

## Osta - Marketing Strategy

### Team Roles

- **Research & Analysis -- (Conduct market research and analyze customer behavior to guide decisions)**

**Hana and Amira**

- **Setting Strategy -- (Develop marketing strategies and action plans)**

**Ziad and Maryam**

- **Content Creation & Media -- (Create content)**

**Abdelrahman**

- **Media Buying -- (optimize ad placements)**

**Rehab**

### 1. Project Overview

Osta is on a mission to revolutionize home maintenance services in Egypt by offering homeowners a reliable, efficient, and professional solution. The platform connects users with skilled professionals for various home services, from electrical repairs to plumbing, painting, and more.

As the marketing team behind Osta, our goal is to establish it as Egypt's top choice for home maintenance by building a trusted, widely recognized brand that drives user adoption, engagement, and long-term retention.

### 2. Market Research & Analysis

#### A. Industry Overview

- The home services market in Egypt is growing rapidly due to increasing urbanization and a rising demand for professional, hassle-free solutions.
- A significant portion of maintenance service requests still rely on word-of-mouth referrals or unverified online searches, leading to inconsistent quality and trust issues.
- There is a gap in the market for a digital-first, quality-assured solution like Osta.

#### B. Competitor Analysis

Our main competitors include:

1. Traditional service providers (independent workers with no digital presence).

2. Social media-based service groups (unverified professionals, no guarantees).
3. Existing home service apps (few reliable players, but many have high commission fees or poor user experience).

#### ***Osta's Competitive Advantage:***

- ✓ Verified professionals – Ensuring trust and reliability.
- ✓ Fast response time – On-demand service booking.
- ✓ User-friendly app – Simple, seamless experience.
- ✓ Transparent pricing – No hidden costs, unlike offline alternatives.

#### **C. Target Audience & Buyer Personas**

Primary Segments:

1. Busy Professionals (25-45 years old) – Working individuals who need fast and reliable home repairs.
2. Homeowners & Families (30-55 years old) – Seeking maintenance for long-term home care.
3. Elderly & Non-Tech-Savvy Users (50+ years old) – Who may require support through family referrals.
4. Property Managers & Airbnb Hosts – Need frequent maintenance for rental properties.

#### **3. SWOT Analysis**

Strengths	Weaknesses
First-mover advantage in the digital home services space	Need to build brand awareness from scratch
Verified professionals & transparent pricing	Market education is required for digital adoption
Strong value proposition (trust, convenience, speed)	Competition from informal workers who undercharge
Growing demand for home services apps	Competitor platforms may improve their offerings

#### **4. USPS**

Your Trusted Partner: Emphasizes reliability and trust, addressing a key concern in the market.

Hassle-Free Home Maintenance: Highlights the ease and convenience Osta offers.

Verified, Skilled Professionals: Reinforces quality and professionalism, a major differentiator.

Fast, Reliable, and Transparently Priced Services. - Covers the core benefits: speed, dependability, and no hidden fees.

Easy-to-Use App: Focuses on the user-friendly digital experience.

Say goodbye to unreliable handymen and hidden costs: Directly addresses the pain points of the current market.

Peace of mind of quality, on-demand home care: Summarizes the overall value proposition.

## 5. Marketing Objectives

1. Increase Brand Awareness: Make Osta a household name for home services in Egypt.
2. Drive App Downloads & Active Users: Convert new users into frequent customers through targeted marketing.
3. Build Trust & Recognition: Position Osta as the most reliable and transparent platform for home services.
4. Boost Engagement & Referrals: Leverage word-of-mouth, influencer marketing, and user-generated content to create a strong community.

## 6. Marketing Strategy & Execution

### A. Digital Awareness & Engagement Strategy

- ✓ Social Media & Content Marketing (Facebook, Instagram, TikTok, LinkedIn, YouTube)
- ✓ Influencer & Micro-Influencer Marketing
- ✓ Performance Marketing (Paid Ads on Google, Facebook, Instagram)
- ✓ Referral & Loyalty Program

## OUR BUSINESS MODEL

### OSTA

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
- Skilled professionals (plumbers, electricians, painters, etc.) - Local hardware stores and suppliers - Influencers and lifestyle bloggers - Real estate agencies - Professional	- Platform development and maintenance - Onboarding and training of service providers - Running targeted marketing campaigns - Managing customer	- Fast and reliable home maintenance services - Verified and trusted professionals - Transparent pricing and secure payments - Easy-to-use app with real-time tracking	- Providing recommendations and responding to customer feedback - Engaging users through social media, newsletters, and app updates - Building a community through influencer collaborations	- Homeowners in urban and suburban areas - Busy professionals seeking convenience - Families needing reliable home repairs - Skilled professionals looking to grow

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
associations	support and feedback			their business

#### KEY RESOURCES

- Mobile app (iOS and Android) - Professional network of service providers - Social media platforms and influencer collaborations - Customer support and feedback system

#### CHANNELS

- Mobile app and website - Social media platforms - Influencer partnerships - Local advertising (billboards, radio, and flyers)

#### COST STRUCTURE

- App development and maintenance - Marketing and advertising (digital, local, and influencer) - Customer support and training costs - Professional vetting and background checks

#### REVENUE STREAMS

- Commission on completed transactions - Subscription plans for professionals - In-app advertising from partner businesses

### 7. Key Performance Indicators (KPIs)

Objective	KPI	Target
Brand Awareness	Social media reach & engagement	1M+ impressions in 3 months
User Acquisition	App downloads	50K installs in 6 months
User Retention	Repeat bookings per user	30%+ of users book again within 3 months

### 8.Content calendar

# April 2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31	01	02 <b>Reels</b> Brand Storytelling short video sharing the app's story – why it started, the problem it solves, and how it helps users.	03	04	05 <b>Video</b> A quick video showing how to download, sign up, and request a service in simple steps.	06
07	08 <b>Engaging Post</b> Ask followers about the most common home issues they face (like leaks or electrical problems).	09	10	11 <b>Video</b> short story showing a real customer's journey – from booking to service completion, highlighting speed and quality.	12	13
14 <b>Behind-the-Scenes</b> A video showing how service providers are selected and trained to ensure quality.	15	16	17 <b>Engaging Post</b> A "Did you know?" post with a useful home maintenance tip	18	19	20 <b>Post</b> A post featuring a positive customer review with a photo or short clip of the service.
21	22	23 <b>Video</b> Success Story video sharing how the app helped a customer solve a major issue quickly and efficiently.	24	25	26 <b>Sales Post</b> A post offering a discount on the first order with a clear call to action.	27
28	29 <b>Educational Video</b> A video sharing a tip or useful information related to the service.	30	31	01	02	03

## 9. Growth Roadmap

Phase 1 – Awareness: Social media & PR push (Month 1-2)

Phase 2 – Acquisition: Paid ads & referral programs (Month 3-5)

Phase 3 – Retention: Loyalty programs & partnerships (Month 6-9)

Phase 4 – Scaling: Expanding to new cities & B2B services (Month 9+)

## 10. Conclusion

This marketing strategy provides a structured approach to establishing Osta as Egypt's go-to home services app. Through targeted branding, digital performance marketing, and community engagement, Osta can attract, retain, and grow its user base, ultimately transforming how home maintenance is managed in Egypt.