سبارکتیرز

Sparketeers

ابدأ شرارة حلمك

MOHAB MAGED
KAREEM KHALED
AMR ALI
MOHAMED OSAMA
TAREK EL SAWY
MALAK TAREK

CONTENT

- *PROBLEM*
- *BRANDING*
- *SWOT ANALYSIS*
- *COMPETITOR'S ANALYSIS*
- *BRAND POSITIONING*
- *CLIENT PERSONA*
- *STRATEGY*
- *SAMPLES*
- *KPIs*

PROBLEM

STARTUPS HAVE AN ISSUE.
THEY ARE SHOOTING FROM THE MOON.
HOPING FOR SUCCESS
WITH NO PLAN...

HELPLESS.

LOST.

OVERWHELMED.

UNTIL A HERO,
CAME TO SAVE THE DAY.

SPARKETEERS.

سبارکتیرز

Sparketeers

ابدأ شرارة حلمك

SPARK

CUTTING THROUGH PROCRASTINATION AND ILLUMINATING THE PATH FORWARD

-TEERS

ALIGNS WITH PIONEERS & MUSKETEERS SUGGESTING MISSION-DRIVEN CREW

SUBTLE NOD TO 'MARKETEERS'

EACH HERO HAS A CHARACTER ARC.
STRENGTHS, *WEAKNESSES*, *THREATS* AND *OPPORTUNITIES* TO SAVE THE DAY

STRENGTHS

1. EDUTAINMENT
2. WE SPEAK OUR AUDIENCE'S LANGUAGE

WEAKNESSES

1. NO TRUST BUILT WITH AUDIENCE
2. YOUTH PARADOX

OPPORTUNITIES

1. GROWING START UP SCENE
2. SHORATGE IN HIGH-QUALITY ARABIC CONTENT

THREATS

1. WAR FOR ATTENTION
2. PROOF & RESULTS TAKES TIME

HEROS FIGHT ENEMIES.

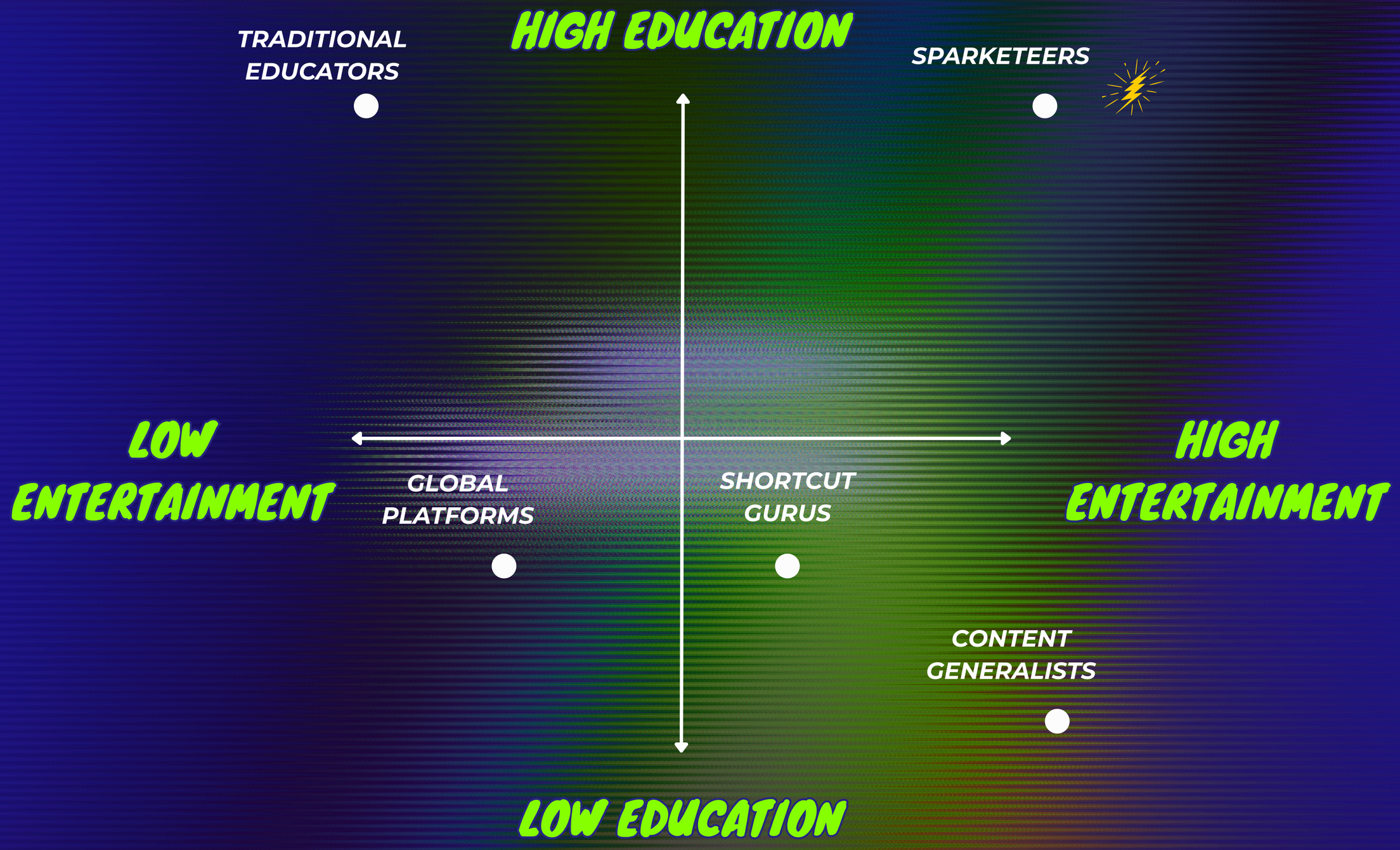
THOSE ARE OURS.

OUR OPPONENTS

EDUCATIONAL

ENTERTAINMENT

ENTREPRENEURIAL SUPPORT


HIGH EDUCATION
TRADITIONAL EDUCATORS
SPARKETEERS
LOW ENTERTAINMENT
HIGH ENTERTAINMENT
GLOBAL PLATFORMS
SHORTCUT GURUS
CONTENT GENERALISTS
LOW EDUCATION

WHO NEEDS SAVING?

WHO WE'LL SAVE?

(OUR TARGET AUDIENCE)

- *20-40 YEARS*
- *URBAN EGYPT*
- *AMBITIOUS BUT SCATTERED, NEED STRUCTURE*
- **STRUGGLES:** *PROCRASTINATION, FRAGMENTED KNOWLEDGE, TIME MANAGEMENT*

AHMED

AGE: 24
LOCATION: CAIRO
OCCUPATION: RECENT BUSINESS GRADUATE, LAUNCHING AN ECOMMERCE STORE FOR SNEAKERS

CURRENT STRUGGLE:

- FEARS FAILURE
- FAMILY PRESSURE TO FIND A NORMAL JOB
- LACK OF CLEAR ROADMAP, LIMITED BUDGET, NO MENTOR

WE HAVE A GOAL AND
A PLAN TO SAVE THEM

OUR FIGHTING STRATEGY

FIX OUR WEAKNESSES AND LEVERAGE OUR THREATS

PRIMARY OBJECTIVE

TO POSITION SPARKETEERS AS THE ULTIMATE RELIABLE GUIDE FOR NEW START UP OWNERS BY 20% BY Q2.

SECONDARY OBJECTIVE

TO INCREASE AWARENESS OF 40% OF OUR TARGET AUDIENCE ON SPARKETEERS.

PHASE ONE OF OUR PLAN

OUR FIGHTING STRATEGY

PHASE 1

AWARENESS

HIGH-ENERGY REELS

- INSTAGRAM
- FACEBOOK
- TIKTOK

YOUTUBE AND INSTAGRAM

PHASE TWO OF OUR PLAN

OUR FIGHTING STRATEGY

PHASE 2

CONVERSION

MOVE CUSTOMERS DOWN THE FUNNEL

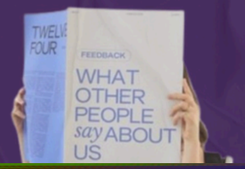
- EMAIL NEWSLETTER + TELEGRAM CHANNEL
- STEP-BY-STEP
- INFORGRAPHICS
- CASE STUDIES

3 حاجات لازم تعملها قبل ما تبدأ مشروعك

2- جهز خطة لمشروعك

خطة المشروع لازم توضح لنفسك فيها:

1. ايه أهداف مشروعك؟ ايه اللي عايز توصله؟
2. ايه اللي محتاج تعمله علشان توصل للأهداف دي؟
3. ادي نفسك مدة زمنية عايز توصل بيها لكل هدف منهم، بمخرجات محددة، يعنى خلي أهدافك S. M. A. R. T.



1/6
YOUR CONTENT DOES NOT CONVERT?
مفيش مبيعات؟
مع انك بتنزل بوستات و بتحقق مشاهدات؟
تعالى اقولك ليه

2:46
SPARKETEERS.EG
Posts
sparketeers.eg
2/6
Attention ≠ Conversion
الناس شافوك... (تمام)
بس ما أخدوش قرار... طب ليه ؟
هنا المشكلة...
مش اي حاجة تجذب الانتباه و تتشاف
يبقي الناس هتشتريها،
ايوه طب ليه برضو ؟
غالبا فيه حاجة مهمة ناقصة...
3
sparketeers.eg ممكن يكون عندك فيديو جاب ملايين بس ده
متعكسش على مبيعاتك، ده ليه اسباب كتير في هندسة طبيعة
المحتوى الي بتقدمه، لازم دايما يكون فيه جملة بتقول... more

مفيش Funnel
مش كل اللي يوصل
لإعلانك أو يشوف بوستك
هيشتري منك،
الفكرة إنك توجه الناس
قدر الاستطاعة في مراحل مدروسة و
مخططة،
من أول ما يعرفوك، لحد
ما يثقوا فيك، وبعدها يشتروا منك.
جميل لكن يعني ايه
Funnel ؟...

HOW TO KNOW WE SUCCEDED?

OUR KPIS

PHASE ONE:

- *10K FOLLOWERS IN 6 MONTHS*
- *1M+ MONTHLY ENGAGEMENTS*
- *5%+ ENGAGEMENT ON REELS*

PHASE TWO:

- *2K EMAIL SUBSCRIBERS*
- *40% OPEN-RATE ON NEWSLETTERS*
- *15% CONVERSION RATE (FREE → PAID)*

OUR RESULTS

Age

18-24	34%
25-34	38%
35-44	18%
45-54	6%
55+	4%

Gender

Male	66%
Female	33%
Other	1%

Locations

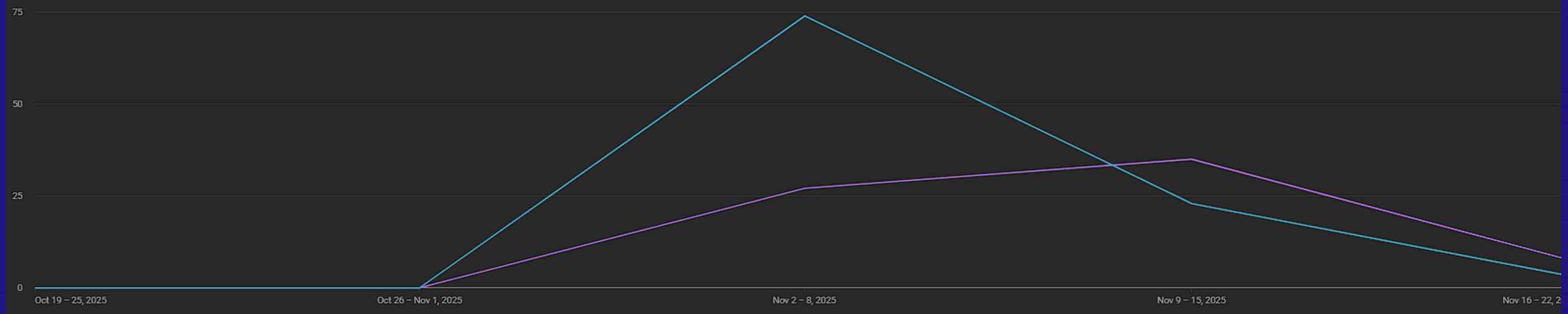
Egypt	65.8%
Others	8.7%
Saudi Arabia	7.3%
Iraq	2.7%
Sudan	2.7%
Algeria	2.6%
Tunisia	2.6%
United States	2.4%

TIKTOK INSIGHTS

OUR RESULTS

Show chart

Line chart | Weekly | Multi-metric table



Post	Impressions	Unique viewers	Likes	Dislikes	Comments added	Views	Engaged views	Watch time (hours)	Average view duration	Impressions click-through rate	Stayed to watch
عايز تبدأ تسويق مشروعك الخاص؟	100	90	21	0	4	734	122	1.4	0:35	11.0%	14.6%
نصايح تساعدك تبدأ تصوير محتوى لمشروعك #تسويق_رقمي #startup...	69	51	8	0	0	276	57	0.4	0:17	14.5%	20.1%

YOUTUBE INSIGHTS

OUR RESULTS

Account insights

Views

505
Views

Followers	31.7%
Non-followers	68.3%
Accounts reached	264

By content type

All | Followers | Non-followers

Reels	97.7%
Stories	2.3%

• Followers • Non-followers

Top content based on views See all

Nov 8 | Nov 7 | Nov 11 | Nov 13 | Nov 13

Interactions

37
Interactions

Followers	64.9%
Non-followers	35.1%

By content interactions

Reels	73%
Posts	27%

• Followers and non-followers

Top content based on interactions See all

Nov 7 | Nov 8 | Nov 11 | Nov 13 | Nov 13

Profile

36
Profile activity

Profile visits	36

Followers

9
Total followers

INSTAGRAM INSIGHTS

THANK YOU