



Digital Marketing Specialist Project (Pencilplan)

By

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Project Planning & Management

- The project is a service called Pencilplan which is a business consultations and digital marketing agency.

Pencilplan Services: -

Business Consultancy

- Business Planning Including generating & remodeling organizational design, Process Management, Communication.
- Generating & complete new or transmittal business plan, which includes a deep market study & promoting internal & external strategies to reach an organization goal.
- Implementation of strategies in all progress, the most suitable use of organize resources internally and externally, including how to overcome competition & gain upon the strategies implemented the operations model to control& monitor progress &results.
- Financial & Resource plan is a core process, in which assessment & analysis take place on which plan is will depend on. thus, upon the assessments financial model. shall be either remodeled, modifying or completely replaced.

Business Model

- Modification or generation of Business Model that is based identifying key problems.
- Identification & formulation of key metrics that are key indication.
- Analyzing cost structure, and modifying key operation's cost structure.

Marketing Consultancy

- Awareness
- SWOT Analysis
- Marketing Study
- Strategic Marketing
- Branding & Branding Identity
- Integrated Marketing Communication

Strategic Planning

- Analyze performance
- Track progress
- Create new value curve
- Develop marketing

- The main objectives are increasing the awareness and the engagement with Pencilplan presence on social media platforms.
- The main digital platforms are Facebook, LinkedIn, Instagram, TikTok and X. And the main tools are Canva, Zoho Social, Invedio, Google Trends, Youcut, Photoshop and Chatbots.
- All of us doing every type of tasks and content.

BUSINESS MODEL CANVAS

Key Partners

- Accountant
- Production
- Photographer
- Graphic Designer
- Off-line Media Buying
- Web and App Development
- Social media management tools

Key Activities

- Market Research
- Client Approach
- Project MGMT

Key Resources

- Employees (10: 15 Employee)
- Technologies
- Office Supplies

Value Proposition

- Creating consistent and strategic growth plans
- Enhance strengths
- Raising efficiency

Customer Relationship

- Social Media
- Calls
- Proposal
- Meetings

Channels

- Facebook Page
- Instagram Profile
- LinkedIn Page
- Company Website
- Cold Calls
- Personal Network Meetings

Customer Segments

- Startups
- Small and Medium Enterprises (SMEs)
- Entrepreneurs
- Nonprofits , Community Organizations
- Personal Brands

Cost Structure

- Salaries
- Prints
- Office supplies
- Facilities

Competitors

- Peak Advertising Agency
- Value business planning
- BEE Marketing
- BoostEmarketing
- viral 21
- Technowireless
- NetArabia

Revenue Streams

- Service Provided
- Commission

Competitors Analysis

FACEBOOK PAGE	Peak Advertising Agency
Likes	10 K likes • 10 K followers
Av. Post	likes 4 likes per post 5 post per week
Action button	WhatsApp Business
Messenger	not Automated
Website link	<input checked="" type="checkbox"/>
LinkedIn link	No
TikTok link	No
You tube link	No
Instagram link	No
About	<input checked="" type="checkbox"/>
recommend	Yes
Reviews	No reviews
Facebook group link	No
YouTube channel	No
Contact info	<input checked="" type="checkbox"/>
Details about page	<input checked="" type="checkbox"/>
Page owner details	No
Videos	<input checked="" type="checkbox"/>
Reels	<input checked="" type="checkbox"/>
live videos Groups	No
Page transparency	The February 2016-created page is managed by 8 people: 1 from Saudi Arabia and 7 from Egypt. The page's name has not been changed.
TARGRT AUDIENCE	The company targets the Egyptian and Saudi markets.
Photos	<input checked="" type="checkbox"/>
NOTES	They publish Success Partners , and they are frequently mentioned. They post a lot of Reels , but engagement on posts is low.
HASHTAG #	#Advertising #contentcreator #digitalmarketing #creativity #eventopening
ADS	The page has not run any ads, whether organic or paid .

LinkedIn

Followers: 2K

About:

Company size: 51-200 employees

Posts: Not frequent

2 posts per month

Likes: 3 likes per post

Engagement is very low, with a **low posting frequency**, no comments, and a **low number of likes**.

The Facebook page is linked to LinkedIn.

Instagram

Followers: 100 K

Posts: 339

Engagement on this page is **better than their other pages**.

The content is **diverse**, including Reels, photos, and videos.

Website

It is **comprehensive and well-structured**, featuring their **pages, clients, and services**.

There is **color and logo consistency**, along with **contact options via phone number and email**.

FACEBOOK PAGE	Technowireless
Likes	9K likes • 9.1K followers
Av. Post	likes 1-2 likes per post - 1 post per month
Action button	Call No.
Messenger	not Automated
Website link	Yes
LinkedIn link	No
Tik Tok link	No
You tube link	No
Instagram link	No
About	<input checked="" type="checkbox"/>
Reviews	yes 6
Facebook group link	no
YouTube channel	no
ads	no
Details about page	<input checked="" type="checkbox"/>
Page owner details	no
Videos	<input checked="" type="checkbox"/>
Reels	No
live videos Groups	No
Page transparency	Managing 9 admins created 20/6/2010 changed name from ((TWDA)) at 2015
TARGRT AUDIENCE	The company targets both the Egyptian and Saudi markets.
Photos	<input checked="" type="checkbox"/>
NOTES	The posts focus more on global days, religious holidays, and completed projects

LinkedIn

Technowireless, a SAB Holding company

Followers: 3K

About:

Company size: 51-200 employees

Posts: frequent // 1 posts per month

Likes: Av. 2 likes per post

Engagement is very low, with a low posting frequency, no comments, and a low number of likes.
The Facebook page is not linked to any other platform.

Instagram

Followers: 1.279

Posts: 329

Highlights: yes

Website link: yes

It is more active than Facebook and LinkedIn.
The content is diverse, including Reels, photos, and videos.

Website

It is comprehensive and well-structured, featuring their pages, clients, and services.
There is color and logo consistency, along with contact options via phone number and email.

FACEBOOK Page	BEE Marketing
Likes	<u>9 K likes • 9.6 K followers</u>
Av. Post	likes 0 likes per post - 1 post per month
Action button	WhatsApp Business
Messenger	not Automated
Website link	No
LinkedIn link	No
Tik tok link	No
You tube link	No
Instagram link	No
About	<input checked="" type="checkbox"/>
recommend	No
Reviews	No reviews
Facebook group link	No
YouTube channel	No
Contact info	<input checked="" type="checkbox"/>
Details about page	<input checked="" type="checkbox"/>
Page owner details	No
Videos	No
Reels	No
live videos Groups	No
Page transparency	The page was created in April 2016 and is managed by two people from Egypt . Its original name was "بوسات", then changed to "بوساتي", before adopting its current name .
TARGRT AUDIENCE	The company targets the Egyptian market .
Photos	<input checked="" type="checkbox"/>
NOTES	They mention their services in every post. Posting stopped in 2022. They offer discounts on Black Friday. They share samples of their work with clients, but there is no engagement on the posts.
HASHTAGS #	#logodesign #marketing #branding #graphicdesign #دعابا
ADS	The page has not run any ads, whether organic or paid.

FACEBOOK PAGE	Value business planning
Likes	<u>15K likes • 14K followers</u>
Av. Post	likes 8 likes per post - 5 post per week
Action button	WhatsApp Business
Messenger	not Automated
LinkedIn	Instagram
You tube	Tik Tok
Website link	Website link
About	<input checked="" type="checkbox"/>
Reviews	No reviews
Facebook group link	<input checked="" type="checkbox"/>
YouTube channel	<input checked="" type="checkbox"/>
Contact info	
Details about page	
Page owner details	
Videos	<input checked="" type="checkbox"/>
Reels	<input checked="" type="checkbox"/>
live videos Groups	No
Page transparency	The page was created in September 2023 and is managed by four people from Egypt . It is currently running ads , and its name has never been changed .
TARGRT AUDIENCE	The company targets both the Egyptian and Saudi markets .
Photos	<input checked="" type="checkbox"/>
NOTES	<p>The company's posts vary between:</p> <ul style="list-style-type: none"> • HR and management tips • Advertisements for company services • Greetings for official holidays • Showcasing completed projects <p>The page always announces a 30% discount on feasibility studies during national holidays and special Egyptian occasions. Customer reviews appear as posts sharing clients' opinions on the business plans executed for them.</p>
EVENTS	
Egypt projects	The company covered the event , capturing its dedicated segment and filming the employees . Most employees are between 30 and 45 years old .
HASHTAGS #	#Feasibility_Study #Planning #Our_Projects #Egypt_Projects #Building_Egypt's_Future #The_Most_Advanced_Exhibition #Value_Business_Planning
OFFERS	The company offers a free consultation for your project.
ADS	<p>The page is currently running ads. Key content includes:</p> <p>Essential components for your project's success Book a free consultation with top experts in the Middle East An educational post on starting a feasibility study and its proper planning</p>

FACEBOOK Page	viral 21
Likes	7.3K likes • 7.3K followers
Av. Post	3 post per week // likes 5-6
Action button Phone number	No
Messenger	Automated
Website link	Yes
LinkedIn link	Yes
Instagram link	Yes
About	<input checked="" type="checkbox"/>
recommend	NO
Reviews	(78 Reviews)
Facebook group link	No
YouTube channel	<input checked="" type="checkbox"/>
Contact info	<input checked="" type="checkbox"/> +Mobile number
Details about page	<input checked="" type="checkbox"/>
Page owner details	<input checked="" type="checkbox"/>
Videos	<input checked="" type="checkbox"/>
Reels	<input checked="" type="checkbox"/>
Page transparency	The page's name has never been changed. It was created in 2014. The page is currently running ads. It is managed by six people from Egypt.
live videos Groups	<input checked="" type="checkbox"/>
Photos	<input checked="" type="checkbox"/>
NOTES	<ul style="list-style-type: none"> • The company relies on a lot of videos featuring employees, including funny videos that introduce them. • Posts are a mix of Arabic and English. • Three paid ads have been run. • They use funny memes in their content. • The page showcases all past projects. • They offer product design, packaging, and branding services. • The page highlights all company events and office decorations. • It focuses on connecting clients with employees. • The company frequently advertises job vacancies

FACEBOOK Page	Boost eMarketing
Likes	74K likes • 74K followers
Av. Post	likes 6-5
Action button Phone number	WhatsApp Business
Messenger	not Automated
Website link	x
LinkedIn link	x
Instagram link	x
About	<input checked="" type="checkbox"/>
recommend	100%
Reviews	(78 Reviews)
Facebook group link	<input checked="" type="checkbox"/>
YouTube channel	<input checked="" type="checkbox"/>
Contact info	<input checked="" type="checkbox"/>
Details about page	<input checked="" type="checkbox"/>
Page owner details	<input checked="" type="checkbox"/>
Videos	<input checked="" type="checkbox"/>
Reels	<input checked="" type="checkbox"/>
live videos Groups	<input checked="" type="checkbox"/>
Photos	<input checked="" type="checkbox"/>



Net Arabia

Items <https://www.facebook.com/NetArabia>

name Net Arabia

address

Egypt: Qena, Qena Governorate, Egypt – Al-Kawthar Building, Metro Market
UAE: Abu Dhabi – Office No. 4, 19 Al-Bawakher Street, Al Dana, Abu Dhabi,
UAE
Saudi Arabia: Dammam – King Faisal Bin Abdulaziz, Al-Mazrooiya, Dammam
32414

Website & Contact: +20 10 05454676// info@netarabia.com

Business Description A global digital marketing agency specializing in web design, social media, SEO, and Google Ads.

Followers/Likes 21K followers /// 18K likes

Creation Date October 29, 2013

Customer Reviews 96% recommendation (36 reviews)

Ads No active ads

Posting Frequency 2 posts every 15 days

Response Time Very slow, almost a full day

Average Likes per Post 100 likes

Target Audience Business owners in the Egyptian, Saudi, and UAE markets

Notes The company is relatively large with three branches and prioritizes customer experience. Based on personal experience, they are dedicated to meeting customer requests.

items Instagram

name Net Arabia

Verification Verified Page

total posts 282

Comments per Post: A global digital marketing agency specializing in web design, social media, SEO, and Google Ads.

Engagement Rate: 0.17%

Bio A Global Digital Marketing Agency

Helping Ignite Your Business Brand

Followers 8183

Ads No active ads

Posting Frequency One post per month

Response Time Very slow, almost a full day

Likes 100 like

target audience Business owners in the Egyptian, Saudi, and UAE markets

Notes The company is relatively large with three branches and prioritizes customer experience. Based on personal experience, they are dedicated to meeting customer requests.

item YouTube

channel name Net Arabia

channel link Net Arabia

subscribers 255

Total Videos 44

total views 29,840

join date December 7, 2013

playlists 3

Average Views per Video 600 views

notes • No engagement on the channel, and very low video posting frequency.

Internal Strengths	Internal Weaknesses
<ul style="list-style-type: none"> ✓ Comprehensive Services ✓ Flexible Business Model ✓ Strong Partnerships ✓ Multi-Channel Presence ✓ Clear Value Proposition ✓ Structured Service Packages ✓ Expertise in Target Audience Needs ✓ Digital Marketing Strengths ✓ Website Highlights ✓ Data-Driven Approach 	<ul style="list-style-type: none"> ☒ Manpower is insufficient for the workload. ☒ capital does not cover all costs needed. ☒ Quarterly service fees are high compared to monthly costs. ☒ Both FB and Instagram pages have few followers, infrequent posts, and minimal engagement. ☒ The FB page only features infographics, and there are no reels, videos, captions, or highlights, there is no FB page link on the Instagram account. ☒ The LinkedIn profile has a non-main logo cover photo, lacks followers and posts from the past year, shows no interactions, has only one post about success partners, and no hiring announcements. ☒ The website is blocked from indexing and lacks a <title> element and meta description.
External Opportunities	External Threats
<ul style="list-style-type: none"> ✓ Government initiatives support startups and digital transformation. ✓ A young, tech-savvy population is utilized for creative marketing. ✓ There's a growing demand for digital consultancy services and e-commerce. ✓ Social awareness of project planning is increasing. ✓ Import and export laws are being updated for the Egyptian market. ✓ Companies are organizing departments into specialized sections. ✓ New markets are easier to enter without shipping and production barriers. ✓ Many entrepreneurs are young and inexperienced in project planning. ✓ There is potential to attract customers despite being new to the market. ✓ Public-private partnerships are creating new investment opportunities. 	<ul style="list-style-type: none"> ☒ Navigating regulatory changes, taxes, and cultural restrictions is vital. ☒ Economic downturns pose challenges ☒ Fluctuating currencies and inflation can greatly impact global advertising costs. ☒ The competitive landscape is fierce, with many agencies on all platforms. ☒ Adapting quickly to marketing trends and algorithms is essential. ☒ Utilizing AI tools can enhance account management and effectiveness. ☒ Competitors are solidifying their presence on social media, making visibility crucial. ☒ Agencies that showcase their portfolios and successes can inspire potential clients to choose them.

We are working with SOSTAC Model Strategy

Top Digital Marketing Strategies in 2024

The digital marketing world is evolving fast, and brands that keep up with the latest strategies are the ones that stand out. Here are the key trends shaping the industry right now:

- **AI-Powered Personalization** – AI is making marketing smarter by tailoring content, emails, and ads to individual preferences, increasing engagement and conversions.
- **Short-Form & Live Video** – Platforms like TikTok, Instagram Reels, and YouTube Shorts are dominating. Live streaming for Q&As and product launches boosts real-time interaction.
- **Influencer & Micro-Influencer Marketing** – Consumers trust real, relatable influencers more than big-name celebrities. Brands are focusing on niche influencers with loyal followings.
- **Voice Search & Conversational SEO** – More people are using voice assistants, so brands need to optimize content with natural, question-based phrases.
- **Social Commerce & Shoppable Content** – Instagram, Facebook, and TikTok now make it easier to shop directly within the app, cutting out extra steps for customers
- **Privacy & Ethical Marketing** – With data privacy concerns growing, brands are focusing on transparency, first-party data collection, and building genuine trust with consumers.
- **Sustainability & Purpose-Driven Branding** – Customers prefer brands that align with their values, whether it's eco-friendliness, social responsibility, or ethical business practices.

The Most Suitable Ways for Pencilplan Are:

1. AI-Powered Personalization

Since you provide marketing consultancy, using AI-driven analytics to offer personalized recommendations to clients can set you apart. AI helps tailor content strategies, automate reports, and optimize ad campaigns for better ROI.

2. Short-Form & Live Video Marketing

Your social media presence needs improvement (as per your SWOT analysis), so leveraging Reels, TikTok, and LinkedIn videos can boost visibility. Live Q&A sessions, marketing trend breakdowns, and client case studies can position Pencilplan as an industry expert.

3. Influencer & Thought Leadership Marketing

Since Pencilplan is still growing its audience, collaborating with micro-influencers in the business and marketing space (especially on LinkedIn and Instagram) can help establish authority. Additionally, positioning your team as thought leaders by sharing insights on industry trends will boost credibility.

4. Social Commerce & Shoppable Content

If Pencilplan offers digital products (like courses, templates, or guides), integrating social commerce on LinkedIn, Instagram, or Facebook can be a game-changer. Also, guiding clients on how to leverage these features will make your services more valuable.

5. Privacy & Ethical Marketing

With increasing concerns about data privacy and ad tracking, businesses are looking for marketing strategies that align with compliance (GDPR, PDPL). Advising clients on first-party data collection, ethical advertising, and transparent marketing can be a major selling point for Pencilplan.

6. Sustainability & Purpose-Driven Branding

Clients today want more than just marketing—they want a brand with a purpose. Pencilplan can differentiate itself by promoting ethical, transparent, and sustainability-focused marketing strategies, helping businesses build authentic connections with their audience.

Successful Digital Marketing & Consultancy Projects – Analysis

1. VaynerMedia (Global – USA, Europe)

What They Do:

A digital marketing agency founded by Gary Vaynerchuk, specializing in social media marketing, content creation, and branding strategies.

Key Strategies & Tools:

- Short-Form Video: **Heavy use of TikTok, Instagram Reels, and LinkedIn videos for brand engagement.**
- Personal Branding: **Gary Vee's presence on social media makes the agency more relatable and authoritative.**
- Data-Driven Content: **Uses AI-powered analytics to create highly engaging content.**

Lesson for Pencilplan:

- **Invest in thought leadership by positioning key team members as industry experts.**
- **Focus on short-form video and micro-content to boost engagement and awareness.**
- **Use AI-powered tools for data-driven content strategies.**

2. WEB profits (Australia & Global)

What They Do:

A growth-focused digital consultancy **helping businesses scale through performance marketing and automation.**

Key Strategies & Tools:

- Growth Marketing Approach: **Focuses on rapid testing and optimization.**
- Marketing Automation: **Uses tools like HubSpot, Marketo, and Active Campaign for lead generation.**
- Cross-Platform Marketing: **Combines SEO, PPC, content, and social media for maximum impact.**

Lesson for Pencilplan:

- **Implement growth marketing techniques to optimize campaigns quickly.**
- **Use marketing automation tools to streamline processes and nurture leads.**
- **Offer a multi-channel approach combining SEO, PPC, and social media for clients.**

3. FP7 McCann (Middle East, Egypt)

What They Do:

One of the leading advertising and digital marketing agencies in MENA, known for creative and data-driven campaigns.

Key Strategies & Tools:

- Localized & Cultural Marketing: **Creates campaigns tailored for the Egyptian and Middle Eastern audience.**
- Emotional Storytelling: **Uses impactful storytelling for higher audience connection.**
- AI & Consumer Insights: **Leverages AI-driven insights to understand consumer behavior.**

Lesson for Pencilplan:

- **Use cultural insights to craft highly relevant marketing strategies.**
- **Incorporate storytelling into brand campaigns to increase engagement.**
- **Utilize AI tools for market research and consumer sentiment analysis.**

4. MO4 Network (Egypt)

What They Do:

A full-service digital agency in Egypt **known for working with top brands like Gucci, Uber, and Coca-Cola.**

Key Strategies & Tools:

- Influencer & Social-First Marketing: **Heavy focus on Instagram, TikTok, and celebrity collaborations.**
- Digital PR & Viral Content: **Creates trendy, shareable content that gains massive organic reach.**
- Branded Content Production: **Produces high-quality visuals and video content for premium brands.**

Lesson for Pencilplan:

- **Strengthen influencer partnerships and collaborations.**
- **Focus on high-quality content production (graphics, videos, and interactive content).**
- **Leverage viral marketing tactics to gain organic reach.**



5. Rise Up Summit (Egypt – Event & Digital Growth Hub)

What They Do:

A startup ecosystem and consultancy platform **that helps businesses connect, grow, and expand.**

Key Strategies & Tools:

- Community-Driven Growth: **Builds a** strong business community **through online and offline events.**
- Omnichannel Marketing: **Uses** social media, email marketing, and partnerships **to drive engagement.**
- Educational Content & Workshops: **Provides startups with** valuable digital marketing insights.

Lesson for Pencilplan:

- **Focus on** community-building efforts (**e.g., hosting webinars or networking events**).
- **Offer educational content to establish authority and attract clients.**
- **Use omnichannel strategies to reach a wider audience.**

Market Trends

Trends in Egypt's Digital Marketing and Consulting Landscape

The digital marketing and consulting industries in Egypt have been undergoing rapid changes influenced by global trends, adopting newer technologies, and meeting emerging local market demands. The key trends marking these industries are as follows:

1. Digital Transformation and AI-Powered Services

- **Digital Transformation Growth:** Egyptian businesses, more so the SMEs, reach for consulting to go onto digital platforms, formulate strategies, automate processes to enhance customer experiences.
- **Integration of AI:** AI-enabled tools have taken up work related to creating content, analytics of data, automating customer services, and keeping track of performances. This freeing up professionals' time to strategize work and run campaigns effectively.

2. Movement to Digital and Data-Led Advertising

- **Digital Advertising Surge:** Increased internet penetration and smartphone usage have accelerated the shift from traditional media to digital. Platforms like Facebook, Instagram, TikTok, and Twitter dominate advertising efforts, offering personalized and engaging interactions.
- **Data-Driven Strategies:** Marketers are leveraging data analytics to understand consumer behavior, enabling highly targeted and personalized campaigns that yield better ROI.

3. Influencer Marketing

- **Rising Influence:** Brands are increasingly partnering with influencers to reach a younger audience. The partnerships work very well because of the credibility and loyal followings of the influencers, thus making them a cornerstone of modern advertising strategies.

4. E-Commerce Growth and Mobile-First Marketing

- **e-commerce expansion:** As Egyptian e-commerce is growing very fast, brands adopt omnichannel strategies. Social commerce, chatbots, and AI-driven personalization will bridge the gap between online and offline shopping.
- **Mobile Optimization:** As more than 90% of active internet users access the web through smartphones, every business focuses on mobile-responsive websites and content design for better user experience and engagement.

5. Content and Video Marketing

- **Content Creation:** Continuous investment in content marketing through blogs, videos, and infographics persists. This goes hand in glove with the growing relevance of SEO and consumer attention by way of useful resources.
- **Video and Live Streaming:** Video remains one of the most superior ways to engage consumers. Live streaming, especially of product launches and events, creates real-time engagement and strengthens brand relationships.

6. Localized and Regional Marketing

- **Localized Content:** Brands have been working on making content that engages with the Egyptian culture and the essence of the dialect, and addresses relevant topics of interest.
- **Regional Growth:** Enterprises expand their activities into the wider MENA region, taking advantage of commonalities of language and culture.

7. Sustainability and CSR

- **Eco-Friendly Marketing:** Sustainability-focused campaigns are gaining traction, appealing to environmentally conscious consumers.
- **CSR Initiatives:** Companies increasingly integrate corporate social responsibility into their branding by supporting social causes and charity efforts, resonating strongly with younger audiences.

8. Search Engine Optimization and Voice Search

- **SEO Strategies:** With increased reliance on search engines like Google, businesses invest in improving their search rankings to attract more traffic.
- **Voice Search Optimization:** The rise of voice-activated searches means businesses evolve in ways to make brand interactions easy for consumers using smart speakers and assistants.

9. Freelance and Agile Consulting

- **Freelance Economy:** The broadening freelance economy for consultants in Upwork and Freelancer encompasses a wide realm of specialized services, starting from digital marketing and IT solutions to business development.
- **Agile Consulting Practices:** Agile methodologies in consulting are increasingly being adopted; these allow businesses to manage projects flexibly and adapt quickly to emerging changes.

PEST(Market) Analysis

Political Factors

1. Government Policies and Regulations

- Encouragement of SMEs through initiatives like tax incentives and programs such as "Digital Egypt for Entrepreneurs."
- The PDPL has been implemented, thereby regulating e-commerce and data privacy.
- A tax levy on digital advertisement platforms will be imposed soon, and it may impact the cost of using platforms such as Facebook and Google Ads.

2. Political Stability

- There is more political stability now than in the previous decades, and this makes the 2010s the best time to invest in the areas of digital marketing and business management.
- Regional instability may also pose risks in the longer term.

3. Economic Reform Programs

- Government reform programs, such as Vision 2030, focus on digital transformation and entrepreneurship.
- The public-private partnership in development projects offers a variety of opportunities for consultancies.

4. Censorship and Media Control

Some types of content are restricted, and thus marketing strategies should be carefully worked out to keep in mind the cultural sensitivities.

Economic Factors

1. Economic Growth

- The economy of Egypt is growing at a steady pace, with growth witnessed across industries such as tourism, energy, technology, and e-commerce.

2. Exchange Rate Volatility

- Fluctuations within the Egyptian pound's value affect the cost of digital ads bought in USD and other currencies.

3. Consumer Spending Power

- A growing middle class increases spending, raising demand for consultancy and marketing services, while purchasing power varies across various demographics.

4. Market Competition

- Low entry barriers in digital marketing create intense competition from both local and international players.

5. Unemployment and Freelancing

- High unemployment forces the younger generation into freelancing with their service offerings in digital marketing and business management.

Social Factors

1. Demographics

- Egypt boasts a population of more than 100 million people, over 60 percent of whom are below 30 years and present a perfect market for different digital platforms.

2. Consumer Behavior

- Increasing dependence on e-commerce and social media to make purchases or decisions on certain purchases.
- Confidence is rapidly growing in e-commerce yet will remain somewhat limited in the smaller market segments and demands work in building up customer confidence.

3. Cultural Sensitivity

Traditional values and Islamic culture are a strong basis for marketing strategies.

Differences in consumer behavior in the different regions of Egypt also demand diversified strategies.

4. Education and Skills

Increased digital literacy among youth offers a great avenue for innovative, effective, and specific marketing campaigns.

Technological Factors

1. Digital Transformation

- The rapid adoption of AI, automation, and analytics improves marketing efficiency.
- The expansion of 5G networks enhances the possibility of mobile marketing.

2. Social media and Tools

- Dominance by platforms such as Facebook, Instagram, TikTok, among others, and tools including Meta Ads Manager and Google Analytics.
- SaaS solutions such as CRMs and marketing automation tools are becoming an inseparable part of running the business.

3. Smartphone and Internet Penetration

- High smartphone usage makes mobile-friendly campaigns indispensable, supported by the improvement in internet infrastructure.

4. E-commerce Growth

- This has been catalyzed by things like the websites Jumia and Noon, thereby demanding more creative and personalized marketing campaigns.

5. Cybersecurity and Data Privacy

- International legislation, such as GDPR, needs to be complied with for cross-border clients.
- Consumer awareness of data protection affects marketing activities.

Opportunities and Challenges

Opportunities:

- Government initiatives for the support of startups and digital transformation.
- Leveraging the young, tech-savvy population for creative marketing campaigns.
- Rising demand for digital-first consultancy services and e-commerce platforms.

Challenges:

- How to adapt to the regulatory changes, taxes, and cultural restrictions
- How to be competitive in a market with several low-cost options
- How to handle the impact of fluctuating currencies and inflation on worldwide advertising costs

Requirements Gathering

Audience Behavior Analysis Across Digital Channels

1. Facebook

Most pages have a significant number of followers, but engagement rates are low.

Some pages maintain a regular posting schedule (e.g., Peak Advertising, Value Business Planning), while others post infrequently (e.g., BEE Marketing, Technowireless).

Higher engagement pages utilize videos and Reels frequently (e.g., Boost eMarketing).

Paid advertisements are rarely used among competitors, except for "Value Business Planning" and "Viral 21."

Pages that share diverse content (tips, success stories, discounts) see higher engagement rates.

2. Instagram

Pages with a large following (e.g., Peak Advertising) achieve better engagement compared to Facebook.

Most engaging content: Reels, photos, and videos outperform text-based posts.

Some pages, like "Net Arabia," have a strong presence but low engagement rates.

3. LinkedIn

Most competitor pages have limited followers (under 3K).

Posting frequency and engagement levels are very low (one or two posts per month).

Primarily used for company updates rather than active community engagement.

4. YouTube

Competitor channels generally lack consistent activity.

"Boost eMarketing" has 881 subscribers but low average views (~50 per video).

"Net Arabia" has a slightly better view count (~600 per video) but posts infrequently.

Conclusion & Recommendations

Focus on short-form video content (Reels) on Instagram and Facebook to boost engagement.

Leverage paid advertising since competitors are underutilizing it.

Improve LinkedIn engagement by posting valuable content more frequently.

Enhance YouTube activity by publishing educational or promotional content regularly.

Adopt Net Arabia's customer experience approach by enhancing response time and engagement.

Used Tools:

- Canva
- InVideo AI
- Zoho Social
- InShot
- Chatbots

Gender	Male	Male	Male	Male
Marital Status	Married	Married	Married	Married
City	Cairo	Cairo	Cairo	Cairo
Income	10000:15000	10000:15000	10000:15000	10000:15000
Education	Faculty of commerce	Faculty of commerce	Faculty of commerce	Faculty of commerce
job	Social Media Specialist	Social Media Specialist	Social Media Specialist	Social Media Specialist
Fears	عدم القدرة على تحقيق الاهداف المطلوبة	النصب او الفشل	غلق او تصفيه الشركة	الاسعار تكون زيادة عن الخدمة المقدمة
Needs	self-branding	branding himself as photographer منشئ محتوى رقمي	يحتاج إلى من يوجهه في البizنس يحتاج من يصمم له هوية بصرية للشركة التي منتجها لتنمية مهارات ذوي الاحتياجات الخاصة	حملات تسويقية على قنوات التواصل الاجتماعي المختلفة
Goals	Making new customers (Customized Campaign)	Making Growth Every Year	Leader in the industry	Control his business (Cost &Time Management)
ests	التصوير	تطوير عقاري تسويق	السفر	الbizنس والماركتينج
Age	From 30 to 35	From 30 to 35	From 30 to 35	From 30 to 35

Survey Implementation and Customer Insights Analysis

1. Research Methodology:

We conducted a survey within specialized digital marketing groups on **Facebook**, targeting customers and industry professionals to understand their needs and expectations.

- **Research Tool:** We used an online survey via **Google Forms**.
- **Number of Participants:** (Specify the actual number, e.g., 150 respondents).
- **Target Audience:**
 - We engaged digital marketers.
 - We included entrepreneurs.
 - We surveyed e-commerce business owners.

2. Survey Focus Areas:

- We explored the challenges faced by digital marketers.
- We analyzed the most commonly used tools and platforms in digital marketing.
- We identified the key needs and expectations of users.

3. Key Findings and Data Analysis:

- **70% of respondents** indicated that **managing advertising campaigns** is a major challenge.
- **60%** stated that they require **more advanced data analytics tools** to better understand customer behavior.
- **45% of participants** believe that **content marketing** is the most effective strategy for attracting customers.

4. Participant Quotes:

“We struggle with accurately identifying the target audience due to the lack of precise analytics tools.”
“We need advanced training programs in digital marketing to enhance our skills.”

5. Recommendations Based on Findings:

- We recommend developing **advanced analytics tools** to gain deeper insights into user behavior.
- We suggest providing **specialized training programs** on modern digital marketing strategies.

We propose enhancing **advertising campaign management solutions** to improve efficiency and cost-effectiveness.

Buyer Persona Table

Category	Ahmed Asaad	Mohamed Naguib	Ahmed Abo El Nasr	Khaled Fouad
Age	36	32	35	43
Gender	Male	Male	Male	Male
Occupation	Entrepreneur	Product Design Engineer	Business Development Manager	CEO & Chairman of Naser El Din Co.
Goals	<ul style="list-style-type: none"> -Becoming a successful business owner -Achieving growth every year -Establishing himself as a leader in the industry 	<ul style="list-style-type: none"> -Making new customers -Personal & professional development 	<ul style="list-style-type: none"> -Controlling his business -Expanding market presence 	<ul style="list-style-type: none"> -Business growth every year -Strengthening brand identity
Challenges	<ul style="list-style-type: none"> -Acquiring new customers -Managing business finances - Budgeting effectively 	<ul style="list-style-type: none"> -Finding innovative ideas -Expanding network 	<ul style="list-style-type: none"> -Managing workload efficiently -Business marketing strategies 	<ul style="list-style-type: none"> -Maintaining consistent business growth -Enhancing market positioning
Likes	<ul style="list-style-type: none"> -Reading -Coffee -Sports 	<ul style="list-style-type: none"> -Cycling & walking -Learning new ideas -Charity work 	<ul style="list-style-type: none"> -Business marketing -Management strategies 	<ul style="list-style-type: none"> -Business&marketing -Engaging with online platforms
Dislikes	<ul style="list-style-type: none"> -Videogames -Desserts -Watching TV 	<ul style="list-style-type: none"> -Lack of innovation -Poor communication 	<ul style="list-style-type: none"> -Unstructured work -Poor business planning 	<ul style="list-style-type: none"> -Market instability -Economic downturns
Personality Traits	<ul style="list-style-type: none"> -Ambitious -Cheerful -Easygoing 	<ul style="list-style-type: none"> -Analytical -Curious -Problem-solver 	<ul style="list-style-type: none"> -Strategic thinker -Goal-oriented -Visionary 	<ul style="list-style-type: none"> -Strong leadership skills -Business-savvy -innovative
Products of Interest	<ul style="list-style-type: none"> -Software -Cars -Gifts 	<ul style="list-style-type: none"> -Books -Business tools -Educational programs 	<ul style="list-style-type: none"> -Marketing tools -Business solutions -Management software 	<ul style="list-style-type: none"> -Real estate investments - Business expansion tools

System Analysis & Design

Digital Marketing Strategy

We have developed a comprehensive digital marketing strategy that leverages the most effective channels and platforms to reach our target audience and achieve optimal results. Below is a detailed breakdown of each component and the actions we have taken:

1. Social Media Marketing

Platforms Used: Facebook, Instagram, LinkedIn, TikTok

We utilized social media to enhance brand awareness, foster engagement, and build strong relationships with our target audience. Our approach included:

- Selecting the most relevant platforms based on audience research and market analysis.
- Creating diverse and engaging content including interactive posts, short videos, and infographics to drive engagement.
- Scheduling and consistently publishing content using content management tools to maintain a strong digital presence.
- Launching paid advertising campaigns to increase reach, attract new customers, and boost conversion rates.

2. Search Engine Optimization (SEO)

Channels Used: Google Search, Google Search Console, Google Analytics

We focused on optimizing our website for organic search visibility and increasing targeted traffic through:

- Conducting in-depth keyword research to identify and target high-value search terms.
- Enhancing website structure and user experience (UX/UI) to improve loading speed and navigation.
- Creating SEO-friendly content such as blog articles enriched with relevant keywords.
- Building high-quality backlinks to strengthen website authority and improve search rankings.
- Tracking performance and analyzing data using Google Analytics and Google Search Console to refine our SEO strategy.

4. Paid Advertising (PPC)

Platforms Used: Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads

We implemented paid advertising campaigns to drive fast and measurable results by:

- Developing highly targeted ad creatives tailored to audience preferences.
- Selecting the most suitable advertising platforms based on user behavior and demographics.
- Continuously optimizing ad performance through data-driven adjustments to maximize return on investment (ROI).
- Utilizing retargeting campaigns to re-engage interested users and increase conversion rates.

Results & Recommendations

After executing this strategy, we closely monitored performance metrics and analyzed data to ensure continuous improvement.

Moving forward, we recommend:

- Ongoing optimization of marketing campaigns.
- Experimenting with new digital marketing techniques.
- Strengthening content strategies to maximize audience engagement and conversions.



PENCILPLAN CONTENT CALENDAR



February





February



March



March

THURSDAY	FRIDAY	FRIDAY	SUNDAY	MONDAY	THURSDAY	THURSDAY	THURSDAY
13 MAR Educational	14 MAR Educational	14 MAR Educational	15 MAR Educational	16 MAR Awareness	17 MAR Testimonial	20 MAR Testimonial	20 MAR Engagement
ASMAA	ASMAA	ASMAA	ASMAA	MAHA	HESHAM	HESHAM	MAHA
Facebook, LinkedIn, Insta	Facebook, LinkedIn, Insta	Facebook, LinkedIn, Insta	Facebook, LinkedIn, Insta				
IMAGE	IMAGE	IMAGE	IMAGE	IMAGE	VIDEO	VIDEO	IMAGE
				Pencilplan: دليلك لتحقيق النجاح. كل براند له حكاية، وكل حلولنا دور من لحظة اختيار الهوية المصيرية وتصميم الألوان والشعار إلى لحظة إطلاق البراند ومشاركته مع العالم. وحتى متابعة انتشاره وتحقيق التأثير في السوق. ماشين معك طحوة بطيئة، نرنس. في Pencilplan، معك قصة النجاح. نؤمن أن نجاحك هو نجاحنا، ودائماً موجودين على دعمك. أبدأ رحلتك مع بيسنل بلان اليوم.	لا نقدم خدمة فقط، بل Pencilplan نحن في لا نقدم خدمة فقط، بل Pencilplan نحن في • أبني شراكات حقيقة • هدفنا دائمًا هو تقديم تجربة مميزة، لأننا نؤمن • بأن نجاحك هو نجاحنا • ملاحظاتك تهمنا! فهي تساعدنا على التطور • نجاحك يعكس نجاحنا • نوابك أحدث استراتيجيات التسويق لمنحك • حضوراً رقمياً مميزاً، وحرص على ملاحظاتك القيمة • باستمرار بناءً على ملاحظاتك القيمة • هل لديك تجربة معنا؟ نود أن نسمع رأيك! • شاركنا أفكارك وساعدنا على تقديم الأفضل دائمًا.	#digitalmarketing #MarketingSuccess #BusinessGrowth #PencilPlan #MarketingStrategy	



Digital Egypt Pioneers

PIECE OF CONTENT

TESTIMONY BW/ HALA



TESTIMONY MR / ANDRIA CONTI



PIECE OF CONTENT

#digitalmarketing #marketing
#socialmedia #branding #advertising.....

عند تحقق تجاه أكبر في زيادة المبيعات والاستثمار...
بعملياته، لازم تفهم رحلة العميل وتطبيق استراتيجية...

linkedIn

SALES FUNNEL



#digitalmarketing #branding
#contentmarketing...

💡 The Largest Marketing Formula 📈
أعلى سوق ينافس ٣٪ من العملاء، بما يزيد عن ١٧٪ و ٦٠٪ ...

linkedIn



#timemanagement #businessgrowth
#marketingolutions #pencilplan... |...

Overwhelmed by endless tasks and tight deadlines?
Let Pencilplan transform your chaos into clarity an...

linkedIn

PIECE OF CONTENT



**LET'S CURVE
YOUR
MARKETING
SUCCESS**



Pencilplan
Business & Marketing Consultancy

The KPIs that will be used to measure the success of the campaign

1. Reach & Visibility

Impressions: Total number of times your content is displayed.

Reach: Number of unique users who saw your content.

Followers Growth: Increase in social media followers during the campaign.

Share of Voice (SOV): Your brand's mentions compared to competitors.

2. Engagement Metrics

Engagement Rate: $(\text{Likes} + \text{Comments} + \text{Shares} + \text{Saves}) \div \text{Impressions} \times 100\%$

Shares & Retweets: Indicates how much users are spreading your content.

Mentions & Tags: Number of times users mention your brand.

Video Views & Watch Time: Important for video-based campaigns.

3. Brand Recall & Sentiment

Brand Mentions: How often your brand is mentioned in social conversations.

Sentiment Analysis: Whether mentions are positive, neutral, or negative.

Surveys & Polls: Direct feedback on brand recall and perception.



Implementation

CAMPAIGN CONTENT





... Pencilplan

#digitalmarketing
#marketing
#socialmedia
#branding
#advertising
#contentmarketing
#seo #marketingstrategy
#marketingtrends



www.pencilplan.business

١٥ مارس .

(choose your level)

أهلا بكم في لعبة السوشيل ميديا

المستوى الأول: Basic

وده مستوى مبتدئ 🔮 لعميل لسه بيبدأ، شوية أساسيات إدارة الحسابات مع جدول محتوى بسيط وفيديوهات

المستوى الثاني: Pro

وده مناسب لي عايزة يكبر أسرع 💪 محتوى مميز ومع إدارة مجتمع وندعمها باعلانات مدفوعة وشوية فيديوهات قصيرة.

المستوى الثالث: Business

وده ليغفل الوحش الأفضل 🤩 للبراندات الكبيرة. محتوى عالي الجودة مع إدارة كاملة وفيديوهات احترافية وإعلانات مدروسة لزيادة البيعات.

جاهز تلعب على أي مستوى؟ شاركنا اختيارك! 😊
#levels
#Pencilplan #marketing #business #success #branding #digitalmarketing #consulting

CHOOSE YOUR LEVEL



... Pencilplan

٢٠ مارس .

الأم هي قصة نجاح

Pencilplan

بينسل بلان بيقول لكل أم

كل سنة وانتي المحارب القوي اللي خلانا نوصل رحلتنا

كل سنه وانتي كلمة السر ومفتاح نجاحنا 😊

كل سنه وانتي منورة دينيتنا ❤️

Pencilplan
Business & Marketing Consultancy



FRIDAY, MARCH 21. 2025

Happy
Mother's Day
Mom, you're simply the best!

... Pencilplan

١ مارس .

عاوز تنشر بوستات على لينكdan تحقق نتائج فعلية؟

البداية هي كل حاجة.

ممكن يكون عندك أفكار قوية، لكن من غير افتتاحية جذابة، محدث هيكمel القراءة.

الكل بيتكلم عن "هووكس" (الجمل الافتتاحية الجاذبة)، لكن قليل اللي بيشرح إيه اللي فعلاً بيشتغل.

أنا لخصت الموضوع في 5 أنواع من الهوكس اللي بيضمن تفاعل، مشاركات، والأهم استفسارات من العملاء.

اتصفح البوست علشان تعرف إيه اللي بيشتغل بالظبط وليه.

وبعدها، قوللي أي نوع منهم هتجربه في بوستك الجاي!



Intro

Creating consistent & strategic growth plans is our main scope.

We craft ideas and solutions to deliver the ultimate value for your business and markets. Business planning.

SWOT analysis.

Strategic plan.

Market study.

Marketing plan.

Digital Marketing

Sample of Text of Content

1-Transform your business stress into success with Pencilplan

"مع بعض هنرسم منحني النجاح . مع بنسل بلان متسللش أي هم"

Let's create your growth curve together

For More info contact us

2-

هل تبحث عن أفكار تسويقية تُحدث الفرق؟

في Pencilplan

، نحن نؤمن بأن الإبداع هو المفتاح لفتح أبواب النجاح!

سواء كنت ترغب في بناء هوية علامتك التجارية من الصفر، أو إطلاق حملة إعلانية لا تُنسى، فنحن هنا لتحويل رؤيتك إلى واقع استثنائي ماذا نقدم؟

تصميم استراتيجيات تسويقية مبتكرة ✓

إدارة الحملات الإعلانية على مختلف المنصات ✓

تصميم هوية بصرية تعكس شخصيتك ✓

محتوى جذاب ومخصص لجمهورك ✓

لماذا تختارنا؟

نحن لا نقدم حلولاً جاهزة، بل نصنع استراتيجيات مصممة خصيصاً لتناسب أهدافك. لأننا نفهم أن كل علامة تجارية لها قصة فريدة تستحق أن تُروى بأفضل صورة

دع فلم الإبداع يرسم مستقبلك مع Pencilplan

[01061235689] للتواصل معنا

زوروا موقعنا: <https://zurl.co/xKQsS>

ابداً رحلتك معنا اليوم، لأن العالم يستحق أن يرى ما يميزك



Digital Egypt Pioneers



3- Looking to Achieve Sustainable Growth for Your Business?

If you're an ambitious entrepreneur striving to lead your industry, our digital marketing and business consultancy services are the key to unlocking your success.

✓ Why Choose Us?

- We help you build a strong and loyal customer base.
- Provide effective strategies to manage and grow your business.
- Support you in financial planning to ensure consistent growth.

✓ What We Offer:

1. Innovative digital marketing strategies tailored to your business.
2. Business consultancy services to enhance performance and achieve your goals.
3. Custom plans to help you stay ahead in a competitive market.

Don't let challenges hold you back—contact us today and start turning your vision into reality!

Schedule your consultation now!

4- We Don't Just Provide a Service, We Build Partnerships! 🤝+

Our goal is always to provide the best experience possible because we don't see ourselves as just service providers—we are success partners for every customer who chooses us.

Your feedback matters! It helps us improve and continue delivering top-tier support and service with the highest level of professionalism.

Thank you for your trust—we're committed to going above and beyond for you! 🎉

Share your experience with us! Drop a comment or message—we'd love to hear from you.

💡 عشان تحقق نجاح أكبر في زيادة المبيعات والاحتفاظ بعملائك، لازم تفهم رحلة العميل وتطبق استراتيجية فعالة باستخدام قمع المبيعات (Sales Funnel)

📍 Sales Funnel هو نموذج بيوضح رحلة العميل بداية من معرفته بمنتجك أو خدمتك لأول مرة لحد ما ياخذ قرار الشراء. بيتقسم لـ 3 مراحل أساسية

① مرحلة الوعي (Awareness) >>> Cold Audience: دي اللحظة اللي العميل يعرف فيها منتجك لأول مرة. المراحل هنا: العميل لسه بيتصفح وبيشوف إعلان أو محتوى لفت انتباهه: (Visit) استكشاف. بيبدأ يعمل بحث ويظهر اهتمام أكثر بخدمتك أو منتجك: (Lead) عميل محتمل.

② مرحلة الاعتبار (Consideration) >>> Warm Audience: العميل بدأ يقارن بينك وبين المنافسين ويشوف نقاط قوتك مثل القيمة المضافة الفريدة (USP). المراحل: اقتنع بمميزات منتجك أو خدمتك: (MQL) عميل مؤهل تسويقياً. جاهز إنه يتحول للشراء بعد اقتناعه باستراتيجيتك: (SQL) عميل مؤهل للبيع.

③ مرحلة القرار (Decision) >>> Hot Audience: والعوامل اللي بتساعدك (Opportunity)! هنا العميل بيقرر يشتري (CTAs). ودعوات واضحة للتفاعل (Offers) عروض مميزة. : محتاج Social Proof مثل تقييمات العملاء وتجاربهم عشان يطمئن تابع العميل بعد الشراء وقدم له تجربة مميزة عشان يتحول لـ عميل دائم (Lifetime Customer).

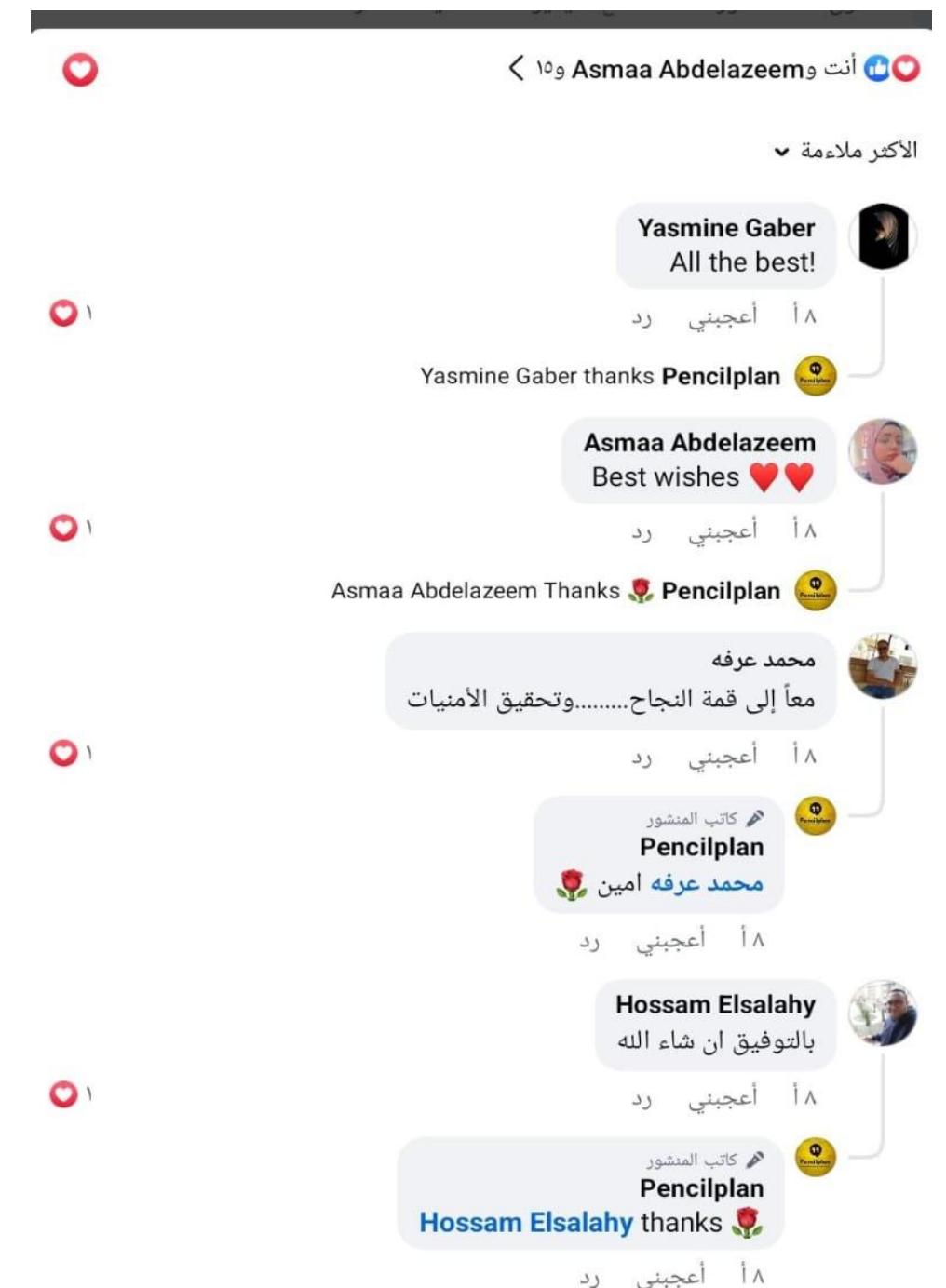
نصائح Pencilplan لنجاح استراتيجيةك💡
قدم محتوى تعليمي يفيد العميل في كل مرحلة من Sales Funnel.
افهم السوق وحدد الجمهور المستهدف بدقة
حافظ على عملائك بعد الشراء من خلال خدمة عملاء ممتازة.

🚀! باحترافية، وتوصلي لنتائج مبهرة Sales Funnel ، هنساعدك تطبق كل خطوة من Pencilplan مع مستعينيك تخطو خطوتكم التالية معانا!

Hashtags

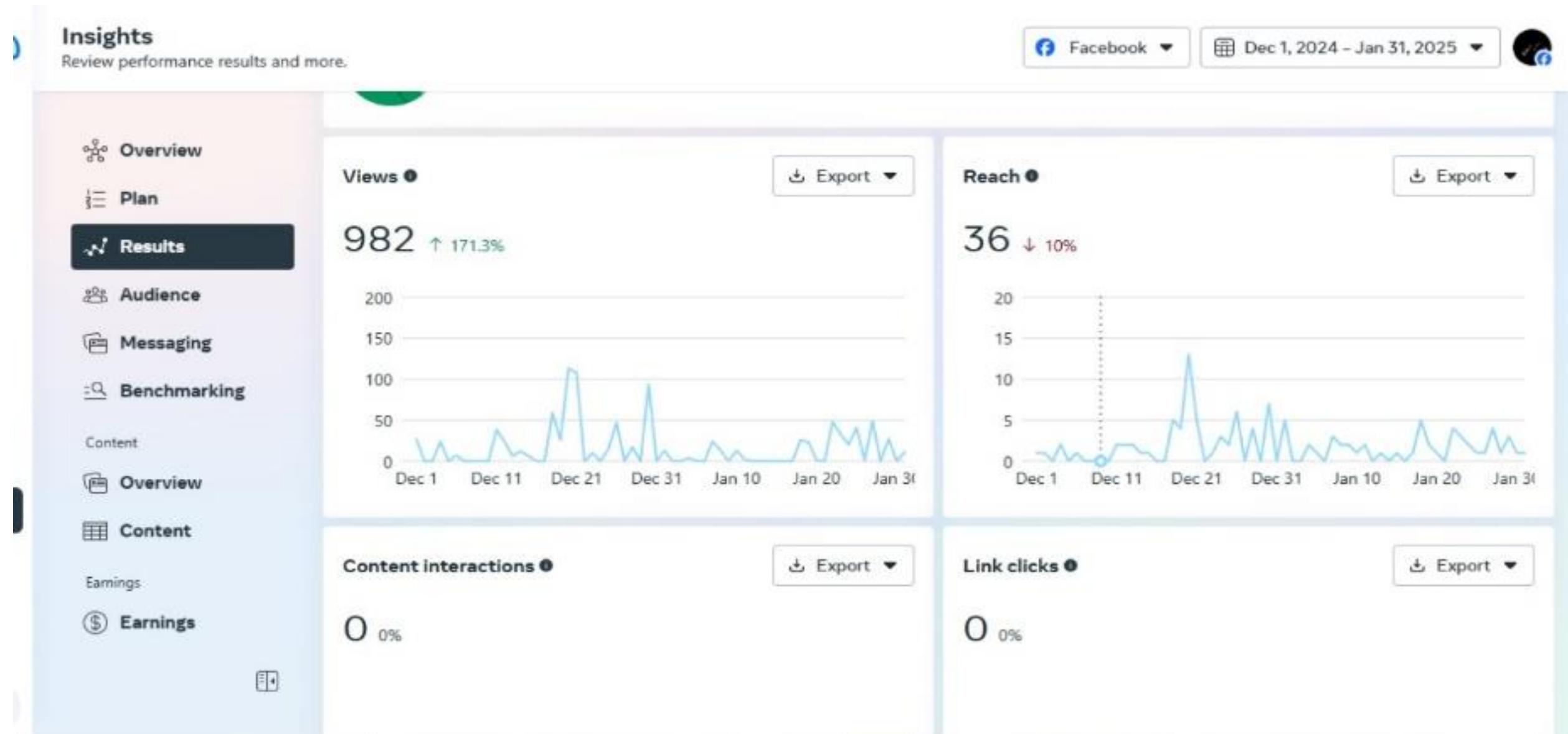
#DigitalMarketing #Marketing #SocialMedia
#Branding #Advertising #ContentMarketing
#SEO #MarketingStrategy #MarketingTrends
#advertising #marketingtrend
#contentmarketing

#seo #marketing
#digitalmarketing
#marketing
#socialmedia
#branding #advertising
#contentmarketing
#seo #marketingstrategy
#SuperWoman
#PencilPlan
#advertising
#contentmarketing
#seo #marketingstrategy
#marketingtrends#branding
#marketingstrategy
#Pencilplan
#رمضان كريم
#digitalmarketing



Testing & Reports

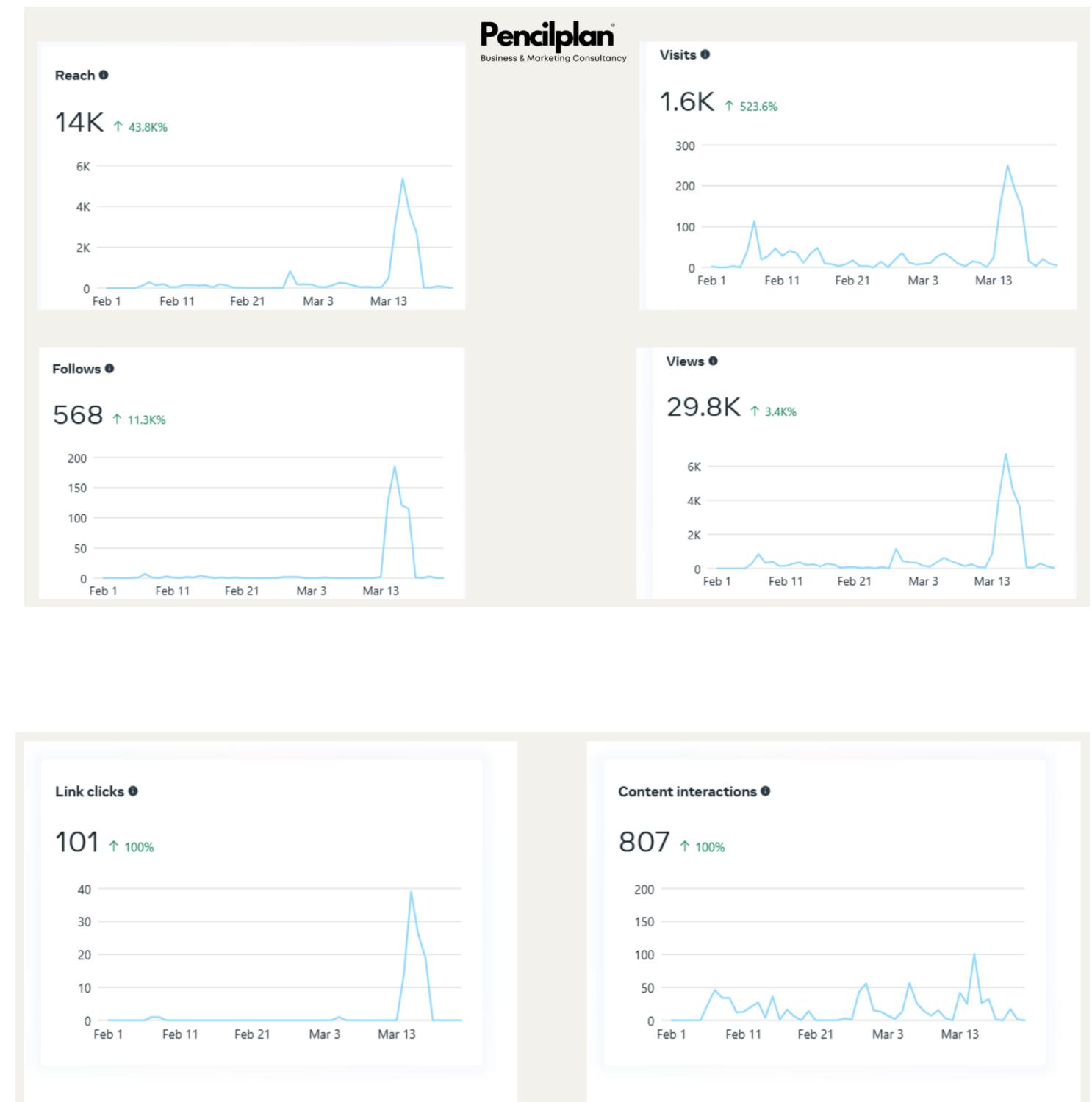
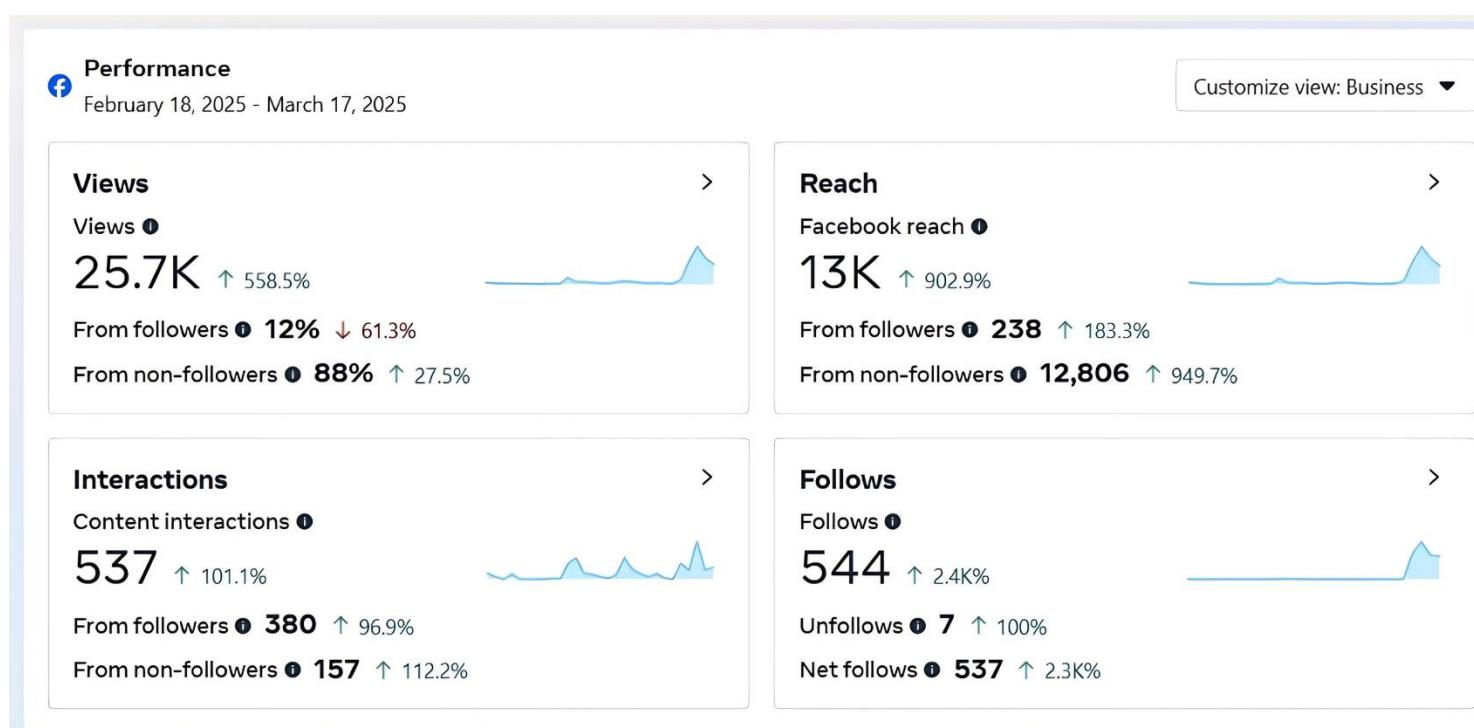
Insights before our project





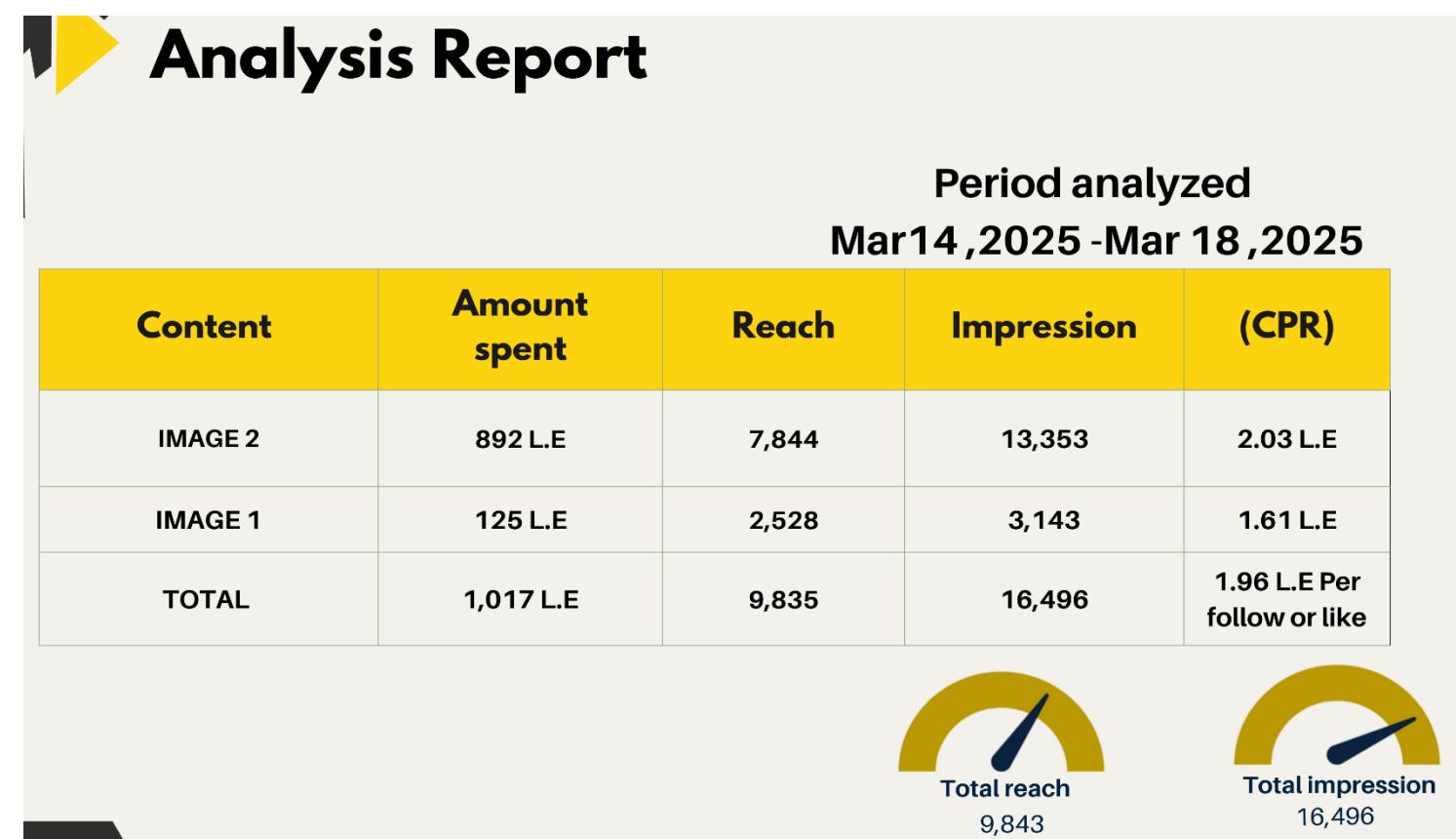
Insights after our project

- Reach KPIs within 2 months duration
- The number of followers increased by 164%.
- Reach increased by 43.8k %.
- FB page Visits have a massive increase of 523%.
- Our content had almost 30 K views with a huge 3400% growth.
- Engagement KPIs within 2 months duration
- Likes increased by 179%.
- The engagement rate increased by 5.8%.

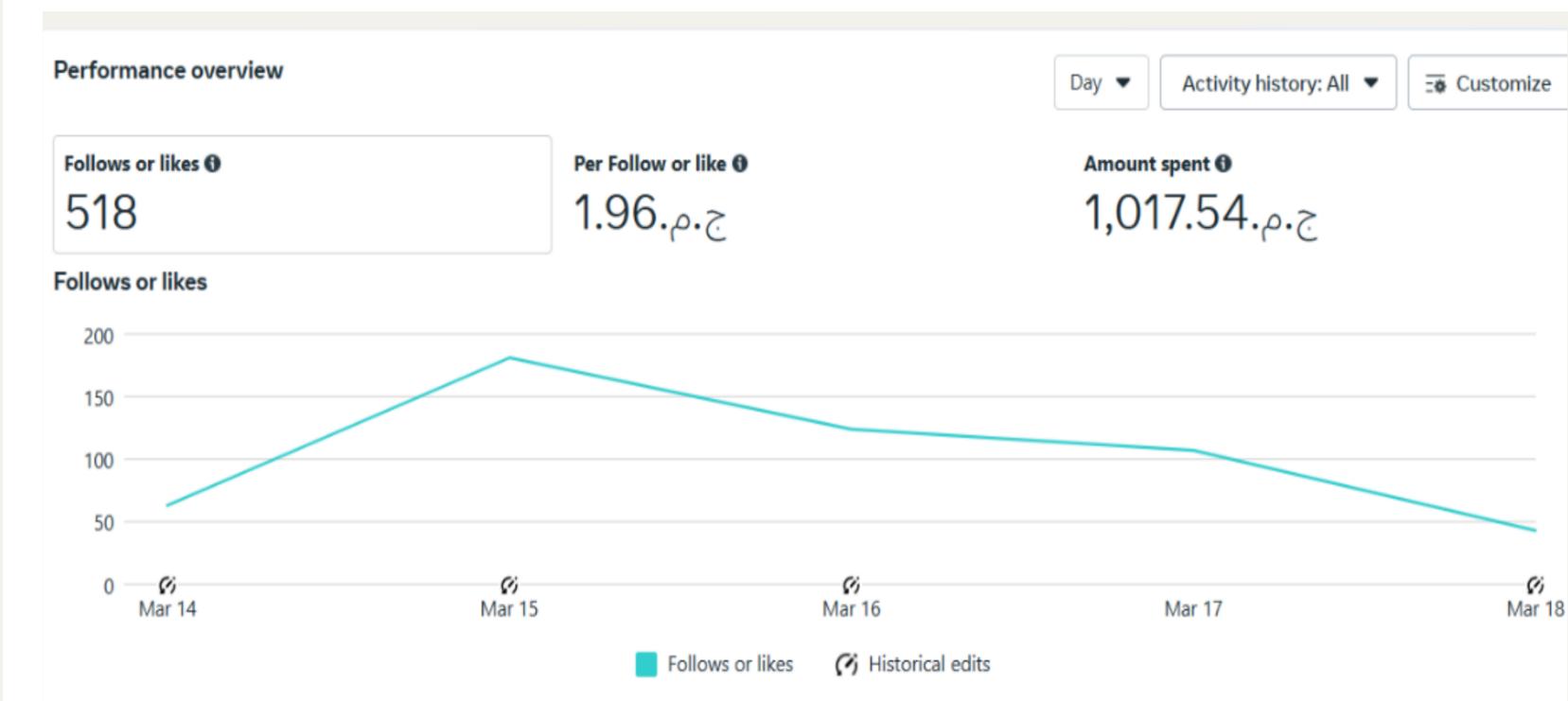
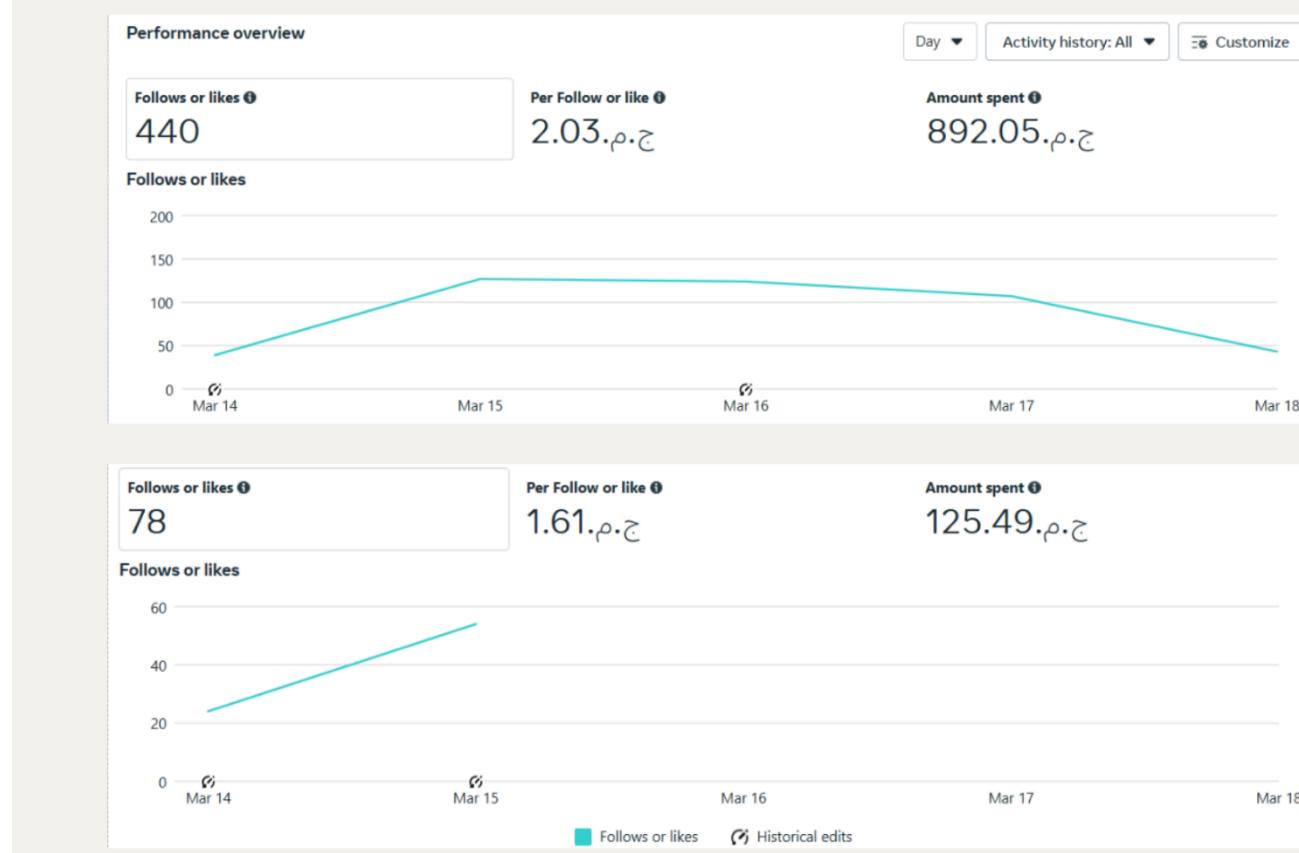


Campaign analysis

- Cost per like or follow 1.96
- CTR 3%
- 518 follow
- Impressions 16,496
- Reach 9,834



CAMPAIGN ANALYSIS





Recommendations for Pencilplan

1. Personal Branding:

- The founder of Pencilplan should focus on building a strong personal brand by creating engaging introduction videos about himself, the company, its services, and the team. This will help establish trust and credibility with the audience.

2. Social Media Presence:

- Maintaining an active and consistent presence on social media platforms is essential. Regularly posting interactive and engaging content will help increase brand awareness and audience engagement.

3. Paid Advertising:

- Investing in paid advertising, particularly on Facebook, is crucial to boost brand awareness and drive audience interaction. Sponsored ads can help expand reach and promote the company's services effectively.

4. Leveraging LinkedIn:

- Since Pencilplan operates in a B2B environment, LinkedIn should be utilized strategically to showcase services, share professional insights, and build meaningful business connections.

5. Website Optimization & SEO:

- Optimizing the company's website through SEO is essential to drive organic traffic. Improving search engine visibility will help attract potential clients and enhance the company's online presence.