

Team 2: Strategy for Tunis Village

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Project Overview & Objectives

Objective: Raise awareness about **sustainable tourism** and promote **Tunis Village** as a model for eco-tourism. The project aims to educate travelers on responsible tourism and highlight Tunis Village's cultural and environmental value.

Strategic Action Plan

A. Community & Business Partnerships

- Collaborate with **local eco-lodges and pottery schools** to offer sustainable experiences.
- Work with **local businesses** to promote eco-friendly initiatives.
- Encourage **tourists to engage with the local community** through workshops and guided tours.

B. Digital Awareness & Marketing Strategy

Since the project focuses on **Facebook & Instagram**, the strategy includes:

1. **Content Creation & Education:** Posts highlighting Tunis Village's sustainability practices.
2. **Influencer & Travel Blogger Collaborations:** Engaging influencers who focus on eco-tourism.
3. **Engagement Campaigns:** Polls, quizzes, and user-generated content to create awareness.
4. **Advertising Strategy:**
 - Phase 1: Awareness (March 1 - March 15) → Highlight key attractions & eco-tourism.
 - Phase 2: Engagement (March 16 - March 25) → Interactive posts, storytelling, visitor testimonials.
 - Phase 3: Action (March 26 - April 1) → Final call-to-action for visits & deeper engagement.

C. Sustainable Practices Implementation

- Encourage **eco-tourists to respect local culture & environment** (through content & workshops).
- Promote **plastic-free travel tips** for visitors to Tunis Village.
- Highlight **businesses that use sustainable practices** (e.g., solar energy, organic products).

Monitoring & Evaluation Metrics

To measure the success of this strategy, we will track:

1. **Social Media Metrics:** Follower growth, engagement rates, shares, and interactions.
2. **Visitor Interest & Community Impact:** Feedback from local businesses and eco-lodges.
3. **Sustainable Tourism Awareness:** Increased discussions and user-generated content about Tunis Village.

Content Strategy & Calendar

Content Pillars (Themes)

1. **Eco-Tourism & Sustainability:** Tunis Village as a model for responsible tourism.
2. **Culture & Pottery Heritage:** Showcasing local artisans, pottery schools, and craftsmanship.
3. **Local Experiences & Nature:** Eco-lodges, outdoor activities, Lake Qaroun, and Wadi El Rayan.
4. **Community & Business Spotlight:** Highlighting small businesses, local food, and guest houses.
5. **Engagement & Awareness:** Interactive posts, polls, and user-generated content.

Weekly Posting Plan

Week	Instagram & Facebook (Posts & Stories)	Reels/Short Videos	Engagement Campaign
Mar 12 - 18	"What is Sustainable Tourism?" + Be Eco Friendly + Natural of the Village"	Behind-the-scenes of Sustainable Tourism & Natural of the Village	-
Mar 23 - 29	"5 Must-Do Activities in Tunis Village + Showcasing pottery, crafts, and local traditions"	Nature shots & eco-lodge tours &activities	Visit Tunis Village
Mar 30 – 6 April	"Hiking & Nature Spots in Fayoum+ "Eco-Lodges in Tunis Village+ "	Lodge walkthroughs & visitor testimonials & Beauty of the Village &/ Desert & wildlife clips	-
April 9 - 11	"Why Tunis Village is a Must-Visit Destination"	Recap of best content	-

Facebook & Instagram Ad Strategy

Phase 1: Get more page likes

- **Target:** Travelers in Cairo, eco-tourists, adventure seekers.
- **Content:** Short video "Reels" showcasing experiences.
- **Message:** "Did you know Tunis Village is Egypt's eco-tourism hidden gem? Discover pottery, nature, and authentic culture!"
- **CTA:** "Follow us to explore Tunis Village sustainably!"

Phase 2: Engagement

Boosted Posts:

- "Which eco-lodge would you stay in?" (interactive poll).
- "Try this Tunis Village eco-travel challenge!" (carousel with travel tips).
- **CTA:** "Comment and tell us your favorite sustainable travel practice!"

Phase 3: Final Push

- **Boost top-performing content** (best-performing reels and posts).
- **Sponsored post:** "Experience sustainable tourism in Tunis Village this spring. Discover pottery, nature, and adventure!"
- **CTA:** "Visit our page to learn more!"