



8. Paid & Organic Execution Rafiki Pet Hospital

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This section outlines the full paid and organic digital strategy for Rafiki Pet Hospital. Paid campaigns focus on Meta platforms (FB + IG) with clear objectives, multi-step retargeting sequences, and audience segmentation for optimal reach. Organic efforts include consistent blog posts, social media content, and SEO-optimized pages. Micro-influencers and community advocacy supplement paid traffic and engagement.

Paid Media Execution

Paid campaigns were designed using a multi-channel funnel approach. Key objectives included increasing appointments, driving website traffic, and boosting engagement. Audience targeting included primary pet owners, high-value households, and expat residents. Retargeting sequences were built to capture engagement at multiple stages of the funnel.

Channel	Monthly Spend (EGP)	Impressions	Clicks	Leads
Meta (FB + IG)	11,000	~2,100,000	60,900	1,420
Google Search	5,416	410,000	22,960	720
Total Paid (baseline)	60,000	—	12,000 / mo	540 / mo
Organic & Referrals	—	—	—	35 visits / mo

Budget allocations follow the Year 1 baseline of EGP 720,000, with monthly apportionment reflecting section 3 strategy splits. Paid campaigns include ad variations, carousel creatives, reels, and story sequences to ensure continuous engagement and funnel optimization.

Organic Execution

Organic content includes SEO-optimized blog posts (4 per month), social media static posts, reels, and stories. Meta posts are scheduled according