Project Planning & Management

1. Business name:

- Healthy heaven

2. Brief :

- Idea : A restaurant serving healthy food is a place where there are different types of healthy food for purchase. A nutrition coach is available to develop an appropriate diet according to the case, and for follow-up and consultations regarding the various systems.

- Products :

- Providing ready-made healthy food

- selling frozen healthy food

- Service:

- A coach specializing in nutrition to develop a suitable diet

3 -The main objectives of the marketing campaign :

- Short-term Marketing Objectives :

-  *Increase Awareness :*

- Increase awareness of the project and its services

- *Attract New Customers:*

- Attract new customers to the restaurant and store.

- Long-term Marketing Objectives :

- *Build Brand Identity* : Build a strong and trustworthy brand in the healthy food

industry.

- *Develop Services* : Develop services that meet the needs of customers.

- *Increase Loyalty* : Increase customer loyalty and encourage repeat business.

4-Digital Marketing Objectives:

- Increase Brand Awareness:

- Increase awareness of the brand and its products or services.

- Increase Social Media Engagement:

- Increase engagement on social media platforms.

- Traffic increase on social media page :

- Increase the number of visitors to the social media page .

- Increase Conversion Rate:

- Increase the number of customers who make a purchase, sign up, or take a desired action.

5- SMART Objectives :

- Increase the number of followers on Page by 20% in the First Month.

- Increase Social Media Engagement by 15% in the Second Month

- Increase Brand Awareness by 30% in the Third Month

6 - Identify the digital tools and platforms:

- Facebook

- Instagram

- Canva For Designs