian Real Estate Market

## Your Media Buying Plan for Success

Unlock the potential of the Egyptian property market with a strategic media buying plan designed for impact and measurable returns. This presentation outlines a comprehensive approach to reach high-value buyers and investors.



# Strategic Budget Allocation & Phased Timeline

## Total Monthly Budget

**10,000 EGP** allocated for maximum impact and reach across key digital platforms.

## Platform Focus

Leveraging the strengths of each: **Facebook & Instagram (60%)** for broad reach, **TikTok (40%)** for emerging audiences.

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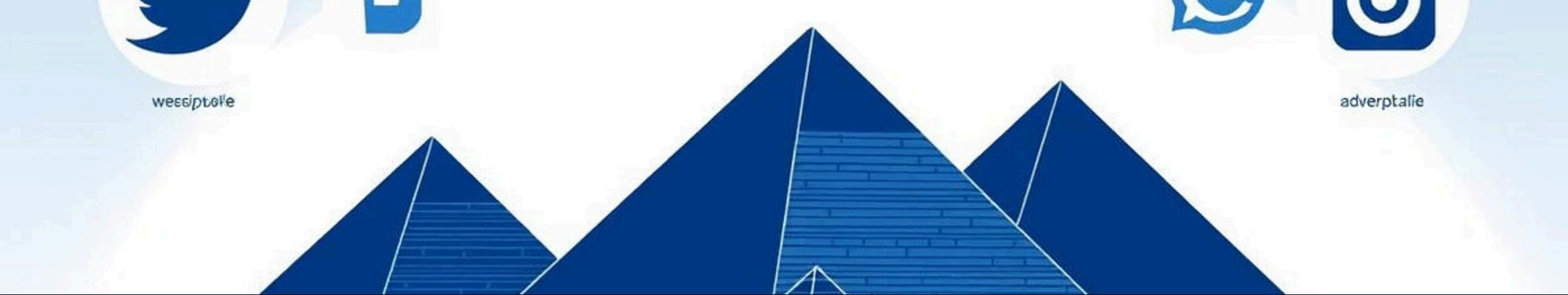
## Phase 1: Testing (10 Days)

Dedicated **3,000 EGP** to identify top-performing creatives, audiences, and offers.

02

## Phase 2: Scaling (20 Days)

Investing **7,000 EGP** to amplify winning strategies and maximize lead generation.



# Optimized Campaign Structure Across Platforms

Our budget is strategically distributed across the marketing funnel on each platform to maximize reach and conversion.

## Facebook & Instagram (6,000 EGP)

### Awareness

**1,800 EGP:** Build brand visibility and reach potential buyers.



### Consideration

**2,100 EGP:** Engage interested prospects with property details and benefits.



### Conversion

**2,100 EGP:** Drive direct actions like inquiries and site visits.

## TikTok (4,000 EGP)

### Awareness

**2,000 EGP:** Generate high-volume views and brand exposure to a younger demographic.



### Conversion

**2,000 EGP:** Prompt direct engagement for property interest and inquiries.

# Dynamic Testing Strategy for Peak Performance

Our initial 10-day testing phase will rigorously evaluate various elements to pinpoint optimal campaign configurations.



## Creative Types

Comparing **Video vs. Image vs. Carousel** formats to identify the most engaging visuals.



## Compelling Hooks

Testing **Questions vs. Value-driven statements** to capture audience attention effectively.



## Actionable CTAs

Optimizing calls to action: “**Book Visit**”, “**Request ROI**”, “**WhatsApp**” to drive desired outcomes.



## Audience Segmentation

Evaluating **Narrow vs. Lookalike** audiences to ensure precise targeting.



## Strategic Placements

Experimenting with **Feed, Stories, and Reels** to discover optimal content delivery channels.

# Precision Targeting: Understanding Our Egyptian Buyers

Our campaigns are meticulously crafted to resonate with distinct segments of the Egyptian property market.



## Family Buyers (30–40)

Seeking a **safe, stable home** near reputable schools, prioritizing community and family well-being.



## Young Investors (25–35)

Focused on **high ROI** properties, including studios and chalets, as lucrative investment opportunities.



## Luxury Businessmen (40–50)

Desiring **exclusive villas**, premium lifestyle amenities, and unparalleled VIP services.



# Engaging Content Plan & Calls to Action

A diverse content mix will highlight property features and benefits, driving strong engagement.

- **High-Quality Images: 6**

Showcasing 2 distinct visuals per project to capture aesthetic appeal.

- **Informative Carousels: 3**

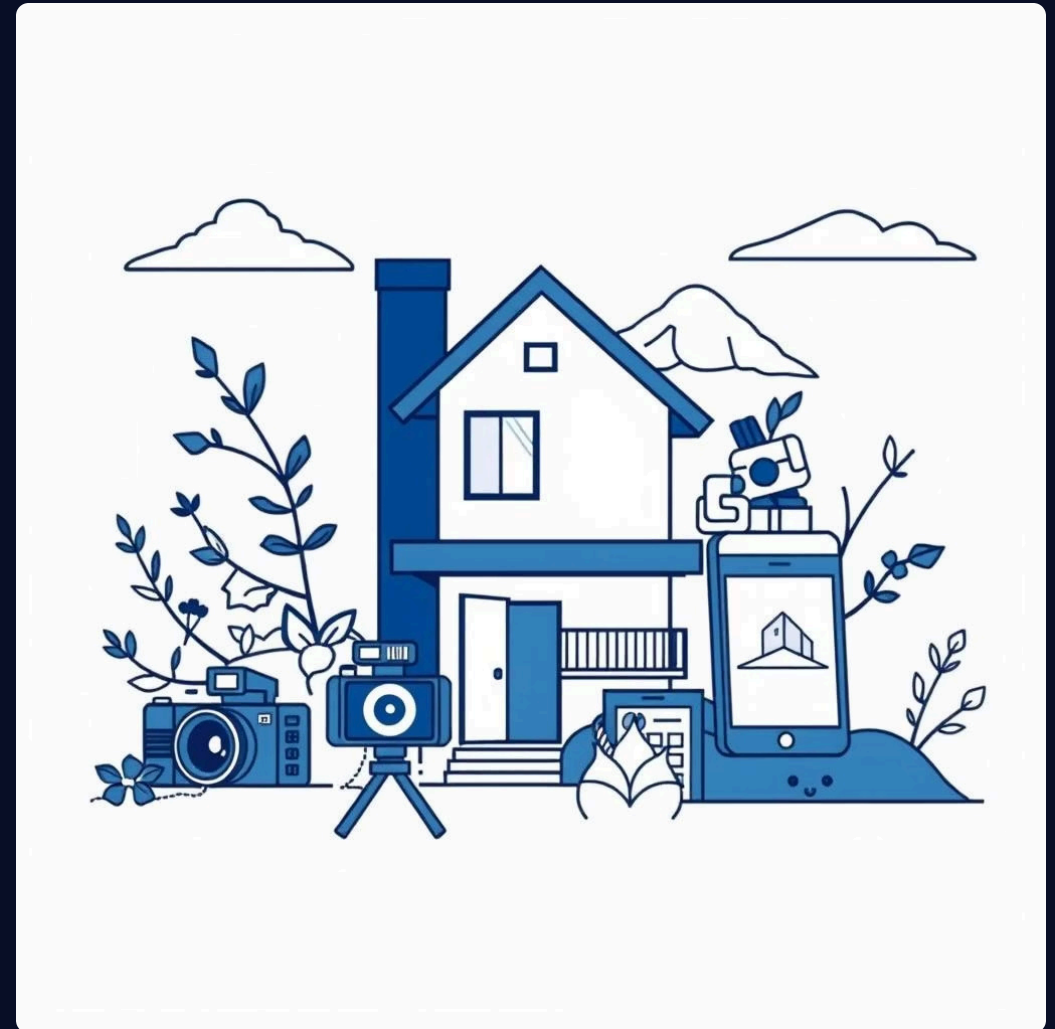
Detailing property features, comparisons, and benefits in an easily digestible format.

- **Short Videos: 6**

Dynamic content for projects like Ajaza, The One, and Glee, offering virtual tours and highlights.

- **UGC/Testimonial Clips: 1-2**

Authentic social proof to build trust and credibility with potential buyers.



## Sample Captions & CTAs

- “Discover a safe haven for your family in [Project Name] – Book a visit today!”
- “Invest wisely! Get details on high-ROI studio apartments in [Project Name].”
- “Experience unparalleled luxury in our exquisite villas at [Project Name] – Request your VIP tour now.”

# Seamless Lead Flow & Robust Tracking Mechanisms

Ensuring every lead is captured and tracked through an integrated system for optimal follow-up.

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## Lead Generation

**Lead Forms** on Facebook/Instagram combined with a direct **WhatsApp CTA** for immediate engagement.



## Landing Page Integration

Dedicated landing pages equipped with **UTM tracking** to monitor source effectiveness.



## Automated Follow-up

**Auto-WhatsApp integration** and **CRM tagging** for efficient lead management and personalized communication.

V/A

## Comprehensive Tracking

Utilizing **Facebook Pixel** and **TikTok Pixel** to track key events: PageView, Lead, ViewContent.

# Performance KPIs & Continuous Optimization

Strict monitoring and proactive optimization will ensure campaign efficiency and maximize return on investment.

>1%

CTR Goal

Aiming for a Click-Through Rate above 1% to ensure ad relevance and engagement.

>30%

Video View Rate

Targeting over 30% view rate to confirm video content resonates with the audience.

≤300

CPL Goal (EGP)

Maintaining Cost Per Lead at or below 300 EGP for cost-effective lead acquisition.

## Weekly Performance Reports

Detailed insights on **Spend, Leads, CTR, and CPM** to inform strategy adjustments.

## Agile Ad Scaling

Incrementing winning ad budgets by **+30% every 48 hours** for rapid scaling and increased reach.

## Retargeting Strategy

Engaging users who have previously interacted with ads or watched videos to drive conversions.

