



Digital Marketing

Plan and Strategy

www.unitech-egy.com





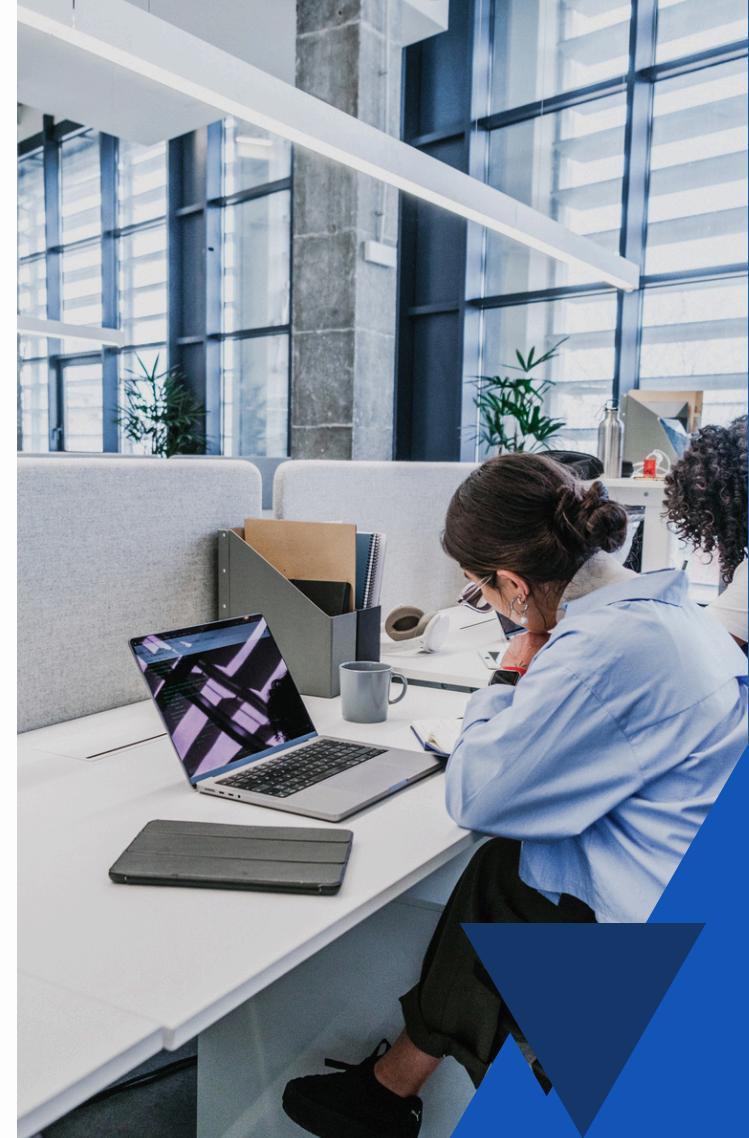
Welcome To Our Presentation

We are "M"AST, a digital advertising agency, and this presentation outlines our marketing plan for Unitech. We'll begin by analyzing Unitech's current market position, followed by setting clear objectives to achieve together.

Next, we will present a well-defined strategy, explain how we will monitor key performance indicators (KPIs), and conclude with a campaign analysis and actionable recommendations to continuously improve results.

Overview

- ▶ Our Team
 - ▶ Working pLAN
 - ▶ About UniTech
 - ▶ Business Model
 - ▶ Product analysis
 - ▶ Man Power analysis
 - ▶ Competitor analysis
 - ▶ Analysis previous adv
 - ▶ Strategy
-
- ▶ Tactics
 - ▶ Content
 - ▶ Plan execution
 - ▶ Recommendations



("M"AST) Team



Mariam Elgohary



Mariam Alsaeed



Sarah Kandil



Taha Adel



Abdelrazeq Gamel

WORKING PLAN

Meeting with UniTech

SaRah & Mariam A
Understand all aspects of the company to develop the plan.

16 sep

1 oct

SOSTAC

SaRah & Mariam A

To assess the company's current position.

21:24 Sep

6 oct

Behind sence

On spot

Analysis previous ads

Taha

To establish a reference and outline the plan clearly.

21:24 Sep

10 oct

Content calendar

Abdelrazik & MariamE
To make a plan with date with types of content and details of important dates

25:30 Sep

15 oct

content & Posting

Abdelrazik & MariamE
Prepare designs ,videos,posts,scripts
Post as clender

posting & ads

SaRah

To ensure timely posting.Select posts to be sponsored.

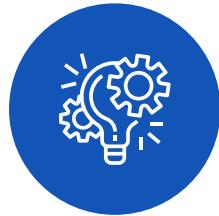
Analysis our campaign

Taha

To create your own, choose a topic that interests you.

Result and Recommendation

All team
Review meeting to assess objectives and performance improvement.



About UniTech

Unitech is Egyptian hosting company. As a cloud transformation specialist and IT managed services provider, our diverse team of certified experts supports organizations of all sizes in the Middle East & Africa to combat modern-day IT business challenges.

The image is a composite of two photographs. On the left, a dark-themed screenshot of the UniTech Technology website is displayed. The website features the company's name in large, bold, white and blue letters, followed by the tagline 'The Best Solution For Cloud Services' in smaller white text. Below this are contact details: a 'Learn More' button, a phone icon with the number '+201114600140', and an email icon with the address 'sales@unitech-egy.com'. On the right, a photograph shows a man with glasses and a beard, wearing a brown long-sleeved shirt and jeans, kneeling on the floor of a server room. He is holding a laptop in one hand and a smartphone in the other, seemingly performing maintenance or monitoring work on a server rack filled with cables. A large, stylized blue graphic element, consisting of a circle and a triangle, overlaps both the website screenshot and the technician's image.

Business Model



Business Model Canvas

Designed for:	Designed by:	Date:	Version:	
Unitech	DD/MM/YYYY	X.Y		
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Suppliers: Companies providing server infrastructure, domain registrars, and hosting services. Technology Providers: Providers of software and cloud solutions that enable hosting services. Marketing Agencies: Partners to help promote Unitech's offerings and increase brand visibility. Payment Processors: Financial partners (e.g., PayPal, Stripe) to facilitate smooth online transactions. Freelancers/Contractors: For specialized tasks such as website development, customer support, or IT maintenance.	<ul style="list-style-type: none"> Email Domain Email Hosting Website Design <ul style="list-style-type: none"> Good reviews / Relations Facebook page with 30K followers LinkedIn page Logo Budget Website Video 	<ul style="list-style-type: none"> Multiple easy payment methods Option to pay in two installments Local currency payments Domain delivery within one hour Servers located in England, ensuring high-speed internet Full control panel access for customers Daily, weekly, and monthly email backups Diverse packages to cater to a wide range of customers Video for explaining how email works 	<p>Personalized Support: Offering personalized customer care through direct communication channels like live chat and email.</p> <p>Online Communities: Engaging customers via social media platforms like Facebook to maintain brand loyalty and receive feedback.</p> <p>Loyalty Programs: Special offers and discounts for long-term clients</p> <p>Availability: 24/7 technical support.</p>	<ul style="list-style-type: none"> Customers attempting to create an e-invoice and needing an official email. Customers with a company providing some departments and employees with a domain. Customers with a domain needing to increase email storage space. Customers establishing a new company. A customer with a local project aiming to export. A customer looking to import products from abroad. Customers who have companies but are unfamiliar with the service.
Cost Structure	Competitors	Revenue Streams		
<ul style="list-style-type: none"> Buy storage on a server in the UK. Buy a domain from a site. Save foreign currency. Buy for a freelance website designer or company. Advertisements (Advs). 	<ul style="list-style-type: none"> EgyHosting – استضافة مصر Progmine Link Datacenter Closest competitor –Emailat (إيميلات) 	<ul style="list-style-type: none"> Subscription Fees: Recurring monthly or yearly charges for hosting and domain services. Service Upgrades: Additional fees for premium features such as increased storage, enhanced security, or faster servers. New Bundles: Revenue from new package deals and special offers. Custom Services: Charges for custom email setups or IT consulting. 		

UNITECH PRODUCTS

1. EMAIL DOMAIN

An email domain is the part of an email address after the "@" symbol, representing a company or organization.

2. EMAIL HOSTING

Email hosting provides reliable storage, security, and management for email communications, ensuring accessibility and professionalism for businesses.

3. WEBSITE DESIGN

A well-structured, visually appealing, and user-friendly website



Product analysis

FEATURES

- 1.Brand Identity
- 2.Multiple Users

1.EMAIL DOMAIN

BENEFITS

- 1.Improved Customer Perception
- 2.Better Email Management
- 3.Better Data Control

ADVANTAGE

- 1.Professionalism
- 2.Consistent Branding
- 3.Increased Trust
- 4.Flexibility

FEATURES

- 1.Unlimited Email Storage
- 2.Webmail Access
- 3.Security Features
- 4.IMAP/POP3/SMTP Protocols
- 5.Custom Filtering and Forwarding

2.EMAIL HOSTING

ADVANTAGE

- 1.High Uptime & Reliability
- 2.Increased Security
- 3.Scalability
- 4.Dedicated Support

BENEFITS

- 1.Seamless Email Management
- 2.Data Security & Privacy
- 3.Backup & Recovery
- 4.Improved Productivity

FEATURES

- 1-Responsive Design
- 2-SEO Optimization
- 3-User-Friendly Interface
- 4-Customizable Templates
- 5-Security Features

3. WEBSITE DESIGN

BENEFITS

- 1-Higher Conversion Rates
- 2-Stronger Brand Image
- 3-Customer Retention
- 4-Reduced Technical Overhead
- 5-Informed Strategy Development

ADVANTAGE

- 1. Enhanced User Experience
- 2. Cost Effectiveness
- 3. Scalability
- 4. Data-Driven Decisions
- 5. Time-Saving



Man Power analysis

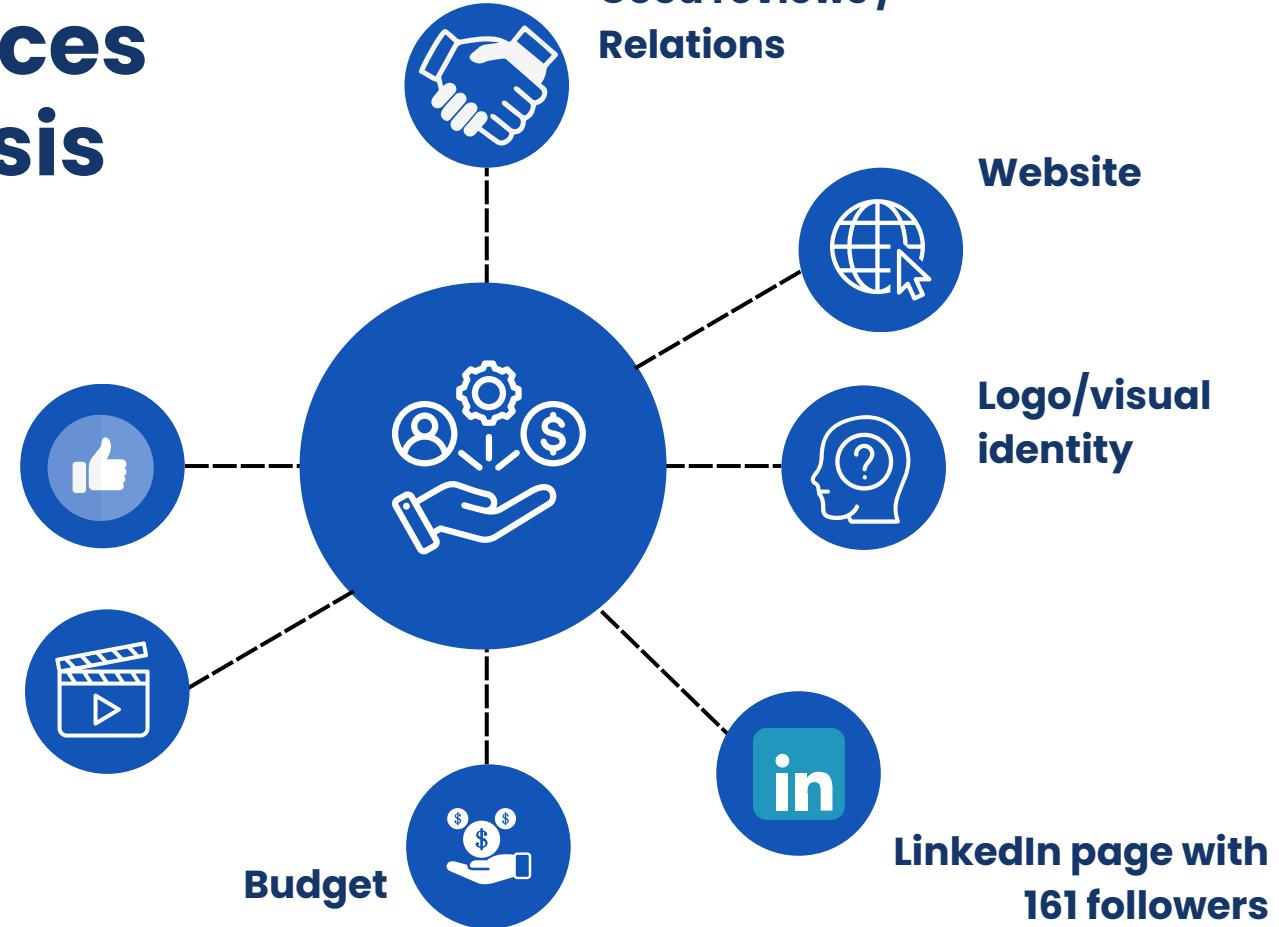
The company is a startup, currently run by a single individual responsible for managing all aspects of the business.



Resources analysis

Facebook page with
30K followers

Video



SWOT Analytics

S

W

O

T

Strength

- 1. Multiple easy payment methods
- 2. Option to pay in two installments
- 3. Local currency payments
- 4. Domain delivery within one hour
- 5. Servers located in England, ensuring high-speed internet
- 6. Full control panel access for customers
- 7. Daily, weekly, and monthly email backups
- 8. Diverse packages to cater to a wide range of customers
- 9. Video for explaining how email work

Weaknesses

- 1. The company is dependent on a single individual.
- 2. Lack of specialization
- 3. Limited marketing reach
- 4. Risk of burnout
- 5. Time constraints
- 6. No Company headquarters

Opportunities

- 1. Government policies promoting electronic invoicing
- 2. Limited local competition with no strong brand rivals
- 3. Potential partnerships
- 4. Automation of services

Threats

- 1. Dealing with server hosting in foreign currencies
- 2. Maintaining competitive pricing as competitors' prices are becoming more similar.
- 3. Cybersecurity risks
- 4. Technological advancements
- 5. Any technical internet outage in England affected the workflow (already it has happened before).

PEST Analytics

P E S T

political

- 1. Electronic invoicing
- 2. Relation with UK as servers located in UK.

Economic

- 1. Availability of foreign currency (Pound sterling)
- 2. Fluctuations in the EGP to USD Exchange Rate

Social

- 1. Remote Work Trend
- 2. Digital Literacy
- 3. Trust and Privacy Concerns:

Technological

- 1. Advancements in Cloud Technology
- 2. Automation and AI
- 3. Integration with Other Services



Competitor analysis

Email at (closest competitor)	Company strength and weakness	Updates
<p>Key Product(s):</p> <ul style="list-style-type: none"> - Email Domain - Email Hosting - web design 	<p>Competitor Strengths:</p> <ul style="list-style-type: none"> - Strength #1 Strong market position or brand reputation - Strength #2 variety of price ranges of service for both business and professionals - Strength #3 good SEO and higher ranking on Google search 	<p>How We Win:</p> <ul style="list-style-type: none"> - Response to Competitor Strength #1 using social media to mention our loyal customers and encourage them to share our experience with us and use this as a word of mouth to strengthen our reputation. - Response to Competitor Strength #2 setting fit and competitive prices. - Response to Competitor Strength#3 Using suitable keywords in ads to help SEO reach customers at least 7 times so that we can convince them to take action.
<p>Pricing Model:</p> <ul style="list-style-type: none"> - Business Package for small businesses - Professional Package for big companies. 	<p>Competitor Weaknesses:</p> <ul style="list-style-type: none"> - Weakness #1 Weak social media presence or marketing like paid ads on Facebook. - Weakness #2 No transparency about the amount of Giga they provide in their package so the client will think that they will charge him more hidden fees 	<p>How we win :</p> <ul style="list-style-type: none"> -Response to Competitor Weakness #1 focusing on Facebook ads and supporting the account with more content - Response to Competitor Weakness #2 Good copies of ads that we believe the client and ensure him he will not pay more hidden fees. <p>(NOTE: THIS NOT MEAN TO GO FOR LESS PRICING)</p>

CUSTOMER ANALYSIS

1.

Customers who are familiar with the service, understand its benefits, and know the process of acquiring domains and hosting

2.

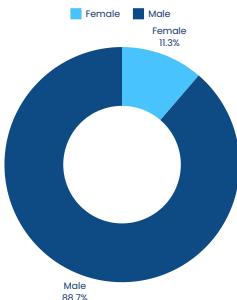
Customers who are unaware of what domain and hosting mean, and need education on the benefits and the process involved.

WE HAVE TWO TYPES OF CUSTOMERS



Analysis previous adv

ANALYSIS REPORT



DATE RANGE:
3 June 2024 -
10 June 2024



Engagement Rate:

9.3%

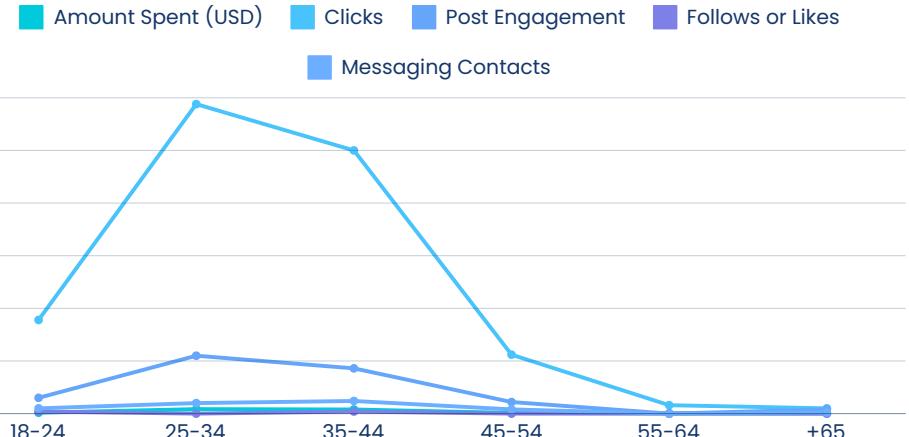
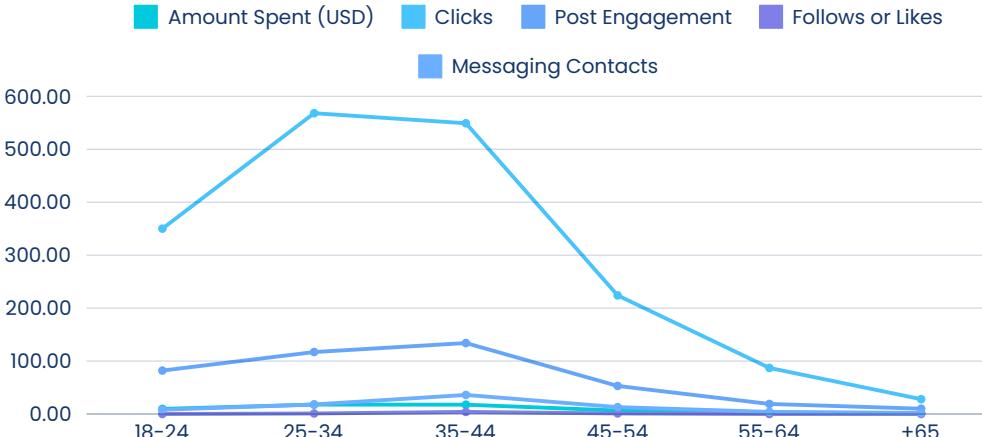
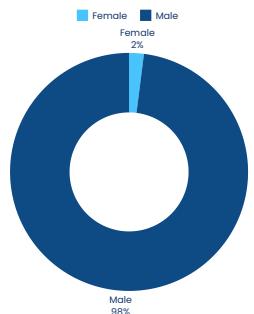
Followers & Likes

30000 & 2800

Facebook



DATE RANGE:
20 June 2024 -
25 June 2024





Based on the analysis of our previous two campaigns, the 25-44 age range, particularly males, has demonstrated the most potential. This demographic not only had higher engagement but also better conversion rates at a reasonable cost, making it a key target for future efforts.

In contrast, the 45+ age group exhibited low engagement levels, with higher costs per result, indicating that this demographic may not be the most effective target for our current strategy.

Both campaigns primarily relied on messaging conversations to generate leads. However, Campaign 1's content appears to be better suited to our audience, as it had a clearer call-to-action (CTA), which resulted in a higher number of messaging contacts.



Marketing Current situation

Sizzle
UniTEch has some bundles but for storage space only.



UniTech focus on one type of customer only who has the knowledge.

speak



Sell

UniTech has 45 client right now.



Service
UniTech has very good customer service.





Marketing objectives



Sizzle

Create bundles that include high-value items, such as free website design services (coming soon).



Sell

Our goal is to double our sales within a year.



Service

Now we satisfy with it but maybe hiring someone to be a moderator and customer service



speak

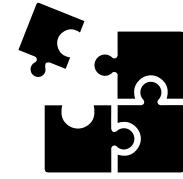
A 50% increase in awareness of our product.



save

50% save within a year by increase customers by 100%





STRATEGY

Segmentation & Targeting of customer:

We categorize customers into groups based on similar goals and mindsets. This allows us to communicate effectively with each group and target them with the most suitable products.

In this table, Domain is represented by (D) and Hosting by (H).

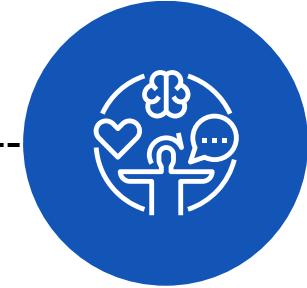
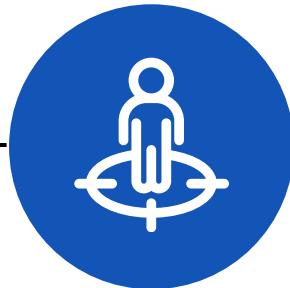
segmentation	Targeting
1. Customers attempted to create an e-invoice and needed an official email.	D + H
2. Customers with a company who provide some departments and employees with a domain.	H
3. Customers with a domain needing to increase email storage space.	H
4. Customers establishing a new company.	D + H
5. A customer with a local project aiming to export	D + H
6. A customer looking to import products from abroad.	D + H
7. Customers who have companies but are unfamiliar with the service..	D + H



Target Audience

Geographic

Allover Egypt



Demographic

Males from 25 to 45 years old

Behavioral

Interested in Business and Email domain and hosting and websites

BUYER PERSONA



DEMOGRAPHICS

GENDER: MALE

INCOME: 10K - 20K

LOCATION: EGYPTIAN

AGE: 25-34 RANGE

BACKGROUND

FREELANCER OR E-BUSINESS OWNER

HAS BACHELOR DEGREE

GOAL

REDUCE OPERATIONAL COSTS

BALANCING COST AND EFFICIENCY FOR A SMALL AND GROWING BUSINESS.

THEY WANT PEACE OF MIND

WITH AN AFFORDABLE AND DEPENDABLE SERVICE TO HELP THEM SAVE THEIR TIME AND MONEY TO REINVEST IN OTHER AREAS OF THEIR BUSINESS.

SEE AND DO

- SEE ADS FROM COMPETITORS WITH UNSUITABLE OFFERS.

- ASK FOR RECOMMENDATIONS FROM FACEBOOK PERSONAL ACCOUNTS FROM PEERS OR ON FACEBOOK GROUPS.

- KEEP AN EYE ON REVIEWS AND TESTIMONIALS THAT HIGHLIGHT THE BENEFITS OF PRICING AND THE QUALITY OF THE SERVICE.

- COMPARE PRICES ACROSS DIFFERENT PROVIDERS, LOOKING FOR THE BEST DEAL.

CHALLENGES

- LEFT COMPETITORS DUE TO HIGH PRICES.

- CONCERNED ABOUT FINDING A PROVIDER WITH RELIABLE AND AFFORDABLE SERVICE.

- THEY FEAR UNRELIABLE SERVICES WILL COST THEM THEIR BUSINESS

MARKETING MESSAGING

- "OUR PRICES ARE FAIR, OUR SERVICE IS RELIABLE WILL HELP RUN THE BUSINESS SMOOTHLY"
- "CUSTOMER SUPPORT IS ALWAYS AVAILABLE WHEN NEEDED" SO THEY FEEL CONFIDENT IN THE NEW PROVIDER
- "SCALABLE SERVICE MEETS THEIR NEEDS WHILE PREPARING FOR FUTURE GROWTH"
- "TRUSTWORTHY EMAIL HOSTING WITH TOP SECURITY AND PRIVACY."



Tactics



4 P's

Promotion

- We will use social media mainly for this step, especially Facebook , LinkedIn and website.
- Maybe make some paid advertising in Facebook.
- We will think about making an Email campaign.
- SEO

Place

Online Allover Egypt

Pricing

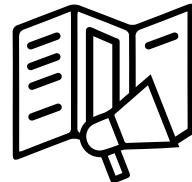
We go through this strategies to adjust our prices:

- 1.Cost-Based Pricing
- 2.Competitor-Based Pricing
- 3.Subscription Pricing
- 4.Bundle Pricing

Products (services)

- Email Domain
- Email hosting
- Website design





Content

Content

strategy



Frequency

twice weekly



Time

posting at 8 pm



Type

sales + promotion + educational+
intertaiment

Posts + photos





4

Tone of voice

Professional in friendly way

Why we choose this Tone of voice?

1

Builds trust with credibility and approachability.

2

Encourages open dialogue for better engagement.

3

Ensures effective communication with clarity and warmth.

4

Creates a positive atmosphere that fosters stronger relationships.





SEO Strategy

Bio&About

Adapted to suit each platform.

Target Group

Select the most promising group based on specific interests and age.



Content

It should include the most commonly used keywords by customers.



Ranking

better visibility and more traffic.



KPIS operational

- 1.Check action tablet plan
- 2.check frequency of posting
- 3.check diverse types of content.
- 4.check collaboration between Team.



CONTROL

KPIS result

- 1.number of customer that get in touch with us
- 2. Engagement
- 3.number of product paid in certain period
- 4.Conversion Rate
- 5.New Sign-ups
- 6.ROI
- 7.Number of complaints or subscription cancellations.



Plan execution

Monthly Content Calendar

Month: October

Year: 2024



Day	Platform / Time	Visual	Caption	Hashtags	Content pillar
sunday	FACEBOOK 6 OCT	Quote Image	هل تبحث عن إنشاء موقع إلكتروني احترافي لبناء علامتك التجارية؟ هتقدم لك الحل Unitech.	#clouds #hosting #Email #emailmarketing	sales
sunday	LINKEDIN 6 OCT	Quote Image	هل تبحث عن إنشاء موقع إلكتروني احترافي لبناء علامتك التجارية؟ هتقدم لك الحل Unitech.	#clouds #hosting #Email #emailmarketing	sales
Tuesday	FACEBOOK 8 OCT	Quote Image	محتاج إيميل رسمي باسم شركتك أو مصنوعك؟ استلم الدومين باسم شركتك خلال ساعة فقط	#clouds #hosting #Email #emailmarketing	sales
Wednesday	FACEBOOK 16 OCT	Product reel	Grow your business with Unitech	#clouds #hosting #Email #emailmarketing	Engagement
Wednesday	FACEBOOK 16 OCT	Product Video	Take your business to the next level with a best email cloud services. call us now	#clouds #hosting #Email #emailmarketing	Engagement
Tuesday	FACEBOOK 22 OCT	Quote Image	محتاج إيميل رسمي باسم شركتك أو مصنوعك؟ استلم الدومين باسم شركتك خلال ساعة فقط	#clouds #hosting #Email #emailmarketing	sales



Plan execution

1. Facebook



Facebook Bio

المتحده للتكنولوجيا
خدمتنا

- * استضافة البريد الالكتروني للشركات
- * تصميم المواقع
- * تصميم تطبيقات الهاتف المحمول
- * سيرفرات كلاود

حصل على استضافة بريد إلكتروني احترافية و خدمات تصميم مواقع لتعزيز هويتك الرقمية ، خوادم سريع وآمنة مقرها إنجلترا وخطط مرنة تناسب احتياجاتك .
 تواصل معنا لدعم احترافي



We updated our Facebook bio to be:

1 Professional

We refined our tone of voice to be more professional, enhancing trustworthiness.

2 Specific

We are resuming our current services, as some were temporarily paused.

3 Keywords

We incorporated keywords into our Facebook bio to optimize it for SEO.



Facebook Posts

إيميل رسمي لشركتك

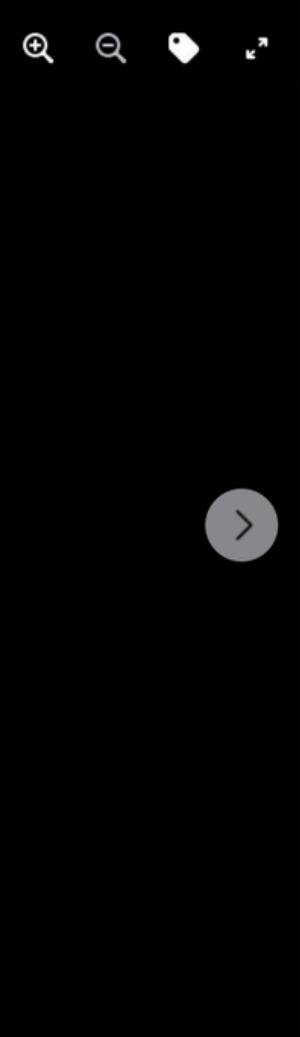


باقات تبدء من 1000ج سنوياً

تواصل معنا

01114600140

f /UniTech.egypt



UniTech

Published by Abdelrazeq Gamel

October 8 at 3:18 PM ·

حتاج إيميل رسمي باسم شركتك أو مصنعك؟
نعلم الدومين باسم شركتك خلال ساعة فقط!
أسعار تبدأ من 1000 جنيه سنويًا
دوamin باسم شركتك (اسم_الشركة.كوم)
سيرفرات خاصة للشركات والمصانع الكبرى
حماية وأمان بنسبة 100%
باقات تناسب جميع الشركات
هدية مجانية: موقع تعريفي من صفحة واحدة
متداة من باقات 50 جيجا)
تصميم موقع إلكتروني مخصص (حسب الطلب)
كلفة إضافية
وسائل دفع سهلة ومتعددة
دعم فني مجاني وسريع لمساعدتك في كل
خطوات
تواصل معنا الآن عبر رسائل الصفحة او واتساب

See less 01114600140

Edit

Boost post

10

4 4



Comment as UniTech



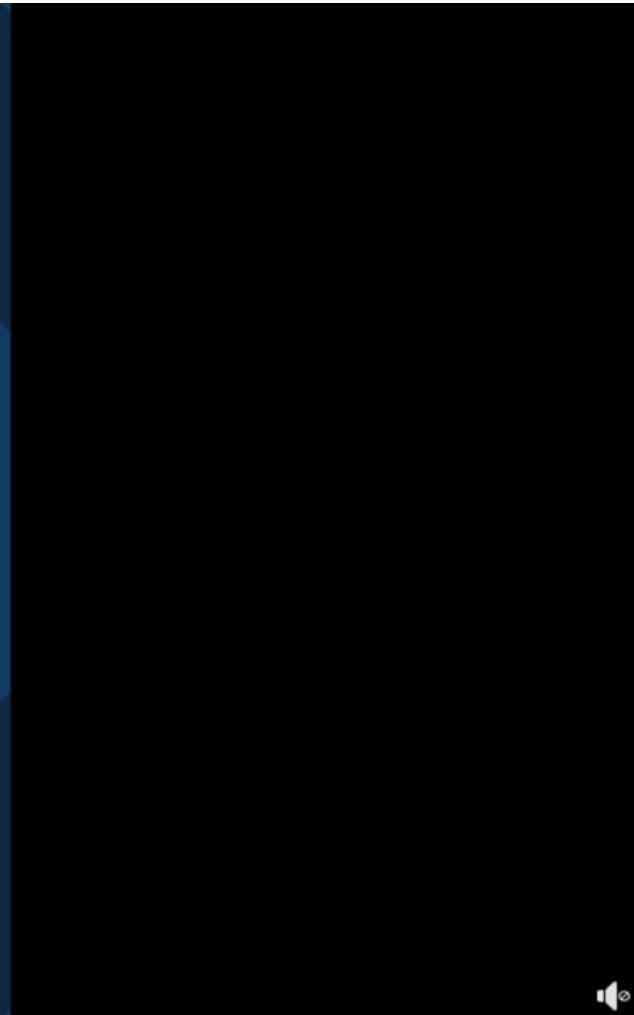
Facebook Posts

1

»

Grow Your Business

www.unitech-egy.com



UniTech
Published by Abdelrazeq Gamel
· Just now ·

Take your business to the next level with a best email cloud services.
call us now :- 011 14600140
#clouds
#hosting
#Email
#emailmarketing
See more

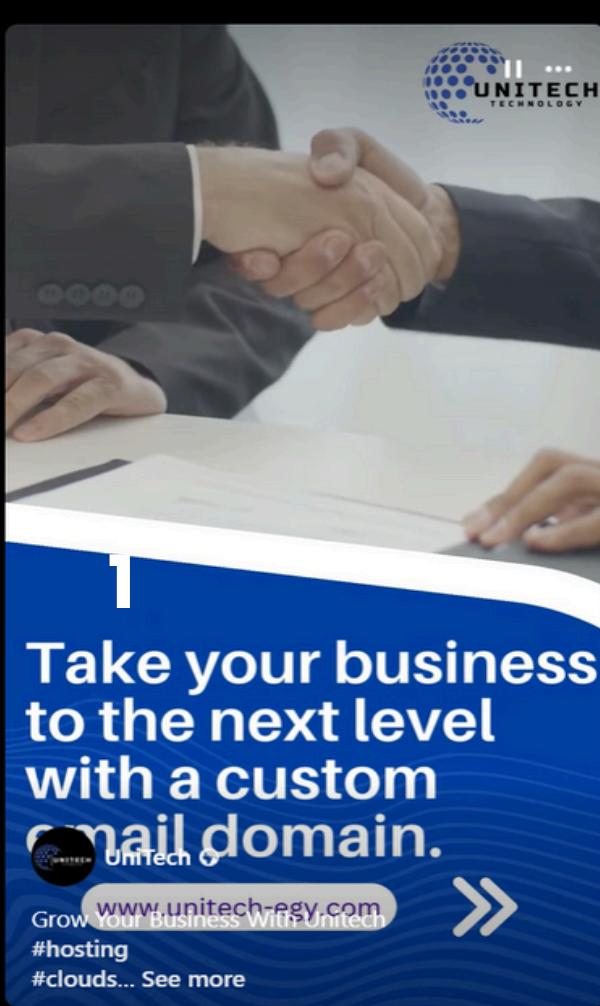
[View more video insights](#)

Like Comment Share

Comments [See all](#)

Comment as UniTech

Facebook Reels



Create reel



UniTech 
Grow Your Business With UniTech
#hosting
#clouds... See more

Boost reel



Comment as UniTech





Facebook Ads

1

This screenshot shows the initial steps of creating a Facebook Ad. It includes sections for 'Campaign name', 'Special Ad Categories' (with a note about declination), 'Campaign details' (Buying type: Sales, Campaign objective: Sales), 'Advantage catalog ads' (with a note about budget distribution), and 'Advantage campaign budget' (set to 1,000 USD). The 'Campaign budget' section also notes that spending is per ad set.

This screenshot shows the 'Audience definition' step. It allows selecting 'Specific' or 'Broad' audiences. Under 'Conversion', it lists various options like 'Drive sales and conversions on your website', 'App', 'Website and app', 'Messaging apps', and 'Calls'. A 'Facebook Page' section is also present. The 'Estimated daily results' note states that results aren't available because the budget is optimized across ad sets.

This screenshot shows the 'Budget & schedule' section. It includes fields for 'Start date' (Oct 8, 2024) and 'End date' (Oct 13, 2024), both set to 06:00 PM EST. It also includes 'Hide options' (Ad set spending limits: None added), 'Audience' (Define who you want to see your ads), and 'Improve performance with Advantage+ audience' (with a note about automatically finding the audience for the campaign to help improve performance).



This screenshot shows the 'Custom audiences' targeting section. It includes 'Locations' (Egypt), 'Age' (25-45), 'Gender' (All), and 'Interest + Additional interests' (Email service provider (marketing), Email marketing (marketing), Web design (websites), Web hosting (computing)). It also includes 'Advantage detailed targeting' (which has been applied), 'Languages' (All languages), and 'Save audience'.

This screenshot shows the 'Ad setup' section. It includes 'Ad preview' (with a note about not delivering to 1 placement), 'Ad creation' (with a note about audience network rewarded videos), 'Suggested posts' (listing recent posts from the page), and 'Primary text' (containing Arabic text). It also includes 'Call to action' (with a note about tracking event data).

This screenshot shows the 'Destination' section. It includes 'Edit placement' (with a note about sending messages to multiple destinations), 'Advantage+ creative' (with a note about automatically optimizing the creative), 'Enhancements' (Visual touch-ups, Reel comments), 'Message template' (Uncheck message), 'Greeting' (with a note about tracking event data), 'Tracking' (with a note about tracking event data), 'Website events' (App events, Office events), and 'Office events'.



Analysis of Facebook campaign

CONTENT Engagement

Analysis Report

DATE RANGE:
8 Oct 2024
13 Oct 2024

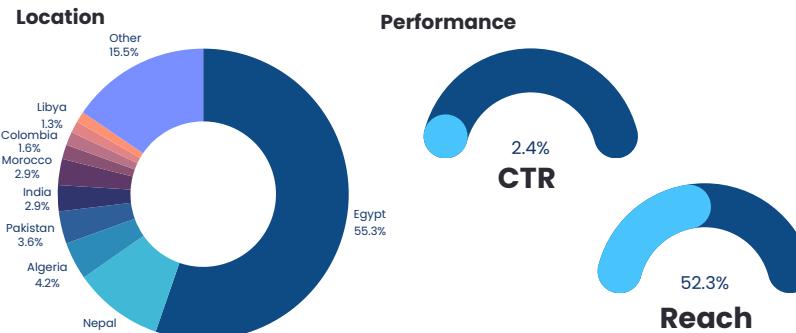
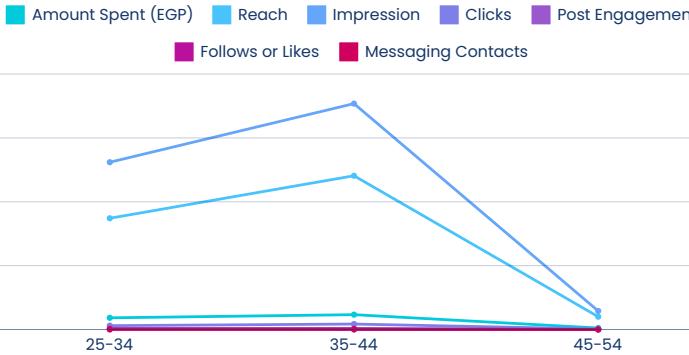
Key Metrics

Followers & Likes
30300 & 2834

Engagement Rate:
9.4%

Performing Content:
Facebook

Audience Demographics



Based on our campaign analysis, the primary age group lies within the 25-44 range, with particularly strong engagement in the 35-44 segment. This demographic has shown higher interaction rates across various metrics, especially in post engagement and messaging contacts, signaling strong interest and conversion potential.

Geographically, Egypt stands out as the top-performing region, accounting for 55.3% of the overall reach. Meanwhile, other regions like Nepal and Algeria also show notable engagement, though they represent a smaller portion of the audience.

The click-through rate (CTR) of 2.4% suggests moderate effectiveness in encouraging interactions, with a total reach of 52.3%, highlighting the need for optimizing content to increase engagement. While the engagement rate is at 9.4%, there is room for growth, especially by focusing on the performing content, such as Facebook, which has proven to be the best platform for driving results.

Moving forward, targeting younger audiences, particularly in Egypt and similar regions, with tailored and optimized content is likely to drive stronger outcomes.



Plan execution

2. LinkedIn

LinkedIn About



We updated LinkedIn about to be :

1

Professional

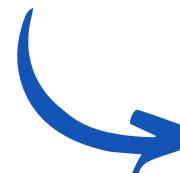
2

more detailed

3

Keywords

IT Services & Solutions



Unitech Company specializes in professional email domain and hosting services, helping businesses build their digital presence. With UK-based servers, we offer fast, secure, and scalable solutions.

Our services include custom email domains for professionalism and email hosting with enhanced security, automatic backups, and webmail access. We also provide website design packages, delivering structured, visually appealing, and user-friendly websites.

At Unitech, we offer flexible payment options, fast domain delivery, local currency transactions and introduce new service bundles to further support our clients.

Choose Unitech for secure, customizable solutions to enhance your business's digital identity.

in LinkedIn Posts



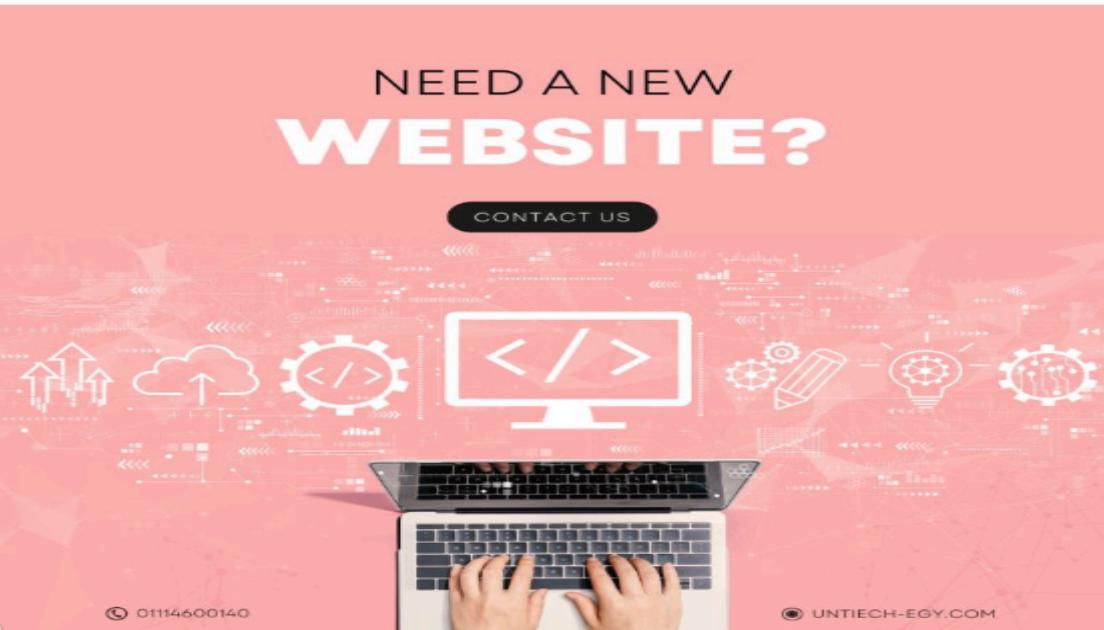
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163 followers
1w • 

+ Follow ...

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Unitech، هتقدّم لك الحل:
تصميم موقع الكتروني للنشاط التجارى الخاص بك من خلال مجموعة من أفضل افضل الخبراء
لدينا في مجال تصميم المواقع الالكترونية للشركات
هوية شركتك
كل ذلك بخطوة واحدة!
تواصل معنا الان واستفيد من عروضنا الخاصة

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LinkedIn analysis



The LinkedIn organic reach report shows that out of a total audience of 163, the posts received 42 impressions, which means approximately 25.7% of the audience saw the posts. While this indicates some level of engagement, there is room for improvement. Strategies like optimizing content, increasing posting frequency, and utilizing relevant hashtags could potentially enhance visibility and overall reach in future campaigns.



Plan execution

3. Email Marketing



Email Marketing:



Why We Use Email Marketing at UniTech

Email marketing is a highly effective tool for UniTech for several reasons:

Direct Communication: It allows us to communicate directly with our customers, ensuring that our message reaches their inbox and captures their attention in a personalized manner.

Cost-Effective: Compared to other marketing channels, email marketing offers a high return on investment, making it an ideal choice for our small business.

Targeted Campaigns: We can segment our audience based on their needs and behavior, enabling us to send tailored offers (like our storage upgrades and discounts) that drive engagement and conversions.

Measurable Results: Email marketing provides clear metrics, such as open rates and click-through rates, allowing us to track the success of our campaigns and adjust strategies accordingly.

Customer Retention: By regularly keeping our customers informed about new services, special promotions, and updates, we build strong relationships that lead to higher retention rates and long-term loyalty.



Email body

Send

From

sales@unitech-egy.com

To

info@almansourco.com

Cc

yousef.salama@castle-eg.net
info@suncontractoreg.com
info@warcogroup.net
media@madmeneg.com

Subject

عرض خاص .. زود مساحة الاستضافة الخاصه بقا بخصم 25%

عرض لزيادة المساحة بخصم ٢٥٪ لفترة محدودة .

أن نقدم لك عرضًا حصريًا **Unitech** يسعدنا في

لفترة محدودة، يمكنك زيادة مساحتك التخزينية بخصم فوري ٢٥٪. نعم، خلال الأسبوع القادم، استمتع بأي مساحة تخزينية مع خصم ٢٥٪.

هذا العرض ساري لمدة أسبوع واحد فقط، فلا تفوت هذه الفرصة الرائعة لتحسين تجربتك في استضافة المواقع.

للاستفادة من الترقية، يرجى الرد على هذا البريد الإلكتروني أو الاتصال بنا على [رقم الهاتف أو البريد الإلكتروني للدعم].

أطيب التحيات





Recommendations

1

Target Audience :

- Based on the report, this age group (25-44) holds the largest percentage of users on Facebook, which should continue to serve as the primary platform, given its strong performance in driving engagement.

2

Awareness Campaigns:

- Launch awareness campaigns focused on this demographic.
- Create bundles with attractive discounts tailored to their needs.
- Schedule the campaigns between 7 PM to 10 PM to maximize reach.

3

Geographical Focus:

- Continue targeting Egypt, which represents 55.3% of the audience.
- Explore and study the market characteristics in countries like Nepal , Algeria , Pakistan, Morocco, and India .
- Customize content to appeal to these regions.

4

Current Organic Strategy:

- Up until now, we've been relying on organic reach through scheduled posts.
- The next step is to invest in paid campaigns on LinkedIn to enhance reach and engagement.

5

Reels and Video Content:

- Start creating Reels and videos on Facebook to increase engagement with the audience.

6

Instagram Insights:

- After analyzing the market, we found that domain and hosting content does not perform well on Instagram.
- Instagram users are more interested in website design content, which is not the company's current focus.
- Therefore, website design will be offered through freelancers as a complementary service.

Contact Us

If you have any further questions about market planning or would like to discuss our next steps together, feel free to reach out to us.

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 0100005555

 Marketing@MAST.com

 Online Agency





Thank You

www.unitech-egy.com

