MEET OUR TEAM

FINAL
PROJECT

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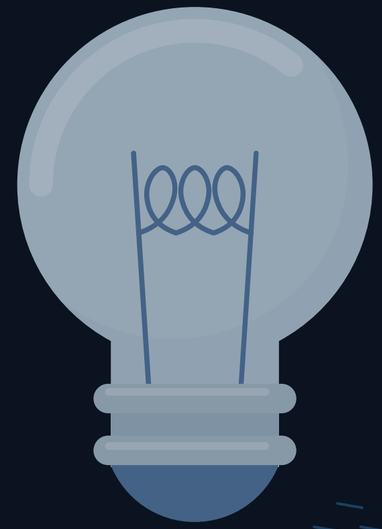

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OUR MEMBERS

MARKETING MANAGER
&
STRATEGIST

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PR

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MODERATOR

Habiba Khamis

Project Planning & Management – MIRAGE

Our strategy is built on organic engagement and a three-phase marketing funnel to guide the audience from awareness to conversion.

1. Defining the Project Concept

MIRAGE is a digital marketing agency dedicated to helping startups and small businesses build a strong online presence. Our approach focuses on:
Creating a unique brand identity rather than blindly following trends.
Detail-oriented execution to ensure results that match both client expectations and audience needs.
Establishing a community-driven approach to foster trust and brand loyalty.

2. Setting Marketing Campaign Objectives & Timeline
Since we have a one-month campaign duration, our execution will follow a structured timeline aligned with the marketing funnel:

Week 1 - Week 2: Awareness & Audience Testing
Focus on social issue-driven content that resonates with our target audience.
Posts and discussions designed to gather audience insights and analyze engagement behavior.
No direct selling—the goal is to attract and engage potential followers naturally.

Week 3: Consideration & Professional Positioning
Shift towards educational and value-driven content, such as professional insights, case studies, and industry expertise.
Reels will remain fully organic, focusing on showcasing expertise and problem-solving for potential customers.
Engagement strategies will be used to nurture and build trust with interested audiences.

Week 4: Conversion & Call-to-Action
Introduce direct engagement techniques such as client testimonials, value propositions, and conversion-focused content.
Use persuasive messaging and clear CTAs (Call-to-Actions) to encourage inquiries or purchases.
Leverage earned media and user-generated content for credibility and trust-building.
This gradual approach ensures a natural audience journey from discovery to engagement and, ultimately, conversion.

3. Execution Timeline & Project Management

To stay organized and ensure efficiency, we will use a structured Gantt Chart for tracking progress, deadlines, and milestones:

Phase 1 (Weeks 1-2) – Social awareness posts & audience testing.

Phase 2 (Week 3) – Professional reels & educational content.

Phase 3 (Week 4) – Conversion-focused strategies & direct audience engagement.

Performance tracking – Continuous analysis and optimization based on audience response.

4. Selecting Digital Tools & Platforms

To maximize results while maintaining an organic-first strategy, we will utilize:

Content Creation & Design: Canva, Adobe tools, AI-powered platforms.

Social Media Management: Meta Business Suite, HubSpot, and scheduling tools for content automation.

Analytics & Performance Tracking: AI-driven marketing tools to monitor engagement, reach, and conversion rates.

This approach ensures that we remain cost-efficient while delivering high-impact digital marketing solutions.

Would you like to adjust any details to better align with your project vision?

BUSINESS MODEL CANVAS

BUSINESS MODEL

- HERE IS AN ADVANCED AND VERY DETAILED BUSINESS MODEL

PLEASE CLICK HERE

GET INSPIRED

BUYER PERSONA

1 Demographics

- Name:سامي
- Age: 25 years old (Target audience: Entrepreneurs & small business owners aged 20-45)
- Location: Alexandria, Egypt
- Marital Status: Single
- Occupation: Small Restaurant Owner (Struggling to gain recognition)
- Social Media Platforms Used: Instagram & Facebook

2 Psychographics

- Goals & Aspirations:
  - Increase brand awareness and make his restaurant well-known.
  - Boost sales and customer engagement through social media marketing.
  - Build a loyal community of followers and returning customers.
  - Effectively communicate his restaurant’s uniqueness to stand out from competitors.
- Interests & Habits:
  - Actively searches for ways to grow his business and attract more customers.
  - Follows food trends and marketing techniques used by successful restaurants.
  - Prefers promotional posts that highlight his menu, offers, and unique selling points.
  - Monitors social media engagement to see what resonates with his audience.
  - Seeks cost-effective marketing solutions to optimize spending.

3 Pain Points & Challenges

- Marketing Challenges:
  - Struggles with low brand visibility—his restaurant is not widely known.
  - Faces strong competition from established restaurants with bigger budgets.
  - Low engagement on social media despite posting content.
  - Finds it difficult to communicate what makes his restaurant unique.
  - Lacks knowledge in paid advertising and effective marketing strategies.
  - Limited budget for marketing efforts.
- Psychological Challenges:
  - Frustration and anxiety due to slow business growth.
  - Concerned about spending money on ads without seeing results.
  - Feels pressure to keep up with industry trends while managing daily operations.

4 Needs & Solutions Provided by MIRAGE

- Brand awareness campaigns to introduce his restaurant to a larger audience.
- Promotional content strategy to showcase menu highlights, offers, and customer experiences.
- Paid advertising services with audience targeting to drive local foot traffic.
- Organic engagement techniques to increase interaction and customer trust.
- Post-campaign analysis & continuous consultation to refine marketing efforts.
- Content creation support (reels, visuals, storytelling) to capture audience attention.
- Affordable marketing solutions tailored to his budget constraints.

5 Financial Considerations

- Small marketing budget but willing to invest in cost-effective solutions.
- Needs a clear return on investment (ROI) from any marketing spend.

BUYER PERSONA

1 Demographics

- Name:فاطمة
- Age: 32 years old
- Location: Cairo, Egypt
- Marital Status: Married, mother of one child
- Occupation: Founder & Manager of a Women's Clothing Store
- Social Media Platforms Used: Instagram & Facebook

2 Psychographics

- Goals & Aspirations:
  a. Increase sales by offering stylish yet affordable fashion.
  b. Attract budget-conscious shoppers who prioritize value for money.
  c. Boost brand awareness to stand out in the highly competitive fashion industry.
  d. Enhance social media engagement to build a loyal customer base.
  e. Explore partnerships with local businesses to expand reach and credibility.
- Interests & Habits:
  - Actively seeks cost-effective marketing strategies that drive results.
  - Interested in collaborations with other businesses, such as beauty salons or accessory stores, to cross-promote products.
  - Prefers organic engagement strategies, such as reels and influencer collaborations, over high-cost advertising.
  - Monitors competitor pricing and promotions to stay competitive in the market.

3 Pain Points & Challenges

- Business Challenges:
  a. Tight marketing budget, requiring smart ad spend decisions.
  b. Competing with larger brands that have more resources for promotions.
  c. Struggles with effective product positioning—how to highlight quality at an affordable price.
  d. Need for local business collaborations but unsure how to initiate partnerships.
- Psychological Challenges:
  - Fear of wasting ad spend on ineffective campaigns.
  - Pressure to balance business growth with personal responsibilities.
  - Concern about keeping customers loyal in a price-sensitive market.

4 Needs & Solutions Provided by MIRAGE

Cost-effective marketing strategies focused on organic growth (reels, influencer collaborations).
Budget-friendly ad campaigns with data-driven targeting to maximize ROI.
Strategic partnerships with local businesses (salons, accessories, cafes) for cross-promotions.
Content calendar & posting strategy for consistent online presence.
Clear brand positioning that highlights affordability + quality.

5 Financial Considerations

- Limited advertising budget, requiring optimized campaigns.
- Prefers collaboration-based promotions over heavy ad spending.

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STRENGTHS

- Distinctive Creative Approach – A unique and innovative creative style that differentiates the agency from competitors.
- Strong Marketing Foundation – A solid understanding of marketing principles, ensuring strategic and data-driven decision-making.
- Extensive Industry Network – Well-established connections across various fields, including visual media production, media editing, and content creation.
- AI-Driven Efficiency – The ability to leverage artificial intelligence to automate repetitive tasks, enhancing workflow efficiency.
- Diverse Content Expertise – Proficiency in content writing, video editing, photography, voice-over, and content creation.
- Advanced Visual Production – Strong capabilities in design, montage, and high-quality visual content development.
- Versatility in Creative Tools – Skilled in using platforms like Canva and other industry-standard software for content design and production.

SWOT

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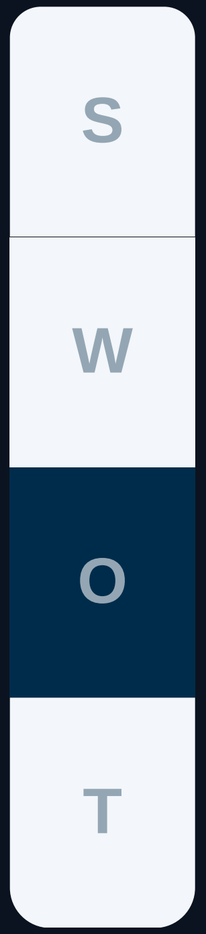
WEAKNESSES

- Limited SEO and Web Development Expertise – Lack of experience in search engine optimization (SEO) and website creation, which may affect digital visibility and client offerings.
- No Media Buying Knowledge – Absence of expertise in paid advertising strategies, limiting the ability to execute and optimize media buying campaigns.
- New to the Market – As a newly established agency, brand recognition and market positioning are still in the early stages.
- Dependence on Organic Content – Sole reliance on organic content strategies without utilizing paid promotions may slow growth and audience reach.
- Lack of Industry Credibility – With no prior agency experience, earning competitors' trust and proving expertise remains a challenge.
- Perceived Lack of Professionalism – Being students may lead to skepticism from potential clients and partners regarding professionalism and reliability.
- No Offline Presence – Absence of a physical office or offline operations, which may limit networking opportunities and client engagement.
- Dependence on Free or Basic Tools – Relying on non-premium tools for content creation and marketing tasks may restrict the quality and scalability of services.
- No Influencer Connections – Lack of established relationships with influencers reduces the ability to leverage influencer marketing for brand exposure.
- Time Management Challenges – Difficulty in managing multiple tasks efficiently, which may affect project deadlines and overall productivity.

SWOT



OPPORTUNITIES

- Enhancing Knowledge of Copyright Laws – Gaining a deeper understanding of intellectual property rights to ensure compliance and protect original content.
- Utilizing No-Code Website Builders – Adopting no-code platforms to create websites efficiently without requiring advanced technical expertise.
- Increasing Awareness Through Content – Producing and sharing more educational content to raise awareness about the agency's services and expertise.
- Developing Engaging Content for Trust-Building – Creating interactive and high-quality content to establish credibility and foster audience trust.
- Showcasing Expertise to Clients – Identifying strategies to effectively demonstrate knowledge and skills to potential clients.
- Targeting and Identifying Clients – Conducting market research to define the ideal customer profile and implement strategies to reach them.
- Leveraging Earned Media – Focusing on organic publicity, word-of-mouth, and customer testimonials to enhance credibility.
- Expanding Through Industry Connections – Strengthening relationships with professionals in related fields to create collaboration opportunities.
- Consulting Industry Experts – Seeking guidance from experienced professionals to refine marketing tactics and improve strategies.
- Applying Theoretical Knowledge Practically – Implementing learned concepts through hands-on projects to bridge the gap between theory and real-world application.
- Executing Real Projects and Facing Challenges – Taking on practical projects to gain firsthand experience in overcoming industry challenges.
- Building a Strong Portfolio – Documenting completed projects and experiences to create a compelling portfolio that showcases expertise and growth.

SWOT

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THREATS

- High Market Competition – A large number of competitors offering similar services makes differentiation and market penetration challenging.
- Competitors' Use of Paid Advertising – Established agencies leverage paid ads to expand their reach, making it harder to compete through organic content alone.
- Complex Learning Curve for Paid Media – The high demand for paid advertising expertise requires continuous learning and adaptation to stay competitive.
- Low Audience Awareness of Marketing Importance – Many potential clients may not fully understand the value of marketing, making client acquisition more difficult.
- Competitive Pricing with Additional Services – Competitors offer more comprehensive packages at competitive prices, putting pressure on pricing strategies.
- Dependence on Individuals for Visual Content – Relying on freelancers or individual contributors rather than an in-house team may lead to inconsistencies in quality and availability.
- Lack of Budget – Limited financial resources restrict investment in essential tools, advertising, and business expansion.
- No Previous Projects for Credibility – The absence of a portfolio makes it difficult to gain client trust and showcase expertise.
- Time Constraints as Students – Balancing academic responsibilities with business operations limits availability and efficiency.
- Service Pricing Challenges – Determining the right pricing structure while remaining competitive yet profitable is a critical challenge.
- Small Team Size – Operating with a limited team may result in high workloads, potential delays, and restricted service offerings.

Marketing Plan

MARKETING Plan

Click here

Marketing plan

This marketing strategy outlines a structured approach to increasing brand awareness, engagement, and customer retention. It highlights key aspects such as audience targeting, effective content creation, and the importance of realistic expectations in marketing. The document also addresses common mistakes, competition challenges, and strategies for building trust through free value and proof of work. Additionally, it emphasizes loyalty programs, special promotions, and targeted campaigns to enhance market share and customer satisfaction

CONTENT STRATEGY

CONTENT GOALS

Comprehensive Content Plan for Mirage

1. Content Objectives
   - Awareness: Introduce the brand by discussing challenges faced by the target audience.
   - Consideration: Highlight the unique selling points (USPs) to differentiate from competitors.
   - Conversion: Direct calls for customized services tailored to client needs.
   - Approach: Direct marketing with a focus on problem-solving and trust-building.
2. Content Themes & Topics
   - Awareness:
     - Common struggles of small businesses in marketing.
     - Why organic marketing alone isn’t enough.
     - The cost of ineffective social media strategies.
   - Consideration:
     - How Mirage’s marketing strategies are different.
     - Importance of customized strategies over generic trends.
     - Case studies or client scenarios demonstrating expertise.
   - Conversion:
     - Call-to-action posts inviting businesses to get customized solutions.
     - Client testimonials & success stories.
     - Special promotions & limited-time consultations.

CONTENT STRATEGY

3. Content Formats
- Social Media Content: Reels, carousels, static posts, and interactive stories.
    - Email Marketing:Newsletters educating clients about marketing trends.
    - Case studies and success stories.
    - Service updates and offers.
    - Blog Content (if applicable in the future):In-depth guides on social media strategies.
    - Comparison posts (organic vs. paid marketing, best tools for marketing, etc.).
    - Business growth strategies.

4. Posting Frequency & Timing
- Average: 2 posts per week.
    - Testing Phase:Initial testing of different platforms (omnichannel approach).
    - Analyzing engagement to determine the most effective channels.
    - Adjust strategy based on data.
- Focus on Reels: Once data confirms high engagement on Reels, prioritize short-form video content.

5. Engagement & Community Building
    - Interaction Strategy:Active comment section discussions.
    - Regular polls to understand audience needs.
    - Prompt response to messages and inquiries.
    - Growth Strategy:Initially rely on organic engagement.
    - No influencer collaborations in the beginning; revisit later based on growth.

CONTENT STRATEGY

6. Call-to-Actions & Lead Generation
   - Audience Targeting: Focus on high-quality, lookalike audiences.
   - Landing Pages: Set up optimized landing pages for lead capture.
     - Conversion Tactics:Limited-time offers to drive immediate action.
     - Personalized consultation calls.
     - Free initial audits or reports to attract leads.

7. Measurement & Optimization
     - KPIs for Each Stage:Awareness: Reach, impressions, website visits.
     - Consideration: Engagement rates, comments, shares, time spent on content.
     - Conversion: Leads generated, form submissions, booked consultations, sales.
     - Optimization Strategy:A/B testing for ad creatives and content.
     - Reviewing insights weekly to refine posting strategy.
     - Ad performance monitoring to ensure cost-effective conversions.

Implementation Plan

1. Week 1-2 (Awareness Phase):
   - Publish engaging reels addressing audience pain points.
   - Use polls and Q&A sessions to encourage engagement.
   - Gather data on the most engaged audience demographics.
2. Week 3 (Consideration Phase):
   - Share content focusing on Mirage’s USPs.
   - Showcase case studies and success strategies.
   - Drive traffic to landing pages through educational content.
3. Week 4 (Conversion Phase):
   - Direct call-to-action posts targeting warm leads.
   - Announce limited-time offers to encourage sign-ups.
   - Optimize paid ads to retarget engaged audiences.

THANKS

RESOURCES

Did you like the resources used in this template? Get them on these websites:
ILLUSTRATIONS:

- **Marketing Strategy**
- **Business model canvas**
- **persona**