



DIGITAL MARKETING

MEET THE TEAM



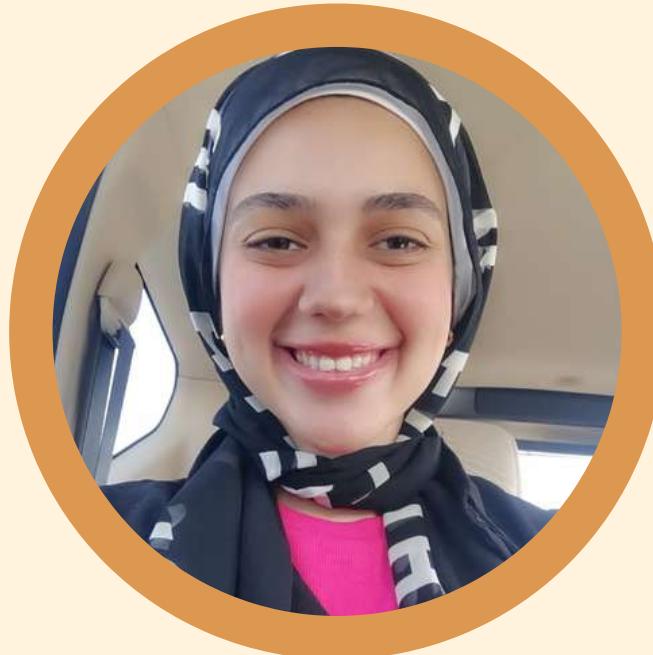
Amr Ahmed



Mayar Abdelftaf



Habiba Sayad



Aya Amr



Gharam Abdelftaf

BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> Food suppliers (ingredients, packaging). Delivery services. Digital marketing platforms (Meta Ads). 	<ul style="list-style-type: none"> Preparing and delivering home-style eastern food. Running social media marketing campaigns Managing orders and customer service Engaging with the audience through TikTok, Facebook, and Instagram Analyzing data to optimize marketing strategies <p>KEY RESOURCES</p> <ul style="list-style-type: none"> Experienced chefs and kitchen staff. Well-equipped kitchen. Digital marketing expertise Strong social media presence 	<ul style="list-style-type: none"> High-quality, clean, and healthy home-style food. Convenient meals for busy families and professionals. Authentic Egyptian flavors, especially feteer meshaltet and stuffed dishes. Time-saving alternative to cooking at home. 	<ul style="list-style-type: none"> Personalized customer service via social media & WhatsApp. Engaging content & interaction on social media. Customer feedback and reviews to improve service. <p>CHANNELS</p> <ul style="list-style-type: none"> Online: Facebook, Instagram, TikTok, WhatsApp. Offline: elshikh Zayed, karma mall 	<ul style="list-style-type: none"> Families looking for home-style meals. Employees and professionals needing quick and quality food. Busy mothers who don't have time to cook. Eastern food lovers.
COST STRUCTURE		REVENUE STREAM		
<ul style="list-style-type: none"> Ingredients and packaging. Social media advertising and marketing. Staff salaries. Kitchen utilities and rent. Delivery costs. 		<ul style="list-style-type: none"> Direct food sales through delivery. Possible future partnerships with food delivery apps. Upselling & cross-selling (combo meals, seasonal offers). 		

SOSTAC

Situation

- Homemade Eastern food
- Delivery & takeaway only in Sheikh Zayed & 6th October.
- Target audience: Expats, workers, student

Step 1

Strategy

- Focus on content marketing (reels, food prep videos, customer testimonials).
- Offer subscription-based meal plans for affordability & convenience.
- Use competitive pricing & promotions to attract new customers.

Step 3

Objectives

- Increase brand awareness & customer engagement.
- Expand social media presence & online orders.
- Develop subscription meal plans for regular customers.

Step 2

SOSTAC

Tactics

- Social Media: Instagram, Facebook, WhatsApp for orders & promotions.
- Promotion: deals, Flyers, Ramadan charity meals.
- Customer Engagement: Polls, Q&A and daily menu updates.

Step 4

Control

- Engagement rates (likes, shares, comments on social media).
- Order volume & revenue growth.
- Customer feedback & satisfaction scores.

Step 6

Action

- Marketing team: Daily posts, engagement campaigns.
- Kitchen team: Ensure consistent quality & timely delivery.
- Customer service: Handle orders, inquiries & complaints efficiently.

Step 5

MARKETING RESEARCH

- Business Overview
- industry
- T.A
- SWOT
- competitors



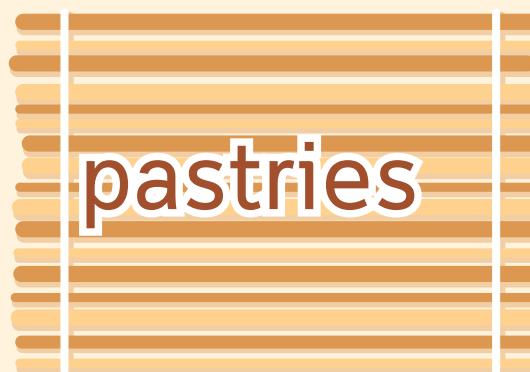
1. BUSINESS OVERVIEW

- Restaurant Name :Fatma's kitchen Cuisine
- Type: Homemade Eastern food
- Signature Dishes: Feteer Meshaltet and Mahshi

2. INDUSTRY



Type 1



pastries



Type 2



Egyptian
food



Type 2



Meals



3. TARGET AUDIENCE

Segments	mames	Expats	Workers
Age	30 to 55	18 to 55	18 to 55
Work	Non-working & office workers	Students, temporary workers, or singles living alone	Employees needing meals at work or living alone
Income	10K	Up to 15K	Up to 15K
Class	B to A+	Various social classes	Various social classes



3. TARGET AUDIENCE

Segments	mames	Expats	Workers
Problem	<ul style="list-style-type: none">1. Works and has no time to cook or doesn't know how to cook, so she needs homemade healthy food.2. Doesn't work but needs food for gatherings or doesn't know how to cook.3. Needs ready-to-cook or easy-to-fry meals to make cooking easier.	<ul style="list-style-type: none">1. Doesn't know how to cook and always orders fast food.2. Knows how to cook but finds it time-consuming, so they need ready-to-cook meals.3. Struggles with food expenses, so a subscription plan would help.	<ul style="list-style-type: none">1. Doesn't know how to cook and always orders fast food.2. Struggles with food expenses, so a subscription plan would help.
Message	We provide high-quality, affordable homemade healthy meals delivered to your doorstep daily.	We offer convenient, pre-cooked meals and subscription plans to save time and money.	Employees needing meals at work or living alone We provide cost-effective meal plans and easy food solutions for busy workers.

4. SWOT ANALYSIS

STRENGTHS

- High-quality homemade food catering to expats and busy housewives.
- Offers healthy, home-style meals that save time for the target audience.
- The advantage of home-cooked food
- it has a team marketing

OPPORTUNITIES

- Rising demand for healthy and homemade meals due to increased health awareness.
- Potential to leverage social media for branding, customer engagement, and advertising.
- Opportunities to collaborate with food delivery platforms to expand the customer base.

WEAKNESS

- There is no dine-in area; the business relies entirely on takeaway and delivery services.
- Limited service model may restrict the reach and growth potential.
- Limited workforce



THREATS

- Strong competition from similar businesses in the market.
- Rising costs of raw materials, affecting profit margins.
- Customers may shift to cheaper



we are search about competitors in shekh zayed and october area we found some competitors but all of them don't have a marketing team . so we cant make a comparison Between them . so , we will make a comparison with benchmark .

5. COMPETITORS



حجوجة

@7agoga

"مطعم حجوجة للأكل البيتي وال فلاحي"

Categories: Food, Cuisine, Agriculture, Cooking, Tradition, Recipe, Flavor, Heritage, Local, Market, Hajouja, Falahy, Mamalik

Language & Country: Turkish (Egypt)

Add to Dashboard

Update now

Last update of analytics data 482967 hours ago

AI Report

Universe

Rant

2,047,502
Fans (Average)

-
Follower Growth (in ...)

-
Posts per day...

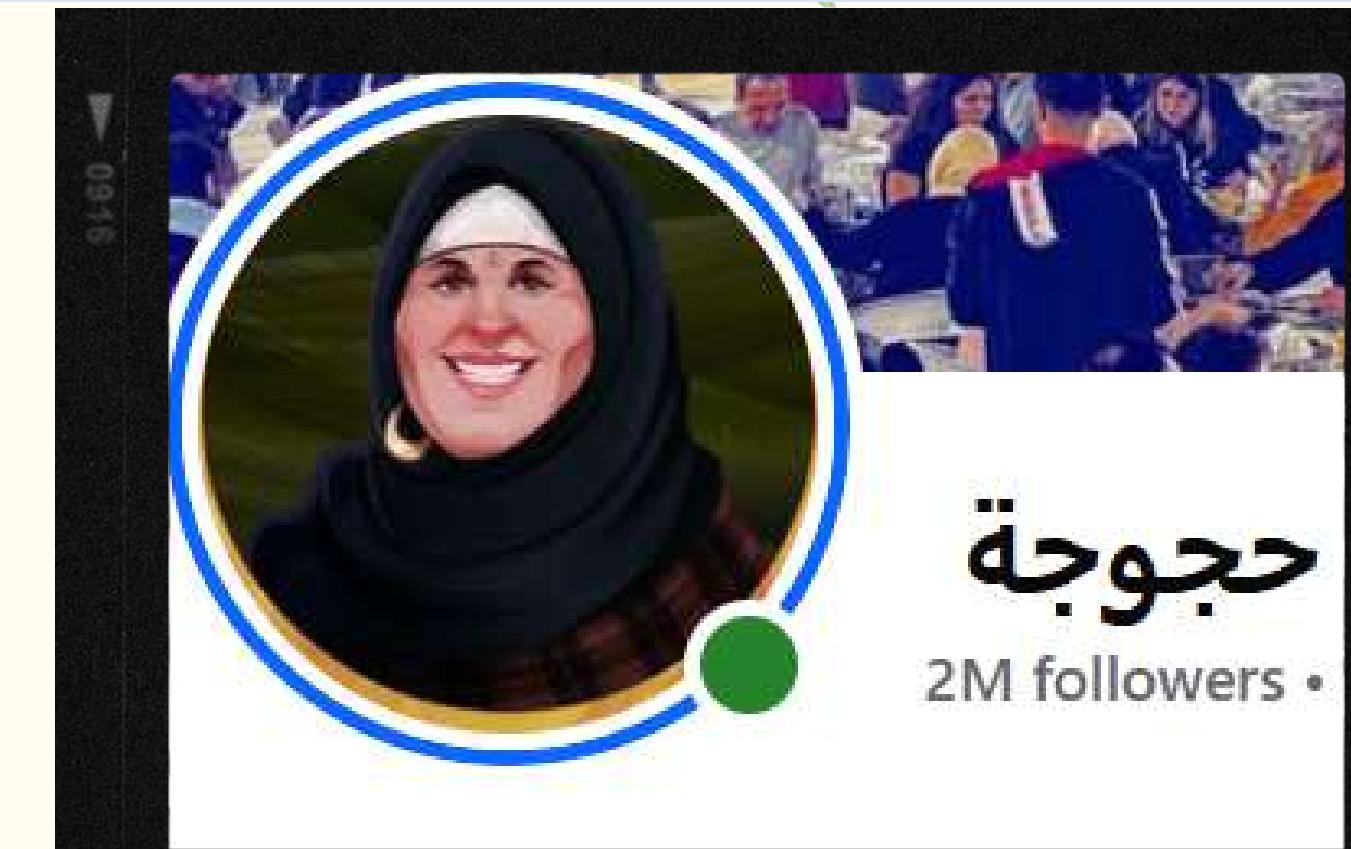
0.14%
Post interaction rate...

0.18%
Engagement...

40%
Page Performance...

followers :: 2M

engagement:: .18% it's =
360000



POSTS PER DAY

Posts per day (Average)



posted everyday

NUMBER OF POSTS

Number of posts

Videos

9.3%

Reels

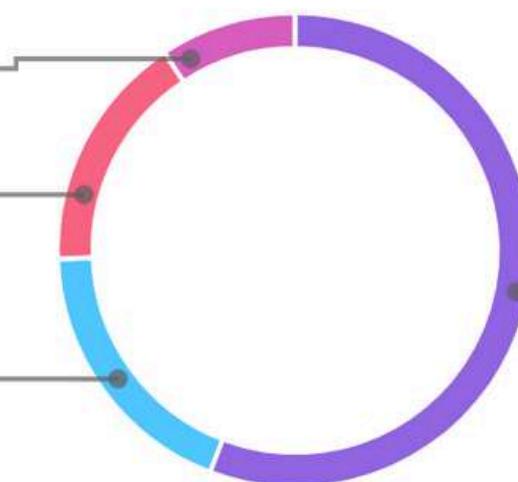
16.3%

Links

18.6%

Picture

55.8



pictures : 55%

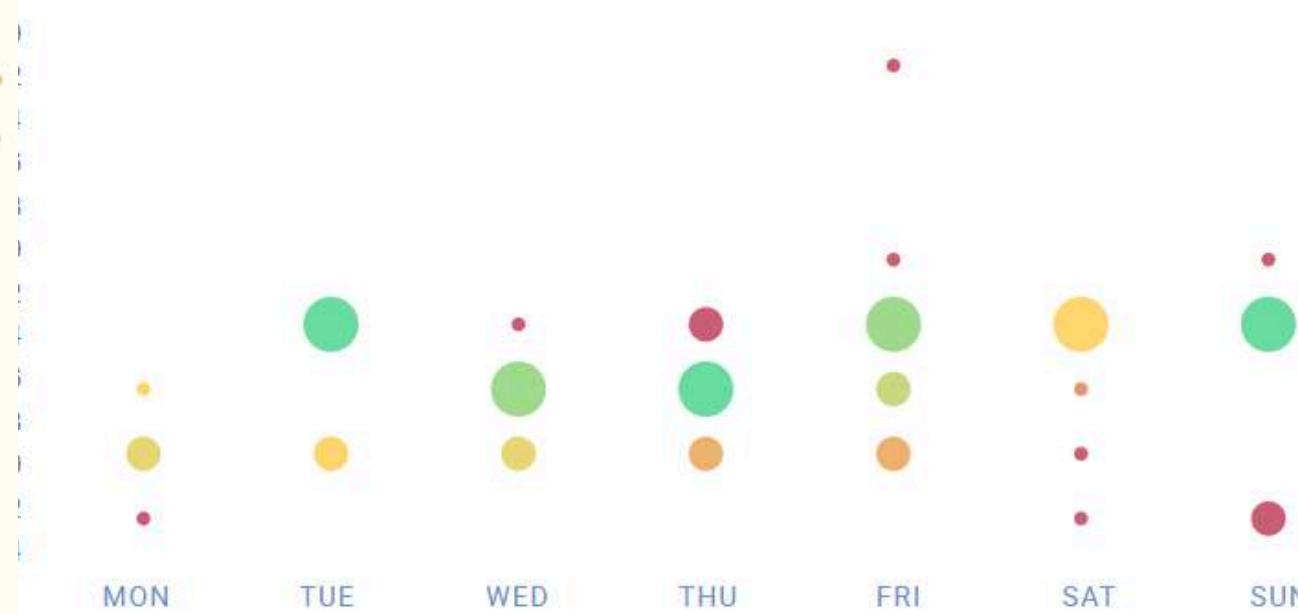
reels : 16%

videos : 9%

BEST TIME OF POST

Times To Post

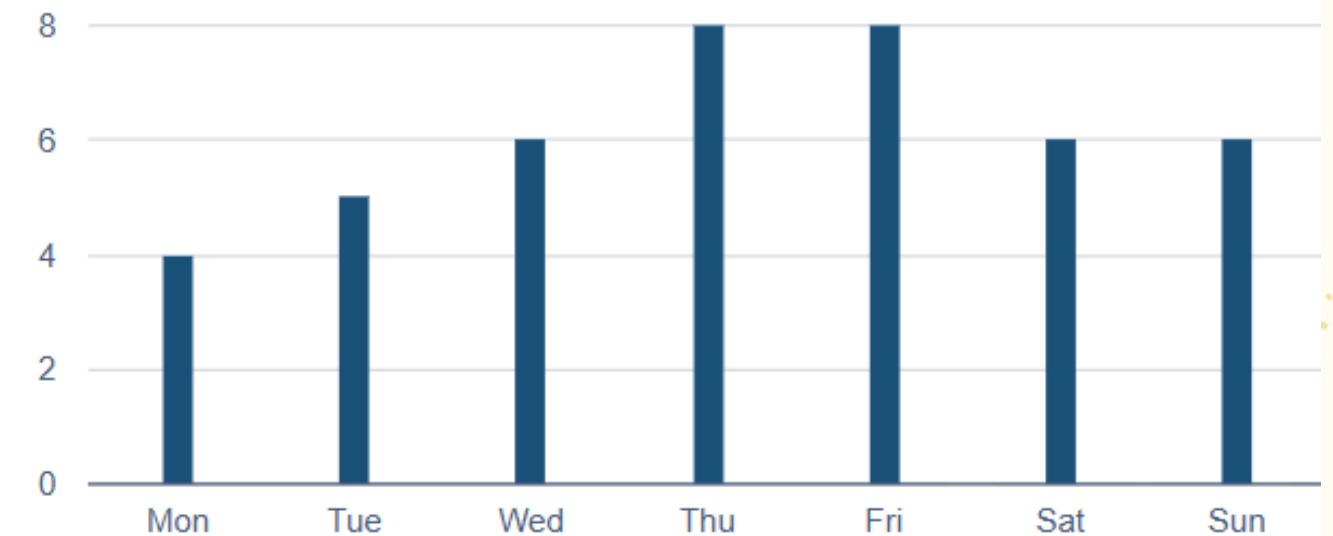
More dots, the more was posted at that time. The greener, the more the posts were interacted with.



number of posts by day
it's in thursday and friday

NUMBER OF POSTS BY DAY

Number of posts by days



number of posts by day it's in
thursday and friday

The bigger the word, the more it was used. The greener, the more these posts were interacted with.

سيشمال البلدي العملاقة العجمي فخر ببلو مصر والله وتحدي العصدة الضائى بلدى فته

عنان بس مش الاكل بالسمن موزة نفر على محدودة الفلاحى رقم البيلو مسقق

مناب اللي الفرن باللية عالفهم ارخص مع الكبدة سعر ضلوع بشوربة والسكرات

بندوب لحم اللحم حجوجة الترويقة بالزبيب لفترة حب الموزة داير في من

THE MOST WORDS USE IN CONTENT

MARKETING MIX



PRODUCT

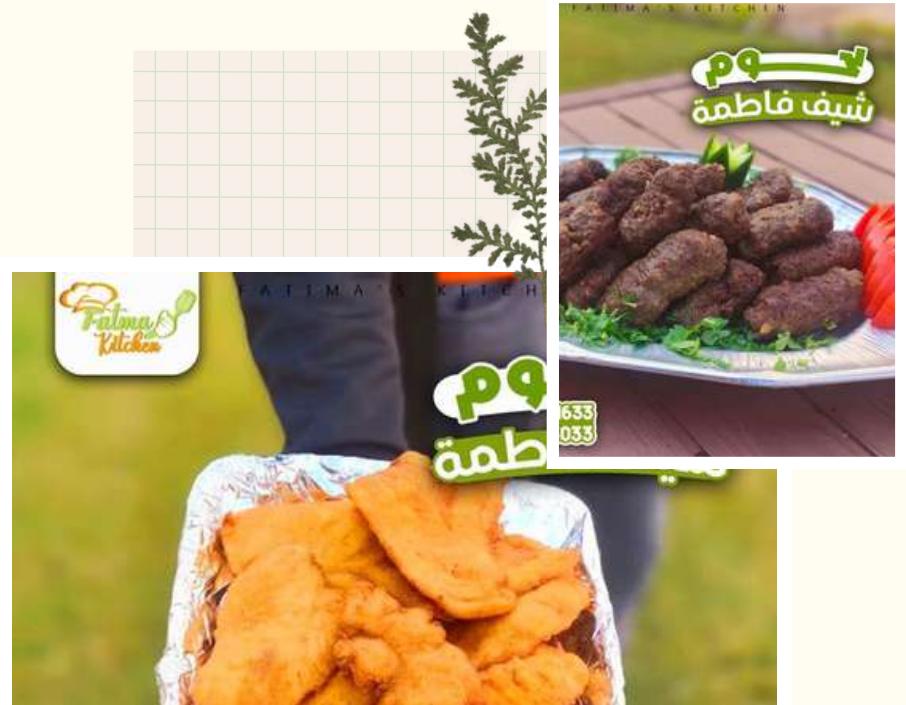
TYPE 01

pastries



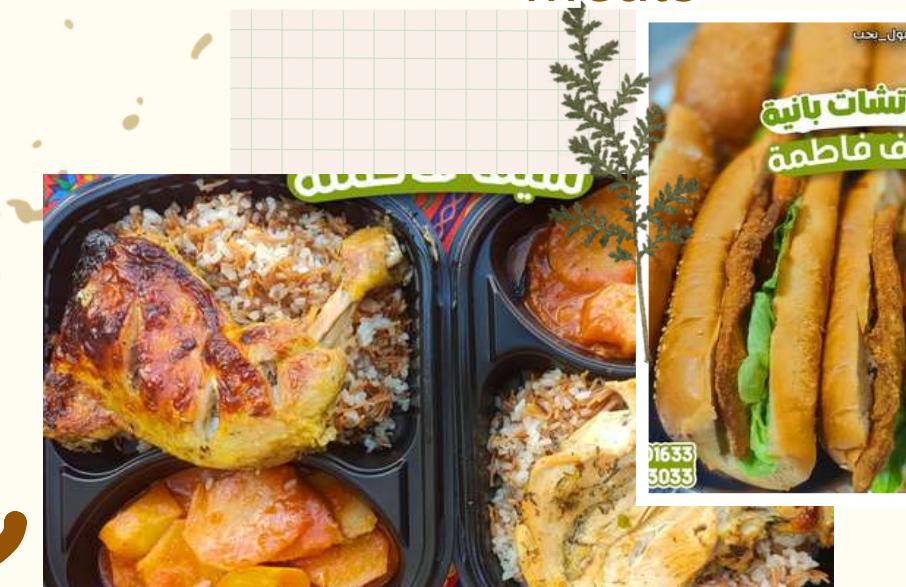
TYPE 02

Egyptian food



EXAMPLE 02

meals





PRICE

competitive pricing :: fatma 's kitchen use the
competitive pricing it's based on the market

online :: facebook
instagram
whats app
tiktok

PLACE

offline :: Karma Mall 4, Sheikh Zaid



online :: fatma kitchen depends on reels and photos on instagram and facebook also, offers on whatsapp

PROMOTION !

offline :: cards and flyers . Add a personalized thank-you note with each order, including a discount for the next purchase.



PEOPLE

CHEF FATMA

owner and the head of chefs

IN THE KITCHEN

chefs , cleaners , delivery

SOCIAL MEDIA

account manager , marketing team



PHYSICAL EVIDENCE

PREMIUM PACKAGING

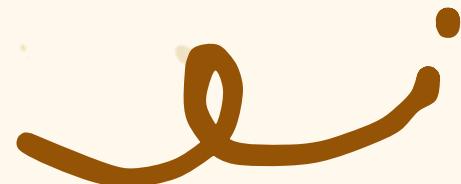
Eco-friendly and well-branded packaging with the Fatma's Kitchen logo. Secure and heat-resistant containers to keep food fresh.

BRANDED PRESENTATION

Orders include a handwritten thank-you note and reheating instructions.

CUSTOMER REVIEWS

Testimonials are shared on Instagram highlights to showcase customer satisfaction.



ONLINE PROCESS

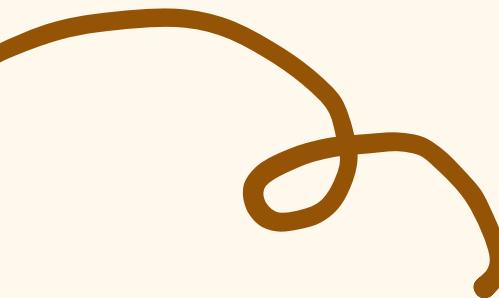
- Customers place an order via WhatsApp or Instagram DM.
- Confirmation message with the total price and estimated delivery time is sent.
- The food is freshly prepared and packed securely.
- Delivery is made within 60-90 minutes (depending on location).

PROCESS

OFFLINE PROCESS

- Customers who prefer to pick up their food can visit the kitchen in 6th of October City.
- There is no dine-in option, but customers can place their order
 - in advance and pick it up fresh.
- The exact location and pickup time are provided after confirming the order.

CONTENT STRATEGY

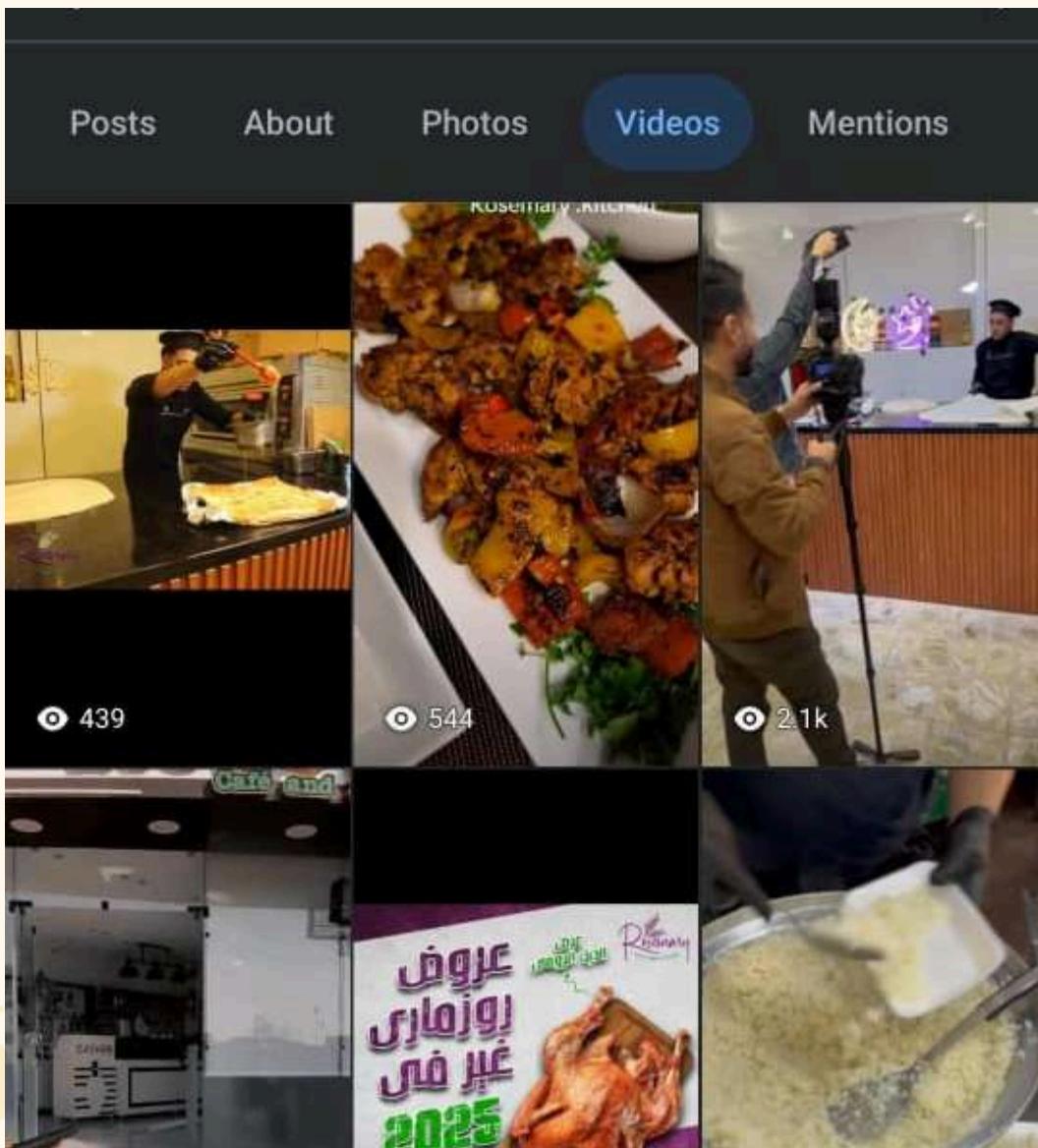




RESEARCH

1. INSIGHT

2. COMPETITOR



Rosemary- روزماري



- روزماري-Rosemary



اكل بيتي

TODAY'S SPECIAL

Post daily photos/videos of the special dish with a short, catchy caption.

Example: "Craving something homemade? Today's special: Molokhia & rice ,Order now & enjoy real comfort food!"

BEHIND THE SCENES

Share short clips of food prep, cooking, or packaging to show freshness & authenticity.

Example: Ever wondered how our magic happens? Here's a sneak peek into our kitchen while preparing today's delicious meals

CUSTOMER REVIEWS

Post real customer reviews, testimonials, or happy reactions after tasting the food.

Example: "Tastes just like home! ' - Thank you for trusting Fatma Kitchen!
What's your favorite dish from us? Tell us below!

3. IDEATION



FUN POLLS & ENGAGEMENT

Ask engaging questions or polls to make the audience interact.

Example: "If you could only eat ONE dish forever, would it be Stuffed Vine Leaves or Macarona Bechamel? Vote now!

RAMADAN CHARITY MEALS

Promote meal preparation for charity & encourage orders for Iftar donations.

Example: "Give back this Ramadan! We prepare high-quality charity meals for distribution. Order now & spread kindness!"



REELS & TIKTOK SHORTS

Post quick, visually appealing food videos (slow-motion, plating, ASMR sounds, etc.).

Example: "Satisfying food prep in 30 sec! Watch how we make our creamy béchamel pasta - too good to resist!"

VIDEO SERIES: "WHAT DOES FATMA KITCHEN OFFER?"

Concept:

- A series of short videos (20-30 sec) showcasing the variety of dishes offered by Fatma Kitchen. Each video highlights a specific category of food with engaging visuals and a voiceover or background music. The goal is to attract customers and encourage orders.

FLASH DEALS & OFFERS

Create urgency with limited-time offers or discounts to boost sales.

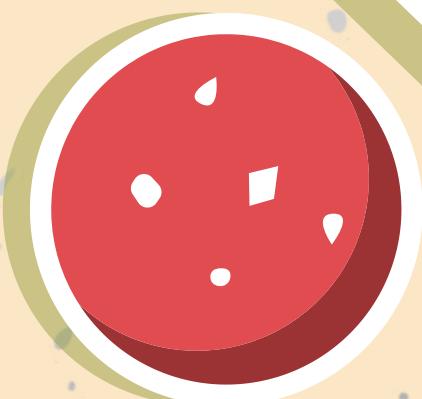
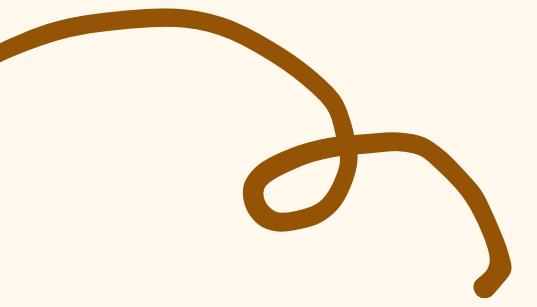
Example: "Special Offer: Buy 2 family meals & get 10% off! Only valid today - don't miss out! DM us to order!"



4. PLACEMENT



CONTENT PLAN



WE CREATING THIS PLAN



Why....?

objective :

Increase Brand Awareness: Expand reach and visibility among target audiences through engaging and informative content.

Increase Sales: Convert engagement and brand awareness into actual purchases through effective marketing strategies and customer incentives.

Increase Engagement: Foster a community around your brand by encouraging interactions such as comments, shares, and likes on your content.

WHO...?

Buyer Persona 1: The Busy Married Woman

- **Age:** 18-55 years
- **Occupation:** Office workers, professionals with busy schedules
- **Income:** Up to 10,000 EGP
- **Location:** Sheikh Zayed, 6th October
- **Behavior:**
 - Long office hours, limited time to prepare meals.
 - Prefers healthy, balanced meals from reliable services.
 - Needs quick, nutritious lunch options to stay productive and avoid unhealthy snacks.
- **Motivations:**
 - Seeks meals that support a busy, healthy lifestyle.
 - Values convenience and food that boosts productivity.
 - Prefers affordable, quick delivery options for consistent meal planning.

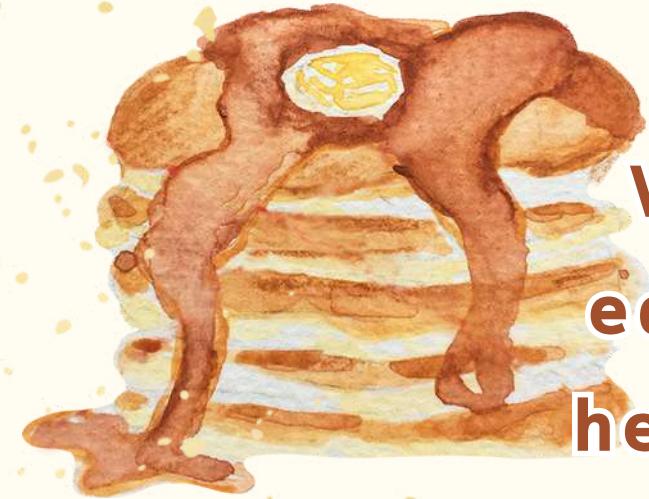
Buyer Persona 2: Young Professional or Student Living Alone

- **Age:** 18-30 years
 - **Occupation:** Students, young professionals, early-career employees
 - **Income:** Up to 15,000 EGP
 - **Location:** Living independently in urban areas like Sheikh Zayed, 6th October
- Behavior:**
- Struggles with cooking, often relies on fast food.
 - Balances work/study schedule, prefers quick, simple meals.
 - Follows influencers for easy, healthy recipes or food delivery options.
 - Hosts friends/colleagues and needs easy-to-serve food for social settings.
- Motivations:**
- Needs time-saving, budget-friendly meals with variety.
 - Wants healthy, easy-to-make, tasty meals.
 - Seeks balance between comfort food and health goals.
 - Values flexibility in meal options throughout the week.

Buyer Persona 3: Workers

- **Age:** 18-55 years
 - **Occupation:** Office workers, professionals with demanding schedules
 - **Income:** Up to 15,000 EGP
 - **Location:** Urban centers like Sheikh Zayed, 6th October
- Behavior:**
- Long office hours, limited time to cook.
 - Prefers healthy, balanced meals from reliable services.
 - Needs quick, nutritious lunch options to stay energized.
 - Avoids unhealthy snacks, seeks productivity-boosting meals.
- Motivations:**
- Wants meals that support a busy, healthy lifestyle.
 - Seeks convenient meals that fuel productivity and well-being.
 - Values consistent, simplified meal planning.
 - Looks for affordable, quick, healthy delivery options.

HOW..?



We will engage our audience through entertaining, educational, and conversational content, showcasing healthy eating tips, quick meal ideas, and interactive discussions. This will emphasize the convenience, quality, and health benefits of our meals, making it easier for customers to connect and engage with us.



Where ..?

In our main platform... like instagram and tiktok



Sort	post
objective	sales
Platform	facebook,Instagram
Date	4/2
Keywords	عروض / اكله لذيذه / مطبخ فاطمة
Caption	<p>عمنالك عروض علي الورق العنب 🌟🌟</p> <p>علشان عارفين انك عايزه تأكلني اكله لذيذه و مفيده مع</p> <p>كلتک 😊</p> <p>□□ متفوتيش الفرصة من ايديك</p> <p>اطلبيه دلوقتي من عند مطبخ فاطمه</p>
Writing Model	AIDA



Sort

post

objective

sales

Platform

facebook,Instagram

Date

6/2

Keywords

اكل بيتي / مطبخ فاطمة / فطير مشلتت

Caption

احلي فطار ☺ هو الفطير المعمول بسم الله البلدي



و معاه العسل و الجبنه القربيش



فطير مشلتت يدّوب القلب



اطلبه دلوقتي من مطبخ فاطمة

اكل بيتي

Writing

FAB

Model



Sort

Post

objective

Engagement, sales

Platform

facebook,Instagram

Date

9/2

Keywords

مطبخ فاطمة/أكل بيتي/بطاطس محشية لحمة
مفرومة

Caption

BATATOS MASHIYE BLAHMAH ALMFAROMEH
 اطلبها من عند مطبخ فاطمة

أكل بيتي

Writing
Model

AIDA



Sort

Reel

objective

Engagement, sales

Platform

Facebook

Date

11/2

Keywords

مطبخ فاطمة/أكل بيتي/محاشي/صوازي

Caption

عندنا هتلaci كل الاكل البيتي الجميل 😊
من محاشي لصوازي و بشملات مع الشرب و
اللسان عصفور والسطات 😊
أتلبي كل اللي نفسك فيه من مطبخ فاطمه

Writing Model

FAB



Sort

Post

objective

Engagement, sales

Platform

Facebook, Instagram

Date

13/2

Keywords

مطبخ فاطمة/أكل بيتي / مكرونة بشاميل لحمة او فراخ

Caption

مكرونه بشاميل بلحمه المفروم او بلفراخ يا سلام



للغرد الواحد اكل بيتي
☎ اطلبها دلوقتي من مطبخ فاطمة

Writing Model

AIDA



Sort

Multi_Image post

objective

Engagement, sales

Platform

Facebook

Date

19/2

Keywords

مطبخ فاطمة/اكل بيتي / اكل مصري

Caption

- تلاقي فين اكل بيتي نضيف و بأسعار مناسبه 🚩 زي عند شيف فاطمه 🔜
- بنوفرلك 🔜
- الـاكل المـصـري ← من مـحـاشـي و صـوـانـي و طـبـيـخ و الشـرـب 🍹 و غيرها كـتـير
- الفـلاحـي ← السـمـنـه البـلـدـي و جـبـنـه قـرـيـش و البـيـض و العـسـل 🍯 و غيرها كـتـير
- معـجـنـات ← الفـطـير المـشـلتـت بلـسـمـنـه البـلـدـي و القـرـصـ السـادـه و المـحـشـيـه
- الـوجـبـات ← وجـبة فـراـخ 🍗 او لـحـوم او وجـبة صـحـيـه بـأـسـعـارـ منـاسـبـه
- الـمـنـاسـبـات ← و طـبـعاـ مش هـنـسيـبك 🎈 نفسـكـ فـيه 💪

Writing
Model

PAS



er

Fatma kitchen - مطبخ

Send m

Sort

Carousel post

objective

Engagement, sales

Platform

Instagram

Date

16/2

Keywords

مطبخ فاطمة/أكل بيتي/الرز و البسلة

Caption

الرز و البسله الطعم اللذيذ و العشق 😊
اطلبيه من مطبخ فاطمه دلوقتي 📲
أكل بيتي

Writing

Model

AIDA

2 likes

4 days ago



fatmakitchen.eg



5 likes

fatmakitchen.eg

اطلبيه من chef fatma دلوقتي ... ☎ more

6 days ago • See translation

Sort

Reel

objective

Engagement, sales

Platform

Instagram

Date

19/2

Keywords

مطبخ فاطمة/اكل بيتي/اكل صحي

Caption

اللسان عصافور 😊 الاكله الخفيفه علي المعده 😊

اكل بيتي

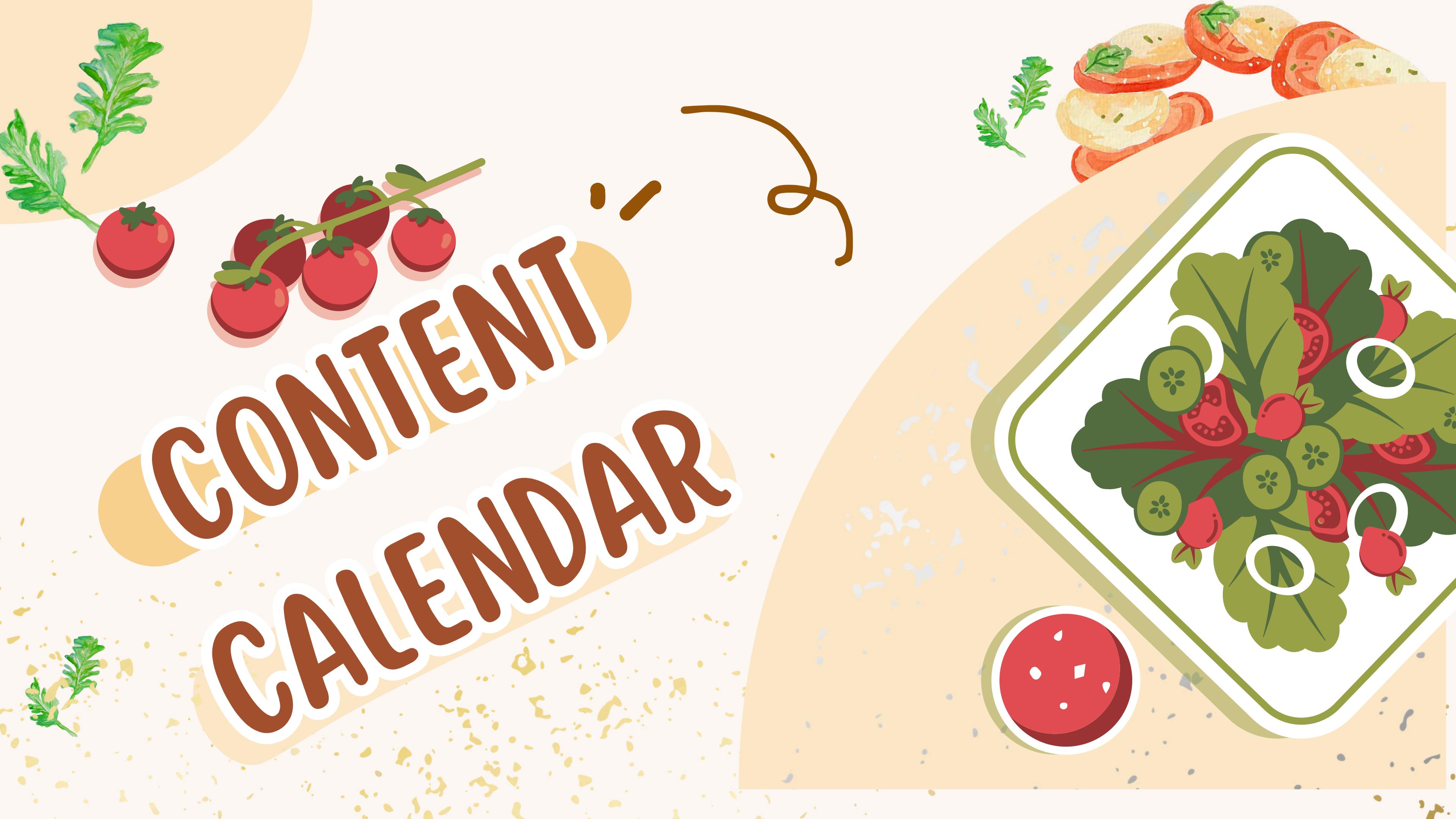
Writing

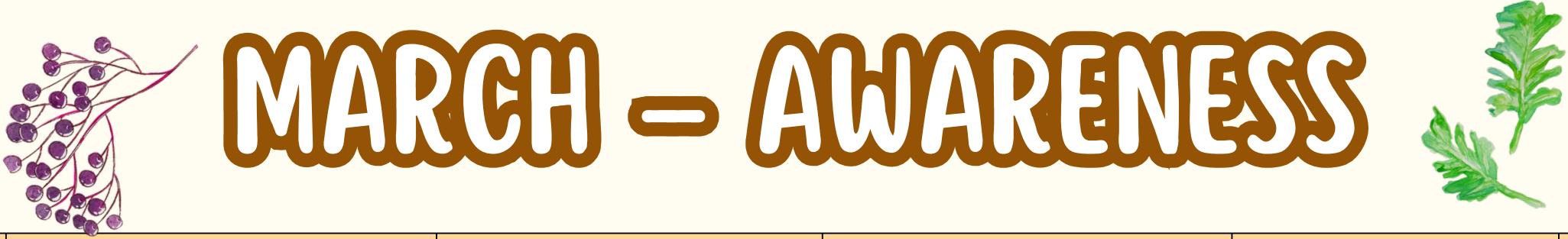
FAB

Model



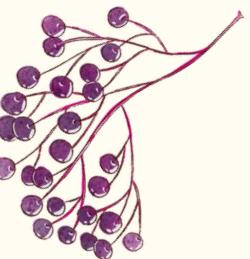
CONTENT CALENDAR





MARCH - AWARENESS

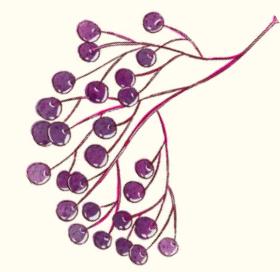
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
content	"عايز أكل بيتي بمكونات طازة؟ احنا بنقدملك أكل بيتي بأحلّى جودة، جرب وشاركنا رأيك!"	"جولة في مطبخنا شوفوا أزاي بحضر أكلكم بكل حب ونظافة"	"إنت من محبي الأكل الشرقي ولا الغربي؟ صوت وشارك رأيك!"	"ليه تختار فاطمة ❤️ كيتشن؟ أكل طازة، مكونات صحية، توصيل سريع"	"ازاي بنجهز 🕒 الطلبات بسرعة من غير ما نأثر على الجودة؟ شوف بنفسك!"	"اعرف اسم 📸 الطبق من الصورة 😊"	"عملائنا هم سر نجاحنا! شوفوا رأيهم في أكلنا😍"
Platform	facebook	instagram	Facebook + Instagram	Facebook + Instagram	Facebook + TikTok	facebook	Facebook + Instagram
Content Type	📸 Photo	🎥 Video	📢 Story (Poll)	📸 Photo	🎥 Video	📢 Story (Poll)	📸 Customer Photo



APRIL - ENGAGEMENT



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
content	"لو عندك فرصة تصيف طبق جديد على منيو فاطمة كيتشن، هيكون إيه؟ 😊"	"ازاي بنختار أجود أنواع المكونات؟ سر الطعم الأصلي هنا! 🍲"	"عندك سؤال عن المطعم أو الأكل؟ اسأل واحنا هنرد عليك!"	"قبل وبعد التحضير، شوفوا الفرق!"	"لو عندك اختيار واحد تاكل منه طول الأسبوع، هيكون إيه؟ 😊 كومبت واختار طبقك المفضل!"	"👉 تختار إيه مع الرز؟ لحمة ولا فراخ؟ 🍗🍗"	"مسابقة! احرزوا مكونات الطبق في الصورة، والفائز! ليه خصم خاص"
Platform	facebook	instagram	Facebook + Instagram	Facebook + Instagram	Facebook + TikTok	facebook	Facebook + Instagram
Content Type	📸 Photo	🎥 Video	📢 Story (Q&A)	📸 Photo (Carousel)	🎥 Video	📢 Story (Poll)	📸 Customer Photo

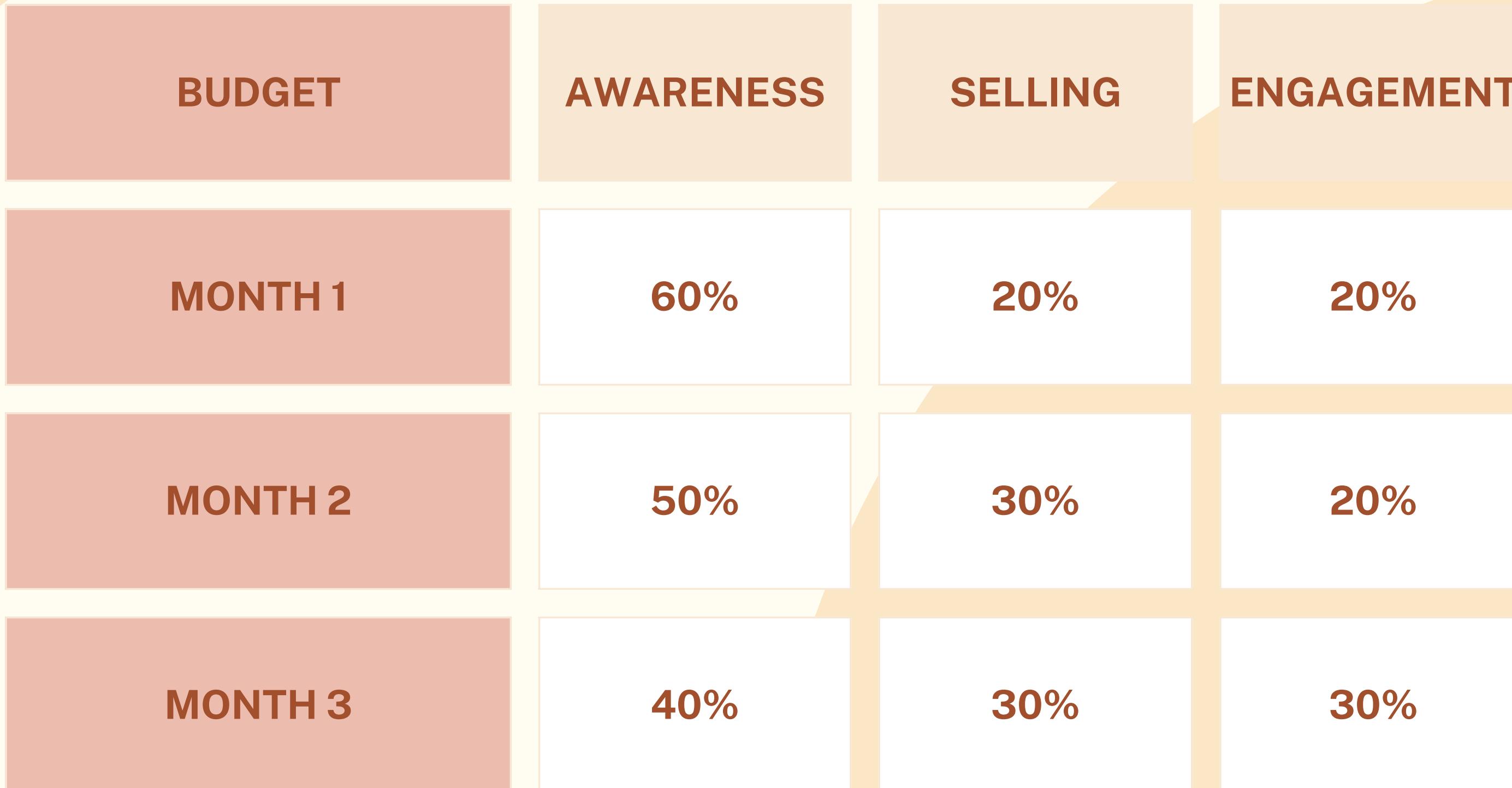


MAY - SALES



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
content	▪ خصم 15% على جميع الطلبات انهارده بس! الحق العرض	أفضل 5 وجبات عند عملائنا، جربتها كلها! 	▫ العرض قرب يخلص! الحق خصم الـ10% قبل نهاية اليوم!	"إزاى تقدر تطلب أسرع على واتساب؟ خطوات بسيطة توصل أكلك بسرعة!"	إزاى طلبك "يوصل اسرع؟ اعمل الخطوات دي وهتوصلك وجبتك في وقت قياسي!"	▪ أول 10 طلبات النهاردة ليهم توصيل مجاني! 	▪ شوفوا أجمل الطلبات اللي وصلناها النهاردة! متتشوقين نوصلك وجبتك الجاية?
Platform	facebook	instagram	Facebook + Instagram	Facebook + Instagram	Facebook + TikTok	facebook	Facebook + Instagram
Content Type	Photo	Video	Story (Limited Offer)	Photo	Video	Story (Poll)	Customer Photo

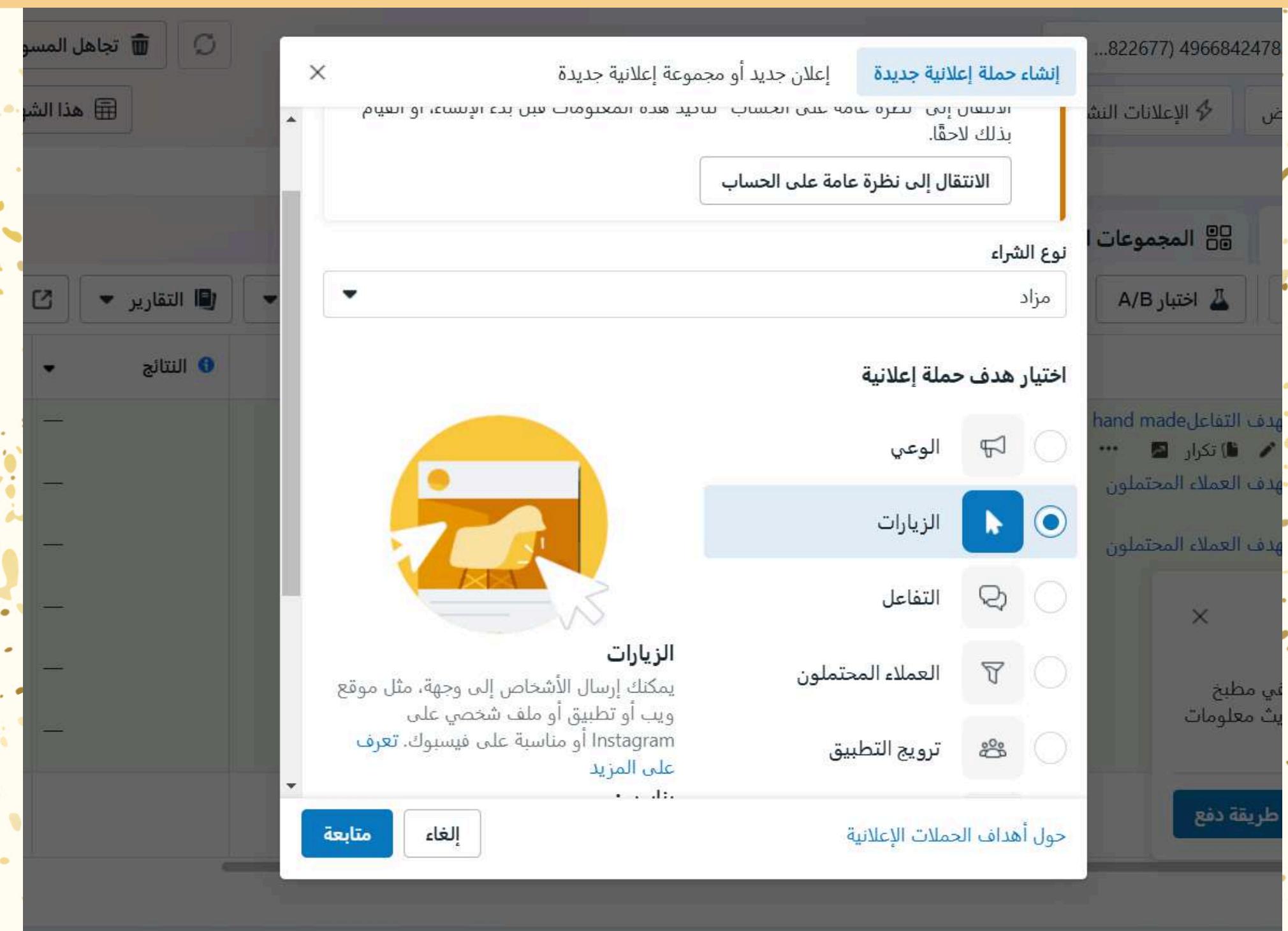
DIGITAL MARKETING PLAN



MEDIA BUYING STRATEGY



FIRST WE CHOOSE ENGAGEMENT TYPE



AFTER THAT WE WILL SWITCH TO MANUAL

اختيار إعداد حملة إعلانية

يمكنك إنشاء حملتك الإعلانية التي تستخدم هدف الزيارات باستخدام إعداد موصى به للارتقاء بمستوى الأداء، أو إنشاء حملتك الإعلانية يدوياً. وقد تختلف الاقتراحات استناداً إلى آخر نشاط لحسابك الإعلاني.

الإعدادات الموصى بها

استخدم تحسينات الحملات الإعلانية المعينة مسبقاً للمساعدة على تحقيق أهدافك. تتضمن الإعدادات المعينة مسبقاً جمهور +Advantage + ومواقع + وغير ذلك الكثير.

ميسط أفضل الممارسات

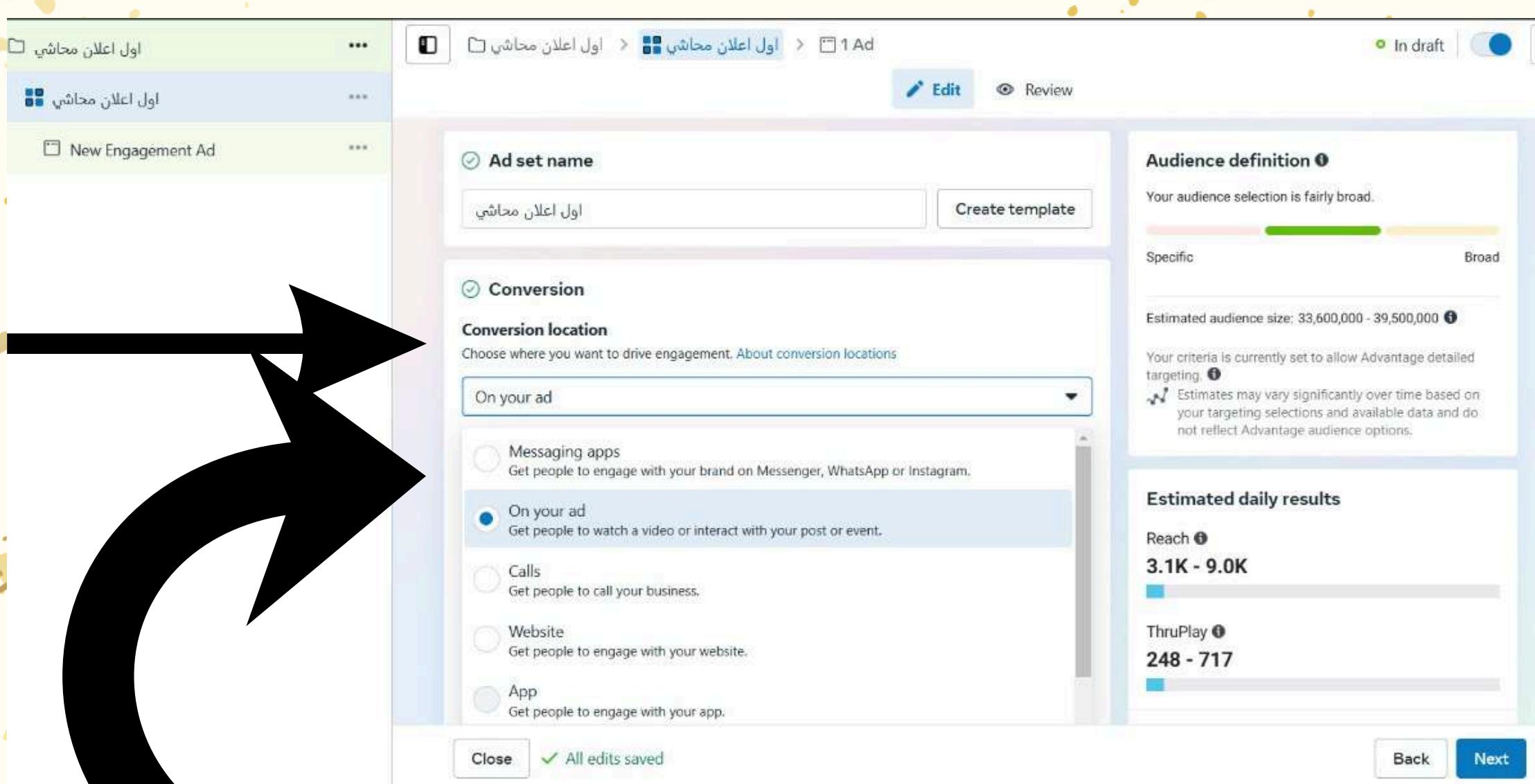
حملة إعلانية يدوية تستخدم هدف الزيارات

يمكنك إنشاء حملة إعلانية تستند إلى الزيارات من البداية للاستمتاع بتحكم أفضل في كل الإعدادات.

متابعة عودة

ON YOUR AD

اول اعلان ()
ماشی



it's the first add so we choose (on your ad) ,
because if we choose (messaging apps) it's
will effect on the cost per message .

Advantage+ audience

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

 Audience suggestion (optional)

[Save audience](#)

[Switch to original audience options](#)

Egypt

Using Advantage+ audience may improve performance

Let our advanced ad technology automatically find the audience for this campaign to help improve performance. You can still set limits to control who can and can't see your ads.

[About Advantage+ audience](#)

Potential outcome

Up to 33% lower cost per result

Based on our experiment 

[Use original audience](#)

[Use Advantage+ audience](#)

[Save audience](#)

[Switch to original audience options](#)

THE PERFECT STRATEGY IT'S BROAD AUDIENCE FOR OUR T.A

ادارة اعلانات > اول اعلان محاكي > 1 Ad

Add exclusions

* Locations ⓘ
Reach people living in or recently in this location.

Egypt
(29.9994, 30.9886) + 9mi

Include Search locations Browse

Your audience location has been changed from 8 October City to (29.9994, 30.9886). Undo change

6th of October

Ash Sheikh Zayed

Cai Giza Hawamiyah Drop pin

Add locations in bulk

Close All edits saved

ادارة اعلانات > اول اعلان محاكي > 1 Ad

Edit Review

Add locations in bulk

Age ⓘ 21 65+ Selecting an audience under 18 will limit your targeting options to some locations and age. Learn more

Gender ⓘ All genders

Detailed targeting All demographics, interests and behaviors

Languages ⓘ All languages

Save audience

Close All edits saved

Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options](#) 

Devices

All devices

Platforms

Facebook

Instagram

Audience Network

Messenger

 Edit

 Review



Asset customization

/ 16 placements that support asset customization
 Select all

Placements

Feeds

Get high visibility for your business with ads in feeds

Facebook Feed

Facebook profile feed

Instagram feed

Instagram profile feed

Facebook Marketplace

Facebook video feeds

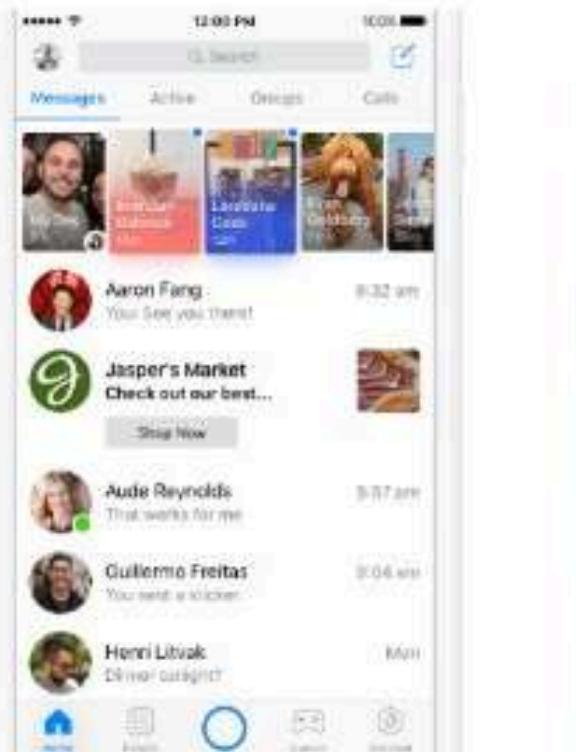
Facebook right column

Instagram Explore

Instagram Explore home

[Close](#)

 All edits saved



Messenger sponsored messages

This placement isn't available with the



New Engagement Ad

Ad creative
Select and optimize your ad text, media and enhancements.

Facebook Post
مع العيله 🍝 آطيبيه دلوقي ...
1064175195504732 - Nov 18, 2024

Change post **Create post**

Enter post ID

Primary text
هتلaci فين محتوي تدفيكي في الشتا
مطبخ فاطمه حمله محاشي بكل أنواعها و هتشرفك لو عندك عزومه او اكله مع
العلبة 🍲

Call to action **Send message**

Messaging apps
Choose at least one destination where you are available to chat.
If you select multiple apps, we'll send people who tap on your ad to the app where they're most likely to chat with you.

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close **All edits saved**

Verifying your changes
Due to recent activity (like login location), we think someone may have tried to access your account without permission. To be safe, your ads won't run until you authenticate your account. (#3858385)

Start authentication

Ad preview **Ad** **Destination**

Back **Publish**

Fatma kitchen - مطبخ ... **Nov 18, 2024**

هتلaci فين محتوي تدفيكي في الشتا
مطبخ فاطمه عملك محاشي بكل أنواعها و هتشرفك
لو عندك عزومه او اكله مع العيله ... 😊

See more

Ad preview

Ad **Destination**

Messenger **Contact Fatma kitchen** **Send message**

كيفية تحضير محشي الكرنب

ل محشي الكرنب

68 11 comments 2 shares

WE CREATE THE FREQUENTLY ASKED QUESTIONS

Edit template

Frequently asked questions

Suggest up to 5 questions or replies for customers to tap, or use a button to send people to your site.

Question #1

ممكن تفاصيل اكتر 16/80

Automated response · Optional

شكرا لاهتمام حضرتك 🍩 ميتم التواصل مع حضرتك في اقرب وقت

Question #2

المنيو 7/80

Automated response · Optional

شكرا لاهتمام حضرتك 🍩 ميتم التواصل مع حضرتك في اقرب وقت
https://drive.google.com/file/d/1Yp36XXBlu_vWJl6jSL00OkQRehZYydpQ/view?usp=sharing

Save

New Engagement Ad

Fatma kitchen - مطبخ فاطمة - Business chat

You opened this conversation through an ad. When you reply, Fatma kitchen - مطبخ فاطمة will be able to see your public info and which ad you clicked.

Hi! امليطع قائمه Please let us know how we can help you.

Ask for details

Save

THE RESULT



IT'S A AMAZING RESULT

	Off / On	Campaign ↑	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impression
	<input checked="" type="checkbox"/>	اول اعلان محشی	Active 1 recommendation	Using ad set bid ...	Using ad set bud...	7-day click or ...	1,464 Post engagements	18,089	
		Results from 1 campaign ⓘ Excludes deleted items				7-day click or ...	1,462 Post engagements	18,089	Accounts Center acco...

	Off / On	Campaign ↑	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
	<input checked="" type="checkbox"/>	اول اعلان محشی	7-day click or ...	1,464 Post engagements	18,089	23,062	0.18.ج.م	269.16.ج.م	Ongoing
		Results from 1 campaign ⓘ Excludes deleted items	7-day click or ...	1,462 Post engagements	18,089 Accounts Center acco...	23,062 Total	0.18.ج.م Per Post Engagement	269.16.ج.م Total spent	

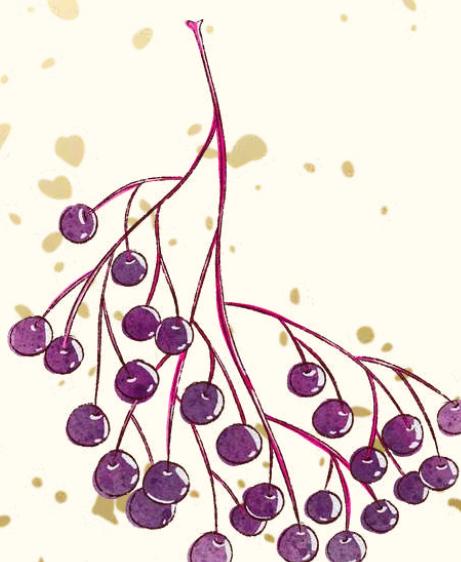
REACH :: 18500

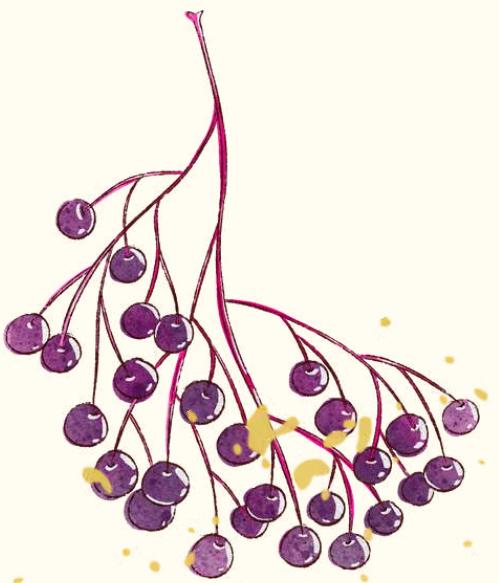
COST PER MESSAGE :: 0.18

AMOUNT SPENT :: 300

TIME:: 4 DAYS

MESSAGE :: ABOVE 10 ACCOUNT





- The best age: up to 35 to 50
- The placement: it's story and reel
- The best gender is woman



RAMDAN CAMPAIGNE

Budget and platforms

Budget:: 5k per month

platforms::

facebook 10k

instagram 100 followers

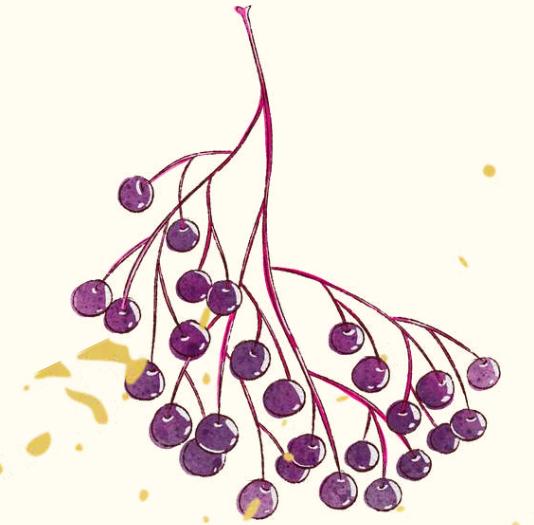
FIRST 10 DAYS

AD 1

platform:: facebook

Budget:: 1k

objective :: sales



Name :: اعلان عروض رمضان

Objective type ::engagement

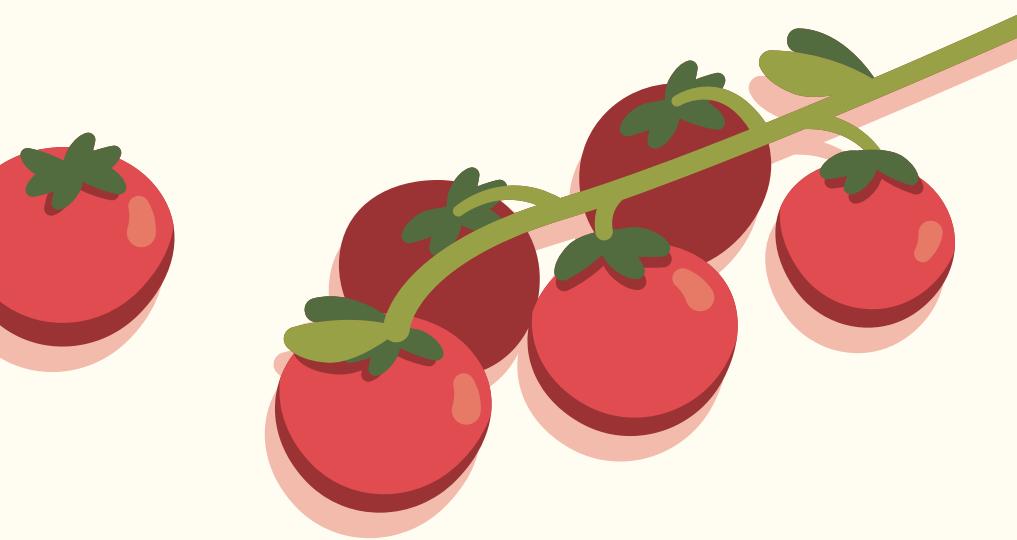
CTA :: massage

Budget :: 200 per day

Strategy:: BRUDE audiness

Age :: up 35

Placement :: facebook



RESULT

After 3 days



Total massage :: 29

Cost per massage :: 13p

Reach :: 2500

Amount spend :: 390p

Lead :: 1 order

FIRST 10 DAYS

AD 2

Platform:: instagram

Budget:: 3k

Objective :: awareness



Name :: اول اعلان انسنا

Objective type :: visit my profile

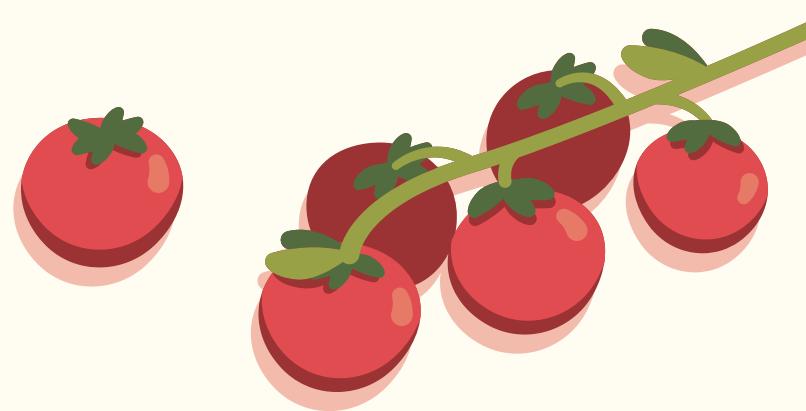
CTA :: follow

Budget :: 200 per day

Strategy:: BRUDE audiness

Age :: up 25

Placement :: instagram



RESULT

After 6 days ↘

cost per profile visit :: 3p

reach :: 5500

3 second plays :: 3k

impressions:: 7500

goal follow :: 330

amount spend :: 1k

total start massage :: 8

save video: 19

FIRST 10 DAYS

AD 3

Platform:: instagram

Budget:: 3k

Objective :: awareness



اعلان عروض رمضان :: Name

Objective type ::sales

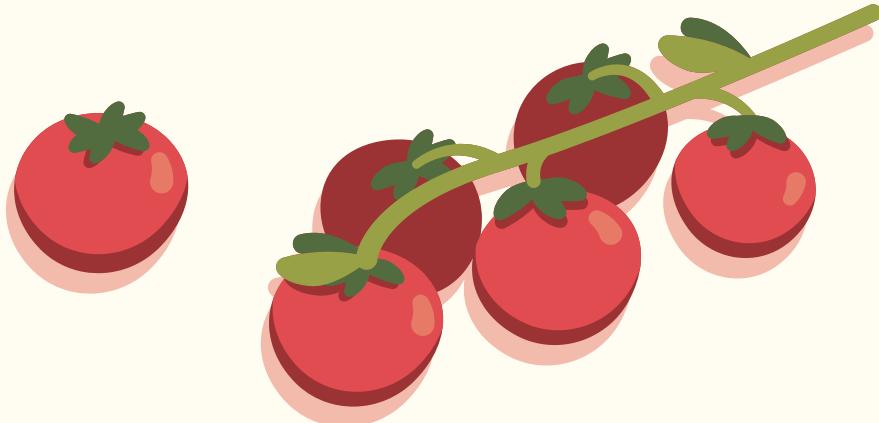
CTA :: massage

Budget :: 250 per day

Strategy:: BRUDE audiness

Age :: up 25

Placement :: instagram



RESULT

After 5 days ↘

Cost per massage :: 13p

reach :: 4500

Total start massage :: 61

Lead: 4 orders

Follow :: 35

Amount spend :: 700

Save video: 10

AFTER THESE THREE ADS, WE
FIND THAT FACEBOOK POSITION
IS WEAK. INSTAGRAM IS THE
BLUE OCEAN, SO WE'LL BE
WORKING ON INSTAGRAM FOR
THE NEXT 10 DAYS





*Thank you
for your
attention*