



PYRAMIX MARKETING PLAN

“Your Tour, Our Guidance”



OUR IDEA



Is to make a unique and outstanding student activity designed for Archaeology, Tourism and Hospitality students.

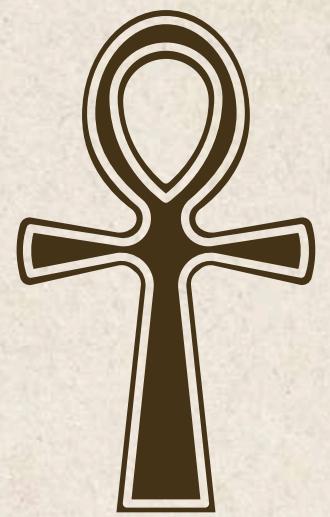
We are the only activity that interested in training and hire students, Our goal is to help passionate students to make their dream a reality.

VISION & MISSION

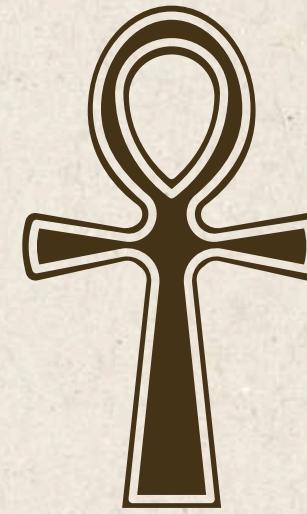
Our vision is to build our brand and to reach to a huge amount of student.

Start another plan to make a tours programs for tourists and provide tour guides for them from our trainees. and decrease unemployment rate in Egypt

Organize workshops, events , Historical Customized trips to make the practical implementation for students and make them confident to work.



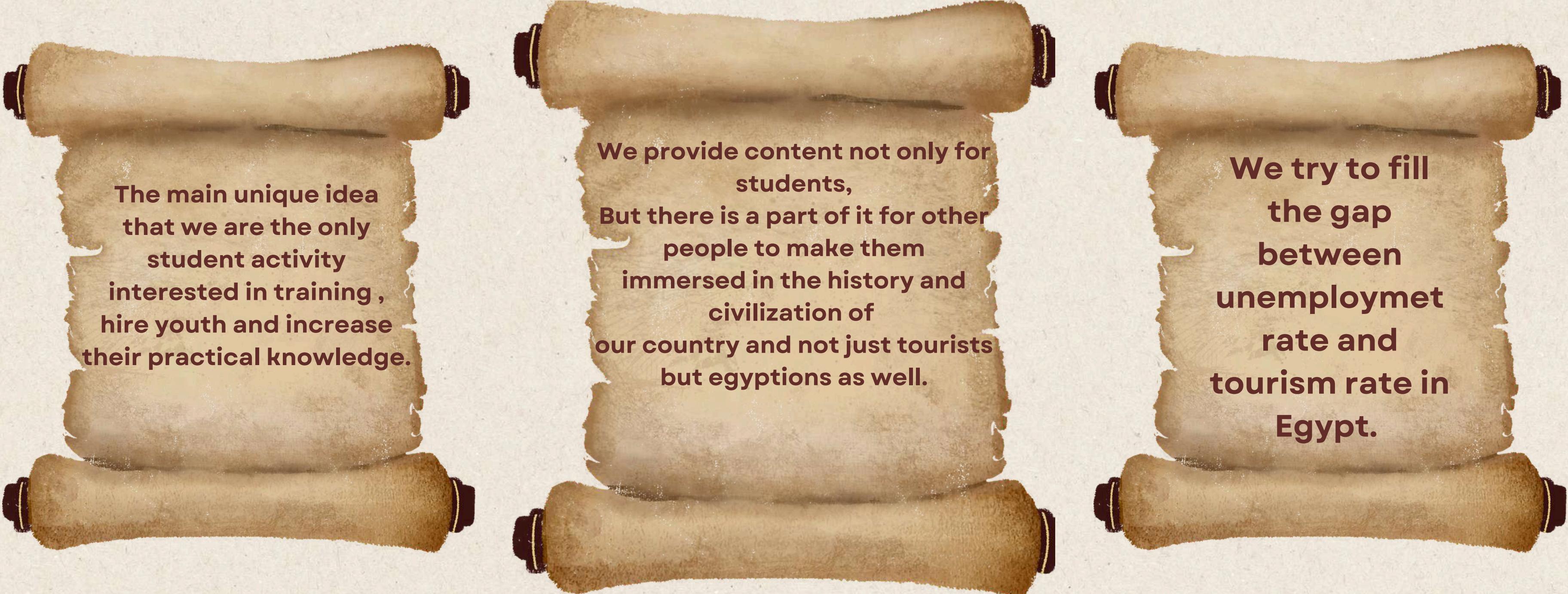
SERVICES WE OFFERED



“What Do We Actually Deliver”

- **Historical Workshops and Training:** We organize interactive workshops and Trainings to simplify and modernize historical topics in engaging way more than academic way.
- **Educational Trips:** Guided trips to museums and archaeological sites to help students connect with real history.
- **Online Historical Content:** Creating posts, videos, and digital stories that make history accessible and inspiring for everyone.
- **Online Courses :** to strengthen cvs and knowledge of students .
- **Storytelling Sessions:** Bringing history to life through creative storytelling and visual presentations.

UNIQUE SELLING POINT (USP)



The main unique idea
that we are the only
student activity
interested in training ,
hire youth and increase
their practical knowledge.

We provide content not only for
students,
But there is a part of it for other
people to make them
immersed in the history and
civilization of
our country and not just tourists
but egyptians as well.

We try to fill
the gap
between
unemployment
rate and
tourism rate in
Egypt.

SHORT MARKETING GOAL

- **Increase Awareness:** By 30% in the next quarter.
- **Engagement:** By 30% through interactive historical content.
- **Participation Goal:** To attract 50 new member to our community by the end of the semester its not about quantity but quality



MARKETING CHANNELS



https://www.instagram.com/pyram_ix?igsh=MTBwdTM5NTFrazVlcw==



<https://www.facebook.com/share/1XhNHVh961/>



<https://www.tiktok.com/@pyramix5? r=1& t=ZS-91JQ1JpHbKU>



<https://www.linkedin.com/company/pyramix/>

BRAND IMAGE

The Heart of PYRAMIX :

- **We are Pioneers:** The first student-led activity that connects academic learning with the professional tourism market.
- **We are a Practical Bridge:** Our goal is to provide real-world, paid experience that gets students into their careers faster.
- **We are Integrators:** We uniquely combine between training students and edification other people through our content and videos.



Our Personality & How We Act :

- **Ambitious & Confident:** We are creating something truly "outstanding" and "one of a kind" that will make a real impact.
- **Empowering & Supportive:** We exist to help students and aspiring tour guides succeed in their professional journey.
- **Engaging & enthusiasm:** We're not a lecturers; we're a hands-on adventure. We believe in making heritage exciting for everyone, including Egyptians who may feel disconnected from it.

Situation analysis

Industry Overview:

Key Trends & Our Position :

PYRAMIX operates at the intersection of three dynamic industries:

Tourism & Hospitality

Education & Skill Development

Cultural Heritage

- **Trend 1 (Tourism):** Tourists no longer want to just see history; they want to experience it.

Our Opportunity: We provide the "immersive experience" the market is demanding.

- **Trend 2 (Education):** There is a large "skill gap" between university theory and real-world job requirements.

Our Opportunity: We are the "Practical Bridge" that gives students the practical experience they need.

- **Trend 3 (Culture):** Young Egyptians often feel "disconnected" and are seeking new ways to engage with their heritage.

Our Opportunity: We are "Engaging & Passionate" and specifically target this unique local audience.

Threat: Competition (other student activities, traditional tours) and market volatility.

Our Solution: We are diversified. By serving two distinct markets (students and tourists), we are stronger and more resilient.

Strengths

A new idea that fills a real market gap (lack of practical training for students and tourism and unemployment rate in its sector). The team understands the target audience and startup costs are low.

Weakness

The project is unknown, has a limited budget, and lacks practical marketing experience

SWOT ANALYSIS OF PYRAMIX



Opportunities

An increase in tourism after the hype of GEM opening which increased as well the curiosity of the world and egyptians to learn about our Heritage and history, Potential for sponsorships from tourism companies , cooperation with museums , and capitalizing on visual content trends (TikTok/Instagram)

Threats

Difficulty in obtaining university permits , competitors copying the idea , and low student commitment during exams. and shall not forget the wars surrounding and near to our country that make some people afraid to come

Summary Of Competitor Analysis

- **Competitors :**

1. Faculties of Tourism and Archaeology (Themselves)

They provide theoretical academic education but do not focus on practical, on-the-ground training.
Their weakness (and our opportunity) is this lack of practical application.

2. Large Tourism Companies (e.g., Misr Travel, Private Companies)

They organize actual tours, but they are not aimed at students or for training purposes.
Their primary audience is foreign/local tourists, not students.

3. Private Training Centers (Paid Tour Guiding Courses)

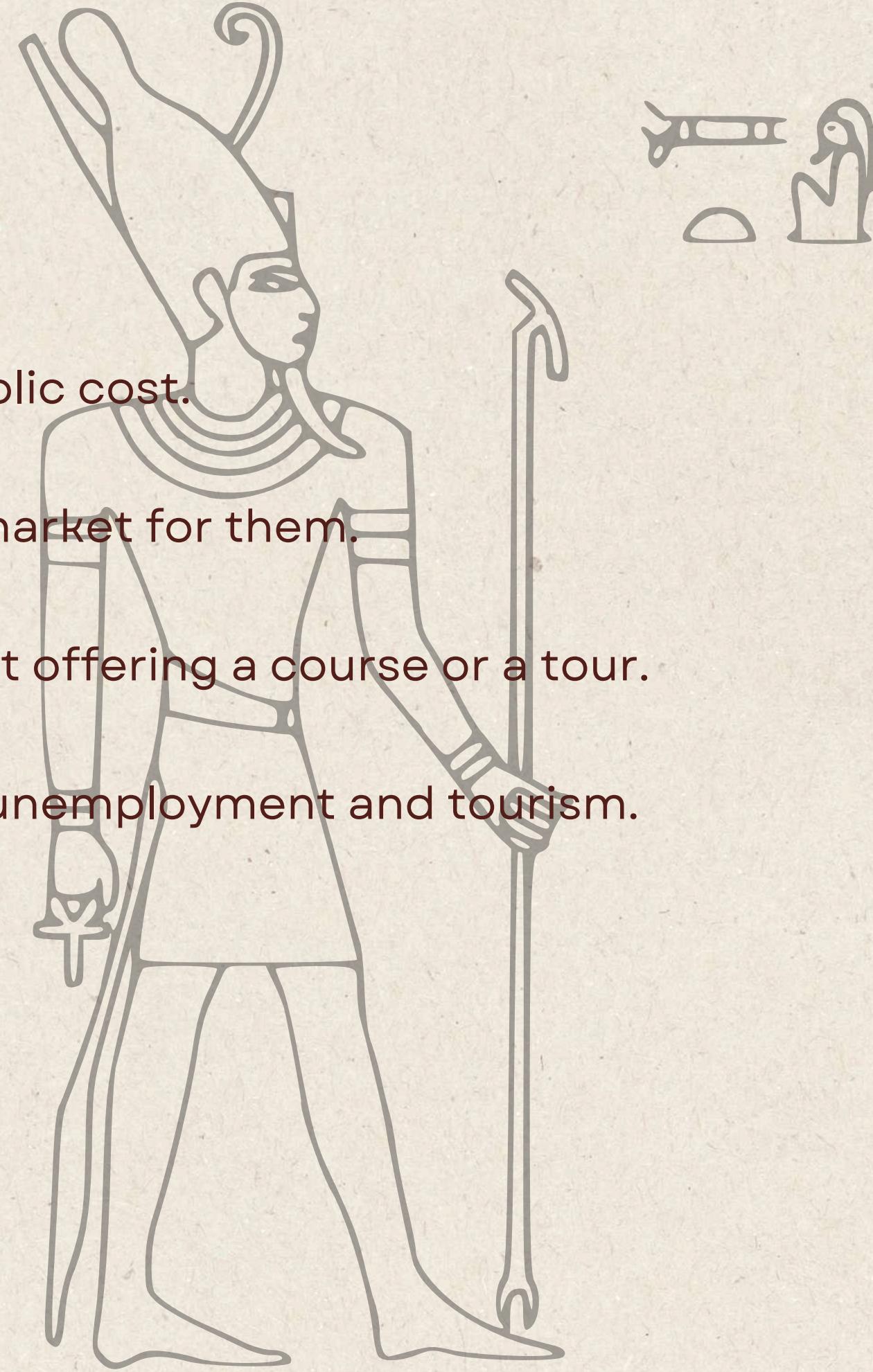
Their prices are too expensive and not affordable for the average student.
They do not provide real networking opportunities or actual practice inside museums and archaeological sites.



Summary Of Competitor Analysis:

Our Competitive Advantage :

- We combine practical education + an entertaining experience + a symbolic cost.
- Our project directly adds value to a student's CV and opens up the job market for them.
- We are creating a youth "Community" centered around heritage, not just offering a course or a tour.
- We play a unique role to serve 2 important sectors in Egypt which are unemployment and tourism.



COMPETITOR ANALYSIS IN DETAILS

1.AUC – professional tour guide certificate :

Target Audience:

- This course is not just for students, but for anyone wanting to learn professional guiding.

Core Curriculum:

- Storytelling techniques.
- Communication and presentation skills (tourist guiding methods).
- How to interact with tourists.
- Problem-solving skills for potential issues.
- First Aid.
- Time management and tour organization.
- Practical, on-the-ground (real-world) training.

Advantages (Pros):

- It is a prestigious and accredited certificate because it is from AUC.
- It is also accredited by the Ministry (presumably the Ministry of Tourism).

Disadvantages (Cons):

- The primary disadvantage is that the course is very expensive.

The screenshot shows a website page for 'Cultural Activities' at The American University in Cairo. The header includes the university's logo and navigation links for Arabic Language Instruction, About Arabic Language Instruction, Why Study Arabic?, Admission Requirements and Deadlines, Course Levels and Listings, Cultural Activities (which is the current page), Our Faculty, and Distinguished Alumni. Below the menu, there are three images: a large one of a group sitting in front of pyramids, a smaller one of people sitting on a bench outdoors, and another smaller one of people walking through a city street.

2.Horus Academy Tourist Guides Training Program :

Target Audience/Focus: This program teaches people who are currently doing their Masters in tourist guiding.

Core Curriculum:

- How to interact with people.
- How to explain/present to different demographics (e.g., children vs. seniors).
- How to organize groups.
- It places a special highlight on communication skills.

Advantages (Pros):

- A key advantage is its practical component: they take trainees for on-the-ground training to practice explaining at the actual archaeological sites.

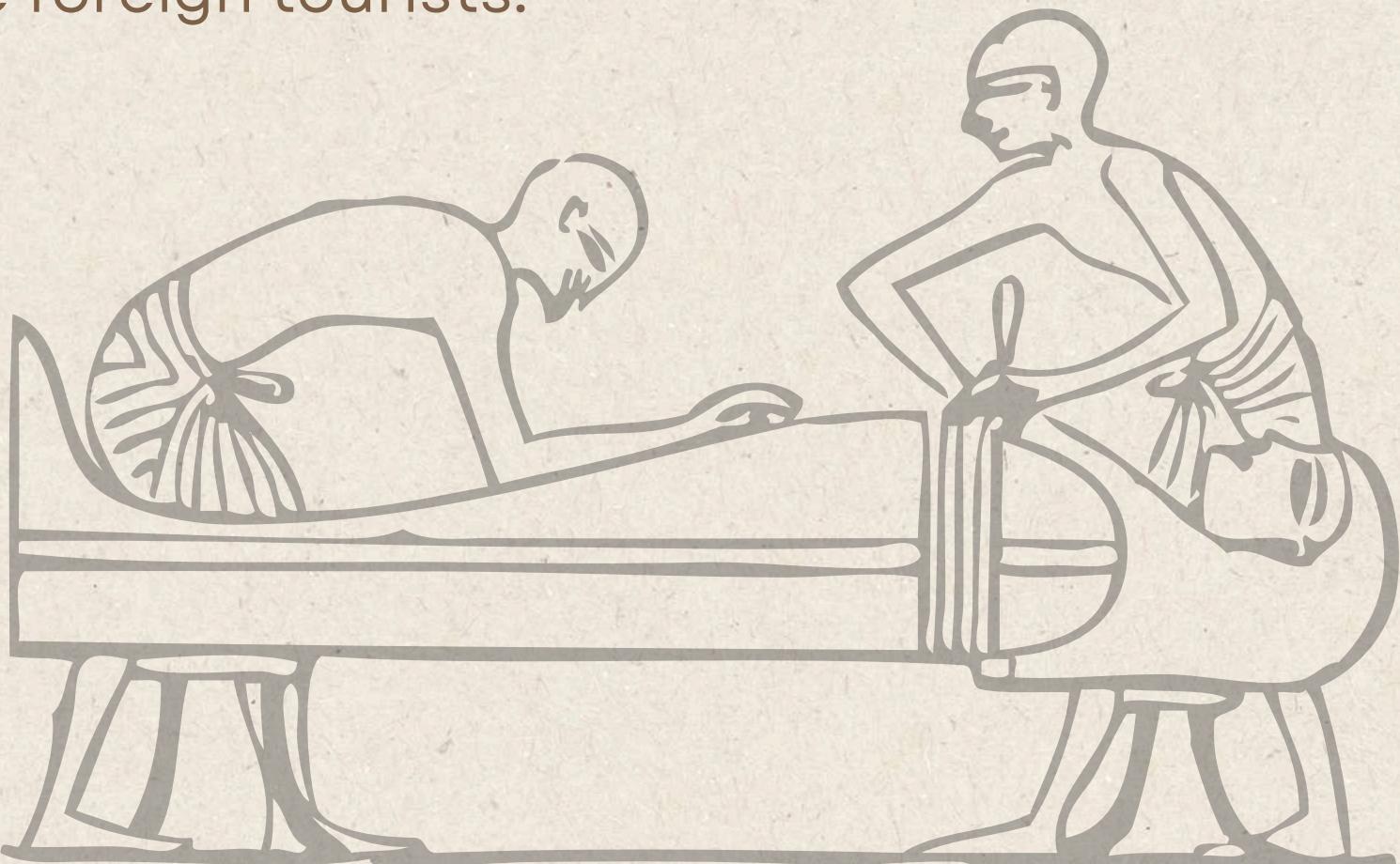
Disadvantages (Cons):

- Its main drawback is that it only teaches those at a Masters level.
- It does not target the youth.



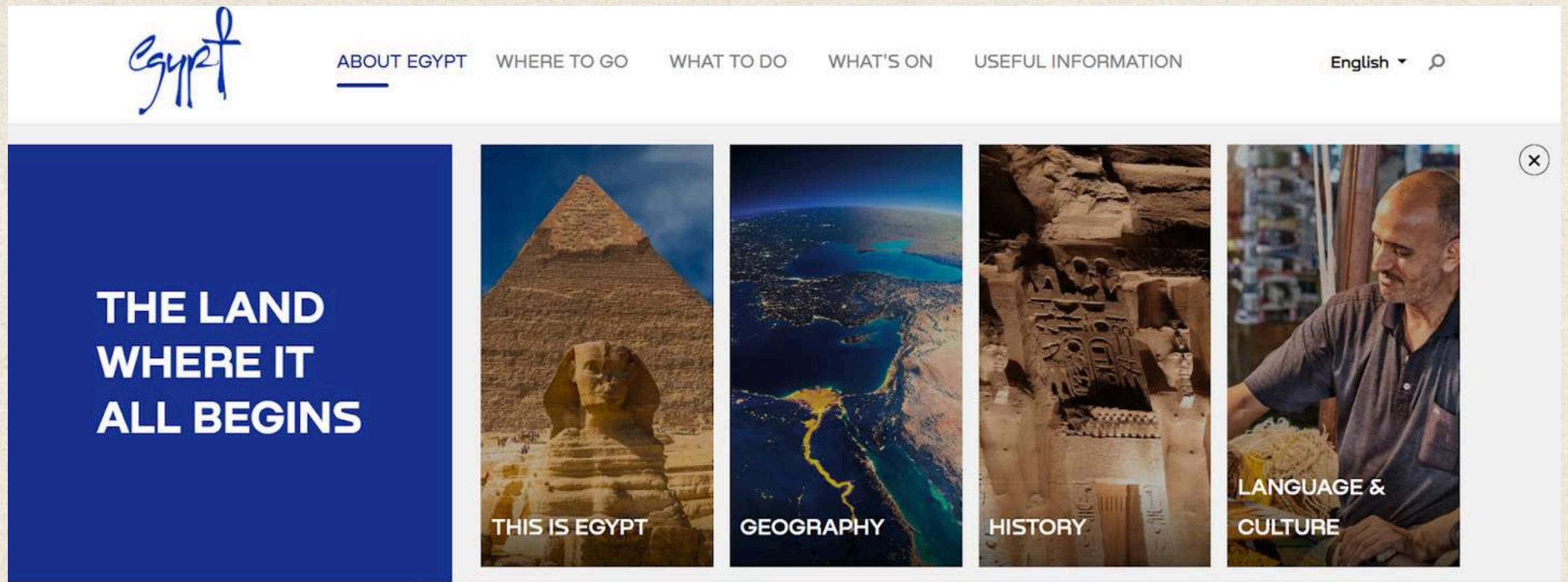
3. Free summer training program offered by museums.

- **Process:** Students are assigned to a single artifact, which they must stand by (for up to 6 hours) and explain to Egyptian or Arab visitors. They do not interact with foreign tourists. They receive a certificate afterward.
- **Pros:** Students get practical, "on-the-ground" experience and practice their communication skills.
- **Cons:** The training is exhausting and very limiting, as the student only learns about one artifact, not the rest of the museum.
- **Key Takeaway:** The suggestion is to improve this by teaching trainees about the entire museum or site, which would give them enough experience to eventually handle foreign tourists.

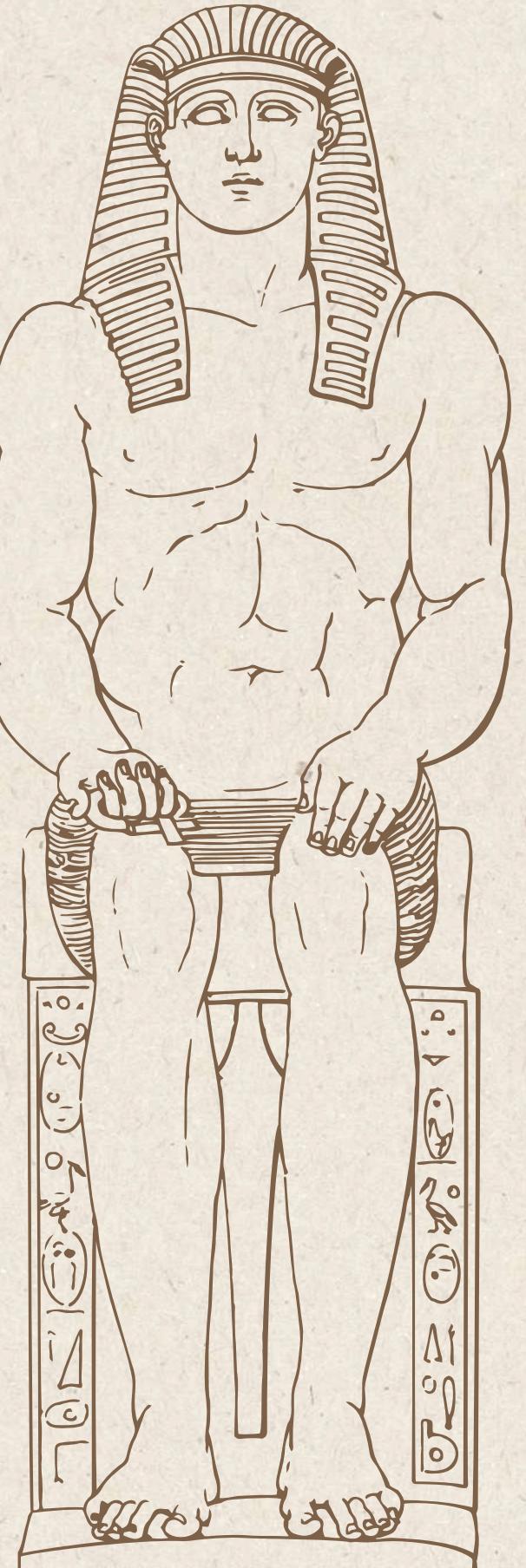


Competitors In Details

1. Experience Egypt and governmental copetitors :



The Egyptian Tourism Authority (ETA) (Governmental competitors/official destinations): "Experience Egypt" is digitally active (official website + YouTube and social media in several languages), and launches targeted campaigns for Arab and Asian markets.



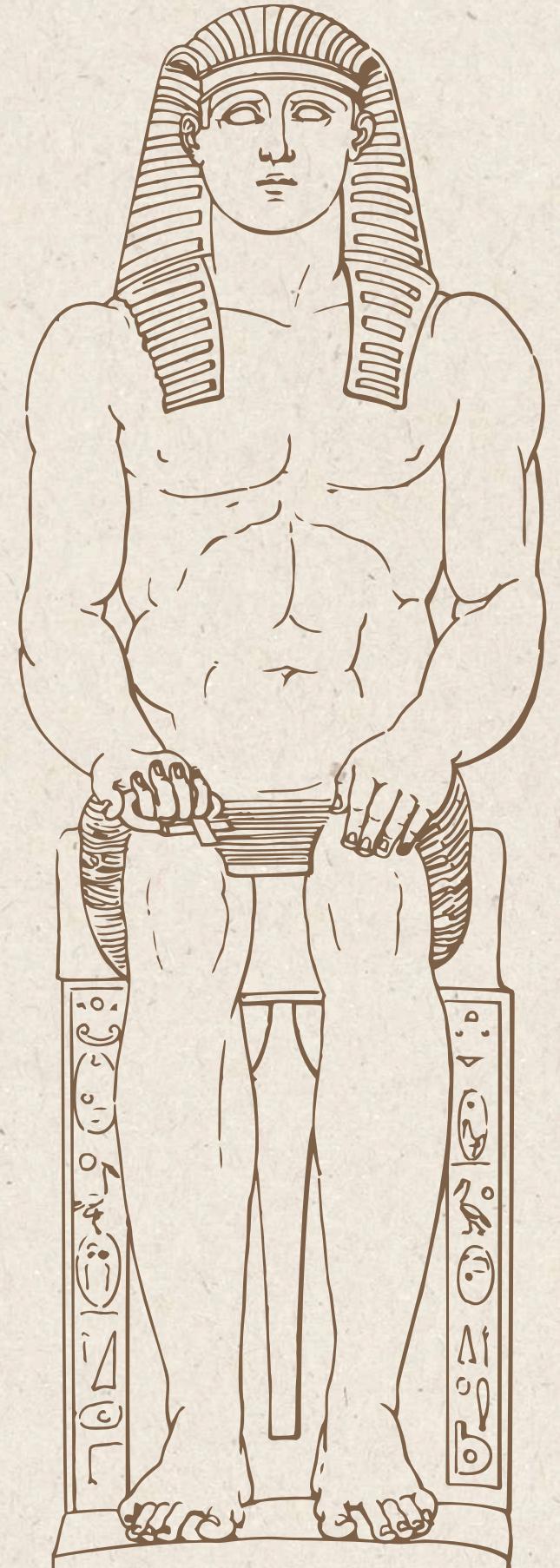
Market Research

2.Abercrombie & Kent Egypt and alike :

The screenshot shows the Abercrombie & Kent website for Egypt. At the top, there's a header with links for 'SPEAK TO US | 866 847 1447' (We will open at 8am CT), 'SUBSCRIBE', 'BROCHURES', 'SIGN IN / REGISTER', and a navigation menu with 'DESTINATIONS', 'JOURNEYS', and 'STAYS'. The main title 'ABERCROMBIE & KENT' is centered above a banner featuring a landscape of the Nile River and pyramids. The banner includes the text 'TAILORMADE JOURNEYS', 'The Wonders of Ancient Egypt', and '8 Days SUGGESTED LENGTH'. Below the banner, a descriptive paragraph reads: 'Sail into the heart of this timeless, ancient nation on a stylish A&K Sanctuary Nile cruise, exploring Cairo, the Great Pyramids and the fabled Valley of the Kings.' The overall design is professional and travel-oriented.

Destination Management Companies (DMCs) / Major Organizers: Travco Group, Blue Sky Travel, Misr Travel (long-established), Abercrombie & Kent Egypt (luxury segment / Sanctuary Nile Cruises). These have operational capacity and strong content.

they have been spinning dreams into remarkable adventures for discerning travellers for more than 60 years, ever since our founder pioneered the first modern luxury safari in Africa. Today we are the world's leading travel company, taking guests to the earth's wildest frontiers on all seven continents



Market Research

3.getyourguide.

4.misrtravel

Our Story

Egypt's great economist Mr. Talaat Harb established the National Travel Company Misr Travel in 1934, securing its official license No. 01. Today the Misr Travel is among the top ten ranked tour operators in Egypt and the Middle East.

At Misr Travel we are dedicated to bringing to you our valued guests, unique moments that inspire you and leave you with your own stories to tell. While you explore Egypt's world-famous historical sites, walk the golden sandy beaches with fabulous ocean views that span across the Mediterranean, cruise down the Nile, hike Mount Catherine trail, breathe the crisp Red Sea air, or explore the home of some of the best coral reefs to be found. Egypt's magic is intangible, but you'll swear that the magic is all around you.

We take great pride in crafting trips and exclusive Golden experiences you will not find from any other travel agency and we offer classic packages, family vacations, luxury holidays Nile cruises and yachts packages. With trained and passionate travel directors, and local Specialists we work to ensure that you attend to your needs from arrival to departure.

Have a comment to share or a suggestion to make? We look forward to hearing from you. Reach out by emailing info@mistrtravel.net

For press inquiries, email us at info@mistrtravel.net

If you would rather call us or send us a letter, you can reach us at +202 23930010 our

Global "Online" Players (Strongest Conversion Competitors): Viator / TripAdvisor, GetYourGuide, Booking.com ("Things to do" pages) dominate SEO and spend heavily on advertising.

As well, there are so many other Local companies that are digitally strong (capturing search intent for "tours/guides"): Memphis Tours, Egypt Tailor Made, Look at Egypt Tours, Emo Tours – dense reviews and strong organic presence.

Market Research

5.tourhq



- **Competitor/Opportunity:** TourHQ (and similar platforms) is not a competitor in training, but rather a marketplace connecting individual guides with clients.
- **Target Audience:** Guides already active on TourHQ are your ideal target audience; they are engaged in the profession and need to enhance their skills to stand out.
- **Clear Gap:** The platform itself does not offer training or educational content for guides.
- **Pyramix Strategy:**
- **Fill the Gap:** Provide valuable educational content for guides (e.g., "How to get 5-star reviews on TourHQ," "Mastering storytelling for private tours").
- **Differentiate with Accreditation:** Emphasize that Pyramix's certificate (backed by AUC and the Ministry) is what makes a guide "stand out" on these platforms, enabling them to command higher prices and attract better clients.
- **Learn from Authenticity:** Adopt the personal, authentic style of individual guides in their self-promotion, but elevate it with the professionalism and accreditation that Pyramix offers.

Market Research

objectives,5Ss,framework Digital Marketing Plan

Sell: Provide practical, on-the-ground training that qualifies students (from Archaeology and Language faculties) for the job market to decrease unemployment rate .

Serve: Create a supportive environment that breaks students' "barrier of fear" and provide official certificates from the Ministries of Education and Tourism.

Speak: Communicate with students, university professors, and ministries using guest lectures , and Live Q&As and our social media platforms

Save: Offer a low-cost (or near-free) alternative to expensive private courses by using digital tools (Google Forms) and partnerships (universities, museums).

Sizzle: Create an inspiring and modern experience. Use content like "Day in the life of an intern" (Reels/TikTok) and student success stories

Strategy

SEGMENTATION

Our audience consists of young, ambitious Egyptians passionate about history, Culture, And archaeology yet struggling to turn their passion into a career.

we target two main segments B2B and B2C but focus more on B2C :

Primary Segment:

Urban universities and their students (around 20 years old) studying archaeology or heritage-related fields, eager to gain real-world experience through internships, training, or volunteering. They face a lack of access, mentorship, and opportunities to develop practical skills.

Secondary Segment:

Recent graduates (around 24 years old) who are motivated but unemployed due to limited field experience and high unemployment rate in this field . They actively seek guidance, networking, and exposure to bridge the gap between study and employment.

Psychographic Traits:

Curious, purpose-driven, and proud of their heritage. They value authenticity, social impact, and self-development over flashy influencer content.

Behavioral Traits:

Highly active on social platforms (Instagram, TikTok, YouTube, LinkedIn), prefer short, engaging video content, storytelling, and real success journeys that feel attainable.

TARGETING

We target college juniors and seniors (1st–3rd year students) in Archaeology and Heritage faculties across Egypt, regardless of gender.

These students:

Crave real guidance on how to build a career in archaeology or tourism.

Engage with fast-paced, Emotional storytelling that showcases personal growth and success.

Want to see real people from their field not influencers who made it from campus to career.

Respond positively to relatable, empowering content that offers hope, Direction, And community.

By focusing on this segment, We position ourselves as the bridge between education and employment the platform that gives archaeology students visibility, Knowledge, And confidence to step into the real world.

POSITIONING

We position our brand as a trusted, Friendly, And empowering community that connects young archaeologists to knowledge, Experience, And opportunity.

Tone of Voice:

Friendly yet credible

Motivational and student-centered

Uses storytelling, relatability, and optimism

Slogan:

“Your Tour, Our Guidance”

Communication Strategy:

Phase 1: Awareness introduce the initiative and its mission through short reels and storytelling content.

Phase 2: Engagement highlight real stories, Behind-the-scenes experiences, And student-led projects.

Phase 3: Conversion connect students to internships, Field training, And potential employment channels.

1. Building Buyer Persona

Retag Ashraf

Persona 1

Age

20

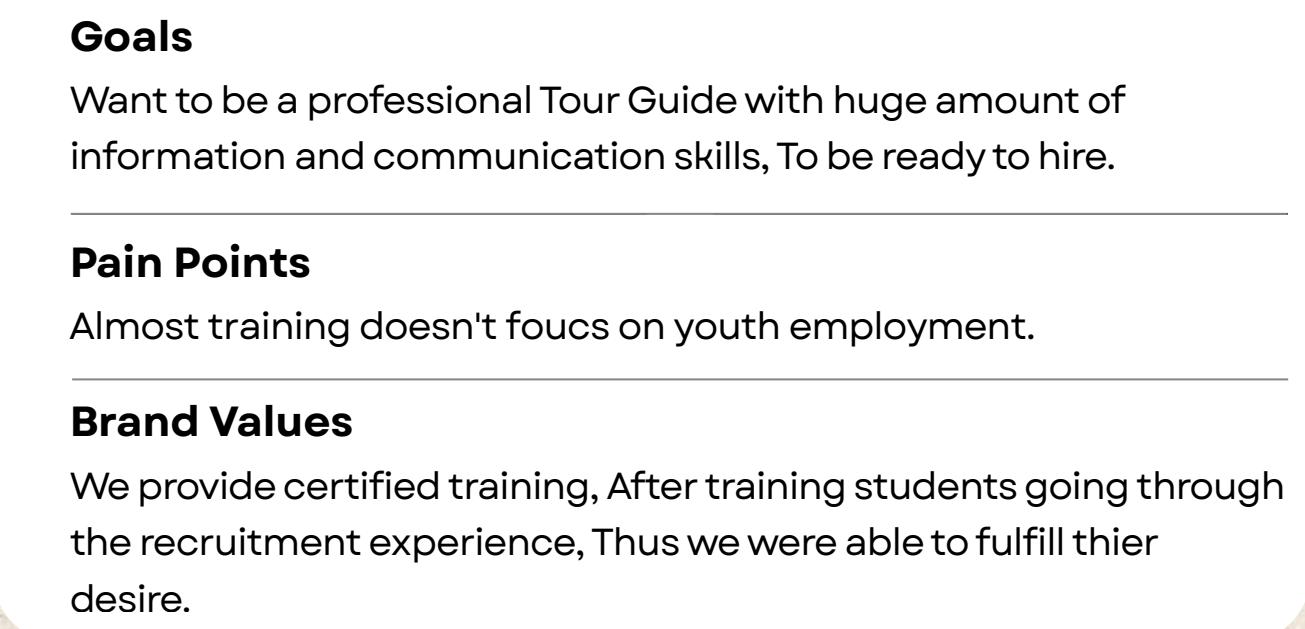
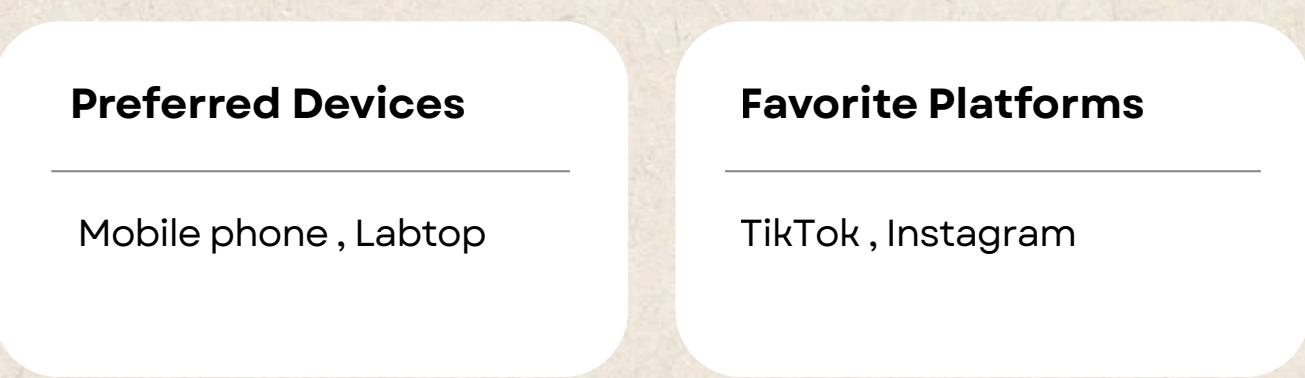
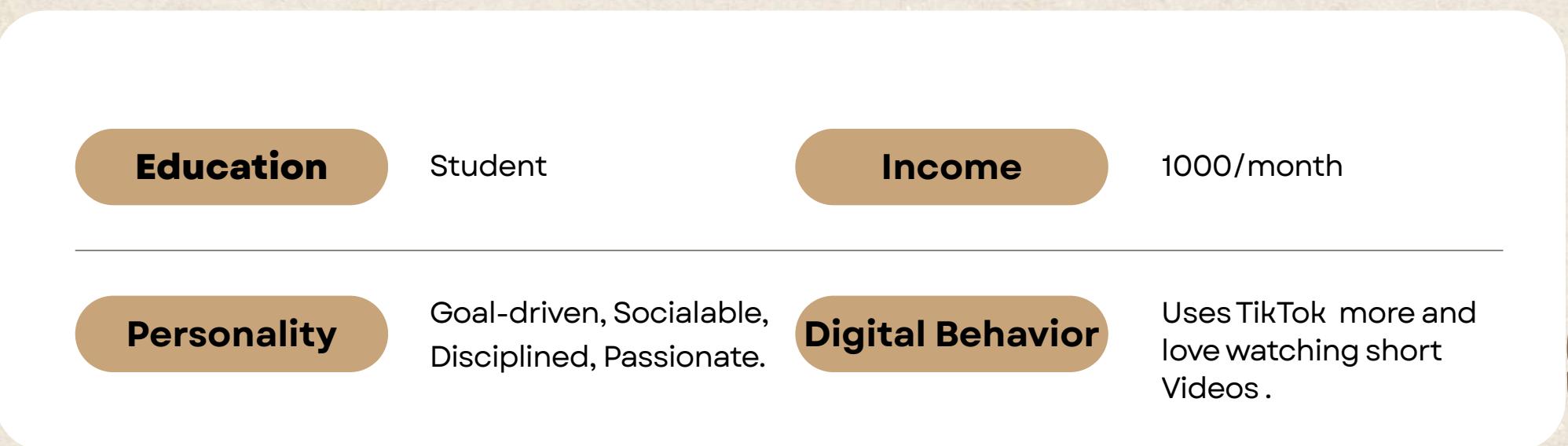
Years Old

Occupation

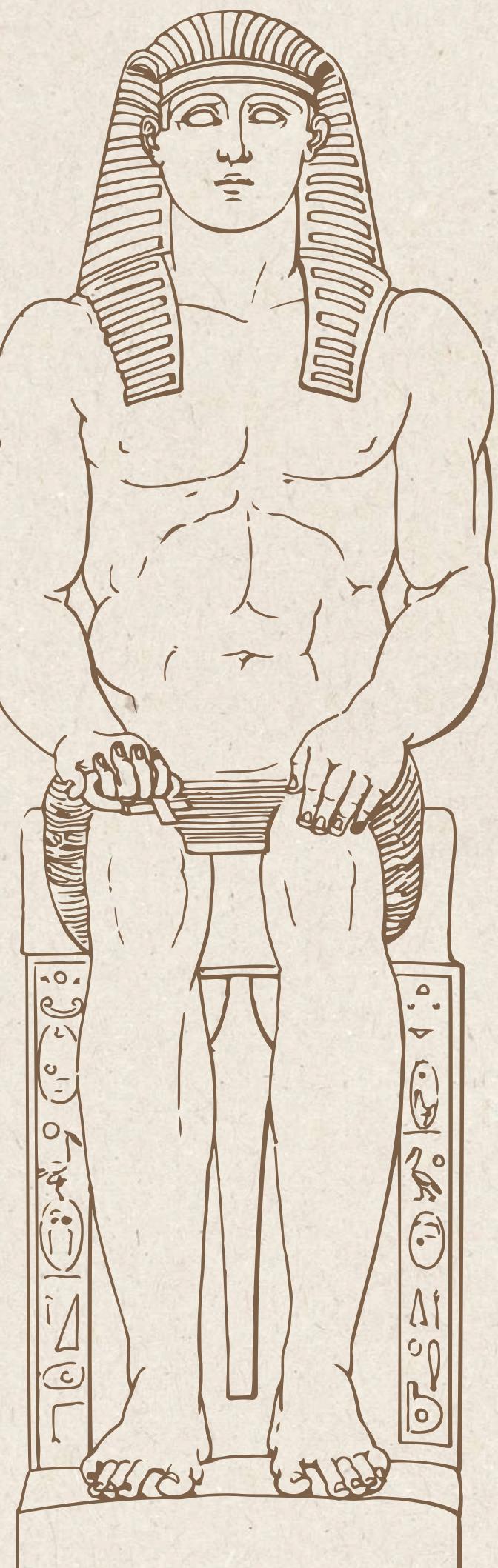
Archaeology
Student

Location

Alexandria



“I seek to gain experience, To be ready for Tourist Guiding“



2. Building Buyer Persona

Mohamed Ahmed

Persona 2

Age

26

Years Old

Occupation

Faculty of Arts(History department) Graduate

Location

Cairo

“I hope to find a suitable job in my field ”

Education

Bachelor's degree

Income

3,100/month

Personality

Goal-driven, ②② Speaking another language, He holds a diploma in tourist guidance.

Digital Behavior

Uses Facebook (post posts to find a job in his field)

Preferred Devices

Mobile phone , Labtop

Favorite Platforms

Facebook, LinkedIn

Goals

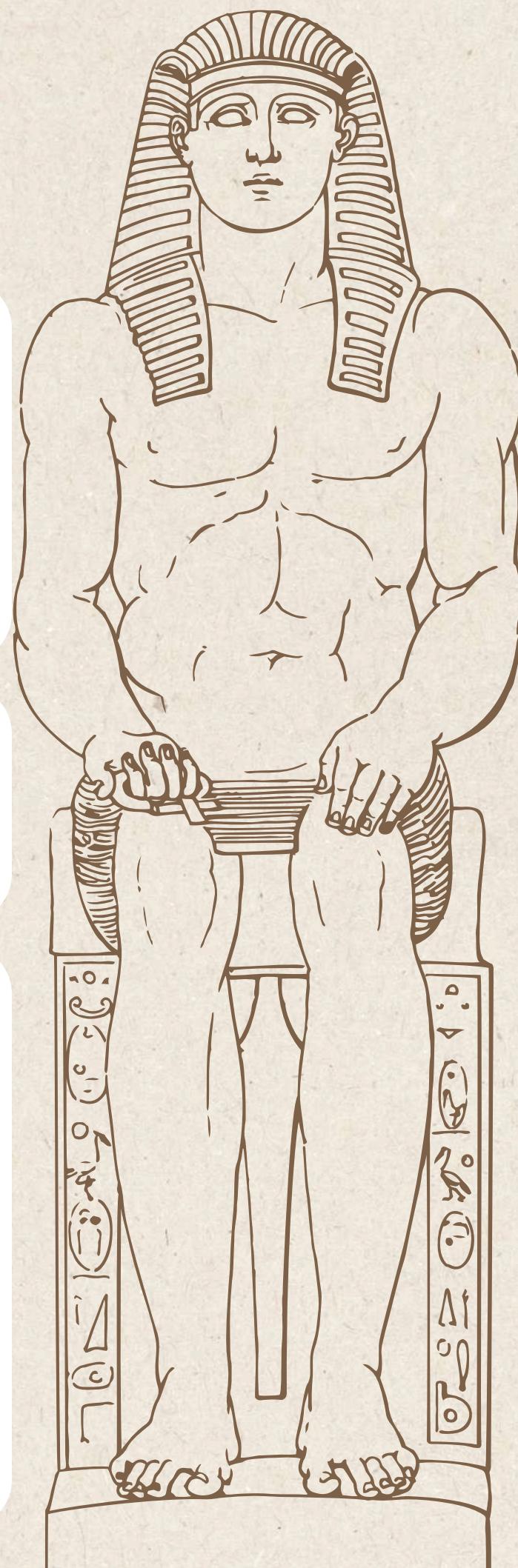
Find a job in his field (as a Tour Guide).

Pain Points

He hasn't found a job in his field (It's hard to find a job in the tourism field).

Brand Values

We provide opportunity for graduates who had strong experience, To teach target students.



TACTICS AND ACTION

Tactic A: The "Subscriber Capture & Segmentation"

The Action: Drive traffic to our "Gatekeeper" Google Form to build an owned audience database.

Execution Steps:

- Implement Segmentation: Configure the form to immediately ask users if they are "Students (seeking experience)" or "Tourists (seeking adventure)".
- Data Collection: Ensure the form captures "First Name" and "Email" to enable personalized automated messages later.
- The "Welcome" Email: Send an automated follow-up immediately after signup.
 - For Students: Send the "Practical Bridge" value proposition—confirming that Pyramix offers the hands-on training universities miss.
 - For Tourists: Send a schedule of upcoming "immersive experiences"

TACTICS AND ACTION

Tactic B: B2B Partnership Outreach (The "Speak" Strategy)

The Action: Position Pyramix as a recruitment solution for major tourism companies.

Execution Steps:

- Target Identification: Create a list of HR managers at Travco, Blue Sky, and Abercrombie & Kent.
- The Pitch: Send a formal proposal offering them "pre-trained, field-tested guides." Use the argument that Pyramix graduates have the practical skills that university graduates lack.
- University Alliances: Submit formal requests to Faculty of Arts and Archaeology deans to gain permits, framing the project as a solution to their "lack of practical training" weakness.

TACTICS AND ACTION

Tactic C: Educational Event Marketing (The "Serve" Strategy)

The Action: Execute physical events to generate word-of-mouth and proof of concept.

Execution Steps:

- launch Workshops: Schedule monthly "Historical Workshops" that simplify complex history.
- Execute Educational Trips: Organize guided visits to museums where students actively practice explanation, not just listen.
- Feedback Loop: Distribute a physical or digital survey immediately after the trip to measure satisfaction.

CONTROL

Key Performance Indicators (KPIs) from 5ss objectives :

Objective Category	Metric (KPI)	Target (Per Month)
Sell (Employment)	Hiring Rate	Recruit & hire 4 students/grads
Sell (Acquisition)	Application Volume	Generate 40 internship applications
Sell (Conversion)	Offer Acceptance	Maintain 40% offer acceptance rate
Serve (Quality)	NPS (Net Promoter Score)	Score 70+ on intern feedback surveys
Serve (Retention)	Completion Rate	80% of interns finish the program
Speak (Partnerships)	New Partners	Secure 1 new partnership (Company/Museum)
Save (Efficiency)	CPA (Cost Per Acquisition)	Reduce CPA by 2% monthly

CONTROL

Key Performance Indicators (KPIs)

Monitoring & Correction Mechanism

- Weekly Check: Review the "Google Sheet" roadmap to track task completion.
- Monthly Review: Compare actual "New Partners" against the target of 1. If you miss the target, shift focus from student content to LinkedIn B2B outreach.
- Financial Control: Monitor the "CPA" (Cost Per Acquisition). If it increases, shift 5-6% of outreach toward organic channels (like word-of-mouth or campus presence) to reduce costs.

ONLINE VALUE PROPOSITION (OVP)

Our OVP on Social Media Platforms

Your Tour , Our Guidance

We guide the next generation of Egypt's archaeologists by combining education, Inspiration, And employability turning passion into profession.

"Why should I join or follow PYRAMIX?"

Because it gives you practical experience, Exclusive access, And career connections , PYRAMIX is the student-led activity that bridges the gap between your studies and your career. We provide Archaeology, Tourism, and Hospitality students with exclusive access to historical sites, Hands-on workshops with industry experts, And networking opportunities you can't find in a classroom.



SOSTAC MODEL _ SOCIAL MEDIA

Situation Analysis

About the Activity:

The Student History Activity is an educational initiative aiming to enhance students' historical knowledge through engaging content, interactive discussions, and expert-led events. The activity seeks to build a strong digital presence that attracts students who have a genuine interest in history, archaeology, and ancient civilizations.

Market & Competitors:

- Competing with various educational pages, university clubs, and social media communities that share historical topics.
- However, few competitors provide student-focused, simplified, and storytelling-based historical content, But we differently and the only activity that provide students employment.

AUC PROFESSIONAL GUIDING PROGRAM



The American
University in Cairo

School of Continuing
Education



[HTTPS://SCE.AUCEGYPT.EDU/PROGRAMS/PROFESSIONAL-TOUR-GUIDE-CERTIFICATE](https://sce.aucegypt.edu/programs/professional-tour-guide-certificate)

AUC boasts a strong, professional, and multi-platform online presence (Facebook, Instagram, LinkedIn, YouTube, etc.). Their content is high-quality and diverse, covering campus life, academic achievements, research, and alumni success.

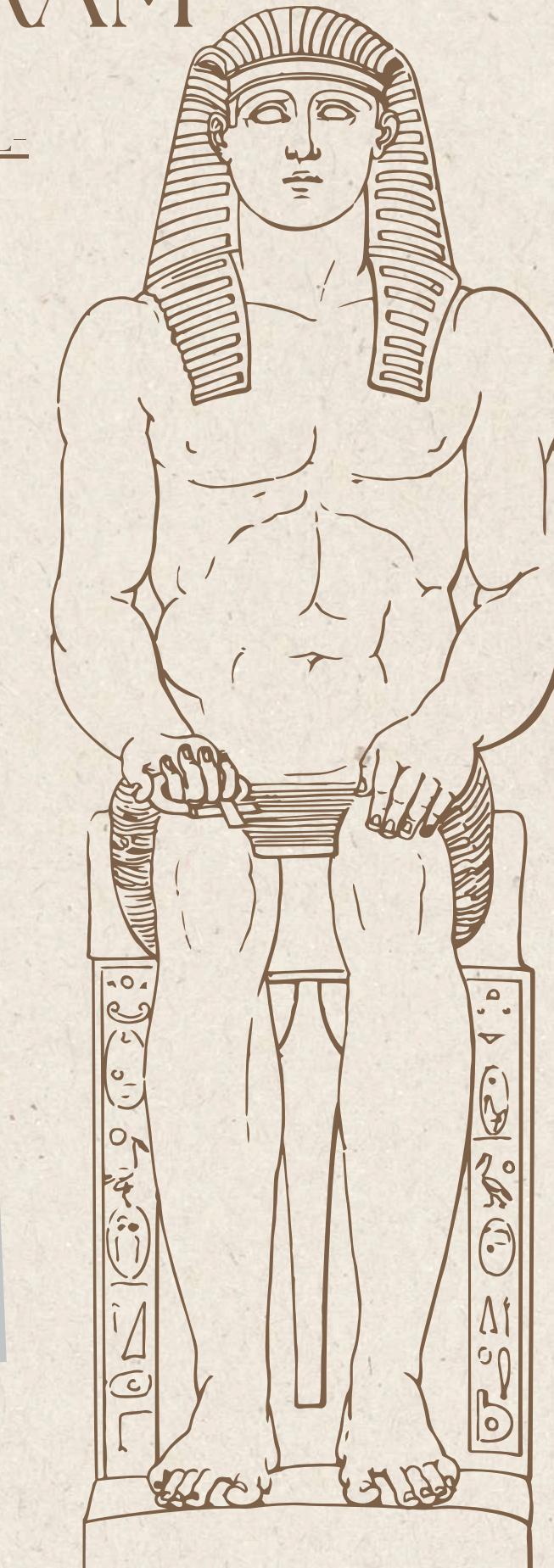
AUC's social media strategy is excellent for:

- Attracting prospective students.
- Engaging its broad academic community.
- Building institutional reputation.



KEY TAKEAWAY

PYRAMIX GETS MASSIVE CREDIBILITY AND A BENCHMARK FOR QUALITY FROM AUC. YOUR JOB ON SOCIAL MEDIA IS TO LEVERAGE THAT CREDIBILITY EFFECTIVELY, MEET THEIR QUALITY STANDARDS, AND THEN LASER-FOCUS YOUR MESSAGE ON THE SPECIFIC PROFESSIONAL DEVELOPMENT NEEDS THAT AUC'S BROAD INSTITUTIONAL PRESENCE DOESN'T DIRECTLY ADDRESS.



Competitive Analysis

Horus Academy

Egypt



Learning,



[HTTPS://WWW.FACEBOOK.COM/HORUSACADEMYEGYPT/](https://www.facebook.com/horusacademyegypt/)
30,000 - 40,000+ FOLLOWERS.



[HTTPS://WWW.YOUTUBE.COM/@HORUSACADEMYEGYPT](https://www.youtube.com/@horusacademyegypt)
1,000 - 3,000+ SUBSCRIBERS.



[HTTPS://WWW.INSTAGRAM.COM/HORUS_ACADEMY/](https://www.instagram.com/horus_academy/)
10,000 - 15,000+ FOLLOWERS.

HORUS ACADEMY

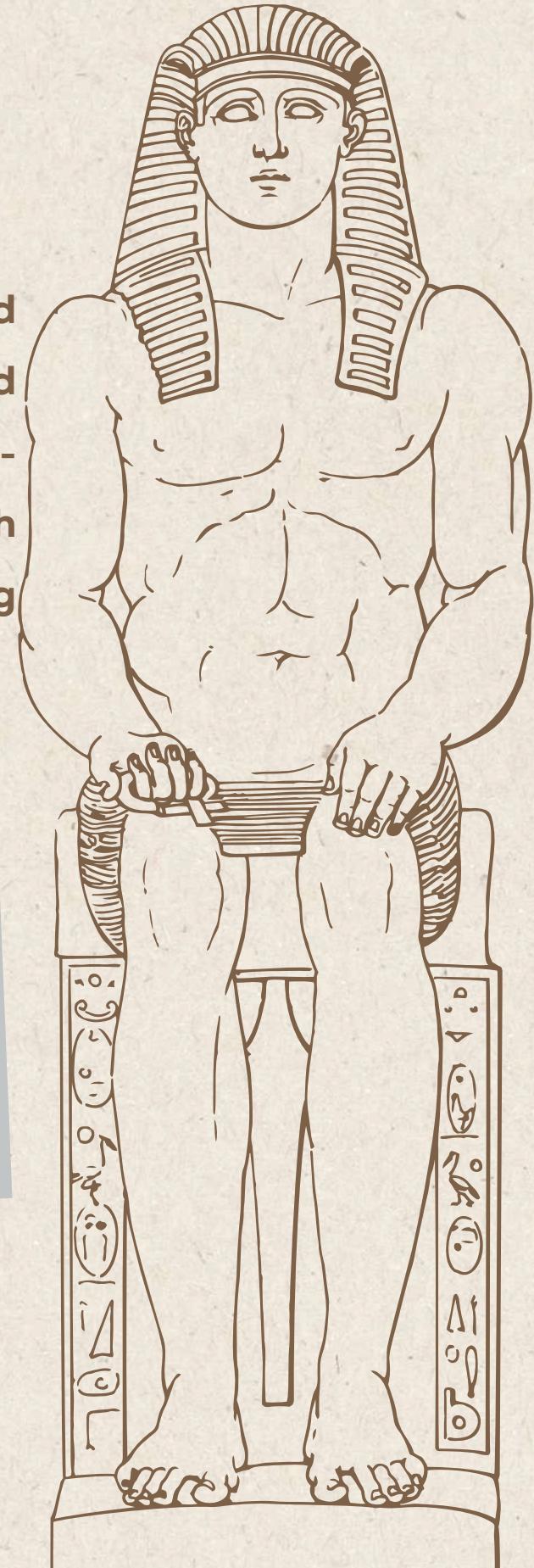


[HTTPS://HORUS-ACADEMY.COM/](https://horus-academy.com/)

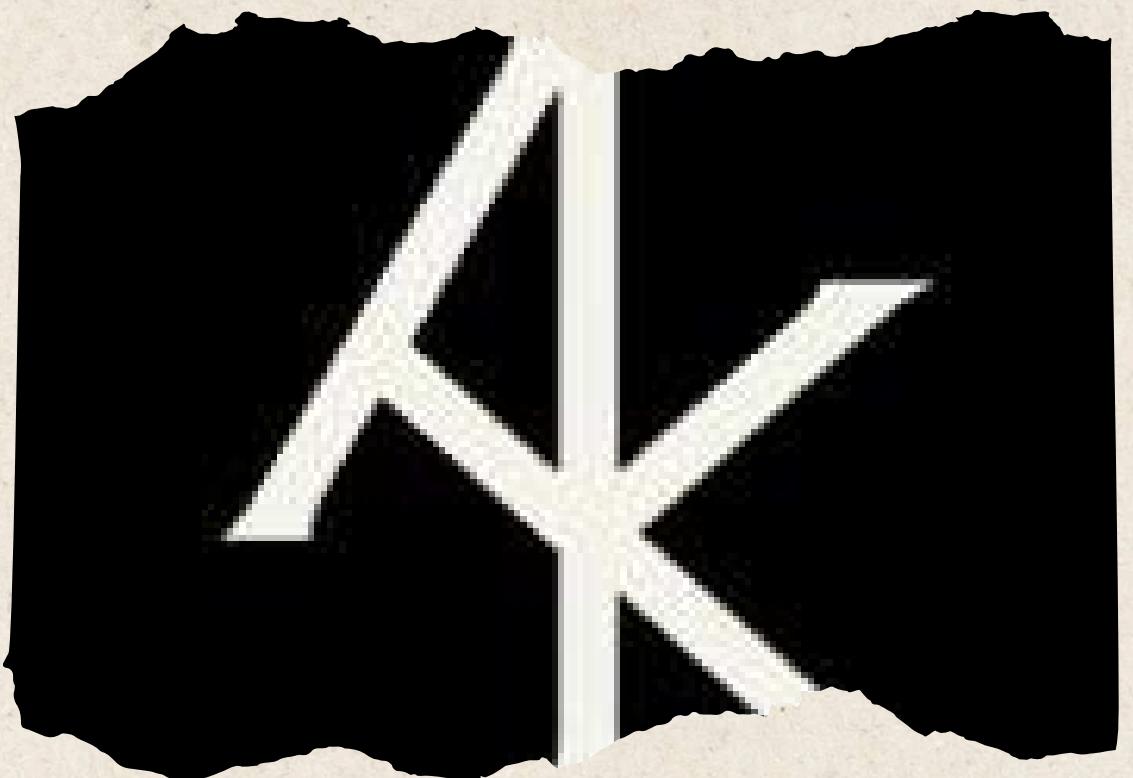
Horus Academy provides specialized training focusing on refined guiding skills like audience adaptation, group organization, and communication. Its unique selling proposition is its practical, on-the-ground training component. However, its primary limitation is its high entry barrier, targeting only Master's level students, thus excluding younger, aspiring guides.



- VISUALLY SHOWCASE PRACTICAL TRAINING: IT WORKS FOR THEM, IT'LL WORK FOR US.
- FOCUS ON "CAREER ACCELERATION": THEY DO "HERITAGE EDUCATION"; WE DO "PROFESSIONAL GUIDE CAREERS."
- TARGET WIDELY: THEIR NICHE IS NARROW; OUR MARKET IS BROAD (YOUTH, GRADS).
- DOMINATE LINKEDIN: THEY'RE WEAK THERE; IT'S OUR PROFESSIONAL PLATFORM TO OWN.
- ENGAGE YOUTH: BE MORE DYNAMIC AND YOUTH-FRIENDLY THAN THEIR ACADEMIC STYLE.



Competitive Analysis



GENERAL FOLLOWER ESTIMATES FOR MAJOR DMCs (LIKE TRAVCO, BLUE SKY, MISR TRAVEL):



5,000 TO 50,000+ SUBSCRIBERS



50,000 TO 200,000+ FOLLOWERS/LIKES



10,000 TO 50,000+ FOLLOWERS.



20,000 TO 100,000+ FOLLOWERS.

ABERCROMBIE & KENT EGYPT



[HTTPS://WWW.ABERCROMBIEKENT.COM/](https://www.abercrombiekent.com/)

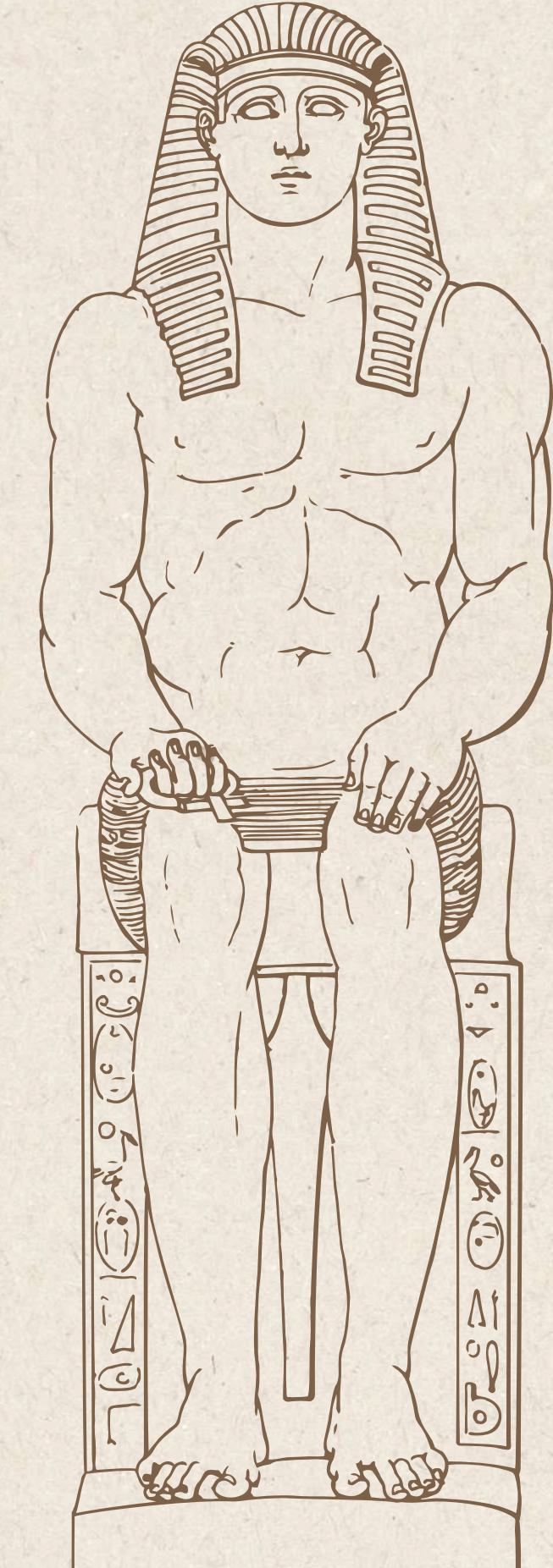
Major DMCs like Travco, Blue Sky, Misr Travel, and especially Abercrombie & Kent, are the backbone of inbound tourism. They have established brands, significant operational capacity, and often boast decades of experience. Their online presence varies, with luxury players like A&K typically having a more sophisticated and globally integrated digital strategy. their online presence is focused on selling trips to clients, not on professional training for guides. This presents a clear opportunity for Pyramix to position itself as the solution for DMCs seeking highly skilled guides, especially on platforms like LinkedIn, without direct competition in the training space. Pyramix should also learn from their high-quality visual content but apply it to a guide-centric perspective.



KEY TAKEAWAY

- THEY ARE YOUR TARGET EMPLOYERS/PARTNERS, NOT COMPETITORS. THEIR SOCIAL MEDIA IS FOR CLIENTS, NOT GUIDES.
- LEARN FROM THEIR CONTENT QUALITY: ASPIRE TO THEIR HIGH STANDARDS FOR VISUALS WHEN SHOWCASING EGYPTIAN SITES, BUT ADAPT THE ANGLE.
- POSITION PYRAMIX AS THEIR SOLUTION: USE YOUR SOCIAL MEDIA (ESPECIALLY LINKEDIN) TO SHOW DMCs THAT PYRAMIX GRADUATES ARE THE HIGHLY SKILLED, PROFESSIONAL GUIDES THEY NEED FOR THEIR DISCERNING CLIENTS.
- FOCUS ON THE "HOW": WHILE DMCs SHOW THE AMAZING "ADVENTURE," PYRAMIX SHOWS THE "HOW-TO" (THE SKILLS, THE TRAINING, THE ACCREDITATION) THAT MAKES THOSE ADVENTURES POSSIBLE.

Competitive Analysis





EXPERIENCE EGYPT



[HTTPS://WWW.EXPERIENCEEGYPT.EG/EN](https://www.experienceegypt.eg/en)

The Ministry of Tourism and Antiquities (MTA) has a strong online presence across platforms like Facebook, Instagram, and YouTube. Their website, ExperienceEgypt.eg, is visually professional and multilingual, showcasing Egypt's heritage and tourist attractions.



[HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCXJMHXT-FBBLOQUBPHLVJDQ](https://www.youtube.com/channel/UCXJMHXT-FBBLOQUBPHLVJDQ)

45.8K SUBSCRIBERS • 279 VIDEOS



[HTTPS://WWW.FACEBOOK.COM/TOURISMANDANTIQ](https://www.facebook.com/TOURISMANDANTIQ)

865K FOLLOWERS • 69 FOLLOWING



[HTTPS://WWW.FACEBOOK.COM/TOURISMANDANTIQ](https://www.facebook.com/TOURISMANDANTIQ)

104.1K FOLLOWERS

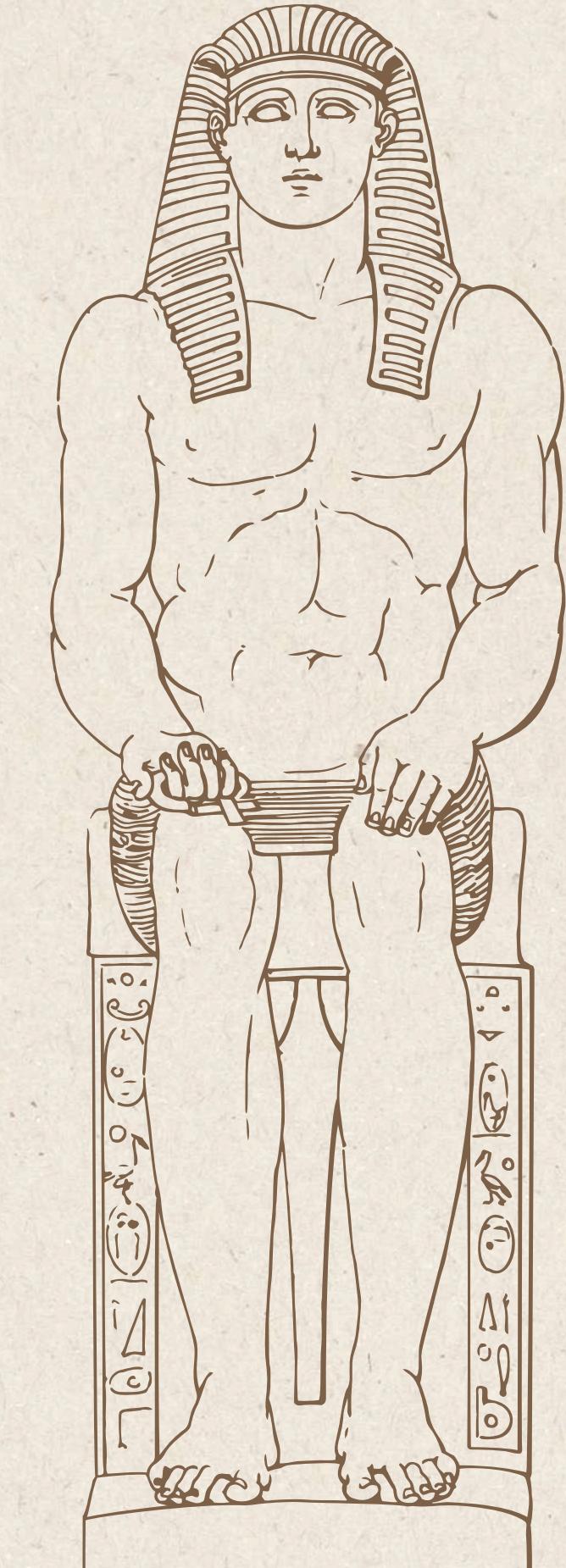


[HTTPS://WWW.INSTAGRAM.COM/MINISTRY_TOURISM_ANTIQUEITIES?IGSHID=YMMYMTA2M2Y%3D](https://www.instagram.com/ministry_tourism_antiquities?igshid=YMMYMTA2M2Y%3D)

4,345 POSTS 200K FOLLOWERS

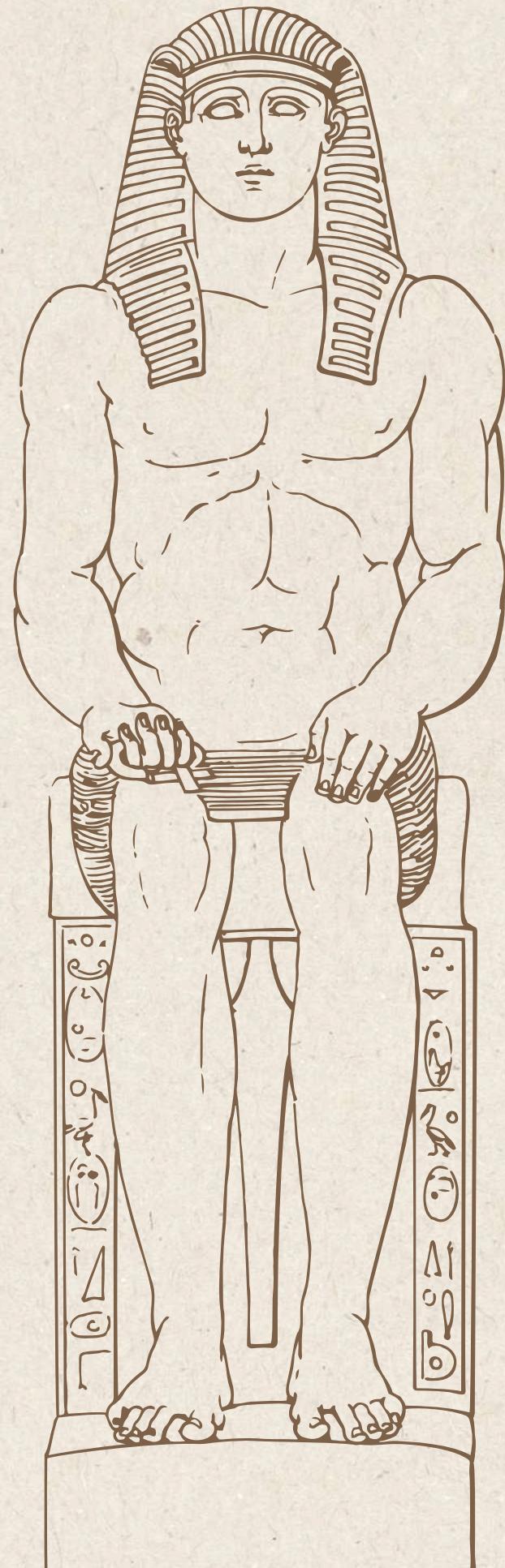
Their content is polished, credible, and attracts a wide audience from travelers to culture lovers. However, it's designed to promote tourism, not to support students or career growth in archaeology.

Their social media strategy focuses on national branding, site promotion, and cultural pride. While effective for visibility, it lacks direct engagement with younger audiences seeking internships, training, or work experience in the field. The tone is formal, institutional, and less interactive.



Competitive Analysis

Strengths	Weaknesses
Very large audience across Facebook, Instagram, YouTube.	Content focused on tourism, not students or careers.
Strong national authority and credibility.	Formal, institutional tone that doesn't engage youth.
High-quality visuals of heritage sites and culture.	Low interactivity (limited replies, Q&A, conversations).
Multilingual content targeting global audiences.	Broad messaging → no niche targeting (archaeology students).
Professional design, high production value.	Slow adaptation to trends due to governmental structure.
Consistent posting and professional campaigns.	No behind-the-scenes educational or training content.



GET YOUR GUIDE



[HTTPS://WWW.LINKEDIN.COM/COMPANY/GETYOURGUIDE-AG/](https://www.linkedin.com/company/getyourguide-ag/)
BERLIN , 103K FOLLOWERS



[HTTPS://WWW.FACEBOOK.COM/GETYOURGUIDE](https://www.facebook.com/getyourguide)
539K LIKES • 565K FOLLOWERS



[HTTPS://X.COM/GETYOURGUIDE](https://x.com/getyourguide)
11.2K FOLLOWERS



[HTTPS://WWW.INSTAGRAM.COM/GETYOURGUIDE](https://www.instagram.com/getyourguide)
/ 2,880 POSTS 1M FOLLOWERS



[HTTPS://WWW.PINTEREST.COM/GETYOURGUIDE/](https://www.pinterest.com/getyourguide/)
3.1 K FOLLOWS

GET YOUR GUIDE

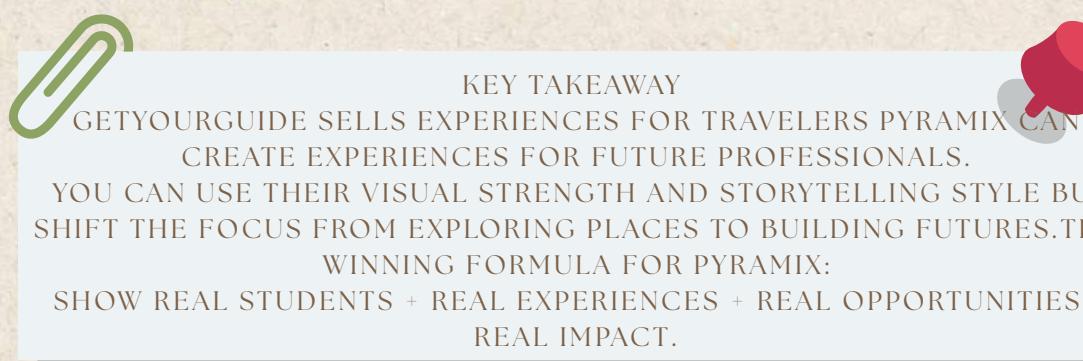
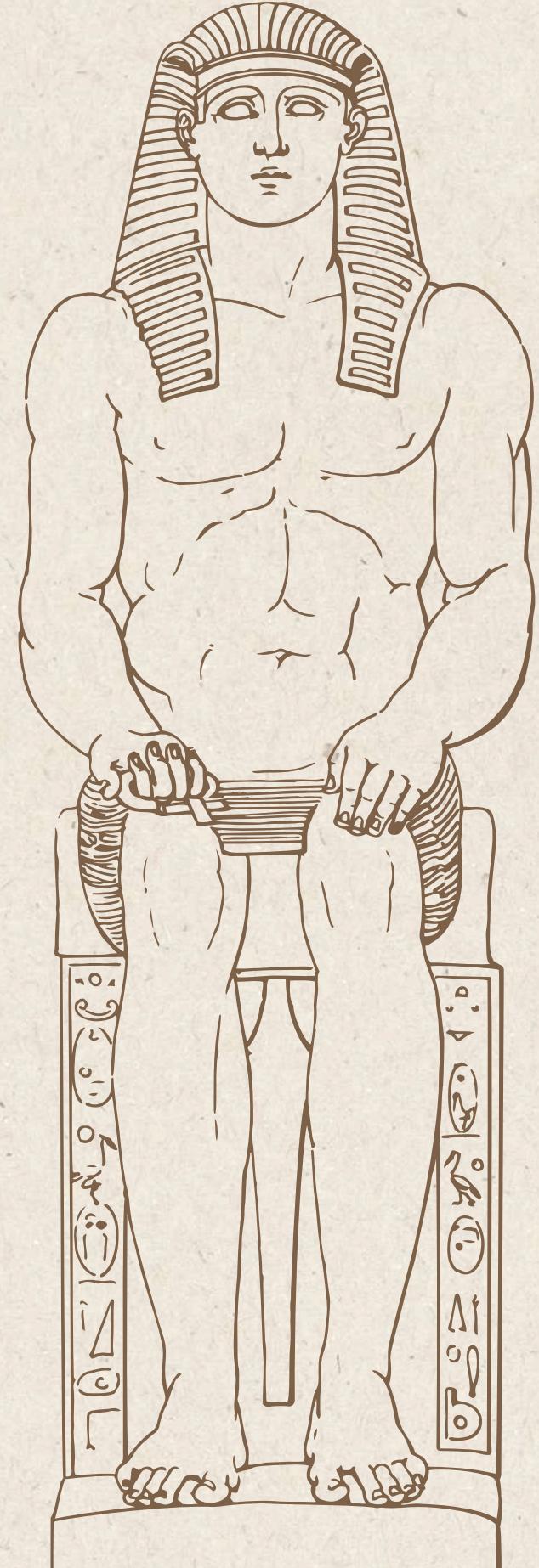


[HTTPS://WWW.GETYOURGUIDE.COM/AR-EG/](https://www.getyourguide.com/ar-eg/)

GetYourGuide (GYG) is a global travel platform with a powerful digital presence across Facebook, Instagram, X (Twitter), Pinterest, and LinkedIn. Their website, GetYourGuide.com, is sleek, multilingual, and optimized for booking tours and experiences worldwide.

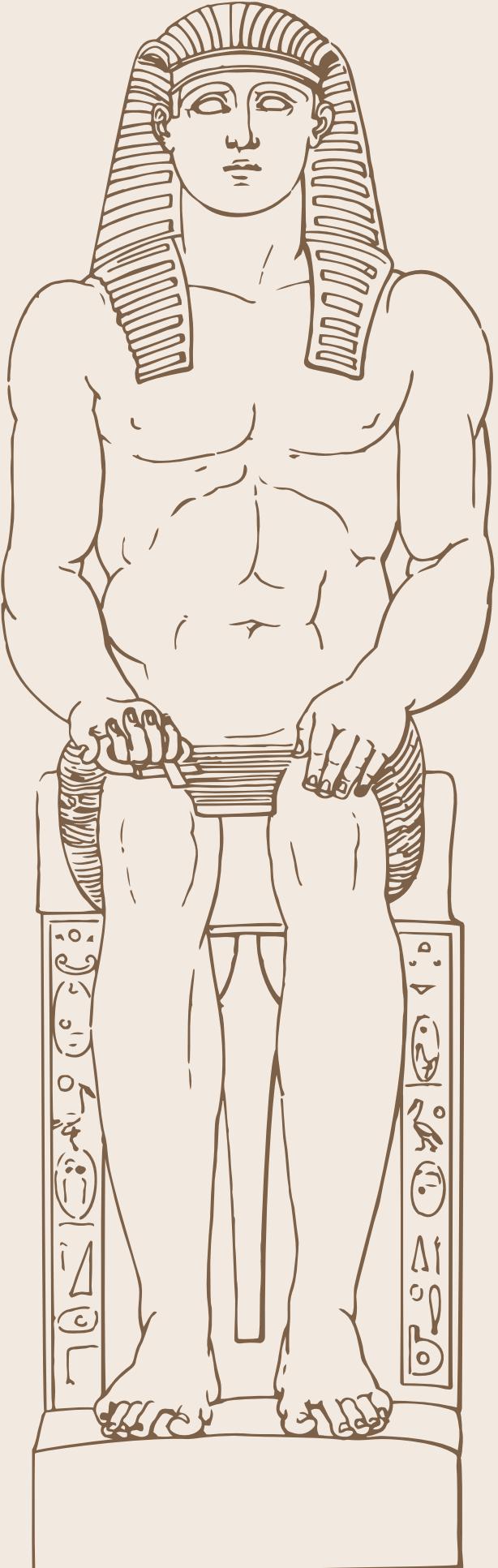
On social media, they've built strong reach and engagement: over 1M followers on Instagram, 565K on Facebook, and 100K+ on LinkedIn. Their visuals are high-quality, featuring vibrant destinations, tour guides, and traveler experiences. Their content is consistent, highly professional, and appeals to a global audience seeking adventure and travel inspiration.

However, GYG's content is centered around tourism, leisure, and consumer experiences not professional growth or education. Their communication style is broad and commercial, designed to convert viewers into customers rather than to inform or empower learners. It inspires travel, but not career connection within cultural or heritage fields.



Competitive Analysis

Strengths	Weaknesses
Massive reach (1M+ IG, 565K FB).	Pure tourism focus → no education or career relevance.
High-quality global travel visuals.	Commercial tone aimed at bookings, not learning.
Strong brand trust and international presence.	Too broad for local student niches like archaeology.
Consistent, polished social content.	No student engagement, skill-building content, or internships.
Multi-platform dominance (IG, FB, X, LI, Pinterest).	Very little local Egyptian relevance in content.
SEO power driving high visibility.	No fieldwork, lab, or behind-the-scenes storytelling.



TOURHQ.COM

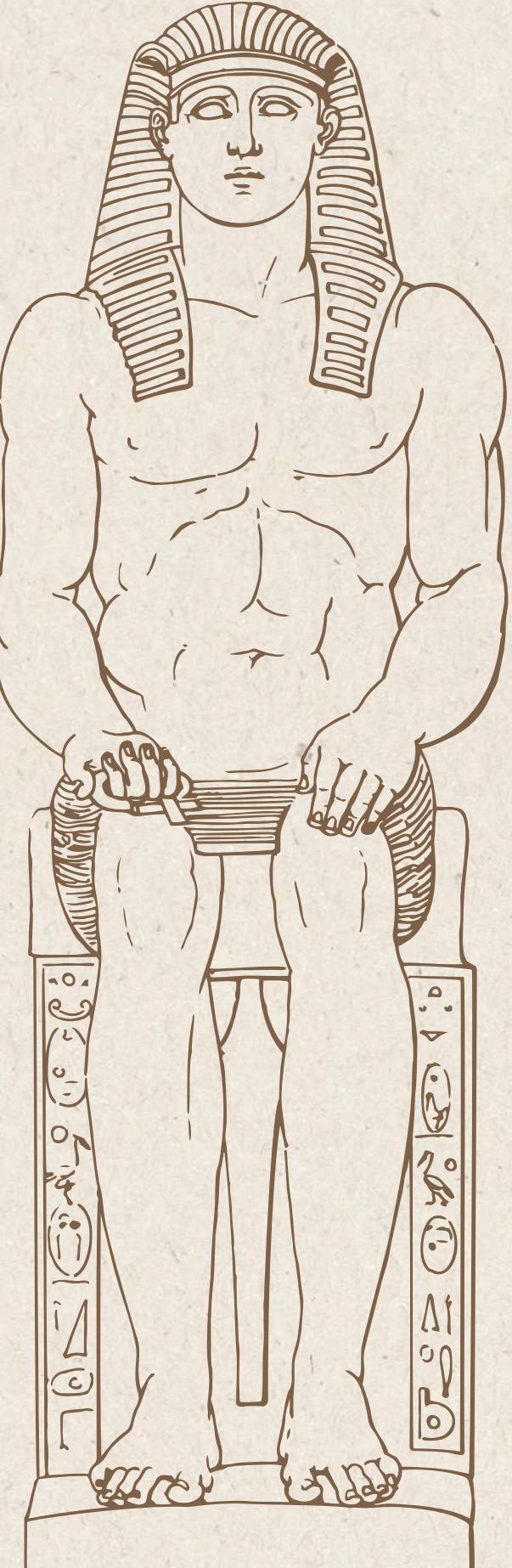
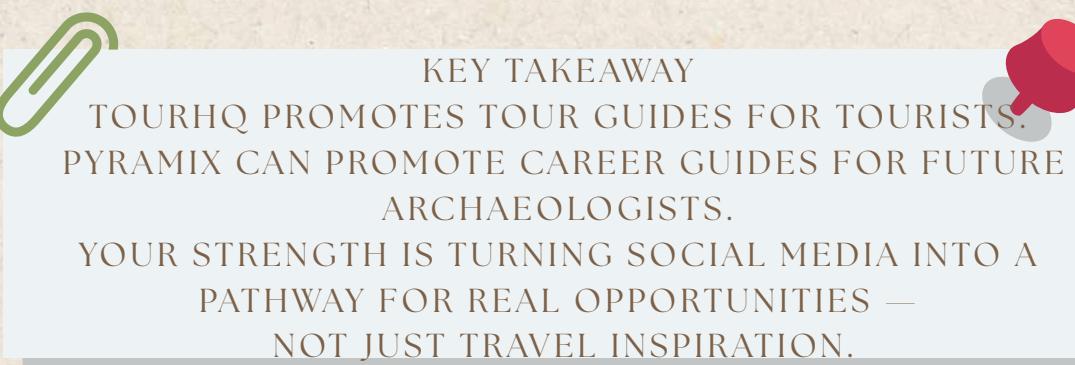


[HTTPS://WWW.TOURHQ.COM/EGYPT/CAIRO/TOUR-GUIDES](https://www.tourhq.com/Egypt/Cairo/Tour-Guides)

TourHQ is a global platform that connects travelers with certified tour guides, offering local experiences and guided activities worldwide. Their website features thousands of guides, including many in Egypt and Cairo, and focuses heavily on trip personalization and tourism services not educational or career-oriented content.

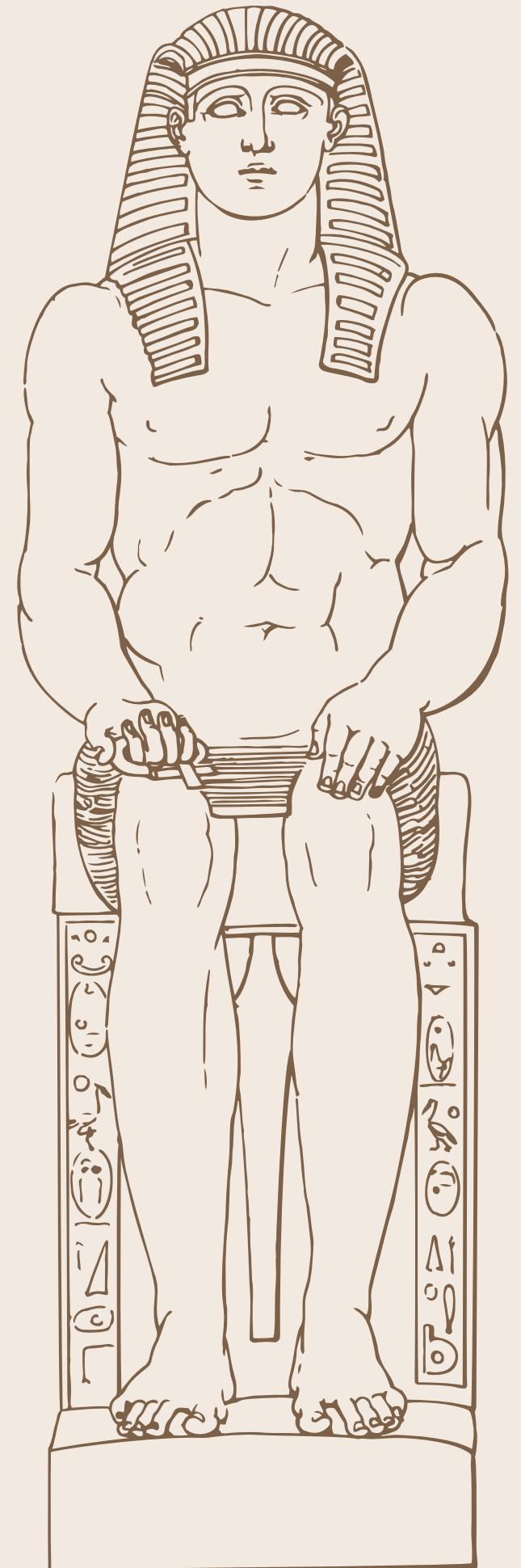
Their visuals are travel-focused, showing destinations, tour guides, and experiences. The tone is friendly but commercial, encouraging people to “book a guide” or “explore a city.” Their audience is tourists, travelers, and adventure seekers not students or young professionals.

Their content is mostly promotional and destination-driven. It helps travelers choose guides but does not offer structured educational content, career pathways, or skill-building opportunities. They have consistency, but the engagement is modest compared to major tourism brands. Their strategy is functional: showcase guides → drive bookings.



Competitive Analysis

Strengths	Weaknesses
Presence on Facebook, Instagram, LinkedIn, X, Pinterest.	Small follower base (IG ~1.7K, FB ~29K).
Friendly tone and approachable travel content.	Low engagement and limited audience interaction.
Uses travel guides & destinations for visuals.	Repetitive content style mostly locations.
Consistent posting frequency.	Weak video/Reels presence → low virality.
Shows real tour guides and local experiences.	Entirely tourist-focused → irrelevant to students.
Includes reviews and user experiences.	Minimal storytelling, no educational or career value.



SUM UP OF ALL TAKE AWAYS FROM OUR COMPETITORS

AUC

Key Takeaway

Pyramix gets massive credibility and a benchmark for quality from AUC. Your job on social media is to leverage that credibility effectively, meet their quality standards, and then laser-focus your message on the specific professional development needs that AUC's broad institutional presence doesn't directly address.

Horus Academy

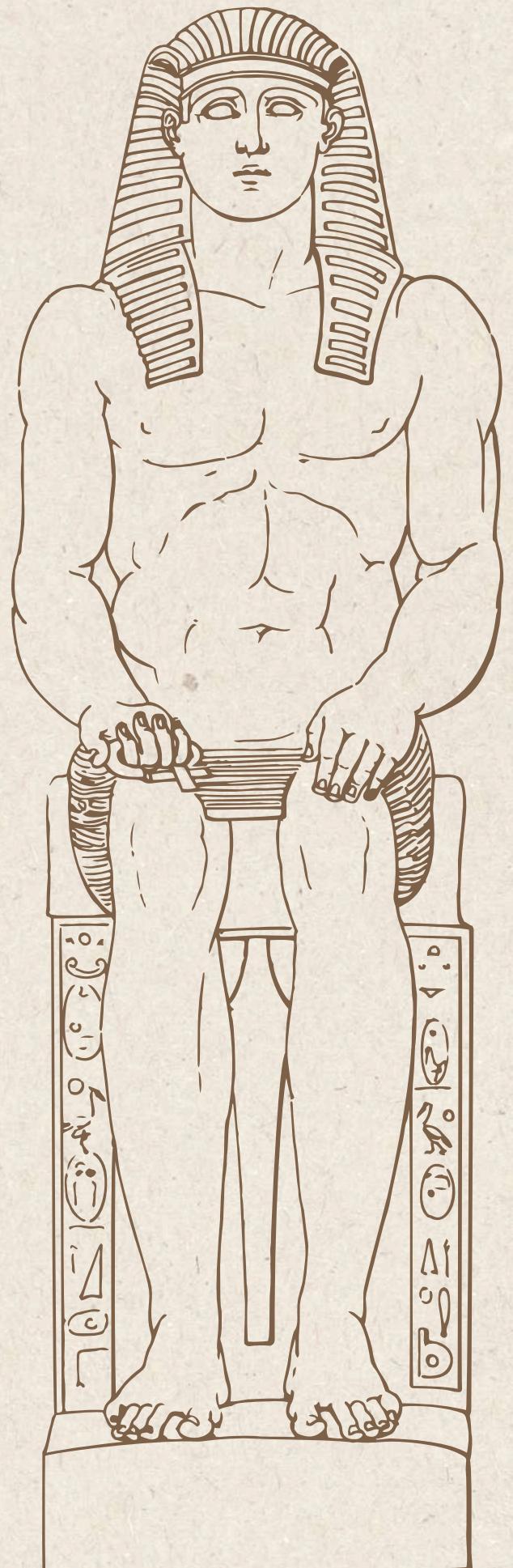
Key Takeaway

- Visually showcase practical training: It works for them, it'll work for us.
- Focus on "career acceleration": They do "heritage education"; we do "professional guide careers."
- Target widely: Their niche is narrow; our market is broad (youth, grads).
- Dominate LinkedIn: They're weak there; it's our professional platform to own.
- Engage youth: Be more dynamic and youth-friendly than their academic style.

Abercrombie & Kent Egypt

Key Takeaway

- They are your target employers/partners, not competitors. Their social media is for clients, not guides.
- Learn from their content quality: Aspire to their high standards for visuals when showcasing Egyptian sites, but adapt the angle.
- Position Pyramix as their solution: Use your social media (especially LinkedIn) to show DMCs that Pyramix graduates are the highly skilled, professional guides they need for their discerning clients.
- Focus on the "how": While DMCs show the amazing "adventure," Pyramix shows the "how-to" (the skills, the training, the accreditation) that makes those adventures possible.



SUM UP OF ALL TAKE AWAYS FROM OUR COMPETITORS

Experience Egypt

Key Takeaway

While MTA dominates visibility, it doesn't speak to students.

Pyramix can win on connection, relevance, and authenticity using social media to turn followers into future archaeologists.

Get your Guide

Key Takeaway

GetYourGuide sells experiences for travelers Pyramix can create experiences for future professionals.

You can use their visual strength and storytelling style but shift the focus from exploring places to building futures. The winning formula for Pyramix:

Show real students + real experiences + real opportunities = real impact.

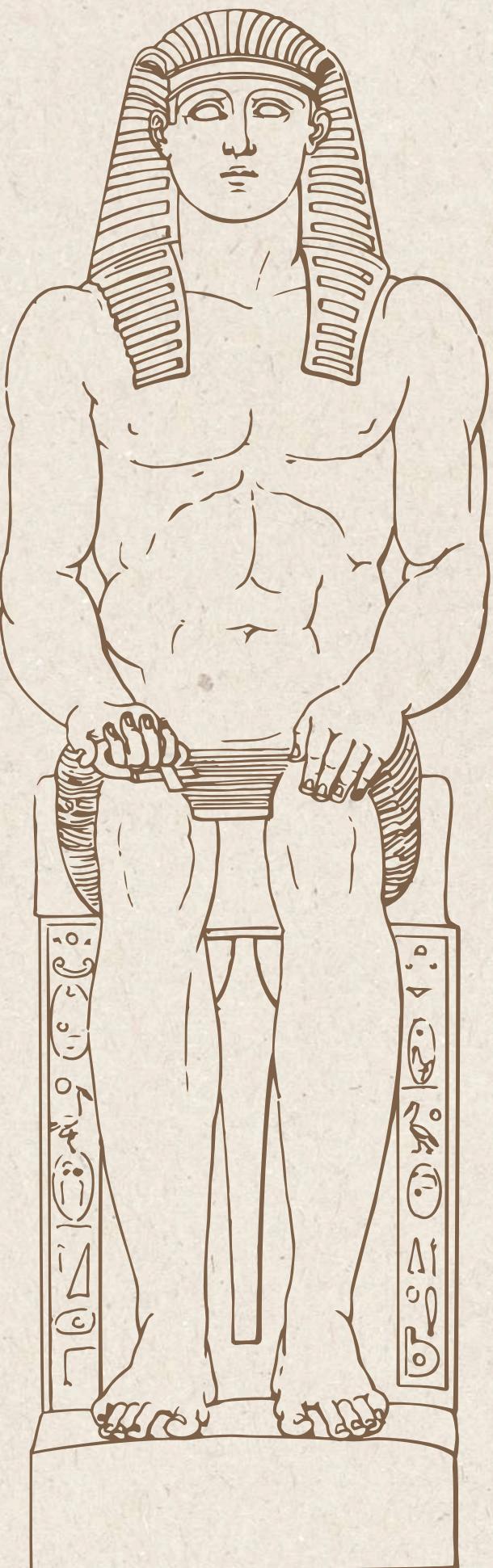
Tourhq.com

Key Takeaway

TourHQ promotes tour guides for tourists.

Pyramix can promote career guides for future archaeologists.

Your strength is turning social media into a pathway for real opportunities – not just travel inspiration.



Strengths

Clear academic theme (history) with strong value.

Ability to collaborate with university professors and experts.

Motivated team capable of producing events and digital content.

Opportunities

Growing interest among students in informative digital content.

High engagement rates on platforms like Instagram and TikTok for short-form videos.

University support for student-led initiatives.

Weaknesses

Limited initial reach and awareness.

Need for consistent posting and high-quality visuals.

Threats

High content saturation on social media.

Decreasing attention span among student audiences.

SWOT ANALYSIS

Objectives: in details in slide 44 to 49

Primary Objectives for the First 3 Months

- Increase total followers across platforms by 35%.
- Improve engagement rate by 50% through interactive and visual content.
- Drive 100+ student registrations for the first expert-led event.
- Publish a minimum of 3 educational posts per week and 1 historical storytelling reel weekly.

Strategy:

1. Strategic Positioning

Position the Student History Activity as a trusted, youth-friendly, and engaging educational source that makes history accessible and enjoyable.

2. Target Audience

- University students interested in:
- History, Archaeology, Museums, Cultural Heritage, Ancient Civilizations.
- Primary faculties:
 - Faculty of Arts (History Department)
 - Archaeology
 - And students with general interest in history.

3. Content Strategy

- Short-form storytelling videos (“History in One Minute”).
- Expert talks and quotes from historians.
- Infographics and simplified educational posts.
- Behind-the-scenes content from events and workshops.
- Student participation posts (“Student Spotlight”).

4. Brand Voice & Tone

- Educational yet simplified
- Youthful and engaging
- Reliable and fact-based
- Visually appealing and modern

Tactics:

1. Platforms

Instagram (Primary)

Facebook Page (Community Building)

TikTok (Short storytelling videos)

LinkedIn (Employment)

2. Content Formats

Reels (historical stories, quick facts)

Educational carousel posts

Event announcements & recaps

Infographics

Daily Instagram Stories

3. Posting Tactics

Posting during peak activity hours (7 PM–10 PM).

Use consistent brand hashtags.

Add clear calls to action such as:

“Register now,” “Learn more,” “Save for later,” “Share this story.”

Action Plan:

1. Team Structure (6 Members)

Social Media Manager: oversees strategy, scheduling, analytics.

Content Writer: develops scripts, captions, and educational text.

Research Specialist: ensures accuracy of historical information.

Graphic Designer: creates visual assets and infographics.

Videographer/Photographer: documents events and films short content.

Video Editor: edits reels and short-form videos.

2. Weekly Publishing Calendar

3 Posts per week: Sunday – Tuesday – Thursday

1 Reel per week: Friday

Daily Stories: updates, behind-the-scenes, polls

Control (Measurement & Evaluation):

1. Key Performance Indicators (KPIs)

- Follower growth rate
- Engagement rate per post and per reel
- Reach and impression metrics
- Click-through rate on event announcements
- Number of event registrations
- Shares, saves, and comments

2. Monitoring Tools

- Meta Business Suite Insights
- TikTok Analytics
- Google Sheets (for monthly tracking)
- Post-event feedback forms

CONTENT MONTHLY OBJECTIVES – 5SS FRAMEWORK

Sell: Drive Employment & Enrollments

.Recruit and hire 4 students/graduates per month.

Generate 40 internship applications monthly

Maintain 40% monthly offer acceptance rate.

Serve: Deliver Valuable Learning Experiences

Host 10 interns each month with an 80% completion rate.

Conduct 1 practical workshop or webinar monthly.

Keep NPS at 70+ based on monthly intern feedback surveys

Sizzle: Build an Inspiring Brand

Achieve 20k interactions and 3k new followers/views monthly.

Publish 1 storytelling video per month (target 5K+ views).

Increase positive brand mentions by 3% per month

Speak: Strengthen Communication & Engagement

Secure 1 new partnership every month (target: 8 per 9 months).

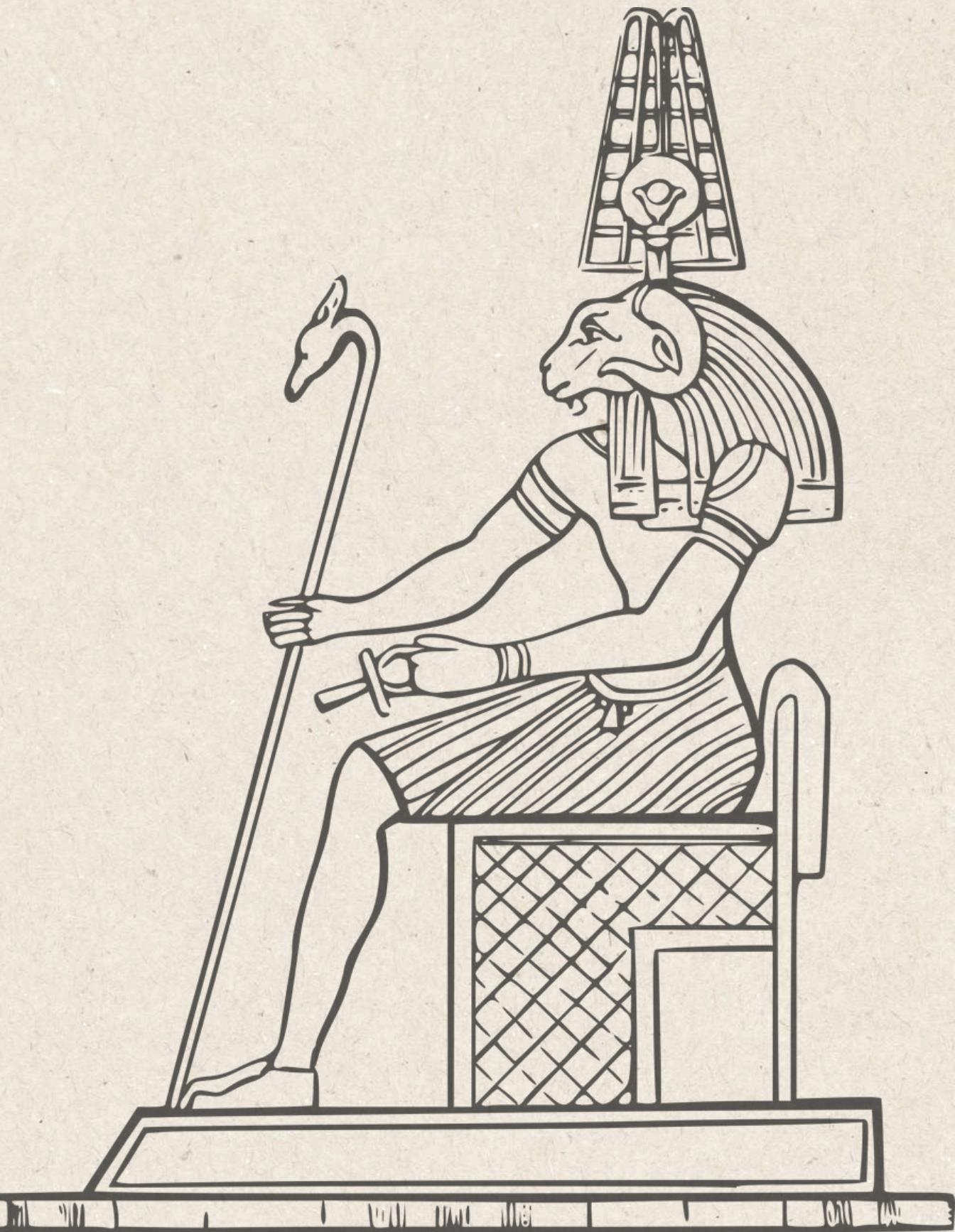
Hold 1 live Q&A session per month with experts or mentors.

Boost email/newsletter engagement by 2% per month

Save: Improve Efficiency & Reduce Costs

Reduce CPA by 2% monthly (target: 20% in 9 months).

Shift 5-6% of outreach monthly toward organic channels until 50% total.



Objectives in details

Social Media (Where do we want to go?)

(Sell) : Social Media Objectives

Use social media to convert interested students into actual applicants for internships, training, field visits, and hiring opportunities.

Instagram:

Generate 200+ applications per month through story CTAs + highlight “Join Us.”

Add weekly reels showing real training tasks to increase conversion.

Achieve 3-5% Story swipe-up rate to the Google Form link.

Facebook:

Use Facebook Groups (universities, archaeology forums) to drive at least 100 monthly applicants.

Run monthly campaigns targeting students aged 18-27 in archaeology, tourism & languages.

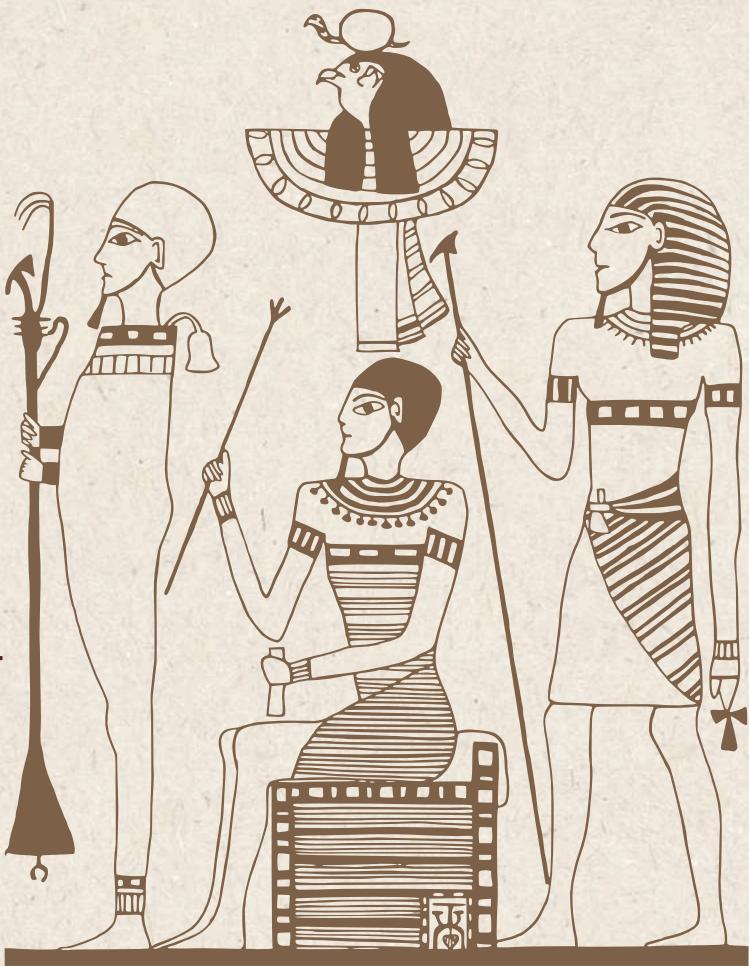
LinkedIn:

Post weekly updates about training + achievements to attract high-quality applicants and graduates.

Achieve 5% CTR (click-through rate) from LinkedIn posts to the application page.

TikTok:

Post fun, engaging “behind the scenes” content to reach 10K students monthly and direct them to IG/FB for application.



Objectives Social Media (Where do we want to go?)

(Serve): Social Media Objectives

Provide real value that helps students learn, feel supported, and trust the program.

Instagram:

Publish 2 educational carousel posts per week:

- * “How to document an artifact”
- * “Beginner guide to excavation tools”

Maintain average engagement 8% on educational posts.

Facebook:

Host 2 Facebook Live workshops monthly with trainers or professors.

Build a Facebook Community Group reaching 5,000+ active members in 6 months.

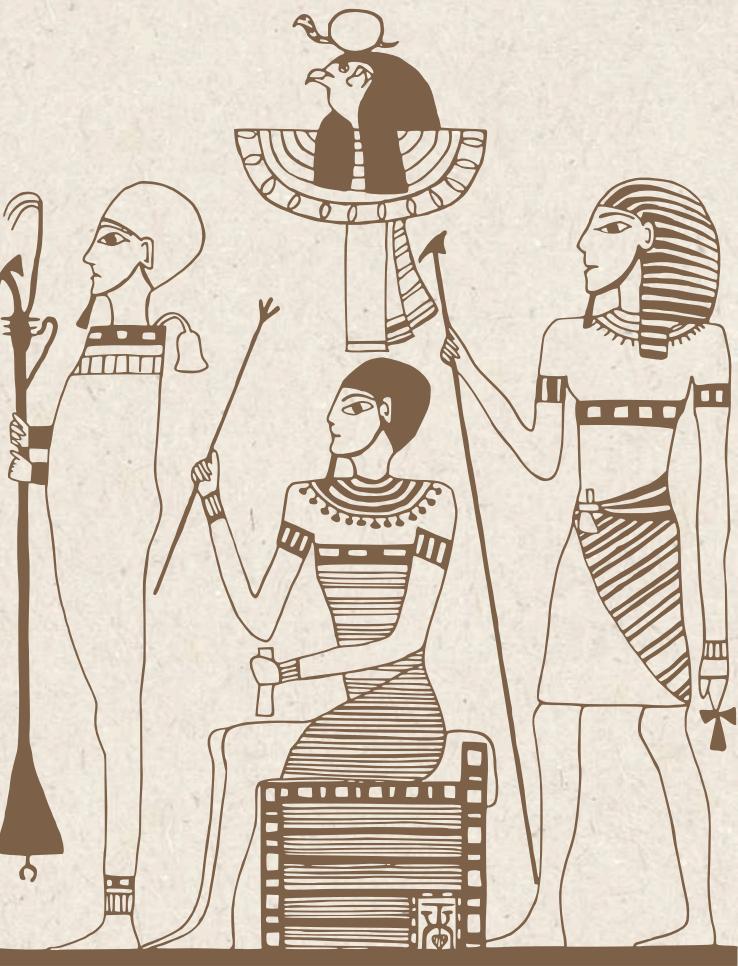
LinkedIn:

Publish professional articles (1-2 per month) about field training, sector insights.

Aim for 1,000 impressions per article.

TikTok:

Create short learning clips (30 sec tips) with target 15%+ watch-through rate.



Objectives Social Media (Where do we want to go?)

(Speak) : Social Media Objectives

Strengthen communication between students, professors, ministries, and cultural institutions.

Instagram:

Host monthly Live Q&A with ministry reps, professors, or archaeologists.

Use question stickers weekly to collect student concerns.

Facebook:

Share official announcements, partnership updates, and event schedules.

Achieve 50+ comments per announcement post.

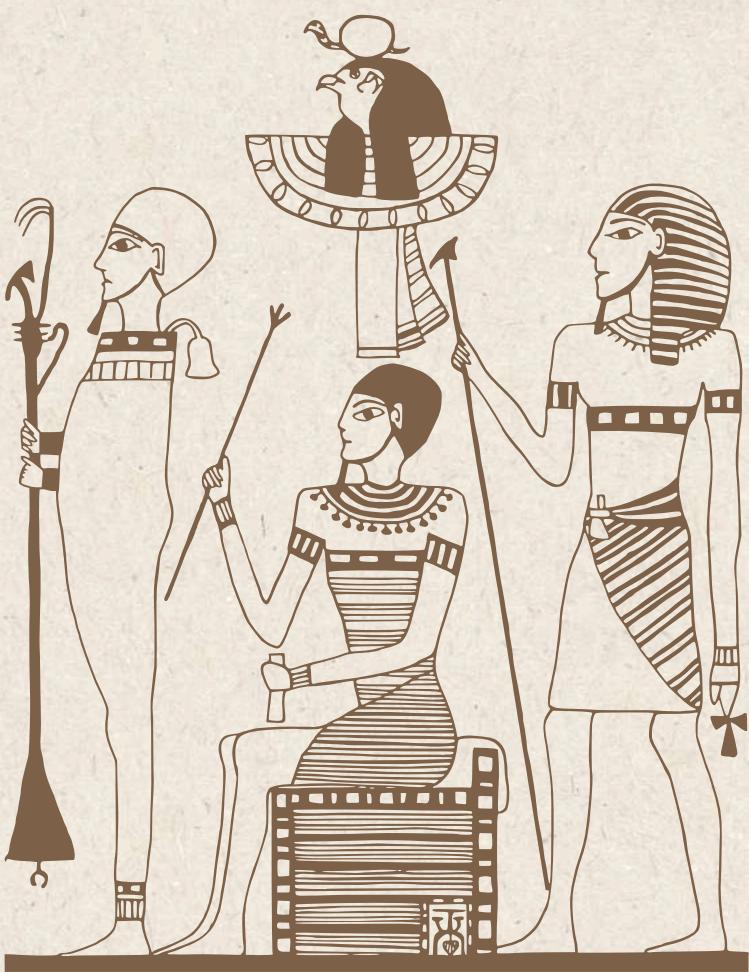
LinkedIn:

Build relationships with universities + museums by tagging partners in posts.

Grow to 3,000 LinkedIn followers in 6 months.

TikTok:

Conduct duets and collaborations with educational creators to boost communication.



Objectives Social Media (Where do we want to go?)

(Save) : Social Media Objectives

Use low-cost content and organic strategies to reduce marketing expenses.

Instagram:

Shift 40% of content to user-generated content (UGC):

student stories, photos, internship moments.

Increase organic reach by 5% monthly.

Facebook:

Use Facebook Groups instead of paid ads for student acquisition.

Maintain 0 EGP organic reach campaigns for 50% of monthly activities.

LinkedIn:

Post repurposed content (articles → carousel → short video).

TikTok:

Use trending sounds & simple on-site filming to avoid high production cost.

Achieve 20% organic growth monthly without ads.



Objectives Social Media (Where do we want to go?)

(Sizzle): Social Media Objectives

Create a modern, inspiring brand identity that students feel proud to join.

Instagram:

“Day in the Life of an Intern” weekly reel with 10K+ target views.

Highlight student transformations (before & after training).

Reach 8-10K new followers/month.

Facebook:

Share long-form storytelling posts (intern journeys, site visits).

Achieve 300+ engagements/post for emotional stories.

LinkedIn:

Celebrate success stories (interns hired, students working on archaeological projects).

Target 5% engagement rate on achievement posts.

TikTok:

Fun, viral-style videos showing:

- * Field trips
- * Museum visits
- * Funny archaeology moments
- * Team culture

Aim for average 15-20K views/video.



OUR EMAIL MARKETING STRATEGY :

- **Strategy Foundation:** We have successfully built our primary email list capture system using Google Forms.
- **Clear Value Proposition:** The form clearly communicates our core brand message ("Practical Bridge" and "Hands-on Adventure") to attract the right subscribers.
- **Audience Segmentation (Key Step):** We have implemented immediate audience segmentation. We ask users if they are "Students (seeking experience)" or "Tourists (seeking adventures)" at the point of signup.
- **Data & Personalization:** We capture essential data (First Name and Email) which allows us to send targeted, personalized content to each segment.
- **Action Plan:** Our next step is to drive traffic from our social media bio ("Link in Bio") to this form, converting our followers into a dedicated subscriber list.

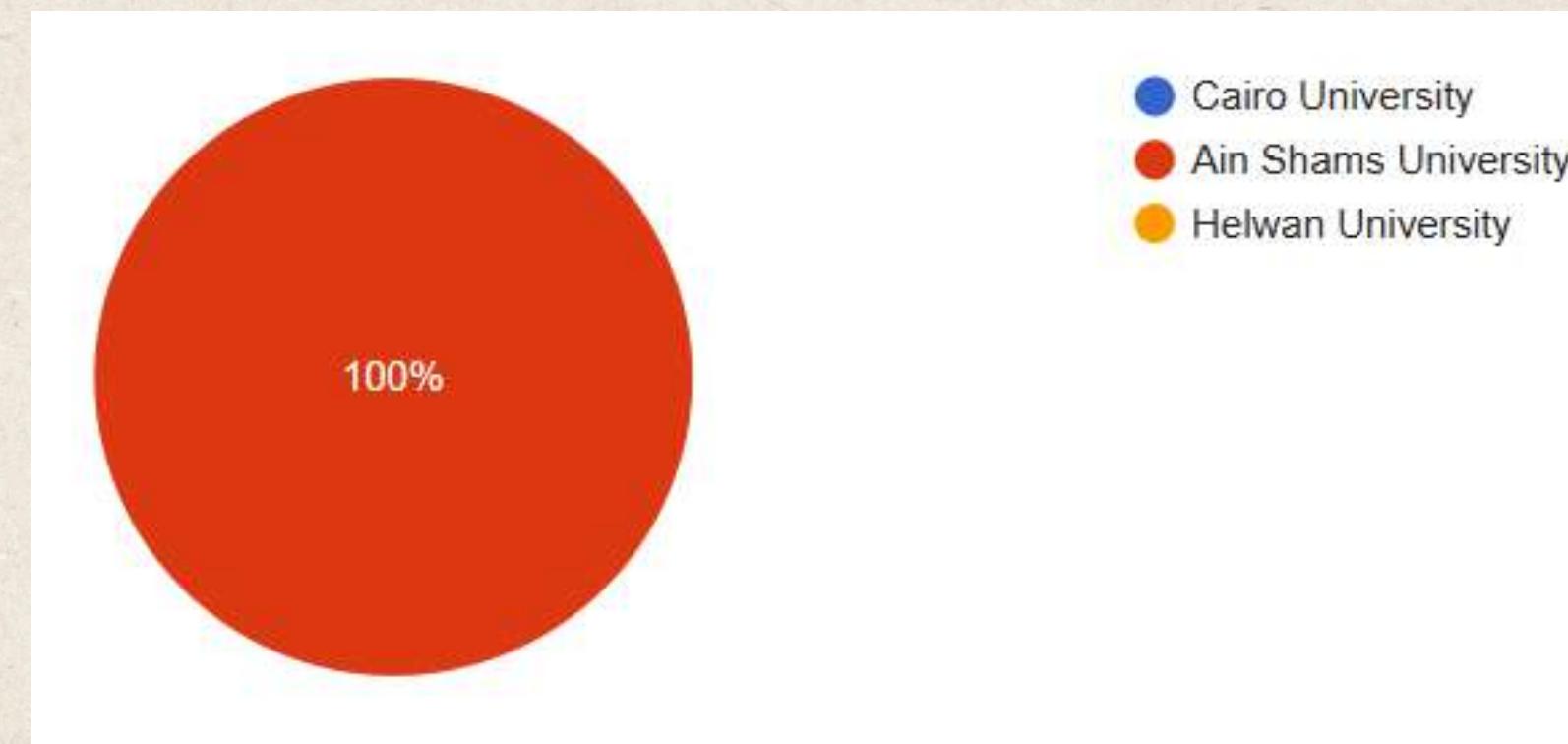
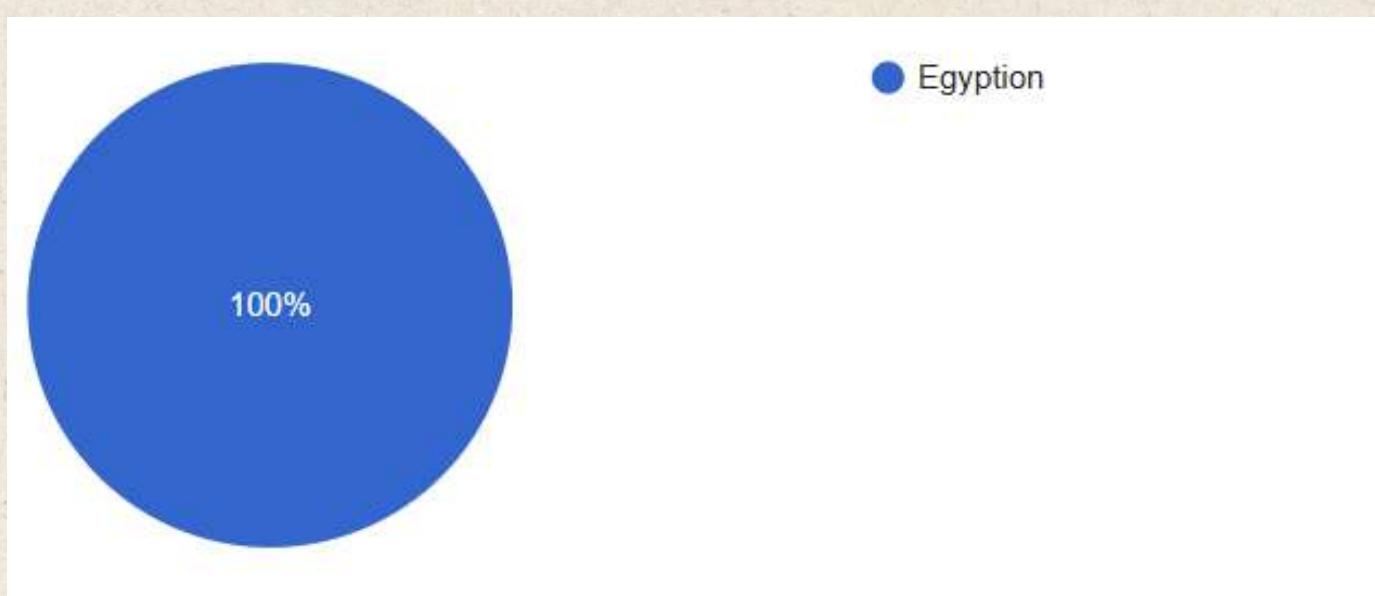
Form link:

<https://docs.google.com/forms/d/e/1FAIpQLSf-7GV6NZScqrLjIL4ABo9uDSCFq4Xc63AVk0wFAiAoUbQo-A/viewform?usp=header>

our excell from form data about students filled the form :

<https://docs.google.com/spreadsheets/d/1CSrOhzoDVNh908h3IV8325tN522qgaeToGgLcaBe7WM/edit?resourcekey=&gid=891355490#gid=891355490>

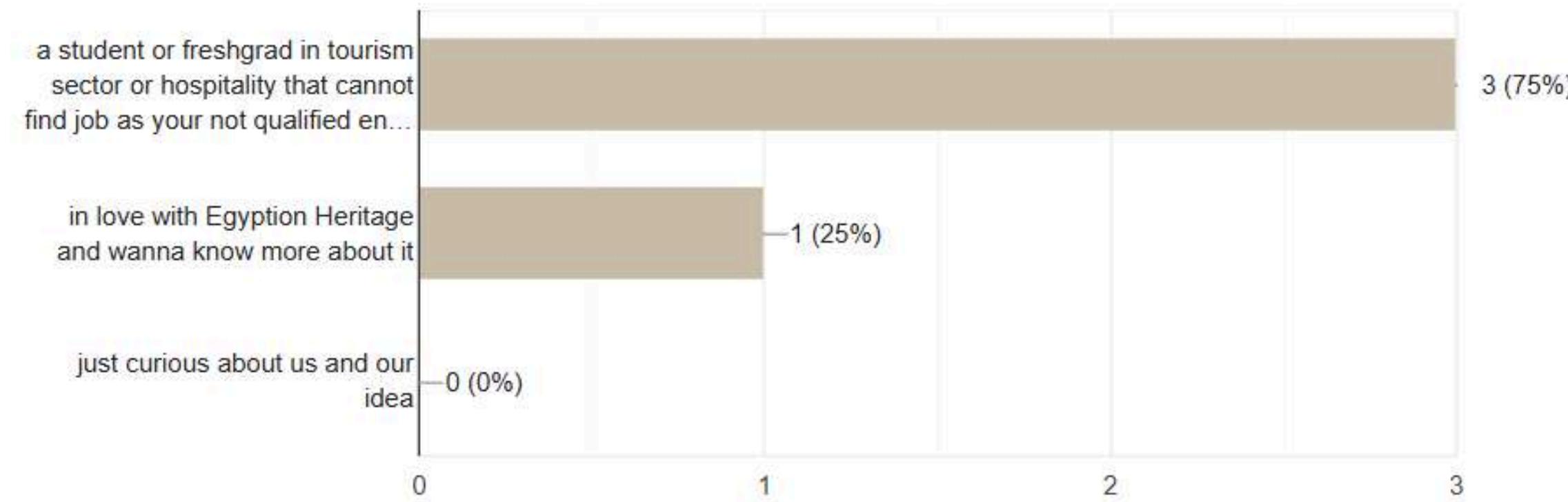
from the email marketing and form we made we gathered some data of our target audience :



What makes you interested in joining or following us

4 responses

Copy chart



DEVELOP KEY MESSAGE & THEMES

Key Message:

We make the dreams a reality, Provide students desires to glow their future, And let people be immersed in the old heritage. ✨

Themes:

✨ Learn through experience: Workshops & Practical trips.

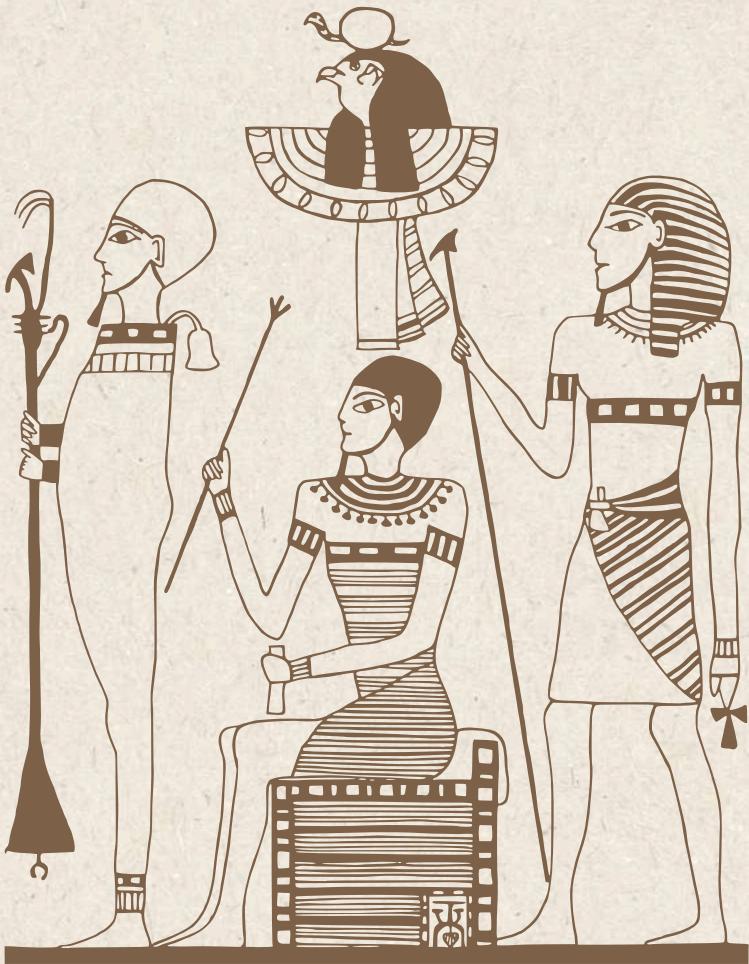
✨ Student voices: How our students talk about our heritage.

✨ Discover our heritage: Storytelling & Unveiling our history.

CONTENT STRATEGY AND ITS GOALS

Primary Goals:

1. Increase awareness among students and build a positive online image.
2. Reach 5,000 followers on TikTok and Instagram.
3. Train 500 students in the first two years.
4. Secure 20 partnerships with companies or museums.
5. Attract professional tour guides to provide training.



Build Awareness

Increase awareness of Egyptian heritage and the internship program among archaeology students and the culturally engaged public.

Educate and Empower

Provide educational content that equips archaeology students with professional and field-related skills.

Inspire and Engage Emotionally

Inspire the audience and build an emotional connection with Egyptian heritage through real stories and student experiences.

Build an Online Community

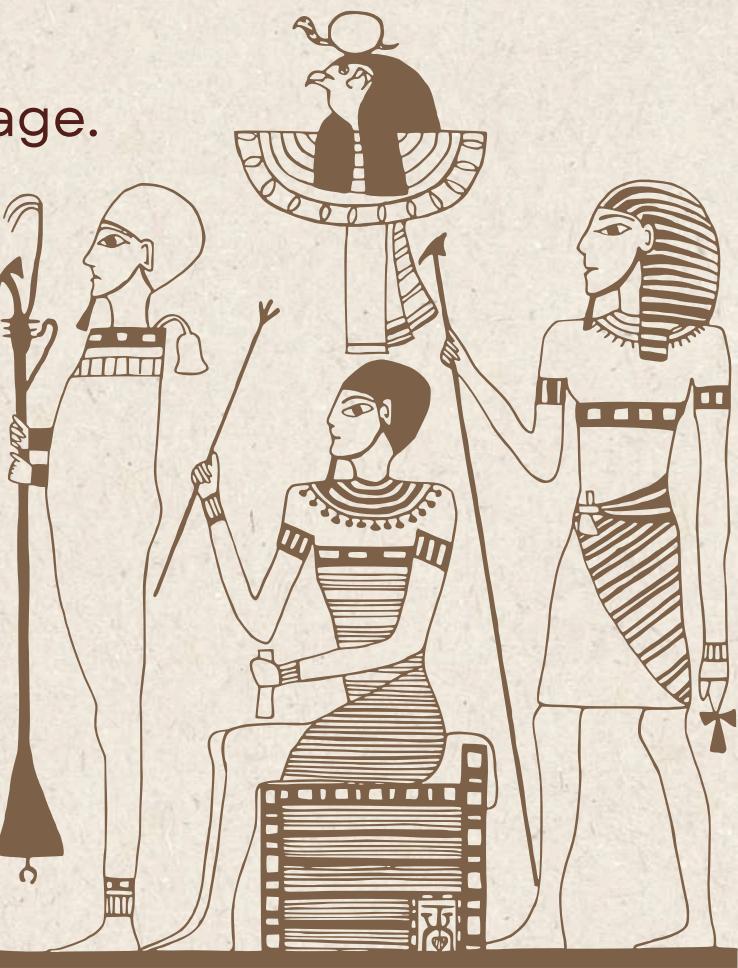
Create an active digital community of students, graduates, and professors in the field of archaeology and heritage.

Support Recruitment and Hiring

Use content to attract students to apply for internship and hiring opportunities within the initiative.

Strengthen Institutional Partnerships

Develop collaborations with universities, museums, and cultural organizations to expand the project's impact.



TACTICS AND ACTION

- **Increase Awareness**

Create content on Instagram and TikTok to Increase Awareness.

Content types:

Entertainment (fun and trendy)

Educational (informative and skill-based)

Encourage audience interaction through:

Polls, challenges, and competitions) follow + like + share and mention = internship opportunities winner)

Behind-the-scenes stories with teams and faculties

Make videos with students at faculties

Collaborate with real influencers and popular student activities to expand reach

- **Keep Students Engaged and loyal**

Let students work directly with tour guides and with us to gain practical experience.

Keep them connected through follow-ups, certificates, and networking activities.

Make a meaningful impact on them

.

TACTICS AND ACTION

Awareness Campaign

- Launch a **social media campaign** combined with **offline campaigns** (university booths).

Offline Campaigns

- 3 booths each one at different faculty for the offline campaign (اداب , اثار , السن) each booth will have 3 in it
- The campaign will be two or three days at the week for two weeks.
- The main goal is to make the students fill out forms to gain data and know your target audience more.
- To attract them do competitions about their information and give them giveaways
- If it is possible, bring a tour guide to this campaign to attract more students and build trust with them.

Social Media Campaign

- Posting frequency:
 - **3 reels per week** (at the first week = teaser video + videos that make all get confused and ask **What is that?????**)
 - **Stories every day**
 - **1 post every two days**
- Plan marketing content for both **Instagram** and **TikTok**.
- Focus areas:
 - Increase awareness
 - Share registration forms to get more data
 - Conduct giveaways and collaborations

CONTROL

Control Task – Faculty of Archaeology (or Antiquities)

The objective of the control is to monitor the campaign and assess whether it has effectively achieved its goals, allowing us to identify what succeeded and what needs further development.

1. Key Performance Indicators (KPIs)

Goal: Increase Student Awareness. Measurement Method: Number of people who filled out the form + Social media engagement + Number of visitors to the booths. Target Outcome: A minimum of 500 students. Monitoring Source: Forms, and Instagram/TikTok reports.

Goal: Build a Positive Image for the Activity. Measurement Method: Type of comments (positive or negative) + Number of shares and mentions. Target Outcome: 80% positive comments. Monitoring Source: Reviewing comments and measuring reach.

Goal: Reach 5K Followers on Insta and TikTok. Measurement Method: Number of new followers + Reach. Target Outcome: 5,000 followers by the end of the campaign. Monitoring Source: Social media insights.

Goal: Attract Tourist Guides for Training. Measurement Method: Number of guides who participated + Number of opportunities created. Target Outcome: 3 to 5 guides. Monitoring Source: Direct communication with them.

CONTROL

2. Monitoring Process

Every week, a simple report containing follower statistics and engagement numbers will be created. At the booths, we will record the number of students who visited and filled out the form. We will create a simple student opinion form to gather feedback on the campaign. The team will meet weekly to review progress and decide on necessary adjustments or changes.

3. Timeline

Week 1 Activity: Teaser videos on social media. Monitoring Focus: Reach and comments. Week 2 Activity: Booths in Faculties (Arts – Archaeology – Alsun/Languages). Monitoring Focus: Number of participants and forms collected. Week 3 Activity: Awareness content publication. Monitoring Focus: Likes and new followers. Week 4 Activity: Competitions and collaborations. Monitoring Focus: Growth in followers and participation. Week 5 Activity: Campaign conclusion. Monitoring Focus: Comparing final results with initial goals.

4. Contingency Plan (If Results Are Not Meeting Targets)

We will increase collaboration with influencers or student pages. We will change posting times and increase the number of short videos. We will launch more challenges and competitions. We will offer simple giveaways to encourage participation.

5. Conclusion

All results will be compiled to determine if the campaign successfully achieved its objectives. A brief report will be drafted outlining the main successes and key observations for future campaigns. We will also collect feedback from participating students and guides for continuous improvement.

Content Ideation and distribution and promotion

1. Content Idea: "Day in the Life of an Intern"

Goal:

Awareness & Sizzle: This directly sells the "entertaining experience" and shows the "on-the-ground" value To go viral, attract new students, and make heritage "cool" and modern.

- **Description:** A fast-paced TikTok/Reel showing a student's journey. Start with them bored in a lecture, then match-cut to them on-site, guiding a small group, laughing with a professional guide, and seeing "behind-the-scenes" areas.
- **Platform:** TikTok & Instagram Reels.



2.Content Idea: "Myth vs. Reality: Archaeology Student

Edition Goal:

Awareness. This challenges perceptions and highlights our core value proposition (filling the practical gap).

- **Description:** A "talking head" video. "Myth: We just dig in the sand." (Show a clip of someone bored). "Reality: We're training for our CVs in the world's biggest open-air museum." (Show a clip of your practical tour).
- **Platform:** TikTok & Instagram Reels.



3.Content Idea: "Guess the Artifact" (Offline Content)

Edition Goal:

Awareness & Engagement. It's fun, interactive, and shows our active on campus.

- **Description:** Ask students from target faculties (Arts, Alsun, Archaeology) some questions about career and the gap they face and as well ask them to guess an artifact from a picture. Give the winner a small prize.
- **Platform:** TikTok live & Instagram Stories & Reels



4. Content Idea: "Tour Guide Q&A Live"

Edition Goal:

Engagement & Trust: This builds authority and directly serves your audience by giving them access to experts.

- **Description:** Host an Instagram Live Q&A with one of our professional tour guide partners. Allow students to ask them directly about the job, the market, and the skills they need.
- **Platform:** TikTok live & Instagram Live (promote on Stories).



5.Content Idea: "How This Internship Gets You Hired" (Motivational Success Stories)

Edition Goal:

Consideration & Trust: This is social proof that our project directly impacts career goals but this is applicable only after people join us or people who already graduates and did suff like we offer to students .

- **Description:** An Instagram carousel post. "Slide 1: Meet [Student's Name]." "Slide 2: Before our program (all theory)." "Slide 3: After (confident, certified , and CV-ready)." Use real quotes from students
- **Platform:** Instagram & LinkedIn.



6. Content Idea: "Podcast: Sounds from Heritage"

Edition Goal:

Community & Engagement. This provides value (Serve) and builds a loyal listening audience.

- **Description:** Create a short podcast where students or guides tell one fascinating 3-minute story about an artifact. Post clips as Reels/TikToks to drive traffic to the full episode.
-
- **Platform:** TikTok , instgram Reels. & LinkedIn.



7.Content Idea: "The Internship Giveaway"

Edition Goal:

Leads (via follows) & Awareness: This uses a "competition" to rapidly grow our audience and lead pool and To drive sign-ups for our tours/workshops (Leads) and attract partners. This is the "Sell" component.

- **Description:** A high-engagement post. "WIN a free spot in our next practical tour! To enter:
1. Follow us. 2. Tag 2 friends from your faculty. 3. Share this to your story."
- **Platform:** Instagram Post & Reel and facebook.



8.Content Idea: "Last 5 Spots: The Museum Tour"

Edition Goal:

Conversion (Leads/Sign-ups): This creates urgency.

- **Description:** A direct call-to-action (CTA) using Instagram Stories. "We have 5 spots left for our practical tour at [Museum Name]. This is NOT a lecture. You will get practical training. Swipe up to apply!"

Platform: Instagram Post & Reel and facebook.



9.Content Idea: "Our Mission: Partner With Us"

Edition Goal:

Conversion (Partnerships): This targets our B2B audience (companies) directly.

- **Description:** A professional carousel post aimed at businesses. "Universities give theory. We provide practice. We're looking for partner hotels, DMCs, and museums to train Egypt's next generation of guides."
- **Platform:** LinkedIn & Instagram.



our content calendar:

https://docs.google.com/spreadsheets/d/1cjezjrem0UYD4BNkmQM00tuqpsdqKRSeFcqZolfY9us/edit?ouid=113043975761590589328&usp=sheets_home&ths=true



ANY QUESTION?

Let's discuss it

our road map of who did what task in the project :

<https://docs.google.com/spreadsheets/d/1ZQVtuFHGkc2eAxtWUUuslmrhuU7ywjyPgMBZ5wv3EkM/edit?gid=1786033011#gid=1786033011>



THANK YOU

OUR BELOVED INSTRUCTOR:
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