



Marketing Strategy

# AI-Nageeb Icon Shine

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## Key Partnerships

Relationships with eco-friendly product suppliers and equipment providers.

Connections with training organizations to keep our team sharp.

## Canva Business Model

## Key Activities



On-site cleaning in homes, offices, and commercial spaces

Marketing: Promoting through social media, SEO, and word-of-mouth.

Regular checks and feedback to keep service quality top-notch.

Keeping clients happy with fast responses and regular check-ins.

Offering a range of cleaning services (interior cleaning, hood cleaning, furniture cleaning, post-finishing cleaning)

## Key Resources



**Well-Trained Staff:** builds customer trust and ensures high-quality

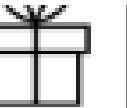
**Website:** Its top-ranked SEO position. This ensures that visitors can quickly and easily access information, enhancing both engagement and customer acquisition.

**Already in use photos :** Demonstrate services in action, which helps potential clients visualize service quality.

**the company has linkedin page and facebook page instagram page and google ads**

**Easy booking and tracking systems** through our website and CRM.

## Value Propositions

For Home Clients:

Our team is carefully selected and trained to minimize risks and deliver consistent results, so clients feel comfortable even if they aren't home. Safe products that are kid-friendly, pet-friendly, and eco-friendly. Professional cleaning that's customized for different spaces, whether it's a villa, a studio, or a family home.

For Business Clients:

Specialized cleaning for high-traffic areas, lobbies, kitchens, and even healthcare facilities, ensuring compliance with industry standards.

Committed to using products and methods that support environmental responsibility, helping businesses maintain a greener image.

Creates a fresh, pleasant workplace that boosts employee morale and makes a positive impression on customers, contributing to a more productive and inviting atmosphere. A team that's up-to-date with all the latest cleaning tricks and methods, making sure every job is done right and looks great every time

## Customer Relationships



Customized cleaning plans based on what each client needs.

Dedicated contacts for our business clients to make sure everything is handled smoothly.

Friendly, easy-to-reach support by phone, email, and social media.

Discounts for regular clients and rewards for referring new customers.

## Customer Segments

Residential Clients:

Homeowners, renters, and busy folks living in urban areas, aged 25-55, who want a clean space without the hassle.

Working moms, busy professionals, and families who'd rather spend their time on other things instead of cleaning.

Business Clients:

Offices, restaurants, hotels, clinics, and other places needing regular cleaning inside and outside Cairo.

Managers and owners who want their space looking spotless for both employees and customers, with specific needs for certain businesses like hospitals or tourist spots.

## Channels



Website with all the details, easy online booking, and tips on keeping clean.

Social media (Facebook, Instagram, Google Ads) to show off our work, share client reviews, and post before/after photos.

Landing Page: Dedicated page to capture leads

Email Marketing: Sending follow-up emails to leads from the landing page

## Cost Structure



Wages and training costs for our cleaning teams and support staff.

Costs for cleaning products and maintaining equipment.

Money spent on digital ads, social media, and promotional material.

Expenses like vehicle maintenance, utilities, office rent, and software.

Investment in support tools and loyalty rewards to keep clients coming back.

## Revenue Streams



One-time cleanings like moving days, event cleanups, or deep cleaning sessions.

Extra charges for things like upholstery cleaning, floor polishing, air conditioning cleaning.

Higher rates for urgent or last-minute requests, especially after hours.

# About us



### Our Vision

To be the leading provider of cleaning and landscaping services, known for quality and eco-friendly solutions, creating cleaner and more attractive spaces.



### Our Mission

Deliver high-quality cleaning, disinfection, and landscaping services, enhancing property beauty with innovation and skilled teams while ensuring customer satisfaction and sustainability.

### About Our Business

Al-Najeeb Icon Shine is a company specialized in providing comprehensive cleaning services. Additionally, it offers related services such as disinfection, sterilization, and pest control. The company also supplies and executes all landscaping works, including garden design and irrigation systems. Furthermore, it carries out hardscape work such as marble, gravel, granite, and pergolas for gardens, ensuring that your property looks beautiful and well-presented for visitors, clients, and others.



## **2- Market Analysis**



The cleaning, disinfection, and landscaping market is growing due to increased focus on hygiene and property appearance. After COVID-19, the demand for deep cleaning services has risen, especially in both residential and commercial sectors.

Al-Najeeb is a key provider of integrated services like cleaning, disinfection, pest control, and landscaping. A market analysis will help the company understand customer needs, seize new opportunities, and strengthen its competitive position.

**File**

# Swot analysis

| Strengths  | Weakness   |
|--|--|
| <p>high-quality service, tailored to specific needs (e.g., villas, studios), strong local reputation. The emphasis is on environmentally friendly products and sustainability. Fast response times, ensuring customer needs are met promptly. has a dedicated team of professionals trained in the latest cleaning techniques and protocols, ensuring consistent high-quality service.</p> | <p>Limited brand awareness outside El Alamein, potential high cost. Balancing quality and cost can strain resources. Lower prices might lead to perceived value concerns among some clients.</p>  |
| Opportunity  | Threats  |
| <p>Growth in tourism in El Alamein, demand for specialized cleaning. Potential to expand services to new areas such as 6 October, Cairo, and El Sheikh</p>   | <p>Competition from other cleaning services, Competitors may offer similar services at lower prices.</p>   |

# Pest analysis

## Political:

Supportive regulations enforcing hygiene standards in commercial places may increase demand for professional cleaning services.

## Economic:

Economic downturns can result in budget cuts and lower spending on cleaning services.

## Social:

Increased consumer hygiene awareness following the epidemic drives up demand for cleaning services.

## Technology:

Cleaning technology advancements can lead to increased efficiency and quality.

# Objectives

## Sell:

Increase service sales by 10% in the next year through targeted marketing campaigns and promotions.

## Serve

Enhance customer service response times by implementing a new customer relationship management (CRM) system.

## Speak:

Increase brand awareness in 6 October, Madinty, and El Sheikh Zaid through targeted marketing campaigns,

## Sizzle:

Provide fast, on-demand service replies to customer requests,

## Save

Maintain a balance between high service quality and competitive pricing, aiming to keep customer satisfaction

# Competitor Analysis

| Competitor 1  |  |
|---|--|
| FilKhedma   |  |
| <a href="https://www.filkhedma.com/home/">https://www.filkhedma.com/home/</a>                 |  |
| <a href="https://www.facebook.com/FilKhedma">https://www.facebook.com/FilKhedma</a>           |  |
| 167K  |  |
| 212K  |  |
| No activity to show in reviews / bad reviews in comments                                      |  |
| عن تطهير على ذلك من غير وجعل دماغ (تطهير المنزل، مساعدة الكيف، أعمال النباكة وغيرها) شرف لك ، |  |
| Regular   |  |
| 45353   |  |
| 6 / including angry act   |  |
| 2   |  |
| 1   |  |
| 1%  |  |
| Active paid post  |  |
| posts with photo / reels  |  |
| familiar egyptian   |  |
| book now  |  |
| most of comments are hidden   |  |
| single image  |  |
| yes   |  |
| no stories  |  |
| Conversion  |  |
| الخط الساخن 19125   |  |
| posting regulary /application   |  |
| bad reviews   |  |
| most of comments are bad reviews  |  |

| Competitor 2  |  |
|---|--|
| Geco Group  |  |
| <a href="https://gecogroup.co/">https://gecogroup.co/</a>                               |  |
| <a href="https://www.facebook.com/gecogroupco">https://www.facebook.com/gecogroupco</a> |  |
| 1.9k  |  |
| 2k  |  |
| no reviews  |  |
| جبو جروب شركة معاونة مصرية متخصصة في مجال الخدمات                                       |  |
| no  |  |
| 1   |  |
| 6   |  |
| 1   |  |
| 1   |  |
| 0.01  |  |
| no paid ads   |  |
| videos / posts with photo / carousel  |  |
| english / formal arabic   |  |
| Send us message now for booking   |  |
| no comments   |  |
| single image / video  |  |
| yes   |  |
| no stories  |  |
| Conversion  |  |
| facebook messages   |  |
| variety in types of content   |  |
| not posting regulary  |  |

| Competitor 3  |  |
|---|--|
| Jinni Services  |  |
| <a href="https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.jinniservices.com%2F%3Ft">https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.jinniservices.com%2F%3Ft</a> |  |
| <a href="https://www.facebook.com/jinniservices">https://www.facebook.com/jinniservices</a>   |  |
| 49k   |  |
| 51k   |  |
| جنة احترافية، نظافة وترتيب بالمواصفات والجودة المطلوبة، ملائمة  |  |
| عrlen ذلك منك تدور على حد ساعده في تنظيف بيتك وشركتك ! من الضروري مثل هنا تدور على حد ساعده   |  |
| Jinni .   |  |
| تتوفر لك خدمات النظافة بمواعيد مطبوعة وبجودة عالية عن طريق متخصصين في كل المجالات التي يقدم فيها الخدمة   |  |
| no regular  |  |
| one a week but last month no posting  |  |
| 3   |  |
| 20  |  |
| 2   |  |
| 0.00%   |  |
| no pad ads  |  |
| videos / reels , photos posts   |  |
| familiar & friendly   |  |

## Competitor Analysis

### Strengths

- Attractive designs.
- Continuous content publishing rate.
  - Many branches in Cairo
- Quick responses.
- -Reasonable prices.
- -Having application.
- -Using sponsored ads and reels to reach a larger number
- -A clever name and logo for the brand.
- -Having a hotline and its own website.

### Weakness

- Lack of interaction despite the large number of followers.
- There are no facebook ads that would increase the interaction rate on the posts.
- Do not publish daily stories.
- Lack of short videos (reels).
- Lack of published content during the month.

# Audience Segmentation

## Residential Sector (Individuals)

- **Consumer Type:** Individuals or families who need regular or periodic home cleaning services.
- **Needs:** Cleaning houses, apartments, villas, special services such as event cleaning or post-moving cleaning.



## Commercial Sector (Companies)

- **Consumer Type:** Companies and commercial establishments such as offices, restaurants, hotels, hospitals.



- **Needs:** Cleaning offices, showrooms, commercial buildings, maintaining constant cleanliness, and adhering to health and safety standards.

# Target Audience Analysis

## 1. Residential Sector:

- **Age Group:** 25-55 years old.
- **Income:** Medium to high.
- **Geographic Location:** Residents of urban areas and upscale residential compounds.
- **Interests:** Convenience, saving time, and maintaining regular home cleanliness.
- **Pain Points:** Lack of time to clean the home themselves, the need for reliable and efficient services.
- **Goals:** To receive quick and professional cleaning services without the need for constant supervision.

## 2. Commercial Sector:

- **Age Group:** Business owners and managers aged 30-60 years.
- **Type of Businesses:** Offices, restaurants, hotels, commercial centers.
- **Interests:** Maintaining the company's or establishment's image in terms of cleanliness and a good presentation for both clients and employees.
- **Pain Points:** Recurring cleanliness issues, high costs without adequate quality.
- **Goals:** To achieve a clean and professional work environment that improves employee productivity and enhances the customer experience.

# Buyer Persona

## 1. Luxury Villas and Residential Complexes:

- **Name:** Omar, Villa Owner
- **Age:** 39
- **Gender:** Male
- **Location:** Giza, Egypt
- **Job Title:** Business Executive
- **Background:** Omar is a successful business executive who owns a large luxury villa. He takes pride in the appearance of his home and wants to ensure it's always immaculate for his family and visitors. He's busy with his work, so he values high-quality services that require minimal oversight. He's also environmentally conscious and prefers green solutions.

### Pain Points:

- Difficulty finding a cleaning service that offers both indoor and outdoor maintenance at a high standard.
- Wants to ensure that his villa's gardens, hardscapes, and living spaces always look pristine, but struggles to find a comprehensive solution provider.
- Past service providers didn't meet his expectations in terms of attention to detail or punctuality.

### Goals:

- Keep his villa in perfect condition, including outdoor landscaping and hardscapes, for personal enjoyment and to impress guests.
- Ensure all cleaning materials used are safe for the environment and his family.
- Partner with a reliable service provider that can maintain both the interior and exterior of the property.

### Preferred Services:

- Regular, detailed cleaning of both indoor and outdoor spaces.
- Landscaping and hardscape maintenance, including garden care and pergolas.
- Disinfection and pest control services.

# Buyer Persona

## 2. Hotels and Resorts:

- **Name:** Ahmed, Operations Manager
- **Age:** 50
- **Gender:** Male
- **Location:** Cairo, Egypt
- **Job Title:** Hotel Operations Manager
- **Background:** Ahmed manages the daily operations of a 5-star resort and is responsible for maintaining high standards of cleanliness and guest comfort. He has over 10 years of experience in hospitality and deeply understands the importance of cleanliness in customer satisfaction and online reviews.

### Pain Points:

- Needs a reliable cleaning service that can handle high guest turnover.
- Concerned about maintaining a high level of hygiene, especially post-pandemic.
- Requires efficient, eco-friendly cleaning solutions that align with the hotel's sustainability goals.
- Struggles with inconsistent cleaning standards and delayed responses from current service providers.

### Goals:

- Ensure guests always find the resort impeccably clean, which impacts positive reviews.
- Maintain compliance with health and safety standards.
- Establish a long-term partnership with a cleaning company that delivers on promises without the need for micromanagement.

### Preferred Services:

- Comprehensive daily cleaning services for rooms and public spaces.
- Disinfection and pest control to ensure hygiene.
- support during busy seasons and use of environmentally friendly solutions

## 3-Digital Marketing Strategy

**Based on the strategy**

Facebook and Instagram were chosen to publish the content

As a result, the site appears on the Google search engine optimization

we have chosen to run advertising campaigns on both Facebook and Google Ads.



GOOGLE ADS



FACEBOOK



INSTAGRAM

More Read about  
Strategy click here

# Content Calendar

We have created a content calendar for one week, from October 12th to Thursday, October 17th.

Click Here

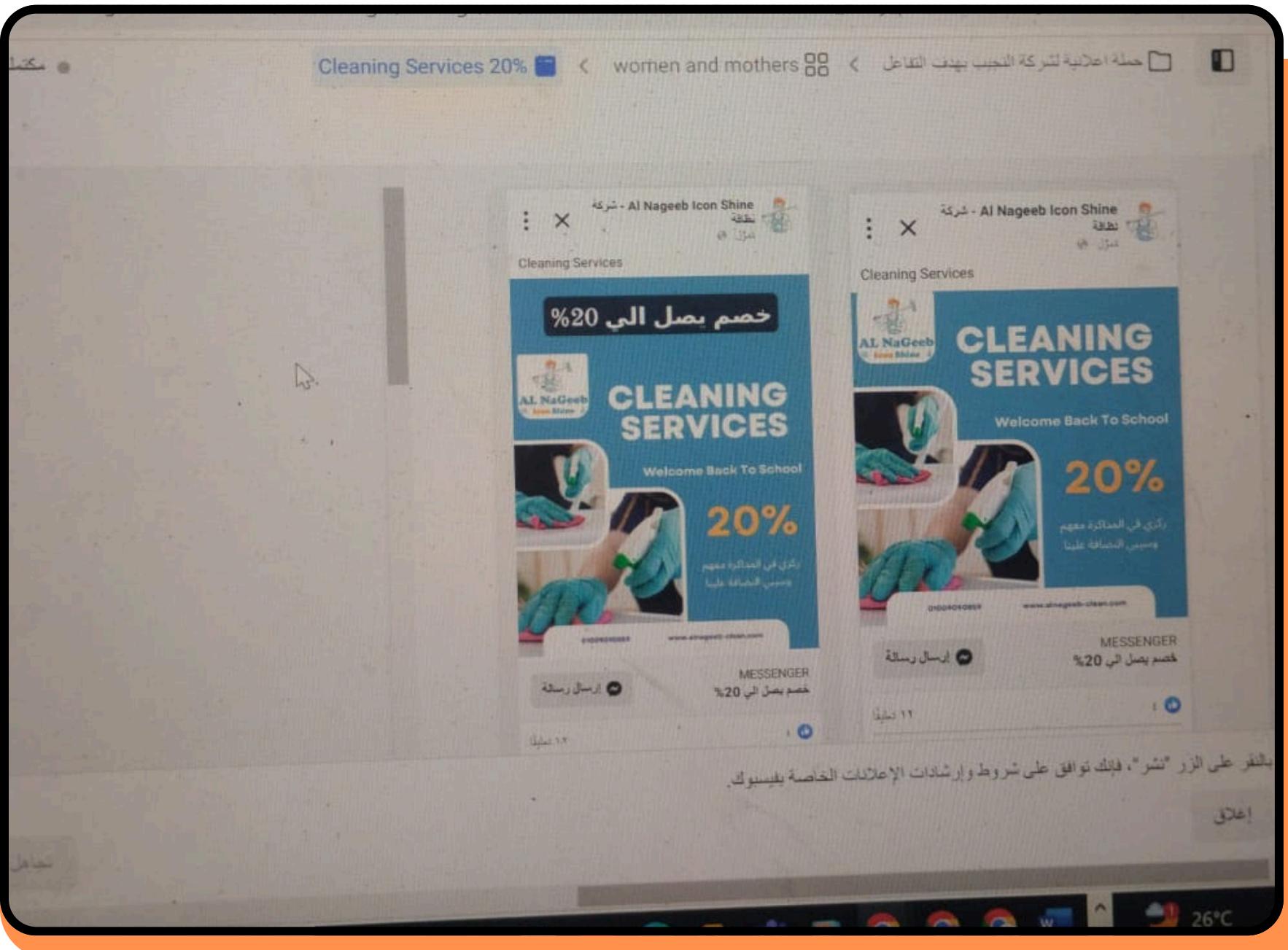
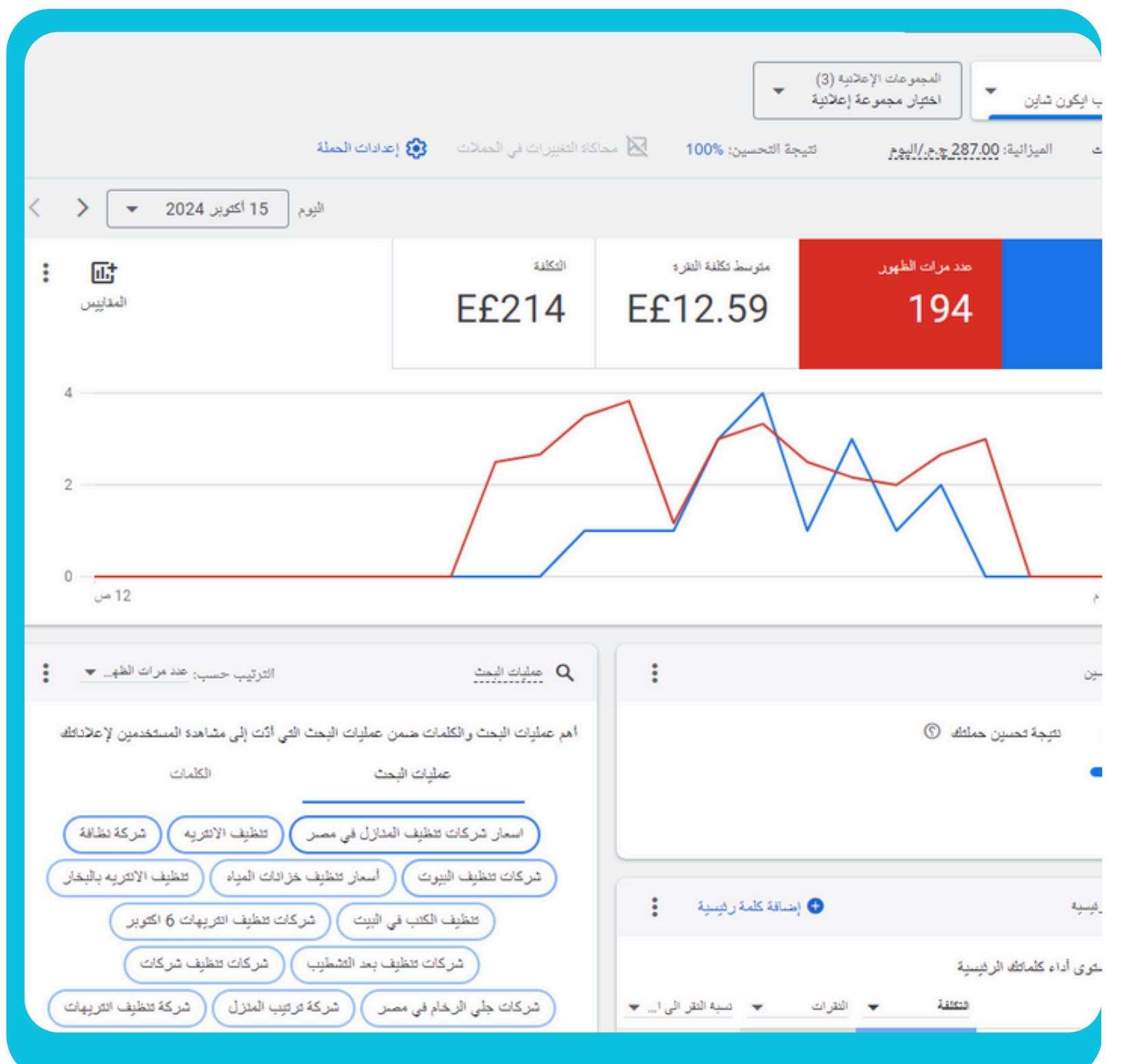
|                     | الاثنين<br>13-10-2024  | ثلاثاء<br>14-10-2024   |
|---------------------|--|--|
|                     | 4  | 6  |
| تم النشر            |  | نشر  |
| ييفي                | تغريبي   |  |
| تنسيق الحدائق       | الزجاجية للمباني   |  |
| Layla               | Ahmed  |  |
| تصميم               | صورة   |  |
| مشغول طو<br>خدمات ت | ما يلاحظه العملاء، خدمات<br>الحدائق والصيانة التي تحول مساحتك<br>الخارجية إلى جنة خضراء!<br>لأننا نحن "المبني". اتصل بنا<br>والاستفسار | هل تعلم أن التكييفات المسخة تظل من كفاءة<br>المظهر وتزيد التكاليف؟ خدمات تنظيف<br>التكيفات لدينا تضمن لك تشغيل النظام بكفاءة<br>مع الحفاظ على جودة الهواء في جميع غرف<br>المنزل.<br>اتصل بنا للمعاينة والاستفسار |
| 01009090859         | 01009090859  | 01009090859  |
| #تنظيف              | #تنسيق_الحدائق #خدمات_تنظيف_ المنازل<br>#الطيب_ للتقطيف  | #تنظيف_ التكييفات<br>#تنظيف_ المناق#الطيب_ للتقطيف   |
| انستغرام، فيسبوك    | فيسبوك   | انستغرام، فيسبوك   |
| post_story          | post_story   | post_story   |

|                                  | الأحد<br>13-10-2024  | الاثنين<br>14-10-2024  |
|----------------------------------|--|--|
|                                  | 3  | 5  |
| ترووي                            | تغريبي   | تغريبي   |
| تنظيف التكييفات                  | تنظيف الأثاث والمفروشات  | Ahmed Layla  |
| Ahmed                            | Layla  | صورة   |
| صورة                             | هل تعلم أن التكييفات المسخة تظل من كفاءة<br>المظهر وتزيد التكاليف؟ خدمات تنظيف<br>التكيفات لدينا تضمن لك تشغيل النظام بكفاءة<br>مع الحفاظ على جودة الهواء في جميع غرف<br>المنزل.<br>اتصل بنا للمعاينة والاستفسار | هل تعلم أن التكييفات المسخة تظل من كفاءة<br>المظهر وتزيد التكاليف؟ خدمات تنظيف الأثاث<br>والمفروشات<br>أثناك يجدون تنظيفاً ويعزز صحة المنزل.<br>صل بنا للمعاينة والاستفسار |
| 01009090859                      | 01009090859  | 01009090859  |
| #تنظيف_ المفروشات #تنظيف_ الأثاث | #تنظيف_ التكييفات  | #الطيب_ للتقطيف  |
| #تنظيف_ المناق                   | #تنظيف_ المناق#الطيب_ للتقطيف  | #الطيب_ للتقطيف  |

# 4-Content Creation



# 5- Campaign Management



# 5- Campaign Management



Facebook Last 28 days

### Ways to help grow your reach

**Advertise your business**

**Facebook reach**

28 days prior: 106  
From organic: 106  
From ads: 2,172

You may see estimated daily results of 9,991 - 28,874 Facebook reach when you spend 350 .₪ a day on ads.

**Boost for reach**

**Post frequently and improve**

**Posts** 6 ↑ 500% Median Face 2 ↑ 100%  
**Stories** 7 ↑ 100% Median Face 1 —

[See tips to help improve your content](#)

**Messaging**

**Messaging conversations** 48 ↑ 100% **New contacts** 48 ↑ 100%

**Approximate earnings** 0.00 ₪ 0% **Orders created** 0 0%

[See more](#)

9:08 Professional dashboard

**Home Insights Creation Growth More**

**Continue in your level journey!**  
You have 2 requirements left to complete level 1

**Performance** See all

from previous 28 days **2.1K ↑6K%** Reach  
from previous 28 days **5 ↑150%** Net followers

from previous 28 days **51 ↑132%** 3-second video views  
from previous 28 days **166 ↑822%** Engagement

**Reach**

Recent posts

[See all](#)

Facebook Last 28 days: Sep 1 - Oct 13

**Reach** 2.2K ↑ 6.1% **Content interactions** 48 ↑ 182.4% **Followers** 100 Lifetime **Link clicks** 56 ↑ 100%

**Ways to help grow your reach**

**Advertise your business**

**Post frequently and improve**

# 6-control

| mesurement                      | how to measure ?  | Results                              |
|---------------------------------|---|--------------------------------------|
| Reach / page views              | facebook page reach through the campaing                    | 32k %                                |
| Net followers                   | growth % of net followers now and through the campaing      | 100% growth                          |
| 3 second video views            | growth of 3 econd video views                               | 733% growth                          |
| Engagement/ facebook            | reaction / comments / replies , through and after campaing  | 10k % growth                         |
| content shared                  | number of stories & posts / week                            | posting regulary every day / 1 story |
| overall interactions / facebook | overall interactions / week                                 | 10k % growth                         |
| reply to comments               | minimize time between comments and replies                  | immediately replies                  |
| Customer Acquisition Cost       | Total Marketing Expenses / Number of New Customers          | 800 facebook+ 1500 google / 3 = 766  |
| Conversion Rate                 | (Number of Conversions / Number of Website Visitors) x 100  | 67%                                  |
| Cost Per Lead                   | Total Cost of Campaign / Number of Leads Generated          | 800+1500/2400+732=0.73               |
| ROI                             | (Revenue - Cost) / Cost                                     | 8000-2300/2300=2.47                  |
| gross sales                     | gross sales after the campaing ends                         | 8k I.E                               |
| sales profit                    | sales profit after the campaing ends                        | 8000-2300=5700                       |
| Leads                           | number of viewers who subscribe by their data               | 5 average                            |
| Clicks to website               | who is turning from facebook to website                     | 2.3K                                 |
| cost per click ( google ads )   | number of clicks on website that turns to whatsapp messages | 12.85 I.E                            |
| website views                   | growth % of views Through the campaing                      | 17                                   |

## **Analysis of the Advertising Campaign Results for Al-Najeeb Cleaning Services**

### **1. Facebook Page Reach:**

Result: 32,000 people reached.

The page content was viewed by 32,000 people after regularly posting twice a day and launching the ad campaign.

### **2. Follower Growth:**

Result: 100% increase in followers.

The number of followers doubled during the campaign, which indicates success, especially given the short ad duration.

### **3-Second Video Views:**

Result: 733% increase.

Short video content performed very well, gaining high viewership.

### **4. Engagement (Comments, Reactions, Replies):**

Result: 10,000% increase.

A massive increase in audience engagement through likes, comments, and interactions

### **5. Posting Frequency:**

Result: Posting 2 posts + 2 stories per day.

Consistent content posting has contributed to the campaign's success.

# Analytics

## 6. Overall Engagement:

Result: 10,000% increase in general interactions.

Audience engagement across the page has multiplied significantly.

## 7. Response Time:

Result: Immediate replies.

Responding quickly to comments and inquiries builds trust and increases customer satisfaction.

## 8. Customer Acquisition Cost (CAC):

Result: 766 EGP.

The cost to acquire a new customer is relatively high.

## 9. Conversion Rate (CVR):

Result: 67%.

The conversion rate is excellent, meaning a large percentage of visitors take the desired action (e.g., contact the business).

## 10. Return on Investment (ROI):

Result: 2.47 ROI.

The ROI is positive, but there's room for improvement.

## 11. Gross Sales:

Result: 8,000 EGP.

Total sales after the campaign are satisfactory but could be better.

## 12. Profit After Campaign:

Result: 5,700 EGP.

Profit after accounting for costs is positive but can be increased.

## 13. Leads Generated:

Result: 5 leads.

The number of leads generated is relatively low compared to the reach and engagement.

## 14. Website Clicks:

Result: 2,300 clicks.

Website click-through rate is good and reflects audience interest.

## 15. Cost Per Click on Google Ads:

Result: 12.85 EGP per click.

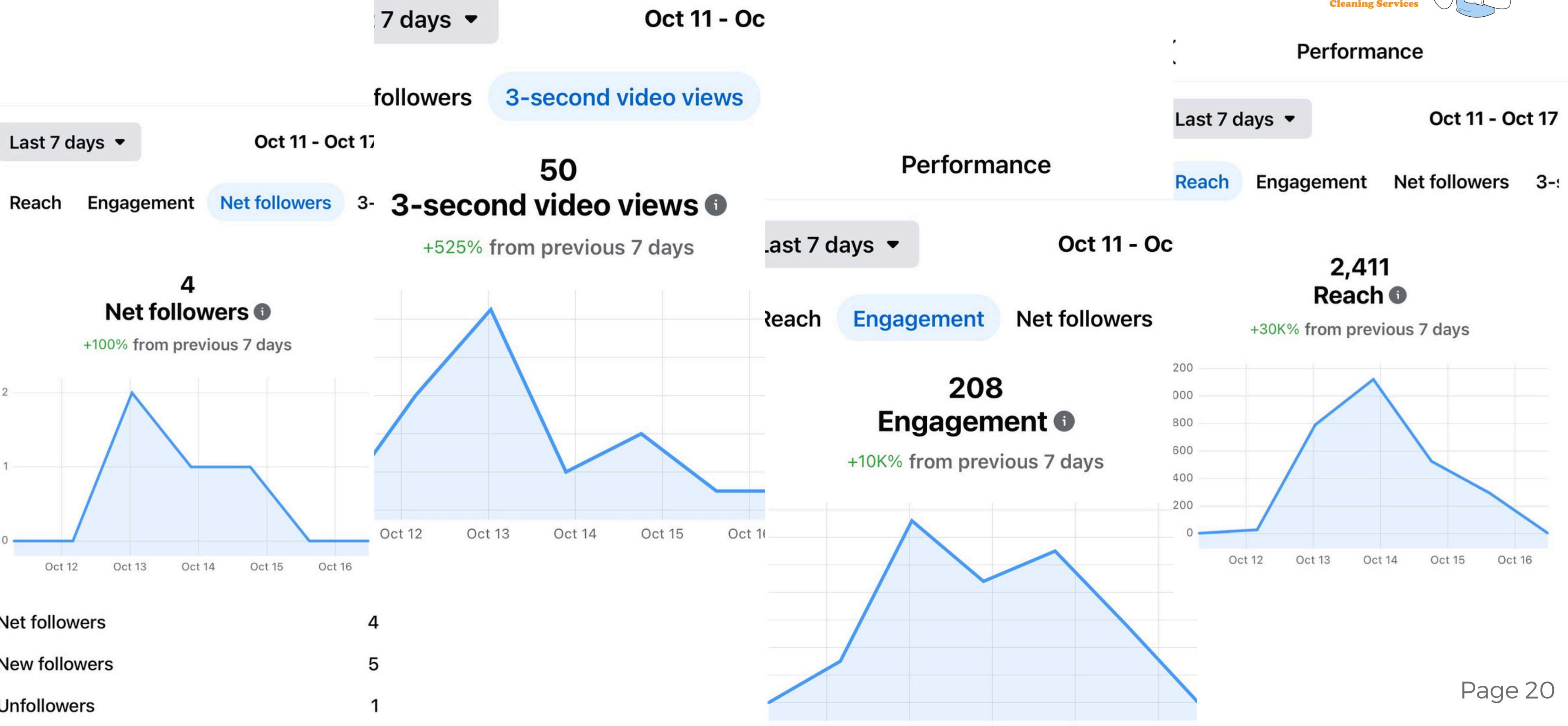
This is a moderate cost for the cleaning services industry.

## 16. Website View Growth:

Result: 17% increase.

Website traffic has grown but at a slower rate.

# Analytics



## 7- Recommendations and Improvements

### **Content Strategy:**

Diversify your content, focusing more on engaging visuals and videos that showcase services (e.g., before-and-after cleaning).

### **Advertising Focus:**

Shift more budget to Google Ads, which appears to target the right audience, while cutting down on less effective Facebook Ads.

### **Sales Optimization:**

Improve the speed of follow-up on leads and inquiries. Hiring more skilled salespeople can help convert more leads into customers.

### **Incentives:**

Offer promotional deals such as discounts or reduced pricing on some services to attract more potential customers.

### **SEO:**

Improve your SEO strategy to enhance your website's visibility and increase direct traffic from social media and ad campaigns.

# Thank You

Presented By

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