# Team 3 – Media Buying
## (Noha Khattab and Hager Sayid)

## 1. Objectives

To increase awareness of target audience on the concept of Sustainable Tourism, Tunis Village being an example.

- The concept of Sustainable Tourism in general.

- What constitutes Sustainable Tourism, ie: what makes a tourism destination sustainable.

- Information on Tunis Village, what it is famous for, its history and how it became known, activities found in the village and others.

## 2. Audience and Market Research

- Market research was conducted to identify the audience to be addressed. (Please refer to the Research Report for more details).

- **Audience was identified according to:**
  - ✓ **Age groups** (all ages may be interested).
  - ✓ **Interests & Motivations** (Eco-Conscious Travelers, Cultural Enthusiasts, Nature Lovers & Adventure Seekers, Luxury & Wellness Tourists).
  - ✓ **Income Level** (Budget, Mid-range, Luxury).
  - ✓ **Geographical Location** (Local tourists, European/North American, Arab/Gulf).

The team has addressed all the above criteria for audience, but preferred to keep the ad campaigns to Cairo and Giza areas.

## 3. Channel and Platform Selection

Channel selected for our digital marketing campaign was social media platforms. Platforms selected were:

- ➢ Facebook
- ➢ Instagram

Several factors lead to this selection, which were:

1. The number of Facebook and Instagram users in Egypt, especially with the target audience in mind.
2. The visual nature of most of our content, which suits Instagram. Further posts were added to Facebook as well.

## 4. Budget Analysis and Allocation

A preliminary budget was allocated to this project, to be $20. (approx. 1000 Egyptian Pounds).

The Logic behind this figure was the following:

- Cost benchmarks

- Suitability of the amount to team members.

- Campaign objectives (awareness)

## 5. Key Performance Indicators (KPIs)

**KPIs**

| Budget for paid ads | USD 20 (EGP 1000) |
|---|---|
| Total Targeted Page Followers | 300 followers |
| Organic Reach (without promotion) per post | 40 per day |
| Paid Reach (with promotion) | 1000 per day |
| Number of unique people reached per month | 750 per month |
| Engagement level (using engagement formula) | 7% |

## Logic behind set KPIs

These have been determined as per the benchmark for new pages aimed for awareness.

Budget = $5 per ad x 4 ads = $20 = approx. EGP 1000

Targeted Page Likes/Followers = 100 –500 followers.

The target set is therefore 300 followers/likes to the page.

Post Reach:

- Organic Reach (without promotion) =

  As a benchmark, for 100 followers, reach should be 5–20 people per post.

- Paid Reach (with promotion) =

  As a benchmark, a small budget of $5 per day can get 500 –1,500 people per day.

- Overall Reach Benchmarks for New Pages =

  1,000–5,000 unique people reached per month for a small business or niche page.

Engagement Levels (likes, comments, shares) =

- **Engagement Rate Formula:**

$$\text{Engagement Rate} = \frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Post Reach}} \times 100$$

- A good engagement rate for a new page is **5–10%**. For example, if your first post reaches 100 people, 5–10 likes is a strong start.

# RESULTS

**Items to track for post launch analysis:**



recent ads

Create New Ad | Manage Ads

elect an ad to view its performance. Ads created in the last 60 days will appear here.

**Completed**
**Page likes**
Completed on 2 Apr
Goal: Page likes

reated by Noha Khattab

Boost again | View results

| Follows or likes ⓘ | Reach ⓘ | Activity |
| --- | --- | --- |
| 434 | 13,023 | Post engagements ———— 4324 |

Link clicks
| 18

Post comments
| 9

Post saves
| 8

| Amount spent ⓘ | Cost per Follow or like ⓘ |
| --- | --- |
| EGP437.85 | 1.01.ج.م |

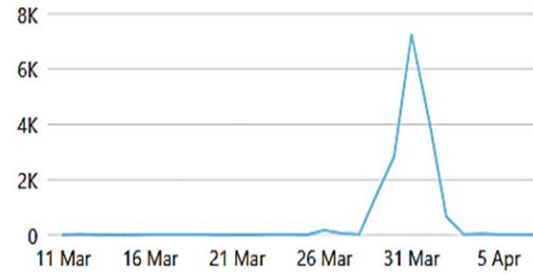## Views ⓘ      ⬇ Export ▾

**18K** ↑ 100%
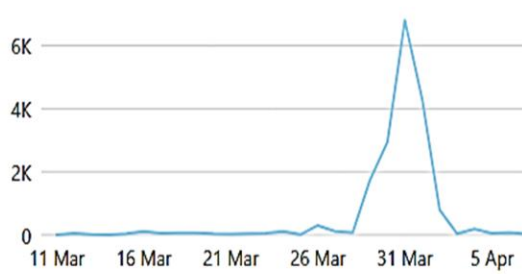


## Reach ⓘ      ⬇ Export ▾
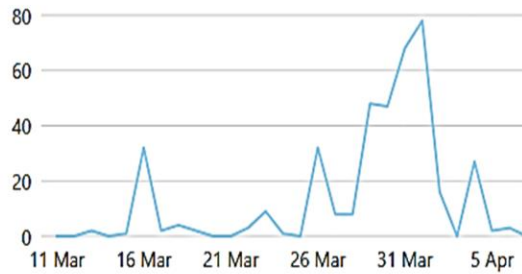
**14K** ↑ 100%



## Content interactions ⓘ      ⬇ Export ▾

**393** ↑ 100%



## Link clicks ⓘ      ⬇ Export ▾
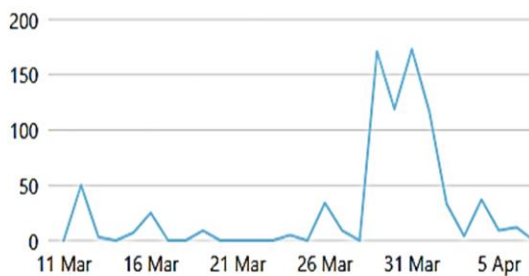
**18** ↑ 100%
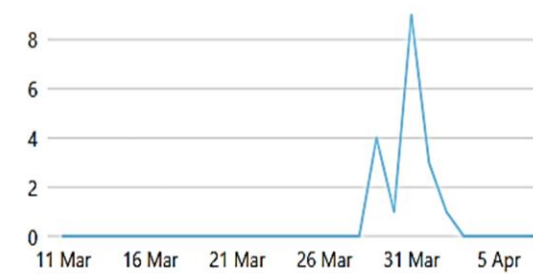


## Visits ⓘ      ⬇ Export ▾

**817** ↑ 100%



## Follows ⓘ      ⬇ Export ▾

**513** ↑ 100%
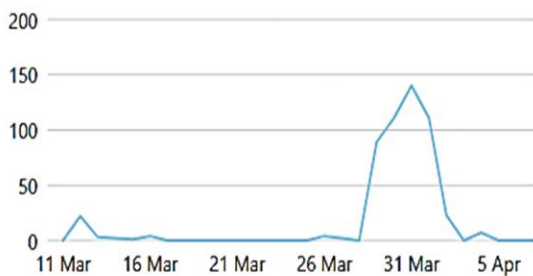
| Item to compare | Planned | Actual (to be added after campaign) |
|---|---|---|
| **Budget for paid ads** | $20 | $8.54 (Saving of 57.3%) |
| **Likes/Followers** | 300 | Total of 579 followers (Facebook – 520) (Instagram – 59) |
| **Organic Reach (without promotion) per post** | 40 per day | 43 for the most recent post |
| **Paid Reach (with promotion)** | 1000 per day | 7786 per day |
| **Overall reach (Number of unique people reached per campaign)** | 750 per campaign | 13,023 for one campaign |
| **Engagement level (using engagement formula) for entire page** | 7% | 393/13023 * 100 3% |
| **Engagement level (using engagement formula) for most popular post** | 7% | 23.25% (10/43 * 100) |
| **Cost per Result (CPE)** | $0.29 – $1.50 (added) | $0.91 |

**Items to track besides kpiss, and conclusions to be drawn out of the figures:**

**Content Performance**

- **Top-Performing Posts:** To identify which types of content (e.g., images, videos, text posts, or links) get the most engagement or reach.
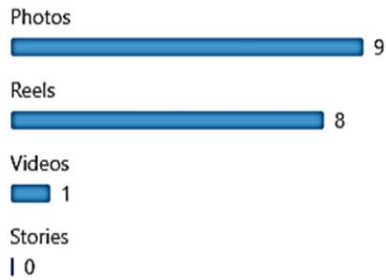
## Top content formats

### Published content ⓘ
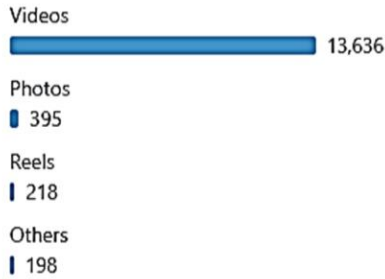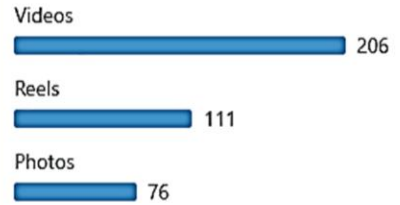Based on up to 200 pieces of content

+100.0% vs 11 Feb 2025 – 10 Mar 2025

**Photos**
━━━━━━━━━━━ 9

**Reels**
━━━━━━━━━ 8

**Videos**
━ 1

**Stories**
| 0

### Facebook reach ⓘ

+100.0% vs 11 Feb 2025 – 10 Mar 2025

**Videos**
━━━━━━━━━━━━━━━ 13,636

**Photos**
| 395

**Reels**
| 218

**Others**
| 198

### Content interactions ⓘ

+100.0% vs 11 Feb 2025 – 10 Mar 2025

**Videos**
━━━━━━━━━━━━━━━ 206

**Reels**
━━━━━━ 111

**Photos**
━━━ 76

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**Top performer**

Continue getting results when you boost this post and spend ج.م 140 each day

Estimated daily results ⓘ
3.2K-9.4K more reach

[Boost]
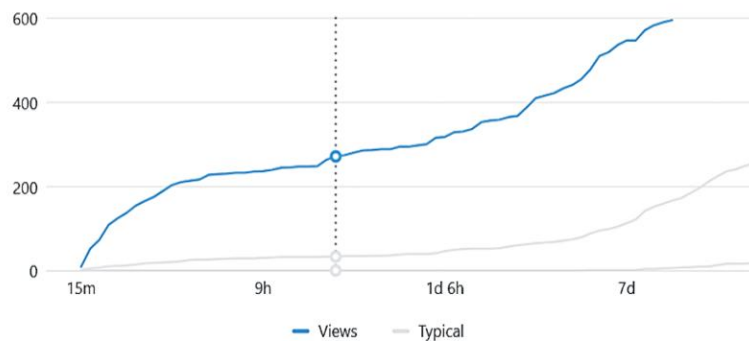
**Feed preview**

### Overview

| Views ⓘ | Reach ⓘ | Interactions ⓘ | Link clicks ⓘ |
|---|---|---|---|
| 602 | 346 | 15 | -- |

↗ This post received **more views** compared to your recent Facebook posts.

**Views ⓘ**
602

[Graph showing Views vs Typical over time from 15m to 7d, reaching 602]

600
400
200
0
15m    9h    1d 6h    7d
— Views    — Typical

From followers
━━━━━━━━━ 33%

From non-followers
━━━━━━━━━━━━━━━━━ 67%

↗ This post received **more interactions** compared to your recent Facebook posts.

[Boost]

👍❤ 9                    4 💬  2 ↗

👍 Like    💬 Comment    ↗ Share

Most relevant ▾

Comment as Tunis Secrets 😊 ☺ 📷 GIF 🙂

AL Shimaa Mohamad

⎘ View Post on Facebook

↗ This post received **more interactions** compared to your recent Facebook posts.

**Interactions** ❶
15

**Reactions** ❶      **Comments** ❶      **Shares** ❶      **Saves** ❶

9               4                2                0

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**Boost**    ⋯   ✕

الجمال #الإبداع #الاستدامة #أسلوب_حياة #الاستدامة #تونس_الفيوم_...
4 April 2025, 14:01
ID: 122114393750801665

**Interactions**

👍 9 reactions    💬 0 comments    ↗ 1 share

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From followers
━━━━━━━━━━━━━━━━━━━━━━ 51%
From non-followers
━━━━━━━━━━━━━━━━━━━━━━ 49%

↗ This post received **more interactions** compared to your recent Facebook posts.

**Interactions** ❶
10

**Reactions** ❶      **Comments** ❶      **Shares** ❶      **Saves** ❶

9               0                1                0

- **Video Views:** When sharing videos, to track views.



**Audience Growth**

- **New Followers Growth Rate:** To track how quickly the audience is growing over time.
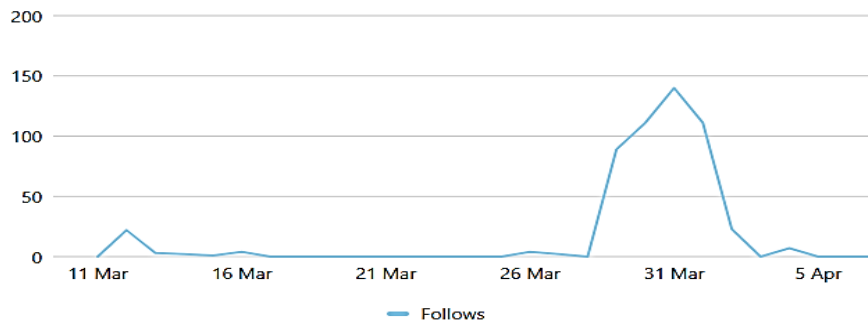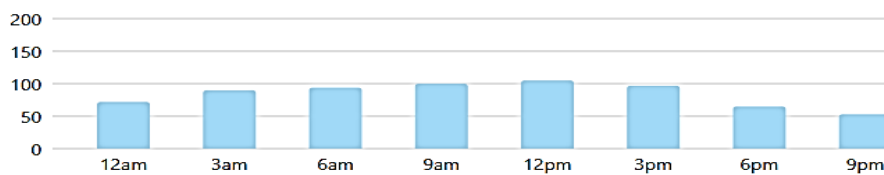
**Community Building**

- **Direct Messages:** Monitor how many messages or inquiries we receive as an indicator of audience interest and engagement.
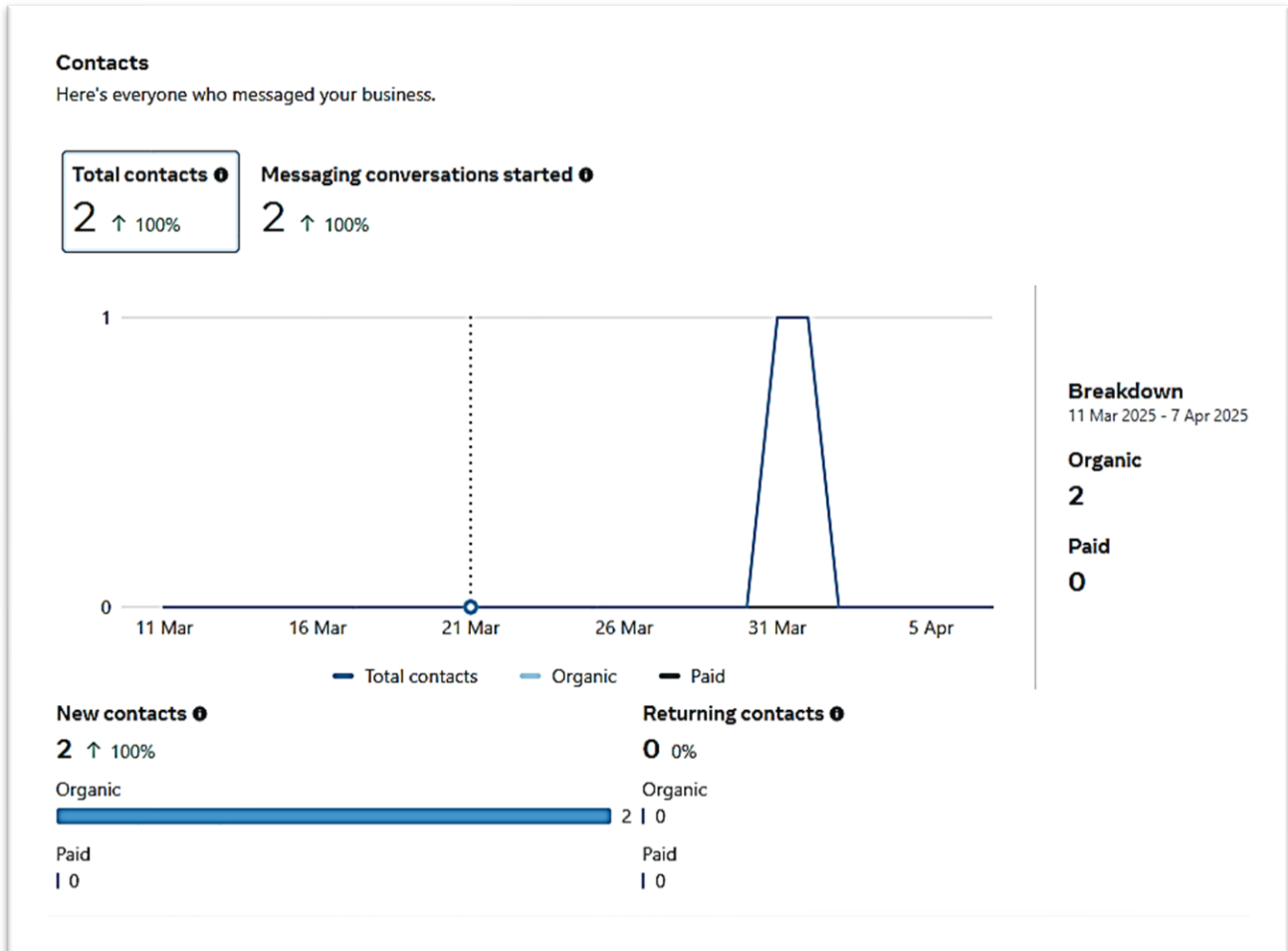


- **Response Time:** Track how quickly we respond to comments and messages to maintain good customer service.
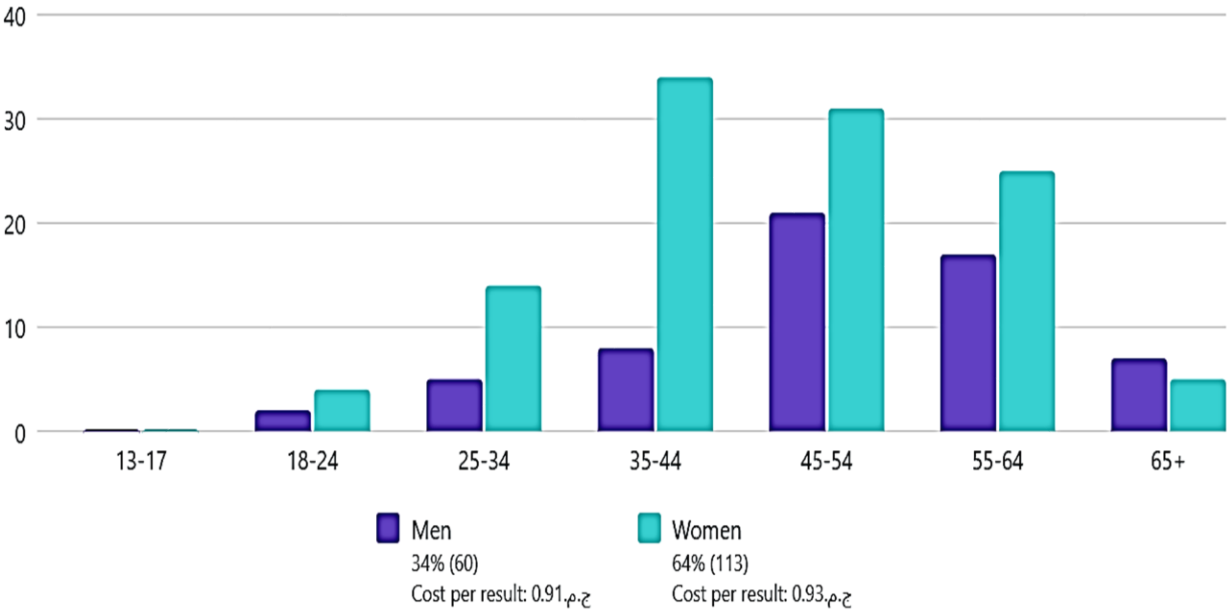
  (This has been redirected to pages who organize trips.)

- **Demographics and Insights:** To use Facebook's insights to understand who our audience is (age, gender, location, etc.).
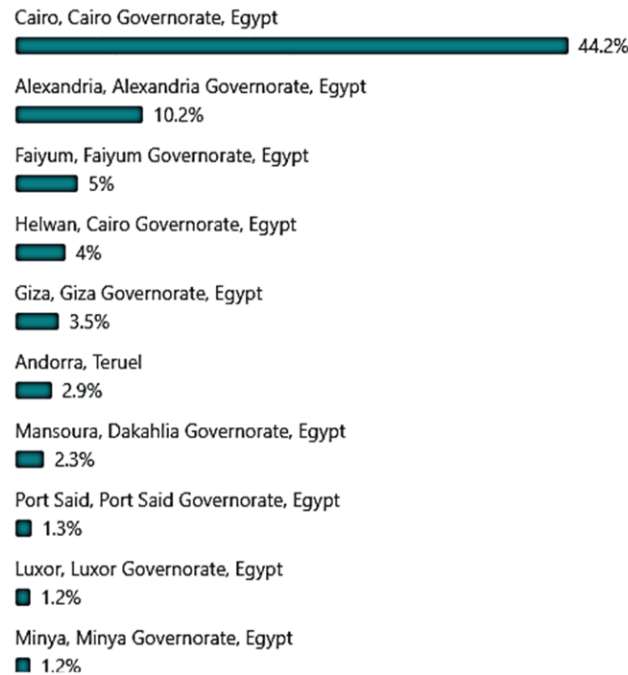
# ge and gender distribution

Men
34% (60)
Cost per result: 0.91.ج.م

Women
64% (113)
Cost per result: 0.93.ج.م

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**Top towns/cities**

Cairo, Cairo Governorate, Egypt
44.2%

Alexandria, Alexandria Governorate, Egypt
10.2%

Faiyum, Faiyum Governorate, Egypt
5%

Helwan, Cairo Governorate, Egypt
4%

Giza, Giza Governorate, Egypt
3.5%

Andorra, Teruel
2.9%

Mansoura, Dakahlia Governorate, Egypt
2.3%

Port Said, Port Said Governorate, Egypt
1.3%

Luxor, Luxor Governorate, Egypt
1.2%

Minya, Minya Governorate, Egypt
1.2%

**Top countries**

Egypt
99.4%

Pakistan
0.2%

United Arab Emirates
0.2%

United States
0.2%

**Benchmarking**

| Business comparison | Businesses to watch |

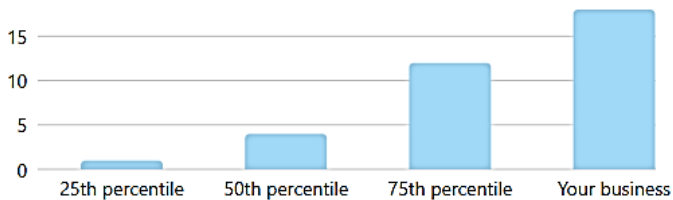**Compare your performance against businesses in the Local events category**
Results are based on businesses with similar organic 28-day reach in your category. Edit category

**Published content** ⓘ

**18**

Higher than others

**How often your business published versus others in this category**

```
15
10
 5
 0
    25th percentile   50th percentile   75th percentile   Your business
```

Over the last 28 days, **you typically published more posts and stories** compared to other businesses in this category. Keep up the great work by scheduling content in advance.

| Create Post | ▼ |

**Facebook followers** ⓘ
**520**
Similar to others
Typically: 992

**Follows** ⓘ
**513**
Higher than others
Typically: 5

**Content interactions** ⓘ
**393**
Higher than others
Typically: 49

## ➡ *Recommendations:*

1- Increased Reach on Instagram might have needed an additional ad.
2- Ensure page is active to retain followers.
3- Increase response rate to messages, this can be through more collaboration with similar pages.
4- There is room in budget for more ads, but this will require current and continuous sharing of content.

## *Conclusion / Insights Gained:*

Running our first media buying campaign for Tunis Village was a valuable learning experience. We successfully exceeded our target for reach and follower count, achieving over 13,000 reach

with a lower-than-expected budget of just $8.54. This indicates that targeted, well-optimized campaigns can generate strong awareness even with limited funds. We also observed that video and story-based content yielded higher engagement rates.

One major insight was the need to maintain active engagement with our audience, especially through timely replies and personalized messages. While our reach was high, the engagement rate on the overall page was lower than expected. This signals a need for content that invites more interaction.

## *For future campaigns, we recommend:*

- Using a mix of formats (carousels, reels, stories) to diversify engagement.

- Investing slightly more in Instagram ads.

- Leveraging more collaborations with eco-tourism pages.

- Adding a follow-up phase to encourage actions like visiting a website or engaging with polls.

  Overall, this campaign proves that digital marketing can play a key role in raising awareness for eco-tourism destinations in Egypt when executed with clarity, strategy, and creativity.