

≡ ADMIRE⁸

Direct Response Marketing Strategy

Zambalita Fit

Q4 - 2024





Client Brief

ZambalitaFit

ZambalitaFit, a fitness online program aimed at helping women over forty or fifty achieve their ideal body shape, improve their physical and mental health, foster a positive mindset and empowering women of all ages to feel stronger, healthier, and happier.



Current Situation

The current situation is that Zambalita provides its services online via the Zoom program. it offers his services in 3 basic regions: Emirates, Saudi Arabia, and Egypt.

Zambalita provides each case with a program specific to its problem to overcome it.

Most of those who enroll in their own programs are very happy and feel a real and strong change in their personalities, which is reflected in their health.

The main reason why clients choose them is the emotional and moral support they find there.

Zambalita suffering from the type of people who participate but do not attend.

Zambalita faces a big problem in finding the right target persona, who can bear the cost and continue to do the programs permanently, and who wants to attend the program completely without interruption, in addition to that they need to have their services defined properly and create a strong position for themselves inside Egypt.





Challenge

Biggest Challenge Not Reaching Right Audience

Option 1: Reformulate the message

The persona we need whose problem is much bigger than weight loss.

That's why we need to use different messages and reformulate our services

Option 2: Zambalita needs an influencer who can present it in a different way, and to the class we need.

This is the same experience that Dr. Nourhan Kandil did in marketing her brand

“Dr.Baby”

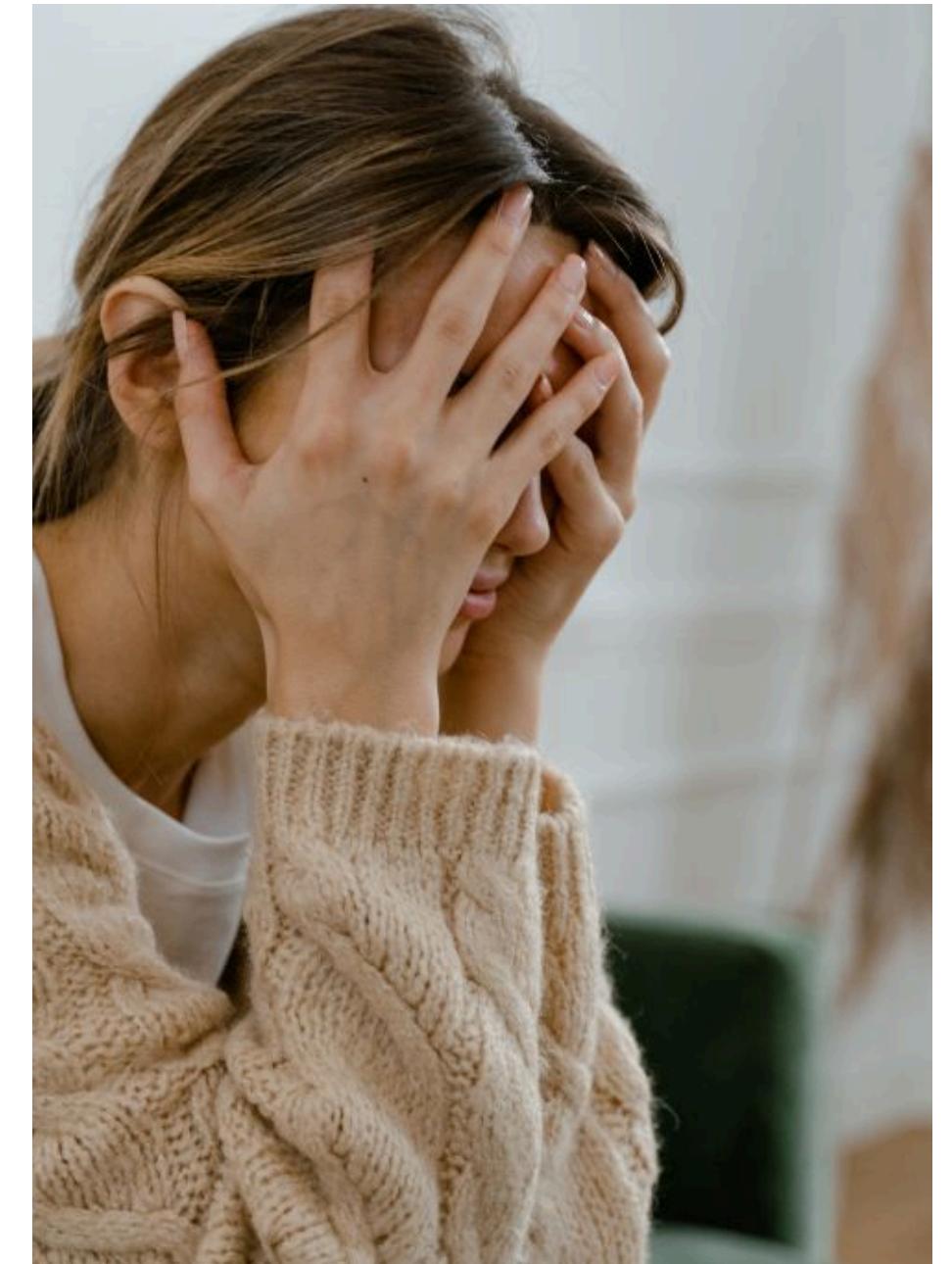
Mariam can do it easily.



Biggest Challenge

Not Reaching Right Audience

If we could move our content a little away from the idea of weight and fitness and touching upon the most common diseases and health problems that women face at different stages of their lives.



Campaign Goals

Zambalita Direct Response Marketing Strategy aims to reaching the right category of women for whom our programs are suitable at all ages, but especially those over forty.

Increasing demand for Zambalita's exclusive programs without having to make discount.

Defining Zambalita as more than a place to improve physical fitness, but a world to improve the lives of Arab women physically, psychologically and mentally.

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Objectives

01

Increase sales of our own programs by 30% through 1st quarter in 2025.

02

Enhance churn rate (currently almost at 40%) to reach 70% .

03

Increased demand for our programs in Egypt by 20-30% during the first quarter in 2025.

**All numbers will be updated after strategy aproval with exact KPIs



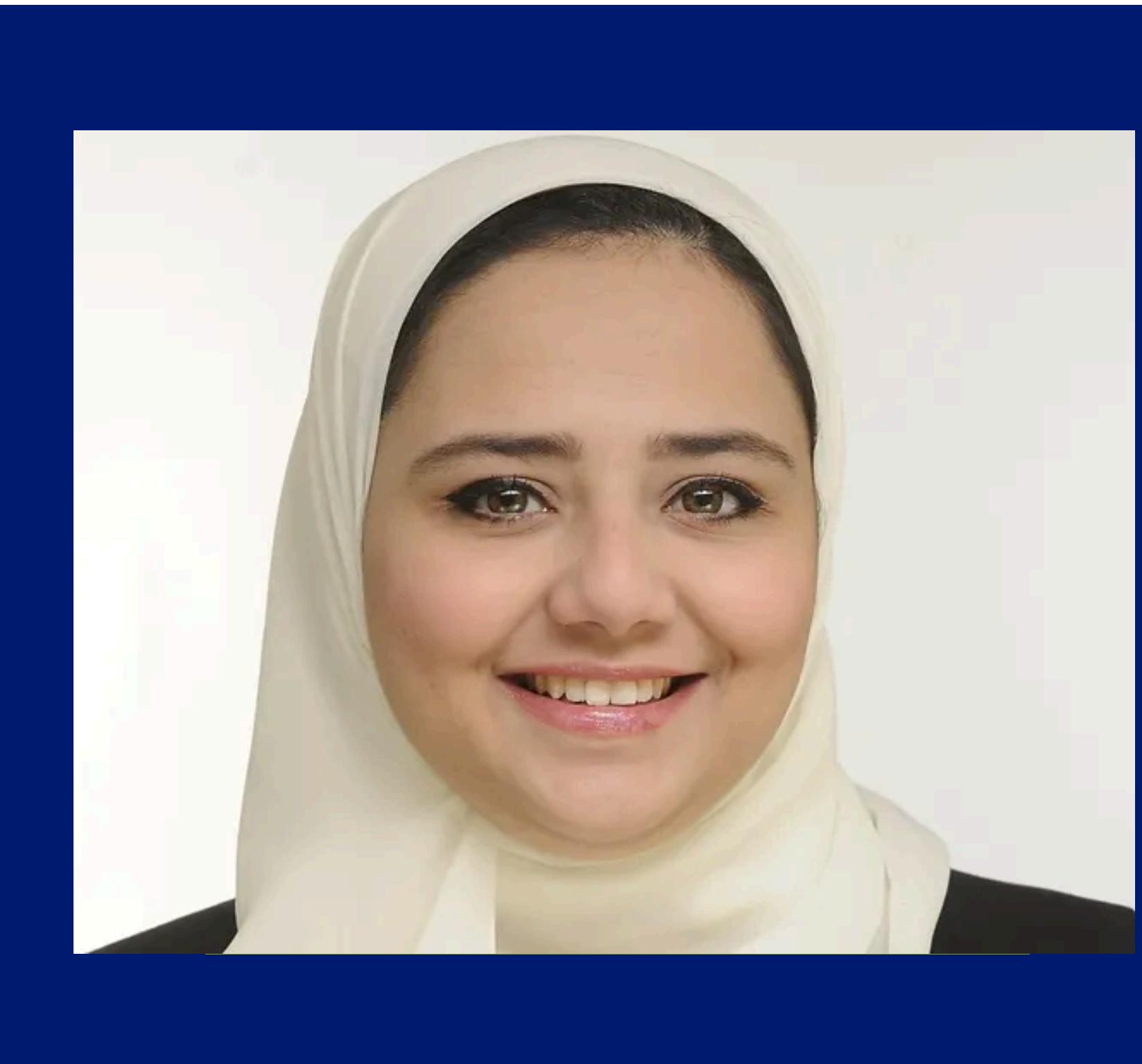
Environmental Scanning

Environmental Scanning for Egypt

In 2023, Egypt's female population amounted to approximately 55.73 million “48.4%”

World Health Organization say about Psychological problems that "The main problems were mood disorders, 6.43%, anxiety disorders, 4.75%, and multiple disorders, 4.72%. Mental disorders were associated with sociodemographic factors (e.g. being female, being unemployed, being divorced) and physical illness (e.g. heart disease, kidney disease, hypertension”

In Egypt, females have a considerably greater prevalence of obesity than males (41.1% compared to 22.7%



Environmental Scanning for Emirates

In 2023, Emirates' female population amounted to approximately 3.2 million "31.42%"

According to health report published by World Health Organization in 2015, 67% of the women in UAE are considered overweight which is higher as compared to the other countries around the globe.

As per the same report, in UAE most common lifestyle diseases in women include obesity, depression, anxiety disorder, chronic backache, infertility, and cardiovascular diseases.

Continuous stress, obesity, anxiety, hormonal imbalance, PCOS and other lifestyle diseases collectively or individually may cause infertility in working women. This health issue should be handled with sensitivity.



Environmental Scanning for Saudi Arabia

In 2023, Saudi Arabia's female population amounted to approximately 17 million “44.4%”

Oxford Academic say that “About 33.5% of women were obese and 28.0% were overweight. Hypertension was higher among women who were separated, divorced or widowed “





Digital Scanning

Digital Analysis

The most widely used social media platform in Dubai

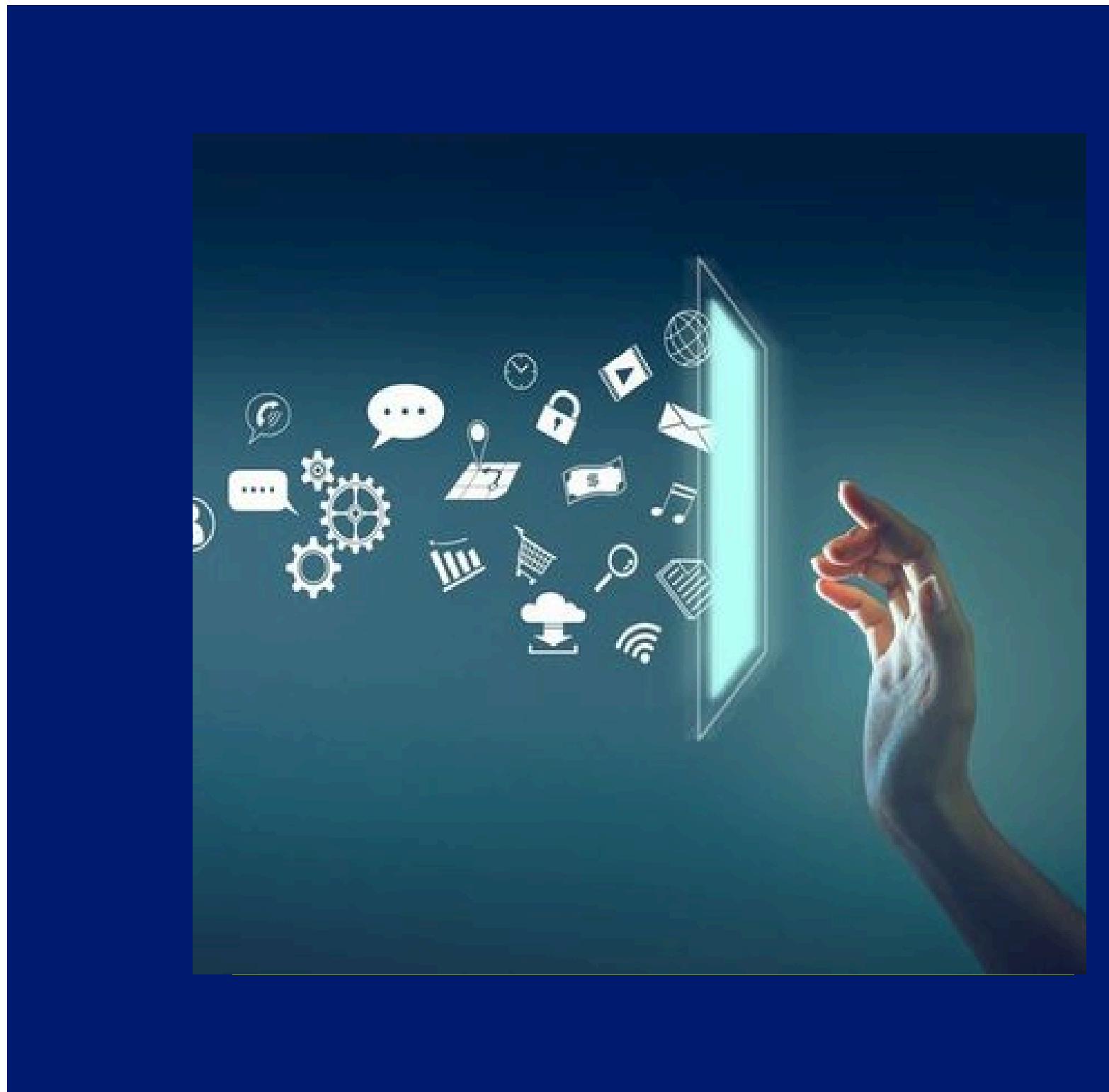
WhatsApp with 79.6%, followed by Facebook 78.7% and Instagram 73.4% .

The most widely used social media platform in Egypt

Facebook with 81%, followed by WhatsApp 72% and Instagram 68%.

The most widely used social media platform in Saudi arabia

WhatsApp with 87.4%, followed by Instagram 78% and TikTok 71%.





Competitors Analysis

Competitor #1

- Health coaching app its services are related to fitness and nutrition mainly.
- provides its services through the website by choosing the desired program, after which the person answers a set of questions related to his diet and daily lifestyle, after that, the website has a program suitable for his condition and offers him 3 packages.
- available as App on play Store for iPhone, iPad, and Apple Watch

Me

me sponsored
Library ID: 397689259871325

What type of intermittent fasting to choose? Take short test to find out.

INTERMITTENT FASTING DIDN'T WORK
FOR ME UNTIL I STARTED DOING IT RIGHT

16:8

fasting
type

14:10

fasting
type

20:4

fasting
type

13:11

fasting
type

Library ID: 539061312002219

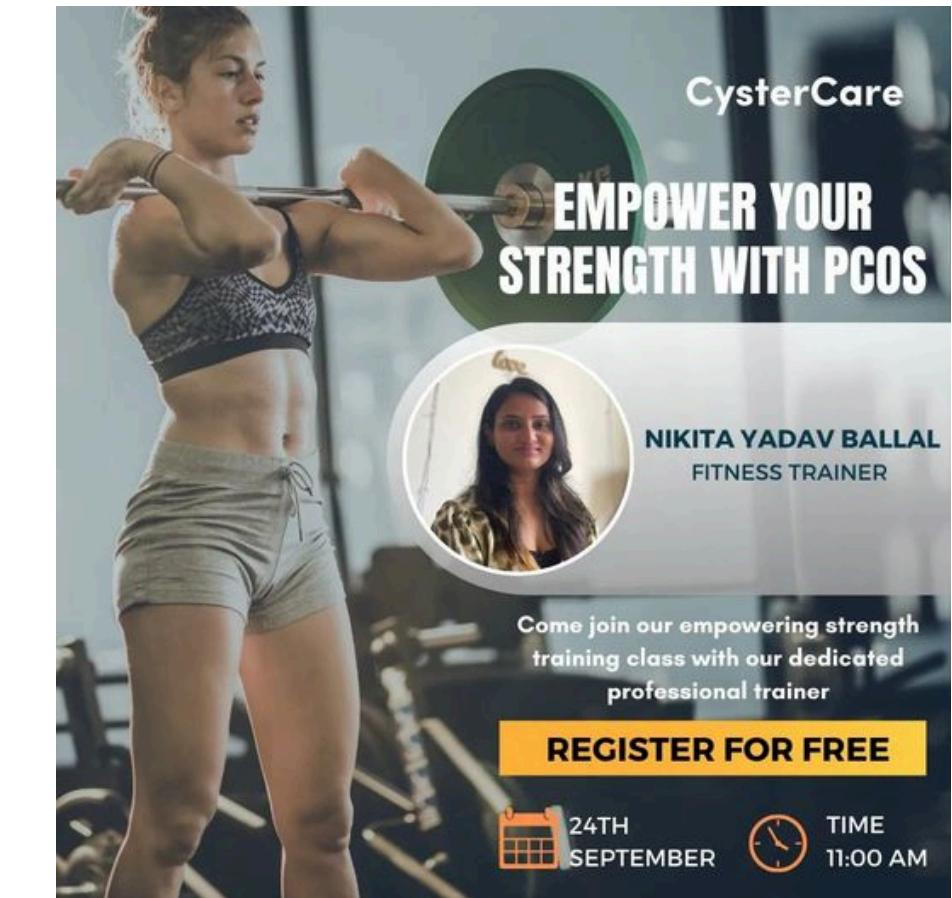
What type of intermittent fasting to choose? Take short test to find out.



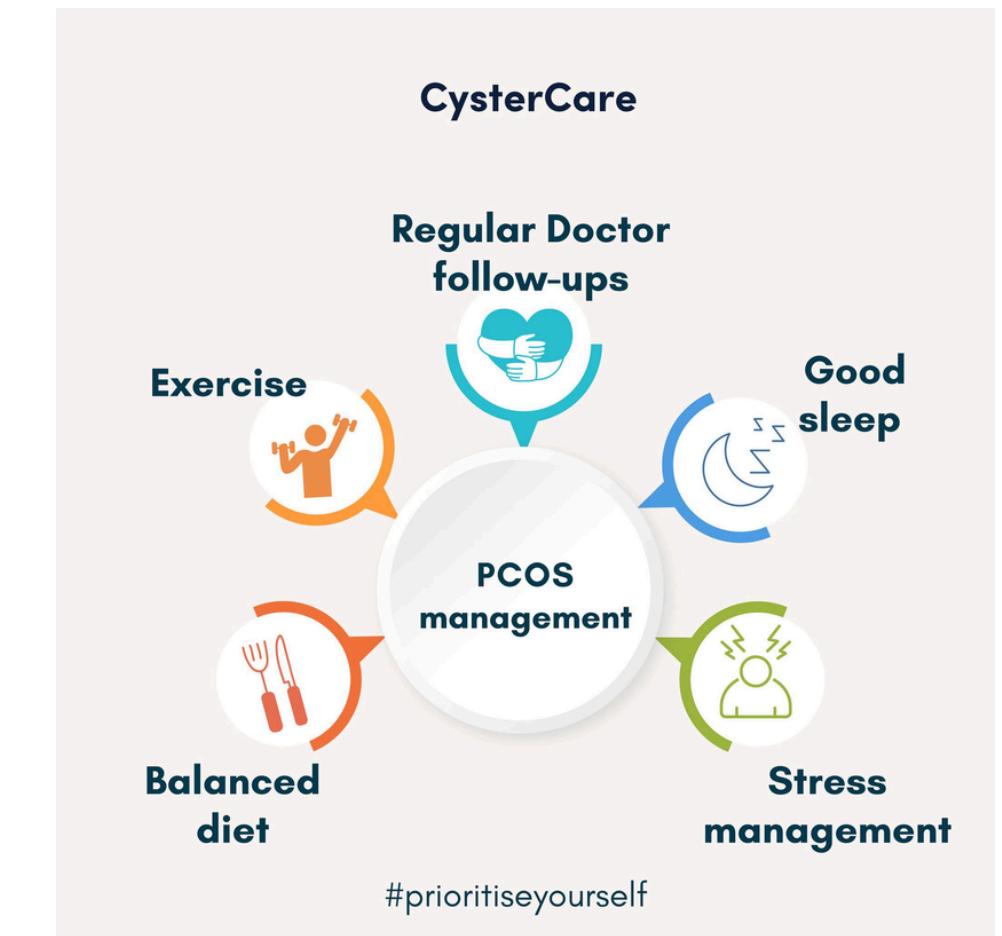
Competitor #2

CysterCare

- platform that offers a range of healthcare & lifestyle solutions to fight and reverse PCOS.
- They are very interested in reversing the issue of PCOS on women's health, weight, and psychological state in general.
- They provide free webinars to teach women about the danger of PCOS.



- Not active on Instagram nor Facebook.
- They don't run ads.
- Language used English.



Competitor #3



- The Busy Gal Nutrition program is all about connecting accurate nutrition knowledge with real-life application for lifelong success.
- They target women in all regions. The woman chooses the program, and they ask her for a suitable date to make a strategic call.
- They are not interactive on Facebook
- But very active on Instagram through laura.



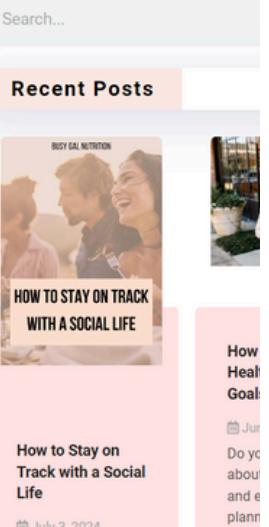
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ABOUT

Welcome! Our mission is to help you ditch dieting for results that last without giving up your favorite foods or fun lifestyle.

At Busy Gal Nutrition, we don't believe you need a restrictive diet or to miss out on life to reach your health and fitness goals. Our goal is to cut through the barriers in your busy life to show you a healthy lifestyle that you can totally have. Our goal is to help you enjoy the heck out of living well and feeling good.

So whether you're a busy mom, busy student, busy career woman, or ALL of the above- we're here for you, busy gals!



Competitor #4



- The Therapeutic Nutritional Art Program offers a personalized, 8-week group art therapy program. It supports clients dealing with nutrition-related conditions such as obesity, diabetes, and heart health. Each session integrates evidence-based nutritional interventions with therapeutic art activities, fostering both physical and emotional well-being.
- They do not have an account on Facebook or a private Instagram account, but they do have an account on LinkedIn, but they are not regular in posting.

A screenshot of a LinkedIn company profile for 'Keatley Medical Nutrition Therapy'. The profile picture is the same as the logo above. The company name is 'Keatley Medical Nutrition Therapy' with the tagline 'TELEHEALTH (VIDEO) APPOINTMENTS AVAILABLE'. It lists 'Health, Wellness & Fitness · New York, New York · 150 followers · 2-10 employees'. Below the profile picture, there are buttons for '+ Follow', 'Message', and '...'. A navigation bar at the bottom includes 'Home', 'About', 'Posts', 'Jobs', and 'People'.

Keatley Medical Nutrition Therapy
TELEHEALTH (VIDEO) APPOINTMENTS AVAILABLE
Health, Wellness & Fitness · New York, New York · 150 followers · 2-10 employees

+ Follow Message ...

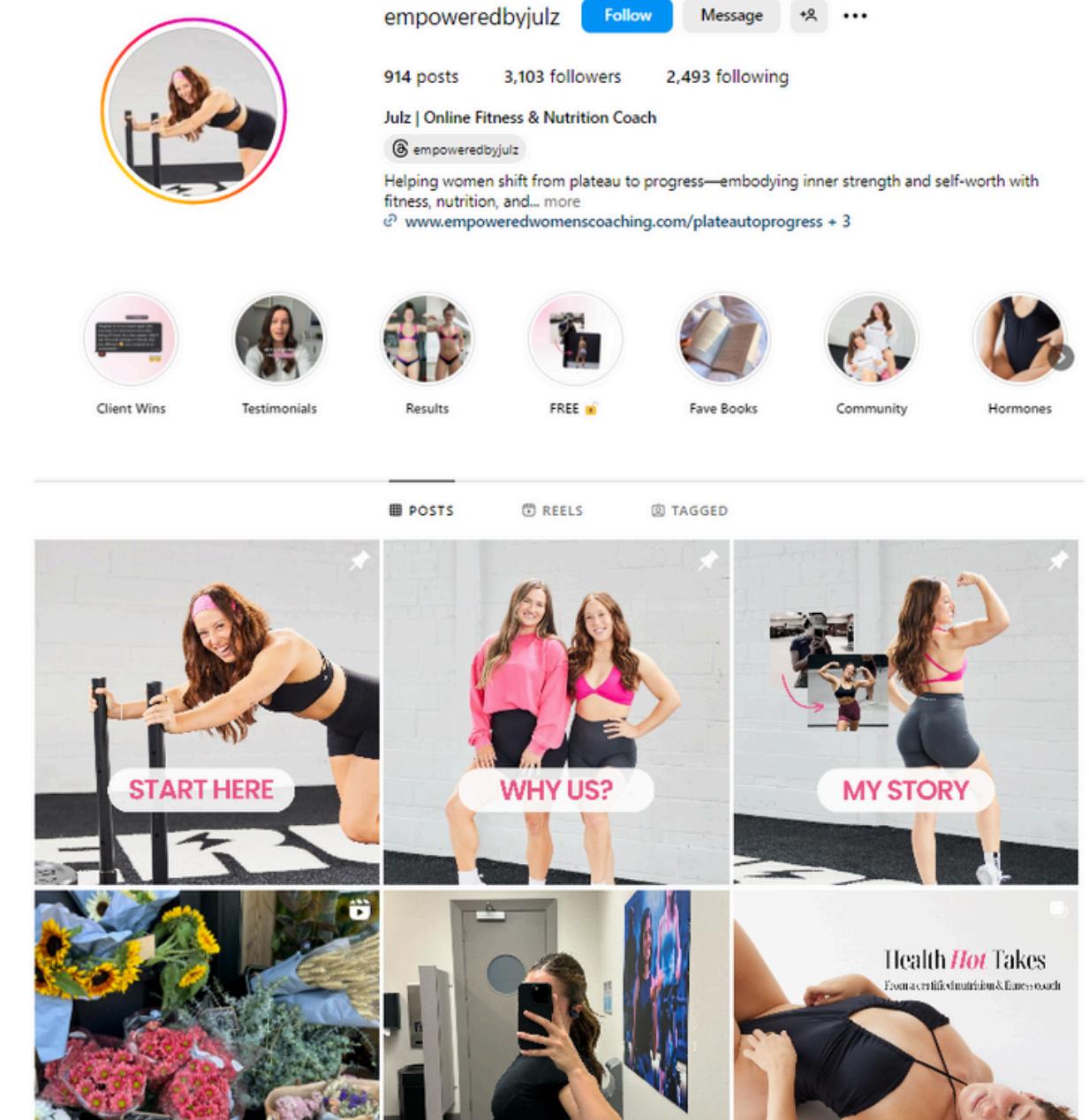
Home About Posts Jobs People

About

About Us – Keatley Medical Nutrition Therapy Keatley Medical Nutrition Therapy is a private practice focused on managing specific disease states and conditions related to nutrition such as diabetes, obesity, heart health and sports nutrition. We are dedicated to the integral component of self-managemem ... see more

Competitor #5 ~~EMPOWERED~~

- Empowered Fitness App offers a nutritional fitness programs for women.
- The person must answer 8 questions before starting the website to determine the program.
- They active on Instagram through sharing advices about fitness and nutrition.



Competitor #6

KIRSTEN ODD

- personalized and nutrition health program for controlling hormones, fertility, all through a non-diet approach.
- It provides 4 months program, online course and women health mot.
- women health mot work on 1_2 areas on your health.
- They have account on Instagram "4.3k" and Facebook "358"

WORK WITH ME PCOS FERTILITY ABOUT TESTIMONIALS ARTICLES CONTACT

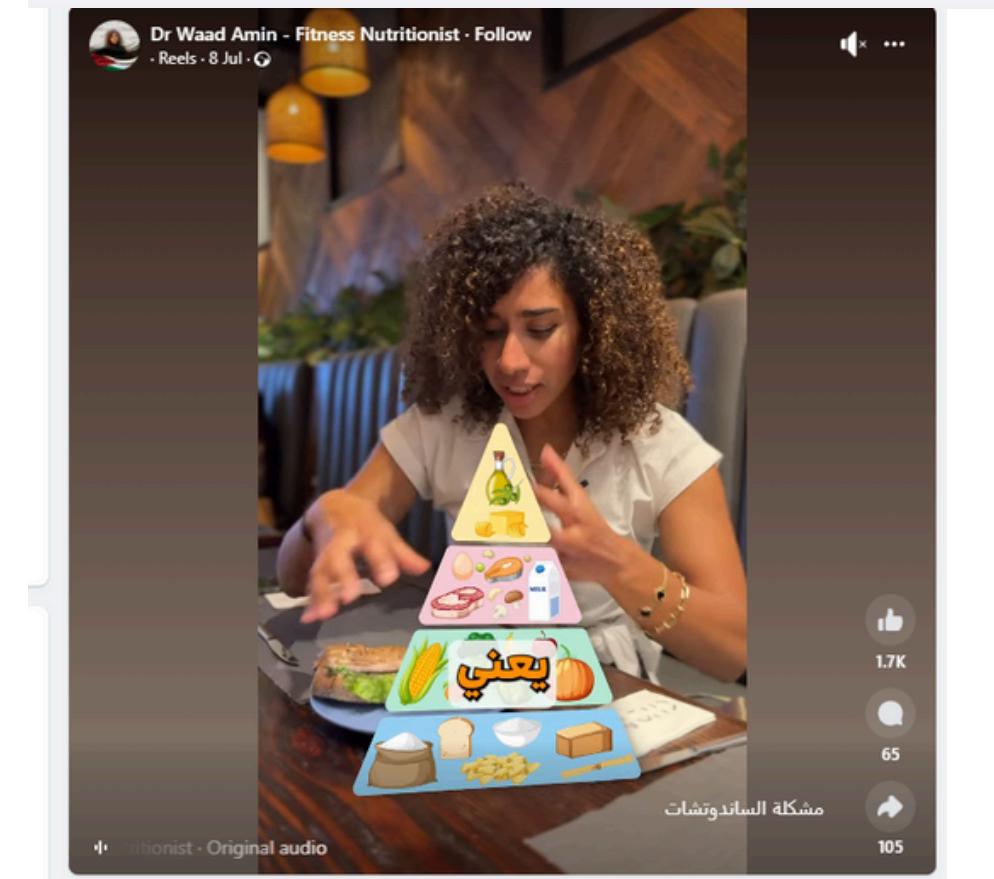
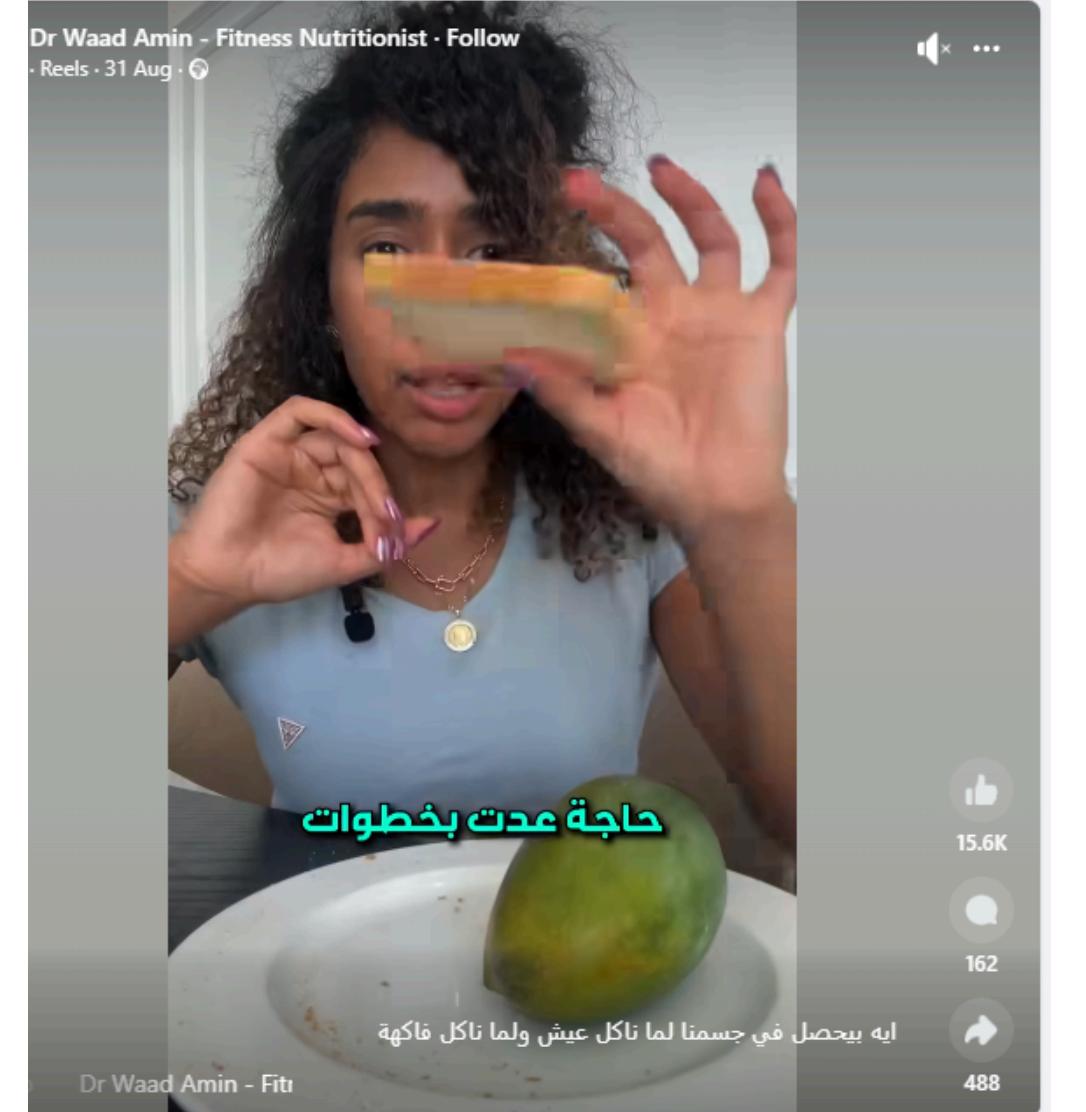
LET'S WORK TOGETHER

I help women reconnect with their feminine, get to the cause of their symptoms and optimise their health through my 1:1 packages and online programs

Competitor #7



- Dr. Waad offers it on her website intermittent fasting retreat ticket, recipe e-book, children nutrition course.
- Her interest is not only in women, but also in men and children
- She always provides advice to her followers regarding nutrition, as well as hormones and their problems.
- Facebook followers 588k Instagram followers 450k
- Intermittent fasting ticket 660\$



Competitor #8



- One of the largest and most important gyms in Egypt, and its rapid spread in all regions made it one of the largest competing gyms.
- The most distinctive thing about it is the offers, which reach 3,000 EGP per quarter.
- Also the invitations he gives to clients.
- its interests are limited only to fitness.
- Facebook followers 270k Instagram followers 30k



Sponsored

Library ID: 552341834019943

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أقوى عرض (خصومات وهدايا) على جميع الاشتراكات
في اكبر جيم في مصر
٢٦ فرع في كل مكان تشرف وسجد بخدمتكم ❤️

: للمزيد من المعلومات
ارسل رساله على الخاص #
او الاتصال على الخط الساخن 15426



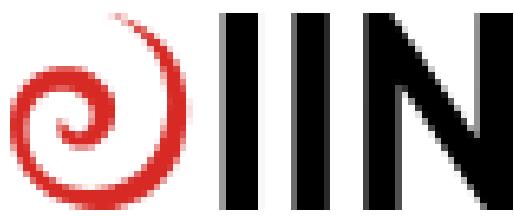
Competitor #9



- Fekrtany by dr Karim ali, which showing an online platform offers sessions and programs for immunity, colon health, women beauty, mental health, and couple therapy.
- Not caring about fitness.
- The type of content he presents very similar to dr Waad.
- Very active on Instagram "3M" and Facebook "2M"
- Prices range from 20 to 150 \$



Competitor #10



- Samah lutfi is , Integrative Nutrition Health Coach Specialized in Hormone Health who is the owner of IIN.
- IIN offering courses about our life-changing health & wellness courses, plus get The Health Coach Training Program.
- 1M follow Samah on Instagram and showing lovely about her recopies about health and beauty especially women.
- The thing that attracts women most to her content is her talk about hormones and controlling hormonal problems naturally.



Website analysis

- The website is very focused on the issue of nutrition and weight and does not devote a section to hormonal problems or special conditions such as diabetes or high blood pressure.
- The website needs to be supported by some scientific articles and advice of interest to women about the menstrual cycle or hormones.
- Prices in dollars will be difficult for Egyptians to deal with.



Hadeer Hamed

Hadeer Hamed is one of the most popular bloggers in the Arab region, and the reason for her fame is her talk about her problem with emotional eating and how she was able to overcome it and love her appearance.



Alaa elabbaesy

Alaa market its face youga courses by giving some advices through her Instagram account, which followed by 761k



Market Gaps



Non-integrated services

Most places offer incomplete services, fitness without nutrition, or nutrition without fitness.

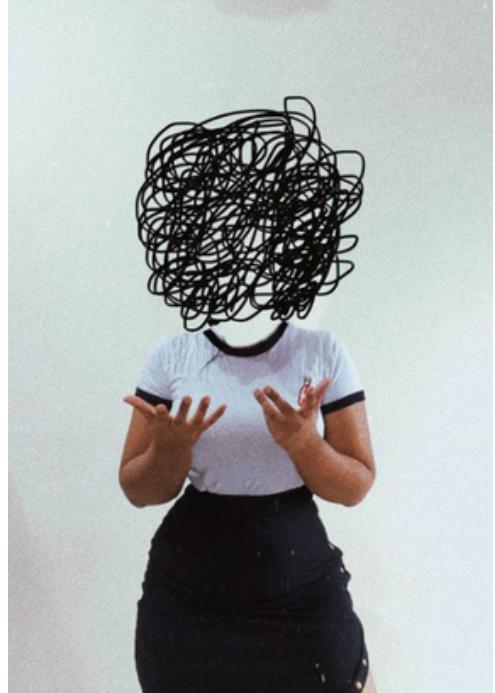
Or nutrition and fitness without psychological support.



PCOS

Lack of serious attention to the problem of polycystic ovary syndrome, the incidence of which in Arab countries can reach 30%.

The problem of polycystic ovary syndrome is linked to insulin resistance and gluttony.



Psychological support

Recently, women in particular have begun to become interested in psychological treatment, and many psychological doctors have begun to have accounts on social media. But the cost of one session can reach 2000 EGP or more.

Market Gaps



Forty woman

The problem of menopause and hormonal changes.



Acne

Pay attention to the problem of acne, which is one of the biggest problems facing women in the whole world, not just the Arab world. Unfortunately, most medications do not achieve any effect as long as the woman suffers from stress, anxiety, and an unhealthy diet.

50% of women in their 20s, 33% of women in their 30s, and 25% of women in their 40s suffer from acne



Just Reshaping !

Lack the interest of reshaping concept not losing weight.

Market Gaps



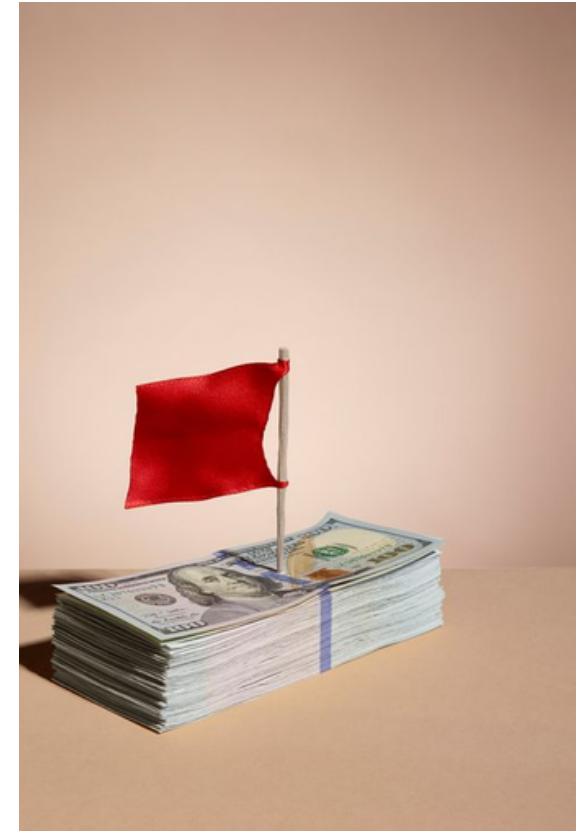
Cancer warriors

Cancer fighters, especially breast cancer, go through many stages of treatment, from surgical removal to chemotherapy and radiation, to a state of physical and psychological weakness.



Bride to be

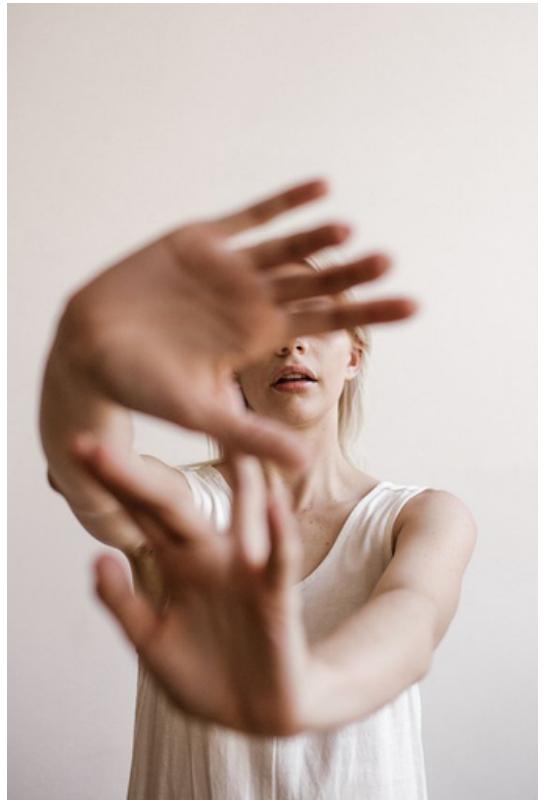
Most brides want to prepare physically for their wedding and follow a healthy diet that provides freshness to their skin and hair.



Dollar

The dollar is red flag for all Egyptians

Market Opportunities



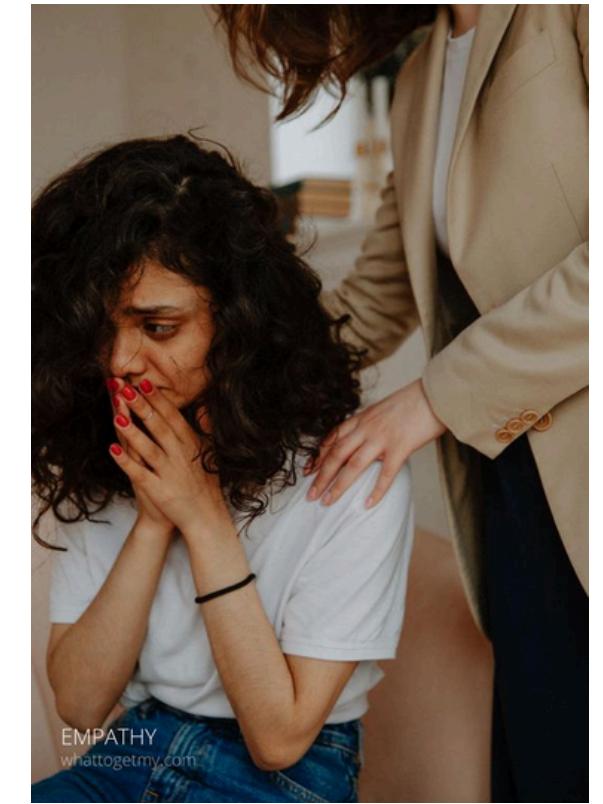
integrated services

Focusing on the comprehensiveness of the health, beauty, and psychological programs for Zambalita is the primary focal point.



PCOS

Emphasis is placed on the fact that Zambalita, with its comprehensive programs, is able to rid women of the problem of polycystic ovary syndrome.



Psychological support

Stress and anxiety are among the most common psychological diseases that most women in the Arab world suffer from, and that is why we must focus on them.

Market Opportunities



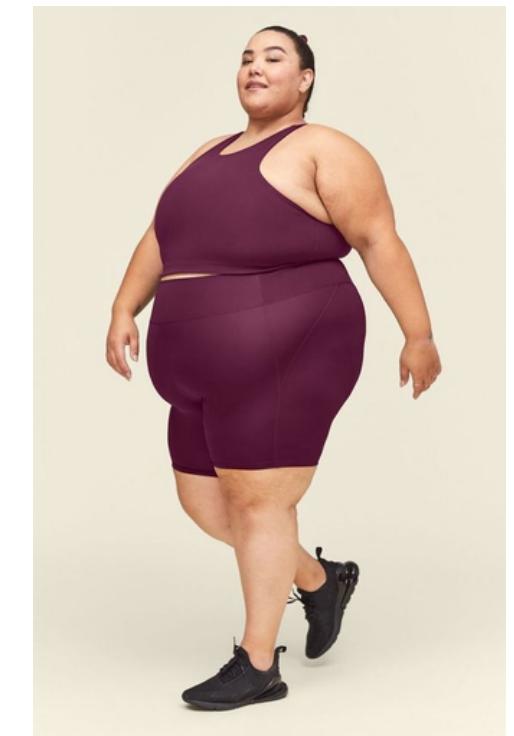
Forty women

Our focus on this age group will allow us to attract their children as well by creating health programs tailored to them.



Acne

Acne is a problem that is mainly due to a hormonal problem or a microbial cause. Both reasons can be solved with health programs from Zambalita.



Reshaping

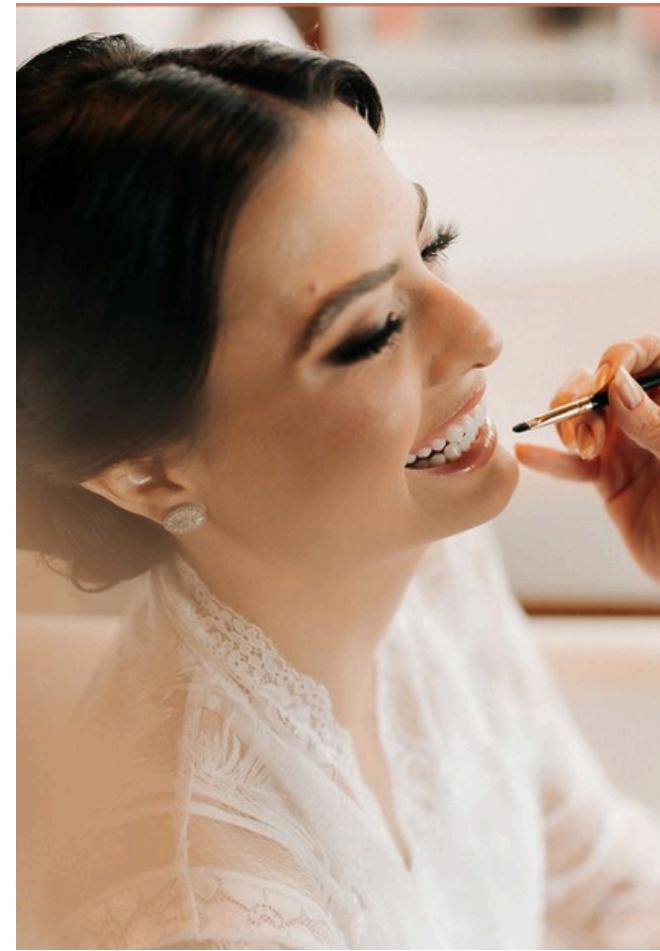
Just lose your despair.

Market Opportunities



Cancer warriors

We must provide them with fitness, nutrition, health, and psychological programs because we will be unique in this site.

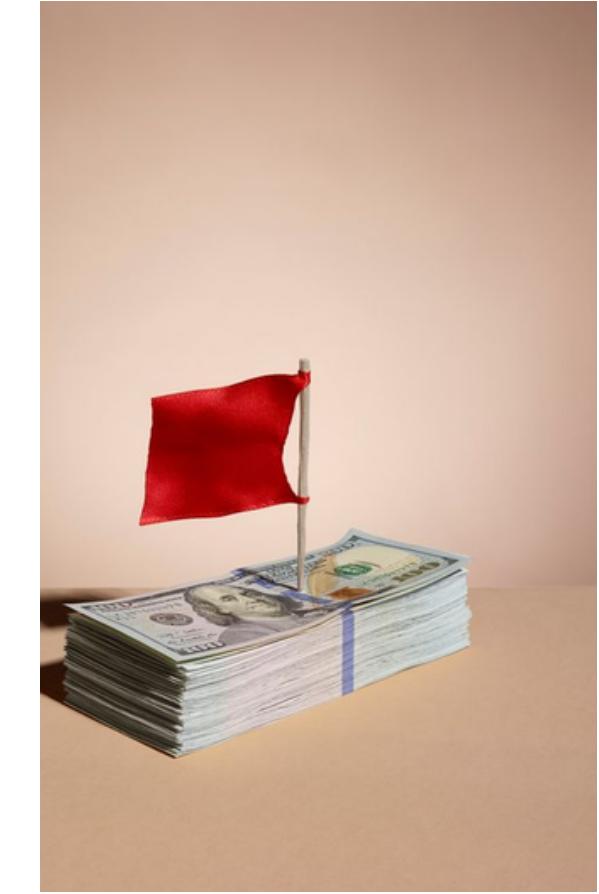


Bride to be

We need to provide them with special programs, and it must be quick programs that suit the period before marriage.

future clients

We can provide them with special programs to lose weight after giving birth .



Dollar

We must provide them with fitness, nutrition, health, and psychological programs because we will be unique in this site.



Persona Based on Needs

Therapeutic Nutrition Persona

Demographics

- **Age:** 25-40
- **Gender:** Female
- **Location:** Egypt/ Emirates /Saudi Arabia
- **Income Level:** High Class, Middle Class
- **Interests:** Healthy food, intermittent fasting, gyms offer, hormonal changes, chronic diseases.

Psychographics

- **Goals:** Treating the hormonal problem that she suffers from in a healthy way and with a healthy diet, and if she suffers from a chronic health problem, she will find a system that ensures that she can live with this problem.
- **Pain Points:** program that is not realistic and does not make any difference
- **challenges:** Awareness of the seriousness of the problem she has and the impact of proper nutrition and a healthy diet in her life on solving this problem, finding a place that can help her solve the problem and prevent it from coming back.



Persona Sample "Hormonal"



Zahraa, suffers from the problem of ovarian cysts, which subsequently affects her skin, hair, and her daily routine in general.

Age :25
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Emirates and Saudi Arabia



Nadia, suffers from Menopause and many hormonal changes affect her life.

Age :45
Gender: Female
Education: Bachelor's Degree
Income Level: High class
Location: Emirates and Saudi Arabia



Arwa, suffers from the problem of insulin resistance, which subsequently affects her weight and body shape also her mood.

Age :30
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Emirates and Saudi Arabia

Physical Problems Persona

Demographics

- **Age:** 25-30
- **Gender:** Female
- **Location:** Egypt/ Emirates /Saudi Arabia
- **Income Level:** High Class, Middle Class

Interests: Healthy food, Disc and joints issues, gyms offer.

Psychographics

- **Goals:** Finding a comfort style which provide her with easy motion without pain.
- **Pain Points:** program that is not realistic and does not make any difference
- **challenges:** Awareness of the seriousness of the problem she has and the impact of proper nutrition and a healthy diet in her life on solving this problem, finding a place that can help her solve the problem and prevent it from coming back.



Persona Sample "Physical problems"



Sara, her movement is very difficult, and
she suffers from back, neck and joint
problems

Age :30
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Egypt, Emirates and Saudi Arabia

Fitness/Wellness Persona

Demographics

- **Age:** 25-40
- **Gender:** Female
- **Location:** Egypt/ Emirates /Saudi Arabia
- **Income Level:** High Class, Middle Class
- **Occupation:** unemployed
- **Interests:** Healthy food, intermittent fasting, gyms offer

Psychographics

- **Goals:** reach an ideal weight or shape that provides them with a more comfortable life and the appearance of society that matches it, with drawing a healthy lifestyle that lives with them forever.
- **Pain Points:** Regular regimes that are useless
- **challenges:** They find a place that provides them with a comprehensive program of physical fitness and nutrition in a peaceful way from home So that through Zambalita, she can find a family that fills her free time and a healthy community that improves her daily routine



Persona Sample



Nour, who needs to lose weight. She is not happy and needs more self-confidence and to be a part of a healthy community. She also needs to find herself in a comfortable style.

Age :35

Gender: Female

Education: Bachelor's Degree

Income Level: Middle to high class

Location: Egypt, Emirates and Saudi Arabia



Manar, She does not have a health problem, but she wants to follow a healthy diet in her life in general.

Age :30

Gender: Female

Education: Bachelor's Degree

Income Level: Middle to high class

Location: Egypt, Emirates and Saudi Arabia

Psychological Persona

Demographics

- **Age:** 25-40+
- **Gender:** Female
- **Location:** Egypt/ Emirates /Saudi Arabia
- **Income Level:** High Class, Middle Class
- **Interests:** Healthy food, psychological support, combating psychological pain and stress

Psychographics

- **Goals:** Find a healthy community that will help you get rid of pain and psychological pressure, and also overcome the psychological pain that can result from a major health problem.
- **Pain Points:** program that is not realistic and does not make any difference
- **challenges:** The challenge here is that she finds a real healthy lifestyle that positively affects her mental health.



"Persona Samples" Psychological"



Anwar, cancer warrior who needs to recover from the consequences of treatment

Age :30
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Egypt, Emirates and Saudi Arabia



Sara, suffers from constant bouts of anger, tension, and anxiety Which could make her resort to emotional eating.

Age :30
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Egypt, Emirates and Saudi Arabia

Persona Needs



Specialization

Zambalita is a place dedicated to programs for each individual case, a program that suits the details of each case.



Permanent consultations

Providing health and psychological consultations on an ongoing basis to all our clients.



Emotional support

Psychological and emotional support for cases in a way that keeps their routine always calm and healthy.



Gift

Creating offers or gifts for customers during each program.



Campaign Strategy

Analysis & Findings

Based on the Environmental scanning and analysis:

- 1- Creating programs dedicated to cases that suffer from psychological and physical problems at the same time "pcos"
- 2- Using the influencer style to provide advice to target groups.
- 3-For physical fitness, we need to do concept "reshaping"
- 4-In order to spread throughout Egypt, we must enable payment in pounds and facilitate payment through other means such as InstaPay.



How to speak with Arabian woman?

- We will be in an Arab world, so speaking Arabic will be the closest way to them, and providing advice through someone close to them, like Maryam, who draws a healthy lifestyle for them will help them stay closer to Zambalita..

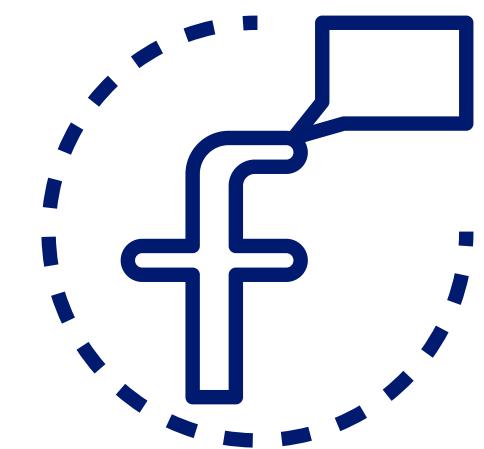


Channels

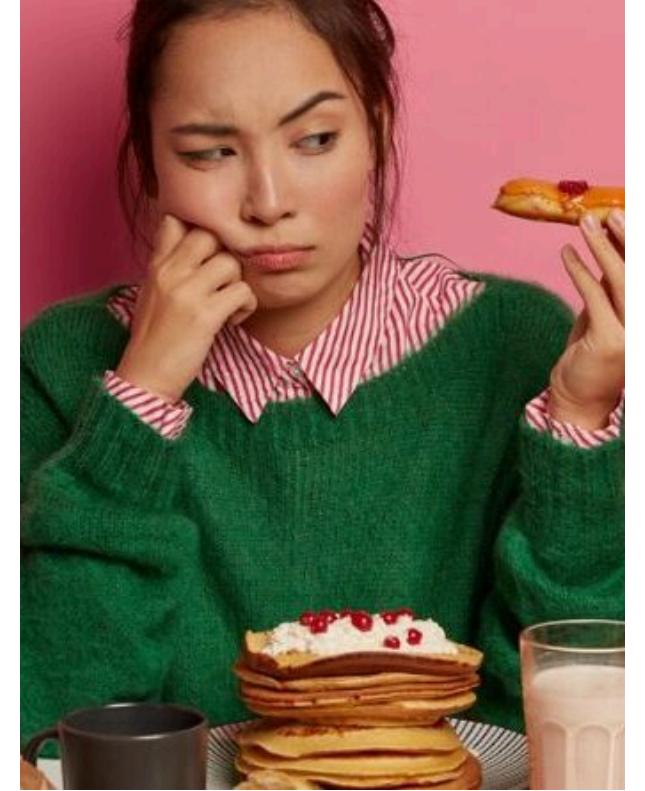
Website



Meta Platforms



Therapeutic Nutrition - Persona A



Sara, her movement is very difficult, and she suffers from back, neck and joint problems

Age :30
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Egypt, Emirates and Saudi Arabia

Mai, suffers from the problem of blood pressure, which subsequently affects her daily routine and her fitness.

Age :30
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Emirates and Saudi Arabia

Arwa, suffers from the problem of insulin resistance, which subsequently affects her weight and body shape also her mood.

Age :30
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Emirates and Saudi Arabia

(PCOS) - Persona B



Zahraa, suffers from the problem
of ovarian cysts, which
subsequently affects her skin,
hair, and her daily routine in
general.

Age :25

Gender: Female

Education: Bachelor's Degree

Income Level: Middle to high class

Location: Emirates and Saudi Arabia

Psychological issues - Persona C



Nour, who needs to lose weight. She is not happy and needs more self-confidence and to be a part of a healthy community. She also needs to find herself in a comfortable style.

Age :35
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Egypt, Emirates and Saudi Arabia



Nada, she doesn't feel good, has extreme mood swings, need emotional support, has anxiety and bad mood most of the time

Age :30
Gender: Female
Education: Bachelor's Degree
Income Level: Middle to high class
Location: Egypt, Emirates and Saudi Arabia

Fitness/Weight Loss- Persona D



Manar, She does not have a health problem, but she wants to follow a healthy diet in her life in general.

Age :40

Gender: Female

Education: Bachelor's Degree

Income Level: Middle to high class

Location: Egypt, Emirates and Saudi Arabia



Direct Response Funnel



Chosen Personas

A



Suffers from physical pain and imbalances and needs to lose weight and exercise, but she needs something easy and effective.

She needs a solution to overcome her challenges and be able to exercise without suffering from pain.

B



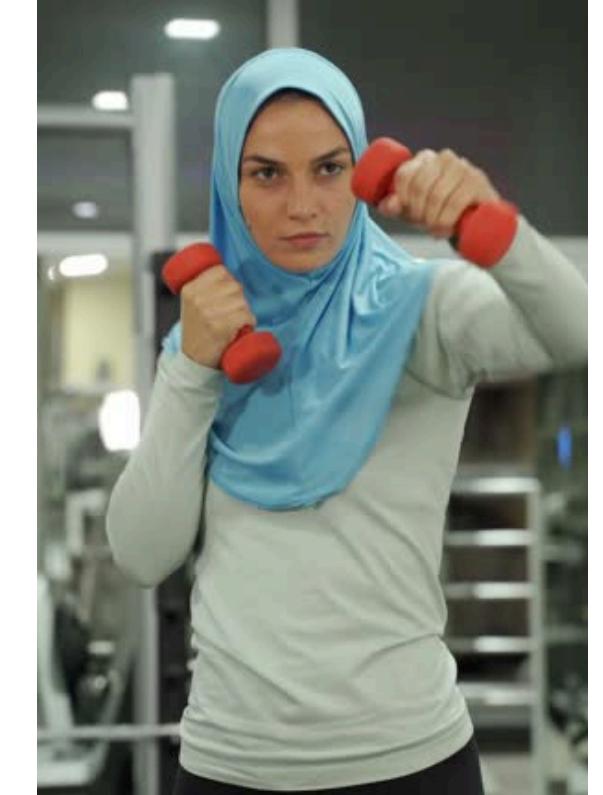
PCOS and she knows she needs proper nutrition and diet to overcome this syndrome. She needs comfortable diet plan and trainings.

C



Wants to feel more happy and confident but she suffers from several challenges and she doesn't want to go to the gym. She needs a holistic approach.

D



Looking for a fit lifestyle and/or lose weight.
She needs proper nutrition and healthy lifestyle.

Persona A

"Persona A" Therapeutic" Main Challenge

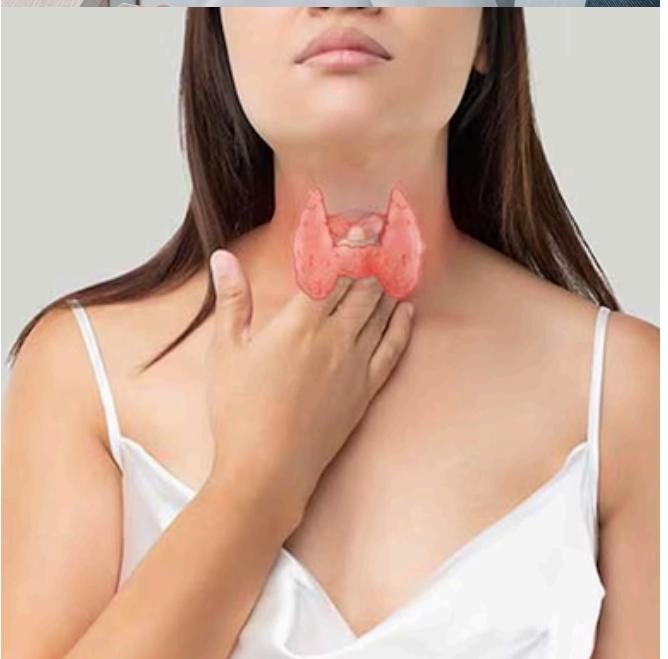
I'm not in my best state!

I need to improve my lifestyle and fitness level.

I have some physical health issues.

I need to improve my physical fitness to suit the bone problems I suffer from and at the same time treat it.

I suffer from alot of pain and the hormones make me in a bad mood all day.



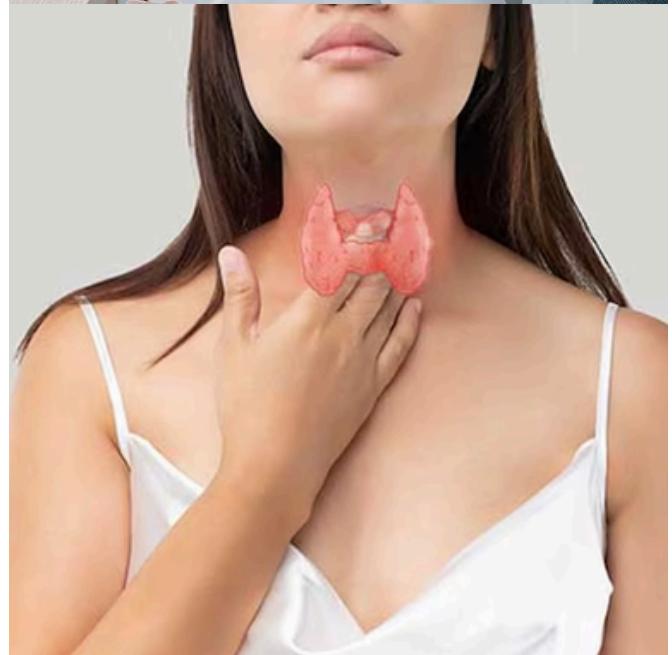
Persona A

Solution

This group suffers from health and physical and hormonal problems, they need fitness and health support and training without pain. They also need healing sessions to release the pain and load which will be offered in the art therapy classes.

At Zambalita Fit

We offer more than nutrition and diet, we offer a complete therapeutic nutrition program that will help you be in a better state physically and mentally. There will be exercises and physical programs that suit your condition. Balance your hormonal imbalance and feel better.



Persona A

Messaging

Zambalita fit offers a nutrition plan for hormonal balance and physical wellness.

Treat your physical body problems through lessons from Zambalita at a time that suits you designed to make your body movement lighter.



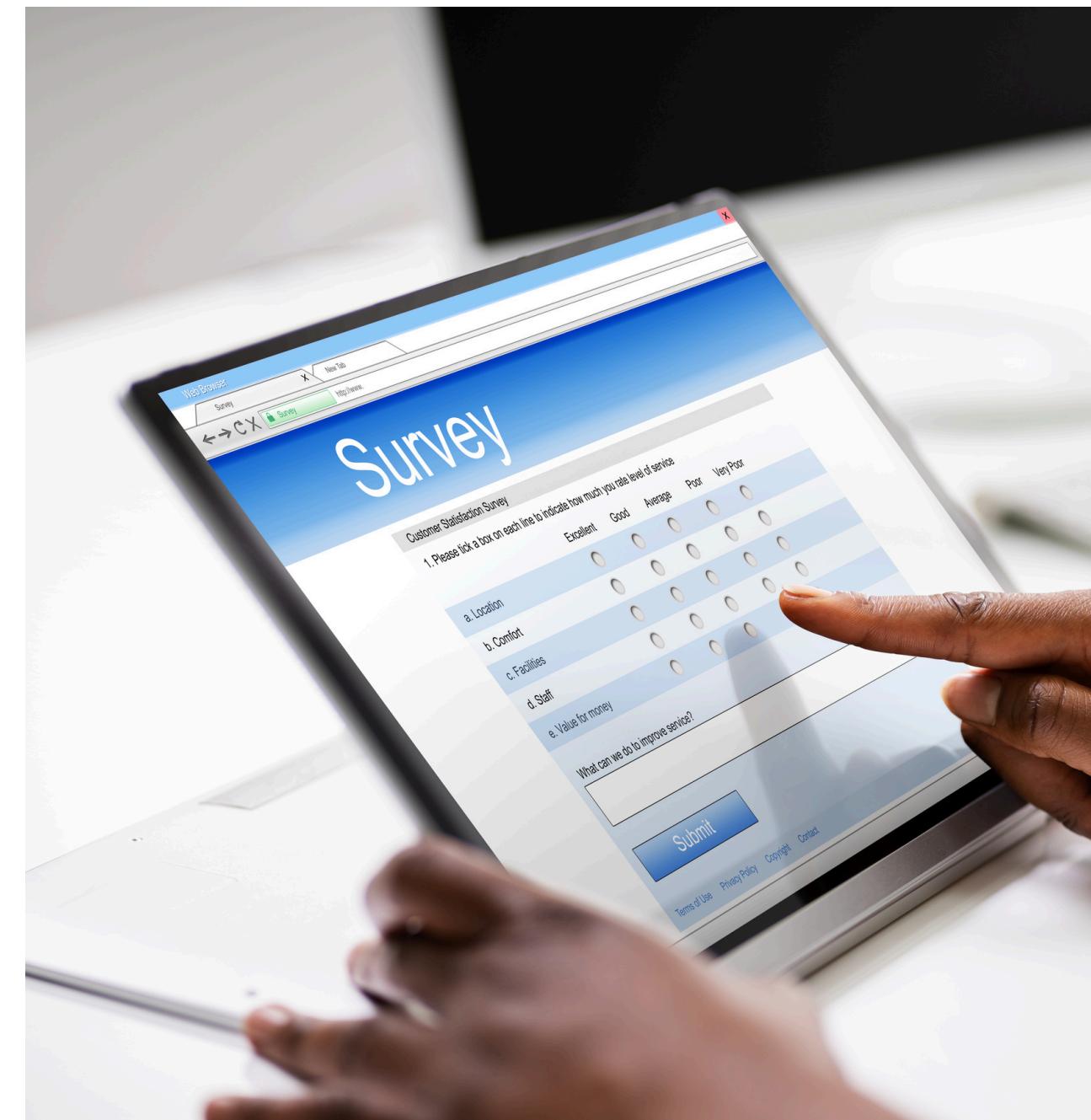
Persona A - Aware HVCO (High Value Content Offer)

Free Nutrition Assessment Video Per Case

There will be 1 question and there will be a free video based on the answer (with the causes and solution tips)

انت بتعاني من-

مشاكل في الهرمونات أو تكيس المبايض
مقاومة الانسولين
خشونة في الركب أو مشاكل في فقرات الرقبة أو دشك
غضاريف أو روماتويد
أكثر من مشكلة صحية
حالتي النفسية مش مضبوطة



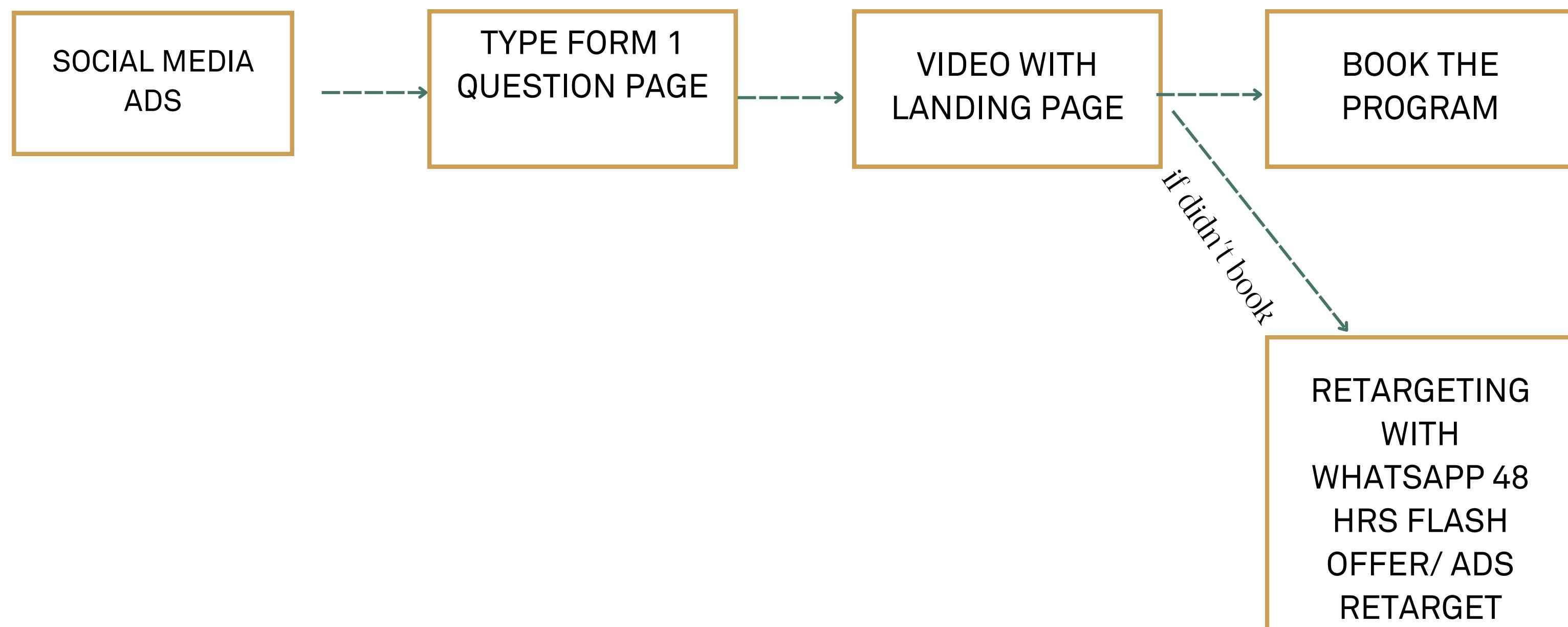
Persona A

HVCO (High Value Content Offer)



- AD COPY
- 1 QUESTION LANDING PAGE
- BASED ON THE ANSWER THERE WILL BE A
VIDEO + ZAMBALITA FIT PREMIUM PLAN
SALES PAGE
- WHATSAPP / EMAIL MOTIVATIONAL AND
INFORMATIONAL MSGS

Persona A - Aware Marketing Funnel





Big Ad Copy Arabic

Headline:

سيطري على جسمك وصحتك

Description:

اكتشفي أول برنامج تخسيس وتغذية علاجية متكامل للسيدات فقط!

أو جاويبي على السؤال، واوصلي لحل كل مشاكلك الصحية والنفسية في خطوة واحدة

Hook:

متخليش زيادة وزنك ومشاكله الصحية زي آلام المفاصل ووجع الظهر، كسل الغده الدراقية، والتغيرات الهرمونية اللي جسمك بيتعرض لها بشكل مستمر تأثر على سعادتك و استمتعاك بحياتك مع زمبليطة فيت، اعرفي الأسباب الحقيقية لمشاكلك، واكتشفي ازاي تستمتعي بكل لحظة في حياتك من خلال برنامج صحي متكامل مخصص للسيدات فقط لحل مشاكلهم النفسية والهرمونية، والتخلص من الوزن الزائد والآلام الجسدية المرتبطة به.



Big Ad Copy Arabic

Headline:

الحل مش الدايت

Description:

سؤال واحد هيكتشفك الحل لعدم قدرتك على فقدان الوزن
أو
برنامج تخسيس وعلاج مبتكر للسيدات!

Hook:

لو بتسأل نفسك كتير "يا ترى نزول الوزن فعلاً صعب كده ولا المشكلة عندي"؟!
فدي علامات بتقولك إنك جسمك تحتاجك تعملي حاجة!



Big Ad Copy Arabic



Headline:

طاقتک خلصت؟

Description:

اكتشفی أول برنامج تغذية علاجية متكامل لحالات الغدة الدرقية

Hook:

الإرهاق المستمر و التعب و حالة الكسل اللي بتفضل ملازمكي طول اليوم وراها
لغز كبير



Retarget Copy Arabic



Headline:

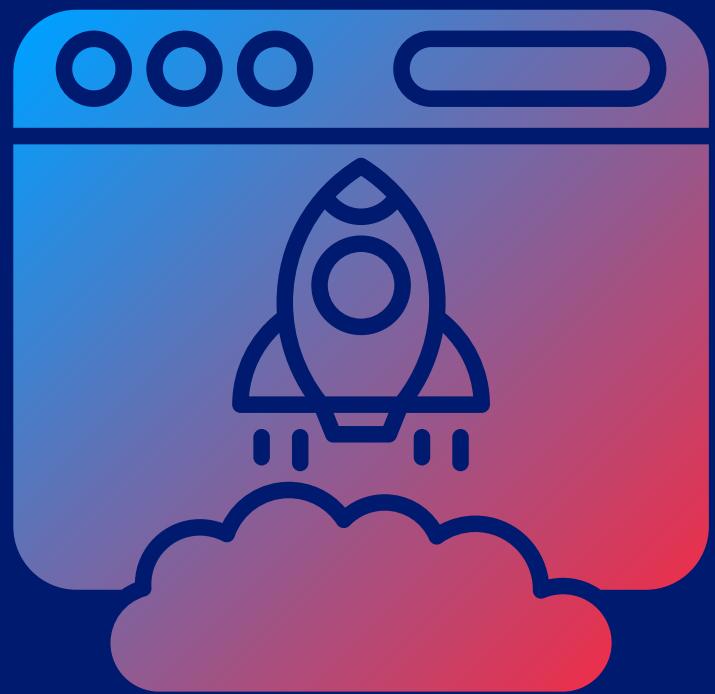
اليوم أخف لو من غير وج

Description:

ادخل على الويب سايت و اعرفي أصل المشكلة

Hook:

وجع ضهرك متقل يومك



Question Page in Arabic

استعدي صحلك النفسية والجسدية وعيشي بسعادة وثقة

اختر أي الصورة اللي بتعبر عنك:



أكتر من مشكلة
من ما سبق



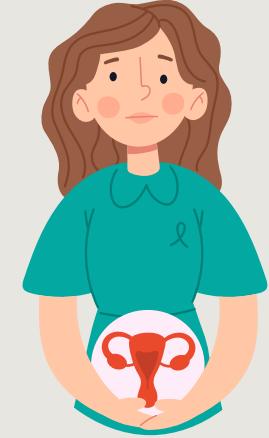
بعاني من
حالتي النفسية



أبعاني من خشونة في الركب /
أبعاني من قصور /
مش مضبوطة



كسل الغده الدرقيه



بعاني من مشاكل في
الهرمونات، مقاومة الانسولين
أو مشكلات في
تكيس المبايض

اكتشفي أسهل طريقة للتخلص من مشكلتك في خطوة واحدة!

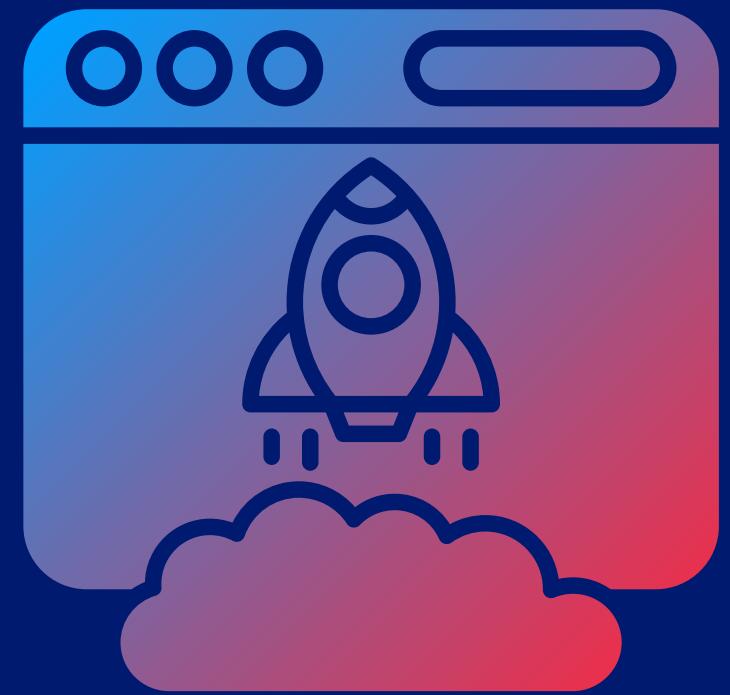
→ اكتشف الحل



رقم الوتس أب



الاسم



Landing Page in Arabic

Section 1

- an educational video about her challenge (based on her answer) focusing on a benefit related to her challenge:

PCOS, Insulin resistance, Physical issues, psychological conditions

- CTA:

اشتركي دلوقتي في البرنامج البلاتيني من زميليطة فيت،
وابدأي رحلتك لحياة صحية أكثر و مليانة سعادة وثقة

Section 2

Hook:

عيشي حياتك بصحة وسعادة مع زميليطة فيت

Description:

اكتشفي أسرع برنامج مخصص للسيدات فقط للوصول لنمط حياة صحي، والتخلص من مشاكلك الصحية والنفسية الناتجة عن زيادة الوزن؛ بخطط تغذية علاجية مخصصة ليكي أنتِ وبس، ومتابعة مع خبراء ومدربين متخصصين



Retargeting with WhatsApp and Emails

Email sequence:

- Zambalita fit platinum program as a holistic approach
- How therapeutic nutrition would change your life?
- Why you need a supportive community during your weight loss journey?
- How mentally and physically would you benefit from our program?
- about art therapy!
- Flash sale for 48hrs only! enjoy 50% discount.

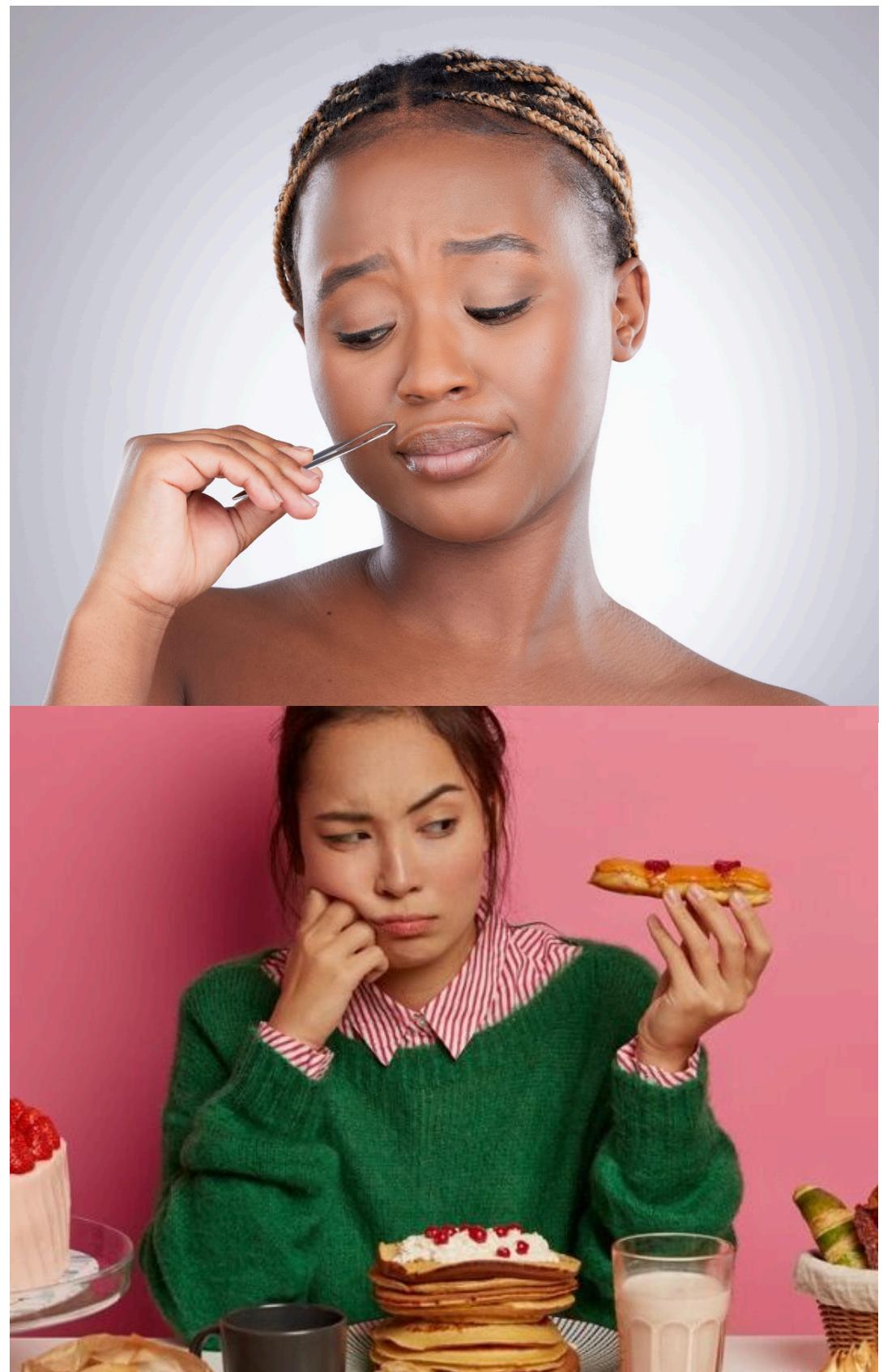
Persona B

Persona B

Main Challenge

I am suffering from hormonal imbalance PCOS and Insulin resistance! I need a special nutrition plan to balance my hormones, specially tailored physical workouts plan.

- irregular periods.
- difficulty getting pregnant as a result of irregular ovulation.
- excessive hair growth (hirsutism) – usually on the face, chest, back or buttocks.
- weight gain.
- thinning hair and hair loss from the head.
- oily skin or acne
- Mood swings

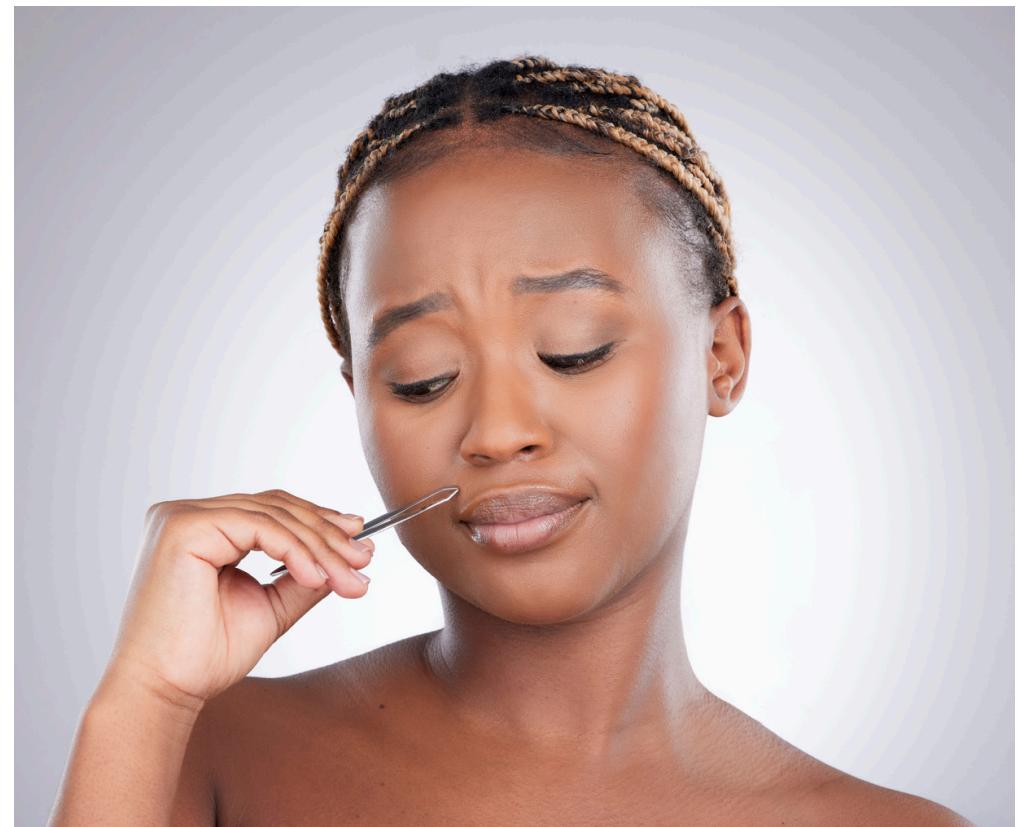


Persona B

Solution

Zambalita Fit

We can provide them with exercises and physical programs that suit their condition, so that they can feel the difference during their day, feel more balanced, treat with hormonal problems and feel more control on their mood swings.



Persona B

Messaging

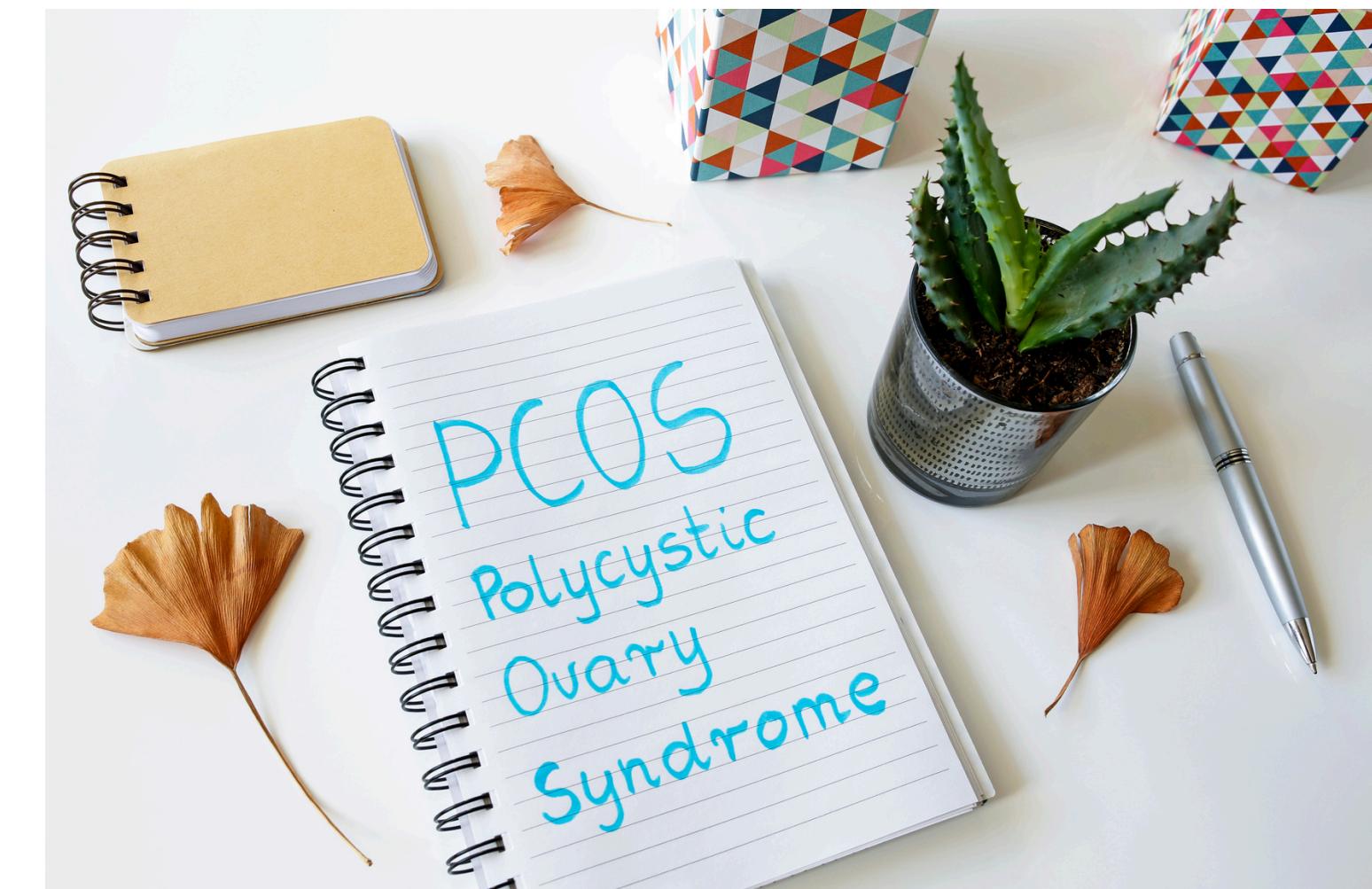
Treat your PCOS and insulin resistance problems through a specially tailored therapeutic nutrition plan from Zambalita fit. So, you can start a new healthier life and feel better reducing PCOS symptoms.



Persona B

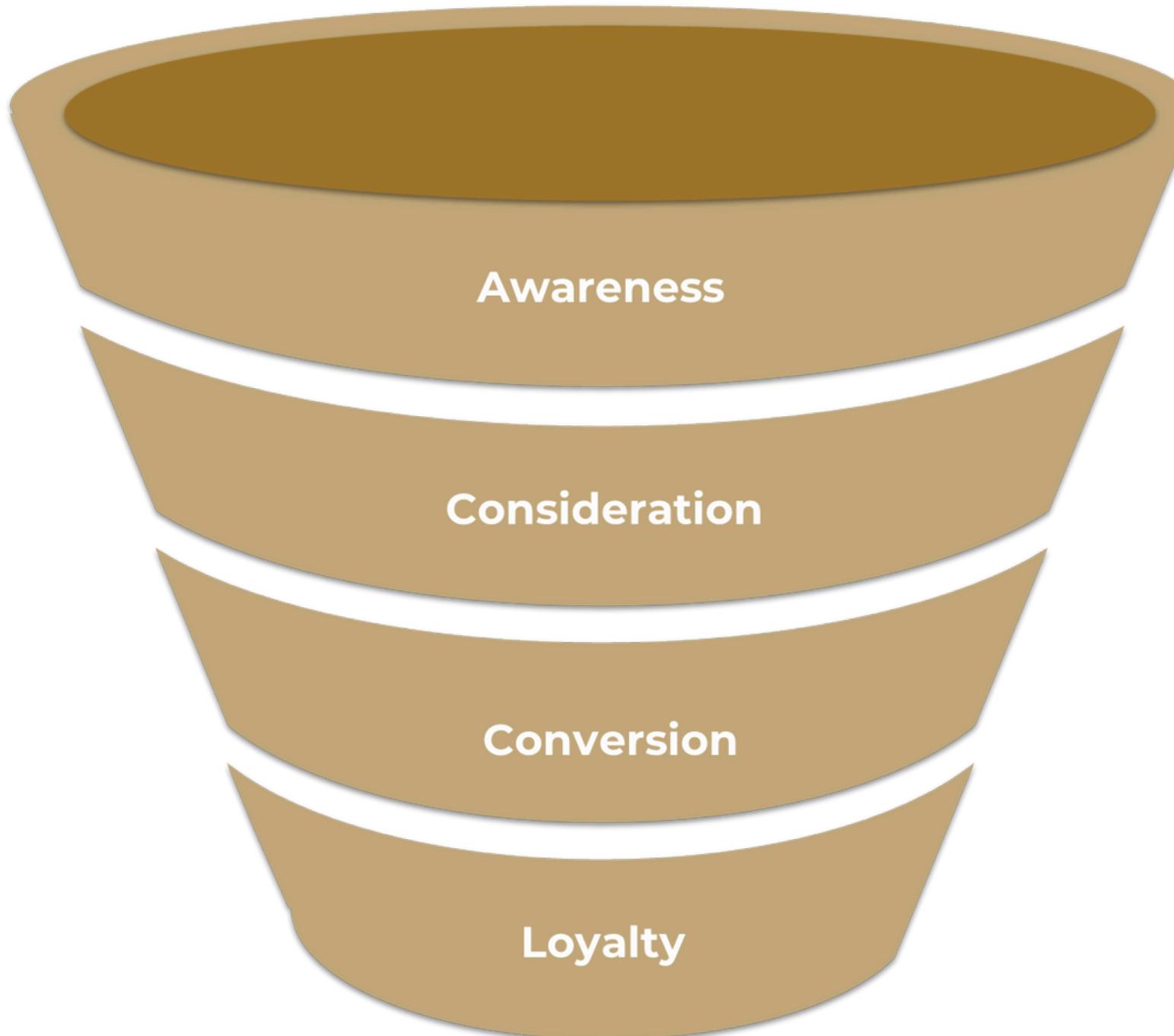
HVCO (High Value Content Offer)

Free Video (educational content) about PCOS and insulin resistance treat. How to deal with PCOS and insulin resistance and start a healthier, balanced lifestyle.



Persona B

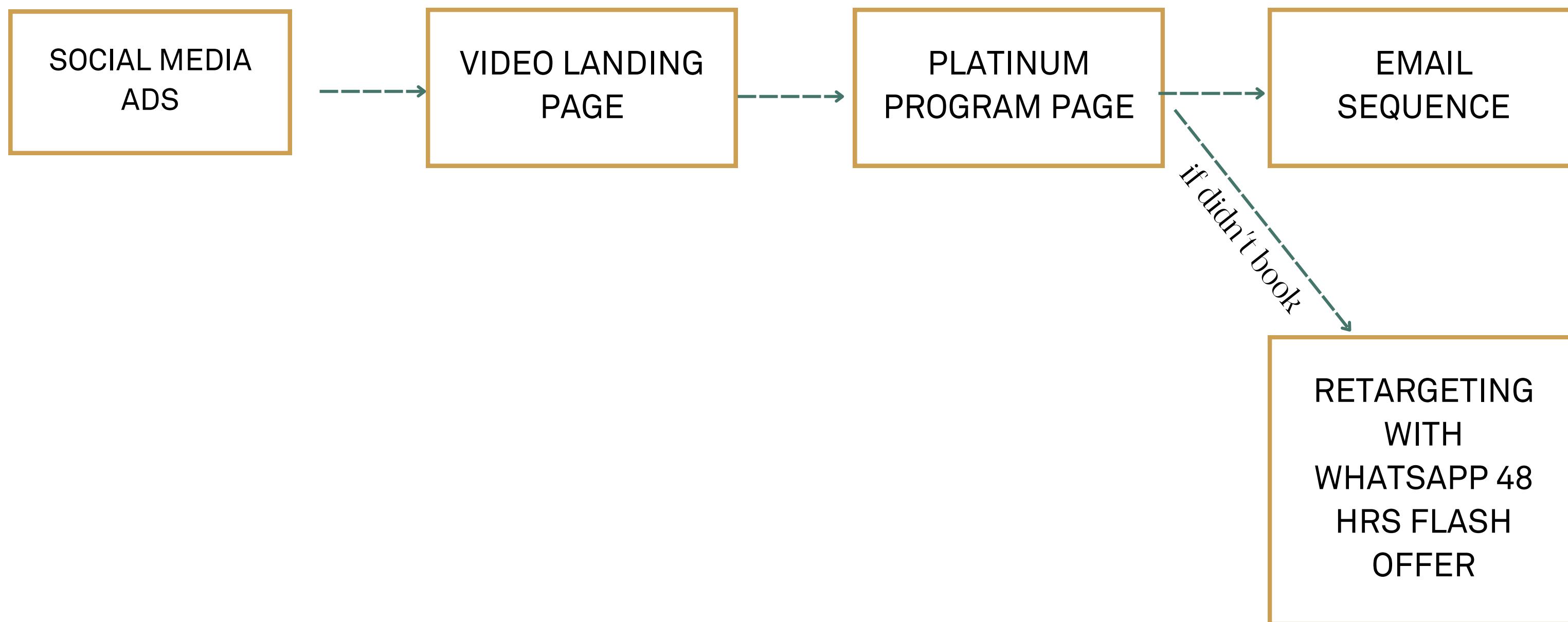
HVCO (High Value Content Offer)



- AD COPY
- EDUCATIONAL VIDEO ABOUT PCOS
- PLATINUM PROGRAM SALES PAGE!
- RETARGET WITH EMAIL SEQUENCE + 48H FLASH SALE

Persona B

Marketing Funnel





Big Ad Copy Arabic



Headline:

تعمل إيه لو عندك تكيس مبايض؟
أو
الهرمونات مش هتسيدطر تاني

Description:

أول برنامج تغذية علاجية متخصص للسيدات للتكييف مع تكيس المبايض
وتقليل آثاره السلبية

Hook:

عدو خفي بيواجه أكثر من 30% من النساء في الوطن العربي؛ بيتحكم في يومهم
وفي 90% من عاداتهم ووظائف جسمهم وشكله، ويمنعهم يعيشوا حياتهم بشكل
طبيعي زي غيرهم من النساء!



Direct Selling Retargeting Copy



Headline:

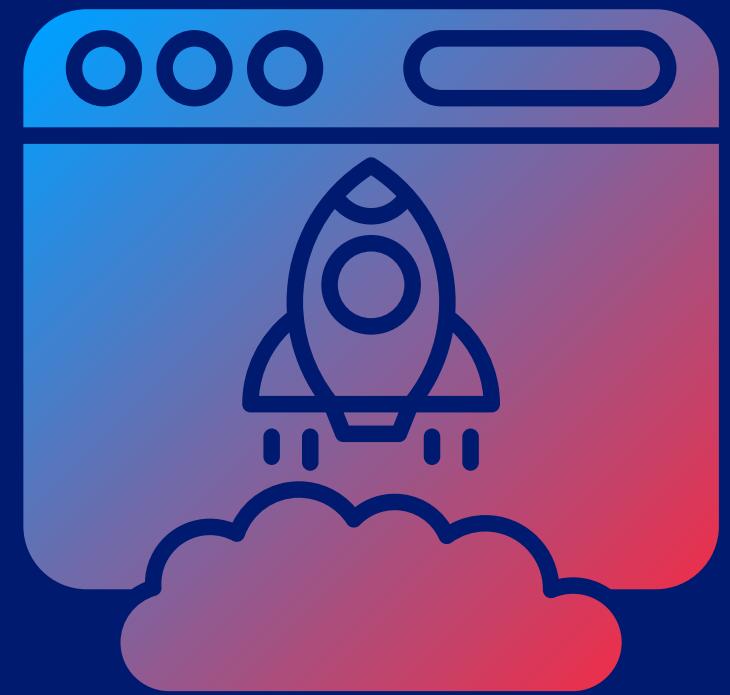
عيشِي حياتك بصحة وسعادة

Description:

انضمي لبرنامج زمبليطة فيت البلاتيني بخصم خاص 50% لـ 48 ساعة فقط!

Hook:

متخليش تكيس المبايض يسيطر على اختياراتك، واتحكمي في هرموناتك مع زمبليطة فيت استفידי بخصم خاص 50% لمدة 48 ساعة فقط على أسهل وأحدث برنامج متكامل لخسارة الوزن والتكييف مع تكيس المبايض، بخطوات مخصصة ليكى انتى وبس



Landing Page in Arabic

Section 1

- an educational video about her challenge (PCOS) focusing on a benefit related to her challenge:
- CTA:
اشتركي دلوقتي في البرنامج البلاتيني من زميليطة فيت،
وابدأي رحلتك لحياة صحية أكثر و مليانة سعادة وثقة

Section 2

Hook:

عيشي حياتك بصحة وسعادة مع زميليطة فيت

Description:

اكتشفي أسرع برنامج مخصص للسيدات فقط للوصول لنمط حياة صحي، والتخلص من مشاكلك الصحية والنفسية الناتجة عن زيادة الوزن؛ بخطط تغذية علاجية مخصصة ليكي أنتِ وبس، ومتابعة مع خبراء ومدربين متخصصين



Retargeting with WhatsApp and Emails

Email sequence:

- Zambalita fit platinum program as a holistic approach
- How therapeutic nutrition would change your life?
- Why you need a supportive community during your weight loss journey?
- How mentally and physically would you benefit from our program?
- about art therapy!
- Flash sale for 48hrs only! enjoy 50% discount.

Persona C

Persona C

Main Challenge

Oh My God, I Have alot of challenges from where should i start?!

I want to look better & feel better.

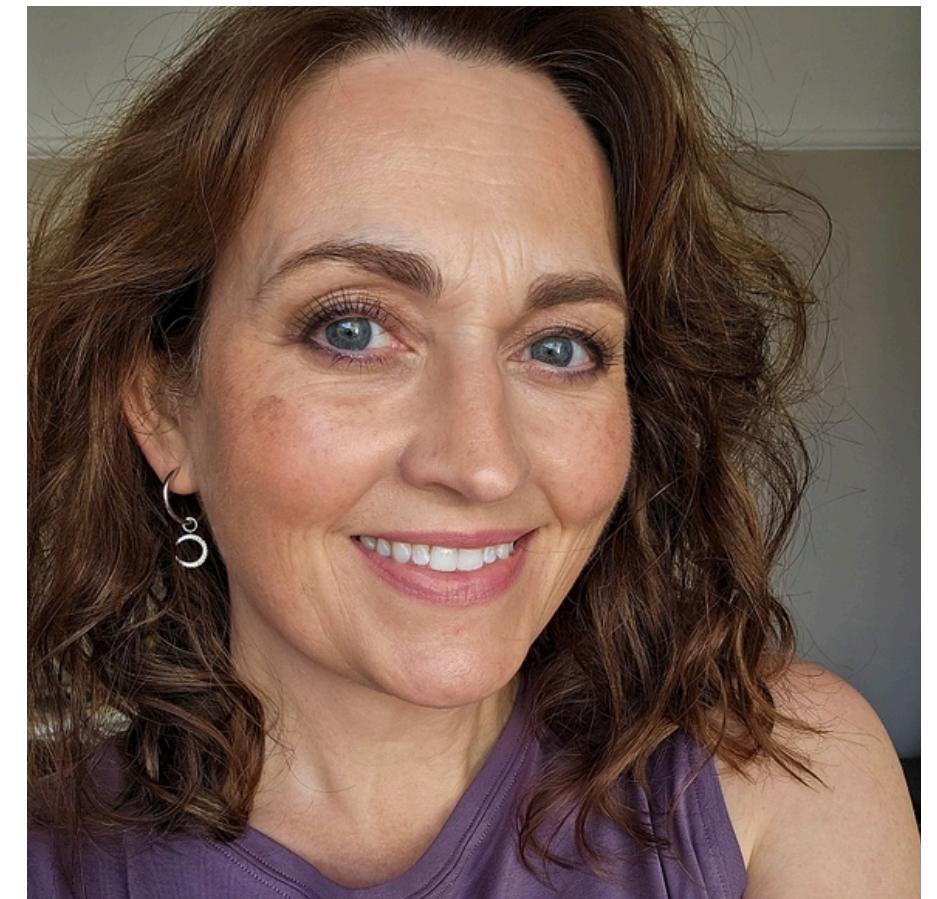
Il have emotional eating & i need to be fit.

I want to boost my self-confidence.

Need to lose weight the easy way & I'm comfortable at home so don't ask me to go to the gym!

I need more networking, support, and motivation.

I'm bored so some activities would be perfect.

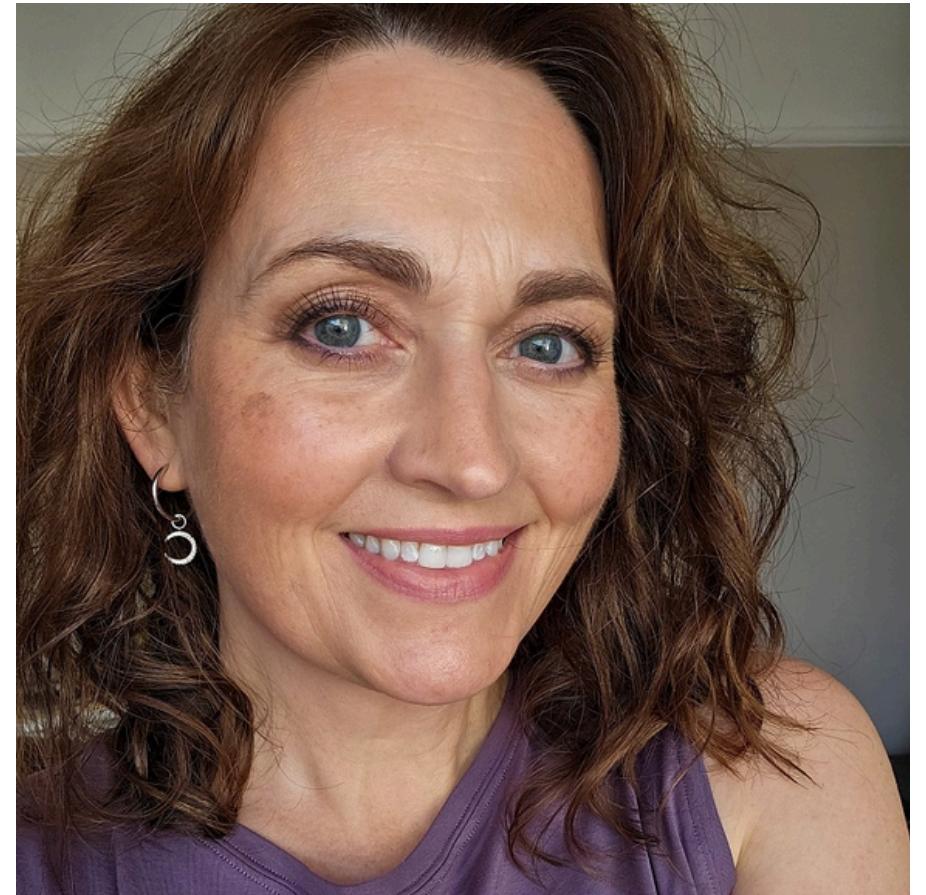


Persona C

Solution

Zambalita Fit

The first holistic approach to wellbeing. Enjoy your time while you're losing weight and improving your overall physical and mental state. Get the lifestyle you are dreaming of easily. Enjoy your time with our women and support each other along your journey.

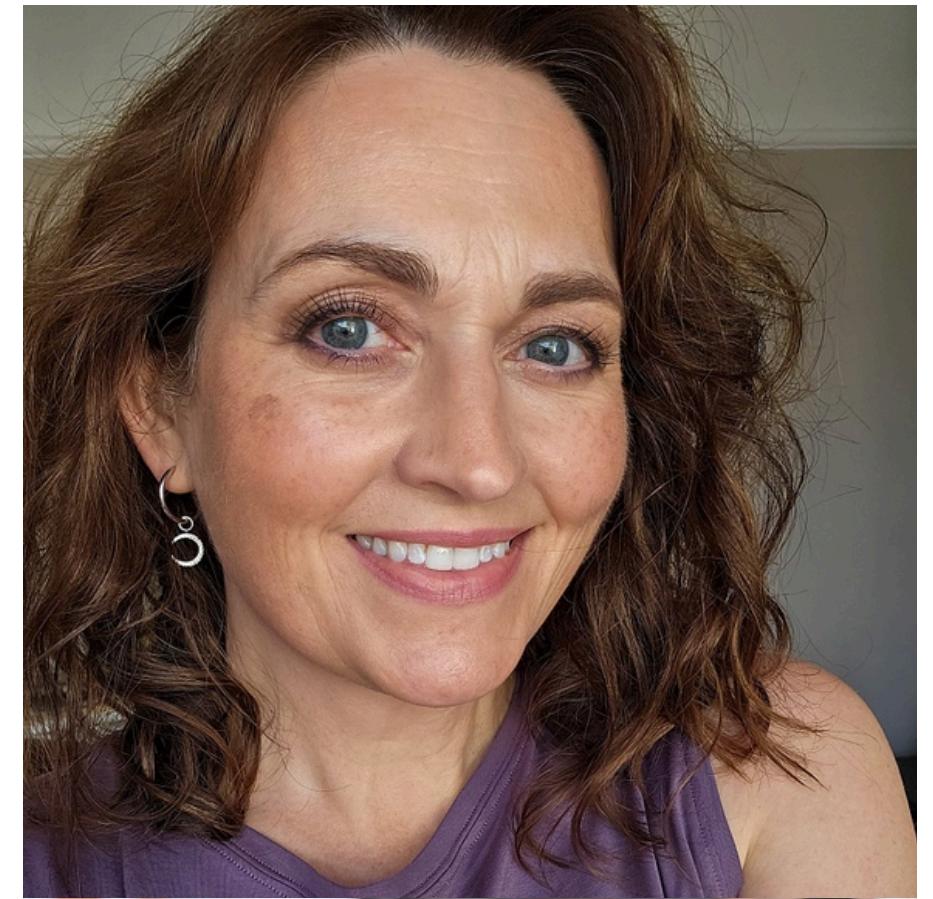


Persona C

Messaging

The First Women Only Community Created to help you look and feel better inside/out!

Need a complete transformation and have no time or energy to go visit (a therapist + a health coach + a nutritionist + the gym) You **have it all from the comfort of your home.**



Persona C

HVCO (High Value Content Offer)

Attend free Webinar suggested name

حياة تحبها، وسعادة تستحقها

ازاي تخلی السعادة عادة؟

- talking about what to do when you feel overwhelmed with different goals and how zambalita fit is the solution + at the end of it will be small art therapy class and/ or 10 min dancing or yoga class.



Persona C

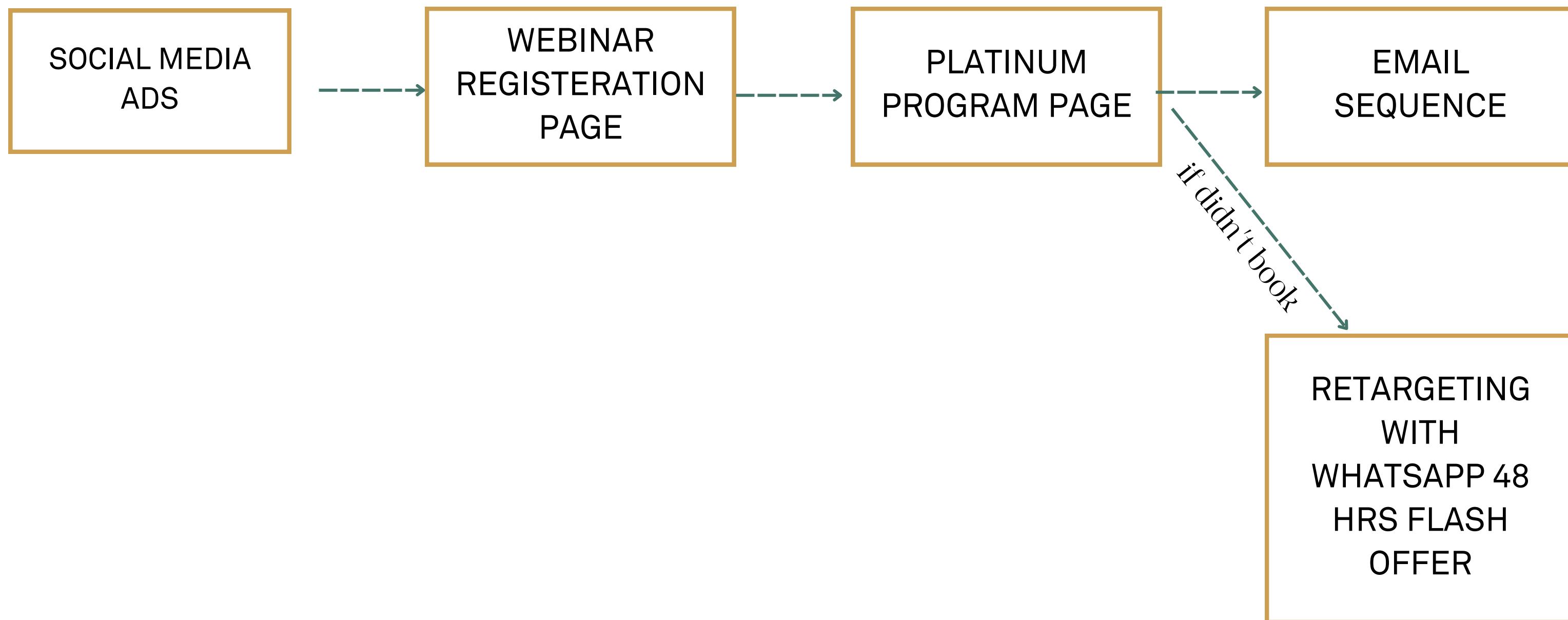
HVCO (High Value Content Offer)



- AD COPY
- WEBINAR REGISTRATION PAGE + EMAILS SEQUENCE
- JOIN OUR PLATINUM PROGRAM!
- RETARGET WITH FLASH SALES

Persona C

Marketing Funnel





Big Ad Copy Arabic



Headline:

حياة تحبها، وسعادة تستحقها!

Description:

انضمي لأول ويبيnar مخصص لدعم السيدات نفسيا وجسديا في رحلتهم لخسارة الوزن

Hook:

عشان توصللي لوزنك المثالي بصحّة وسعادة، مش محتاجة تمارين مرهقة في جيم بعيد، وجلسات طويلة مع دكتور تغذية، ولا مواعيد صعبة مع معالج نفسي يساعدك تستمري وستعيدي ثقتك في نفسك.

لأن زمبليطة فيت وفرلك كل دة في برنامج واحد وانتي في بيتك!



Retarget Copy Arabic

Headline:

الحرمان مش حل

Description:

ادخل على ويب سايت زمباليطة و خلي السعادة عادة

Hook:

حرمتني نفسك من كل الأكل اللي بتحبيه و لسه مش عارفة تخسي!



Retarget Copy Arabic



Headline:

أول مجتمع للسيدات في الشرق الأوسط

Description:

انضمي مجاناً لويبيnar زمبليطة فيت واستعدِي لحياة جديدة صحية،
وسعيدة

Hook:

بتواجهي تحديات كتير في طريقك لخسارة الوزن، ومشترة بين الطرق
المعقدة اللي ممكن تجريها؟



UGC Video Content

Idea Brief:

الجزء الأول هيكون سيدة بتشرح مشاكلها مع محاولة خسارة الوزن والتحديات المختلفة اللي بتواجهها وبتخليلها مشتتة بين هدفها في إنقاص الوزن بشكل صحي وبين محافظتها على صحتها النفسية بدون خطوات معقدة وفي نفس الوقت تحتاج دعم من مجتمع صحي فاهم مشكلتها ويساعدها تستمر في طريقها

الجزء الثاني هيكون "مريم" بتتكلم عن زمبليطة فيت انها أحسن وأسهل طريقة لإنقاص الوزن بشكل صحي، وفي نفس الوقت بتستخدم تكنيكات حديثة وممتعة عشان تساعد السيدات وصول هدفهم بحالة نفسية جيدة مسط مجتمع صحي وبيئة داعمة ليها في كل خطوة

تصوير البرنامج انه أول برنامج صحي متكملاً أونلاين مخصص للسيدات فقط، بيوفر لهم كل اللي يحتاجبنه في برنامج واحد بس، بدليل: لدكتور التغذية، ومشوار الجيم والتمارين المرهقة، وجلسات الدعم النفسي أو التخلص من القلق والطاقة السلبية

الجزء الثالث (مختصر وبسيط وقصير): مريم هتكمل كلامها وتعرض الويبيinar، وانه وسيلة عشان يتعرفوا على برامج زمبليطة فيت بشكل أكبر في خلال 60 دقيقة فقط ويجاوبوا على أسئلتهم بخصوص إنقاص الوزن، ويعتبر خطوة أولى في طريقهم لبداية حياة صحية جديدة ويقدروا من خلالها يختبروا النظام داخل برنامج زمبليطة فيت وإذا كان هيعجبهم أو لا قبل الاشتراك الفعلي



New Year Free Class Copy



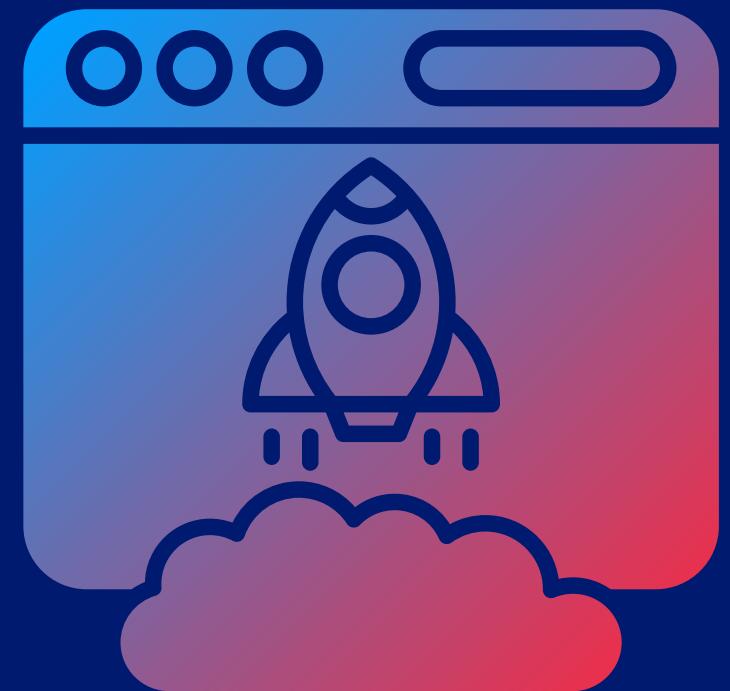
Headline:

علاج ممتع جدا وفعال!

Description:

Hook: ايفنت مجاني - ادخلی على ويب سایت زمباليطة و خلي السعادة عادة

من أول ما بتفتحي عينيك مع بداية كل يوم و انتي بتمري بضغوطات مختلفة
مبتعريش تتعاملی مع اغلبها، ومع بداية كل سنة جديدة بيكون قدامك فرصة
حقيقية للتغيير وعشان تعيشي حياة أكتر صحة وسعادة ودي هي فرصتك...



Webinar Landing Page in Arabic

Structure

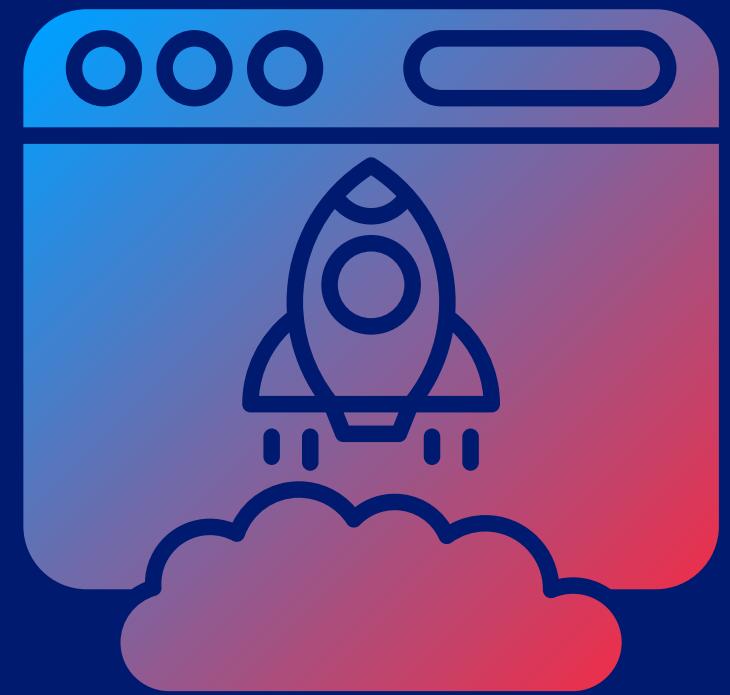
- هنكتب الويبينار هيكون فيه ايه بالضبط هيكن في استماره فيها الاسم والاييميل ورقم الواتس اب عشان يوصلها عليه لينك الويبينار
- Button: احجزي مقعدك الان!

Hook:

في 60 دقيقة فقط، اكتشف حياة تحبها وسعادة تستحقها

Headline:

انضمي لأول ويبينار أونلاين مجاني مخصص لدعم السيدات نفسيًا وجسديًا في رحلتهم لخسارة الوزن، وبداية حياة صحية سعيدة!



Event Landing Page in Arabic

Structure

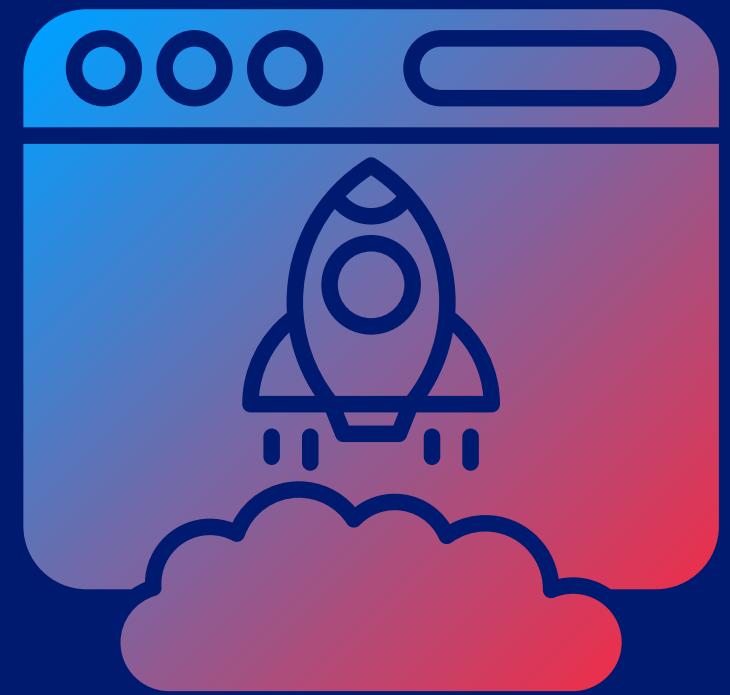
- هنكتب تفاصيل الايفنت هيكن في استماره فيها الاسم والاييميل ورقم الواتس اب عشان يوصلها عليه لينك الايفنت
- Button: احجزي مقعدك الان!

Hook:

في 60 دقيقة هتكشف اي علاج ممتع لك كل مشاكلك

Headline:

دلوقي تقدري تحضري أول ايفنت مخصص للسيدات فقط عن العلاج بالفن و الحركة و تستمعي في نهايته بクラス لايف



Direct sales Landing Page

Structure

فيديو بنتكلم فيه عن مجتمع زمبليطة فيت أهمية الدعم النفسي في رحلة إنقاص الوزن
مجتمع زمبليطة فيت للسيدات
برنامج زمبليطة فيت البلاتيني

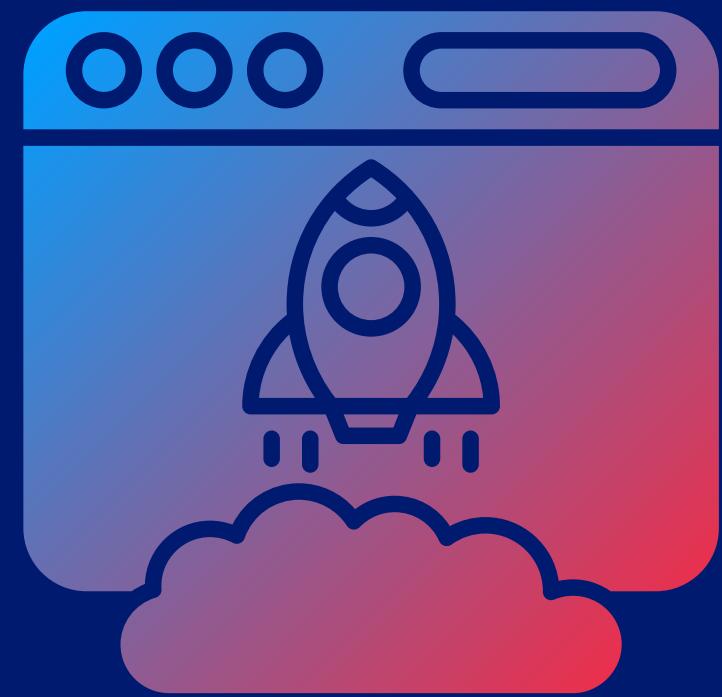
- Button: احجزي الآن!

Hook:

أول مجتمع صحي للسيدات في الشرق الأوسط!

Headline:

لأن الدايت لوحده مثل كفاية، ففي زمبليطة فيت بنقدم لك رحلة متكاملة عنوانها حياة سعيدة وصحية، مع مجتمع كامل من السيدات فقط؛ عشان يدعمك تستعيدي ثقتك في نفسك وجسمك، وتستمتعي بكل لحظة في حياتك الجديدة



Email / Whatsapp Sequences



[Check this link](#)

Persona D

Persona D

Main Challenge

I'm almost 40!

I need to reverse back the time!

I want to start having a healthy lifestyle and lose weight but there is resistance + i'm not a fan of fad diets or long training hours.



Persona D

Solution

Zambalita Fit

You need a program designed specifically for women in 40's recognizing your state and hormonal changes and able to break the weight loss resistance.



Persona D

Messaging

The First Program in the Middle East with the Holistic Approach designed for women in 40's!

Enjoy your age, you have an opportunity to lose weight, stay fit, overcome all your body challenges while enjoy a perfect lifestyle, and be more confident, EASILY.



Persona D

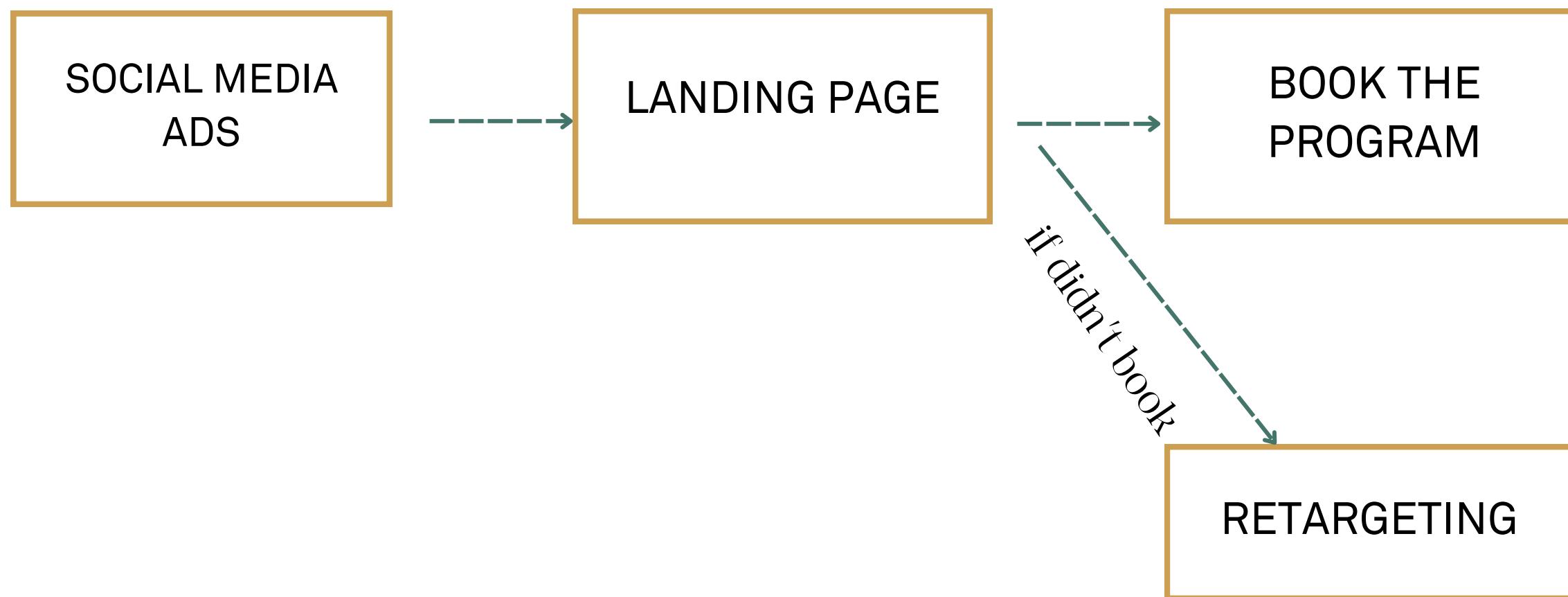
HVCO (High Value Content Offer)

Direct Selling with the Special offer available.



Persona D

Marketing Funnel





Big Ad Copy Arabic



Headline:

قربتي للأربعين؟!

Description:

ادخل على ويب سايت زمالطة و خلي السعادة عادة

Hook:

الدايت عمره ما هيجيب نتيجة !



Big Ad Copy Arabic



Headline:

حياتك أخف من غيره

Description:

ادخل على الويب سايت و اعرفي أصل المشكلة

Hook:

الأربعينات مرحلة مش سهلة بس مستاهلة تعيشيها بصحة و وزن أخف، لو عايزه تعرفي
أكتر عن تحديات سن الأربعين و ازاي تعديهها بسهولة من غير زيادة وزن ولا اكتئاب،
زمبليطة فيت بتقدملك أول مجتمع صحي متكامل داعم للسيدات نفسياً وبدنياً في سن
الأربعين.



Big Ad Copy Arabic



Headline:

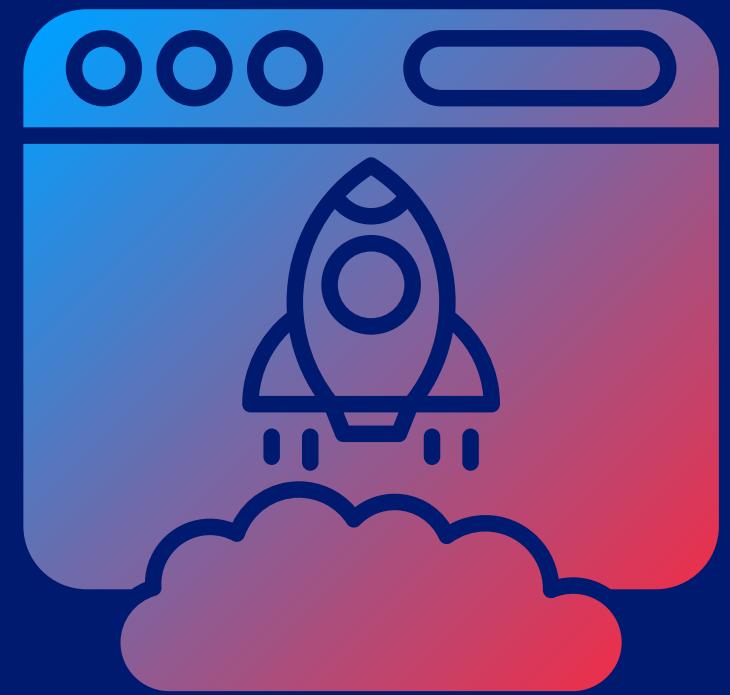
شغل البيت مش هيمنعك من الحياة

Description:

ادخل على الويب سايت و اعرفي أصل المشكلة

Hook:

روتين يومك لازم يتغير



Landing Page in Arabic

Section 1

- an educational video about her challenge (PCOS) focusing on a benefit related to her challenge:
- CTA:
اشتركي دلوقتي في البرنامج البلاتيني من زميليطة فيت،
وابدأي رحلتك لحياة صحية أكثر و مليانة سعادة وثقة

Section 2

Hook:

عيشي حياتك بصحة وسعادة مع زميليطة فيت

Description:

اكتشفي أسرع برنامج مخصص للسيدات فقط للوصول لنمط حياة صحي، والتخلص من مشاكلك الصحية والنفسية الناتجة عن زيادة الوزن؛ بخطط تغذية علاجية مخصصة ليكي أنتِ وبس، ومتابعة مع خبراء ومدربين متخصصين



Retargeting with WhatsApp and Emails

Email sequence:

- Zambalita fit platinum program as a holistic approach
- How therapeutic nutrition would change your life?
- Why you need a supportive community during your weight loss journey?
- How mentally and physically would you benefit from our program?
- about art therapy!
- Flash sale for 48hrs only! enjoy 50% discount.



Measurement & Evaluation

Campaign Tracking

- **WhatsApp :** Follow the number of people who ask about our offers and prices through 3 months.
- **Website Tracking:** monitoring the number of people who visited our website and the duration of their visit, approximately within 3 months.
- **Leads:** Monitoring the total number of leads that will fill the survey, register for the webinar, and that will actually attend.
- **Conversions:** Monitoring the total number of direct bookings & the upsell bookings from the webinars & whatsapp flash offer.



THANK YOU...

For Your Attention



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