May the peace, blessings, and mercy of God be upon you

After studying the initiative's guidelines and reaching out to the previous cohort to understand the foundation of a successful project, we decided to work on a project focused on Egyptian cultural heritage. Our goal is to bridge Egypt's rich cultural legacy with modern technology, with a particular emphasis on the "Hieroglyphic Writing" campaign. As part of this initiative, we aim to develop an application that allows users to write their names in hieroglyphs and share them on social media.

During our research on social media, we discovered a page belonging to an Egyptian living in Germany who had already developed a similar application. Without hesitation, we reached out to collaborate with him, and the terms of our agreement were as follows:

The client will cover all expenses related to advertising and marketing activities, meaning that the team will not bear any additional financial burdens. The client assumes full responsibility for all costs associated with advertising and marketing activities, thereby taking on the financial risks in case the desired results are not achieved. This balanced distribution of responsibility allows the team to focus on delivering the best possible performance without financial concerns, while the client benefits from specialized marketing services without making direct payments.

A. Project Planning & Management:

Product (Bastet Application):

A translation app between the ancient Egyptian language, commonly known in popular culture as Hieroglyphics, and Arabic. The app utilizes phonetic values from the Arabic alphabet, incorporating characters from related scripts such as the Persian alphabet.

The writing style enables users to read Egyptian words as they are transcribed using alphabetic letters. Hieroglyphs are preserved by including a **determinative** (symbol) alongside the phonetic values of the word. The determinative is written but not pronounced, aiding in the comprehension of the word's meaning.

Goals:

- Unique Selling Proposition (USP): Highlight that Bastet is the only app offering real-time hieroglyphic translation with determinatives to clarify meanings.
- Target Market Expansion: Expand beyond Egypt to global Egyptology enthusiasts, students, and travelers.
- Tourism Partnerships: Partner with Egyptian tourism boards, museums, and universities to integrate Bastet into educational tours.

GANTT CHART:

https://drive.google.com/file/d/1_toXuPsJ7zpZRmT65fFeTwSUTIWpKkvm/view?usp=drive_link

Tools:

Canva, Google Trends, Meta Business Suite, TikTok Analytics, YouTube Studio, Facebook Groups, Telegram Channels, Google Ads, Facebook Ads, Instagram Ads, TikTok Ads, Google Analytics, SWOT Analysis, Business Canvas Model (BCM), Google drive, word, Excel, semrush.com, brandsnag.com, Quora.com.

There is no role distribution. We work on each task together.

B. BCM Review:

Business Canvas Model:

https://docs.google.com/presentation/d/1iM4d2nGI2AB1G0_OZp7xmNG2silUHPy7/edit?usp=sharing&ouid=106413790731496150731&rtpof=true&sd=true

SWOT Analysis:

https://drive.google.com/file/d/13KxMOOfcw03uT7BcA00VtwSP5p9aALkM/view?usp=drive_link

Study the latest and most appropriate digital marketing strategies for the project:

We studied the latest digital marketing strategies such as:

1. Short-Form Video Content for TikTok, Instagram Reels & YouTube Shorts

Why? Short videos are viral, increase engagement, and boost organic reach.
How?

- Create quick hieroglyphic lessons (e.g., "Learn 3 Hieroglyphs in 30 Seconds!").
- Use historical storytelling (e.g., "What does Pharaoh's Cartouche mean?").
- Add trending sounds & hashtags (#AncientEgypt, #Hieroglyphics, #Egyptology).

Platforms: TikTok, Instagram Reels, YouTube Shorts

2. Facebook & Telegram Learning Communities

Why? Communities drive long-term engagement & organic growth.
How?

- Create a Facebook or Telegram group for history and hieroglyphic enthusiasts.

- Host weekly hieroglyphic challenges (e.g., "Translate this symbol and win a prize").

- Share behind-the-scenes content (e.g., app updates, exclusive lessons).

Example Groups: "Ancient Egypt Translators" | "Hieroglyphic Learners Hub"

3. Paid Advertising (Google & Social Media Ads)

Why? Paid ads accelerate app downloads and boost reach.
How?

- Google Ads: Target searches like *"best app to learn hieroglyphics"*.

- Facebook & Instagram Ads: Use carousel & video ads highlighting app features.

- YouTube Ads: Short ads before history-related videos.

Platforms: Google Ads, Meta Ads, TikTok Ads

Review digital marketing techniques used in successful projects:

We reviewed some of the techniques used in projects that achieved great success by exploiting the appeal of ancient Egyptian civilization, such as the video created by Mr. Beast, owner of the largest YouTube channel in the world. This video topped the trend in more than nine countries and achieved great success.

Market trends:

A. Short-Form Video Dominance (TikTok, Instagram Reels)

- People prefer quick, engaging videos.
- Impact: Focus on short, informative videos about hieroglyphics.

B. AI-Powered Personalization

- AI tools help tailor content based on user behavior.
- Impact: Use AI for personalized content recommendations in-app and in email marketing.

C. Voice Search & Conversational Marketing

- More users are using voice search on Google (e.g., "translate hieroglyphics").
- Impact: Optimize for voice search-friendly keywords (e.g., "What does this hieroglyph mean?").

D. Interactive Content & Gamification

- Users love quizzes, polls, and gamified learning experiences.
- Impact: Implement daily quizzes or challenges for users in the app.

E. Social Commerce & Influencer Marketing

- People trust influencers more than traditional ads.
- Impact: Collaborate with history-focused influencers (on TikTok, YouTube, Instagram) to showcase the app.

F. The Rise of Niche Online Communities

- Facebook Groups, Telegram, and Discord communities are growing.
- Impact: Build a dedicated Bastet Community for history lovers.

C. Requirements Gathering:

Market Analysis:

https://drive.google.com/file/d/100_kCt_7gWmfIpYng8Z4LpC3704P-lob/view?usp=sharing

Audience behavior:

1. Tour Guides (Ahmed Gamal Persona) - Use Facebook, YouTube, WhatsApp

   o They look for professional, educational content (e.g., explainer videos).
   o They prefer interactive tools to enhance their tours.
   o They engage in Facebook groups related to tourism & Egyptology.

2. Students & Researchers (Mohamed Erfan Persona) - Use Instagram, TikTok, YouTube, Telegram

   o Prefer visual, interactive, and gamified content.

- o Engage in short-form educational videos (TikTok, Instagram Reels).
- o Join Telegram/WhatsApp study groups for hieroglyphic learning.

Platform-Specific Behavior

- Facebook: Tour guides & history enthusiasts engage with groups and long-form posts.
- Instagram: Younger audiences prefer visual storytelling & infographics.
- TikTok: Short engaging videos explaining hieroglyphs can go viral.
- YouTube: Ideal for in-depth educational videos on hieroglyphics.
- LinkedIn: Can be used to connect with universities and researchers.
- Telegram/WhatsApp: Good for study groups & community engagement.

Interviews and questionnaires:

https://drive.google.com/file/d/1lmGJTfVe2ZEZRcOim30rju4cL2x2qXNG/view?usp=sharing

Tools and techniques:

Content Creation & SEO

- Canva, Photoshop: To design engaging educational posts.
- Google Trends: To track trending search queries on Egyptian history.

Social Media Marketing

- Meta Business Suite: To schedule and analyze Facebook & Instagram posts.
- TikTok Analytics: To track engagement and optimize video content.
- YouTube Studio: To monitor audience retention and optimize video SEO.

Community Engagement

- Facebook Groups / Telegram Channels: To create a community of learners.
- Live Q&A Sessions: On Instagram Live or YouTube to engage users.

Paid Advertising

- Google Ads: To drive app downloads through search & display ads.
- Facebook & Instagram Ads: To target students & researchers.
- TikTok Ads: To reach younger audiences interested in Egyptology.

Influencer & Partnership Marketing

- Partner with Egyptologists, tour guides, and history content creators.
- Collaborate with universities offering Egyptology courses.

Gamification & Interactive Learning

- Add quizzes, interactive challenges on social media.
- Create Instagram Reels & TikTok challenges (e.g., "Decode this Hieroglyph" challenge).

Personas:

A: https://www.semrush.com/persona/share/k5avKnH0hXG2QR3i9JS05gGVjYTpeeNhUhfa4O-LHZs/

B: https://www.semrush.com/persona/share/41yQt5kDHttdEmFpbYX1kKsUa1hdMGngerNM8gHA0og/

C:

D. System Analysis & Design:

Content Calendar:

https://docs.google.com/spreadsheets/d/1XneNHDoT8dvpk0uESorG7X5nIfYSEIeb/edit?usp=sharing&ouid=106413790731496150731&rtpof=true&sd=true

Prototype:

https://drive.google.com/file/d/1R2bTgxcDpvHPShLXDwWHzzuqTcJ7MZPt/view?usp=sharing

1. Social Media Post Examples

A. Instagram Post (Carousel) - "Decode the Hieroglyph" Challenge

- Slide 1: Eye-catching design with a hieroglyphic symbol and text: "Can You Decode This? 🧐"
- Slide 2: Explanation of the symbol's meaning + historical context.
- Slide 3: Call-to-action ("Try Bastet App to Translate Instantly! Download Now! 🚀")
- Hashtags: #AncientEgypt #Hieroglyphics #Egyptology #BastetApp #DecodeHistory

B. TikTok Video - "How Would Your Name Look in Hieroglyphs?"

- Hook (First 3 Secs): "Ever wondered how your name looks in Ancient Egyptian? 👀✨"
- Middle: Show app's name translation feature with a demo.
- Ending CTA: "Comment your name & we'll translate it! 📜⚡"
- Hashtags: #AncientEgypt #TranslateMyName #HistoryLover #HieroglyphicsChallenge

C. Facebook Post - "Did You Know?" Series

- Post Copy: "Did you know ancient Egyptians had over 700 hieroglyphs? 🤯 Some even represent full words! Discover more with Bastet! 📲"
- Image: Hieroglyphic symbols with their meanings.
- CTA: "Try Bastet App Today & Unlock Ancient Egyptian Secrets!"

2. Ad Mockups

A. Facebook & Instagram Ad - App Promotion

- Visual: Split screen showing a tour guide using the app live during a tour.
- Headline: "Translate Hieroglyphics Instantly! 📜✨"
- Body Text: "Perfect for students, travelers, and history lovers! Download now and start exploring!"
- CTA Button: "Download Now"
- Target Audience: Students (18-25), Tour Guides, Egyptologists, History Enthusiasts.

B. Google Display Ad - "Learn Hieroglyphics the Smart Way!"

- Image: Screenshot of the app's translation feature in action.
- Text: "Bridge Ancient Egyptian & Modern Languages with Bastet!"
- CTA: "Start Translating Now"

3. Community Engagement Ideas

- Facebook Group: "Hieroglyphics Learners Hub" (Share app tips, quizzes, historical facts).
- Instagram Stories Poll: "Can You Guess This Hieroglyph's Meaning?" (Engagement booster!)
- TikTok Challenge: "Write Your Favorite Word in Hieroglyphs!" (Encourages user-generated content!)
- YouTube Live: "Decode Ancient Inscriptions Together!" (Interactive & educational session.)

4. Hashtag Strategy

- General: #Hieroglyphics #AncientEgypt #TranslateHistory #Egyptology
- Niche-Specific: #EgyptTourism #StudyHieroglyphs #DigitalArchaeology
- Engagement-Boosting: #NameInHieroglyphs #DecodeThis #LostLanguage

KPIs:

1. User Acquisition & Growth
   - Number of app downloads (Google Play Store analytics).
   - Website traffic (Google Analytics: page views, unique visitors).
   - Social media followers growth (Facebook, Instagram, TikTok, YouTube).
2. Engagement & Community Building
   - Social media engagement rate (likes, comments, shares, saves).
   - Time spent on the app (session duration per user).
   - Retention rate (how many users return to the app after initial use).
   - Number of active users (monthly active users - MAUs).
3. Content Performance
   - Video view count (on YouTube, Instagram Reels, TikTok).
   - Watch time and retention rate (for educational content).
   - Click-through rate (CTR) on paid ads and email campaigns.
4. Conversion Metrics
   - Conversion rate (visitors who download the app from website or social media).
   - Lead generation (number of newsletter sign-ups, app inquiries).
   - Number of user-generated content submissions (engagement-driven).
5. Brand Awareness & PR
   - Brand mentions across social media and press.
   - SEO rankings (visibility on Google search for keywords like "Hieroglyphics translator app").
   - Influencer collaborations and reach.

Thank You for Watching!!!