



INNOVATORS TEAM

RANA EZZAT MAHMOUD (PROJECT MANAGER)

DINA REFFAT HABIB

EVON ELDEB TAWFEK

MARIAM NAGUIB NASR

HAGAR KADRY HUSSEIN

FAWZI MAHER EBRAHIM

UNDER SUPERVISION OF
DR.NOURA FARAAQ

Timeline Setup

Period : 3 Months



MONTH 1

- Planning & Market Research
- audience research & competitor Analysis
- strategy
- Content Plan & Content Calendar

MONTH 2

- CONTENT CREATION & Graphic designs
- Awareness Launch & Drive Engagement
- Paid ADS & Boost Posts
- live Tutorials , Contests & UGC Compaigns

MONTH 3

- Maximize Conversions
- Retargeting Ads
- FFlash Sales
- Whatsapp Promotions
- Optimization , Scalling & Reporting



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Team Roles



1. Planning , Reasearch & Strategy.

- Rana Ezzat Mahmoud
- Dina Reffat Habib

2. Content Creation & Graphic Design

- Hagar Kadry Hussien
- Evon Eldeb Tawfek

3. Optimization ,Scalling & Reporting

- Fawzi Maher Ebrahim
- Mariam Naguib Nasr

=<https://github.com/PoulaCenter/Poula-center>



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Thank You.

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