* **objective for 3 months:**

**1: Increase Followers 30% (from 1500 to 1950).**

**2:Raise engagement rate 30% (from 0% to 30%).**

* **Comprehensive Social media strategy ( Facebook, Instagram) 3 months**

**Action Plan for Objective:**

**profile optimization:**

Improve Facebook page setup, create professional instagram page with the same name, bio, profile photo and connect them to geather

Profile Picture: will be the lab logo.

Cover Photo: It would clearly display the lab’s name, address, and phone numbers for the first 3 months then , our services will be added in the next 3 months. Cover photo will be changed in Ramadan, Eid

About Section: Write it in a short, attractive way and include relevant keywords.

CTA Buttons : "Send Message" and whats app button)

Tone of voice: friendly

Reply: during 24 hours

Activating automated messages

Design qr code to promote facebook and instagram pages and print it to be displayed in the lab.

**Each month should mark Seasonal Campaigns (Ramadan, Eid, Global occasions ).**

**Action Plan for content strategy:  
 📌 Month 1 (Ramadan):**

* **Educational Content(50%): 3 times/week…(نصائح رمضانية) ngedposts(text+images), videos, reels,story. posted at 8 oclock**
* **CTA: انتظروا نصائح جديدة من المعمل أو تقديم نصيحة طبية معينة بناء على محتوى البوست**
* **awareness (30%) :2 times /week ……(Lab Services ,highlight value proposition , use Brand Templates for Consistent Identity** Design unified templates for posts using the existing logo.**). posted at 8 oclock**
* **CTA: احجز تحليلك الأن واطمن على صحتك من خلال رسائل الصفحة أو الواتساب أو التليفون الأرضى**
* **engagement(20%) :2 times/week …..Quiz with discounts prizes… ( Follow page & mention to encourage organic reach). posted at 9 oclock**
* **CTA: فكر وجاوب واكسب معنا**

**📌 Month 2:**

* **Adjust engagement strategies based on performance .(Continue top-performing content) (e.g. most engaging quizzes, educational posts).**
* **Modify or discontinue low-performing formats based on audience behavior.**
* **add new engagement tactics (poll posts ( اكتشف الخطأ في المعلومة),(**True or False series
* **Share client testimonials to build trust.**

**📌 Month 3:**

* **Continue top-performing content posts .**
* **Use small-budget sponsored ads to boost high-performing content.**