



Introduction Objectives SWOT Marketing Mix Segmentation Value Proposition Competitive Analysis

Snipe Charts

• Analyze Like a Pro...

One Click Away

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Introduction

- **The Problem We Saw**
- **The Trader's Journey**
- **Why We Started**
- **What We're Here to Change**



Our SMART Objectives (2 Months – Organic Only)

 Awareness |  Consideration |  Conversion

Awareness :

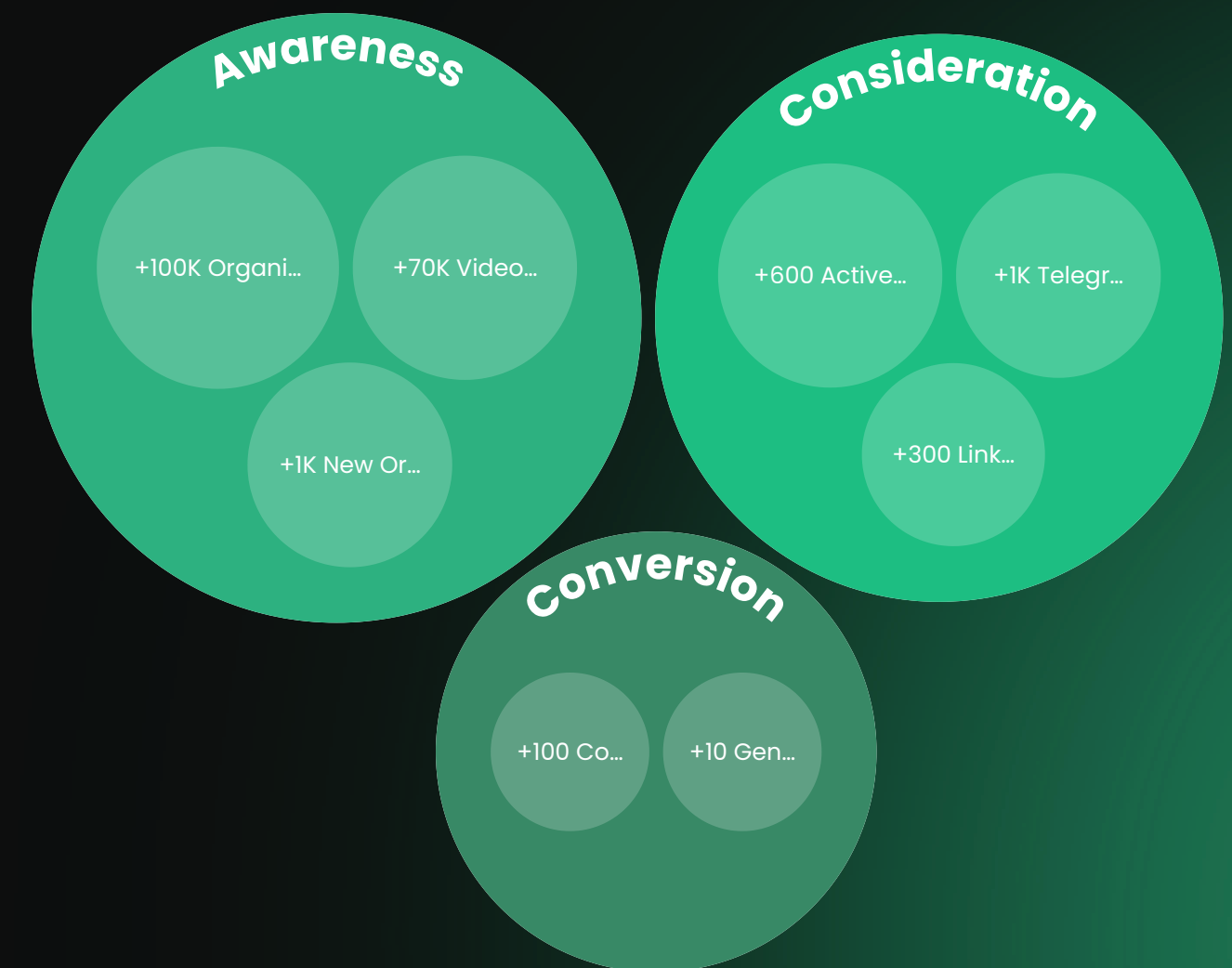
- +100K Organic Reach
- +1K New Organic Followers
- +70K Video Views (Reels + Course)

Consideration :

- +600 Active Engagements
- +300 Link Clicks
- +1K Telegram Joins

Conversion :

- +100 Course Signups
- +10 Genuine Testimonials





SWOT Analysis

◆ Strengths | ◆ Weaknesses | ■ Opportunities | ■ Threats

Strengths

- Professional algorithm-based indicator
- Saves time & improves accuracy
- Easy for beginners – acts like a pro
- Transparent + No fake promises
- Scalable + Brand identity built

Opportunities

- Market shift to data-driven tools
- Need for reliable structured analysis
- Build Telegram community
- Educational content + AI/alerts integrations
- Arabic niche leadership opportunity

Weaknesses

- No website or strong social presence
- Lack of testimonials & expert endorsements
- Not yet live on TradingView
- No clear monetization model
- Limited resources for scaling

Threats

- Intense TradingView competition
- AI signal tools rising
- Misuse or misunderstanding of the tool
- No user loyalty yet
- Dependence on one platform (TV)



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Marketing Mix (7P's)

1 **Product – What We Offer**

A smart, data-driven trading system + community + educational content.

2 **Price – Freemium Strategy**

Free access during launch. Future: low-cost plans + premium courses.

3 **Place – Where We Operate**

TradingView, Telegram, Website, Instagram, YouTube – All digital.

4 **Promotion – How We Promote**

Educational Reels, Challenges, UGC, Collaborations, Community Funnels.

5 **People – Who's Behind It**

Tech developers, content creators, support team, growing community.

6 **Process – How It Works**

Simple integration via TradingView. Clear user journey. No complexity.

7 **Physical Evidence – Trust Signals**

Backtesting, testimonials, free courses, pro design, active support



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Who Are We Talking To?

Segmentation Map of SnipeCharts

Demographic

Age 18–45
Mostly Males
Arab & Muslim Countries
Mid-Income Professionals & Students

Psychographic

Value-driven
Avoid Riba
Self-learners
Trust Religious Sources
Seek Confidence & Belonging

Behavioral

Searches: “Halal Trading”, “Free Indicators”
Loyal if Transparent
Follow Video Content & Telegram

Technographic

Devices: Phones + PCs
Platforms: TradingView, Telegram, YouTube
Tech-Aware but Non-Coders

Needs-Based

Need: Accurate + Halal Tools
Simple Learning
Reliable Analysis
Strong Community Support

Faith-Based

Reject Riba & Risky Models
Follow Official Fatwa Sources
Respond to Balanced, Clear Religious Content



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Core & Unique Values

Core Values

Empower, Educate, Guide.

We don't offer buy/sell signals — we teach how to trade consciously, with smart data + ethical standards.

Real Market Insights

No Guessing, Just Truth.

We combine technical + volumetric analysis to give traders, clarity and confidence.

Sharia-Compliance

Faith Comes First.

Our system respects Islamic values — so your trading journey, stays halal and blessed.

Unique Value Proposition (UVP)

We're Not Just a Tool — We're a Mission.

SnipeCharts is building a whole new mindset in trading.

We create conscious traders, rooted in ethics, empowered by knowledge, supported by a like-minded community



Account Analysis

Techno Profit (Free Tools, Empty Value)

- Ranks high in search, driven by demand for free indicators
- Content lacks depth or strategy
- Feeds unrealistic hopes of fast profits
- No educational system or Sharia orientation

Theqa FX (Smart But Not Grounded)

- Professional presence with diverse content
- Strong SEO and social positioning
- Talks about Islamic finance but lacks actionable clarity
- Divides audience: beginners praise it, experts doubt it

EXAADO (Attractive Outside, Hollow Inside)

- Strong design and flashy video content
- Heavy focus on short-form virality
- No real education, transparency, or user empowerment
- Relies on hype, not substance



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Competitor Analysis

Learning from the market to stand out

● **Techno Profit**

Focus: Strong content visuals

Weakness: Lacks value in info

● **Theqa FX**

Focus: Smart analytical model

Weakness: Too complex for beginners

● **EXAADO**

Focus: Heavy paid ads

Weakness: Repetitive & low-value insights

Our Edge :

Approach: Smart simplicity, valuable analysis, tailored to real needs



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Buyer Personas

Persona 1: Conscious Beginner "Yasser El-Motazn"

Age : 24

Location : Upper Egypt (Beni Suef)

Job : Junior Admin

Goal : Build halal income stream

Challenges : Time, trust, complexity, fear of haram

SnipeCharts Value :

- Clear Islamic content
- Easy beginner content
- Realistic tool without hype
- Safe community



Persona 2: Empowered Advanced Trader "Mr. Mohamed"

Age : 40

Location : Saudi Arabia

Job : Financial Manager

Goal : Professional halal trading strategy

Challenges : No trustworthy pro tools, market noise, isolation

SnipeCharts Value :

- Reality-based indicator
- Verified sharia compliance
- Strategy integration
- Professional community



**We don't speak to segments.
We speak to people with values, fears, and purpose.**



Media Buying Plan

Media Buying Plan (Awareness)

Objective & Core Message

Objective: Build strong and solid brand awareness.

Key Message: "Clarity over guesswork in trading" (educational value — soft CTA).

Target Audience (Personas)

Beginners seeking halal/ethical trading.

Traditional traders looking to speed up analysis.

Professional strategists who want data, not signals.

Platforms & Focus

Meta (Facebook & Instagram)

Focus on Reels + Feeds + Stories (Advantage+ placements).

Key Content Formats

Short Reels 15–45s (Before/After, 60s demo, Founder story).

Carousel & Feed images for reinforcement.

Tone: Educational, practical, no profit promises.

Pre-Launch Checklist

Confirm target markets (Egypt / KSA+UAE / Pan-Arab).

Approve budget, creatives, landing page & Meta Pixel.

Launch, monitor first 72h, then adjust budgets.

Main Campaigns

Cold Awareness

Reach / Brand Awareness

70% = 7,000 EGP

Goal: Maximize reach & impressions

Format: Reels (9:16) +
Feed posts

KPI: Reach, CPM, 3s views

Video Testing / Engagement

Video Views (A/B tests)

15% = 1,500 EGP

Goal: Test 6–9 creatives
(hook / length / CTA).

KPI: ThruPlay, VTR,
cost per video view.

Retargeting

Traffic / Conversions
(Join Telegram / Course)

15% = 1,500 EGP

Audience: Video viewers
(3s/25%/50%) +
engagers (30 days).

KPI: CTR, cost per join.

Timeline (1 Month)

Weeks 1–2: Testing (creatives & audiences).

Weeks 3–4: Scale best performers +
activate Retargeting.

Main Target KPIs

Reach: 150K–300K | Impressions: 400K–800K

CPM Target: 25–120 EGP | Engagement Rate: 2–6%

Thank You

● See You In The Next Phase :)

Stay Tuned

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