

Nutritionist At Home

DEPI Graduation project 2024

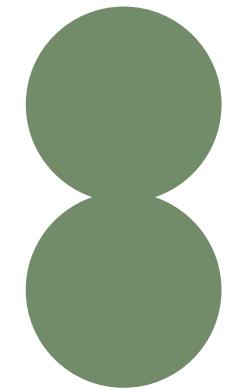


**Nutritionist
at
home**

Outline

- Project Overview
- Our Team
- Business Model Canvas
- Resource Analysis
- SWOT Analysis
- Competitors
- Marketing Channels
- Buyer Persona
- Marketing Mix -4PS
- Budget
- Content Calendar
- Action Plan
- Analysis
- Key Strategies Of Improvement





PROJECT OVERVIEW

The "Nutritionist at Home" service brings personalized nutritional guidance directly to the client's home. This project aims to revolutionize the way people approach healthy living by offering expert consultations tailored to individual health needs, diets, and fitness goals.

- 1** Personalized Diet Plans
- 2** In-Home Consultations
- 3** Ongoing Support





Our Team



Marwa Magdy



Amira Mohsen



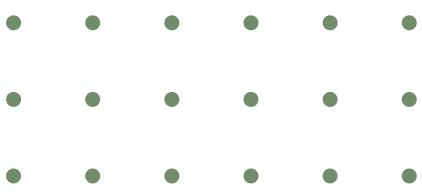
Marian Magdy



Kholod Ali



Nema Kamal



Business Model Canvas

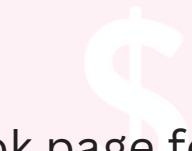
Key Partners	الشركاء	Key Activities	الأنشطة الرئيسية	Value Propositions	القيمة المقدمة	العلاقة مع العملاء Customer Relationship	شرائح العملاء Customer Segments
لا يوجد شراكات		<ul style="list-style-type: none"> 1- تقديم استشارات التغذية عبر الإنترنت. 2- تصميم برامج غذائية مخصصة لكل مريض. 3- متابعة دورية لحالة العميل وتقديم نصائح مستمرة. 4- إنشاء محتوى توعوي حول التغذية الصحية 5- تحديث البرامج الغذائية بناءً على التقدم الصحي للعميل. 	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> 1- تقديم خطط غذائية مخصصة بناءً على احتياجات كل فرد. 2- متابعة شخصية وتحسينات مستمرة على النظام الغذائي بناءً على تقدم العميل. 3- تسهيل الوصول إلى استشارات التغذية بدون الحاجة لزيارة عيادة. 4- توفير الوقت والجهد من خلال الاستشارات عن بعد. 5- دعم العملاء في تحقيق أهداف صحية مثل فقدان الوزن، تحسين مستوى الطاقة، إدارة الأمراض المزمنة مثل السكري. 6- خدمة الاشتراك الشهري تقديم برنامج غذائي محدث بانتظام يتضمن متابعة شهرية ومرنة في تعديل النظام الغذائي بناءً على التقدم أو التغيرات الصحية. 		<ul style="list-style-type: none"> 1- استشارات شخصية ومتخصصة. 2- متابعة منتظمة من خلال وسائل التواصل الاجتماعي 3- دعم العملاء وتقديم أفضل خدمة 4- بناء علاقة طويلة الأمد تعتمد على الثقة والالتزام بتحقيق الأهداف الصحية. 	<ul style="list-style-type: none"> 1- الفئة العمرية: تتراوح أعمار العملاء المستهدفين بين 18 و 45 سنة 2- الأفراد الذين يبحثون عن حلول غذائية مخصصة لتحسين صحتهم. 3- الأشخاص الذين يعانون من مشاكل صحية مثل السمنة أو النحافة 4- المهتمون بالتعرفة الصحية ويرغبون في تحسين عاداتهم الغذائية
Key Resources	الموارد	<ul style="list-style-type: none"> 1- إدارة الصفحات 2- مهارات التصميم 3- متابعة العملاء 4- إنشاء محتوى توعوي حول التغذية الصحية 5- تحديث البرامج الغذائية بناءً على التقدم الصحي للعميل. 	<input type="checkbox"/>			Channel القنوات	<p>Facebook Account: صفحة مخصصة لمتابعة حالات السمنة والنحافة، تحتوى على جمهور مهم ي مجال الصحة والتغذية.</p> <p>Instagram Account: منصة تركز على نشر المحتوى المرئي الجذاب مثل الصور والفيديوهات القصيرة المتعلقة بالنظام الغذائي الصحي والتمارين الرياضية.</p> <p>TikTok Account: حساب مخصص لنشر محتوى قصير ومميز يمكّنه الوصول إلى جمهور واسع، خاصة من الشباب.</p>
							<ul style="list-style-type: none"> 1- رسوم الاستشارات الغذائية عبر الإنترنت. 2- اشتراكات شهرية أو باقات متابعة. 3- عرض ترويجية أو باقات خاصة للعملاء الجدد أو المستثمرين

Resource Analysis

Our Platforms



We manage a Facebook page focused on health and nutrition, sharing regular educational content to encourage a healthy lifestyle. Our Instagram account delivers visually engaging content on healthy diets and exercises, while TikTok offers creative, short videos with workout tips to attract and engage a wide, younger audience.



Human Resources

Our team efficiently manages social media accounts by posting valuable content and engaging followers to boost interaction. We also create visually appealing designs, such as educational videos and nutritional charts, to guide the audience toward healthy habits. Additionally, we offer personalized nutritional advice and exercise plans to enhance customer experience and achieve positive results.

BUDGET

Analytical Tools



Google Analytics is a key tool for analyzing social media traffic and understanding customer behavior, tracking page visits, traffic sources, and content performance to support data-driven decisions.

Facebook and Instagram Insights offer precise metrics on engagement, including views, likes, comments, and shares, helping analyze the target audience and evaluate the effectiveness of marketing campaigns to improve performance and reach.



Financial Resources

Since the project operates solely online, there are no fixed operational costs like rent or fixed salaries. However, a monthly budget of 1000 EGP has been allocated to fund online advertising campaigns.

SWOT ANALYSIS

STRENGTH

- Affordable Pricing
- Weekly Follow-up
- Customized Content

WEAKNESS

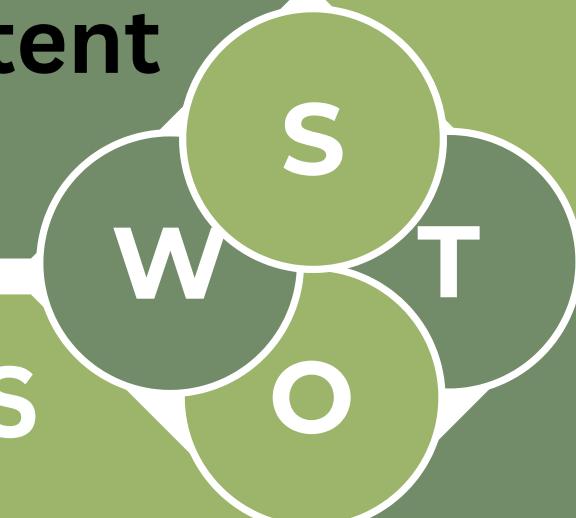
- No Physical Location
- Limited Trust

OPPORTUNITIES

- Health Awareness
- Timely Promotions
(Summer Specials)

THREATS

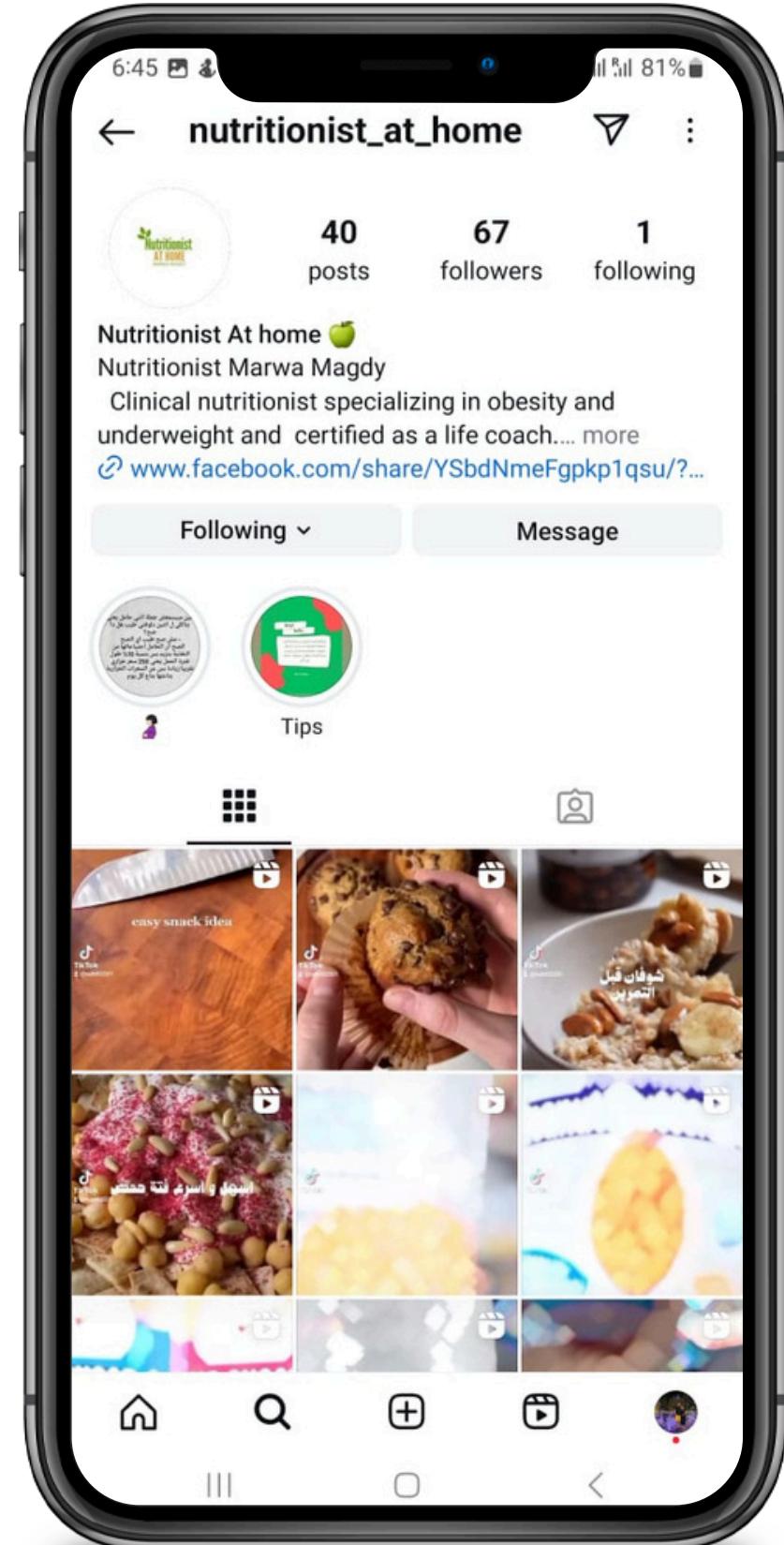
- Intense Competition
- Online Dependence



NUTRITIONIST AT HOME

FOUNDED 2024

Nutritionist at Home offers personalized nutrition services, providing tailored meal plans and expert guidance right to your door. We help you achieve your health goals from the comfort of your home.



STATISTICS

Analyzing key metrics reveals opportunities for growth, engagement, and improvement in our online presence compared to competitors, highlighting the importance of strategic marketing initiatives

186 followers

01

FOLLOWERS

likes/post:12
comment/post:5
shares/post:3

02

ENGAGEMENT

4 posts/week

03

POSTING

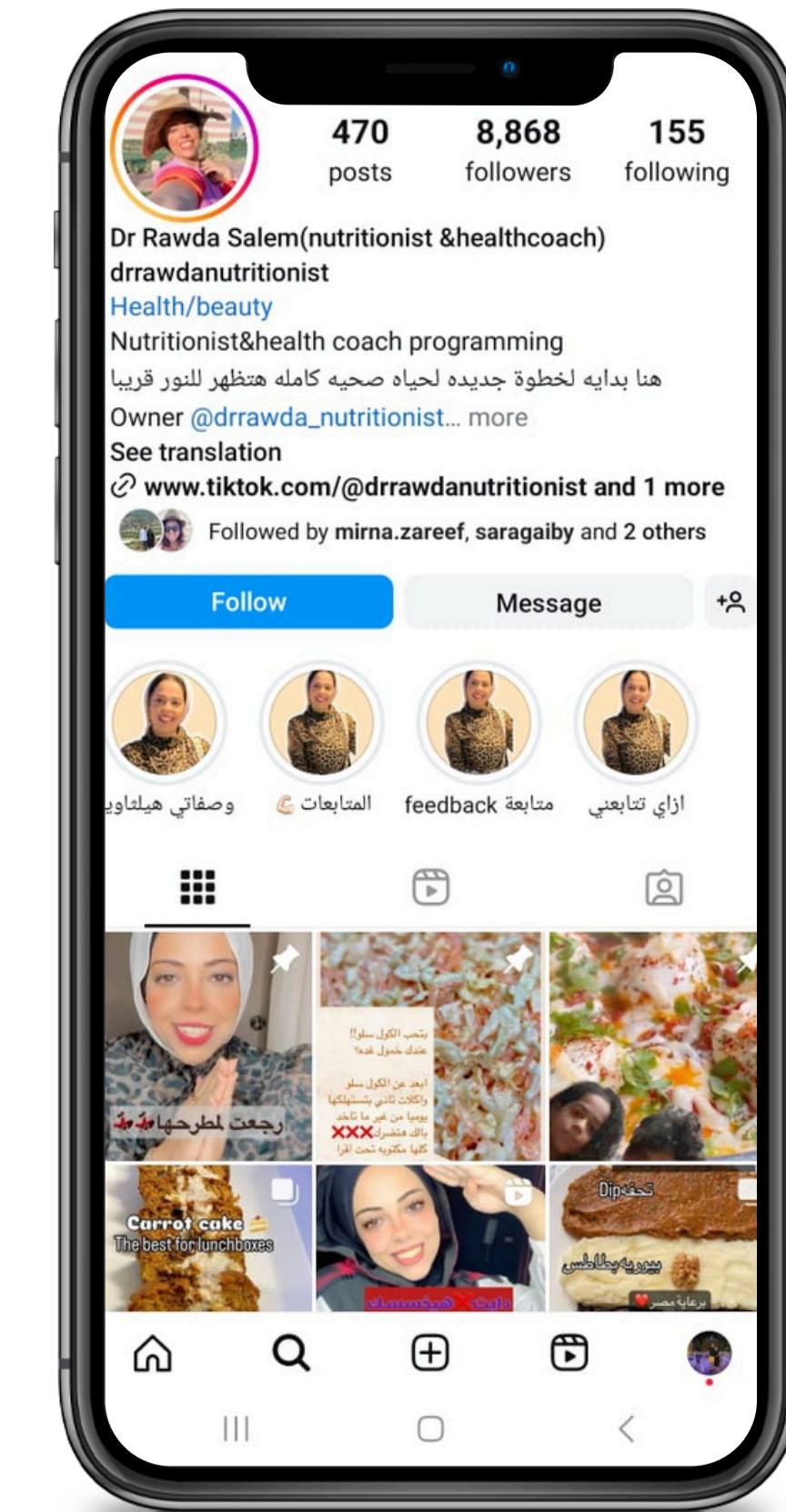


Competitors

DR/RAWDA SALEM NUTRITIONIST

FOUNDED 2022

Dr. Rawda Salem offers tailored nutrition solutions with a focus on therapeutic dietary plans, empowering clients to achieve their health goals. Her engaging content and regular interactions foster a strong community presence, enhancing client support and motivation



STATISTICS

Dr. Rawda Salem's Facebook page consistently shares diverse content like text, photos, videos, and reels. Despite lower engagement rates, her regular posting and interactive approach contribute to building a loyal audience and enhancing client relationships.

47,000 followers

01

FOLLOWERS

likes/post:4
comment/post:1
shares/post:2

02

ENGAGEMENT

5 posts/week

03

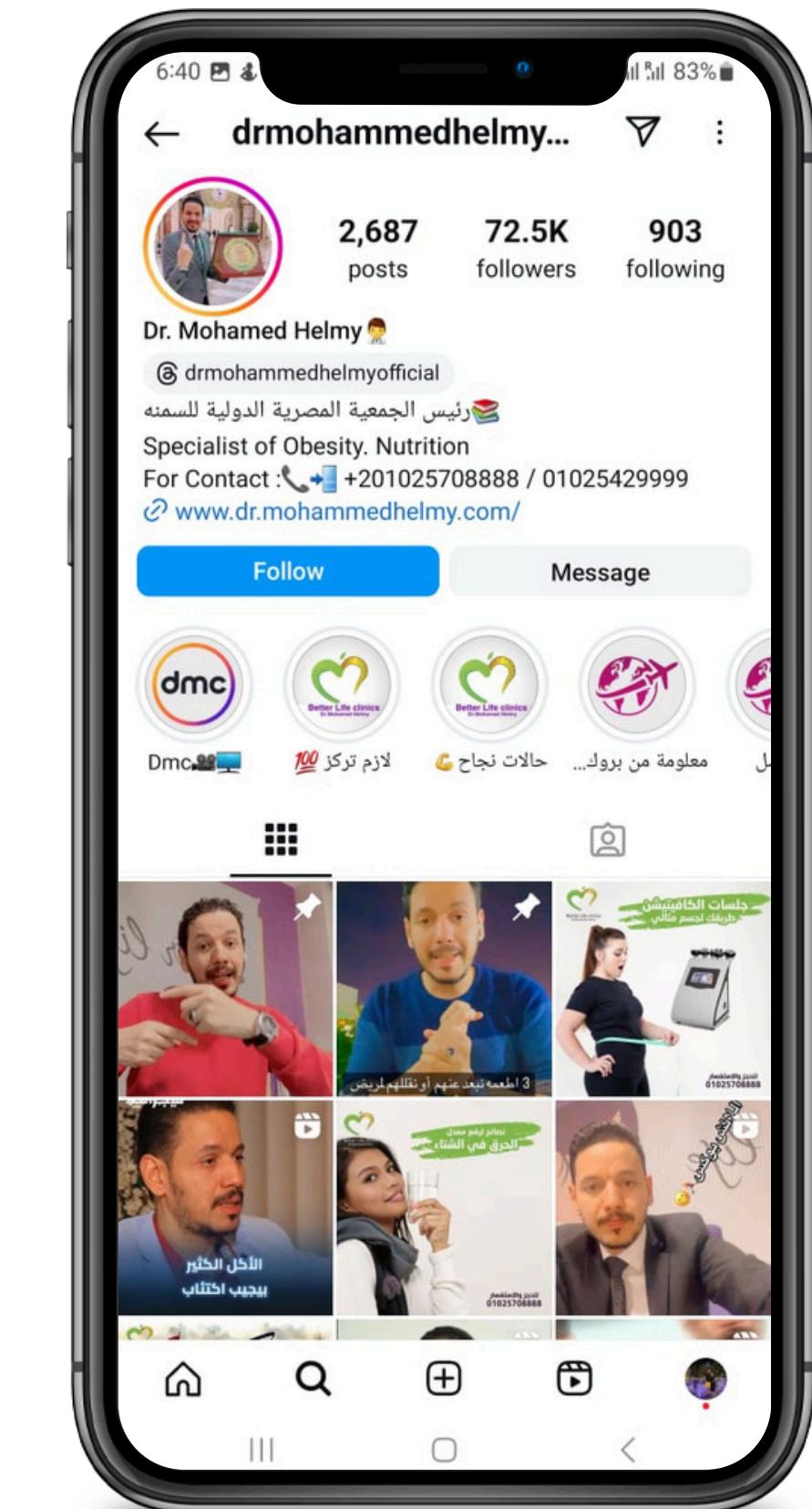
POSTING



DR MOHAMMED HELMY

FOUNDED 2012

Dr. Mohammed Helmy is a highly recognized nutrition specialist, offering personalized therapeutic nutrition and weight management solutions. His content, which includes text, photos, videos, and reels, engages a broad audience, fostering both education and motivation for healthier living.



STATISTICS

Dr. Mohammed Helmy's Facebook page demonstrates high engagement, with frequent posts attracting significant interaction through likes, comments, and shares. His content strategy, which includes text, photos, videos, and reels, contributes to a broad reach and active audience participation.



442K followers

01

FOLLOWERS

likes/post:50
comment/post:22
shares/post:2

02

ENGAGEMENT

5 posts/week

03

POSTING

DR. NILLY SHAMS

FOUNDED 2019

Dr. Nilly Shams is a consultant in therapeutic nutrition and public health, providing expert guidance for managing health through balanced diets. Her social media presence emphasizes helpful videos, reels, and consistent interaction with her audience to promote a healthier lifestyle.



STATISTICS

Dr. Nilly Shams maintains a highly active Facebook presence, posting seven times per week with an engagement rate considered high. Her content consistently garners around 900 likes and 100 comments per post, reflecting strong interaction and community engagement.



2M followers

01

FOLLOWERS

likes/post:900
comment/post:100
shares/post:30

02

ENGAGEMENT

7 posts/week

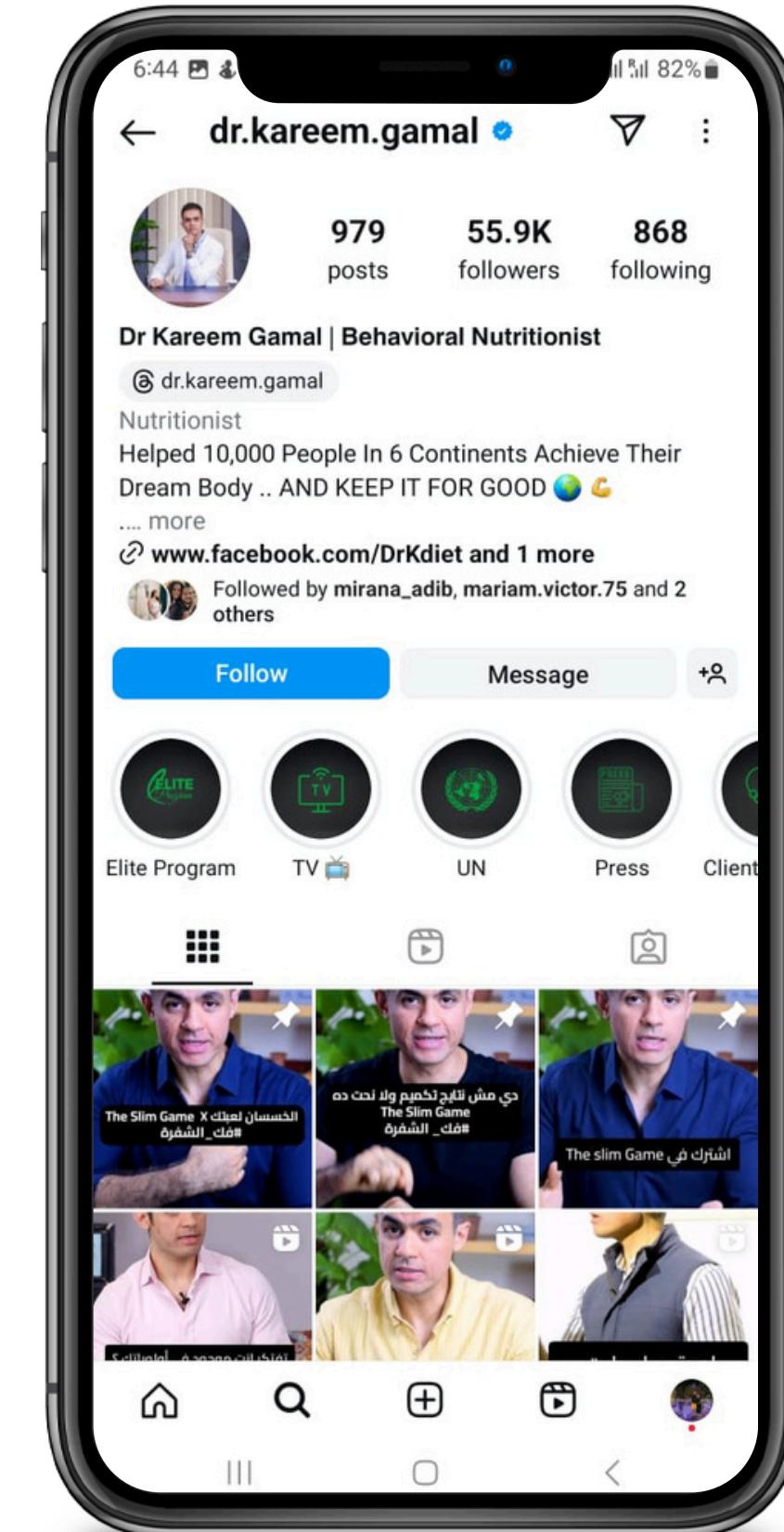
03

POSTING

DR. KAREEM GAMAL

FOUNDED 2012

Dr. Kareem Gamal is a nutrition consultant recognized for his engaging content that emphasizes healthy living. He combines humor with practical advice, making nutrition relatable and accessible for a diverse audience.



STATISTICS

Dr. Kareem Gamal's social media strategy fosters strong engagement through his use of informative and entertaining content. His approach not only builds community trust but also encourages active participation in discussions about health and nutrition.



370K followers

01

FOLLOWERS

likes/post:128
comment/post:84
shares/post:80

02

ENGAGEMENT

3 posts/week

03

POSTING

Marketing Channels

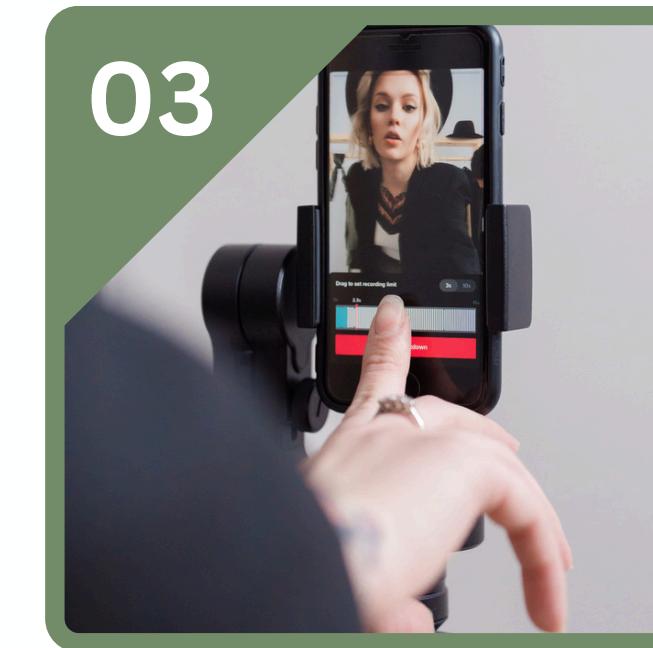
Nutritionist at Home utilizes digital channels to connect with clients and offer personalized nutrition guidance. By leveraging social media and messaging apps, we foster an engaging community that supports healthy living.



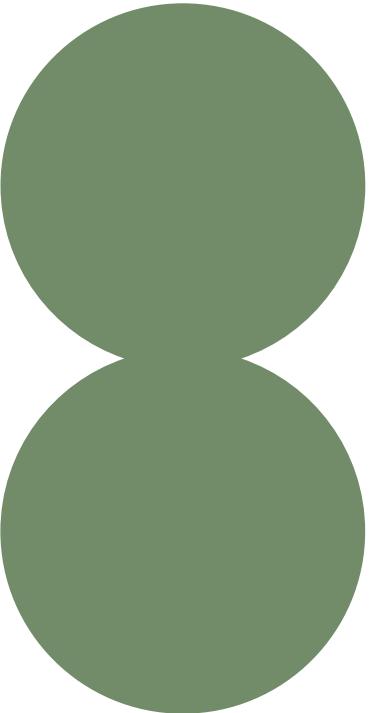
Facebook



Instagram



TikTok

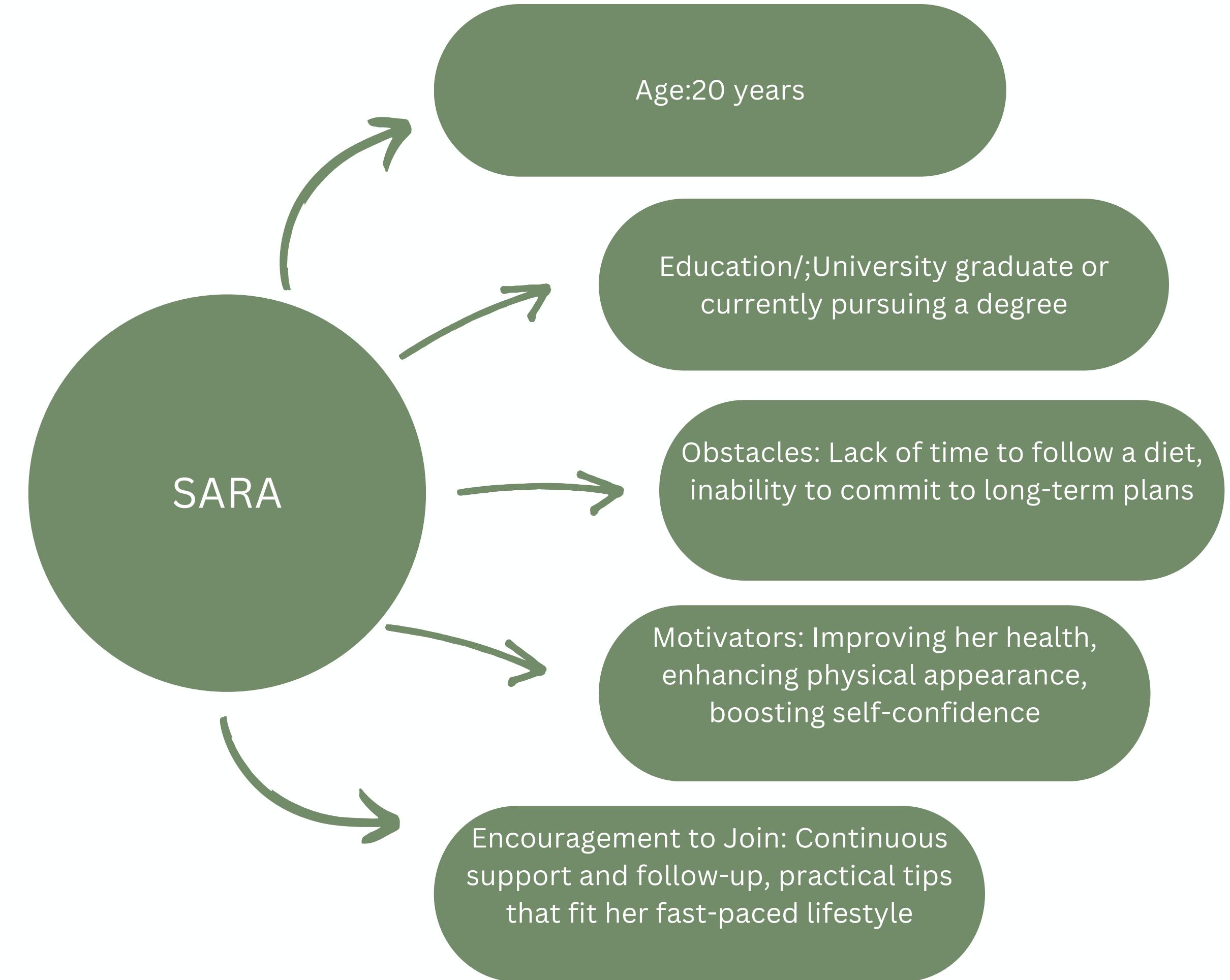


BUYER PERSONA



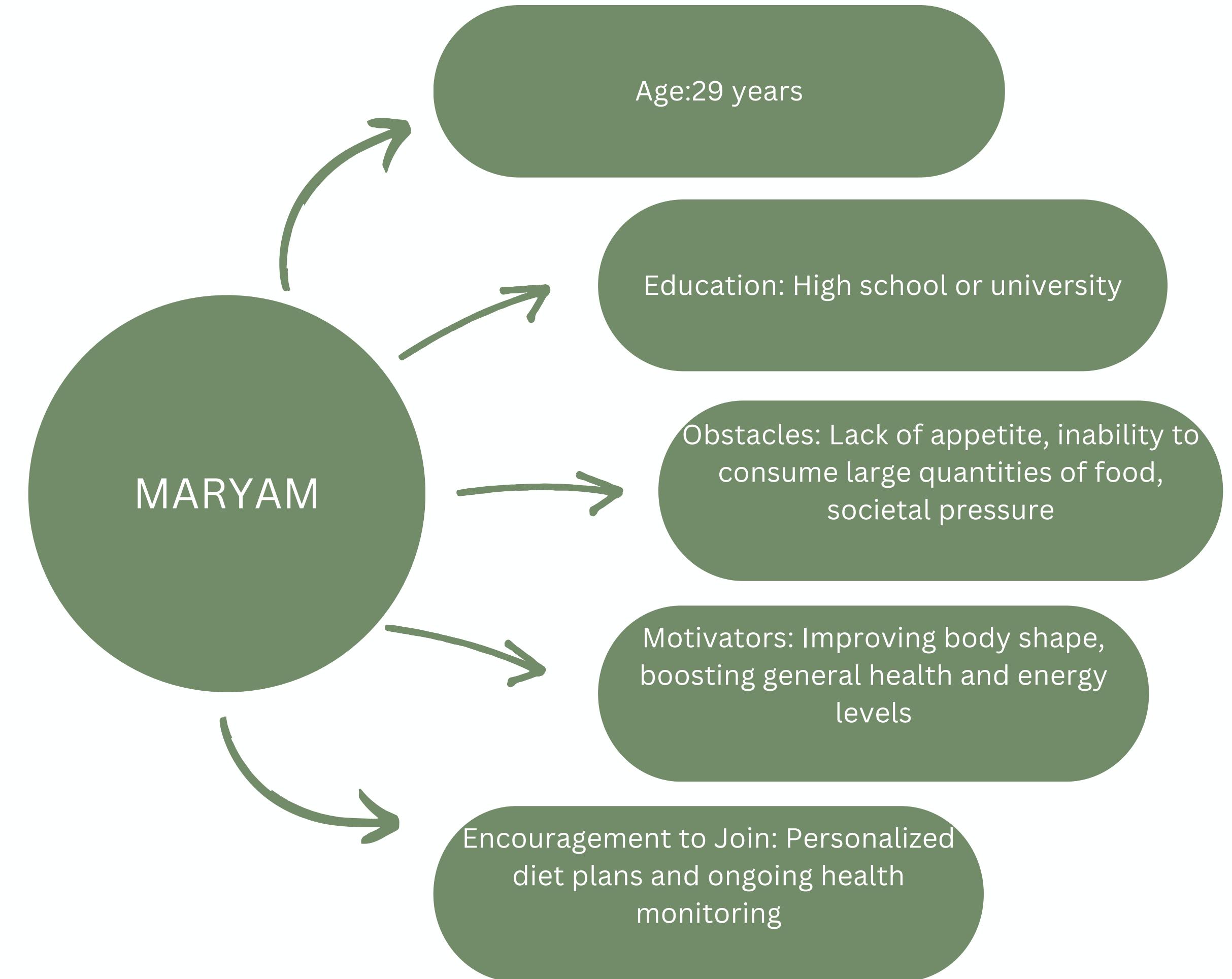
GOAL

Lose weight to improve her appearance and overall health



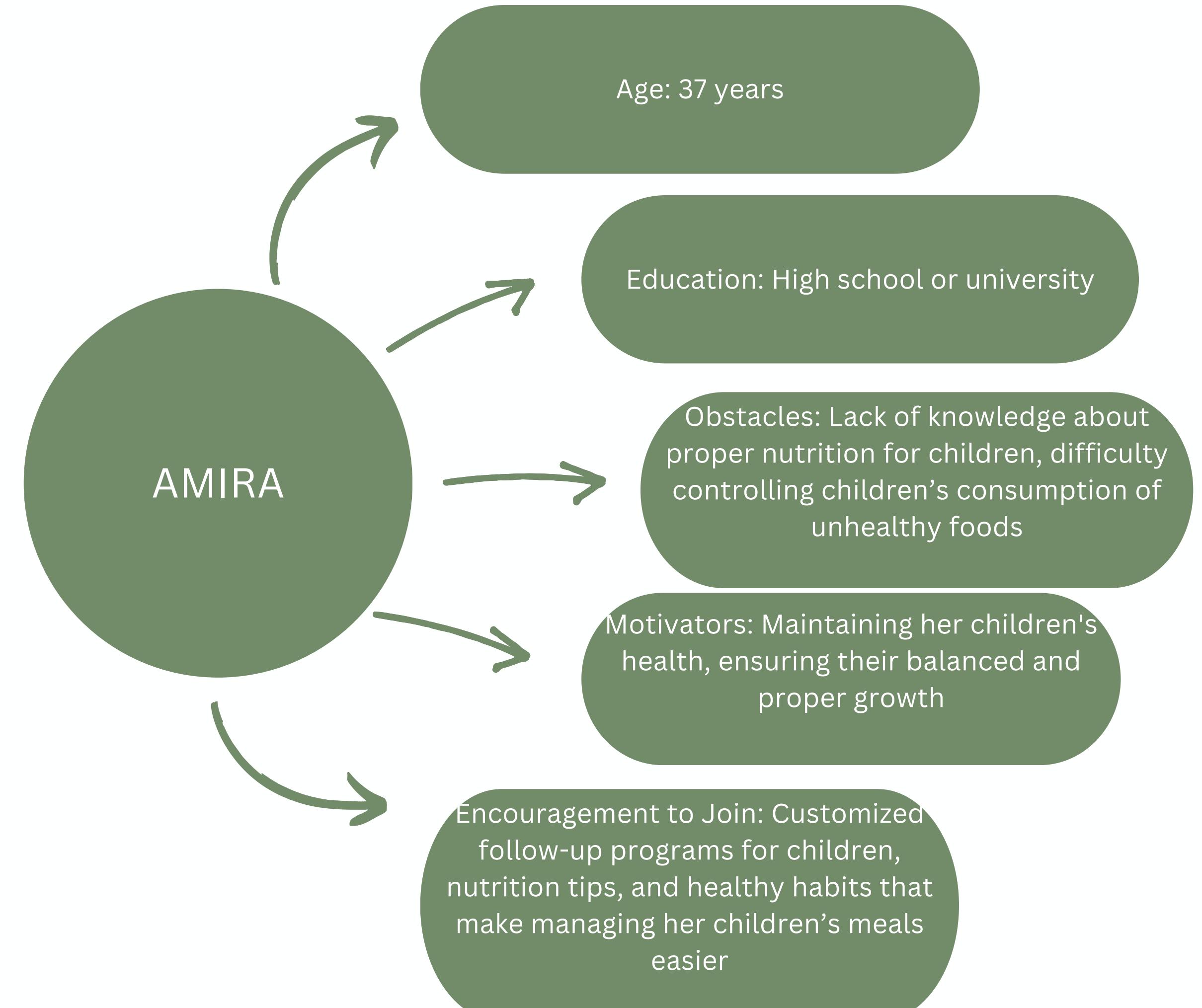
GOAL

Gain weight in a healthy way and increase energy levels



GOAL

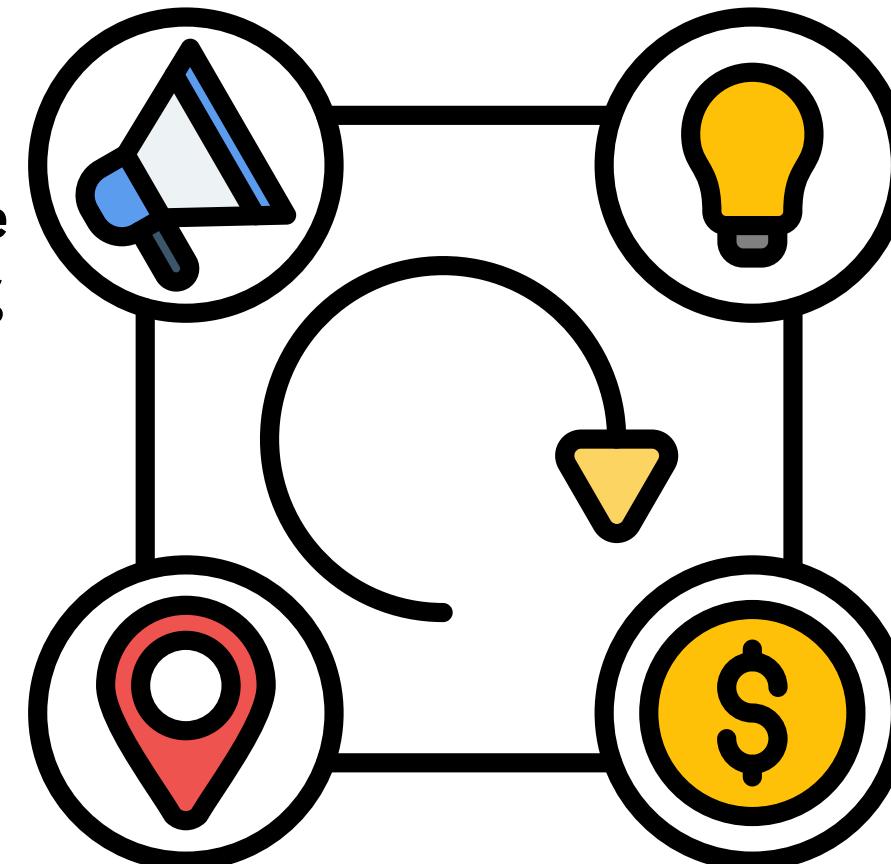
Ensure her
children's health
and proper growth



4PS

PROMOTION

Promotional strategies include paid Facebook ads, engaging visual content on social media, and limited-time discounts on subscriptions to attract new clients. The target audience consists of women seeking solutions for obesity or underweight issues, favoring home workouts and personalized nutrition plans.



PLACE

Social media (Facebook, Instagram, TikTok) is used for content and client interaction, with consultations and services delivered online via messages and WhatsApp. This digital approach allows for wide geographical reach without a physical location.

PRODUT

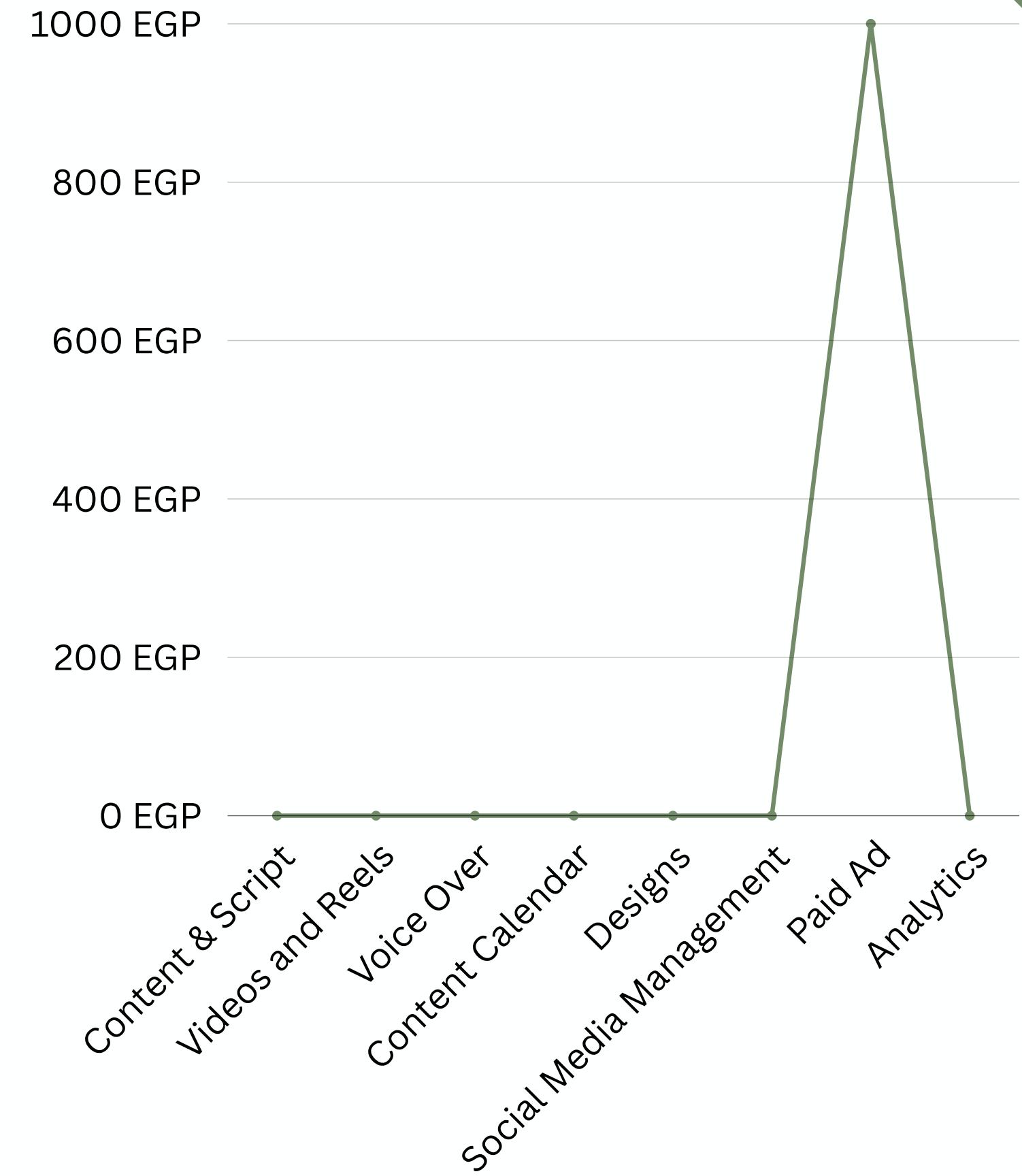
Customized nutritional programs, home workouts, personalized vitamins, and weekly follow-ups tailored to individual health needs. The service offers comprehensive support, enhancing client commitment and confidence.

PRICE

Flexible monthly subscription plans with competitive pricing for middle and upper classes, along with limited-time offers to attract new clients. The pricing strategy focuses on value-based pricing, ensuring prices reflect the quality and benefits of personalized services.

Budget

- 01** Content & Script
- 02** Videos and reels
- 03** Content Calendar
- 04** Designs
- 05** Paid ad
- 06** Analytics

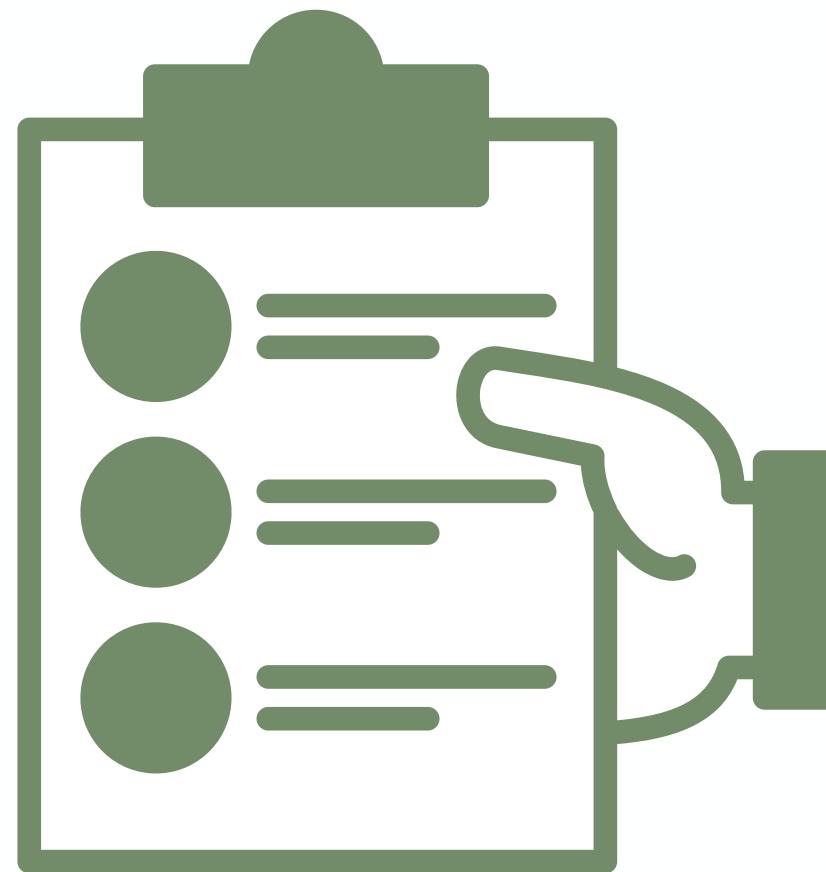


Content calendar

NETWORK	(MONTH/DAY/	TIME (EST)	CONTENT PILLAR	Target audience	CONTENT FORMAT	HASHTAGS
FACEBOOK	19/9/2024	8:30 PM	INFORMATIVE	moms	facebook post&story	الاكل الصحي & تغذية
	20/9/2024	6:40 PM	INFORMATIVE	moms	facebook post&story	تغذية الاطفال&الاكل
	21/9/2024	7:50 AM	INFORMATIVE	women	facebook post&story	صحه+ماء+ترطيب
		4:00 PM	INFORMATIVE	women	facebook post&story	تغذية الاطفال+المدار
	22/9/2024	12:00	INFORMATIVE	women	facebook post&story	بدائل القهوة + الكافيين
		4:00 PM	INFORMATIVE	women	facebook post&story	شرب الماء+صحه !!
	23/9/2024	2:30 PM	INFORMATIVE	women	facebook post&story	الاكلات الغنية بالبروتين
		4:00 PM	INFORMATIVE	women	facebook post&story	صحتك اهم+نقص الوجع
	24/9/2024	12:00 PM	INFORMATIVE	women	facebook post&story	قليل الملح و شرب الـ
		4:00 PM	INFORMATIVE	women	facebook post&story	تحسسى بتعب؟
	25/9/2024	12:00 PM	INFORMATIVE	women	facebook post&story	صحتك اهم+نقص الـ
		4:00 PM	INFORMATIVE	women	facebook post&story	مشروبات لزيادة الوزن
	26/9/2024	11:00 AM	INFORMATIVE	women	facebook post&story	بعاني من سوء التغذية
		4:00 PM	INFORMATIVE	women	facebook post&story	حافظي على السكر و
	27/9/2024	11:00 PM	INFORMATIVE	women	facebook post&story	ايس كريم صحي



Action plan



Content & script
Marwa
28 pieces/Week

Videos and reels
Marian, Neama,
Marwa
2/day

Content calendar
Amira, Neama
1/Month

Designs
Khloud
14 design /Week

Paid Ad
Khloud, Marwa
1000EGP

Analytics
Amira
1 Report /week

Social Media Management
Marian, Amira

Analysis



Facebook Organic Results

We focus on delivering valuable nutrition tips and personalized wellness advice, helping our audience lead healthier lives. By sharing relatable, practical content, we aim to organically grow a community of engaged followers.

Performance i

[See all](#)

from previous 28 days

19.1K ↑53%

Reach

from previous 28 days

64 ↑814%

Net followers

from previous 28 days

881 ↑15K%

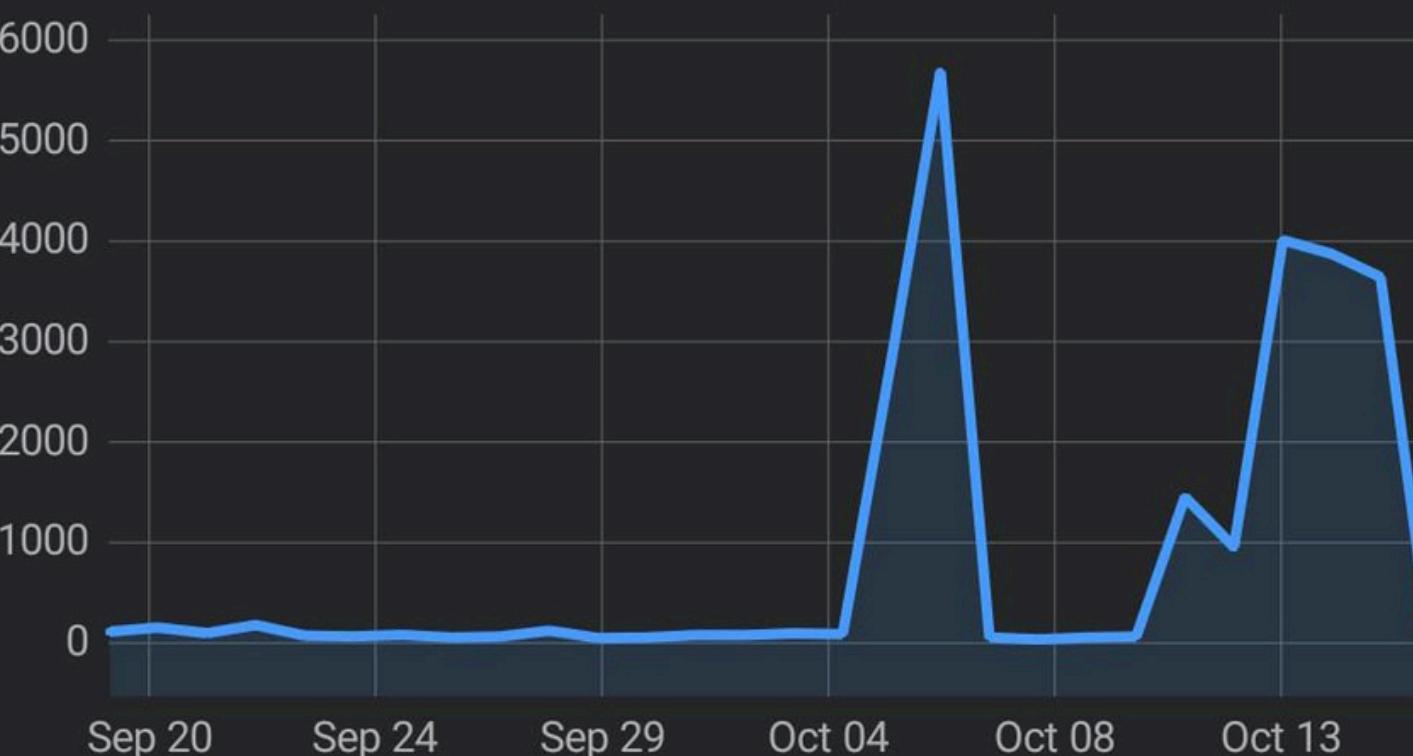
3-second video views

from previous 28 days

2.0K ↑5K%

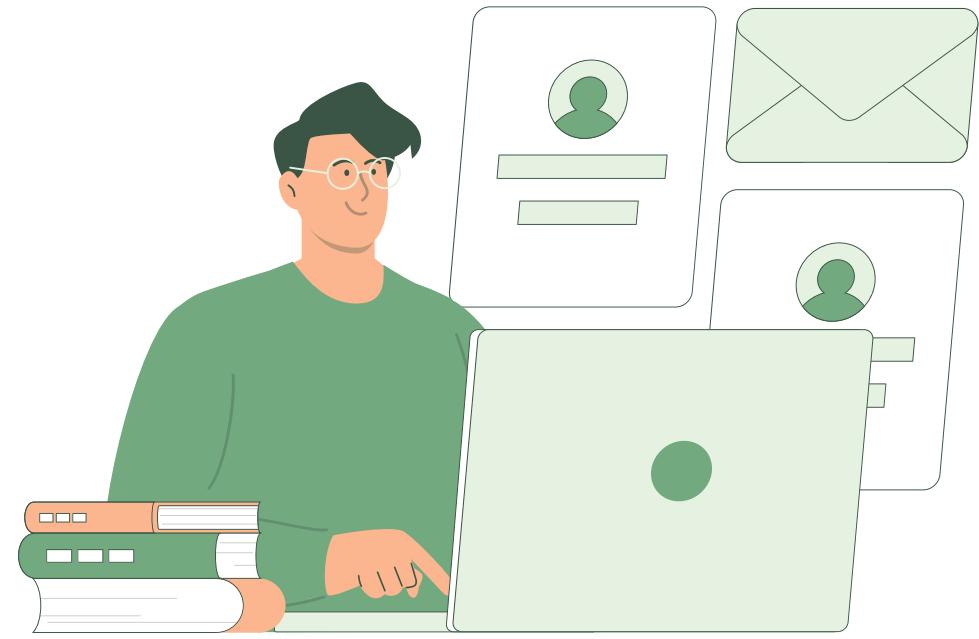
Engagement

Reach



Facebook Results Paid Advertising

Our Facebook ads focus on promoting personalized nutrition plans and wellness consultations tailored to individual needs. In the first campaign, the results were weak due to targeting a small area, limited to Mansoura only. As a result, we closed that campaign and launched a new one targeting all of Egypt, which delivered significantly better results.



Two Campaign Results



Campaigns Results

Campaigns Results													
Actions		Campaign		Attribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends	CTR (all)	CPC (all)	
	Off / On												
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Engagement 2	... Edit Duplicate ...	7...	210 [2] Messaging conver...	9,652	14,901	3.06.م.ج [2] Per Messaging Co...	643.23.م.ج	Ongoing	6.32%	0.68.م.ج	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	engagement campaign	... Edit Duplicate ...	7...	11 [2] Messaging conver...	8,097	10,808	21.27.م.ج [2] Per Messaging Co...	233.95.م.ج	Oct 10, 2024	2.55%	0.85.م.ج	
Results from 2 campaigns		1	7...	221 [2] Messaging conver...	17,167 Accounts Center acc...	25,709 Total	3.97.م.ج [2] Per Messaging Co...	877.18.م.ج Total spent		4.73% Per Impressions	0.72.م.ج	0.72.م.ج Per Click	



Key Strategies for Improvement

Content Improvements:

Create interactive content, share client success stories, and use quizzes to engage the audience

Advertising Enhancements:

Use targeted and content-driven ads, partner with influencers, and promote educational materials.

Pricing Strategy:

Offer subscription models, and provide discounts for referrals or long-term plans.

Offline Presence:

Establish locations in gyms or wellness centers, organize pop-up events, and optimize for local SEO.

Partnerships:

Collaborate with doctors and professionals in related fields like fitness and healthcare for cross-promotions and referrals.





GOT QUESTIONS?

Reach out.



magdymarwa872@gmail.com



+20 1067612739



THANK YOU