



EL-SERAG

Literacy platform for special needs

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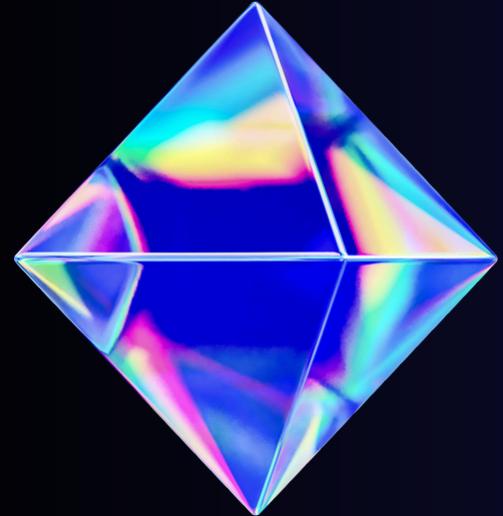
Sara Nabil Mohamed Kamel



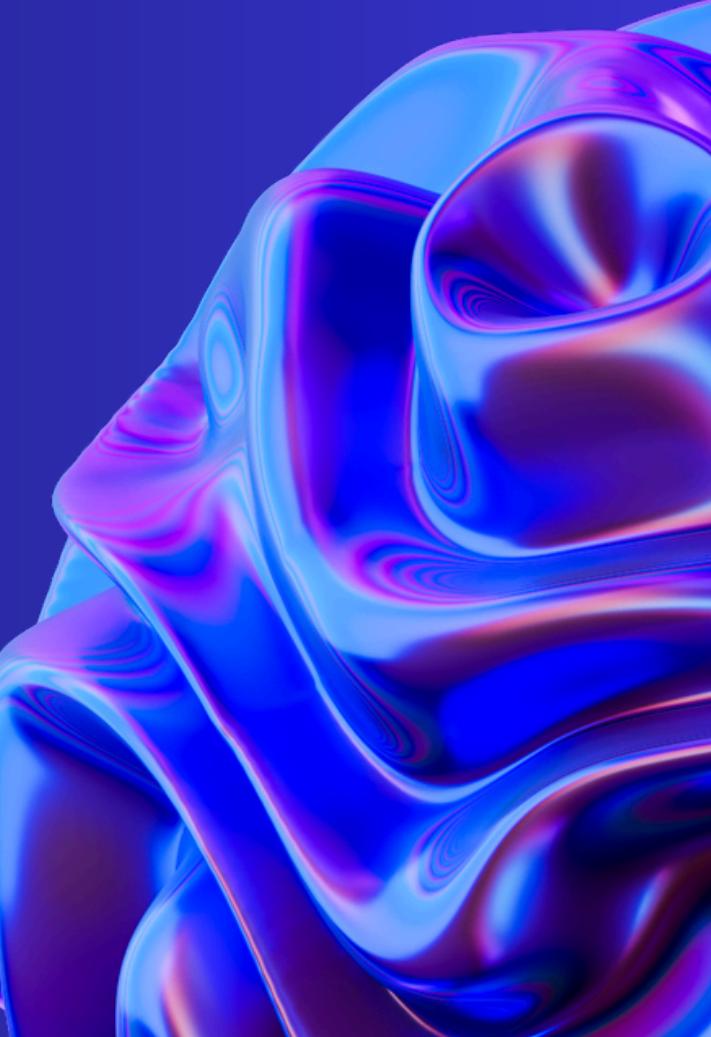
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Vision



- 1) Release Elserag beta version within 2 months.
- 2) Have at least 50 student and one teacher in each learning track in the first year.
- 3) Add more tracks in the platform.
- 4) Provide the scanning feature to convert images to readable text.



Message

Make the educational process
more user-friendly,
easy, interesting, and
available for everyone.

Slogan & logo



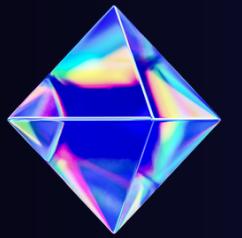
You Can Learn at Anytime and Anywhere.

The selling advantage of the project

1. Easy and user friendly system, based on Braille language.
2. Free and simple material.
3. Continuous improvement in the platform.

Marketing Plan

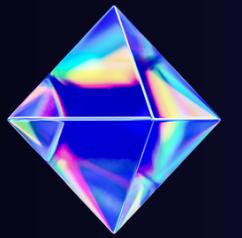
1. Business Objectives
2. Marketing Priorities
3. Marketing Goals
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Marketing Plan : Business Objectives

1. Increase platform awareness among caregivers and educators.
2. Expand user base .
3. Enhance user engagement and retention rates by implementing personalized learning experiences.

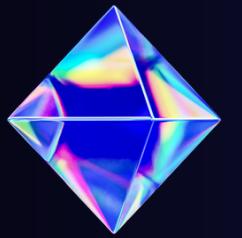




Marketing Plan : Marketing Priorities

1. Targeted Outreach: Focus on reaching caregivers, educators, and special needs communities through targeted online and offline channels.
2. Content Development: Create accessible and engaging content tailored to diverse learning needs.

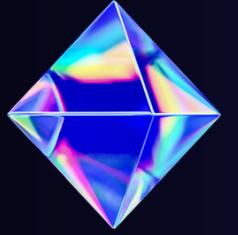




Marketing Plan : Marketing Priorities

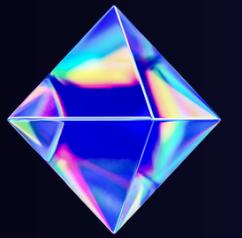
3. User Experience Optimization: Continuously improve platform usability and accessibility features.
4. Partnership Building: Collaborate with schools, special education organizations, and advocacy groups to amplify reach and impact.
5. Data-Driven Insights: Utilize analytics to understand user behavior and preferences, driving informed marketing decisions.





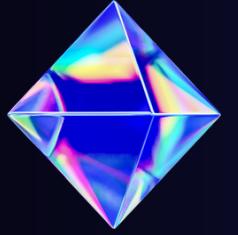
Marketing Plan : Marketing Goals

1. Increase website traffic by 30% through targeted digital marketing campaigns.
2. Achieve a 15% conversion rate from website visitors to registered users.
3. Secure partnerships with at least 10 schools or special education organizations within the first six months.
4. Increase user engagement by 25% through personalized learning experiences and gamification elements.



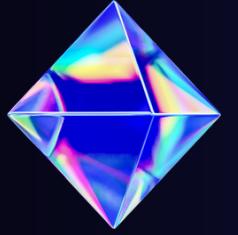
Marketing Plan : Marketing Strategy

1. Digital Marketing Campaigns: Utilize targeted advertising on social media platforms and search engines to reach caregivers, educators, and individuals with special needs.
2. *Content Marketing: Develop engaging blog posts, videos, and downloadable resources focused on literacy development for individuals with special needs.



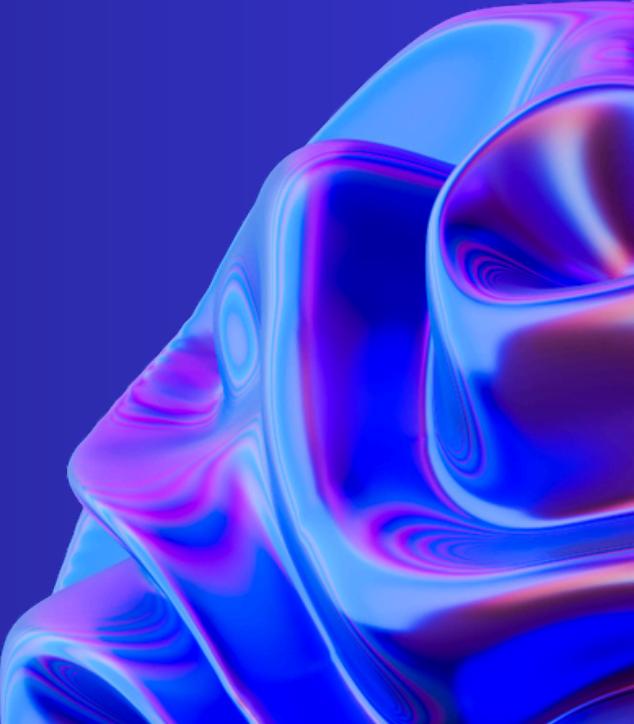
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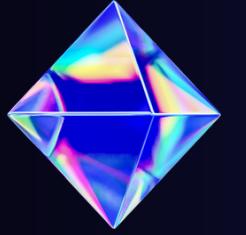
3. *Community Engagement:* Foster a supportive online community through social media engagement, forums, and live events.
4. *Partnership Programs:* Establish mutually beneficial partnerships with schools, special education organizations, and advocacy groups to promote the platform and gain access to their networks.
5. *User Experience Enhancement:* Continuously optimize the platform based on user feedback and usability testing to ensure accessibility and ease of use.



Marketing Plan : Key Actions

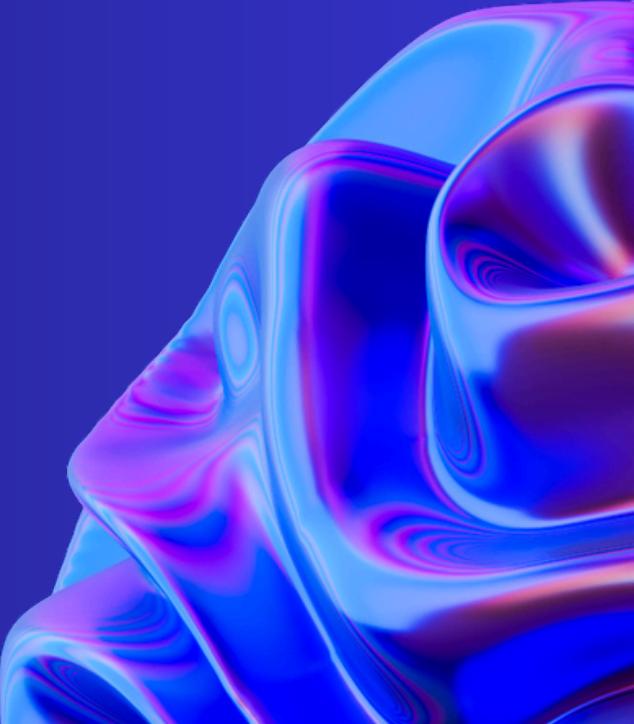
1. Launch targeted social media ad campaigns highlighting platform features and benefits.
2. Develop a series of instructional videos and downloadable resources addressing common literacy challenges faced by individuals with special needs.

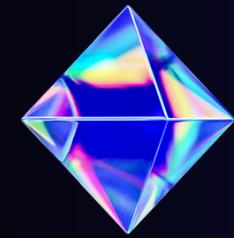




Marketing Plan : Key Actions

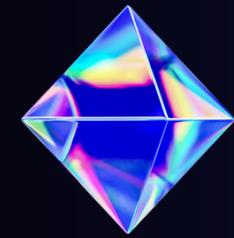
3. Host webinars and virtual workshops for caregivers and educators on leveraging the platform for personalized learning.
4. Attend special education conferences and events to network with potential partners and promote the platform





Marketing Plan : Dependencies and Risks

1. *Technology Infrastructure:* Ensure the stability and scalability of the platform to support increased user traffic.
2. *Regulatory Compliance:* Stay informed about accessibility regulations and ensure platform compliance to mitigate legal risks.
3. *Competitive Landscape:* Monitor competitor strategies and innovations to stay ahead in the market.



Marketing Plan : Dependencies and Risks

4. *User Feedback:* Actively solicit and incorporate user feedback to address evolving needs and preferences.
5. *Budget Constraints:* Allocate resources effectively to maximize marketing impact while staying within budgetary constraints.

Target Customer

- 
1. People with blind disability.
 2. People interested with learning Braille.
 3. Job seekers.

Thank you
for
listening

