



MARKETING PROJECT
MARSA GROUP

MEET OUR TEAM

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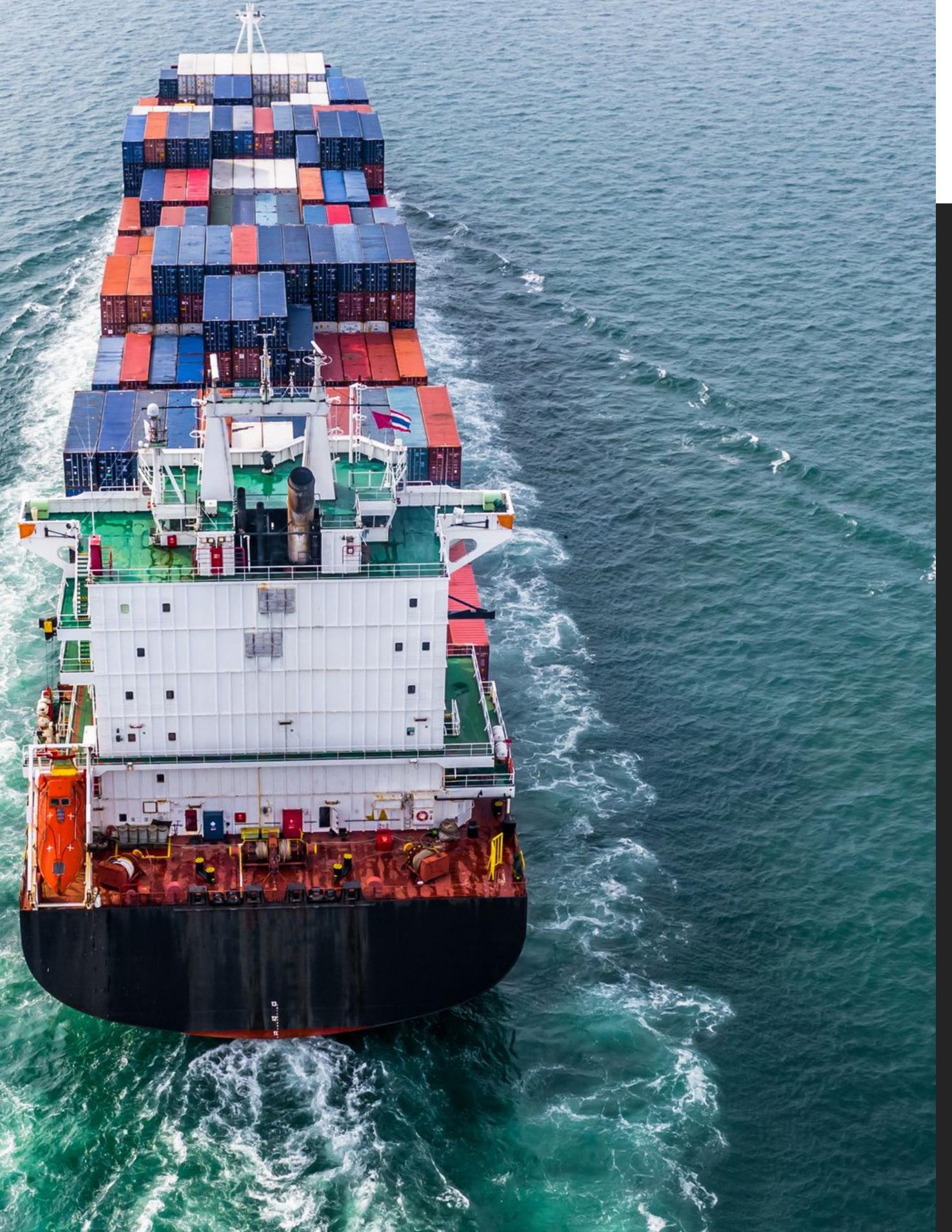
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ABOUT **OUR COMPANY**

Marsa Group is a shipping services company operating between Egypt, Turkey, and China. It also provides import and export services to all countries worldwide and offers consulting services to its clients.

THE COMPANY WAS ESTABLISHED MORE THAN 22 YEARS AGO

1-Marsa Group Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Warehousing and logistics providers International shipping lines Customs clearance International suppliers seaports 	<ul style="list-style-type: none"> International sea freight Client consulting and support Logistics management Pricing and payment handling Cargo documentation 	<ul style="list-style-type: none"> Fast and safe shipping at competitive prices Guaranteed delivery with full safety Quick customer response and issue resolution Flexible options: LCL / FCL to fit different business sizes 	<ul style="list-style-type: none"> Direct assistance through fast response and messaging Step-by-step shipment tracking and support Educational content to build trust and awareness 	<ul style="list-style-type: none"> Small workshop/factory owners (partial shipping needs) Large Gulf-based importers and distributors Small traders importing from China/Turkey Young e-commerce startups needing small flexible shipments
Key Resources		Channels		
<ul style="list-style-type: none"> Skilled and professional operations team Strong connections with ports and suppliers Digital presence 		<ul style="list-style-type: none"> Social media word of mouth Direct messaging Offline office presence 		

Cost Structure	Revenue Streams
<ul style="list-style-type: none"> Freight and logistics operational costs Storage, packaging, and container handling Advertising and promotional budget Staff and office operating expenses 	<ul style="list-style-type: none"> Freight service fees Customs clearance and documentation fees Consultancy and logistics support services Product import margins

2- OBJECTIVES SMART

- .Increase reach by 20%.
 - Increase number of leads 50%.
 - .Increase the awareness about services provided by 300%.
- During 3 months





3- SWOT ANALYSIS

Strengths:

Competitive prices, over 20 years of experience, and a highly experienced team.

Weakness:

lack of available ports to work with in some countries.

Opportunities:

The popularity of the import and export industry, which may provide greater opportunities in the future, and the possibility of expanding into more and more countries.

Threats:

economic threats ,Intense competition and business disruption in the event of major disasters such as global diseases and wars.

4- MARKETING MIX

01

PRODUCT

1. Product variety

- A company specializes in sea freight and global shipping.
- Provide high-quality products like solar panels, electric forklifts, and a variety of home furniture.

2. Quality :

- High-quality products and services.

3. Brand name : Marsa Group



4- MARKETING MIX

4. Services:

- Specialized in sea freight to Turkey and China.**
- International shipping from Egyptian ports to any global destination.**
- Offer assistance with logistics licensing, export/import permits, and shipping documentation.**
- Facilitate international shipping by providing drop-off locations and handling all processes as a reliable freight forwarder.**



4- MARKETING MIX

02

PRICE

- **List price : guarantee competitive pricing for all our products and services**
- **Payment period :**

03

PLACE

- **Channels: company,Facebook,Instagram.**
- **Location: Alexandria**
- **Transport: China , Turkey, and any global destination.**



4- MARKETING MIX

04

PROMOTION

- **Advertising:** A 5,000 EGP budget dedicated to online ads.

- **Public relations:** Gained new clients through positive word-of-mouth and strong public relations

- **Digital Marketing:**

Running Facebook ads to increase engagement.

Posting educational content such as types of maritime shipping, types of containers, and when each type is suitable.

Sharing introductory videos about the company and the services we provide.

- **Sales Promotion**

Offering discounts for customers up to 50%.

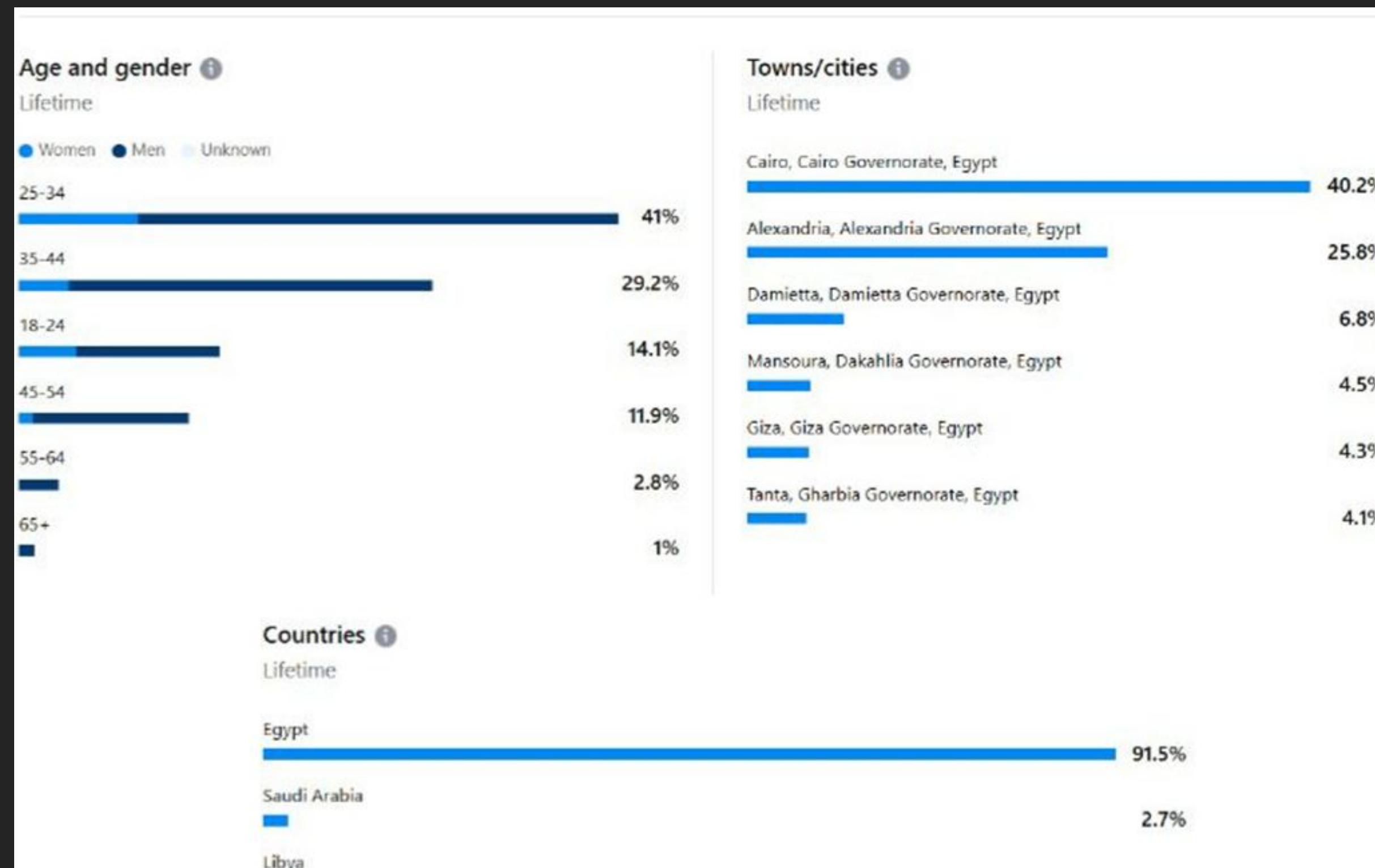
Providing some procedures and services for free.



5-ACCOUNT ANALYSIS

01

Audience



5-ACCOUNT ANALYSIS

02

Highest rich

Views ⓘ

Insights not available

There may not be enough data on your content yet. Check back again later.

Net follows ⓘ

0
Net follows

Who viewed your content ⓘ

Age and gender Top countries

Insights not available

There may not be enough data on your content yet. Check back again later.

Interactions ⓘ

29



Reactions

7

Comments

1

Shares

21

Saves

0

Link clicks ⓘ

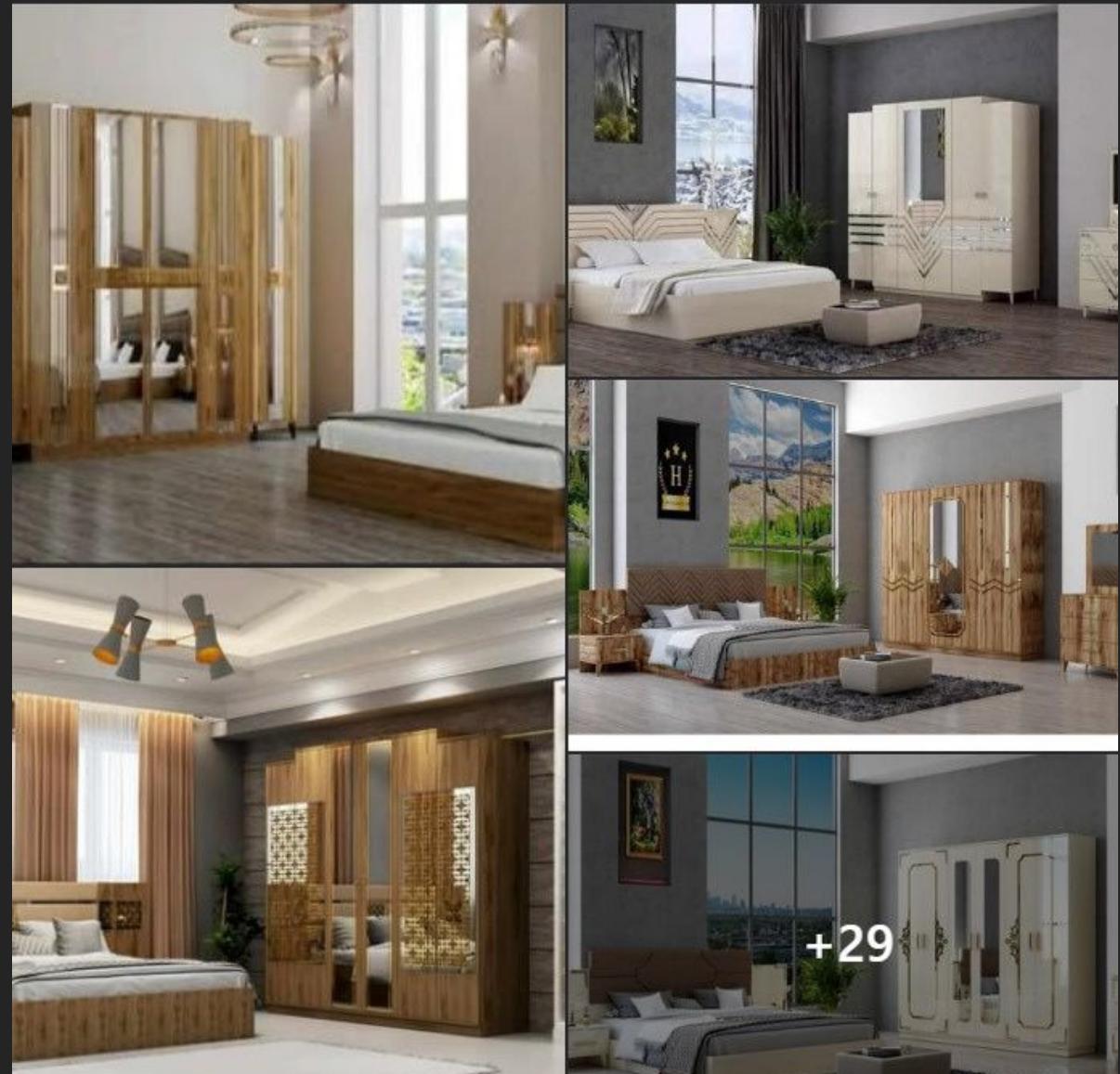
0
Link clicks



Marsa group

Published by Khadiga Ali · 21 July 2024 · 290

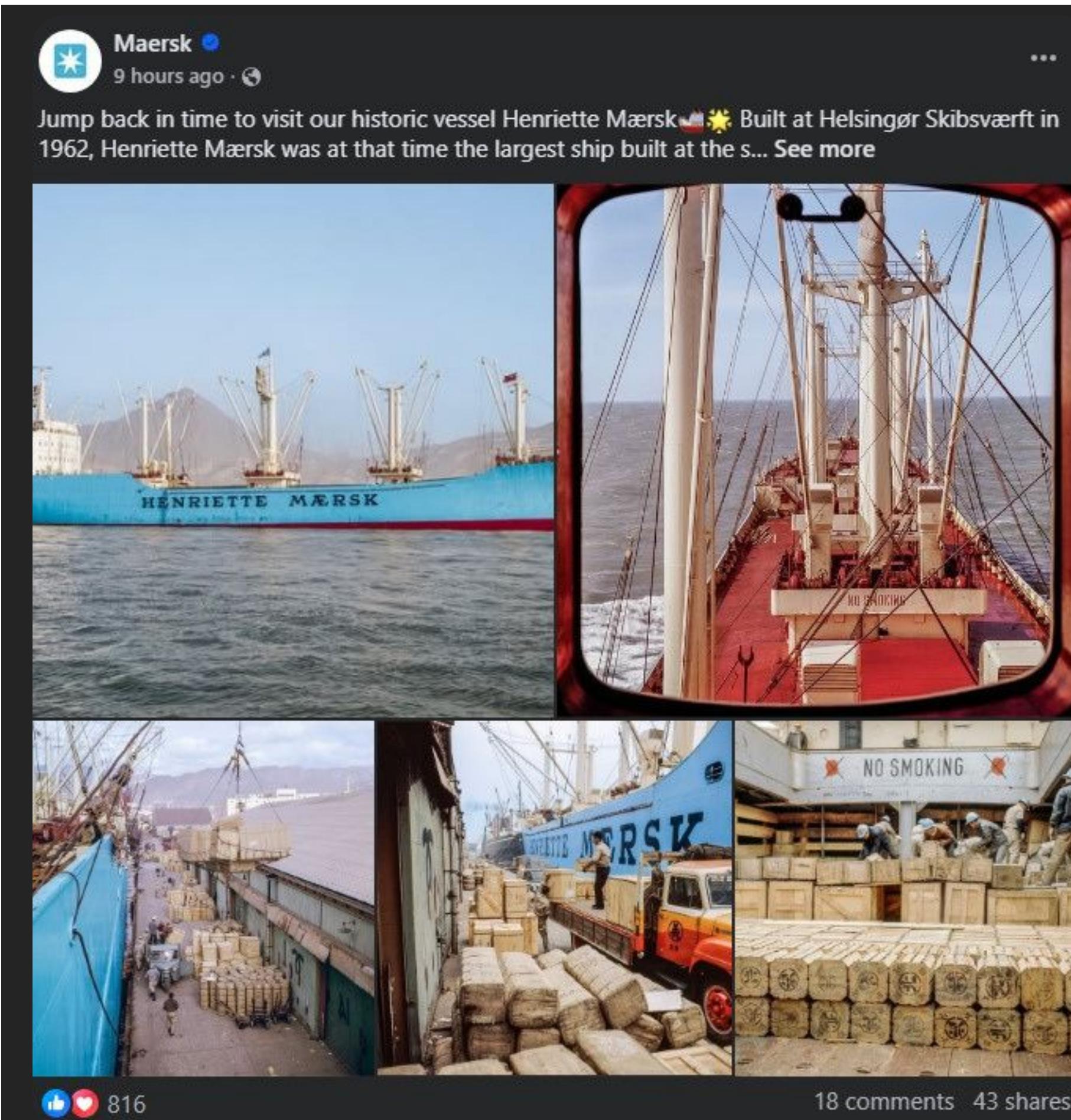
غرف نوم تركي للتجار فقط السعر على ارض المصنع 290 دولار



6-COMPETITIVE ANALYSIS

Type	Company	Key Features
Global	Maersk	Strong international shipping logistics network
Global	DB Schenker	End-to-end supply chain solutions
Global	DHL Group	Fast delivery, excellent international coverage
Local	World Cargo Egypt	Flexible, well-rated, diverse services in Cairo
Local	A.M Cargo	Broad service scope, solid reputation in Alexandria
Local	M&R Logistics	Quality-focused shipping services in Cairo

6-COMPETITIVE ANALYSIS



Maersk

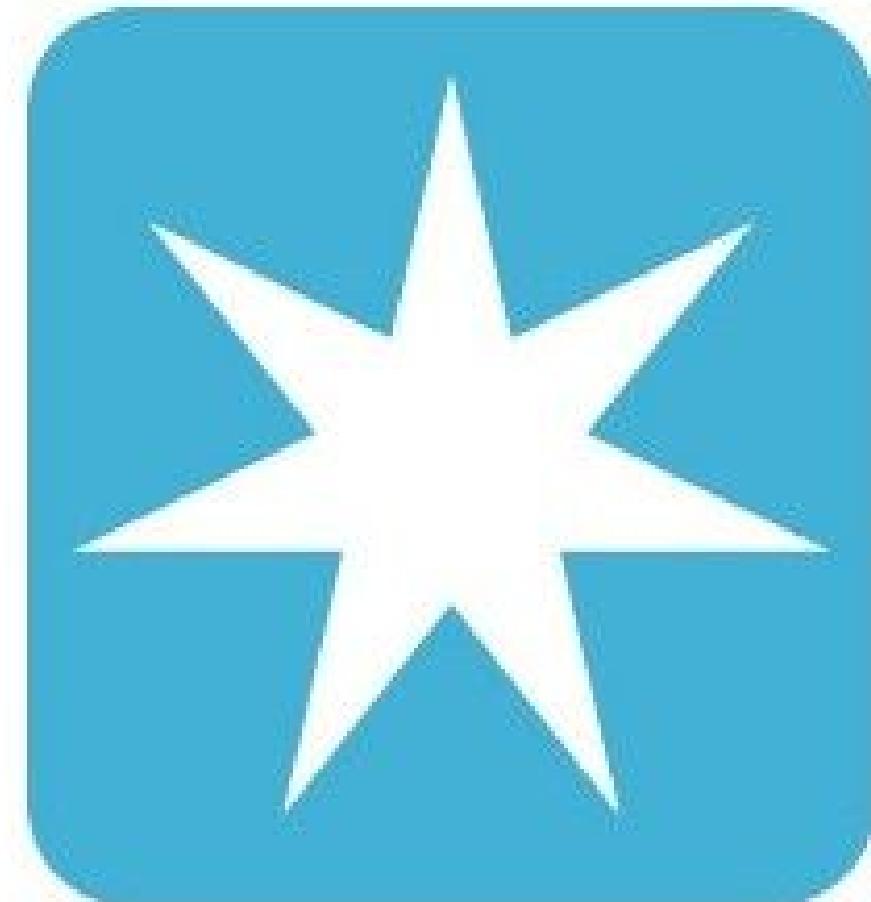
9 hours ago ·

Jump back in time to visit our historic vessel Henriette Mærsk. Built at Helsingør Skibsværft in 1962, Henriette Mærsk was at that time the largest ship built at the s... See more

18 comments 43 shares

Global maesrk

3.1 million followers



6-COMPETITIVE ANALYSIS

DSV - Global Transport and Logistics
5 June ·

Celebrating World Environment Day 2025 🌱 ... See more

WORLD ENVIRONMENT DAY | Our Planet, Our Responsibility

4 comments 7 shares

Global schenker
191 thousands followers



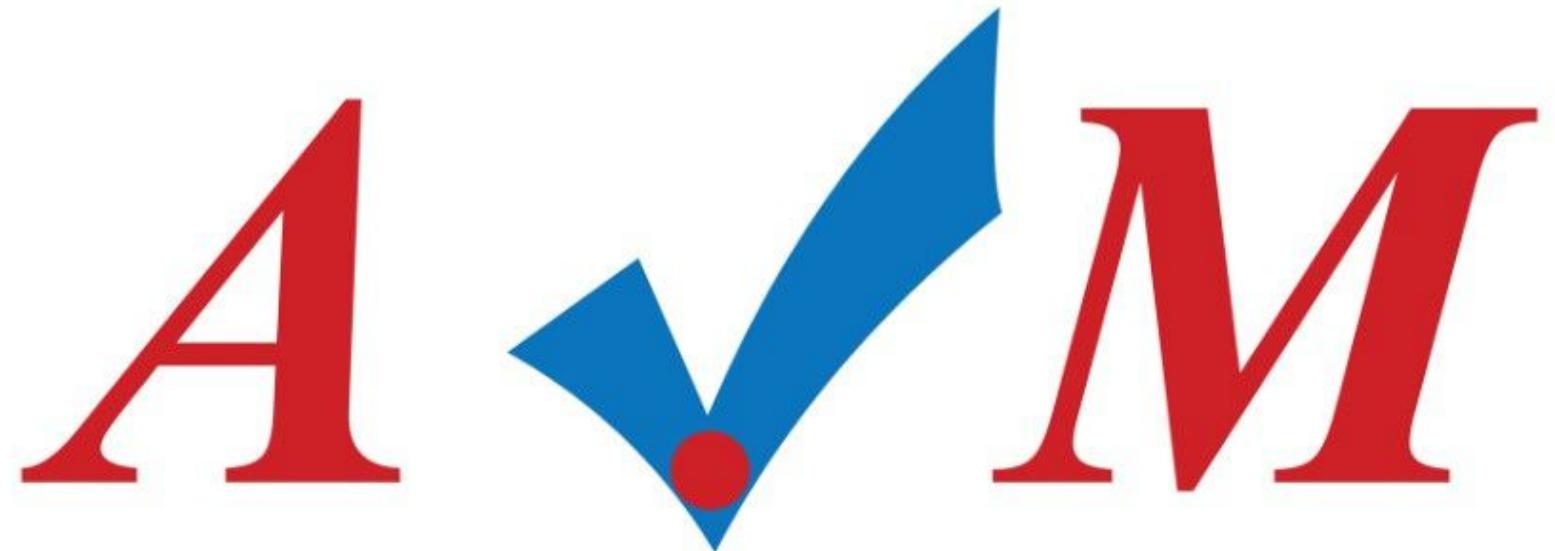
6-COMPETITIVE ANALYSIS



13

2 comments 2 shares

Local AM Cargo
2K followers



6-COMPETITIVE ANALYSIS



الشافعى للشحن
الدولى و الاستيراد
و التصدير

2.4 followers





7-SEGMENTATION

01

GEOGRAPHIC

- Egypt (89.2%) → Primary market.
- Saudi Arabia (2.5%), UAE (1.4%), Libya (1.1%) → Regional expansion opportunities
- Key Egyptian Cities: Cairo → Largest audience.
- Alexandria (13.9%) → Major shipping hub
- Damietta, Port Said, Suez → Port based professional audience.



7-SEGMENTATION

02 DEMOGRAPHIC

- Age: Mainly 25–44 → Active workforce, entrepreneurs, and managers
- Gender: Male 83% – Female 17%.

Occupation / Socio economic level:

- SME owners and traders. Import/export managers.
- Large-scale wholesalers
- Young e-commerce entrepreneurs.



7-SEGMENTATION

03 BEHAVIOURAL

- Frequent importers (monthly/quarterly shipments).
- Seasonal traders (around exhibitions, Ramadan, holiday peaks)

Benefits Sought:

- Lower costs.
- Reliable schedules.
- Partial shipments (LCL).



7-SEGMENTATION

04

PSYCHOGRAPHIC

- Businessmen focused on efficiency and ROI.
- Organized logistics managers.

Lifestyles:

- Internationally connected, often working across markets.

Attitudes & Values:

- Transparency in pricing.
- Flexibility & innovation.

8-BUYER PERSONA

NAME: KHALED WORKSHOP OWNER

Age: 25–34

Location: Tanta / Mansoura / Giza

Gender: Male Occupation: Owner of a workshop or small factory that requires importing raw materials.

Interests: Raw material prices How to reduce sea freight costs

Following customs news

Needs: Partial shipment (LCL) at affordable rates. Goals: Increase production without raising

operating costs

NAME: MOSTAFA BUSINESSMAN IN GULF

Age: 35–44

Location: Saudi Arabia / UAE

Gender: Male

Occupation: Large importer or wholesale distributor

Interests: Importing goods in bulk (food products, industrial raw materials)

Comparing Egyptian and Gulf shipping companies Following maritime trade agreements Needs: Reliable shipping services between

Egyptian and Gulf ports Goals: Strengthen his presence in the Gulf market at the lowest cost and highest quality

NAME: AHMED SMALL IMPORTER

Age: 25–34

Location: Cairo / Alexandria

Gender: Male

Occupation: Owner of a small company or trader importing goods (clothes – accessories – electronics)

Interests: Importing from China and Turkey Finding reliable and cost-effective shipping Following sea

freight price updates Needs: A steady shipping partner who understands customs regulations Goals: Save time and costs in shipping and build

greater credibility with his customers

9-VALUE PROPOSITION

- We offer services at relatively low prices, with all guarantees that products will arrive safely to and from ports.
- message

مرسي جروب ، بتقدملك سرعة و امان في الشحن البحري

- Why would anyone choose our company over another?
 - Quick response to customers, answering all customer questions, and finding solutions to customer problems if they arise.



10-CONTENT CREATION AUGUST CONTENT CALENDAR

13 - 8 - 2025



FACEBOOK POST

16 - 8 - 2025



FACEBOOK POST

19 - 8 - 2025



FACEBOOK POST

21 - 8 - 2025



FACEBOOK POST

24 - 8 - 2025



FACEBOOK POST

مرسى جروب للشحن البحري يتضمنلك الأمان سواء كانت شحنتك عبارة عن معدات ، أثاث ، قطع غيار سيارات ، أدوات زجاجية و غيره كثير. لو عندك أي استفسارات متترددش تبعتلنا رسالة حالا.

في عالم الشحن البحري، الحفاظ على جودة المنتجات مش رفاهية... دي مسؤولية.

- تغليف محكم - 1
- ترتيب وتخزين منظم - 2
- متابعة ظروف النقل - 3
- متابعة دقة لحد ما توصل للعميل - 4

هدفنا إن منتجك يوصل بنفس الجودة اللي خرج فيها من المصدر...
وأعلى معايير الأمان والاحترافية.

لو بتدور على شريك شحن يضمن لك راحة البال وجودة الخدمة.
إحنا هنا علشانك

💡 مدة الشحن البحري مش ثابتة.. وده ليه أسباب!
المسافة بين الموانئ
نوع البضائع
الطقس
إجراءات الجمارك
الوجهة النهائية
نوع الحاوية

💡 الأوراق المطلوبة للشحن البحري وخد بالك من التفاصيل! 📜

1. Nafeza (Bill of Lading) بوليصة الشحن.
2. ACID (Commercial Invoice) الفاتورة التجارية.
3. Packing List قائمة التعبئة.
4. Certificate of Origin شهادة المنشأ.
5. شهادات خاصة أو تصاريح.

نصيحة: أي خطأ أو نقص في المستندات يمكن أن يتسبب تأخير في التخلص أو غرامات، فعليك أوراقك دائمًا جاهزة ومراجعة قبل الإرسال.

💡 إيه هو الكارجو إكس (CargoX)?

- الخطوات ببساطة:
- طلب تسجيل شحنة (Nafeza).
- رقم تعريفي للشحنة (ACID).
- للمصدر بره ACID المستورد بيعط رقم الـ ACID.
- يرفع المستندات المطلوبة ويربطها برقم الـ ACID.
- لما المستندات تتبع بنجاح من CargoX، يتم تحرير الملف كامل والشحنة مسموح لها.
- ليه مهم؟
- من غير الخطوة دي، الشحنة من نوع تدخل مصر.
- الهدف إن كل شحنة تبقى واضحة ومسجلة قبل ما تبحر.

متنساش تعملنا لايک؛ ولو حابب تستفسر عن حاجه متترددش تسألنا

11-MEDIA BUYING PLAN

- Campaign

name: September campaign

objectives :engagements

target audience:

Demographic targeting: (used look alike audience , age: 25/60 , gender: all)

geographic targeting: Egypt

- budgeting: daily budget used(200 EGP/Day)

start date: 11 septembar

end date: 25 septembar

total budget:3000 EGP

placement: facebook , instagam

KPI



- KPI Messages / Leads Generated: The number of messages or leads received from the ads (direct conversations or inquiries).
- Cost per Result (CPR): The average cost paid for each message or lead generated through the campaign, calculated by dividing the total ad spend by the number of results.

LOW BUDGET MESSAGING CAMPAIGN – SEPTEMBER CAMPAIGN

Client : Marsa Group - Import, Export & Shipping Service

Goal / Problem : Generate new customer inquiries and engage potential clients in direct Messenger conversations to build trust and increase qualified leads for Marsa Group's shipping services.

Strategy (Media Buying Plan)

- **Campaign Objective** Messaging (to drive conversations on Messenger & WhatsApp).
- **Audience Targeting** Interest-based targeting (import, export, shipping services).
- **Ad Creatives** Designed visuals (professional images highlighting shipping solutions).
- **Created persuasive ad copy with a clear CTA:** “Message us now to get a quick quote.”



شركة مارسا جروب

الاستيراد والتصدير للشحن البحري

خدماتنا :

▪ شحن بحري

▪ نقل داخلي

▪ تخلص وجميع الخدمات الجمركية

▪ استئجار بطاقة استيرادية أو تصديرية

للاستفسارات و الاستعلام :

01015205214 ☎ 01221215970 ☎

LOW BUDGET MESSAGING CAMPAIGN – SEPTEMBER CAMPAIGN

Execution :

Platform & Tools

- Facebook Ads Manager

Ad Placements

- Facebook Feed
- Instagram Feed
- Messenger Inbox

Campaign Setup

- Objective: Messaging to maximize direct interactions.
- Multiple ad sets with different interest-based segments.

Ad Variations

- 2 image creatives with different messaging angles.
- A/B testing between short CTA-focused copy vs. longer informative copy.

Optimization

- Budget reallocation toward ad sets generating the highest quality leads.
- Paused weak ads after initial testing.

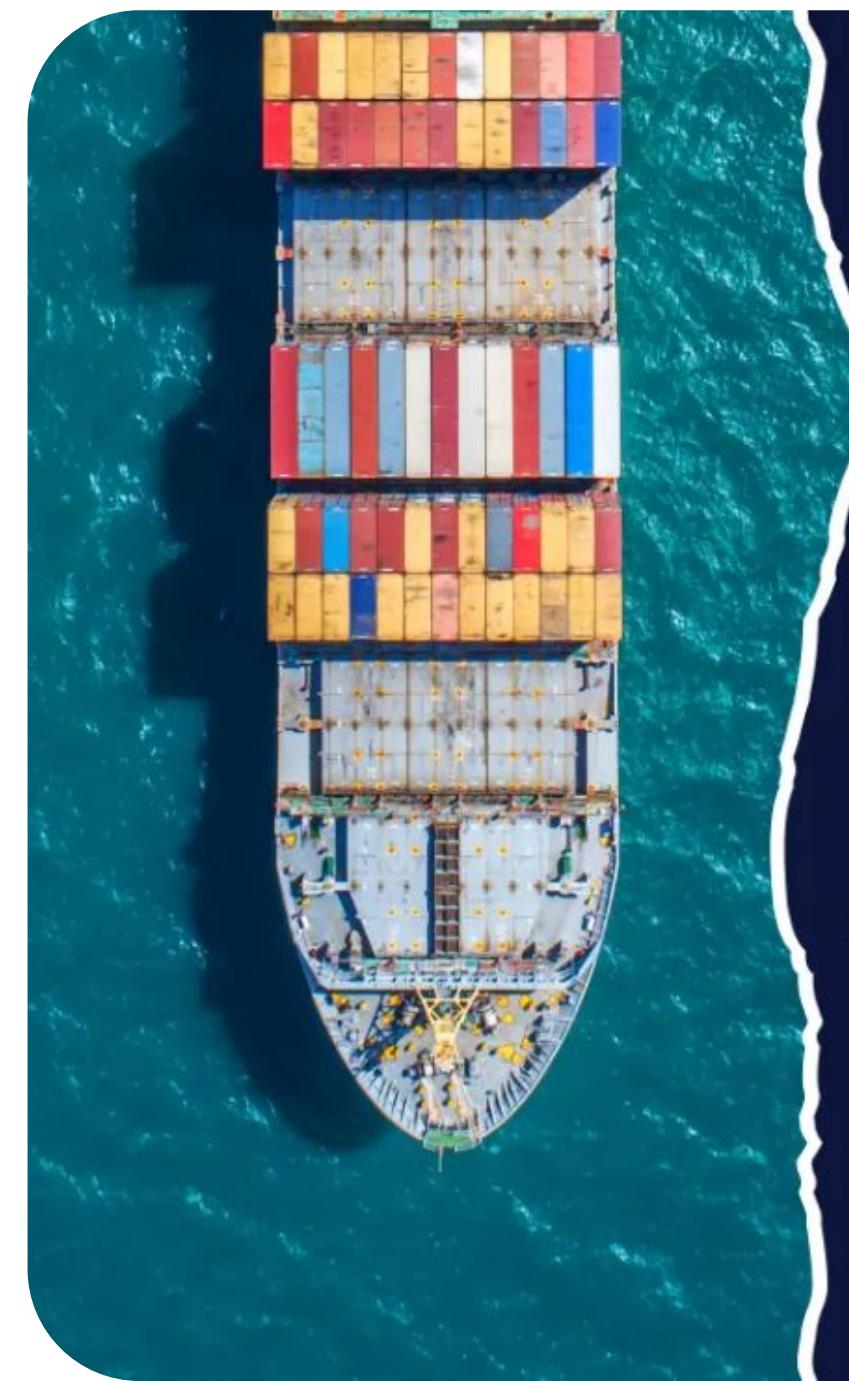


LOW BUDGET MESSAGING CAMPAIGN – SEPTEMBER CAMPAIGN

Result :

Key Metrics

- **Average Cost per Messaging Contact: 15.46–17.58 EGP ($\approx \$0.31\text{--}0.36$ per contact).**
- **Two Message Exchanges: 98 – 129 conversations.**
- **Three Message Exchanges: 65 – 100 conversations.**
- **Five Message Exchanges: 17 – 24 deeper conversations.**
- **Total Messaging Contacts: 254 (151 + 103).**
- **New Messaging Contacts: 246 new leads.**
- **Returning Messaging Contacts: 8 repeat conversations.**



شركة مارسا جروب

الاستيراد والتصدير للشحن البحري

خدماتنا :

▪ شحن بحري

▪ نقل داخلي

▪ تخليص وجميع الخدمات الجمركية

▪ استئجار بطاقة استيرادية أو تصديرية

للاستفسارات و الاستعلام :

01015205214  01221215970 

LOW BUDGET MESSAGING CAMPAIGN – SEPTEMBER CAMPAIGN

🔑 Summary :

The September Messaging Campaign successfully generated 246 new qualified leads at an average cost of only \$0.31–\$0.36 per lead, while creating over 250 conversations with potential clients. The results highlight the effectiveness of optimizing ad sets and creatives, showing a strong return on a limited budget.

This screenshot shows a campaign management interface with a table of messaging performance metrics. The table includes columns for Amount spent, Reach, Impressions, Results, Cost per result, and Messaging conversations. Two rows are highlighted with a red border:

	Amount spent	Reach	Impressions	Results	Cost per result	Messaging conversations
"YETRCN ..."	1,845.42 ج.م	11,037	19,050	105	17.58 ج.م	105
"Septemper Campagn"	2,349.76 ج.م	20,369	30,417	152	15.46 ج.م	152
New Engagement campaign	0.00 ج.م	—	—	—	—	—
"YETRCN ..."	0.00 ج.م	—	—	—	—	—
حملة إعلانية جديدة بهدف التفاعل	0.00 ج.م	—	—	—	—	—

This screenshot shows a campaign management interface with a table of messaging performance metrics. The table includes columns for Cost per messaging, Two message exchanges, Three message exchanges, Five message exchanges, Messaging contacts, New messaging contacts, and Returning messaging. Two rows are highlighted with a red border:

	Cost per messaging...	Two message exchanges	Three message exchanges	Five message exchanges	Messaging contacts	New messaging contacts	Returning messaging...
"YETRCN ..."	17.58 ج.م	98	65	24	103	102	1
Septemper Campagn	15.46 ج.م	129	100	17	151	144	7
New Engagement campaign	—	—	—	—	—	—	—
"YETRCN ..."	—	—	1	—	2	—	—
حملة إعلانية جديدة بهدف التفاعل	—	—	—	—	—	—	—

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Septemper Campagn	15.46 ج.م	129	100	17	151	144	7
New Engagement campaign	—	—	—	—	—	—	—
"YETRCN ..."	—	—	1	—	2	—	—
حملة إعلانية جديدة بهدف التفاعل	—	—	—	—	—	—	—

12-SEO PLAN

suggested key word: We used Ubersuggest to search for the best keywords.

KEYWORDS	VOLUME	CPC	PD	SEO DIFFICULTY
أسعار الشحن البحري اليوم	210	£43.23	63	12 (4 Months ago)
شحن البحري	140	£57.32	25	0 (Over 6 months)
شحن بحري	140	£57.32	25	0 (Over 6 months)
sea freight	110	£74.24	24	40 (3 Weeks ago)
شحن بحري	110	£38.53	19	16 (3 Weeks ago)
الشحن البحري	110	£57.32	23	18 (3 Months ago)
شركات الشحن البحري	110	£24.43	54	26 (3 Weeks ago)
شركات شحن بحري	110	£37.59	35	24 (4 Months ago)
شركات شحن بحري	110	£26.31	48	0 (Over 6 months)
ocean freight	90	£24.43	23	38 (2 Weeks ago)
شركات شحن دولي بحري	70	£19.03	56	23 (Over 6 months)
أفضل شركات الشحن البحري	70	£15.74	54	22 (Over 6 months)
أسماء شركات شحن بحري	40	£36.65	57	23 (Over 6 months)
sea transport	30	£0.00	3	19 (Over 6 months)
شركات شحن بحري دولي	30	£36.18	87	32 (Over 6 months)
أكبر شركات الشحن البحري في العالم	30	£17.39	43	18 (Over 6 months)
لتحت الشحن البحري	30	£0.00	10	17 (Over 6 months)

- Suggested Blog Topics (SEO Content Ideas)

Each topic below is designed to: Target long-tail keywords with high search.

Blend Arabic + English keywords naturally

(important for your bilingual audience in Egypt and MENA).

Drive qualified leads looking for sea freight services only.

- ◆ أسعار الشحن البحري اليوم في مصر: أحدث التحديثات والعوامل المؤثرة في السعر . 1.
- ◆ شحن بحري: دليل شامل للخدمات وأنواع الشحن البحري للمستوردين الجدد . 2.
- ◆ الشحن البحري: الفرق بينه وبين الشحن الجوي وأفضل طرق اختيار شركة مناسبة . 3.
- ◆ 4. sea freight: Everything You Need to Know About Costs & Shipment Process
- ◆ الفرق والتكلفة وأفضل اختيار لشحنتك : FCL و LCL شحن حاويات بحري . 5.
- ◆ من الصين إلى مصر: التكلفة والمدة وكيفية اختيار أفضل طريقة شحن ocean freight . 6.

- ◆ شركات شحن بحري دولي: أفضل الخدمات وكيف تختار الشركة الأنسب لعملك.
- ◆ 8. Top 10 Ports for Sea Freight in Egypt | مصر | أهم موانئ الشحن البحري في مصر
- ◆ 9. Understanding the Bill of Lading | ما هي بوليصة الشحن البحري
- ◆ 10. sea transport: أنواع النقل البحري ومميزاته وتكلفته للمستوردين

Extra Evergreen Topics (optional additions later)

“Why Choose Sea Freight Over Air Freight?” (without targeting “air freight” customers — just as comparative content).

“How Global Shipping Trends Affect seafreight in Egypt.”

“Step-by-Step Guide to Container Booking Online.”

“The Future of Green Marine Shipping in Egypt.”

13- WEBSITE LINK

The company already had a website, but it had a few issues.

So we suggested making several improvements to enhance its quality and search engine ranking, such as:

1. Adding the Arabic language option
2. Adjusting the color scheme to match the brand's colors
3. Fixing some technical and coding errors on the website
4. Removing services that the company does not actually provide
5. Updating the Contact Us page to make the phone number a primary element, since most of their customer interactions happen through calls

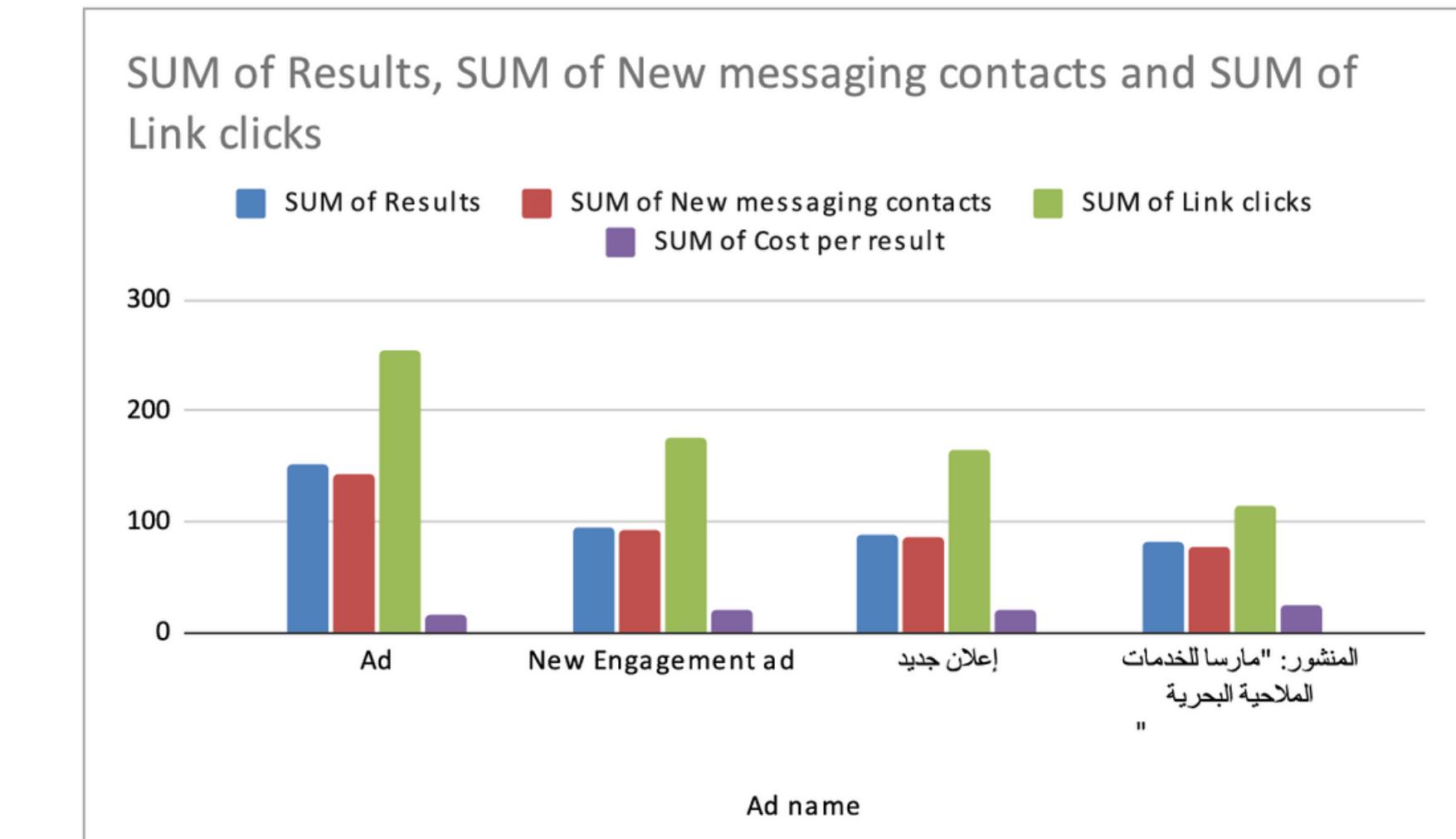
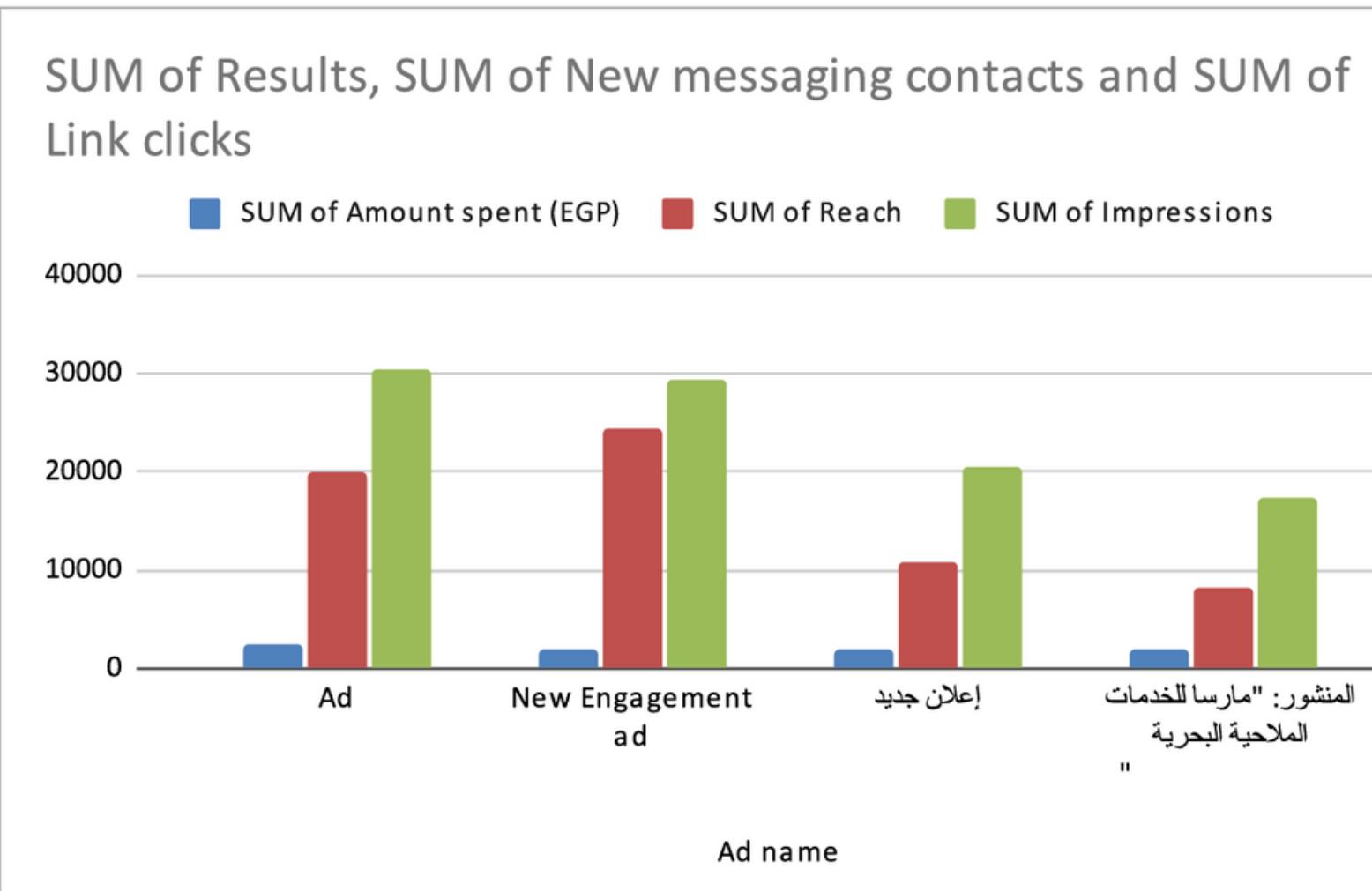
The screenshot shows the homepage of the Marsa Group website. At the top right, there is a phone icon followed by the number +20 12 2121 5970, a globe icon followed by 'En', and a blue button labeled 'Request A Quote'. Below the header, there is a navigation bar with links for 'Home', 'Our History', 'Services', 'News', 'Contact Us', and a magnifying glass icon for search. The main visual is a large photograph of a cargo ship loaded with shipping containers. Overlaid on the image is the text 'Streamline global trade with CargoX.' in large white letters, with 'Secure, fast, and reliable' in smaller text below it. At the bottom left, there is a call-to-action button with the text 'Check CargoX' and a play button icon. To the right of the play button, there is another button with the text 'Watch Our Presentation!'. The URL <https://marsa-group.net/> is displayed at the bottom right of the page.

14- ANALYSIS REPORT AND RECOMMENDATIONS:

ANALYSIS:

Ad name	Delivery status	Delivery type	Result type	Results	Cost per result	Amount spent	Impressions	Reach	Frequency	CPM (cost per result)	Link clicks	Attribution	Cost per click	New messages	Messaging conversations started	Reporting start date	Reporting end date
"	not_delivered	ad	Messaging	82	24.32	1994.03	17267	8309	2.0781080	115.48213	115	7-day click or 1-day open	1994.03	78	82	2024-01-01	2025-11-13
New Engagement	not_delivered	ad	Messaging	94	20.49	1925.89	29359	24451	1.2007279	65.597941	175	7-day click or 1-day open	1925.89	92	94	2024-01-01	2025-11-13
إعلان جديد	not_delivered	ad	Messaging	88	21.18	1864.17	20444	10670	1.9160261	91.184210	164	7-day click or 1-day open	1864.17	85	88	2024-01-01	2025-11-13
Ad	not_delivered	ad	Messaging	152	15.46	2349.76	30417	19962	1.5237451	77.251536	254	7-day click or 1-day open	2349.76	144	152	2024-01-01	2025-11-13

Ad name	SUM of Amount spent (EGP)	COUNT of Frequency	SUM of Impressions	SUM of Reach	SUM of Results	SUM of New messages	SUM of Link clicks	SUM of Cost per result
Ad	2349.76	1	30417	19962	152	144	254	15.46
New Engagement	1925.89	1	29359	24451	94	92	175	20.49
إعلان جديد	1864.17	1	20444	10670	88	85	164	21.18
المنشور: "مارسا للخدمات الملاحية البحريّة"	1994.03	1	17267	8309	82	78	115	24.32
Grand Total	8133.85	4	97487	63392	416	399	708	81.45



14- ANALYSIS REPORT AND RECOMMENDATIONS:

RECOMMENDATIONS:

- Loyalty Discounts:**

Offer progressive discounts for repeat clients (e.g., 10% off after 3 shipments, 15% after 5 shipments) to encourage long-term partnerships.

- Referral Program ("Bring a Friend"):**

Reward existing clients who successfully refer new customers (e.g., a small discount or a free service on their next shipment).

- Short Video Ads:**

Create engaging videos (under 30 seconds) showing the customs clearance process or client testimonials.

14- ANALYSIS REPORT AND RECOMMENDATIONS:

RECOMMENDATIONS:

- Free Consultation Posts:**

Promote free consulting sessions for new clients or for specific inquiries related to customs clearance procedures.

- Educational Tips & Insights:**

Share short, simplified posts providing practical advice on import/export or customs regulations.

- Comparison Posts:**

Visually demonstrate the difference (in cost/time) between dealing with customs independently vs. using Marsa Group's services.



**THANK
YOU**