

Digital Marketing

the healthy eating promotion project



supervised by

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project Selection Strategy

As a group of five members, we followed a structured and collaborative approach to select our project. Our goal was to ensure that the chosen idea aligns with our interests, capabilities, and available resources. The selection process was carried out in four key phases:

1. Brainstorming Phase

Each team member proposed two to three potential project ideas. During this phase, no idea was criticized or rejected. The purpose was to generate a wide range of ideas based on our collective creativity, interests, and knowledge areas.

2. Initial Evaluation

We established a set of evaluation criteria to assess each idea: Feasibility – Is the idea realistic given our time, skills, and resources? Value – Does the project provide meaningful impact or address a real need? Interest – Are team members passionate and motivated to work on it?

Creativity – Is the idea innovative or unique?

Each idea was scored by all team members on a scale from 1 to 5 under each criterion.

3. Voting Process

After scoring, the top three ideas with the highest overall ratings were shortlisted. We then conducted a final voting round to select the winning project. Each member cast one vote for the idea they preferred the most.

4. Final Selection

The selected project was “Promoting Healthy Eating Habits.” It was chosen based on its relevance, social value, alignment with our personal interests, and the availability of content and resources. The project allows us to combine creativity, education, and media to encourage better dietary choices in our community.

1-Why did we choose the healthy eating promotion project?

Choosing to promote healthy eating in Egypt is backed by several strong reasons, especially given the presence of presidential initiatives that support this direction. These factors enhance the success potential of marketing campaigns and increase their impact.

1. Support from Government and Presidential Initiatives

Egypt has launched several initiatives aimed at improving public health, such as:

- The “100 million Healthy Lives” Initiative, which focuses on early detection of diseases linked to unhealthy diets, such as obesity and diabetes.
- The “Decent Life” Initiative, which includes raising awareness about nutrition in rural areas.
- The School Nutrition Initiative, which provides healthy meals for children.

These initiatives create an ideal environment for promoting healthy eating, as they align with national priorities, making it easier to gain government support and collaborate with health organizations.

2. Rising Rates of Food-Related Diseases

- Egypt is witnessing an increase in obesity, diabetes, and heart diseases due to the heavy reliance on unhealthy food.
- Lack of awareness about the importance of a balanced diet creates a need for awareness campaigns targeting different age groups.

3. Lifestyle Changes and Growing Health Awareness

- There is a global shift towards healthy eating, reflected in Egypt's growing interest in organic products, diet plans, and fitness trends.
- The rise of social media influencers promoting healthy lifestyles has increased public awareness of nutrition and its impact on health and beauty.

4. The Role of Digital Marketing and Technology

- Digital marketing can be leveraged to promote healthy diets through social media, mobile applications, and websites.
- Engaging content can include:
 - Easy and nutritious recipes tailored to Egyptian cuisine.
 - Challenges and interactive campaigns encouraging people to adopt a healthy lifestyle.

5. Social and Economic Impact

- Reducing healthcare costs associated with treating diet-related diseases.
- Supporting local food producers and encouraging a shift towards healthier food industries.

2-Mission & Vision for Promoting Healthy Eating

- Mission Statement:

To inspire and empower individuals to make healthier food choices by providing accessible, nutritious, and delicious options while fostering a culture of well-being through education, innovation, and community engagement."

- Vision Statement:

"To create a world where healthy eating is the norm, not the exception, by making wholesome food affordable, enjoyable, and sustainable for everyone, leading to healthier lives and a better future.

3-Main Objectives for Promoting Healthy Eating

1. Raising Awareness by 100000 in 3 Months About the Importance of Healthy Eating

By sharing educational content (videos, infographics, and posts) and tracking engagement metrics like reach and shares.

2. Encourage 10,000 People to Try Healthy Recipes in 6 Months

Through a motivating followers to share their experiences and interact with posts.

Gantt chart

Item	Item description	prepare	Deadline
Project Planning & Management	<ul style="list-style-type: none"> • Identify the product/service/brand to be marketed. • Define the main objectives of the marketing campaign. • Create a timeline for project phases (Gantt Chart). • Identify digital tools and 	Tamer abdallah Mohamed zalbya	2/24/2025

	<p>platforms to be used.</p> <ul style="list-style-type: none"> • Assign team roles and responsibilities. 		
BCM Review	<ul style="list-style-type: none"> • Develop a Business Canvas Model for the project. • Conduct a SWOT analysis. • Study the latest digital marketing strategies for the project. • Review techniques used in successful projects. • Analyze digital market trends and their impact on marketing campaigns 	Mohamed Gharib Mohamed Aly	2/24/2025
Requirements Gathering	<ul style="list-style-type: none"> • Analyze audience behavior across various digital channels. • Identify tools and technologies required for campaign execution. • Conduct interviews and surveys with the target audience to understand user needs. • Create Personas representing the project's primary users 	Mayada Atef Soliman &Ahmed Nagy sedeek	2/24/2025

System Analysis & Design	<ul style="list-style-type: none"> • Prepare a digital marketing strategy, including: <ul style="list-style-type: none"> o Selecting appropriate marketing channels (Social Media, SEO, Email Marketing, Paid Ads). o Developing a content marketing plan (content types and publishing schedule). o Defining Key Performance Indicators (KPIs) to measure campaign success. • Design a prototype for the marketing campaign (Mockups, Wireframes). • Prepare a campaign management plan and execution phases. 	Ahmed Essam Ali	2/24/2025
Implementation	<ul style="list-style-type: none"> • Create and design marketing content suitable for each digital channel. • Launch the marketing campaign on selected channels. • Implement Search Engine Optimization (SEO) strategies. • Manage audience interaction and respond to comments and messages. 	all team	4/11/2025
Final Presentation & Testing & Reports	<p>Final Presentation, Testing, and Reports</p> <ul style="list-style-type: none"> • Submit a final report including result analysis. • Suggest improvements for future campaigns based on collected data. • Present the final project, including: <ul style="list-style-type: none"> o Campaign strategy and objectives. o Performance analysis and achieved results. o Lessons learned . 	all team	4/11/2025

- Digital tools

- 1. Social Media Marketing Tools
- Platforms: Facebook, Instagram, TikTok
- Tools:
- Meta Business Suite (for Facebook & Instagram Ads)
- Canva / Adobe Spark (for creating engaging visuals & infographics)

Competitor Analysis

This analysis focuses on non-branded promoting healthy eating (not tied to a specific product or company). The goal is to understand their content strategy, engagement, and audience interaction to improve our campaign.

1. Page: "Healthy Food Egypt"

Followers: ~500K

Content Focus:

Simple, healthy recipes using local ingredients

Short cooking videos with Arabic captions.

Myth-busting posts (e.g., "Is olive oil really healthy?").

Engagement Strategies:

Daily posts (mix of videos, infographics, and polls).

"Challenge" campaigns (e.g., "30 Days No Sugar").

User-generated content (followers share their meals).

Strengths:

High engagement due to relatable, easy-to-make recipes.

Strong use of visuals and short videos.

Weaknesses:

Limited interaction with followers (rare replies to comments).

2. Page: "Eat Well – الأكل الصحي"

Followers: ~300K

Content Focus: Nutrition science (e.g., "Protein sources for vegetarians")

Meal prep guides for busy people.

Comparison posts (healthy vs. unhealthy swaps)

Engagement Strategies:

Weekly live Q&A with nutritionists.

Hashtag campaigns (#EatCleanEgypt).

Story polls ("Which recipe should we post next?").

Strengths

Educational content builds credibility.

Interactive live sessions boost loyalty.

Weaknesses:

Less frequent posting (3–4 times/week).

Overuse of stock images (few real-life cooking clips).

3. Page: "Healthy Habits – عادات صحية"

Followers: ~200K

Content Focus:

Psychological tips for habit change (e.g., "How to stop cravings").

Budget-friendly healthy eating guides.

Success stories from followers.

Engagement Strategies:

Motivational quotes + meal photos.

"Tag a friend" contests.

Collaborations with fitness influencers.

Strengths:

Emotional connection through storytelling.

Strong community feel (followers share personal journeys).

Weaknesses:

Inconsistent video content (mostly text/images).

Minimal use of trending formats (Reels, TikTok-style clips).

Audience Research

As part of the initial phase of the project, a survey was conducted to better understand the target audience's behavior, preferences, and challenges regarding healthy eating. The insights gained from this research were crucial in shaping the digital marketing strategy and content direction.

Survey Objective

To identify the motivations, obstacles, and content preferences of our target audience in relation to healthy eating habits, in order to deliver more relevant and engaging content.

Survey Questions (Key Items)

1-Age group

2-Gender

3-Do you try to follow a healthy eating lifestyle?

4-What motivates you to eat healthy?

(e.g. Weight loss, health improvement, disease prevention)

5-What is your biggest challenge when it comes to healthy eating?

6-What type of content would you prefer to see from a healthy eating page?

(e.g. Recipes, tips, challenges, videos)

7-How often would you like to see posts?

8-Which platforms do you mainly use?

9-Would you be willing to share your own healthy meals or tips?

Key Findings

Age:

Most respondents were above 25 years old, with a strong representation in the 25–40 age range.

Motivations:

Top reasons for healthy eating were weight loss, disease prevention, and overall health improvement.

Main Challenges:

Lack of willpower, limited knowledge, and difficulty accessing ingredients were the biggest obstacles.

Preferred Content:

Over 70% of respondents preferred healthy recipes, followed by challenges and educational visuals.

Content Frequency:

Most respondents preferred daily or every two days posting.

Platform Use:

Instagram and Facebook were the top platforms, with TikTok also gaining relevance among younger users.

Engagement Willingness:

A majority of participants expressed interest in sharing their own content or participating in challenges.

Business Canvas Model for Healthy Eating Promotion Project

A Comprehensive Framework for Promoting Healthy Eating in Egypt



Project Name: Healthy Eating Promotion Project 2025

Team Members: "Tamer Abdallah, Mohamed Gharib, Ahmed Nagy, Mayada Atef and Ahmed Essam"

SWOT Analysis for the Healthy Eating Promotion Project

Category	Points	Solutions
Strengths	<ul style="list-style-type: none"> - Increasing health awareness. - Availability of diverse healthy food options. - Government and health organization support. - Digital platforms for awareness campaigns. - Rising demand for specialized diets (keto, vegan, gluten-free). 	<ul style="list-style-type: none"> - Leverage social Social Media and influencers. - Collaborate with health organizations. - Use storytelling and testimonials to promote benefits.
Weaknesses	<ul style="list-style-type: none"> - Higher cost of healthy food. - Limited awareness in some communities. - Perceived bland taste of some healthy foods. - Difficulty in changing long-term eating habits. 	<ul style="list-style-type: none"> - Introduce affordable healthy options. - Conduct awareness campaigns in schools and media. - Develop tastier recipes and healthy fast-food alternatives. - Offer free samples and promotional discounts.
Threats	<ul style="list-style-type: none"> - Popularity of cheap fast food. - Influence of unhealthy food advertising. - Limited nutritional knowledge among consumers. - Economic factors affecting purchasing power. 	<ul style="list-style-type: none"> - Compete with fast food by offering quick and healthy alternatives. - Use engaging digital marketing and educational content. - Partner with restaurants to introduce healthy menu options.
Opportunities	<ul style="list-style-type: none"> - Growing demand for healthy food due to lifestyle diseases. - Advancements in food technology (e.g., sugar & flour substitutes). - Government incentives for promoting healthy eating. - Popularity of health-conscious diets. - Digital marketing opportunities for reaching a wider audience. 	<ul style="list-style-type: none"> - Invest in R&D for innovative healthy products. - Engage in partnerships with fitness and wellness industries. - Create mobile apps for easy access to nutritional information.

Marketing Mix (4Ps) for the Project: Promoting Awareness of Healthy Eating

1. Product

The core product is educational and motivational content aimed at increasing public awareness about the benefits of healthy eating. This includes:

1-Informative videos and reels (short-form content)

2-Healthy recipes tailored to different dietary needs

3-Nutrition tips and facts

4-Infographics and visual guides

5-Interactive challenges and quizzes to engage the audience

The content is designed to be accessible, evidence-based, and practical, encouraging small but impactful lifestyle changes.

2. Price

The project offers free access to all its content and resources. Since the primary goal is awareness and social impact rather than profit, the pricing strategy is based on:

Zero cost to users – content shared via free platforms like Instagram, Facebook, TikTok.

3. Place

The distribution channels focus on digital platforms to reach a wide and diverse audience:

Social media platforms (Instagram, TikTok, Facebook) – for daily posts, reels, and live sessions.

Website or blog (optional expansion) – for organized access to articles, recipes, and downloadable resources.

4. Promotion

The promotional strategy aims to create strong engagement and build trust with the audience:

Content Marketing – regular publishing of valuable and engaging content.

Social media campaigns – using hashtags, challenges (e.g. “7-day healthy eating challenge”), and user-generated content.

Interactive tools – polls, quizzes, Q&A sessions to increase interaction.

Digital Marketing Strategy – Healthy Eating Awareness Project

Project Objective

To increase awareness and engagement around healthy eating habits by providing accessible, engaging, and practical content across key social media platforms, targeting primarily Egyptian users aged 21–45 with an interest in health, fitness, and lifestyle improvement.

Target Audience (From Survey)

Age: 21–45 (mainly 25+

Motivation: weight loss, disease prevention, fitness

Challenges: lack of knowledge, willpower, access to ingredients

Preferred content: Healthy recipes, meal plans, challenges, visual content

Desired frequency: Daily or every two days

Platforms used: Instagram, Facebook, TikTok

They prefer: short videos, visuals, interactive posts

High willingness to engage and share personal experiences

Marketing Mix Summary

Element	Description
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Product	Free educational content: healthy recipes, tips, challenges, videos
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Price	Completely free access to all content
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Place	Social platforms: Facebook, Instagram, TikTok
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Promotion	Paid ads (initial), organic growth, collaborations, reels, polls, challenges
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Platform Strategy

1. Instagram

Content focus: Reels, carousels, stories

Style: Visually clean, short captions, Arabic slang + clear CTA

Weekly plan:

3x reels/week (recipes, quick tips, myth-busting)

2x carousels (healthy swaps, benefits)

Daily stories (polls, this/that, Q&A)

Monthly challenge (e.g., “7-Day Sugar-Free”)

2. Facebook

Content focus: Same as IG but adapted for older audience

Style: Slightly longer captions, community tone

Weekly plan:

Repost IG content + schedule live Q&A or posts

Run polls or “ask the audience” posts

Highlight follower stories and success journeys

3. TikTok

Content focus: Fun, short, trendy videos (30–60s)

Weekly plan:

2–3 videos/week

Use trending sounds and effects

Focus on relatability: “What I eat in a day”, mistakes people make, kitchen hacks

Budget Plan (Initial Phase Only)

Platform	Amount	Usage
Facebook	400 EGP	Promote top-performing recipe video and 1 challenge post
Instagram	400 EGP	Boost 2–3 reels for reach + engagement
TikTok	0	Organic growth only (based on trends and consistency)

4 Creating Personas Representing Core Users

Personas help define different segments of the target audience, making marketing efforts more personalized.

Example Personas for the Healthy Eating Promotion Project:

Sarah – The Health-Conscious Student

- **Age:** 21
 - **Occupation:** University Student
 - **Pain Points:**
 - Struggles with time management and meal prepping.
 - Finds it expensive to eat healthy on a student budget.
 - **Goals & Motivations:**
 - Wants quick, easy, and affordable healthy meal options.
 - Seeks to maintain an active lifestyle with minimal effort.
 - **Preferred Channels:**
 - **Instagram, TikTok, YouTube** for quick recipe videos and influencer recommendations.
 - **Marketing Approach:**
 - Short, engaging **Reels & TikToks** showcasing easy-to-make healthy meals.
 - **Meal-prep challenges** with budget-friendly ingredients.
 - Collaboration with **fitness & nutrition influencers**.
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Ahmed – The Busy Professional

- **Age:** 35
- **Occupation:** Corporate Manager
- **Pain Points:**
 - Limited time for cooking and meal preparation.
 - Constantly eating out due to a hectic schedule.
- **Goals & Motivations:**

- Wants **quick and nutritious meals** to support an active lifestyle.
 - Prefers **ready-to-go meal plans** that fit into a busy workday.
 - **Preferred Channels:**
 - **Facebook, LinkedIn, Email Newsletters** for structured, informative content.
 - **Marketing Approach:**
 - Subscription-based **meal plan recommendations** via email.
 - **Healthy food delivery service partnerships.**
 - Quick **recipe videos for busy schedules.**
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Fatima – The Health-Conscious Mom

- **Age:** 40
 - **Occupation:** Stay-at-home mom
 - **Pain Points:**
 - Wants to prepare **healthy meals for her family** but struggles with picky eaters.
 - Concerned about **processed foods and artificial ingredients.**
 - **Goals & Motivations:**
 - Learning how to make **nutritious and family-friendly meals.**
 - Ensuring her **kids develop healthy eating habits.**
 - **Preferred Channels:**
 - **Facebook Groups, YouTube, Pinterest** for family-focused meal ideas.
 - **Marketing Approach:**
 - **Kid-friendly healthy recipes.**
 - **Live cooking sessions** with nutrition experts.
 - Community-driven content like **mom support groups** on Facebook.
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Tamer – The Fitness Enthusiast

- **Age:** 37
- **Occupation:** Gym Trainer / Fitness Coach
- **Pain Points:**

- Needs **high-protein, performance-driven meals**.
- Avoids unhealthy fats, sugar, and processed foods.
- **Goals & Motivations:**
 - **Gaining muscle, improving endurance, and staying fit.**
 - Learning about **supplements and meal timing for performance.**
- **Preferred Channels:**
 - **YouTube, Instagram, Reddit (fitness forums).**
- **Marketing Approach:**
 - **High-protein meal plans & supplement guides.**
 - Collaborations with **fitness influencers & athletes.**
 - **Workout nutrition tips & meal-prep strategies.**

Ad Performance Report – Healthy Eating Awareness Campaign

Date of Ad: 8 April 2025

Platform: Facebook

Budget Used: 400 EGP

Objective: Increase awareness and followers for our Healthy Eating Awareness page

1. Campaign Overview

We launched a paid Facebook campaign aimed at promoting the importance of healthy eating, with a focus on how it impacts skin and hair health. The ad included an eye-catching visual and a short caption with a call-to-action to follow the page and engage with the content.

People Reached 2,448

Follows / Likes 133

Post Engagements 10

Shares 1

Other Clicks (e.g. profile) 53

3. Audience Insights

Gender: Women: 66.4% & Men: 33.2%

Age Groups Most Reached: 25–34 years & 35–44 years

These results indicate that our target audience is predominantly women aged 25 to 44, which aligns perfectly with the type of content we offer on healthy eating and its effect on skin and appearance.

4. Strengths

Excellent conversion to follows: 133 followers from a 2,448 reach means our ad was attractive to the target audience.

Well-defined targeting: We reached the right demographic (mainly women interested in beauty and wellness).

Cost-effective results: The cost per follow is very reasonable given the modest budget.

5. Areas for Improvement

Low engagement (comments, shares): While the post was well-received in terms of follows, engagement with the post content itself (likes, comments, shares) was limited.

Limited interaction with the call-to-action: Although 53 users clicked on the profile or other links, few commented or shared the post.

6. Recommendations

As a team, we suggest the following actions for future campaigns:

Use more interactive content: Videos, reels, and questions that encourage users to comment or share their thoughts.

Stronger call-to-action in the caption: For example, “Share your skin glow story!” or “Comment your favorite healthy meal for better skin.”

Build a mini-series: Short weekly posts or reels targeting skincare through diet to encourage repeated engagement.

Post timing optimization: Based on the audience age, try scheduling posts during lunch breaks (1–3 PM) or evening (7–10 PM).

Conclusion

The campaign was successful in attracting new followers and reaching the right audience segment. For upcoming posts, we will focus on increasing direct engagement and encouraging audience interaction, especially among women aged 25–44.