

Project Name

. [Wethaq-Modest-Women-s-Clothes](#)

Project Idea

إدارة شاملة لحسابات التواصل الاجتماعي الخاصة ببراند وثاق (Wethaq) المتخصص في ملابس النساء المحجبات، بهدف *زيادة الوعي بالبراند، جذب عملاء جدد، وتحويل المتابعين إلى مشترين أوفياء، مع ضمان حضور قوي ومستدام لـ *وثاق (Wethaq) في سوق ملابس المحجبات.

Team Members (Wethaq)

- 1- Abrar Mohamed Abdelaziz Ibrahim
 - 2- Ahmed Mohamed Ibrahim Mohamed Elgharib
 - 3- Asmaa Fawzy Ramadan Abd ElHamid
 - 4- Mariam Taha Abdallah Okail
 - 5- Mohamed Mohiey AbdAllah Mohamed
-

Work Plan

1. Research & Analysis

- Audience personas
- Market Analysis
- Competitors Analysis

2. Marketing Strategy

- Content Strategy
- Content Calendar
- Paid Ads Plan

3. Content Writing

- Continuous Content Campaign for building Trust وثاق ثقة
- Black Friday Offer
- Winter Collection Intro

4. Complementary Products

5. Review & Finalization

6. Final Presentation

Roles & Responsibilities

Name	Role
Abrar Mohamed Abdelaziz Ibrahim	Content Writing, SEO, Ads
Ahmed Mohamed Ibrahim Mohamed Elgharib	Content Writing, Content Strategy, Media Plan
Asmaa Fawzy Ramadan Abd ElHamid	Content Writing, Market and Competitor Analysis, Content Calendar
Mariam Taha Abdallah Okail	Content Writing, SEO, Content Calendar
Mohamed Mohiey AbdAllah Mohamed	Content Writing, Ads Strategy, Ads Analysis

KPIs (Key Performance Indicators) – Metrics for project success (e.g., response time, system uptime, user adoption rate).

- 1- Reach
- 2- Engagement
- 3- Sales

Instructor

Dr Ahmed Gamal

Project Files

You can find the full project files here:

https://drive.google.com/drive/folders/1q_ZbPdFcqPbhEQm2HnNiMmNx29Zzf8iG?usp=sharing
