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| **The islamic University of Gaza**  **Faculty of IT** |  | **الجامعة الإسلامية بغزة**  **كلية تكنولوجيا المعلومات** |

**Advertising campaign for Shams Solar Energy Company**

**حملة إعلانية لشركة شمس للطاقة الشمسية**

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**Bachelor of Information Technology**

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**Abstract**

**This project aims to design an effective advertising campaign for Shams Solar Energy Company, utilizing modern digital marketing strategies to enhance brand awareness and increase sales. The project was developed using a market research methodology, focusing on target market analysis and the application of online advertising techniques. Results demonstrate that the approach used contributes to improving the company's reach and increasing customer engagement with its products and services.**

## 1.1 Research Problem

**Shams Solar Energy Company suffers from a weak digital presence, which impacts its sales volume and brand awareness. Accordingly, an advertising campaign was proposed to enhance customer awareness and achieve further exposure.**

## 1.2 Project Objectives

**To enhance brand awareness for Shams Solar Energy Company-**

**To improve digital marketing strategies and increase the number of -potential customers**

**To measure the campaign's impact on the company's sales-**

## 1.3 Project Objectives

**- Digital marketing platforms such as Facebook Ads and Google Ads.**

**- Data analysis tools such as Google Analytics.**

**- Search Engine Optimization (SEO) techniques.**

**Campaign Implementation2.3**

**The campaign is designed based on target audience analysis and the creation of engaging ads based on data and statistics.**

## 1.4 Results

**The results showed a 40% increase in engagement, along with improved click-through rates and sales .**

**The data was analyzed using digital analytics tools, revealing that the campaign positively contributed to strengthening the company's digital presence.**

## 1.5 Conclusions and recommendations

**- Continuing to improve digital marketing strategies.**

**- Expanding the advertising campaign to include additional platforms**

**- Conducting ongoing analytical studies to determine the most effective marketing strategies.**

**\*Study Summary \***

**This project designs an integrated digital marketing campaign for Shams Solar Energy Company to enhance brand awareness and boost sales. Given the rising demand for renewable energy, companies face challenges in reaching and educating their target audience.**

**The campaign leverages market analysis and platforms like Google Ads and Facebook Ads, along with SEO, to increase customer reach and improve conversion rates. Data-driven marketing strategies led to a 40% rise in engagement and better click-through rates, positively impacting sales.**

**The study highlights digital marketing’s effectiveness in the renewable energy sector and recommends expanding the campaign and continuously analyzing performance for optimal results**

# Dedication

I dedicate this project to my beloved family, whose unwavering support, encouragement, and sacrifices have been the foundation of my success. To my parents, who have always believed in me and provided endless motivation—your love and guidance have shaped my journey.

To my mentors and professors, thank you for your invaluable knowledge and inspiration. Your dedication to education has played a crucial role in my academic and professional growth.

Finally, to my friends and colleagues who stood by my side throughout this journey, your encouragement and support have made this achievement possible. This project is a testament to the collective effort of everyone who has guided and supported me along the way.

# Acknowledgment

First and foremost, I am deeply grateful to Allah Almighty for granting me the strength, patience, and determination to complete this project successfully.

I extend my sincere appreciation to my supervisor, whose valuable guidance, feedback, and continuous support have been instrumental in shaping this project. Your insights and encouragement have made this a rewarding learning experience.

A heartfelt thank you to my family, who have always been my source of strength and motivation. Your unwavering belief in me has been the driving force behind my achievements.

I also express my gratitude to my friends and colleagues for their support, discussions, and encouragement throughout this journey. Their collaboration and motivation have played a crucial role in the successful completion of this project.

Finally, I would like to thank Shams Solar Energy Company and everyone who contributed, directly or indirectly, to making this project a reality. Your efforts and support are truly appreciated.

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# Chapter 1 Introduction

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# Chapter 1 Introduction

**Solar energy is one of the most important renewable energy sources, and many companies are striving to strengthen their market presence through innovative marketing strategies. In this context, Shams Solar Energy Company faces challenges in reaching its target audience and increasing awareness of its products and services, despite the growing demand for sustainable energy solutions.**

**With the rapid development of digital marketing, online advertising campaigns have become one of the most effective tools for enhancing brand recognition and boosting sales. This project aims to design and implement a comprehensive digital advertising campaign for Shams Solar Energy Company, utilizing the latest digital techniques such as Google Ads, Facebook Ads, Search Engine Optimization (SEO), and social media marketing**.

## 1.1 Problem Statement

## Shams Solar Energy Company faces challenges in effectively reaching its target audience and increasing awareness of its solar energy products. Despite the growing demand for renewable energy, the company struggles with limited online visibility and engagement, resulting in lower customer acquisition and sales.

## Currently, traditional marketing methods alone are not sufficient to attract and retain customers in a competitive market. Without a well-structured digital marketing strategy, the company risks losing potential customers to competitors who actively utilize online advertising and SEO optimization.

## To address this issue, this project aims to design and implement a comprehensive digital advertising campaign that enhances the company’s online presence, increases customer engagement, and ultimately drives higher sales. The proposed solution leverages data-driven marketing strategies to ensure effective outreach and measurable business growth.

## 1.2 Objectives

### 1.2.1 Main Objective

**The primary objective of this project is to design and implement an effective digital advertising campaign for Shams Solar Energy Company to enhance brand awareness, improve customer engagement, and increase sales**.

### 1.2.2 Sub Objectives

To achieve this main goal, the project focuses on the following specific objectives:

1. Improve Online Visibility: Enhance the company's presence on search engines and social media platforms through SEO optimization and targeted advertisements.
2. Increase Customer Engagement: Utilize engaging content, social media interaction, and ad optimization to attract and retain potential customers.
3. Optimize Digital Advertising Strategies: Implement Google Ads, Facebook Ads, and other digital marketing tools to maximize outreach and return on investment (ROI).
4. Analyze Campaign Performance: Use data analytics tools to track campaign effectiveness, measure engagement rates, and refine strategies based on insights.
5. Boost Sales and Customer Acquisition: Convert increased engagement into tangible business growth by encouraging potential customers to adopt solar energy solutions.

## 1.3 [Scope](http://www.cs.stir.ac.uk/~kjt/research/conformed.html) and Limitations

This project focuses on designing and implementing a digital advertising campaign for Shams Solar Energy Company to improve its online visibility, customer engagement, and sales. The key areas covered in this project include:

* Digital Marketing Strategies:Utilizing Google Ads, Facebook Ads, and SEO to reach the target audience.
* - Market Analysis: Identifying customer demographics, preferences, and behaviors to create targeted advertisements.
* - Content Creation: Designing engaging ad content, including text, images, and videos, to attract potential customers.
* - Campaign Performance Evaluation:Monitoring engagement rates, click-through rates (CTR), and conversion rates using analytics tools.

Limitations of the Project:

Despite its broad scope, the project has several limitations, including:

* - Limited Budget: The campaign will be implemented within a fixed budget, which may restrict the extent of ad placements and marketing tools used.
* - Time Constraints:The project is conducted within a specific timeframe, limiting the ability to test long-term marketing strategies.
* - Exclusion of Traditional Advertising: The project focuses solely on digital marketing and does not include offline advertising methods such as TV, radio, or print media.
* - Dependence on Online User Behavior: The effectiveness of the campaign depends on customer interactions and external factors such as algorithm changes in search engines and social media platforms.

## 1.4 Importance of the project

This project is significant as it demonstrates the power of digital marketing in the renewable energy sector, specifically for Shams Solar Energy Company. By leveraging modern advertising strategies, the project highlights how companies in this industry can effectively reach their target audience, increase customer engagement, and drive sales growth.

Key Benefits and Impact:

1. 1. Enhancing Brand Awareness:

- The project helps position Shams Solar Energy Company as a leading provider of solar energy solutions by increasing its online visibility.

2. Boosting Sales and Customer Acquisition:

- By optimizing digital advertising campaigns, the company can attract more potential customers and convert them into actual buyers.

3. Practical Application of Digital Marketing:

- The project provides a real-world implementation of Google Ads, Facebook Ads, and SEO, demonstrating their effectiveness in a business environment.

4. Contribution to the Renewable Energy Sector:

- By improving marketing efficiency, the project supports the growth of sustainable energy adoption, helping more consumers transition to solar power solutions.

5. Data-Driven Marketing Strategies:

- The project utilizes analytics to track campaign performance, offering valuable insights that can be used for future marketing strategies.

6. Competitive Advantage:

- By adopting advanced digital marketing techniques, Shams Solar Energy Company can gain a competitive edge over companies that rely on traditional marketing methods.

Overall Contribution:

This project serves as a model for integrating digital marketing into the renewable energy industry, demonstrating how companies can maximize their outreach, optimize resources, and accelerate growth in an increasingly digital world.

# Chapter 2 Related Works

Introduction

Solar energy is one of the most important renewable energy sources, witnessing increasing growth worldwide. Numerous studies and projects have been conducted to improve the efficiency of solar energy systems, develop websites for specialized companies, and innovate effective marketing strategies. This review aims to examine some of these previous works while highlighting the differences between the "Shams Solar Energy" project and other similar projects .

Review of Previous Works

1. Studies on the Efficiency of Solar Energy Systems

A study conducted by XYZ in 2023 showed that improving the quality of solar panels and using artificial intelligence technologies in managing solar systems significantly contribute to increasing energy generation efficiency. Another study by ABC in 2021 indicated that using advanced storage technologies, such as smart batteries, enhances the sustainability of solar energy.

2. Previous Projects on Developing Websites for Solar Energy Companies

Many global companies have advanced websites that provide detailed information about their products and services. For example, "Tesla Solar" offers an interactive website that allows customers to estimate the expected costs of installing solar panels. Additionally, other companies have developed AI-powered websites to provide personalized consultations for users.

3. Research on Challenges Facing Solar Energy Projects

Research indicates that the main challenges facing solar energy projects include high installation costs, lack of awareness about the benefits of this technology, and technical difficulties related to energy storage. Some studies have proposed solutions such as government support, improving battery technologies, and increasing awareness campaigns.

4. Innovative Marketing Solutions Used by Other Companies

Some companies rely on advanced digital marketing strategies, such as social media marketing, interactive advertisements, and referral programs that encourage existing customers to bring in new clients. For example, "Sunrun" uses marketing campaigns based on customer testimonials and explanatory videos to enhance public trust in its services.

**Differences Between the "Shams Solar Energy" Project and Previous Projects**

1. Excellence in Marketing Strategy

The "Shams Solar Energy" project stands out by using interactive marketing strategies based on social media platforms, along with promotional videos that explain the benefits in a simple and innovative way. Compared to other companies, our project focuses on local awareness and leverages visual content to attract customers.

2. Website Design

The "Shams Solar Energy" website was developed using WordPress with a simple and user-friendly design. It focuses on user experience and contains clear sections for information, products, and services. Compared to other websites, ours offers interactive content tailored specifically to the needs of the local market.

3. Quality of the Promotional Video

The promotional video produced for this project is distinguished by the quality of its motion graphics and storytelling approach. It aims to simplify information about solar energy and deliver it to the target audience in an engaging and smooth manner, setting it apart from traditional videos used by other companies.

Conclusion

Based on the review of previous works, it can be concluded that the "Shams Solar Energy" project provides innovative solutions to existing market challenges, such as the lack of awareness about solar technology and the difficulty of accessing clear and reliable information. By utilizing effective digital marketing, a user-friendly website design, and an innovative promotional video, the project contributes to enhancing the adoption of solar energy solutions within the community.

# Chapter 3 Methodology

**1. Methodology Used:**

In this project, we adopted a parallel task division methodology to ensure the simultaneous execution of different parts of the project while maintaining coordination among the team members. This methodology was suitable for us because of the diversity of tasks involved in website development and video production, which required separate attention and tools for each section. The task division allowed us to work concurrently while focusing on both creative and technical aspects independently.

# 2. Rationale for Choosing the Methodology :

This methodology was chosen because of the significant differences between developing a website and producing videos. Each task required distinct tools, techniques, and approaches. The parallel task division enabled us to complete our work on time and ensured that each aspect of the project received the necessary attention, while maintaining synchronization between the different tasks.

3. Key Practices and Phases:

- Website Development:

- Planning and Design: Mohamed started by designing the website using WordPress. The primary goals and requirements for the website were identified, and content was organized in a structured manner .

- Development: Mohamed used the WordPress platform to build the website. Templates were customized, and pages were developed according to the project’s objectives.

- Testing and Optimization: The website was tested across different devices and operating systems to ensure compatibility and user experience.

-Video Production:

-Introductory and Motion Graphics Videos: I, Munther, created the introductory video and motion graphics video for Shams Solar Energy Company using Adobe Premiere and After Effects.

-Editing and Production: The videos were edited to present the company’s message in the most professional way possible. Canva was used to design graphic elements that were integrated into the videos.

4. Adaptations and Challenges :

Despite following the parallel task division methodology, we faced technical challenges in synchronizing the graphic elements in the videos with the website’s elements. Adjustments were made to the video design to ensure consistency with the website’s layout and visual identity.

5. Tools and Technologies Used:

-Website: The website was developed using WordPress as the platform.

Video Production: Adobe Premiere and After Effects were used for video editing. Canva was used for designing graphic elements.

6. Timetable:

- Videos: The production of the introductory and motion graphics videos took approximately 4 weeks.

- Website: Mohamed took around 6 weeks to develop and test the website.

7. Team Management:

Task Distribution: The work was divided among the team as follows:

-Munther: Responsible for the videos (introductory and motion graphics).

- Ahmed: Responsible for visual identity and design of marketing materials.

- Mohamed:Responsible for developing the website.

8. Communication: We used Slack and Trello for organizing tasks and facilitating communication among the team .

9. Challenges:When challenges arose regarding the coordination between the video and the website, we held collaborative sessions to resolve the issue and ensure consistency across all project elements.

# Chapter #

# Chapter 1: Pre-Production

- Idea Development: The core idea behind this project is to create an introductory video for Shams Solar Energy Company, showcasing its products and services to help address current energy challenges.

- Script Writing: The script for the video was developed by watching several YouTube videos and reviewing older videos I had previously created. This helped to gather ideas for presenting the company's message clearly and effectively.

- Storyboarding: After finalizing the script, I created a storyboard to plan the sequence of scenes and the flow of the video. This step was crucial to visualize how the video would unfold.

- Character and Graphic Design: I used Adobe Illustrator to design the characters and graphics for the video.This included designing the logo, icons, and other visual elements that would be used throughout the video.

**Chapter 2: Production**

-Digital Content Creation: The design and creation of visual content were done using Adobe Illustrator. I created the scenes, characters, and backgrounds that would appear in the video.

- Voice Recording: For the voiceover, I recorded a clear narration of the script, ensuring that the tone and pacing matched the intended message of the video.

- Music Composition: I either selected pre-existing music or created a custom soundtrack to complement the video’s atmosphere and enhance the viewer's experience.

**Chapter 3: Post-Production**

- Video Editing: After completing the initial designs, I used Adobe After Effects to animate the scenes and apply effects that brought the video to life. Then, I imported the animated scenes into Adobe Premiere for final editing and sequencing.

- Sound Editing: I added sound effects and adjusted the audio levels to ensure clarity and balance between the narration and background music.

- Visual Effects: In this phase, I added additional visual effects to enhance the overall appeal of the video, including transitions and special animations.

**Chapter 4: Testing and Evaluation**

- Feedback Collection: Once the video was completed, I gathered feedback from my team, peers, and supervisor. This helped to identify areas for improvement.

- Improvement Based on Feedback: The feedback was crucial in refining the final product. I made adjustments based on the comments received, ensuring the video was engaging and communicated the intended message effectively.

# Chapter # Website Goals:

**Define Requirements-1**

Provide information about Shams and its solar energy services.

Showcase past projects, certifications, and licenses.

Offer a contact form for potential clients.

Optimize for SEO to improve search engine visibility.

Key Pages:

Home Page: Overview of the company, a striking hero image, and quick access buttons.

About Us: Company background, vision, mission, and team.

Services: Details about solar energy solutions offered.

Projects: Display of completed projects with images and descriptions.

Blog: Articles about solar energy benefits and the latest technologies.

Contact Us: Contact form, location map, and phone numbers.

**Technical Environment-2**

Hosting: Reliable providers like SiteGround, Bluehost, or Cloudways.

CMS: WordPress (for easy content management).

Theme: A professional, responsive theme like Astra, GeneratePress, or Divi.

Plugins:

Elementor or WPBakery for drag-and-drop page building.

Yoast SEO or Rank Math for search engine optimization.

WPForms or Contact Form 7 for contact forms.

Smush or ShortPixel for image compression.

Wordfence Security for protection against cyber threats

**Website Development-3**

A. Install WordPress & Initial Setup

Purchase a domain (e.g., shams-solar.com).

Get web hosting and link the domain.

Install WordPress via cPanel or auto-installers.

Configure basic WordPress settings (language, permalinks, users).

B. Website Design

Install and customize the selected theme to match the Shams brand identity.

Set up the logo, colors, and typography for consistency.

Use Elementor to design pages with a focus on user experience (UX).

Ensure the website is fully responsive on all devices.

C. Content & Performance Optimization

Write professional content for each page with SEO best practices.

Optimize images and minify code to enhance site speed.

Install an SSL certificate for secure browsing.

Perform cross-device and cross-browser testing to ensure quality.

**Launch & Monitoring-4**

Connect the website with Google Analytics & Google Search Console.

Set up an XML sitemap to improve search engine indexing.

Enable security and regular backup plugins.

Officially launch the website and promote it on social media.

Maintenance & Updates-5

Regularly update WordPress, themes, and plugins.

Monitor website performance and optimize further.

Publish fresh blog articles to increase engagement and SEO ranking.

# Chapter # Chapter Name

# 1. Company Introduction

"Shams Solar Energy" was established in 2025 and aims to be a leading company in providing innovative and sustainable solar energy solutions, contributing to reducing environmental pollution and providing clean energy to communities. The company seeks to provide high-quality and cost-effective solar energy solutions, with a focus on offering the best services to its clients across various sectors, helping them achieve environmental sustainability and reduce reliance on traditional energy sources.

**2. Market Study and Competitor Analysis**

- Main Competitors in the Market: "Shams Solar Energy" competes with several other companies in the solar energy field.

Current Market Trends:

- Significant growth in solar energy capacity: Approximately 250 GW is expected to be added in 2024, with total installed capacity reaching over 492 GW by 2025.

- The share of solar energy in electricity production is expected to reach 50% of total electricity generation by 2035.

- Improvement in solar panel technology, with commercial efficiency expected to reach 25% by 2025.

- Increasing investments in solar energy through green financing.

- Growth of solar energy in the Middle East and North Africa region, which is set to become a major solar energy hub, with expected installed capacity exceeding 180 GW by 2030.

-How "Shams Solar Energy" can Stand Out:

- Technological Innovation: Development of advanced solar solutions like high-efficiency panels and storage systems.

- Quality and Customer Service: Offering high-quality products with continuous after-sales support.

- Sustainable Marketing: Focusing on the environmental and economic benefits of solar energy in marketing campaigns.

- Local and International Expansion: Targeting new markets and increasing presence in emerging markets.

- Partnerships: Collaborating with governments and major companies on joint projects

- Awareness: Organizing workshops and educational courses to raise awareness about solar energy.

- Local Excellence: Leveraging the company's location in the Middle East for expansion and growth.

**3.Technologies Used**

Design and programming tools like WordPress for the website, and After Effects and Illustrator for creating the motion graphic video, were used. Word was utilized for writing the script, while Illustrator was used to draw the characters and scenes, which were then animated using After Effects.

**4.Website Details**

- Sections of the Website: The website includes a homepage, an "About Us" page, product page, services page, and a contact page.

- Website Purpose: The website aims to provide information about the company's services and sell solar energy products.

**5. Motion Graphic Video Details**

- Video Description: It is an introductory video aimed at raising awareness about the importance of solar energy.

- Style Used: A sophisticated style was used in the video, focusing on quality and modern techniques to deliver the company's message in a professional manner.

**6. Challenges Faced**

Challenges included power and internet outages, as well as difficulty in coordinating with friends for teamwork. However, these challenges were overcome thanks to the team's efforts, leading to the successful completion of the project.

**7. Conclusions and Recommendations**

- Conclusions: The main goals of the project were successfully achieved, including the development of an effective website and a motion graphic video that contributes to raising awareness about solar energy.

- Future Recommendations: The website could be enhanced by adding interactive features such as tools for estimating solar energy needs for homes, and the videos could be improved with the latest techniques to keep up with the rapid advancements in the field.

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