		4ps
	(Service)	1- Offer diverse recreational trips that include entertainment, historical, and cultural experiences 2- Provide an enjoyable itinerary that appeals to the majority of the target audience 3- Appoint a tour guide for those who prefer to explore with a guide 4- Leave enough time for those who prefer to explore the places alone 5- Maintain customer loyalty by providing the best possible service and sending them the latest and best offers
	(place)	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. 2- Be present all the time, especially during the winter when 49% of the target audience prefers to travel
ARYA Tours & Travel	(price)	1-Upgrade the services to reach the required level for the 51% of the target audience who do not prefer a limited budget 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 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
	(promotion)	1- Advertise and market the tours from 8-12 pm when 60% of the target audience is present 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 3- Provide various payment options to accommodate the audience's preferences, including cash and credit card.

date	Campaign name	Campaign idea	Key words	Format	Tone	Platform	CTA	Target audience	Buyer journey	SMART objective	KPIs	Ad set	Cliption
2023/03/01		ماراه جائية الإسكترية	بعدية	video	Informative	Facebook	Visit website, Follow page	18-30 year olds interested in travel and adventure	Awareness	Increase visits to the website by 35%	Number of visits	Ad 1	
2023/03/02		فتشف تزيخ الإسكترية	مطام الإسكنترية	Reel	Fun	Instagram	Visit website, Follow page	18-90 cairo-giza-damietta class: B	Awareness	Increase visits to the website by 35%	Number of visits	Ad 1	
2023/03/03		أيمل لدكولات ليعرية	مطاعم الإسكائترية	Short video	Informative	Facebook,Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase visits to the website by 35%	Number of visits	Ad 1	
2023/03/04		سوق الإسكائرية ونة المتسوقين	جولات الاستشرية	Post(Text)	Informative	Facebook	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase visits to the website by 35%	Number of visits	Ad 1	
2023/03/05		الصميم الفريد لميثي الإسكادرية	تاريخ الاسلامرية	Post(Design)	Informative	Facebook, Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase visits to the website by 35%	Number of visits	Ad 1	
2023/03/06		غروب اللمس طي شط الإسكتارية	سعر إسكادرية	Short video	Inspirational	Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase visits to the website by 35%	Number of visits	Ad 1	
2023/03/07		تزعة عتي شط الإسكتدرية	تطبنترية	Reel	Fun	Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase visits to the website by 35%	Number of visits	Ad 1	
2023/03/08		سعر الطبيعة في الإسكندرية	طلس إسكتترية	Reel	Informative	Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase visits to the website by 35%	Number of visits	Ad 2	
2023/03/09	بعثدرية تيه	جمال كورليش إسكادرية	ببر	Short video	Inspirational	Facebook,Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase visits to the website by 35%	Number of visits	Ad 2	
2023/03/10		تاريخ استفترية الإسلامي	تزيغ الاستدرية	Post(Text)	Informative	Facebook	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/03/11		على شخى الاستشار الأعير	تاريخ الاستدرية	Post(Text)	Informative	Facebook	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/03/12		نينة ولا أقد ليته في بستشرية	غط سير رخلة الاسكتترية	Post(Design)	fun	Facebook,Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/03/13		إستشرية لعشاق القن	استخرية	Photos	Informative	Facebook, Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/03/14		تفينة الإستفرائي	مكولات إسكترية	Short video	inspirational	Facebook, Instagram	Visit website, Follow page	18-30 cairo-giza-damietta class: B	Awareness	Increase engagement by 15%	Number of likes	Ad 2	
2023/03/15		منيئة القن والجمال	إسكتترية فيصل	Storytelling	Informative	facebook	Visit website, Follow page	18-30 cairo-giza-damietta class: B 18-30	Awareness	Increase engagement by 15%	Number of likes	ad 1	
2023/03/16		يراح إستشرية	جوالات الاسكتدرية	Short video	Informative	Facebook,Instagram	Visit website, Follow page	cairo-giza-damietta class: 8 18-30	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/03/17		بعر العياة والمعرفة	زيارة تائستشرية	video	inspirational	facebook	Visit website	cairo-giza-damietta class: B 18-30	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/03/18		إعكادية المعروسة	بعدرية	Post(Text)	Informative	Facebook	Visit website	18-30 cairo-giza-damietta class: 8	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/03/19	تزوح بعيدتيه واستثنرية قريبة	جَلِكَ بِالسَّكَثرِيةَ هَرِيانَ ؟	رخة الاستنبية	Post(Design)	Fun	Instagram	Visit website	cairo-giza-damietta class: 8 18-30	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/03/20		اعرف منهه جنبة في إسكنرية	تاريخ الاستدرية	video	Informative	Facebook	Visit website	18-30 cairo-giza-damietta class: 8	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/03/21		سازمك القلس في إسكادرية	روعة بخفرية	Real	fun	Instagram	comments & messges	cairo-giza-damietta class: 8 18-30	Awareness	Increase engagement by 15%	Number of comments	ad 1	
2023/03/22		روماليات إستائرية	بستخترية الارتقاء	Post	Informative	Facebook	comments & messges	cairo-giza-damietta 18-30	Consideration	Lead generation by 30%	Send message	Ad 1	
2023/03/23		الهواء الطلق في الإسكندرية جمال أحياء إسكندرية	جمال إسائشرية	Short video	intermative	Facebook, Instagram	comments & messges	cairo-giza-damietta class: B 18-30 cairo-eiza-damietta	Consideration	Lead generation by 30%	Send message	Ad 1	
2023/03/24		چىل اھياد إسكترية تجري على شط إسكترية	عدرة واستدرية	Short video	inspirational	Facebook,Instagram	comments & messges	cairo-giza-damietta class: B 18-30 cairo-eiza-damietta	Consideration	Lead generation by 30% Lead generation by 30%	Send message Send message	Ad1	
2023/03/25			شط بعضرية	Reel	fun	Instagram	comments & messges	cairo-giza-damietta class: 8 18-30 cairo-giza-damietta	Consideration	Lead generation by 30%	Send message	Ad 1	
2023/03/26	وفك على ليمز مييشيطن	وقات على البحر مييضيحان بيتك وبين إسكانزية	شط بعشرية	Photos	Inspirational	Instagram	comments & messges	class: B 18-30 cairo-giza-damietta	Consideration	Lead generation by 30%	Send message	Ad 1	
2023/03/27			رخة ومشرية	Photos	Inspirational	instagram	comments & messges	cairo-giza-damietta class: 8 18-30 cairo-giza-damietta	Consideration	Lead generation by 30% Lead generation by 30%	Send message Send message	Ad 1	
2023/03/28		شریان المیاد هیلونک ایه تو مینش اسکندریة	بنشرية	Post(Text)	informative	facebook	comments & messges	cairo-giza-damietta class: 8 18-30 cairo-giza-damietta	Consideration	Lead generation by 30% Lead generation by 30%	Send message	Ad1	
2023/03/29			سعر إسلانزية	short video	inspirational	Facebook,Instagram	comments & messges	class: B 18-30	Consideration		Send message	Ad1	
2023/03/30		املي اپنم عمرك في إسكتدرية	تغريات إستغرية	Photos	Fun	Facebook,Instagram	comments & messges	cairo-giza-damietta class: B	Consideration	Lead generation by 30%	Send message	Ad 1	

campaign 1	objective	campaign name	platform	CTA										KPIs
Avareness					start date	end date	budget	LOCATION	AGE	INTEREST	Ad type	estimated resulat	estimated reach	CPR
ad set 1			facebook &instagram	LEARN MORE	19,992	7/3/2023	1250	CAIRD-DAMETTA GIZA	19-20	TRAVEL, TOURISM domestic tourism		SOOD VIEWS	35000	3169
ad set 1					1/3/0023	//302023	1250	GIZA	19-30	_intertainment	video	5000 VILINS	35000	3160
Ad	1													
post1 : general video	1													
shows hitorical and amzing places in														
amzing praces in alexanderia														
	Reach	اسكتدرية ثيه؟												
ad set 2														
	4													
ad														
post 2: An explanatory post to show the favorite											1			
and famous places in			faceboklinstegram	follow page	7(3/2023	14/3/2023	1000	CARO-DAMETTA	19-20	travel website - food	ted+image	60000	120000	.1650
Alexandria, special foods and drinks, and places to			- second rangem	nama page	NA-2023	140,2023	.300	GIZA	12-30	domestic tourism	may-mage			
eat them														
campaign 2														
awareness- blog														
	1													j
ad set 1										travel websits - food				
	traffic	تروح بعد تبه واسکتریة قربیة	Sacrebook	learn more	14/3/2023	210/2023	1000		19-30	domestic tourism -	text-image	500 link clicks	14000	2
		واسكنزيه فربيه						CARO-DAMETTA GIZA		bloggs see	1			
ad											1			
campaign 3	_											_		_
leads										Taxeting contents.	$\overline{}$	_		
leads ad set 1	1									tourism sea-				
22.000.1	leads	وقتك علي البحر	facebook&instagram	BOOK NOW	21/3/2023	30/3/2023	2000	cairo_damietta_giza	19-30	adventure_entertain ment	short video	47 convention	14000	40EG
		ميونيش												
ad										places-website booking				