

JOBS HOTSPOT



Instructor : Dr/ Sameh Ibrahim



OUR TEAM

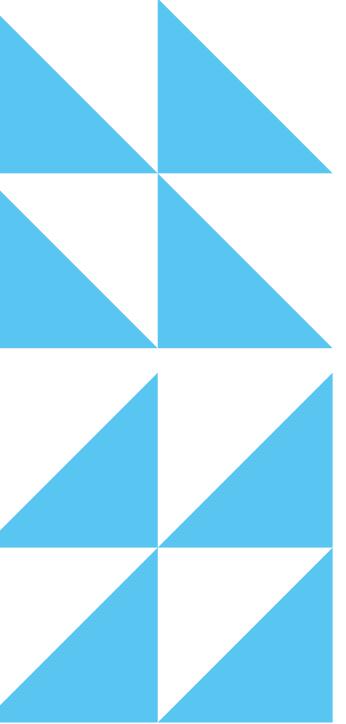
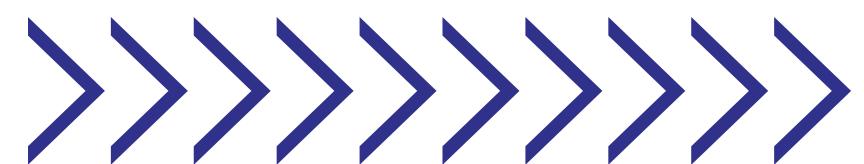
Nardine Gamal

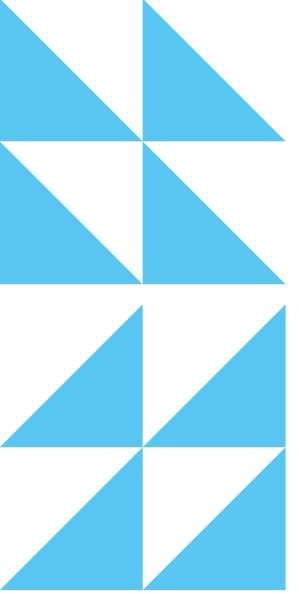
Salma Sayed

Marina Moheb

Sara Medhat

Nehal Abdelhady





BUISSNESS BRIEF

Jobs Hotspot is a career development led by an HR expert with over 8 years of experience.

She provides personalized CV services, LinkedIn optimization, mock interviews coaching, and career planning and guidance for students, graduates, and professionals.

The USP lies in quality, fast delivery (1–2 days), and tailored solutions that help job seekers stand out.



Rebranding :

Suggested names :

- HireMind
- NextHire
- Wazeftak
- Hirely

suggested slogans :

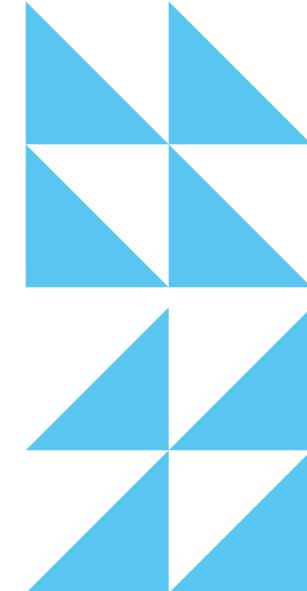
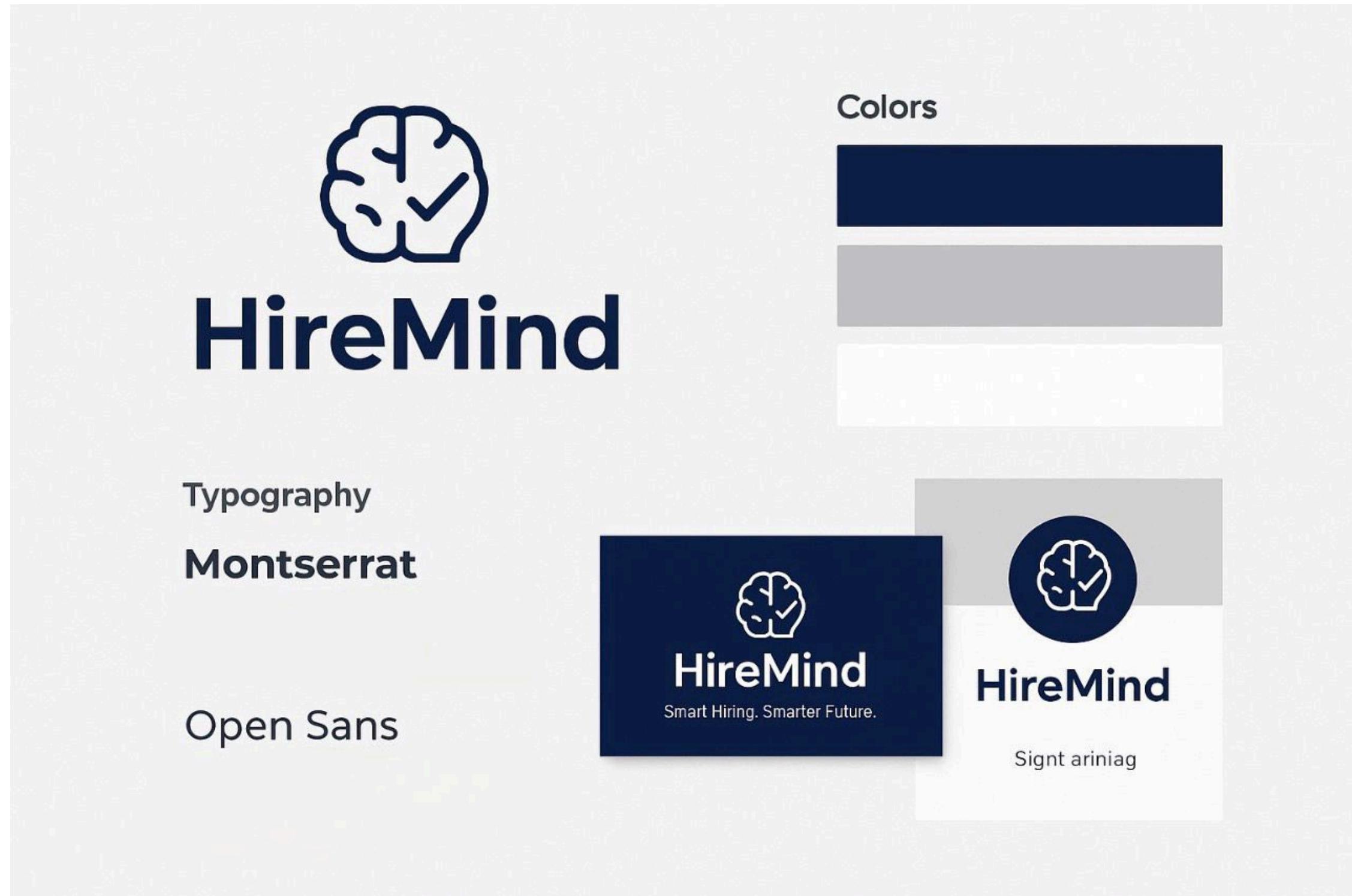
- Smart Hiring. Smarter Future.
- Think Better. Hire Better.
- Where Talent Meets Opportunity.
- Future Ready Careers, One Hire Away.

Rebranding :

Logo
typography
brand color

Think Better. Hire Better.

HireMind

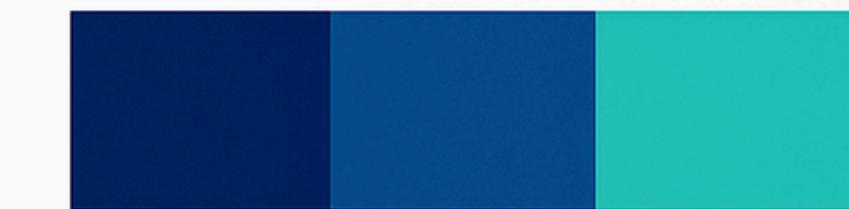


Rebranding :

Logo
typography
brand color

Next Step. Next Hire

NextHire



Typography
Montserrat Bold
Lato Regular

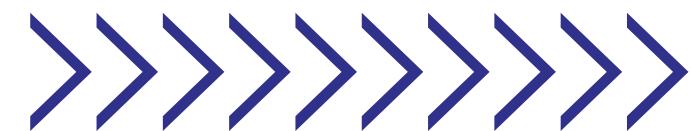


Rebranding :

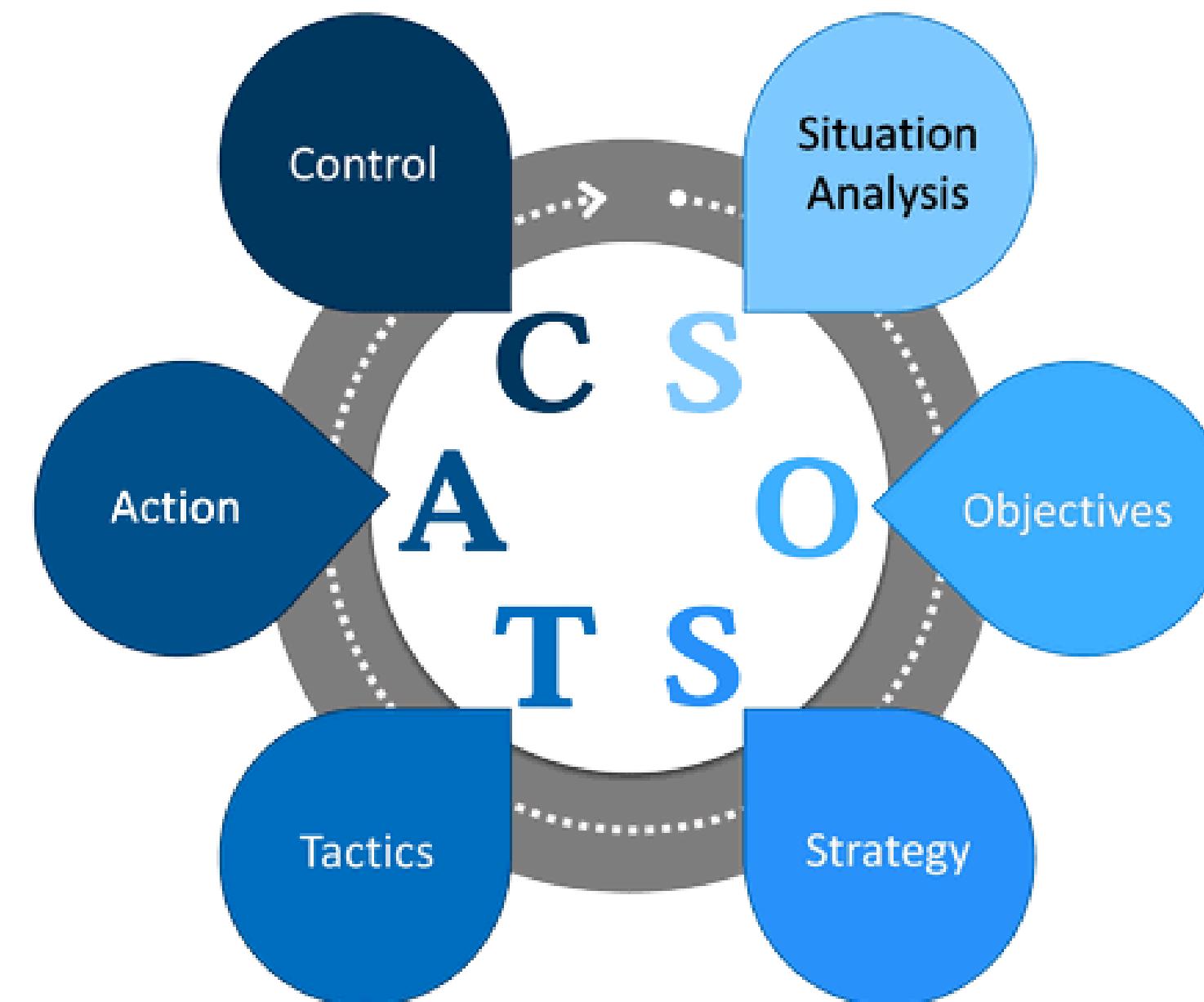
Logo
typography
brand color

وظيفتك تبدأ من هنا.

Wazeftak



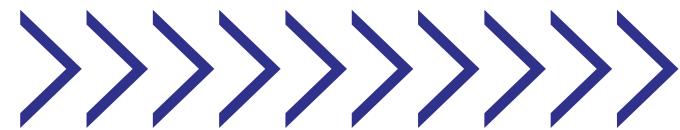
SOSTAC MODEL



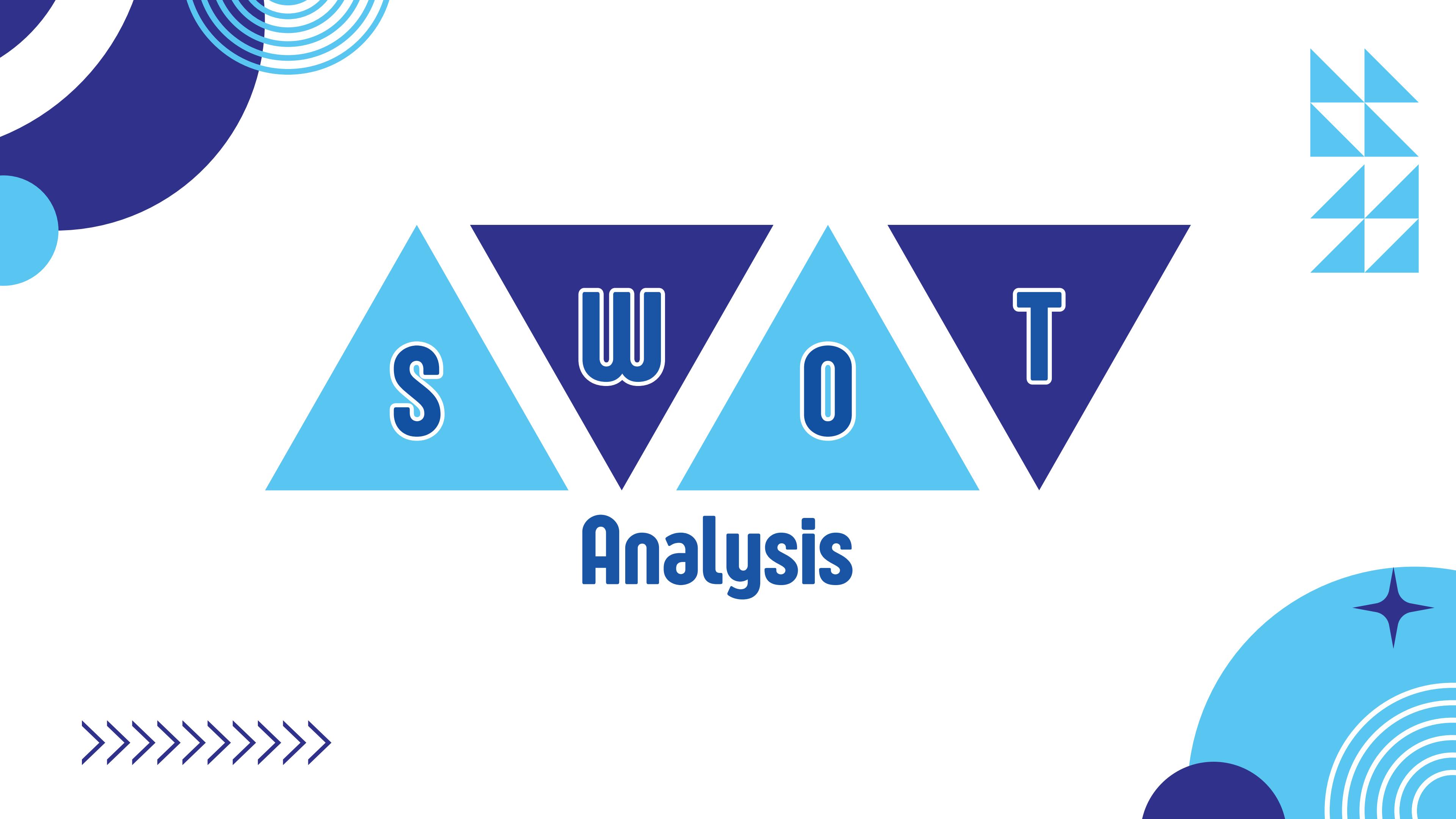
SITUATION ANALYSIS



INTERNAL ANALYSIS



Feature	Advantage	Benefit
<ul style="list-style-type: none"> -Tailors CVs -LinkedIn Profile Optimization -Mock Interview Sessions -Career Coaching Sessions 	<ul style="list-style-type: none"> -Pass ATS system -Enhances visibility through strategic keyword use and professional layout. -Provides real interview practice with feedback from mentors. -Offers personalized guidance on career paths and job search strategy. 	<ul style="list-style-type: none"> -Increases chances of getting noticed and shortlisted by employers. -Helps candidates build a strong online presence and attract recruiters. --Boosts confidence, improves communication, and reduces interview anxiety. -Helps job seekers clarify their goals, make informed decisions, and achieve faster employment.
Price	Competitive prices compared to other markets	Saves customers money
Delivery	fast (1-2 days)	saves time and effort for job seekers



S W O T

Analysis



STRENGTHS



- Specialized services in both CV writing , LinkedIn optimization
- Professional online one to one training & career coaching sessions
- Fast delivery within one or two days maximum
- Online delivery model for easy editing in Future
- Personalized service which builds trust & strong testimonials
- Customized service Pricing options



WEAKNESS



- 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



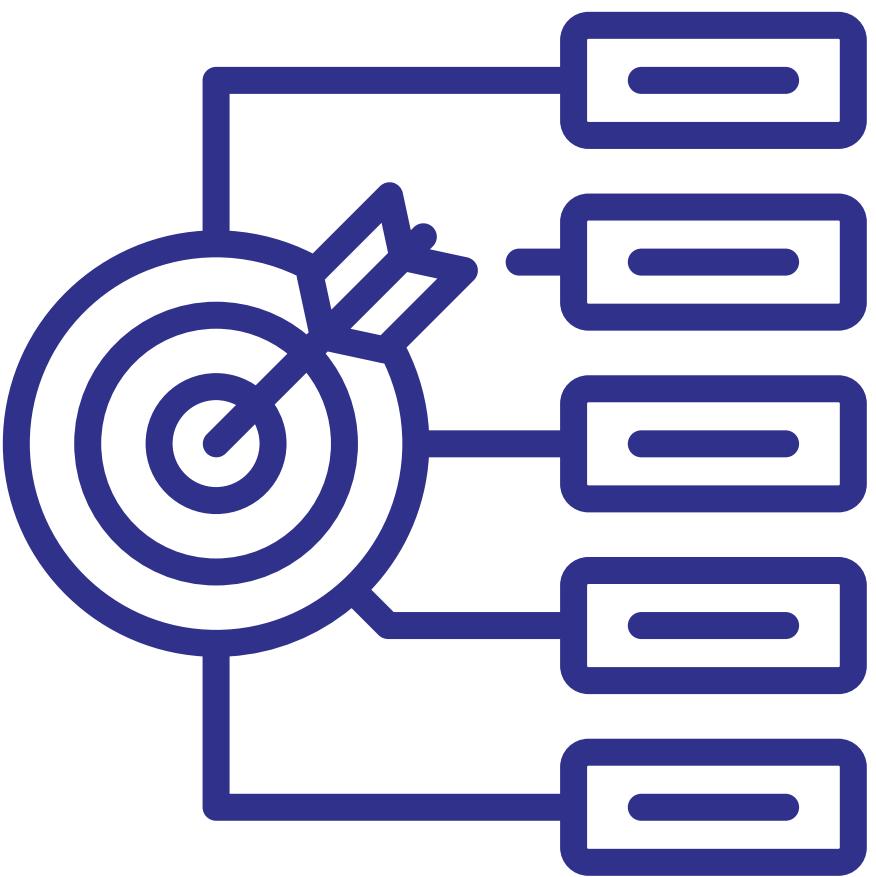
THREATS



- Free online templates & AI tools that can replace manual CV writing



OBJECTIVES



Objectives

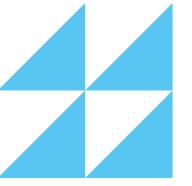


- 01 Sell**
Convert at least 5% of inquiries into paid services
- 02 Speak**
Maintain 3% engagement rate per post.
Build a community where clients share
testimonials and success stories
- 03 Serve**
Reduce average customer service response
time to 2 minutes in the next week
- 04 Sizzle**
We make every customer feel valued and understood.
Through personalized recommendations
Share success stories, before/after CV/LinkedIn
examples, and client achievements



STRATEGY





Business Overview: Expert-Led Career Development Hub

Transforming job seeker success through personalized services and expert guidance

Positioning

Jobs Hotspot is a comprehensive career development platform led by an HR expert with over 8 years of professional experience. The platform delivers personalized CV services, LinkedIn optimization, interview coaching, and career guidance with a commitment to quality and speed. What sets Jobs Hotspot apart is the combination of expert leadership, rapid turnaround time, and customized optimization strategies that help job seekers stand out in competitive markets across Egypt and the Middle East.

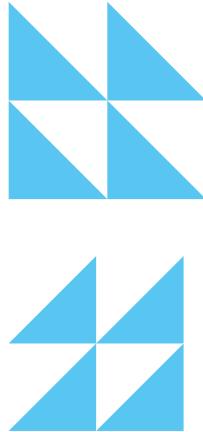
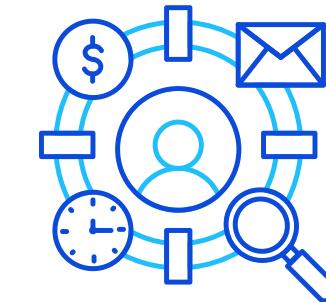
Core Services

**CV Writing &
Optimization**

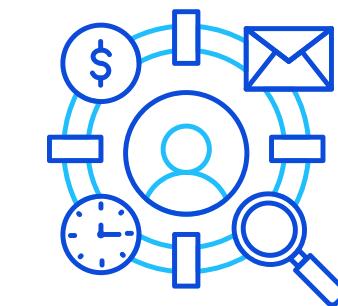
**Interview
Coaching**

**LinkedIn Profile
Optimization**

**Career Guidance &
Mentoring**



Demographics



Age Range

17-40 years old across three career stages

Gender

Both male and female professionals

Education

High school through master's degree holders

Location

Egypt and Middle East region

Economic Status

Middle to upper class professionals

Psychographics



Ambition

Career-driven with clear growth aspirations

Values

Personal branding and professional image

Opportunities

Actively seek career advancement and transitions

Challenges

Struggle with CV writing and LinkedIn optimization

Learning Style

Open to online learning and one-to-one coaching

Strategic Objectives



Brand Awareness & Positioning

Establish Jobs Hotspot as the trusted career partner in Egypt & MENA. Position the brand as expert-led, fast, and offering personalized CV/HR services. Reach students, graduates, and professionals with tailored messaging.

Digital Presence & Engagement

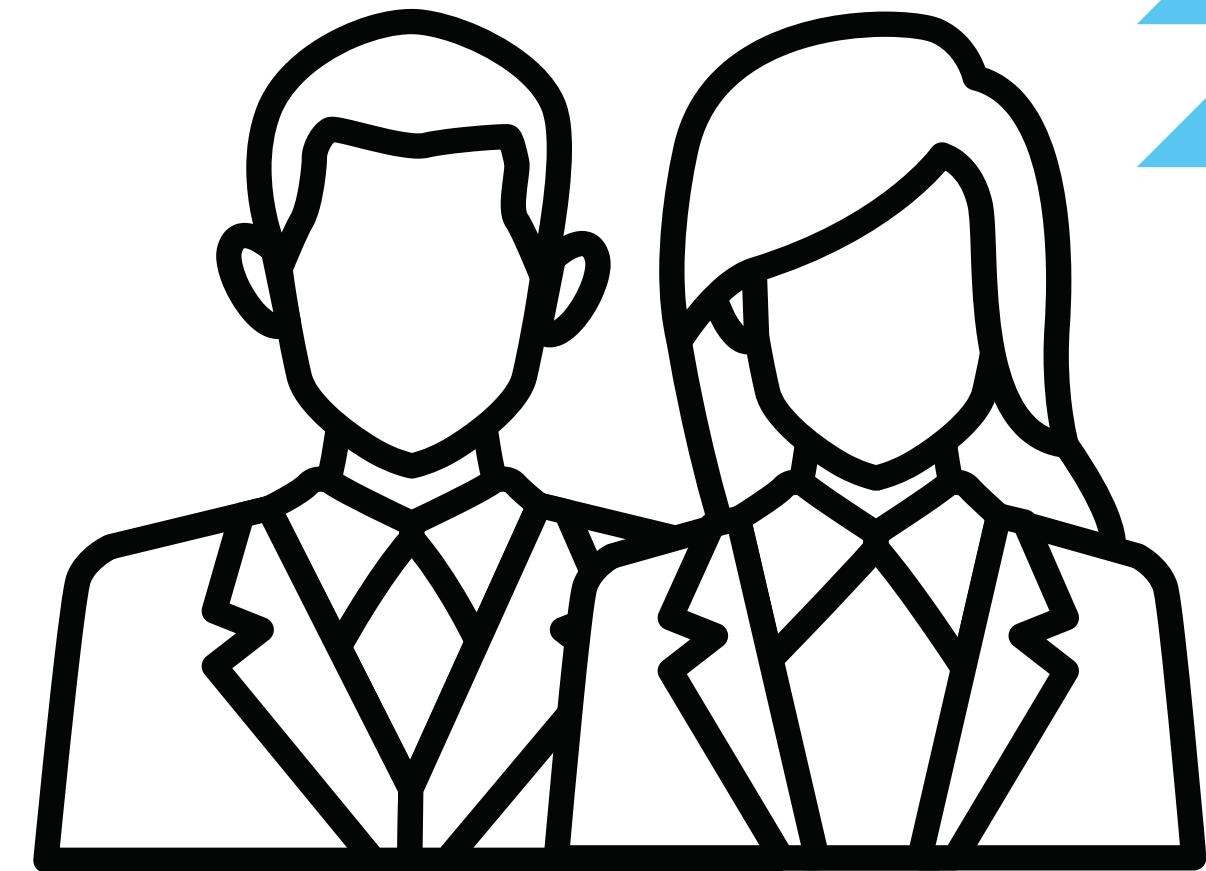
Build a strong, consistent presence on Instagram & Facebook. Grow a professional community around career development. Increase engagement rates through interactive content (polls, quizzes, webinars, mock interviews).

Customer Education & Value Creation

Build credibility by providing free valuable content (tips, mini-guides, live Q&As). Educate the audience on the importance of personal branding and career coaching for long-term success.

TONE OF VOICE

- Professional & Credible
- Supportive & Caring
- Practical & Action-Oriented



Content Types: Maximizing Reach Across Formats

Carousels/Static Posts

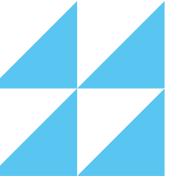
- Multi-slide and image-based posts enabling deeper content delivery for detailed information and visual breakdowns.
- **Use Cases**
- Step-by-step guides
- Do's & don'ts
- Myth vs. Fact

Segmentation

Demographic

Based on age range:

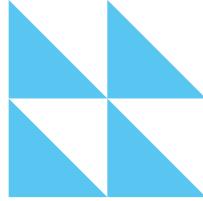
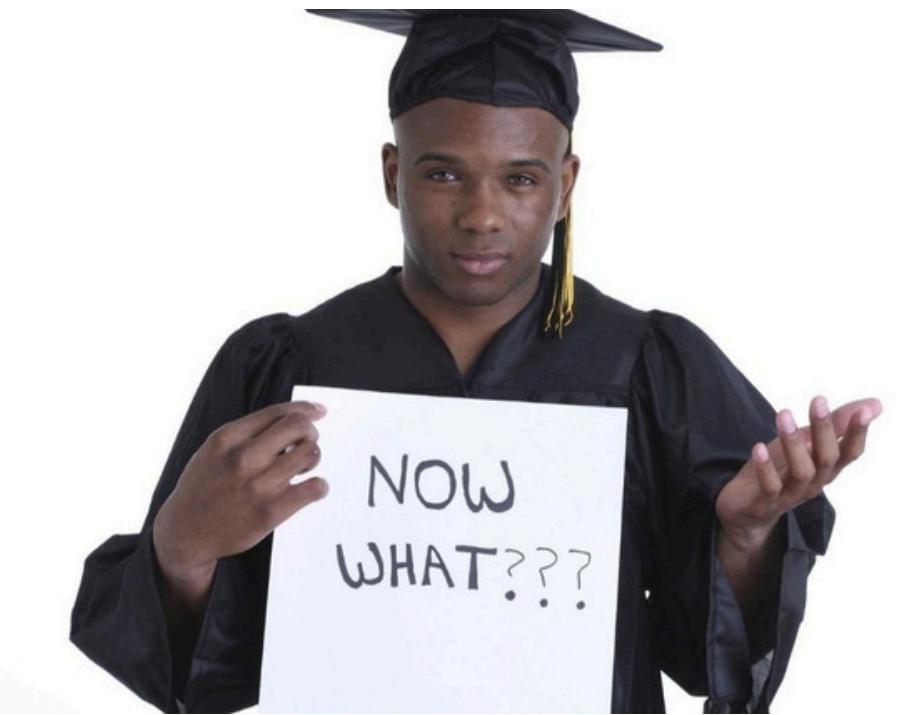
- **The aspiring intern (17-24)**
- **The ambitious graduate (24-30)**
- **The career shifter (31-40)**



Buyer Persona

Persona 1

- **Name :** Ali
- **Age:** 22
- **Gender:** Male
- **Location:** Egypt
- **Education :** Undergraduate Student
- **Income :** Dependent on family
- **Goals:** Gain internship experience -Learn practical skills outside university -Network with professionals -Secure future job opportunities
- **Challenges :** Poorly structured CV or LinkedIn profile -Lack of work experience -Doesn't know how to prepare for an interview -Confusion about where to find quality internships -Overwhelmed by competition
- **Motivations :** Desire to stand out when applying for jobs post graduation -Build self-confidence and professional identity -Explore career interests before graduation
- **Behavior :** Heavy users of Facebook, Instagram, -Join university Facebook groups & career opportunity pages - Watch short reels about tips, CV hacks, internship alerts) -Respond to relatable, visual, and engaging posts
- **Interest :** Internship opportunities & application deadlines -CV & LinkedIn optimization tips -Quick career advice reels -Stories of successful students landing internship .

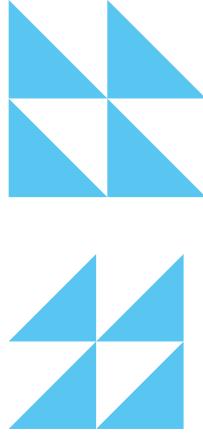


Buyer Persona



Persona 2

- **Name :** Ahmed
- **Age:** 28
- **Gender:** Male
- **Location:** Egypt
- **Education :** bachelor's degree
- **Income :** Entry-level salary
- **Goals:** Secure a stable, well-paying job -Advance professionally (promotions, certifications) -Build a strong personal brand on LinkedIn -Gain mentorship and career guidance
- **Challenges :** High competition in the job market -Lack of interview preparation skills -Struggles with career direction (switching industries or going abroad) -Pressure to achieve financial independence quickly
- **Motivations :** Career stability and financial security -Recognition and professional growth -Desire to stand out among others -Exploring remote or international job opportunities
- **Behavior :**Follow HR pages, career coaches, and job boards -Engage with online training -Search for long-form career content, guides, and testimonials
- **Interest :**Job vacancy announcements -Online workshops on interview skills & career growth -CV & LinkedIn profile optimization examples -Success stories of graduates landing good jobs

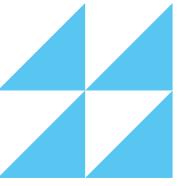




Buyer Persona

Persona 3

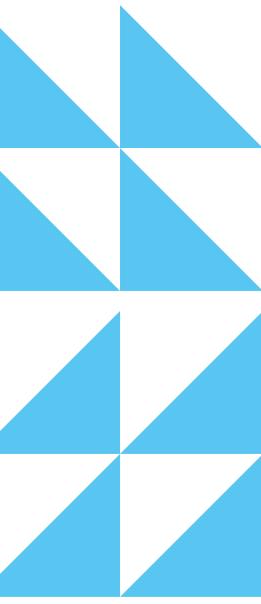
- **Name :** Sara
- **Age:** 38
- **Gender:** Female
- **Location:** Egypt
- **Education :** Mid-career professional
- **Income :** Mid-career salary
- **Goals:** Transition into a more fulfilling career (career switch or freelance work) -Gain flexibility (remote jobs, freelancing) for work-life balance -Upskill with certifications (project management, digital skills, etc.) -Achieve financial security while balancing family life
- **Challenges :** Fear of starting over in a new career -Limited digital/tech skills compared to younger candidates -Struggle to showcase transferable skills on CV/LinkedIn -Balancing family responsibilities with career growth
- **Motivations :** Freedom and flexibility (remote, freelance, consulting) -Long-term financial stability -Passion for new career paths or industries -Desire to remain competitive in a changing job market
- **Behavior :**Consume career advice, and online training programs -Engage more with informative and professional posts than entertainment -Value trust, credibility, and professionalism in content
- **Interest :** Remote job postings & freelance opportunities -Step-by-step guides to career switching -Online courses recommendations -Real-life testimonials from mid-career professionals who transitioned successfully



COMPETITOR ANALYSIS

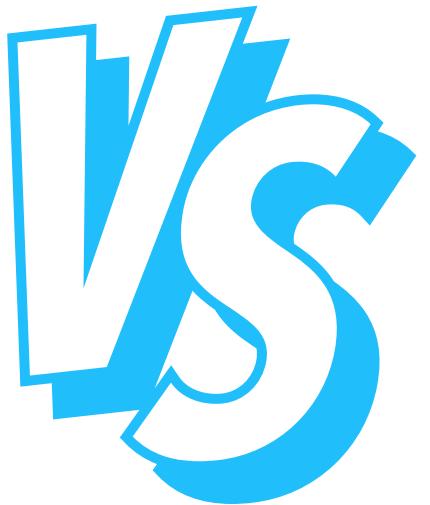
Competitor	Key Services	Pricing	Strengths	Weaknesses
Job Snatchers	CV + Cover Letter (ATS-friendly)	Low (from 400 EGP)	Affordable & localized	Limited interview support
Career180	CV writing, LinkedIn optimization, online courses	Mid-high	Strong brand & educational content	Less personalized service
WUZZUF Career Services	CV review, coaching, LinkedIn	High	Strong employer connections	High cost, formal tone
CV Masters Egypt	CV + Cover Letter + Translation	Mid	Quick delivery	Weak digital branding





Strengths

- Personalized coaching for interviews (unique differentiator)
- Affordable yet premium-quality CVs
- Fast turnaround time
- Native English support for international job seekers



Challenges:

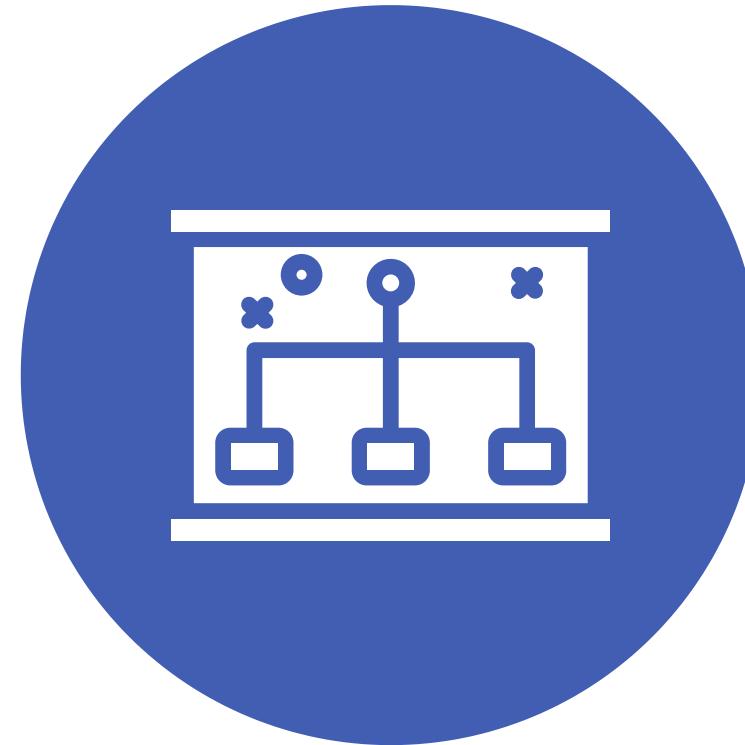
- Relatively new in the Egyptian market → lower brand recognition
- Limited partnerships or corporate visibility
- Competition from established brands like WUZZUF



Factor	Jobs Hotspot	Job Snatchers	Career180	WUZZUF	CV Masters
Personal Interview Coaching	✓ Yes	✗ No	✓ Partial	✓ Yes	✗ No
ATS-Optimized CV	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Pricing	💰 Moderate	💰 Low	💰💰 Medium	💰💰💰 High	💰 Medium
Social Media Presence	👍 Active	👎 Weak	👍 Strong	👎 Minimal	👎 Weak
Language Options	🇬🇧🇪🇬 English & Arabic	🇪🇬 Arabic	🇪🇬 Arabic	🇬🇧 English	🇬🇧 English
Brand Positioning	Personalized Career Partner	Budget CV Writer	Career Education Platform	Professional Coaching Hub	CV Formatting Service

Page	Page type / audience size	Posting cadence (observed)	Main content formats	Quick verdict
Job Snatchers	Local CV service (≈402 likes). (Facebook)	Low-to-moderate (occasional posts, promos). (Facebook)	Promo posts, CTAs to website (free CV offer), images. (Facebook)	Small, transactional; good for price-sensitive leads.
CV for Career	High community reach (≈32k likes). (Facebook)	High (frequent posts + reels, events & offers). (Facebook)	Before/after CV, guarantees, workshop/event promos, testimonials. (Facebook)	Strong organic presence and community trust.
EgyTranscript	Translation agency page (mid audience, business page). (Facebook)	Moderate (service promos, case videos). (Facebook)	Testimonials, service promos, contact/WhatsApp CTA. (Facebook)	Professional branding; appeals to applicants needing bilingual CVs.
Career180	Career education / community page (active) . (Facebook)	High (events, partnerships, discounts, group activity). (Facebook)	Course promotions, events, grant announcements, LinkedIn/CV sessions. (Facebook)	Education-first brand – good for leads seeking upskilling + CV services.
WUZZUF	Egypt's #1 job site page (≈1.1M likes) – benchmark. (Facebook)	Very high (jobs, events, employer stories). (Facebook)	Job posts, employer partnerships, PR & events. (Facebook)	Large trusted brand – ideal partner or ad placement target.

TACTICS



MARKETING MIX



PRODUCT

Services as job postings, CV optimization, LinkedIn profile improvement, mock interviews, and career coaching



PLACE

Online through Facebook and Instagram pages accessible to anyone, anywhere



PRICE

Affordable service fees



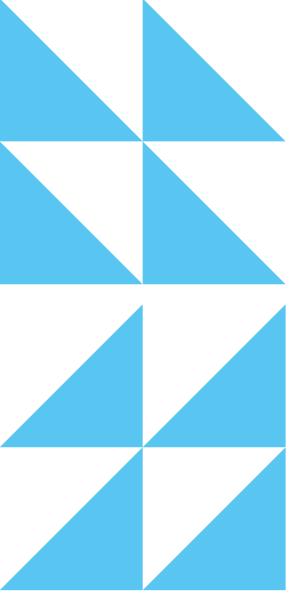
PROMOTION

Social media posts, reels, success stories, testimonials, and interactive campaigns encouraging engagement and shares

Channels used	Facebook and Instagram
Frequency of posting	3 days / week on both channels
Time of posting	9 pm on both Channels

ACTION PLAN





Who ?

Designs were created by Salma , while the content was written by Nardine and Sara. Marina was responsible for coordination, management, publishing, scheduling the content, moderating by replying to comments and messages, as well as

When ?

The tasks were carried out from 30th September to 11th November, with posts scheduled and published according to the content calendar.





How many ?

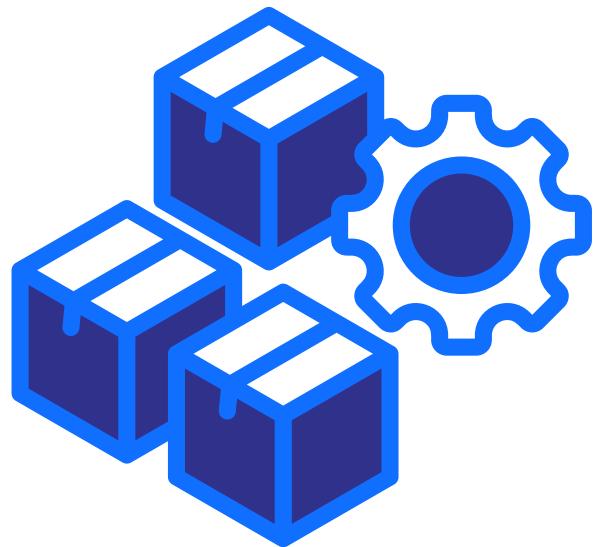
15 total posts, with a mix of static image and carousel .

How much ?

Total estimated cost is \$42 “2000 EGP” for Ads promotion.



CONTROL



Measuring KPIs

- Engagement Rate
- Click Through Rate(CTR)
- Visits
- Number of Followers

Analysis Tools

- Social Media insights
- Meta Ads Manager

CONTENT CALENDAR



SOCIAL MEDIA CONTENT

Calendar

WEEK:

week 1

	service type	content type	visual description	caption	TEXT ON VISUAL
Sunday	CV Optimization	Carousel	مقارنة بين CV غير منسق و CV محسّن بأسلوب NextHire	أول انطباع عنك يبدأ من الـ CV! خليك مميز بصيغة احترافية وجاذبة للRecruiters. احجز جلسة تحسين سيرتك الذاتية دلوقتي مع خبراء NextHire. احجز جلستك الآن	احترافي و فرص أكثر CV
Monday					
Tuesday	Career Tips	Static	اقتباس بسيط: "الفرصة بتدور على الشخص المستعد"	النجاح في الشغل مش صدفة، هو استعداد طور مهاراتك وخلي فرصتك الجاية تكون أقوى تابعنا لنصائح التوظيف الأسبوعية	كن مستعد للفرصة
Wednesday	LinkedIn Optimization	Carousel	قبل وبعد لبروفايل LinkedIn بعد التحسين	ملفك على LinkedIn هو بوابتك للعالم المهني. خلي Recruiters يوصلوا لك بسهولة. احجز خدمة LinkedIn Optimization من NextHire	فرصتك بتبدا من LINKEDIN



SOCIAL MEDIA CONTENT *Calendar*

WEEK:

week 2

*	service type	content type	visual description	caption	TEXT ON VISUAL
Sunday	One-to-One Sessions	static	صور لجلسة استشارة فردية بين HR و خريج AI	تحتاج دعم في مسارك المهني؟ جلسات One-to-One بتساعدك تحدد خطواتك القادمة بثقة. احجز جلستك مع خبير التوظيف	جلسة واحدة تغير مسارك
Monday					
Tuesday	CV Tips	Static	تصميم بسيط فيه 3 نصائح لتحسين الـCV	أهم 3 أخطاء في الـCV بتحليلك ما توصلت للإنترفيو تعرف عليهم وتجنبهم دلوقتني مع !NextHire	تجنب أخطاء الـCV الشائعة
Wednesday	LinkedIn Tips	Carousel	3 خطوات لزيادة ظهورك على LinkedIn	خليك ظاهر قدام أصحاب الشركات 3 خطوات بسيطة تحليك Top Search على LinkedIn.	زود فرصك على LinkedIn



SOCIAL MEDIA CONTENT *Calendar*

WEEK:

week 3

	service type	content type	visual description	caption	TEXT ON VISUAL
Sunday	Career Tips	Carousel	كيف تجاوب على سؤال: كلمنا عن نفسك AI	السؤال اللي بيوقف ناس كتير في الإنترفيو تعلم الطريقة المثالية للإجابة من خبراء NextHire	اتكلم عن نفسك بشقة
Monday					
Tuesday	CV Optimization	Static	مقارنة مرئية بين CV بسبيط و CV احترافي	الفرق بين CV يتم تجاهله و CV يتم ملاحظته ابداً أول خطوة نحو فرص أفضل مع NextHire	CV ييجذب الأنظار
Wednesday	Career Myths	Static	Myth vs Fact عن التوظيف	Myth: الشركات مش بتقرأ CV كلها Fact: بتقرأ أول 10 ثواني بس، خليك ملفت من البداية.	10 ثواني تصنع الفرق



SOCIAL MEDIA CONTENT *Calendar*

WEEK:

week 4

	service type	content type	visual description	caption	TEXT ON VISUAL
Sunday	General Career Tips	Carousel	نصائح قبل أي 3 Interview	آخر خطوة قبل المقابلة بتفرق! شوف أهم 3 نصائح تخليلك تسip انطباع قوي.	استعد لمقابلتك القادمة
Monday					
Tuesday	Personal Branding	Carousel	تصميم يحتوي على عناصر تمثل العلامة الشخصية (بصمة، صورة، مهارات)	هويتك المهنية هي اللي يتميزك عن غيرك ابداً بناء الـ Personal Brand اللي يخليلك مطلوب في سوق العمل.	ابني علامتك المهنية
Wednesday	Career Tips	Carousel	تصميم فيه 5 مطلوبة في 2025	المهارات التقنية مهمة، لكن الـ Soft Skills هي سر النجاح! اتعلم أهم المهارات المطلوبة في 2025.	طور مهاراتك



FACEBOOK & INSTAGRAM POSTS

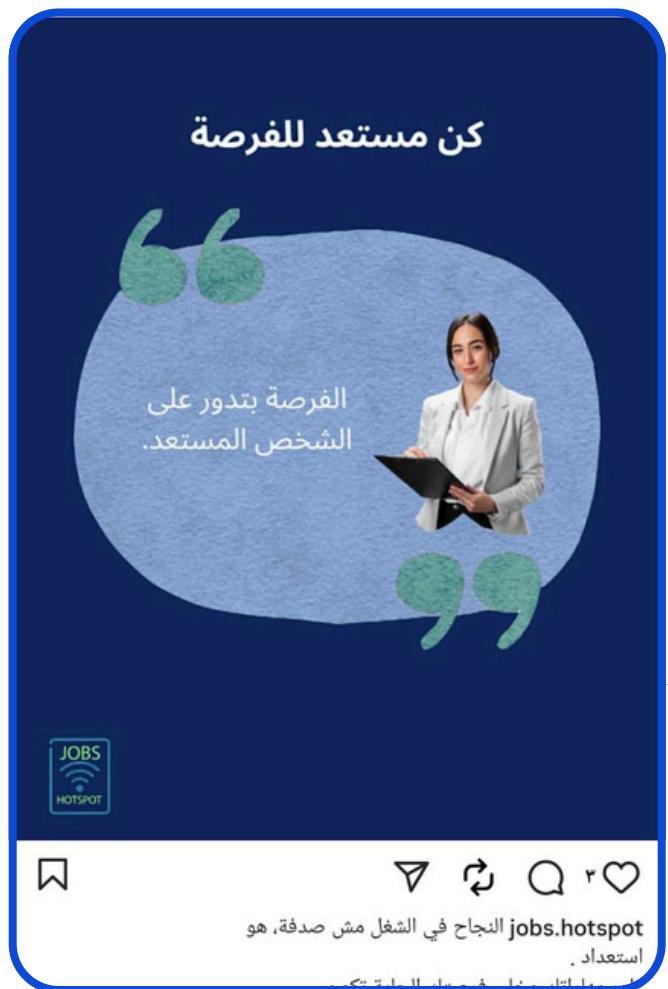
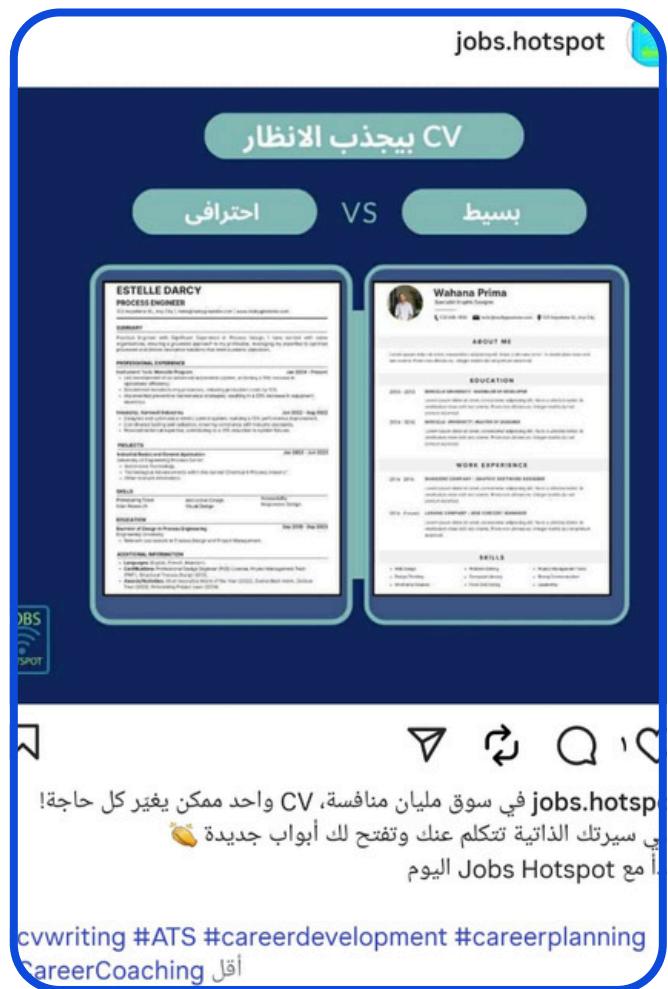


The main goal of our Facebook and Instagram posts was to:

- Increase awareness about our specialized career services (CV writing & LinkedIn optimization).
- Promote our professional one-to-one online training and coaching sessions.
- Build trust through sharing client testimonials and success stories.
- Attract new clients by highlighting our fast delivery and personalized support.
- Encourage engagement and interaction through informative and visually appealing posts.



Examples of Instagram Posts



Examples of Facebook Posts



Examples of Facebook Posts



Example Post: Interview Preparation Tips:

Post Idea:

An informative post that provides simple and practical tips to help followers prepare for job interviews and make a strong first impression

Reach and impression.

Objective:

- Position the page as a reliable source of professional career advice.
- Offer valuable content that encourages engagement and sharing.
- Indirectly promote the service's career coaching and interview preparation sessions.



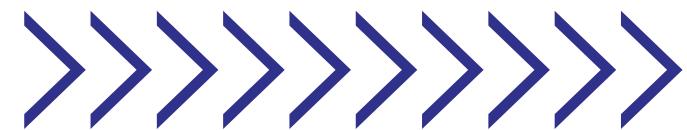
Example Post: Interview Preparation Tips:

Post Idea:

An educational post explaining how to effectively answer one of the most common and important interview questions: “Tell me about yourself”

Objective:

- Help followers feel more confident and prepared for job interviews.
- Provide clear, actionable advice that adds value to the audience.
- Indirectly promote the brand's career coaching and interview preparation services.
- Increase engagement through relatable and useful professional content.



Example Post: Interview Preparation Tips:

Post Idea:

A quick, visually engaging post highlighting common myths and facts about CVs and hiring.

It emphasizes how small details and the first few seconds can make a strong impression on recruiters.

Objective:

- Educate followers about the reality of recruitment and CV screening.
- Encourage job seekers to focus on CV quality and first impressions.
- Strengthen brand credibility as a trusted source for career advice and CV optimization.
- Increase engagement through short, shareable, and visually appealing content.

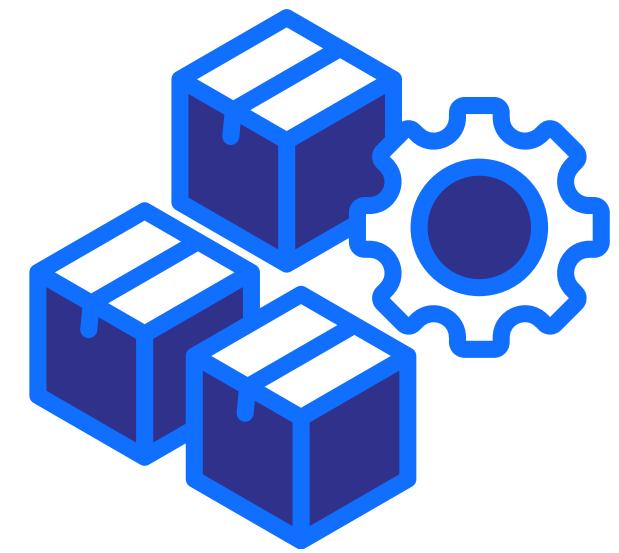


Brand guidelines “typography and colors” :

- We selected this color palette to align with the overall brand identity of the page.
- The chosen colors reflect trust, professionalism, and calmness, which perfectly match the theme of career coaching and CV writing.
- The combination of dark and soft tones creates a balanced and modern look that helps the posts stand out while remaining professional.
- The selected font maintains clarity and simplicity, ensuring that all text is easy to read on both mobile and desktop screens.



MEDIA BUYING



Media buying

Campaigns 91384096 (91384096) Opportunity score Updated just now Review and publish ... Start verification

Make sure your ad account is up to date by verifying Completing verification helps prevent your ads from pausing if verification is required in the future.

All ads Budget optimization Actions Had delivery + 1 more view Create a view

Search to filter by name, ID or metrics

Campaigns Ad sets Ads Maximum: Oct 7, 2022 – Nov 7, 2025

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown

Off / On	Campaign ↑	Total messaging contacts ↑	New messaging contacts ↑	Purchases ↑	Ends ↑	Attribution setting	Bid strategy	Cost per purchase ↑
Engagement Campaign jobs hotspots	97	94	—	Nov 7, 2025	7-day click or ... All conversions	Using ad set bid ...	—	
Results from 1 campaign ⓘ								

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Off / On	Campaign	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Total me: contacts
Engagement Campaign jobs hotspots	94	18.66. Per... Messaging conversat... Per Messaging Conve...	Using ad set bu...	1,754.39. Per...	55,144	39,829		
Results from 1 campaign	View results							

Media buying

The screenshot shows the Facebook Content Dashboard. On the left, a sidebar lists various content management options like Posts & reels, Stories, A/B tests, Feed & grid, Mentions & tags, Clips, Collections, Playlists, Series, Creative assets, and Videos you can crosspost. The 'Posts & reels' option is selected and highlighted in dark blue. The main area displays a post from 'jobs.hotspot' with the title 'برة ذاتية احترافية بنظام ال...' (Professional self-service system). The post was published on October 29, 2025, at 5:52 PM. It has received 52 reactions, 9 comments, and 3 shares. The 'Performance' tab is selected under the post preview. The 'Overview' section shows the following metrics:

Metric	Value
Views	48,686
Interactions	63
Link clicks	403
Follows	5

Below the overview, there is another section with the same 'Views' value of 48,686.

Media buying

Content
Schedule, publish and manage posts, reels and stories, and more.

Content

Posts & reels (selected)

Stories

A/B tests

Feed & grid

Mentions & tags

Clips

Collections

Playlists

Series

Creative assets

Videos you can crosspost

Export data | **Create reel** | **Create post** |

All videos you post on Facebook are now reels
We're simplifying the way you create.
[Learn more](#)

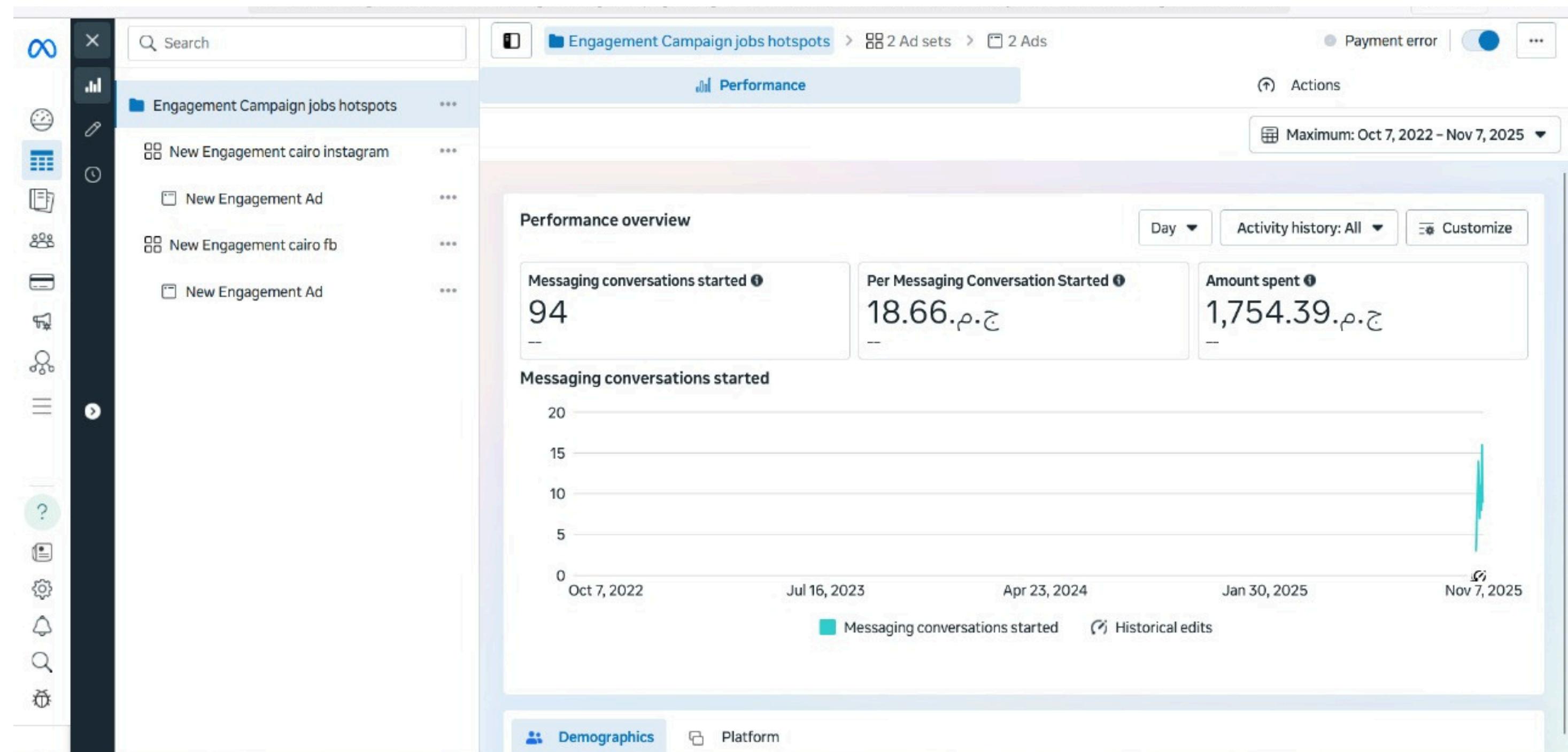
Published | **Scheduled** | **Drafts** | **Expiring** | **Expired**

Post type | Filter | Clear | Search by ID or caption | Last 90 days: Aug 9, 2025 – Nov 6, 2025 | Columns

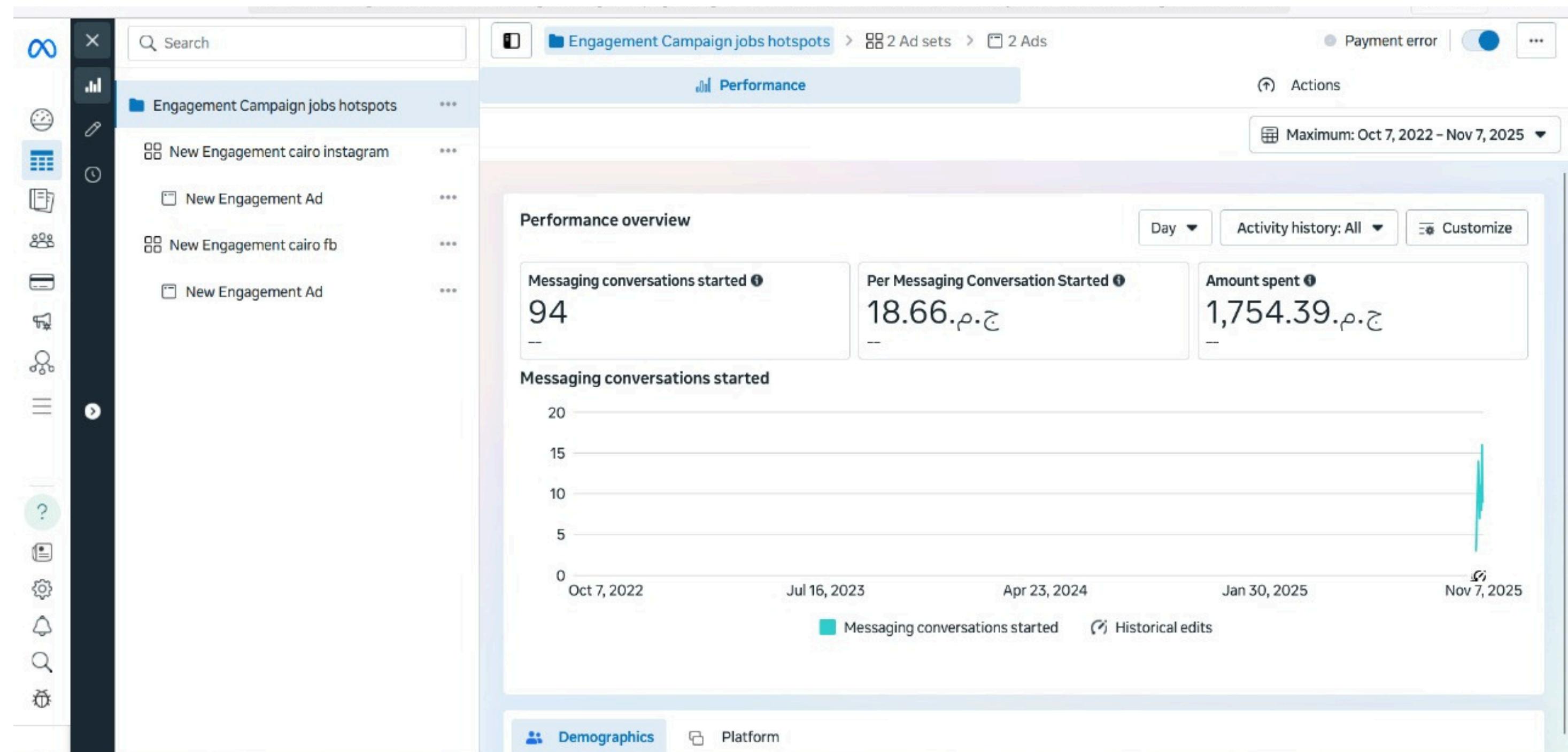
Title	Reach	Likes and reactions	Comments	Shares
Photo · Jobs Hotspot	35.1K	49	7	3
Photo · jobs.hotspot	4	1	0	0
Photo · Jobs Hotspot	31	1	0	1
Carousel · jobs.hotspot	4	4	0	0
Multi media · Jobs Hotspot	31	2	0	1



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Reviews



THANK YOU

