



**YAT251  
G4e**

# **Al-Esraa Store**

توكيلات تجاريه كمبيوتر لاب توب طابعات ماكينات  
تصوير



**Instructor: Mr. Mohammed ElAswad**

# Overview

► About Us	1
► Business Model Canvas	2
► Products analysis	3
► SWOT Analysis	4
► Objectives	5
► Targeted audience	6
► Buyer Persona	7
► Tactics	8
► Content Calendar	9
► Competitor Analysis	10
► Campaign Analysis	11
► Control	12
► Recommendations	13



# About us

Welcome to Al-Esraa Store, your trusted destination for high-quality technology solutions. We specialize in a wide range of products, including computers, laptops, printers, and photocopiers, catering to the needs of both individuals and businesses. Our mission is to provide reliable and innovative technology to help you stay productive and connected.

At Al-Esraa Store, we are committed to delivering exceptional customer service and support, ensuring that you find the perfect products for your needs. Visit us today to explore our latest offerings and experience the best in technology solutions.



# Business Model Canvas

## 1. Key Partners

**Suppliers:** Manufacturers and distributors of laptops, printers, and surveillance cameras (e.g., HP, Dell, Canon, Hikvision).

**Local IT service providers:** For installation and maintenance of surveillance systems.

**Logistics companies:** For efficient supply chain management and delivery.

**Marketing agencies:** To promote the store locally.

## 2. Key Activities

**Inventory Management:** Stocking a variety of laptops, printers, and surveillance cameras.

**Sales:** In-store and online sales processes.

**Customer Service:** Providing technical support and after-sales service.

**Marketing:** Local advertising, social media campaigns, and community engagement.

**Installation Services:** Offering setup for surveillance cameras.

## 3. Key Resources

**Physical Store:** A well-located retail space in Kafr El-Sheikh.  
**Inventory:** A diverse range of products (various brands and models).

**Staff:** Knowledgeable sales personnel and technical support staff.

**Social media platforms:** For online sales and showcasing products.

**Technology:** Point-of-sale systems and inventory management software.

## 4. Value Propositions

**Wide Selection:** A variety of laptops, printers, and surveillance systems.

**Expert Advice:** Knowledgeable staff providing personalized recommendations.

**After-Sales Support:** Technical support and installation services.

**Competitive Pricing:** Affordable pricing compared to larger chains.

**Local Presence:** Convenience of a local store with community ties.

## 5. Customer Relationships

**Personalized Service:** One-on-one consultations for product selection.

**Loyalty Programs:** Rewards for repeat customers.

**Customer Support:** Accessible help for troubleshooting and repairs.

## 6. Channels

**Al-Esraa Store:** in Kafr Elsheikh city, Main location for direct sales and customer interaction.

**Social Media:** Facebook and Instagram for marketing and customer engagement.

## 7. Customer Segments

**Individuals:** Students, professionals, and home users seeking laptops and printers.

**Businesses:** Small and medium enterprises needing office equipment and surveillance.

**Educational Institutions:** Schools and universities requiring bulk purchases.

## 8. Cost Structure

**Inventory Costs:** Purchasing laptops, printers, and cameras.

**Operational Costs:** Rent, utilities, and staff salaries.

**Marketing Expenses:** Advertising and promotional activities.

**Maintenance Costs:** Upkeep of the store and equipment.

**Logistics Costs:** Shipping and handling of products.

## 9. Revenue Streams

**Product Sales:** Revenue from selling laptops, printers, and surveillance cameras.

**Service Fees:** Income from installation and maintenance services.

**Repair Services:** Fees for technical support and repairs.

# Products analysis

## Features

## advantages

## benefits

### • laptop

Intel Core i5 6th Generation processor

128 GB SSD (Solid State Drive)

8 GB RAM

### • Camera Control

hard 500

Power 10 A

### • photocopiers

Print resolution 600\*600 dpi

25000 sheets per month

Improved Performance

Quick Application Load Times

Efficient Handling of Multimedia Files

Ample Storage Capacity

Supports High-Power Devices

Good Detail Reproduction

Increased Productivity

making it suitable for everyday tasks

Increased Productivity

Reduced Crashes and Freezes

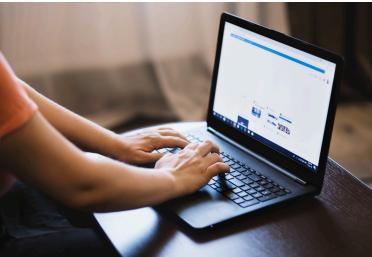
Extended Recording Time

Compatibility with Various Devices

Enhanced Image Clarity

Faster Job Completion

# SWOT Analysis



- **Strengths:** Competitive pricing, product variety (HP 640 G2 for budget users, HP 255 for better performance), local market knowledge, and strong technical support.
- **Weaknesses:** Limited high-end options, low storage capacity (128GB SSD), and the HP 640 G2's older specs.  
**External Environment:**
- **Opportunities:** Growing demand for budget-friendly laptops, trends in remote work and e-learning, upselling potential, and partnerships with local institutions.
- **Threats:** Intense competition, rapid technology changes, and economic instability affecting consumer spending.



- **Strengths:** Offers a variety of affordable security camera packages (HiLook and Hikvision) with competitive pricing, flexible configurations, and complete bundled solutions for different needs and budgets.
- **Weaknesses:** Limited high-end options focusing on basic and mid-range systems, potential storage capacity issues with only 500GB hard drives, and brand perception challenges with HiLook being viewed as lower-tier compared to Hikvision.
- **Opportunities:** Growing demand for security solutions due to rising security concerns, potential partnerships with local businesses and institutions in Kafr El-Sheikh, and the chance to expand installation and maintenance services to enhance customer satisfaction.
- **Threats:** Intense competition from local suppliers and online platforms, rapid technological advancements necessitating regular product updates, and price sensitivity among customers prioritizing cost over quality, particularly when considering cheaper online options.



- **Strengths:** Offers a diverse range of competitively priced black and white and color copiers with high-speed printing and essential features like network connectivity and scanning.
- **Weaknesses:** The Ricoh 3350 has limited memory (256 MB), the Ricoh 2800c has the lowest monthly capacity, and its slower speed (28 ppm) may not meet the efficiency needs of larger businesses.
- Opportunities: There is a growing market demand for color printing, potential partnerships with local businesses for reliable printing solutions, and opportunities to promote features like scanning and faxing in the black and white model.
- Threats: Intense competition from other brands, rapid technological advancements requiring regular updates, and price sensitivity among customers favoring cheaper alternatives may impact sales.

# OBJECTIVES

## **sales**

Increase sales by 10%  
products within 3  
months

## **serve**

Improve customer  
satisfaction rating by  
10%

## **speak**

Increase brand  
awareness by 10% in  
the target market.

## **save**

Reduce customer  
acquisition costs by 6  
months in the next  
year

## **sizzle**

Enhance brand perception  
and differentiate from  
competitors through  
innovative campaigns  
Improve customer  
satisfaction rating by 10% in  
3 months

# Segmentation

## 1. Demographic Segmentation: age & occupation

- 18-25 students
- 25-45 professionals
- 35-50 families

## 2. Behavioral segmentation

- Purchase occasion: back-to-school shoppers, businesses looking to upgrade

## 3. Geographic segmentation Location: Kafr Elsheikh,



# Targeting Audiance

LAPTOP  
we targeted  
students 18-25,  
who needs  
laptop for  
studying and  
assignments

Documents  
photocopier  
we targeted  
small business  
owners 25- 45,  
who need  
efficient printers  
in school  
season

Camera Control  
System we  
targeted  
offices and  
homeowners 35-  
50, who looking  
for security  
solutions for  
personal &  
institutional safety

- **Positioning**  
**For Individual customers and small businesses seeking reliable technological solutions.**  
**we offer a mid-range selection of surveillance cameras and laptops that combine quality and performance at affordable prices.**  
**we stand out by providing high-quality products with excellent technical support, ensuring safety and efficiency in use**
- **Message:** "We are the ideal choice for those seeking reliable technology that enhances their security and efficiency without exceeding their budget"
- **Slogan:** Enabling a safer society and smarter living

# Buyer persona

**Age:** 22

**Location:** Kafr El Sheikh

**Interests:** Laptops& technology, social media

**Language (s):** Arabic

**Gender:** Male

**Education:** Bachelor's degree

**Social status:** Single

**Income:** Unemployed

**Occupation:** University Student

**Websites:** Facebook

**Obstacles hinder buying:** The presence of powerful laptops among competitors- The weakness of the device's capabilities in the opinion of some people

**Motives to buy my product:** A reasonable price for students - Ongoing offers- The possibility of viewing upon receipt- The availability of a delivery service to any place within the governorate

**Online behavior:** The possibility of ordering products online through the Facebook or Instagram page

**Goals that may achieve via my product:** The student can perform the tasks required of him on our laptop with ease

**Name:** Omar



Omar

# Buyer persona

**Age:** 45

**Location:** Kafr El Sheikh

**Interests:** security&technology

**Language (s):** Arabic

**Gender:** Male

**Education:**highly qualified

**Social status:**married

**Income:** 20.000 LE

**Occupation:** owner of an accounting company

**Websites:** Facebook

**Obstacles hinder buying:** The presence of lower- priced competitors .

**Motives to buy my product:** A reasonable price - Ongoing offers- The possibility of viewing upon receipt- The availability of a delivery service to any place within the governorate-After sales service-Product effeciency-The presence of different combination of cameras systems suitable for all categories.

**Online behavior:** The possibility of ordering products online through the Facebook or Instagram page

**Goals that may achieve via my product:** The company's insurance from inside and outside without the need for insurance personnel

**Name:** Osama



osama

# Buyer persona

**Age:** 30

**Location:** Kafr El Sheikh

**Interests:** Printing

**Language (s):** Arabic

**Gender:** Male

**Education:** higher qualification

**Social status:** married

**Income:** 10.000 LE

**Occupation:** owner of office for printing documents next to Kafr EL-Sheikh university

**Websites:** Facebook

**Obstacles hinder buying:** The presence of lower- priced competitors - the printing machine may be slow with prolonged use.

**Motives to buy my product:** different types of printing machines with various capabilities, delivery option

**Online behavior:** The possibility of ordering products online through the Facebook or Instagram page

**Goals that may achieve via my product:** Quality printing of documents and convenience for university students

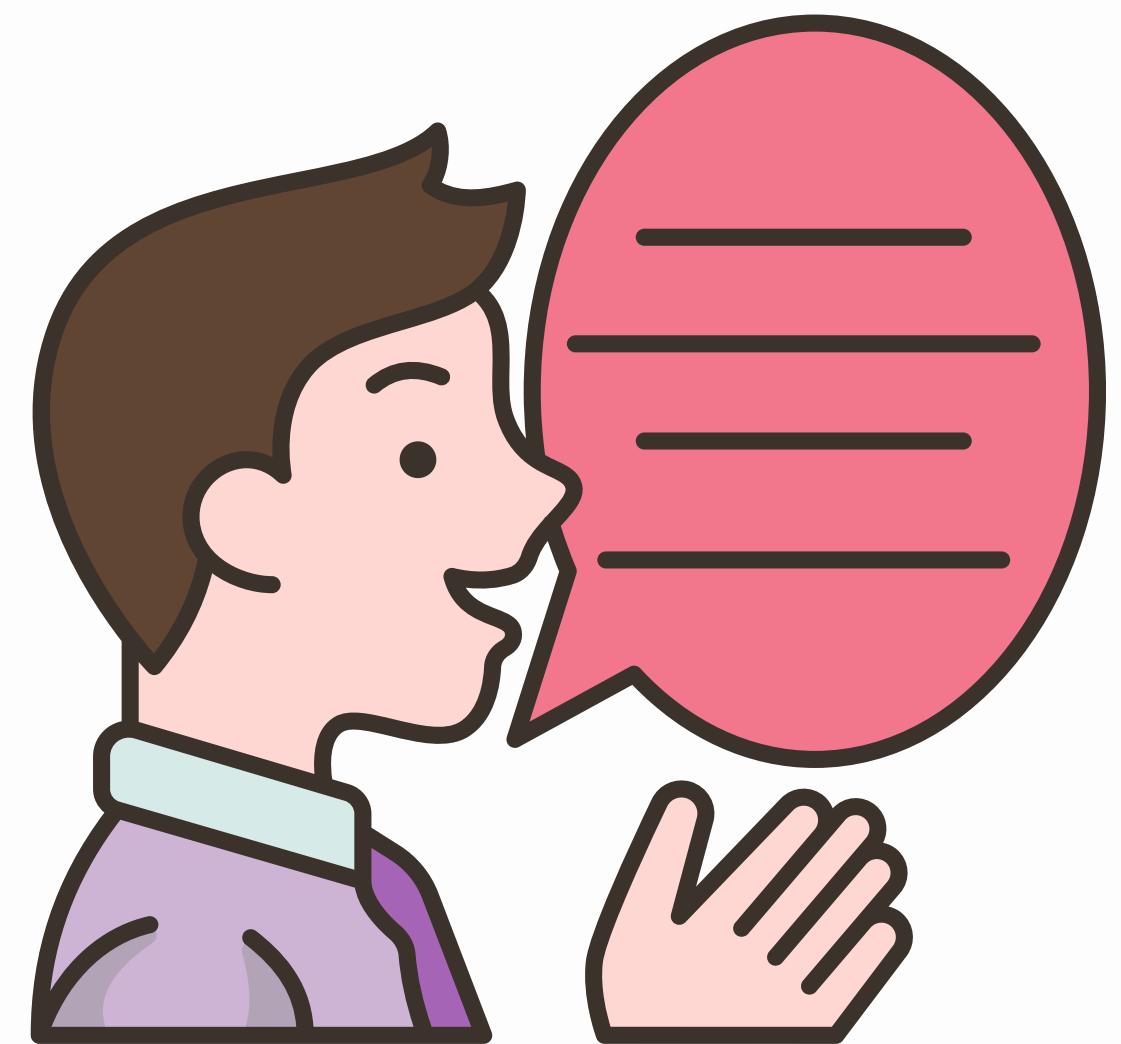
**Name:** Ayman



Ayman



**Our Tone of voice is friendly  
Clear & Reliable  
simple language  
Informative & supportive  
Community focused**



# Marketing Mix (4Ps):

## products

lap hp 640 G2

core i 5 6th  
hard m. 2 128 Giga  
Ram 8 Giga  
vga intel

laptop hp 255

ryzen 3  
hard ssd 128  
Ram 8 giga  
vga amd 2 giga

Price

5600 LE

8100 LE

Place

Kafr El Sheikh, Al-Hakim Luqman Street



# Channel used

## Facebook



## Instagram



# Tactics products

## Hilook camera

2 cam out 2m  
cam in 2m 2  
Power 10 A  
hard 500  
cable RG 174 50 m

## Hikvision camera

2 cam out 2m  
2 cam in 2m  
Power 10 A  
hard 500  
cable RG 174 50 m

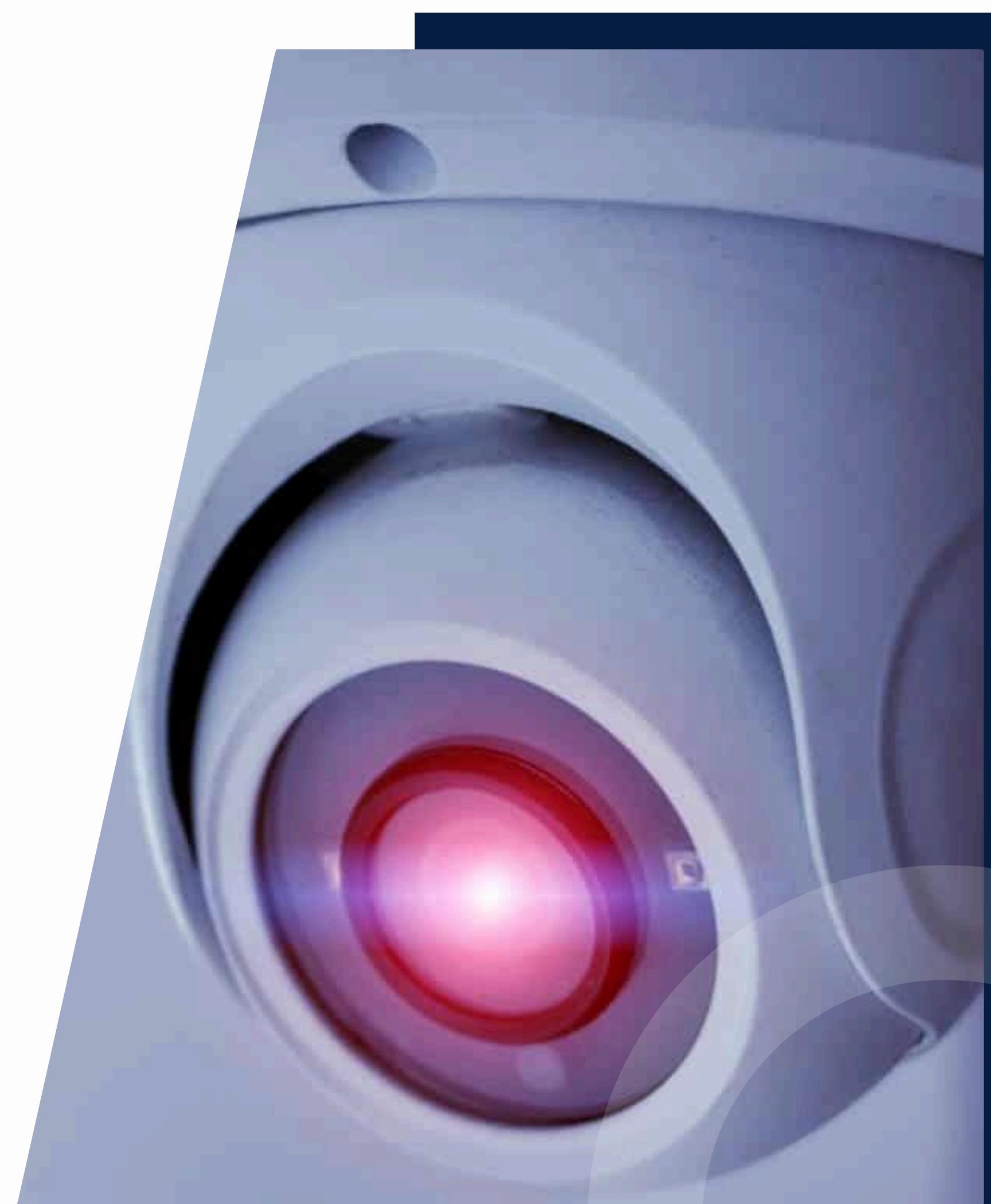
## Price

3100 LE

4000 LE

## Place

Kafr El Sheikh, Al-Hakim Luqman Street



# Channel used

## Facebook

أمانك بين يديك  
رؤتك في كل زاوية

HiLook كاميرات

Special Offer

Shop Now

01004443860  
01020666865

كفر الشيخ شارع الحكيم لقمان امام  
التربية النوعية القديمة

## Instagram

alesraastore1

HIKVISION

رؤتك الأوضح  
لأمان أكبر

كاميرا بأسعار زمان

01004443860  
01020666865

كفر الشيخ شارع الحكيم لقمان امام  
التربية النوعية القديمة

More

Shop Now

مواصفات النظام: alesraastore1 "خليل مطمئن، الأمان بقى أسهل"

# Tactics products

## Ricoh 3350 Black & White Copier

**Speed** 33 pages per minute  
**Print resolution** 600\*600 dpi  
**Memory** 256 MB  
**25000 sheets per month**  
**Network – Scanner – Fax**

## Ricoh 2800c Color Machine

**28 ppm**  
**1200\*1200 dpi**  
**1GB Memory + 80GB Hard Disk**  
**20000 Sheets**  
**Printer – Network – Scanner**

## Price

**12000 LE**

**11000 LE**

## Place

**Kafr El Sheikh, Al-Hakim Luqman Street**



# Channel used

## Facebook



ماكينة تصوير ريكو 2800  
الوان

01004443860  
01020666865

كفر الشيخ شارع الحكيم لقمان امام  
التربية النوعية القديمة

## Instagram



?Richo Aficio 3350 alesraastore1





# كاميرات

## 2 Mp Network Camera

- كاميرتين 2 متر خارجي
- كاميرتين 2 متر داخلي
- مزود طاقة 10 أمبير
- قرص صلب 500 جيجابايت
- كابل RG 174 بطول 50 متر
- وصلات



**HIKVISION**

مسجل فيديو رقمي 4 منافذ 2 متر  
(هيكفيجن) - 1350

- كاميرتين 2 متر خارجي
- كاميرتين 2 متر داخلي
- مزود طاقة 10 أمبير
- قرص صلب 500 جيجابايت
- كابل RG 174 بطول 50 متر
- وصلات



01004443860  
01020666865

كفر الشيخ شارع الحكيم لقمان  
امام التربية النوعيه القديمه

01004443860  
01020666865

كفر الشيخ شارع الحكيم لقمان  
امام التربية النوعيه القديمه



# الرفيق المثالي لمرحلة دراسية ممتعة

## laptop hp 255



- Battery**  
6000 MAh
- 15.6-Inch**  
HD
- Memory**  
8 GB RAM
- Storage**  
128 GB SSD

[BUY IT NOW](#)



حملة الصيانة الشاملة على جميع  
كاميرات المراقبة

مع شركة الإسراء

خدماتنا تصل إليك، أينما كنت

كفر الشيخ شارع الدكيم لقمان  
امام التربيه النوعيه القديمه

📞 01004443860-01020666865

## **Frequency of posting**

**post per day**

## **Types of content used**

**Social Media posts**

## **Time of posting**

**Between 12 pm to 3 pm**

## **Tone of voice**

**Formal but must be friendly**

# Content Calender

SOCIAL NETWORK	DATE (MONTH/DAY/YE	TIME (EST)	CONTENT PILLAR	Post Description	Target audience	CONTENT FORMAT
<b>WEEK 1</b>						
facebook	8/10/2024	10 pm	Promotion	اللتر الجيلز المثالي لاحتياجاتك الفردية والمهنية مع HP	Mens & females	Image post
	9/10/2024	12:00 PM	Promotion	!Ricoh Aficio 4501 Color طباعة	Mens & females	Image post
	10/10/2024	12:00 PM	Promotion	نحتاج إلى طباعة كل من احتياجاتك حمل وتوفر لك الوقت والجهد؟ طباعة رقمي Ricoh Aficio 3350 هي الحل الأفضل	Mens & females	Image post
	11/10/2024	12:00 PM	Promotion	هذا مطلب، "الأمن بغير المivel" مع كاميرات Hilook ,Hikvision	Mens & females	Image post
	21/10/2024	12:00 PM	Promotion	!Ricoh Aficio 2600 Color طباعة	Mens & females	Image post
	23/10/2024	12:00 PM	Promotion	Hilook dvr8 port 2m	Mens	Facebook Post (Text + Image) Facebook Post (Text + Image)

# COMPETITOR ANALYSIS

keep Identity	Own Bussiness	Competitor 1	Competitor 2
Facebook	<a href="https://www.facebook.com/esraastorekfs?mibextid=qi2On">https://www.facebook.com/esraastorekfs?mibextid=qi2On</a>	<a href="https://www.facebook.com/alhodacomputer?mibextid=ZbW">https://www.facebook.com/alhodacomputer?mibextid=ZbW</a>	<a href="https://www.facebook.com/itshopeg?mibextid=ZbWKwL">https://www.facebook.com/itshopeg?mibextid=ZbWKwL</a>
Link of channel			
Likes	1.4k	9.1k	1.5k
Followers	1.5k	10k	1.5k
Reviews	1 review	10 review	no review
About	Commercial and industrial	Computer company	Computers (brand)
Posting Regular or not	not	yes	sort of
# of posts/week	one post per week	4 posts per week	average one post
average likes /post	6 likes	35 likes	40 likes
average Comments/post	6 comments	25	20
average shares/post	20	30	25
Engagement Rate	10	35	30
paid posts/not	2	Organic	the most paid
Type of content	Photos and video	Photos and video	Photos and video
Tone of voice	frindly	frindly	frindly
Call-to-Action	Messenger WhatsApp Phone	Messenger WhatsApp Phone	Messenger
Comments Replies	Answer to all	Answer to all	Answer to all
Designs?	yes	yes	yes
Keep Identity	yes	no	yes
Stories content	no	no	not
Where in buyer journey	online and directly	online and directly	online and directly
Contacts through?	From the branch, by phone or website	From the branch, by phone or website	From the branch, by phone or website
Strengths	Easy access, multiple branches and delivery service	availability	availability
Weakness	shortage of products	high price	high price

# **Competitive advantage**

**The company has commercial agencies for laptops, printers, and copiers, thus:**

**The company offers a diverse range of products that meet the needs of a wide customer base**

**There is a strong relationship with suppliers.**

**The company benefits from competitive pricing.**

**Customer service and technical support are available, contributing to building a good reputation and increasing customer loyalty.**

**A wide distribution network helps reach new markets and boost sales**

# Campaign Analysis



# CONTENT ENGAGEMENT

## Analysis Report

Campaign name	Ad set name	Delivery	Reach	Impressions	Frequency
camera control Engageme...	All	• Recently completed Campaign	3,524	6,377	1.81
	camera control ad set	• Recently completed Ad set	3,524	6,377	1.81
Laptop Al Asraa Shop	All	• Completed Campaign	3,243	4,934	1.52
	Laptop Ad	• Completed Ad set	3,243	4,934	1.52
Total results 4/4 rows displayed			6,747 Accounts Centre accounts	11,311 Total	1.68 Per Accounts Centre account

Campaign name	Ad set name	Attribution setting	Results	Amount spent	Cost per result
camera control Engagement	All	-	26 Messaging conversations started	502.34.₼	19.32.₼
	camera control ad set	7-day click or 1-day view	26 ⓘ Messaging conversations started	502.34.₼	19.32.₼ ⓘ
Laptop Al Asraa Shop	All	7-day click or 1-day view	40 ⓘ Messaging conversations started	374.84.₼	9.37.₼ ⓘ
	Laptop Ad	7-day click or 1-day view	40 ⓘ Messaging conversations started	374.84.₼	9.37.₼ ⓘ
Total results 4/4 rows displayed		7-day click or 1-day view	66 ⓘ Messaging conversations started	877.18.₼	13.29.₼ ⓘ

### Performance

Daily

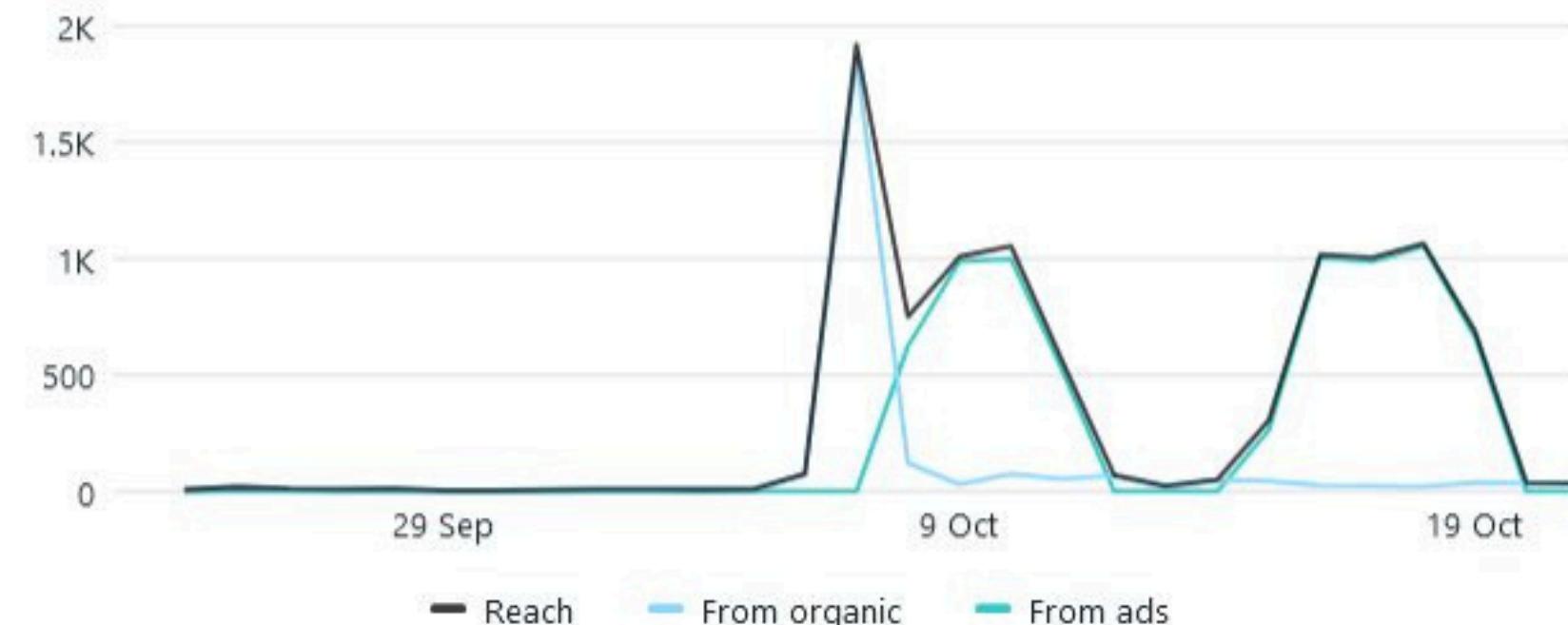
Cumulative

Reach ⓘ  
**7.8K** ↑ 3.2%

Content interactions ⓘ  
**152** ↑ 5.0%

Followers ⓘ  
Lifetime  
**1.6K**

Link clicks ⓘ  
**79** ↑ 100%



### Reach breakdown

#### Total

**7,786** ↑ 3.2%

#### From organic

**2,393** ↑ 909.7%

#### From ads

**5,551** ↑ 100%

# Key Performance Metrics

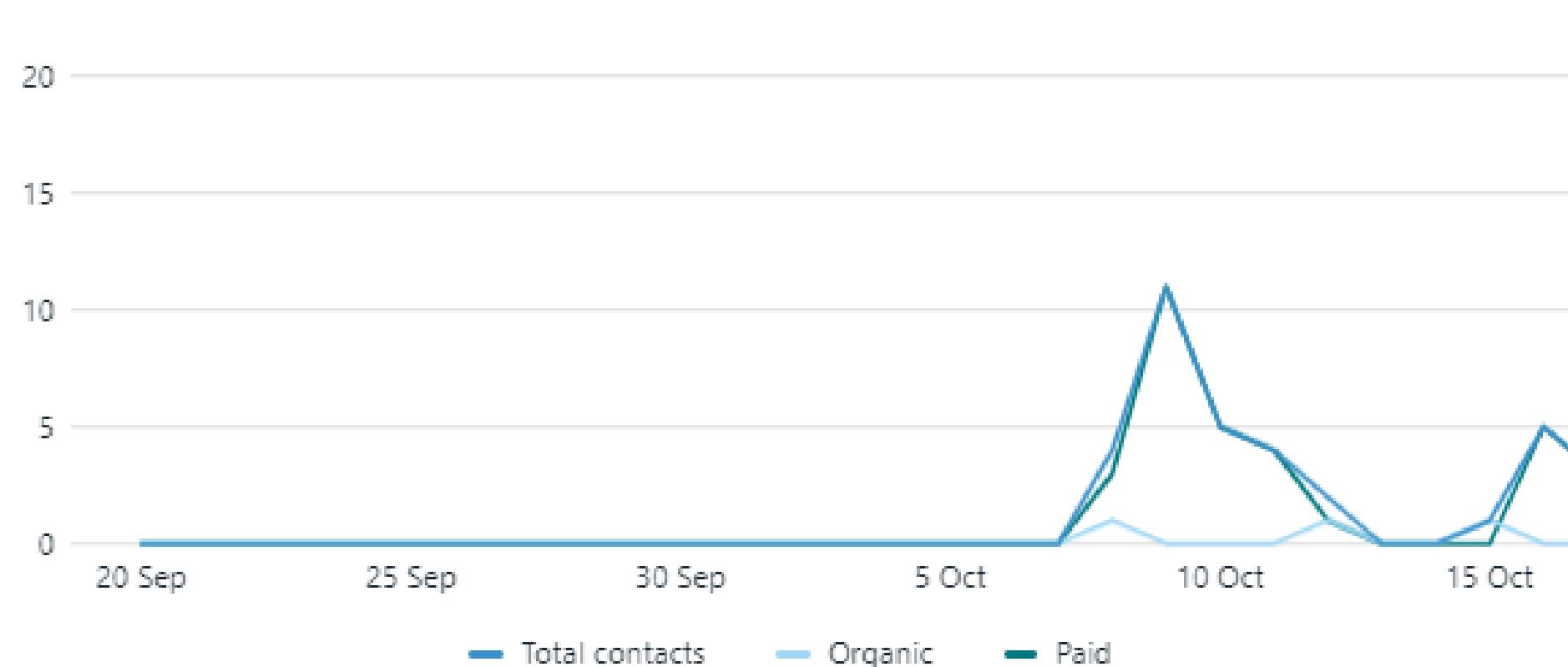
## Contacts

Here's everyone who messaged your business.

Total contacts ⓘ  
**34** ↑ 1.6K%

Messaging conversations started ⓘ

**34** ↑ 1.6K%



New contacts ⓘ

**32** ↑ 1.5K%

Organic

1

Paid

Returning contacts ⓘ

**2** ↑ 100%

Organic

2

Paid

0

## Breakdown

20 Sep 2024 - 17 Oct 2024

Organic

**3** ↑ 50%

Paid

**31** ↑ 100%

## Daily responsiveness

See how quickly and consistently your business replies to messages.

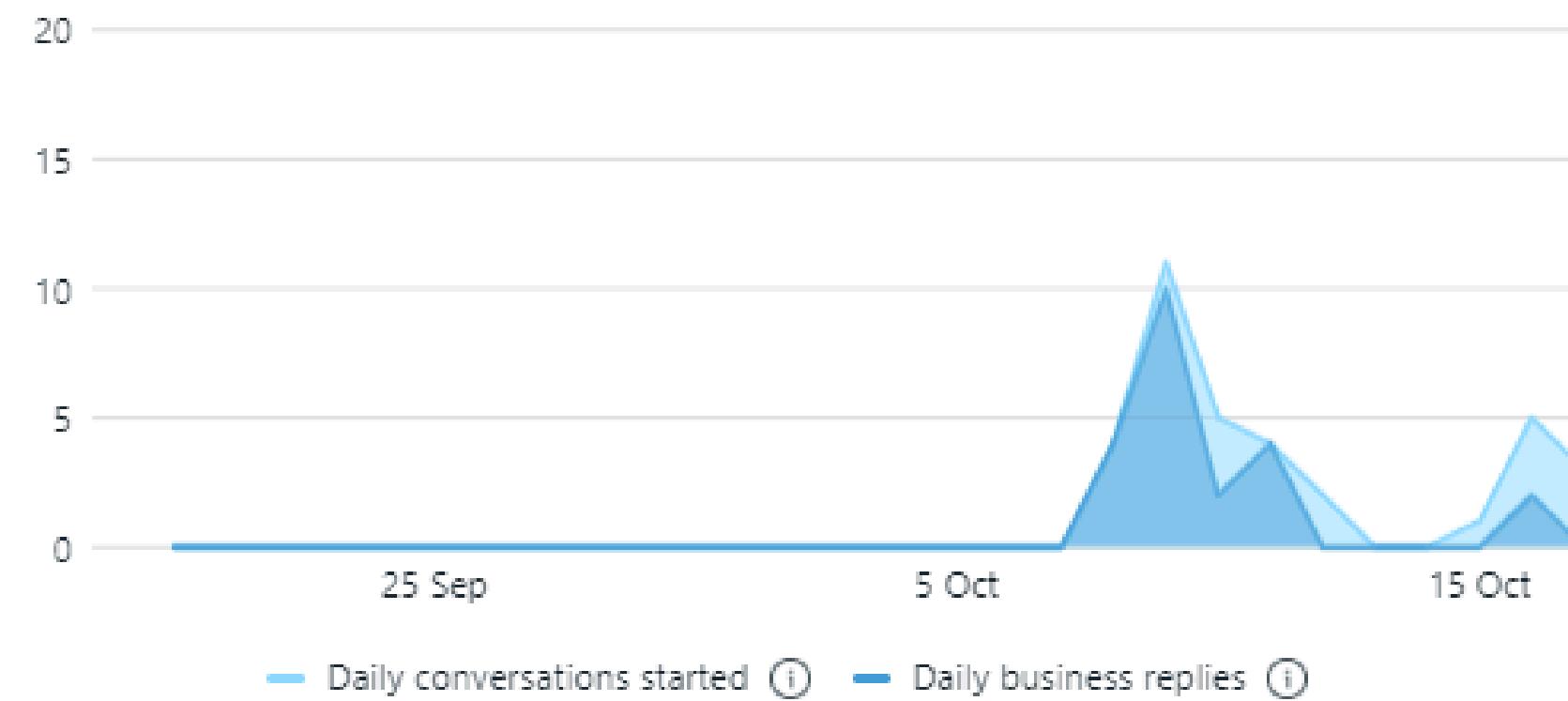
### Response rate ⓘ

62.9% ↓ 37.1%

### Response time ⓘ

4h 53m ↑ 109.3%

### Response rate over time



### Optimise your schedule

Your busiest day last week was Wednesday, 9 October. See which hours your business received the most conversations for to help optimise your schedule.

[See hourly insights](#)

## Ads that click to message

These metrics include data from all Facebook Pages associated with the selected ad account: Princess Mirnr (120210690649660026)

Messaging conversations started

52 -

ⓘ Cost per messaging conversation started

12.28 ₽ · ₽ -

ⓘ Amount spent ⓘ

638.37 ₽ · ₽ ↑ 100%

# Target Audience

Audience ①

Lifetime ▾

Post engagement ①

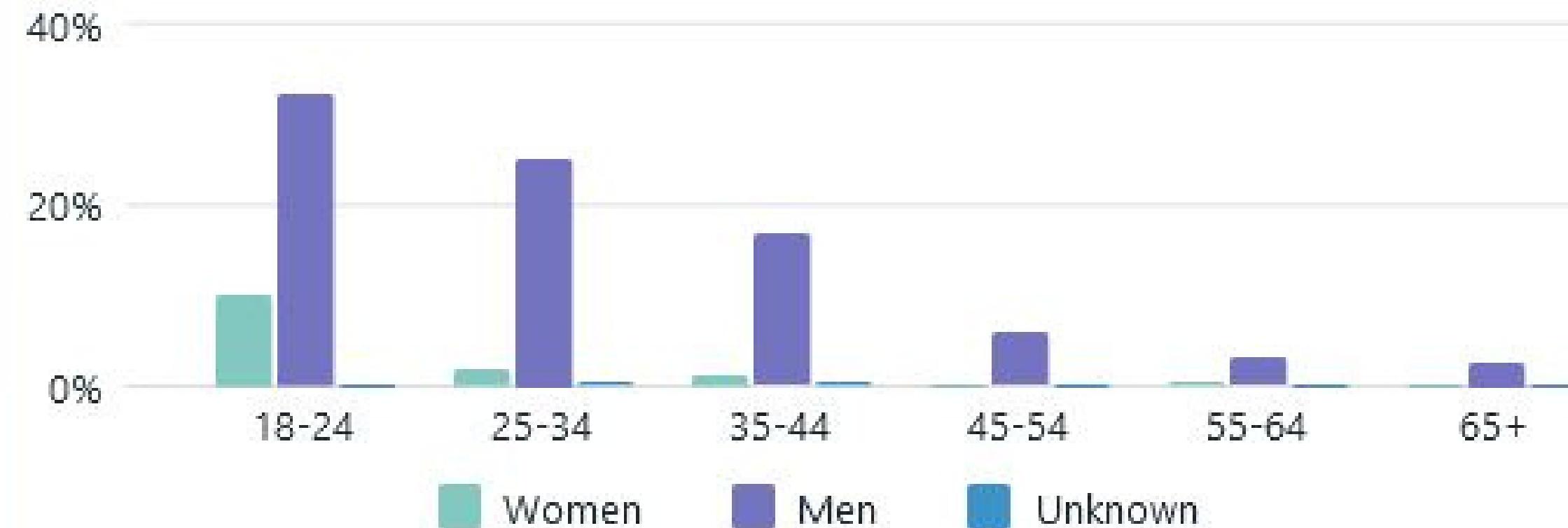
258

Post engagement by category

Age and gender

Placements

Locations



# organic posts

	... من انتظار الطابعة عشان تخلص طباعتك؟ مع 🍏	Al-Esraa Store	<button>Boost</button>	<button>...</button>	20 October 18:00		47 Reach	1 Reactions	0 Comments	0 Shares
	الحكيم لقمان - بجوار كلية التربية النوعية القديمة	Al-Esraa Store	<button>Boost</button>	<button>...</button>	19 October 18:00		56 Reach	3 Reactions	0 Comments	0 Shares
	Hil... خليك مطمئن، الأمان يبقى أسهل! مع كاميرات	Al-Esraa Store	<button>Boost</button>	<button>...</button>	15 October 19:53		3.1K Reach	7 Reactions	10 Comments	0 Shares
	... عملك وتتوفر لك الوقت والجهد؟ 🎯 طابعة Ricoh	Al-Esraa Store	<button>Boost</button>	<button>...</button>	14 October 14:59		98 Reach	4 Reactions	0 Comments	0 Shares
	استثمر في مستقبل أعمالك مع طابعة Ricoh Af...	Al-Esraa Store	<button>Boost</button>	<button>...</button>	12 October 16:53		93 Reach	6 Reactions	0 Comments	0 Shares
	Al-Esraa Store updated their profile pict...	Al-Esraa Store	<button>Create ad</button>	<button>...</button>	10 October 20:41		121 Reach	7 Likes and reactions	0 Comments	0 Shares

Hager Elaiary

Assign this conversation



Intel Core i5 6th Gen  
8 GB RAM  
hard m.2 128 GB  
14 Inch HD  
01004443860  
01020666865

لaptop hp 255 داخلي العرض 8100 بدلا من 8600

Sent by Princess Mrrm

طيب انواع في حدود 4000 او 4500  
هو لي الدراسة والكورسات

Reply in Messenger...

Mostafa Eraqi

Assign this conversation



الريلق المثالي لرحلة دراسية ممتعة  
laptop hp 255  
2GB AMD Card  
8 GB RAM  
128GB SSD  
15.6-Inch HD  
01004443860  
01020666865

اولا و سهلا بحضرتك ي فندم سعر الاب داخلي العرض 8100 بدلا من 8600

Sent by رضا واصف

محمد عياد

Assign this conversation



128GB SSD  
15.6-Inch HD  
01004443860  
01020666865

كفر الشيخ شارع الحكيم لفهان امام  
التربيه النوعيه القديمه

تمام هو ده

جبل كام ياهندسة والسعر معلش آخر حاجة

10 Oct 2024, 20:38

كل شغل الابيات اللي عندنا فرز أول بفضل الله لأن احنا المستورد

المعروف بكافته وأداته العالي 3 ryzen معالج الجهاز

Sent by

Ahmed Ramadan

Assign this conversation

ممكن حضرتك توضّيلي السؤال أكثر hp ي فندم دا

عاوز نوع تانية

ممكن تعيّيلي جميع الأنواع اللي موجوده عندكم

بالصور

حضرتك النوع كتير ممكن تحدّد لي نوع معين وانا ابعث لحضرتك كل التفاصيل يكون أفضل

Al-Esraa replied to You

دا سعره في العرض 29700 بدلا من 30200

Sent by رضا واصف

Update the order status of this chat?  
You can organise your inbox by marking this

Reply in Messenger...

Esraa El Akhras

Assign this conversation

كام سعره

Sat 01:04

Esraa مرحبًا بك في شركة الاسراء استور استاذ ازاي نقدر نساعد حضرتك ؟

Al-Esraa replied to Esraa

كام سعره

اي منتج استفسار حضرتك

لاب توب

Sat 03:59

lap hp 255 8600 بدلا من 8100

Sat 14:01

Reply in Messenger...

# Control

## Measuring KPIs

- Engagement Rate
- Click Through Rate(CTR)
- Visits
- Number of Followers
- Reach and impression





# Recommendations

## **1. "Camera Control"**

- **Refine Target Audience:** Use demographic and behavioral data to identify who is most likely to engage with the ad.
- **Improve Ad Content:** Experiment with new messaging and visuals to capture attention.  
Consider including promotional offers or valuable information about the product.
- **Increase Campaign Budget:** If the budget allows, consider increasing spending to expand reach and achieve more results.

## **2. "Laptop Al Esraa Shop"**

- **Replicate Successful Strategies:** Analyze the campaign's successful elements (such as messaging, imagery, and offers) and apply them to future campaigns.
- **Optimize Timing:** Run the campaign when the target audience is most active on platforms.

## 3. Analysis and Review

- Monitor Performance Regularly: Track campaign metrics consistently to quickly adjust strategies.
- A/B Testing: Use A/B testing to determine which ads perform better, whether in design or messaging.

## 4. Increase Engagement

- Utilize Promotional Offers: Provide discounts or incentives to encourage more conversations.
- Encourage Interaction: Motivate the audience to engage through questions or polls.

## 5. Expand Across Multiple Platforms

- Broaden Ad Exposure: If the budget allows, try advertising on other social platforms or through Google to increase visibility.

# Our Team

Martina Safwat

Fatma Ezzat

Maryam Zakaria

Ahmed abdelsatar

Ahmed mohamed



**THANKS FOR WATCHING**