

# Graduation Project Documentation

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## صحتك في صندوق، وطعم يفتح النفس - NutriBox!

متخيل إنك تاكل أكل صحي، وطعمه حكاية، ومن غير ما توجع دماغك في التحضير؟

جمعنا لك بين الطعم اللذيذ والأكل المفيد، بمكونات طبيعية 100%، NutriBox في  
عشان تستمتع بوجبة متكاملة من غير تأنيب ضمير!

سواء مستعجل، نفسك في حاجة خفيفة وصحية، أو عايز تاكل بضمير مرتاح ، وكل ده  
بسعر على قد الإيد! ، وإحنا نوصله لحد عندك.

هو الحل NutriBox!

جاهز تخوض التجربة؟ جرب بنفسك وقرر!

# Marketing Campaign Objectives

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## 1. Increase Brand Awareness on Social Media

- Utilize organic strategies to reach our target audience, including fitness enthusiasts, busy professionals, mothers, and seniors.
- Leverage Facebook, Instagram, and TikTok as primary marketing channels to maximize brand visibility.
- Post consistently (4–5 times per week) with engaging content, including educational posts, storytelling, and interactive elements.
- Optimize content with trending hashtags and keywords to improve discoverability.

## 2. Branding and Visual Identity

- Create a logo and select brand colors to establish a consistent and professional visual identity.

## 3. Create Facebook, Instagram, TikTok, and Other Social Media Pages

- Launch the page and start posting regularly, aiming for 100 followers per month.

## 4. Drive Engagement and Community Interaction

- Encourage audience participation through polls, questions, and interactive posts.
- Utilize short-form videos (Reels & TikTok) to engage users and increase organic reach.
- Respond actively to comments and messages to create a sense of community and trust.
- Launch small-scale contests or challenges to boost interaction and attract followers.

## 5. Highlight Product Quality and Customization Options

- Communicate our core message: “Healthy food is now tasty.”
- Emphasize meal customization options to appeal to different customer preferences.
- Share high-quality images and videos showcasing ingredients, preparation, and final meal presentations.

## 6. Implement a Low-Budget Paid Advertising Strategy

- Allocate the limited budget (800 EGP/ \$15) effectively across platforms.
- Run small-scale paid promotions on Facebook and Instagram targeting our key audience groups.
- Focus on engagement-based objectives (likes, shares, comments) to maximize organic reach from paid campaigns.

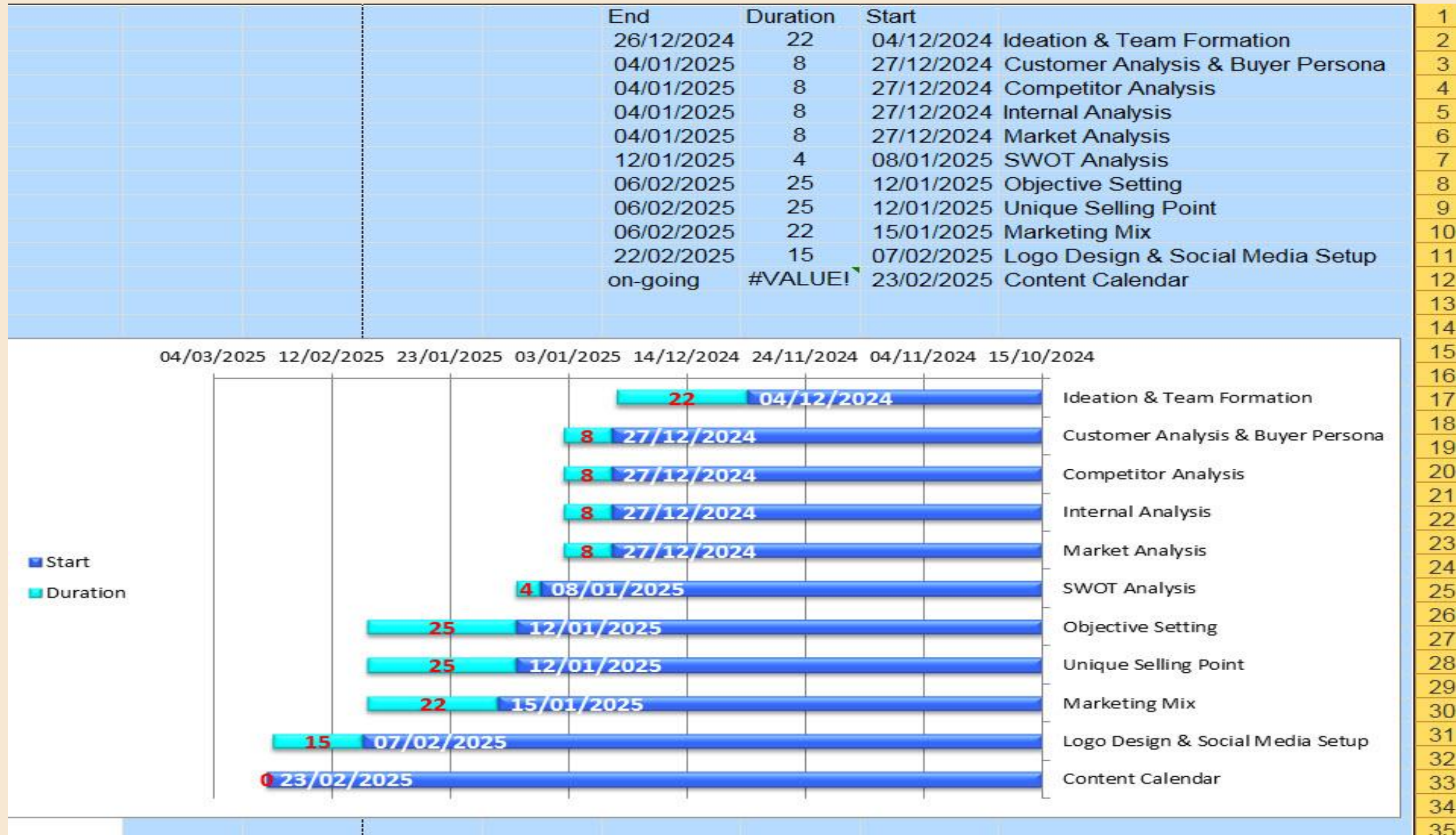
## 7. Execute a Ramadan-Specific Marketing Objective

- Create content tailored for Ramadan, emphasizing healthy alternatives to traditional meals.
- Provide meal-planning tips for Suhoor and Iftar to attract health-conscious consumers during the holy month.
- Encourage community-driven engagement, such as sharing user experiences and meal ideas.



# CHART GANTT

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## Identifying the digital tools and platforms used

### 1-social media platforms

**Instagram & Facebook:** Ideal for showcasing products and healthy recipes through images and short videos.

**Tiktok :** Great for creating engaging and fast-paced content about healthy eating benefits.

### 2-Analytics Tools

**Facebook & Instagram Insights:** Analyzes post performance and audience engagement.

### 3-Content Management & Scheduling Tools

**Meta Business Suite:** Manages and schedules posts on Facebook & Instagram.

**Canva:** Helps create professional and visually appealing designs.

### 4-Paid Advertising Tools

**Meta Ads Manager:** Runs targeted ads on Facebook and Instagram.

**TikTok Ads:** Effective for promoting healthy food through engaging short videos.

### 5-SEO Tools

**Ubersuggest:** Provides keyword ideas related to healthy food topics.



# BUSINESS MODEL CANVAS

Designed For:project

Designed By:Gergs Magdy

Date:24/2/2025

Version:1



## KEY PARTNERS

Suppliers of fresh and healthy ingredients.

Sustainable and eco-friendly packaging companies.

Fast delivery service providers (couriers and app-based logistics).

Nutritionists and diet specialists.

Health and fitness influencers for brand promotion.



## KEY ACTIVITIES

Preparing diverse, healthy, and delicious meals.

Developing an easy-to-use mobile app and website.

Executing awareness campaigns about healthy eating.



## KEY RESOURCES

Fully equipped kitchen for healthy meal preparation.

Customer database of health-conscious individuals.

Skilled chefs and nutrition specialists.



## VALUE PROPOSITIONS

Providing balanced, healthy meals tailored to different dietary needs.

Using natural and fresh ingredients without preservatives.

Fast delivery ensuring freshness and quality.

Offering a variety of options (Keto, Vegan, High-Protein, Low-Calorie, etc.).



## CUSTOMER RELATIONSHIP

24/7 customer support social media.

Loyalty programs with discounts and special offers for frequent customers.

Educational and informative content on nutrition and wellness.



## CHANNELS

Educational and informative content on nutrition and wellness.

Physical pop-up stores or food trucks in strategic locations.



## CUSTOMER SEGMENTS

Health-conscious individuals looking for convenient meals.

Athletes and fitness enthusiasts requiring specific meal plans.

Busy professionals in need of quick and nutritious food.

Individuals with medical conditions requiring special diets.



## COST STRUCTURE

Cost of raw materials and fresh ingredients.

Operational costs for kitchen and food preparation.

Development and maintenance costs for the digital platform.

Marketing and advertising expenses.



## REVENUE STREAM

Subscription-based meal plans for customers.

Partnerships with gyms and corporate wellness programs.

Sales of additional healthy products (snacks, juices, supplements).

Sponsored promotions and collaborations with nutrition brands.



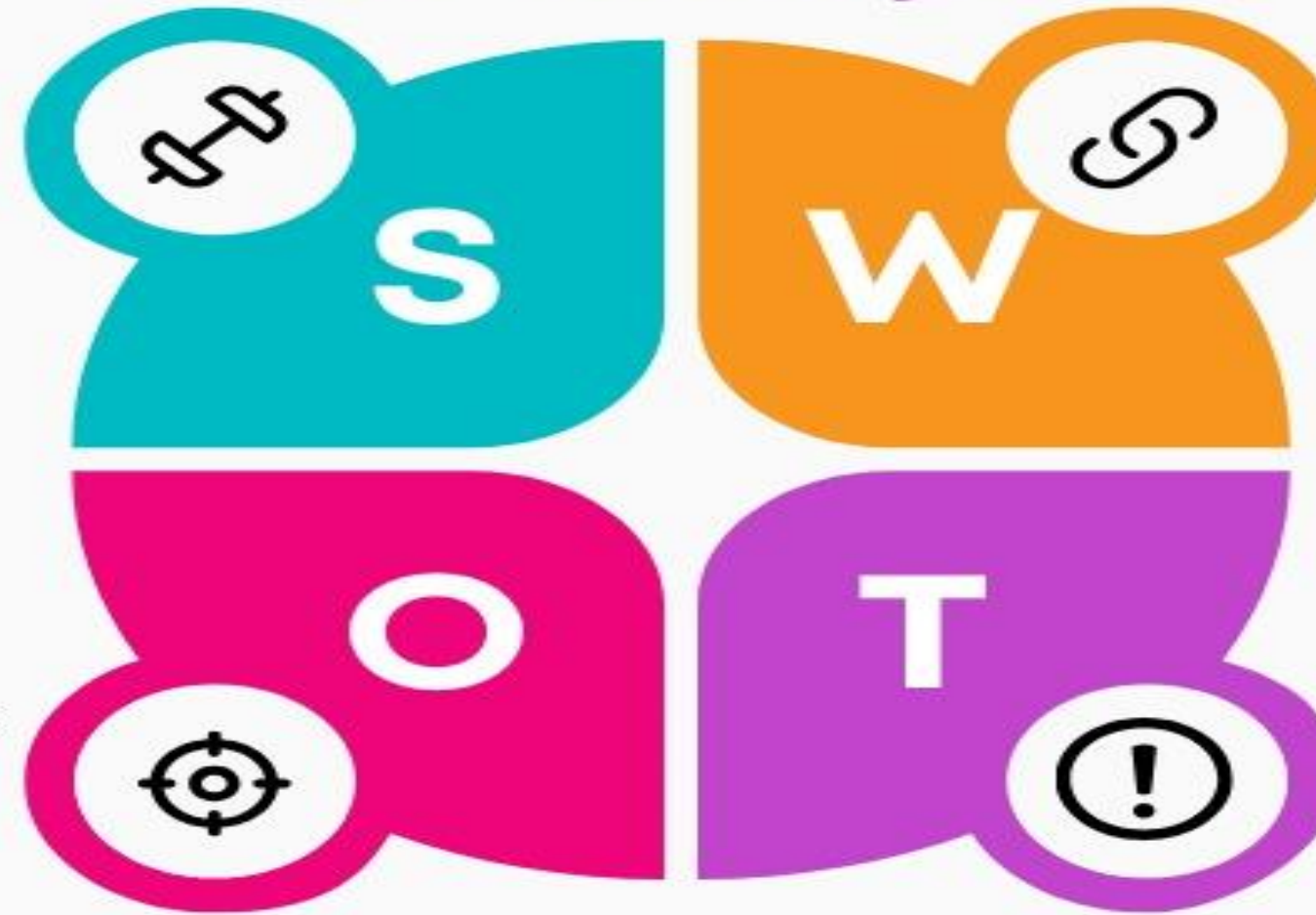
# SWOT Analysis

## Strengths

- In-house Production ensures direct control over quality and costs
- Local Sourcing of Ingredients
- Egyptian brand 100%
- The target market chosen is large

## Opportunities

- Huge market demand for healthy and tasty food
- Untapped Segments: Mid/low-income customers are price-sensitive and represent the majority of the market.
- Competitor weaknesses include high prices, small portion sizes, poor customer service, low-quality, untasty food, and unclear nutrition information.
- Technology Adoption: E-commerce and delivery are growing rapidly, offering scalable ways to reach customers.
- Education on Healthy Food: Dispelling misconceptions about blandness and cost through engaging content can attract hesitant customers.



## Weaknesses

- New brand which means weak reputation and without clear identity tone and no loyalty strategy
- Lack of Differentiation: No unique selling point
- Limited Team Experience
- Lack of Data Analytics
- Limited Budget
- No Quality Control System
- No Established Partnerships with gyms and health experts
- no internet presence yet
- unclear pricing and supply sources

## Threats

- Intense Competition, Both established restaurants and snack sellers have a foothold in the healthy food space.
- Economic Conditions: Price sensitivity is high, and inflation may deter customers from paying premium prices.
- Customer Perceptions: Misconceptions about healthy food being bland and expensive may reduce initial adoption.
- Delivery Expectations: Failure to deliver quickly or with consistent quality could damage our reputation.

## **1- Content Marketing**

Posting healthy recipes and nutrition tips on Instagram and Facebook to attract health-conscious audiences.  
Using short-form videos (Reels & TikTok) to showcase quick and engaging healthy meal preparations.

## **2- Paid Advertising (Social Media Ads)**

Running Facebook & Instagram Ads to target health and nutrition enthusiasts.  
Experimenting with TikTok Ads to attract a younger, health-conscious audience.

## **3- Community Engagement & Interaction**

Create Healthy Challenges.  
Polls & Interactive Surveys.  
User-Generated Content (UGC) & Customer Stories.  
Ask Me Anything (AMA) Sessions.

## **4- Automation & Personalization**

Using chatbots on social media to provide instant customer support.  
Offering personalized discounts and recommendations based on customer preferences.



# Review of Digital Marketing Techniques Used in Successful Projects

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## 1- Content Strategies

Analyzing the content of successful brands such as (sally Fouad and CBC Sofra).

Focusing on visual content such as short videos and quick recipe tutorials to engage the audience.

Utilizing storytelling techniques to increase engagement and brand connection.

## 2-Search Engine Optimization

Researching high-ranking keywords in the healthy food industry using tools like Ubersuggest.

Utilizing SEO strategies on social media platforms by optimizing content with relevant keywords, hashtags, and engaging captions to enhance visibility and reach a broader audience.

## 3- Paid Advertising Strategies

Reviewing successful ad campaigns in the healthy food sector to understand the best targeting methods.

Selecting the most effective advertising channels, such as Facebook Ads, Instagram Ads, and Tiktok Ads, to reach the right audience.

## 4-AI-Powered Marketing Strategies

Implementing Chatbots to provide quick and efficient customer support

Using data-driven analytics to personalize offers and improve audience targeting.

Using Chatgpt for content creation, including social media posts, ad copy, and audience sentiment analysis to gain deeper marketing insights.

## 1. Modern Digital Trends and Their Impact on the Healthy Food Sector

With the rapid digital transformation, marketing in the healthy food sector, such as NutriBox, has become more dynamic and influenced by modern technologies and consumer behavior. The key digital trends impacting the success of marketing campaigns in this field include.

### A. Artificial Intelligence and Data Analysis

Artificial intelligence helps analyze customer data, predict their needs, and personalize offers based on their dietary behavior. For example, NutriBox can use AI algorithms to provide customized meal recommendations based on customers' preferences and order history.

## B. Short Video Marketing and Interactive Content

Platforms like TikTok and Instagram Reels are witnessing massive growth in short video consumption, making them effective tools for marketing healthy food products. NutriBox can create videos showcasing meal preparation, nutritional benefits, and customer experiences to boost audience engagement.

## C. Social Commerce

Social media platforms are no longer just communication tools; consumers can now purchase products directly through Instagram or Facebook. NutriBox can leverage this by offering instant purchase options on its social media platforms, making it easier for customers to make quick buying decisions.

## D. Enhancing User Experience (UX/UI) on Websites and Apps

Speed and ease of use are crucial in digital marketing, as 70% of users leave a site if it takes more than three seconds to load.



NutriBox can optimize its website and app design to be fast and easy to navigate, increasing conversion rates.

## E. Influencer Marketing

Health and fitness influencers are powerful promotional tools for healthy food products. NutriBox can collaborate with bloggers and nutrition experts to promote its meals in an authentic and trustworthy way.

## **2. The Impact of These Trends on NutriBox's Marketing Strategies**

Based on modern trends, NutriBox can develop effective marketing strategies, such as:

Utilizing AI to analyze customer data and create personalized meal plans based on their health goals and needs.

Relying on short videos to create engaging, viral content, such as “Meal of the Day” videos or healthy eating challenges.

Strengthening its presence in social commerce by integrating direct purchase features via Instagram and Facebook.

Improving user experience through an easy-to-use app that allows customers to subscribe to meal plans in just a few clicks.

Leveraging influencers by organizing challenges like “30 Days of Healthy Eating with NutriBox” in collaboration with health coaches and fitness trainers.

### **3. Recommendations to Boost NutriBox’s Success in the Digital Market**

Launch marketing campaigns focused on interactive and short-form videos via TikTok and Instagram Reels.

Use data analysis tools to personalize offers and recommendations according to customer needs.

Expand influencer marketing efforts by collaborating with nutrition and fitness experts to raise awareness about healthy eating.

Enhance user experience through a dedicated app that makes it easy for customers to manage their meal plans and explore new services.

Introduce digital loyalty programs that reward regular customers with discounts on long-term subscriptions.

## Conclusion

Digital marketing is constantly evolving, and companies that adapt to these changes achieve greater success in attracting customers and increasing sales. By implementing the latest digital trends, NutriBox can strengthen its market presence, attract more customers, and offer a seamless and exceptional shopping experience.



Collecting and Analyzing Target Market Data

Analyzing Audience Behavior Across Different Digital Channels

Click Here



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مجمع.xlsx

# Identifying the Tools and Data Required for Campaign Execution

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## 1. Digital Channels

Social Media: Facebook, Instagram, and TikTok for marketing and audience engagement.

Paid Ads: Meta Ads (Facebook & Instagram) and Google Ads to target health-conscious individuals.

Influencers: Collaborating with nutrition experts and content creators to increase brand awareness.

Website: A page for showcasing products, online ordering, and providing information about health benefits.

Email Marketing: Sending email campaigns with offers and updates to customers.

## 2. Creative Content

Attractive Designs: Professional food photography, recipe videos, and interactive reels.

Success Stories: Sharing real customer experiences with the products.

Contests & Challenges: Encouraging audience participation through exciting rewards.

### 3. Analytics & Measurement Tools ?

Google Analytics: Tracking website visits and analyzing user behavior.

Meta Business Suite: Monitoring campaign performance on Facebook and Instagram.

### 4. Partnerships & Distribution ?

Collaboration with Gyms & Fitness Centers: Exclusive offers for their customers.

Delivery Apps (Talabat, Mrsool, Elmenus): Expanding distribution channels.

Sampling: Providing free meals at health-related events.

### 5. Customer Service & Engagement ?

Chatbots & Automated Messages: Quick responses to customer inquiries via WhatsApp and Facebook Messenger.

Customer Feedback & Surveys: Improving products based on audience insights.



## BUYER PERSONA

## Busy Professional



Name Sara  
 Age 24  
 Location New Cairo  
 Occupation Teacher at a Language School  
 marital status Sngle  
 Kids no  
 Monthly income 15000EGP/Month



Interests	<ul style="list-style-type: none"> <li>Health &amp; self-care, reading, career development</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>Struggles to balance a demanding career with personal well-being. Finding the time to prepare healthy meals is difficult, and reliance on unhealthy, fast food is common</li> </ul>
Buying Behavior	<ul style="list-style-type: none"> <li>Decision-making process: Values convenience, meal options that save time, and nutritional content that supports her busy lifestyle.</li> <li>Preferred channels: Facebook and WhatsApp for ordering, online platforms for reviews and recommendations.</li> <li>Price Sensitivity: willing to spend more on meals if they are convenient, tasty and healthy.</li> </ul>
Goals	<ul style="list-style-type: none"> <li>Maintaining a healthy work-life balance, especially in terms of diet.</li> <li>Minimizing time spent on food preparation while eating nutritious, satisfying meals.</li> <li>Wants to receive meals that can be quickly ordered, are nutritious, and easy to integrate into her daily routine.</li> </ul>
Pain Points	<ul style="list-style-type: none"> <li>Late or inconsistent deliveries.</li> <li>Small portion sizes for the price.</li> <li>Poor customer service and lack of timely responses to complaints.</li> <li>Complaints about the quality of food, such as taste or unbalanced meals</li> </ul>
Sources of Info	<ul style="list-style-type: none"> <li>Social media (reviews, comments and profiles)</li> </ul>
Personality Traits	<ul style="list-style-type: none"> <li>Ambitious, organized, time-conscious, prefers convenience</li> </ul>



## Busy MOM



Name Sally  
 Age 40  
 Location zagazig  
 Occupation Tax Officer  
 marital status Married  
 Kids Yes  
 Monthly income 10000EGP/Month



Interests	<ul style="list-style-type: none"> <li>Health &amp; self-care, career development</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>she face work pressures &amp; time management difficulties</li> </ul>
Buying Behavior	<ul style="list-style-type: none"> <li>Decision-making process: Values convenience, meal options that save time, and nutritional content that supports her busy lifestyle.</li> <li>Preferred channels: Facebook and WhatsApp for ordering, online platforms for reviews and recommendations.</li> <li>Price Sensitivity: willing to spend more on meals if they are convenient, tasty and healthy.</li> </ul>
Goals	<ul style="list-style-type: none"> <li>Maintain a healthy weight: Focus on whole foods, portion control, and balanced macronutrients.</li> <li>Support bone health: Increase calcium and vitamin D intake to prevent osteoporosis.</li> <li>Reduce chronic disease risk: Emphasize heart-healthy fats, fiber, and antioxidants.</li> <li>Support hormonal balance: Include foods rich in omega-3 fatty acids, vitamin D, and probiotics.</li> </ul>
Pain Points	<ul style="list-style-type: none"> <li>Busy Schedules: Juggling work, family, and other responsibilities leaves little time for meal planning, cooking, and grocery shopping.</li> <li>Lack of Time for Meal Prep: Not enough time to prep healthy meals in advance for the week.</li> <li>Cost of Healthy Foods: high-quality protein sources can be expensive.</li> <li>Limited Access to Healthy Options: Difficulty finding healthy and affordable options in local grocery stores or limited access to fresh produce.</li> </ul>
Sources of Info	<ul style="list-style-type: none"> <li>Social media (reviews, comments and profiles)</li> </ul>
Personality Traits	<ul style="list-style-type: none"> <li>Organized , Planful , Curious about Nutrition and Appreciative of Quality</li> </ul>



## Health-Conscious Senior



Name salma  
 Age 30  
 Location 6 october  
 Occupation sales  
 marital status Married  
 Kids Yes  
 Monthly income 12000 EGP/Month



Interests	<ul style="list-style-type: none"> <li>Ensuring their family eats balanced and nutritious meals.</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>Managing time to cook while juggling work and family responsibilities.</li> <li>Finding meals that are appealing to both kids and adults.</li> <li>Balancing health concerns with affordability.</li> </ul>
Buying Behavior	<ul style="list-style-type: none"> <li>Frequently shops online for groceries and household essentials.</li> <li>Prefers brands offering family meal bundles or discounts.</li> <li>Reads reviews and trusts recommendations from other parents.</li> </ul>
Goals	<ul style="list-style-type: none"> <li>Providing quick, nutritious meals for their family.</li> <li>Ensuring kids develop healthy eating habits.</li> <li>Reducing the stress of daily cooking without compromising quality.</li> </ul>
Pain Points	<ul style="list-style-type: none"> <li>Difficulty finding ready-to-eat meals that cater to children's tastes.</li> <li>Concerns about hidden additives or preservatives in processed food.</li> <li>High cost of healthy ready-to-eat options compared to regular meals.</li> </ul>
Sources of Info	<ul style="list-style-type: none"> <li>Parenting blogs, Facebook groups, and Instagram accounts focused on family nutrition.</li> <li>Recommendations from friends and family.</li> <li>Product reviews on e-commerce sites.</li> </ul>
Personality Traits	<ul style="list-style-type: none"> <li>Open to new solutions but cautious about brand promises.</li> </ul>



## The Fitness Enthusiast



Name Ahmad  
 Age 25  
 Location Cairo  
 Occupation Sales Executive  
 marital status Single  
 Kids No  
 Monthly income 8000 EGP/Month



Interests	<ul style="list-style-type: none"> <li>Gym, body-building, nutrition, maintaining a balanced diet</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>Struggles to find nutritious, high-protein meals that fit into his busy schedule.</li> </ul>
Buying Behavior	<ul style="list-style-type: none"> <li>Decision-making process: Highly influenced by health benefits, nutritional information, and calories per serving.</li> <li>Preferred channels: Facebook, Instagram, TikTok, and fitness apps for easy ordering.</li> <li>Price Sensitivity: Willing to pay a premium for high-protein, low-carb meals but still values reasonable pricing.</li> </ul>
Goals	<ul style="list-style-type: none"> <li>Wants to order healthy meals with precise calorie and nutritional information for optimal performance.</li> <li>Maintaining his fitness routine without compromising on nutrition.</li> </ul>
Pain Points	<ul style="list-style-type: none"> <li>unreasonable pricing, Poor food quality and taste, artificial ingredients, inaccurate calorie information, slow delivery times.</li> </ul>
Sources of Info	<ul style="list-style-type: none"> <li>Social media (reviews, comments and profiles)</li> </ul>
Personality Traits	<ul style="list-style-type: none"> <li>Motivated, disciplined, goal-oriented, enjoys structure in his daily rout</li> </ul>

# Choosing the Right Marketing Channels (Social Media, SEO, Email Marketing, Paid Ads)

## 1- Social Media

Instagram & TikTok: Ideal for visually appealing content such as healthy recipes and quick meal prep videos

Facebook: Suitable for long-form content, educational videos about nutrition, and community building.

## 2- Paid Ads

Running Facebook , Instagram and Tiktok Ads to precisely target the intended audience.

## 3-Search Engine Optimization (SEO)

Using relevant keywords related to healthy food to increase visibility on Google.

# Developing a Marketing Content Plan



# Social Media Monthly Content Calendar for NutriBox

Month: Last Week of February + March  
Year: 2025

Date & Time	26/02/25 – 9:00 PM	28/02/25 – 9:00 PM	01/03/25 – 9:00 PM	03/03/25 – 9:00 PM	06/03/25 – 9:00 PM	09/03/25 – 9:00 PM	12/03/25 – 9:00 PM
Buyer Persona	All	Fitness Enthusiasts	All	All	Busy Moms	Seniors	All
Platform	Facebook, IG	Instagram, TikTok	Facebook, IG	Facebook, IG	IG, TikTok	Facebook, IG	Facebook, IG
Content Topic & Format	Launch Post: 🍌 The box is ready, but what's inside? 🤔👉	Educational Video: "Protein: Myths vs. Facts"	Ramadan Announcement: "Happy Ramadan for everyone With NutriBox"	Ramadan Engagement Post: "What's Your Favorite Suhoor Meal?"	Storytelling Post: "How to Keep Your Kids Energized During Ramadan"	Educational Post: "Foods to Keep You Hydrated During Ramadan"	Post: Our Ramadan's Menu
CTA	"Comment your guess below!"	Share this with your gym partner!	Stay tuned for our Ramadan menu!	Comment your go-to Suhoor dish!	Share your experience in the comments!	Save this for later!	Order now!
SMART Objective	Reach 10 comments in 48 hours.	Educate 100 viewers on protein myths.	Generate 10 shares.	Get 10 reactions & 5 shares.	Reach 10 engagements.	Reach 10 impressions.	receive 5 orders
Responsible Content Creator	Merehan	Almoatasembellah	Anton	Gerges	Ahmad	Aliaa	Mostafa

## Social Media Monthly Content Calendar for NutriBox

Month: Last Week of February + March  
Year: 2025

Date & Time	15/03/25 – 9:00 PM	18/03/25 – 9:00 PM	21/03/25 – 9:00 PM	24/03/25 – 9:00 PM	27/03/25 – 9:00 PM	30/03/25 – 9:00 PM	31/03/25 – 9:00 PM
Buyer Persona	All	Fitness Enthusiasts	Busy Moms	Busy Professionals	All	Seniors	All
Platform	Facebook, IG	Facebook, IG	Instagram, TikTok	Facebook, IG	Facebook, IG	Instagram, TikTok	Facebook, IG
Content Topic & Format	Ramadan Post: "Healthy Suhoor Ideas to Keep You Energized"	Workout-Friendly Suhoor & Iftar: Fuel Your Ramadan Workouts	"Celebrating Mother's Day & Ramadan: A Special Message to Moms Fasting"	Ad Post: "NutriBox Ramadan Meal Plans – Stay Healthy & Energized!"	Ramadan Special Post: "What's the Best Iftar Meal? Vote Now!"	Educational Video: "Easy & Healthy Traditional Ramadan Desserts"	Thank You Post: "Gratitude for Our First Ramadan with You! What's Next?"
CTA	Try this and tell us how you feel!	"Like if you need this in your routine!"	"Tag a mom who deserves love today!"	"Order now before the offer ends!"	"Vote for your favorite meal!"	Try these desserts and let us know your favorite!	"Tell us what you want to see next!"
SMART Objective	Reach 20 impressions.	Reach 10 engagements.	Reach 10 engagements.	Drive 5 leads in 3 days.	Get 10 votes.	Reach 50 views.	Get 10 comments on feedback.
Responsible Content Creator	Merehan	Almoatasembellah	Anton	Gerges	Ahmad	Aliaa	Mostafa

# Marketing Campaign Objectives and KPIs

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## 1. Branding and Visual Identity

Number of users recognizing the new brand identity: 500 new users

Visual content engagement rate: 2% of total users

## 2. Create Social Media Pages

Number of followers on each platform: 100 new followers per month

Follower growth rate: 20% per month

### 3. Increase Brand Awareness on Social Media

Content engagement rate: 2% of total users

Number of users sharing content: 50 shares per month

Actual user growth rate: 15% per month

### 4. Drive Engagement and Community Interaction

Interactive content engagement rate: 5% of total users

Number of users participating in polls: 20 users per month

Interactive content user growth rate: 25% per month



## 5. Highlight Product Quality and Customization Options

Product quality content engagement rate: 3% of total users

Number of users requesting customization information: 30 users per month

Product quality content user growth rate: 20% per month

## 6. Implement Low-Budget Paid Advertising Strategy

Paid ad engagement rate: 2% of total users

Number of users sharing paid ads: 10 shares per month

-Paid ad user growth rate: 15% per month

## 7. Execute Ramadan-Specific Marketing Objective

Ramadan content engagement rate: 5% of total users

Number of users sharing Ramadan content: 20 shares per month

Ramadan content user growth rate: 25% per month

# Designing a Prototype for the Marketing Campaign





وصفات  
متميزة

Fresh  
Healthy

Nutri Box  
HEALTHY LIVING MADE EASY.

# اختار حياة صحية

اطعمة صحية لبدء نمط حياة غذائي

لم يكن تناول الطعام الصحي بهذه السهولة من قبل!  
تقدم وجبات لذيذة ومغذية وجاهزة للأكل مصنوعة من مكونات طازجة وعالية الجودة.

@nutribox









**Vit+ Nutrition**

**Nutri Box**  
HEALTHY LIVING • MADE EASY.

# Healthy <sup>0%</sup> LIFESTYLE

*Healthy food to start a diet lifestyle*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

[Twitter](#) [YouTube](#) [Facebook](#) [Instagram](#) @nutribox

**Fresh Healthy**



# Campaign Management & Execution Plan (Feb 26 – Mar 31, 2025)

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## 1. Campaign Phases & Timeline

**Phase 1:** Pre-Ramadan Awareness (Feb 26 – Feb 28, 2025)

**Goal:** Build brand awareness & curiosity before Ramadan.

Launch the introductory post to tease the brand.

Post an educational video to build credibility.

Engage with audience comments & reactions.

**Phase 2:** Ramadan Content & Engagement (Mar 1 – Mar 31, 2025)

**Goal:** Maximize engagement, drive awareness, and promote NutriBox as the go-to healthy Ramadan option

Focus on **educational, engagement, celebratory, and advertising** content.

Emphasize **healthy eating tips during Ramadan, meal plans, and hydration.**

Encourage audience participation through **polls, Q&A, and user-generated content.**

Introduce **limited-time Ramadan offers** to boost conversions.

Allocate **paid ads budget for a major promotional push at the end of Ramadan** to increase followers

## 2. Team Responsibilities & Content Execution

### Content Creation & Posting Schedule

**Each of the 7 team members is responsible for one post per week on a rotational basis.**

**Content must be created, approved, and scheduled at least 3 days before the posting date mentioned in the Content Calendar**

## 3. Paid Ad Execution Plan

**Ad Budget:** 800 EGP (~\$15).

**Ad Timing:** End of Ramadan (March 25-30).

**Ad Objective:** Increase page followers & engagement.

**Ad Targeting:**

**Interests:** Healthy food, fitness.

**Location:** Cairo, Egypt.

**Demographics:** 25-45 years old (Fitness Enthusiasts, Busy Professionals, Busy Moms, Seniors).

**Ad Format:** Video post with CTA “Follow NutriBox to get healthy meal inspirations!”



## 4. Performance Tracking & Review

Performance Metrics:

Engagement: Likes, comments, shares, and saves.

Reach & Impressions: Visibility of posts.

Follower Growth: Number of new page followers.

Review Frequency: Every 2 weeks (March 10 & March 24).

## 5. Customer Inquiries & Community Management Plan

**Response Time:**

**Comments & DMs:** Reply within **2 hours** during active hours (12 PM – 12 AM).

**Negative Feedback:** Address issues professionally within **24 hours**.

**Handling Negative Comments:**

Step 1: Acknowledge the issue.

Step 2: Offer a private discussion if needed.

Step 3: Provide a helpful solution or clarification

### Engagement Strategy:

Actively **reply to comments** to encourage discussions.

**Pin valuable comments** to boost credibility.

Use **stickers & polls** in stories for real-time interaction.

# Thanks