

Digital Marketing for Healthy Eating

Promoting healthy eating habits through digital marketing. Project by Tamer abdallah Mohamed zalbya, Mohamed Gharib Mohamed Aly, Ahmed Nagy sedeek, Mayada Atef Soliman, and Ahmed Essam Ali.

Project Selection Strategy

1 Brainstorming

Generate a wide range of project ideas.

2 Initial Evaluation

Assess ideas based on feasibility, value, interest, and creativity.

3 Voting Process

Shortlist top ideas and conduct a final vote.

4 Final Selection

Promoting Healthy Eating Habits project chosen.





Why Healthy Eating Promotion?

Gov Initiatives

Support from "100 million Healthy Lives" and "Decent Life" initiatives.

Rising Diseases

Increase in obesity, diabetes, and heart diseases.

Lifestyle Changes

Growing interest in organic products and fitness trends.

Mission & Vision

Mission

Inspire healthier food choices through accessible, nutritious options.

Vision

Make healthy eating the norm for healthier lives and a better future.



Marketing Campaign Objectives

Raise Awareness

Reach 100,000 people in 3 months.

Encourage Recipes

Motivate 10,000 people to try healthy recipes in 6 months.

Audience Research



Age

Most respondents above 25 years old.



Motivations

Weight loss, disease prevention, health improvement.

Challenges

Lack of willpower, knowledge, ingredient access.



SWOT Analysis

Strengths

Increasing health awareness,

government support.

Weaknesses

Higher cost of healthy food,

limited awareness.

Opportunities

Growing demand, advancements in food

technology.

Threats

Popularity of fast food, unhealthy advertising.

SWOT Analy





Threats



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SWOT

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Marketing Mix (4Ps)



Content marketing.

Core Users



Sarah

Health-conscious student.



Ahmed

Busy professional.



Fatima

Health-conscious mom.



Digital Marketing Strategy

Website

https://sites.google.com/view/3eshha-healthy

Facebook

Repost content, live Q&A.

https://www.facebook.com/3eshha.healthy/

Instagram

Reels, carousels, stories.

https://www.instagram.com/3eshha_healthy

TikTok

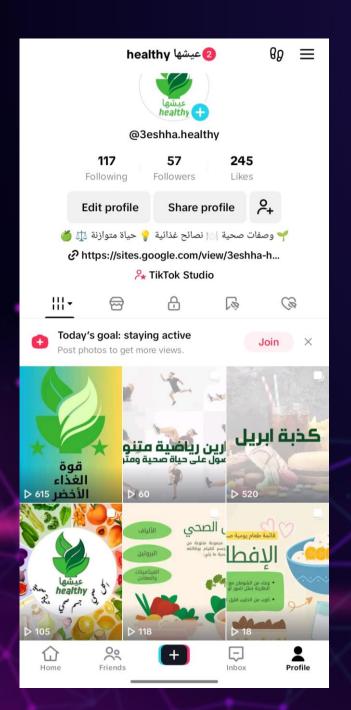
Trendy videos.

https://www.tiktok.com/@3eshha.healthy

Facebook

Ad Set Name	Reach	Impressions	Results ▼	Cost per result ▼	Schedule	Amount ▼ spent
Awareness Ad Set	60,063	60,063	60,063 Reach	ج.م.2.11 Per 1,000 People Reached	Apr 9, 2025 – Apr 14, 2025	ج.م.126.79
فحة أكل صِحِّي [٠٨/٠٤/٢٠٢٥]	20,882	27,014	742 Follows or likes	ج.م.735 Follow or like	Apr 8, 2025 – Apr 12, 2025	ج.م.259.25
Total results 2 / 2 rows displayed	80,512 Accounts Center accounts	87,077 Total	Multiple conversions	Multiple conversions	_	ج.م.386.04 Total spent

TikTok



	Order details فوه العداء الاخضر nealthy عيشها s video Active	a #neaith
	● ° See more ✓	
Promotio	n results ①	
	Overall By video	
	Video views	381
	Ad cost	E£9.53
قوة الغذاء	Cost per follower	E£0.95
	Video views	385
گذبة ابريل	Ad cost	E£9.94
	Cost per follower	E£0.82
Other me	trics	
Video data	0	
Video view	/S	766
Engagemen	t data ①	
Profile view	2	
Likes		13
	Promote again	

