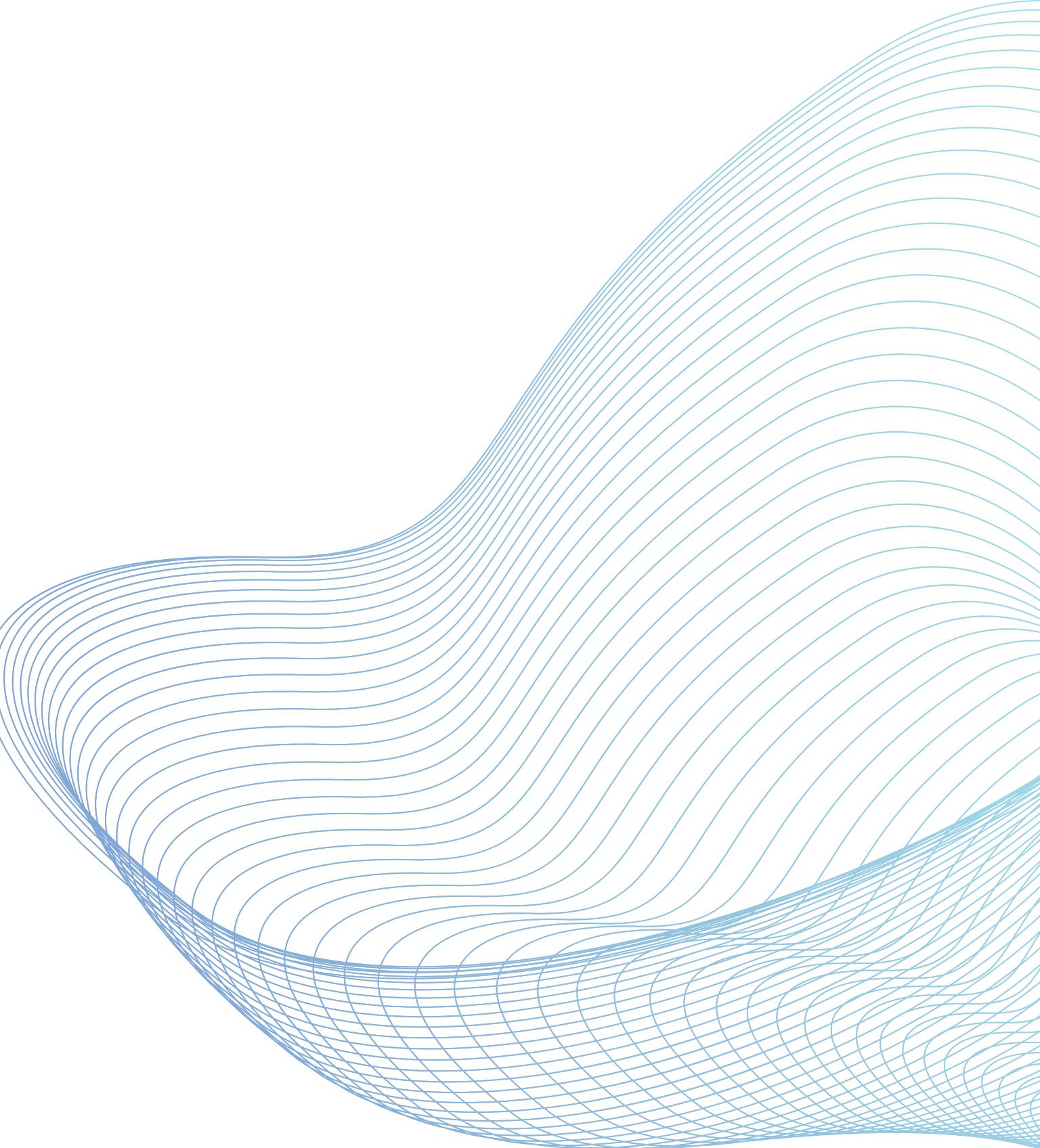




ADVERTISING



CC'S TRAINNESS ROADMAP



TEAM: RANEM ALTWIJRI - FAHDAA ALASHEIKH
SUPERVISOR: ABRAR ALTASHLAN

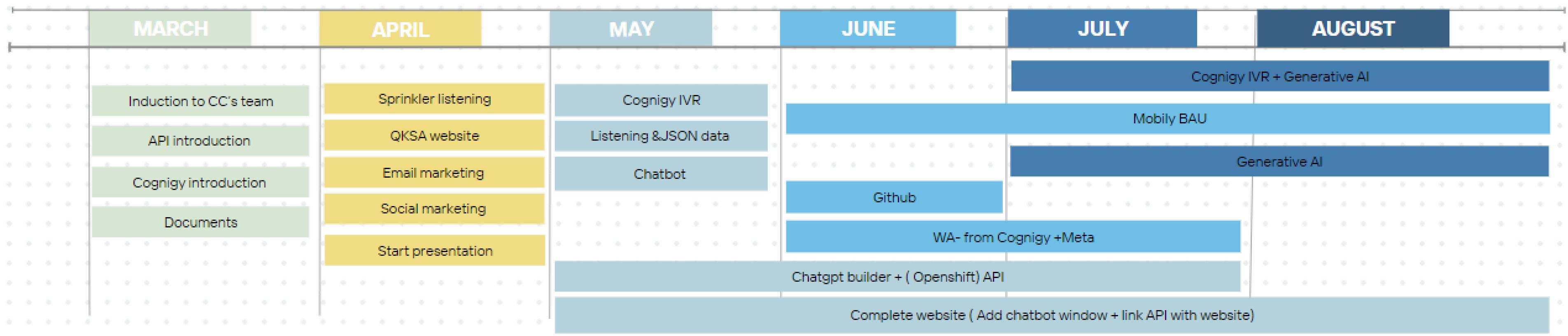


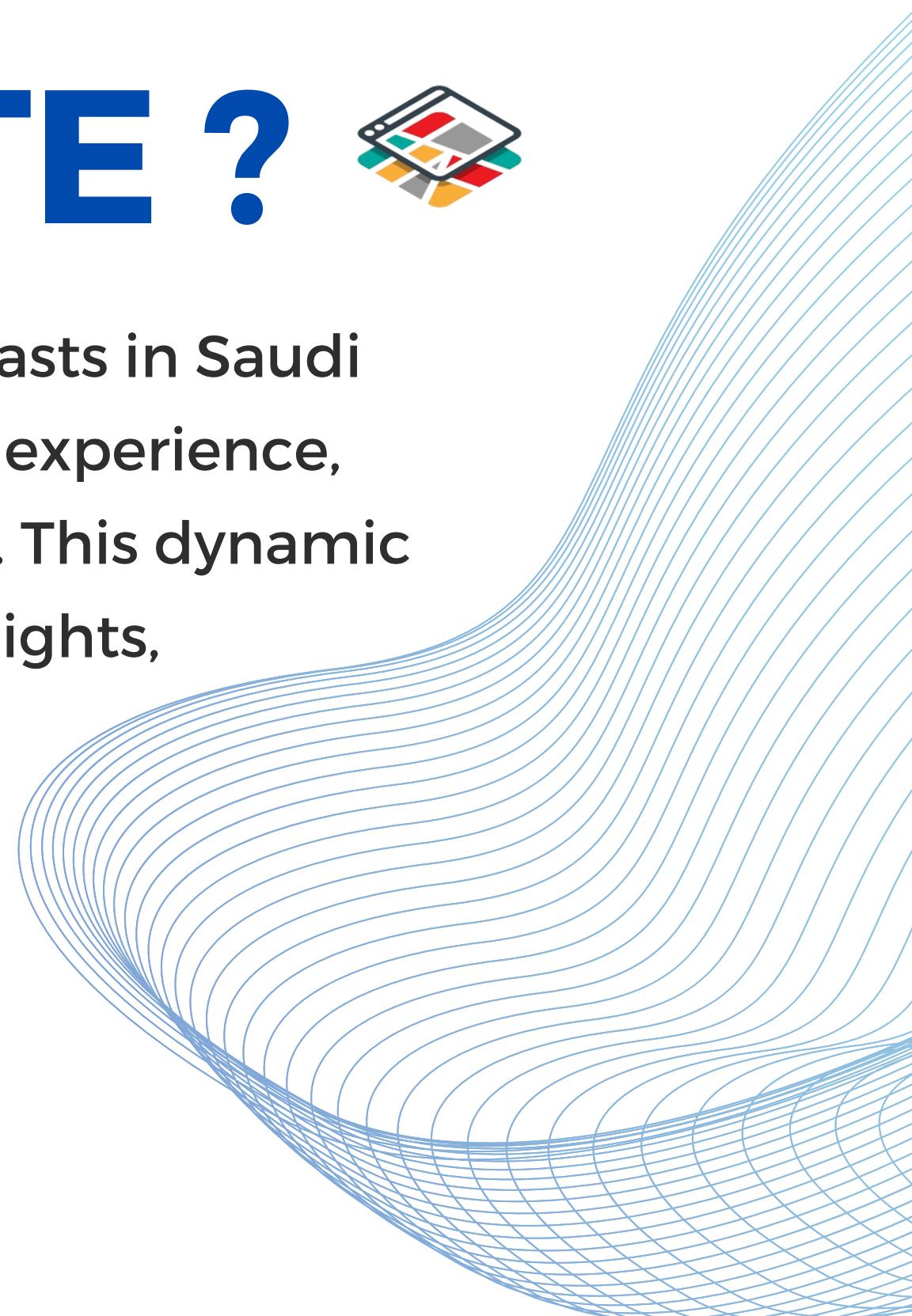
TABLE OF CONTENT

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WHAT QKSA WEBSITE ?



QKSA promises a cutting-edge platform tailored for coffee enthusiasts in Saudi Arabia. By leveraging advanced algorithms, it offers a personalized experience, catering to individual tastes and staying ahead of emerging trends. This dynamic approach ensures users receive relevant recommendations and insights, enhancing their exploration of coffee culture in the Kingdom.



QKSA INTERFACE

The home page features a large search bar at the top with the placeholder "Search for names..". Below it is a section titled "Discover Saudi Arabia's trends and coffees" featuring a cartoon illustration of people sitting around a table with coffee cups. A sidebar on the right contains a "Contact" form with fields for Name, Email, and Message.

The advertisement section has a header "Advertisements" and three input fields for "Coffee Name". Below the fields is a cartoon illustration of three anthropomorphic coffee cups standing together. The bottom right corner of the page includes the text "Mobily2024 - CC Trainees".

The advertisement section has a header "Advertisements" and three input fields for "Coffee Name". Below the fields is a red text box containing "Coffee Name:" and "Descriptions, like how many branches open in Saudi Arabia and". At the bottom are links "Find the location by clicking here" and "Mention by 2K" with a small icon.

QKSA INTERFACE

< > + ☕ QKSA!



Page one Page Two Page Three

Ads

The image shows a digital interface for 'QKSA!' featuring a large, stylized blue wavy graphic on the right. At the top left is a search bar with the text '< > + ☕ QKSA!'. Below it is a navigation bar with three tabs: 'Page one', 'Page Two', and 'Page Three'. The main content area displays a news article with a large image of two people sitting in coffee cups. The headline reads 'Discover Saudi Arabia's trends and coffees'.

QKSA!

Discover Saudi Arabia's trends and coffees

Footer

"WEBSITE CONTENT AFTER THE DESIGN"



MARKETING CAMPAIGN



WHAT IS MOBILY & MARKETING CAMPAIGN?

Marketing campaign: is a strategic effort to promote a product, service, or brand to a specific audience. It involves coordinated activities to achieve marketing goals like boosting brand awareness, generating leads, or driving sales.



TYPES OF MARKETING CAMPAIGN ACTIVITIES:

- 1. Email Marketing:** Sending targeted emails to people to tell them about your stuff.
- 2. Social Media Marketing:** Using Facebook, Instagram, etc., to talk about your business and get people interested.
- 3. Content Marketing:** Making helpful or interesting stuff (like blogs or videos) to get people to notice your business.



MOBILY & SPRINKLR MARKETING



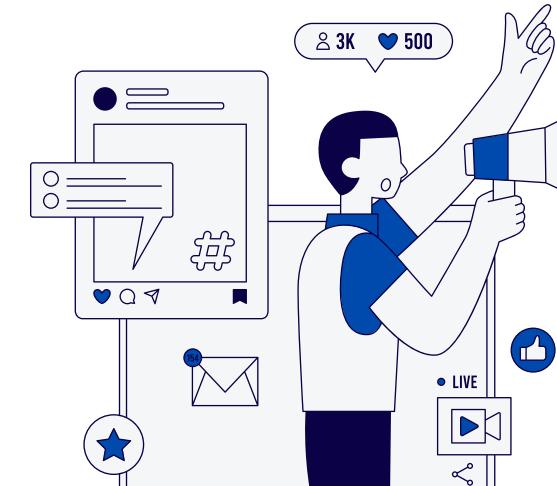
WHAT IS SPRINKLR MARKETING?

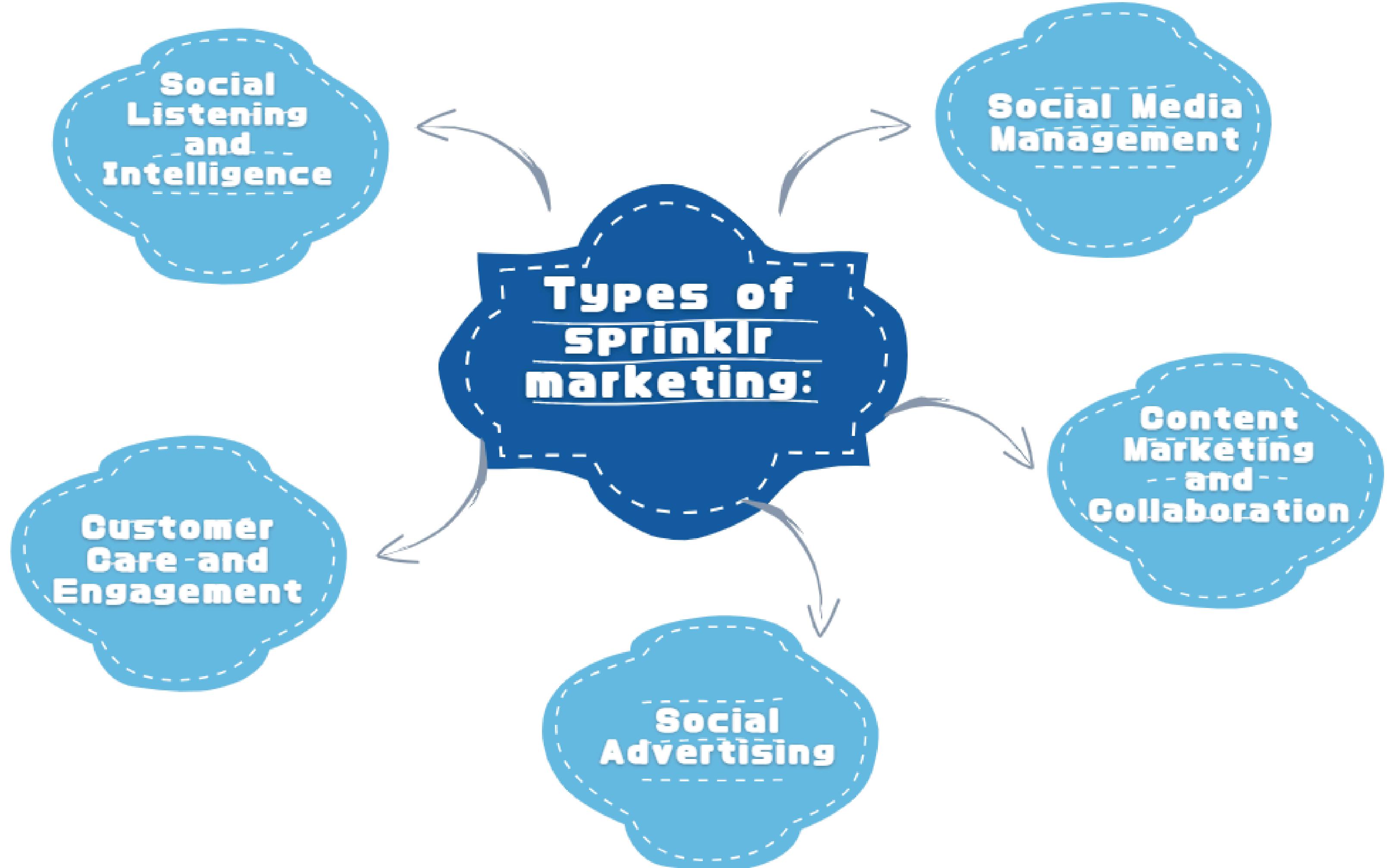
Sprinklr Marketing: is a platform for managing marketing campaigns across digital channels like social media, advertising, and content, helping businesses engage with customers and analyze performance.



TYPES OF SPRINKLR MARKETING:

- 1. Social Media Management:** Tools for scheduling posts, monitoring engagement, and analyzing metrics.
- 2. Social Advertising:** Features to create targeted ads across platforms.
- 3. Social Listening and Intelligence:** Tools to monitor conversations, track brand mentions, and gather insights.
- 4. Customer Care and Engagement:** Solutions for engaging with customers, responding to inquiries, and building relationships.
- 5. Content Marketing and Collaboration:** Features for creating, distributing content, and collaborating efficiently.







CREATE AN “ADS” & SEND IT VIA EMAIL:

1.Create Campaign

Screenshot of the Sample Campaign overview page. It shows the following details:

- Campaign ID:** 3090_203
- Status:** Approved
- Start Date:** 04/23/2024 at 1:09 PM
- End Date:** No End Date
- Workspaces:** Mobily Sandbox - Mobily 1
- No Events:** No Events Added



2. Create Message

Screenshot of the Email Marketing Template Designer. The template includes the following elements:

- A main image of a green smoothie with a "PICK" logo.
- Text: "Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!"
- A social footer with unsubscribe information: "If you want to unsubscribe from this type of email please change your email preferences any time".
- Styling tools on the right side for adjusting height, width, border, padding, and font styles.

CREATE AN “ADS” & SEND IT VIA EMAIL:

3. Post Message

Edit Message : Pick

Schedule Time & Targeting

Email Marketing (Email Marketing Template)

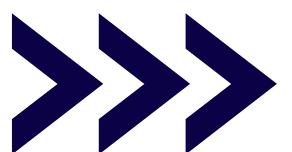
Send Test Email to: fahdah02001@gmail.com

Sent

03:00 PM 23 Apr 2024

Draft Source Language: English US

Schedule Update



4. Output

TEST | Test Emails

Mobily's News... 2:59 PM

to me

Get a jumpstart on your morning with Matcha magic!
Order on-the-go with the V-Thru app for speedy car-side
service. Let's dash to deliciousness!

If you want to unsubscribe from this type of email
please change your email preferences any time

CREATE AN “ADS” & SEND IT VIA WHAT’SAPP:

1. Create Message

Screenshot of the 'Edit Existing Asset' interface for creating a WhatsApp message.

Language Code: English

Category: Marketing

Enable Automatic Category Change: Checked

Message Details:

- Header Type:** None
- Message:** Hello
Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!

Call to Action Buttons:

- Action: Open URL, Label: Instagram, URL: https://www.instagram.com/pick_kuwait/
- Action: Open URL, Label: Tiktok, URL: https://www.tiktok.com/@pick_kw?_t=8lmzW8z54zK&_r=1

Buttons: Save, Cancel



2. Add social account

Screenshot of the 'Edit Existing Asset' interface showing the addition of social accounts.

Call to Action Buttons:

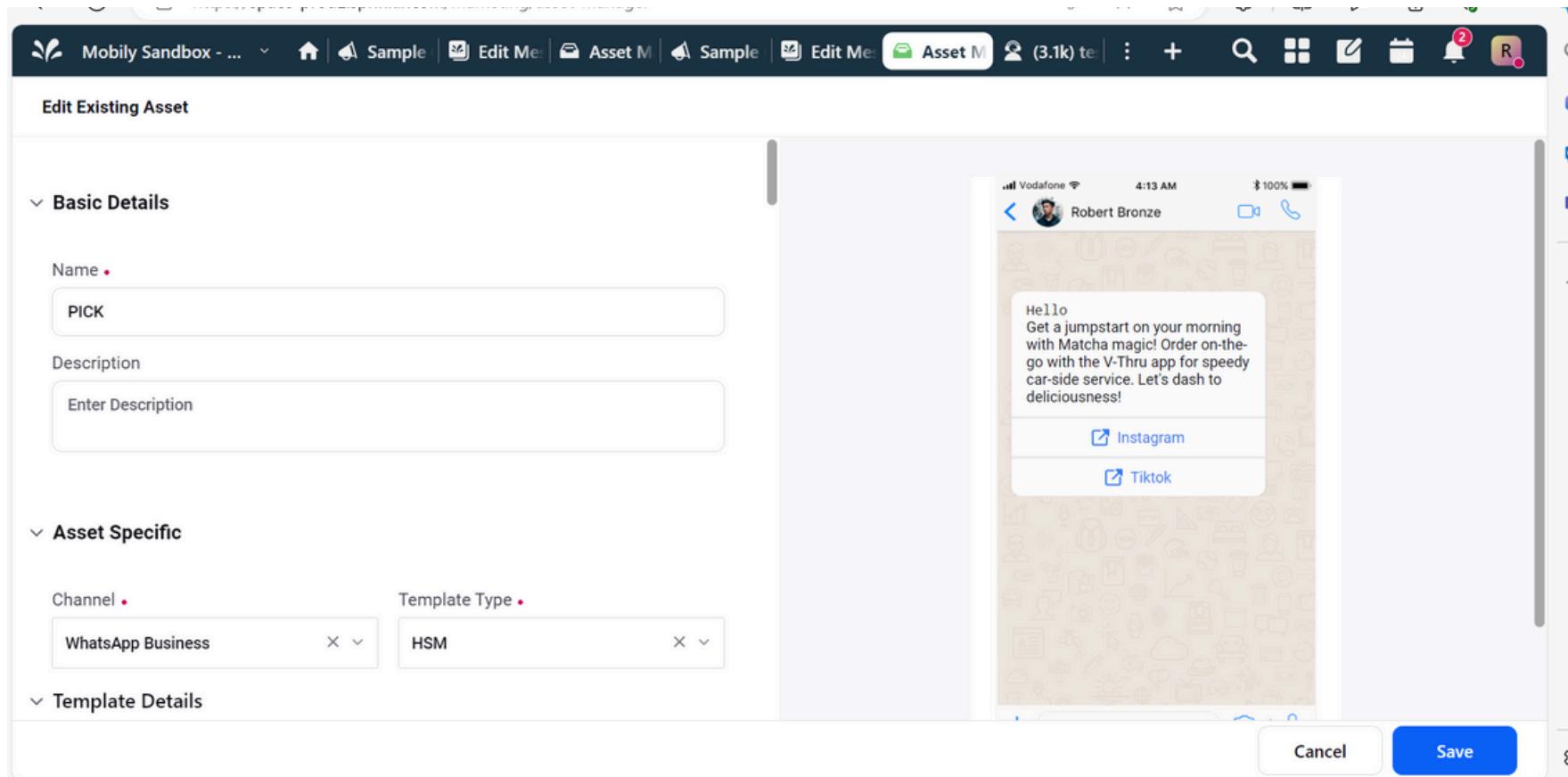
- Action: Open URL, Label: Instagram, URL: https://www.instagram.com/pick_kuwait/
- Action: Open URL, Label: Tiktok, URL: https://www.tiktok.com/@pick_kw?_t=8lmzW8z54zK&_r=1

Choose URL Type: Static

Buttons: Save, Cancel

CREATE AN “ADS” & SEND IT VIA WHAT’SAPP:

3. Send Message



Mobily Sandbox - ... Sample Edit Me Asset M Sample Edit Me Asset M (3.1k) te + R

Edit Existing Asset

Basic Details

Name • PICK

Description Enter Description

Asset Specific

Channel • WhatsApp Business X Template Type • HSM X

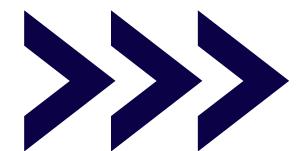
Template Details

Hello
Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!

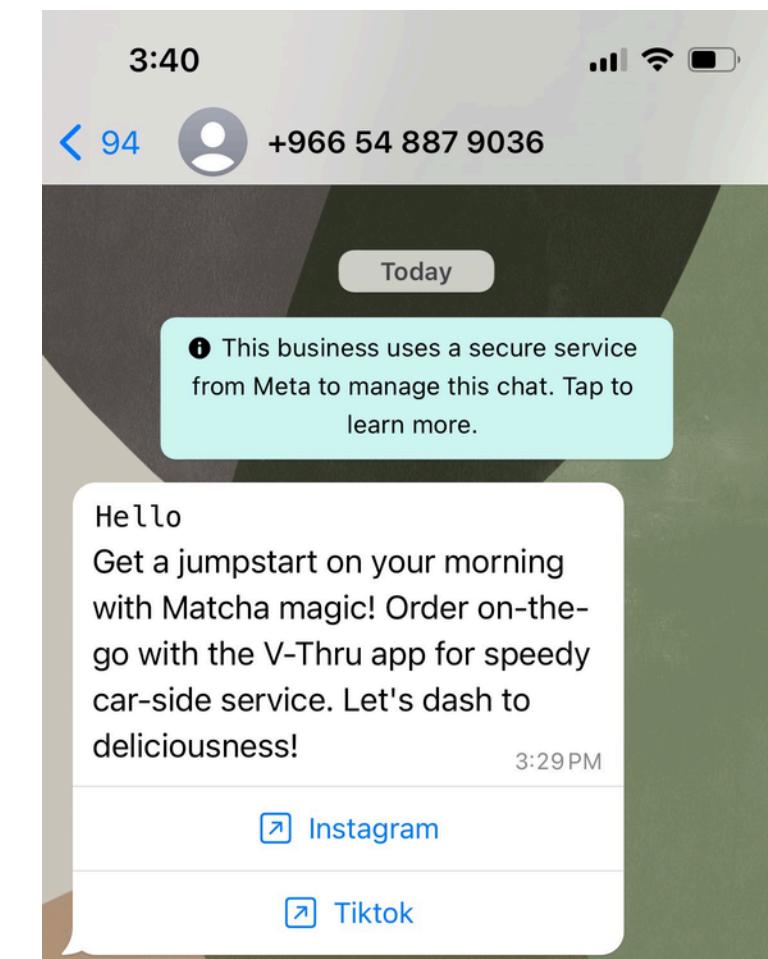
Instagram

Tiktok

Cancel Save



4. Output



LISTENING & JSON DATA



QUERY BASED LISTENING

Fahdah Custom Range: Apr 17, 2016 12:00 AM – Apr 17, 2024 11:59 P Quick Filter Keyword Query Topic: # مطاعم_الرياض # قهاوي_الرياض Source: X X Language + Add Widget Save

Summary Content Sentiment Audience Brand Content Social Reporting Campaign +

Eid Campaign

Content	Source	Language	Content
من اجمل 😊 #مطاعم_الرياض اجواء فيروز بالرياض مطعم لبناني اصلي لذبيذ و رايق على طريق الثمامه ➡ خصم ١٠٪ لمتابعيتي https://t.co/D4L8E56WDi	لو غرونبيه أبان Le Grenier a pain	من اجمل 😊 #مطاعم_الرياض اجواء فيروز بالرياض مطعم لبناني اصلي لذبيذ و رايق على طريق الثمامه ➡ خصم ١٠٪ لمتابعيتي https://t.co/D4L8E56WDi	من اجمل 😊 #مطاعم_الرياض اجواء فيروز بالرياض مطعم لبناني اصلي لذبيذ و رايق على طريق الثمامه ➡ خصم ١٠٪ لمتابعيتي https://t.co/D4L8E56WDi

PROFILE/DOMAIN BASED

Fahdah Custom Range: Apr 17, 2016 12:00 AM – Apr 17, 2024 11:59 PM Quick Filter Keyword Query Topic: Test 1 Source: Language Add Widget Save

Summary Content Sentiment Audience Brand Content Social Reporting Campaign +

Eid Campaign

الذوق مطاعم الرياض • Feb 21, 2023

جوي زون
ألعاب حركية والكترونية وكهربائية
يوجد مطعم وقاعة للحفلات

الصحافة
<https://t.co/bKy2q7SJPf>
<https://t.co/kqHNzufdPl>



الذوق مطاعم الرياض • Mar 19

للدخول في السحب لسؤال اليوم التاسع
منشن ومتابعة لحسابنا وحساب الراعي ديب
اند جوي
@Dipnenjoy_SA

رتويت
حل الصورة وإرفاقها في الرد
إضافة الهاشتاق #مسابقه_الذوق_الرمضانيه
فائز بـ ١٠٠ ريال من حسابنا
و فائز لكل واحد بوكس من راعينا
يلا جاوبوا سرييع

الذوق مطاعم الرياض • 28d

من اجمل 😊 اجواء فيروز بالرياض
مطعم لبناني اصلي لذبيذ و رايق على
طريق الشمامه
خصم ١٠٪ لمتابعيتي
<https://t.co/D4L8E56WDi>

الذوق مطاعم الرياض • Mar 19

مسابقه_الذوق_الرمضانيه
خمس دقائق من الآن وينزل سؤال اليوم
النافع
خليكم جاهزين؟

أسرع ٥ إجابات بيكون بينهم قرعة على ١٠٠
ريال من حسابنا
فائزین اثنین لكل فائز بوکس
مقدم من راعينا ديب ان جوي
@Dipnenjoy_SA ...

LOCATION BASED LISTENING

Fahdah Custom Range: Apr 17, 2016 12:00 AM – Apr 17, 2024 11:59 PM Quick Filter Keyword Query Topic: Test 1 Source: Language Add Widget

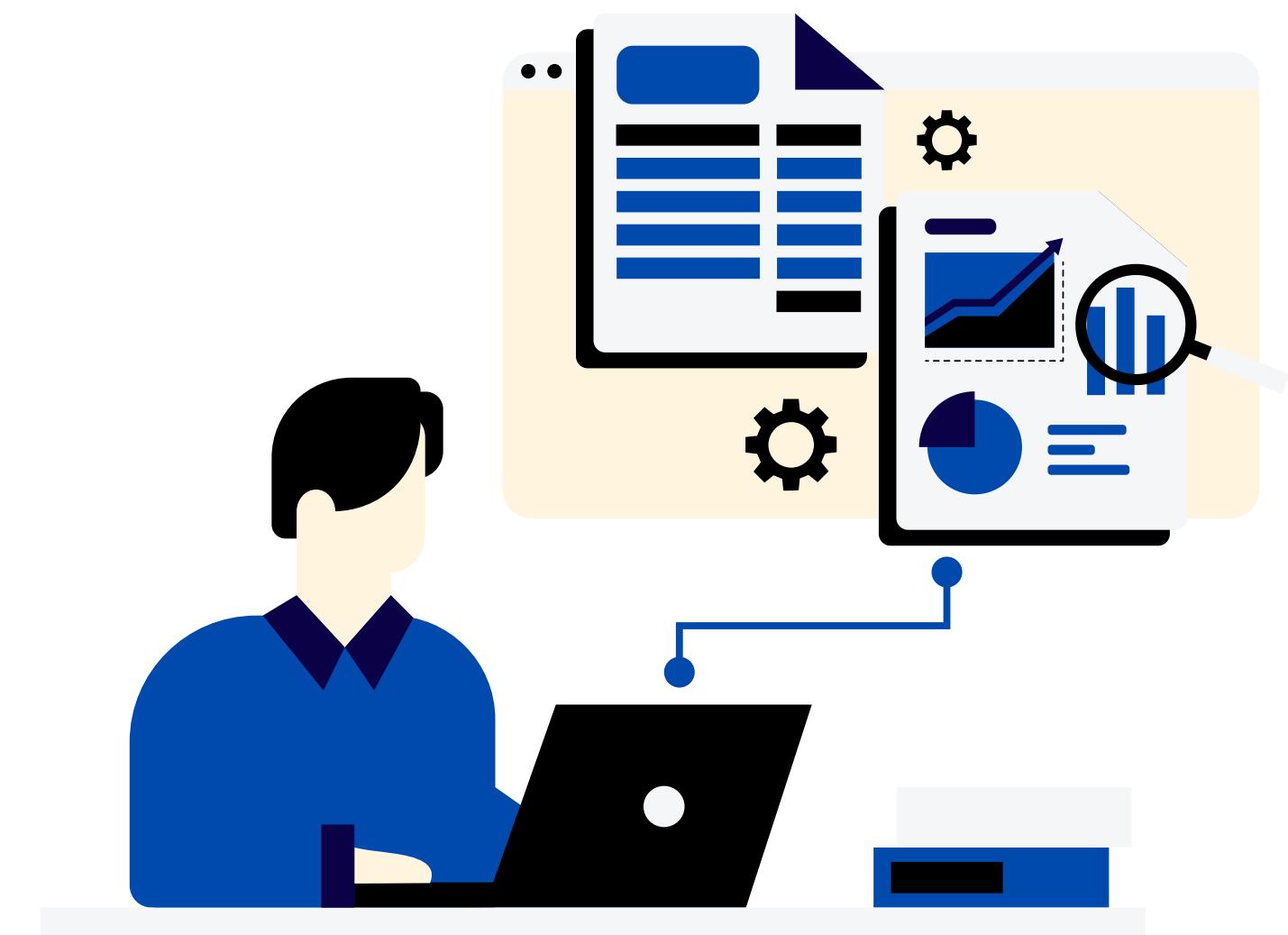
Save

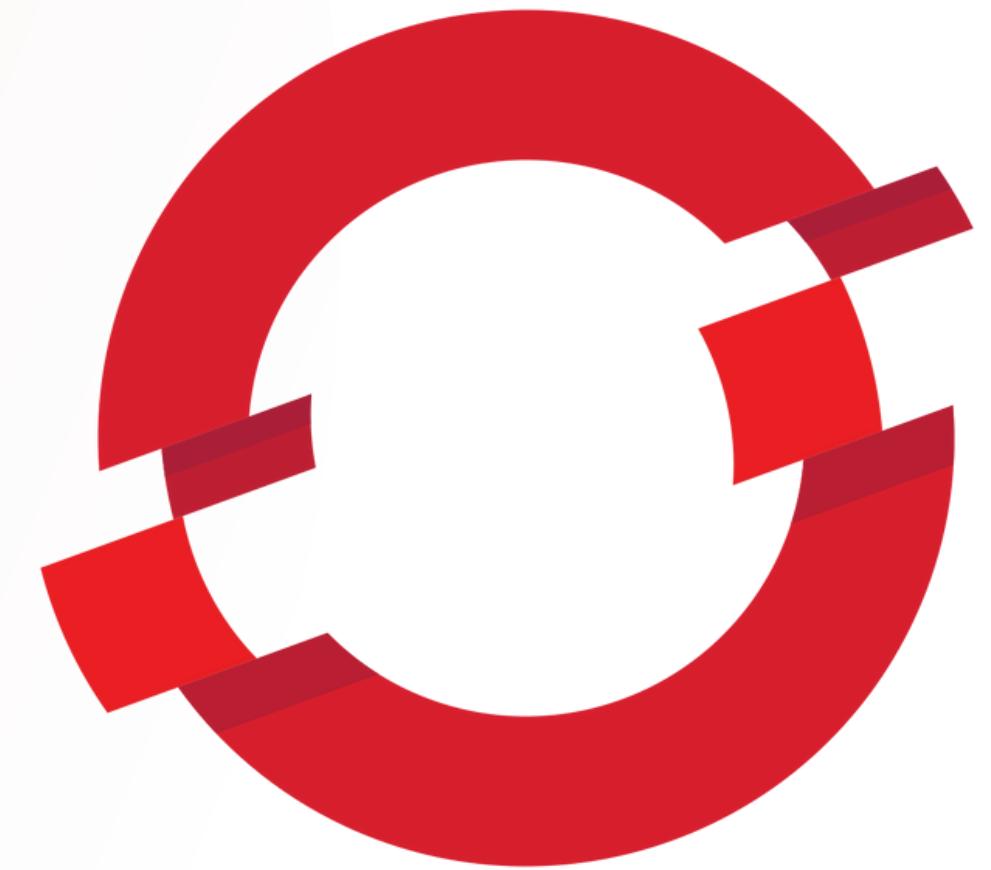
Summary Content Sentiment Audience Brand Content Social Reporting Campaign +

Eid Campaign

Feb 21, 2023	Mar 19	28d	Mar 19
• ... مطاعم الرياض	• ... مطاعم الرياض	• ... مطاعم الرياض	• ... مطاعم الرياض
جوي زون ألعاب حركية والكترونية وكهربائية يوجد مطعم وقاعة للحفلات	للدخول في السحب لسؤال اليوم التاسع منشن ومتابعة لحسابنا وحساب الراعي ديب اند جوي @Dipnenjoy_SA • رتويت حل الصورة وإرفاقها في الرد إضافة الهاشتاق #مسابقة_الذوق_الرمضانيه فايز بـ ١٠٠ ريال من حسابنا و ٢ فايز لكل واحد بوكس من راعينا يلا جاوبوا سرييع	من اجمل 😊 اجواء فيروز بالرياض #مطاعم_الرياض مطعم لبناني اصلي لذبيذ و رايق على طريق الثمامه خصم ١٠٪ لمتابعيني Ad https://t.co/D4L8E56WDi	مسابقه_الذوق_الرمضانيه خمس دقائق من الان وينزل سؤال اليوم النافع خليكم جاهزين؟
 			

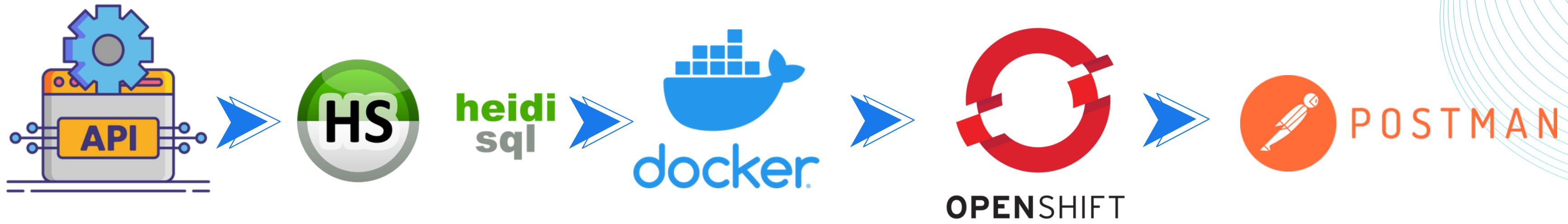
ACCOUNT BASED LISTENING



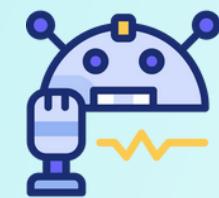


OPENShift

STEPS TO IMPLEMENT API FOR THE CAFFEES MENU



COGNIGY · VG

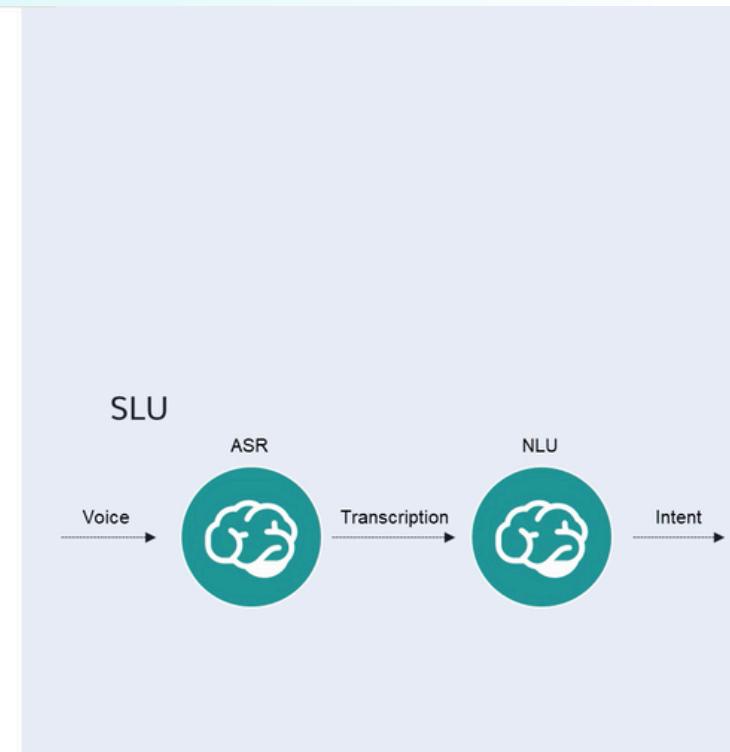


COGNIGY IVR

SPEECH-TO-TEXT (STT) / TEXT-TO-SPEECH (TTS)

Speech-to-Text

- Automatic Speech Recognition (ASR)
- Transcription
- Spoken Language Understanding (SLU)



Improving TTS

- Pre-Produced Audio
- Enrich with Sound
- Custom Model
- Custom Voice
- Search & Replace

Google Cloud Cloud Text-to-Speech Overview Samples Support Resources

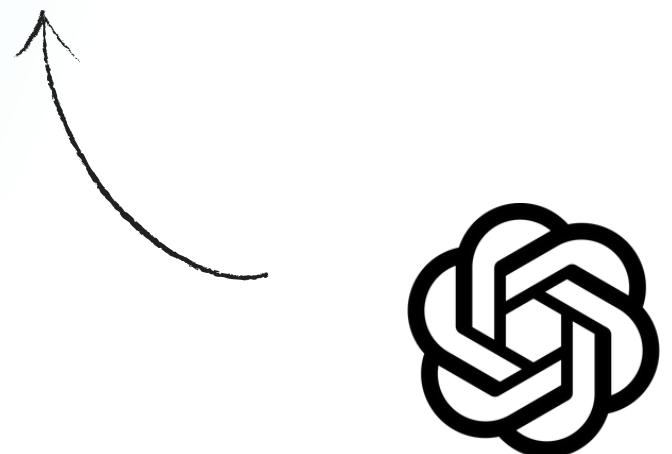
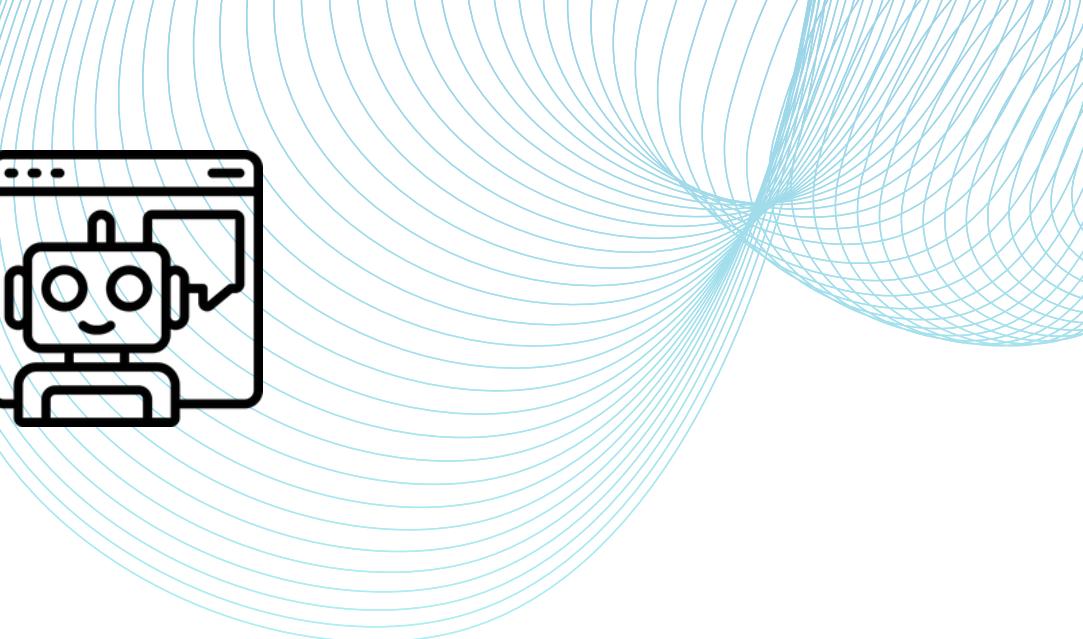
Language	Voice type	Language code	Voice name	SSML Gender
Afrikaans (South Africa)	Standard	af-ZA	af-ZA-standard-A	FEMALE
Arabic	Standard	ar-AA	ar-AA-standard-A	FEMALE
Arabic	Standard	ar-AA	ar-AA-standard-B	MALE
Arabic	Standard	ar-AA	ar-AA-standard-C	FEMALE
Arabic	Wavelet	ar-AA	ar-AA-wavelet-A	FEMALE

AWS Documentation Amazon Polly Developer Guide

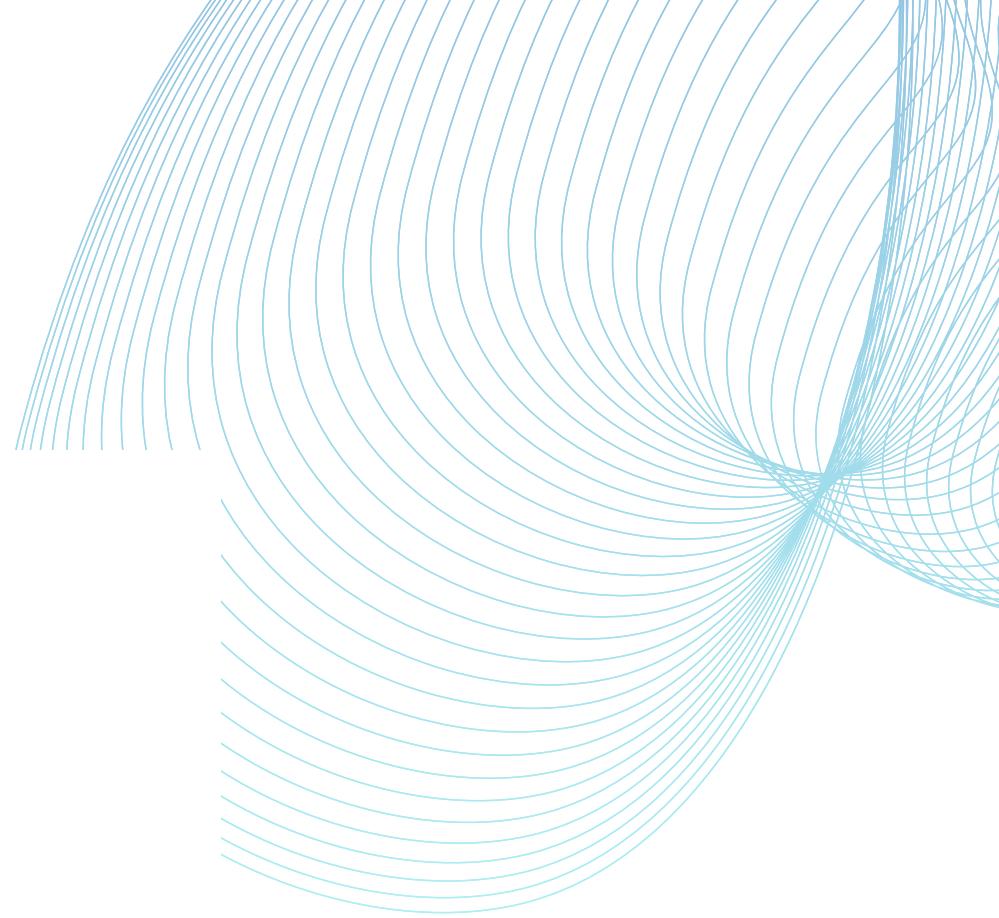
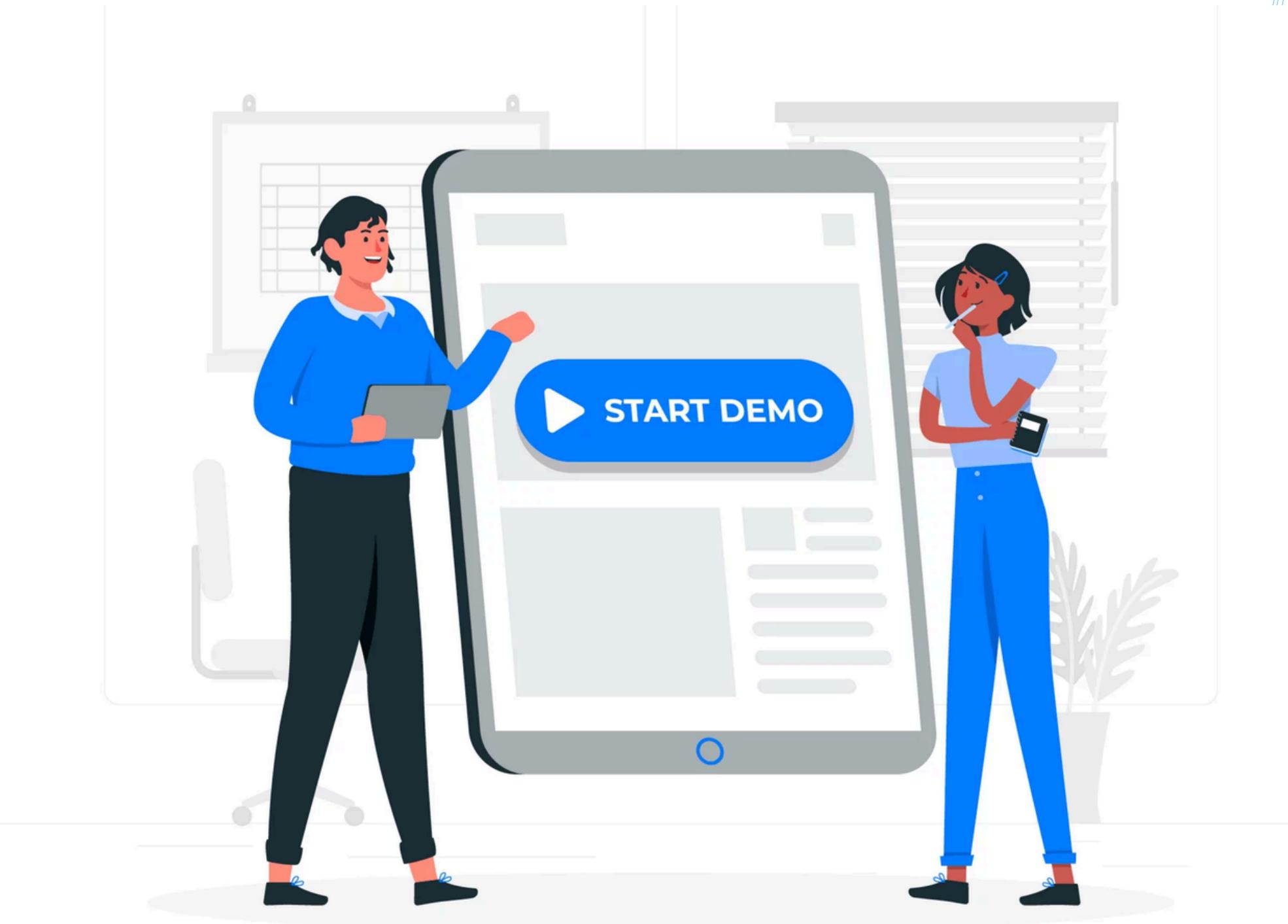
Language	Name/ID	Gender	Neural Voice	Standard Voice
Chinese, Mandarin (Simplified)	Zhiyu	Female	No	Yes
Danish (da-DK)	Naja	Female	No	Yes
Dutch (nl-NL)	Maddi	Male	No	Yes
Dutch (nl-NL)	Lotti	Female	No	Yes
Dutch (nl-NL)	Ruben	Male	No	Yes
English (Australian) (en-AU)	Nicole	Female	No	Yes
English (Australian) (en-AU)	Olivia	Female	Yes	No

يتحول الكلام إلى نص
يتحول النص إلى كلام

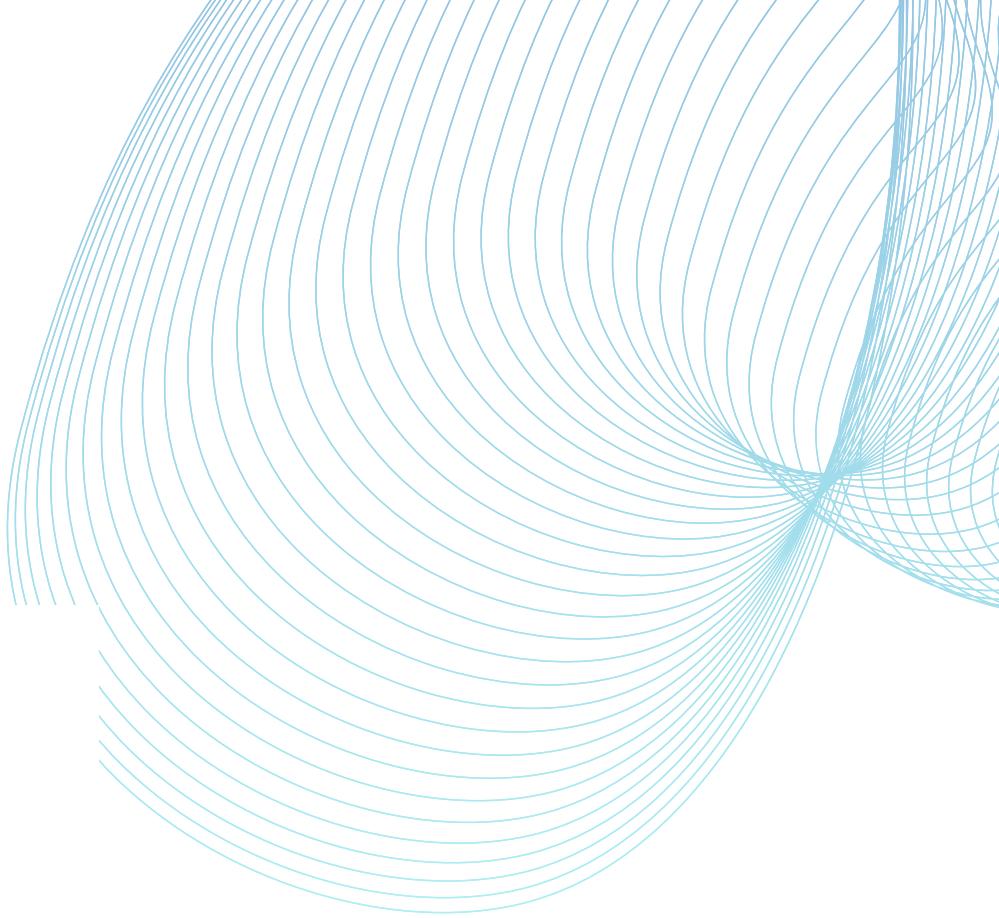
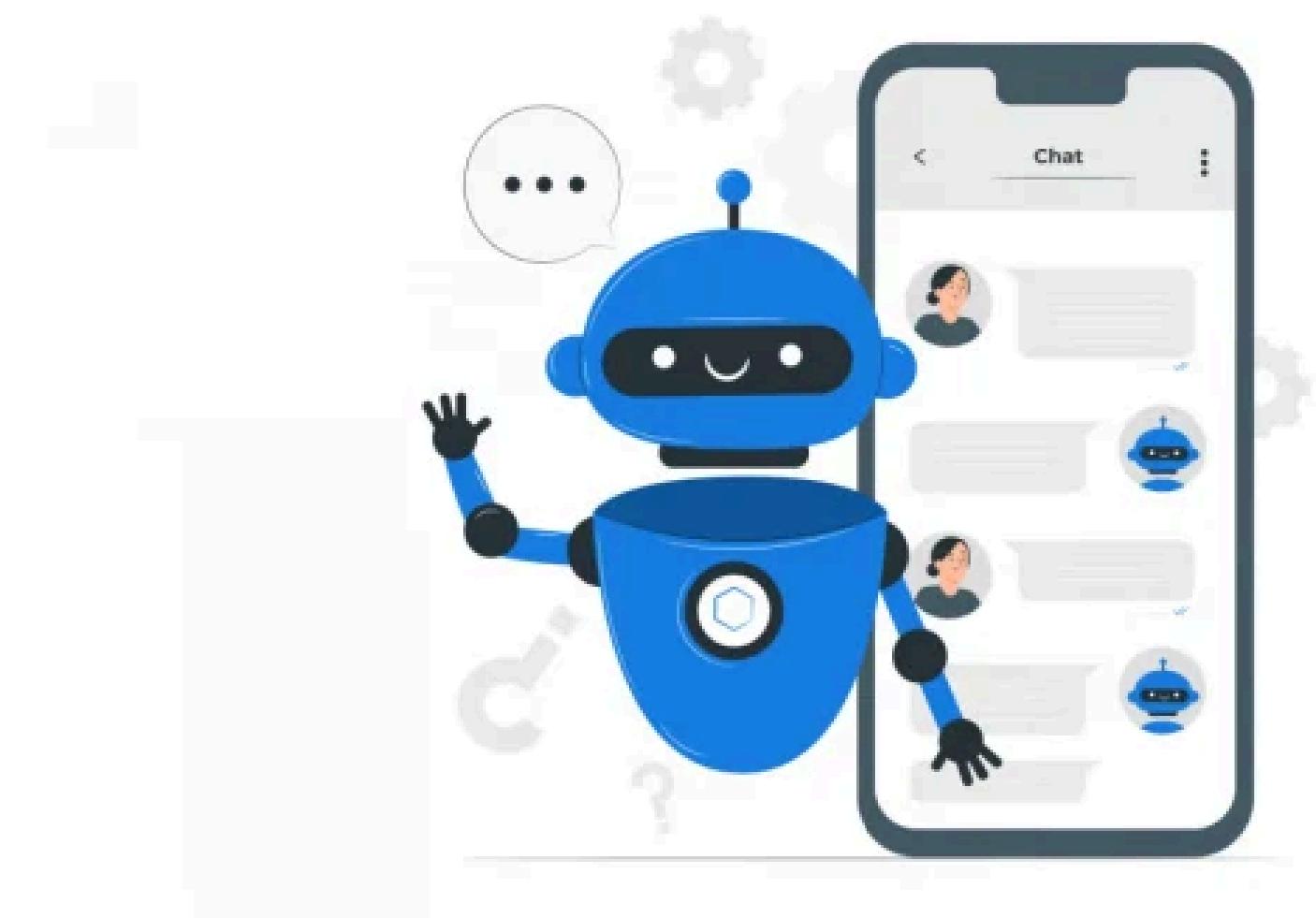
GENERATIVE AI



DEMO



CHATBOT



WHAT'SAPP BUSINESS



THANK YOU FOR LISTENING



Supervisor :Abrar Altashlan



Trainees : Ranem Altwijri and Fahdah Alasheikh

