## Hala Ahmed (Team Leader):

- -marketing 7Ps
- -Key message
- -Content types

## Mena Ashraf:

- -SWOT
- -Posts (visual)

## **Manar Mahmoud:**

- -PESTEL
- -target audience
- -channels
- -segmentation
- -Business model canvas

## **Mohamed Saber:**

- -Goals & objectives
- -competitor analysis
- -KPIs