



وزارة الاتصالات
وتقنيولوجيا المعلومات



DIGITAL MARKETING PLAN

Presented by:

GROUP 3

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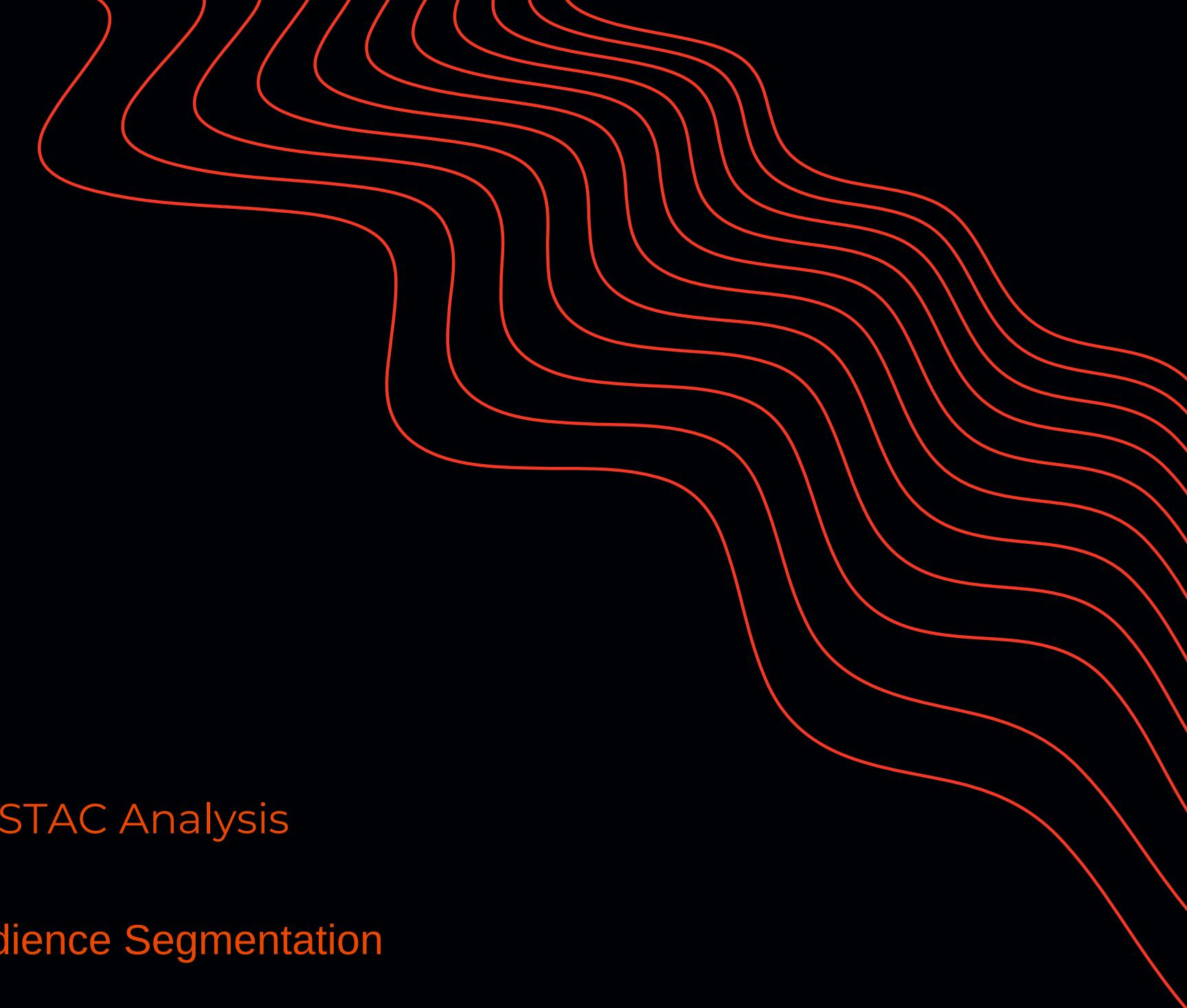
Our Strategy

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Analysis

10

upcoming



SUPERVISIOR

MARKETING TEAM



DR :SARAH MEKLAD



Kerolos Ata
role :

- business model canvas
- sostac analysis
- business strategy
- website
- SEO
- final presentation
- content calendar design
- ad campaign launch and analysis



Fatma Shazly
role :

- competitor analysis
- final presentation
- content calendar and designs
- ad campaign launch and analysis



Menna Abd Elhady
role :

- swot and pest analysis
- content calendar design
- ad campaign launch and analysis



Hager Mohamed
role :

- page moderation
- photography & montage
- content calendar designs
- ad campaign launch and analysis



Ebrahim yasser
role :

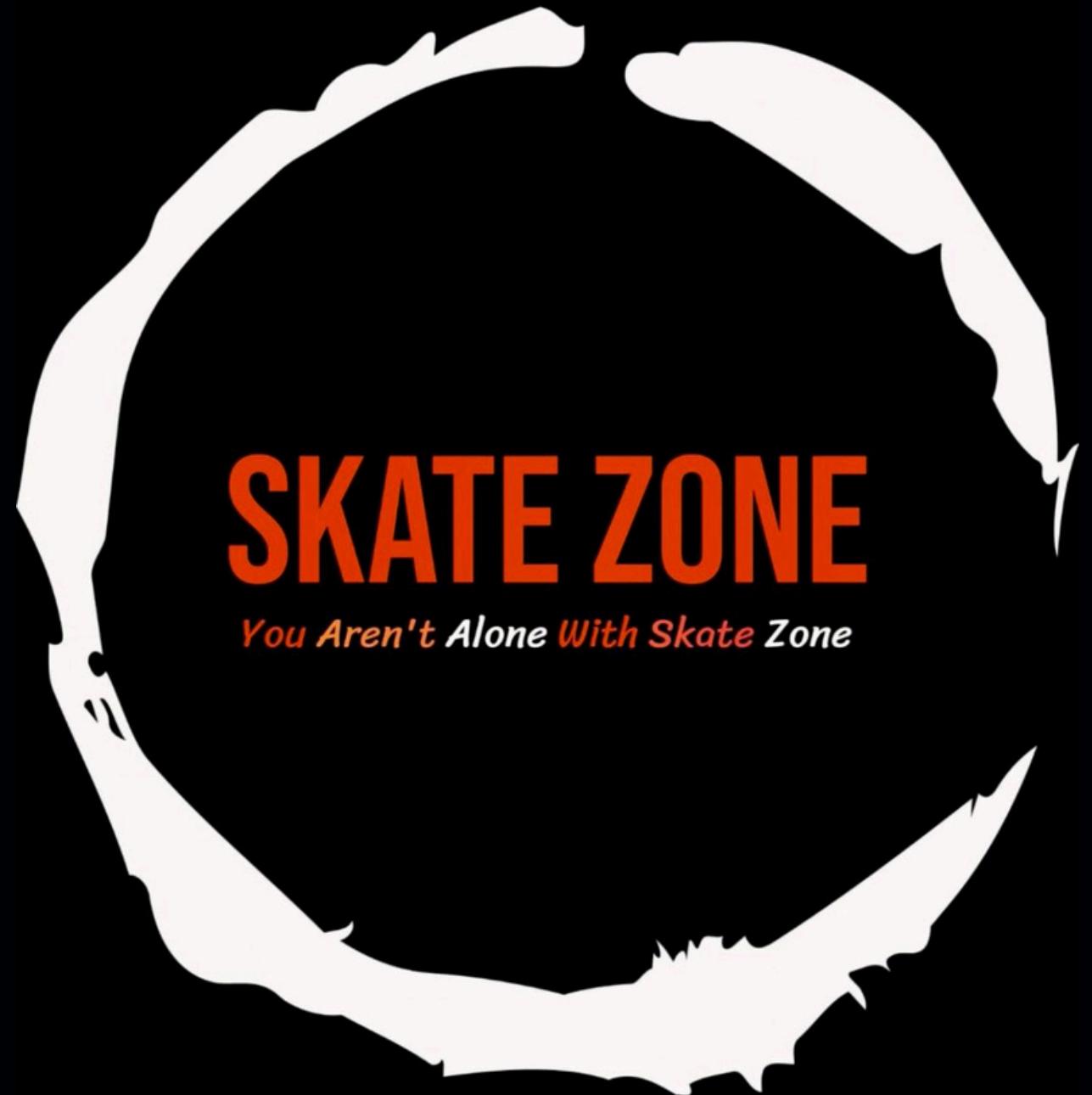
- target personas
- content calendar designs
- ad campaign launch and analysis

OUR STORY

WELCOME TO SKATEZONE !

OUR JOURNEY BEGAN WITH A SIMPLE YET POWERFUL VISION: TO CREATE A VIBRANT, INCLUSIVE SPACE WHERE SKATERS OF ALL AGES AND SKILL LEVELS CAN COME TOGETHER TO LEARN, PRACTICE, AND GROW.

AT SKATEZONE, WE'RE MORE THAN JUST A SKATEPARK. WE'RE A FAMILY DEDICATED TO FOSTERING A LOVE FOR SKATEBOARDING AND BUILDING A SUPPORTIVE COMMUNITY. WITH AFRICAN SKATEBOARDING CHAMPIONS LEADING OUR TRAINING SESSIONS, WE OFFER PROFESSIONAL GUIDANCE IN A SAFE, ENERGETIC ENVIRONMENT. OUR TRAINERS ARE NOT ONLY EXPERTS BUT ALSO PASSIONATE MENTORS WHO STRIVE TO INSPIRE EVERY SKATER TO REACH THEIR FULL POTENTIAL.

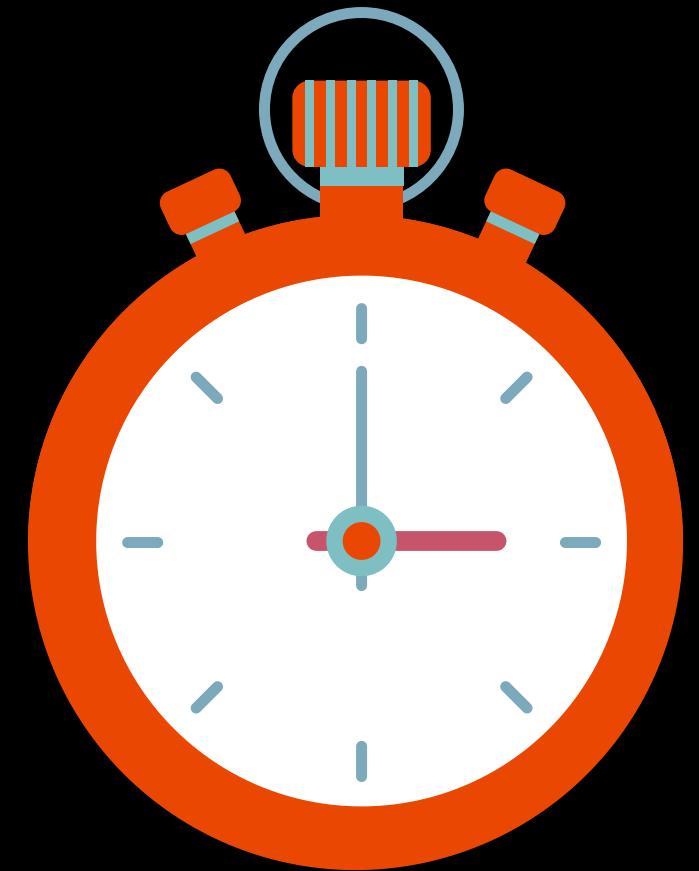


our Business Model Canvas

SkateZone

<p>Key Partners </p> <ul style="list-style-type: none">• Collaboration with local sports clubs and schools or educational programs.• Event sponsorships with local sports equipment stores and youth-oriented businesses (e.g., clothing stores).	<p>Key Activities </p> <ul style="list-style-type: none">• Training• organizing events• Marketing through different media channel <p>Key Resources </p> <ul style="list-style-type: none">• Skilled trainers (African champions)• A physical location (skate park or facility)• Marketing and promotional tools (social media, website)	<p>Value Propositions </p> <ul style="list-style-type: none">• Professional training by African skateboarding champions• A family-oriented and community-building experience	<p>Customer Relationships </p> <ul style="list-style-type: none">• Personalized training programs• Organizing community events and competitions• Offering loyalty programs or discounts <p>Channels </p> <ul style="list-style-type: none">• Social Media• Word of Mouth and Local Community Events• Website with Booking Features	<p>Customer Segments </p> <ul style="list-style-type: none">• Families looking for safe community-oriented sports activities for their kids• young adults who want to learn skate• young adults who are looking for place to practice skate and have fun
<p>Cost Structure </p> <ul style="list-style-type: none">• Rent,• staff salaries• marketing through ads• Operational costs	<p>Competitors </p> <ul style="list-style-type: none">• suez skate academy• street skate academy• skate master academy	<p>Revenue Streams </p> <ul style="list-style-type: none">• Membership fees• per session fees.		

**TIME FOR MARKET
RESEARCH**



**WE ARE AWARE THAT OUR SUCCESS STORY
BEGINS WITH KNOWING WHO WE ARE AND
WHERE WE STAND, SO WE WILL START
WITH A SELF-ANALYSIS**

S

W

O

T

STRENGTH



- Specialized trainers for beginners, offering medical and health advice during exercise.
- Private training environment for girls with a female coach.
- Specialized coach available for injury cases.

WEAKNESS

- Limited financial resources at the moment, which reduces the potential for expansion.
- The academy is currently limited to attracting people only from nearby areas, which restricts its growth potential.
- weak online presence
- weak engagement with the audience
- no website unlike competitor



OPPORTUNITY



- Increased interest in skateboarding as a sport can drive enrollment.
- Utilizing social media platforms for marketing campaigns to attract younger audiences and promote programs.
- The academy can consider opening branches in other cities to increase its student base.

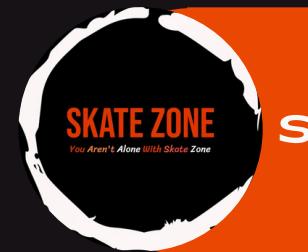
THREATS

- A reduction in disposable family income may affect spending on non-essential recreational activities like skateboarding
- Fear of injury may deter potential learners, limiting the brand's customer base



Competitor Analysis

Channel: Facebook



skatezone

Strategy

We post 9 times per month
Unspecified tone of voice
Branding content
Channels: Facebook, Instagram

Strength

Private training environment
for girls with a female
coach.
Specialized coach available
for injury cases.

Weakness

We don't post content
regularly.
lack consistency in our
content posting
We don't publish engagement
content

Notes

We are facing a decline in our
academy's page engagement
and a lack of interaction due to
the discontinuation of new
content uploads over the past
two years.



Suez skate

They post 16 time per month.
They using Branding content.
Formal tone of voice
Channels: facebook, instagram,
Youtube, strong website.

They post regularly.
participate in international
competitions.
They have a branch in Cairo.
provide high-quality content.

They using English instead of
Arabic.
not consistent designs.

They should pay more attention
to unified designs, increasing
use of Arabic language, and do
more educational and interactive
content.



street skate

They publish content 8 times per
month.
They using engagement content
Channels: facebook, instagram,
website, tiktok
Encouraging tone

They use Engaging writing style.
They have consistent designs.
They organize interactive
competitions.

They need to focus on their
academy's Facebook page.
Instead of coach personal
page.

Their trainees won
medals in various
competitions.



skate master

They post 10 times per month
They using branding content
Unspecified tone of voice
Channels: facebook, insagram

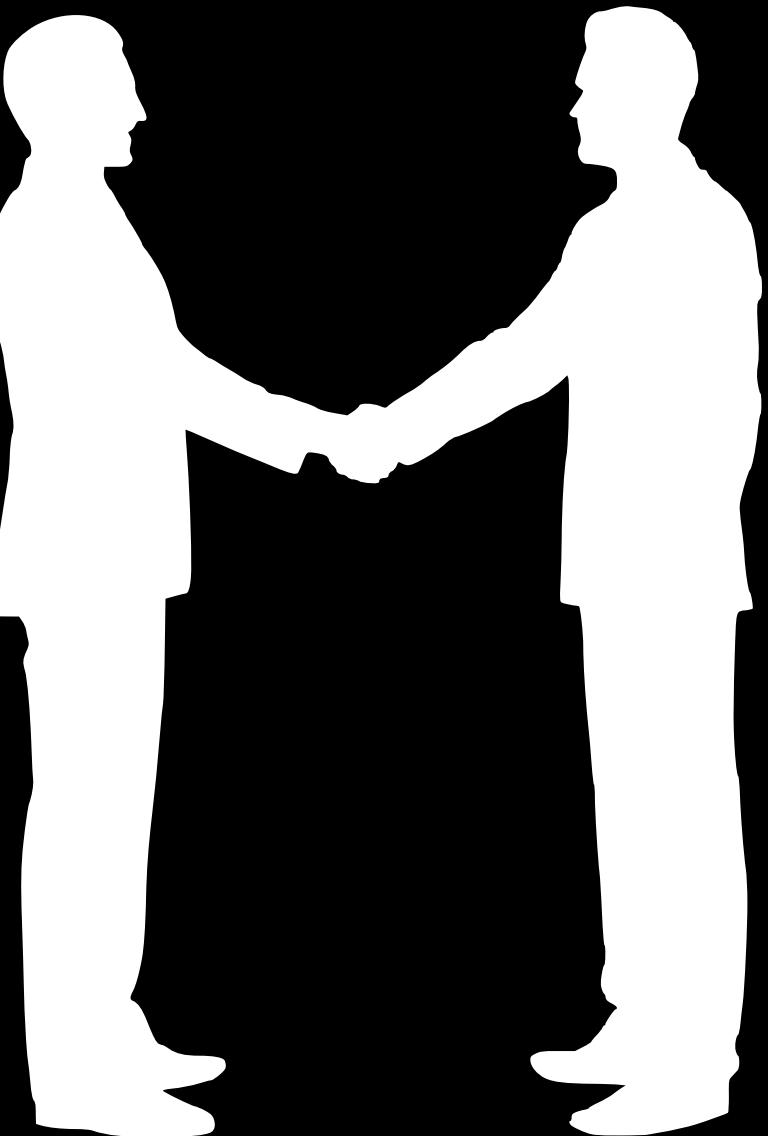
High quality videos
They organize interactive
events.

Weak strategy
The content is full of filler
words

The writing could be more
streamlined
Use consistent designs

CONCLUSION

- #1 WE HAVE A WEAK DESIGN CONSISTENCY
- #2 WEAK AUDIENCE ENGAGEMENT
- #3 COMPETITORS HAVE A BETTER REACH
- #4 ONE COMPETITOR HAS A WEBSITE
- #5 COMPETITORS POST REGULARLY



SOSTAC :skatezone

Tracking: Use social media metrics such as followers, likes, shares, and comments to gauge performance.

Review Frequency: Weekly reviews to ensure that the strategy is on track and adjust tactics as needed

Key Performance Indicators (KPIs): Monitor follower growth (target: 20-30%), website traffic increases (target: 10%), and conversion rates (target: 5%)

Content Production: Manage content creation in-house, using current tools and available resources to produce engaging social media content

Execution of Ads: Run social media ads targeting the local community, beginners, and families, using geographic and demographic targeting.

Timeline: Launch new content and ads within a defined 3-month period, starting with weekly updates and reviews

Content Creation: Focus on short-form videos (Instagram Reels, TikTok) showcasing training sessions, tricks, and behind-the-scenes footage.

Paid Media: Invest in Facebook and Instagram Ads to drive awareness, leveraging targeted ads to attract beginners and local families

SEO: Incorporate local keywords like "skate in Egypt" and "learn skate" for organic search visibility.

Community Engagement: Run polls, contests, and giveaways to increase engagement and community involvement.



Digital Presence SkateZone currently has Instagram, Facebook, and a plans for website with plans for a booking system.

Customer Engagement Social media engagement is weak with some consistency but room for growth.

Brand Awareness There is small local awareness in the Suez community, with potential for expansion.

Brand Awareness The goal is to increase brand recognition within Suez by using digital channels, specifically aiming for a 20-30% increase in social media followers within 3 months.

Website Traffic & Conversion Grow website traffic by 10% and achieve a 5% conversion rate (bookings).

Social Media Engagement Increase engagement on platforms such as Instagram and Facebook.

Focus: Prioritize social media marketing through engaging content and paid advertising to enhance visibility.

Target Audience Focus on beginners looking to learn skateboarding, a growing segment, while also keeping families and local youth organizations in mind.

Positioning: Emphasize SkateZone's unique value proposition—professional training from African champions and a community-centered environment.

OUR AUDIENCE SEGMENTATION





Sarah Ali

Background & Demographics

Age: 28

Location: Cairo, Egypt

Gender: female

Education: Bachelor's degree holder

Profession: Employee in a technology company

Marital Status: Married with one child

Income: 8000

Children: 1

Information about the child:

Name: Yassin

Age: 7 years

Psychographic Information

Goals/Aspirations

- Looking for a skate academy that has specialized trainers To register her son Yassin
- Enabling Yassin to make new friends through the academy, which enhances his social skills and self-confidence

Challenges/Pain Points

- Extreme fear of injury and her desire to know if the academy would provide all means of safety
- She is busy all the time between her work and Yassin's studies, and if the academy is unable to provide a suitable schedule for them, they will not be able to register.

Personality Traits

One of her personal characteristics is that she loves providing a comfortable educational and sports environment that helps Yassin grow and develop

Values & Beliefs

She thinks that playing singles is not the best solution for Yassin, but rather he should enter an academy to learn with a specialized coach and meet new friends.

Lifestyle

Her favorite hobby is searching for the best places for her son to learn the game he loves

Behavioral Information

- Sarah tends to search through social media and read reviews to find out the advantages and disadvantages of the activities she is considering enrolling Yassin in. Seek information before making a decision.
- She personally visits the academy before enrolling to make sure the place is safe and organized, and will ask to meet the coaches to get to know them and make sure they are able to deal with the children.

Motivations & Influences

Motivations:

- One of Sarah's most important motivations is to help Yassin gain self-confidence and gain new friends through the academy
- She wants to make sure the academy has safe areas for skating and all the medical supplies in case Yassin is injured

Effects

- Academy programs that offer flexible options that fit Sarah's schedule and reduce stress on her daily life greatly influenced her decision.
- Academies that have a good reputation and care about safety and organization are an influencing factor in Sarah's decision, as she is looking for reliable institutions.



Omar Mohamed

Background & Demographics

Age: 21 years old

Occupation: Works in a skate shop

Location: Cairo
Skate level: advanced

Psychographic Information

Goals/Aspirations

Omar aims to join a skate academy that includes professional trainers and has many activities and events. One of his goals is to join an academy that will help him enter local skating tournaments and participate in competitions and challenges.

Challenges/Pain Points

- He doesn't want to join an academy with limited spaces dedicated to skating.
- Difficulty balancing daily work and skate training

Personality Traits

Omar has a highly competitive sense and always strives to improve. He is social and loves interacting with the skating group

Values & Beliefs

He believes that they should continue in the sport until they reach their goals

Lifestyle

One of his favorite hobbies is going out and skating in public places and interacting with people

Behavioral Information

- Omar is social by nature and loves interacting with others while skating. Skating is a way to increase his connection with his friends and build new friendships within the skating group
- Omar has a strong competitive sense and always loves improving his skating skills. He follows a strict training regime and constantly monitors his personal performance

Motivations & Influences

Effects:

- He is influenced by the surrounding community of skating professionals and celebrities in this field.
- He follows training videos and international skating competitions.

Motivations:

- He continues his quest to win competitive competitions and be among the strongest professionals in the sport
- Passion for becoming a role model for new skaters



Nada Adel

Background & Demographics

Age: 18

Location: Suez

Gender: Female

Education :high school student

Profession :Not working

Marital Status : She lives with her parents.

Her level in sketch:

Beginner

Psychographic Information

Goals/Aspirations

- She wants to master the basics of skating and learn stunts like jumps and spins
- She wants to join a skating academy that has separate training for girls.

Challenges/Pain Points

- Girls' lack of interest in sports makes them feel isolated and in need of a role model or coach for girls.
- She is afraid of falling or getting seriously injured, so she wants to practice in safe places since she is still a beginner.

Personality Traits

She is shy and does not feel comfortable in mixed places where the number of girls is less than the number of men, so she prefers separate places.

Values & Beliefs

One of Nada's beliefs is that she should learn in safe places and play carefully to avoid risks and injuries

Lifestyle

Skateboarding is Nada's main hobby, where she enjoys trying new moves and improving her performance.

Behavioral Information

- She loves to meet and make new friends with girls who have the same hobby as skateboarding.
- She uses social media to connect with her friends and follow professional skateboarders, which enhances her passion for skating and allows her to express herself in a comfortable way.

Motivations & Influences

Motivations:

- Nada seeks to join the sports community that shares her passion. Feeling part of a group of skaters makes her feel supported.

- Desire to improve oneself and learn more skills from experienced people

Effects:

- Watching videos of skaters on the academy's page as they learn new skills makes them motivated to learn these skills.

- The academic environment can also influence her desire to participate. If the academy encourages collaboration and interaction, this enhances Nada's experience.

**BASED ON SELF-ANALYSIS AND
COMPETITOR ANALYSIS (THEIR
STRENGTHS AND WEAKNESSES)
AND ALSO OUR CURRENT
SITUATION AND OUR TARGET
AUDIENCE WE DEVELOPED A
WHOLE STRATEGY ABOUT WHAT WE
WILL WORK ON**



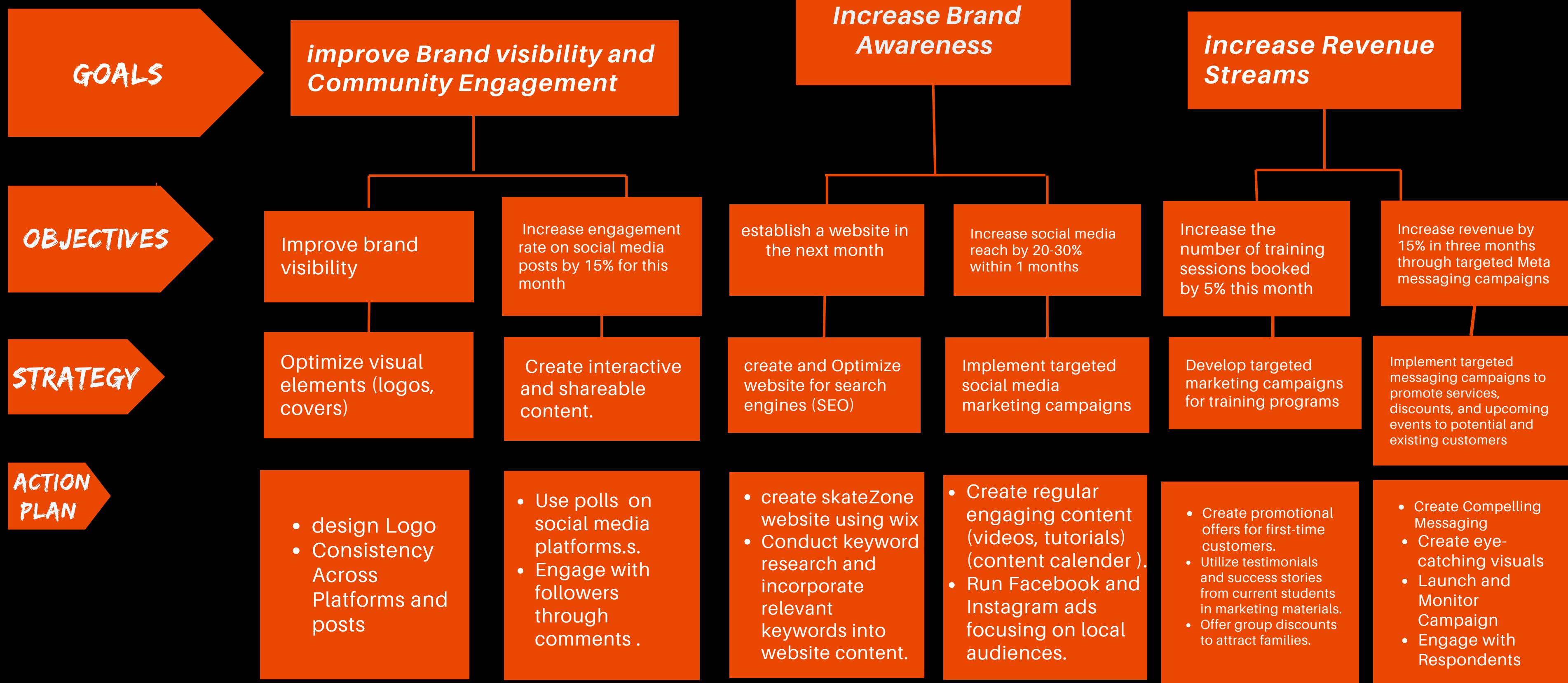
**THE MAIN GOALS
IN OUR
STRATEGY WILL
BE :**

**1-IMBROVE BRAND VIISIBILITY
AND ENGAGEMENT**

2- INCREASE BRAND AWARENESS

3- INCREASE REVENUE STREAMS

SKATEZONE BUSINESS STRATEGY



MARKETING CHANNELS



01



facebook

02



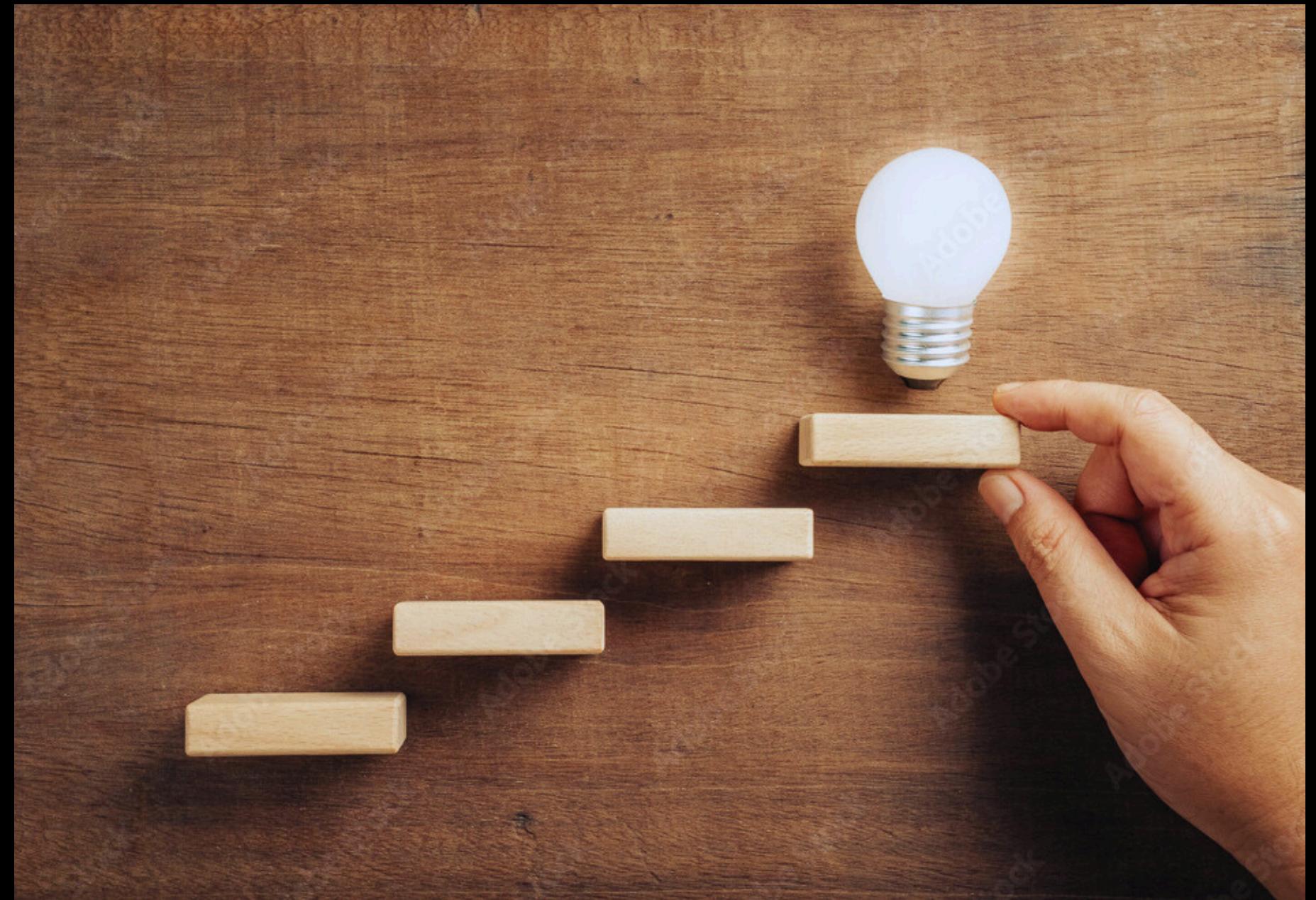
Instagram

03



website

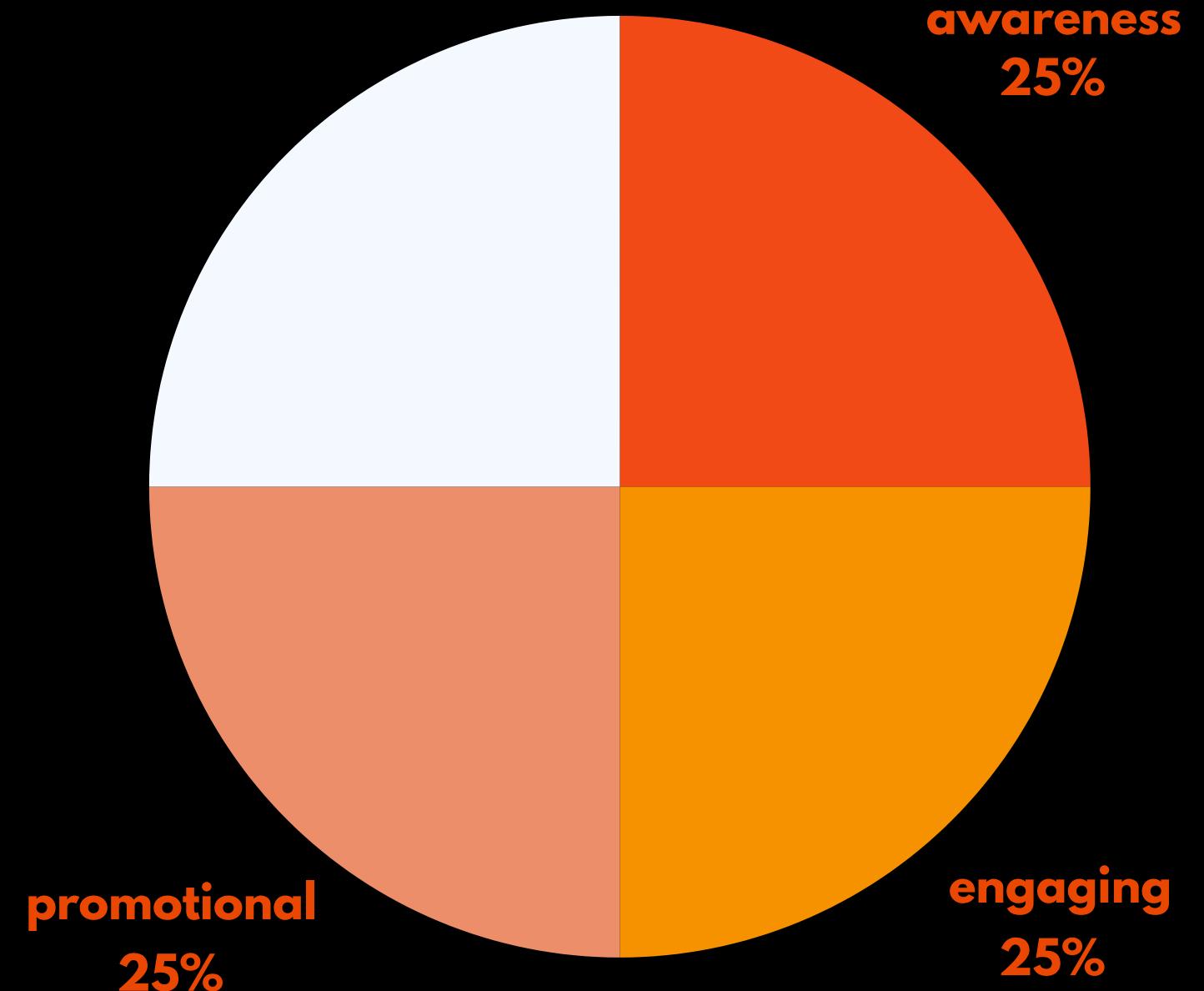
**TO ACHIEVE OUR
STRATEGY WE WILL GO
THROUGH OUR ACTION
PLANS STEP BY STEP
USING OUR CONTENT
STRATEGY (CONTENT
CALENDAR) AND
SCREENSHOTS**



OUR CONTENT STRATEGY

- 13 POST PER MONTH
- CHANNELS
 - 1. FACEBOOK
 - 2. INSTAGRAM
- CONTENT
 - 1. AWARENESS CONTENT (25%)
 - 2-ENGAGING CONTENT (25%)
 - 3-PROMOTIONAL CONTENT (25%)
 - 4-EDUCATIONAL + INSPIRATIONAL + TESTIMONIAL (25%)

educational + inspirational +testimonial
25%



SOCIAL MEDIA

CONTENT PLAN

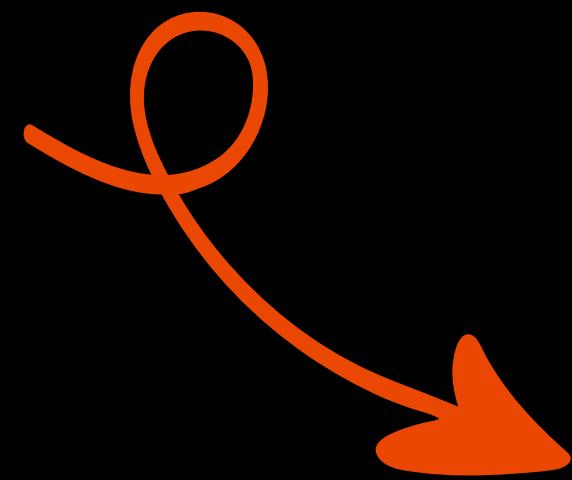
A 31-DAY CONTENT PLAN FOR SKATE ZONE

MONTH: OCTOBER

WEEK 1	01	02	03	04	05	06	07
WEEK 2	08	09	10	11	12	13	14
WEEK 3	15	16	17	18	19	20	21
WEEK 4	22	23	24	25	26	27	28
WEEK 5	29	30	31				

The content plan for Skate Zone across five weeks in October is as follows:

- Week 1:** Day 1 (01) is a placeholder; Days 2 (02) through 4 (04) feature an awareness video (AD); Days 5 (05) through 7 (07) are placeholders.
- Week 2:** Days 8 (08) and 9 (09) feature an awareness video; Day 10 (10) is an educational post marked with a sun icon; Days 11 (11) through 14 (14) are placeholders.
- Week 3:** Days 15 (15) and 16 (16) feature an engaging post; Days 17 (17) through 21 (21) feature promotional posts.
- Week 4:** Days 22 (22) through 28 (28) feature promotional posts.
- Week 5:** Days 29 (29) through 31 (31) feature testimonial posts.



DETAILS

GOALS

improve Brand visibility and Community Engagement

OBJECTIVES

Improve brand visibility

Increase engagement rate on social media posts by 15%.

STRATEGY

Optimize visual elements (logos, covers)

Create interactive and shareable content.

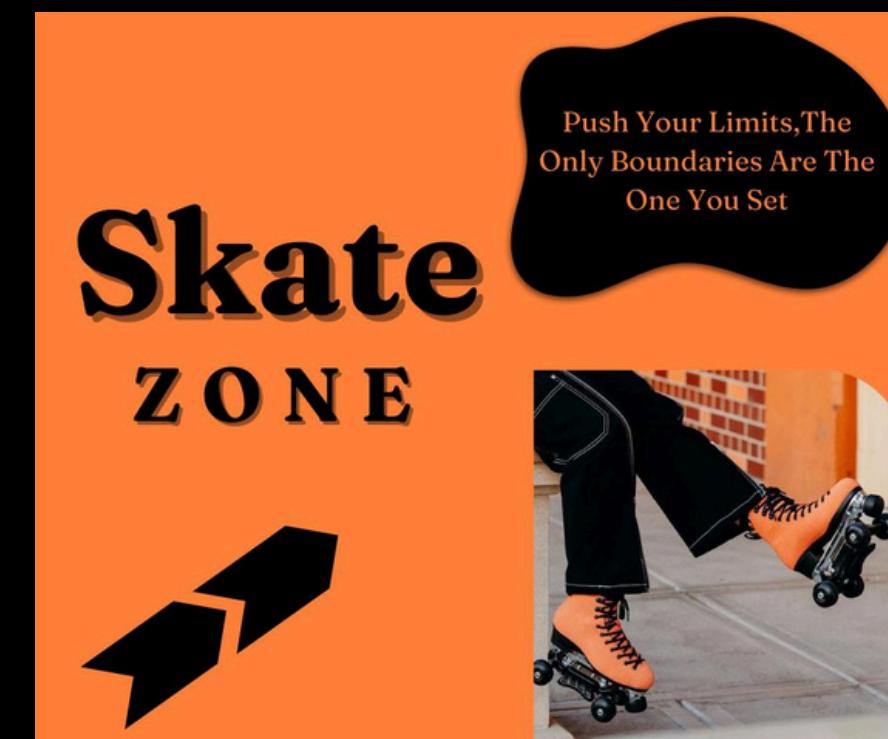
ACTION PLAN

- design Logo
- Consistency Across Platforms and posts

- Use polls on social media platforms.s.s.
- Engage with followers through comments .



ATTRACTIVE LOGO DESIGN



CONSISTENCY ACROSS PLATFORMS AND POSTS

ENGAGING POST

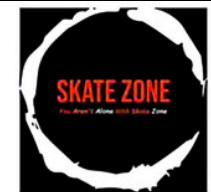


ENGAGING WITH
AUDIENCE
AND ON-GROUND POLL
TO GET FEEDBACK AND
TESTIMONIALS



skatezone#
skate#

FEEDBACK SKATE ZONE



Please help us to improve our product or service by completing this survey. We value you as a customer and would appreciate your feedback.

Your name _____

What is your age?

Under 18 18 - 24 24 - 30 Others _____

How did you find out about our services?

Website Social media Friends Others _____

Are you satisfied with our services?

Very Unsatisfied Unsatisfied Neutral Satisfied Very Satisfied

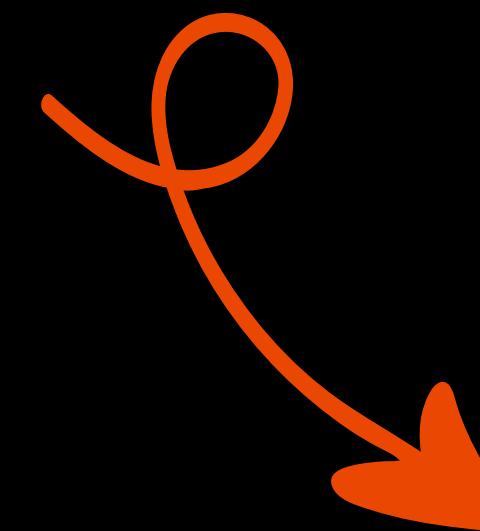
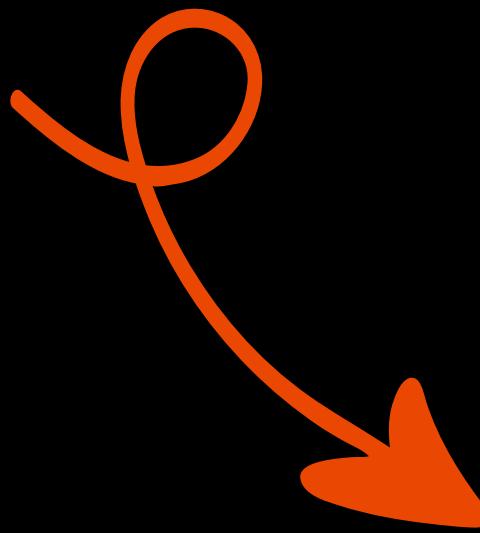
skate zone review



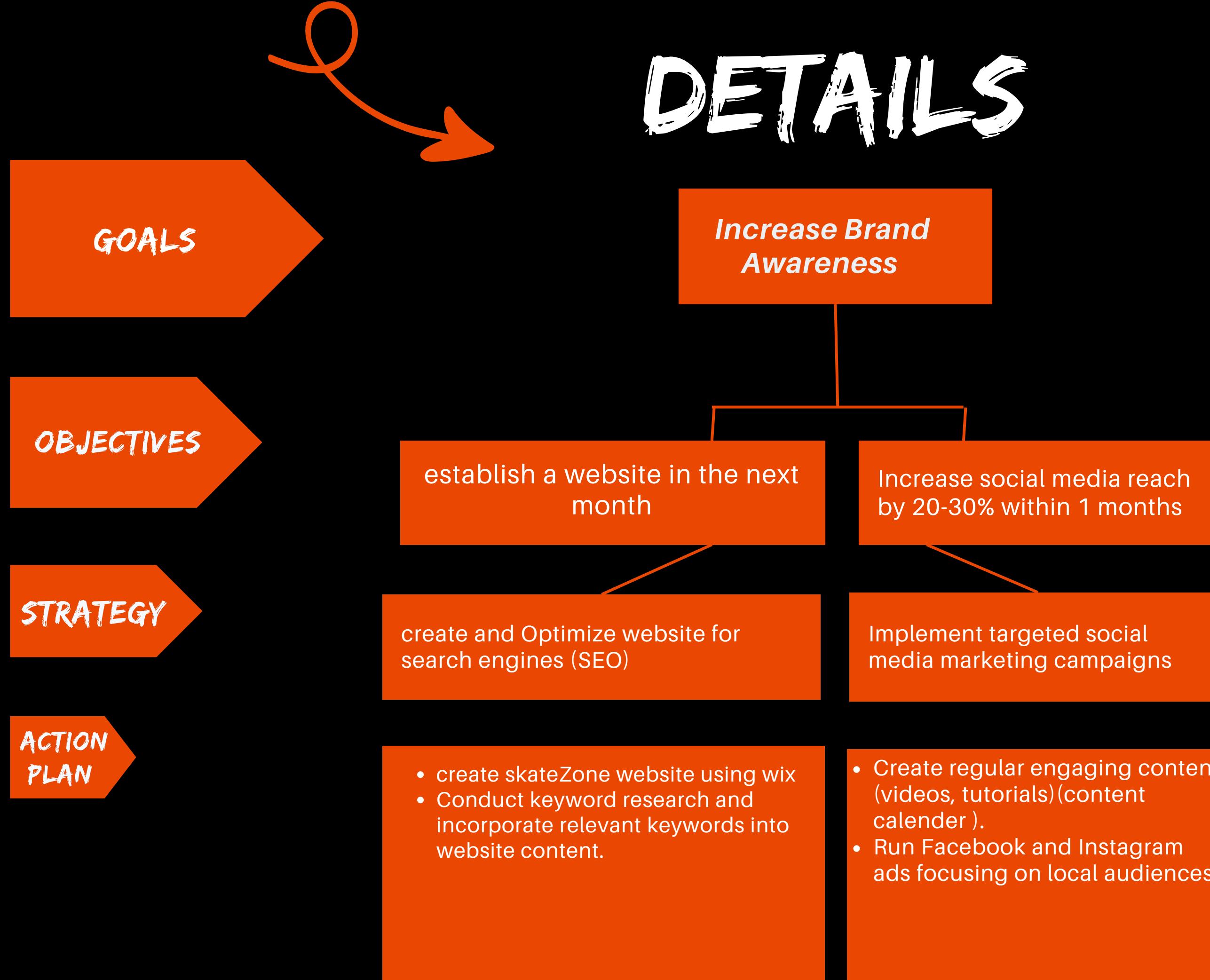
Additional comments or suggestions

You're not alone with skate zone😊

ENGAGE WITH FOLLOWERS THROUGH COMMENTS



DETAILS



AWARENESS VIDEO

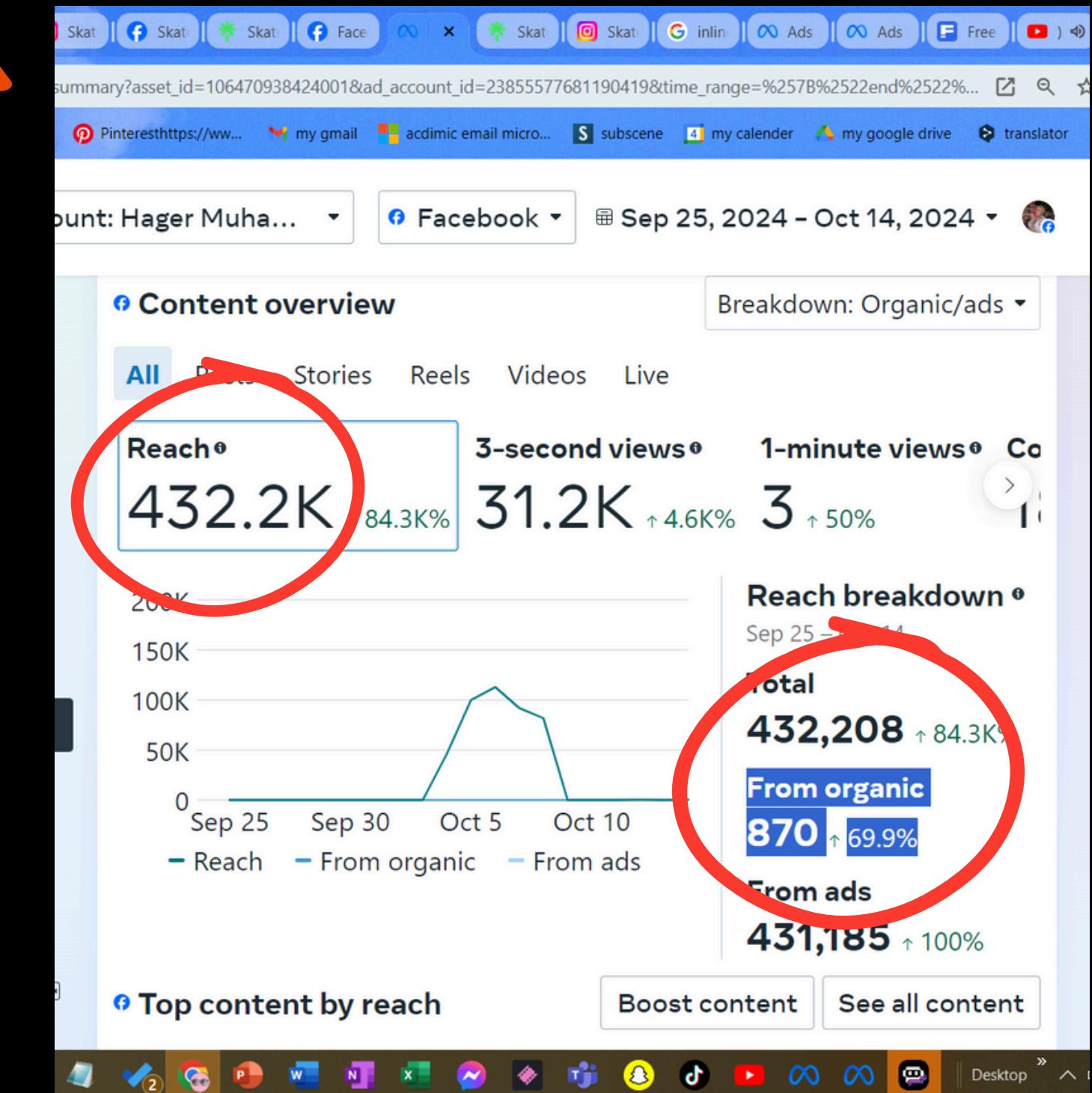


Skate Zone
Reels • Sep 21 •

رجعت من جديد! 🎉
بعد طول انتظار،
مكان آمن ومرح للسكيت ، سواء كنت مبتدئ أو محترف!
هذا المكان المناسب ليك! 🚀
الافتتاح: الثلاثاء 23 سبتمبر
المكان: بورتوبيك، أعلى نادي التوكيلات الملاحيه
عرض خاص: خصم 50% لفترة محدودة! حجز مكانك الآن
من خلال صفحتنا أو تواصل معانا على 01126704243.



CLICK HERE



EDUCATIONAL POST



#1 **الحماية**



تأكد أنك تلبس معدات الحماية الكاملة

#2 **الأختيار الصحيح للسكيت**



أختار سكيت مناسب لمستواك ووزنك

#3 **التوازن والوقوف الصح**



حاول تعلم التوازن على السكيت وحافظ على رجلك تكون بعرض كتفك وأثني ركبتك

#4 **اختيار المكان المناسب**



اختر أماكن مسطحة وسلسة للتدريب وتجنب الأماكن الزحمة والأسطح الخشنة

#5 **تعلم من المحترفين**



لو حابب تتقرب بسرعة اتدرب مع مدرب متخصص هيساعدك تتعلم الحركات الصح ويصحح لك الأخطاء

 Skate Zone is at Port Tawfik
4d · 

بابا تاخد خطوة في تعلم الأسكيت ومش عارف تبدأ إزاي؟ 

دول خمس نصائح مهمة تساعدك تبدأ صح 

لو عندك أي استفسار سيب لنا كومنت وهنرد عليك 

بورتوفيق ...

WEBSITE AND SEO



KEYWORDS TO TARGET



KEYWORD

- 1 **skate**
- 2 **skate in Egypt**
- 3 **skate for kids**
- 4 **beginner skate**

SOURCE

- 1 **keyword planner**
- 2 **strong competitor**
- 2 **search suggestion**
- 2 **search suggestion**

...
...

This site was designed with the WIX.com website builder. Create your website today. [Start Now](#)

Safe Skate for Kids

Safe Skate
for Kids is a family-friendly program ...

[Read more](#)

[contact us](#)



[Let's Chat!](#)

Windows taskbar: Type here to search, various icons, Desktop, ENG, 6:58 AM, 15-Oct-24

This site was designed with the WIX.com website builder. Create your website today. [Start Now](#)

Beginner Skate Classes in Egypt

Tailored for newcomers to the skateboarding world, this class focuses on the fundamentals—balancing, turning, and basic ...

[Read more](#)



[Let's Chat!](#)

Windows taskbar: Type here to search, various icons, Desktop, ENG, 6:58 AM, 15-Oct-24

This site was designed with the WIX.com website builder. Create your website today. [Start Now](#)



Welcome to SkateZone, where you can experience energetic training in a safe and communal environment. Join us and be part of the Best Inline Skates in Egypt community today!

[Join Us](#)

[Let's Chat!](#)

Windows taskbar: Type here to search, various icons, Desktop, ENG, 6:57 AM, 15-Oct-24

This site was designed with the WIX.com website builder. Create your website today. [Start Now](#)

SkateZone

Get Ready to Skate in Egypt



[Let's Chat!](#)

Windows taskbar: Type here to search, various icons, Desktop, ENG, 6:57 AM, 15-Oct-24

DETAILS

GOALS

increase Revenue Streams

OBJECTIVES

Increase the number of training sessions booked by 5% during this month

Increase revenue by 15% in three months through targeted Meta messaging campaigns

STRATEGY

Develop targeted marketing campaigns for training programs

Implement targeted messaging campaigns to promote services, discounts, and upcoming events to potential and existing customers

ACTION PLAN

- Create promotional offers for first-time customers.
- Utilize testimonials and success stories from current students in marketing materials.
- Offer group discounts to attract families.

- Create Compelling Messaging
- Create eye-catching visuals
- Launch and Monitor Campaign
- Engage with Respondents

PROMOTIONAL POST



CAPTION

Skate Zone

2d •

...

تحدي نفسك وأستمتع بكل لحظة
جاهز تجرب الحرية الحقيقية؟

skatezone#
skate#

TESTMONIALS



ورحلتك في skate zone كانت عاملة أزاي؟

كانت تجربه حلو جدا ابسط جدا
الحقيقة لدرجة كنت بستنى يوم التمرين
حرفياً ❤️❤️😂

دا غير التيم زي السكر بجد وطريقه
تعملكم جميله اوي الحقيقة خصوصا
كابتن هاجر ❤️

Edited 00:02

واعلمت حاجات كتير زي التوازن لانه
كان ضايع عندي حرفياً والشجاعه انى
اجرب حاجات جديده وكدا 😊

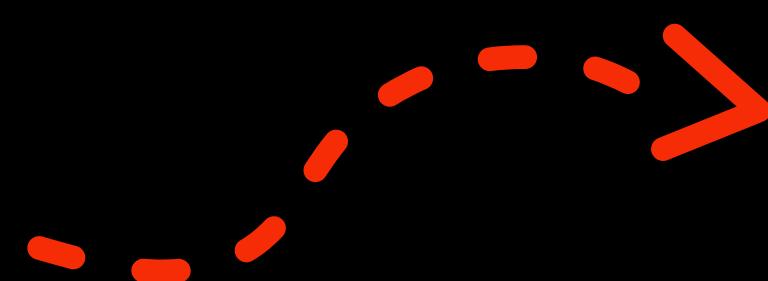
00:04

إن شاء الله هيجلكم تاني في اقرب وقت
بس مستنيه اظبط الدنيا ف الكليه 😍😊



ليه تختار SKATEZONE ؟

CAPTION



انا حقيقي مبسوطة ان اول تجربة ليها
بالاسكيت كانت مع Skate Zone
علشان هي سبب من الاسباب اللي
خلتني احب الاسكيت اكتر زي مثلا
التعامل التحفة بجد و طريقة التمرين
المبسوطة اللي بتديني امل ان الاسكيت
سهل و بسيط و كنت ببقي مبسوطة
 جدا وانا كل مرة بتعلم حاجة جديدة
في الاسكيت و التيم بجد من احسن و
افضل الناس اللي الواحد بيتعامل
معاهem حقيقي مبسوطة ان Skate
Zone رجعت تاني وإن شاء الله تستمر
دائمًا من اقوى الاكاديمي ❤️❤️💪

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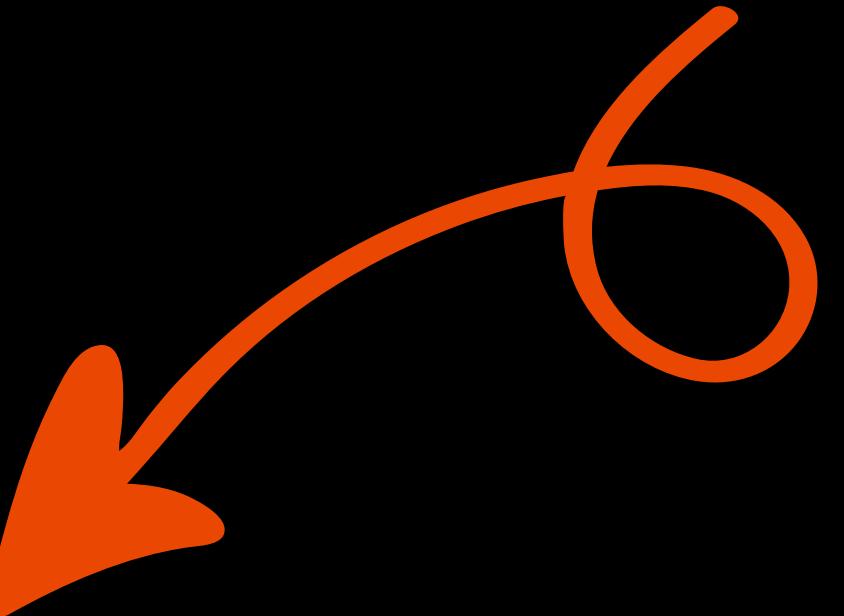


SKATE
ZONE

50%

For

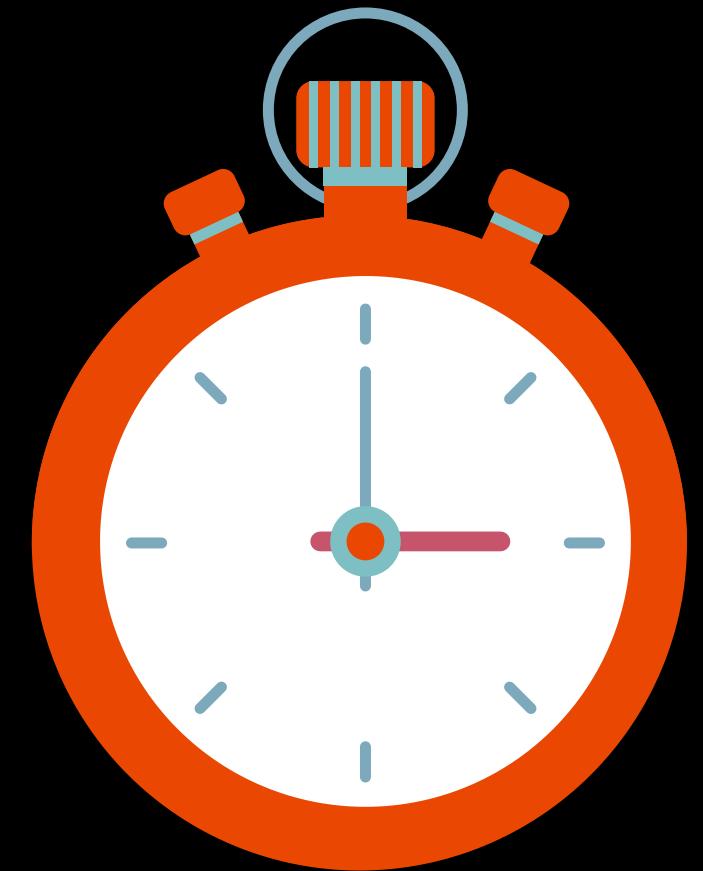
Family



PROMOTIONAL
DESIGNS FOR

UPCOMING CONTENT

**TIME FOR ANALYSIS,
RESULTS, AND
UPCOMING STEPS**





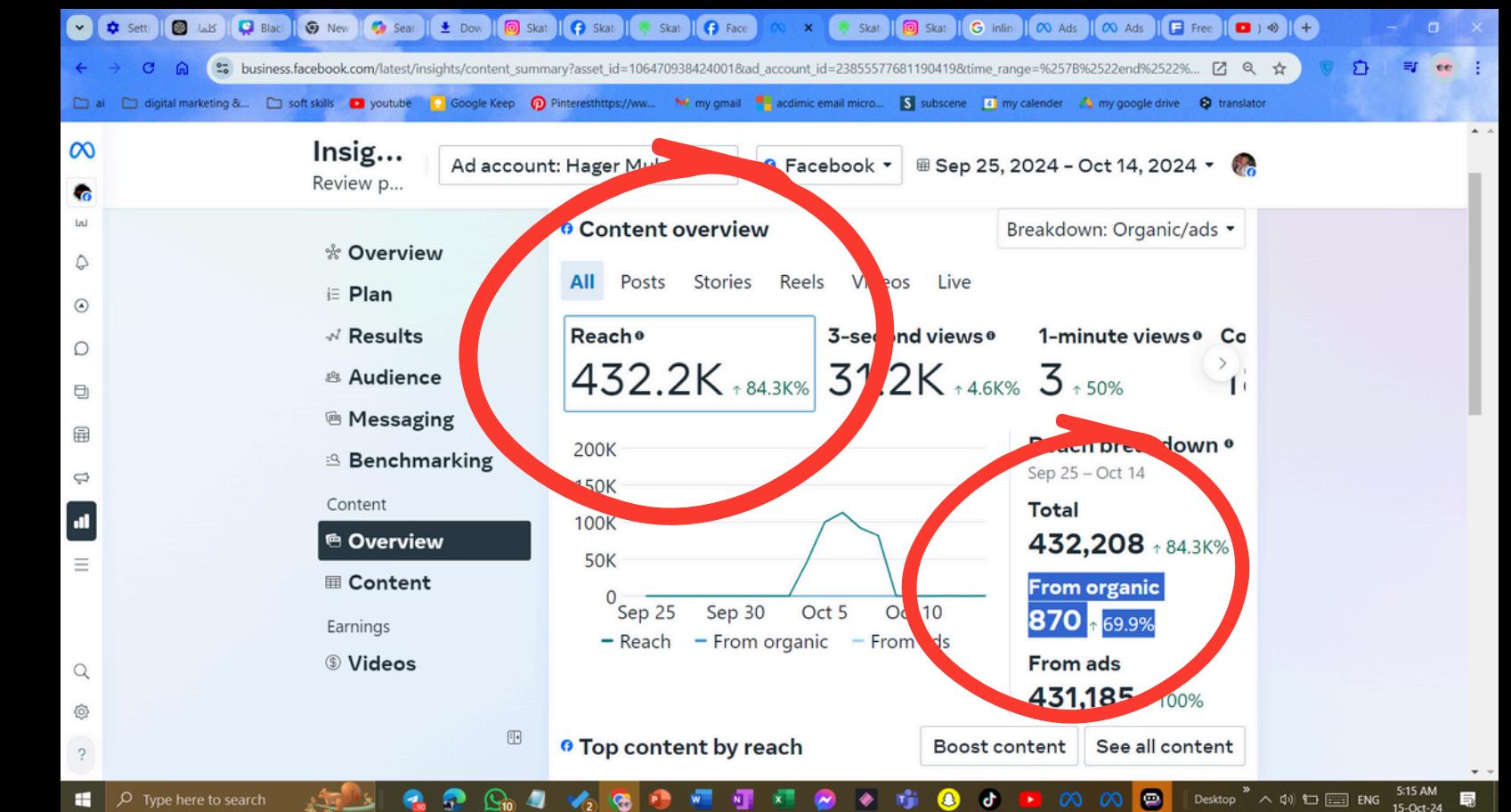
insights

ANALYSIS

GOALS

- **INCREASE BRAND AWARENESS BY 20-30 %**

RESULTS



- **69.9% increase in organic reach**
- **84.3 % increase in paid reach**



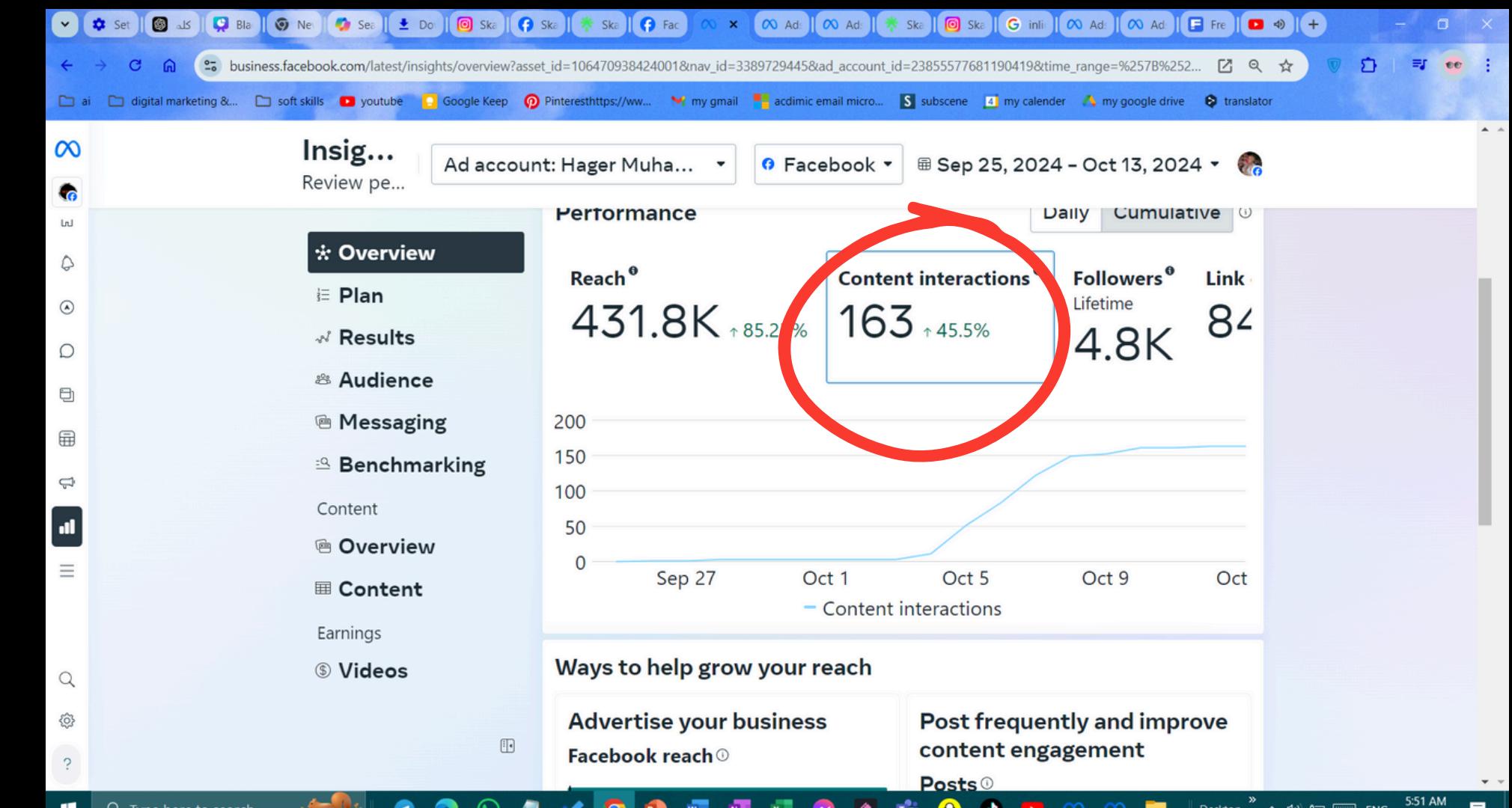
insights

ANALYSIS

GOALS

RESULTS

- INCREASE BRAND
VISIBILITY AND
ENGAGEMENT BY
15%



- 45.5 % increase in content interactions



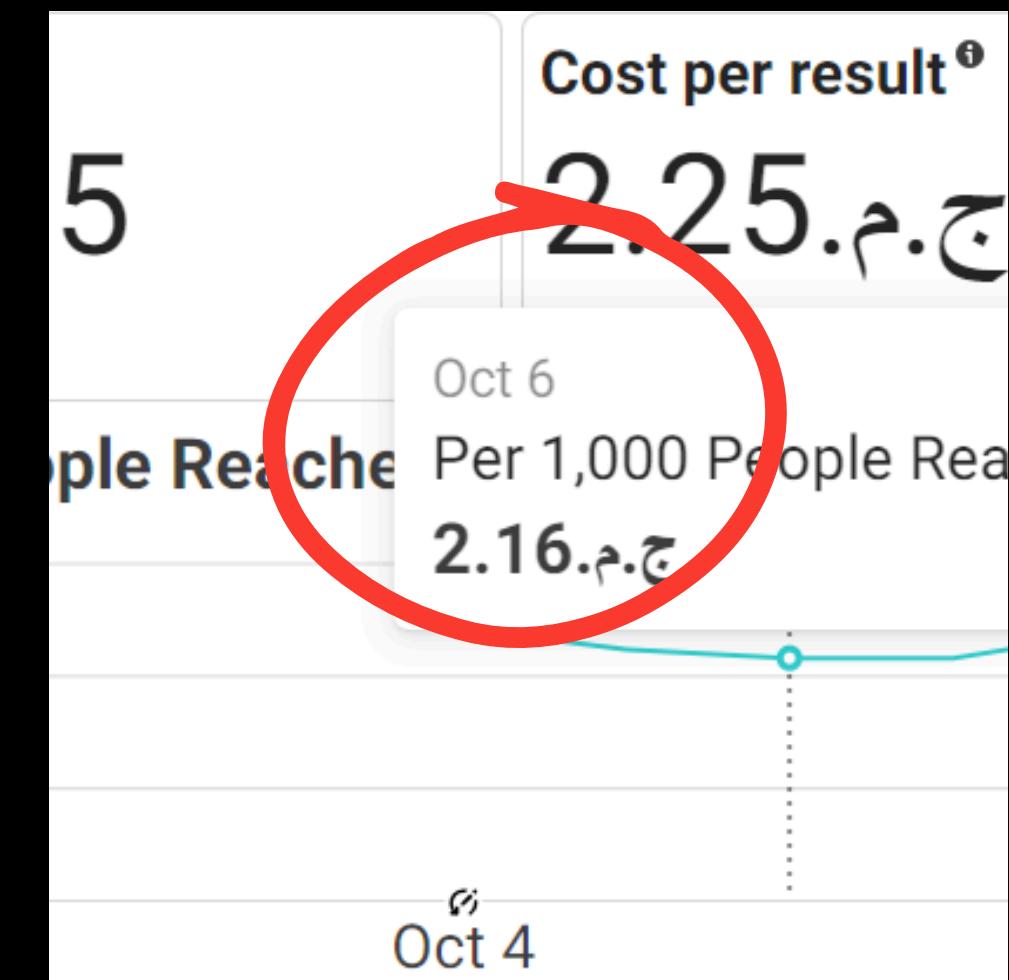
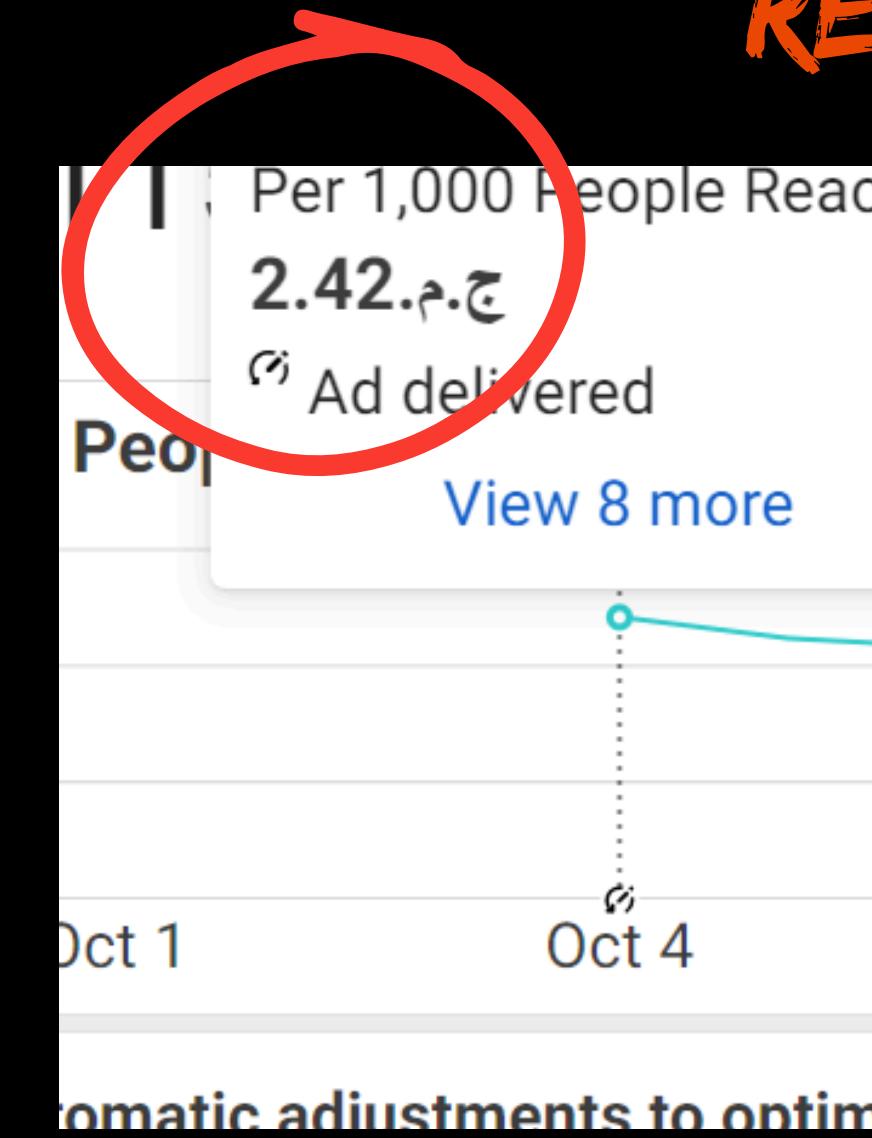
insights

ANALYSIS

GOALS

- LAUNCHING AND ACTIVE MANAGEMENT OF AD CAMPAIGN

RESULTS



- reduced CPR after reduce the specificity of targeting

UPCOMING (التوصيات والتحسينات)

- ▶ more focus on reels
- ▶ messaging campaign
- ▶ more optimization and work on the website
and use of Google Analytics more
- ▶ focus on increasing numbers of followers
- ▶ planing for influencer marketing
- ▶ make our content more emotionally
- ▶ use testimonials and success stories in Our content
- ▶ collect email database and launch a mail campaign

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**THANK
YOU!**

