

5. Creative & Content Engine Meta Social Media & SEO Rafiki Pet Hospital

Meta Ads - Sample Texts

** d 1: "Your furry friend deserves the best! Book your pet's wellness check at Rafiki Pet Hospital today and see them wag their tail with joy!"

Engaging headline, clear CTA, emphasizes emotional bond. Aimed at dog/cat owners seeking trust and care.

**d 2: "Healthy pets, happy homes! Schedule vaccinations or grooming with Rafiki and ensure your pet's health all year round."

Eocus on preventive care, seasonal relevance, encouraging immediate action.

%d 3: "From check-ups to grooming, Rafiki Pet Hospital is your pet's second home. Experience personalized care and expert services."

Wighlights range of services, emotional connection, and reliability.

** 4: "Trust Rafiki for expert veterinary care. Keep your pets healthy, happy, and playful with professional care they deserve!"

👺rong CTA emphasizing professionalism, trust, and pet well-being.

Ad 5: "New Cairo's pets deserve Rafiki! Book your appointment now and give your pets a day full of love and care."

bocal targeting, builds community trust, highlights convenience and care.

**d 6: "Special grooming offers this month at Rafiki Pet Hospital! Pamper your furry friend and keep them healthy."

Meta Posts - Sample Texts

Post 1: "Meet Bella, our happy patient! W Regular check-ups keep tails wagging and hearts healthy."

Storytelling format, emotional appeal, and engagement through pet highlight.

Post 2: "Did you know? Regular vaccinations prevent severe diseases. Book your pet's vaccination at Rafiki today!"

**ducational content to build trust and authority, includes CTA.

Bost 3: "Pampering day! Our grooming sessions ensure pets look great and feel even better. Reserve your spot now!"

Promotional yet informative, combining service highlight and engagement.

Rost 4: "Pet health tip: Daily walks keep your dog fit and happy. Learn more wellness tips at Rafiki Pet Hospital."

Kalue-added content, encourages engagement and follow-ups.

Post 5: "Cats need love too! Schedule a check-up and grooming session for your feline friend today."

Exclusive messaging targeting cat owners, educational and promotional balance.

Post 6: "Celebrating our furry clients' birthdays this month! "I Join the fun and give your pet the special care they deserve."

Meta Reels / Shorts - Sample Scripts 🔭

Beel 1: Quick vaccination walkthrough highlighting pet comfort and efficiency, ending with CTA to book now.

🐮 sual story, emphasizes safety and speed, tailored for high view rate.

Reel 2: Grooming transformation before/after, upbeat music, showing happy pets and satisfied owners.

Engaging visual, emotional connection, encourages shares.

Reel 3: Staff introduction clips, short fun facts about pets, builds trust and familiarity.

Rersonalizes brand, strengthens community trust and engagement.

Reel 4: Seasonal pet care tips, animated text overlay, short actionable advice.

Educational, shareable content for reach expansion.

Reel 5: Quick behind-the-scenes at Rafiki, showing clinic cleanliness, warmth, and expert care.

Fansparency builds trust, designed to increase conversions and visits.

Meta Stories - Sample Ideas

Story 1: "Tip of the Week" with animated icons, swipe up to book appointment.

Engagement-triggering content, drives clicks and awareness.

Sory 2: Client testimonial, short video clip, interactive poll asking about pet care habits.

Social proof + engagement tool, enhances trust.

Story 3: Highlighting special promotions, countdown timer for urgency.

%OMO strategy to increase immediate bookings.

Story 4: Fun pet fact with branded animation, encouraging share and save.

Educational and shareable, expanding organic reach.

Story 5: Quick staff intro + CTA for consultation bookings.

Humanizes brand, strengthens loyalty.

Story 6: Behind-the-scenes vaccination setup, promoting trust and comfort.

Esual reassurance, increases booking confidence.

SEO Meta Posts - Sample Texts

Post 1: "Top 5 Vaccination Tips for Dogs in New Cairo – Keep your pets healthy with Rafiki Pet Hospital."

Keyword-rich, local SEO targeting, CTA included.

Post 2: "Affordable Grooming Services for Cats & Dogs — Rafiki Pet Hospital, trusted by pet owners."

SEO optimized for service + location, informative and promotional.

Post 3: "Expert Vet Check-Ups Near You – Book your pet's appointment at Rafiki today!"

Local search optimization, strong CTA, builds authority.

Post 4: "Seasonal Pet Care Tips: How to Keep Pets Healthy All Year – Rafiki Pet Hospital Insights."

Content designed for organic reach, educational, keyword-rich.

Meta Social Media Asset Cadence & Benchmarks

Asset Type	Quantity / Month	Benchmark / Cost
Static Posts	12	Engagement Rate 2.5–3% / EGP 1,200 per post
Reels / Shorts	8	View rate +150% vs static / EGP 2,400 per reel
Stories	25	Avg view rate 18%
Carousel Ads	6	CTR ~1.4%

Budget and asset planning optimized for Year 1 performance, balancing reach, engagement, and conversion goals. Metrics based on local market research and historical performance benchmarks.