



Digital Marketing

Plan and Strategy

www.unitech-egy.com





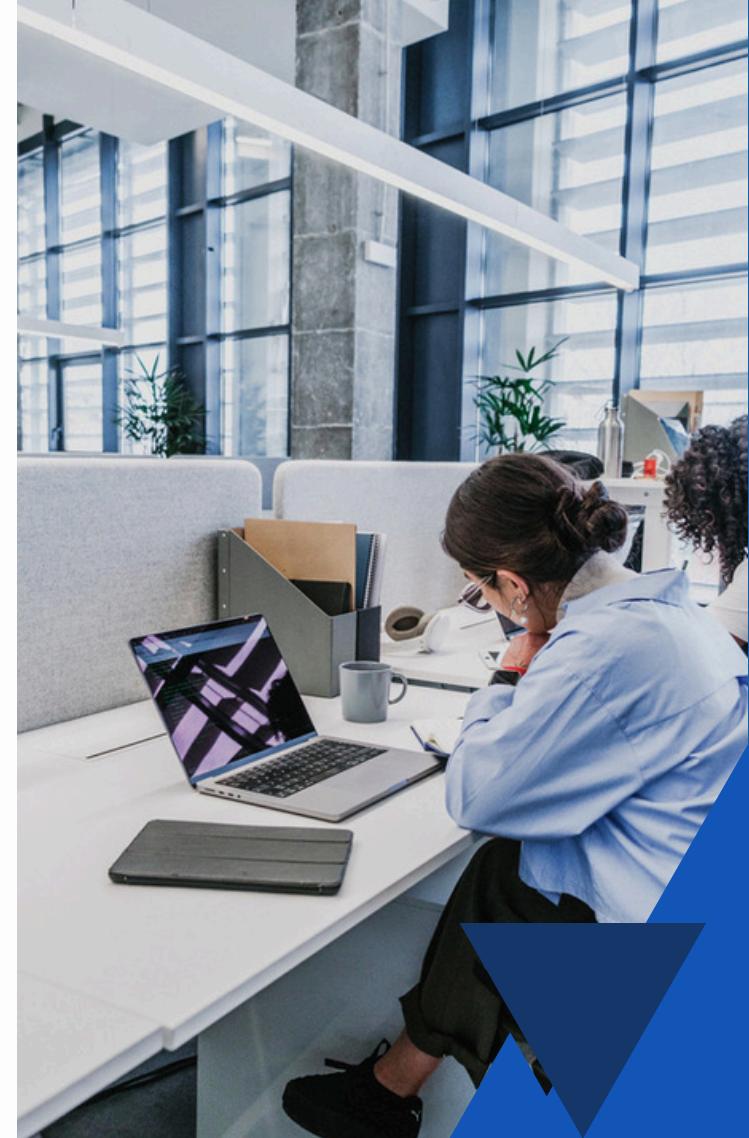
Welcome To Our Presentation

We are "M"AST, a digital advertising agency, and this presentation outlines our marketing plan for Unitech. We'll begin by analyzing Unitech's current market position, followed by setting clear objectives to achieve together.

Next, we will present a well-defined strategy, explain how we will monitor key performance indicators (KPIs), and conclude with a campaign analysis and actionable recommendations to continuously improve results.

Overview

- ▶ Our Team
- ▶ About UniTech
- ▶ Working pLAN
- ▶ Business Model
- ▶ Product analysis
- ▶ Man Power analysis
- ▶ Competitor analysis
- ▶ Analysis
- ▶ Strategy
- ▶ Tactics
- ▶ Content
- ▶ Plan execution
- ▶ Recommendations



("M"AST) Team



Mariam Elgohary



Mariam Alsaeed



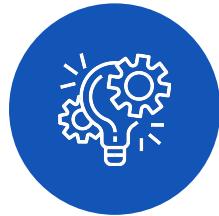
Taha Adel



Sarah Kandil



Abdelrazeq Gamel



About UniTech

Unitech is Egyptian hosting company. As a cloud transformation specialist and IT managed services provider, our diverse team of certified experts supports organizations of all sizes in the Middle East & Africa to combat modern-day IT business challenges.

The image is a composite of two photographs. On the left, a dark-themed screenshot of the UniTech Technology website is displayed. The website features the company name 'UNITECH TECHNOLOGY' in large, bold, white and cyan letters, with the tagline 'The Best Solution For Cloud Services' below it. At the bottom, there are three calls-to-action: a blue button labeled 'Learn More', a phone icon followed by the number '+201114600140', and an email icon followed by the address 'sales@unitech-egy.com'. On the right, a photograph shows a man with glasses and a beard, wearing a brown long-sleeved shirt, kneeling in front of a server rack in a data center. He is holding a laptop in one hand and a smartphone in the other, seemingly performing maintenance or monitoring tasks. The background shows rows of server racks and overhead lighting.

WORKING PLAN

Meeting with UniTech

SaRah & Mariam A
Understand all aspects of the company to develop the plan.

16 sep

1 oct

SOSTAC

SaRah & Mariam A

To assess the company's current position.

21:24 Sep

6 oct

Behind sence

On spot

Analysis previous ads

Taha

To establish a reference and outline the plan clearly.

21:24 Sep

10 oct

Content calendar

Abdelrazik & MariamE
To make a plan with date with types of content and details of important dates

25:30 Sep

15 oct

content & Posting

Abdelrazik & MariamE
Prepare designs ,videos,posts,scripts
Post as clender

posting & ads

SaRah

To ensure timely posting.Select posts to be sponsored.

Analysis our campaign

Taha

To create your own, choose a topic that interests you.

Result and Recommendation

All team
Review meeting to assess objectives and performance improvement.

Business Model



Business Model Canvas

Designed for:	Designed by:	Date:	Version:	
Unitech	DD/MM/YYYY	X.Y		
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Suppliers: Companies providing server infrastructure, domain registrars, and hosting services. Technology Providers: Providers of software and cloud solutions that enable hosting services. Marketing Agencies: Partners to help promote Unitech's offerings and increase brand visibility. Payment Processors: Financial partners (e.g., PayPal, Stripe) to facilitate smooth online transactions. Freelancers/Contractors: For specialized tasks such as website development, customer support, or IT maintenance.	<ul style="list-style-type: none"> Email Domain Email Hosting Website Design <ul style="list-style-type: none"> Good reviews / Relations Facebook page with 30K followers LinkedIn page Logo Budget Website Video 	<ul style="list-style-type: none"> Multiple easy payment methods Option to pay in two installments Local currency payments Domain delivery within one hour Servers located in England, ensuring high-speed internet Full control panel access for customers Daily, weekly, and monthly email backups Diverse packages to cater to a wide range of customers Video for explaining how email works 	<p>Personalized Support: Offering personalized customer care through direct communication channels like live chat and email.</p> <p>Online Communities: Engaging customers via social media platforms like Facebook to maintain brand loyalty and receive feedback.</p> <p>Loyalty Programs: Special offers and discounts for long-term clients</p> <p>Availability: 24/7 technical support.</p>	<ul style="list-style-type: none"> Customers attempting to create an e-invoice and needing an official email. Customers with a company providing some departments and employees with a domain. Customers with a domain needing to increase email storage space. Customers establishing a new company. A customer with a local project aiming to export. A customer looking to import products from abroad. Customers who have companies but are unfamiliar with the service.
Cost Structure	Competitors	Revenue Streams		
<ul style="list-style-type: none"> Buy storage on a server in the UK. Buy a domain from a site. Save foreign currency. Buy for a freelance website designer or company. Advertisements (Advs). 	<ul style="list-style-type: none"> EgyHosting – استضافة مصر Progmine Link Datacenter Closest competitor –Emailat (إيميلات) 	<ul style="list-style-type: none"> Subscription Fees: Recurring monthly or yearly charges for hosting and domain services. Service Upgrades: Additional fees for premium features such as increased storage, enhanced security, or faster servers. New Bundles: Revenue from new package deals and special offers. Custom Services: Charges for custom email setups or IT consulting. 		

UNITECH PRODUCTS

1. EMAIL DOMAIN

An email domain is the part of an email address after the "@" symbol, representing a company or organization.

2. EMAIL HOSTING

Email hosting provides reliable storage, security, and management for email communications, ensuring accessibility and professionalism for businesses.

3. WEBSITE DESIGN

A well-structured, visually appealing, and user-friendly website



Product analysis

FEATURES

- 1.Brand Identity
- 2.Multiple Users

1.EMAIL DOMAIN

BENEFITS

- 1.Improved Customer Perception
- 2.Better Email Management
- 3.Better Data Control

ADVANTAGE

- 1.Professionalism
- 2.Consistent Branding
- 3.Increased Trust
- 4.Flexibility

FEATURES

- 1.Unlimited Email Storage
- 2.Webmail Access
- 3.Security Features
- 4.IMAP/POP3/SMTP Protocols
- 5.Custom Filtering and Forwarding

2.EMAIL HOSTING

ADVANTAGE

- 1.High Uptime & Reliability
- 2.Increased Security
- 3.Scalability
- 4.Dedicated Support

BENEFITS

- 1.Seamless Email Management
- 2.Data Security & Privacy
- 3.Backup & Recovery
- 4.Improved Productivity

FEATURES

- 1-Responsive Design
- 2-SEO Optimization
- 3-User-Friendly Interface
- 4-Customizable Templates
- 5-Security Features

3. WEBSITE DESIGN

BENEFITS

- 1-Higher Conversion Rates
- 2-Stronger Brand Image
- 3-Customer Retention
- 4-Reduced Technical Overhead
- 5-Informed Strategy Development

ADVANTAGE

- 1. Enhanced User Experience
- 2. Cost Effectiveness
- 3. Scalability
- 4. Data-Driven Decisions
- 5. Time-Saving



Man Power analysis

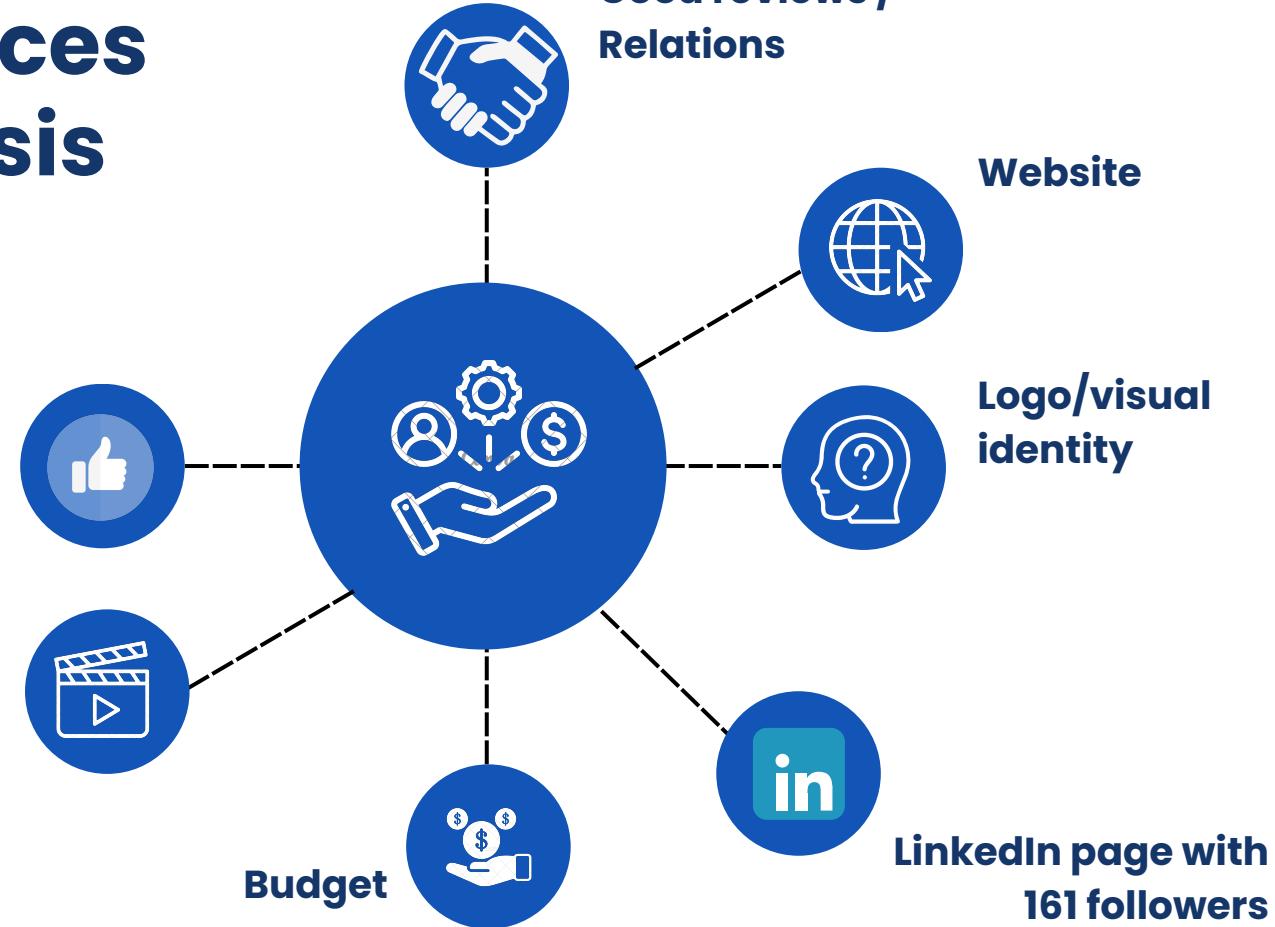
The company is a startup, currently run by a single individual responsible for managing all aspects of the business.



Resources analysis

Facebook page with
30K followers

Video



SWOT Analytics

S W O T

Strength

1. Multiple easy payment methods
2. Option to pay in two installments
3. Local currency payments
4. Domain delivery within one hour
5. Servers located in England, ensuring high-speed internet
6. Full control panel access for customers
7. Daily, weekly, and monthly email backups
8. Diverse packages to cater to a wide range of customers
9. Video for explaining how email work

Weaknesses

1. The company is dependent on a single individual.
2. Lack of specialization
3. Limited marketing reach
4. Risk of burnout
5. Time constraints
6. No Company headquarters

Opportunities

1. Government policies promoting electronic invoicing
2. Limited local competition with no strong brand rivals
3. Potential partnerships
4. Automation of services

Threats

1. Dealing with server hosting in foreign currencies
2. Maintaining competitive pricing as competitors' prices are becoming more similar.
3. Cybersecurity risks
4. Technological advancements
5. Any technical internet outage in England affected the workflow (already it has happened before).

PEST Analytics

P E S T

political

1. Electronic invoicing
2. Relation with UK as servers located in UK.

Economic

1. Availability of foreign currency (Pound sterling)
2. Fluctuations in the EGP to USD Exchange Rate

Social

1. Remote Work Trend
2. Digital Literacy
3. Trust and Privacy Concerns:

Technological

1. Advancements in Cloud Technology
2. Automation and AI
3. Integration with Other Services



Competitor analysis

COMPETITORS OVERVIEW

product category	PERSONA	MARKETING STRATEGIES	Notes
 ايميلات Emailat	<ul style="list-style-type: none">EMAIL SERVICES	<ul style="list-style-type: none">COMPANIES AND E-COMMERCE BUSINESS OWNER	<ul style="list-style-type: none">FACEBOOK ADSORGANIC SEO <ul style="list-style-type: none">WEEK SOCIAL MEDIATHEY DO TWO ADS A YEAR
 استخادة مصر	<ul style="list-style-type: none">EMAIL, SECURITY AND WEBSITE SERVICES	<ul style="list-style-type: none">COMPANIES AND E-COMMERCE BUSINESS OWNER	<ul style="list-style-type: none">PRCOLD CALLINGFACEBOOK ADS <ul style="list-style-type: none">HIGH PRICESDOES NOT FOCUS IN EMAIL HOSTING
 Webhost	<ul style="list-style-type: none">EMAIL AND WEBSITE SERVICES	<ul style="list-style-type: none">COMPANIES AND E-COMMERCE BUSINESS OWNER	<ul style="list-style-type: none">FACEBOOK ADSCOLD CALLING <ul style="list-style-type: none">HIGH PRICESDOES NOT FOCUS IN EMAIL HOSTING
 LDC	<ul style="list-style-type: none">EMAIL, SECURITY AND WEBSITE SERVICES	<ul style="list-style-type: none">COMPANIES AND E-COMMERCE BUSINESS OWNER	<ul style="list-style-type: none">PRCOLD CALLINGFACEBOOK ADS <ul style="list-style-type: none">HIGH PRICESDOES NOT FOCUS IN EMAIL HOSTING

Email at (closest competitor)	Company strength and weakness	Updates
<p>Key Product(s):</p> <ul style="list-style-type: none"> - Email Domain - Email Hosting - web design 	<p>Competitor Strengths:</p> <ul style="list-style-type: none"> - Strength #1 Strong market position or brand reputation - Strength #2 4 of price ranges of the service for both business and professionals - Strength #3 Good SEO and high-ranking website with a good score in SEO 80%. 	<p>How We Win:</p> <ul style="list-style-type: none"> - Response to Competitor Strength #1 using social media to mention our loyal customers and encourage them to share our experience with us and use this as a word of mouth to strengthen our reputation. - Response to Competitor Strength #2 setting fit and competitive prices. - Response to Competitor Strength#3 Using suitable keywords in ads to help SEO reach customers at least 7 times so that we can convince them to take action.
<p>Pricing Model:</p> <ul style="list-style-type: none"> - Business Package for small businesses - Professional Package for big companies. 	<p>Competitor Weaknesses:</p> <ul style="list-style-type: none"> - Weakness #1 Weak social media presence or marketing like paid ads on Facebook. - Weakness #2 No transparency about the amount of Giga they provide in their package so the client will think that they will charge him more hidden fees 	<p>How we win :</p> <ul style="list-style-type: none"> -Response to Competitor Weakness #1 focusing on Facebook ads and supporting the account with more content - Response to Competitor Weakness #2 Good copies of ads that we believe the client and ensure him he will not pay more hidden fees. <p>(NOTE: THIS NOT MEAN TO GO FOR LESS PRICING)</p>

CUSTOMER ANALYSIS

1.

Customers who are familiar with the service, understand its benefits, and know the process of acquiring domains and hosting

2.

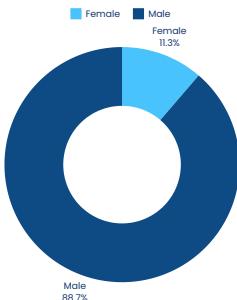
Customers who are unaware of what domain and hosting mean, and need education on the benefits and the process involved.

WE HAVE TWO TYPES OF CUSTOMERS



Analysis previous adv

ANALYSIS REPORT



DATE RANGE:
3 June 2024 -
10 June 2024



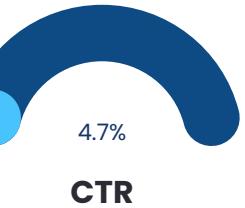
Engagement Rate:

9.3%

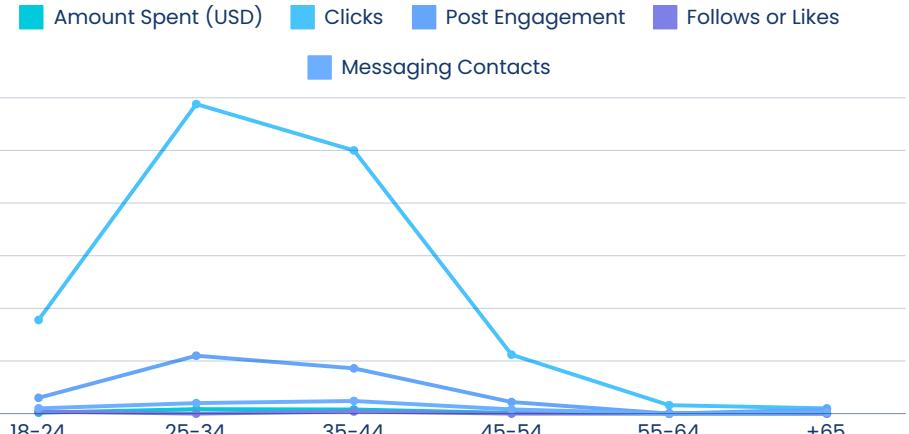
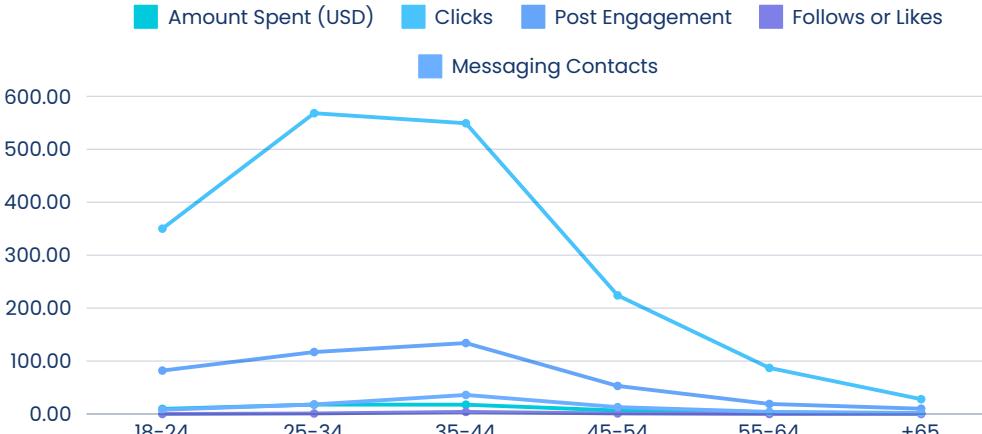
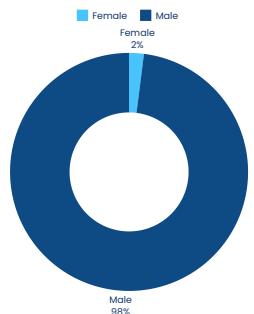
Followers & Likes

30000 & 2800

Facebook



DATE RANGE:
20 June 2024 -
25 June 2024





Based on the analysis of our previous two campaigns, the 25-44 age range, particularly males, has demonstrated the most potential. This demographic not only had higher engagement but also better conversion rates at a reasonable cost, making it a key target for future efforts.

In contrast, the 45+ age group exhibited low engagement levels, with higher costs per result, indicating that this demographic may not be the most effective target for our current strategy.

Both campaigns primarily relied on messaging conversations to generate leads. However, Campaign 1's content appears to be better suited to our audience, as it had a clearer call-to-action (CTA), which resulted in a higher number of messaging contacts.



Marketing Current situation

Sizzle
UniTEch has some bundles but for storage space only.



UniTech focus on one type of customer only who has the knowledge.

speak



Sell

UniTech has 45 client right now.



Service
UniTech has very good customer service.





Marketing objectives



Sizzle

Create bundles that include high-value items, such as free website design services (coming soon).



Sell

Our goal is to double our sales within a year.



Service

Now we satisfy with it but maybe hiring someone to be a moderator and customer service



speak

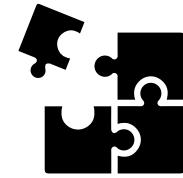
A 50% increase in awareness of our product.



save

50% save within a year by increase customers by 100%





STRATEGY

Segmentation & Targeting of customer:

We categorize customers into groups based on similar goals and mindsets. This allows us to communicate effectively with each group and target them with the most suitable products.

In this table, Domain is represented by (D) and Hosting by (H).

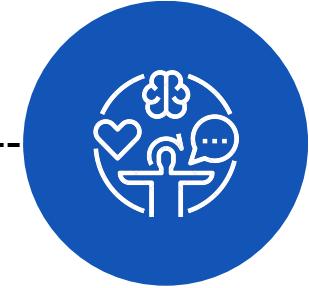
segmentation	Targeting
1. Customers attempted to create an e-invoice and needed an official email.	D + H
2. Customers with a company who provide some departments and employees with a domain.	H
3. Customers with a domain needing to increase email storage space.	H
4. Customers establishing a new company.	D + H
5. A customer with a local project aiming to export	D + H
6. A customer looking to import products from abroad.	D + H
7. Customers who have companies but are unfamiliar with the service..	D + H



Target Audience

Geographic

Allover Egypt



Demographic

Males from 25 to 45 years old

Behavioral

Interested in Business and Email domain and hosting and websites

SEE AND DO

SEE ADS FROM COMPETITORS WITH UNSUITABLE OFFERS.

- ASK FOR RECOMMENDATIONS FROM FACEBOOK PERSONAL ACCOUNTS FROM PEERS OR ON FACEBOOK GROUPS.
- KEEP AN EYE ON REVIEWS AND TESTIMONIALS THAT HIGHLIGHT THE BENEFITS OF PRICING AND THE QUALITY OF THE SERVICE.

GOAL

- COMPARE PRICES ACROSS DIFFERENT PROVIDERS, LOOKING FOR THE BEST DEAL.

CHALLENGES

- LEFT COMPETITORS DUE TO HIGH PRICES.
- CONCERNED ABOUT FINDING A PROVIDER WITH RELIABLE AND AFFORDABLE SERVICE.
- THEY FEAR UNRELIABLE SERVICES WILL COST THEM THEIR BUSINESS

MARKETING MESSAGING

- " OUR PRICES ARE FAIR, OUR SERVICE IS RELIABLE WILL HELP RUN THE BUSINESS SMOOTHLY "
- "CUSTOMER SUPPORT IS ALWAYS AVAILABLE WHEN NEEDED " SO THEY FEEL CONFIDENT IN THE NEW PROVIDER
- "SCALABLE SERVICE MEETS THEIR NEEDS WHILE PREPARING FOR FUTURE GROWTH "
- " TRUSTWORTHY EMAIL HOSTING WITH TOP SECURITY AND PRIVACY."



DEMOGRAPHICS

GENDER: MALE
INCOME: 15K - 50K
LOCATION: EGYPTIAN
AGE: 25-45 RANGE

BACKGROUND

FREELANCER OR E-BUSINESS OWNER
HAS BACHELOR DEGREE/INTERMEDIATE EDUCATION

•
•
•
•
•



Tactics



4 P's

Promotion

- We will use social media mainly for this step, especially Facebook , LinkedIn and website.
- Maybe make some paid advertising in Facebook.
- We will think about making an Email campaign.
- SEO

Place

Online Allover Egypt

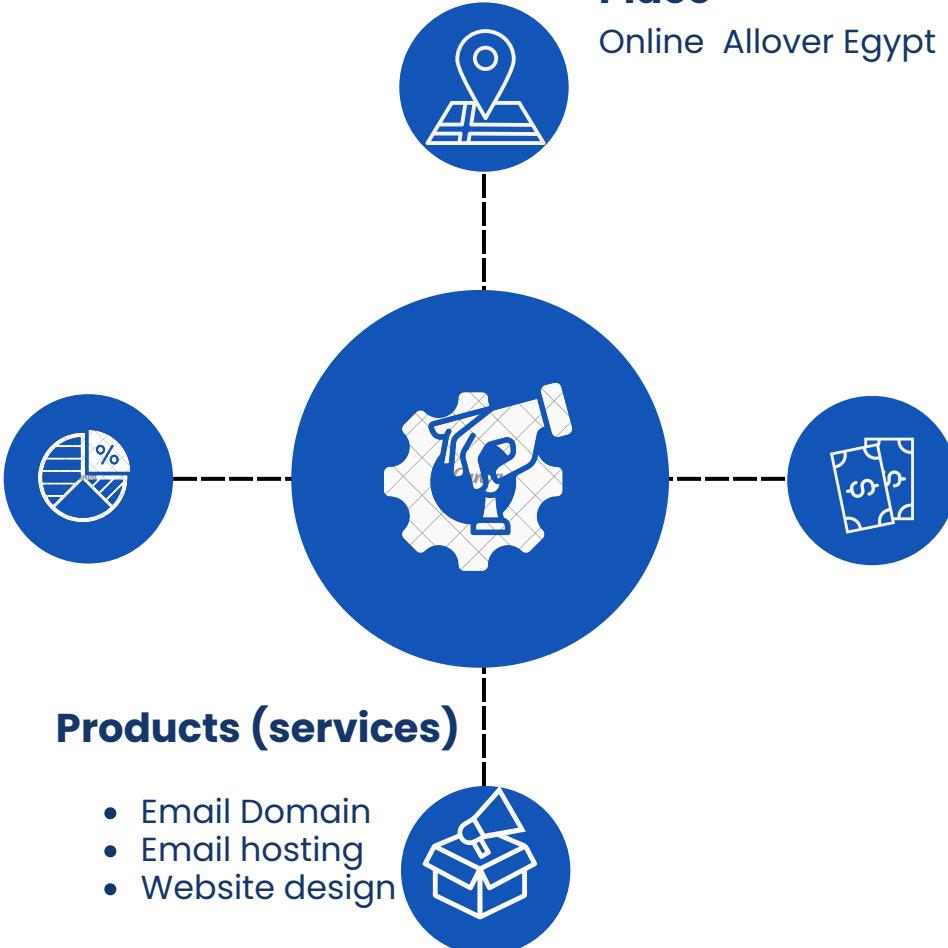
Pricing

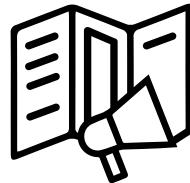
We go through this strategies to adjust our prices:

- 1.Cost-Based Pricing
- 2.Competitor-Based Pricing
- 3.Subscription Pricing
- 4.Bundle Pricing

Products (services)

- Email Domain
- Email hosting
- Website design





Content

Content

strategy



Frequency

twice weekly



Time

posting at 8 pm



Type

sales + promotion + educational+
intertaiment

Posts + photos





4

Tone of voice

Professional in friendly way

Why we choose this Tone of voice?

1

Builds trust with credibility and approachability.

2

Encourages open dialogue for better engagement.

3

Ensures effective communication with clarity and warmth.

4

Creates a positive atmosphere that fosters stronger relationships.





SEO Strategy

Bio&About

Adapted to suit each platform.

Target Group

Select the most promising group based on specific interests and age.



Content

It should include the most commonly used keywords by customers.



Ranking

better visibility and more traffic.



KPIS operational

- 1.Check action tablet plan
- 2.check frequency of posting
- 3.check diverse types of content.
- 4.check collaboration between Team.



CONTROL

KPIS result

- 1.number of customer that get in touch with us
- 2. Engagement
- 3.number of product paid in certain period
- 4.Conversion Rate
- 5.New Sign-ups
- 6.ROI
- 7.Number of complaints or subscription cancellations.



Plan execution

Monthly Content Calendar

Month: October

Year: 2024



Day	Platform / Time	Visual	Caption	Hashtags	Content pillar
sunday	FACEBOOK 6 OCT	Quote Image	هل تبحث عن إنشاء موقع إلكتروني احترافي لبناء علامتك التجارية؟ هتقدم لك الحل Unitech.	#clouds #hosting #Email #emailmarketing	sales
sunday	LINKEDIN 6 OCT	Quote Image	هل تبحث عن إنشاء موقع إلكتروني احترافي لبناء علامتك التجارية؟ هتقدم لك الحل Unitech.	#clouds #hosting #Email #emailmarketing	sales
Tuesday	FACEBOOK 8 OCT	Quote Image	محتاج إيميل رسمي باسم شركتك أو مصنوعك؟ استلم الدومين باسم شركتك خلال ساعة فقط	#clouds #hosting #Email #emailmarketing	sales
Wednesday	FACEBOOK 16 OCT	Product reel	Grow your business with Unitech	#clouds #hosting #Email #emailmarketing	Engagement
Wednesday	FACEBOOK 16 OCT	Product Video	Take your business to the next level with a best email cloud services. call us now	#clouds #hosting #Email #emailmarketing	Engagement
Tuesday	FACEBOOK 22 OCT	Quote Image	محتاج إيميل رسمي باسم شركتك أو مصنوعك؟ استلم الدومين باسم شركتك خلال ساعة فقط	#clouds #hosting #Email #emailmarketing	sales



Plan execution

1. Facebook



Facebook Bio

المتحده للتكنولوجيا
خدمتنا

- * استضافة البريد الالكتروني للشركات
- * تصميم المواقع
- * تصميم تطبيقات الهاتف المحمول
- * سيرفرات كلاود

حصل على استضافة بريد إلكتروني احترافية و خدمات تصميم مواقع لتعزيز هويتك الرقمية ، خوادم سريع وآمنة مقرها إنجلترا وخطط مرنة تناسب احتياجاتك .
 تواصل معنا لدعم احترافي



We updated our Facebook bio to be:

1 Professional

We refined our tone of voice to be more professional, enhancing trustworthiness.

2 Specific

We are resuming our current services, as some were temporarily paused.

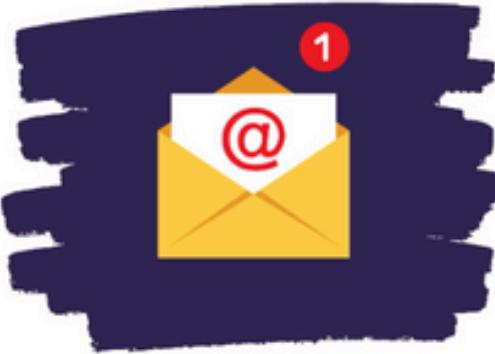
3 Keywords

We incorporated keywords into our Facebook bio to optimize it for SEO.



Facebook Posts

إيميل رسمي لشركتك



باقات تبدء من 1000ج سنويا

تواصل معنا

01114600140

f /UniTech.egypt



UniTech

Published by Abdelrazeq Gamel

October 8 at 3:18 PM ·

نماذج إيميل رسمي باسم شركتك أو مصنعك؟
نعلم الدومين باسم شركتك خلال ساعة فقط!
أسعار تبدأ من 1000 جنيه سنويًا
دومن باسم شركتك (اسم_الشركة.كوم)
سيرفرات خاصة للشركات والمصانع الكبرى
حماية وأمان بنسبة 100%
باقات تناسب جميع الشركات
هدية مجانية: موقع تعريفي من صفحة واحدة
قدمة من باقات 50 جيجا)
تصميم موقع إلكتروني مخصص (حسب الطلب)
كلفة إضافية
وسائل دفع سهلة ومتعددة
دعم فني مجاني وسريع لمساعدتك في كل
نطوات

• تواصل معنا الآن عبر رسائل الصفحة او واتساب
See less 01114600140

Edit

Boost post

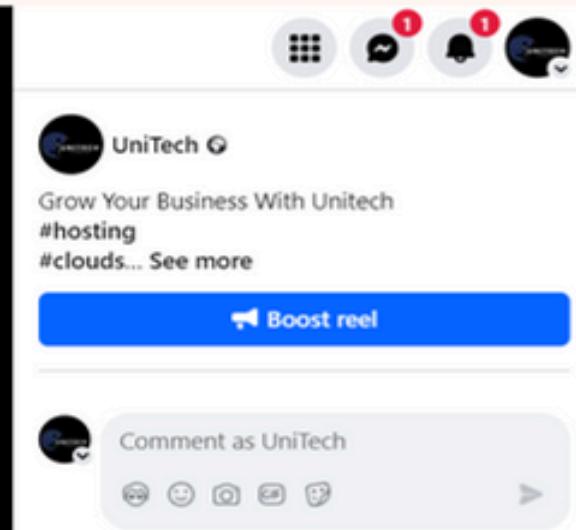
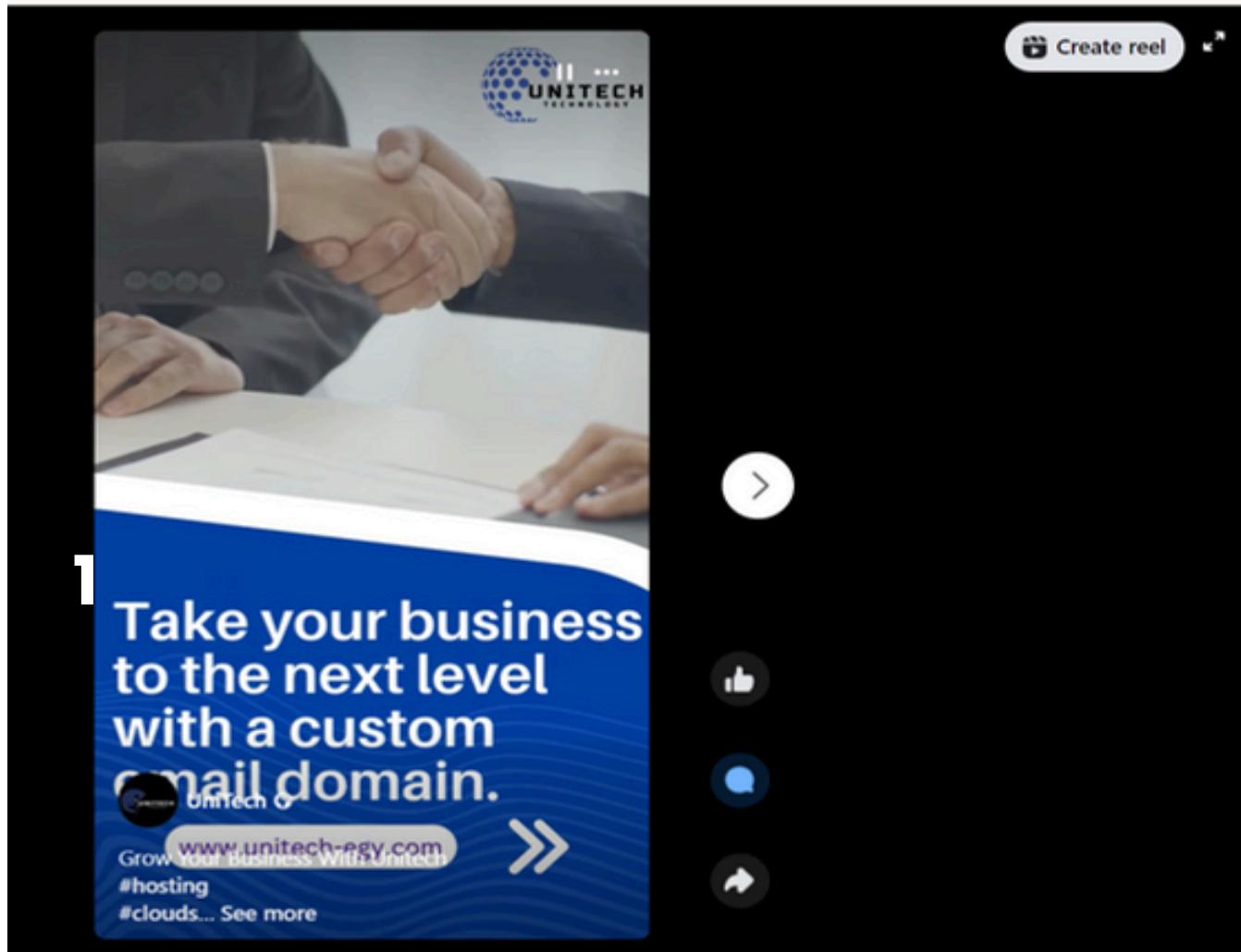
10

4 41



Comment as UniTech

Facebook Reels





Facebook Ads

The image displays a collage of screenshots from the Facebook Ads interface, illustrating the process of creating and managing ads. The screenshots are arranged in a grid-like pattern.

- Screenshot 1:** Campaign setup screen showing "Domain & Hosting" selected as the ad type. It includes sections for "Campaign name", "Special Ad Categories" (with a note about declination), "Benefit of Declining Special Ad Categories", "Campaign details" (Buying type, Campaign objective, Dates), "Advantage catalog ads" (with a note about creating a catalog and driving more sales), and "Advantage campaign budget" (with a note about budget distribution and spending limits).
- Screenshot 2:** Audience definition screen for "Audience of Unitech". It shows "Domain & Hosting" selected as the ad type. The audience is defined as "Fairly broad" with an estimated audience size of 16,400,000. It includes sections for "Conversion" (Conversions location: Drive sales, Drive website conversions on your website, App, Drive website conversions on your app, Drive website and app, Drive website or app conversions on your vehicle or app, Messaging apps, Calls, Drive website or app conversions through Messenger, Instagram and WhatsApp), "Estimated daily results" (Estimated daily results aren't available for this campaign since it has a budget optimized across all ads), "Facebook Page" (Facebook Page: Unitech), "Messaging apps" (Messenger, WhatsApp), and "Instagram" (Instagram: 421 11 14000140). A note at the bottom states: "Whichever information, including names and phone numbers, is subject to the data use restrictions."
- Screenshot 3:** Budget & schedule screen for "Audience of Unitech". It shows "Domain & Hosting" selected as the ad type. The budget is set to "Advantage campaign budget". The schedule starts on Oct 8, 2024, and ends on Oct 13, 2024, both at 06:00 PM EST. Estimated daily results are noted as not available for this campaign since it has a budget optimized across all ads. A note says: "Your budget was set using Advantage campaign budget. Visit the campaign level to make updates."
- Screenshot 4:** Audience screen for "Audience of Unitech". It shows "Domain & Hosting" selected as the ad type. It includes sections for "Budget & schedule" (Start date: Oct 8, 2024, End date: Oct 13, 2024, Both at 06:00 PM EST), "Audience definition" (Your audience selection is fairly broad, Specific, Broad, Estimated audience size: 16,400,000 - 21,600,000), "Estimated daily results" (Estimated daily results aren't available for this campaign since it has a budget optimized across all ads), "Audience" (Define who you want to see your ads. Learn more), "Improve performance with Advantage+ audience" (Up to 35% lower cost per result, Based on our experiment, Use Advantage+ audience), "Create new audience" (Create new, Use saved audience), "Custom audiences" (Search existing audiences, Create new), and "Add exclusions" (Search existing audiences). A note at the bottom says: "By clicking 'Publish', you agree to Facebook's Terms and Advertising Guidelines."
- Screenshot 5:** Audience definition screen for "Audience of Unitech". It shows "Domain & Hosting" selected as the ad type. The audience is defined as "Fairly broad" with an estimated audience size of 11,700,000 - 13,800,000. It includes sections for "Locations" (Included location: Egypt), "Age" (25 - 45), "Gender" (All, Male, Women), "Advantage detailed targeting" (Interests: Additional interests, Email service provider (marketing), Interests: Business and industry + Online (computing), Email marketing (marketing), Web design (website), Web hosting (computing), Add demographics, interests or behaviors, Suggested: Browse, Define further), "Advantage detailed targeting has been applied" (This means we'll expand your audience to include more people beyond your detailed targeting selections when it's likely to improve performance. It's automatically applied based on your campaign objective and conversion goals), "Languages" (All languages), and "Save audience". A note at the bottom says: "By clicking 'Publish', you agree to Facebook's Terms and Advertising Guidelines."
- Screenshot 6:** Ad setup screen for "email hosting post". It shows "Domain & Hosting" selected as the ad type. It includes sections for "Ad setup" (Use existing post, Your ad won't deliver to 1 placement, Audience Network rewarded video), "Ad creative" (Select and optimize your ad text, media and enhancements, Change post, Create post, Suggested posts: Facebook Post: Sep 16, 2024, Facebook Post: Oct 6, 2024, Facebook Post: Oct 8, 2024), "Primary text" (Primary text: Arabic text in English), and "Call to action" (Good WhatsApp message). A note at the bottom says: "Enter post ID" and "500 likes from 4,000 total fans (100%)".
- Screenshot 7:** Ad preview screen for "email hosting post". It shows "Domain & Hosting" selected as the ad type. It includes sections for "Ad preview" (Your ad won't deliver to 1 placement, Audience Network rewarded video), "Edit placement" (Select a placement to edit, Turned on recent comments), "Advantage+ creative" (Tailor your ad for the person receiving it by letting us automatically optimize your creative. This can improve performance), "Enhancements (1/1)" (Turned off), "Message template" (Choose a template for beginning the chat after people tap on your ad. Learn more, Create new, Use existing, Select template: Unitech template message), "Greeting" (Greeting: Arabic greeting message), "Questions and responses" (Edit, Duplicate, Provide to Messenger), "Tracking" (Track important metrics that contain the conversions your ad might measure. The dataset that contains the conversions selected for the ad account will be tracked by default), "Website events" (Website events: Set up), and "Offline events" (Offline events: Set up). A note at the bottom says: "By clicking 'Publish', you agree to Facebook's Terms and Advertising Guidelines."



Analysis of Facebook campaign

CONTENT Engagement

Analysis Report

DATE RANGE:
8 Oct 2024
13 Oct 2024

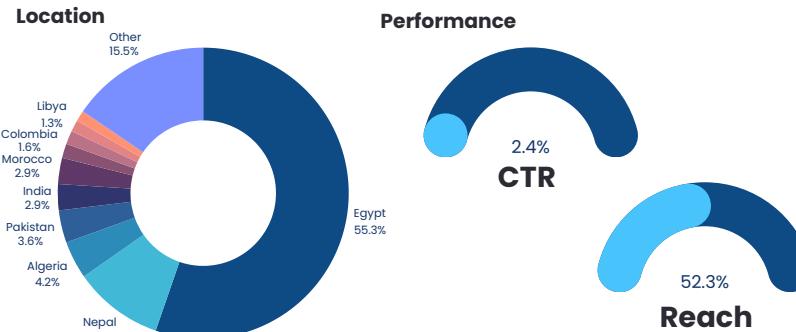
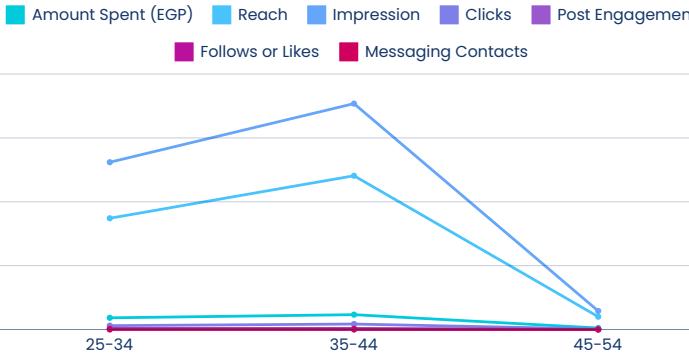
Key Metrics

Followers & Likes
30300 & 2834

Engagement Rate:
9.4%

Performing Content:
Facebook

Audience Demographics



Based on our campaign analysis, the primary age group lies within the 25-44 range, with particularly strong engagement in the 35-44 segment. This demographic has shown higher interaction rates across various metrics, especially in post engagement and messaging contacts, signaling strong interest and conversion potential.

Geographically, Egypt stands out as the top-performing region, accounting for 55.3% of the overall reach. Meanwhile, other regions like Nepal and Algeria also show notable engagement, though they represent a smaller portion of the audience.

The click-through rate (CTR) of 2.4% suggests moderate effectiveness in encouraging interactions, with a total reach of 52.3%, highlighting the need for optimizing content to increase engagement. While the engagement rate is at 9.4%, there is room for growth, especially by focusing on the performing content, such as Facebook, which has proven to be the best platform for driving results.

Moving forward, targeting younger audiences, particularly in Egypt and similar regions, with tailored and optimized content is likely to drive stronger outcomes.



Results



We connect with 19 client :

- Facebook : 7 clients
- Whats app : 12 client

Contract with Unitech 5 clients with Average Profit 60%

One client purchased a bundle= 15 G + 20 Acc =3250

One client purchased a bundle= 30 G + 50 Acc =4700

Three client purchased a bundle= 1G + 5 Acc =1000

Total Sales = 10950



Plan execution

2. LinkedIn

LinkedIn About



IT Services & Solutions



We updated LinkedIn about to be :

1

Professional

2

more detailed

3

Keywords

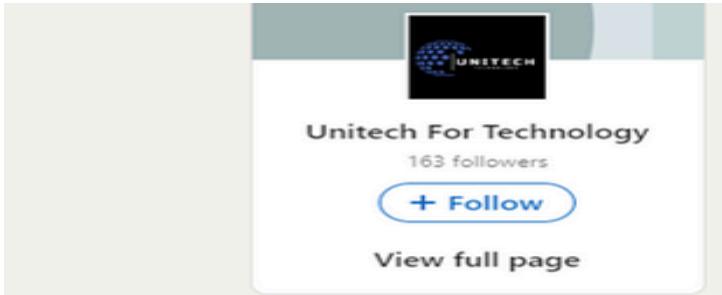
Unitech Company specializes in professional email domain and hosting services, helping businesses build their digital presence. With UK-based servers, we offer fast, secure, and scalable solutions.

Our services include custom email domains for professionalism and email hosting with enhanced security, automatic backups, and webmail access. We also provide website design packages, delivering structured, visually appealing, and user-friendly websites.

At Unitech, we offer flexible payment options, fast domain delivery, local currency transactions and introduce new service bundles to further support our clients.

Choose Unitech for secure, customizable solutions to enhance your business's digital identity.

in LinkedIn Posts



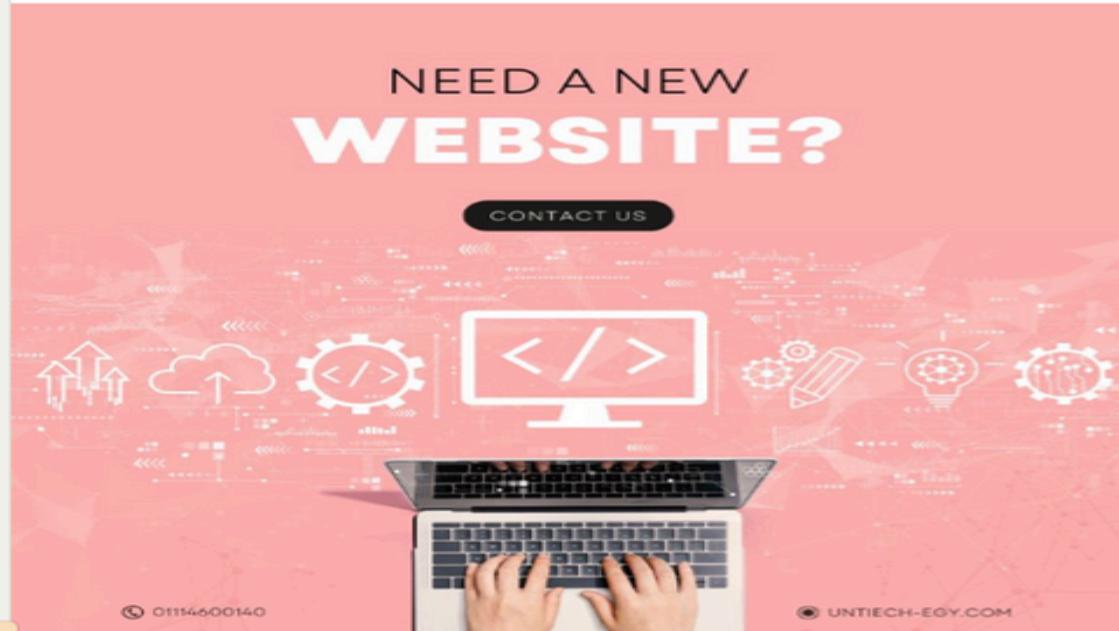
Unitech For Technology
163 followers
[+ Follow](#)
[View full page](#)

Unitech For Technology
163 followers
1w • 

+ Follow ...

هل تبحث عن إنشاء موقع إلكتروني احترافي لبناء علامتك التجارية؟
Unitech تقدم لك الحل:
تصميم موقع الكتروني للنشاط التجارى الخاص بك من خلال مجموعة من أفضل أفضل الخبراء
لدينا في مجال تصميم المواقع الالكترونية للشركات
هوية شركتك
كل ذلك بخطوة واحدة!
تواصل معنا الآن واستفيد من عروضنا الخاصة

Show translation



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LinkedIn analysis



The LinkedIn organic reach report shows that out of a total audience of 163, the posts received 42 impressions, which means approximately 25.7% of the audience saw the posts. While this indicates some level of engagement, there is room for improvement. Strategies like optimizing content, increasing posting frequency, and utilizing relevant hashtags could potentially enhance visibility and overall reach in future campaigns.



Plan execution

3. Email Marketing



Email Marketing:

Why We Use Email Marketing at UniTech!



Email marketing is a highly effective tool for UniTech for several reasons:

- 1** Direct Communication: It allows us to communicate directly with our customers, ensuring that our message reaches their inbox and captures their attention in a personalized manner.
- 2** Cost-Effective: Compared to other marketing channels, email marketing offers a high return on investment, making it an ideal choice for our small business.
- 3** Targeted Campaigns: We can segment our audience based on their needs and behavior, enabling us to send tailored offers (like our storage upgrades and discounts) that drive engagement and conversions.
- 4** Measurable Results: Email marketing provides clear metrics, such as open rates and click-through rates, allowing us to track the success of our campaigns and adjust strategies accordingly.
- 5** Customer Retention: By regularly keeping our customers informed about new services, special promotions, and updates, we build strong relationships that lead to higher retention rates and long-term loyalty.



Email body

From: sales@unitech-egy.com
To: info@almansource.com
Cc: yousef.salama@castle-eg.net
info@sunterractoreg.com
info@warcogroup.net
media@madmeneg.com
Subject: عرض خاص - زود مساحة الاستضافة الخاصة بـ 25% خصم

عرض لزيادة المساحة بخصم 25% لفترة محدودة .

أن نقدم لك عرضاً حصرياً Unitech يسعدنا في

لفترة محدودة، يمكنك زيادة مساحتك التخزينية بخصم فوري 25%. نعم، خلال الأسبوع القائم، استمتع بأي مساحة تخزينية مع خصم 25%

هذا العرض ساري لمدة أسبوع واحد فقط، فلا تفوت هذه الفرصة الرائعة لتحسين تجربتك في استضافة المواقع.

للاستفادة من الترقية، يرجى الرد على هذا البريد الإلكتروني أو الاتصال بنا على [رقم الهاتف أو البريد الإلكتروني للدعم]

أطيب التحيات





Recommendations

1

Target Audience :

- Based on the report, this age group (25-44) holds the largest percentage of users on Facebook, which should continue to serve as the primary platform, given its strong performance in driving engagement.

2

Awareness Campaigns:

- Launch awareness campaigns focused on this demographic.
- Create bundles with attractive discounts tailored to their needs.
- Schedule the campaigns between 7 PM to 10 PM to maximize reach.

3

Geographical Focus:

- Continue targeting Egypt, which represents 55.3% of the audience.
- Explore and study the market characteristics in countries like Nepal , Algeria , Pakistan, Morocco, and India .
- Customize content to appeal to these regions.

4

Current Organic Strategy:

- Up until now, we've been relying on organic reach through scheduled posts.
- The next step is to invest in paid campaigns on LinkedIn to enhance reach and engagement.

5

Reels and Video Content:

- Start creating Reels and videos on Facebook to increase engagement with the audience.

Contact Us

If you have any further questions about market planning or would like to discuss our next steps together, feel free to reach out to us.

 www.MAST@DEPI.com

 0100005555

 Marketing@MAST.com

 Online Agency





Thank You

www.unitech-egy.com

