						Action plan (Ma	rch)								
Date	Campaign	Post - TASKS	Objective	Formate	Paid ad	Platforms	Assigned to								
1/3/2023	اسكندرية ليه	Post 1:general video shows hitorical and amzing places in alexanderia Content creation	Awareness	Video		facebook&instgram	Content Creator	Designer	Moderation	Media Buyer	Copywriter	Editor	Estimated hours	Assigned	contact metho
													4h	yara amer	Phone call
		Graphic Design											5h	aya morgan	Text messaging
7/3/2023		scheduling- Publisher post 2: An explanatory post to show the favorite and famous places in											3h	Ali Shalan	Business Numb
8/3/2023		Alexandria, special foods and drinks, and places to eat them Content creation	Awareness	text+image		facebook&instagram									
		Paid ad creation											6h 8h	yara amer Rokaya	Phone call Email
14/3/2023	1	scheduling - Publisher											4h		Business Number
15/3/2023	تروح بعيد ليه واسكندرية قريبة	4 articles explaining the historical and cultural places in Alexandria, the charm and the dazzling beauty of the city	awareness	blog		FACEBOOK									
		Content creation											8h	yara amer	Phone call
		Graphic Design											4h	aya morgan	Text messaging
		Paid ad creation											3h	Rokaya	Email
		scheduling - Publisher											4h	Ali Shalan	Business Number
22/3/2023	وقتك على البحر	A 3-minute video about the views of Alexandria on the Corniche inside the museums, the castle and the library	Consideration	SHORT VIDEO		facebook&instagram									
		Content creation											5h	yara amer	Phone call
		Paid ad creation											4h	Rokaya	Email
30/3/2023		scheduling - Publisher											4h	Ali Shalan	Business Number