

Name:

Eman Hesham Ibrahim Mansour

Mahmoud Derbala Asran Hatem

Mostafa Ahmed Abdelghany Mohamed

Muhammad Ashraf Waheed Dabash

Group: YAT117_ONL1_DRT7_S1e_DEPI

Instructor: Dr. Ahmed Shaheen

Features and Benefits of Dr. Gym:

1. Modern Equipment

- **Features:** Dr. Gym is equipped with the latest, state-of-the-art fitness machines, including cardio equipment, strength training machines, free weights, and functional training tools.
- **Benefits:** Members can enjoy a comprehensive workout experience with reliable and efficient equipment, helping them achieve their fitness goals faster and more effectively.

2. Variety of Classes

- **Features:** Offers a wide range of group fitness classes, including aerobics, Zumba, and strength training.
- **Benefits:** Members can choose from various classes to keep their workout routine diverse and exciting, which helps maintain motivation and ensures all-around fitness.

3. Flexible Membership Plans

- **Features:** Multiple membership options, including monthly, quarterly, and annual plans, with the flexibility to pause or adjust as needed.
- **Benefits:** Members can choose a plan that fits their budget and lifestyle, making it easier to commit to their fitness journey without long-term pressure.

4. Clean and Hygienic Environment

- **Features:** Dr. Gym maintains a high standard of cleanliness with regular sanitization of equipment, clean locker rooms, and well-maintained facilities.
- **Benefits:** Members can work out in a safe, hygienic environment, reducing the risk of illness and ensuring a pleasant gym experience.

5. Convenient Location

- **Features:** Centrally located in Damanhour, making it easily accessible to local residents, with ample parking and public transport options nearby.
- **Benefits:** Members can save time and reduce the hassle of commuting, making it easier to incorporate regular gym visits into their daily routine.

6. Personalized Fitness Programs

- **Features:** Offers customized fitness plans tailored to individual needs, such as weight loss, muscle gain, or rehabilitation programs.
- **Benefits:** Members receive a personalized approach that caters to their specific goals and conditions, ensuring they achieve optimal results in a safe and effective manner.

9. Nutritional Guidance

- **Features:** Provides access to nutritional counseling, meal planning, and diet support to complement members' fitness routines.
- **Benefits:** Members can optimize their diet to support their fitness goals, improving their overall health and achieving better results from their workouts.

Target Audience Persona for Promoting Gym Services:

1

Name: Ahmed, the Ambitious Young Professional

Demographics:

- **Age:** 20-28 years old
- **Occupation:** Recently graduated with a bachelor's degree; works as a teacher at a local school or as a salesperson in a retail store.
- **Income:** 3,000 - 6,000 EGP per month

- **Education:** Bachelor's degree
- **Marital Status:** Unmarried

Geographic Location:

- Lives in a middle-class neighborhood in Damanhour, close to either his workplace or university, typically within 10-15 minutes from Dr. Gym.

Psychographics:

- **Lifestyle:** Balances work or university studies with a strong interest in fitness. Ahmed is focused on building his career but sees fitness as an essential part of his daily routine.
- **Values:** Values personal growth, health, and success. Fitness is a key component of his identity, helping him to stay disciplined and focused.
- **Personality Traits:** Energetic, motivated, and social. Ahmed enjoys being part of a community and often engages in social activities both at work and in his personal life.

Pain Points and Challenges:

- Time management is a challenge, especially balancing work, studies, and social life, leaving limited time for consistent gym visits.
- May struggle with the costs of gym membership given his entry-level salary.
- Lacks a clear fitness routine and may need guidance to achieve his desired results.

Goals and Aspirations:

- To build a lean, muscular physique and improve overall fitness.
- To use fitness as a way to manage stress and maintain high energy levels for work and studies.
- To connect with like-minded individuals and expand his social network through group activities and gym events.

Shopping Habits and Preferences:

- Prefers gyms that offer affordable membership plans with flexible payment options.

- Looks for gyms with modern equipment and a variety of workout options and including strength training.
- Interested in fitness gear and supplements, often seeking deals and promotions that fit his budget.

Media Consumption:

- Active on social media platforms like Instagram, TikTok, and Facebook, where he follows fitness influencers and trends.

Influencers and Decision-Makers:

- Influenced by popular fitness influencers, local trainers, and recommendations from friends or colleagues.
- Likely to make decisions based on the gym's affordability, the quality of equipment, and the atmosphere of the gym.

Brand Perceptions and Preferences:

- Prefers gyms that are modern, energetic, and offer a variety of fitness options to keep his workouts dynamic and engaging.

2

Here are three targeted customer personas for the women's segment of the gym, along with storytelling for each:

1. Persona: Nour, the Busy Mom

Demographics:

- **Age:** 35-42 years old
- **Occupation:** Full-time homemaker, occasionally freelances as a graphic designer
- **Income:** 7,000 - 10,000 EGP per month (combined household income)
- **Education:** Bachelor's degree in Arts
- **Marital Status:** Married, two children (ages 6 and 9)

Geographic Location:

- Lives in a residential neighborhood in Damanhour, about 20 minutes away from Dr. Gym by car.

Psychographics:

- **Lifestyle:** Nour balances the responsibilities of managing her household, caring for her children, and occasionally working from home. She's highly family-oriented but realizes the importance of maintaining her health and fitness.
- **Values:** Health, family well-being, and personal growth. She believes that taking care of herself allows her to better care for her family.
- **Personality Traits:** Caring, organized, and determined. Nour is always looking for ways to improve her lifestyle without compromising on her family's needs.

Pain Points and Challenges:

- Finding time for herself amidst her busy family schedule.
- Struggles with maintaining a consistent fitness routine due to household demands.
- Feels guilty about spending money on herself for gym memberships.

Goals and Aspirations:

- To lose weight and improve her overall fitness, particularly post-pregnancy weight.
- To manage stress and boost her energy levels to keep up with her children.
- To connect with other mothers in similar situations for social support and motivation.

Shopping Habits and Preferences:

- Prefers gyms with flexible hours that fit around her children's school and activity schedules.
- Looks for family-friendly gyms with potential activities or daycare options for kids.
- Interested in affordable membership plans that offer value for money.

Media Consumption:

- Active on Facebook, and Instagram where she follows parenting and health Topics.
- Watches YouTube videos for at-home workout tips and healthy recipes.

Storytelling: Nour always put her family first, often neglecting her own health. Between school drop-offs, helping with homework, and freelance work, she barely found time for herself. But one day, after feeling exhausted just playing with her kids, she knew she had to make a change.

She hesitated at first, worried about the cost and time. But then she discovered Dr. Gym's women-only hours that fit perfectly into her schedule. Nour decided to give it a try. The first day was tough, but she met other moms at the gym who were in the same boat. They shared tips, encouraged each other, and slowly but surely, Nour started seeing changes.

A month later, Nour was not just stronger but also more energetic and confident. She no longer felt guilty about taking time for herself because she realized it made her a better mom. Now, she's a regular at Dr. Gym, motivating other mothers to join her journey towards better health.

2. Persona: Hala, the Young Professional

Demographics:

- **Age:** 25-30 years old
- **Occupation:** Marketing Executive at a local company
- **Income:** 4,000 - 6,000 EGP per month
- **Education:** Bachelor's degree in Marketing
- **Marital Status:** Unmarried

Geographic Location:

- Lives in a bustling area of Damanhour, just a 10-minute walk from Dr. Gym.

Psychographics:

- **Lifestyle:** Hala is career-focused, working long hours to climb the corporate ladder. She's passionate about her job but struggles to find time for a healthy lifestyle.
- **Values:** Career success, health, and independence. Hala believes in the importance of staying fit to maintain her energy and performance at work.
- **Personality Traits:** Ambitious, outgoing, and determined. Hala is social and enjoys networking but finds it hard to balance her social life with fitness.

Pain Points and Challenges:

- Time constraints due to a demanding job.
- Needs guidance in maintaining a fitness routine that suits her busy schedule.
- Balances fitness goals with the temptation of social outings and convenience foods.

Goals and Aspirations:

- To maintain a toned physique and increase her stamina.
- To use fitness as a way to manage stress and improve her work performance.
- To find a community of like-minded individuals who value health and fitness.

Shopping Habits and Preferences:

- Looks for gyms with flexible hours, especially in the evenings.
- Prefers a gym close to work or home for convenience.
- Interested in personal training sessions and fitness classes like Zumba that fit her schedule.

Media Consumption:

- Active on Facebook, Instagram, and youtube, where she follows fitness and career influencers.
- Regularly reads online articles about health, fitness, and career growth.

Storytelling: Hala's career was taking off, but her health was starting to suffer. Long hours at work left her drained, and she noticed her energy levels dropping. One evening, after a particularly stressful day, she decided to check out Dr. Gym, which she passed by every day on her way home.

The women-only hours and the variety of fitness classes caught her eye. She signed up, figuring she'd give it a month. To her surprise, she quickly fell into a routine. The Zumba classes became her favorite way to unwind after work, and she even started making new friends in the process.

Now, Hala balances her work and fitness effortlessly. She's more energetic at work and even found that her newfound confidence is helping her climb the career ladder faster. Hala's story is a testament to how taking care of your body can lead to success in every aspect of life.

3. Persona: Yasmin, the University Student

Demographics:

- **Age:** 19-23 years old
- **Occupation:** Full-time student, part-time retail worker
- **Income:** 1,500 - 2,000 EGP per month
- **Education:** Currently pursuing a degree in Business Administration
- **Marital Status:** Unmarried

Geographic Location:

- Lives in a student dorm near the university, about 15 minutes away from Dr. Gym by bus.

Psychographics:

- **Lifestyle:** Yasmin juggles her studies, a part-time job, and social life. She's health-conscious but finds it difficult to maintain a consistent workout routine due to her unpredictable schedule.

- **Values:** Education, health, and social connections. Yasmin sees fitness as a way to relieve stress and boost her mental health.
- **Personality Traits:** Energetic, optimistic, and social. Yasmin enjoys spending time with friends and is always looking for ways to stay active and engaged.

Pain Points and Challenges:

- Struggles to maintain a consistent workout schedule due to fluctuating academic and work commitments.
- Limited budget as a student makes her cautious about spending on gym memberships.
- Needs fitness activities that are engaging and fun to keep her motivated.

Goals and Aspirations:

- To stay fit and healthy, helping her manage the stress of university life.
- To make new friends and engage in social activities outside of her academic circle.
- To find an affordable fitness solution that fits into her student budget.

Shopping Habits and Preferences:

- Prefers gyms that offer student discounts or affordable packages.
- Looks for group classes like Zumba that are both fun and effective.
- Interested in fitness challenges or events that provide a sense of community.

Media Consumption:

- Active on Instagram, and YouTube, where she follows fitness challenges and student life content.
- Engages with online communities and fitness apps that offer tips and support for students.

Storytelling: Yasmin's life was a whirlwind of lectures, assignments, and late-night study sessions. The stress was starting to take its toll, and she knew she needed an outlet. One of her friends mentioned Dr. Gym's women-only hours and affordable packages, so Yasmin decided to check it out.

She was instantly drawn to the lively atmosphere and the friendly community. The Zumba classes, in particular, became her escape from the pressures of university life. Not only did she start to feel more energetic and less stressed, but she also made new friends who shared her fitness goals.

Today, Yasmin is thriving both academically and physically. She's managed to maintain a balanced lifestyle, thanks to the supportive environment at Dr. Gym. Yasmin's story is a reminder that even in the busiest times, taking care of your health can make all the difference.

Value Proposition:

Dr. Gym offers a welcoming, community-oriented environment where young professionals in Damanhour can achieve their fitness goals through personalized programs, flexible membership plans, and a variety of group classes. We prioritize affordability, convenience, and expert guidance to support our members in leading healthier, happier lives.

Voice Characteristic	Description	Do	Don't
Supportive	We're your fitness family, cheering you on every step of the way.	<ul style="list-style-type: none">- Encourage members to set and achieve their personal goals.- Provide personalized tips and positive reinforcement.	<ul style="list-style-type: none">- Be overly critical or dismissive of members' efforts.- Use language that could make members feel judged
Energetic	We bring energy and excitement to your fitness journey.	<ul style="list-style-type: none">- Use motivational language that energizes members to take action.- Share dynamic, high-energy content, like workout videos or success stories.	<ul style="list-style-type: none">- Be monotonous or uninspiring in communications.- Use bland, unengaging visuals or messaging.
Inclusive	We welcome everyone, regardless of their fitness level or background.	<ul style="list-style-type: none">- Highlight the diverse community at Dr. Gym.- Use inclusive language that makes everyone feel welcome.	<ul style="list-style-type: none">- Alienate any group by focusing too much on one demographic.- Use jargon or terms that could be confusing or exclusionary.
Reliable	We're here to support you with expert advice and consistent service.	<ul style="list-style-type: none">- Provide accurate and trustworthy fitness information.- Be transparent about our services and pricing.	<ul style="list-style-type: none">- Give inconsistent or misleading advice.- Overpromise and underdeliver on our commitments.

Product, Pricing, Place, and Promotion Strategy:

Product:

- **Core Offering:** Gym membership with access to modern equipment, group fitness classes, personal training, and nutritional guidance.
- **Customization:** Tailored fitness programs and flexible membership plans to meet the specific needs of young professionals.

Pricing:

- **Affordable Membership Plans:** Offer competitive pricing with options for monthly, quarterly, and annual memberships. Provide discounts for students, early sign-ups, and referral incentives.
- **Flexible Payment Options:** Introduce installment plans or pay-as-you-go options to make memberships more accessible.
- **Value-Added Packages:** Bundle services like personal training sessions or nutritional counseling at a discounted rate for members who commit to longer-term memberships.

Place:

- **Location:** Strategically located in a central area of Damanhour, easily accessible by public transport and with ample parking.

Promotion:

- **Social Media Campaigns:** Run targeted ads on Instagram and Facebook, showcasing success stories, class schedules, and promotional offers.
- **Referral Program:** Implement a referral system where current members are rewarded for bringing in new members.

Storytelling:

Framework: The Hero's Journey

(افضل نسخه من نفسك)

كنت واحد عادي خالص، قاعد طول اليوم على الكنبه بلعب بلايستيشن
وباكل فاست فود

لحد ما يوم من الأيام، بصيت لنفسي في المراية واتصدمت من شكلي.
حسيت إنني لازم أغير حياتي وطريقة عيشتي

في الأول، كنت خايف أروح الجيم. كان بالنسبالي حاجة مختلفة كتير ومليان
ناس قوية

بس بعدين قابلت كابتن يوسف في دكتور جيم. هو شجعني وقال إن كل
حاجة بتبدأ بخطوة

دخلت الجيم لأول مرة، رجليا بتترعش ومش حاسس براحة بس مصمم

اتعرفت على أصحاب جداد في الجيم، كلهم زي عايزين يغيروا أنفسهم. مع
بعض، واجهنا الصعوبات وعدينا منها

بدأت بعد شهر أشوف التغيير في جسمي وتفكيري. بقيت أقوى وواثق في
نفسي أكثر

جات لحظة ضعف كنت هستسلم فيها، بس افكرت كل اللي عملته وما
ستسلمتش وكملت

وصلت للي كنت عايزه وبقيت أحسن نسخة من نفسي

رجعت لحياتي العادية، بس المرة دي بثقة وقوة جديدة

بقيت مثال لصحابي وعيلتي. بدأوا يسألوني إزاي اتغيرت كده

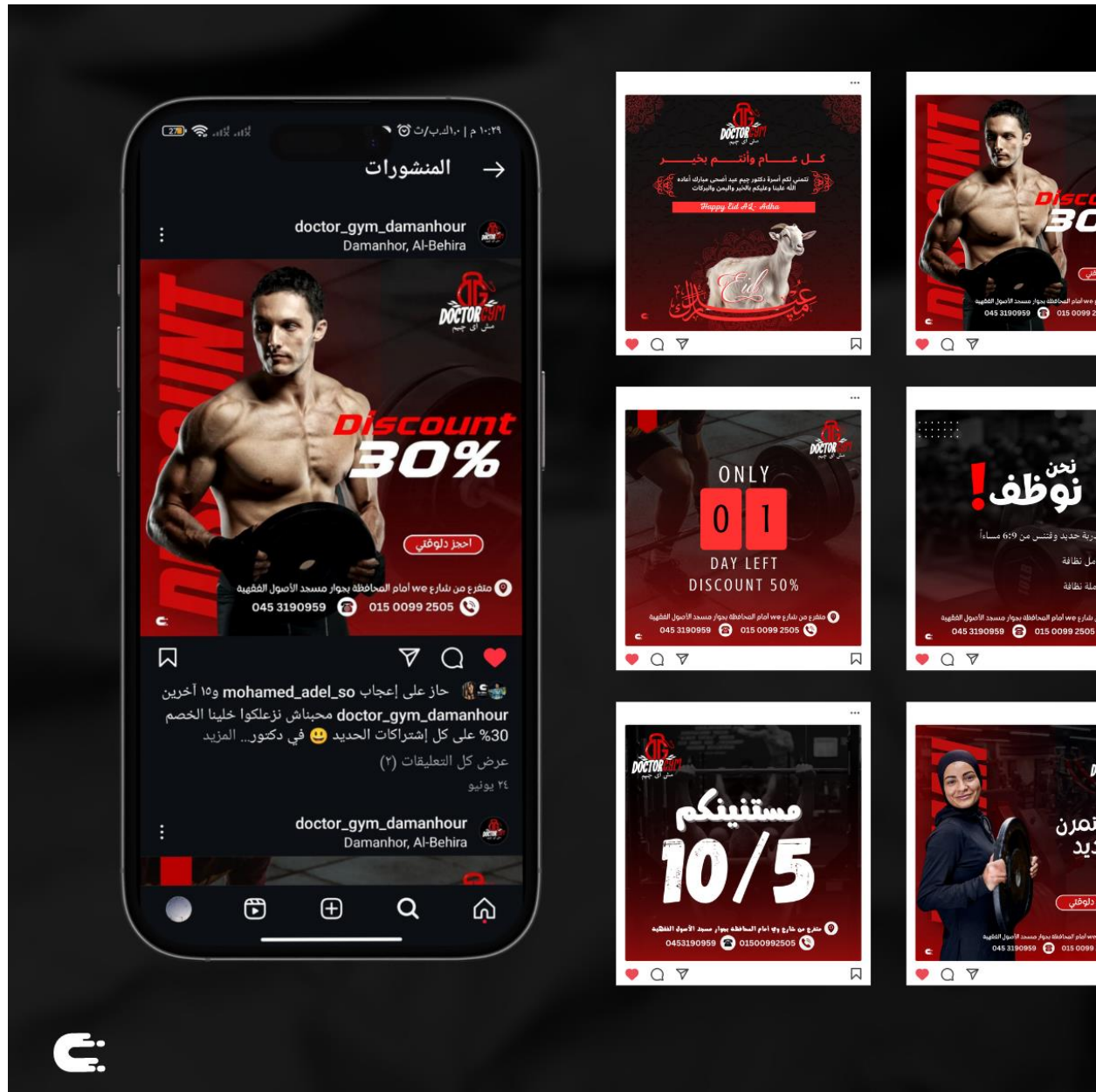
دلوقتي، بحكي قصتي للكل، وبشجعهم يجوا دكتور جيم ويبدأوا رحلتهم زي

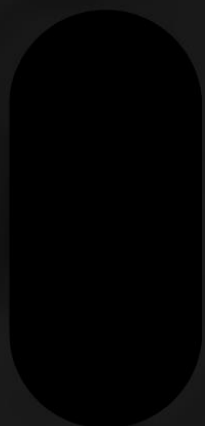
Brand Mantra:

دكتور جيم مش ای جيم

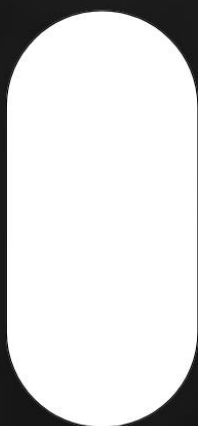
Brand Identity:



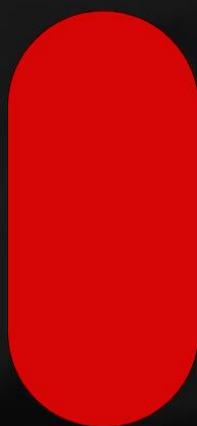




#000000



#ffffff

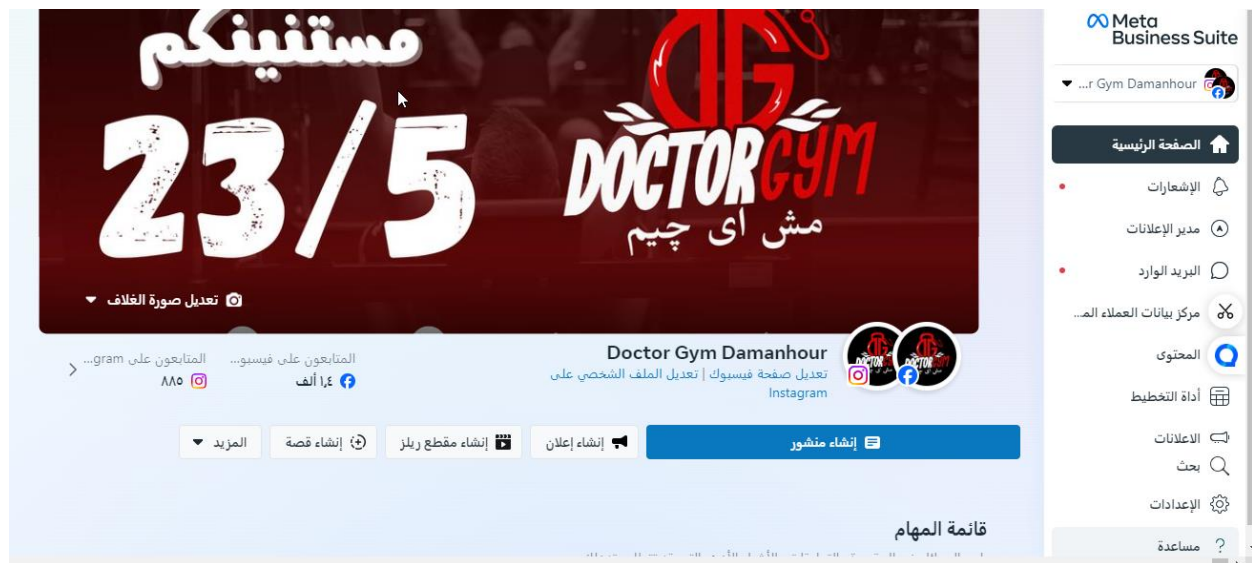


#d60606

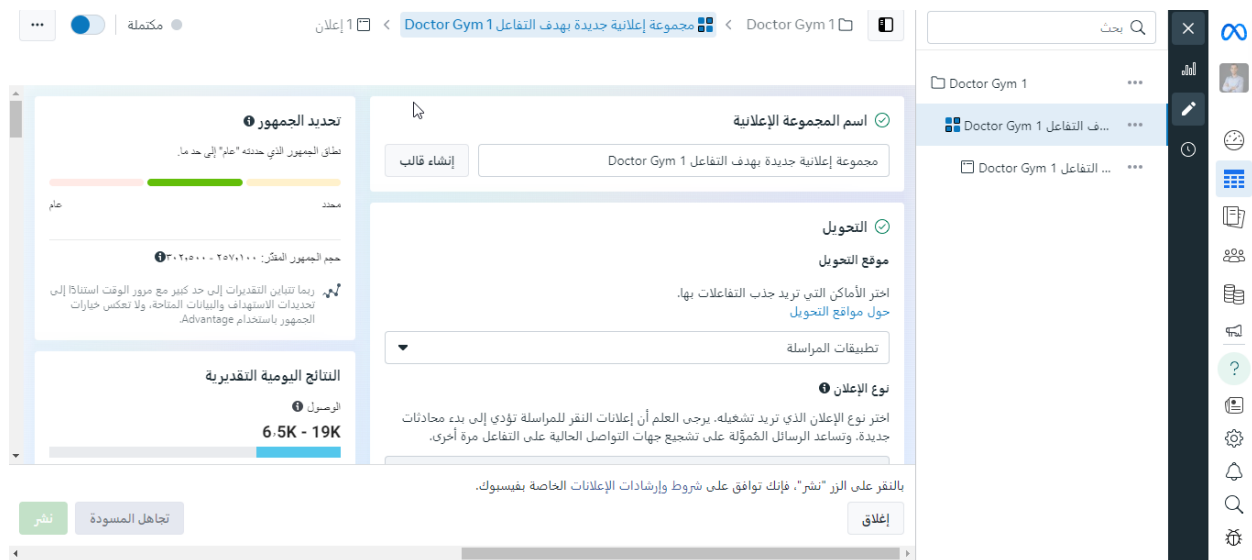




Business Suite:



Ad Manager:



...

مكتملة

1 إعلان < مجموعة إعلانية جديدة بهدف التفاعل Doctor Gym 1 < Doctor Gym 1

تحديد الجمهور

نطاق الجمهور الذي حددته "عام" إلى حد ما.

عام

محدد

حجم الجمهور المقترح: ٣٠٢,٥٠٠ - ٢٥٧,١٠٠

ربما تتباين التقديرات إلى حد كبير مع مرور الوقت استنادًا إلى تحديثات الاستهداف والبيانات المتاحة، ولا تعكس خيارات الجمهور باستخدام Advantage.

النتائج اليومية التقديرية

الوصول

6.5K - 19K

قيمة نتائج اليومية المقدرة

ج.م. 129 الميزانية 4 النتائج

النتائج اليومية

الميزانية في اليوم

هذه الأرقام تقريبية وليست ضمانًا لتحقيق نتائج.

بالنقر على الزر "نشر"، فإنك توافق على شروط وإرشادات الإعلانات الخاصة بفيسبوك.

إغلاق

...

مكتملة

1 إعلان < مجموعة إعلانية جديدة بهدف التفاعل Doctor Gym 1 < Doctor Gym 1

تحديد الجمهور

نطاق الجمهور الذي حددته "عام" إلى حد ما.

عام

محدد

حجم الجمهور المقترح: ٣٠٢,٥٠٠ - ٢٥٧,١٠٠

ربما تتباين التقديرات إلى حد كبير مع مرور الوقت استنادًا إلى تحديثات الاستهداف والبيانات المتاحة، ولا تعكس خيارات الجمهور باستخدام Advantage.

النتائج اليومية التقديرية

الوصول

6.5K - 19K

الجدول الزمني

تاريخ البدء

EEST 20:18 27 مايو، 2024

تاريخ الانتهاء

EEST 20:15 2 يونيو، 2024

يجب تعيين تاريخ الانتهاء إلى تاريخ يقع في المستقبل لمتابعة التعديل.

إخفاء الخيارات

جدولة الميزانية

زيادة ميزانيتك أثناء فترات زمنية محددة

عرض

بالنقر على الزر "نشر"، فإنك توافق على شروط وإرشادات الإعلانات الخاصة بفيسبوك.

إغلاق

Facebook:

<https://www.facebook.com/profile.php?id=61557405065204>

Instagram:

https://www.instagram.com/doctor_gym_damanshour/?hl=ar

Landing Page:

<https://mailchi.mp/5bc6eb103fde/dr-gym>

Arabic SEO Keyword

#زومبا	#لياقة_بدنية
#ايروبكس	#رياضة
#اقوى_جيم_في_دمنهوَر	#جيم
#اكبر_جيم_في_دمنهوَر	#تخسيس
#بناء_عضلات	#تمارين
#مجتمع_اللياقة	#صحة
#تدريبات_الصباح	#الاقرب_اليك
#عضلات	#انضم_الان
#فتنس	#انضم_اليانا
#مدربون_محترفون	#معاك_خطوه_بخطوه
#صالة_العاب	#مافيش_مستحيل
#ترند	#افضل_جيم_في_دمنهوَر
#صحه_ورشاقه	#الجيم_الاقرب_اليك
#مركز_رياضي	#ابدأ_الان

#حرق_دهون	#خطط_اسعار_مرنه
#تحديات	#تنحيف
#احرق_وزنك	#الوزن
#خسارة_الوزن	#صحتك_بالدنيا
#خسارة_وزنك_مكسب	#صحةوجمال
#تحفيز	#يلا_زومبا
#يلا_رشاقة	#هيلثي_لايف
#كارديو	#مقاومة
#كوتش	#لياقةبدنية
#نمط_حياة_صحي	#لياقة_بدنية_شاملة
#تحدي_اللياقة	#بداية_قوية
#تدريب_مكثف	#نتائج_مضمونة
#صالة_رياضية	#النجاح_في_اللياقة
#اختر_صحتك	#تمارين_شامل
#خسارة_وزن	#جدول_تمارين
#برنامج_تدريبي	#بداية_جديدة

