


4ps

	(Service)	<p>1- Offer diverse recreational trips that include entertainment, historical, and cultural experiences</p> <p>2- Provide an enjoyable itinerary that appeals to the majority of the target audience</p> <p>3- Appoint a tour guide for those who prefer to explore with a guide</p> <p>4- Leave enough time for those who prefer to explore the places alone</p> <p>5- Maintain customer loyalty by providing the best possible service and sending them the latest and best offers</p>
	(place)	<p>1- Offer trips that include most of the places the target audience wants to see, including the Library of Alexandria, the Citadel, and the Museum of Royal Jewelry.</p> <p>2- Be present all the time, especially during the winter when 49% of the target audience prefers to travel</p>
	(price)	<p>1- Upgrade the services to reach the required level for the 51% of the target audience who do not prefer a limited budget</p> <p>2- Provide services that fit the budget of the 30% of the target audience who prefer a specific budget from 400 to 600 pounds per day</p> <p>3- Provide services that fit the budget of the 13% of the target audience who prefer a budget from 650 to 1000 pounds per day</p>
	(promotion)	<p>1- Advertise and market the tours from 8-12 pm when 60% of the target audience is present</p> <p>2- Utilize social media platforms such as Facebook, Instagram, and Tiktok to reach the target audience, since 77% of them are influenced by social media in choosing places for tourism</p> <p>3- Provide various payment options to accommodate the audience's preferences, including cash and credit card.</p>

date	Campaign name	Campaign idea	Key words	Format	Tone	Platform	CTA	Target audience	Buyer journey	SMART objective	KPIs	Ad set	Caption
2023/01/01	استراتيجية لهد	مزايا مدينة الاستدامة	استدامة	video	informative	facebook	Visit website, Follow page	18-30 year olds interested in travel and adventure	Awareness	Increase visits to the website by 25%	Number of visits	Ad 1	
2023/01/02		التقنيات التي تجعل المدينة	مظهر المدينة	Reel	Fun	Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase visits to the website by 25%	Number of visits	Ad 1	
2023/01/03		أهم المرافق العامة	مظاهر المدينة	Short video	Informative	Facebook,Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase visits to the website by 25%	Number of visits	Ad 1	
2023/01/04		سوق المدينة بناءً على احتياجات	جولات المدينة	Post[Text]	Informative	facebook	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase visits to the website by 25%	Number of visits	Ad 1	
2023/01/05		التصميم الفريد للمدينة	التاريخ المدينة	Post[Design]	Informative	Facebook,Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase visits to the website by 25%	Number of visits	Ad 1	
2023/01/06		أبرز المعالم في المدينة	معرض المدينة	Short video	Inspirational	Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase visits to the website by 25%	Number of visits	Ad 1	
2023/01/07		تربة المدينة	استدامة	Reel	Fun	Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase visits to the website by 25%	Number of visits	Ad 1	
2023/01/08		معرض المدينة	مظهر المدينة	Reel	Informative	Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase visits to the website by 25%	Number of visits	Ad 2	
2023/01/09		معرض المدينة	المهر	Short video	Inspirational	Facebook,Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase visits to the website by 25%	Number of visits	Ad 2	
2023/01/10		التاريخ المدينة	التاريخ المدينة	Post[Text]	Informative	facebook	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/01/11		خطوط المدينة	التاريخ المدينة	Post[Text]	Informative	facebook	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/01/12		أحد أهم معالم المدينة	مظهر المدينة	Post[Design]	fun	Facebook,Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/01/13		استدامة المدينة	استدامة	Photos	Informative	Facebook,Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/01/14		المعالم السياحية	مكتبات المدينة	Short video	Inspirational	Facebook,Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/01/15		مدينة المستقبل	استدامة الممثل	Storytelling	Informative	facebook	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of likes	ad 1	
2023/01/16		تاريخ المدينة	جولات المدينة	Short video	Informative	Facebook,Instagram	Visit website, Follow page	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/01/17		معرض المدينة	معرض المدينة	video	Inspirational	facebook	Visit website	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/01/18		استدامة المدينة	استدامة	Post[Text]	Informative	Facebook	Visit website	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/01/19		أحد أهم معالم المدينة	مظهر المدينة	Post[Design]	Fun	Instagram	Visit website	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/01/20		أحد أهم معالم المدينة	التاريخ المدينة	video	Informative	facebook	Visit website	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/01/21		مكتبات المدينة	مكتبات المدينة	Reel	fun	Instagram	comments & messages	18-30 caltro gine dammita class 9	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/01/22		مكتبات المدينة	استدامة المدينة	Post	Informative	facebook	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad 1	
2023/01/23		أحد أهم معالم المدينة	مظهر المدينة	Short video	informative	Facebook,Instagram	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad 1	
2023/01/24		مظهر المدينة	أحد أهم معالم المدينة	Short video	Inspirational	Facebook,Instagram	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad 1	
2023/01/25		أحد أهم معالم المدينة	استدامة المدينة	Reel	fun	Instagram	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad 1	
2023/01/26		أحد أهم معالم المدينة	استدامة المدينة	Photos	Inspirational	Instagram	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad 1	
2023/01/27		مكتبات المدينة	مكتبات المدينة	Photos	Inspirational	Instagram	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad 1	
2023/01/28		مكتبات المدينة	استدامة المدينة	Post[Text]	Informative	facebook	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad 1	
2023/01/29		مكتبات المدينة	مكتبات المدينة	Short video	Inspirational	Facebook,Instagram	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad1	
2023/01/30		أحد أهم معالم المدينة	أحد أهم معالم المدينة	Photos	Fun	Facebook,Instagram	comments & messages	18-30 caltro gine dammita class 9	Consideration	Lead generation by 30%	Sand message	Ad 1	

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