

## Project Name \_ Golden House

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### Project Idea

We created a full marketing campaign for an existing company that already had clients but lacked a strong social media presence. As a team, we developed a plan to improve their social media from A to Z. We conducted our research, provided our suggestions, and then began implementing the strategy, after which we ran ads.

Overview about the company we worked with:

Golden House is a leading Egyptian company specializing in prefabricated buildings and caravans, with over 15 years of experience. They provide innovative, high-quality, and customizable solutions to meet client needs across different industries. They create customized (Caravans, Warehouses, Fences, Containers, Additional Services) with high quality for their target customers.

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### Team Members

- **Engy Mohsen** — Team Leader & Reel Maker
  - **Doha Waheed** — Account Manager & Moderator
  - **Zeinab Mohamed** — Graphic Designer
  - **Shahd Emad** — Media Buyer
  - **Mahmoud Abd El Hakim** — Content Planner & Writer
  - **Maryam Ayed** — Content Creator
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### Work Plan

#### 1. Research & Analysis

- Company Performance Overview
- SOSTAC Model
- Competitive Analysis
- Team Suggestions for Improvement

#### 2. Audience Personas

### ► Persona 1

We represent our first B2B target segment with a 32-year-old man whose income is medium to high. He is a small business owner.

Future goals:

- Build a food truck quickly and cost-effectively
  - Achieve a fast ROI and enter the market within weeks instead of months
- Pain points:

- Worry about low-quality or unreliable caravans
- Fear of delivery delays that could postpone the project launch
- Lack of transparency in pricing and hidden costs, making it difficult to reach his goals

### ► Persona 2

We represent our B2C target segment with a 45-year-old man whose income is medium to high. He is a businessman and a father with a small family.

Future goals:

- Build a small family chalet on his own land for vacations without the hassle of traditional construction

- Create extra guest space

Pain points:

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

### ► Persona 3

We represent our second B2B target segment with a 40-year-old man whose income is high. He is a Procurement Manager at a construction company.

Future goals:

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

Motivators:

- Lower cost than traditional construction

- Flexible delivery, setup, and customization
  - Comprehensive service including after-sales support
- Pain points:
- Unreliable suppliers and delivery delays
  - Poor material quality
  - Need for fast and efficient after-sales service

### **3. Visual Identity**

- We created a cover for the company's Facebook and LinkedIn profiles
- We created a Linktr.ee link containing all our channels
- We built a landing page for the company containing all products, key partners, and company information

### **4. Main Designs**

- We designed 2 carousels featuring real footage of our products
- We designed 5 social media posts and published them on the company's channels
- We created 2 reels
- We designed 2 stories

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### **Project Files**

You can find the full project files here:

[https://drive.google.com/open?id=1iluA2oG5SI3bkxdyDADA0TOHkziClwOd&usp=drive\\_fs](https://drive.google.com/open?id=1iluA2oG5SI3bkxdyDADA0TOHkziClwOd&usp=drive_fs)

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