

SOSTAC MODEL

Situation Analysis :

PEST Analysis

Political Increasing government focus on reducing unemployment and supporting entrepreneurship	Economic -Economic pressures push job seekers to look for affordable and effective career support -Growing freelance and remote work opportunities will get more people investing in professional branding -Rising unemployment rates will get higher demand for career coaching
Social -High youth population in Egypt and Middle East creates a larger pool of job seekers -Shift in mindset toward personal branding, LinkedIn presence, and professional image -Rising awareness of online learning and self-development	Technological -Widespread use of LinkedIn, Facebook, and freelance job platforms -Easy access to Zoom/Microsoft Teams for online career coaching and training sessions

SWOT Analysis

Strengths -Specialized services in both CV writing , LinkedIn optimization -Professional online one to one training & career coaching sessions -Quick delivery with one or two days maximum -Online delivery model for easy editing in Future -Personalized service which builds trust & strong testimonials -Customized service Pricing options .	Weaknesses -A New Facebook page with limited brand awareness & trust. -Limited marketing budget compared to big HR platforms. -High dependency on content consistency to stay visible
Opportunities -Growing demand for personal branding and online career support. -Increasing Local demand for remote jobs leading to more CVs/LinkedIn profiles needed. -Expansion into niche markets: fresh graduates, freelancers, career switchers. -Partnerships with training centers, or HR agencies	Threats -Free online templates & AI tools that can replace manual CV writing

Objectives:

Sell:

- Gain 30 paying clients within 12 months through Facebook and Instagram leads.
- Convert at least 5% of inquiries into paid services.

Save:

- Reduce customer acquisition costs by 10% in 12 months.

Speak:

- Grow page to 3,000+ engaged followers in 12 months.
- Maintain at least 3% engagement rate per post.
- Build a community where clients share testimonials and success stories.

Serve:

- Ensure 90% client satisfaction rate within 12 months .

Sizzle:

- Position brand as “the go-to career development expert in CV writing & LinkedIn optimization”.
- Share success stories, before/after CV/LinkedIn examples, and client achievements.

Strategy:

Segmentation :

- **Demographic:** Graduates, early-career professionals, mid-level job seekers.
- **Geographic:** Primarily Egypt and Middle East.
- **Behavioral:** Ambitious , Active job seekers, LinkedIn users, people struggling with interviews or career direction , career-driven individuals investing in personal growth .

Targeting

- **Primary Target:** Undergraduates and university Students (18-22) seeking internships in local organizations and companies .
- **Secondary Target:** Fresh graduates & young professionals (22–35) seeking jobs or career advancement.

- **Thirdly Target:** Mid-career professionals (35–45) looking for growth, career switching, or remote and freelance jobs .

Positioning

- **Positioning Statement:**
“We help ambitious job seekers stand out with Powerful and Professional CVs, Building LinkedIn profiles and optimization, Guiding personalized career coaching—making them ready to land opportunities anywhere in the world.”

Tactics:

Marketing Channels: Facebook and Instagram
for community building, educational posts, testimonials, client interaction , Visual storytelling
(before/after CVs, reels with quick tips and inspirational posts) through organic and Marketing Ads .

Action:

Control:

On page

• Follows • Views • Likes • Engagement • Clicks • Shares

On Ad

Impressions- Click-Through Rate- Engagement- Cost per Click -cost Per Acquisition-Messenger and DMs Conversations .