

Digital Marketing Final Project

DEPI (Train and Nourish Business Team)
Group: YAT 250 Online

OUR TEAM



Sostac Model



1) Situation

A: Product Analysis:

	Feature	Advantage	Benefit
Nourishment Systems	انظمه تغذية للنحافة	الوصول للوزن المناسب	صحه وثقة ووزت احسن
	انظمه تغذية للسمنه	الوصول للوزن المناسب	التخلص من الجوع العاطفى
	انظمه تغذية لمرضى حساسية الطعام	تنوع اطعمه امن واكلاط مناسبة	التخلص من متاعب حساسية الطعام
Training Systems	أنظمة رياضية متنوعة	انظمه متخصصه بناءا على الاحتياجات الفردية	ثقة والوصول للهدف والحصول على جسم صحي
	الاكلاط المصاحبة للتمارين قبل وبعد التمرين	حصول على مصادر طاقة وبناء العضلات	الحصول على أداء افضل
	انظمه تمارين لتجنب الاصابات	الوصول للهدف بشكل اسرع وبدون مخاطر	الحفاظ على الجسم والعضلات

B: Man Power Analysis:

Currently, our team consists of 5 people

Reem (Fitness Nutritionist)

Samah, Omar, Iyad, Shimaa and Reem

Moderators (social media and content creators).

C: Resources Analysis:

- **Physical:** Meal plans, exercise programs, supplement guidance
- **Digital:** Social media presence (Facebook page, ticktock, Instagram), pics, videos.
- **Human:** Content creators (Reem and Shimaa), Moderators (Samah and Reem), Graphic designer (Omar), Media buyer (Omar), Video editor (Eyad).
- **Financial:** Budget for marketing (1250 LE)

D: PEST Analysis:

- **Political:** Health regulations for food and supplements (No effect)
- **Economic:** Life burdens may affect the number of people joining nutrition programs.
- **Social:** Focus on wellness and body positivity, Rise in diseases due to wrong lifestyle.
- **Technological:** Advancement in fitness apps and personalized meal plan platforms.

E: Customer Analysis:

Who: Men and women (11- 55)

Where: Online (Egypt)

When: 8 AM - 10 PM

What: Better life style and good health.

Why: To feel healthy and enjoy life

F: Competitor Analysis:

https://fedubuedu-my.sharepoint.com/:x/g/personal/shimaa170037_fedu_bu_eg/ETya-OCVQgNJssVTeA-4_TcB43MWEAFOEXMrZVkc4yVy7g?e=BQQGRI

- Dr. Ola Mekhemer
- Coach Sama
- Captain Maged
- Aya Anayel
- DFN
- Sama Fit

قلة الرد على المتابعين - عدم النشر باستمرار - عدم وجود call to action صريح - لا يوجد تصميم للبوسات - عدم الحفاظ على الهوية

	A	B	C	D	E	F
1	CHANNEL	dr_ota_mekhemer	SAMA fit	captin-maged-c.m	ayaanayel	DFN
2	INSTAGRAM					
3						
4	Link of channel	https://www.instagram.com/dr_ota_mekhemer?igshid=MXRrbm	https://www.instagram.com/coach.sama?igshid=MXRrbm	https://www.instagram.com/captain_image?igshid=MXRrbm	https://www.instagram.com/ayaanayel?igshid=MXRrbm	https://www.instagram.com/dfn?igshid=MXRrbm
5						
6	Followers	716k	52k	209k	269k	285k
7	Reviews	جيدة	متذكرة	رائعة	رائعة	رائعة
8	About	clinic nutritionist and health coach	تدريب و تغذية	تدريب	coach and nutrition specialist	fitness and nutrition
9	Posting Regular or not	no	لا	لا	لا	لا
10	# of posts / week	8	2	5	4	
11	Average likes / posts	1k	100	1000	500	
12	Average comments / posts	50	50	20	20	
13	Average Shares / posts		10	50	10	
14	Engagement rate		80		70	2
15	Paid posts / not	no	no			
16	Type of content	ريلاز و صور	صور اكتر ولكن يوجد ريلز	ريلاز اكتر	ريلاز و بوستات	ز اكتر من الصور
17	Tone of voice	friendly	friendly	friendly	friendly	friendly
18	Call-to-action	لا يوجد	ابعثنا دلوقتي علي رسائل الصفحة او رقم خدمة العملاء علي الواتس	ابعثني رسالة عشان تعرف في تفاصيل البرنامج و المتاحة بعث رسالة للتفاصيل	و جد	
19	Comments replies	لا يتم الرد على الكومناتات ولكن احياناً تضع لايكل	يتم الرد على العملاء	يتم الرد على العملاء و التفاعل معهم	يتم الرد على عدد قليل	ا ما يتم الرد على التعليقات
20	Designs	ليس هناك تصميم	تصميم مناسب للمحتوى	تصميم موحد	لا يوجد تصميم	و جد تصميم
21	Keep identity	لا	نعم	نعم	لا	بد
22	Stories content	يوجد	نعم ولكن ليس دائمًا	نعم يوجد	نعم	رسائل الانستا
23	Where in buyer journey		واتس اب	رسائل الانستا	رسائل فالبايو	رسائل الانستا
24	Contacts through		التواصل من خلال الواتس اب	الاتصال من dm	الاتصال من dm	سایت
25	Strengths	متابعين كثير - تنوع الفيديوهات عرض - عدد المتابعين - التمارين مناسبة للبيت و الجم عدد متابعين كثير - نشر بوستات كثيرة - تفاعل مع المتابعين ناتج مضمونه - عدد متابعين كثير - التفاعل مع العملاء - تنوع الخدمات المقدمة - متابعين كثير - تنوع الفيديوهات عرض - عدد المتابعين - التمارين مناسبة للبيت و الجم عدد متابعين كثير - نشر بوستات كثيرة - تفاعل مع المتابعين ناتج مضمونه - عدد متابعين كثير - الفيديوهات متعددة -	متابعين كثير - تنوع الفيديوهات عرض - عدد المتابعين - التمارين مناسبة للبيت و الجم عدد متابعين كثير - نشر بوستات كثيرة - تفاعل مع المتابعين ناتج مضمونه - عدد متابعين كثير - الفيديوهات متعددة -	متابعين كثير - تنوع الفيديوهات عرض - عدد المتابعين - التمارين مناسبة للبيت و الجم عدد متابعين كثير - نشر بوستات كثيرة - تفاعل مع المتابعين ناتج مضمونه - عدد متابعين كثير - الفيديوهات متعددة -	متابعين كثير - تنوع الفيديوهات عرض - عدد المتابعين - التمارين مناسبة للبيت و الجم عدد متابعين كثير - نشر بوستات كثيرة - تفاعل مع المتابعين ناتج مضمونه - عدد متابعين كثير - الفيديوهات متعددة -	
26	weakness	عدم النشر التفاعل مع عدد قليل العملاء - عدم النشر باستمرار - عدم توازن استوريز باستمرار - عدم نشر بوستات باستمرار -	عدم التفاعل مع المتابعين - ليس هناك call to action واضح	عدم التفاعل مع المتابعين - ليس هناك call to action واضح	عدم التفاعل مع المتابعين - ليس هناك call to action واضح	الرد على المتابعين - عدم النشر التفاعل مع عدد قليل العملاء - عدم النشر باستمرار - عدم توازن استوريز باستمرار -
27	Comments	يجب التفاعل مع العملاء				

Swot Analysis

- **Strengths:**

- Personalization
- Injury prevention focus
- Addressing emotional eating problems
- Focus on allergies to gluten and lactose.

- **Weaknesses:**

- Brand awareness on a wide scale.
- Having a small team

Swot Analysis

- **Opportunities:**

- Growing health awareness.
- Using technology in generating more creative ideas in our designs and content to save time and effort.

- **Threats:**

- Strong competition
- Income problems

2) Objectives:

The 5 Ss

- **Sell:** Increase sales of meal plans, training programs, and consulting services to reach 15000 LE within the next 6 months.
- **Serve:** Improve customer satisfaction through better personalized plans and addressing emotional eating or food sensitivity.
- **Speak:** Engage with the audience on social media platforms by increasing interaction by 30%.
- **Save:** Reduce costs by offering online consultation instead of in-person services for wider reach.
- **Sizzle:** Build a strong brand presence by sharing success stories and providing valuable, actionable content.

3) Strategy:

A) Segmentation:

Segment	Service
1. Men (20-35) (36-55)	Seeking losing weight
2. Men (20-35) (36-55)	Seeking gaining weight
3. Men (20-35) (36-55)	Seeking getting fit
4. Women (20-35) (36-55)	Seeking losing weight
5. Women (20-35) (36-55)	Seeking gaining weight
6. Woman (20-35) (36-55)	Seeking getting fit
7. Teens (11-17)	Suffering from food sickness (allergies, psychological)
8. Teens (11-17)	Seeking losing weight
9. Teens (11-17)	Seeking gaining weight
10. Teens (11-17)	Seeking making shape

B) Targeting:

Men: Seeking to Lose Weight:

- **Targeting Strategy:** Focus on fitness programs, diet plans, and weight loss supplements. Highlight success stories and testimonials from men in this age group.

Men : Seeking to Gain Weight:

- **Targeting Strategy:** Promote muscle-building supplements, high-protein diets, and strength training programs.

Men : Seeking to Get Fit:

- **Targeting Strategy:** Offer comprehensive fitness plans that include both cardio and strength training. Emphasize overall health and wellness.

Women : Seeking to Lose Weight:

- **Targeting Strategy:** Focus on weight loss programs, healthy meal plans, and fitness exercises tailored for women.

B) Targeting:

Women : Seeking to Gain Weight:

- **Targeting Strategy:** Promote balanced diets, strength training programs, and nutritional supplements.

Women : Seeking to Get Fit:

- **Targeting Strategy:** Offer fitness exercises and balanced diets.

Teens : Suffering from Food Sickness (Allergies, Psychological):

- **Targeting Strategy:** Provide specialized diet plans and counseling services.

Teens : Seeking to Lose Weight:

- **Targeting Strategy:** Promote healthy eating habits, fitness exercises.

B) Targeting:

Teens : Seeking to Gain Weight:

- **Targeting Strategy:** Offer nutritional guidance and strength training programs.

Teens : Seeking to Make Shape:

- **Targeting Strategy:** Provide fitness programs focused on body shaping, nutritional advice, and motivational content.

C) Positioning:

"At Train and Nourish, we empower men, women, and teens to achieve their fitness goals through personalized nutrition and training systems. Whether you're aiming to lose weight, gain strength, or simply get fit, our expert guidance caters to every stage of your journey, including managing food allergies and psychological challenges. With a focus on holistic well-being, we ensure sustainable results for all ages."



D) Buyer Persona:

A	B	C	D	E	F	G
Name	اشرف	فتاحي	جودي	مهاب	ماجد	فتحية
Age	45	25	15	17	30	30
Gender	male	male	female	male	male	female
Education	تجارة	زراعة	طالب	طالب	حاسبات ومعلومات	معهد عالي (اداره)
Income level	15k	8k	500	500	25k	5k
product use	lose weight	gain weight	anorexic	gain muscles	bodybuilder	lactating women
Geographics	عين شمس	معادي	مصر الجديدة	مصر الجديدة	العبور	عين شمس
challenges	traditional food	lactose intolerance	IBS	Fast food	spend all day at work	food suitable for lactation
interests	football	football	skin care	anime	anime	cooking show
Online behaviours	compares prices	discounts	influencers reviews	friend recommendation	compares prices	impulse buying
1						

F) Competitive Advantage:

It is our unique selling point that we offer:

- Focusing on programs to avoid emotional eating.
- Focusing on personalized Teen's nutrition programs.
- Linking the nutrition programs with the fitness plans.
- Focusing on programs that helps to food allergies.

4) Tactics:

A) Marketing Mix (4 Ps):

- a. **Product:** Meal plans, training programs, supplements guidance, personalized consultations
- b. **Price:** Suitable pricing for basic plans, premium plans, and specialized services like food allergy consultations.
- c. **Place:** Social media (Facebook), Instagram (Targeting People in Egypt).
- d. **Promotion:** Online campaigns, engaging posts and videos

B) Channels Used:

- a. Facebook
- b. Instagram
- c. Tick Tock
- d. Sponsored ads

4) Tactics:

c) Frequency of Posting:

- a. 2 posts daily that are turned into a story
- b. 1-2 videos per week
- c. 1 reel every two days.

D) Time of Posting:

Everyday

E) Types of Content Used:

- a. posts
- b. videos
- c. reels
- d. stories

F) Tone of Voice:

Friendly and Supportive.

Content Calendar:

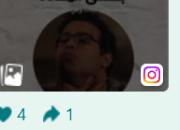
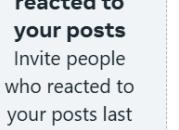
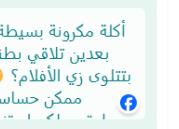
Planner
Plan your marketing calendar by creating, scheduling, and managing your content.

Week Month < Today > **October 2024** Content

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1 11:00 AM Facebook 1:00 PM Facebook + 1 more	2 5:00 AM Facebook 1:23 PM Facebook	3 5:00 AM Facebook 5:05 AM Facebook + 9 more	4 5:00 AM Facebook 9:09 AM Facebook + 7 more	5 5:00 AM Facebook 7:06 AM Instagram
6 5:00 AM Facebook 6:39 AM Instagram + 8 more	7 5:00 AM Facebook 12:00 PM Facebook	8 5:00 AM Facebook 5:00 PM Facebook	9 5:00 AM Facebook	10	11 11:00 AM Facebook 5:00 AM Facebook	12
13 5:00 AM Facebook 12:00 PM Facebook	14 5:00 AM Facebook	15 5:00 AM Facebook	16 5:00 AM Facebook 11:00 AM Facebook	17 6:00 AM Facebook	18 Schedule a post or story Save time by scheduling ahead. Schedule	19
20	21	22	23	24 +	25	26
27	28	29	30	31	1	2

Week Month < Today >

October 2024

Sun 6	Mon 7	Tue 8	Wed 9	Thu 10	Fri 11	Sat 12
<p>5:00 AM</p>  <p>مرض السيلياك يؤثر على الجهاز الهضمي لما الجسم بهاجم ألماء الدقيقة بسيطة؟!</p> <p>6:39 AM</p>  <p>عمرك حسيت إنك بتندق نفسك بطريقة سلامتك في نفس الوقت؟!</p> <p>10:00 AM</p>  <p>23 people reacted to your posts</p> <p>Invite people who reacted to your posts last week to follow your page.</p> <p>11:56 AM</p>  <p>Send invites</p>	<p>5:00 AM</p>  <p>أكلة مكونة بسيطة؟! بعدين تلاقي بطنك شتالوي زي الأفلام؟!</p> <p>12:00 PM</p>  <p>من فيك بيسبيت تمارين الإحماء ويدخل على التمارين على أول؟!</p> <p>5:00 PM</p>  <p>لو لقيت نفسك أو حد تعرفه بقى مهمتش شكل مفترط في وزنه وبيحسب كل لقة</p>	<p>5:00 AM</p>  <p>محاتج حطة تمرين متخصصة تحقق أهدافك الشخصية مع برامجه</p> <p>11:00 AM</p>  <p>جاهز ترفع من مستوى تمرينك وتحافظ على سلامتك في نفس الوقت؟!</p> <p>5:00 AM</p>  <p>عمرك حسيت إنك بيتعذب نفسك بطريقة قاسية؟!</p> <p>ألي بيعانوا من الشاشة؟!</p>				

Zoom

Our posting started
on 28th September to
17th October.

We created the
content calendar
using the Facebook
planner.

5) Actions:

Item	Who	When	How	Cost
Product Analysis	Reem	Before starting the campaign	By analyzing the market, the customer needs, the competitors	
Man power Analysis	Reem			
Resources Analysis	Samah			
PEST Analysis	Samah			
Competitor Analysis	Shimaa			
Swot Analysis	Eyad			
5 Cs	Omar			
Segmentation	Reem			
Targeting	Samah			
Positioning	Samah			
Buyer persona	Reem			
Competitive Advantage	Samah			
Tactics	Omar, Eyad, Shimaa			
Content calendar	Reem			

5) Actions:

Item	Who	When	How	Cost
Content Creator	Reem	Everyday since 28 Sept to 17 Oct	On Social media platforms	1250 LE
Content Creator (Sponsored ads)	Samah	10 October		
Designer	Omar			
Video creator	Shimaa			
Video editor	Eyad			
Facebook Moderators	Reem, Samah			
Instagram Moderators	Reem, Eyad			
Tick Tock moderators	Reem, Shimaa			
Media Buyer	Omar			
Control observations	All the team			
Team Coordination	Samah			
Files and presentations preparations	Samah			

6) Control

The following points will be measured:

- Sales
- Impressions
- CTR
- Reach
- Messages

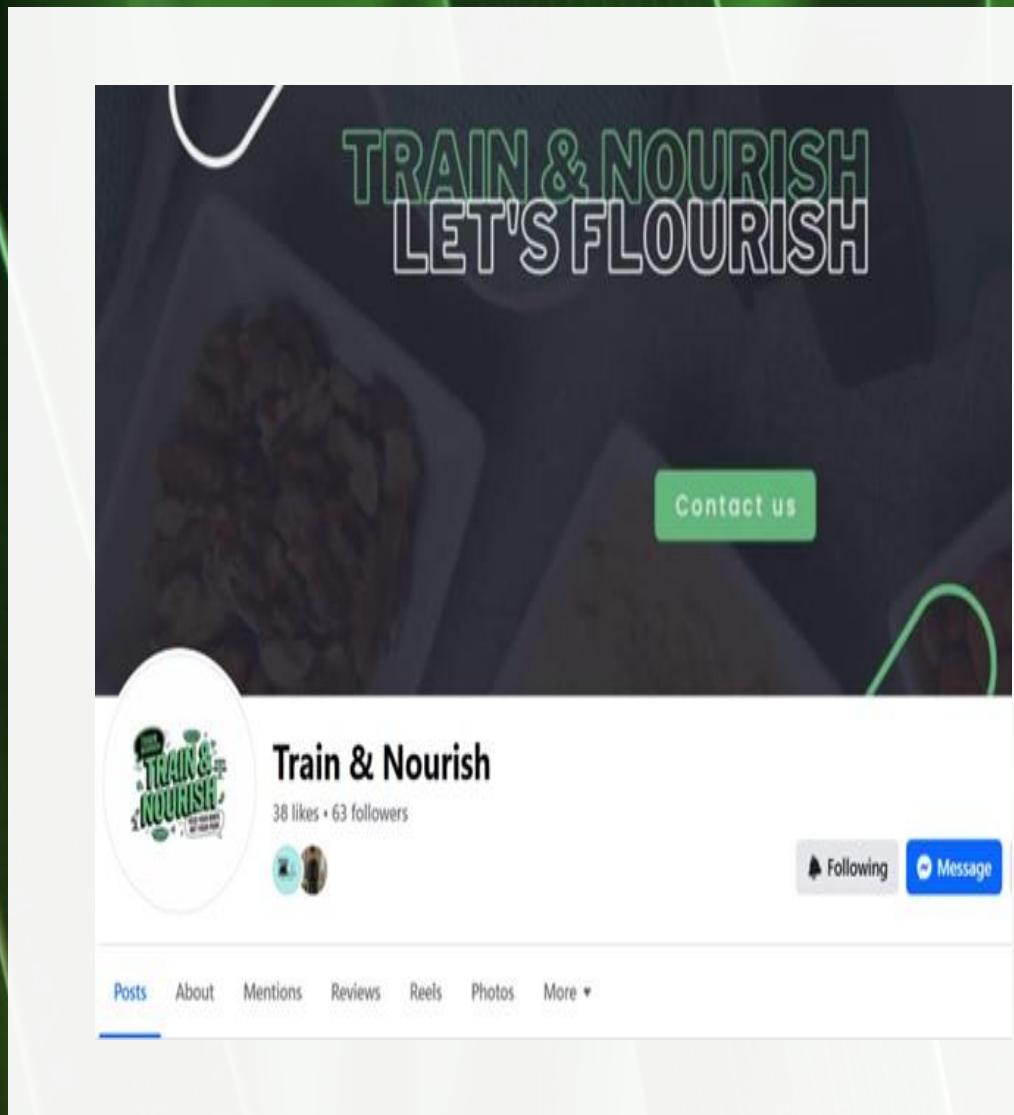


Our Canvas Model



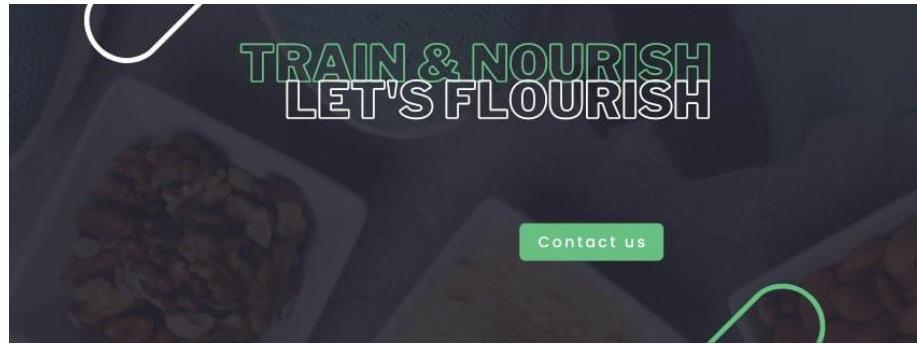
Business Model Canvas

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
Cost Structure 	Competitors 	Revenue Streams 		
<p>Fitness nutritionists and trainers.</p> <p>Social media moderators and content creators.</p> <p>Media buyers and video editors.</p> <p>Supplement suppliers.</p> <p>Potential partnerships with fitness influencers or health organizations.</p>	<p>Fitness plans</p> <p>Content creation for social media</p> <p>Managing social media platforms</p> <p>Sponsored Ads</p> <p>Continuous monitoring of customers</p>	<p>Tailored nutrition plans for weight gain /loss.</p> <p>Specialized Programs for food allergies.</p> <p>Customized trainings and diet plans for teens and adults.</p> <p>Easy access through social media and online consultations.</p> <p>Bundles :</p> <ul style="list-style-type: none"> -Diet +training (400 LE) - Diet only (250 LE) - Diet and training (900 LE per 3 months). - other plans 	<ul style="list-style-type: none"> - One to one consultation. - Social media strong community. - ongoing support and follow- up with customers. -Emotional support in handling food-related psychological challenges. <p>Channels </p> <p>Social media platforms (Facebook, Instagram, TikTok).</p> <p>Paid advertising (e.g., Facebook and Instagram ads).</p> <p>Direct online consultations through social media platforms.</p>	<p>Men (20-55) aiming for weight loss, weight gain, or fitness improvement.</p> <p>Women (20-55) with similar health and fitness goals.</p> <p>Teens (11-17) dealing with weight management, allergies, or body shaping.</p>
<p>Marketing and paid ads (1250 LE budget).</p> <p>Content creation (moderators, designers, video editors).</p> <p>Supplement acquisition (for personalized diet plans).</p>	<p>Dr. Ola Mekhemer</p> <p>Coach Sama</p> <p>Captain Maged</p> <p>Aya Anayel</p> <p>DFN</p> <p>Sama Fit</p>	<p>Sale of meal plans and training programs.</p> <p>Online consultation fees (to reduce operational costs).</p> <p>Subscription-based services (potential future model for personalized programs).</p> <p>Affiliate marketing for supplements and fitness products.</p>		



Campaign Overview

Train & Nourish



Our Logo and Slogan

Train & Nourish
Let's Flourish

- **Our goal is :**

- Brand Awareness

- Engagement

- Lead

- Sales

- **Content**

- 40% Engagement

- 40% Educational

- 20% Sales

- **Our Strategy:**

- Social Media

- Content through

- (Facebook,

- Instagram , TickTock



Platforms Links:

<https://www.facebook.com/share/35c8rR6jFmvXizp1/?mibextid=qi2Omg>

https://www.instagram.com/train_and_nourish?igsh=MTIvbhN3YTQ5amc4cA==

[Coach Reem \(@train_nourish\) | TikTok](#)



9:53 PM 9+ ...

Train & Nourish 9+ ▾

Posts About Photos More ▾

TRAIN & NOURISH 3d

حساسية القمح ينجله بأعراض ذي الانفاس، الحكة، أو التهابات الجلد، وده بسبب عدم قدرة الجسم على التعامل مع البروتينات اللي في القمح. الحل؟ بلاش القمح واتجاهوا للأطعمة البديلة! 🍞

#Train_Nourish #dietitian #fitnesscoach
#glutenfreefood حساسية_القمح

السبب؟ والحل
اعراض حساسية القمح وازاي تجتنبها

Boost this post to reach up to 18033 more people if you spend EGP1,025.

Boost post

Marwa Magdy + 1 1 share

9:53 PM 9+ ...

Train & Nourish 9+ ▾

Posts About Photos More ▾

5d

حد فيكم جرب يحس بتضقلبات بعد أكلة فيها مكرونة أو خبز؟
ممكن تكون حساسية جلوتين! 😊

لو بتحس بالأعراض دي شاركنا تجربتك! 🍞

#Train_Nourish #dietitian #fitnesscoach
#glutenfreefood

نقلطان بعد الاكل؟
شاركونا تجاربكم مع حساسية الجلوتين

Boost this post to reach up to 18033 more people if you spend EGP1,025.

Boost post

Marwa Magdy + 6 2 shares

9:53 PM 9+ ...

Train & Nourish 9+ ▾

Posts About Photos More ▾

TRAIN & NOURISH 5d

لو بتعاني من الشره العصبي أو النهام، مش لازم تواجه ده لوحده. فريقنا بيقدم لك دعم شامل يساعدك في تحسين علاقتك مع الأكل من خلال خطط غذائية متوازنة ومتابعة مستمرة. حان الوقت تبدأ طريق التعافي و تستعيد ثقتك بنفسك!

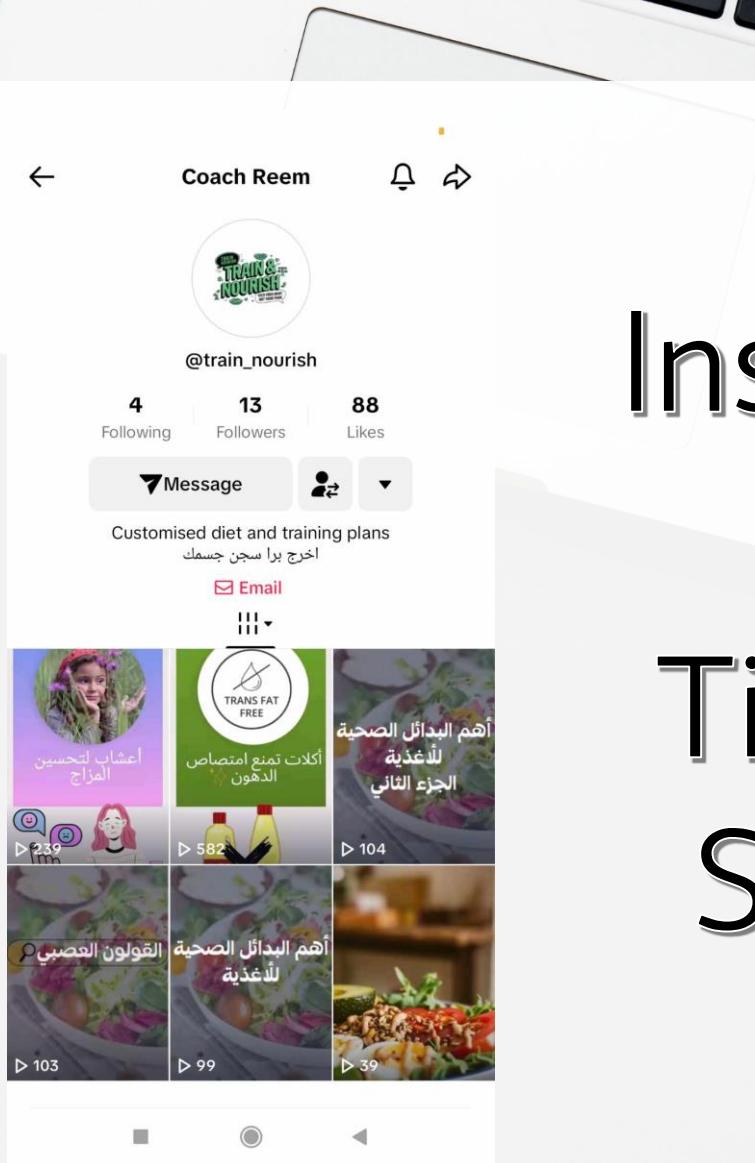
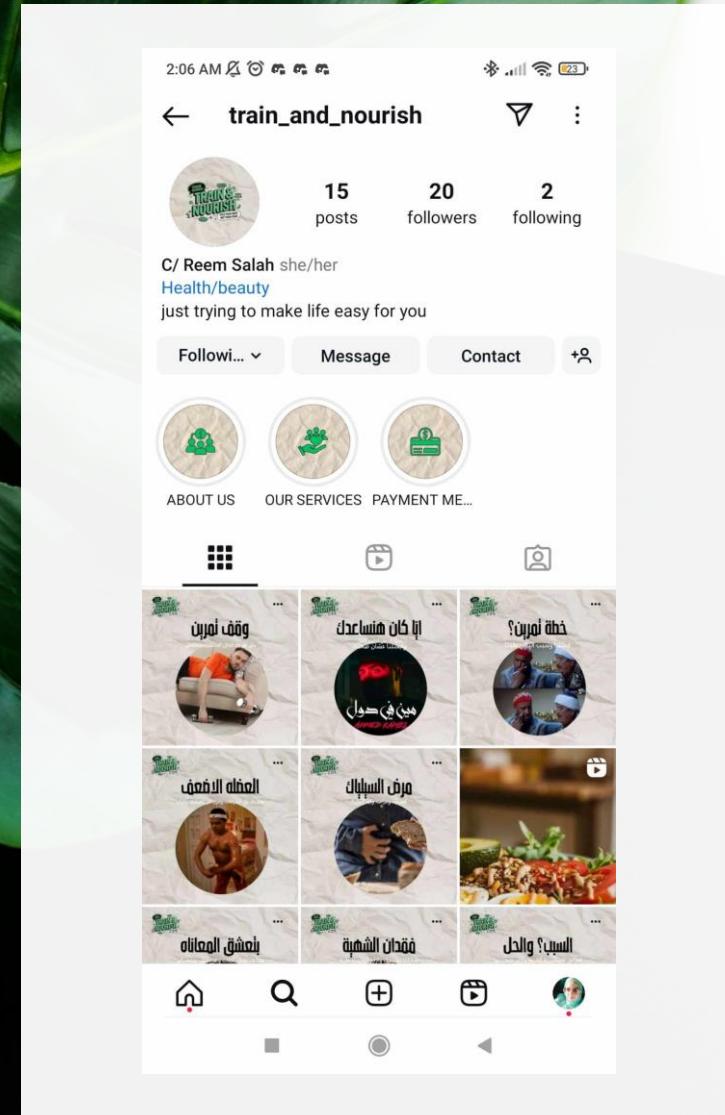
احجز جلستك الأولى النهاردة مع 'Train & Nourish' وابداً رحلتك في التعافي! 💪

#BulimiaRecovery #HealthyMindHealthyBody
#Train_Nourish #comfort_foods

الشره العصبي
علاقه مع الاكل تحتاج لمتحضر







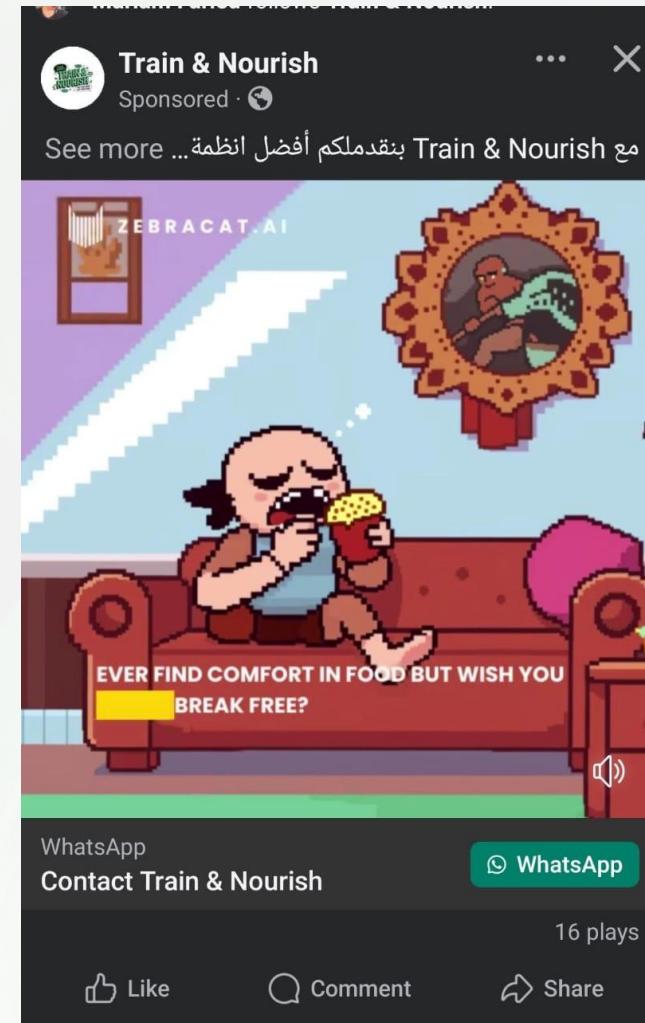
Instagram & TickTock Screens

Sponsored Ads :

1. Paid Post

2. Paid video





Campaign Screens

The screenshot shows the Facebook Ads Manager interface for creating a new campaign. The left sidebar contains icons for Home, Create, Ads, Stories, Posts, and Notifications (with 1 notification). The main area shows a breadcrumb path: Engagement | ABO | 13Oct24 > 2 Ad sets > 3 Ads. The top right has a 'In draft' toggle switch and three dots for more options.

Campaign details

Buying type: Auction

Campaign objective:

- Awareness
- Traffic
- Engagement
- Leads

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved

Discard draft Publish

Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.

Apply Review

Show more ▾

Search

Engagement | ABO | 13Oct24

Broad | WhatsApp Messages

2 Ads

In draft

...

Edit

Review

Facebook Page

Choose a Page for this ad.



Facebook Page

Train & Nourish



Messaging apps

Choose at least one destination where you are available to chat. If you select multiple apps, we'll send people who tap on your ad to the app where they're most likely to chat with you.

To help you get the best results, people without WhatsApp will be sent to a suitable alternative.



Messenger

Train & Nourish



Instagram

@train_and_nourish



Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.



Apply

Review

Show more

Audience definition

Your audience selection is fairly broad.

Specific

Broad

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close

All edits saved

Discard draft

Publish

Search

Engagement | ABO | 13Oct24



Broad | WhatsApp Messages



2 Ads

In draft



Edit

Review

Budget & schedule

Budget

Lifetime budget ▾ 500.00 EGP

EGP

You won't spend more than 500.00 EGP during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

Schedule

Start date

Oct 13, 2024

08:00 AM EEST

End date

Oct 16, 2024

11:59 PM EEST

Adjust the duration for more conversations

You're less likely to get conversations with your duration of 3 days. Try

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#)

Verifying your edits...

[Discard draft](#)

[Publish](#)



Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.



[Apply](#)

[Review](#)

[Show more](#) ▾

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 3,600,000 - 10,000,000

Search

Engagement | ABO | 13Oct24

Broad | WhatsApp Messages

2 Ads

In draft



Engagement | ABO | 13Oct24

Broad | WhatsApp Messa...

Photo | Existing Post | ...

Video | Create Ad | M...

Interests | Post Engagem...

Photo | Existing Post | ...

Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements (recommended)

Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

You could get better results with Advantage+ placements

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Apply

Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Platforms

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#)

All edits saved

[Discard draft](#)

[Publish](#)

Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.



[Apply](#)

[Review](#)

Show more ▾

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience: 15,500,000 - 18,000,000

Search

Engagement | ABO | 13Oct > Broad | WhatsApp Message > Photo | Existing Post | Mes

In draft



Engagement | ABO | 13Oct24 ...

Broad | WhatsApp Messa... ...

Photo | Existing Post |

Video | Create Ad | M... ...

Interests | Post Engagem... ...

Photo | Existing Post |

Primary text

مَنْ قَاهِمَ طَبِيعَهُ جَسْكَ وَنَسْكَ دَلَاقِي لَيْ يَسْاعِدُكَ؟
شَافِقَ جَسْكَ ضَعِيفَ وَالْوَصْولُ لِلشَّكَلِ الصَّحِيِّ صَعِيبَ؟
حَاسِسَ أَنَّ الْأَكْلَ هُوَ مَاصِحَّكَ الْوَحِيدَ وَكُلَّ الْأَكْتَابَ؟
مَنْ عَارِفَ مَيْضِي تَرِيبَ ازِيَّ وَتَقْسِيمَ تَسْأِيرِيشَ؟
نَسْكَ تَيْطَلُ أَكْلَ يَتَجَيَّكَ يَسْ مَنْ عَارِفَ؟
لَوْ أَنْتَ وَاحِدٌ مِنْ دُولَ احْبَبَ إِلَيْكَ الْحَلَّ مِنْ مَسْكِحِلِ..
مَعَ بَقْتَمُوكَ أَفْسَلَ الْقَطْمَهُ عَذَائِيَّهُ وَتَرِيبَيَّهُ
مَخْصُصَهُ لَيْكَ وَلَيْكِي الْتَّوَاعِي..
لَا الْخَصَائِيَّهُ تَعْذِيَّهُ وَتَرِيبَ رَيمَ صَلَاجَ وَاحِبَّ أَسَاعِدَكَ، تَوَصِّلَ لِلْهَدِيَّهُ..
بِعَلَانَا دَلَاقِي عَلَى رَسَالَلِ الْصَّفَحَهُ وَأَكْتَفَ خَصْوَمَانَا الْحَصَرِيَّهُ لِتَهِيَّهُ..

مع Train & Nourish بِتَقْدِيمِكَ أَفْسَلَ اِنْظَمَهُ عَذَائِيَّهُ وَتَرِيبَيَّهُ



+ Add text option

Call to action

Send WhatsApp message

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close

✓ All edits saved

Discard draft

Publish

Edit

Review

Campaign score

Potential 33% lower cost per result.

Ad preview

Destination



i Now you can see more variations of your ad in previews

Edit template

Frequently asked questions

Suggest questions for people to tap.

Question #1

تفاصيل أكثر عن أنظمة التغذية

28/80

Automated response · Optional



XOmar



لحظات و هيتم توضيح كل التفاصيل

Question #2

تفاصيل أكثر عن أنظمة التدريب

28/80

Automated response · Optional

Cancel

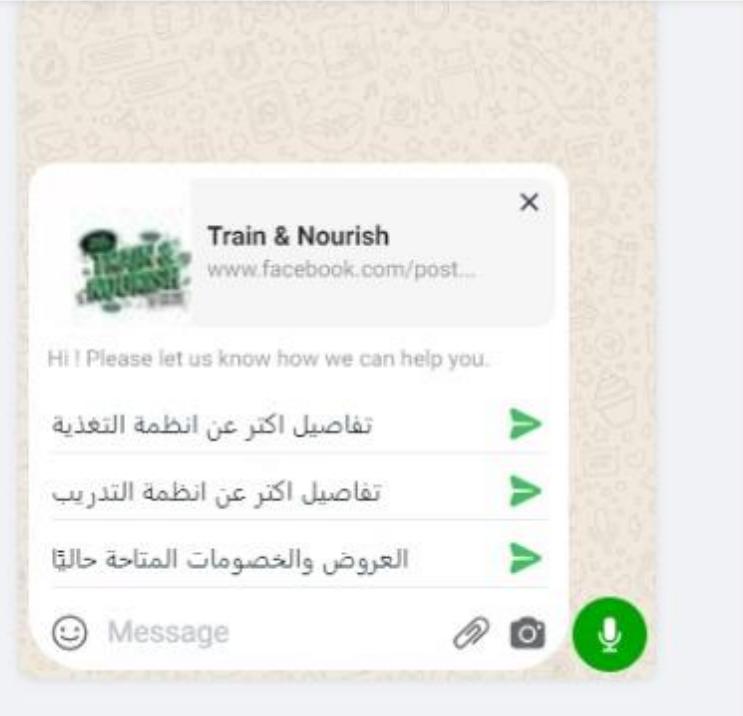
Save

Close

All edits saved

Discard draft

Publish



Search

Engagement | ABO | 13Oct24 > Broad | WhatsApp Message > Video | Create Ad | Message

In draft

...

Engagement | ABO | 13Oct24

Broad | WhatsApp Message

Photo | Existing Post | ...

Video | Create Ad | M...

Interests | Post Engagem...

Photo | Existing Post | ...

Ad creative

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

* **Media** [Edit Media](#) [Delete](#)

14 Placements

Feeds, In-stream for Videos
9 Placements

Stories and Reels
4 Placements

Facebook Search results

Ad Undeliverable to Instagram Explore home [Edit your video to meet the requirements](#)

Primary text

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#) [All edits saved](#)

[Edit](#) [Review](#)

Campaign score
Potential 33% lower cost per result.

[Ad preview](#) [Ad](#) [Destination](#)

Now you can see more variations of your ad in previews

[Vary aspect ratio](#)

Train & Nourish Sponsored [See more](#)
مثل فائد طيبة حسنه ونسلك تلذى الى ساعده ؟
شلت حسنه ضعيف والوصول لشكل الصغير صعب ؟
هاسن ان الاكل هو صالحه الوجه وقت
[See more](#)

Train & Nourish Sponsored [See more](#)
مثل فائد طيبة حسنه ونسلك تلذى الى ساعده ؟
شلت حسنه ضعيف والوصول لشكل الصغير صعب ؟
هاسن ان الاكل هو صالحه الوجه وقت
[See more](#)

[Discard draft](#) [Publish](#)

Search

Engagement | ABO | 13Oct24 > Interests | Post Engagement > 1 Ad

In draft

Engagement | ABO | 13Oct24 ...

Broad | WhatsApp Messa... ...

Photo | Existing Post |

Video | Create Ad | M... ...

Interests | Post Engagem... ...

Photo | Existing Post |

* Locations i

Included location:

- Egypt: All Cities

Age i

18 - 50

Gender i

All genders

Detailed targeting

People who match:

- Interests: Sports, Health & wellness, Bodybuilding & Fitness or Physical fitness

Advantage detailed targeting:

- Off

Languages i

- Arabic or English (All)

Edit

Review

Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.

Apply

Review

Show more

Audience definition i

Your audience selection is fairly broad.

Specific

Broad

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#)

All edits saved

[Discard draft](#)

[Publish](#)

Search

Engagement | ABO | 13Oct24 > Interests | Post Engagement > Photo | Existing Post | Engaged

In draft

...

Engagement | ABO | 13Oct24 ...

Broad | WhatsApp Message ...

Photo | Existing Post | ...

Video | Create Ad | M...

Interests | Post Engagement ...

Photo | Existing Post | ...

Edit **Review**

Campaign score
Potential 33% lower cost per result.

Ad preview **Destination**

Advantage+ creative
Tailor your ad for the person viewing it by letting us automatically optimize your creative. This can help improve performance.

Enhancements (2/2) **?**
Turned on: Visual touch-ups, Relevant comments **Edit**

Message template
Choose a template for beginning the chat after people tap on your ad. [Learn more](#)

Create new **Use existing**

Start conversations

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close **All edits saved**

Discard draft **Publish**

The screenshot shows the Facebook Ads interface for creating a new ad. The left sidebar contains navigation links for engagement, broad messaging, photo/video creation, interests, and existing posts. The main area displays a campaign score of 33% lower cost per result. It includes sections for 'Advantage+ creative' (tailored optimization), 'Enhancements' (visual touch-ups and relevant comments turned on), and a 'Message template' section with 'Create new' and 'Use existing' options. Below these are two ad preview cards. The first card, titled 'Personal Coach', features Arabic text 'إذا كان هنمساعدك' and 'مین فی دل' over a circular logo with a person silhouette. The second card features Arabic text 'إذا كان هنمساعدك' and 'مین فی دل AHMED KAMEL' over a similar circular logo. Both cards include a 'Send WhatsApp message' button. At the bottom, there are 'Close', 'All edits saved', 'Discard draft', and a prominent green 'Publish' button. A note at the bottom states: 'By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.'

Search

Engagement | ABO | 13Oct24

2 Ad sets

3 Ads

No ads



Edit

Review

Campaign name

Engagement | ABO | 13Oct24

Create template

Special Ad Categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about Special Ad Categories](#)

Benefits of declaring Special Ad Categories

Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

Categorize your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close



Multiple items published

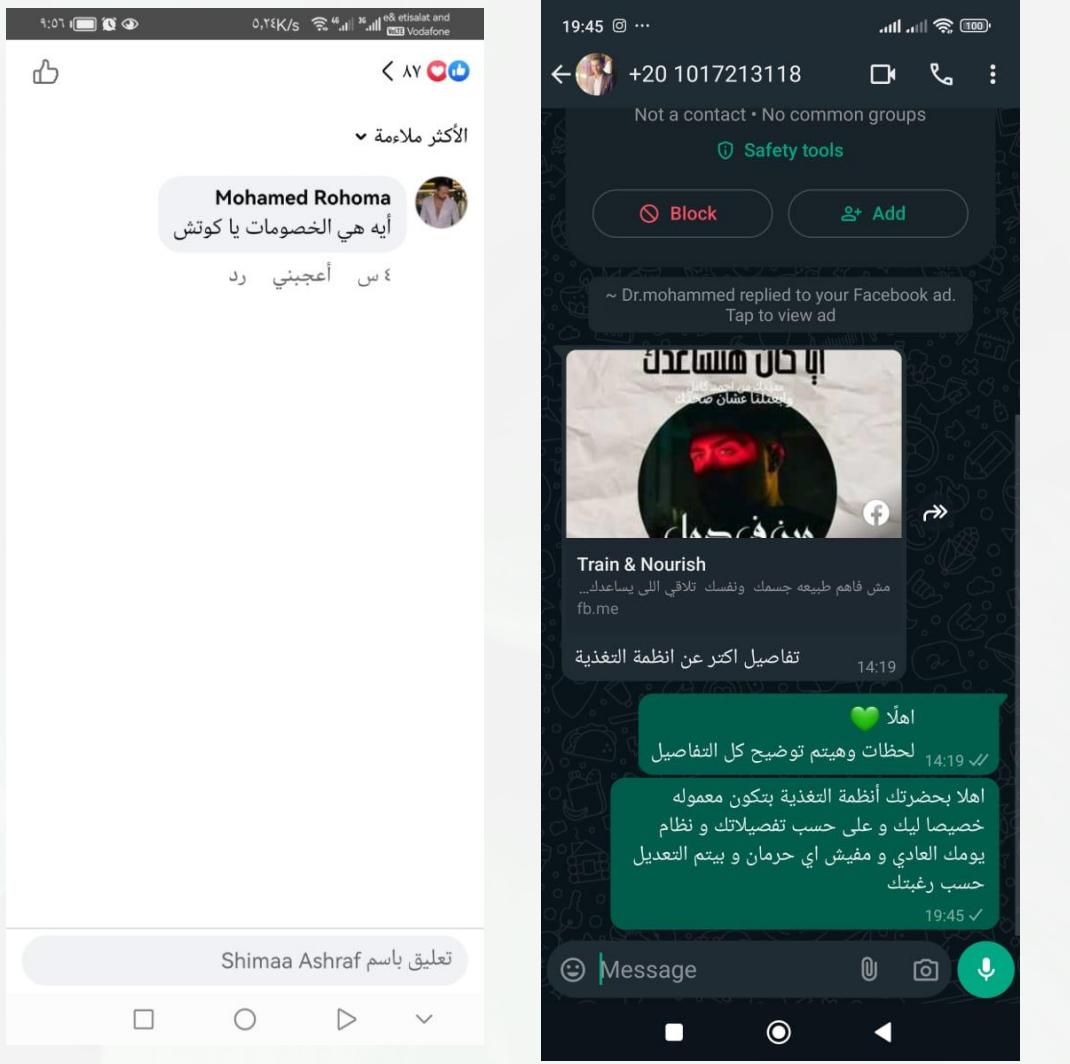
1 campaign, 2 ad sets and 3 ads were published.

[View details](#)

Customers' Responses:



Customers' Responses:



Results:

Campaigns Train & Nourish Ad Account... Updated just now Review and publish ...

All ads Had delivery Active ads More views Maximum: Oct 12, 2024 – Oct 21

Search and filter

Campaigns Ad sets Ads

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export

Off / On	Campaign	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	Engagement ABO 13Oct24	—	12,044	17,462	—	999.99.₪.ג Oct 19, 2024
Results from 1 campaign ⓘ		—	12,044 Accounts Center acco...	17,462 Total	—	999.99.₪.ג Total spent

Results:

Ad sets Train & Nourish Ad Account... Updated just now Review and publish ...

All ads Had delivery Active ads More views Maximum: Oct 12, 2024 – Oct 21

Search by name, ID or metrics

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export

	Off / On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
	<input checked="" type="checkbox"/>	Interests Post Engagement	580 Post engagements	8,595	11,918	0.86.₪.ج Per Post Engagement	499.99.₪.ج	Oct
	<input checked="" type="checkbox"/>	Broad WhatsApp Messages	23 [2] Messaging convers...	3,687	5,544	21.74.₪.ج [2] Per Messaging Con...	500.00.₪.ج	Oct
		Results from 2 ad sets ⓘ	— Multiple conversions	12,044 Accounts Center acco...	17,462 Total	— Multiple conversions	999.99.₪.ج Total spent	

Results:

Ads Train & Nourish Ad Account... Updated just now Review and publish ...

All ads Had delivery Active ads More views Maximum: Oct 12, 2024 – Oct 21

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export

Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking	Engage...
<input type="checkbox"/>	Photo Existing Post Engagement	580 Post engagements	8,595	11,918	0.86 Per Post Engagement	Average	
<input type="checkbox"/>	Photo Existing Post Messages	23 Messaging convers...	3,616	5,431	21.45 Per Messaging Con...	Average	
<input type="checkbox"/>	Video Create Ad Messages	— Messaging Conversati...	96	113	— Per Messaging Conversati...	—	
	Results from 3 ads	— Multiple conversions	12,044 Accounts Center acc...	17,462 Total	— Multiple conversions	—	

Results:

Ads Train & Nourish Ad Account... Updated just now Review and publish ...

All ads Had delivery Active ads More views Maximum: Oct 12, 2024 – Oct 21

Search by name, ID or metrics

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export

	Off / On	Ad	per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
	<input checked="" type="checkbox"/>	Photo Existing Post Engagement	0.86, <small>Post Engagement</small>	Average	Average	Average	499.99, <small>Oct 19, 2024</small>	
	<input checked="" type="checkbox"/>	Photo Existing Post Messages	21.45, <small>[2] Messaging Con...</small>	Average	Average	Average	493.42, <small>Oct 19, 2024</small>	
	<input checked="" type="checkbox"/>	Video Create Ad Messages	— <small>Messaging Convers...</small>	—	—	—	6.58, <small>Oct 19, 2024</small>	
		Results from 3 ads <small>1 multiple conversions</small>	—	—	—	—	999.99, <small>Total spent</small>	

Observations:

WhatsApp Messaging Ads:

- Cost per messaging conversation is around EGP 21.74.
- 23 conversations have started, with about EGP 500 spent.

Video Ads:

Spent EGP 6.58, but no messaging conversations have been started yet.

Photo Ads (Existing Post):

- Cost per messaging conversation is slightly lower at EGP 21.74, with a total of 23 conversations.
- Around EGP 500 spent.

Engagement Ads:

- They are relatively cheap at EGP 0.86 per engagement.
- Achieved 580 engagements for EGP 500.
- Reach and impressions seem to be good, with the most recent campaign reaching 12,044 people with 17,462 impressions, but no conversions yet.

Recommendations:

1. Refine Target Audience:

- Narrow audience based on fitness, nutrition, or wellness-related behaviors and interests.

2. Improve Video Ads:

- Test shorter videos with clear call-to-action (CTA) early on.
- Add captions or text overlays to increase engagement.

3. Retarget Engagements:

- Retarget those who engaged with ads but didn't convert.

4. Test New Creatives and Copy:

- Experiment with different visuals and messaging.
- Use testimonials or success stories to build trust.

5. Reallocate Budget:

- Shift some budget from video ads to better-performing photo ads or engagement campaigns.

**Thank
you**