

# Nutrify Marketing Plan

## 1. Project Planning and Management:

**-Define the project idea:**

**On 25 Dec 2024**

**Which is to drive brand awareness, educate the target audience about the benefits of personalized nutrition plans by creating culturally relevant content, offering affordable pricing models, and showcasing the expertise of certified nutritionists to differentiate from competitors.**

**-Define the objectives:**

**On 26 Dec 2024**

**The Objectives are:**

### **1. Increase Brand Awareness by 30% in 6 Months**

- **Objective: Utilize social media and online ads to expand the platform's visibility and reach a broader audience.**
- **Key Actions:**
  - **Develop targeted social media campaigns (Instagram, Facebook, TikTok) focused on educational and engaging content.**
  - **Run paid advertising campaigns to increase brand recognition.**

### **2. Grow Social Media Engagement by 40% Over 6 Months**

- **Objective: Build a loyal online community by increasing interaction on social media platforms.**
- **Key Actions:**
  - **Post regular, interactive content like polls, Q&As, success stories, and live sessions with certified nutritionists.**
  - **Use customer-generated content to drive engagement.**
  - **Organize giveaways and challenges to encourage followers to share and engage.**

### **3. Increase Customer Conversions by 20% in 6 Months**

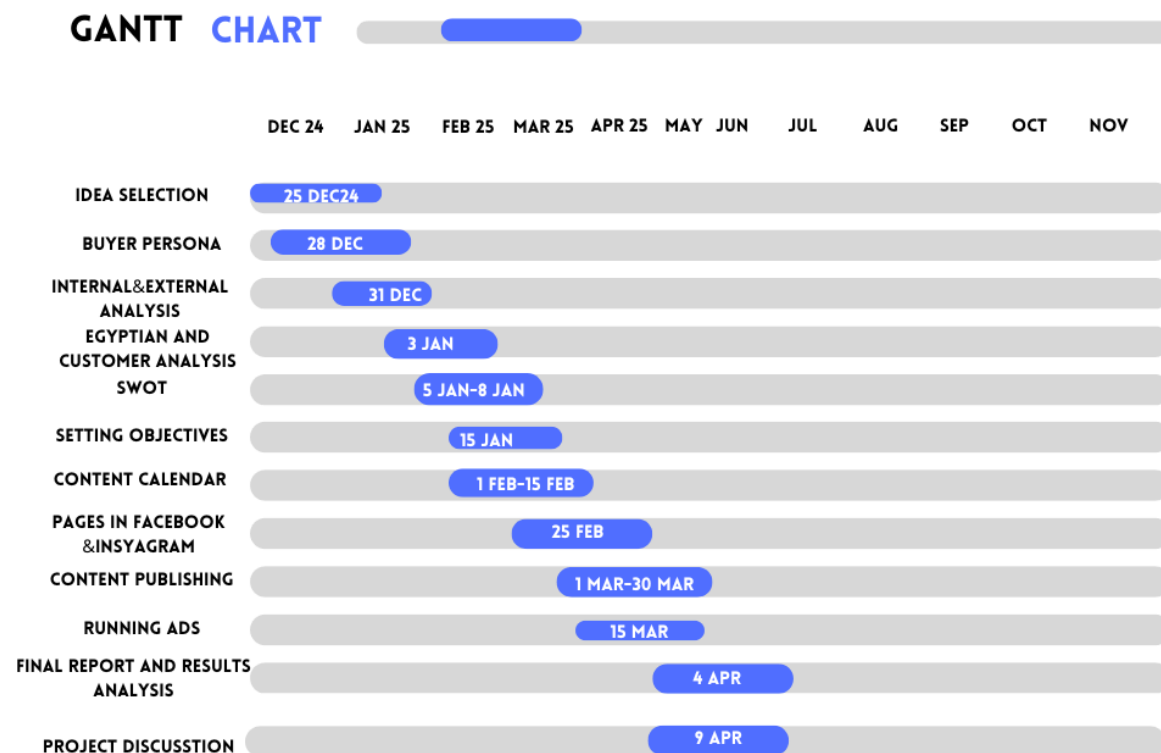
- **Objective: Drive sign-ups and purchases by offering value-driven content and promotions.**
- **Key Actions:**
  - **Create time-limited discounts or bundled offers (for example a gym membership and nutrition plan combo).**

- Run targeted ad campaigns focusing on personalized nutrition benefits and testimonials.
- Implement referral programs or loyalty rewards to encourage word of mouth marketing.

#### 4. Enhance Customer Retention with a 15% Increase in Repeat Customers

- **Objective:** Improve customer loyalty through continued engagement and personalized services.
- **Key Actions:**
  - Send personalized nutrition tips and updates based on customer preferences.
  - Introduce a membership or subscription model for long-term engagement.
  - Develop and promote content like success stories and new features to keep customers engaged.

-GIANT Chart:



**-The tools used:**

**Canva**

**AI**

**Pinterest as an optical too**

**Excel**

**Word**

**Google sheets and forms**

**SWOT Analysis, SOSTAC Model**

**Buyer persona Template**

**CapCut**

**Google Drive**

**-The Digital Platforms used:**

**Facebook**

**Instagram**

**TikTok**

**Youtube**

**Email Marketing**

**Google Ads**

**LinkedIn**

## 2.BCM Review:

### -Business Canvas Model

# Nutrify Business Model Canvas



### -SWOT Analysis:

#### Strengths:

1. Localized & Culturally Relevant Product: The ability to tailor nutrition advice to Egyptian traditions enhances trust and engagement with the audience.

2. Expert Knowledge: The team holds a diploma from the National Nutrition Institute, adding credibility and authority in the field of nutrition.

3. Scientific & Practical Approach: Experts are trained in applying scientific research to real-world situations, ensuring evidence-based advice.

4. **Affordable Pricing:** Offering subscription models and affordable pricing strategies makes services accessible to a wide audience.
5. **Flexibility in Access:** Digital platforms provide easy access to services, catering to a wide target demographic.
6. **Strong Social Media Presence:** Leveraging the power of social media helps build awareness and connect with the audience effectively.
7. **Potential Partnerships:** Opportunities for collaborations with clinics and healthy restaurants could expand outreach and credibility.
8. **Quick Response Time:** Fast client responses streamline the patient journey, enhancing customer satisfaction.
9. **Diverse Expertise:** The team is equipped to handle various health conditions like obesity, metabolic disorders, and sports nutrition, offering comprehensive support.

**Weaknesses:**

1. **Limited Pricing Clarity:** The pricing strategy isn't fully defined yet, which could lead to confusion or inconsistency.
2. **Dependence on Digital Platforms:** Relying heavily on digital tools may alienate potential clients who aren't as tech-savvy or prefer in-person consultations.
3. **Narrow Scope of Specialization:** While the team is skilled in multiple areas, there may be gaps in expertise outside of the focused fields such as alternative health approaches.
4. **Resource Constraints in Scaling:** As the business grows, it may face challenges in maintaining the same level of personalized attention and responsiveness to clients.

5. Cultural Sensitivity Risk: While localized and culturally relevant, there's a risk of overlooking evolving dietary trends or global health insights that could enhance the service.

6. Reliance on Social Media for Engagement: Over-dependence on social media platforms could limit visibility among people who don't engage with these networks regularly.

7. Potential Overemphasis on Nutrition Education: Focusing too much on nutrition education could risk neglecting other aspects of health, such as mental wellness or fitness.

### **Opportunities:**

1. Expanding Digital Market: The increasing access to the internet and mobile apps presents a growing market for digital nutrition platforms, making it easier to reach a wider audience.

2. Collaborations with Healthy Restaurants & Gyms: Partnering with healthy restaurants and gyms can enhance credibility, attract new customers, and promote a healthy lifestyle.

3. Government Support: The Egyptian government's focus on tackling obesity, diabetes, and malnutrition aligns well with the services offered, providing opportunities to collaborate on public health initiatives.

4. Customized Services for Local Needs: There's an opportunity to develop highly personalized nutrition plans targeting local issues like obesity, metabolic disorders, and specific cultural needs, filling a gap in the market.

5. Increasing Health Awareness: As more people become aware of the importance of nutrition, there's a growing demand for expert, evidence-based dietary plans and education.

6. Leveraging Technology: A stronger emphasis on technology could increase service efficiency, make consultations more convenient, and enhance customer engagement.

7. Addressing Misleading Traditions: There's an opportunity to educate people about scientifically-backed nutrition while challenging misinformation and traditions that may hinder healthy eating habits.

### **Threats:**

1. Market Competition: There are many established nutritionists and clinics in Egypt, such as Panorama Center, Groovy Clinic, and others, which already offer detailed meal plans and diet tracking. This creates significant competition.

2. Low Barriers to Entry: Numerous nutritionists and clinics are providing similar services online, making it difficult to differentiate and stand out in the market.

3. Misleading Traditions: Cultural resistance to modern dietary approaches due to deeply rooted traditions or misinformation could slow adoption and reduce engagement.

4. Price Sensitivity: Many potential customers may find it challenging to afford healthy diet plans, especially if prices are similar to existing clinics, which could limit the market size.

5. Lack of Transparency in Competitors: Competitors like Saleh Salem Clinic have a lack of financial transparency in their processes, which could lead to customer dissatisfaction, but they still remain attractive due to their low pricing. This could set a precedent for consumers expecting similar pricing and value.

6. Competitor's Broad Client Base: Some competitors have built large, diverse client bases, giving them an advantage in credibility and brand recognition.

7. Slow Patient Journey: The lengthy patient journey in some competitor clinics (e.g., waiting for an initial visit, unclear costs) can lead to customer frustration and lower retention rates, which could discourage potential clients from choosing those services.

8. Unqualified Competition: Some competitors, like Saleh Salem Clinic, employ staff without formal qualifications (e.g., degrees or diplomas in nutrition), which may appeal to customers based on lower prices but poses a risk to credibility and trust. However, it may still attract budget-conscious individuals.

## **-Study the latest digital marketing strategies and the most suitable ones for the project**

A.Buyer persona not Target Segment as Buyer persona provides:

Deeper Understanding

More Tailored Messaging

Build stronger connections with customers

B.Organic media for content marketing

Its benefits are

Builds Authentic Relationships

Cost-Effective as organic media doesn't require paid advertising

Higher Engagement

C.Social Commerce

Through setting up an **Instagram** or **Facebook posts** to showcase our nutrition plans and subscription options

D.UGC by:

Encourage customers to share **before-and-after photos** or **meal prep photos** on Instagram or Facebook, using a branded hashtag like #MyNutritionJourney.

Feature customer success stories in our social media posts to highlight real-life transformations.

Reward the customers for their content, such as offering discounts

## **-Review of digital marketing techniques used in successful projects**

When looking at successful digital marketing techniques used in similar projects several strategies have proven effective in building brand awareness, engaging customers, and driving conversions such as:

A.Social Media Advertising (Paid Ads)

B.User-Generated Content (UGC)

C.Leveraging SEO to attract organic traffic

D.Target Segment strategy

## **-Analyzing digital marketing trends and their impact on marketing campaigns**



In 2024, Egypt's digital landscape experienced significant shifts, notably in social media usage. Facebook's potential ad reach in Egypt increased by 8.1% between January 2023 and January 2024, adding 3.4 million users. However, between October 2023 and January 2024, this reach decreased by 7.9%, losing 3.9 million users.

Ref: [Datareportal](#)

These fluctuations highlight the dynamic nature of digital engagement in Egypt. Marketers must adapt to these changes by continuously monitoring user behavior and adjusting strategies to maintain effective engagement. Understanding these trends is crucial for developing campaigns that resonate with the evolving preferences of Egyptian consumers.

### 3.Requirements Gathering:

#### **-Collecting and analyzing target market data.**

##### **Market**

- Increased access to the internet and mobile applications, the market for us as a digital nutrition platform for services is expanding.
- Potential collaboration with different healthy restaurants and gyms which can help build credibility and increase adoption to new healthy lifestyle.
- The Egyptian government's focus on tackling issues like obesity, diabetes, and malnutrition opens doors for us to participate in easily.
- There is an opportunity to create highly customized services that target specific local needs such as managing obesity, different diseases and disorders.
- There could be a challenge for customers to afford a healthy diet plans.
- They are many nutritionists and tons of nutritional clinics that provide dietary plans in Egypt online.
- A lack of information and misleading traditions could lead to resistance against the idea.

##### **Competitors**

Such as panorama center, groovy clinic, uplift, green apple clinic and Saleh Salem clinic.

- They provide detailed meal plans, diet tracking, and one-on-one consultations with certified nutritionists.
- They try to combine between fitness and nutrition.
- They have a large database of different clients from different categories.
- The absence of comprehensive information regarding technology often hinders them from fully

reaching its potential.

-They don't have potential partners such as restaurants or gyms.

-The patient's journey has been quite lengthy, which has contributed to the clients' diminishing interest.

It all began with a phone call to schedule an appointment, followed by an initial visit to the clinic. After this consultation, the patient was provided with a comprehensive dietary plan that they were expected to adhere to diligently.

However, throughout this process, the patient remained unaware of the total cost associated with their treatment from the very beginning. This lack of transparency regarding financial aspects has likely affected their engagement and commitment to the program.

-Their price range is 300-500 per visit.

-Example for a nutrition plan (from Salah Salem website)

Its price for 3 months program is 1000 instead of 4200, it provides;

Sports and Therapeutic Nutrition Plan: A customized nutrition plan designed based on your health condition, ensuring that your body's needs and health status are considered simultaneously.

Personalized Training Program: A personal training program designed to consider both your health condition and goal, with a focus on protecting you from injury or preventing it.

Fitness Programs: the goal is to enhance the efficiency of your heart and lungs, your physical fitness, and your overall activity levels.

Daily Support: Daily responses to your inquiries from the medical and fitness team, guiding you and monitoring your progress.

Physical Therapy Team Support: The physical therapy team determines the appropriate training criteria for you to avoid exacerbating any injury.

Health Guidance: Comprehensive support to help you transition to a healthy lifestyle and improve your overall health.

Comprehensive Journey Evaluation: Regular follow-ups with statistics to monitor your progress and make adjustments as needed.

- Please pay attention that not of his nutritionists have a degree or diploma in nutrition.

Saleh saleem hires the persons who has interest in nutrition.

## **-Analyzing audience behavior across different digital channels**

### **1. Social Media**

- Facebook: Highly popular and ideal for sharing health tips and success stories. Using Facebook Ads to target specific demographics (age, interests in fitness, wellness).
- Instagram: Popular with younger audiences (18-34). Post engaging visuals, meal prep guides, and fitness tips.
- YouTube: Ideal for long-form educational content like meal planning guides and workout routines.

- TikTok: Gaining popularity among Gen Z. Focus on short, fun videos showcasing quick nutrition tips, challenges, and recipe demos.

## 2. Search Engines & SEO

- Google: Egyptians search for health and fitness content. Optimize for Arabic and English keywords related to personalized nutrition plans, meal prep, and weight loss.
- Google Ads: Target keywords like “custom meal plans in Egypt” to drive relevant traffic.

## 3. Paid Advertising

- Use Facebook, Instagram, and Google Ads to target users interested in fitness, nutrition, and healthy living.

## **-Determine the tools and techniques required to execute the campaign**

After Analyzing the Egyptian Market and our competitors

Nutrify project will focus on **organic content** for your **Nutrify** campaign on **Facebook**, **Instagram**, and **TikTok**, the goal will be to engage our audience through value-driven, authentic, and shareable content without relying on paid ads. Here's how we execute a strong organic strategy for each platform:

### 1. Facebook Organic Strategy

Content Types:

- Educational Posts: Share nutrition tips, healthy recipes, and the benefits of personalized nutrition. Posts can include meal prep ideas.
- Success Stories: Highlight customer testimonials or transformations using before-and-after photos or personal stories from users who have benefited from Nutrify's services.
- Polls & Surveys: Use Facebook's built-in features like polls to engage the audience and gather insights about their nutrition goals or challenges.
- Engagement Posts: Post quizzes.

Engagement Tactics:

- Respond to Comments: Engage with users who comment on the posts.
- Share User-Generated Content (UGC): Encourage users to share their meals or fitness routines using Nutrify's meal plans. Repost this content on our page.

### 2. Instagram Organic Strategy

Content Types:

- Feed Posts: Post high-quality images of healthy meals, workout routines, and nutrition tips using tools like Canva to create professional-looking meal plans and posts.
- Instagram Stories: polls, quizzes, daily meal ideas
- Hashtags such as #HealthyEating, #PersonalizedNutrition, #NutrifyEgypt, #FitEgypt, and others related to fitness and health.

#### Engagement Tactics:

- Respond to Comments: Engage with users who comment on the posts.
- Share User-Generated Content (UGC): Encourage users to share their meals or fitness routines using Nutrify's meal plans. Repost this content on our page.

### 3. TikTok Organic Strategy (If Used)

#### Content Types:

- Short Recipe Videos: Post quick, easy-to-follow recipes that fit into the nutrition plans.
- Create a branded fitness or meal prep challenge for example a 7-day clean eating challenge or a 30-day fitness challenge.
- Trendy Content: Participate in trending TikTok challenges, memes, or popular songs but tailor them to fit our health and wellness message.

#### Engagement Tactics:

- Respond to Comments: Engage with users who comment on the posts.
- Share User-Generated Content (UGC): Encourage users to share their meals or fitness routines using Nutrify's meal plans. Repost this content on our page.

**-Conduct surveys and interviews with the target audience to understand user needs**

<https://forms.gle/seFqLLEnemQCBZdh7>

# Nutrify

Questions

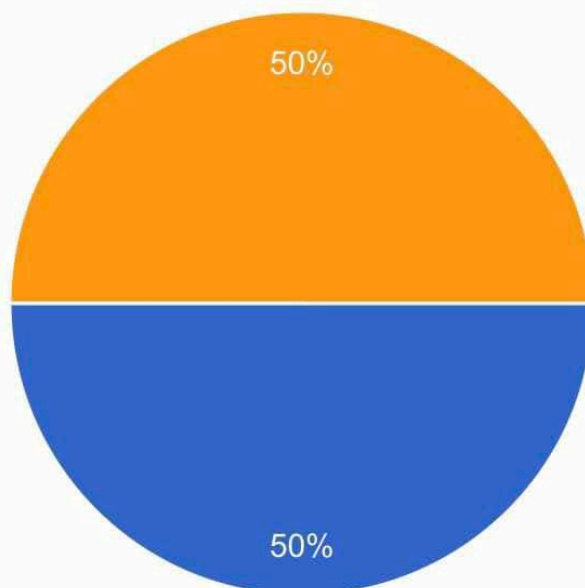
Responses **4**

Settings

How do you usually discover new nutrition-related services or platforms?

 [Copy chart](#)

4 responses



- Social media platforms (Facebook, Instagram, etc.)
- Online advertising (Google Ads, display ads, etc.)
- Word of mouth (family, friends, colleagues)
- Partnerships with gyms/health restaurants

# Nutrify

Questions

Responses

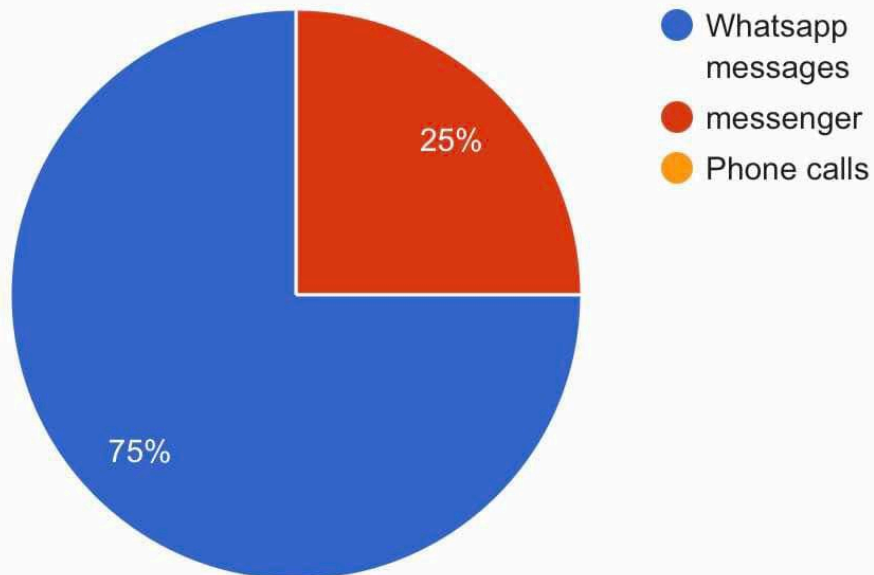
4

Settings

What is your preferred method of communication for receiving your nutrition plan and following up?

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4 responses



# Nutrify

Questions

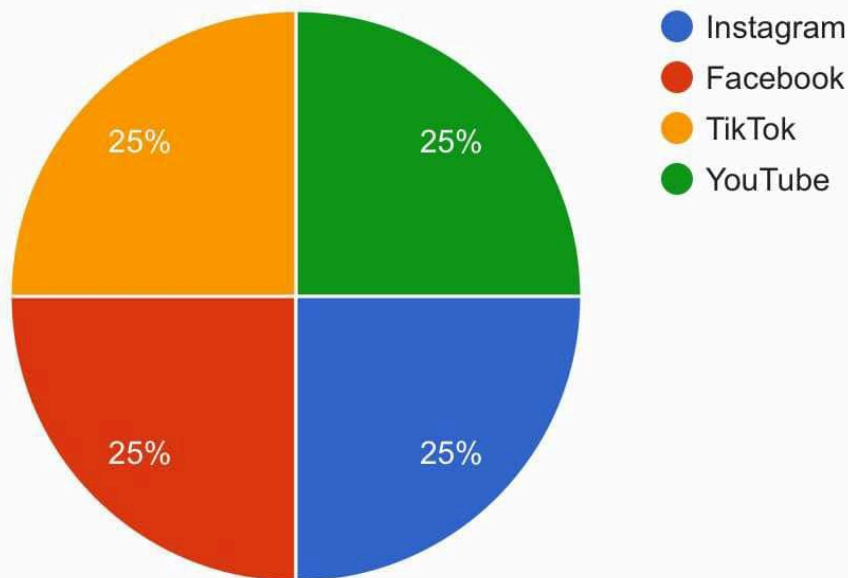
Responses **4**

Settings

What social media platforms do you use most frequently to learn about health and nutrition services?

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4 responses



# Nutrify

Questions

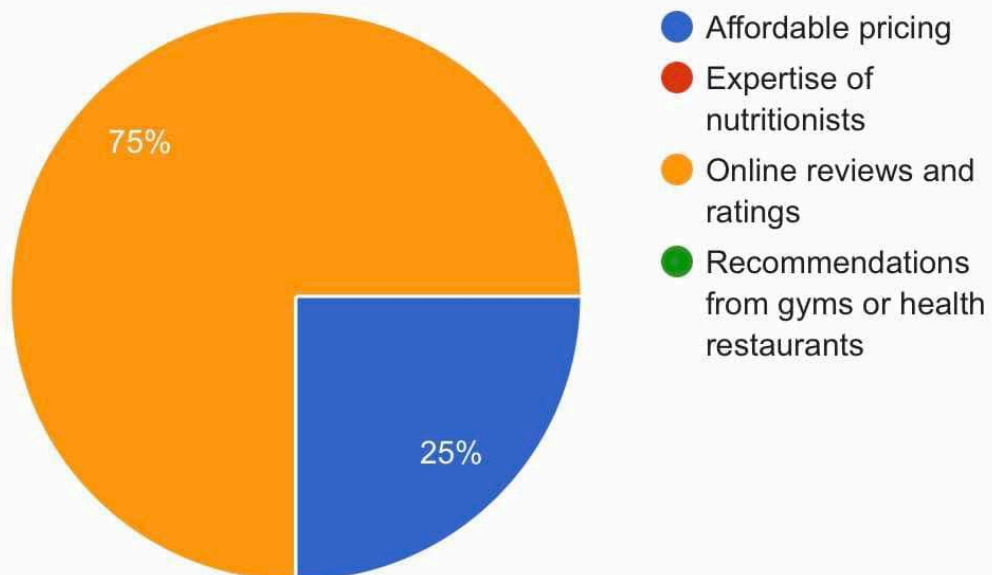
Responses **4**

Settings

What factors most influence your decision to choose a nutrition platform or service?

 [Copy chart](#)

4 responses





# Nutrify

Questions

Responses

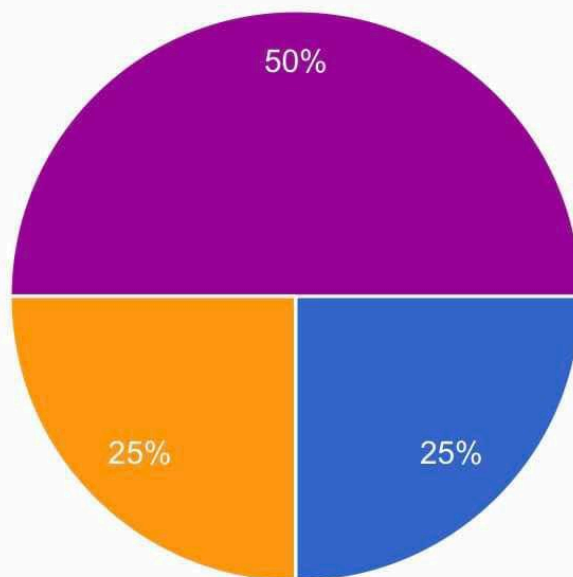
4

Settings

What type of content would you like to see more of from a digital nutrition platform?

4 responses

 [Copy chart](#)



-  Healthy recipes and meal prep ideas
-  Exercise and nutrition tips
-  Success stories from customers
-  Educational content from certified nutritionists
-  all of them

-Create a persona that reflects the primary users of the project



#### • Client to (Secondary Character): •

Default Name: Ahmed Ali  
Age: 40  
Gender: Male  
Occupation: Company  
Manager/Employee  
Monthly Income: Above Average

Geographic Location: Residing in an urban or semi-urban area.

#### Goals:

Helps with general health and reduces chronic diseases such as diabetes or high blood pressure.

Increase physical fitness and fitness.  
Achieve ideal weight without a simple recipe of food..

#### Challenges

- .For a period of time for sports and indicates work pressure
- .Email for food electronics, commodity, etc
- ..Relying on quick payments due to a fast lifestyle

#### Behaviors:

- .Prefers temporary, clear and applicable advice
- .Relies on smart foods to track calories
- .Follows sports coaches and nutritionists on social media

#### Best ways to reach it:

- .Targeted campaigns and Facebook
- .Specialized nutrition applications for reports and nutritional analysis
- .Workshops or seminars on healthy and sports nutrition



Name: Noha  
Age: 33  
Working as Clinical nutritionist  
Located in Egypt

- **Demographics:**
  - Education: diploma in Nutrition and Dietetics with medical background
  - Income Level: Mid to upper-middle income class, works full-time as a nutrition consultant remotely.
  - Family Status: Single

#### Behaviors:

- .Prefers temporary, clear and applicable advice
- .Relies on smart foods to track calories
- .Follows sports coaches and nutritionists on social media

#### Goals and Objectives:

- :Raise Awareness-  
She focuses on educating the public about the importance of balanced nutrition for overall health and disease prevention
- :Improve Health Outcomes-  
She wants to reduce the risk of chronic conditions like diabetes, heart disease, and obesity through diet and lifestyle changes
- :Expand Reach-  
She aims to extend her influence beyond her immediate clients by using digital tools, such as social media to reach a larger audience

#### Key Motivators:

- :Building a Reputation
- .Establishing herself as a thought leader in nutrition and wellness
- :Passion for Education-  
Sarah loves educating others

#### Challenges and Pain Points:

- :Lack of Awareness  
Many people still lack basic knowledge about proper nutrition and healthy habits. Overcoming misinformation and diet fads is a constant challenge
- :Proving the Value of Nutrition-  
struggling with convincing certain demographics about the importance of having nutritional diets



Content DATA					
TIME RANGE		Marketing Calendar			
BEGIN	END				
01-mar-2025 1-April-2025					
Publish date	due date	Topic-Title	Link	Content details	Keywords
		Get your diet plan	<a href="#">e/d/1_U4eYr_p8A_LDWUa3whhjvFGNPq</a>	نظام غذائي لياقة هدية - النظام يكون مناسب لاحتياجاتك وعلى اساس هدفك كل الي عليك اختيار رسالة واحدة علينا الداعي.	#Dietplan-#healthylives
		Ramadan offer	<a href="#">v/d/1PVMMIMgKmD-yRkaMAspy2U7Wmtf</a>	نبدأ عندك توصيل ليهنك وعتان كذا عاملين لياك عرض بدلا من شهر رمضان خصم 50% احتفالاً برسالة بلوفاي عتشان نعرف تفاصيل اكثر.	#RamadanKareem-#offer
		رمضان والبرحة	<a href="#">ile/d/1Ko_oP-2Yp4KlboDZeGcFahsUbxIc</a>	عن من المحدث 2-تجربة انك اسكرينات كتير بيرفع ضغط الد جاد عتشان كذا مثلكلن اكثر من احتياج جسمك وكتان حول تظن علي تدر ولو حقتن علي عصير يفضل يكون سكره قليل. ولو انت	#Ramadan-#Awarness-

## C.KPIs

### 1. Customer Acquisition KPIs

- The number of new users who register for subscriptions or consultations each month.
  - Target: Achieve a 5% increase per month, driven by social media campaigns.
- Conversion Rate from Social Media: Percentage of Facebook and Instagram followers who convert into paying customers.
  - Target: 4-6% conversion rate from social media campaigns.

### 2. Customer Engagement KPIs

- Engagement Rate on Social Media: The total percentage of likes, comments, shares, and saves on Facebook and Instagram posts.
  - Target: Achieve an engagement rate of 5 on Instagram and 5% on Facebook.
- Video Views: Number of views on video content such as tips, meal prep guides, and success stories.
  - Target: Aim for 100 views per month on Instagram and Facebook combined.
- Click-Through Rate (CTR): The percentage of people who click on links in posts, ads, or stories leading to your website or subscription page.
  - Target: Achieve a CTR of 1.5 for ads on Facebook.
- Comments & Direct Messages: The number of comments and direct messages received on posts or in response to advertisements.
  - Target: Achieve at least 10 interactions per post across both platforms.

### 3. Brand Awareness KPIs

- Social Media Reach: The number of unique people who see your content across Facebook and Instagram.
  - Target: Achieve a reach of 1000 person per month, using organic posts

### 4. Content Performance KPIs

- Post Frequency: The number of times you post on Facebook and Instagram ( organic content).
  - Target: Post 4-6 times per week across both platforms, including a mix of educational, promotional, and interactive content.
- Top-Performing Content Types: Identify which type of posts (e.g., infographics, videos, stories) receive the most engagement and conversions.
  - Target: Post more video content and short posts, as they typically drive 2x more engagement on Instagram.
- Story Views & Interactions: The number of views and interactions (polls, question stickers, swipe-ups) on Instagram Stories.
  - Target: Achieve 500 views on Instagram stories per month

**-Mockup**

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HEALTHY LIFESTYLE

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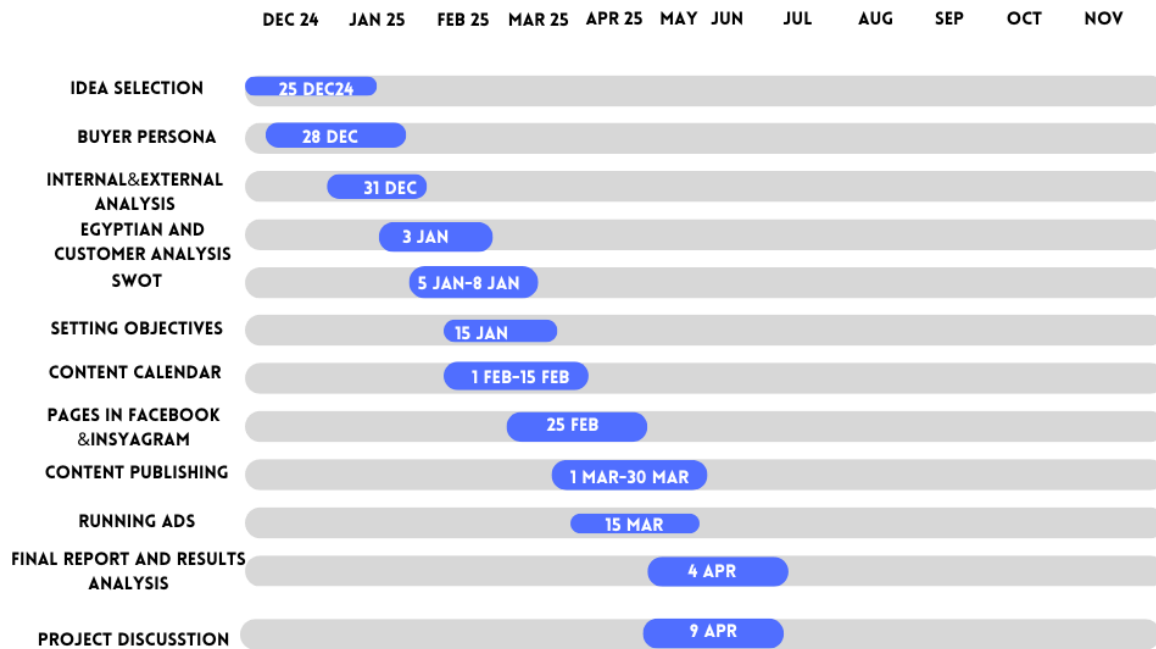
# Nutrify



-Prepare a campaign management plan and schedule the implementation phases

We Finished all the steps till 23 feb based on the giant chart. We will start to create the pages and publish the content within the upcoming days.

## GANTT CHART



docs.google.com/spreadsheets/d/1j\_EcZfzezl-7TuWdrVVFglzq4jLLmeLKtChy9VSPZbU/edit?gid=1817725536#gid=1817725536

Nutrify-Marketing Calendar

File Edit View Insert Format Data Tools Extensions Help

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TIME RANGE

01-mar-2025 1-April-2025

Nutrify

To establish a strong online presence and increase customer engagement for the digital nutrition platform by leveraging social media, targeted advertising, and strategic partnerships with healthy restaurants and gyms.

The goal is to drive brand awareness, educate the target audience about the benefits of personalized nutrition plans, and ultimately increase customer conversions by 20% over the next 6 months. This will be achieved by creating culturally relevant content, offering affordable pricing models, and showcasing the expertise of certified nutritionists to differentiate from competitors.

COVER Marketing Calendar

docs.google.com/spreadsheets/d/1j\_EcZfzezl-7TuWdrVVFglzq4jLLmeLKtChy9VSPZbU/edit?gid=1516594013#gid=1516594013

Nutrify-Marketing Calendar

File Edit View Insert Format Data Tools Extensions Help

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Content DATA

TIME RANGE

BEGIN END

01-mar-2025 1-April-2025

Marketing Calendar

Publish date	due date	Topic-Title	Link	Content details	Keywords
		Get your diet plan	<a href="#">e/d/1_U4eYr_p8A_LDWUa3vwhjvFGNPq</a>	نظام غذائي ليك حديد. النظام يكون مناسب لاحتياجاتك وعلى اساس حداثك كل في عليك تطلبنا رسالة واحدا علينا الداعي.	#Dietplan-#healthylives
		Ramadan offer	<a href="#">v/d/1PVMIIMgKmD-v8kaMAspy2U7WmtI</a>	نساعدك نوصيل لهدايا وعشان كذا عاملين ليك عرض بدنامية شهر رمضان خصم 50% ايجلتا رسالة ناولاي عشان نعرف تفاصيل اكثر.	#RamadanKareem-#offer
		رمضان والبرحة	<a href="#">ile/d/1Ko_oP-2Yp4KlkODZeGcFahstUjXl</a>	عة من المدة 2-نوعية الكاك لسكريات كثر بيرافق ضبط الد جدا عشان كذا مانتقلين اكثر من احتياج جسمك وكمكان جولو لظنار على لمر ولو لظنار على تصبير يفضّل يكون سكره قليل. ولو انت	#Ramadan-#Awarness-#

Add 1000 more rows at the bottom

COVER Marketing Calendar