# Platform Selection Strategy

## Primary Platforms:

Facebook - Your competitors' strongest presence  
- All analyzed competitors maintain active Facebook pages  
- Highest follower counts (16K-194K)  
- Best for: Educational content, community building, events, ads  
  
Instagram - Essential for visual storytelling  
- Used by 70% of competitors (Tigarty, MO4, Rekoya, etc.)  
- Best for: Reels, Stories, visual testimonials, behind-the-scenes  
  
LinkedIn - For professional credibility  
- Used by established players (Flat6Labs, AUC Venture Lab, Endure Capital)  
- Best for: B2B content, investor relations, professional networking

## Competitor Platform Analysis

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| --- | --- | --- | --- | --- |
| Competitor | Facebook | Instagram | LinkedIn | Primary Content Type |
| Flat6Labs | ✅ 27K | ✅ | ✅ | Programs, Investments |
| AUC Venture Lab | ✅ 50K | ✅ | ✅ | Education, Events |
| Techne | ✅ 99K | ✅ | ✅ | Tech Events |
| Falak Startups | ✅ 19K | ❌ | ✅ | Funding, Support |
| Fekretak Sherketak | ✅ 120K | ❌ | ❌ | Government Programs |
| The GrEEK Campus | ✅ 194K | ✅ | ✅ | Workspace, Events |
| Marketing Agencies | ✅ 2-61K | ✅ 70% | ❌ | Client work, Tips |

## Optimal Posting Schedule (Based on Competitor Activity)

### Facebook:

Frequency: 3-5 times/week (match Falak Startups' high frequency)  
Best times: 10-12 PM & 6-8 PM Cairo time (weekdays)  
Content mix: 40% educational, 30% community, 20% promotional, 10% events

### Instagram:

Frequency: 4-5 times/week (Stories daily)  
Best times: 12-2 PM & 7-9 PM Cairo time  
Content: Reels (AI voice), Carousels, Stories (polls/Q&A)

### LinkedIn:

Frequency: 2-3 times/week  
Best times: 8-10 AM Tuesday-Thursday  
Content: Professional insights, success stories, industry news

## Key Upcoming Occasions (Egypt-Specific)

September 2025:  
- Fall accelerator application deadlines  
- Back-to-work season after summer  
- School/university year beginning  
  
October 2025:  
- Cairo ICT (major tech conference)  
- Techne Summit preparation  
- Q4 business planning season  
  
November 2025:  
- RiseUp Summit preparations  
- Year-end demo days  
- 2026 planning season  
- #StartupsDay (November 16)

## Annual Events to Capitalize On:

- Egyptian Entrepreneurship Summit (Q1)  
- Various demo days (year-round)  
- Government initiative announcements  
- VC funding announcements  
- University partnership programs

## Advertising Strategy

Based on competitor ads library analysis:  
  
- Facebook Ads - Most competitors run educational → lead gen campaigns  
- Instagram Ads - Visual storytelling to drive awareness  
- Google Ads - For specific search terms ("Egypt startup accelerator")  
- Retargeting - Essential for application conversions