

WAY TO FERDOUS

Online Quran Academy

Marketing Strategy





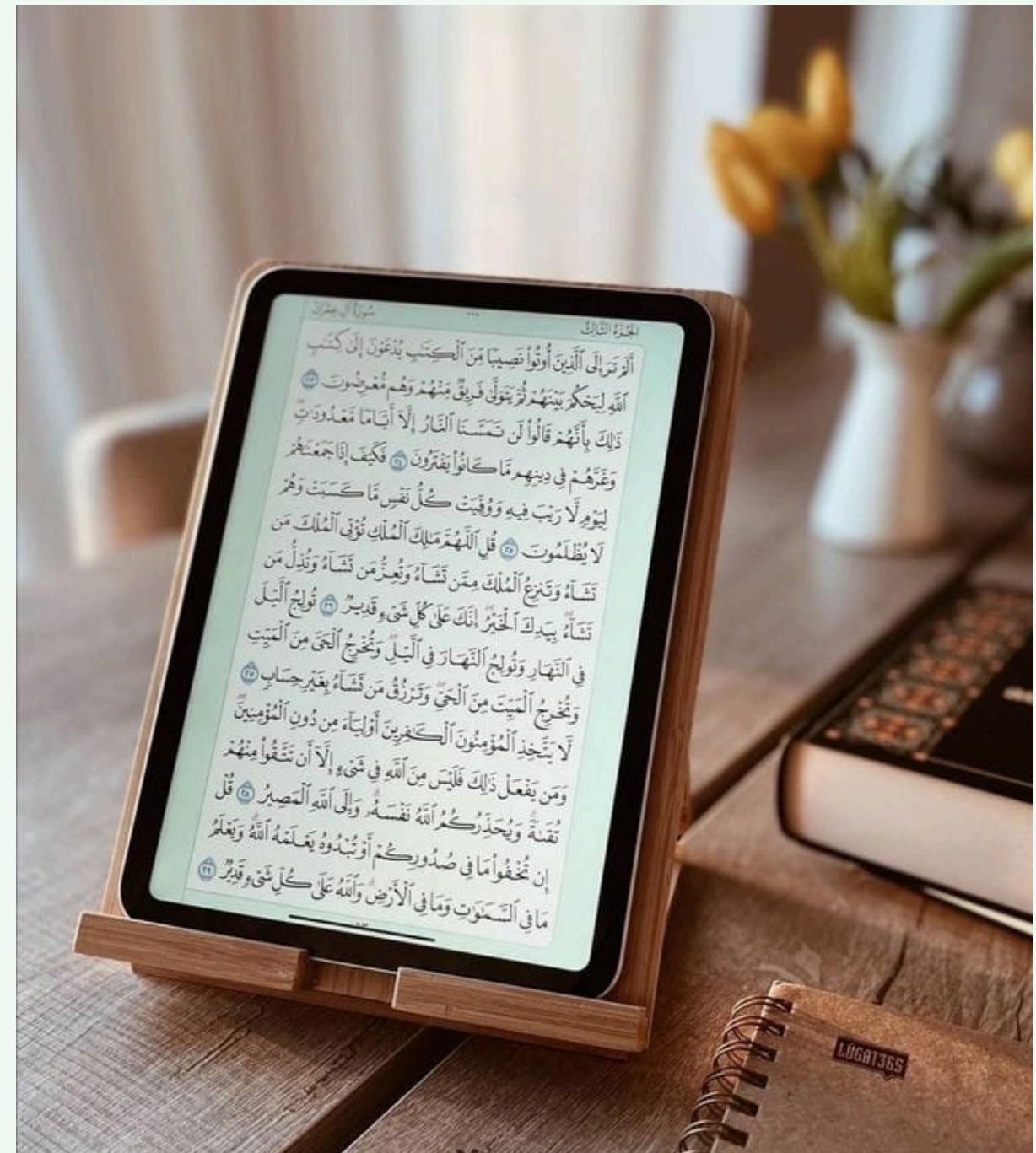
Way TO Ferdous Academy

Way To Ferdous is an online academy that offers comprehensive online Quran classes for learners of all different ages and cultures. The Academy provides high-quality Quranic education for learners of all levels, including non-Arabic speakers. Our experienced teachers offer personalized instruction, and our curriculum covers a wide range of topics, from basic Quranic recitation to advanced tajweed rules.

The unique selling point (USP)

Way to Ferdous Academy lies in its personalized approach to Quranic education for non-Arabic speakers, specifically targeting women and children.

The academy offers tailored online Quran learning custom lessons designed for individual needs, making learning more effective, focusing on Islamic Sciences, and beyond memorization, the academy emphasizes understanding Tafsir and applying Quranic teachings in daily life.



Our Agenda

01. Our Objectives and Goals

Aims to increase brand awareness and improve audience engagement.

02. Analysis and Planning

Conduct market analysis, target audience analysis and creat personas.

03. Strategy Development

Select digital channels, create content plan, and develop paid ad strategies.

07. Analysis and Recommendations

Analyze data, evaluate success, and provide recommendations for future campaigns.

04. Content Production

Produce videos, design images, and write ad copy.

05. Campaign Launch

Launch on social media, and run paid google ads.

06. Campaign Management

Monitor performance, interact with audience, and make adjustments.

01

Our Objectives and Goals



Our Objectives and Goals

Service: Online Quran courses, including Tajweed, memorization, and tafsir, tailored for non-Arabic speakers. Utilize modern teaching methods like multilingual explanations and interactive tools.

Key Objectives:

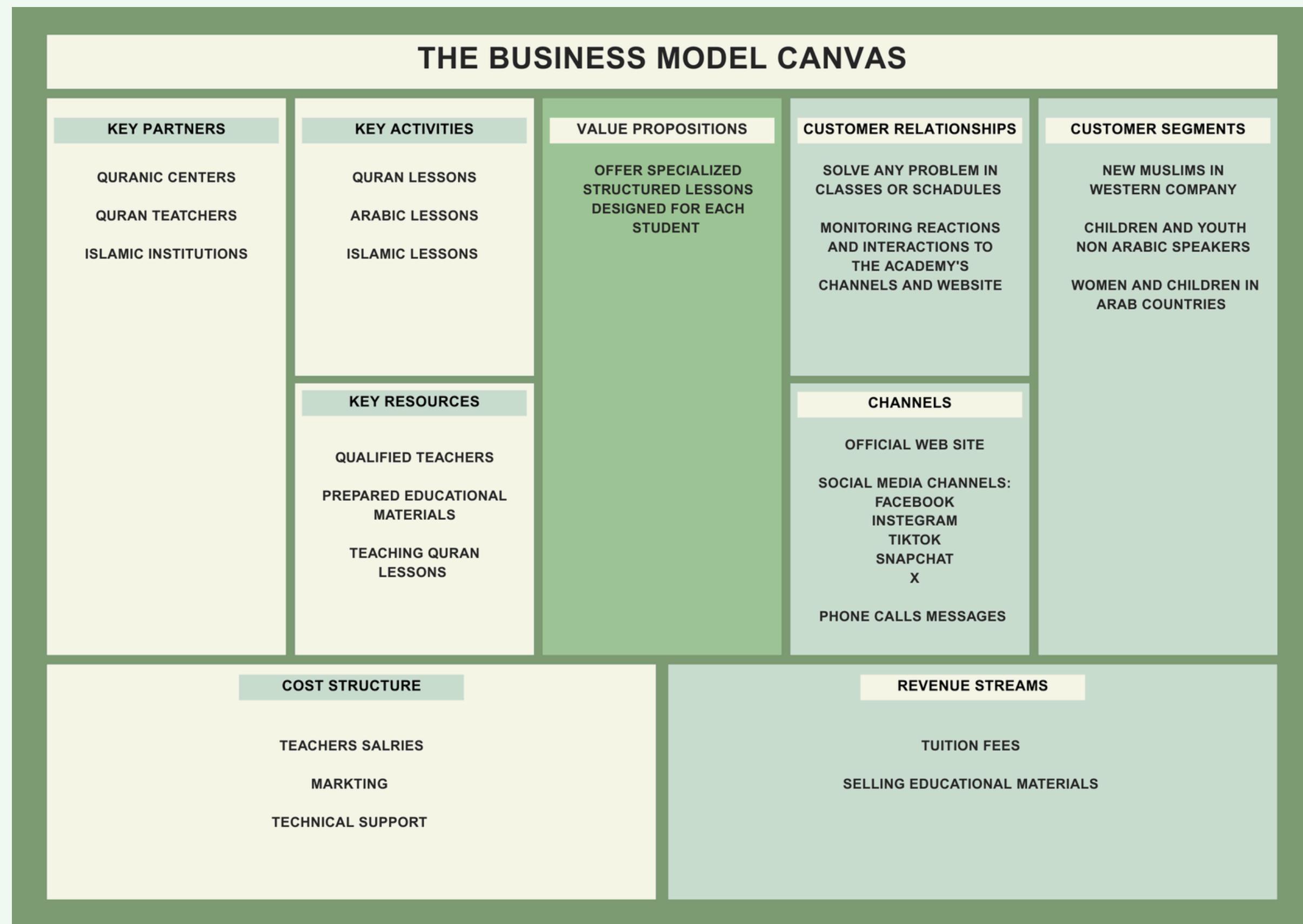
- Increase academy awareness among the target audience.
- Attract new non-Arabic speaking students.
- Enhance student engagement and loyalty.
- Build a global reputation for the academy.

Smart Goal:

To increase enrollment in academy by increasing the followers of Facebook page to 1000 by the end of 2025



THE BUSINESS MODEL CANVAS



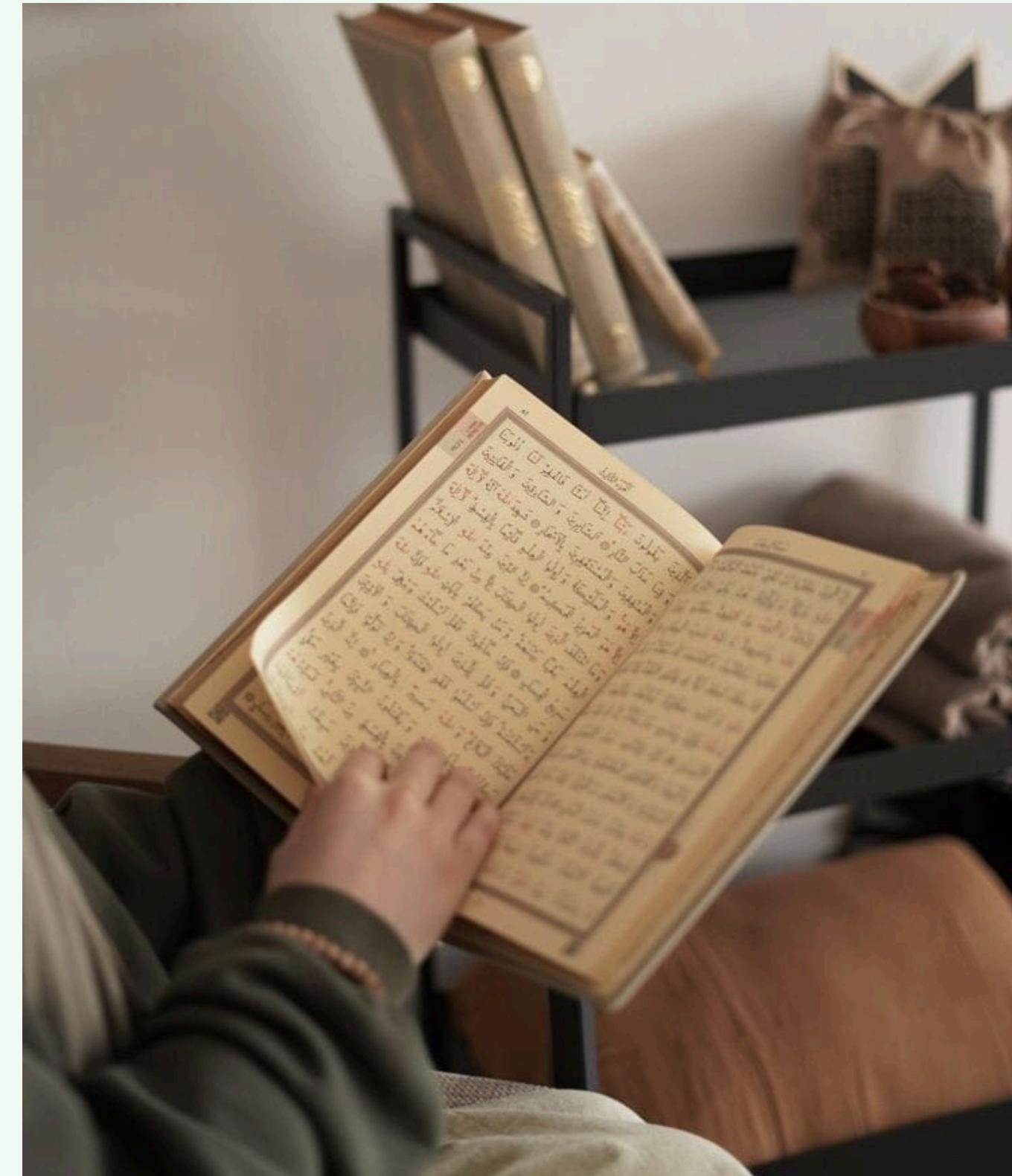
02

Analysis and Planning



Target Audience

The target audience primarily consists of non-native Arabic speakers of various nationalities and ages, particularly those interested in Islamic culture and eager to learn the Quran. The target audience also includes new Muslims seeking to deepen their understanding of the religion. Demographically, the target audience includes individuals from various educational levels and cultural backgrounds, with a focus on the age group between 18 and 45.



Audience Personas

01

Persona 1

Beginner foreign students want to learn Arabic letters and read the Quran.



02

Persona 2

Adults who are interested in improving Tajweed and tafsir skills.



03

Persona 3

Parents seeking Quran education for their children.



Persona 1

Beginner foreign students want to learn Arabic letters and read the Quran.

Characteristics:

- Age: 18-30
- Language: English
- Goal: Learn Arabic letters and how to read the Quran from scratch.
- Challenges: Lack of understanding of Arabic language or proper pronunciation.



Needs:

- Introductory course on Arabic letters.
- Video tutorials with English translations.
- Teachers fluent in English.

How the Academy Can Cater to These Needs:

Offer a beginner's course teaching Arabic letters and correct pronunciation with full English support.

Example: John, a 25-year-old American who recently converted to Islam, wants to learn to read the Quran but struggles with Arabic letters and pronunciation. He seeks a flexible, beginner-friendly course.

Persona 2

Adults who are interested in improving Tajweed and tafsir skills.

Characteristics:

- Age: 25-50
- Language: English
- Goal: Improve Tajweed skills and understand the meanings of the Quran.
- Challenges: Time constraints due to family or work commitments.

Needs:

- Intensive Tajweed lessons.
- Simplified Quran tafsir suitable for non-Arabic speakers.
- Downloadable materials for later review.

How the Academy Can Cater to These Needs:

Provide advanced Tajweed lessons and simplified Quran tafsir with flexible scheduling options.



Example: Maryam, a 35-year-old English woman, can read the Quran but wants to improve her Tajweed and understand the meanings of the verses better. As a mother of two, she needs flexible lessons.

Persona 3

Parents seeking Quran education for their children.

Characteristics:

- Age: 30-45
- Language: English
- Goal: Provide Quran education for their children in a fun and simple way.
- Challenges: Keeping children engaged and excited about learning the Quran.

Needs:

- Child-specific lessons with engaging visuals and games.
- Teachers experienced in working with children.
- Flexible schedule to accommodate family time.

How the Academy Can Cater to These Needs:

Offer interactive programs for children with engaging content suitable for their ages.



Example: Sara, a 40-year-old Canadian mother, wants to teach her two children the Quran. She desires interactive lessons that combine learning and fun, allowing her children to interact with the teacher online.

Market Research:

The market for language learning, especially religious languages like Arabic and the Quran, is experiencing rapid growth worldwide. There is an increasing demand to learn Arabic and understand the Quran for religious and cultural reasons. The advancement of digital technologies and remote learning applications has opened new horizons for this market, making online learning platforms an attractive option for many.



Competitor Analysis:

Brand Name: bait ulquran academy BAIT-UL-QURAN

Bait ul Quran is an online Quran learning project operating under a company in England & Wales number since 2021. They offer Quran learning course. They have a staff of male & female teachers. Their Students come from the UK, USA, and Canada.

Strength:

- Experienced and well-organized Professional studying plans.

Weakness:

- Expensive classes.
- Short time for class (30 min).
- No Arabic studying plans.



Instagram:
234k followers
176 posts

Facebook:
Followers: 1.4k

Performance index: 2.0%
Followers growth: 0.083%
Post interaction rate: 0.054%
Post per day: 0.7

Competitor Analysis:

Brand Name: Firdaws Academy

Firdaws Academy offers online Islamic courses to teach basic Islamic knowledge and Muslim beliefs. Online Islamic courses are suitable for kids and adults. They can learn online Islamic courses with live Quran tutor, Arabic ,and Islam. They start in 2016.

Strength:

- Dedicated courses for Muslim needs
- Different study plans
- Organized and experienced teachers

Weakness:

- Expensive plans
- Busy schadules



Instagram:
634k followers
223 posts

Facebook:
Followers: 8.3k

Performance index: 1.5%
Followers growth: 0.076%
Post interaction rate: 8%
Post per day: 0.6

SWOT Analysis

Strengths

Personalized Learning: Tailored study schedules for non-Arabic speakers enhance engagement and retention.

Expert Tutors: Access to qualified instructors fluent in multiple languages, ensuring effective communication and teaching.

Flexible Scheduling: 24/7 support allows students to learn at their convenience, accommodating diverse lifestyles.

Opportunities

Growing Demand: Increasing interest in online Islamic education presents a chance to capture a larger audience.

Partnerships: Collaborating with mosques or community organizations can enhance visibility and credibility.

Weaknesses

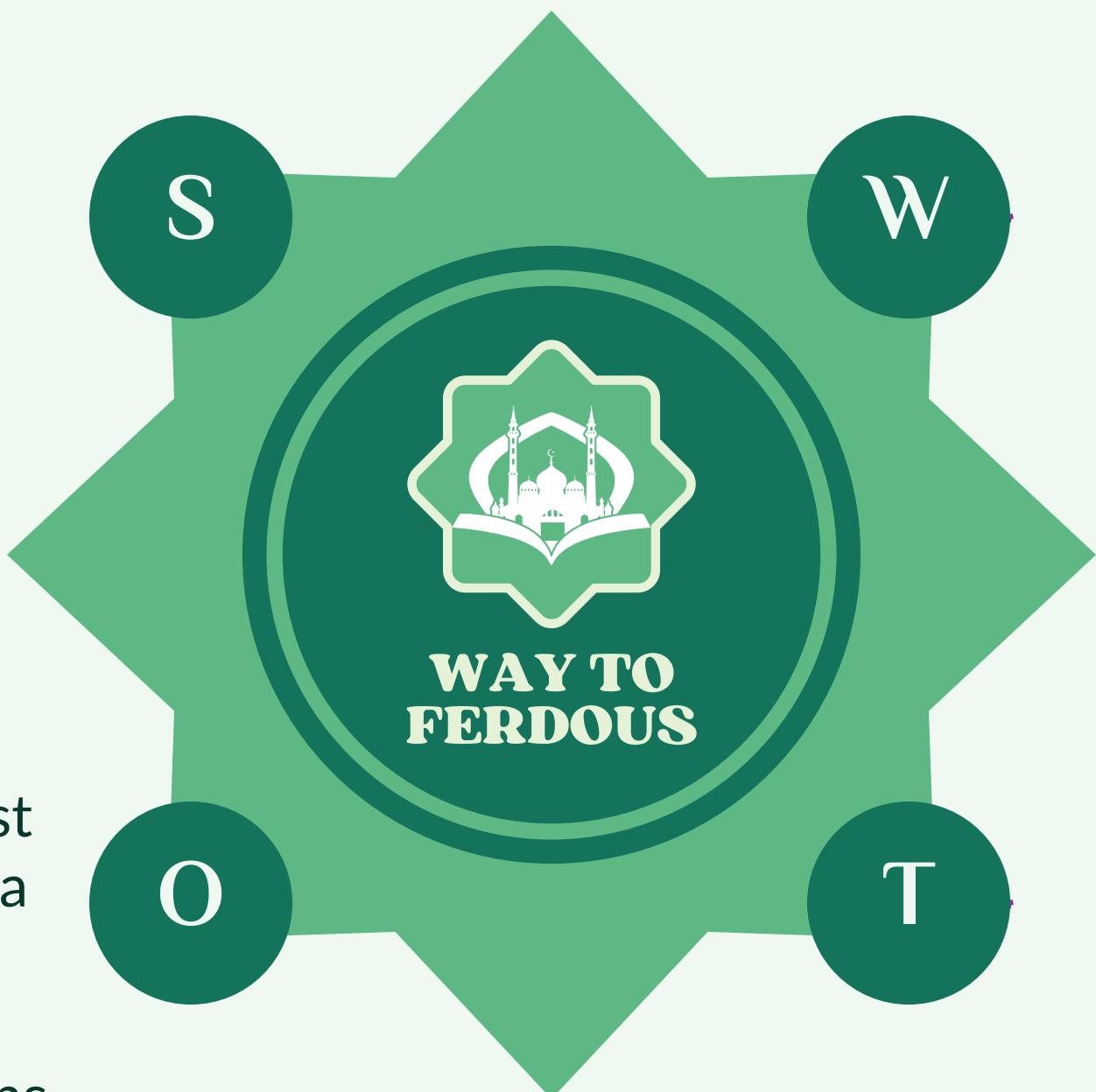
Market Competition: Competing with established online Quran academies may pose challenges in attracting students.

Resource Limitations: Initial funding and resource allocation may restrict marketing and technology enhancements.

Threats

Regulatory Changes: Potential changes in online education regulations could impact operations.

Technological Issues: Dependence on technology poses risks related to connectivity and platform reliability.



03

Strategy Development



Previous month plan

Week	Day	Platform	Content Type	Topic
Week 1	Monday	Facebook, Instagram	Informational Post	Benefits of Quran memorization for adults and children.
	Wednesday	Tik Tok	Short Video	3 Easy Tips for Better Quran Recitation (include practical tips).
	Friday	Instagram Stories	Poll/Engagement	What topics would you like to learn in Quran classes?
Week 2	Monday	Facebook	Success Story/Testimonial	Highlight a student's progress or create a motivational story.
	Wednesday	Instagram, Tik Tok	Behind-the-Scenes Video	How our classes work: A peek into our live sessions.
	Friday	Facebook, Instagram	Carousel Post	Step-by-step guide on how to enroll in classes.

Previous month plan

Week	Day	Platform	Content Type	Topic
Week 3	Monday	Facebook, Instagram	Informational Post	Why Learn Quran and Tajweed?
	Tuesday	Instagram Stories	Pulli/Quiz	Have you ever wanted to learn Quran?
	Wednesday	Facebook, Instagram	Carousel Post	4 Steps to Start Learning Quran
	Thursday	Tik Tok, Instagram Reels	Short Video	What is Tajweed and Why is it important?
	Friday	Facebook	Testimonial/Success Stories	Meet Our Students!
	Saturday	Instagram Stories	Q&A Box	Ask Us Anything About Our Quran lessons?
	Sunday	Facebook, Instagram	Announcement Post	Limited Spots Available! Enroll Now

Previous month plan

Week	Day	Platform	Content Type	Topic
Week 4	Monday	Instagram, Tik Tok	Behind-the-Scenes Video	A Day in Our Online Quran Academy
	Tuesday	Facebook, Instagram	Poll/Engagement	What's Your Favorite Surah in the Quran?
	Wednesday	Facebook	Informational Post	How Our Classes Are Designed?
	Thursday	Tik Tok, Instagram Reels	Short Video	Common Mistakes in Quran Reciting
	Friday	Facebook, Instagram	Testimonial Post	Hear from Our Students!
	Saturday	Instagram Stories	Countdown Stacker	Last 48 Hours to Enroll
	Sunday	Facebook, Instagram	Carousel Post	Top Benefits of Joining Our Academy

Next two weeks plan

Week	Day	Platform	Content Type	Topic
Week 1	Monday	Facebook, Instagram	Informational Post	Why Leaming Quran to non-Arabic speaker is Unique?
	Tuesday	Instagram (Stories)	Poll	Have you tried learning Quran in a non-native language?
	Wednesday	Facebook, instagram	Carousel Post	Top 3 Strategies to Learn Quran Easily
	Thursday	Tik Tok, Iestagram (Reels)	Short Video	Importance of Leaming Tajweed
	Friday	Facebook	Success Story	How a student completed a Juz with us
	Saturday	Instagram (Stories)	Q&A	What's your biggest challenge in leaming Quran?
	Sunday	Facebook, Instagram	Announcement	Enroll now in our Quran learning program!

Next two weeks plan

Week	Day	Platform	Content Type	Topic
Week 2	Monday	Instagram, Tik Tok	Educational or informational video	How to start your journey in learning the Quran step by step
	Tuesday	Facebook, Instagram	Interactive Post	What Quranic word impacts you the most?
	Wednesday	Facebook	Informational Post	How our classes are beginner-friendly?
	Thursday	Tik Tok, Instagram (Reels)	Short Video	Common Quran reading mistakes and corrections
	Friday	Facebook, Instagram	Testimonial	Hear from our students
	Saturday	Instagram (Stories)	Countdown Sticker	48 hours left to enroll!
	Sunday	Facebook, Instagram	Carousel Post	Top 5 benefits of learning Quran with us

Next three months plan

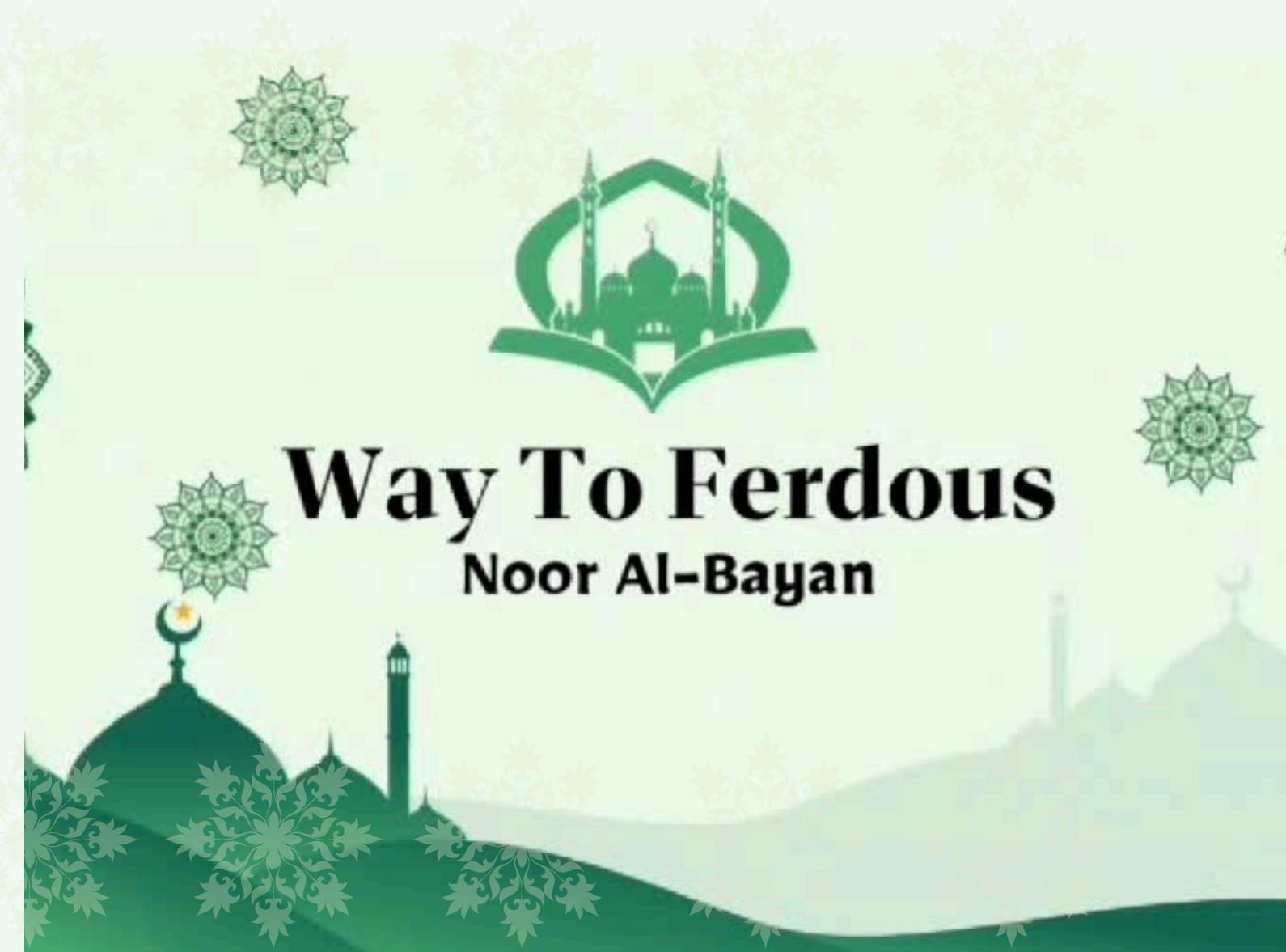
Every Friday for Three Months	Online Quran Reading Session
Every Saturday for Three Months	Explanation of One of Allah's Beautiful Names
Every Thursday for two Months	Interpretation of Quranic Surahs

04

Content Production



Sample of Educational Materials



The Five Pillars of Islam

The Five Pillars of Islam are the foundational practices of the Muslim faith. They serve as a framework for living a muslim life.

by yassmin magdy

Made with Gamma

A photograph showing the interior of a mosque. The walls are decorated with intricate blue and gold tilework. Large arched windows with colorful stained glass are visible, letting in bright sunlight. The floor is made of light-colored tiles.

Samples of academy videos on social media channels



TIKTOK REELS

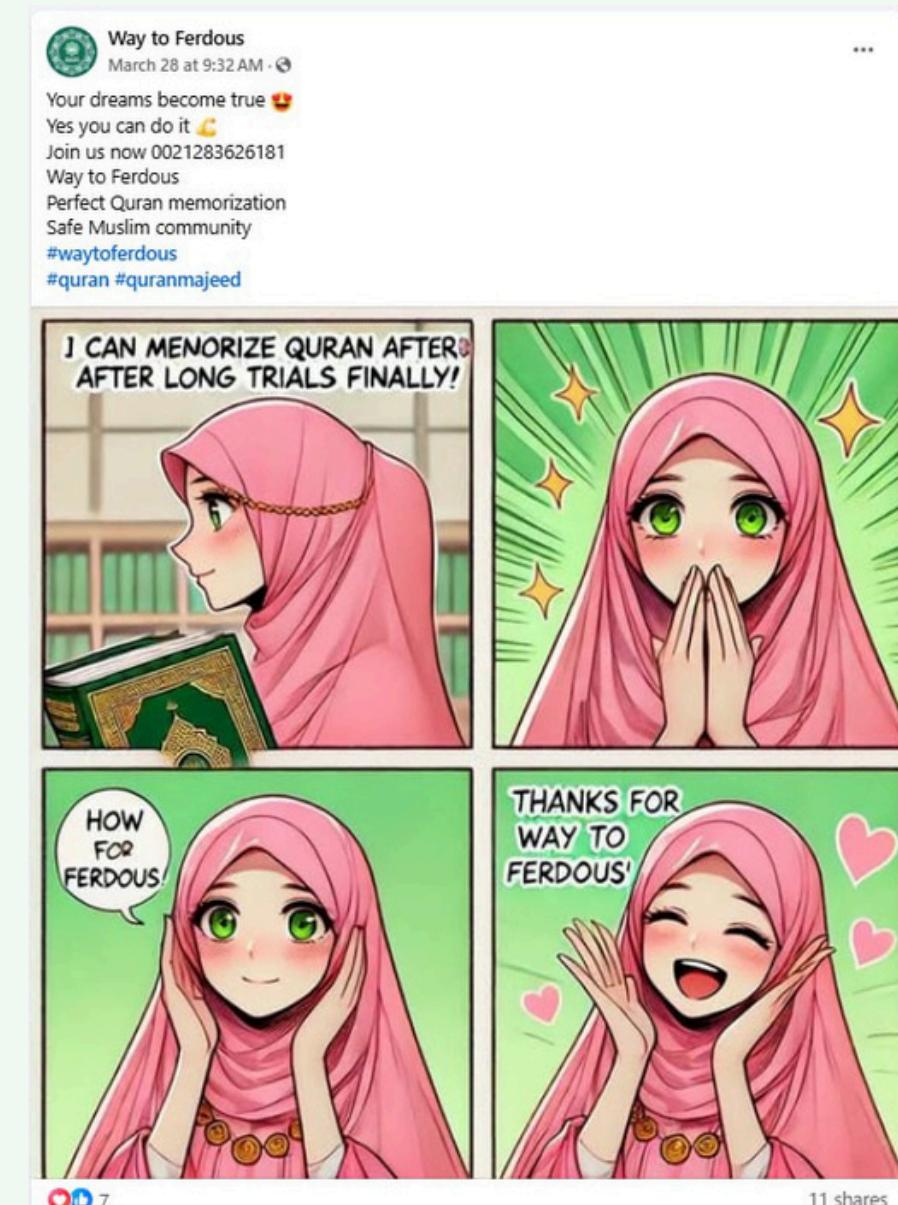


YOUTUBE VIDEO



FACEBOOK & INSTAGRAM
POST

Samples of posts



Testmonial



Way to Ferdous
January 19 · 6

<https://www.facebook.com/share/p/1BfX6pgvZq/>

شِيكْ وَ تِقْدِيرْ

لُنْ هَمَّتْهُ عَانَقَتْ هَامَاتِ السَّحَابِ

وَيَدَاهُ تَصَفَّحَتْ كِتَابَ اللَّهِ .. وَصَحْفَ كَتَبَتْ لَهُ عِنْدَ اللَّهِ

يُسْرِيَنِي أَنْ أَهْنَتْكَ عَزِيزَتِي : شِيمَاءُ مُحَمَّدٌ عَامِرٌ

بِإِنْجَازِكَ الْبَاهِرِ فِي حَفْظِكَ سُورَةُ الْبَقَرَةِ مِنْ كِتَابِ اللَّهِ

أَسْأَلُ الْمُوْلَى الْقَدِيرَ أَنْ يَجْعَلَكَ مِنْ يَقْرَأُ وَيَرْتَقِ فِي عَالِيَّينَ

شِيكْ وَ تِقْدِيرْ

بِاِنْ حَلَّتْ كِتَابَ اللَّهِ خَلْقَ لَنَا ..
بَأَنْ نَبَاهِي بِكَ الْأَصْمَازِ الْأَمْمِ
حِينَما تَمَتَّعَنِ الدَّنَى بِأَرْبِيعِ الْفَرَانِ وَتَنْهَى الْفَلَوْبَ بِأَرْبَارِ
نَفَاثَ فِي كُفَّ كِتَابِ رِبِّهَا .

يُسْرِيَنِي أَنْ تَمْلِكَ الْحَافِظَةَ :

شِيمَاءُ مُحَمَّدٌ عَامِرٌ

إِذْرَاجَكَ الْبَاهِرِ فِي حَفْظِ سُورَةِ الْبَقَرَةِ
وَنَسَالَ الْمُوْلَى الْقَدِيرَ أَنْ يَعْلَمَهَا مِنْ يَقْرَأُ وَيَرْتَقِ فِي عَالِيَّينَ

شِيمَاءُ مُحَمَّدٌ عَامِرٌ

بِسْمِ اللَّهِ عَلَى قَلْبِي حَتَّى يَطْمَئِنَّ

مساء العبر ، دا الخبر كله مش سايعدني اليوم اللهم لك الحمد .
من زمان أوى أوووى يمكن وانا صغيره كنت بحفظ قران ، ويحفظ على بد شيوخ ومعلمات كثير .. كنت صغيره ومكتشن اعرف احفظ صح ارزي . لما كبرت لا انا مش هحفظ عند أي حد بمحظيني
وبيعلموني صح وادور هنا وهنناك ...

اليوم بعد ٧ طلقات انا جابه اتكلم عن معلمتي الغالية ياسمين ، قضلت عيالها ووراها من معلومات دينه ،
وازاي اقوى علاقتي بربنا وعن ملاوه الشعور دا ، بدأت عيالها من الاول وتشد عيالها تاره وتحن تاره كله لاجل
مصلحتي ، تهتم ان عارفه اليه دي ولا لا ؟ والي مش عرفاه تشرحولي وتوسعي ، صبوره
عليا .. تفهمنى احنا لينا إيه وعلينا إيه . كلها معلومات بسيطة جدا بتقولهالي ، بس كنت محتاجه حد
يقولهالي بجانب حفظني . مش مجرد بحفظ وخلاص

انا بكتب وابدي يمكن بترتعش من الفرحة والسعادة الي انا فيها ، الحمد لله

الشكر لله تم لحضرتك على المجهود الي بذلته وهتبذله معانا

اللهم النبات .. اللهم النبات مارب

الى حاب يحفظ معها دى الصفحه الخاصه بيها

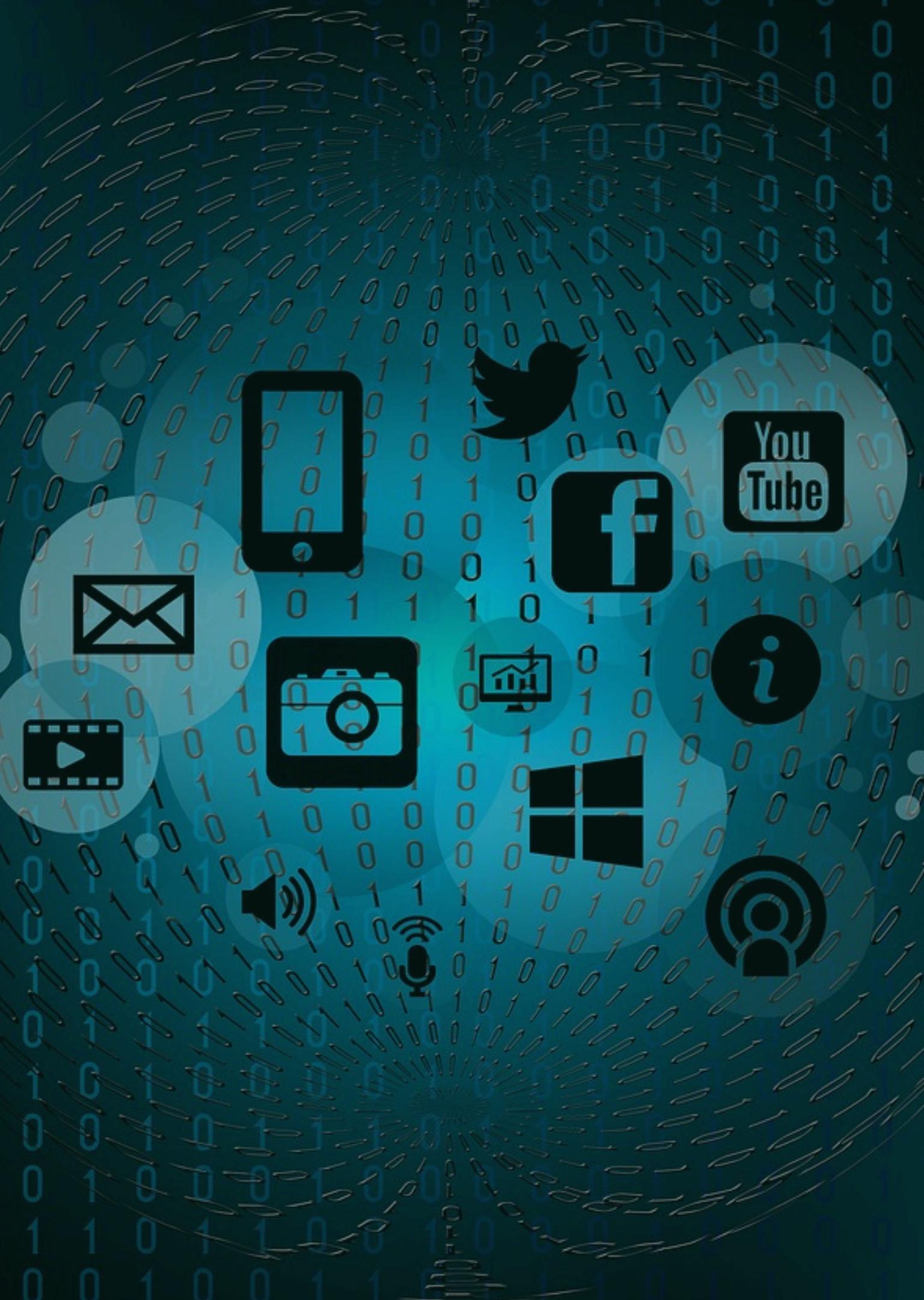
Way to Ferdous Islam Way To Ferdous

See Translation

6 comments 14 shares

05

Campaign Launch



Official Web Site

waytoferdous5.wordpress.com/?_gl=1*r6rjyw*_gcl_au*MTQwMzM4NjQ4Ny4xNzQxNzAyNDc3

W Way To Ferdous Edit Site 0 New Edit Page Reader ? Howdy, Yasmin Hasan

Upgrade your plan to remove the banner and unlock more features, from US\$4/month Upgrade

Way To Ferdous

Trusted Quran Learning at Ferdous Academy BLOG CONTACT US

Best Way to Learn Quran and Memorize It Online – Step by Step Guide

OUR MISSION

March 17, 2025

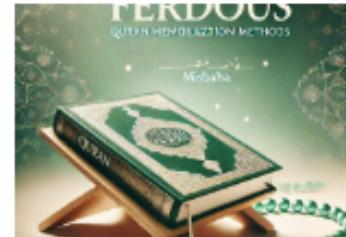
Privacy & Cookies: This site uses cookies. By continuing to use this website, you agree to their use. To find out more, including how to control cookies, see here: [Cookie Policy](#).

Activate Windows Close and accept Go to Settings to activate Windows.

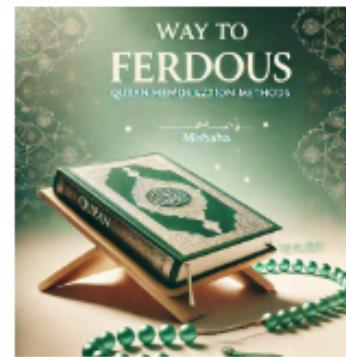
<https://waytoferdous5.wordpress.com/>

Way To Ferdous Trusted Quran Learning at Ferdous Academy BLOG CONTACT US

Best Way to Learn Quran and Memorize It Online – Step by Step Guide



Follows the Quranic Learning Methodology



Read and memorize Quran

Knowing the Quran has become easier than ever with the rise of digital platforms. Learning Islamic studies online is now more accessible. Online Quran courses are beneficial if you're a beginner. They also help if you want to improve your skills. These courses are suitable for those focused on memorization and memorability, offering flexible learning. These courses also provide structured opportunities.

In this comprehensive guide, we will explore the best methods to learn and memorize the Quran online. We will also discuss the top resources available. You'll find essential tips to stay consistent in your journey.

How to Learn Quran Online By Hashmi v7? With advancements in technology, learning the Quran online has become highly accessible.

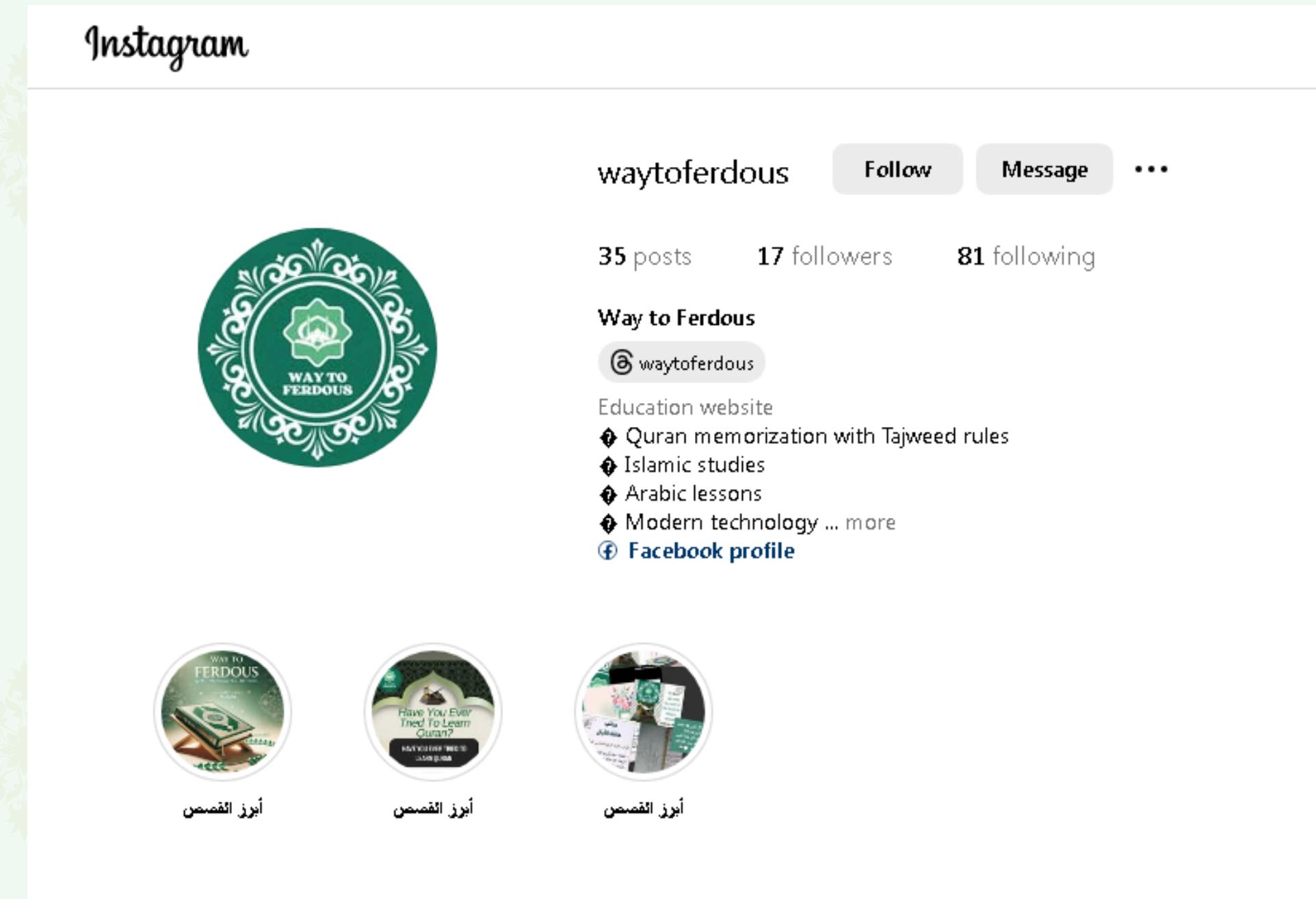
Facebook

The screenshot shows the Facebook interface for a page named "Way to Ferdous". The left sidebar includes options like "Manage Page", "Professional dashboard", "Insights", "Ad Center", "Create ads", "Boost Instagram post", "Settings", and "More tools". The main content area features a green and gold cover photo of a stylized tree. Below it is the page's profile picture, which is a green circular emblem with intricate patterns and the text "WAY TO FERDOUS". The page name "Way to Ferdous" is displayed in bold black text. It has 51 likes and 100 followers. A blue "Advertise" button is visible. On the right, there are links for "Professional dashboard", "Edit", "Activate Windows", and "Go to Settings to activate Windows".

<https://www.facebook.com/share/16FYs7a4wG/>

lnstagram

Instagram



A screenshot of an Instagram profile page. The profile picture is a green circular logo with a white floral border and the text "WAY TO FERDOUS" at the bottom. The username is "waytoferdous". Below the profile picture, there are three small circular preview images of posts, each showing a Quran page or a related educational graphic. The bio reads: "Way to Ferdous" followed by a link icon and "waytoferdous". The bio also lists interests: "Quran memorization with Tajweed rules", "Islamic studies", "Arabic lessons", "Modern technology ... more", and a Facebook profile link.

waytoferdous [Follow](#) [Message](#) [...](#)

35 posts 17 followers 81 following

Way to Ferdous

waytoferdous

Education website

- Quran memorization with Tajweed rules
- Islamic studies
- Arabic lessons
- Modern technology ... more

[Facebook profile](#)

أبرز الفصصن

أبرز الفصصن

أبرز الفصصن

<https://www.instagram.com/waytoferdous/>

TikTok

tiktok.com/@waytoferdous?lang=en

waytoferdous Way to Ferdous

Edit profile Promote post  

18 Following 19 Followers 147 Likes

Quran memorization with Tajweed rules
❖ Islamic studies
❖ Arabic lessons

Search 

For You 

Explore 

Following 

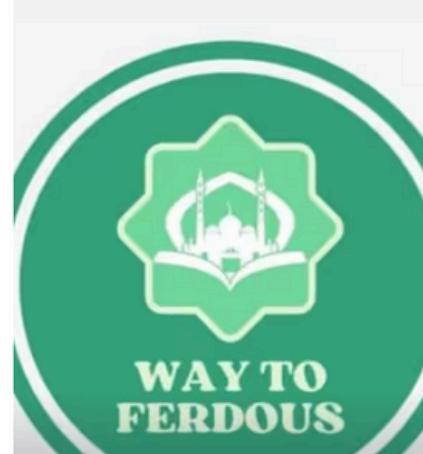
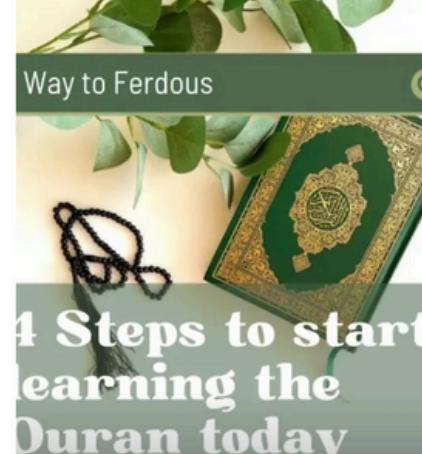
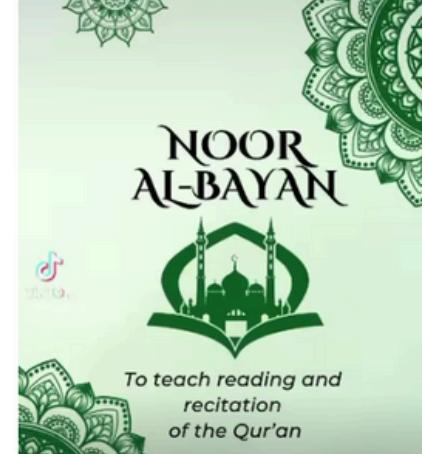
Friends 

Videos 

Favorites 

Liked 

Latest Popular Oldest


<https://www.tiktok.com/@waytoferdous?lang=en>

Linkedin

linkedin.com/company/106116023/admin/dashboard/

The screenshot shows the LinkedIn Company Admin Dashboard for the page 'Way to Fedous Academy'. The left sidebar includes options like Dashboard, Page posts, Analytics, Feed, Activity, Inbox, Edit page, and Try Premium Page. The main area displays two recent posts from the page. The first post, titled 'Are you ready to Ramadan?', offers to boost it for 35,000 more video views. The second post, titled 'Are you ready to Ramadan?', offers to boost it for 210,000 more impressions. Both posts feature the page's logo and a call to action to follow for more details.

<https://www.linkedin.com/company/106116023/admin/dashboard/>

06

Campaign Management



Media plan for Way to Ferdous Academy :

Start of social presence of the academy on 15/11/2024:

- | | |
|-------------|-------------|
| 1- Facebook | 2-Instagram |
| 3-Tiktok | 4-Snapchat |
| 5-Linkedin | 6-Youtube |

Nov/Dec 2024 & Jan 2025

Brand Awareness for the academy services
by daily boosting on all social platforms

Results:

Facebook page followers more than 150 from different countries

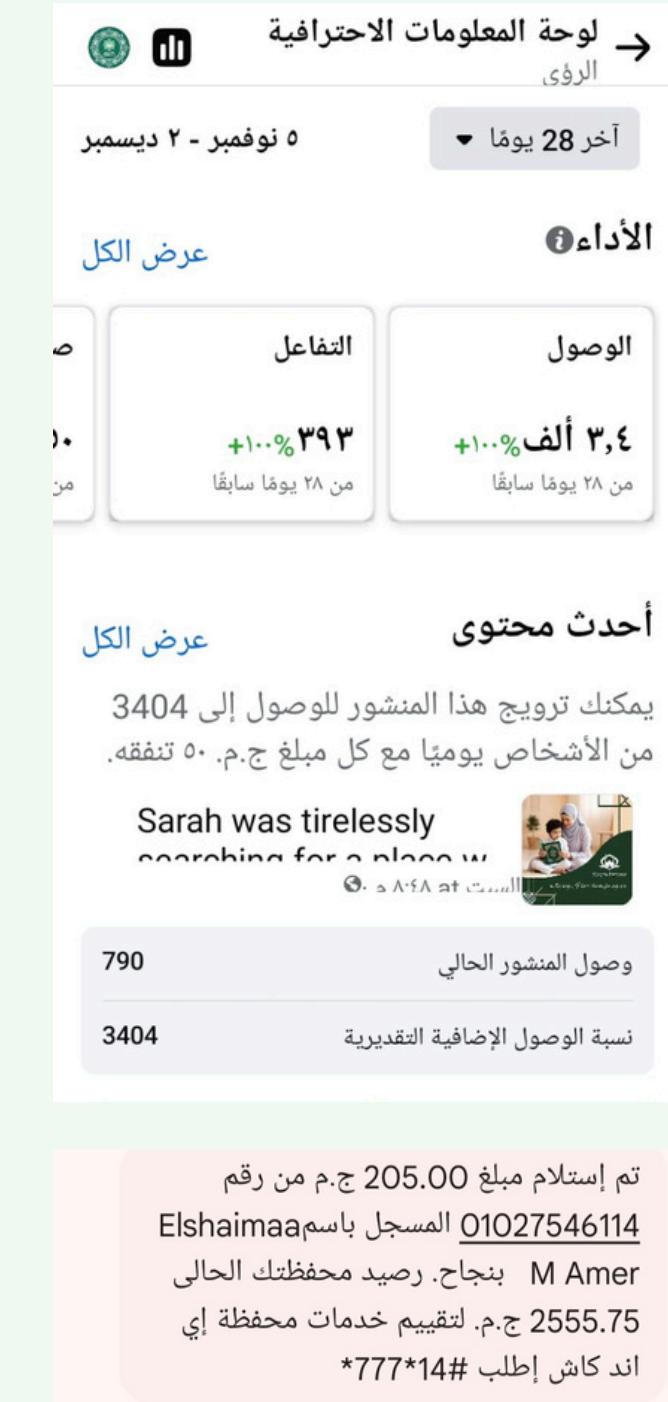
Enrollment for the academy

Start the lessons for women and kids

Daily boosting on all social media platforms

Increased the organic reach of the academy.

- The first enrollment for the academy comes from Arabic students who wanted to join the academy.
- Arab members of the academy provided free publicity by Word of mouth.
- Then, using funding from the subscriptions, we were able to advertise the page on Facebook.



Media plan for Way to Ferdous Academy :

Feb/March 2025

1-publishing of Way to Ferdous Academy website
Increasing the brand Awareness for the academy outside Egypt

2-We searched for the biggest population of Muslims in Europe It was in the UK
-Using (Google Keyword Planner) & (ahrafs)
We searched for the key word to use in our ads
It was (learn Quran online)

First campaign: increase Awareness

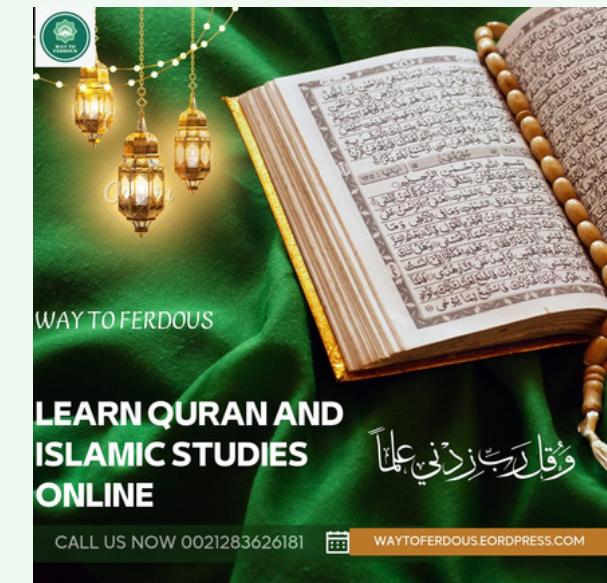
-Target country UK
-Target audience females (18-45)

Second campaign

-increasing enrollment by receiving calls

-Third campaign

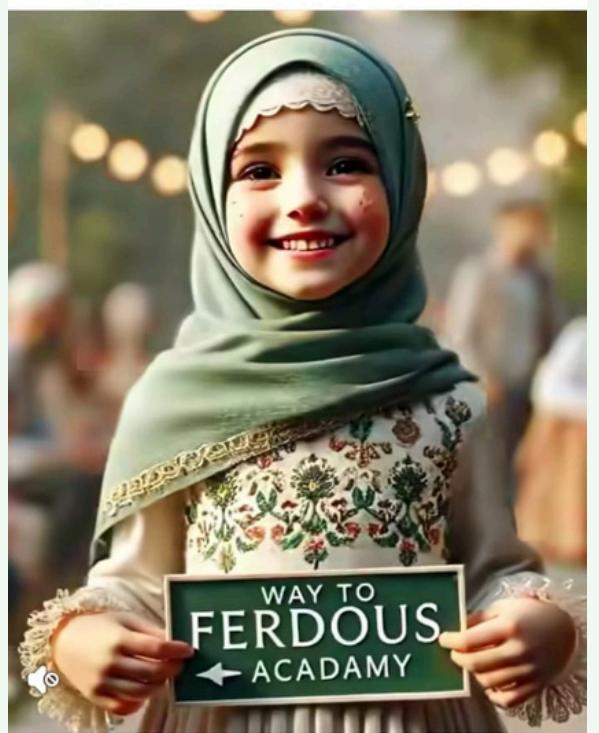
Increasing Enrollment by receiving messages.



المزيد حول المنشورات

for Perfect Quran memorization
Safe Muslim community for your kid
Join us now 0021283626181

#EidElfitr
#Quran
#Waytoferdous



يفتح في MESSENGER

Media plan for Way to Ferdous Academy :

3-The total cost for the three campaigns is 1000 to increase engagement and enrollment to the academy by:

- receiving messages
- Receiving calls

Total budgeting from the Academy enrollment

Results:

- 1-Increaed the subscription for the Facebook Page
- 2-Enrollment of 3 kids from UK (Lili-Lyan-Leen)



ملخص الإعلانات

تم إنفاق 233.94 ج.م. بواسطة Yassmin Magdy على 3 من الإعلانات في آخر 60 يوماً.

الوصول	695	100% ↑	المشاهدات	964	100% ↑
محادثات تم بدؤها عبر الرسائل	--		التفاعل مع المنشور	140	100% ↑

ملخص الإعلانات

تم إنفاق 301.88 ج.م. بواسطة Yassmin Magdy على 3 من الإعلانات في آخر 60 يوماً.

الوصول	838	100% ↑	المشاهدات	1.2 ألف	100% ↑
محادثات تم بدؤها عبر الرسائل	--		التفاعل مع المنشور	226	100% ↑

performed last month.

Jetpack

Visitors	38	↑ 38 (0%)
Views	115	↑ 115 (0%)
Likes	5	↑ 5 (0%)
Comments	5	↑ 5 (0%)

Top performing pages

Page	Views
Trusted Quran Learning at Fer...	59
Home page / Archives	18
BLOG	12

07

Analysis and Recommendations



Recommendations and future improvement:

1-Monthly review and strategy adjustment

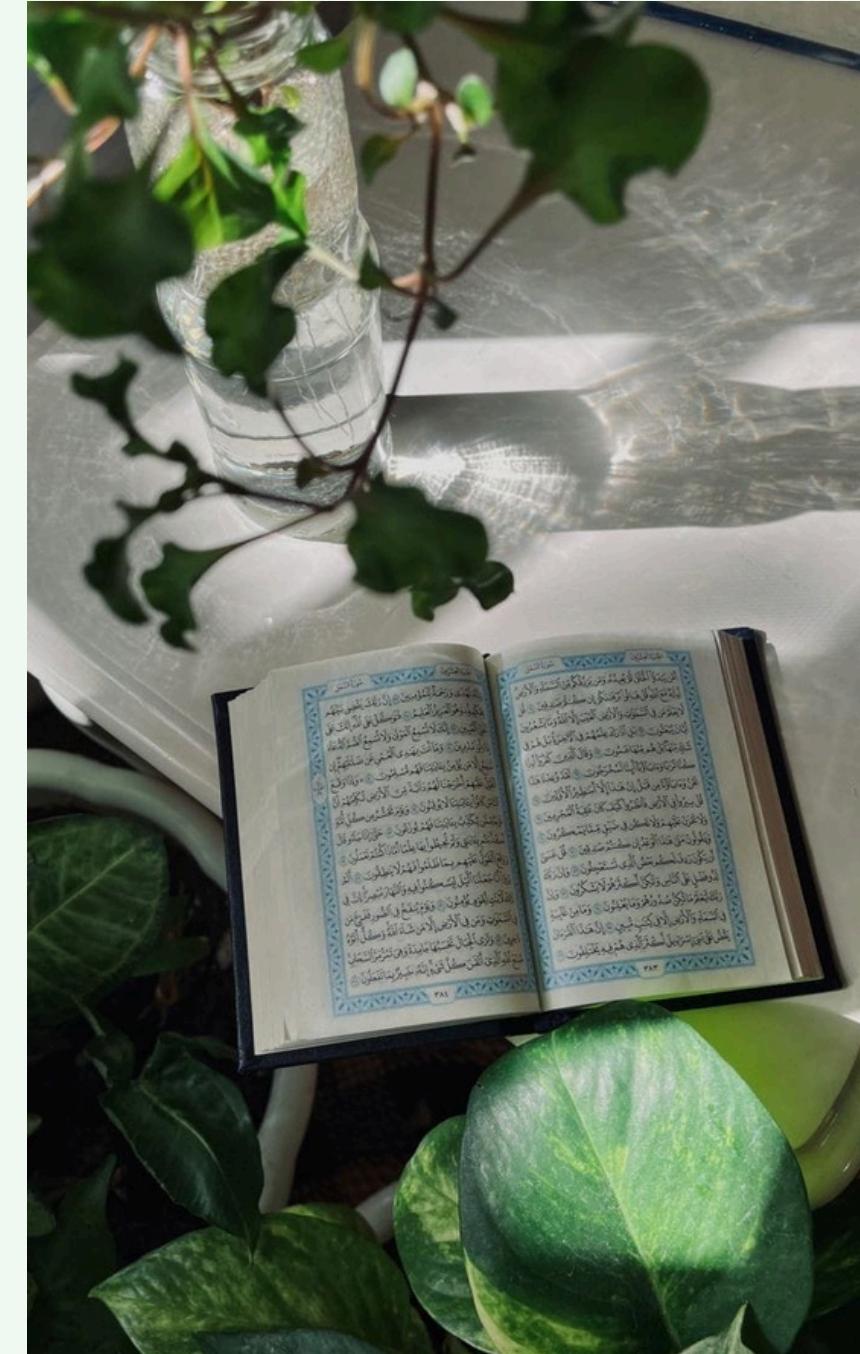
2-KPI's to measure improvement

- Increasing enrollment rate by 20% every 3 months
- Increasing conversation rate in website by 10% every 3 months
- Increasing Facebook page followers by 50% in 3 months

3-Improve user experience in the website

4-Publishig google ads to increase brand Awareness in European countries

5-Publishing E-books of the academy



Thank You

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