

Name: Mahmoud Derbala Asran Hatem

Group: YAT117_ONL1_DRT7_S1e_DEPI

Instructor: Dr. Ahmed Shaheen

Features and Benefits of Dr. Gym:

1. Modern Equipment

- **Features:** Dr. Gym is equipped with the latest, state-of-the-art fitness machines, including cardio equipment, strength training machines, free weights, and functional training tools.
- **Benefits:** Members can enjoy a comprehensive workout experience with reliable and efficient equipment, helping them achieve their fitness goals faster and more effectively.

2. Variety of Classes

- **Features:** Offers a wide range of group fitness classes, including aerobics, Zumba, and strength training.
- **Benefits:** Members can choose from various classes to keep their workout routine diverse and exciting, which helps maintain motivation and ensures all-around fitness.

3. Flexible Membership Plans

- **Features:** Multiple membership options, including monthly, quarterly, and annual plans, with the flexibility to pause or adjust as needed.
- **Benefits:** Members can choose a plan that fits their budget and lifestyle, making it easier to commit to their fitness journey without long-term pressure.

4. Clean and Hygienic Environment

- **Features:** Dr. Gym maintains a high standard of cleanliness with regular sanitization of equipment, clean locker rooms, and well-maintained facilities.
- **Benefits:** Members can work out in a safe, hygienic environment, reducing the risk of illness and ensuring a pleasant gym experience.

5. Convenient Location

- **Features:** Centrally located in Damanhour, making it easily accessible to local residents, with ample parking and public transport options nearby.
- **Benefits:** Members can save time and reduce the hassle of commuting, making it easier to incorporate regular gym visits into their daily routine.

6. Personalized Fitness Programs

- **Features:** Offers customized fitness plans tailored to individual needs, such as weight loss, muscle gain, or rehabilitation programs.
- **Benefits:** Members receive a personalized approach that caters to their specific goals and conditions, ensuring they achieve optimal results in a safe and effective manner.

9. Nutritional Guidance

- **Features:** Provides access to nutritional counseling, meal planning, and diet support to complement members' fitness routines.
- **Benefits:** Members can optimize their diet to support their fitness goals, improving their overall health and achieving better results from their workouts.

Target Audience Persona for Promoting Gym Services:

1

Name: Ahmed, the Ambitious Young Professional

Demographics:

- **Age:** 20-28 years old
- **Occupation:** Recently graduated with a bachelor's degree; works as a teacher at a local school or as a salesperson in a retail store.
- **Income:** 3,000 - 6,000 EGP per month

- **Education:** Bachelor's degree
- **Marital Status:** Unmarried

Geographic Location:

- Lives in a middle-class neighborhood in Damanhour, close to either his workplace or university, typically within 10-15 minutes from Dr. Gym.

Psychographics:

- **Lifestyle:** Balances work or university studies with a strong interest in fitness. Ahmed is focused on building his career but sees fitness as an essential part of his daily routine.
- **Values:** Values personal growth, health, and success. Fitness is a key component of his identity, helping him to stay disciplined and focused.
- **Personality Traits:** Energetic, motivated, and social. Ahmed enjoys being part of a community and often engages in social activities both at work and in his personal life.

Pain Points and Challenges:

- Time management is a challenge, especially balancing work, studies, and social life, leaving limited time for consistent gym visits.
- May struggle with the costs of gym membership given his entry-level salary.
- Lacks a clear fitness routine and may need guidance to achieve his desired results.

Goals and Aspirations:

- To build a lean, muscular physique and improve overall fitness.
- To use fitness as a way to manage stress and maintain high energy levels for work and studies.
- To connect with like-minded individuals and expand his social network through group activities and gym events.

Shopping Habits and Preferences:

- Prefers gyms that offer affordable membership plans with flexible payment options.

- Looks for gyms with modern equipment and a variety of workout options and including strength training.
- Interested in fitness gear and supplements, often seeking deals and promotions that fit his budget.

Media Consumption:

- Active on social media platforms like Instagram, TikTok, and Facebook, where he follows fitness influencers and trends.

Influencers and Decision-Makers:

- Influenced by popular fitness influencers, local trainers, and recommendations from friends or colleagues.
- Likely to make decisions based on the gym's affordability, the quality of equipment, and the atmosphere of the gym.

Brand Perceptions and Preferences:

- Prefers gyms that are modern, energetic, and offer a variety of fitness options to keep his workouts dynamic and engaging.

2

Name: Sarah

Demographics:

- **Age:** 20-26 years old
- **Occupation:** Works as a teacher at a nursery in Damanhour.
- **Income:** 2,000 - 3,000 EGP per month
- **Education:** Bachelor's degree in early childhood education or a related field
- **Marital Status:** Unmarried

Geographic Location:

- Lives in a residential area in Damanhour, typically within 10-15 minutes from her workplace and Dr. Gym.

Psychographics:

- **Lifestyle:** Sarah is passionate about her job and loves working with children. She values maintaining a healthy and balanced lifestyle, often using fitness as a way to unwind after a busy day at the nursery.
- **Values:** Health, self-care, and professional growth. She believes in the importance of staying physically and mentally fit to perform her best at work.
- **Personality Traits:** Caring, nurturing, and optimistic. Sarah is social and enjoys group activities, finding motivation in community-oriented environments.

Pain Points and Challenges:

- Her demanding job can be physically and mentally exhausting, making it challenging to maintain a consistent workout routine.
- Budget constraints may limit her ability to invest in premium gym memberships or additional fitness services.
- She seeks a fitness routine that is both effective and enjoyable, helping her manage stress and maintain energy levels.

Goals and Aspirations:

- To stay in shape, improve her overall fitness, and maintain a healthy weight.
- To relieve stress and improve mental well-being through regular exercise.
- To connect with others who share her interest in fitness, building friendships outside of her work environment.

Shopping Habits and Preferences:

- Prefers gyms that offer affordable and flexible membership plans, including options for short-term commitments.
- Looks for a variety of classes such as zumba, Pilates, and group fitness that align with her interests and help her relax after work.
- Interested in health and wellness products, often purchasing skincare, healthy snacks, and fitness apparel from trusted brands.

Media Consumption:

- Active on Instagram, Facebook, and WhatsApp, where she follows health and wellness influencers, as well as local community groups.

Influencers and Decision-Makers:

- Influenced by health and wellness influencers, local trainers, and recommendations from friends and colleagues.

Brand Perceptions and Preferences:

- Prefers gyms that offer a supportive and community-focused environment with a variety of fitness options.

Value Proposition:

Dr. Gym offers a welcoming, community-oriented environment where young professionals in Damanhour can achieve their fitness goals through personalized programs, flexible membership plans, and a variety of group classes. We prioritize affordability, convenience, and expert guidance to support our members in leading healthier, happier lives.

Voice Characteristic	Description	Do	Don't
Supportive	We're your fitness family, cheering you on every step of the way.	<ul style="list-style-type: none"> - Encourage members to set and achieve their personal goals. - Provide personalized tips and positive reinforcement. 	<ul style="list-style-type: none"> - Be overly critical or dismissive of members' efforts. - Use language that could make members feel judged
Energetic	We bring energy and excitement to your fitness journey.	<ul style="list-style-type: none"> - Use motivational language that energizes members to take action. - Share dynamic, high-energy content, like workout videos or success stories. 	<ul style="list-style-type: none"> - Be monotonous or uninspiring in communications. - Use bland, unengaging visuals or messaging.
Inclusive	We welcome everyone, regardless of their fitness level	<ul style="list-style-type: none"> - Highlight the diverse community at Dr. Gym. 	<ul style="list-style-type: none"> - Alienate any group by focusing too much on one demographic.

	or background.	- Use inclusive language that makes everyone feel welcome.	- Use jargon or terms that could be confusing or exclusionary.
Reliable	We're here to support you with expert advice and consistent service.	- Provide accurate and trustworthy fitness information. - Be transparent about our services and pricing.	- Give inconsistent or misleading advice. - Overpromise and underdeliver on our commitments.

Product, Pricing, Place, and Promotion Strategy:

Product:

- **Core Offering:** Gym membership with access to modern equipment, group fitness classes, personal training, and nutritional guidance.
- **Customization:** Tailored fitness programs and flexible membership plans to meet the specific needs of young professionals.

Pricing:

- **Affordable Membership Plans:** Offer competitive pricing with options for monthly, quarterly, and annual memberships. Provide discounts for students, early sign-ups, and referral incentives.
- **Flexible Payment Options:** Introduce installment plans or pay-as-you-go options to make memberships more accessible.
- **Value-Added Packages:** Bundle services like personal training sessions or nutritional counseling at a discounted rate for members who commit to longer-term memberships.

Place:

- **Location:** Strategically located in a central area of Damanhour, easily accessible by public transport and with ample parking.

Promotion:

- **Social Media Campaigns:** Run targeted ads on Instagram and Facebook, showcasing success stories, class schedules, and promotional offers.
- **Referral Program:** Implement a referral system where current members are rewarded for bringing in new members.

Segmentation:

- **Demographic:** Focus on young professionals aged 20-30, including university students, and recent graduates.
- **Geographic:** Target residents of Damanhour, particularly those living or working within a 10-15 minute radius of Dr. Gym.
- **Psychographic:** Individuals who are health-conscious, value personal growth, and seek a sense of community in their fitness journey.

Storytelling:

Framework: The Hero's Journey (افضل نسخه من نفسك)

كنت واحد عادي خالص، قاعد طول اليوم على الكنبه بلعب بلايستيشن
وباكل فاست فود

لحد ما يوم من الأيام، بصيت لنفسي في المرآة واتصدمت من شكلي.
حسيت إنني لازم أغير حياتي وطريقة عيشتي

في الأول، كنت خايف أروح الجيم. كان بالنسبالي حاجة مختلفة كتير ومليان
ناس قوية

بس بعدين قابلت كابتن يوسف في دكتور جيم. هو شجعني وقال إن كل
حاجة بتبدأ بخطوة

دخلت الجيم لأول مرة، رجليا بتترعش ومش حاسس براحة بس مصمم

اتعرفت على صحاب جداد في الجيم، كلهم زي عايزين يغيروا أنفسهم. مع
بعض، واجهنا الصعوبات وعدينا منها

بدأت بعد شهر أشوف التغيير في جسمي وتفكيري. بقيت أقوى وواثق في نفسي أكثر

جات لحظة ضعف كنت هستسلم فيها، بس افكرت كل اللي عملته وما ستسلمتش وكملت

وصلت للي كنت عايزه وبقيت أحسن نسخة من نفسي

رجعت لحياتي العادية، بس المرة دي بثقة وقوة جديدة

بقيت مثال لصحابي وعيلتي. بدأوا يسألوني إزاي اتغيرت كده

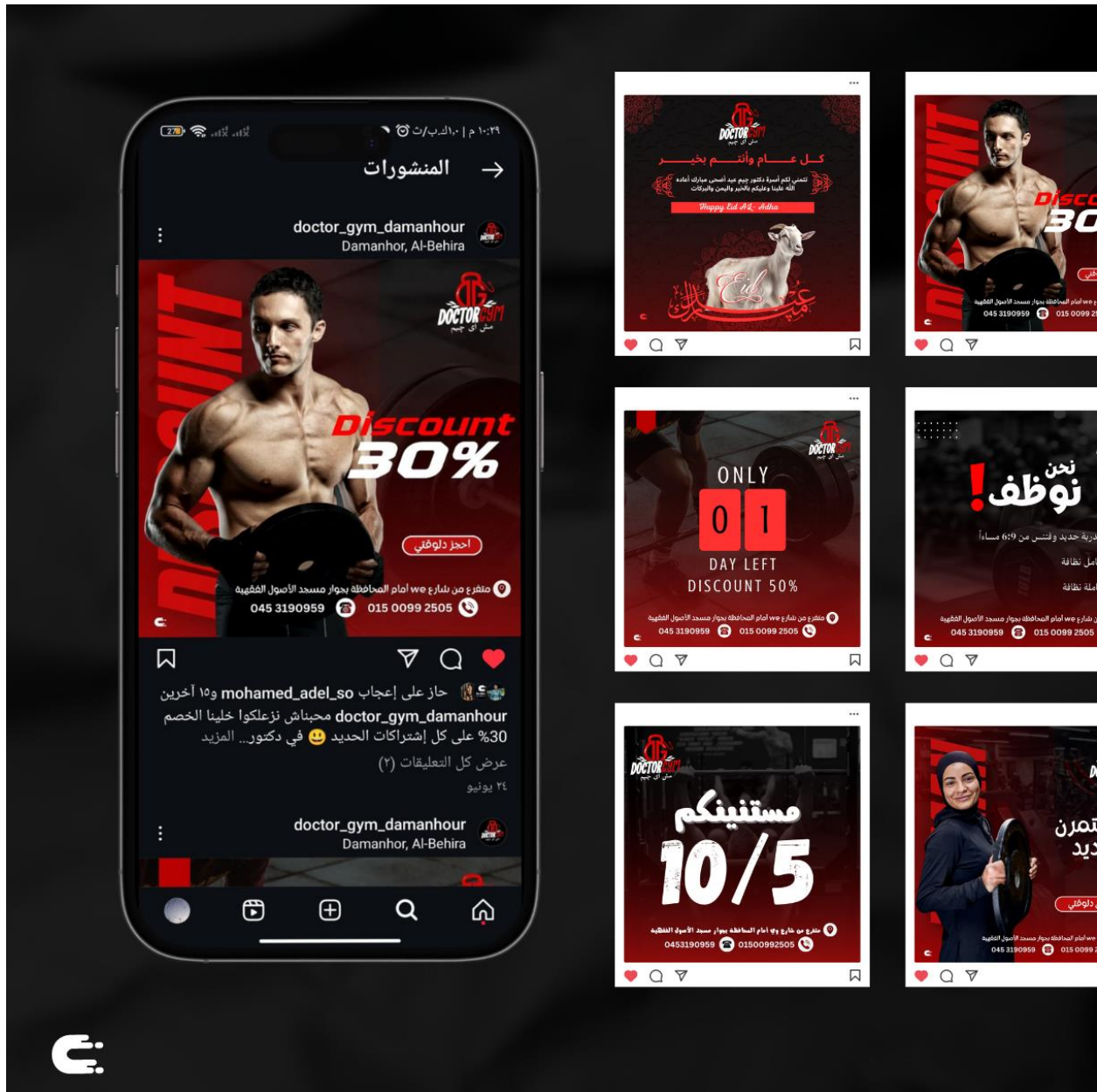
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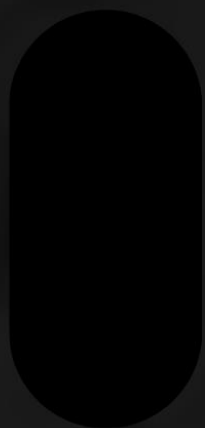
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دكتور جيم مش اى جيم

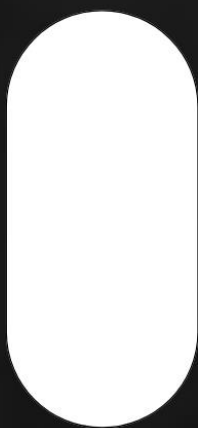
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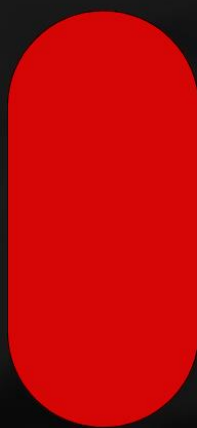




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Damanhor, Al-Behira

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حاز علي إعجاب mohamed_adel_so و١٥ آخرين

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عرض كل التعليقات (٢)

٢٤ يوليو

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Damanhor, Al-Behira

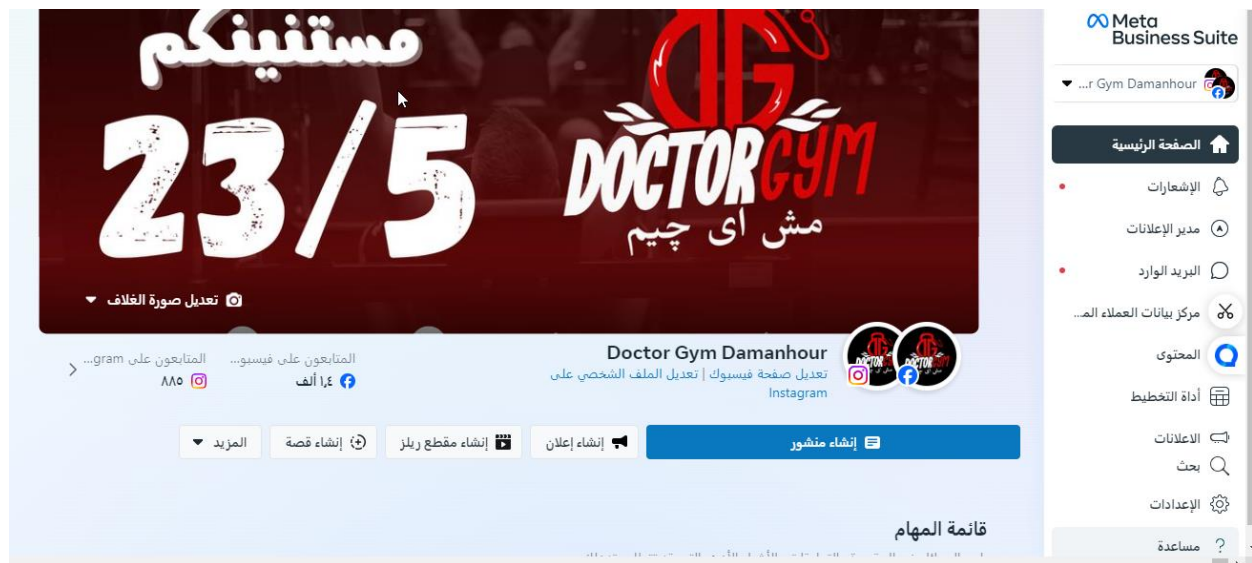
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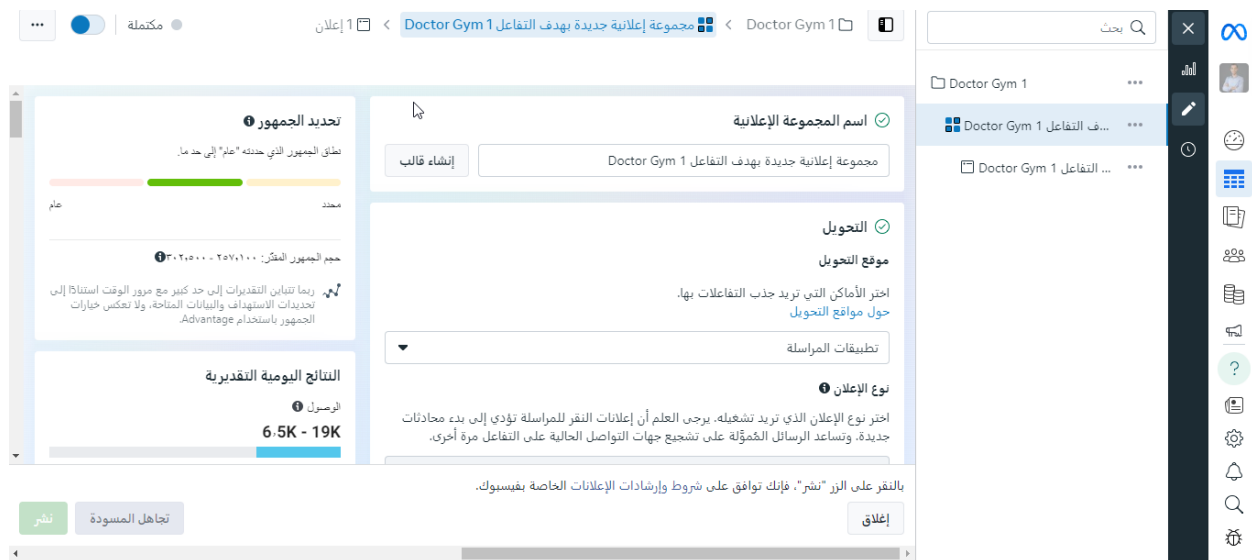
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Business Suite:



Ad Manager:



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مكتملة

1 إعلان < مجموعة إعلانية جديدة بهدف التفاعل Doctor Gym 1 < Doctor Gym 1

تحديد الجمهور

نطاق الجمهور الذي حددته "عام" إلى حد ما.

عام

محدد

حجم الجمهور المقترح: ٣٠٢,٥٠٠ - ٢٥٧,١٠٠

ربما تتباين التقديرات إلى حد كبير مع مرور الوقت استنادًا إلى تحديثات الاستهداف والبيانات المتاحة، ولا تعكس خيارات الجمهور باستخدام Advantage.

النتائج اليومية التقديرية

الوصول

6.5K - 19K

قيمة نتائج اليومية المقدرة

ج.م. 129 الميزانية 4 النتائج

النتائج اليومية

الميزانية في اليوم

هذه الأرقام تقريبية وليست ضمانًا لتحقيق نتائج.

بالنقر على الزر "نشر"، فإنك توافق على شروط وإرشادات الإعلانات الخاصة بفيسبوك.

إغلاق

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مكتملة

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النتائج اليومية التقديرية

الوصول

6.5K - 19K

الجدول الزمني

تاريخ البدء

EEST 20:18 27 مايو، 2024

تاريخ الانتهاء

EEST 20:15 2 يونيو، 2024

يجب تعيين تاريخ الانتهاء إلى تاريخ يقع في المستقبل لمتابعة التعديل.

إخفاء الخيارات

جدولة الميزانية

زيادة ميزانيتك أثناء فترات زمنية محددة

عرض

بالنقر على الزر "نشر"، فإنك توافق على شروط وإرشادات الإعلانات الخاصة بفيسبوك.

إغلاق

