



Osama Magar

personal branding project



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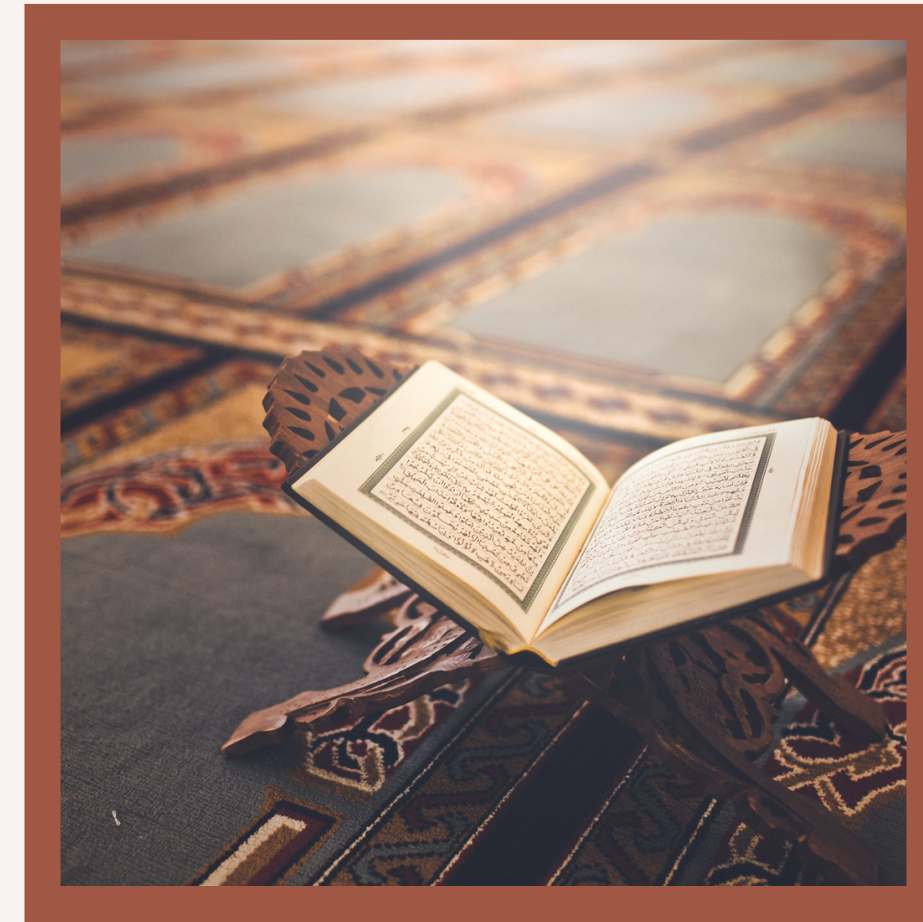
07 tone of voice

08 target audience



about us

Osama Magar has a talent that is his voice. He recites the Holy Quran and a set of religious songs





situation analysis

where we are now

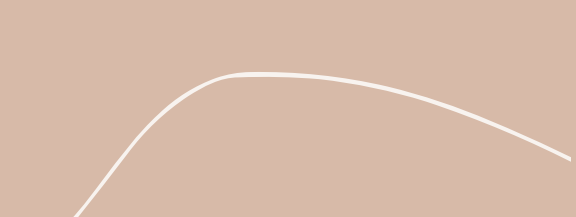
he is in the 3 years of
creating social media
accounts.

what we want to achieve

he wants to become the
10 people in Egypt
popular by his talent

how to achieve it

we will achieve it by our presence
on social media account and the
activities we will do



Swot analysis

strength

- wonderful voice

weaknesses

- low budget
- stooped to publish social media account for a period

opportunities

- republish on social media accounts and create another in demand

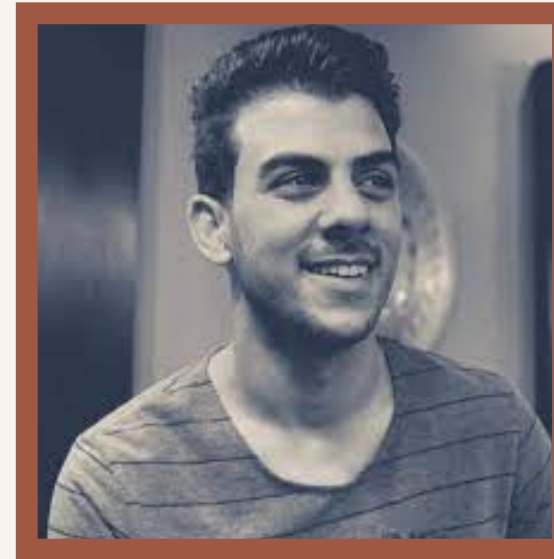
treats

- the Competitors



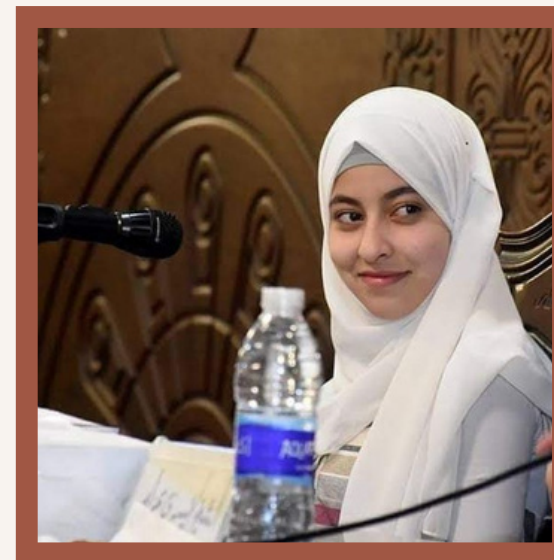
competitive analysis

our competitor



islam sobhi

7



al zahraa



Mahmoud Fadl

About ISlam sobhi

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social media accounts

- Facebook
- Instagram
- tiktok
- Anghami
- twitter
- sound clouds
- YouTube



digital marketing

- in addition to social media accounts he created, he also publish on websites that publish Quran like MP3 Quran...
- doesn't have his own website
- make an app for him



activities

he prays in mosques from time to another, on the occasion and, Ramadan

Swot analysis for islam

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strength

- wonderful voice
- his presence on social media
- has his app
- publish on websites (influencer)

opportunities

- interact with his audience
- create a website
- do activities

weaknesses

- doesn't do activities
- doesn't interact with his audiences
- doesn't have a website

treats

- the Competitors

About Mahmoud Fadl

10



social media accounts

- Facebook
- Instagram
- TikTok
- Anghami
- Deezer
- twitter
- sound clouds
- YouTube



digital marketing

- in addition to social media accounts he created, he also publish on websites that publish Quran like MP3 Quran...
- doesn't have his own website



activities

he is The youngest muezzin on the campus
□□ and sing-song that interests in religion

Swot analysis for fadl

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strength

- wonderful voice
- his presence on social media
- The youngest muezzin on the campus ☐☐

opportunities

- interact with his audience
- create a website
- do activities

weaknesses

- doesn't do activities
- doesn't interact with his audiences
- doesn't have a website

treats

- the Competitors

About al zahraa

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social media accounts

- doesn't have social media accounts



digital marketing

- she handles with you tube channel that publishes what she sing



activities

doesn't do anything
unless the songs that
sing

The background is a solid dark red color. It features several abstract elements: a light beige organic shape in the top left with five small white squares scattered around it; a thin white line in the top right; a large white organic shape on the left side; a light red organic shape in the bottom right; and a cluster of small white squares in the bottom right corner.

Digital marketing strategy

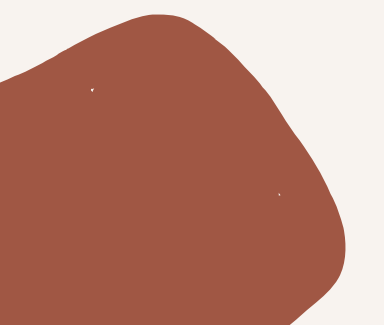
Digital marketing strategy

overall

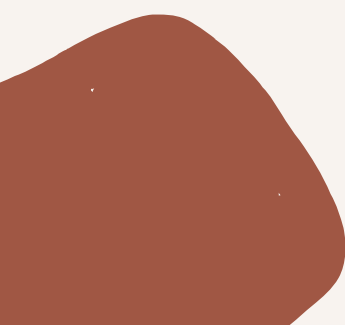
- creating social media account (platforms)
- publish on websites like the holy Quran
- do activities with the audience like a competitions
- make a mobile app
- build a website

goals

the goals depend on the steps of the buyer's journey we want to achieve

- awareness: reach 300K in the first 3 months from start this project
 - conversion: get 100K download and listening to our holy Quran in the next 3 months
 - retention: get 25% of recommendations from the listener to their friends
- 

our online presence

- Facebook
 - Instagram
 - tiktok
 - Anghami
 - dezzar
 - YouTube
 - building a website if we have a budget
 - build a mobile app
- 

target persona

- name
- age
- gander
- birthday
- email
- locations
- language
- goals
- hobbies
- interest
- big fear
- challenge

content plan

- publish holy Quran on a digital platform (websites, Anghami, YouTube, Deezer)
- publish some Quran verses on social media platforms (Facebook, Instagram, Tiktok)
- Also, publish Religious songs on platforms

digital marketing
strategy
buyers journey

Awareness

we are trying to reach our audiences by

- creating social media account and publishing it
- in case of budget, we will make a campaign which goal is awareness
- do activities

Consideration

we are want to make our target audience interested in
US

- work on Google search
- the same if we have a budget, create campaigns
- keep doing activities

Conversion

we are want to convert them to listen to us on platforms we use

- using links on social media platforms
- emails
- the same if we have a budget, create campaigns
- keep doing activities

Retention

we are want to make them loyal to us. make them recommend their friends to listen to us.

- recommendation
- emails
- analytics
- keep doing activities

our activities



paying on different
mosques per a weak



going live per aweak



learn Holy Quran
recitations from
time to another



tone of voice

- Friendly yet informative.
- respectfulness



target audience

- Age: 18 to 65
- Gender: male & females
- country: Arab world
- language: Arabic
- interests: holy Quran and listening to religious songs
- behavior: listening to them on digital platforms and going to places that make them save the holy Quran

Thank You



Presentation by Samir Mustafa
