

App Overview

providing cleaning services for homes and companies

Vision

make the life more pleasure to our customers

Campaign Goal

Reach to our costumer with our service to build our brand position and increase app install with active user in targeted area

Targeted Costumer

- Place: Degla Maadi, Elrehab, Madinaty
- Gender: Male & Female
- Age: 32 : 44
- Relationship Status: Married

Most relevant digital marketing channel & Techniques

- Google
- YouTube
- Facebook
- SEO
- ASO
- Motion Graphic Video
- Landing Page

Campaign Type (For each one channel)

1.Google

- **Search Network**
- **Display Network**
- **Video (YouTube)**
- **Play Store**

2.Facebook

- **Carousel Ads**
- **Link Click Ads**
- **Video Ads**
- **Page Like Ads**
- **Mobile App**
- **Instagram Mobile App Ads**
- **Messenger Ads**

Digital Marketing Channel & Techniques Objective

1. Digital Marketing Channel:

First Month – Awareness

(in this stage the prospect learns about app existing solution, service)

Reach:/ around 500,000 People in Targeted Area

Engagement rate :/ between 4% To 9%

Targeted Cost Per Install:/ AVR 4\$

Second Month – interested.

(in this stage the prospect who looking for solutions to his problem that solved by App)

Reach:/ around 350,000 People in Targeted Area

Engagement rate :/ between 6% To 12%

Targeted Cost Per Install:/ AVR 3\$

Third Month – Make the Decision.

(in this stage the prospect who are already download the app)

Reach:/ around 250,000 People in Targeted Area

Engagement rate :/ between 5% To 14%

Targeted Cost Per Install:/ AVR 2.5\$

SEO: / optimize web page to ranking in google first page with (Targeted 10 KW)

ASO: /optimize App to ranking in google Play with (Targeted 5 KW)

Motion Graphic Video: /length Max **3 Min** present the app with problem that solving by it

Landing Page: / Create landing contain bio about app service and app install button on play store

Evaluation & Measurement

***“all of those KPIs monitoring daily to
optimize the campaign up to the best levels of
quality
less cost, higher results”***

- Reach
- Impression
- Engagement
- Sessions
- uninstall Rate
- Average Screens Per Visit
- Daily Active Users
- Time to First Order
- Cost Per Install

quotient investment

(Per Quarter)

Paid Ads: 3600 USD (*include Campaign Management 600 USD) AVR Rate: 17.00 EGP = 61.200 EGP

SEO: 12,000 EGP

ASO: 4,500 EGP

Landing Page: 500 EGP

Facebook & Instagram Management: 7,500 EGP

Total Fees: 85.700 EGP

Thank You..