

GENERAL MARKETING STRATEGY FOR DIGI-MARKETO COMPANY :

1. Market Research & Analysis

Objective:

To understand the current market conditions in Saudi Arabia and identify opportunities for Digi Marketo.

Actions:

- **Industry Research:**
 - Analyze the Saudi Arabian digital marketing landscape, focusing on businesses most in need of digital transformation (small and medium enterprises, e-commerce, retail, real estate, and healthcare sectors).
 - Assess the digital marketing services demand and trends, particularly in SEO, content creation, social media management, and performance marketing.
- **Competitive Research:**
 - Perform a SWOT analysis of top digital marketing agencies in Egypt which services Saudi market and Saudi arabian agencies. Evaluate their offerings, pricing, client types, and success stories to identify any gaps or opportunities where Digi Marketo can excel.
 - Pay special attention to agencies with strong roots in local markets, but also track global competitors who are establishing themselves in the region.
- **Customer Persona Development:**
 - Develop detailed buyer personas based on companies with different marketing needs, such as:
 - **SMEs (Small to Medium-sized Enterprises):** Needing affordable but effective marketing services.
 - **Corporations:** Requiring specialized strategies for scaling their digital presence.
 - **Startups:** With a focus on brand awareness and fast growth in an increasingly competitive market.
 - Identify the pain points for these personas, such as low brand visibility, poor ROI on ad spend, or ineffective SEO strategies.

2. Unique Value Proposition (UVP)

Objective:

To differentiate Digi Marketo in the Saudi market by emphasizing unique service offerings.

Actions:

- **Tailored Digital Solutions:**
 - Position Digi Marketo as a flexible agency offering **customized digital marketing solutions** tailored to each client's industry and business needs. Whether it's increasing online visibility, improving lead generation, or expanding market reach, Digi Marketo can deliver data-driven strategies.
- **Saudi Market Expertise:**
 - Highlight Digi Marketo's deep understanding of the Saudi market, its cultural nuances, and how businesses in Saudi Arabia and the Gulf behave online. This includes awareness of the local language, consumer behavior, and the evolving regulatory environment in Saudi Arabia regarding digital advertising and data privacy.
- **Full-Service Digital Marketing:**
 - Unlike competitors offering specialized services, Digi Marketo will provide a **full suite of marketing services** (SEO, content marketing, social media, PPC, email marketing, and web development), enabling clients to receive all digital needs from one agency.

3. Brand Positioning & Messaging

Objective:

To position Digi Marketo as the go-to digital marketing agency in Saudi Arabia and eventually the Gulf region.

Actions:

- **Brand Identity:**
 - Create a brand identity that exudes professionalism, expertise, and trustworthiness. This can be represented by a modern logo, sleek website design, and consistent messaging that appeals to businesses looking for growth.
- **Key Messaging:**
 - Focus on creating value-based messages. Examples:
 - "Empowering Saudi businesses with tailored, results-driven digital marketing strategies."

- "Your trusted partner for digital transformation in Saudi Arabia."
- "Drive growth and maximize ROI with Digi Marketo's customized digital solutions."

4. Digital Marketing Channels

Objective:

To leverage multiple digital channels to build brand awareness, generate leads, and nurture prospects into clients.

Actions:

a. Website & SEO:

- **Website Development:**
 - Develop a **clean, professional, and user-friendly website** that clearly outlines Digi Marketo's services, success stories, and client testimonials. Ensure it's mobile-friendly as many users in Saudi Arabia access the web via mobile.
- **SEO (Search Engine Optimization):**
 - Perform keyword research to identify the most relevant and high-volume keywords for the Saudi market (e.g., "digital marketing agency in Saudi Arabia," "SEO services KSA," "social media marketing for Saudi businesses").
 - Regularly publish SEO-optimized blog posts addressing common questions and challenges faced by businesses in Saudi Arabia, positioning Digi Marketo as a thought leader in the space.

b. Social Media Marketing:

- **LinkedIn:**
 - Focus on LinkedIn as a key platform for B2B marketing, targeting marketing managers, decision-makers, and business owners in Saudi companies. Share high-quality content such as blog posts, infographics, and case studies to attract followers.
- **Instagram:**
 - Use Instagram to showcase your brand's personality and behind-the-scenes content. Run ads that highlight your services and case studies targeting SME owners and entrepreneurs.
- **Facebook:** Use Facebook to engage with targeted audience by using catchy content such as posts, designs and short videos.
- **Twitter:**
 - Use Twitter for real-time engagement, responding to questions about digital marketing, hosting Q&A sessions, and sharing industry news relevant to Saudi Arabia.

c. Google Ads & PPC:

- **Targeted Google Ads Campaigns:**
 - Run search ads targeting businesses searching for digital marketing solutions in Saudi Arabia. Focus on both Arabic and English keywords.
- **Remarketing Campaigns:**
 - Set up remarketing ads targeting users who have visited the website but haven't yet contacted Digi Marketo, offering them special promotions or free consultations.

d. Email Marketing:

- **Lead Generation via Lead Magnets:**
 - Create **lead magnets** like downloadable guides, "How-to" ebooks on digital marketing for Saudi businesses, or free SEO audits. Use these to build an email list.
- **Email Nurturing Campaigns:**
 - Set up **automated email sequences** for nurturing leads, starting with a welcome email introducing Digi Marketo, followed by valuable content to educate them on your services and the benefits of partnering with you.

5. Content Marketing

Objective:

To establish Digi Marketo as a thought leader through educational and authoritative content.

Actions:

- **Website Posts & Articles:**
 - Publish articles on key topics such as:
 - "How to Build a Successful Digital Marketing Strategy for Your Saudi Business."
 - "SEO for Small and Medium Businesses in the Gulf."
 - "Why Social Media Marketing is Essential for Saudi Brands."
- **Video Marketing:**
 - Create **video content** to engage users on social media and the website. This could include:
 - Tutorials about digital marketing techniques.
 - Testimonials from satisfied clients.
 - Case studies explaining how Digi Marketo helped companies improve their online presence.

6. Pricing Strategy

Objective:

To offer competitive and flexible pricing that caters to businesses of all sizes, from startups to large corporations.

Actions:

- **Tiered Pricing Packages:**
 - Offer different service packages to accommodate various business sizes and marketing needs:
 - **Basic Package:** For startups and small businesses needing foundational services like social media management and SEO.. PRICE= 5000 EGP
 - **Growth Package:** For mid-sized businesses seeking more comprehensive solutions, including PPC and content marketing.. PRICE= 12,000 EGP
 - **Enterprise Package:** For large corporations that need dedicated account management, advanced analytics, and customized strategies.. PRICE= 20,000 EGP
- **Introductory Offers & Discounts:**
 - Provide **first-time customer discounts** or a **free digital marketing audit** to encourage new clients to try Digi Marketo's services.
 - *special days:
 - Saudi National Day offers 23 July.
 - White Friday offers
 - End of the year offers especially November and December
 - Ramadan, Eid Elfetr and Eid eladha.
 - Saudi Founding day 22 February.

7. KPIs & Performance Tracking

Objective:

To monitor performance, optimize marketing efforts, and ensure measurable ROI for Digi Marketo and its clients.

Actions:

- **Website Traffic & Conversions:**
 - Track website traffic through **Google Analytics** and monitor the conversion rate of visitors into leads.
- **Lead Generation:**

- Measure the number of leads generated through organic, paid, and referral sources. Focus on cost per lead (CPL) to ensure profitability.
- **Customer Lifetime Value (CLV):**
 - Track how much revenue each customer brings in over time and measure your return on investment (ROI) from client relationships.
- **Social Media Engagement:**
 - Track engagement metrics across LinkedIn, Instagram, and Twitter, including follower growth, post reach, and conversion rates from social campaigns.

8. Expansion Strategy

Objective:

To expand Digi Marketo's presence beyond Saudi Arabia into other Gulf markets, such as the UAE, Qatar, and Kuwait.

Actions:

- **Localized Marketing:**
 - After establishing a foothold in Saudi Arabia, adapt your services and messaging to resonate with businesses in other Gulf countries.
 - **Partnerships:**
 - Build partnerships with local business chambers, industry organizations, and influencers in each new market to improve trust and visibility.
 - **Case Studies for Growth:**
 - Leverage success stories from Saudi Arabia to approach businesses in neighboring countries. Showcase results in terms of increased ROI, lead generation, and brand visibility to build credibility in new markets.
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DIGI MARKETO OBJECTIVES FOR NOW AND LATER :

- **NOW:**
 - **Increase brand awareness among the target audience:**
Objective: Expand the target audience's awareness of your brand, making it familiar and top of mind when they think of the solutions or products you offer.
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Execution:

Create engaging content on social media (articles, posts, short videos, infographics).

Utilize paid ads on platforms like Google Ads, Facebook, Instagram and linkedin now, then later using X , snapchat,tiktok and youtube also.

Collaborate with influencers or form partnerships with similar brands. Intensify activity on social media and interact with the audience through comments and messages in a responsive and engaging manner.

- o **Capture new leads**

Objective: Increase and attract potential leads who can be converted into long-term customers.

Execution:

Use content marketing tailored to specific target audience segments.

Develop SEO strategies to attract potential customers from search engines.

Create targeted advertising campaigns for each customer segment.

Launch email marketing campaigns aimed at specific customer sectors.

- o **Search Engine Optimization (SEO):**

Objective: Improve the website's visibility in search engine results to increase organic traffic.

Execution:

Conduct keyword analysis and strategically incorporate them into the content.

Optimize website speed and enhance user experience.

Build strong backlinks from reputable websites.

- o **Optimize the Conversion Funnel**

Objective: Improve each stage of the conversion funnel, from discovering the service and company to contacting us, completing transactions, experiencing our services, and increasing the number of visitors who convert (sign-ups, subscriptions) on your website.

Execution:

Conduct A/B testing to optimize pages and marketing messages, and improve the user experience on the website to

streamline the purchasing process.
Enhance the user experience (UX) on your site.
Offer promotions and discounts to attract potential customers.

- o **Launch New Services**

Objective: Successfully introduce a new service to the market and increase interest in it.

Execution: Utilize strong marketing campaigns, highlight the service's features, offer trial promotions, and target customers interested in the new services through precise advertising.

- o **Increase Sales**

Objective: Improve overall sales from both existing and new customers by enhancing sales strategies.

Execution: Use promotional marketing, discounts, and improve the online shopping experience, along with multi-channel sales strategies (Omni-channel marketing).

Target interested segments through precise paid ads using advanced technologies (Pixel, Retargeting).

Analyze data to optimize the sales process and understand customer behavior.

- o **Increase Business Profits**

Objective: Boost profits by enhancing sales strategies and increasing sales volume.

Execution: Optimize pricing strategies, increase promotional offers, and improve customer service to encourage repeat purchases.

- **LATER:**

- o **Increase Market Share**

Objective: Expand the customer base and capture a larger share of the market compared to competitors.

Execution: This can be achieved by offering innovative services, improving the customer experience, and expanding pricing and promotional strategies.

- o **Improve ROI**
Objective: Increase marketing spend efficiency and achieve maximum returns from campaigns.
Execution: Optimize campaign performance by regularly measuring and analyzing results, and use analytical tools to make clear marketing decisions.

- o **Customer Loyalty**
Objective: Build strong relationships with existing customers and turn them into loyal, long-term clients.
Execution: Offer packages or promotions, and provide excellent customer support.
Deliver high-value content that aligns with their interests, needs, and aspirations.
Send email marketing campaigns related to products or services previously purchased.

- o **Entering New International Markets, such as the UAE, Kuwait, and Qatar**
Objective: Expand into new international markets to attract new customers and increase revenue.
Execution: Conduct thorough market research to understand the needs of the new market, adapt marketing messages to align with the local culture of each country, and use market entry strategies such as partnerships or intensive promotions.

Two-Year Marketing Strategy for Digi Marketo

Phase 1: Months 1-6 (Brand Awareness & Initial Client Acquisition)

Objectives:

- Introduce Digi Marketo to the Saudi market.
- Build brand credibility and attract initial clients.
- Establish a strong online presence through consistent content.

Content Strategy:

1. Facebook:

- o **Educational content** introducing services, explaining the importance of digital marketing, and offering solutions for common problems.
- o **Frequency:** Twice a week (Sunday, Wednesday) at 11 AM.
- o **Example Post:** "Looking to improve your business's online

presence? Digi Marketo offers customized digital marketing solutions at competitive prices."

2. **Instagram:**

- o **Infographics and short videos** explaining how digital marketing can benefit businesses, focusing on visuals.
- o **Frequency:** Twice a week (Tuesday, Thursday) at 5 PM.
- o **Example Post:** "Digital marketing isn't just a trend, it's a necessity! Discover how Digi Marketo can elevate your brand's presence."

3. **LinkedIn:**

- o **Thought leadership articles** on digital marketing strategies for Saudi businesses.
- o **Frequency:** Once a week (Thursday) at 9 AM.
- o **Example Post:** "Why digital transformation is key to success in the Saudi market. Learn from the experts at Digi Marketo."

Key Focus Areas:

- Building awareness of Digi Marketo's unique value propositions.
 - Educating potential clients on the importance of digital marketing.
 - Initial client outreach with promotional offers.
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Phase 2: Months 7-12 (Increased Engagement & Client Retention)

Objectives:

- Engage actively with the audience, build relationships, and gather feedback.
- Strengthen brand loyalty and customer satisfaction.

Content Strategy:

1. **Facebook:**

- o **Interactive posts** like polls, surveys, and Q&A sessions to engage the audience.
- o **Frequency:** Twice a week (Monday, Friday) at 12 PM.
- o **Example Post:** "What's your biggest challenge in marketing your business online? Share with us for free tips from our experts!"

2. **Instagram:**

- o **Client testimonials** and success stories shared via short videos or posts.
- o **Frequency:** Twice a week (Wednesday, Saturday) at 6 PM.
- o **Example Post:** "Hear from one of our happy clients! See how Digi Marketo helped increase their online visibility by 50%."

3. **LinkedIn:**

- o **Case studies** showcasing successful campaigns with specific data on ROI improvements.
- o **Frequency:** Once a week (Tuesday) at 10 AM.
- o **Example Post:** "How Digi Marketo helped a Saudi business

increase its ROI by 200% in six months. Full case study inside."

Key Focus Areas:

- Increase engagement through personalized content.
 - Highlight customer success to build credibility.
 - Retain existing clients by showing value and offering follow-up services.
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Phase 3: Months 13-18 (Market Expansion & Lead Generation in the Gulf)

Objectives:

- Expand Digi Marketo's reach to other Gulf countries, leveraging the brand's success in Saudi Arabia.
- Generate new leads in the Gulf market and acquire clients from new regions.

Content Strategy:

1. Facebook:

- **Regional campaigns** targeting new clients in the UAE, Kuwait, Bahrain, and Oman, promoting Digi Marketo's success in Saudi Arabia.
- **Frequency:** Three times a week (Sunday, Tuesday, Thursday) at 1 PM.
- **Example Post:** "Digi Marketo is now expanding to the Gulf region! Discover how we can help your business grow with tailored digital marketing strategies."

2. Instagram:

- **Visual campaigns** showcasing services available for Gulf businesses, including behind-the-scenes content on project success stories.
- **Frequency:** Three times a week (Monday, Wednesday, Friday) at 7 PM.
- **Example Post:** "Expanding your business to the Gulf? Let Digi Marketo be your digital marketing partner and grow your online presence."

3. LinkedIn:

- **Industry insights and regional reports** discussing digital trends in the Gulf, targeting businesses looking to grow.
- **Frequency:** Twice a week (Tuesday, Thursday) at 9 AM.
- **Example Post:** "Unlock the digital potential of the Gulf market. Learn how Digi Marketo can help you tap into new opportunities."

Key Focus Areas:

- Focus on regional market insights and localized content.
- Lead generation in the broader Gulf market.

- Highlighting Digi Marketo's expertise in helping businesses expand.
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Phase 4: Months 19-24 (Establishing Market Leadership & Business Growth)

Objectives:

- Establish Digi Marketo as a leading digital marketing provider in Saudi Arabia and the Gulf region.
- Continue scaling up by leveraging client success stories and expanding services.

Content Strategy:

1. Facebook:

- **Thought leadership posts** positioning Digi Marketo as a top digital marketing agency.
- **Frequency:** Three times a week (Sunday, Tuesday, Thursday) at 11 AM.
- **Example Post:** "Digi Marketo has helped over 100 businesses in the Gulf region grow their digital presence. Partner with the best in the industry today."

2. Instagram:

- **Brand-focused content** celebrating milestones, including the company's growth and client success, mixed with engaging stories from employees and clients.
- **Frequency:** Three times a week (Monday, Wednesday, Saturday) at 5 PM.
- **Example Post:** "We're proud to announce that Digi Marketo has served 100+ clients in the Gulf region! Here's to helping more businesses thrive digitally."

3. LinkedIn:

- **Long-form articles** and whitepapers on digital marketing strategies, industry trends, and detailed insights to maintain a leading presence.
- **Frequency:** Twice a week (Wednesday, Friday) at 9 AM.
- **Example Post:** "Learn how your business can stay ahead of digital trends in the Gulf region with our in-depth industry report."

Key Focus Areas:

- Establish leadership and authority in the Gulf market.
 - Focus on customer retention and long-term partnerships.
 - Continue scaling the business through high-level insights and reports.
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Summary: Two-Year Execution Plan

- **Year 1:** Focus on awareness, client acquisition, and engagement in

Saudi Arabia. The first year is about establishing Digi Marketo's presence, educating the market, and gaining initial traction with clients.

- **Year 2: Expand regionally and scale the business.** Focus shifts to expanding into the Gulf market, generating more leads, and positioning Digi Marketo as a leading digital marketing agency.
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Digital Marketing Plan for Digi Marketo (One Month)

Objectives:

- 1. Increase brand awareness.
- 2. Engage potential clients.
- 3. Generate leads.
- 4. Drive traffic to the website.

Target Platforms:

- Facebook
- Instagram
- LinkedIn

Content Calendar

| Date | Platform | Content Type | Content Description | Time |
|------|-----------|---------------|--|-------|
| 1st | Facebook | Post | مرحبًا بكم في ديجي ماركيٲو، وجهتكم للتسويق "الرقمي الفعّال. اتصلوا بنا اليوم | 10 AM |
| 2nd | Instagram | Story | هل تعرف " (Poll: 🗳️! استعدوا لاكتشاف خدماتنا "ديجي ماركيٲو؟) | 2 PM |
| 3rd | LinkedIn | Article | "كيف يمكن للتسويق الرقمي أن يعزز نمو عملك؟" | 11 AM |
| 5th | Facebook | Post | نصائح سريعة للتسويق بالمحتوى: اجعل جمهورك "يتفاعل" | 10 AM |
| 7th | Instagram | Reel | "خطوات بسيطة لزيادة مبيعاتك عبر الإنترنت 5" | 3 PM |
| 10th | Facebook | Video | فيديو قصير يشرح خدماتنا وميزاتها | 12 PM |
| 12th | LinkedIn | Infographic | "أهمية تحسين محركات البحث لنجاح الأعمال" | 11 AM |
| 15th | Instagram | Carousel Post | "قصص نجاح عملائنا: كيف ساعدناهم في النمو؟" | 2 PM |
| 17th | Facebook | Live Session | "جلسة مباشرة: كيف تبدأ مشروعك الرقمي" | 5 PM |
| 20th | LinkedIn | Post | "!تعرف على فريقنا المتخصص في ديجي ماركيٲو" | 10 AM |
| 22nd | Instagram | Story | استطلاع: ما هي خدمات التسويق التي تحتاجها أكثر؟" | 1 PM |
| 25th | Facebook | Post | "!لماذا تختار ديجي ماركيٲو؟ اكتشف الآن" | 10 AM |
| 27th | Instagram | Video | "كيف نساعدك في تحقيق أهدافك التسويقية؟" | 3 PM |
| 30th | LinkedIn | Article | "استراتيجيات التسويق الرقمي لعام 2024" | 11 AM |

Content Examples

1. **Facebook Post (1st):**
 - o **Text:** "مرحبًا بكم في ديجي ماركييتو، وجهتكم للتسويق الرقمي الفعال. اتصلوا بنا " اليوم!"
 - o **Image:** صورة لفريق العمل مع شعار الشركة.
 2. **Instagram Reel (7th):**
 - o **Text:** "خطوات بسيطة لزيادة مبيعاتك عبر الإنترنت 5"
 - o **Video Content:** عرض نصائح سريعة مع مشاهد مرئية لجذب الانتباه.
 3. **LinkedIn Article (3rd):**
 - o **Title:** "كيف يمكن للتسويق الرقمي أن يعزز نمو عملك؟"
 - o **Content:** مقالة توضح أهمية التسويق الرقمي وأثره الإيجابي على نمو الأعمال.
 4. **Live Session (17th):**
 - o **Text:** "جلسة مباشرة: كيف تبدأ مشروعك الرقمي"
 - o **Description:** دعوة للجمهور للانضمام إلى جلسة حوارية مباشرة للإجابة على استفساراتهم.
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Measurement and Evaluation:

- Track engagement metrics (likes, comments, shares) on each post.
- Monitor website traffic from social media platforms.
- Assess lead generation through inquiry forms linked to social media posts.