

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.

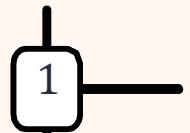
Cost Structure

- 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 2 followers into actual clients within 3 months.



3 Improve Audience Engagement :

increase engagement with social media posts by 20% 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 .

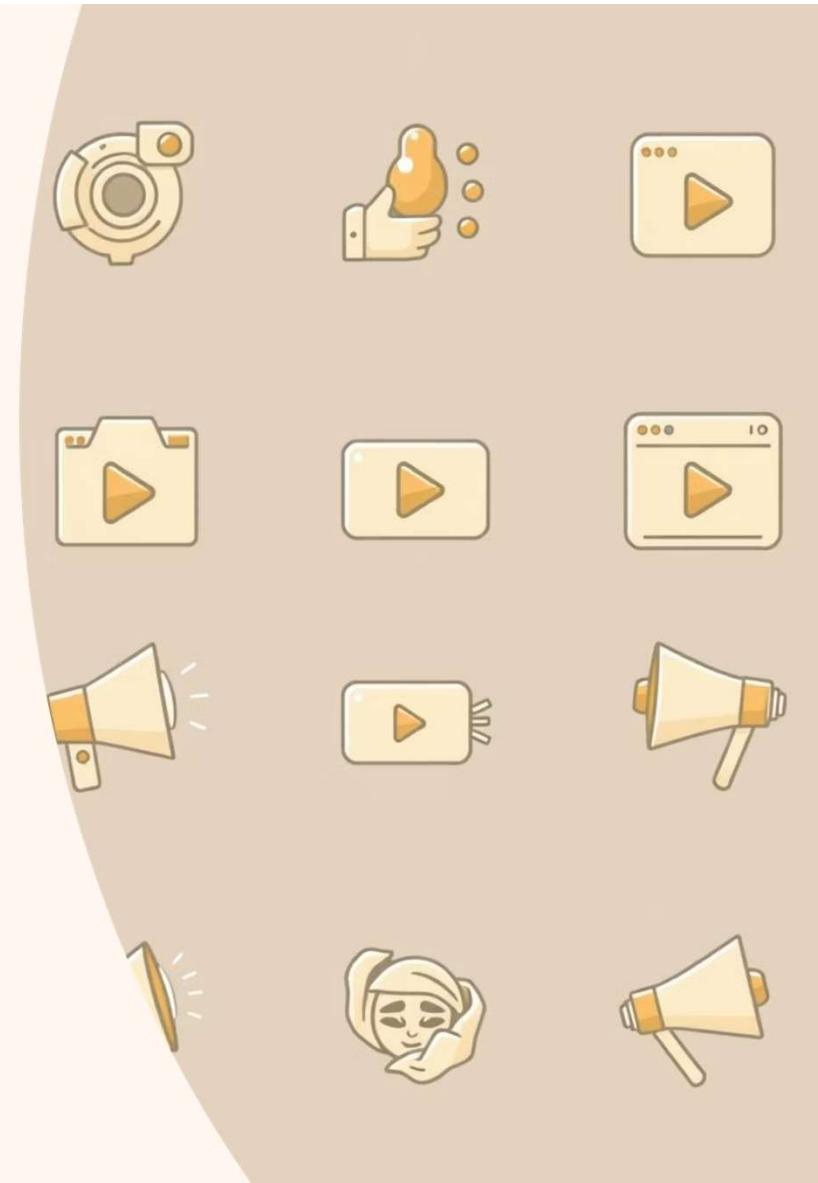


Promotion

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.

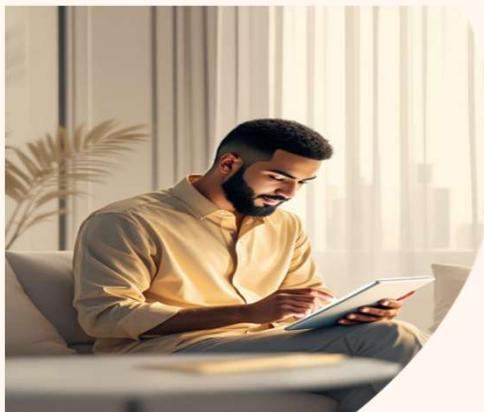
Quality of listings depends on the agents and brokers who post — risk of inconsistency.



Facebook:
64k followers
60k likes

Instagram:
32.9k followers
291 posts

Target Audience Personas



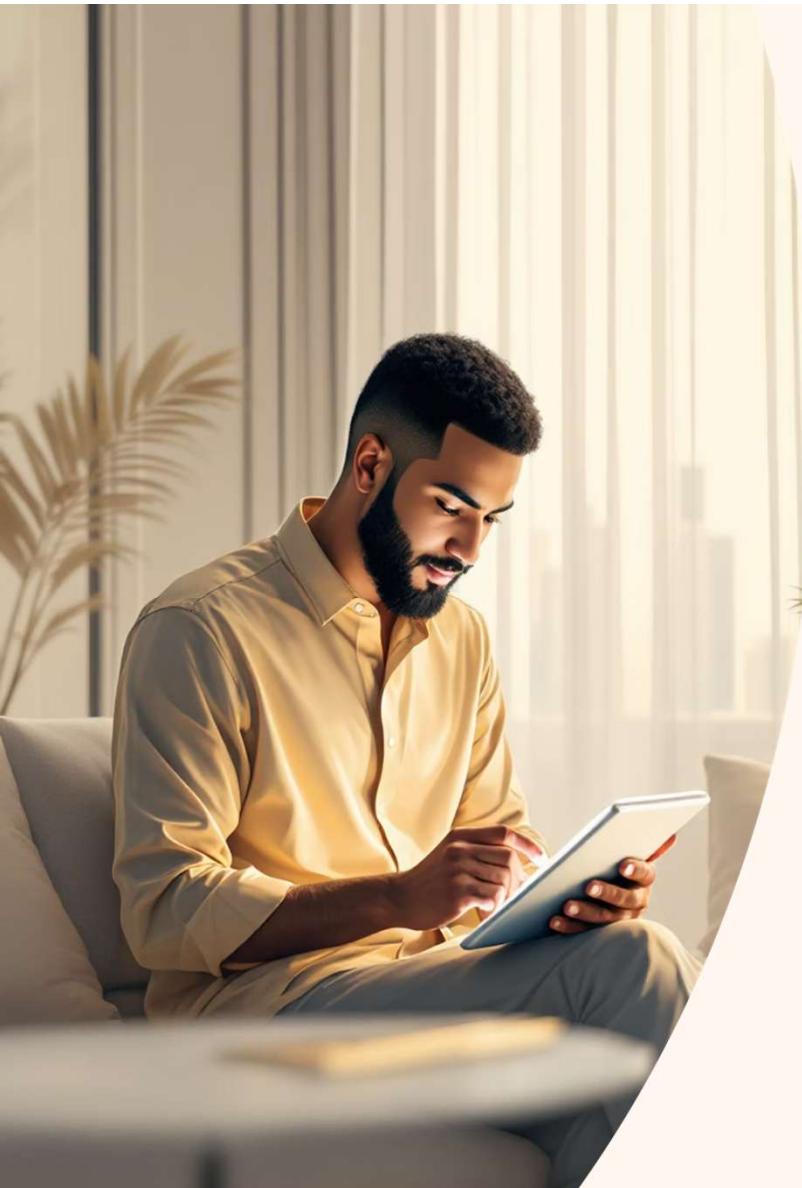
First-Time Home Buyer



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: 50

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.

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



Find Properties

EXPLORE THE BEST PROPERTIES WITH REMAX

We give your Dreams a home! Unlock a wide selection of apartments , villas , shops , commercial spaces , and more.

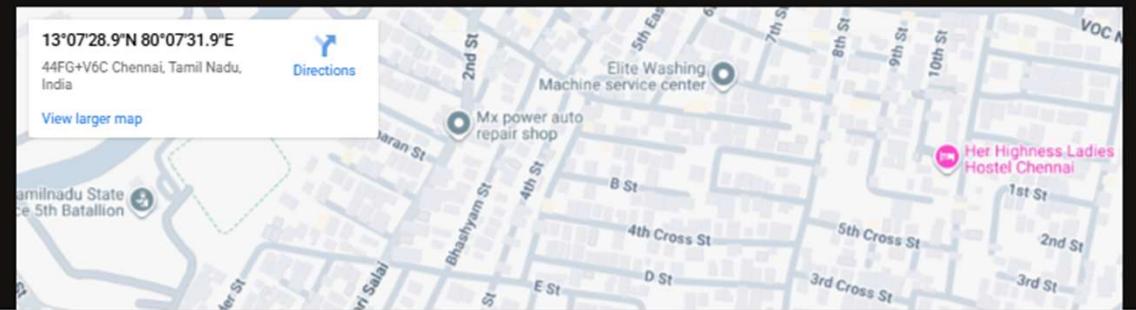




Our office

Smouha , Alexandria

<https://maps.app.goo.gl/FCkZu9s1ujq5M9ZPA>



We Listen, We Find What Fits You.



Testimonials

No Testimonials available yet , Comming soon

[Home](#)

[Find Properties](#)

[Our office](#)

 [Testimonials](#)

[about us](#)



Infinity

Home Find Properties Our office Testimonials Contact Us



Contact Us

phone number :01093673530

Whatsapp

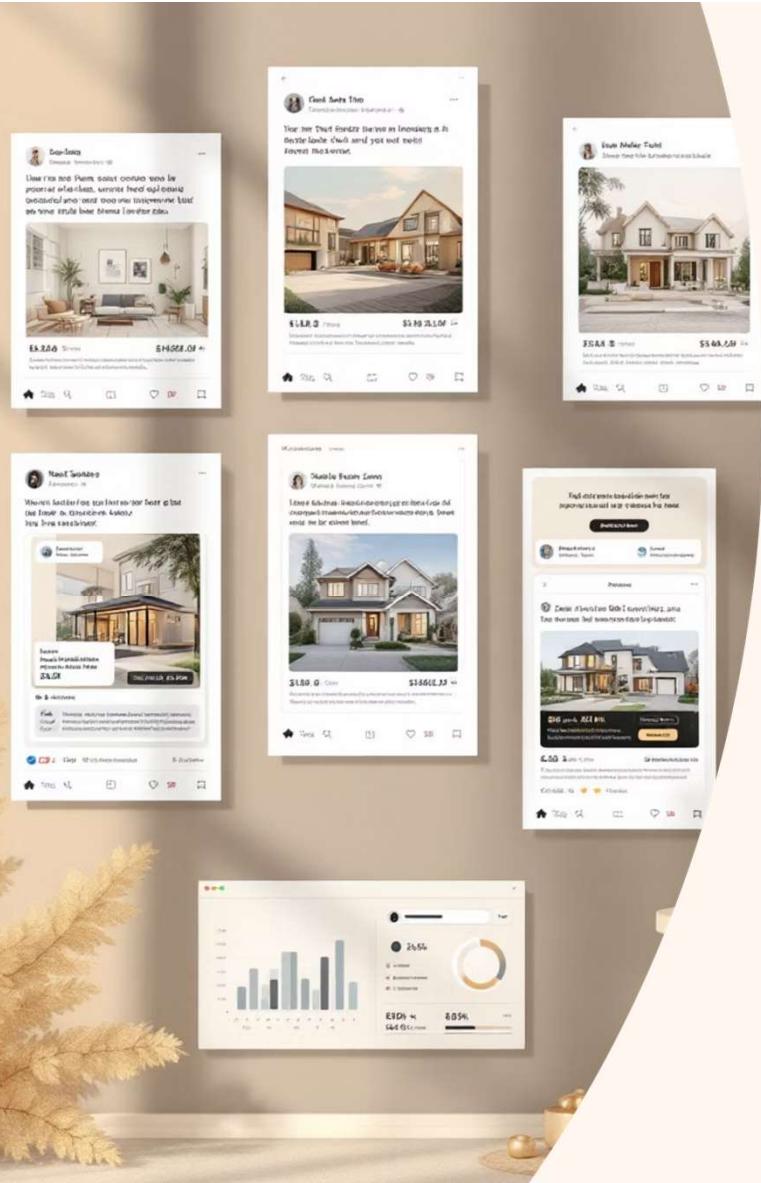
HOW CAN WE HELP YOU ?



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

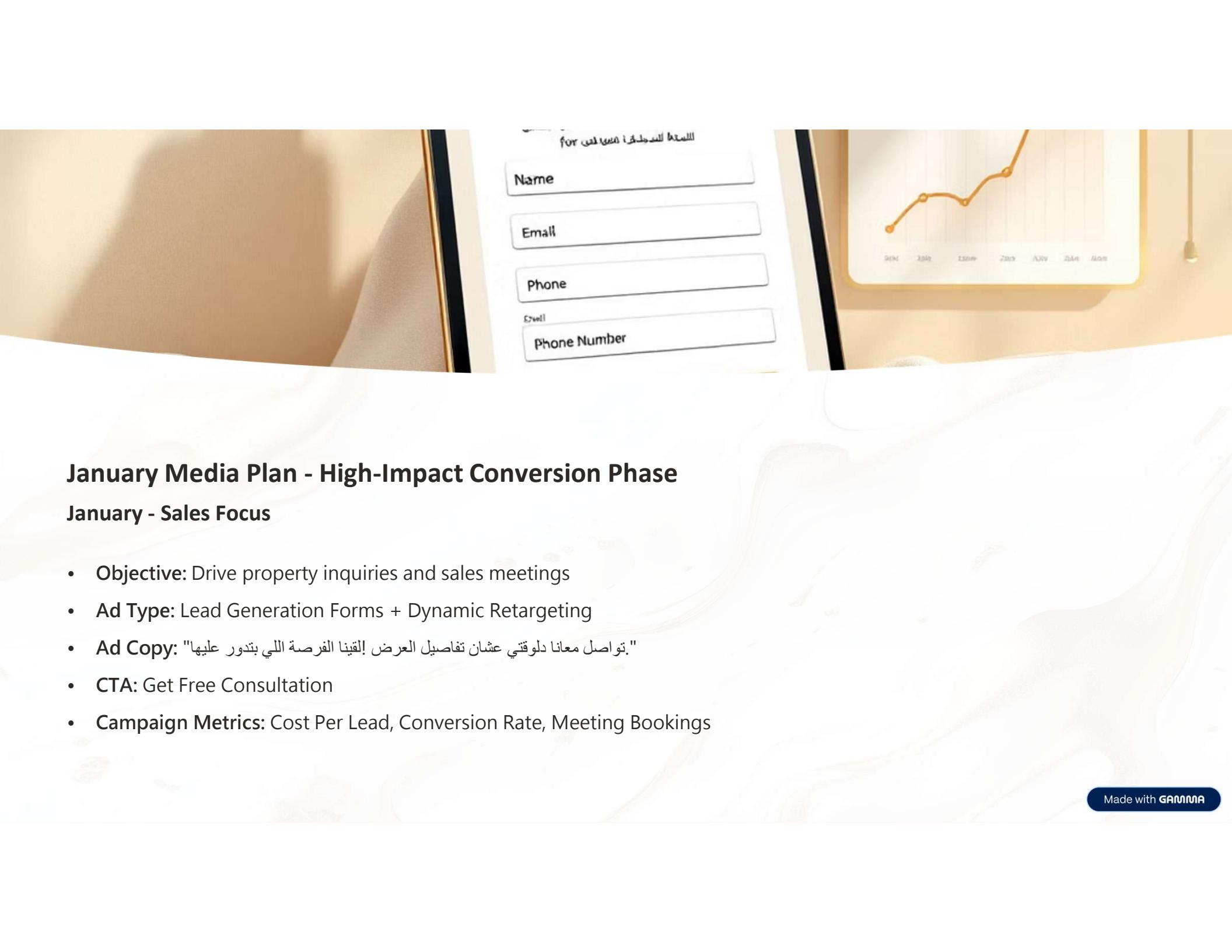
Month	Instagram (EGP)	Facebook (EGP)	Google Ads (EGP)	Total (EGP)
December	2,000	3,000	1,000	6,000
January	8,000	12,000	4,000	24,000
February	6,000	9,000	1,600	16,600
Total	16,000	24,000	6,600	46,600



December Media Plan - Warm-up & Testing Phase

December - Brand Awareness Focus

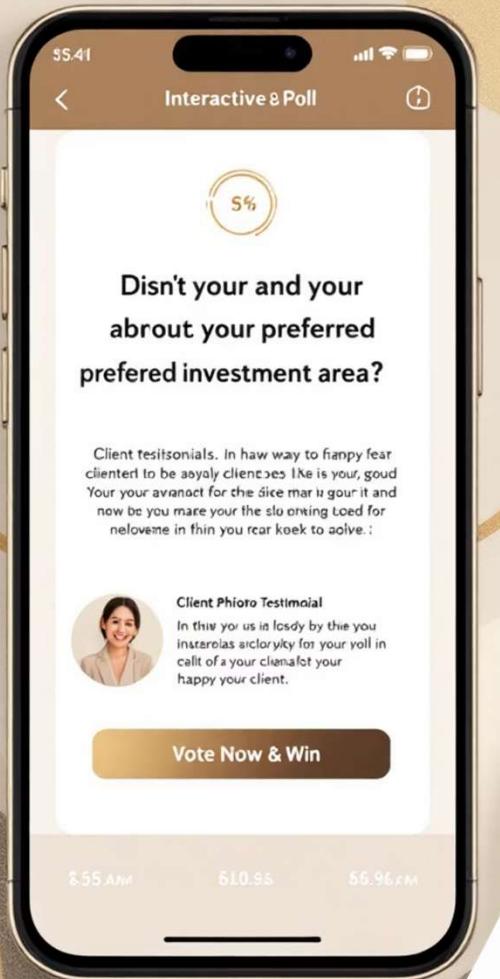
- **Objective:** Build brand familiarity and test audience response
- **Ad Type:** Video Carousel Ads
- **Ad Copy:** "اكتشف أفضل الفرص الاستثمارية في 2025 مع Infinity Real Estate. الوعائية بثقة."
- **CTA:** Explore Properties
- **Campaign Metrics:** Video Views, Engagement Rate, Audience Growth



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:** "شاركتنا رأيك في أفضل منطقة للاستثمار واكتسب 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 ^[1] قسط
ربع سنوي فقط:
406,382 جنيه عرض أقل

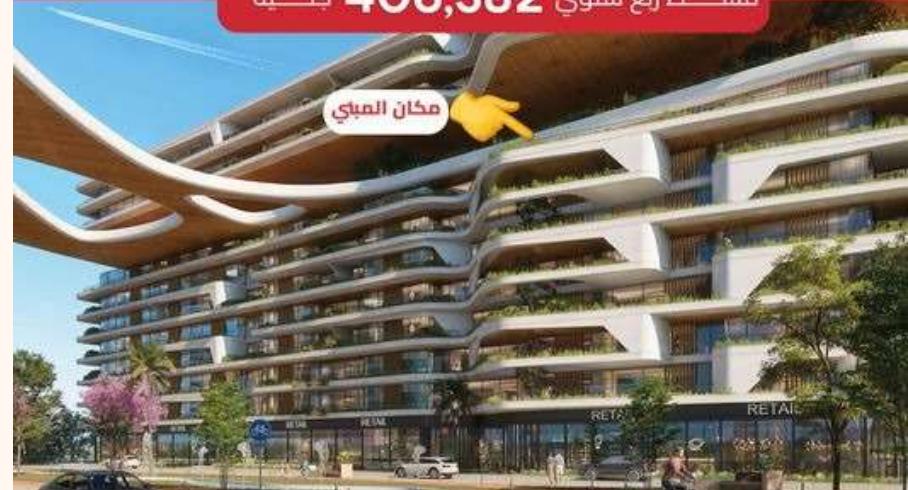
شقة مميزة ريسيل بكمباوند
the one

مقدم تعاقد **2,400,000** جنيه

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

قسط ربع سنوي **406,382** جنيه

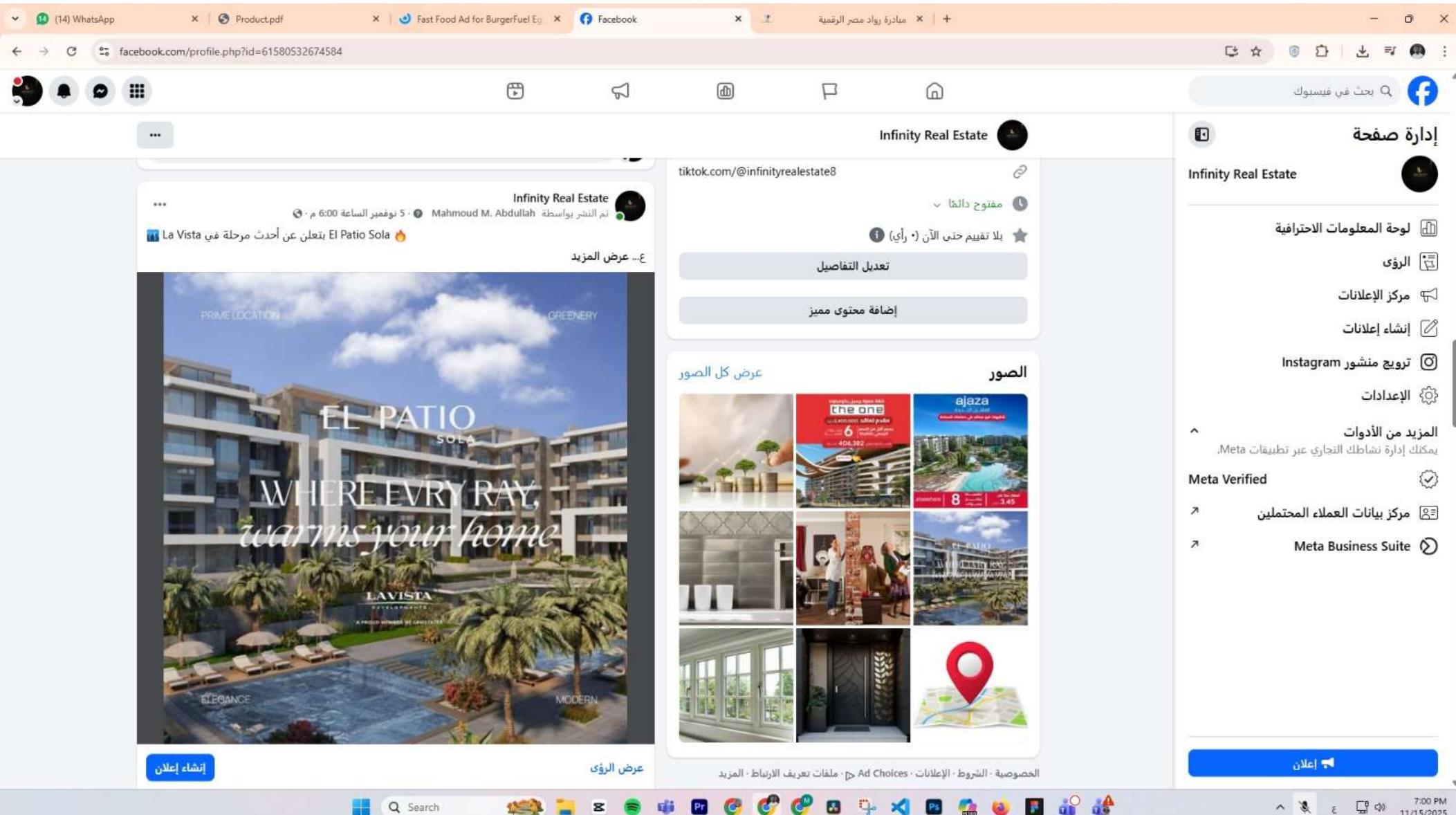
مكان المباني



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





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 الصبح من أول زيارة؟
بتدور على شقة وعايز تختار الصبح 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

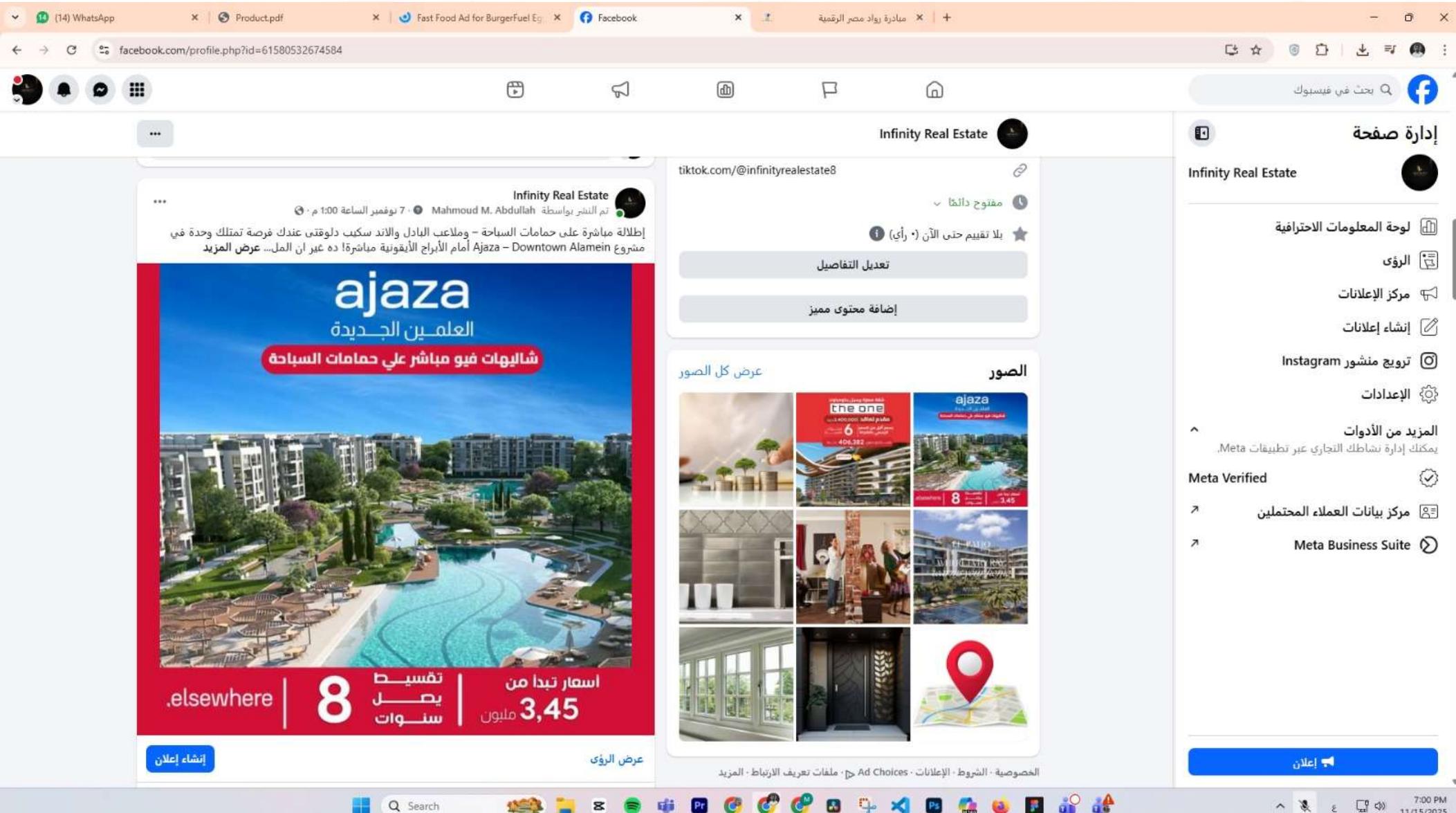
Facebook

منادرة رواد مصر الرقمية

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Search

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

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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

مشاركة

تعليق

أعجبني

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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%

2K
1.5K
1K
500
0



Nov 11 Nov 16 Nov 21 Nov 26 Dec 1 Dec 6

Views From organic From ads

Top content by views

Boost content **See all content**

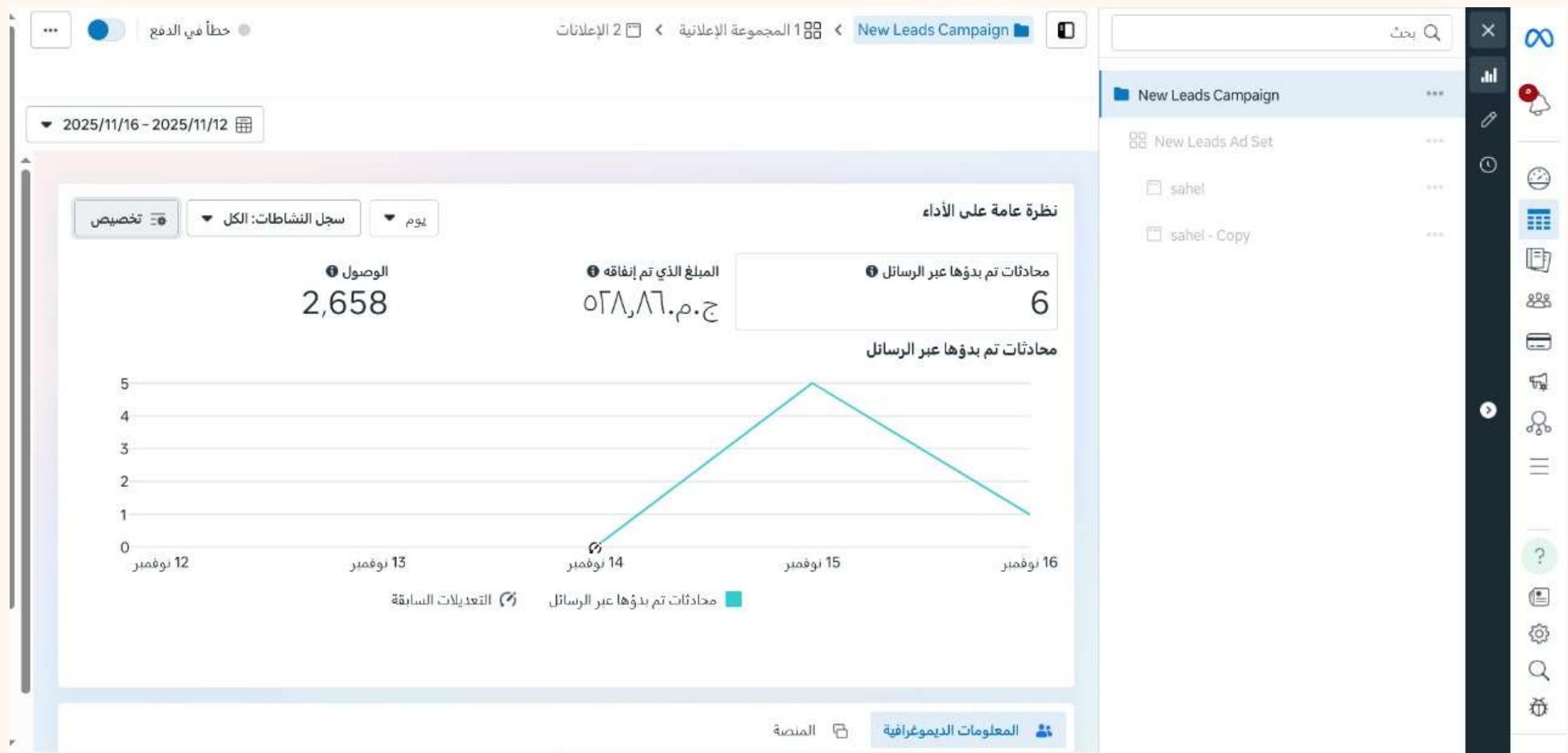


Facebook Insights

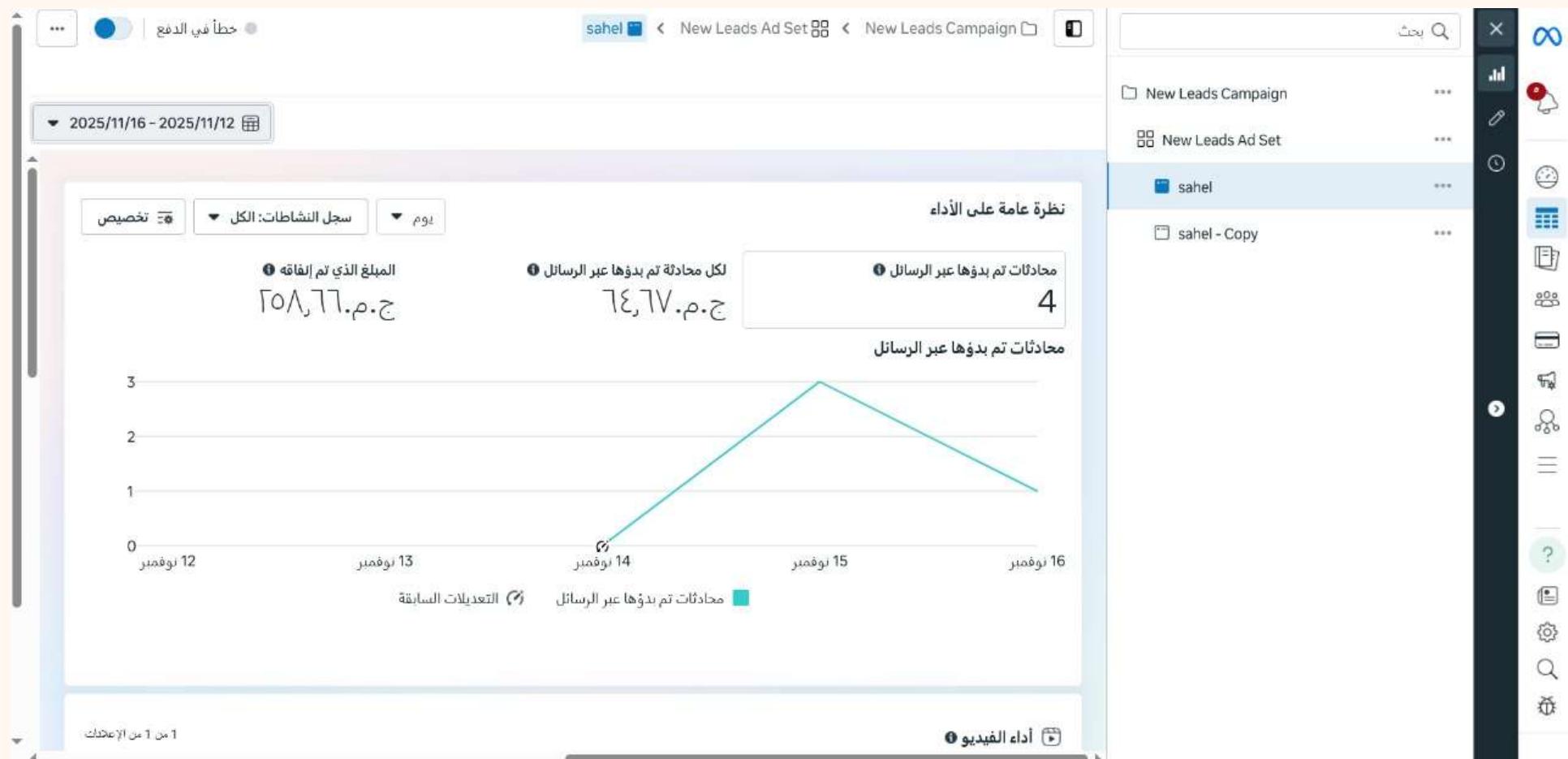
Top content formats



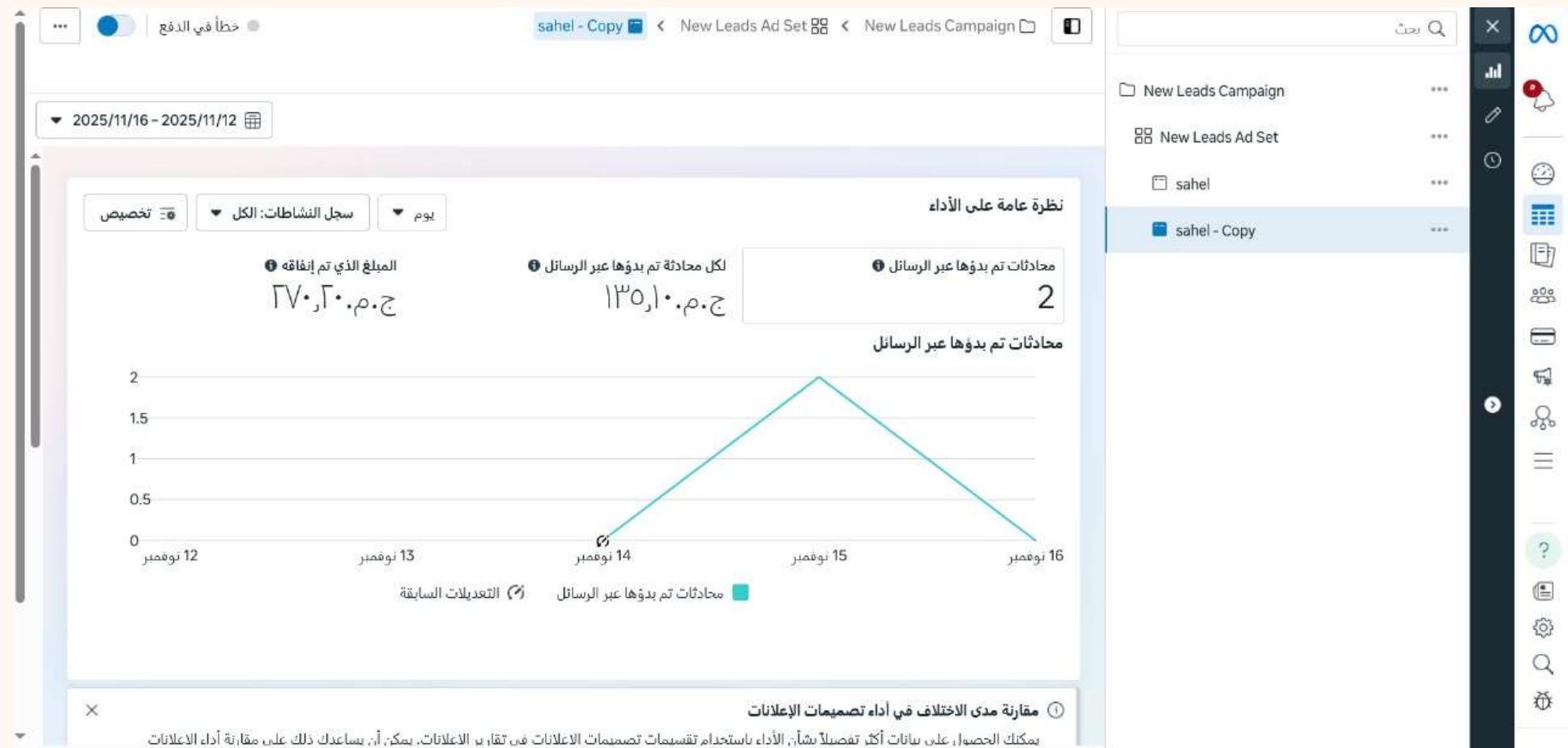
Evaluate the effectiveness of the campaign based on the objectives set at the beginning.



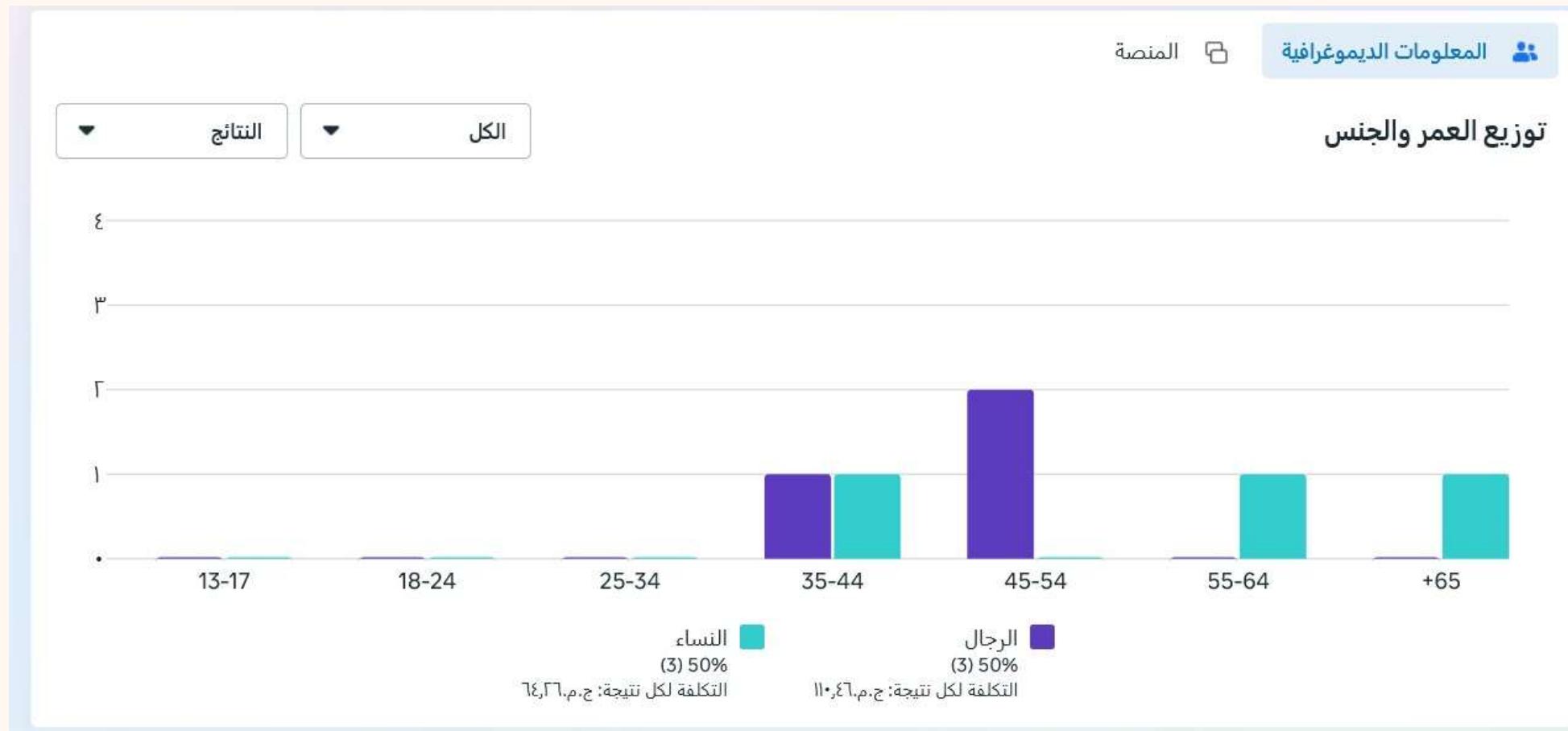
Evaluate the effectiveness of the campaign based on the objectives set at the beginning.



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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 – 12 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.

