



ELEVATEU MARKETING AGENCY



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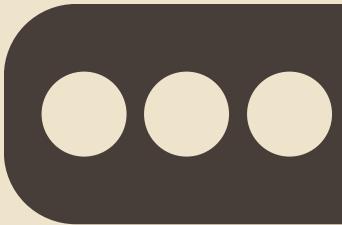


Ali Hassan



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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.





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:

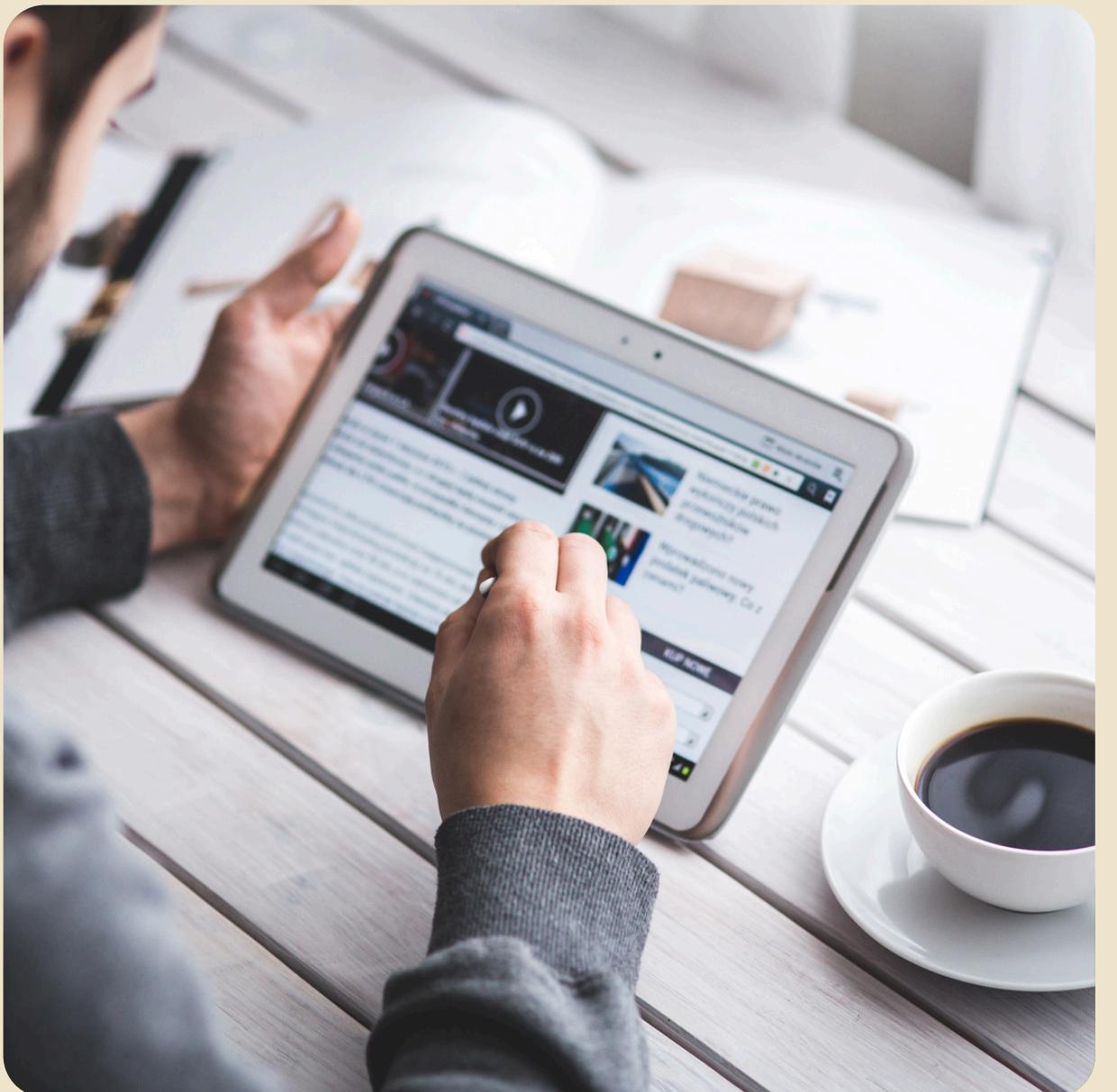
Top Educational Courses Led by Experts | Your Path to Success.

”افضل 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 في اليوم!“.



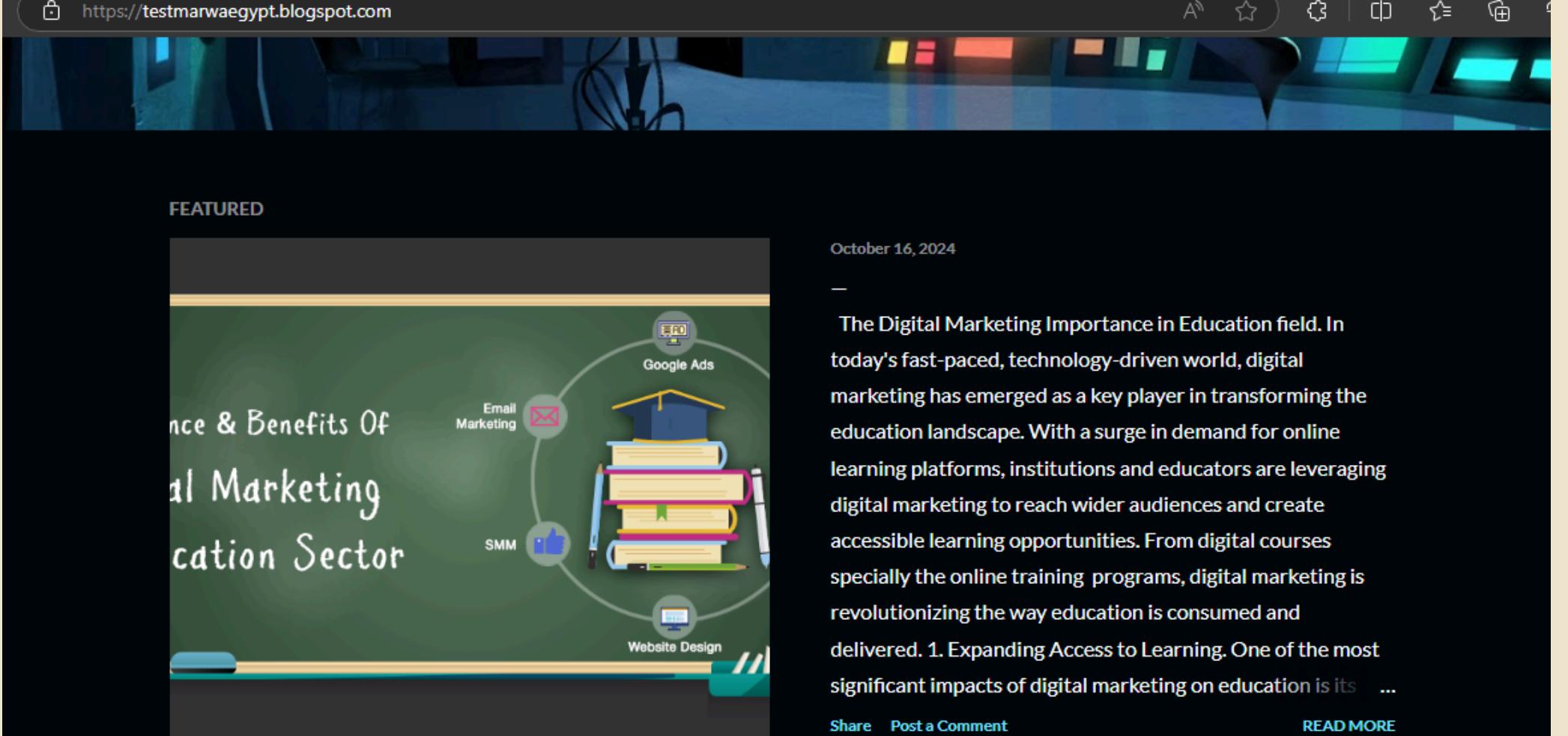


KEYWORDS:

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/>



The Digital Marketing Importance in Education field. In today's fast-paced, technology-driven world, digital marketing has emerged as a key player in transforming the education landscape. With a surge in demand for online learning platforms, institutions and educators are leveraging digital marketing to reach wider audiences and create accessible learning opportunities. From digital courses specially the online training programs, digital marketing is revolutionizing the way education is consumed and delivered. 1. Expanding Access to Learning. One of the most significant impacts of digital marketing on education is its ...

Share Post a Comment READ MORE



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 Almdrasa
From 350	✓	✓	X	✓	ينفع دوت كوم
From 200	X	✓	X	✓	Oxygen misr 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 Channel:
https://www.youtube.com/@ElevateU_team

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



2:

Facebook Page:

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

The screenshot shows the Facebook profile page for 'ElevateU'. The cover photo features a large orange and white stylized 'U' shape with wings. The profile picture is a smaller version of the same logo. The page name 'ElevateU' is displayed prominently. Below the profile picture, it says 'It's Time to Elevate Your Future'. The bio section includes the text 'ElevateU' and 'Elevate your future'. The stats show 96 likes and 175 followers. A 'See dashboard' button is visible. The sidebar on the left contains links for 'Manage Page', 'Professional dashboard', 'Insights', 'Ad Center', 'Create ads', 'Boost Instagram post', 'Settings', 'More tools', 'Meta Verified', 'Leads Center', and 'Meta Business Suite'. The 'Posts' tab is selected.

The screenshot shows the Facebook feed for the 'ElevateU' page. The top post is an intro message: 'It's Time to Elevate Your Future'. Below it is a post from 'Cairo, Egypt' with the text 'Hello everyone! للاهذا الأستاده مها مدروسان، مدرسة عاًدوم لمهار حفظة الاعلام، جامعة القايمه'. There are also posts for '10.10 BOOM FLASH SALE!' and 'MEDIA MARKETING'. The sidebar on the left is identical to the one in the first screenshot, showing the 'Posts' tab is selected.



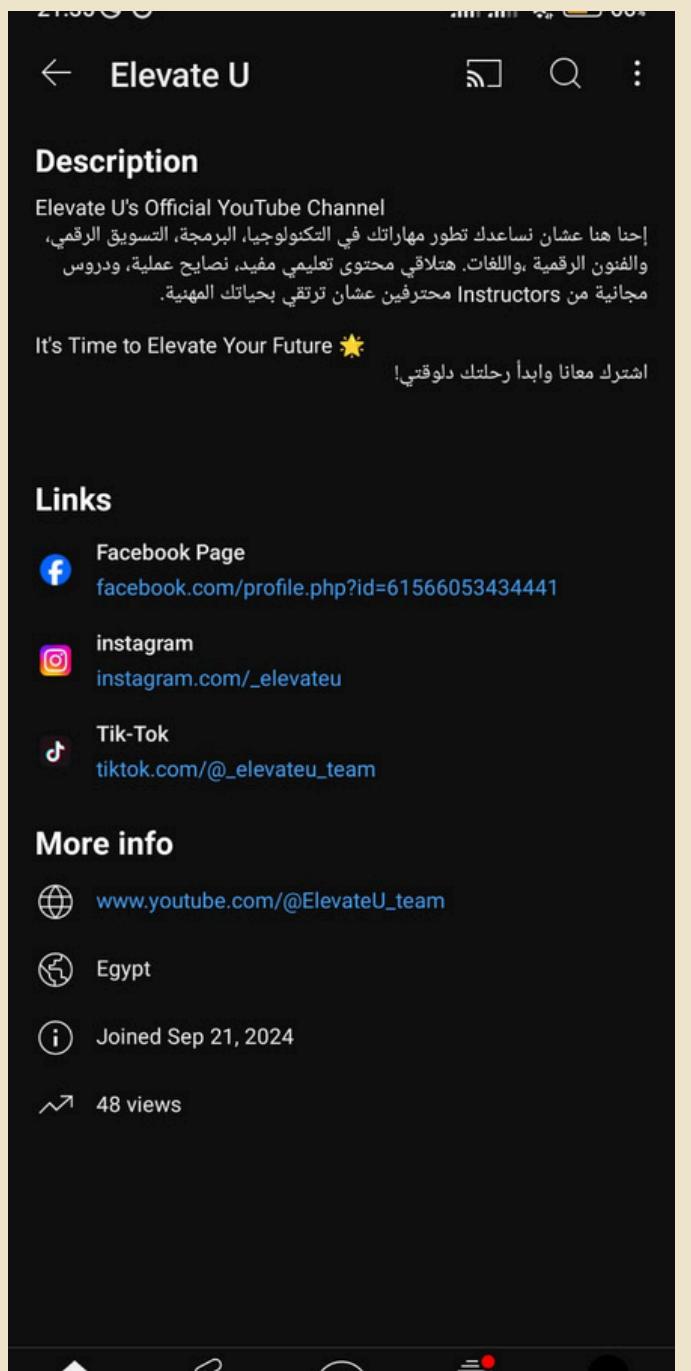
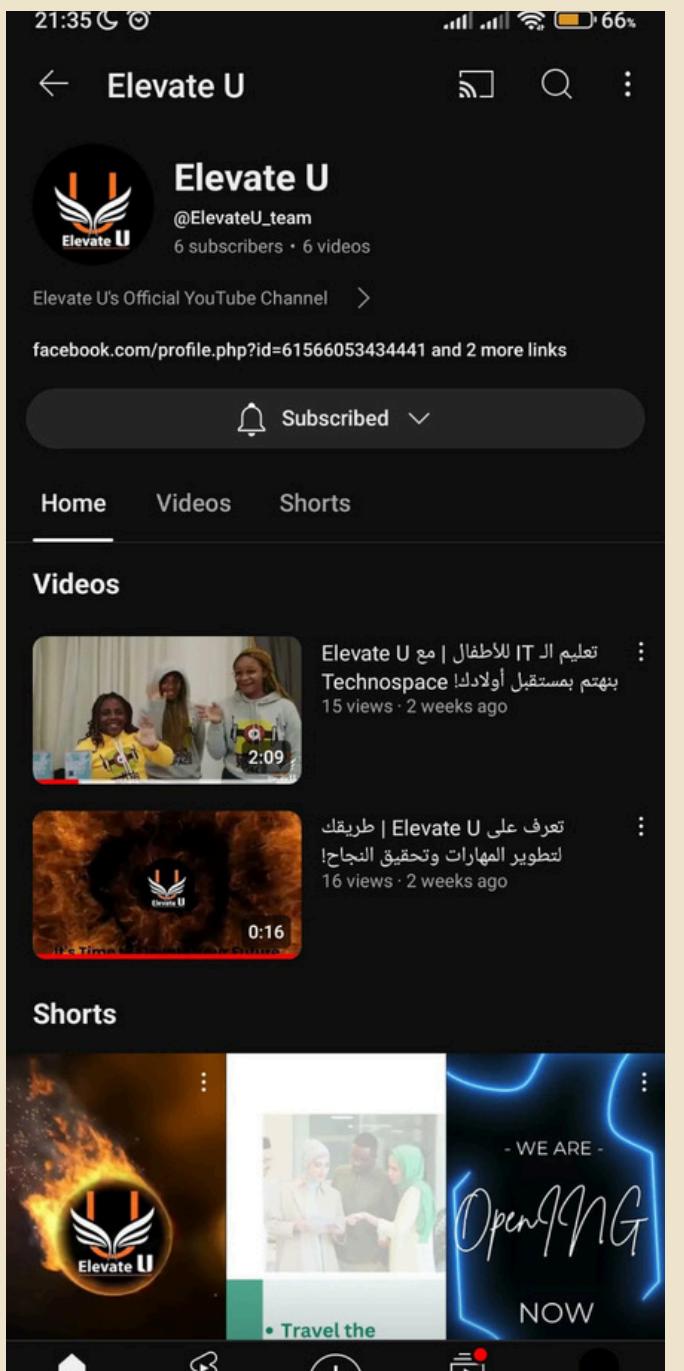
Content planning:

A	B	C	D	E	F	G	H	I
	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	
	1-Oct	2-Oct	3-Oct	4-Oct	5-Oct	6-Oct	7-Oct	
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
10	Tik Tok	2 Shorts & story	2 Shorts	2 Shorts & story	2 Shorts	2 Shorts & story	2 Shorts	2 Shorts & story
13	Note.							
14	Facebook post will be uploaded to Instagram.							
15	The stories 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							



3: YOUTUBE CHANNEL :

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





:4 INSTGRAM:

Link:

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

Instagram

_elevateu Edit profile View archive Ad tools

22 posts 23 followers 5 following

ElevateU
Advertising/Marketing
It's Time to Elevate Your Future

183 accounts reached in the last 30 days. [View insights](#)

New

POSTS REELS SAVED TAGGED

Profile

Threads

10.10 BOOM!

Brand Design Course We provide an aesthetic visual design for your brand! Omnia Hussien



5: TIK TOK

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

tiktok.com/_elevateu_team

_elevateu_team elevateu

0 Following 7 Followers 24 Likes

It's Time to Elevate Your Future

Profile Videos Favorites Liked

Latest Popular Oldest

Following accounts

Create TikTok effects, get a reward

Company

Program

Terms & Policies

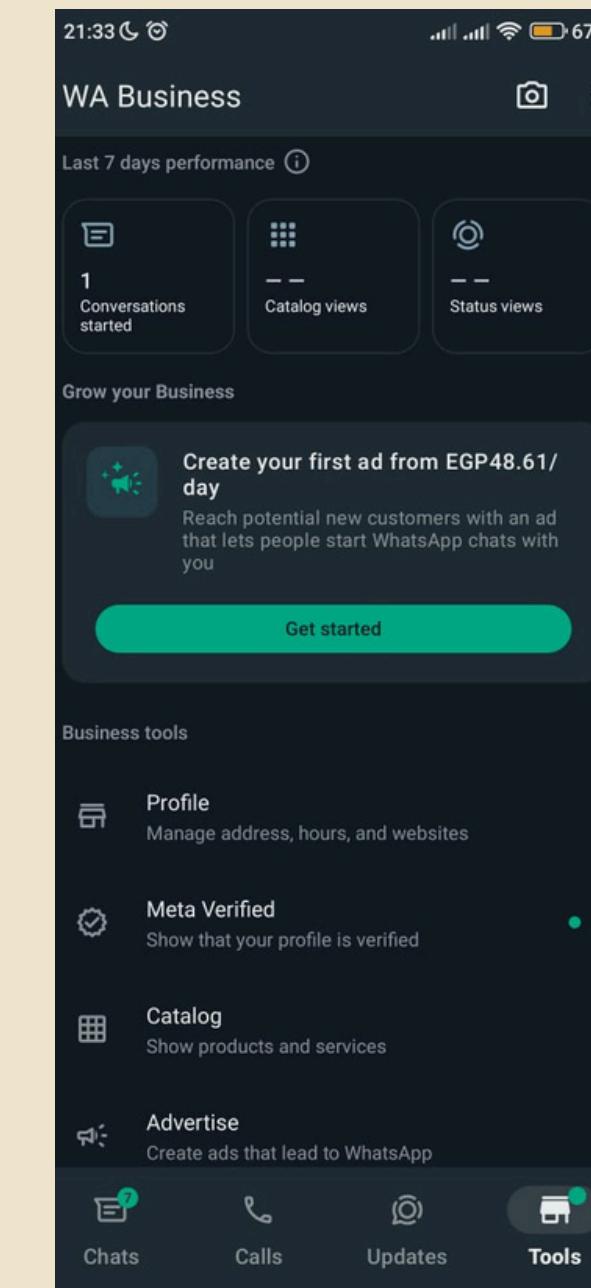
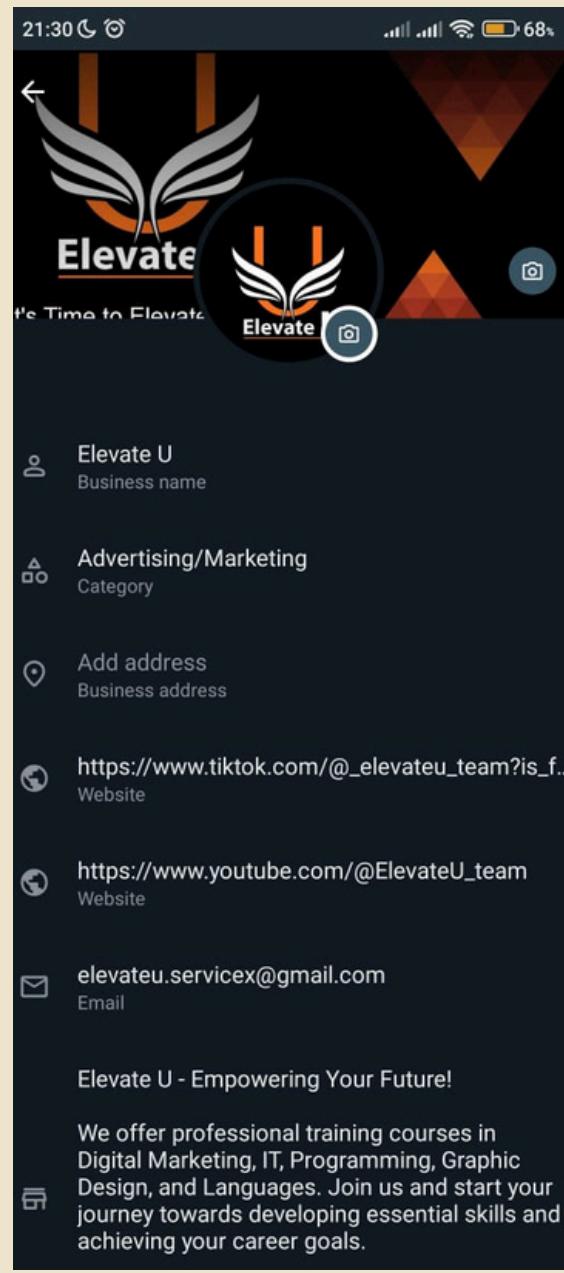
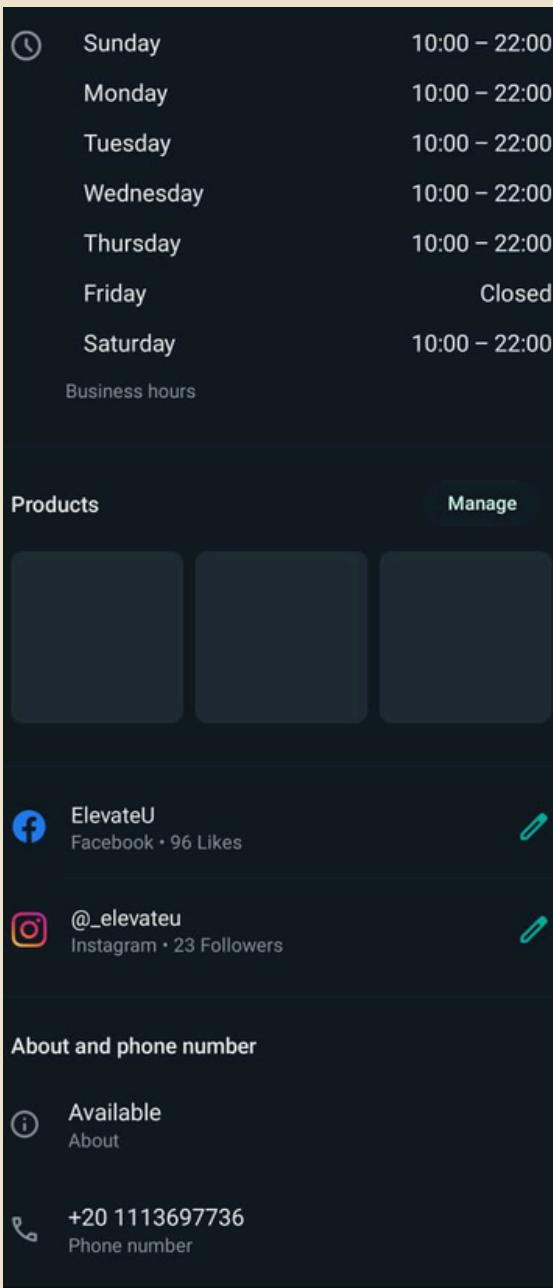
© 2024 TIKTOK



6:WHATSAPP:

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

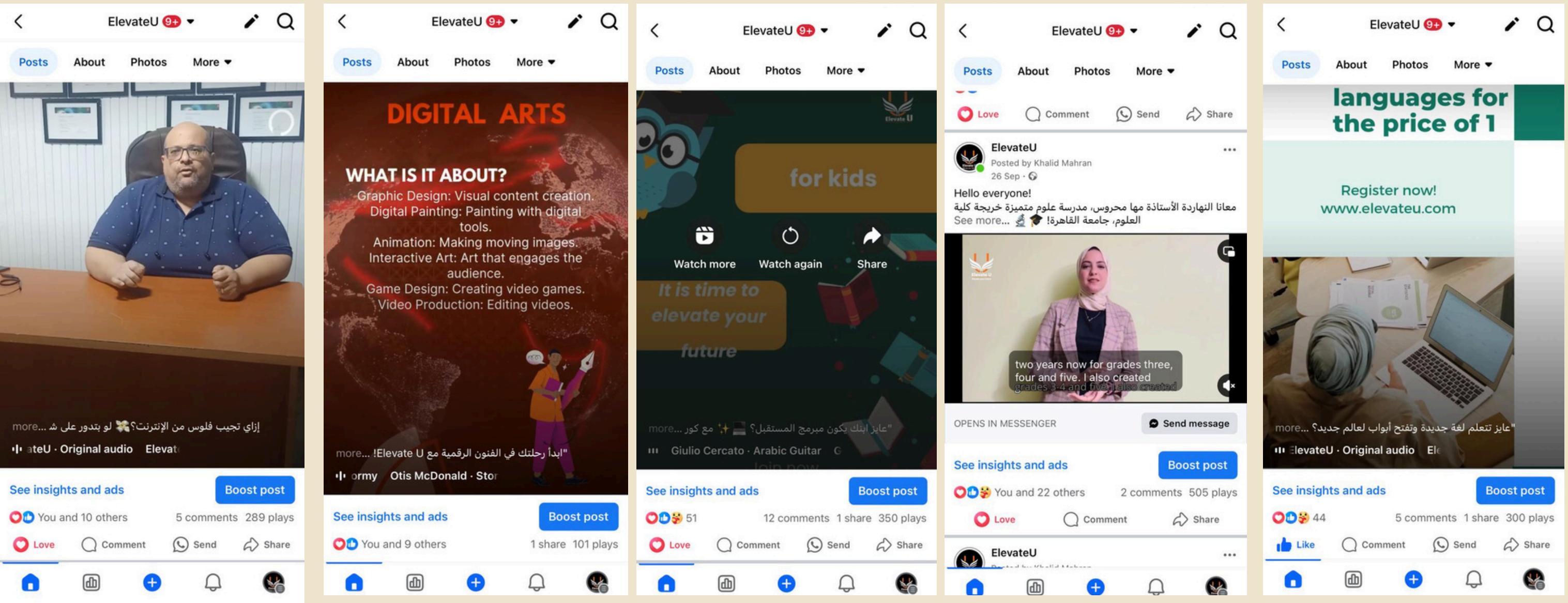
|1





7: FACEBOOK

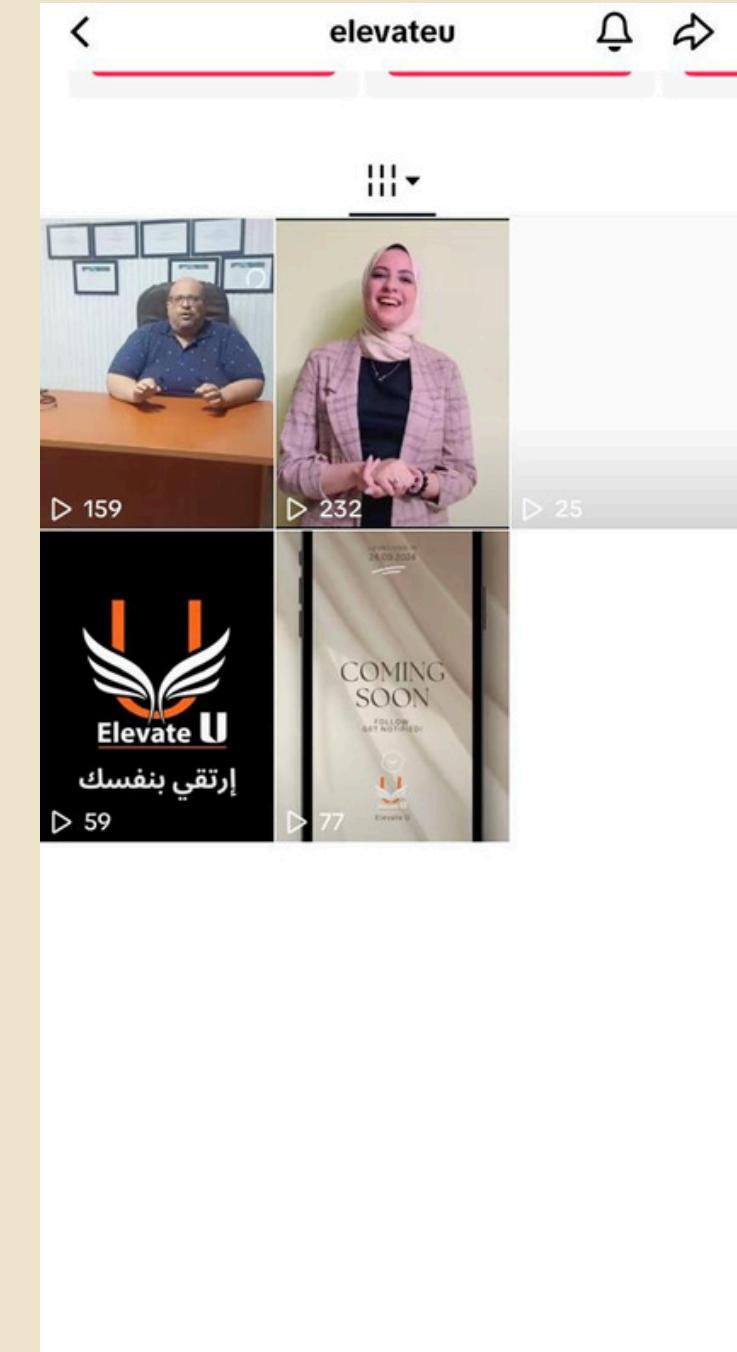
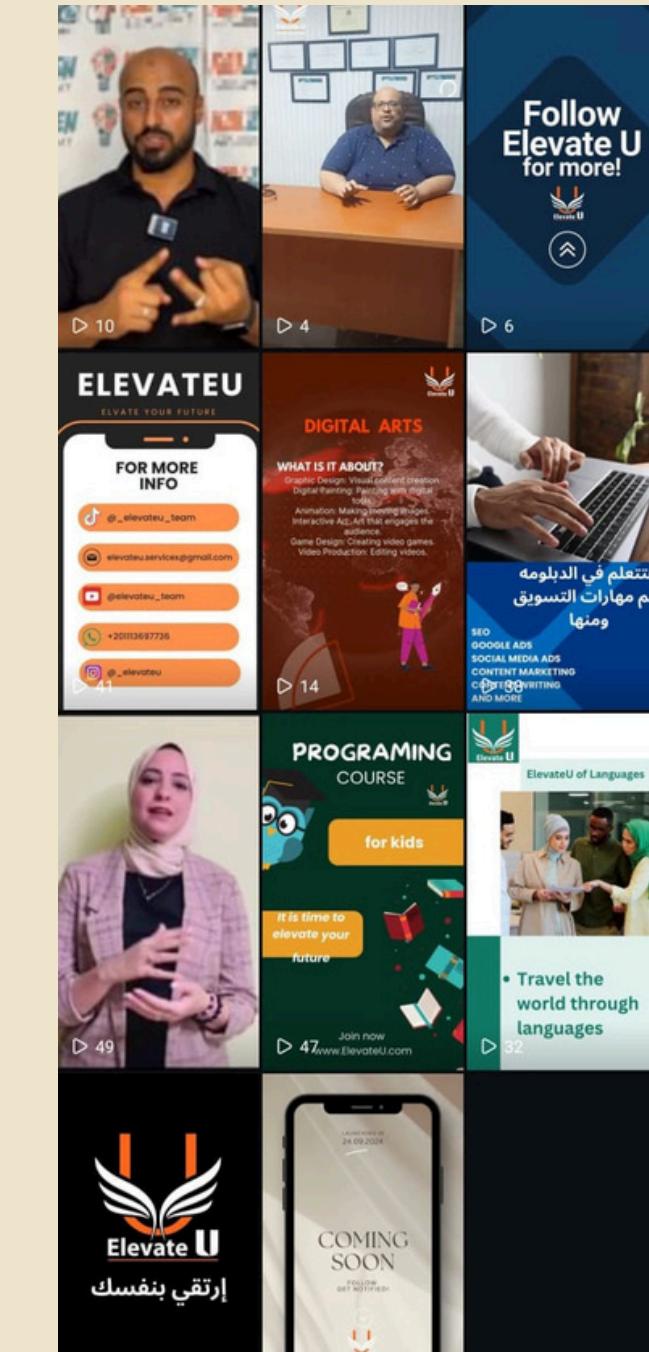
SOME OF OUR ORGANIC ENGAGEMENT:



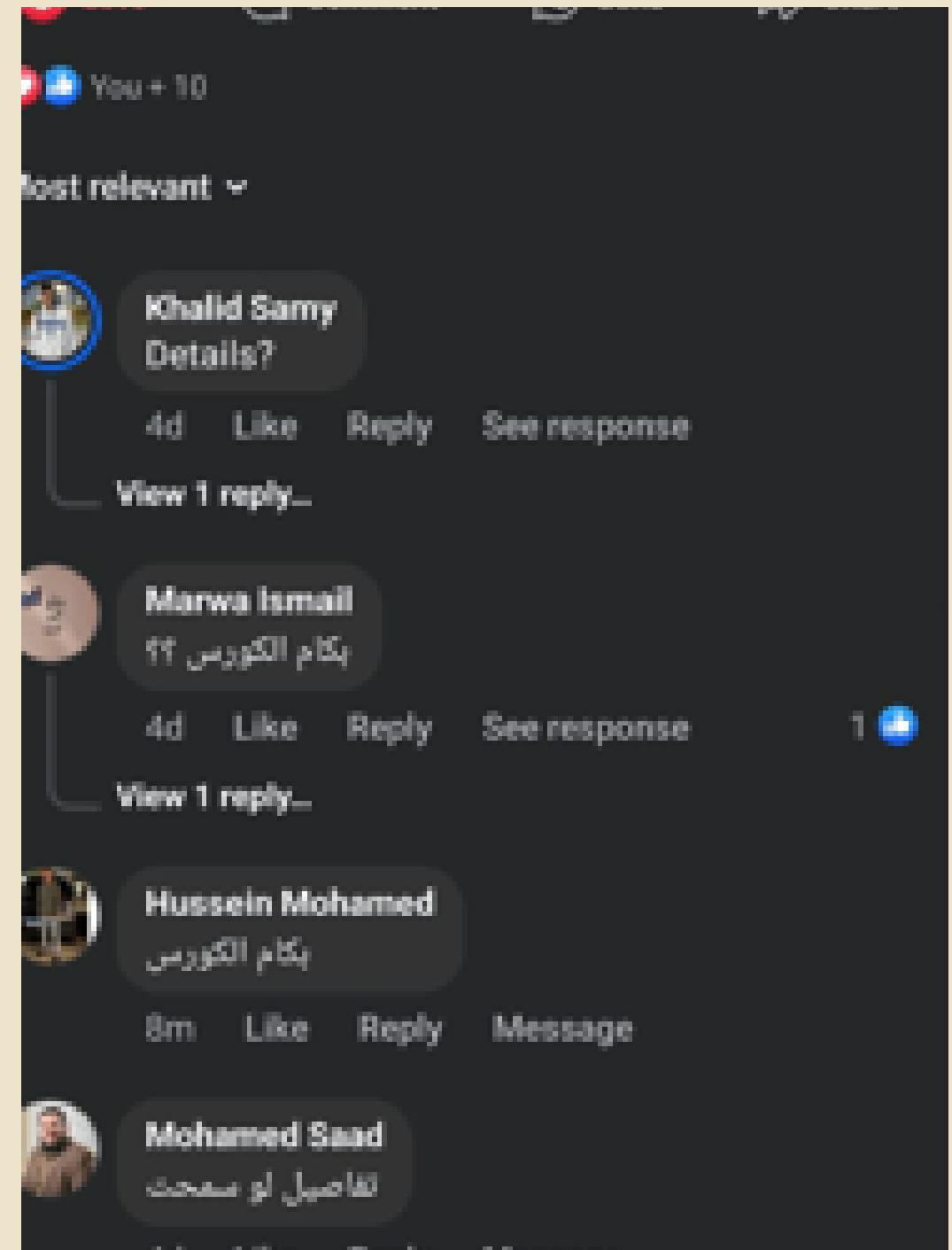
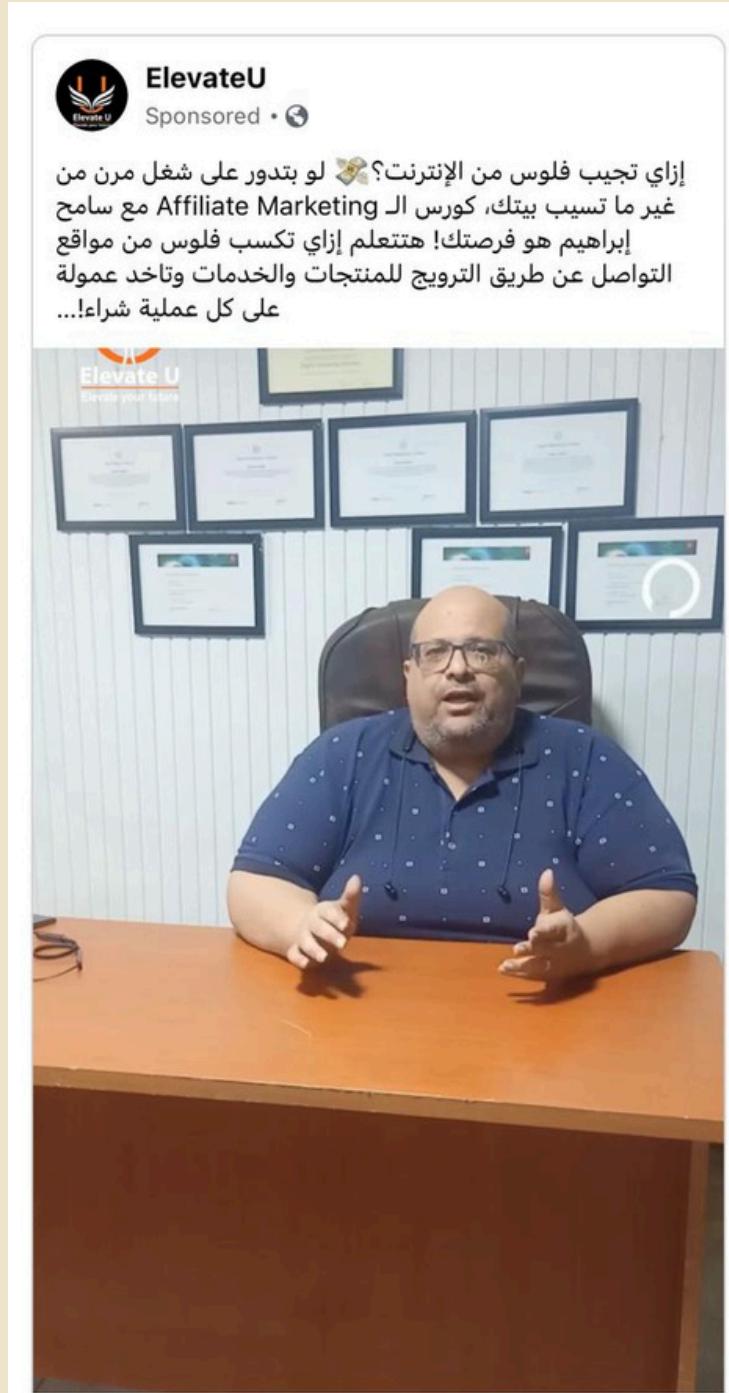


6: INSTAGRAM:

SOME OF OUR ORGANIC ENGAGEMENT:



ORGANIC IMPRESSION:



ORGANIC IMPRETION:





OUR CAMPAIGN AND IMPRESSION:

ElevateU
Sponsored •

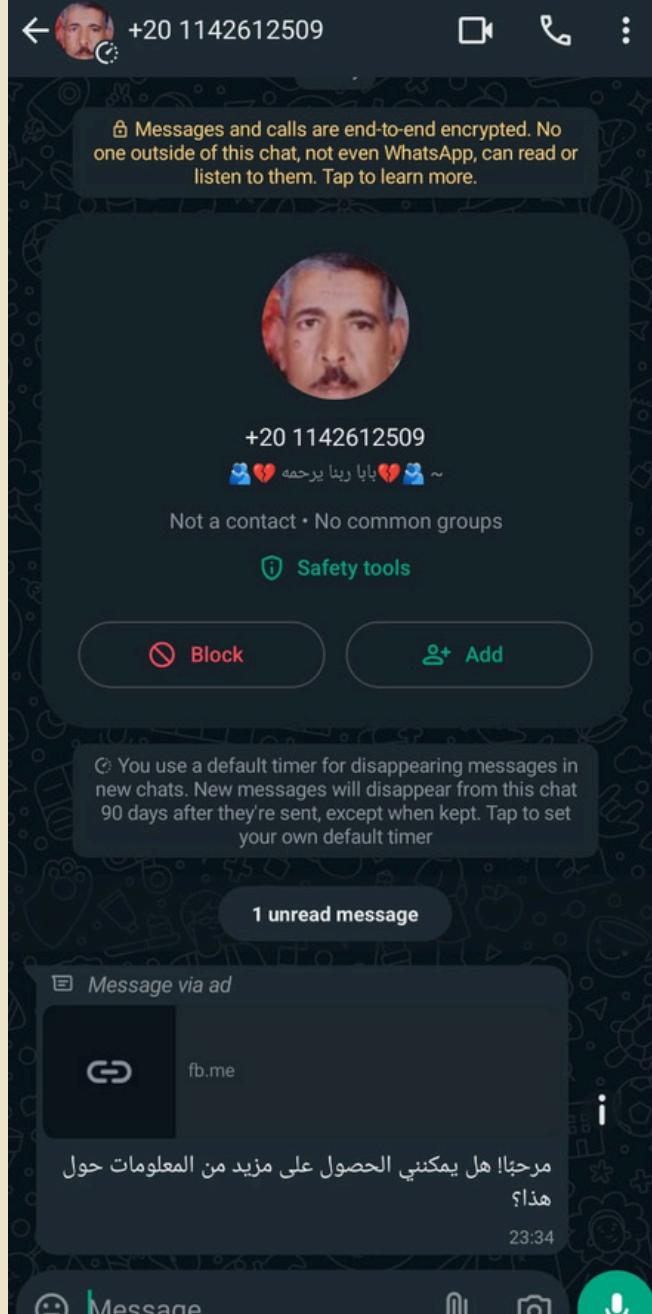
"لو عايز تتقن اللغة الإنجليزية بكل مهاراتها (استماع، كت..."
[See more...](#)



WhatsApp
Contact ElevateU

You, Aisha Amer and 8 others

1.6K plays

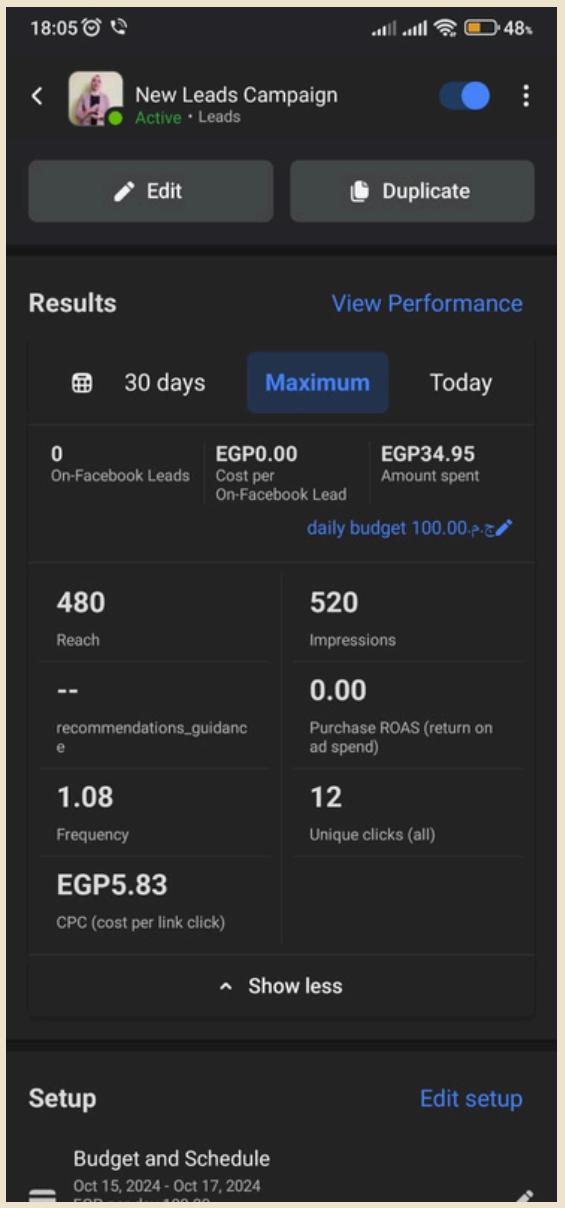
3:17

Chats

- Mohamed Zizo: You: وفيه عرض الأصدقاء · 2:43 pm
- Abanob Saad: You: مرحبًا بكم في Elevate U! · 2:33 pm
- السيد بلال بلال: You: ايوه يا فندم افضل مع حض... · 2:05 pm
- Hana Salem: You: أتشرف بمعرفة سن ابن او بنت ح... · 11:54 am
- Yasser Khlosy: You: وده بعد امتحان تحديد المستوى · 11:53 am
- Lävä Lävä: You: حضرتك تحب تعرف تفاصيل اي ... · Mon
- Iyad Walid: You: مرحبًا بكم في Elevate U! · Mon



OUR CAMPAIGN AND IMPRESSIONS:



18:05 48% New Leads Campaign Active • Leads

Edit Duplicate

Results View Performance

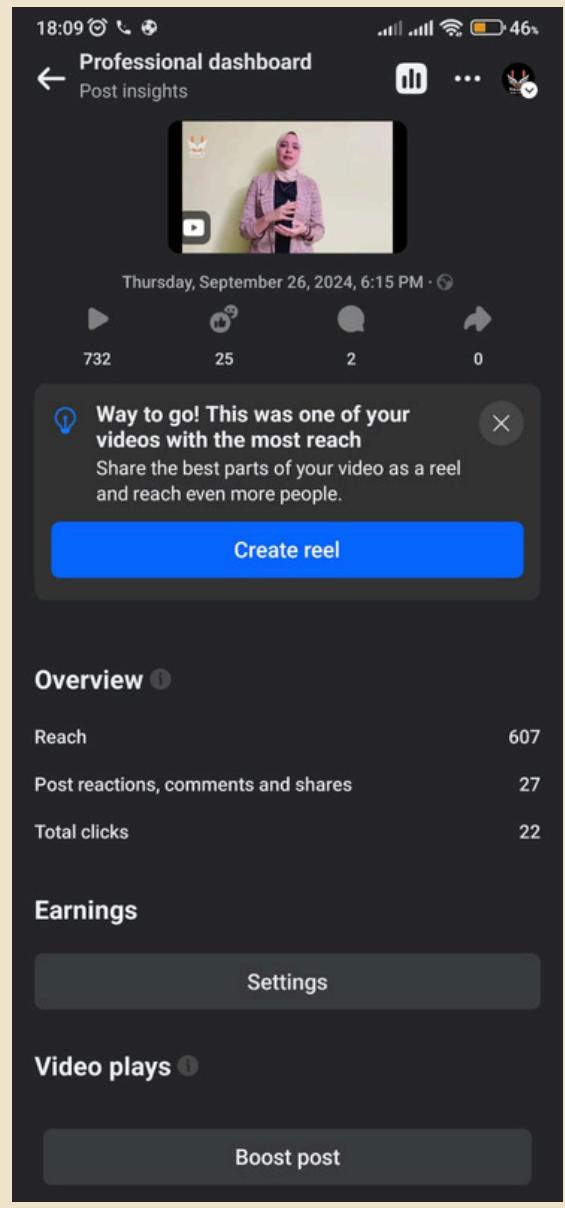
30 days Maximum Today

0 On-Facebook Leads	EGP0.00 Cost per On-Facebook Lead	EGP34.95 Amount spent
480 Reach	520 Impressions	0.00 Purchase ROAS (return on ad spend)
1.08 Frequency	12 Unique clicks (all)	EGP5.83 CPC (cost per link click)

daily budget 100.00 EGP

Setup Edit setup

Budget and Schedule Oct 15, 2024 - Oct 17, 2024 EGP 100.00



18:09 46% Professional dashboard Post insights

New Leads Campaign

Thursday, September 26, 2024, 6:15 PM

732 25 2 0

Way to go! This was one of your videos with the most reach Share the best parts of your video as a reel and reach even more people.

Create reel

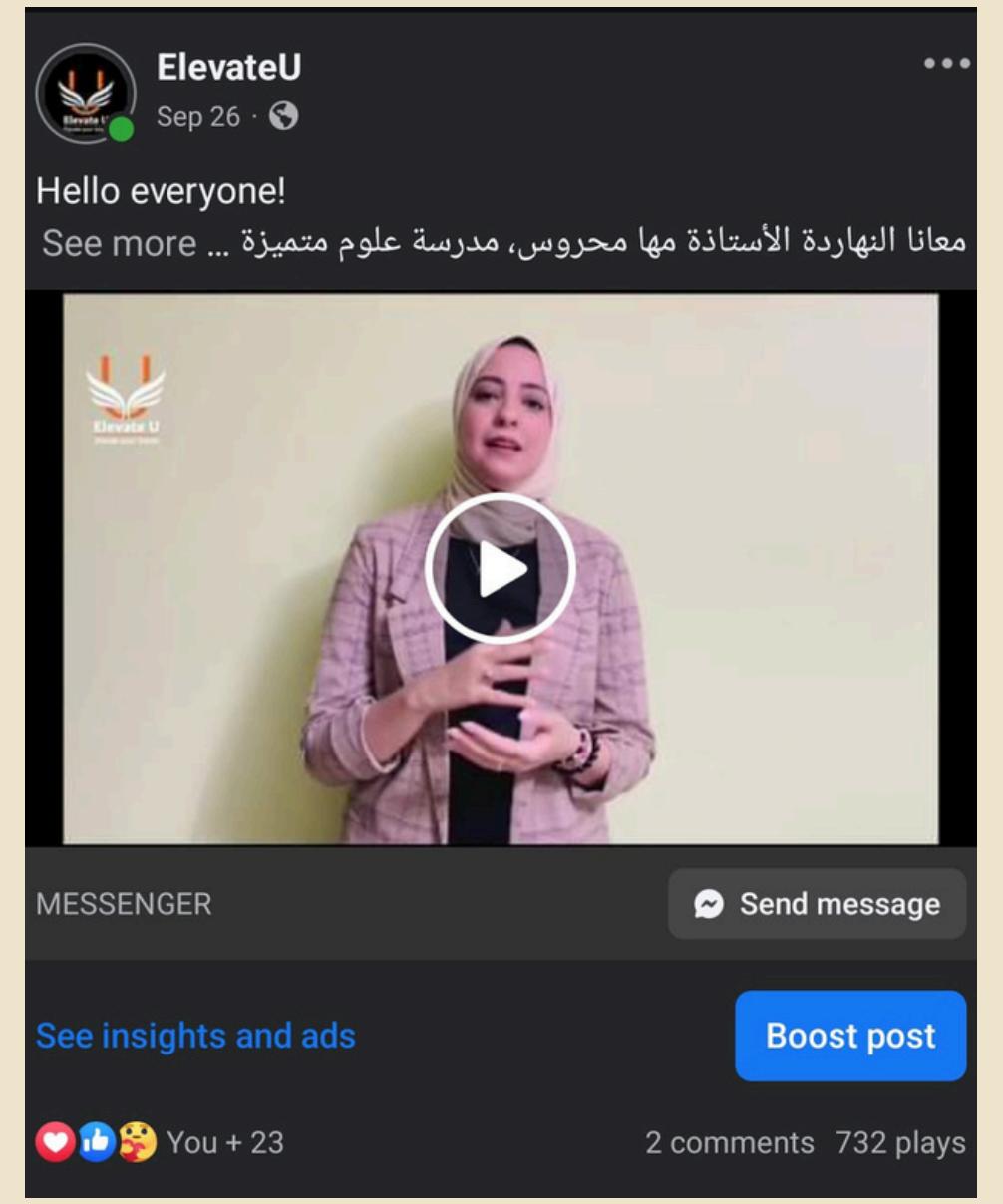
Overview

Reach	607
Post reactions, comments and shares	27
Total clicks	22

Earnings

Video plays Boost post

Boost post



ElevateU Sep 26

Hello everyone!

معانا النهاردة الأستاذة مها محروس، مدرسة علوم متميزة ... See more

MESSANGER Send message

See insights and ads Boost post

You + 23 2 comments 732 plays



Hana Salem 11:41 AM

ممكن مواعيد الشرح صباح الخير يا فندم

المواييد يتكون بالتنسيق مع الانستراكتور والمجموعه

أتشرف بمعرفه سن ابن او بنت حضرتك وهو في سنه كام ؟

Sent 6h ago



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:

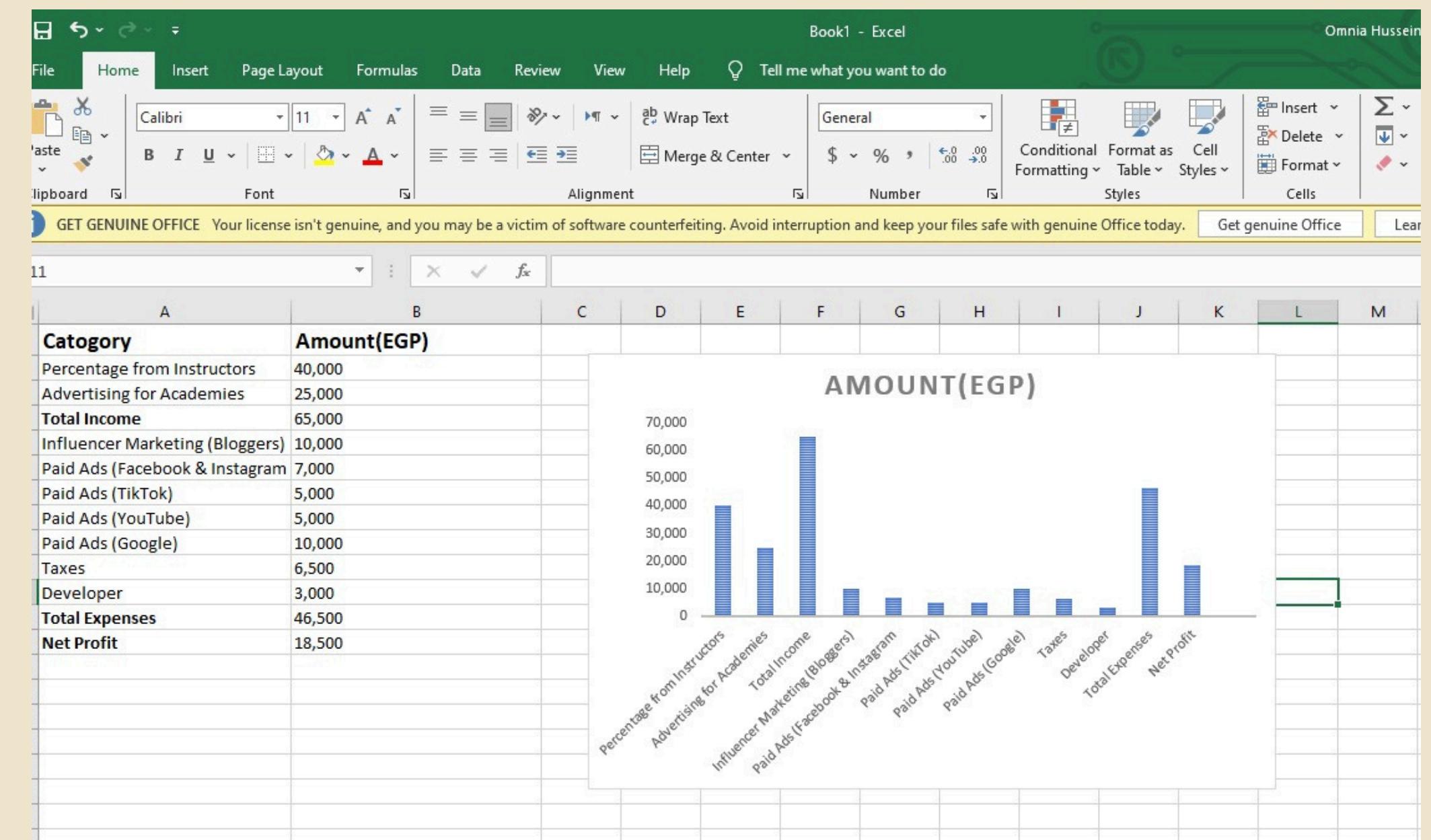
Monitor the timing of ad posts. You may need to experiment with different posting times to maximize engagement.

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.



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 showing four hands of different people, all giving a thumbs-up gesture against a plain, light-colored background. The hands are positioned in a cluster, with some overlapping.

**THANK YOU
DEPI**