# TIRYAK

**Digital marketing plan**

# MARKET RESEARCH

## GLOBAL TREND

- The global digital health market is expanding rapidly.

- Medication management apps are gaining popularity due to the increase in chronic diseases and aging populations.

## REGIONAL TREND (MENA)

- Smartphone penetration exceeds 70% in many Arab countries.

- High prevalence of chronic conditions (e.g., diabetes, hypertension).

- Rising demand for accessible healthcare tools, especially post-COVID.

## EGYPT FOCUS

- Population of 104M+, with ~7% seniors (65+).Illiteracy rate of ~24%, creating a need for voice-based/visual solutions.

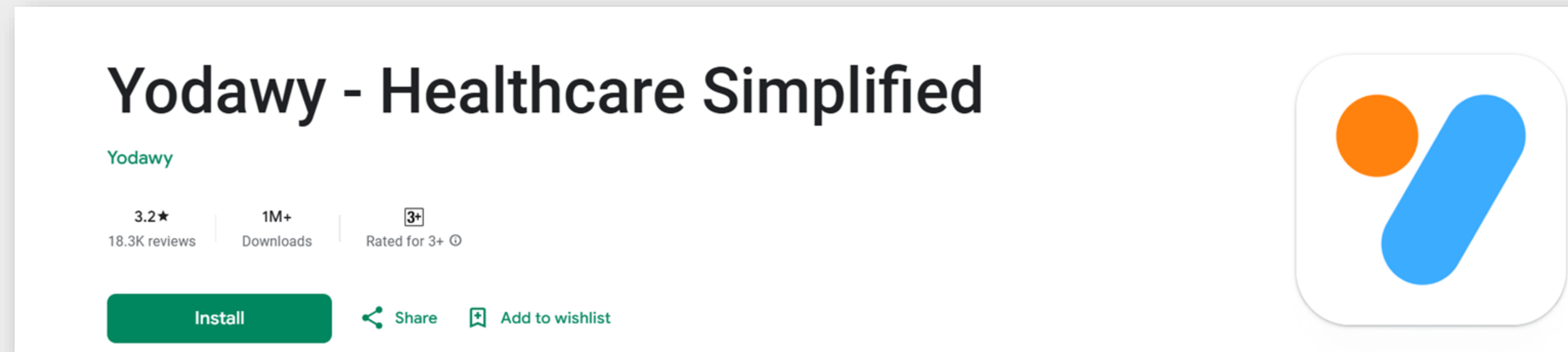- Expanding digital health ecosystem (Chefaa, Yodawy, Vezeeta).

# INDUSTRY OVERVIEW
## (DIGITAL HEALTH & PHARMA IN MENA)

- Rapid growth in telemedicine, e-pharmacies, and health apps.

- Governments actively encourage digital health adoption as part of healthcare modernization.

- Pharmacies increasingly digitizing (delivery, prescription management).

- Market remains fragmented, with limited senior-focused solutions.

# COMPETITIVE ANALYSIS

**Yodawy - Healthcare Simplified**

Yodawy

3.2★
18.3K reviews

1M+
Downloads

3+
Rated for 3+ ⓘ

Install      Share      Add to wishlist

## OPERATIONS

- Acts as a Pharmacy Benefits Manager (PBM) integrating pharmacies, insurers, and patients.
- E-prescription portals for doctors + chronic illness program with monthly medication refills.
- Logistics network across 30+ cities in Egypt..

## CUSTOMER REACH

- Strong partnerships with insurance companies.
- Extensive distribution network through pharmacies.

## MARKETING

- Digital ads and outdoor campaigns highlighting convenience ("Delivers Anywhere").
- Strong online presence (website + social platforms).

# COMPETITIVE ANALYSIS

## Chefaa - Pharmacy Delivery App

Chefaa IT

4.0 ★
16.5K reviews

1M+
Downloads

3+
Rated for 3+ ⓘ

Install        Share        Add to wishlist

▶ Trailer

## OPERATIONS

- GPS-based e-pharmacy platform connecting patients to nearby pharmacies.
- Recurring monthly medicine orders for chronic patients.
- Supports pharmacy digitization (USAID partnership with 250 pharmacies).

## CUSTOMER REACH

- Available across Egypt and expanding into Saudi Arabia.
- Patients can scan prescriptions, choose pharmacies, and pay online or upon delivery..

## MARKETING

- Strong digital campaigns (social media ads, organic content).
- Engagement partnerships (e.g., MoEngage).
- PR & CSR campaigns showcasing accessibility and impact.
- Integrated payments through Paymob.

# COMPETITIVE ANALYSIS
## (GLOBAL COMPETITORS (MEDISAFE, MYTHERAPY))

- Feature-rich apps with reminders and adherence tools.

- Lack Arabic localization for seniors.

- No integration with local MENA pharmacies.
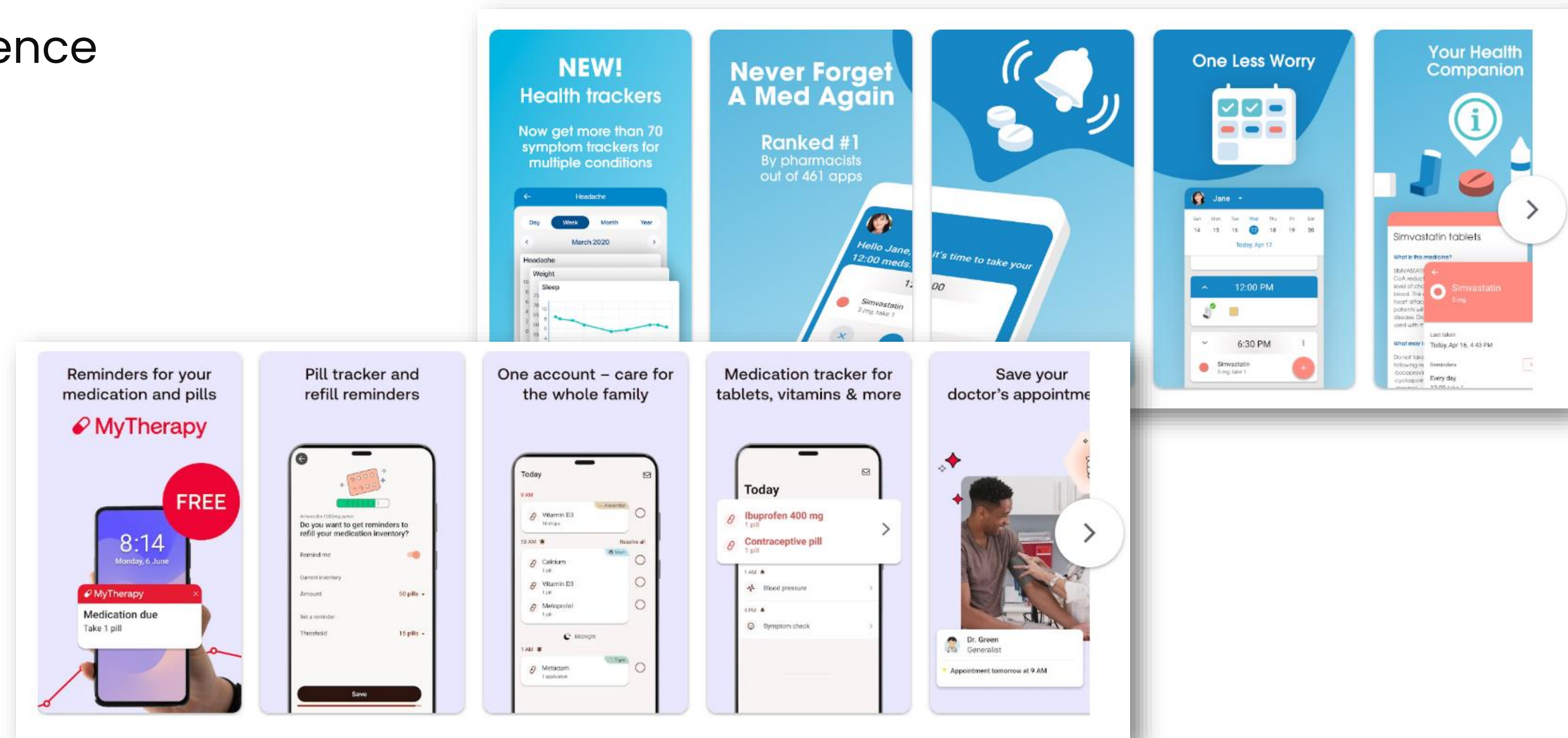
# TIRYAK DIFFERENTIATION

- Dual versions: for patients (reminders) and caregivers (schedule management).
- Accessible design for elderly and illiterate users (voice reminders, icons, simple UI).
- GPS-based pharmacy locator with direct call & navigation.
- Offline/low-data mode for rural areas.
- Affordable model: only cost is medication box + delivery (no high subscription fees).

# PESTEL ANALYSIS

**POLITICAL**
- Strong government support for digital health adoption.
- Regulatory approval required for e-health apps.

**ECONOMIC**
- Rising healthcare spending in MENA.
- Affordable model: no subscription, only medication box + delivery.
- High adoption potential among seniors and low-income patients.

**SOCIAL**
- Growing aging population and chronic disease rates.
- Illiteracy rates demand voice-based and visual solutions.
- Pharmacies remain trusted first point of care.

**TECHNOLOGICAL**
- High smartphone adoption.
- GPS and mobile payments widely available.
- AI & IoT increasingly integrated into health apps.

**ENVIRONMENTAL**
- Minimal direct impact.
- Potential for eco-friendly packaging and delivery practices.

**LEGAL**
- Emerging regulations around data privacy (HIPAA/GDPR equivalents).
- Licensing required for pharmacy partnerships.

# S W O T

**S**
- Dual caregiver/patient versions.
- Accessibility for elderly & illiterate patients.
- GPS-based pharmacy locator.
- Localized solution for MENA.
- Affordable model.

**W**
- Low brand awareness (new entrant).
- Dependence on pharmacy partnerships.
- High development & maintenance costs.

**O**
- Rapid adoption of digital health.
- Expansion across MENA.
- Potential insurance/healthcare integrations.
- Multiple revenue streams (box sales, delivery, ads, B2B).

**T**
- Established competitors (Chefaa, Yodawy, global apps).
- Regulatory hurdles.Low digital literacy among seniors.
- Economic downturns affecting healthcare app spending.

# OBJECTIVES & STRATEGIES
## Objective 1: Business & Product

### OPJECTIVES

1. Ensure app usability for seniors and illiterate users.
2. Acquire first 3,000 users and sell 200 medication boxes in first 3 months.
3. Facilitate easy medicine purchase.
4. Expand beyond Egypt into MENA.

### STRATEGIES

- Large buttons, voice reminders, icons for accessibility.
- Run fun/educational ads on Facebook, Instagram, TikTok.
- Partner with 10–20 pharmacies to distribute boxes.
- Use GPS for nearest pharmacies + "call now" button.
- Refill alerts to prevent medicine shortages.
- Gradual regional expansion.

# OBJECTIVES & STRATEGIES
## Objective 2: Marketing & Awareness

### OPJECTIVES

1. Build awareness of "Tiryak" among seniors & families.
2. Drive user retention.
3. Dominate online search visibility.

### STRATEGIES

- TV ads showing seniors using app with family support.
- Short reels/TikToks on importance of timely medication.
- WhatsApp & Email campaigns with tips, reminders, discounts.
- Collect user feedback for improvements.
- Google Ads targeting "medicine reminder Egypt" / "pharmacy near me."

# OBJECTIVES & STRATEGIES
## Objective 3: Partnerships & Growth

### OPJECTIVES

1. Build wide pharmacy network.
2. Create sustainable revenue model.

### STRATEGIES

- Show pharmacies how Tiryak increases their customers.
- Integrate app with pharmacy refill systems.
- Revenue streams:
  - **Main:** medication box sales.
  - **Extra:** pharmacy fees, in-app ads, premium subscription (later stage).

# TACTICS & ACTION PLAN

**SOCIAL MEDIA MARKETING**

- Platforms: Facebook, Instagram, TikTok (viral reach), YouTube (demos).Frequency: 3–4 posts/week, 2 reels/week.
- Engagement: Polls ("Do your parents forget meds?"), Q&A.
- Storytelling: reels showing seniors using Tiryak.

**PAID ADVERTISING**

- Facebook/Instagram Ads: caregivers, urban, healthcare interests.
- TikTok Ads: emotional, trending sounds.
- Google Search Ads: keywords "medication reminder," etc.

**PARTNERSHIPS & INFLUENCERS**

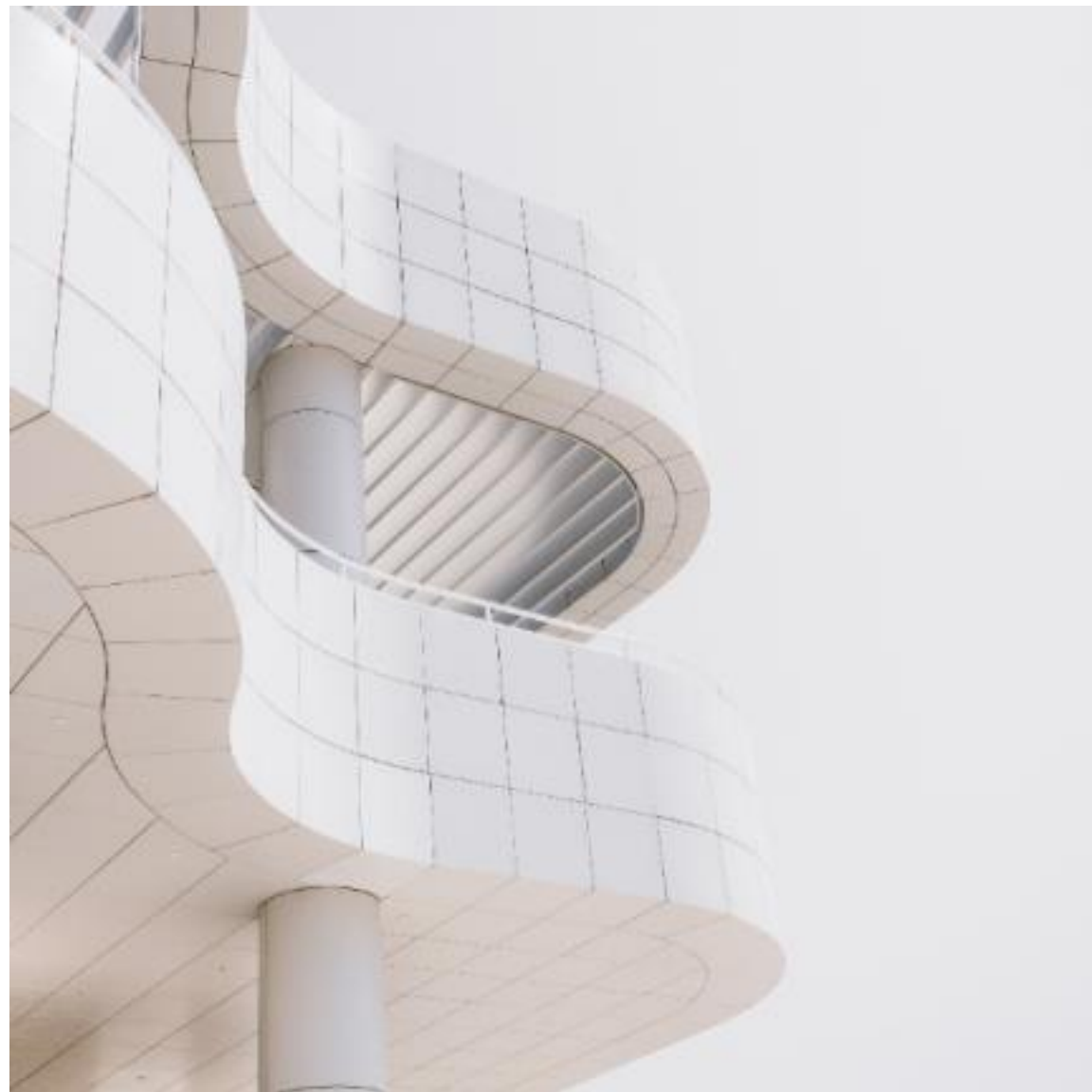- Collaborate with pharmacies (flyers + online).
- Partner with doctors & clinics.
- Influencers: health, wellness, family lifestyle.

**EMAIL & CRM**

- Monthly newsletters (health tips, product updates).
- Automated reminders for sign-ups & pre-orders.

**PROMOTIONS & CAMPAIGNS**

- Launch: "Peace of Mind with TIRYAK."
- Seasonal offers: family discounts..

## ACTION RESPONSIBILITIES

- **Marketing Manager → Strategy, campaigns.**
- **Content Creator → Graphics, reels, videos.**
- **Community Manager → Posting, engagement.**
- **Sales Team → Pharmacy partnerships.**
- **Technical Team → App maintenance, feedback.**
- **External Agency → Paid ads, influencer outreach.**

## INTERNAL RESOURCES

- Tools: Canva, CapCut, Adobe.
- Analytics: Google Analytics, Meta Suite, TikTok Analytics.
- CRM system for email + customer management..

## TIMELINE (FIRST 6 MONTHS)

- **Month 1–2:** Brand awareness, teaser campaign.
- **Month 3–4:** Engagement (polls, giveaways, doctor Q&A), paid ads, pharmacy partnerships.
- **Month 5–6:** Push pre-orders, influencer collabs, email campaigns.

# CONTROL (KPIS & MONITORING)

**To ensure the digital marketing plan is on track, Tiryak will apply the following KPIs and monitoring methods:**

1. **User Acquisition & Growth**
- Number of app downloads from Google Play / App Store.
- Monthly growth rate of new users.

2. **User Engagement**
- Daily Active Users (DAU) / Monthly Active Users (MAU).
- Reminder usage rate (percentage of patients regularly responding to reminders).

3. **Adherence & Value Delivered**
- Medication adherence rate (% of patients following reminders on time).
- Number of successful reminders opened or interacted with.

4. **Customer Satisfaction**
- Average app rating on App Store / Google Play.
- Number of complaints or technical issues reported and resolved.
- Customer satisfaction surveys with patients, caregivers, and doctors.

# CONTROL (KPIS & MONITORING)

**To ensure the digital marketing plan is on track, Tiryak will apply the following KPIs and monitoring methods:**

5. **Pharmacy & Healthcare Partnerships**
- Number of pharmacies and healthcare providers partnered with the app.
- Interaction rate with GPS Pharmacy Locator (times feature is used).

6. **Financial Metrics**
- Monthly revenue from subscriptions, ads, and commissions.
- Customer Acquisition Cost (CAC).
- Return on Investment (ROI).

7. **Monitoring & Reporting**
- Monthly and quarterly performance reports.
- Use of Google Analytics, Firebase, and in-app analytics to track KPIs.
- Regular performance review meetings to adjust strategies if needed.

# THANK YOU