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ELEVATEU MARKETING AGENCY



Presented by :

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Khalied Samy
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AbdAllah Adel
Omnia Hessien

Ali Hassan



MEMBER'S NAMES



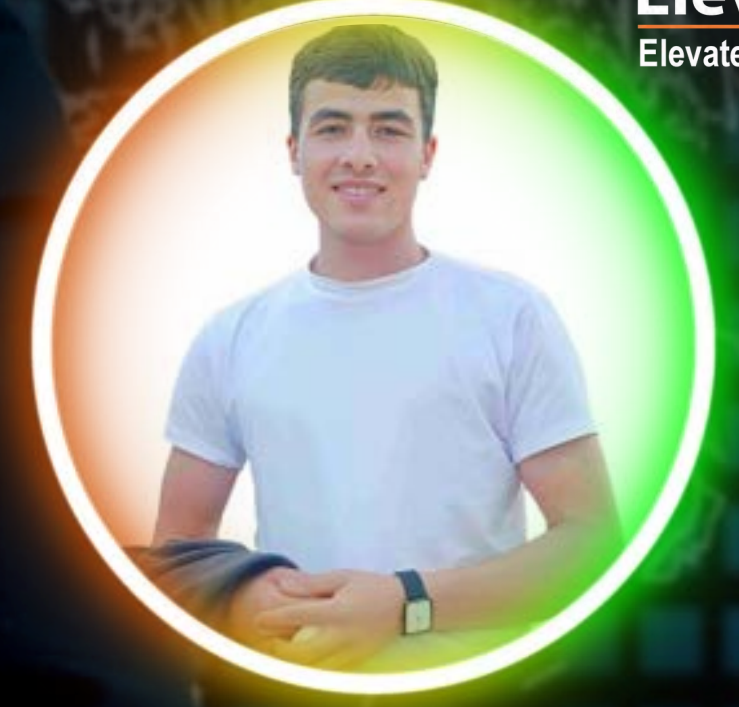
Aisha Amer



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AbdAllah Adel



Omnia Hessien



Rodyna Atef



Ali Hassan



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ABOUT & WHY ELEVATEU:

We realized how important marketing is for both teachers and students. We wanted to connect great teachers—who care about delivering excellent content and creative explanations—with students who need their help.

That's why we created our marketplace to link students with teachers in various fields.

The name reflects our goal to improve education and help students enhance their thinking and knowledge.



Elevate U
Elevate your future



OUR VISION AND MISSION .

Mission:

Our mission is to strategically partner with esteemed instructors by offering compelling promotions that encourage them to collaborate with us on a monthly basis, thereby enhancing our course offerings and elevating our brand in the marketplace.

Vision:

Our vision is to become a leading force in revolutionizing educational marketing, empowering educators worldwide, and creating a dynamic platform that inspires continuous learning and growth.





META TITLE AND META DESCRIPTION

Meta Title:

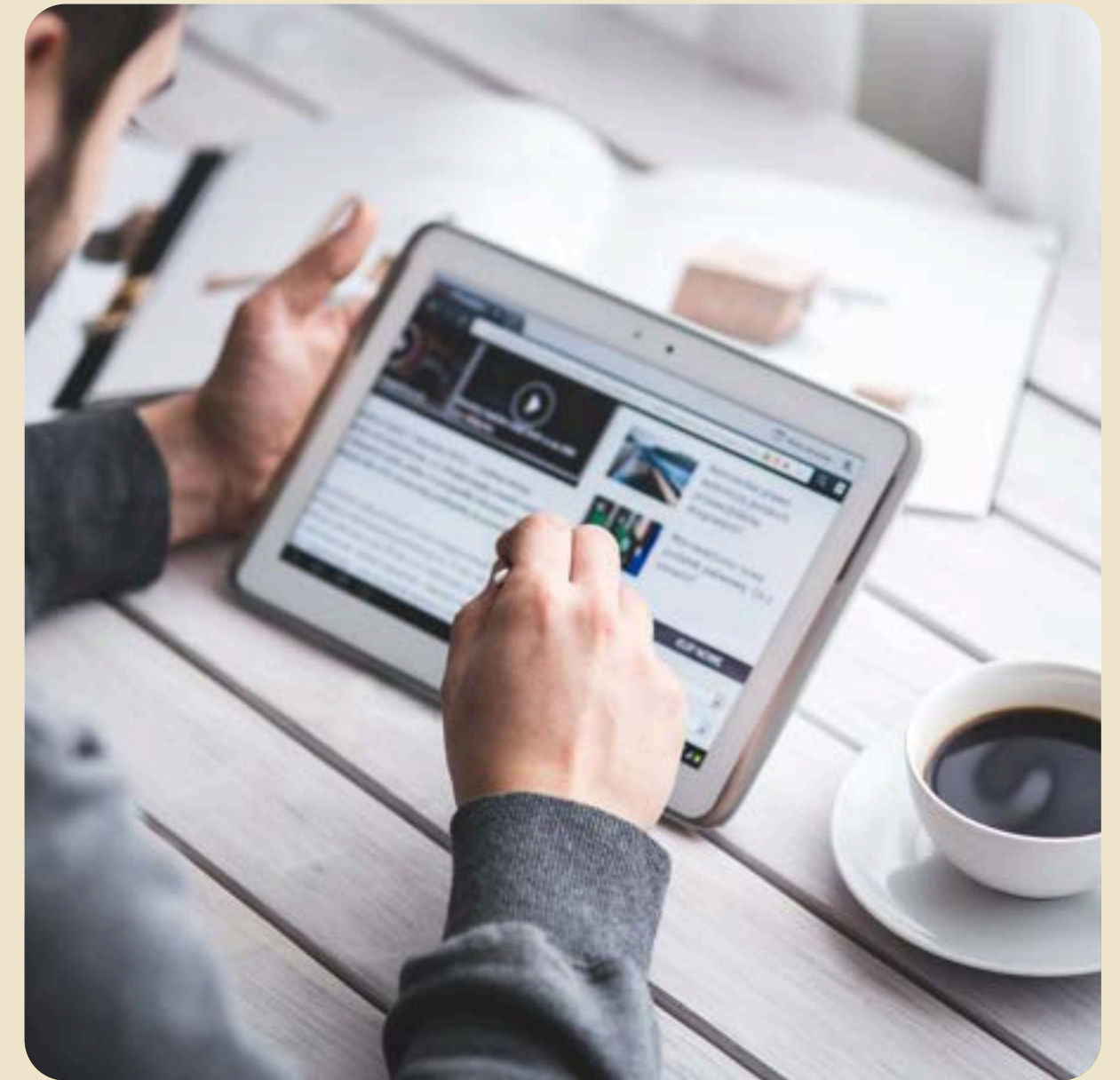
Top Educational Courses Led by Experts | Your Path to Success.

"أفضل الدورات التعليمية بقيادة خبراء | طريقك إلى النجاح".

Meta Description:

Explore a wide range of courses offered by industry experts. Boost your skills and unlock new opportunities today!

"اكتشف مجموعة واسعة من الدورات التي يقدمها أفضل خبراء الصناعة. عزز مهاراتك وفتح آفاق جديدة اليوم!".



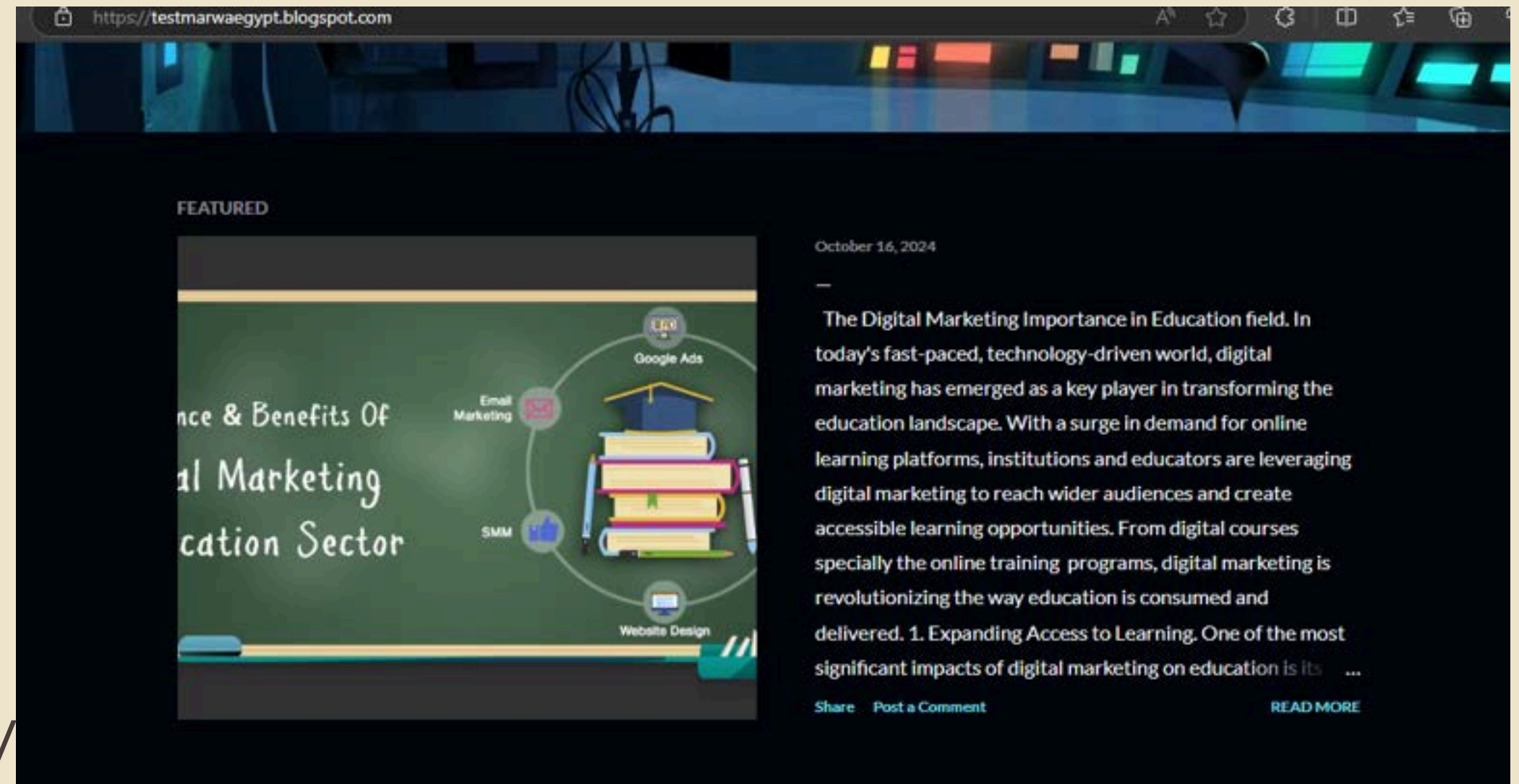


KEYWORDS:

some of the important key words that have been used.

- Online Training.
- Digital Courses.
- Online courses.
- Learn online.
- science online course.
- IT courses online.

<https://testmarwaegypt.blogspot.com/>



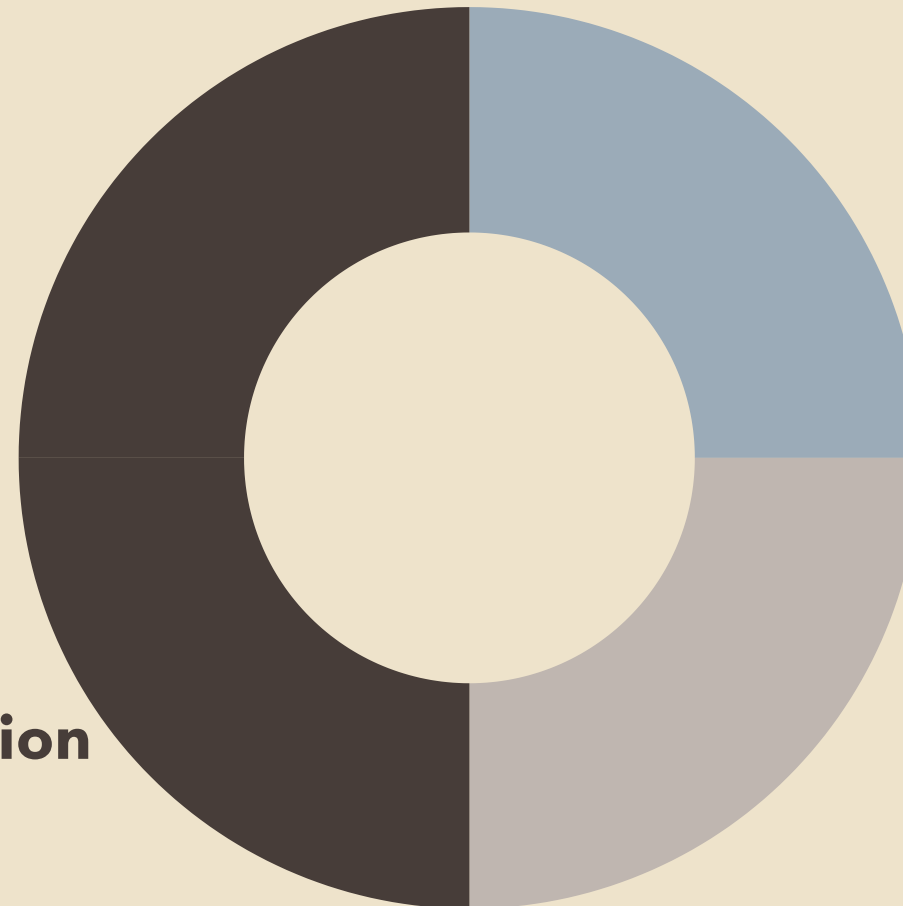
SWOT ANALYSIS?

Strengths:

- Specialized expertise in the education industry
- Experienced and skilled team
- Strong industry relationships
- Comprehensive service offering
- Innovative digital marketing capabilities

Weaknesses:

- Limited reach beyond the education sector
- Potential for conflicts of interest
- Lack of scalability



Opportunities:

- Expanding into adjacent industry
- Leveraging emerging technologies
- Enhancing digital marketing capabilities
- Expanding into international markets

Threats:

- Increased competition
- Changing regulatory and compliance requirements
- Economic uncertainty



MARKET RESEARCH:

- **Our market research aims to understand educators' needs for better tailored offerings.**
- **We're researching competitors to find growth opportunities.**
- **We want to stay ahead by tracking education trends.**
- **Feedback from educators will improve our services.**
- **Finding untapped markets is a key goal of our research.**
- **Analyzing consumer behavior will optimize our strategies.**
- **Research will drive innovation in educational marketing.**
- **We're researching to meet evolving needs in education.**



COMPATITORS ANYLISIS :

Price starts	Use influencers	Registered	Offline	Online	
?	X	X	X	✓	أكاديمية رواد
From 400	X	✓	X	✓	المدرسة <u>Almdrasa</u>
From 350	✓	✓	X	✓	ينفع دوت كوم
From 200	X	✓	X	✓	Oxygen <u>misr</u> Academy
From 150	X	✓	X	✓	Lingua Stochos
From 2000	X	✓	X	✓	IBS Training Academy
-	X	X	X	✓	naqrah.net
-	X	✓	X	✓	Mahara Tech
From 50\$	X	✓	X	✓	easyT.online
-	✓	✓	✓	✓	DEG
-	✓	✓	✓	✓	ITI



COMPONENT OF OUR AGENCY

1: Website:

4: Instagram:
https://www.instagram.com/_elevateu/

2: Facebook Page:
<https://www.facebook.com/profile.php?id=61566053434441>

5: TikTok:
https://www.tiktok.com/@elevateu_team?is_from_webapp=1&sender_device=pc

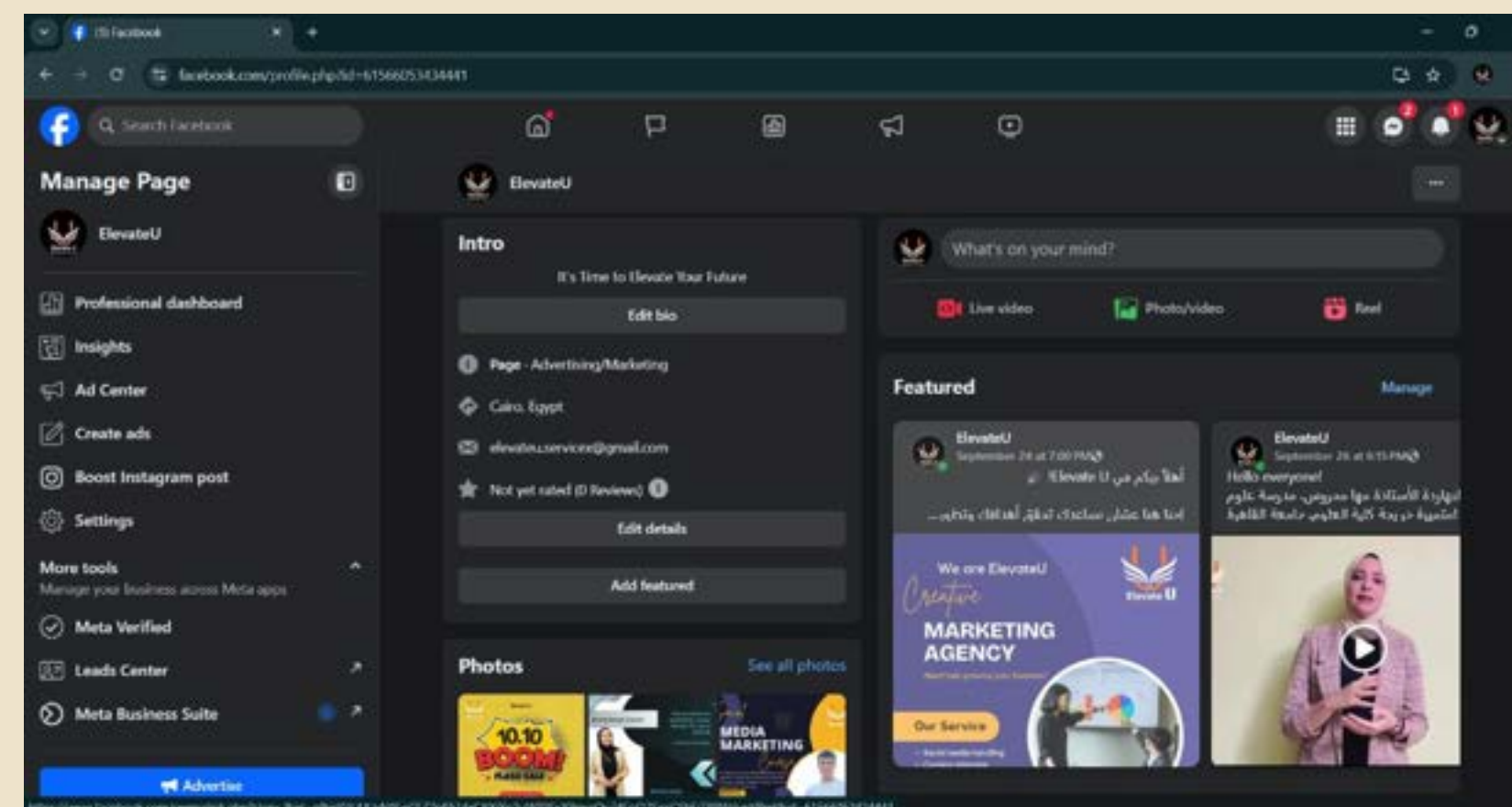
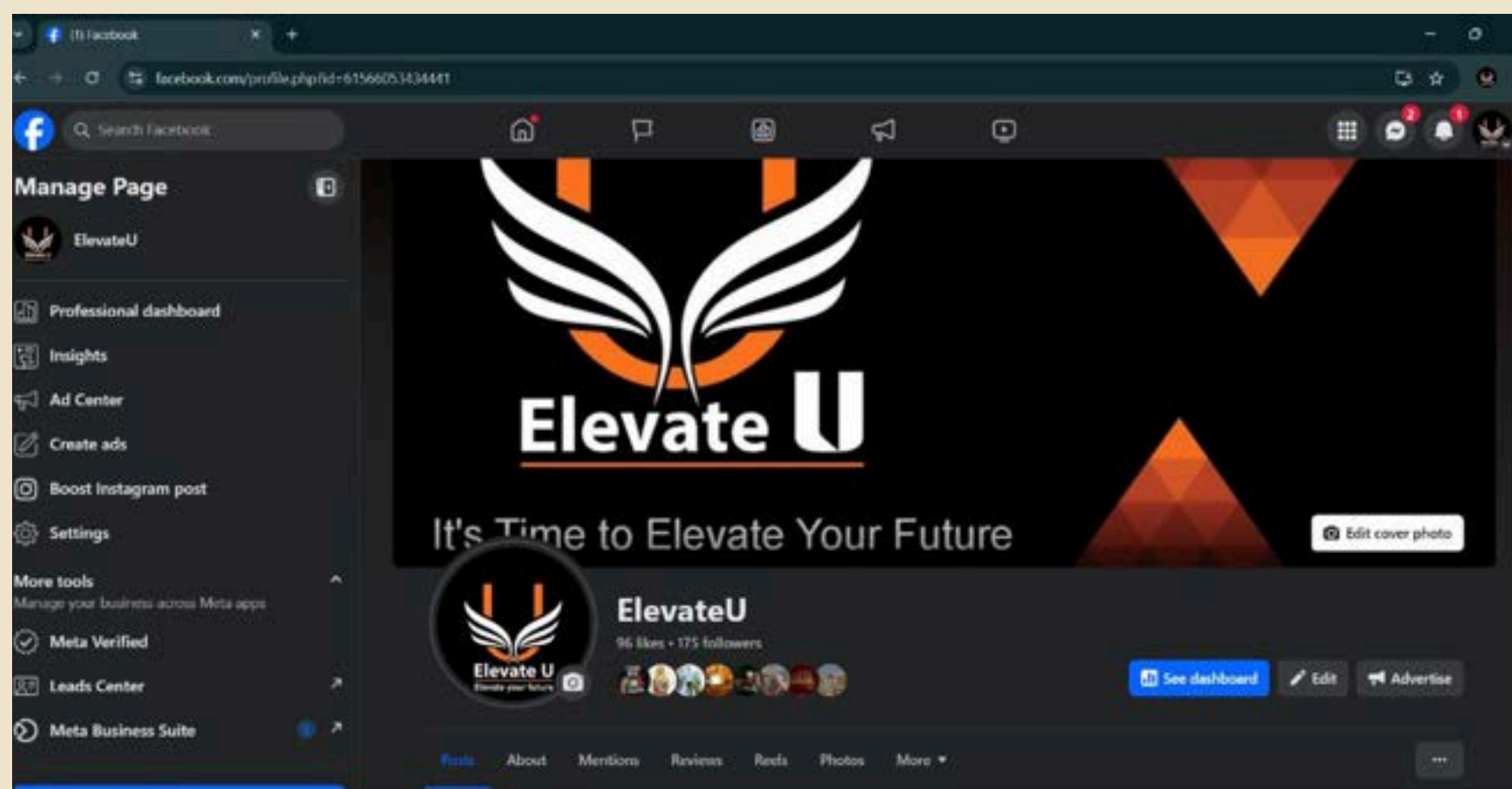
3: YouTube Chanel:
https://www.youtube.com/@ElevateU_team

6: WhatsApp:
<https://wa.me/message/PQJIVGUQLWWYI1>



2: Facebook Page:

<https://www.facebook.com/profile.php?id=61566053434441>





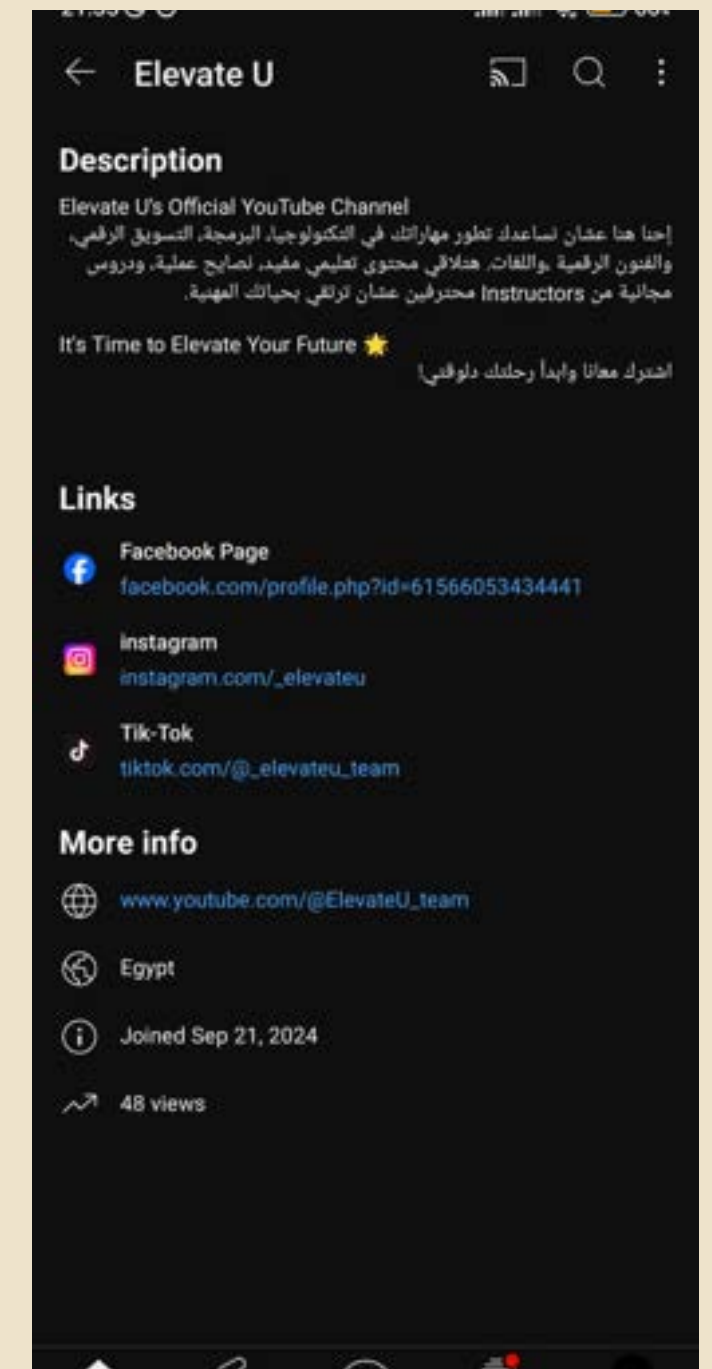
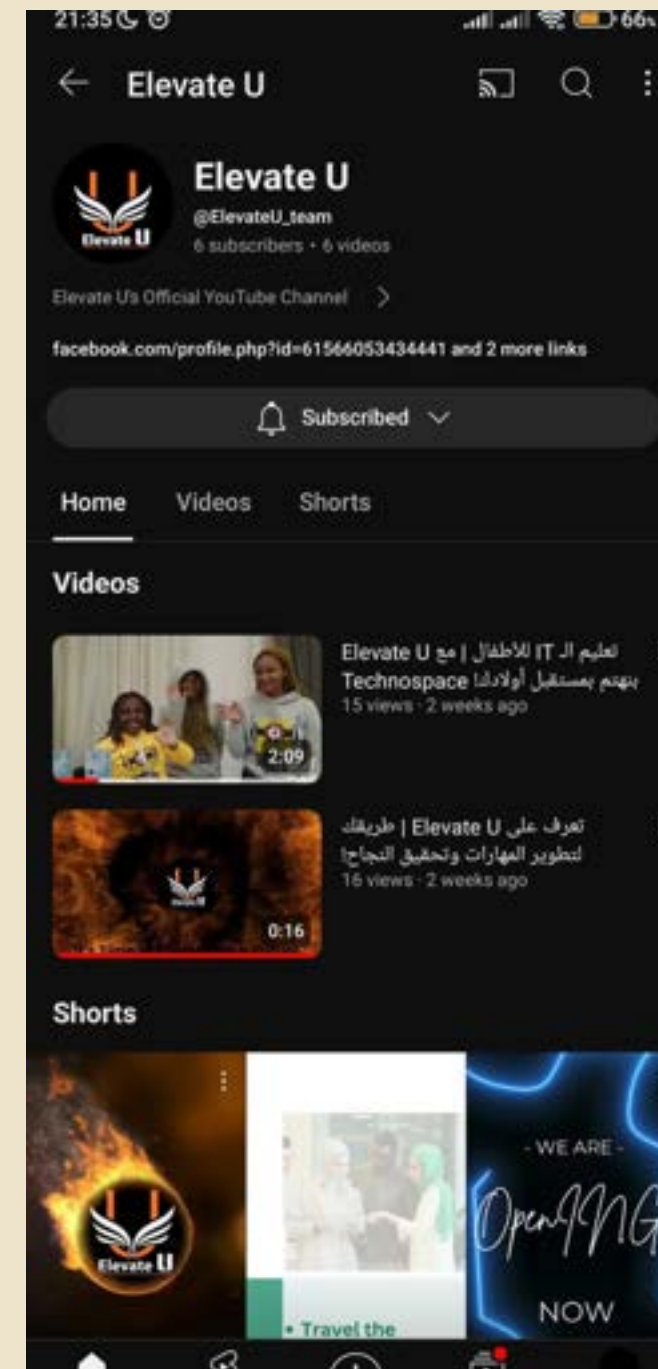
	A	B	C	D	E	F	G	H	I
1			Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
2			1-Oct	2-Oct	3-Oct	4-Oct	5-Oct	6-Oct	7-Oct
3									
4									
5	Facebook	post, Reel & Story	Post & Video	Post, Reel & Story	Post & Video	post, Reel & Story	Post & Video	Post, Reel & Story	
6	Instagram	Post & Reel	Post, Reel & Story	Post & Reel	Post, Reel & Story	Post & Reel	Post, Reel & Story	Post & Reel	
7	You Tube	short	video	short	video	short	Video	Short	
8									
9	Tik Tok	2 Shorts & story	2 Shorts	2 Shorts & story	2 Shorts	2 Shorts & story	2 Shorts	2 Shorts & story	
10									
11									
12									
13	Note.								
14	Facebook post will be uploaded to Instagram.								
15	The sotries will be the same as the posts.								
16	Tik Tok short will be uploaded to You Tube.								
17	Facebook video will be uploaded to You Tube								

[illegible]



3: YOUTUBE CHANNEL :

Link: https://www.youtube.com/@ElevateU_team

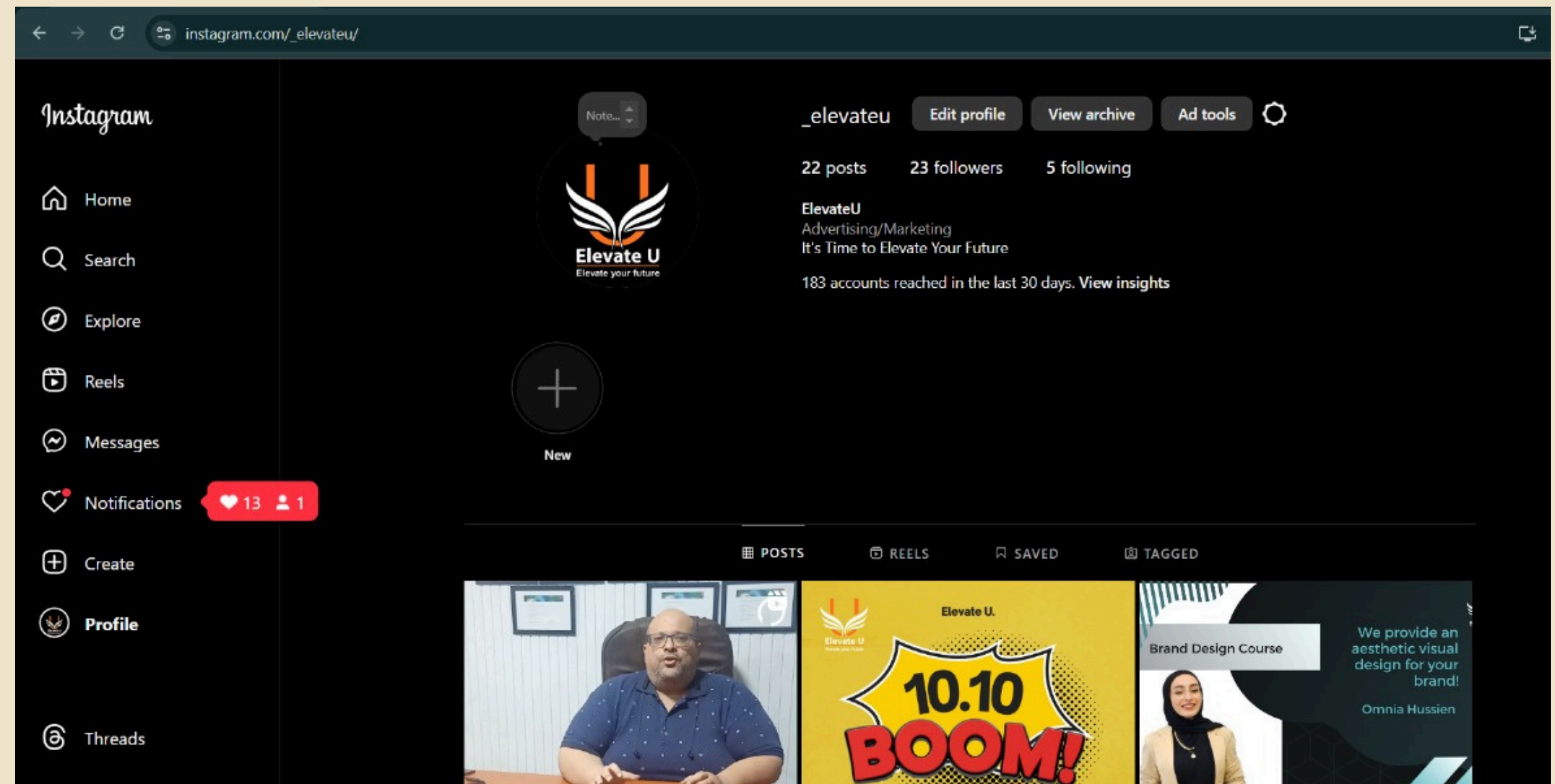




:4 INSTAGRAM:

Link:

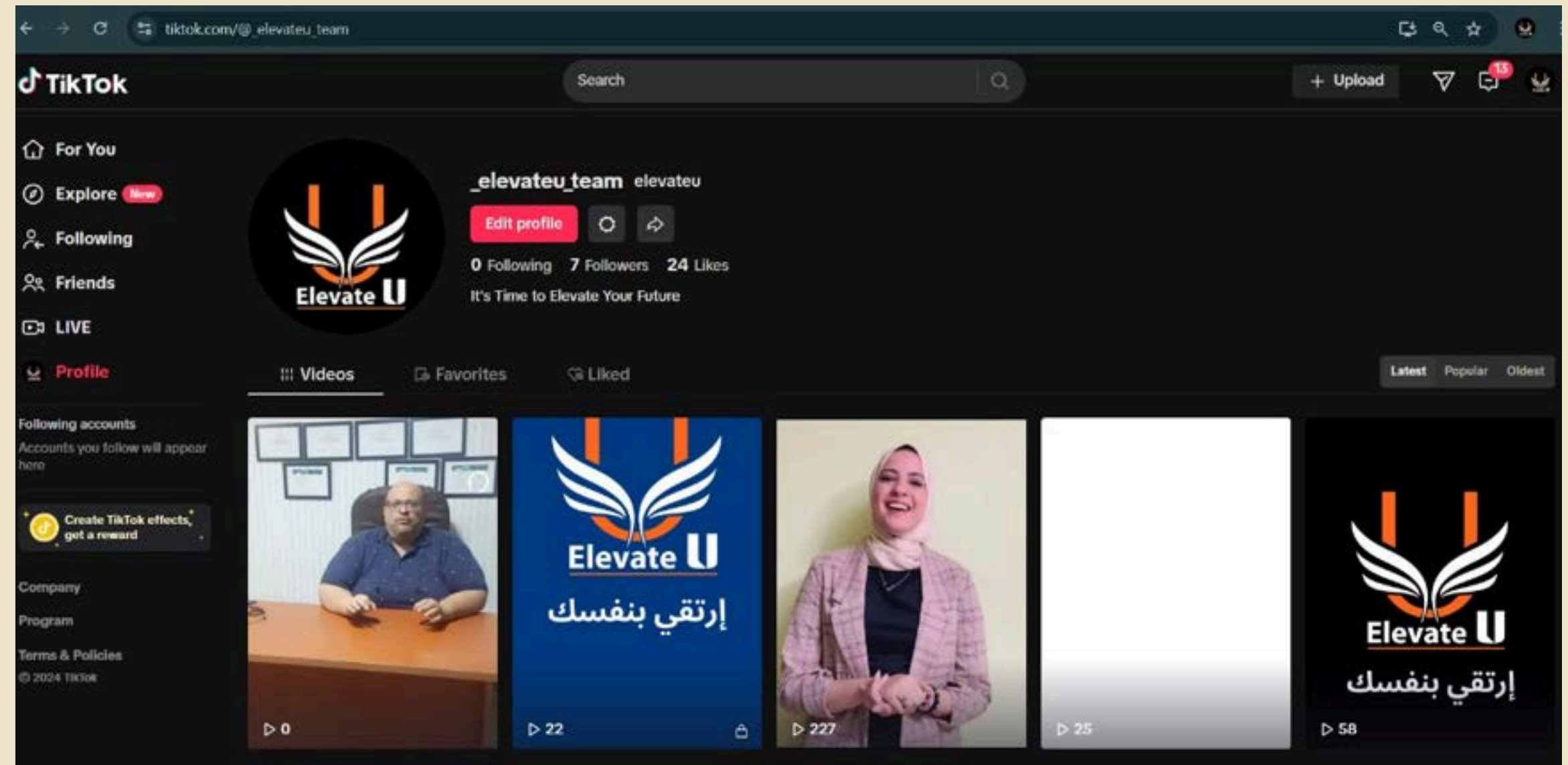
https://www.instagram.com/_elevateu/





5: TIK TOK

Link: [https://www.tiktok.com/@_elevateu_team?](https://www.tiktok.com/@_elevateu_team?is_from_webapp=1&sender_device=pc)
[is_from_webapp=1&sender_device=pc](https://www.tiktok.com/@_elevateu_team?is_from_webapp=1&sender_device=pc)

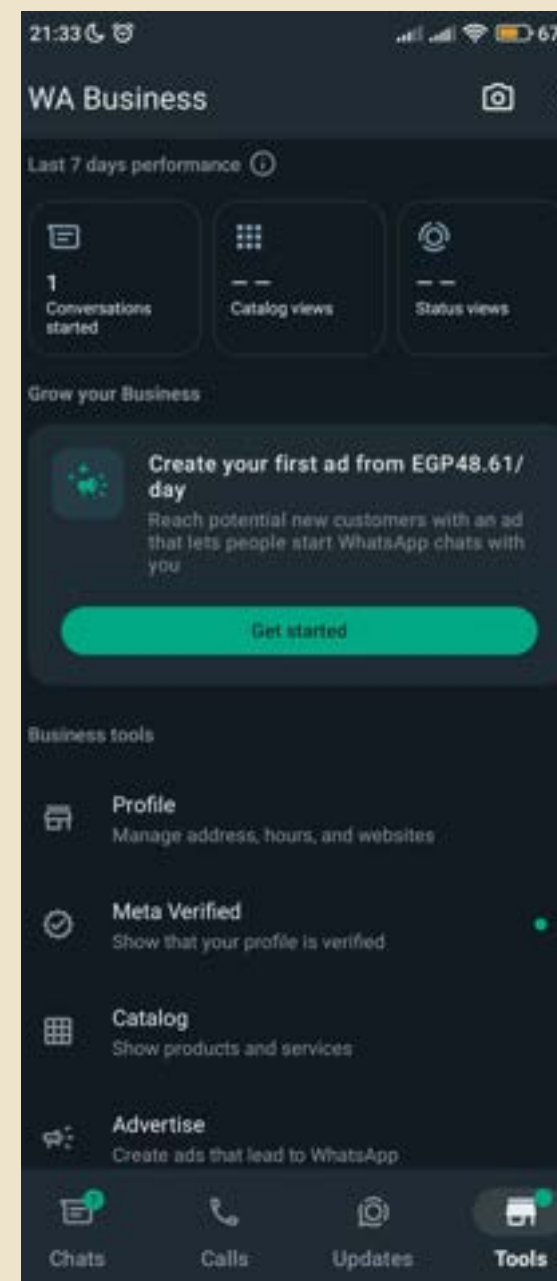
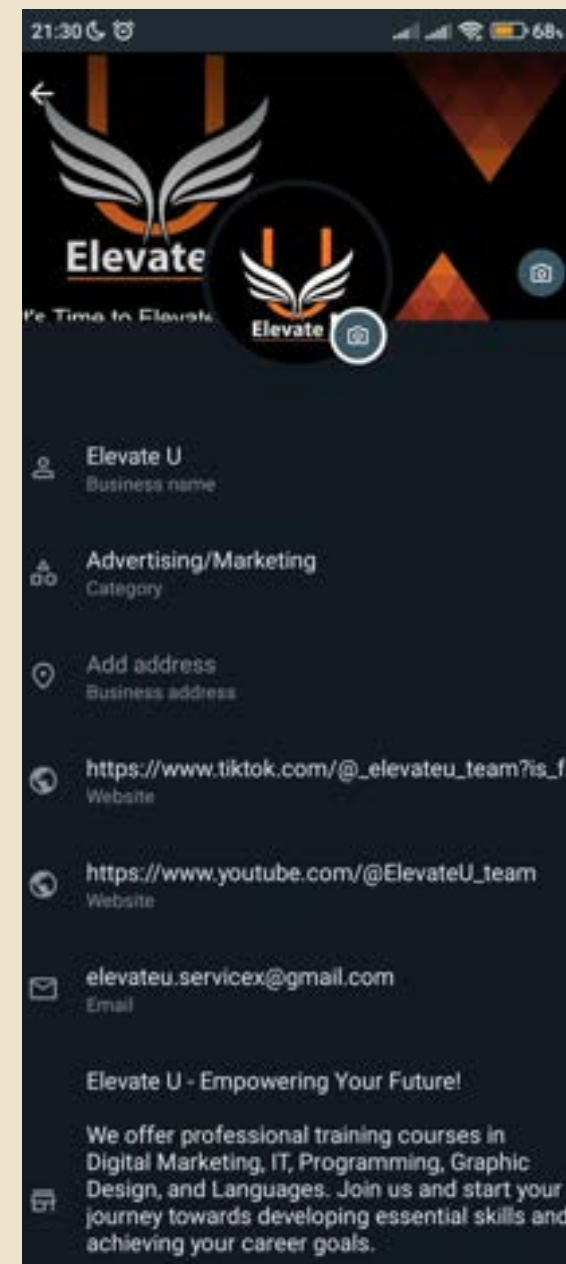
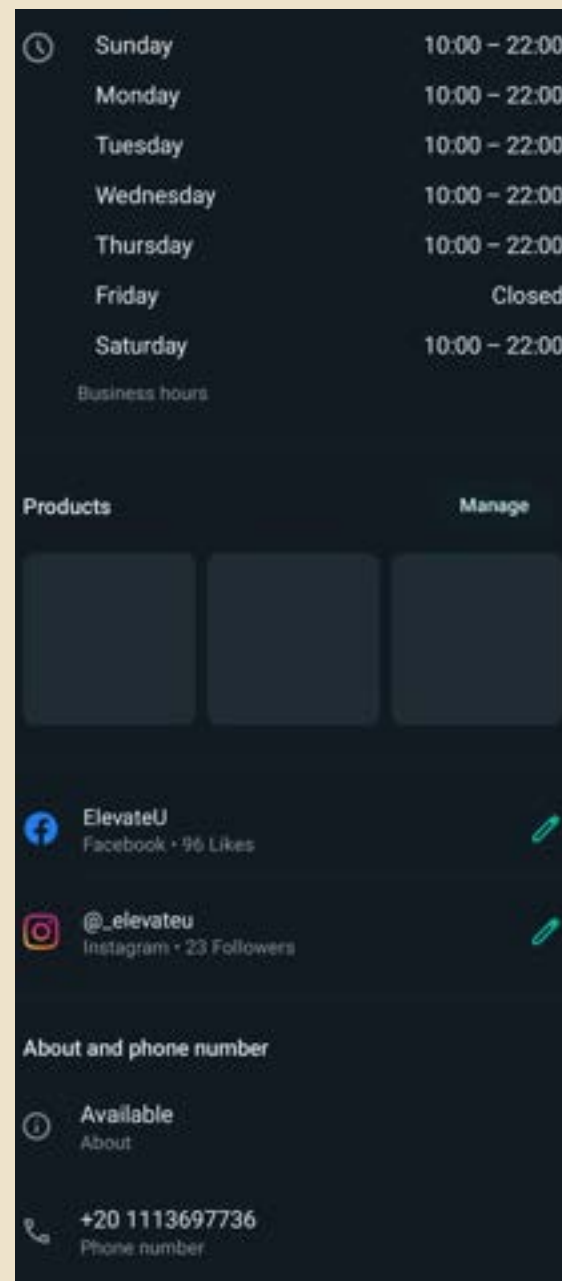




6: WHATSAPP:

Link: <https://wa.me/message/PQJIVGUQLWWY>

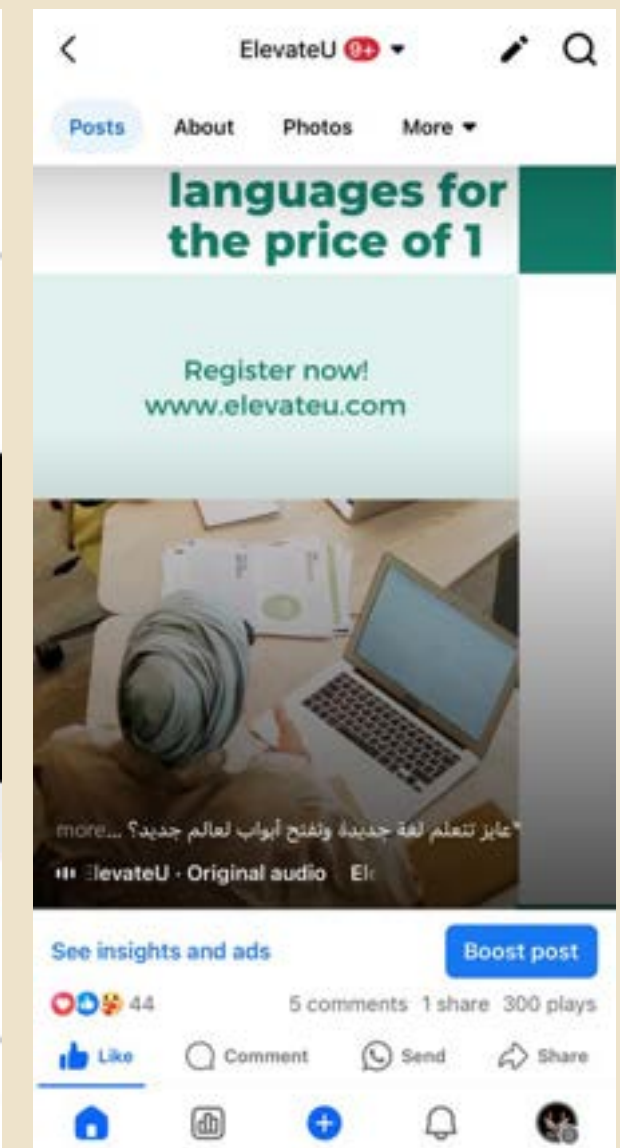
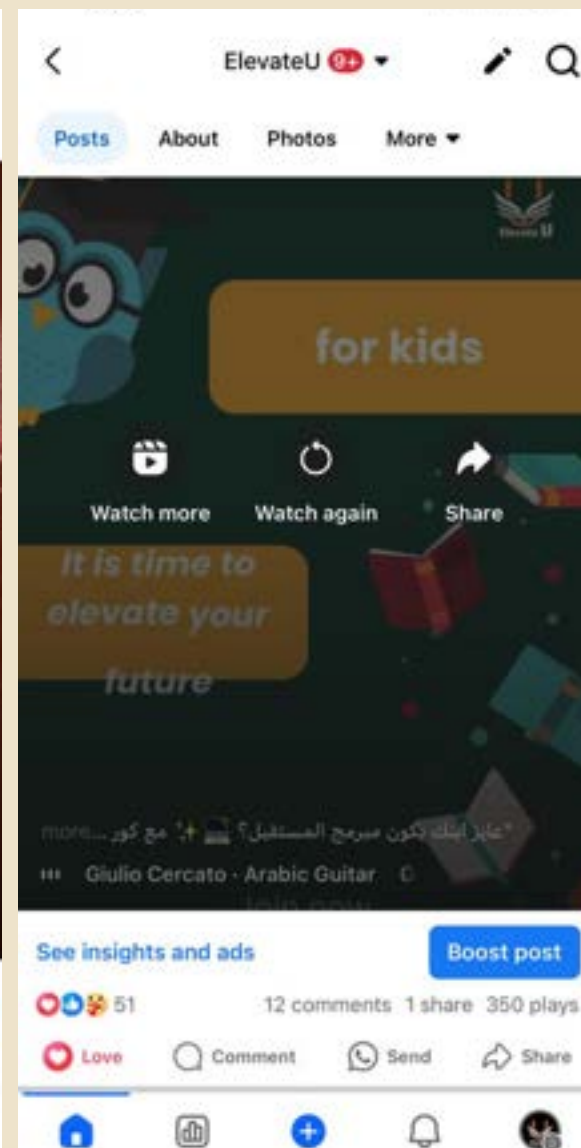
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7: FACEBOOK

SOME OF OUR ORGANIC ENGAGEMENT:





6: INSTAGRAM:

SOME OF OUR ORGANIC ENGAGEMENT:



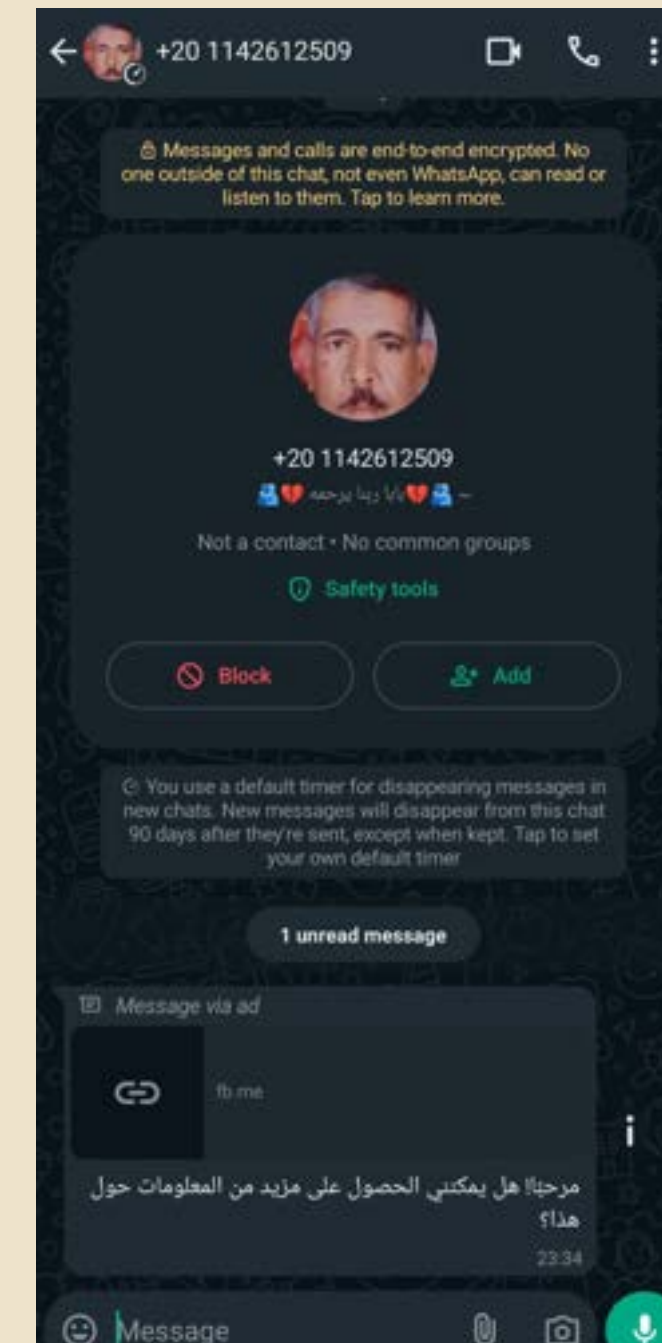
ORGANIC IMPRESSION:



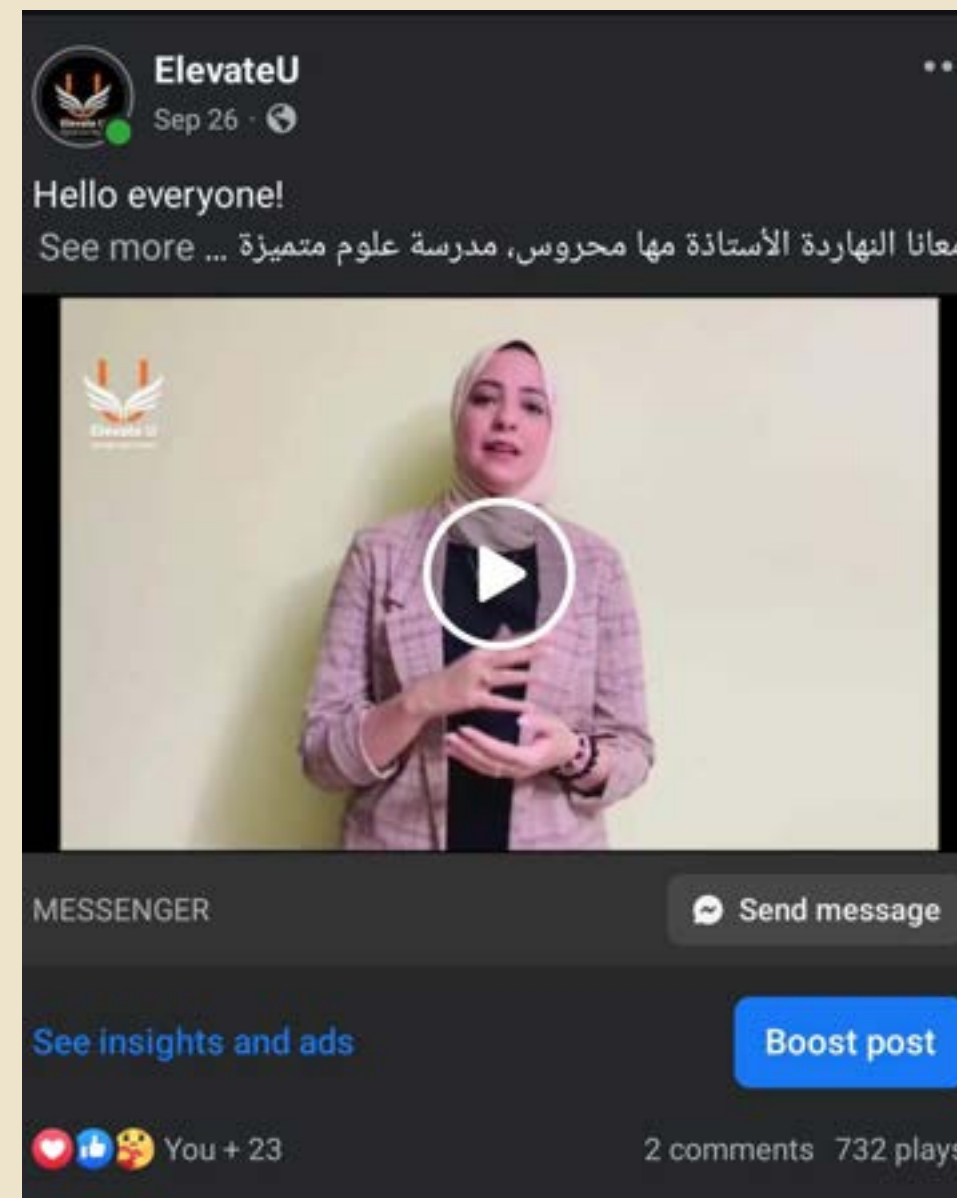
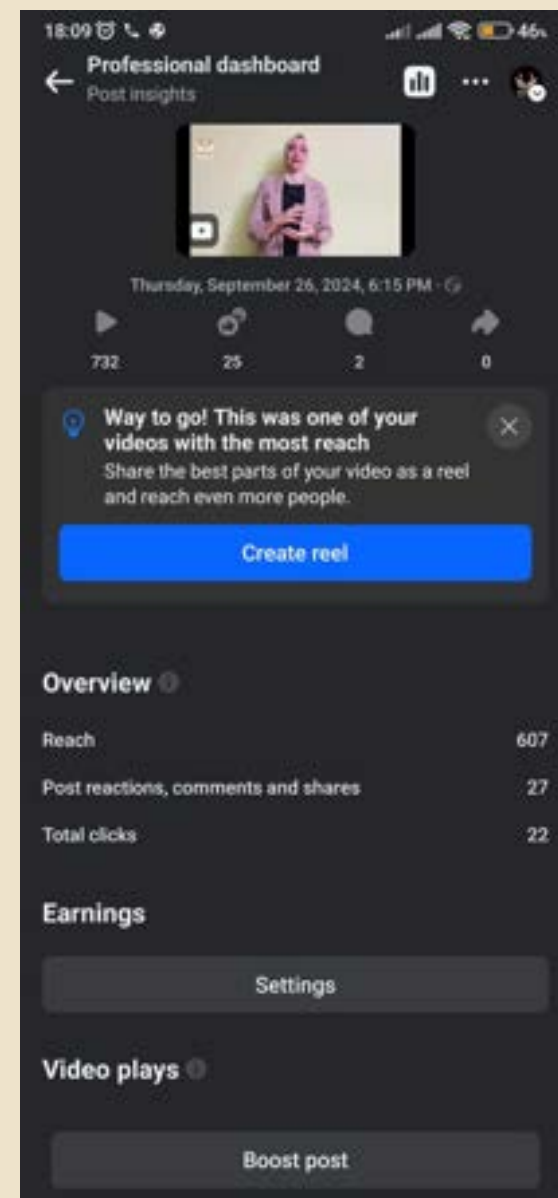
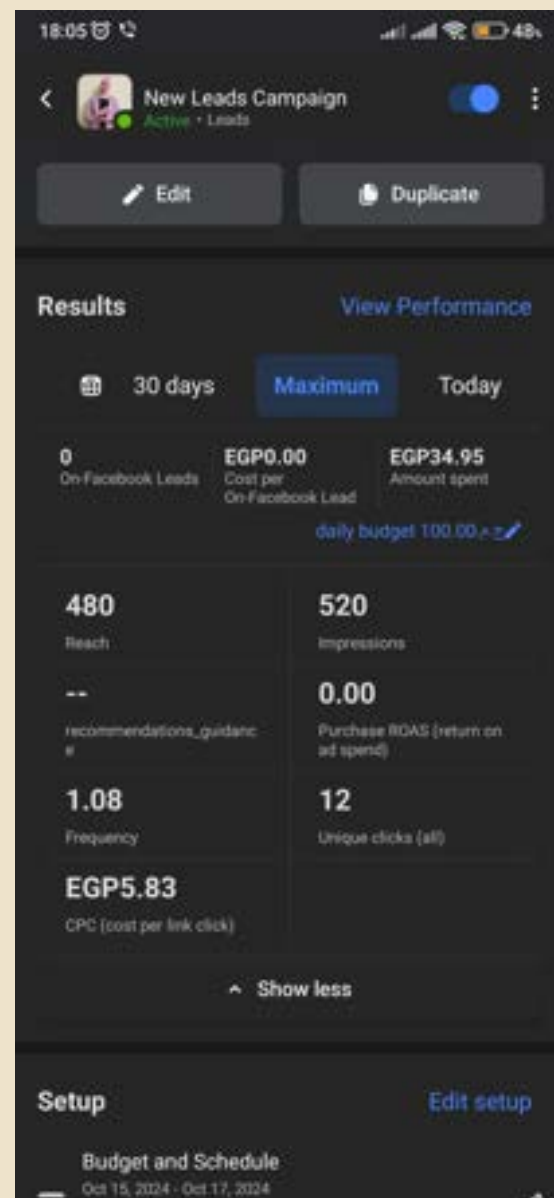
ORGANIC IMPRETIION:



OUR CAMPAIGN AND IMPRESSTION:



OUR CAMPAIGN AND IMPRESSTION:





OUR CAMPAIGN REPORT:

Performance Analysis and Evaluation:

The campaign achieved limited results, as the cost per engagement is relatively high (15.44 EGP per engagement) compared to the allocated budget.

The engagement rate is low (below average), indicating that the ad is not attractive enough to capture attention.

Statistics:

Impressions: 1994 indicates that the campaign was visible to a good number of people, but the engagement is not proportional to the level of visibility.

Reach: 1454 means there is a significant opportunity to reach a larger audience.

Recommendations for Campaign Improvement

Enhance Ad Content:

Consider redesigning the ad to make it more appealing or using clear messages that encourage interaction. You could use interactive images or videos.

Try incorporating polls or direct questions to increase engagement.

Target Audience Review:

Review your target audience and ensure it aligns with the characteristics of the English course audience. You may need to adjust targeting settings to reach genuinely interested individuals.



OUR CAMPAIGN REPORT:

Budget Adjustment:

You might want to test allocating part of the budget to ads that perform better or increasing the budget on days that yield good results.

Experiment with Different Ad Types:

Use different ad formats (such as videos, images, and dynamic ads) to find out which type performs better.

Timing Analysis:

Monitor the timing of ad posts. You may need to experiment with different posting times to maximize engagement.

Summary:

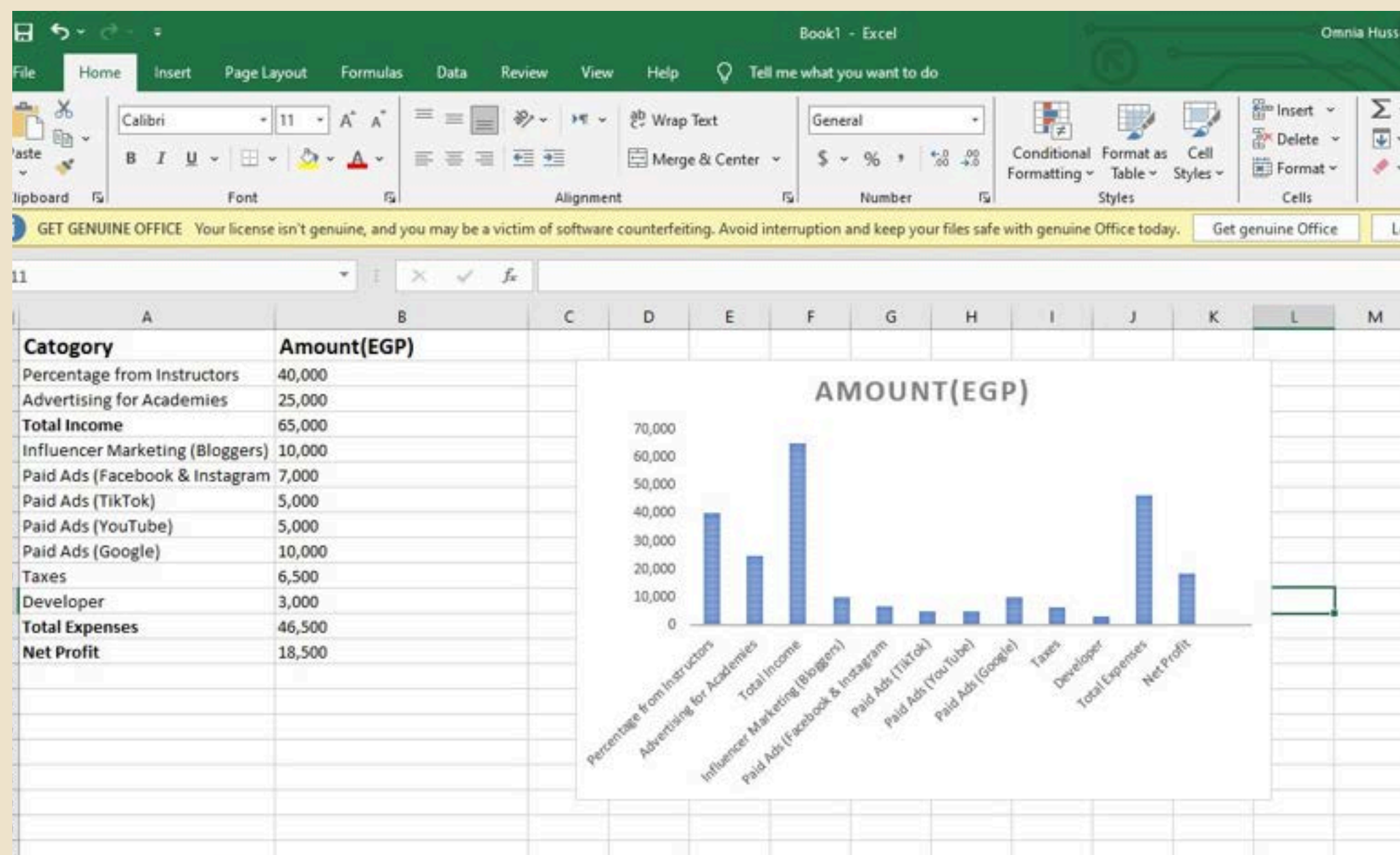
The engagement campaign requires multiple improvements to achieve better results. By enhancing content, refining audience targeting, and adjusting the budget, you can increase the campaign's effectiveness and attract more interactions.

A		B	C		D	E	F	G	H	I	J	K	L	M	N
Ad name		Ad delivery	Ad Set Name		Bid type	Ad set bud	Ad set bud	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent (EGP)
New Engagement Ad		active	New Engagement Ad Set		ABSOLUTE	100	Daily	13	1454	1994	15.44154	Average	Below average	Average	200.74
New Leads Ad		active	New Leads Ad Set		ABSOLUTE	100	Daily		392	420		-	-	-	29.09

1	Reporting	Reporting	Ad name	Ad Set Name	Ad set budget	Ad set budget type	Results	Reach	Impressions	Cost per results	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent (EGP)
2	#####	#####	New Engagement Ad	New Engagement Ad Set	100	Daily	13	1454	1994	15.44153846	Average	Below average - Bottom 35% of ads	Average	200.74
3														
4														



OUR INSTIAL BUDGET:



CUSTOMERS FEEDBACK :

Dear ElevateU Team,
I am writing to express my profound satisfaction with the exceptional services provided by You. As a customer, my experience with your company is an excellent one.

Mohamed Saied | parent.

Dear ElevateU Team,
From the moment I engaged with ElevateU, I was impressed by the professionalism and dedication demonstrated by your team.

Maha Mahrous | Instructor



A photograph of several hands of different skin tones giving thumbs up, set against a blurred background. The hands are arranged in a cluster, with some pointing upwards and others slightly angled. A semi-transparent grey rectangle is overlaid on the image, containing the text 'THANK YOU DEPI' in bold, black, sans-serif capital letters.

THANK YOU
DEPI