



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.

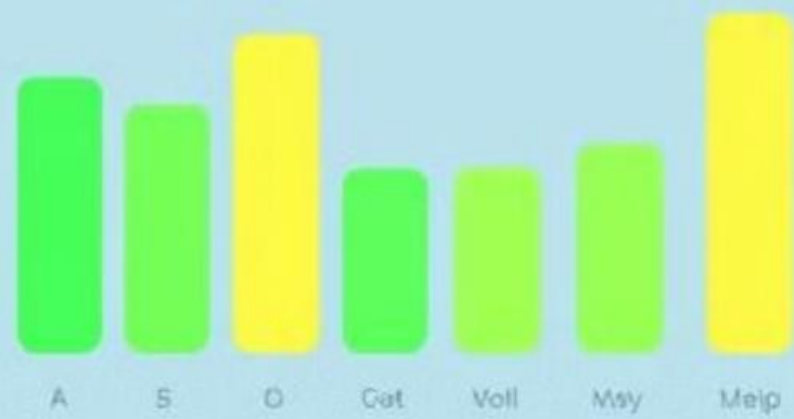
Mission & Vision

Mission

Inspire healthier food choices through accessible, nutritious options.

Vision

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



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Marketing Campaign Objectives

1

Raise Awareness

Reach 100,000 people in 3 months.

2

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



Marketing Mix (4Ps)



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

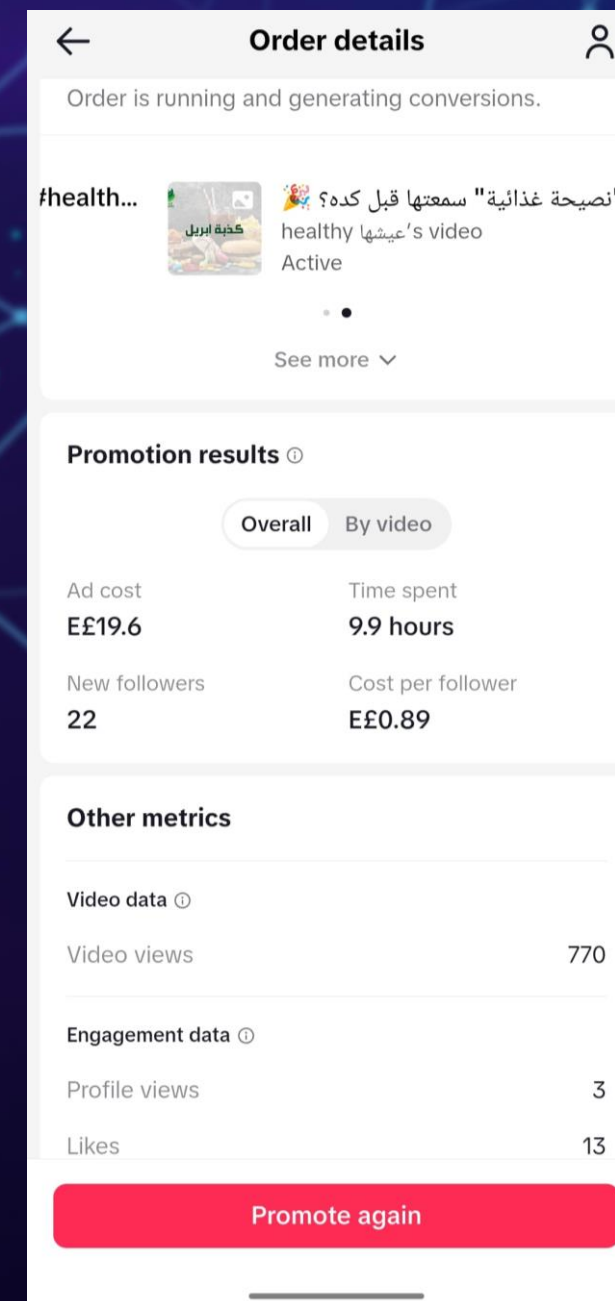
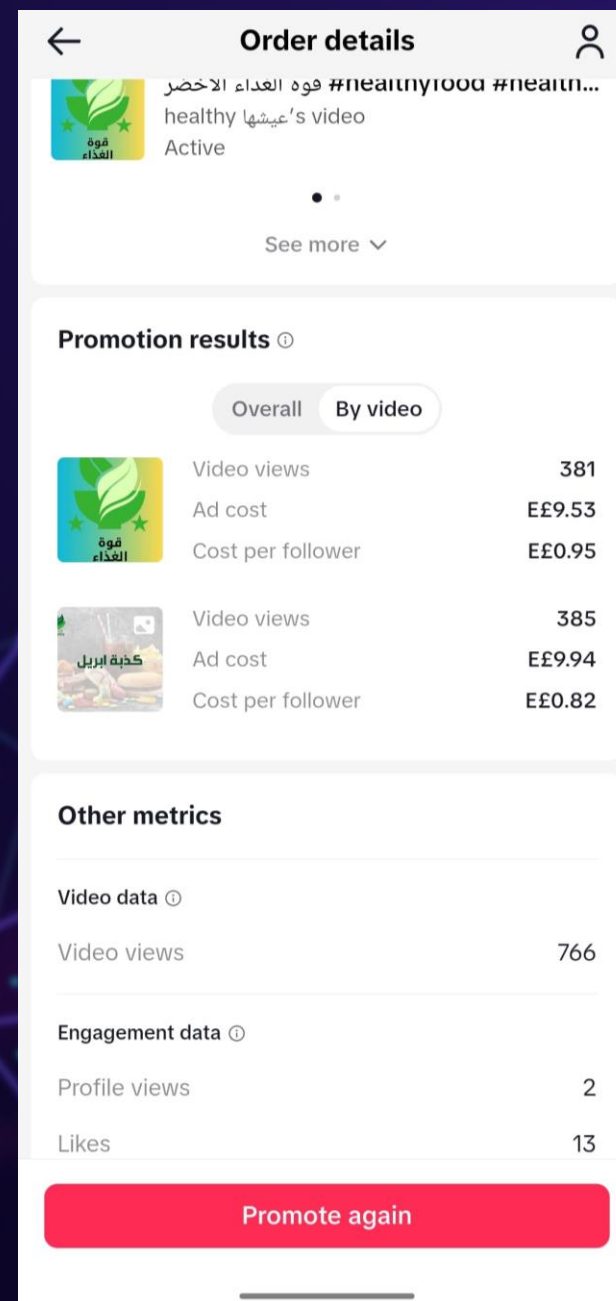
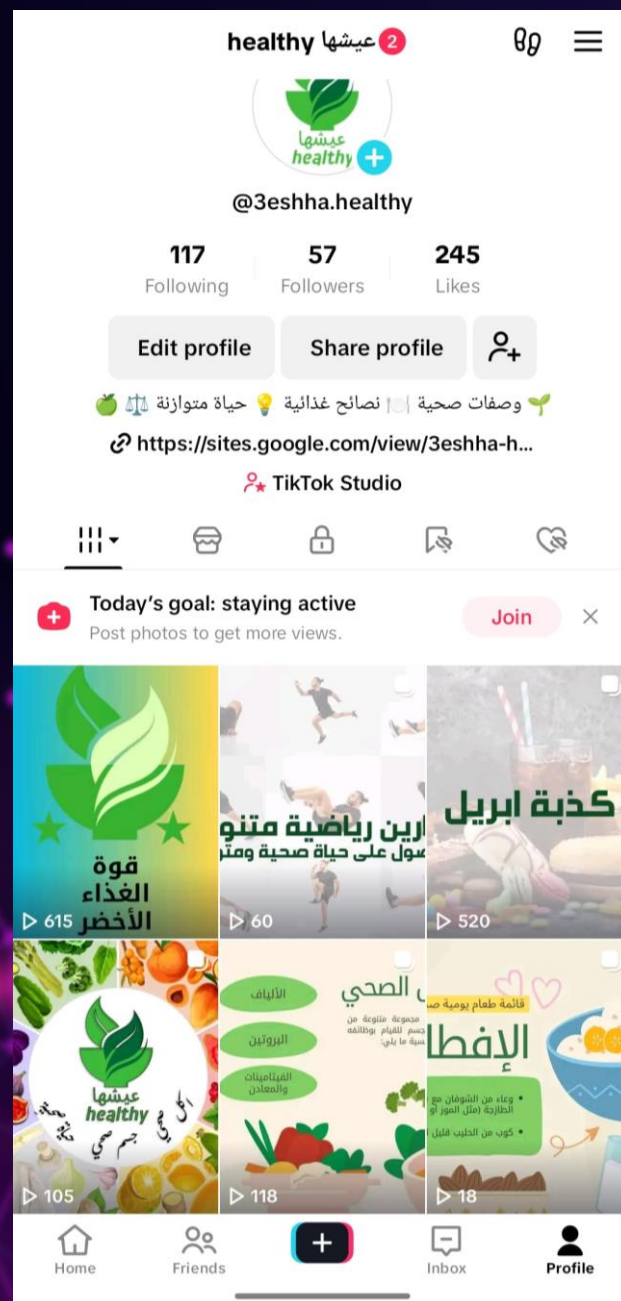
Trendy videos.

<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	2.11.م.ج Per 1,000 People Reached	Apr 9, 2025 – Apr 14, 2025	126.79.م.ج
صفحة أكل صيغتي [٠٨/٠٤/٢٠٢٥]	20,882	27,014	742 Follows or likes	0.35.م.ج Follow or like	Apr 8, 2025 – Apr 12, 2025	259.25.م.ج
Total results 2 / 2 rows displayed	80,512 Accounts Center accounts	87,077 Total	— Multiple conversions	— Multiple conversions	—	386.04.م.ج Total spent

TikTok





Thanks