



B2B

MARKETING AGENCY





introduction

B2B marketing agency

START UP COMPANY

The company provides digital marketing services.

70% media production.

The company owns a team and has agreements with other enterprises





Goals

GOAL.N 1

**Reach 3K followers in
3 months**

GOAL.N 2

**Make a website or make
pages on all social media
platforms**

GOAL.N 3

Gain revenue

GOAL.N 4

**customers
satisfaction**

GOAL.N 5

**increase traffic and
increasing interaction**





How to achieve goals?

- awareness campaign
- teaser campaign
- interest campaign
- engagement campaign
- 1a-7v



Buyer persona



**Men 18-50
years**

**personal
branding,
companies**

**Inside and
outside Egypt,
especially in
Saudi Arabia**



Points of strength



ITEM 1

Creative
ideas in
videos

ITEM 2

company
dealt with
well-known
enterprises

ITEM 3

use
video
for sale

ITEM 4

offer a
service for
a simple
price

ITEM 4

we work on
what the
customer
needs, not
packages





Points of weaknees



ITEM 1

few
followers

ITEM 2

there is no
advertising
campaign
or planning

ITEM 3

the name of the
company is not
strong and needs to
change or increase
the name

ITEM 4

no clear
vision or
strong
competitive
advantage

ITEM 5

insufficient
knowledge of
competitors





Competitive Advantage

using media
production to
increase sales via
video



COMPETITORES



ME COMPANY

points of strength

- 2.9k followers
- have a website
- have a value content
- connecting events and content
- positive feedback

points of weakness

- little interaction
- attention to the site more and no continuous posting of content



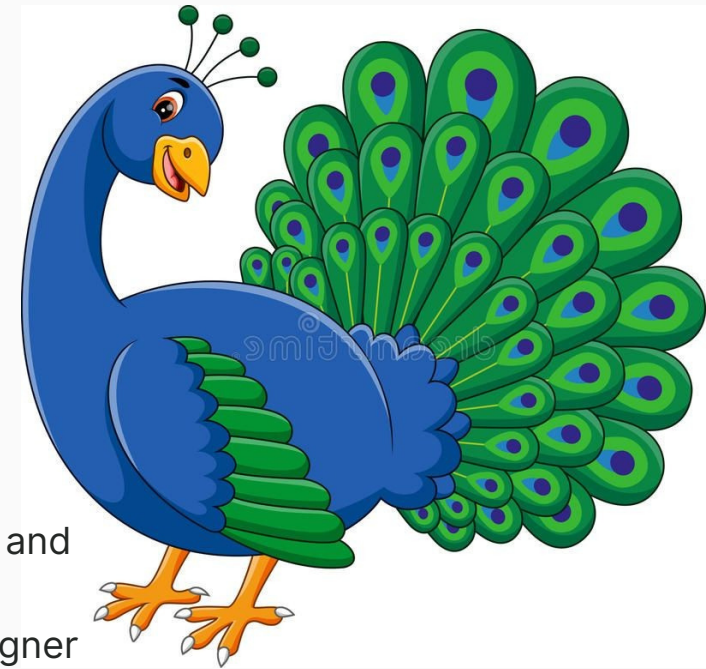
SITUP MARKTING

points of strength

- 2.6k followers
- diversity in content writing and publishing continuously
- has excellent graphic designer
- has a good interaction
- cooperates with customers in saudi arabia

points of weakness

- there are no videos and little interaction but compared to the other company it is better



Ideas to solve problem



STIP 1

عمل جميع
منصات
السوشيال ميديا
لمعرفة من هو
افضل مكان
للشغل

STIP 2

اعمل موقع
للشركة وانزل فيه
كل خدماتي
واسعارى واسنغل
شغل الميديا
بورداكشن في
البيع من خلال
الفيدوز

STIP 3

الى مشفتوش في
اغلبية المنافسين
وهي الفيدوز الاعلانية
او البودكاست ,
المنافسين معتمدين
على الجرافيك
والمحتوى اكثر

STIP 4

استخدام كل انواع
المحتوى , صور ,
فيديو, بريد
الكتروني,
انفوجرافيك,
بودكاست, e-
book

STIP 5

تنزيل بوستر
تشويقي يندرج
تحت بند ال
sales and
distribution
لاى فيديو او شغل
هينزل

Problems facing customers

TYPE 1

الخوف من الشركة في عدم المصداقية في تنفيذ الى
محتاجة

TYPE 2

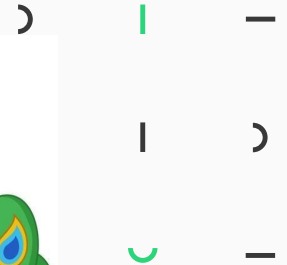
ادفع ويبقى مفيش نتائج

TYPE 3

مفيش فيدباك وتفاعل على البيدج !

TYPE 4

مفش توعية بالشركة او بتقدم اى



Contact me



NAME

Salma alaa

PHONE

01006101665

