

## **Project : Epic Egypt**



**By :** Malak yasser  
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**Fatma Ahmed**

**Project Deliverables:-**

**1)All Visual Content & Branding Items Made**

4:17



Posts

epicegypt\_



epicegypt\_

♬ Jumbo · Stronger Now

...

Siwa



[View insights](#)

[Boost post](#)

• • • •

32 1 2



epicegypt\_ Egypt is full of iconic spots you can't miss! 🇪🇬



What do you think the next post will be about? 🤔

April 28



epicegypt\_

Egypt, Travel, Adventure

...

4:16



Posts  
epicegypt\_



[View insights](#)

[Boost post](#)

35 1



**epicegypt\_** Welcome to Epic Egypt ✨  
We're here to take you on a ride through Egypt's rich culture, colorful streets, and unique jobs you don't... more

April 22



**epicegypt\_**

Giulio Cercato · Are You Ready

...



[View insights](#)

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38 3



**epicegypt\_** Something new is on the way  
Can you guess what it is?  
Are you ready? 🔥🔥 #EpicEgypt #ComingSoon #Egypt

April 21

4:17



## Posts

epicegypt\_



epicegypt\_

♬ Jumbo · Stronger Now

...



[View insights](#)

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• • • •

Heart 32 Comment 1 Share 2



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April 28



epicegypt\_

Egypt, Travel, Culture

...

4:17



Posts

epicegypt\_



epicegypt\_

♬ Jumbo · Stronger Now

...

# Pyramids



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• • • • •

Heart 32 Comment 1 Share 2



epicegypt\_ Egypt is full of iconic spots you can't miss! 🇪🇬



What do you think the next post will be about? 🤔

April 28



epicegypt\_

Egypt, Middle East

...

4:17



Posts  
epicegypt\_



epicegypt\_

♬ Jumbo · Stronger Now

...

**Discover Egypt's most  
stunning destinations,  
where every corner offers a  
new adventure and beauty  
to behold.**

[View insights](#)

[Boost post](#)

• • • •

32 1 2



epicegypt\_ Egypt is full of iconic spots you can't miss! 🇪🇬  
✨

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April 28



epicegypt\_

Egypt, Tourism, Culture

...

4:17



Posts  
epicegypt\_



epicegypt\_

♬ Jumbo · Stronger Now

...



[View insights](#)

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• • • •

Heart 32 Comment 1 Share 2



epicegypt\_ Egypt is full of iconic spots you can't miss! 🇪🇬



What do you think the next post will be about? 🤔

April 28



epicegypt\_

♬ EACSoundz - Let's Go!

...

4:17



Posts

epicegypt\_



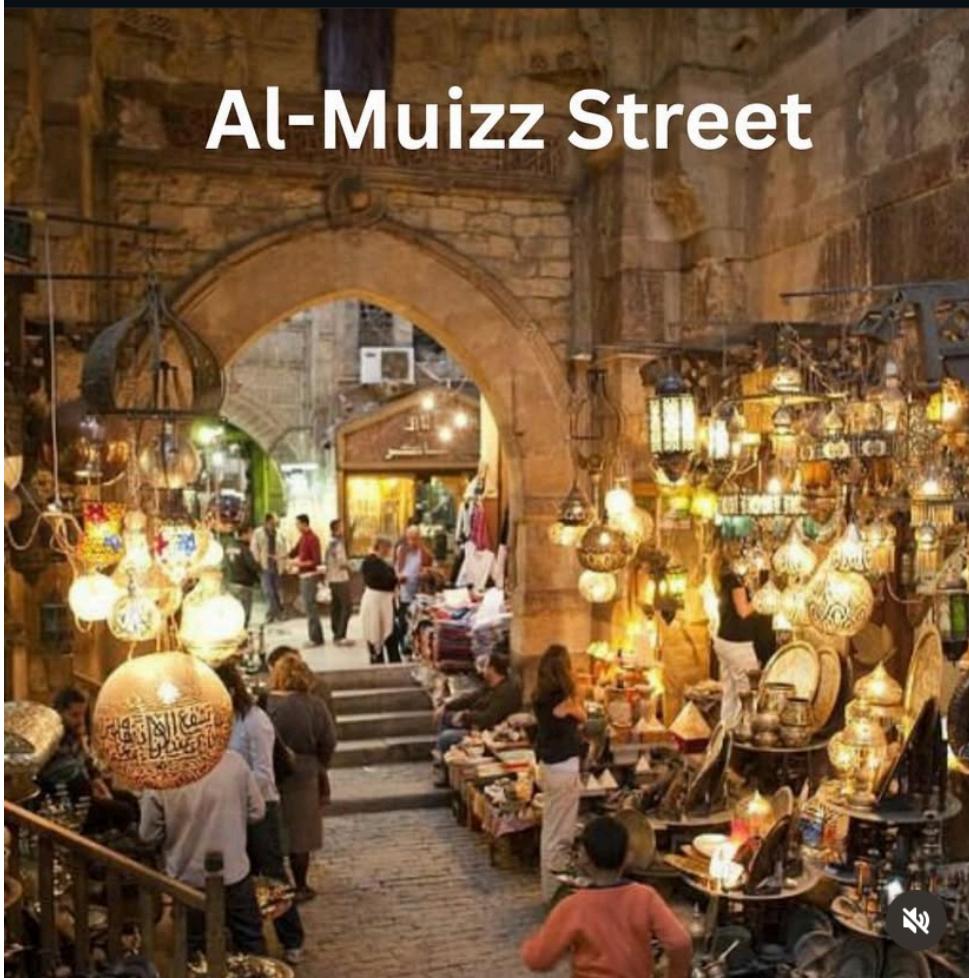
...



epicegypt\_

♬ Jumbo · Stronger Now

# Al-Muizz Street



[View insights](#)

[Boost post](#)

• • • •

Heart 32 Comment 1 Share 2



epicegypt\_ Egypt is full of iconic spots you can't miss! 🇪🇬  
✨

What do you think the next post will be about? 🤔

April 28



epicegypt\_

1 FACCounds - Lotte City

...

4:17



## Posts

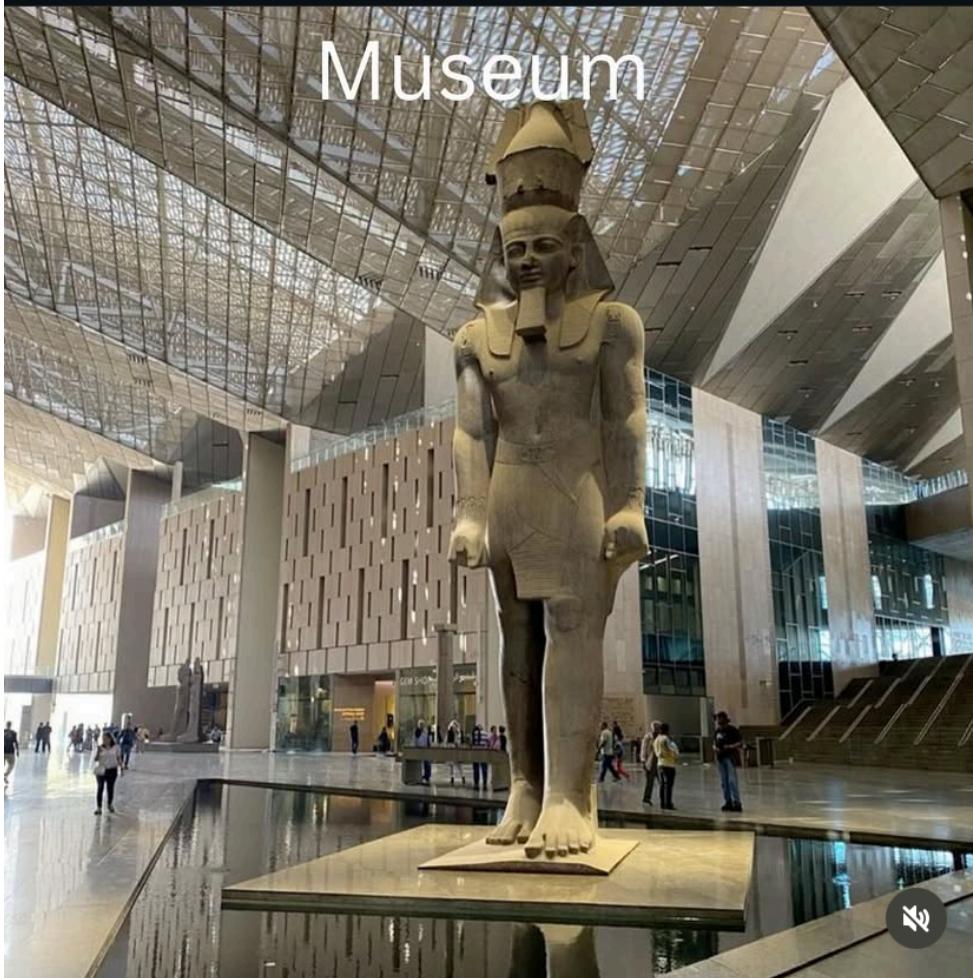
epicegypt\_



epicegypt\_

♬ Jumbo · Stronger Now

...



[View insights](#)

[Boost post](#)

• • • •

32 1 2



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What do you think the next post will be about? 🤔

April 28



epicegypt\_

EASSounds - Let's Go!

...

4:17



## Posts

epicegypt\_

East Duo · Βγδονά



View insights

Boost post



epicegypt\_ Some places just hit different — quiet corners, dreamy views, and spots you never knew existed.

Where should we go next? What's your favorite hidden gem nearby? 😊🤔 #epicegypt #egypt #hiddengems

4:17



## Posts

epicegypt\_



**In the heart of old Cairo streets, Diana  
Market takes you on a time-travel journey  
to the good old days.  
Every corner holds a story... and every  
piece carries a soul  
vinatge**



View insights

Boost post

• • • •

19



epicegypt\_ Some places just hit different — quiet corners, dreamy views, and spots you never knew existed. Where should we go next? What's your favorite hidden gem nearby? 😊😊 #epicegypt #egypt #hiddengems #tourism

4:17



Posts

epicegypt\_



**hidden high above the red sea ....Farsha  
cafe is where Egyptss soul ,eets the sea**



[View insights](#)

[Boost post](#)

• • • •

19



epicegypt\_ Some places just hit different — quiet corners, dreamy views, and spots you never knew existed. Where should we go next? What's your favorite hidden gem nearby? 😊😊 #epicegypt #egypt #hiddengems #tourism

**Branding items made:** We used a symbol that represents history and heritage in Egypt. The name of the page, Epic Egypt, was chosen to make the brand more exciting, engaging, and meaningful — encouraging people to take a closer look at Egypt.

We kept the color palette very simple to keep the focus on the content itself.

The words Epic Egypt were written in a unique, playful font to reflect the fun and adventurous spirit of the brand.

We also added a slogan to strengthen the identity and message of the page.

## **2)Written Content**

**Post 1 :** Something new is on the way

Can you guess what it is?

Are you ready ? 🔥🔥 #EpicEgypt #ComingSoon #Egypt

**Post 2 :**Welcome to Epic Egypt ✨

We're here to take you on a ride through Egypt's rich culture, colorful streets, and unique jobs you don't hear about every day 🎉

From travel moments to real stories — it's all fun, all real, and all Egyptian! 🎈

Follow us and let the journey begin! 🚶

#EpicEgypt #TravelWithAStory #DiscoverEgypt #FunAndCulture

**Post 3 :**Egypt is full of iconic spots you can't miss! 🇪🇬✨

What do you think the next post will be about? 😊

**Post 4 :**Siwa, the hidden treasure of Egypt. A place where every moment is unforgettable❤️#EpicEgypt #Egypt #tourism

**Post 5 :** El-Moez Street: where every stone tells a story and every lantern glows with memories of a golden past. Walking here feels like time-traveling through Cairo's heartbeat! ❤️😊#EpicEgypt#ElMoezstreet#Egypt #tourism #heritage

**Post 6 :** Some places just hit different — quiet corners, dreamy views, and spots you never knew existed.

Where should we go next? What's your favorite hidden gem nearby? 😊🤔 #epicegypt #egypt #hiddengems #tourism

**Post 7 :** not just a museum - it a Journey #epicegypt #egypt #history #grandegyption museum

**Post 8 :** #epicegypt #Egypt #history #grandmusuemegypt

## **3)Screenshots Of Your Insights**

### **Tiktok insights**

2:54



## Analytics

Overview

Content

Viewers

Followers

LIVE

7 days

28 days

60 days

365 days

Custom

## Key metrics ⓘ

Apr 8 - May 5

Post views

**4,167**

↑ +4,167

Profile views

**36**

↑ +36

Likes

**200**

↑ +200

Comments

**21**

↑ +21

Shares

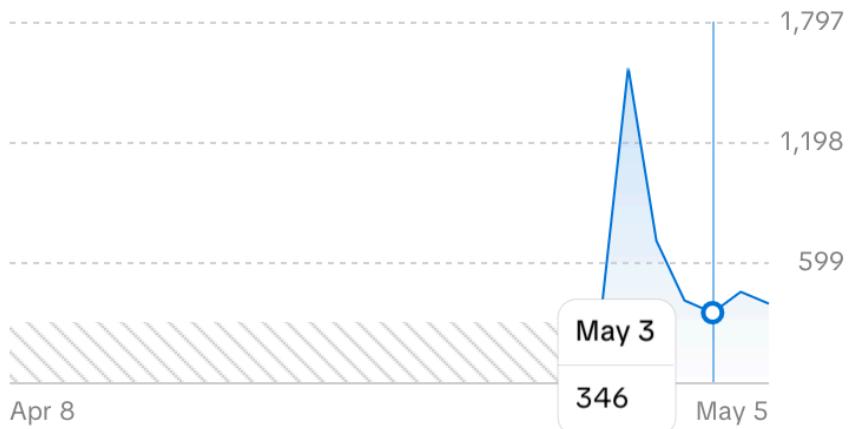
**5**

↑ +5

Est. rewards

**\$0.00**

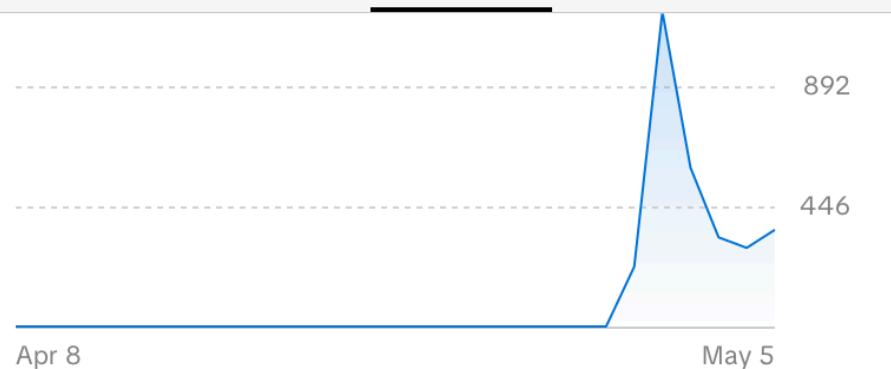
+\$0.00



2:58



## Analytics

[Overview](#)   [Content](#)   **Viewers**   [Followers](#)   [LIVE](#)

### Viewer insights ⓘ

[Gender](#)[Age](#)[Locations](#)

Egypt 92.9% >

Saudi Arabia 2.3% >

Other 1.5%

United Arab Emirates 1.1% >

United States 0.6% >

[See more](#)

### Most active times ⓘ

**Instagram insights**

3:04



## Post insights



April 22 at 11:01PM



35



1



0



0

### Overview ⓘ

Views 233

Interactions 36

Profile activity 11

### Views ⓘ

233

Views

76.4%  
Followers •



23.6%  
• Non-followers

3:04



## Post insights



April 28 at 4:12 PM



32



1



2



1

### Overview ⓘ

Views 381

Interactions 36

Profile activity 17

### Views ⓘ

381

Views

64.3%  
Followers •



35.7%  
• Non-followers

3:04



## Reel insights



**El-Moez Street: where every stone tells a story and e...**

April 30 · Duration 0:19



33



2



1



0

### Overview ⓘ

Views 413

Watch time 27m 39s

Interactions 36

Profile activity 0

### Views ⓘ

**413**

Views

**43.4%**  
Followers •



**56.6%**  
• Non-followers

3:04



## Reel insights



**Siwa, the hidden treasure of Egypt. A place where ev...**

April 29 · Duration 0:18



48



2



3



1

## Overview ⓘ

Views 940

Watch time 1h 3m 34s

Interactions 54

Profile activity 16

## Views ⓘ

**940**

Views

**45.2%**  
Followers •



**54.8%**  
• Non-followers

3:04



## Post insights

May 1 at 8:18 PM



19



0



0



0

### Overview ⓘ

Views	208
Interactions	19
Profile activity	6

### Views ⓘ

208

Views

96.6%  
Followers •



3.4%  
• Non-followers

Home	170
Profile	37
Other	1

3:04



## Reel insights

#epicegypt #Egypt #history #grandmusuemegypt

May 4 · Duration 0:18



8



0



0



0

### Overview ⓘ

Views	127
Watch time	5m 11s
Interactions	8
Profile activity	0

### Views ⓘ

127

Views

89.3%  
Followers •



10.7%  
• Non-followers

Accounts reached

62

3:04



## Reel insights



**El-Moez Street: where every stone tells a story and e...**

April 30 · Duration 0:19



33



2



1



0

### Overview ⓘ

Views 413

Watch time 27m 39s

Interactions 36

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3:04



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May 1 at 8:18 PM



19



0



0



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April 28 at 4:12 PM



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**4) Screenshots Of Your Ad Campaigns Options (ex: audience, budgetting, etc.)**

9:48



## Review

### Everything look good?



Preview ad



#### Goal

Profile visits to **epicegypt\_**

#### Audience

People similar to your followers

#### Budget & duration

102.ሮ.ሪ over 1 day



Available funds

EGP0.00

To boost in the iOS app, you'll need to add more funds with your Apple App Store payment method. [Learn more](#)

Ads are reviewed within 24 hours, although in some cases it may take longer. Once they're running, you can pause spending at any time.

**Total: EGP166.11**

[View details](#)

Includes fees and taxes

Ad budget

EGP102.00

[Pay and boost](#)

**Insights paid Ads**

2:52



## Insights

Reel

Ad

### Views ⓘ

1,896

Reach

1,597

### Engagement ⓘ

3s plays

493

Likes and reactions

39

Shares

4

Saves

2

### Profile activity ⓘ

Follows

29

Profile visits

22

### **From the KPIs:**

- Page Follower Growth: Our goal was to grow from 100 to 500 followers. Currently, our Instagram page has reached 213 followers.
- Engagement Level: While the number of views exceeded 9%, comments and likes were not very high, indicating low interaction despite decent visibility.
- Post Reach Benchmarks: We aimed for 40 to 60 organic views per day, and this target was achieved.
- Paid Ads Performance: Views from paid ads increased from 12,000 to 15,000. In fact, during our campaign, paid ads reached over 15,000 views, surpassing our goal.

### **5) Social Media Links**

[https://www.instagram.com/epicegypt ?igsh=MWhlMTEyOTV0Mmk2bA%3D%3D&utm\\_source=qr](https://www.instagram.com/epicegypt/?igsh=MWhlMTEyOTV0Mmk2bA%3D%3D&utm_source=qr)

[https://www.tiktok.com/@epic.egypt?\\_t=ZS-8w9igXRF7UP&\\_r=1](https://www.tiktok.com/@epic.egypt?_t=ZS-8w9igXRF7UP&_r=1)

### **7. Recommendations and Improvements**

- Boost Engagement: Since views were high but likes and comments were low, it would help to make posts more interactive. Try adding questions, polls, or running small giveaways to encourage followers to respond.
- Improve Content Quality: Focus on creating more visually appealing and relevant content that speaks directly to your target audience in both tone and topic.
- Invest More in Paid Ads: Paid campaigns performed well, so it's a good idea to increase the ad budget in future campaigns while making sure to target the right audience for even better results.
- Track Performance Regularly: Keep monitoring your content's performance to figure out what works best — like which post types or times get the most attention.
- Promote the Page: Collaborate with small influencers or similar pages to help grow your follower base in a more organic way.

