



3. Strategy Development Rafiki Pet Hospital

Objectives & KPIs

The primary objectives of Rafiki Pet Hospital's Year 1 campaign were carefully defined using the SMART methodology. Goals included increasing reach among target pet owners, improving CTR and conversions across digital campaigns, maximizing ROAS, and retaining existing clients through personalized engagement. KPIs were selected to ensure measurable progress for each objective.

KPIs were tracked using digital analytics, appointment booking data, and client surveys. This data-driven approach ensured timely course correction and performance monitoring throughout the campaign.

Year 1 Campaign Metrics

Metric	Value
Campaign duration	12 months (Jan–Dec 2025)
Annual ad budget (baseline)	EGP 720,000 (EGP 60,000 / month)
Alternate marketing budget (portfolio)	EGP 520,000 (client example)
Budget allocation (paid)	38% → EGP 197,600
Organic & SEO allocation	15% → EGP 78,000
Content creation allocation	22% → EGP 114,400
Automation & tools	10% → EGP 52,000
Contingency	15% → EGP 78,000
Year 1 visits goal (paid + organic)	~2,628 visits

Channel & Messaging Strategy

Channels were selected based on audience preferences: social media (Facebook, Instagram), Google Ads, email marketing, and local partnerships. Messaging emphasized trust, care, and expert guidance for pet owners, tailored to each stage of the decision journey.

Channel selection was guided by survey data, competitor analysis, and performance forecasts to maximize engagement, conversions, and clinic visits.

Budget Allocation & ROI Forecasting

The campaign budget was strategically split across paid advertising, organic & SEO efforts, content creation, automation tools, and contingency reserves. ROI forecasting incorporated estimated conversion rates, average visit revenue, and retention metrics to ensure cost-effective marketing spend.

Allocation percentages were continuously monitored and adjusted based on real-time performance analytics, ensuring maximum efficiency and goal attainment.



Timeline, Milestones & Governance

The 12-month campaign was divided into clear phases: initial awareness building, mid-year engagement campaigns, seasonal service pushes, and year-end retention initiatives. Milestones included digital KPI targets, content delivery schedules, ad performance reviews, and community events. Governance involved a dedicated project manager, cross-functional team oversight, and regular reporting cycles.

Timelines were visualized in Gantt-style planning, with contingency buffers. Governance ensured accountability, timely execution, and iterative optimization throughout the campaign.

