

# SHADIA GROUP PROJECT

Presented by Shadia Group

# OUR TEAM



**Marvel Edward**



**shahd shabrawy**



**Jousten Sameh**



**Yara Mohamed**



**Menna wael**



**Kareem Mohamed**

# business model canvas

## Customer Segments

- Youth / university students who make fast travel decisions
- Friends groups looking for ready-to-go trip programs

## Value Proposition

**our value** We deliver joyful, affordable, hassle-free day trips tailored for friend groups who want quick, exciting experiences without the burden of planning.

## Revenue Streams

- Profit margin on each booked trip
- Premium membership

## Key Partners

- Hotels / resorts
- Activities/event providers
- Travel agencies / local tour guides

## Key Activities

- new features added frequently
- exclusive traveling activities

## Key Resources

- Partnerships with transportation, hotels, and activity providers
- Trip content & itinerary creators

## Customer Relationships

- High-quality customer support
- Loyalty program

## Channels

1. power of the word of mouth
2. old customers of our partners

## Cost Streams

- Application development & maintenance
- Salaries (customer service, trip planners)
- Operation and coordination costs for each trip

# SWOT ANALYSIS

## S

- Flights, hotels, and buses in one app.
- Easy, attractive interface.
- Competitive prices.
- Trusted Arabic support.
- Cash & online payments.
- Travel by One Click

## O

- Growing local tourism market.
- Few apps combine bus + hotel booking.
- Partnership opportunities with local transport & hotels.
- Room to expand into rentals and tours.
- High scalability attracts investors.

## W

- Low brand awareness.
- Limited budget vs big competitors.
- Initial lack of marketing experience.

## T

- Strong global competition.
- Hard to gain early user trust.
- Rapid tech & marketing shifts in the industry.



# OBJECTIVES



1. INCREASE BRAND AWARENESS  
REACHING 1000-2000 PEOPLE WITHIN 3 MONTHS.
  2. BUILD A STRONG SOCIAL MEDIA FOLLOWING  
INSTAGRAM: 300-400 FOLLOWERS  
FACEBOOK: 300-500 FOLLOWERS
  3. INCREASE CONTENT ENGAGEMENT  
MAINTAIN A 5%-7% REACTION
  4. DRIVE MORE TRAFFIC TO THE WEBSITE OR PRE-BOOKING PAGE  
800 - 1,500 VISITS DURING THE 3 MONTHS.
  5. COLLECT INITIAL REGISTRATIONS FROM INTERESTED USERS
- 
- 

# BUYER PERSONA

## BUYER PERSONA



<b>NAME</b>	Laila hesham
<b>AGE</b>	21
<b>LOCATION</b>	Cairo, egypt
<b>OCCUPATION</b>	Student
<b>MARITAL STATUS</b>	Single
<b>KIDS</b>	No

<b>INTERESTS</b>	Traveling, exploring new cultures, group activities, making memories with friends	<b>MOTIVATION</b>	To feel safe and comfortable while traveling with other girls, and to explore new destinations without stress.
<b>CHALLENGES</b>	Can't find safe girls-only or women-focused trips with full packages. Feels limited in options and safety concerns when traveling.	<b>FRUSTRATION</b>	Lack of trustworthy platforms offering complete safe packages for women. Confusing or unverified trip options online.
<b>STEPS TAKES TO FIX THAT</b>	Downloads and uses Shadia Travel application to explore safe girls-only trip packages.	<b>SOURCES OF INFO</b>	Social media, online news platforms.
<b>GOALS</b>	Wants an easy-to-use product that provides safe and organized full-package girls' trips. Wants to travel more often, enjoy new experiences, and build stronger connections with friends in a safe environment.	<b>ADDITIONAL.</b>	Wants to balance student life with memorable travel experiences. Looks for affordability, safety, and trust in every travel package.

## BUYER PERSONA



**NAME** Fadi adham  
**AGE** 35  
**LOCATION** Cairo - egypt

<b>MARITAL STATUS</b>	Married	<b>INTERESTS</b>	Travelling, cooking, sports, reading books.
<b>KIDS</b>	2	<b>CHALLENGES</b>	Has trouble finding good family-friendly full travel packages.
<b>OCCUPATION</b>	Financial accountant	<b>STEPS TAKES TO FIX THAT</b>	Downloaded Shadia Travel application
<b>MOTIVATION</b>	To spend quality time with his family through well-organized trips.	<b>GOALS</b>	To use a reliable and easy-to-use product that provides full travel packages, allowing him to spend more quality time with his family and stay connected.
<b>FRUSTRATION</b>	Struggles with messy application navigation and has difficulty deciding on the right plan.		
<b>SOURCES OF INFO</b>	Social media, online platforms		
<b>ADDITIONAL.</b>	Wants clearer and more reliable communication with trip organizers.		

# USP

- The service is the first of its kind in the Middle East, partnering only with top-quality travel companies.
- It offers fast customer support and wide availability across Egypt, with continuous expansion.
- Its growth plan includes global reach and advanced app features like chat, loyalty programs, subscriptions, SMS quotes, and trip tracking.

# MARKETING MIX 7PS

## 1. PRODUCT:



Shadia is a mobile application and website that offers complete travel packages in Egypt.

### EACH PACKAGE INCLUDES:

Comfortable transportation (buses or private vans)

Accommodation in selected hotels

A full trip program with activities and local experiences

The app's goal is to make domestic travel simple, affordable, and organized – all in one place.



## 2. PRICE



- **ECONOMY:** FOR STUDENTS AND YOUTH GROUPS
  - **STANDARD:** FOR FAMILIES LOOKING FOR ORGANIZED COMFORT
  - **PREMIUM (VIP):** FOR COUPLES OR TRAVELERS SEEKING LUXURY
- Prices are competitive and flexible, with online payment options and occasional discounts for early bookings or group reservations.

# MARKETING MIX

## 7PS

### 3. PLACE

- The service will be available through a mobile application (iOS & Android) and a responsive website.
- The platform connects travelers with local transport providers, hotels, and tour organizers across Egypt.
- The focus starts with coastal destinations (Dahab, Hurghada, North Coast), then expands to the Nile and Upper Egypt (Luxor, Aswan).



### 4. PROMOTION

- Social media campaigns on Instagram, TikTok, and Facebook featuring real travel experiences, Reels, and influencer collaborations.
- User-generated content and reviews from real trips to build trust.
- Seasonal offers and referral programs to encourage word-of-mouth marketing.
- Collaborations with universities and youth organizations to attract students.

# MARKETING MIX

## 7PS

### 5. PEOPLE

- A friendly and trained customer support team available to assist travelers before and during trips.
- Professional tour guides and local partners ensuring quality and safety.
- A strong relationship with hotels, transport companies, and activity providers to maintain consistent service standards.



### 6. PROCESS

- Choose your destination
- Browse available packages
- Book and pay online (Visa, Vodafone Cash, or bank transfer)
- Receive instant confirmation and itinerary details
- Enjoy your trip

**Post-trip feedback will be collected to continually improve user experience.**

# MARKETING MIX

## 7P

### 7. PHYSICAL EVIDENCE



- A clean, user-friendly app and website design.
- Real photos and videos from destinations and previous trips.
- Verified partner listings (hotels, buses, guides).
- Customer testimonials and ratings are displayed transparently.





# OCTOBER'S CONTENT CALENDAR

## Shadia Content Calendar For 1<sup>st</sup> Week of October

Day	Format	Topic	Caption	CTA (Call to Action)	Goal	Person
1 <sup>st</sup> October Wednesday	Video	Text + Music	<ul style="list-style-type: none"> <li>-When this happens in your trip/during reservation of your trip</li> <li>-And you have no idea how to fix it/how to deal with it</li> <li>-But not for Long</li> </ul>	Follow us to be the first to know!	Attention and Curiosity	Shahd
2 <sup>nd</sup> October Thursday	Post	Did you know?	نتكلم عن مثلا دراسة بقول ان نسبة كذا من الناس يتواجهون مشكلة كذا في السفر او الرحلات	Tag someone who can relate!	Interaction	Menna
3 <sup>rd</sup> October Friday	Quote post	Motivational or funny quote about the problem	Your day doesn't have to look like this.	Follow us so your day won't look like this.	Brand personality and reliability	Yara
4 <sup>th</sup> October Saturday	Story poll/Question	Ask target audience about the problems they face in travelling or reserving stage	<p>يتزهق من خطوات الحجز الطويلة والتي معكן تستغرق أيام؟</p> <p>شاركنا ايه اكتر مشكلة يتواجهك في حجز رحلاتك</p>	Share your thoughts with us.	Engagement + audience insights	Marvel
5 <sup>th</sup> October Sunday	Reel	Countdown	Countdown+ CTA text	Get ready. Something new is coming soon.	Attention and curiosity	
6 <sup>th</sup> October (Note: Additional Post about 6 <sup>th</sup> Oct Egyptian War)	Post	This or That	<p>صورة لموقف وصورة لموقف ثاني والاثنين ياما في مرحلة حجز الرحلة ياما في الرحلة نفسها او واحدة كدة وواحدة كدة وتسالهم انهم موقف اسوه</p>	Comment below, we are reading.	Interaction	Jousten
Monday						
7 <sup>th</sup> October Tuesday	Reel	Problem+ Solution	نتكلم عن اي مشكلة ونقول شادية هتحلّك المشكلة دي قريب	Follow us to be the first to know!	Attention and Curiosity	

Day	Format	Topic	Caption	CTA (Call to Action)	Goal	Person
8 October Wednesday	Reel		تعمل ايه لو فولنالك ان مشكلة تأخر باص الرحلة مسكن تحتفي بضغطه زر؟	Follow to find out how	Awareness and Curiosity	Shahd
9 October Thursday	Reaction meme	Problem in a funny way	صورة قطة بتعيط مثلا ونكتب عليها كابشن عن المشكلة	مع شادية_تقر_تجنب_المشكلة_بع	interaction	Menna
10 October Friday	Post	Complete the sentence	اسو، حاجة في حجز اي رحلة هي.....	سفر_مع_شادية_حاجة_تنمية	Engagement	Yara
11 October Saturday	Post	Spot the difference	صورة مثلا باص سليم وجمبها صورة باص تالية فيه مشكلة في الكارتون مثلا	مع_شادية_رحلتك_امنة	Engagement	Marvel
12 October Sunday	Reels		Stop with red color CHANGE is coming soon with green color	من_شادية؟	Awareness and curiosity	
13 October Monday	Post	Before and After of the Application Intro page	تفكروا شادية هقدملكم ايه؟	من_شادية؟	Engagement and curiosity	Jousten
14 October Tuesday	Reel	Unboxing style	خذ بஸور نفسك وهو يفتح الباكتيشن لازل مرة او تعملها بال AI	سفر_مع_شادية_حاجة_تنمية	Awareness	

## Shadia Content Calendar For 2<sup>nd</sup> Week of October

Day	Format	Topic	Caption	CTA (Call to Action)	Goal	Person
15 October Wednesday	Reel	Testimonial/ Customer story	شووفوا ازاي مشكلة العميل... احلت معانا	شارك تجربتك في الكورمنتن	Engagement	Shahd
16 October Thursday	Post (Carousel)	Travel Tips/ Hacks	5 خطوات بسيطة تخليك تحجز رحلتك من غير فرق	Save this post	Awareness	Menna
17 October Friday	Story (Poll + Quiz)	Fun fact	تفكر اكتر بلد المصريين بيسافروا ليها في أكتوبر؟	جاوب في الاستيكر	Engagement	Yara
18 October Saturday	Video (Behind the scenes)	BTS/team	وراء الكواليس: ازاي بنجهز لكم تجربة سفر مختلفة	تابعنا للمزيد	Awareness	Marvel
19 October Sunday	Post (Meme/ Relatable)	Funny travel problem	لما تفكرة حجزت اوتيت 5 نجوم وتلاقيه غير كدة	Tag a friend this happened to	Engagement	Kareem
20 October Monday	Reel (Problem + Quick hack)	Solution	لو رحلتك اتاجلت فجأة... جرب الحركة دي	احفظ الفيديو	Awareness	Jousten
21 October Tuesday	Story (Countdown + Q&A)	Teaser for 4 <sup>th</sup> week	في مفاجأة كبيرة الاسبوع الجاي	توقع المفاجأة / اسأل سؤال	Awareness and curiosity	

## Shadia Content Calendar For 3<sup>rd</sup> Week of October

Day	Format	Topic	Caption	CTA (Call to Action)	Goal	Person
25 October Saturday	Post Story	Poll + تعریض	شادية اتعلمت على يد شباب زيك، للشباب اللي عازيين ” يكتشفوا مصر من غير تعقيد ولا لف ودوران لو معك ويك إند طوبيل، تفضل تسافر البحر ولا تزوح ” الصعيد؟	السفر مع شادية حلقة تانية	تعريف بالVision	Marvel
26 October Sunday	Infographic post reel	-	بوست إنفوغرافيكت: ليه السفر الداخلي بقى تريلد بين • الشباب: اوفر ومناسب لميزانية أي طالب او خريج - 1- مغامرة مختلفة كل مرة - 2- يمكن بتخلبك تكتشف ثقافات جديدة جوة بلدك - 3- يتخرج من الروتين وتعلم ذكريات حقيقة - 4- يقابل الناس شبهك ونفس اهتماماتك - 5- ريلز: لقطات لشباب في ذهب او سورة او القووم مع caption: المغامرة مش بعيدة.. هي هنا جوه مصر .”	السفر مع شادية حلقة تانية	Why for youth?	
27 October Monday	Post Story	Myth vs Fact Quiz	لناس فاكرة ان السفر جوه مصر معل. الحقيقة؟ كل رحلة بتوريك مكان جديد وثقافة جديدة تفكير السفر جوه مصر ارجحه ولا السفر بيره؟	السفر مع شادية حلقة تانية	تحصيح مفاهيم	Jousten
28 October Tuesday	Post Reels	Top 5 Short Reels	خمس أماكن للشباب مش لازم يقوتوها: ذهب، رأس سبطان، القووم، الجونة، أسوان رحلتك الجاية ” caption: مشاهد قصيرة من كل مكان مع يمكن تكون أقرب مما تخيل	السفر مع شادية حلقة تانية	امكان مناسبة للشباب	
29 October Wednesday	Post Reels	Testimonial Question Box	أكثر حاجة بيدور عليها الشباب في السفر: سعر معقول، مغامرة جديدة، وذكريات مع أصحابهم. وده اللي شادية عليزة توصله لو هتسافر مع صاحبك، ليه أول مكان نفسك تزوجه جوه مصر؟	السفر مع شادية حلقة تانية	صوت الشباب	Shahd
30 October Thursday	Post Story	Guessing Game Poll	خمن المكان من الصورة” (صورة واضحة جزاً لعلم معروف في مصر) و هتسافر جروب تريل، تختاروا مدينة ساحلية ولا مغامرة في الصحراء؟	السفر مع شادية حلقة تانية	التفاعل والألعاب	Menna



# NOVEMBER'S CONTENT CALENDAR

Day	Format	Topic	Caption	CTA (Call to Action)	Goal	Person
1 November Saturday	Reel	لقطات من شواطئ وضحك وتحضير للسفر (طاقة مبهجة يعني)	Weekend mood= Travel mood Book your travel with Shadia	Download the app now.	Awareness	Marvel
2 November Sunday	Post	صورة لعلة مبسوتة في مشهد عائلي داخل مصر توصل فكرة ان الابلكشن مناسب كمان للعائلات	Family time+ Beautiful views= Perfect weekend Plan your trip with Shadia	Download the app now.	Awareness	
3 November Monday	Story	Poll	Where would you go this weekend? Sea, Mountain, desert	Download the app now.	Awareness and Engagement	Jousten
4 November Tuesday	Reel	بنات بيحضروا سنتهم للسفر مع لقطة للتطبيق في النهاية	Girls who travel together, stay happy together.	Download the app now.	Awareness	
5 November Wednesday	Post	صورة للابلكشن على موبايل بعن يكون دة اوضح حاجة في الصورة	Trips made simple. One app, endless destinations	Download the app now.	Awareness	Shahd
6 November Thursday	Story	ستوري بسيطة فيها Countdown وصورة سفر جذابة	Next trip loading.... Stay tuned	Download the app now.	Awareness and curiosity	Menna
7 November Friday	Reel	3 مميزات للتطبيق	Top 3 reasons to travel with Shadia	Download the app now.	Awareness	Yara

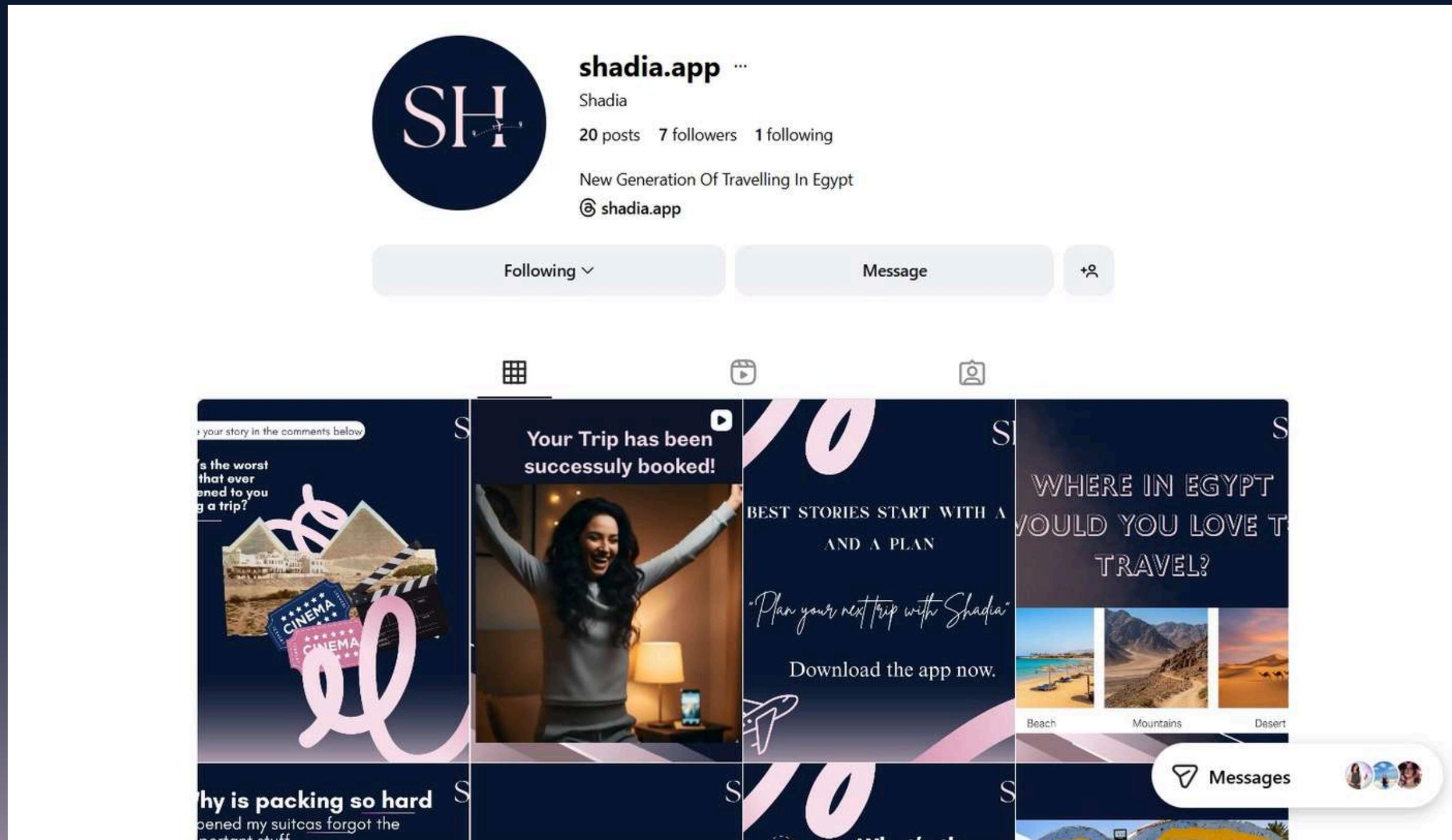
## Shadia Content Calendar For 1<sup>st</sup> Week of November

Day	Format	Topic	Caption	CTA (Call to Action)	Goal	Person
8 November Saturday	post	As u Like ya Marvel	The best stories start with a bag and a plan Plan your next trip with Shadia	Download the app now.	Awareness	Marvel
9 November Sunday	Story		Who would you travel with? (Friends, Family, Partner)	Download the app now.	Awareness and engagement	
10 November Monday	Reel	فيديو مضحك او واقعى عن فرحة تأكيد الحجز	That feeling when your trips get confirmed	Download the app now.	Awareness and Engagement	Jousten
11 November Tuesday	Post	صورة هادئة بتعبر عن الجمال البسيط داخل مصر	You don't need to travel far to explore peace. Explore Egypt with Shadia	Download the app now.	Awareness	
12 November Wednesday	Story	Myths vs reality	Travelling inside Egypt is expensive (wrong) Shadia finds you the best deals (Correct) Discover affordable trips in Shadia	Download the app now.	Awareness	Shahd
13 November Thursday	Reel	نفس فكرة بلا اسكندرية في الشات مع صحابك	If your group chat looks like this...it's time for shadia Plan smarter with Shadia	Download the app now.	Awareness and curiosity	Menna
14 November Friday	Post	As you like ya Yara	Collect moments, not things Travel Egypt with Shadia	Download the app now.	Awareness	Yara

## Shadia Content Calendar For 2<sup>nd</sup> Week of November

# SOCIAL MEDIA LINKS

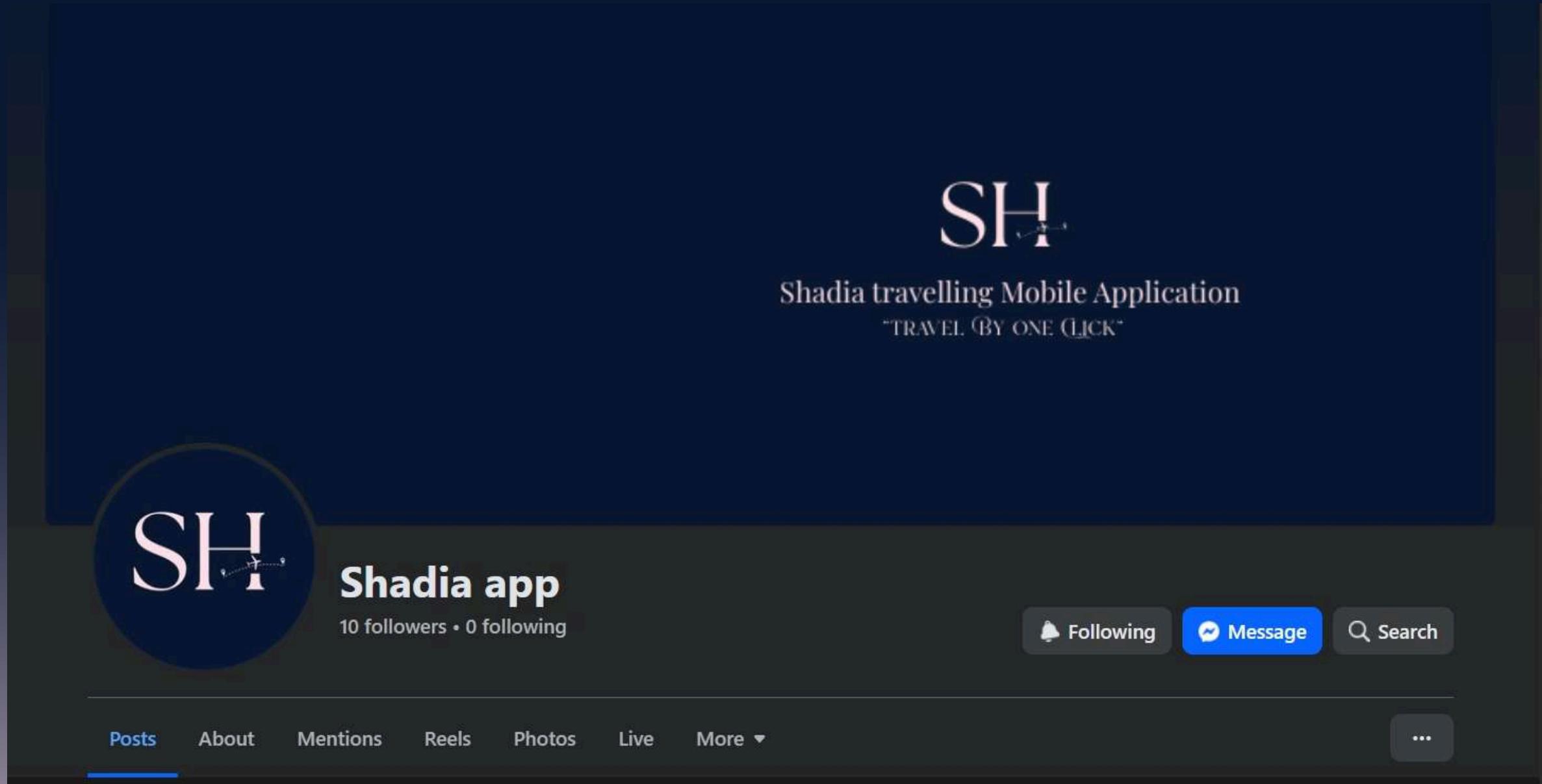
Instagram link: [https://www.instagram.com/shadia.app?  
igsh=dzEwdWkyMDZhdmVh](https://www.instagram.com/shadia.app?igsh=dzEwdWkyMDZhdmVh)



# SOCIAL MEDIA LINKS

Facebook link:

<https://www.facebook.com/share/1DGDR6Ma65/>



# ACTION



Shadia app updated her profile picture. ...  
Aug 26 · 🌎



Shadia app  
Oct 14 · 🌎

Follow us to be the first to know! ❤️



SH

Something  
New  
Is Coming



# ACTION

SH **Shadia app**  
Oct 15 ·

Get ready. Something new is coming soon. ❤️

**COMING SOON**

shadia mobile application

- Q who is shadia
- Q what is that new mobile application shadia for
- Q is shadia a service
- Q is shadia a clothing wear brand ?
- Q why travelling is so expensive
- Q how to travel safe

Opens in Messenger Send message

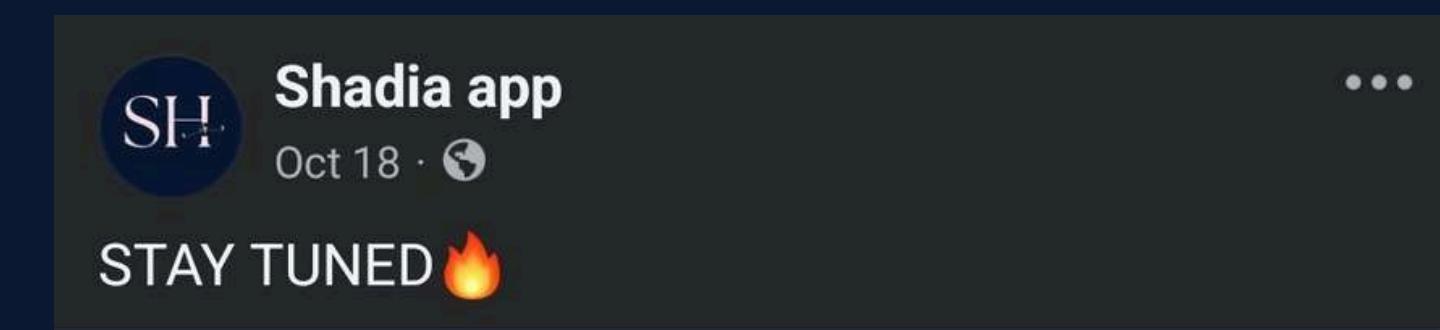
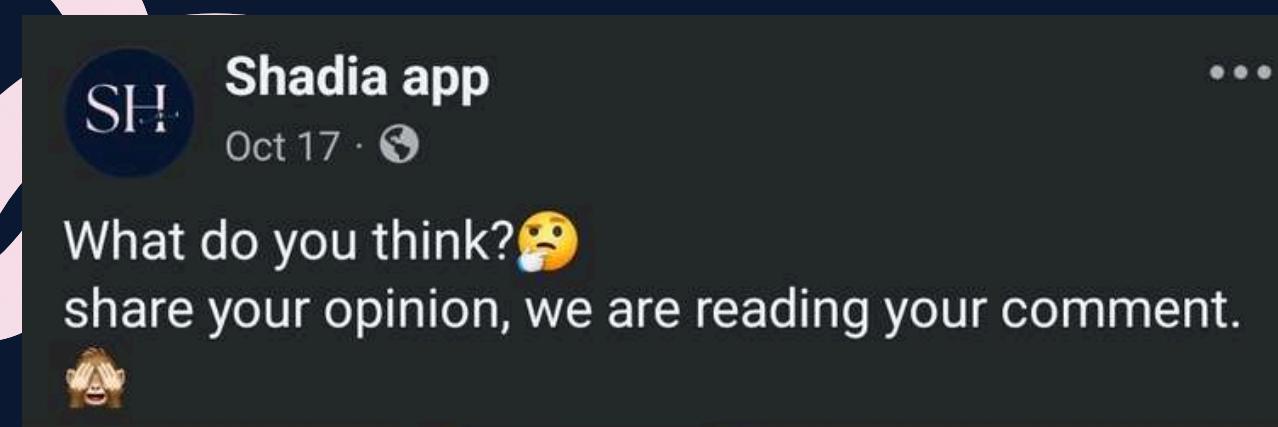
SH **Shadia app**  
Oct 16 ·

Tired of booking steps that take days? SHARE WITH US what is the biggest problem you face when booking your trip

**TIRE OF BOOKING STEPS THAT TAKE DAYS?**

WHAT'S THE BIGGEST PROBLEM YOU FACE WHEN BOOKING YOUR TRIP !  
SHARE YOUR OPINIONS

# ACTION



# ACTION

SHadia app · Oct 19 · 🌎

Comment below, we are reading. ❤️🤗

SH



Which one do you think is worse?

Comment Below

SHadia app · Oct 20 · 🌎

Turn with Shadia your inner excitement into an actual trip ❤️❤️

SH

YOUR FEELINGS ABOUT TRAVEL?  
A PROVEN FACT! 100

TURN YOUR INNER EXCITEMENT INTO AN ACTUAL TRIP.



SHADIA  
THE TOOL THAT TURNS YOUR DREAMS INTO INSTANT BOOKINGS

# ACTION

SH Shadia app Oct 21 ·

One gets you nowhere... the other takes you places



SPOT THE DIFFERENCE



SH Shadia app Oct 22 ·

Every journey begins with a dream.  
and with Shadia Travel, every dream turns into a  
story worth telling. 🌟



Meet Shadia Travel !  
where your journey  
begins.

Stay tuned!

# ACTION



SH **Shadia app**  
Oct 23 · 🌎

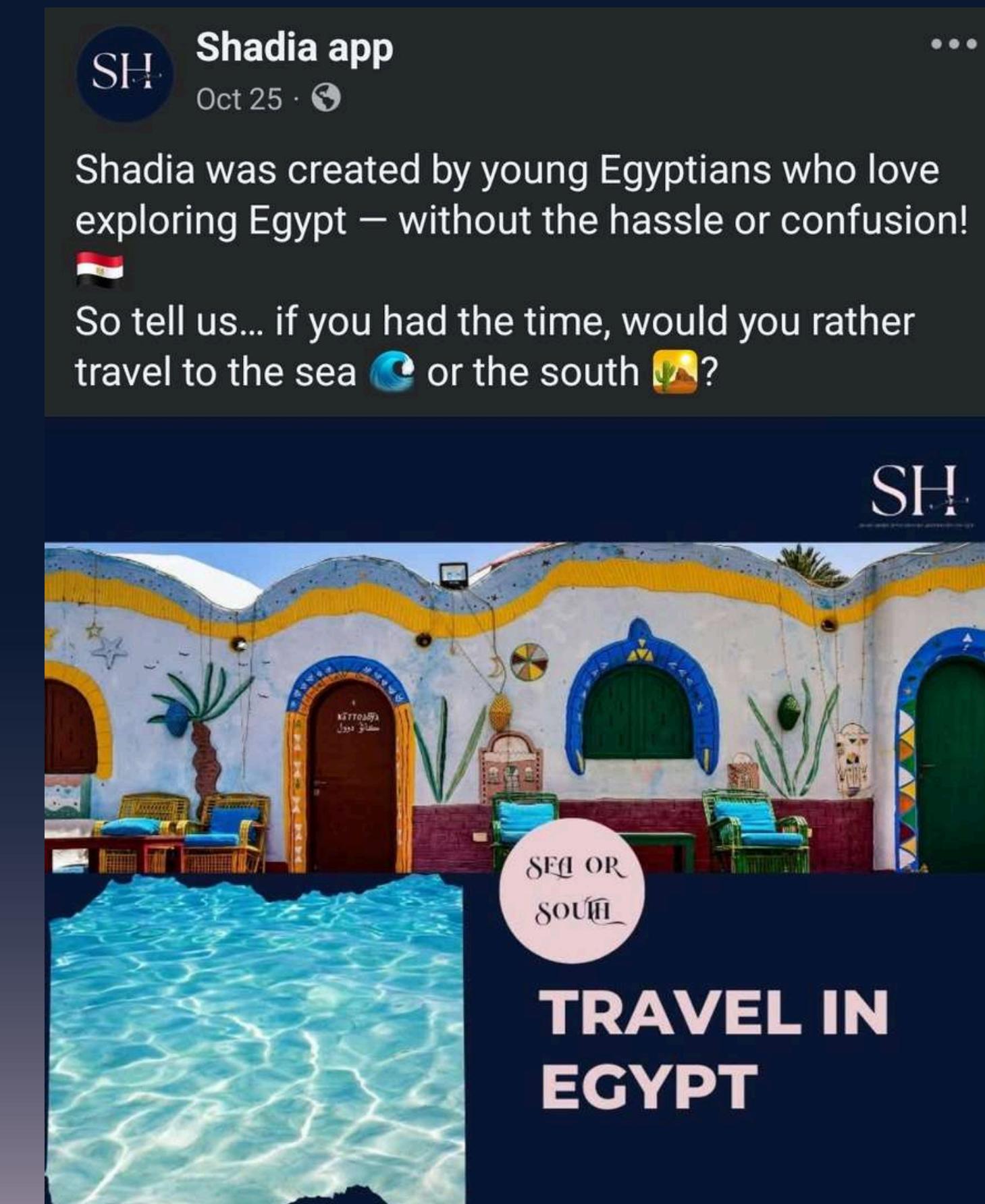
From dream to destination.  
Plan, Book, and Explore with just one touch. 🌎  
Because with Shadia Travel, the world is truly in  
your hands. 🌟

Discover your world  
with a touch! 🌎

SH

Shadia  
Your next trip begins and ends in your pocket.

A hand is shown interacting with a smartphone displaying a travel app interface, which includes a globe and various travel-related icons. The background features a stylized airplane icon.



SH **Shadia app**  
Oct 25 · 🌎

Shadia was created by young Egyptians who love  
exploring Egypt – without the hassle or confusion!  
🇪🇬

So tell us... if you had the time, would you rather  
travel to the sea 🌊 or the south 🌵?

SH

SEA OR  
SOUTH

TRAVEL IN  
EGYPT

A photograph of a traditional Egyptian building with blue and white painted arches and doorways, surrounded by palm trees and colorful decorations. In the foreground, there is a pool of water with ripples. A circular overlay contains the text "SEA OR SOUTH". To the right, the text "TRAVEL IN EGYPT" is displayed.

# ACTION



SH

What's the worst thing that ever happened to you during a trip?  
we can't wait to hear it!

Share your story in the comments below

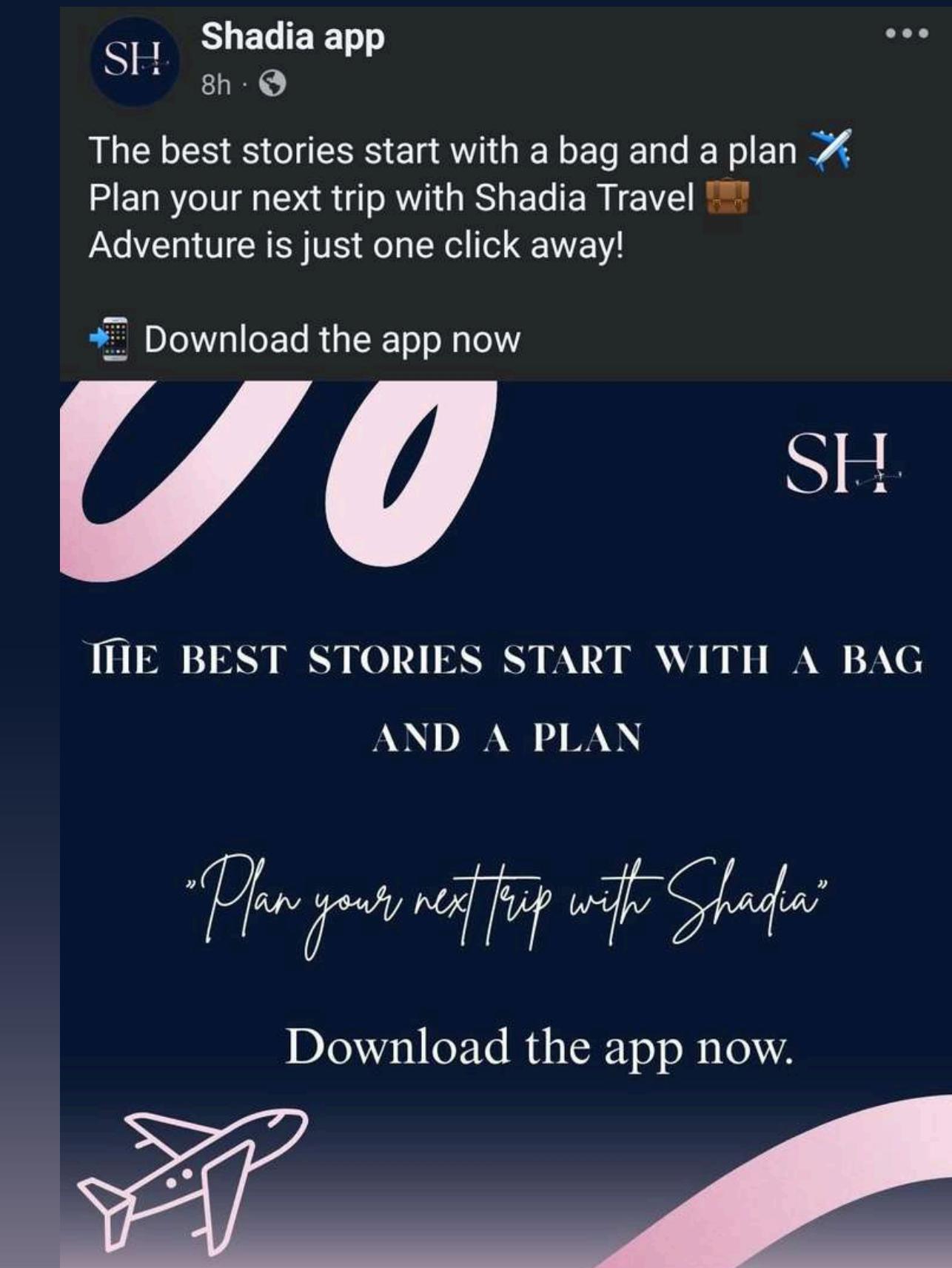
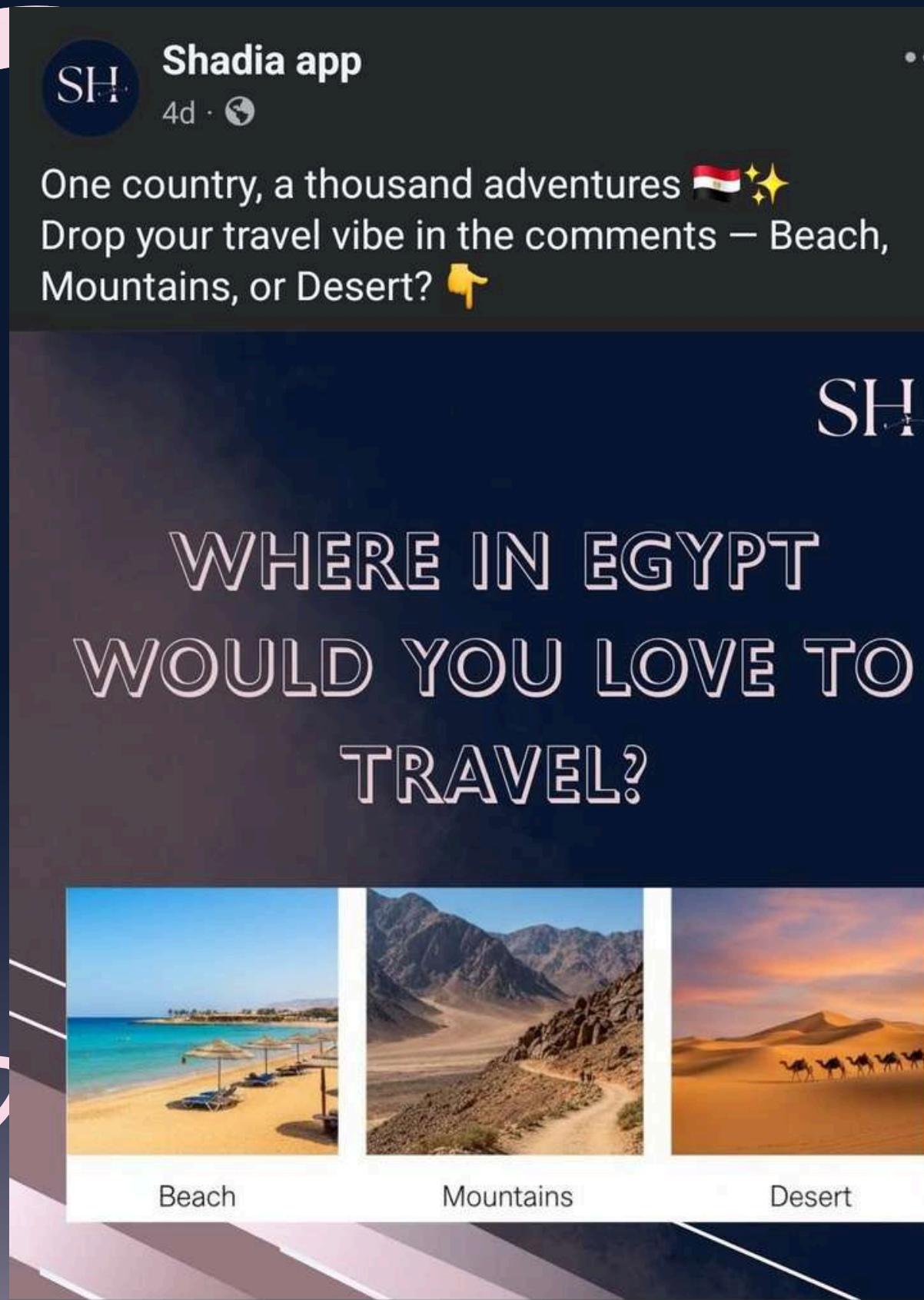


SH

**Why is packing so hard**  
Opened my suitcas forgot the important stuff

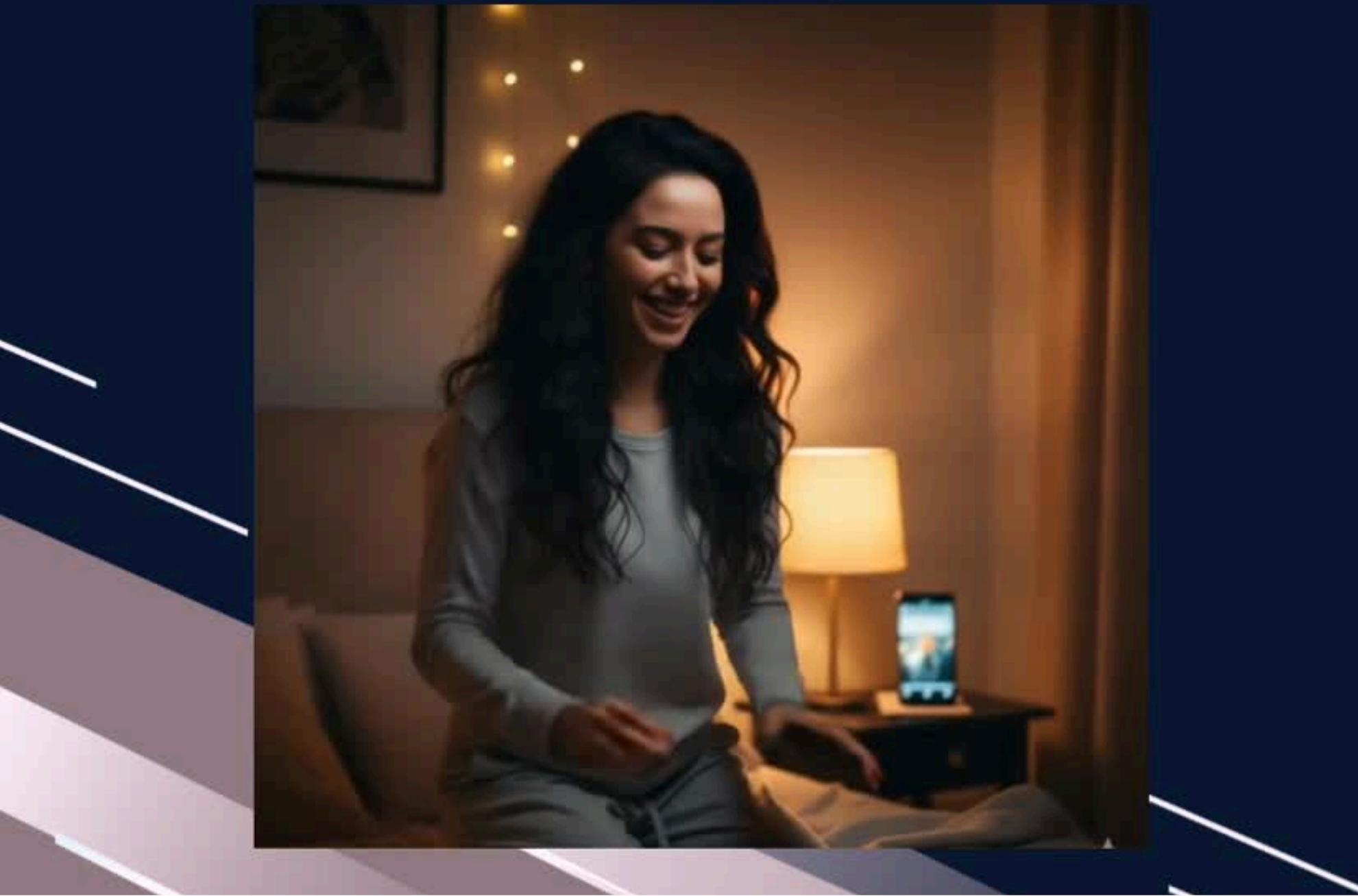
who always forgets something

# ACTION

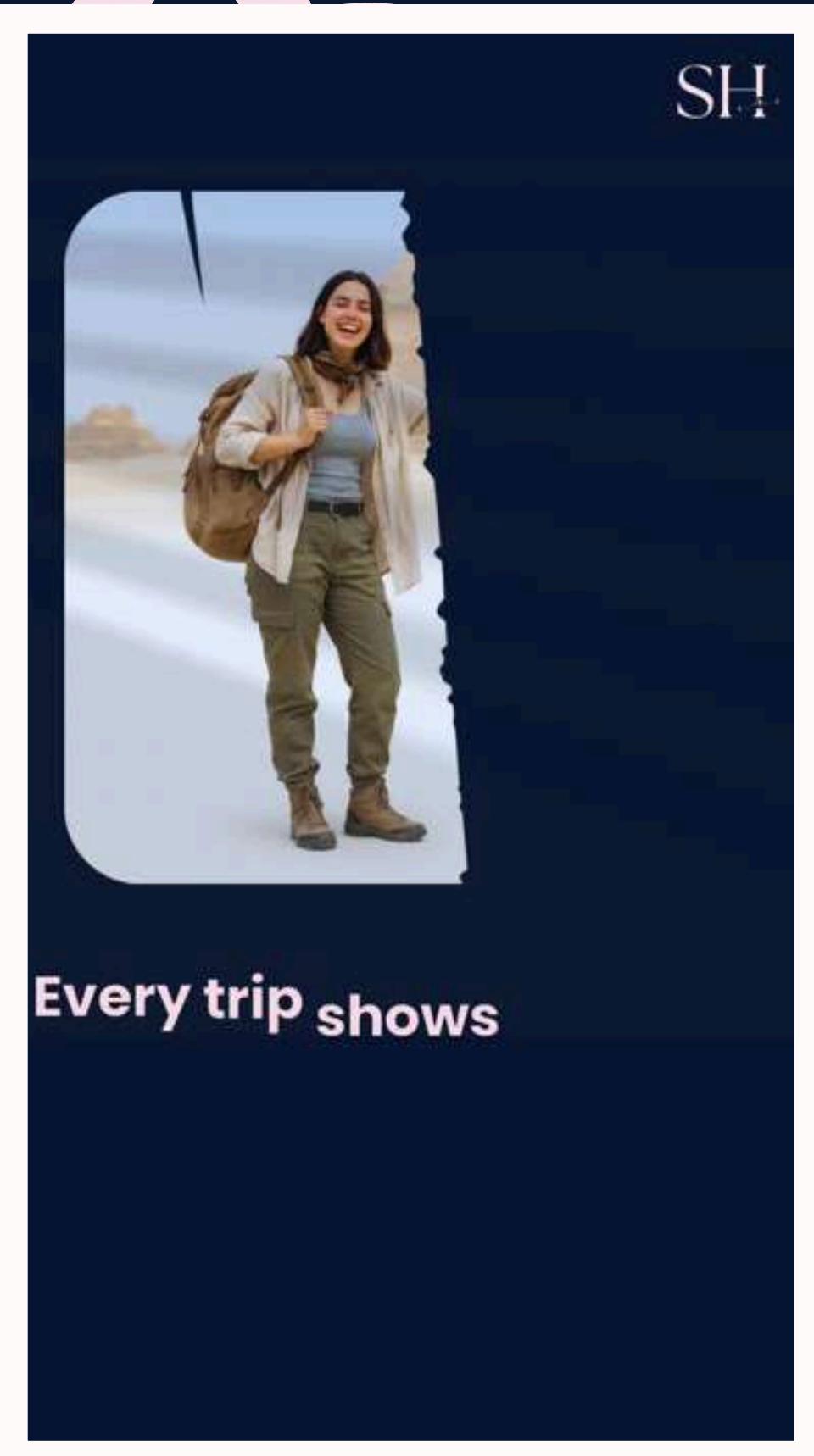


# ACTION

Your Trip has been  
successfully book

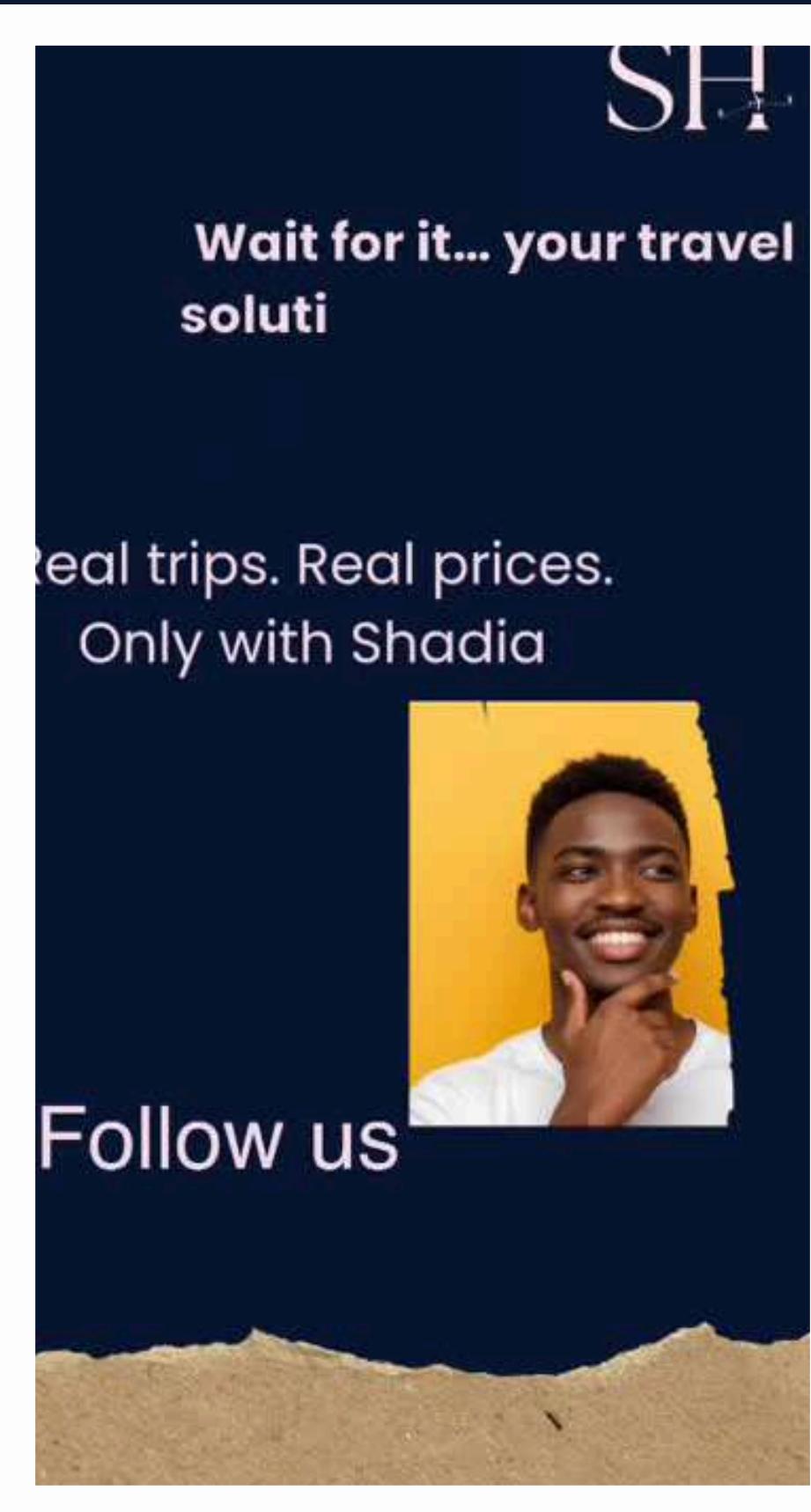


# ACTION



SH

Every trip shows

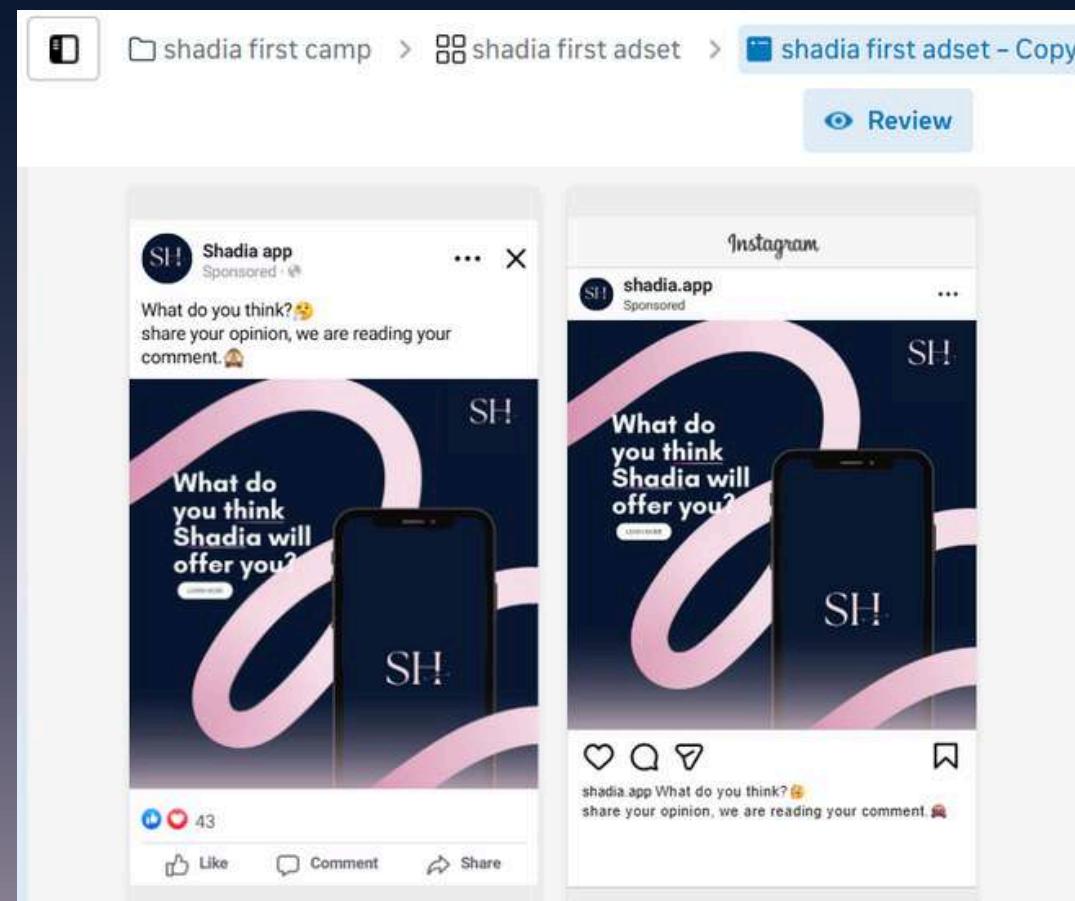
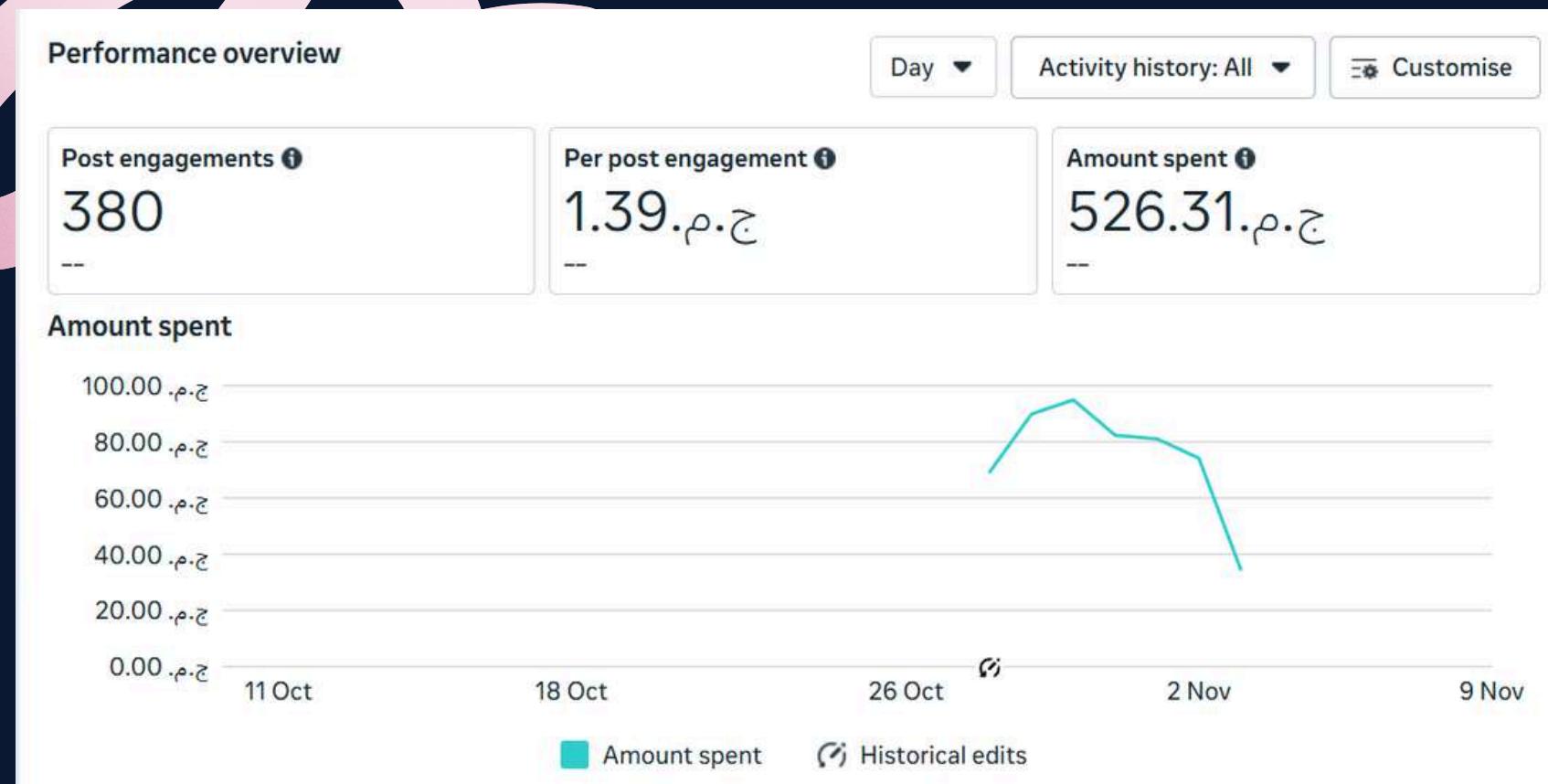


Follow us



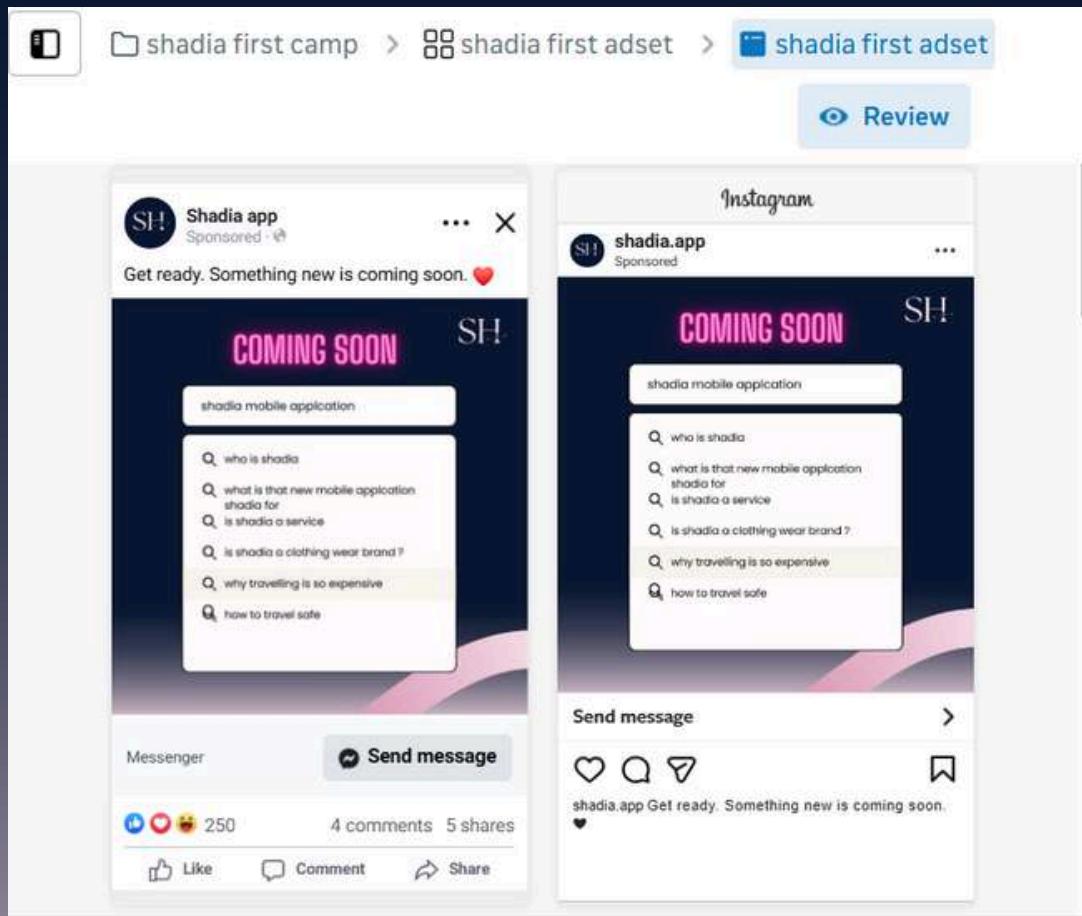
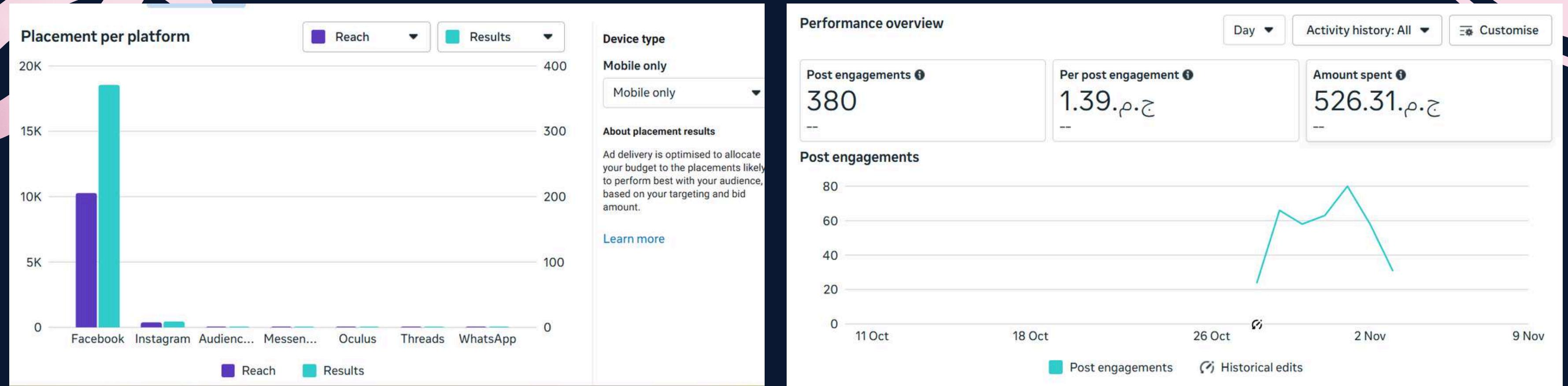
# ACTION

## Media buying ad 1



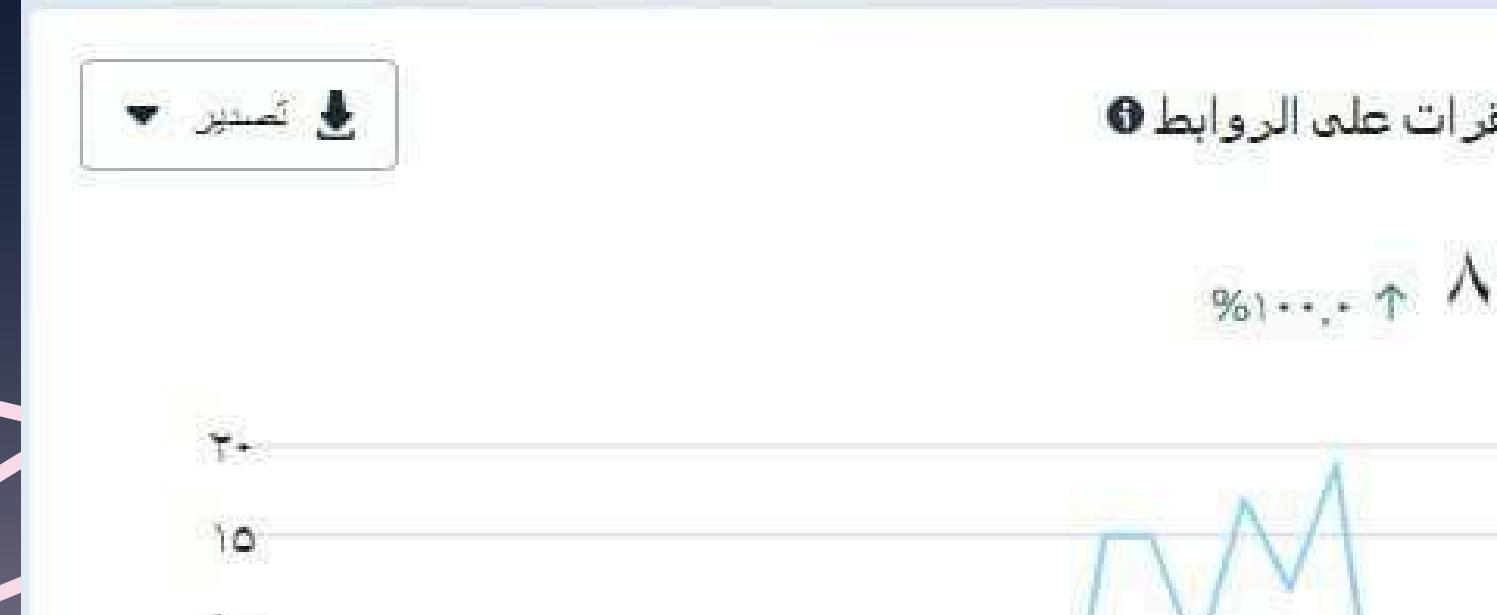
# ACTION

## Media buying ad 2



# ACTION

## Media buying adset results



# ACTION

## Media buying adset results

نخصيص المشاهدة: النشاط التجاري

الأداء

من 6 نوفمبر 2025 إلى 10 أكتوبر 2025



### الوصول

الوصول على فيسبوك ❶

٤٠,١٠ ألف ↑ ١,٠ مليون%

من المتابعين ❶ ↑ ٩%

من غير المتابعين ❶ ١٠,٤٤١ —



### المشاهدات

المشاهدات ❶

٦٥,٦ ألف ↑ ٣١١,١%

من المتابعين ❶ ↓ ٩٥,٢%

من غير المتابعين ❶ ↑ ٩٥,٢%



### المتابعات

المتابعات ❶

%١٠٠٪ ↑ ٨%

عمليات إلغاء المتابعة ❶ ↑ ٢%

صافي المتابعات ❶ ↑ ٦٪



### التفاعلات

التفاعلات مع المحتوى ❶

%١٠٠٪ ↑ ٣٧٩

من المتابعين ❶ ٦٣ —

من غير المتابعين ❶ ٣١٦ —

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استعرض أسبووك الماضي

يمكنك تخصيص بعض الوقت لمراجعة النشاط والرؤى حول Shadia app في 25 أكتوبر - 31 أكتوبر.

نشاطك

أذقت بنشر 12 منشور محتوى الأسبوع الماضي.

النتائج

تعرف على معدل الوصول الذي حققه حسابك على فيسبوك وInstagram الأسبوع الماضي.

نشاط المراسلات الخاصة بك

يمكنك تتبع التقدم الذي أحرزه باتجاه أهداف مراسلات الأعمال.

الإجمالي في آخر أسبوع

٣٥٩,٠

منشورات Instagram

٢

منشورات فيسبوك

٧

Instagram Stories

٠

Facebook Stories

٢

الإجمالي في آخر أسبوع

٤,٨ ألف

الوصول على فيسبوك

١

الإجمالي في آخر أسبوع

٠,٠

جهات اتصال جديدة

١

عرض كل الرؤى

# ACTION

Media buying adset results  
comparison of  
two ads

Ad creative	Reach	Impressions	Frequency	Results	Amount spent	Cost per result
 Get ready. Something new is co... Used in 1 ad	4,385	5,630	1.28	165 Post engagements	184.66.₪.₪	1.12.₪.₪ Post engagements
 Used in 1 ad	105	107	1.02	4 Post engagements	5.23.₪.₪	1.31.₪.₪ Post engagements
<b>Total results</b> 2/2 rows displayed	4,462 Accounts Centre accounts	5,737 Total	1.29 Per Accounts Centre account	169 Post engagements	189.89.₪.₪ Total Spent	1.12.₪.₪ Post engagements

# CONTROL MEASURES

AREA	CONTROL MEASURE
Content Management	Review each post before publishing by at least two team members
Paid Advertising	Use daily spend limits in Meta Ads
Target Audience	Rely on monthly Insights data before any new campaigns
Customer Communication	Respond within 12 hours as a maximum

# RECOMMENDATIONS

AREA	RECOMMENDATION	OBJECTIVE
Campaign Management	Create a real-time dashboard to track campaign performance	Improve campaign monitoring
Team Management	Define electronic roles via tools like Trello / Notion	Clarify responsibilities
Transparency	Publish trip prices and features consistently in all posts	Increase trust
Analytics	Add AI tools to analyze audience behavior	Increase decision-making accuracy

THANK  
YOU

