

	OWN BUSINESS	COMPETITOR	
FACEBOOK	Nutritionist at home	Dr. Nilly Shams	Dr Kareem Gamal
LINK OF CHANNEL	https://www.facebook.com/share/f3Ajja5Cfy6	https://www.facebook.com/share/qLNyY7yK4uE68H9J/?mibextid=qi2Omg	
LIKES	138	—	
FOLLOWERS	186	2M	370 k
REVIEWS	-	5	
ABOUT	Marwa Magdy اختصاصية التغذية العلاجية والسمنة والنح	د. نيللي شمس / استشاري التغذية العلاجية والصحة	دائما يقولو اسال مجرب ولا تسال طبيب طب ايه رايك تسال
POSTING REGULAR OR NOT	No	yes	yes
A POST OF /WEEK	4	7	3
AVRAGE LIKES/POST	12	900	128
AVERAGE COMMENTS/POST	5	100	84
AVERAGE SHARES/POST	3	30	80
ENGAGEMENT RATE	low	high	high
PAID POSTS/NOT	Not	yes	reels,videos
TYPE OF CONTENT	text, photos, videos	text, photos, videos, Reels	informative,friendly
TONE OF VOICE	Friendly	Formal	friendly
CALL TO ACTION	مستتي اي اتواصل معايا علشان تبدأ رحلتك ف المتابعة وتغ	messages	write in comments, snd private msg
COMMENTS REPLIES	private Sometimes in comments	private and sometimes in comments	private
DESIGNS	yes, photos	yes, photos	videos
KEEP IDENTITY	yes	yes	yes
STORIES CONTENT	yes, same posts	yes, same posts, Reviews	same the reels
WHERE IN BUYER JOURNEY	WhatsApp, messenger	Website, messages, phone	messenger
CONTACTS THROUGH	WhatsApp, messenger	phone, messages	messenger
STRENGHTES	Affordable price, offers	post regularly, videos and reels very helpful	post regularly,fuunny to advice ,suita
WEAKNESS	lake of videos, reels	Call to action not exist	content without text or pics,only on
COMMENTS	focus on videos and reels, post regularly	focusing on designs	

Instagram	Nutritionist at home	dr Nilly Shams
LINK OF CHANNEL	https://www.instagram.com/nutritionist_at_home	https://www.instagram.com/nillyshams?igsh=MWx6MXo0Z2NuYXBkeA==
LIKES	—	—
FOLLOWERS	54	558k
REVIEWS	—	—
ABOUT	clinical Nutritionist	Clinical Nutrition-public health consultant
POSTING REGULAR OR NOT	no	yes
A POST OF /WEEK	2	7
AVRAGE LIKES/POST	5	600
AVERAGE COMMENTS/POST	2	30
AVERAGE SHARES/POST	1	50
ENGAGEMENT RATE	—	—
PAID POSTS/NOT	no	not
TYPE OF CONTENT	posts, videos	reels, posts, videos
TONE OF VOICE	friendly	friendly
CALL TO ACTION	message	—
COMMENTS REPLIES	reply in comments	no reply
DESIGNS	yes	yes
KEEP IDENTITY	yes	yes
STORIES CONTENT	same posts	Reviews, diet plans, same videos
WHERE IN BUYER JOURNEY	direct message	direct message
CONTACTS THROUGH	direct message, WhatsApp	Instagram direct message
STRENGTHS	good designs	post regularly
WEAKNESS	lack of videos, reels	lack of call to action
COMMENTS	—	—
Tiktok	Nutritionist at home	dr Nilly shams
LINK OF CHANNEL	https://vt.tiktok.com/ZS2qLVU9m/	https://vt.tiktok.com/ZS2qLSCUY/
LIKES	32	25,6M
FOLLOWERS	8	1,9M

REVIEWS	—	—	
ABOUT	healthy eating for a longer life	استشاري التغذية العلاجية والصحة العامة	
POSTING REGULAR OR NOT	no	yes	
A POST OF /WEEK		1	7
AVRAGE LIKES/POST		2	1000
AVERAGE COMMENTS/POST	—		30
AVERAGE SHARES/POST		1	70
ENGAGEMENT RATE	—	—	
PAID POSTS/NOT	not	No	
TYPE OF CONTENT	videos	videos	
TONE OF VOICE	friendly	friendly	
CALL TO ACTION	direct message _email	—	
COMMENTS REPLIES	reply in comments	reply in comments	
DESIGNS	—	—	
KEEP IDENTITY	yes	yes	
views		40	50k
WHERE IN BUYER JOURNEY	direct message	WhatsApp	
CONTACTS THROUGH	direct message	WhatsApp	
STRENGHTES	—	posr regularly-use friendly videos	
WEAKNESS	lack of content	lack of call to action	
COMMENTS	—	put call to action	

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