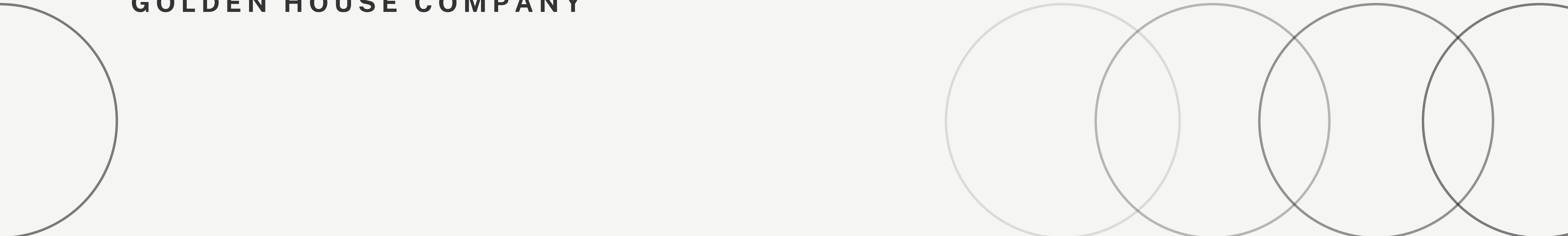


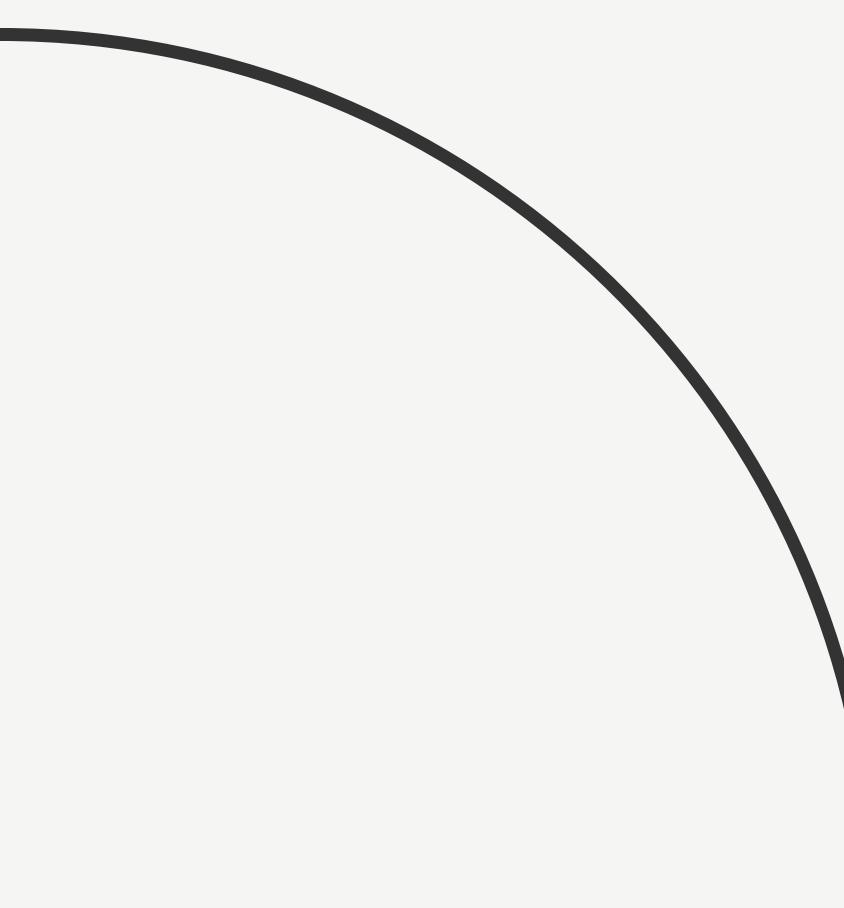
# *Marketing Project*

---

GOLDEN HOUSE COMPANY



# Content



Business Overview

---

SOSTAC Model

---

Competitive Analysis

---

To outshine them

Buyer Persona

---

Publishing

---

Insights

---

Meet the team

---

Thank you

# About Company

Golden House is a leading Egyptian company specializing in prefabricated buildings and caravans, with over 15 years of experience. We provide innovative, high-quality, and customizable solutions to meet client needs across different industries.

<https://linktr.ee/goldenhousecompany.ghc>



# Our Services

### Fences

Large-scale metal fences for roads and infrastructure

### Containers

Large shipping containers for cargo, such as those used by Shein

### Additional Services

Aluminum works, steel structures and corrugated sheets

### Caravans

For engineers, workers' housing, mobile site offices, and Food Trucks

### Warehouses (Gamalon)

Large, fixed steel-structure facility designed for long-term storage of goods, used by hypermarkets and major retailers

# Company Insights

## Sales Process

Leads are generated through social media and inquiries on landing pages. Qualified prospects receive tailored quotations and consultations. Once approved, contracts and payments are processed, followed by on-time delivery, installation, and after-sales support to ensure customer satisfaction.

## Pricing Strategy

Follows a quality-based pricing approach, pricing reflects the premium materials, skilled craftsmanship, and durability offered in every project.

# Company Insights

## Key Clients

Petroben, Badr Eldin Petroleum, Talaat Mostafa Group, CCC, Orascom, Hassan Allam, Arab Contractors, Carrefour, Palm Hills, Red Sea Construction, LMS, United Engineers, and more.

## Marketing Channels

Word-of-mouth, product visibility at major construction projects (15+ companies on the same site recognize Golden House). Future opportunities: social media and B2B exhibitions

## Statistics & Reputation

Golden House has delivered hundreds of units across Egypt, including in Madinaty, Libya, North Coast and more. Strong reputation for durability and client satisfaction.



*SOSTAC Model*

# Situation Analysis

## External Analysis

### Internal Analysis

- The company specializes in manufacturing and selling prefabricated caravans, containers, steel structures, fences, sandwich panels, and aluminum works.
- It provides fast, high-quality, and cost-effective housing and commercial solutions compared to traditional construction.
- Its main competitive advantage lies in local manufacturing, full-service delivery (design, production, transportation, and installation), and strong market presence.
- The company possesses all essential resources, including skilled engineers, technicians, and advanced production facilities.
- Despite a solid market presence, its social media visibility remains weak, indicating potential for improvement through digital marketing initiatives.

#### Political:

- Regulatory procedures for mobile units and site installations can influence project timelines and logistics.
- Government support boosts prefab opportunities; regulations may affect timelines.

#### Economic:

- Rising costs pressure profits, but prefabs remain cost-efficient with steady demand.

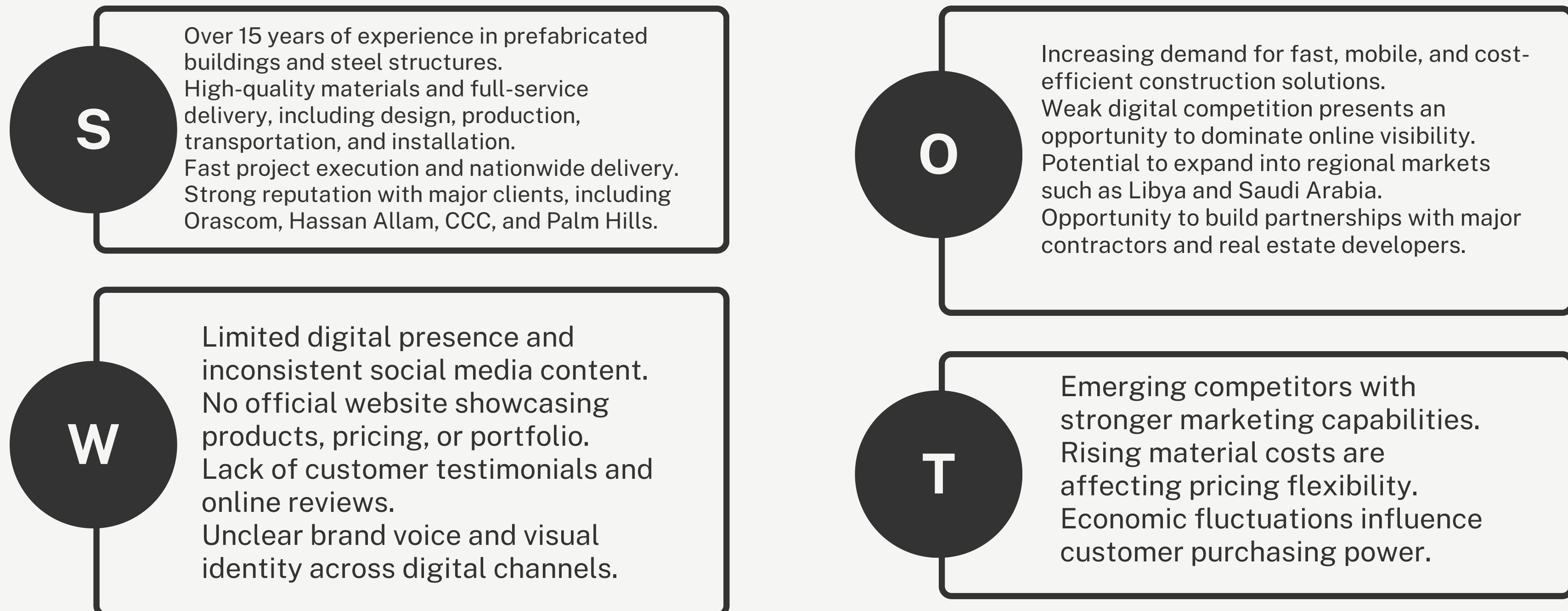
#### Social:

- Demand grows for flexible, mobile spaces; consumers want quality and transparent pricing.

#### Technological:

- Material advances improve durability; digital tools and e-commerce boost engagement.

# SWOT Analysis



# Objectives

### Marketing Objectives

**Specific:**

Increase corporate awareness by expanding the company's presence on Facebook, and Instagram.

**Measurable:**

Facebook followers: increase from 11 → 200+

Instagram followers: increase from 18 → 200+

Reach: 3,000+ users

Engagement rate: at least 25% of the total follower base

**Achievable:**

Achievable through consistent posting, optimized content, and basic paid campaigns.

**Relevant:**

This goal boosts brand awareness and online visibility, driving leads and sales.

**Time-bound:**

To be achieved within 2 months (October 1st – December 1st).

### Financial Objectives

**Specific:**

Generate direct sales through social media marketing efforts.

**Measurable:**

Achieve a minimum of 2 confirmed sales during the campaign period.

**Achievable:**

This goal is realistic, as the company already operates in the market and is now expanding into digital sales.

**Relevant:**

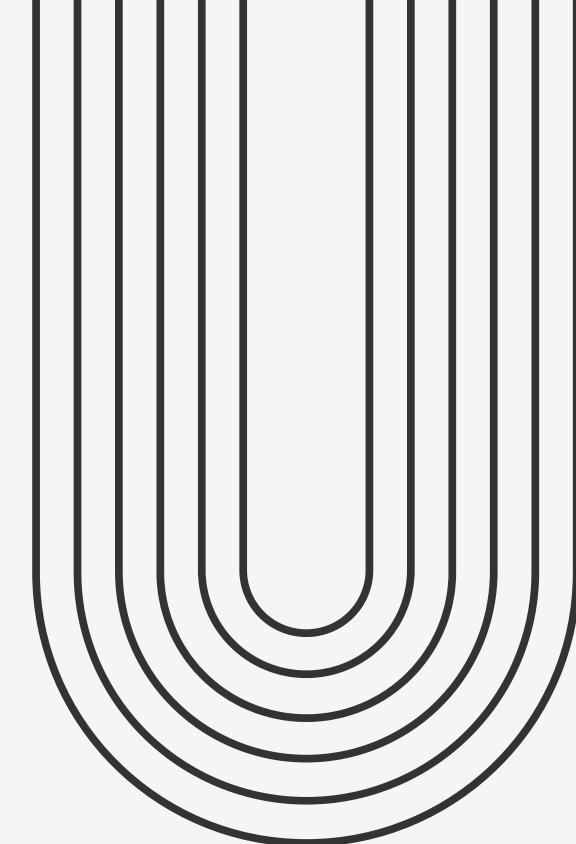
Sales generated through social media will contribute to overall revenue growth and validate the effectiveness of the digital marketing plan.

**Time-bound:**

To be achieved within 2 months (October 1st – December 1st).

# Strategy

## Target Segments



### Large-Medium B2B Companies

---

Petroleum & Energy Sector, Government & Army Projects, real estate developers, Events & exhibitions and Construction & Contracting Companies.

### Small B2B Companies

---

Entrepreneurs (Food Trucks, cafés, shops) and private projects.

### Individuals B2C

---

Buyers looking for move-in ready homes, Personal Studio for art, fitness, or content creation, Mobile offices serves as a quiet and portable workspace.

### Positioning

Golden House is a trusted local manufacturer delivering high-quality, durable, and customizable caravans across Egypt. They provide fast, cost-effective solutions for residential, commercial, and industrial needs, from food trucks and kiosks to army and petroleum projects, ensuring client satisfaction through reliability, design, and comprehensive after-sales service

### Unique Value Proposition (UVP)

Delivering durable, high-quality units **built to last.**

# *Brand Messaging Suggestions*



## **Entrepreneurs**

Quality that keeps your  
business running



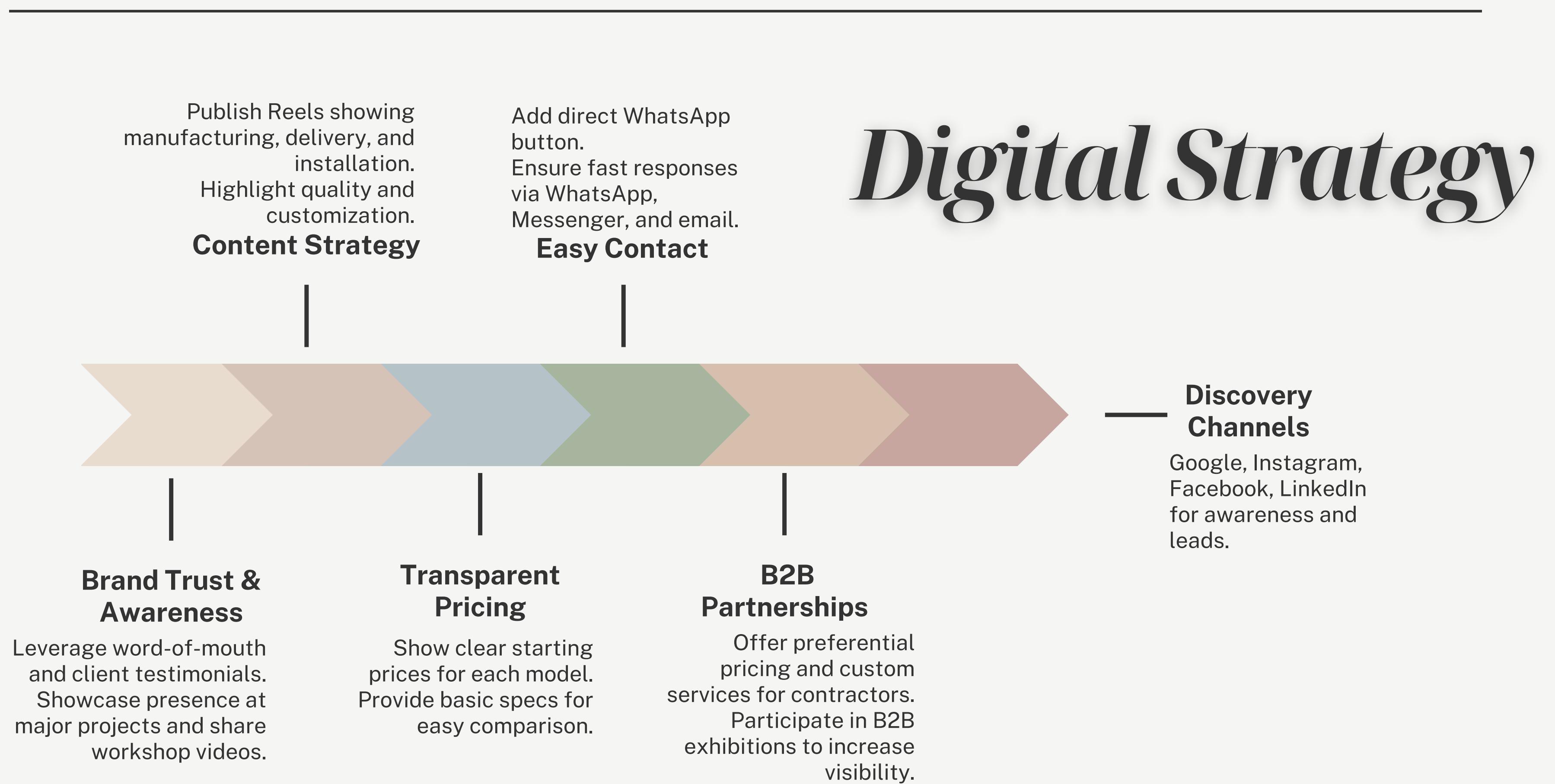
## **Individuals**

We guarantee comfort  
and quality



## **Contractors**

Ready-to-install  
caravans, with lasting  
quality and easy  
relocation



# *Tactis*

## **Content Planning & Calendar (Instagram)**

---

[https://1drv.ms/o/c/acae16f6f4ec2f46/EsxujXnCE9dMhYJa\\_-H8cK0BJP3N323Mu3xrUW1cEi42-w?e=7jo0ne](https://1drv.ms/o/c/acae16f6f4ec2f46/EsxujXnCE9dMhYJa_-H8cK0BJP3N323Mu3xrUW1cEi42-w?e=7jo0ne)

## **Content Planning & Calendar (Facebook)**

---

[https://drive.google.com/file/d/1YLzX6kBvWExCL\\_fAbXSFrLzApZ9JeFjj/view?usp=drivesdk](https://drive.google.com/file/d/1YLzX6kBvWExCL_fAbXSFrLzApZ9JeFjj/view?usp=drivesdk)

# *Action & Control*

**Setup:** Optimize bio, add Highlights, integrate WhatsApp and define color theme.

---

**Content:** Produce Reels, images, write captions and hashtags; tailor by audience.

---

**Publishing**

---

**Monitoring and KPI tracking**

---

**Reporting**

---

**Optimization**

---

**Customer Feedback**

---

# Competitive Analysis

Strong  
Mid  
Weak  
None



AL RAYAN

EL LEBI

AL SWEDY

Digital Presence	✓	✓	✓
Defined Price List			
Positioning	✓	✓	✓
Wide Product Range	✓	✓	✓
Testimonials			

# AL RAYAN

### Pricing

Custom quotes per project; no online pricing tables or ranges.

### Digital Presence

Basic Wix website; scattered Facebook posts; no LinkedIn, YouTube Shorts, or SEO blog. Minimal social engagement.

### Target Audience

Small businesses & entrepreneurs (food trucks, kiosks, retail units)  
Contractors & construction sites (site offices, guard rooms)  
Event/exhibition organizers  
Private buyers seeking ready homes or storage containers

### Market Positioning / Value Proposition

Mid-range manufacturer emphasizing quality materials + low cost + fast delivery  
Offers custom caravan/container builds, first-grade materials, after-sales service, nationwide shipping

### Content Types

Static product images only; no videos, reels, infographics, or blogs.

### Content Types

Practical and product-focused, emphasizing quality and quick delivery.



# EL LEBI

### Digital Precense

Basic Wix website with gallery and contact details. Minimal online visibility, inactive Facebook page, no clear Instagram or YouTube presence.

### Target Audience

Contractors, site managers, food truck owners, event organizers, industrial clients, and private buyers seeking ready units or storage spaces.

### Market Positioning / Value Proposition

positions itself as a leading caravan and prefab manufacturer in Egypt, offering fast execution, 24/7 support, high-quality materials, skilled technicians, panel warranty, and nationwide delivery, focusing on reliability and full-service solutions.

### Pricing

Custom quotes per project; no online pricing tables or ranges.

### Content Types

Mainly product photos and short descriptions. No blog, updates, or educational content.

### Brand Voice & Image

Practical, technical, and business-focused tone. Visuals emphasize industrial products rather than lifestyle or branding.



# AlSwedy

### Digital Precense

Basic website with product gallery and contact info.  
Active social links included but limited posting activity.  
No clear SEO optimization, reviews, or visible paid campaigns.  
Newsletter available for client updates.

### Target Audience

Targets both business and individual clients  
needing portable, ready-made, or custom-built  
units.

### Brand Voice & Image

Focuses on practicality, reliability, and after sales  
service rather than lifestyle or emotional branding.

### Content Types

Mainly static visuals — product and project photos.  
No client testimonials, videos, or blog content.  
Content focuses on showcasing completed work rather  
than engagement or storytelling

### Market Positioning / Value Proposition

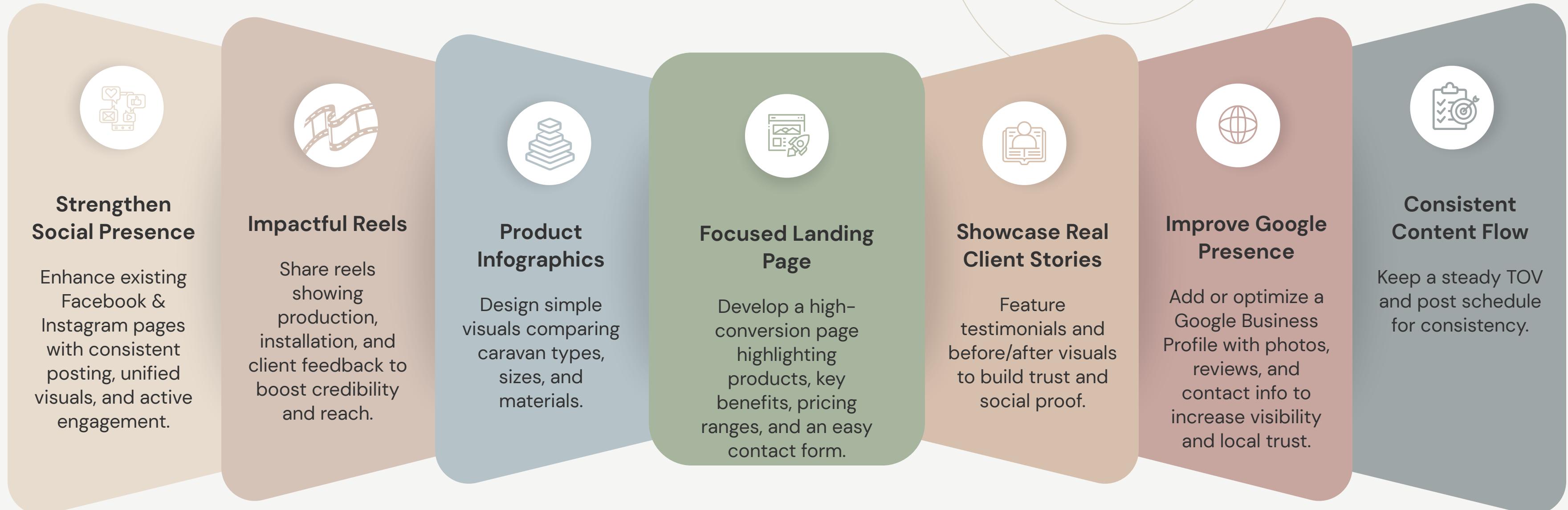
Positions itself as a leading Egyptian provider of caravans and  
prefab units, emphasizing quality, skilled craftsmanship, and  
tailored solutions that deliver lasting value.

### Pricing

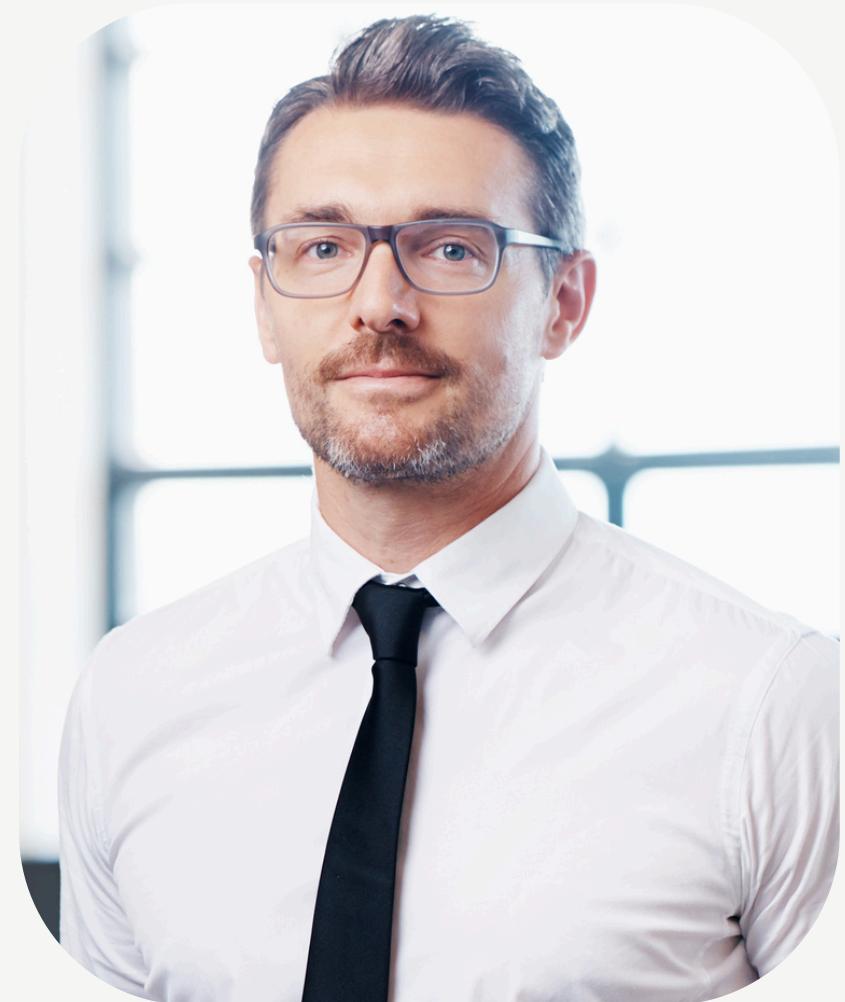
Custom quotes per  
project; no online pricing  
tables or ranges.



# *To outshine them*



# *Buyer Persona*



# RAMI

B2B

## LOCATION

Cairo, Egypt

## OCCUPATION

Small Business Owner

## MARITAL STATUS

Single



### GOALS:

- Launch a Food Truck quickly and cost-effectively, achieving a fast ROI and entering the market within weeks instead of months.

## AGE

32 y.o

## INCOME

Medium to high



### PAIN POINTS

- Worry about low-quality or unreliable caravans.
- Fear of delivery delays, which could postpone project launch and result in lost opportunities.
- Lack of transparency in pricing and hidden costs.





# AHMED

B2C

**OCCUPATION**

Business Man

**AGE**

45 y.o

**LOCATION**

North Coast, Egypt



**GOALS:**

- Build a small family chalet on his own land for vacations without the hassle of traditional construction, and create extra guest space.

**MARITAL STATUS**

Married, Family Man

**INCOME**

Medium to hight



**PAIN POINTS**

- Concerned that the caravan may not be well-insulated (too hot in summer / too cold in winter).
- Worried about the interior design quality and overall comfort.
- Unsure how to manage maintenance or fix technical issues.

# KHALED

B2B

## LOCATION

Alexandria, Egypt

## OCCUPATION

Procurement Manager at a Construction Company

## MARITAL STATUS

Single



## MOTIVATIONS

- Lower cost than traditional construction.
- Flexibility in delivery, setup, and customization.
- Comprehensive service including after-sales support.

## AGE

40

## INCOME

High

## GOALS:

- Provide high-quality temporary housing or office units for projects while reducing cost and time.



## PAIN POINTS

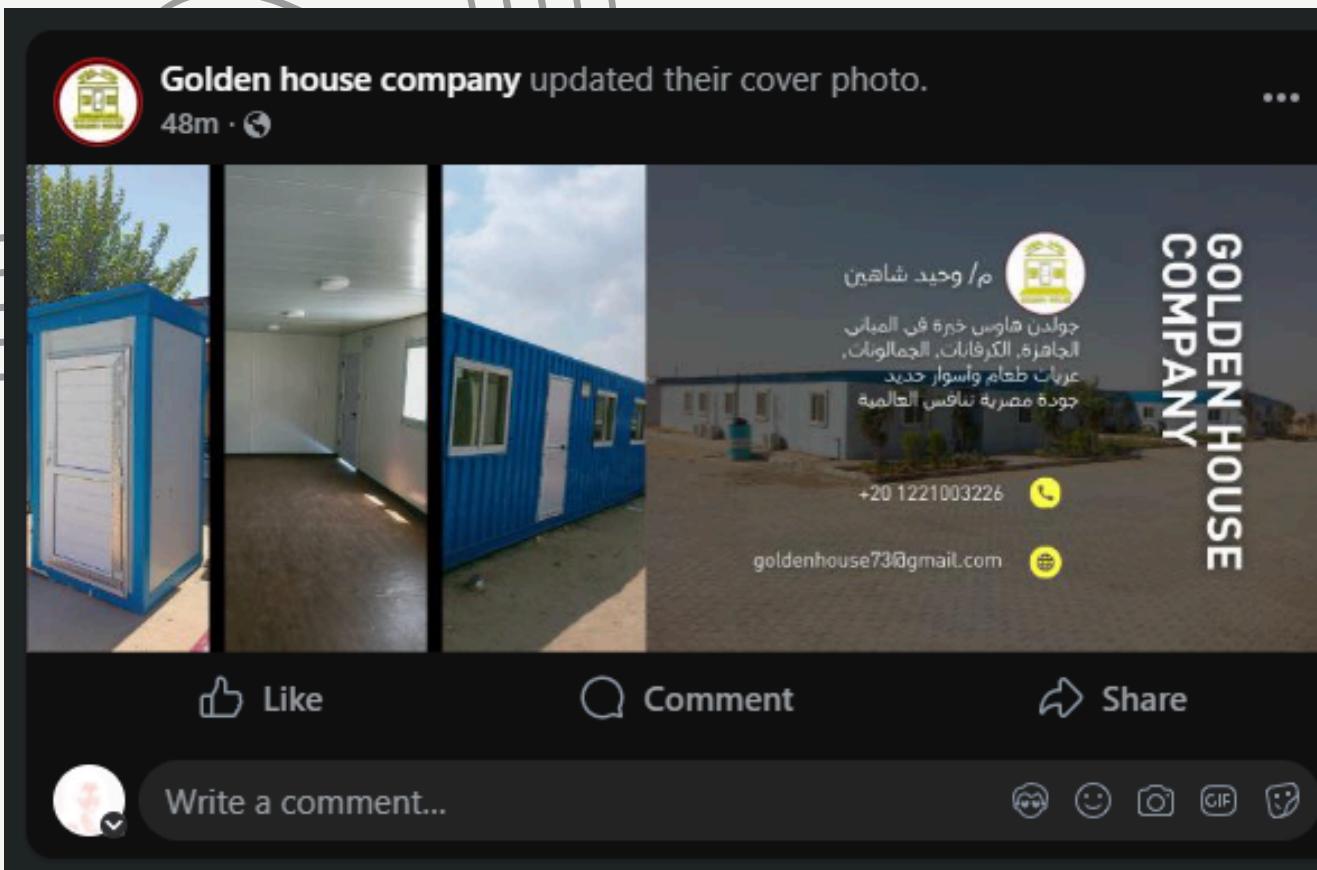
- Unreliable suppliers and delivery delays.
- Poor material quality.
- Need for fast and efficient after-sales service.



# *Publishing*

# Publishing

# Project Presentation



## Facebook Cover

<https://www.facebook.com>



Facebook & Instagram Post  
<https://www.facebook.com>  
<https://www.instagram.com>



Facebook Post  
<https://www.facebook.com>

# Publishing



Facebook & Instagram Story



Facebook & Instagram reel  
<https://www.facebook.com>  
<https://www.instagram.com>



Facebook & Instagram reel  
<https://www.facebook.com>  
<https://www.instagram.com>

# Project Presentation

# Publishing



Facebook & Instagram & LinkedIn Post  
<https://www.facebook.com>  
<https://www.instagram.com>  
<https://www.linkedin.com>



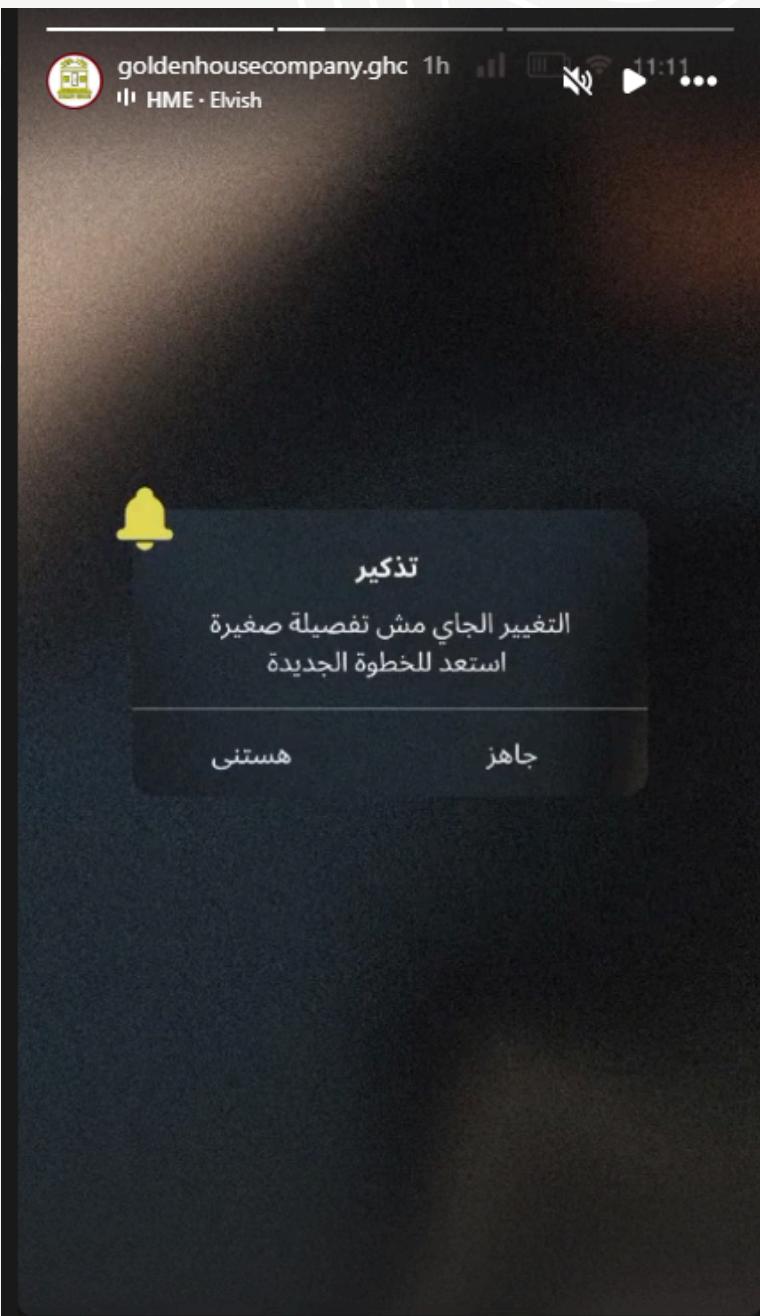
Facebook & LinkedIn Post  
<https://www.facebook.com>  
<https://www.linkedin.com>



Facebook & Instagram & LinkedIn Post  
<https://www.facebook.com>  
<https://www.instagram.com>  
<https://www.linkedin.com>

# Project Presentation

# Publishing

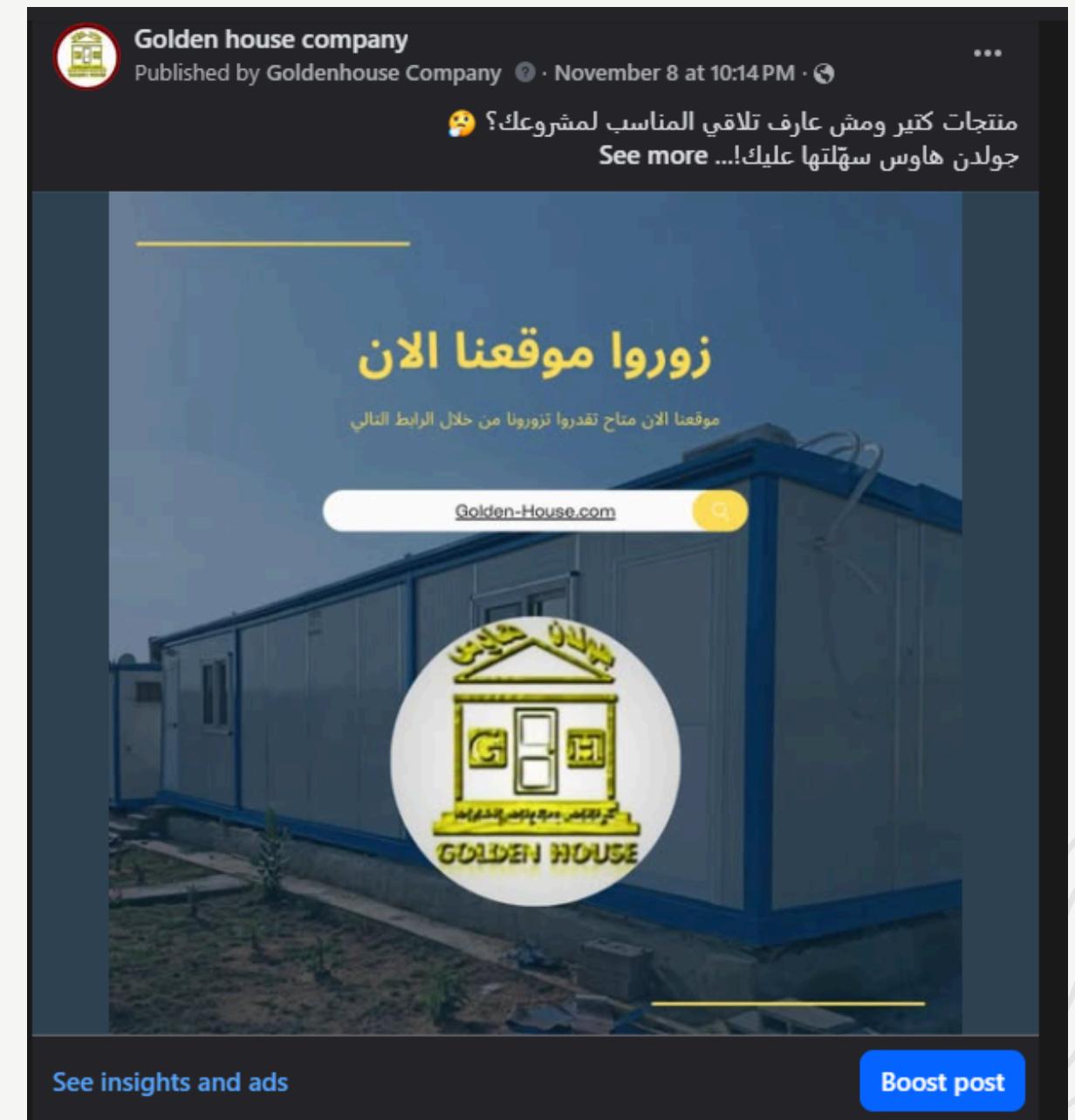


Facebook & Instagram Story



Facebook & LinkedIn & Instagram Post  
<https://www.facebook.com>  
<https://www.linkedin.com>  
<https://www.instagram.com>

# Project Presentation



Facebook & LinkedIn & Instagram Post  
<https://www.facebook.com>  
<https://www.linkedin.com>  
<https://www.instagram.com>

# Facebook Insights

Performance  
October 8, 2025 - November 4, 2025

Customize view: Business ▾

Views	Reach
Views 1 50.3K ↑ 82.4%	Facebook reach 1 47K ↑ 670.8%
From followers 1 0.6% ↓ 97.7%	From followers 1 13 ↑ 1.2%
From non-followers 1 99.4% ↑ 34.7%	From non-followers 1 46,966 ↑ 782.7%

Interactions	Follows
Content interactions 1 93 ↑ 100%	Follows 1 1 ↑ 100%
From followers 1 42 --	Unfollows 1 1 ↑ 100%
From non-followers 1 51 --	Net follows 1 0 0%

Overview

Plan

Results

Audience

Messaging

Benchmarking

Content

Overview

Content

Ads

Earnings

Earnings

Ads

Status

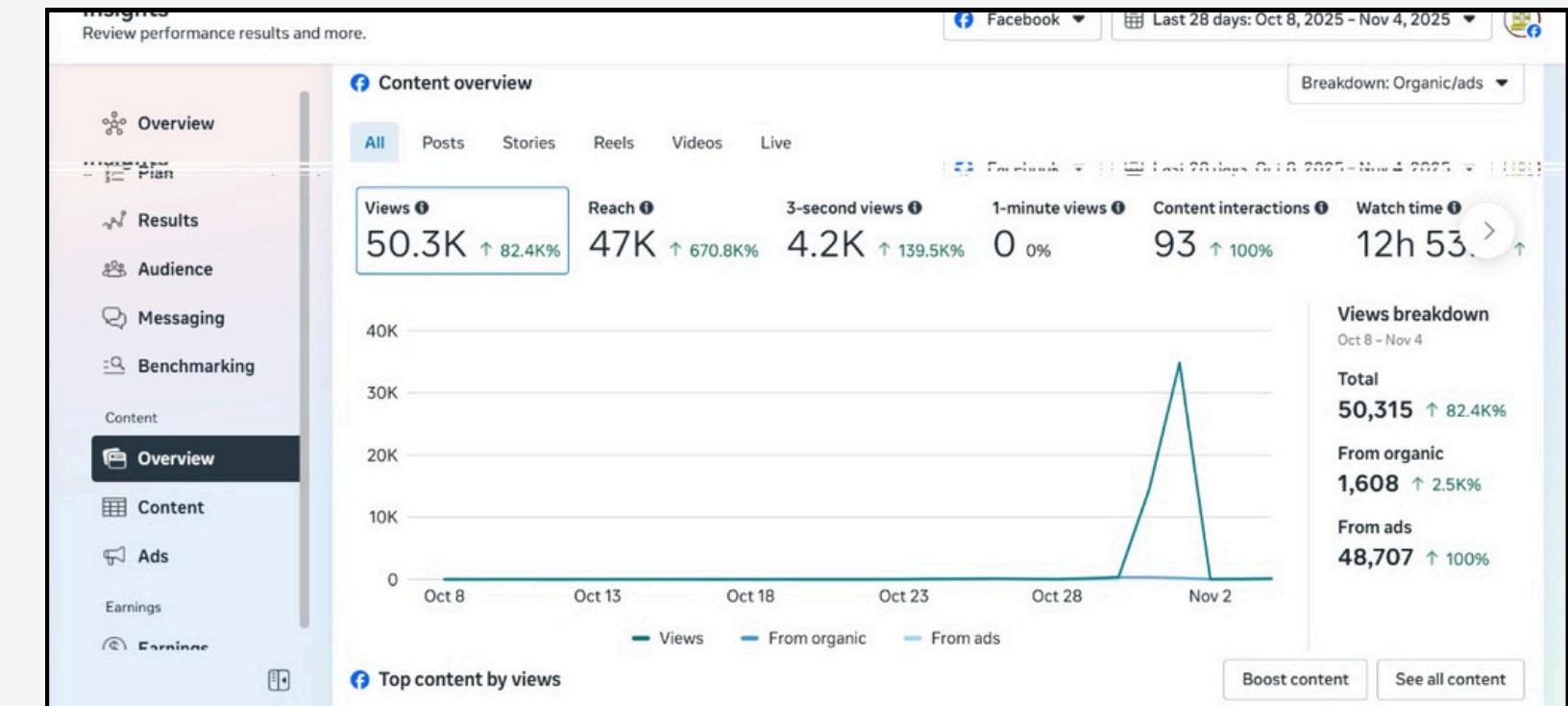
Platform

Clear

Search by ID or caption

Create ad

Title	Views ↑	Reach ↑	Budget ↑
New Engagement Ad	.02 per 2 days	14,455	13,124
New Awareness Ad	.85 per 2 days	30,086	29,716
New Engagement Ad	.25 per 1 day	4,207	3,739



# Facebook Insights

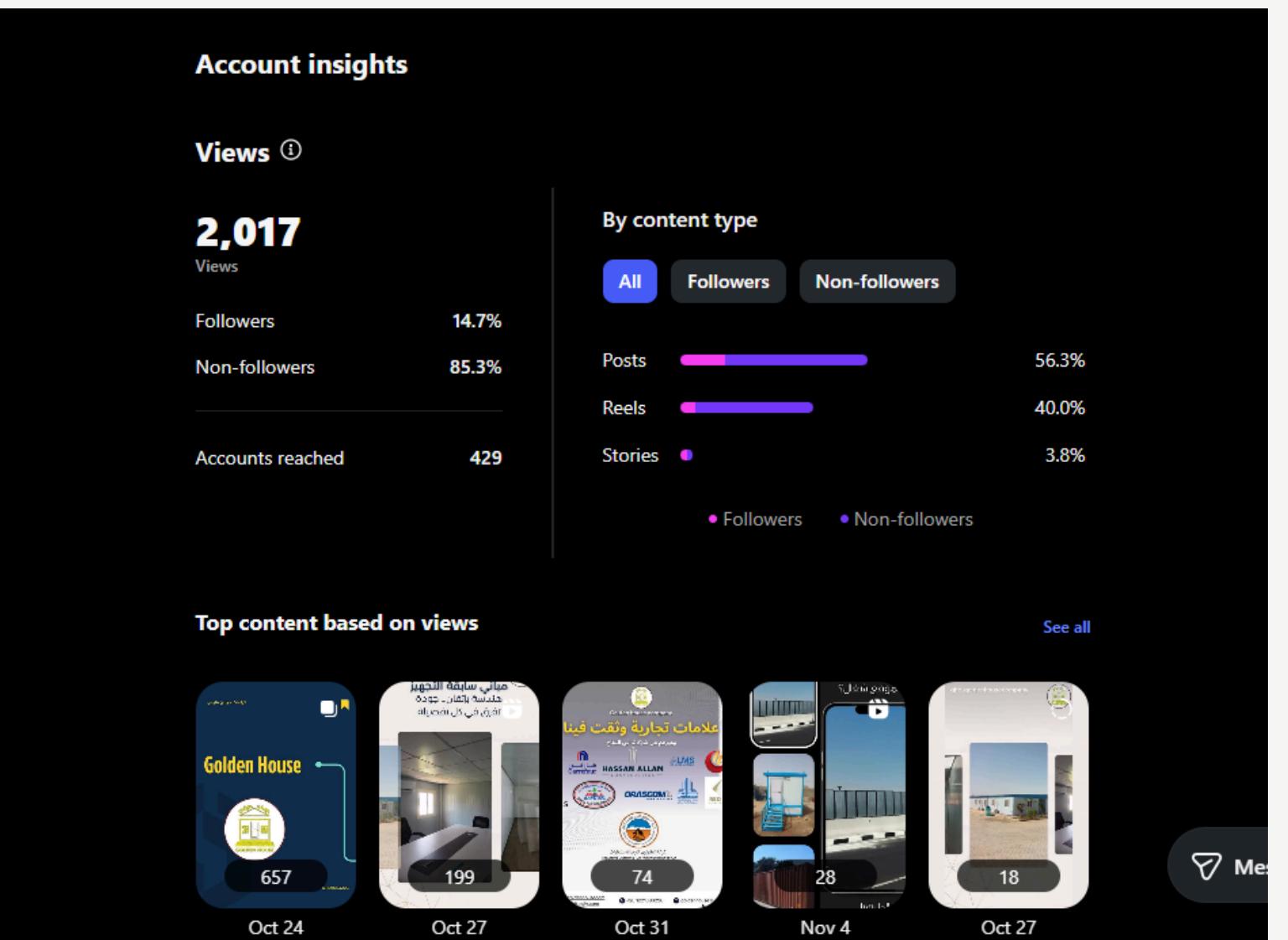
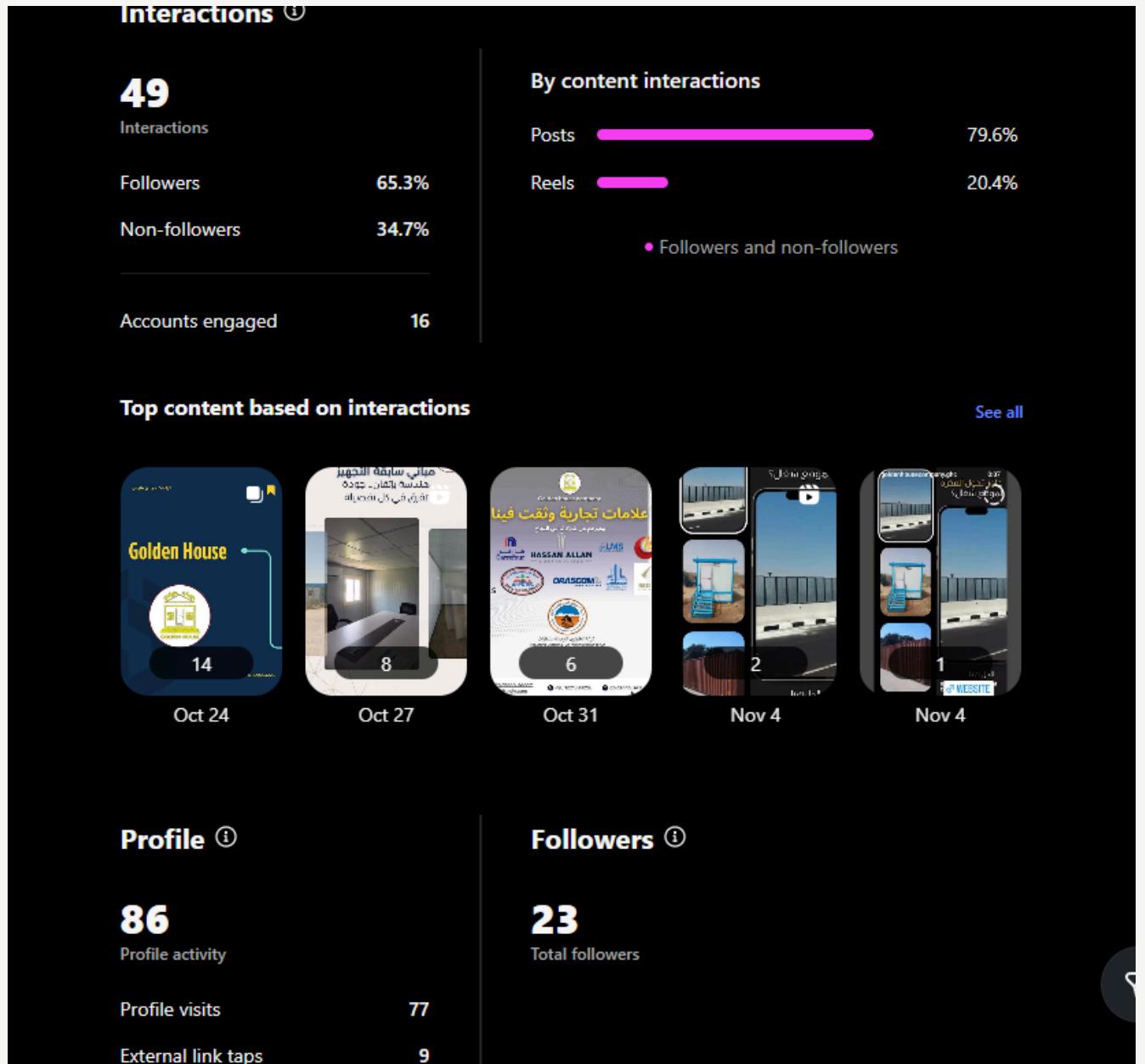
This screenshot shows the Facebook Ads Manager interface. The top navigation bar includes buttons for 'All ads', 'Active ads', 'Actions', 'Budget optimization', 'Had delivery', 'See more', 'Create a view', and a search bar. Below the navigation is a search bar for filtering by name, ID or metrics. The main area displays three campaigns: 'New Engagement Campaign', 'New Awareness Campaign', and another 'New Engagement Campaign'. The columns show various performance metrics: Results, Cost per result, Budget, Amount spent, and Impressions. The 'New Engagement Campaign' has a total cost of \$566, an average cost per result of 0.01, a budget of 98.02, and 15,171 impressions. The 'New Awareness Campaign' has a total cost of 29,716, an average cost per result of 3.33, a budget of 98.85, and 30,057 impressions. The third campaign has a total cost of 104, an average cost per result of 0.94, a budget of 97.25, and 4,175 impressions.

Off / On	Campaign	Results	Cost per result	Budget	Amount spent	Impressions
On	New Engagement Campaign	\$566	0.01	98.02	15,171	
On	New Awareness Campaign	29,716	3.33	98.85	30,057	
On	New Engagement Campaign	104	0.94	97.25	4,175	
Results from 3 campaigns ⓘ						

This screenshot shows the Facebook Ads Manager interface with a different set of metrics displayed. The columns include Impressions, Reach, Ends, Attribution setting, and Bid strategy. The same three campaigns are listed: 'New Engagement Campaign', 'New Awareness Campaign', and another 'New Engagement Campaign'. The 'New Engagement Campaign' has 15,171 impressions, 13,124 reach, and ends on Nov 1, 2025, with a 7-day click or all conversions attribution setting and a bid strategy of 'Using ad set bid...'. The 'New Awareness Campaign' has 30,057 impressions, 29,716 reach, and ends on Nov 1, 2025, with a 7-day click or all conversions attribution setting and a bid strategy of 'Using ad set bid...'. The third campaign has 4,175 impressions, 3,739 reach, and ends on Nov 1, 2025, with a 7-day click or all conversions attribution setting and a bid strategy of 'Using ad set bid...'. There is also a 'Charts' button next to the third campaign entry.

Off / On	Campaign	Impressions	Reach	Ends	Attribution setting	Bid strategy
On	New Engagement Campaign	15,171	13,124	Nov 1, 2025	7-day click or ... All conversions	Using ad set bid...
On	New Awareness Campaign	30,057	29,716	Nov 1, 2025	7-day click or ... All conversions	Using ad set bid...
On	New Engagement Campaign	4,175	3,739	Nov 1, 2025	7-day click or ... All conversions	Using ad set bid...
Results from 3 campaigns ⓘ						

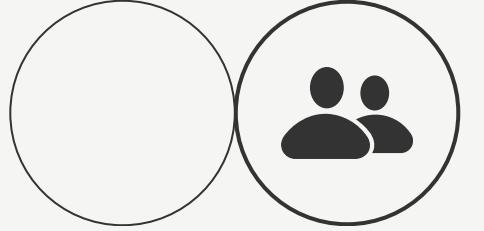
# Instagram Insights



*Under the guidance of  
Mr/ Noor El Deen Mohamed*

---





**Engy Mohsen**  
Team Leader & Reel Maker



**Shahd Emad**  
Media Buyer



**Doha Waheed**  
Account Manager & Moderator



**Mahmoud Abd El Hakim**  
Content Planner & Writer



**Zeinab Mohamed**  
Graphic Designer



**Mariam Ayed**  
Content Creator

*Meet  
the  
Team*

*Thank you*  
For your attention