

BeytiBites.

BeytiBites is a brand offering high-quality, homemade food, fresh, and healthy meals for individuals seeking homemade food without the hassle of cooking.

Key Selling Points:

Authentic Egyptian Cuisine: Unique dishes prepared by local chefs who use traditional recipes and fresh ingredients.

Healthy and Homemade: Meals made in home kitchens, offering a healthy alternative to restaurant food.

Convenience: Easy ordering through the BeytiBites platform, with delivery options available.



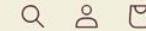
www.beytibites.com

Our website

استمتع بخصم 20% على أول طلب لفترة محدودة

BeytiBites.

اتصل بنا من نحن قائمة الطعام عروض اليوم الصفحة الرئيسية



● BeytiBites.

FOOD SALE EXTRAZA!

اكتشف قائمة الطعام

تصفح العروض

Join us for a feast of fantastic flavors at our Food Sale Extravaganza!

ORDER NOW



01208082535



Message us 1

عروض اليوم



BeytiBites.
Every bite tastes a story

حمام محسن فريك

LE 320.00 EGP



BeytiBites.
Every bite tastes a story

رز أبيض

LE 30.00 EGP



BeytiBites.
Every bite tastes a story

رز بالشغرية

LE 30.00 EGP



BeytiBites.
Every bite tastes a story

سمبوسك

LE 35.00 EGP



BeytiBites.
Every bite tastes a story

سمبوسك باللحم المفروم

LE 68.00 EGP



Sale

BeytiBites.
Every bite tastes a story

شيش طاووق

LE 250.00 EGP LE 210.00 EGP



BeytiBites.
Every bite tastes a story

طاجن بامية

LE 55.00 EGP



BeytiBites.
Every bite tastes a story

كتاب حله

LE 200.00 EGP

آراء العملاء

نور محمد

خدمة ممتازة وطعم رائع

من بداية الطلب لحد التوصيل، كل حاجة كانت سلسة جداً الأكل وصل طازج وفي الوقت المحدد. بحب إزاي بيتي بيتس يجمع بين الراحة و طعم الأكل البيتي

سارة هاني

طعم بيتي بامتياز

الأكلات من بيتي بيتس فعلاً بتحسسك كأنها جاهة من مطبخ النبيت، قدروا فعلاً يحافظوا على طعم الأكل التقليدي في كل وجبة، أنسحكم بشدة تجربوه

أحمد محمد

جودة عالية ومنيو متنوع

بيتي بيتس فعلاً تجاوز توقعاتي، الجودة والمطعم والتجربة كلها استثنائية، يغيروا مفهوم الأكل البيتي وبيتي بيتس هو أقرب حاجة لطعم أكل أمي

Button label

اشترك في القائمة

لتصلك كل عروضنا الحصرية

Email



BeytiBites: Digital Marketing Specialist Graduation Project

This digital marketing strategy aims to increase brand awareness, boost sales, and improve audience engagement through various campaigns and strategies. The project encompasses market analysis, target audience identification, digital marketing tactics, content creation, and performance measurement.



Our Agenda



Project Objectives and Goals

- 1 Increase Brand Awareness**

Reach 20% potential customers in Alexandria within 3 months.
- 2 Increase Sales**

Achieve a 20% increase meal sales within 3 months.
- 3 Improve Audience Engagement**

Increase engagement with social media posts by 25% within 3 months

The campaigns will focus on raising awareness about homemade food and healthy eating, and strengthening the brand's online presence. These efforts will include the introduction of the "BeytiBites Homemade Meal" and sharing content about the health benefits of BeytiBites meals.



1

Increase Brand Awareness

Reach 20% potential customers in Alexandria within 3 months.

Strategy: We will use a mix of social media advertising, and content marketing to introduce BeytiBites to a broad audience.



Action Plan:

- Instagram and Facebook ads targeting users interested in food delivery, traditional cuisine, and healthy eating.
- Run an "Introduction to BeytiBites" campaign, featuring the top-selling dishes and a short video explaining the brand's concept.

2

Increase Sales

Achieve a 20% increase meal sales within 3 months.

Strategy: We will promote special offers and meal bundles to encourage first-time orders and repeat purchases.

Action Plan:

- a "First Order Discount" of 20% for new customers on first order and promote it across social media, and the website.
- limited-time bundles ("Family Dinner Package") to incentivize larger purchases.
- Loyalty Program: Implement a points system on the website. For every 100 EGP spent, customers earn 10 points Every 100 points can be redeemed for a 20 EGP discount.



3

Improve Audience Engagement

Increase engagement with social media posts by 25% within 3 months.

Strategy: recipe-sharing posts, and user-generated content to build a community around BeytiBites.

Action Plan:

- We will launch a monthly contest where customers can share photos of their BeytiBites meals for a chance to win a free Homemade meals.
- Engage directly with followers by responding to comments, messages, and mentions on social media platforms.
- We will create Fwazeer BeytiBites: encouraging customers to guess the photos of meals with the hashtag #BeytiBites and win free meals



Market and Target Audience Analysis

Market Research

The food delivery market in Egypt is worth around \$1 billion annually, with homemade meal delivery making up 10% (\$100 million). There's a growing trend towards healthier eating habits, favoring organic and homemade meals over fast food. This shift is influenced by rising health awareness among young professionals and families.

Target Audience

Demographics: Age 20-60, male and female , urban areas (Cairo, Alexandria) ps: we will start on alex 1st, mid-to-high income.

Behavior: Frequent use of food delivery apps, value convenience and health.

Psychographics: Busy professionals, parents, health-conscious individuals valuing quality, tradition, and authenticity.

Competitor Analysis: (Direct Competitor)

Brand Name: Zatona Eats

Year Established: December 25, 2019

Service: Delivery of healthy homemade food prepared by local chefs and targeting a specific segment of consumers seeking nutritious and customized meals and currently operate mainly in Alexandria.

Business Model: Individual meal orders and subscription plans.

Strengths:

Exclusive focus on healthy homemade foods and nutritious meals,
It focuses on offering weekly package deals.

Weaknesses:

Limited market scope and lower brand awareness.
Geographical constraints, focusing only on specific areas.



Instagram:
6,525 followers
220 postes

Facebook:
56k Followers
54k likes

Follower Growth
Average Weekly
(in %):0.29%

engagement:
0.018%

Post interaction:
0.50%

Competitor Analysis: (Direct Competitor)

Brand Name: Dawar Kitchen

Year Established: 1 September 2017

Service: Dawar Kitchen offers home catering services with individually ordered meals or for important and large events based in Cairo

Business Model: Individual meals or family gatherings and important events.



**DAWAR
KITCHEN**
CATERING

Instagram:
2,509 followers
235 posts

Facebook:
7,5k Followers
7,1k likes

engagement:
0.0091%

Post interaction:
0.023%

Strengths:

A caterer focused on covering family gatherings and large events.

Offers dishes from Syrian cuisine in addition to authentic Egyptian cuisine.

Weaknesses:

Low brand awareness and Challenges in Delivery Services

Geographical constraints, focusing only on Cairo.

Competitor Analysis: (In)Direct Competitor)

Brand Name: Elmenus

Year Founded: 2011

Service: Food delivery from various restaurants (including healthy and homemade meals).

Business Model: On-demand food delivery without subscriptions.



Strengths:

Large and widespread customer base.

Extensive range of restaurants and food options, including homemade and healthy meals.

User-friendly and convenient interface.

Weaknesses:

The heavy reliance on external restaurants without owning company-owned kitchens may affect the quality of food and delivery.

Lack of focus on a specific category, such as healthy food like Zatona Eats or homemade food like BeytiBites."

Facebook:
604k followers
551k Likes

Instagram:
108k Followers
3,289 Posts

Twitter:
5,134 Followers

Follower Growth
Average Weekly
(in %): -0.012%

engagement:
0.032%
Post interaction:
0.063%

Competitor Analysis: (InDirect Competitor)

Brand Name: Talabat



Year Established: Talabat was founded in 2004 and Talabat.com was launched in 2012.

Service: Talabat offers food delivery services from restaurants to customers, as well as grocery, making it a comprehensive platform for delivery needs.

Business Model: Talabat operates on a commission-based model, charging a percentage on each order delivered by contracted restaurants.

Strengths:

Wide range of restaurant partners

User-friendly interface

Strong brand recognition

Weaknesses:-

Faces strong competition from companies like Noon and Harve.

- Success is heavily linked to the quality of restaurants and partners.
- May lack the customization and focus on target demographics that platforms like Zatona Eats and Elmenus provide.

Facebook:
2 M followers
2M likes

Instagram:
303 k followers
1,901k posts

Twitter:
44.6k followers

Follower Growth (in %):1.7%

engagement:
0.20%

views:7.5M

Target Audience Personas



Young Professionals



Families with Children
and busy mom



Retired Seniors



young professional

Personas :

Buyer Persona 1:

Name: Nadia

Age: 26

Occupation: Graphic Designer

Income: 15,000 EGP/month

Location: Alexandria

Goals: Wants to enjoy home-cooked meals after a long day at work without the effort of cooking.

Interests: Loves discovering new food trends, engaging with local restaurants on social media.

Challenges: Limited cooking skills and a busy work schedule; needs meals that are quick to order and fulfill her cravings for comfort food.

Preferred Communication Channels: Instagram for meal inspiration and facebook , WhatsApp for placing orders.

Buying Behavior: Regularly orders food online, often influenced by social media promotions and peer recommendations.



Busy Mom

Buyer Persona 2 :

Name: Sara

Age: 38

Occupation: School Teacher

Income Level: 20,000 EGP/month

Location: Alexandria

Interests: Values family time and cares about delicious homemade meals.

Goals: Wants to provide enjoyable family meals without daily cooking hassle.

Challenges: Balancing work and family responsibilities.

Preferred Communication Channels:

Facebook groups where she connects with other parents for meal recommendations

Instagram for discovering new food options and promotions.

Buying Motivation: Looks for reliable meal delivery service that providing home-cooked meals to her family's tastes.



Retired Senior

Buyer Persona 3:

Name: Mahmoud

Age: 60

Occupation: Retired Civil Engineer

Income: 10,000 EGP/month

Location: Alexandria

Goals: Prefers to enjoy home-cooked meals that remind him of traditional Egyptian dishes without the need to cook.

Interests: Enjoys watching cooking shows and discussing traditional recipes. He also loves spending time with his grandchildren.

Challenges: Finds it difficult to cook due to mobility issues and prefers not to rely on fast food.

Preferred Communication Channels: Prefers to use phone calls and WhatsApp for placing orders occasionally uses Facebook to stay connected with family.

Buying Behavior: Orders meals weekly, especially for family gatherings. He is strongly influenced by recommendations from close friends or family members.

Digital Marketing Strategy



Social Media Marketing

Use Facebook, Instagram to share content like meal recipes, food photos, and short videos showing our homemade meal.



SEO

Target keywords such as "أكل بيتي على مزاجك" and "أكل بيتي" to increase visibility in search results.



Paid Ads

Use Google Ads to target potential customers searching for homemade meals. Advertise on our main channels Instagram and Facebook.



Channel Selection & Publishing Frequency

Instagram

We will post on Instagram daily to maintain a consistent presence and engage with followers. This frequency allows for a steady flow of content and helps keep the brand top-of-mind.

Daily stories & 5 img post, 2 videos at weekend

daily posts will publish at 3pm , weekend will publish at 2pm

Facebook

We will post on Facebook daily to reach a wider audience and share valuable content. This frequency allows for a balance between engagement and avoiding overwhelming users.

Daily stories & 5 img post, 2 videos at weekend

daily posts will publish at 3pm , weekend will publish at 2pm



Instagram: example post

لأن وقتك مع طفلك مش بيتغوض ❤
بيتي بaitis هيفورنك كل اللي تحتاجيه عشان تعيشي كل
لحظه معاه،
والأكل؟ سيبه علينا 🍗

#أكل_بيتي_على_مزاجك
#بيتي_بايتis_يوصل_لحد_بابك
#خلي_الطبخ_علينا"



Facebook: example post

BeytiBites مين هما

إحنا فريق يجمع بين حب الأكل وجودة الأكل البيتي
اللي كلنا بنحبه،
مع خبرة الشيفات المحترفين .بنقدملكِ أكل بيتي
مضمون، نظيف، وطعمه يجّنّ،
من غير ما تتعبي أو تقضي وقت طويل في المطبخ.

بيتي بaites ... خلي الطبخ علينا!

#أكل_بيتي_على_مزاجك

#بيتي_بaites_يوصلك_لحد_بابك

#خلي_الطبخ_علينا



اللّمة احلي مع **BeytiBites**

ORDER NOW
0120 808 2535
www.beytibites.com

Social Media Marketing: content calendar

2024		NOVEMBER		FRIDAY	objective: Increase Sales Achieve a 20% increase meal sales within 3 months. our channels: Facebook , Instagram Daily stories&Blogs , 5img post, 2 videos at weekend			
CALENDAR YEAR	CALENDAR MONTH	FIRST DAY OF WEEK						
Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday		
01	02	03	04	05	06	07		
Blog: طرق حلوي الازرق	Blog: اطعمة تقوي المناعة	Blog: حلويات بدون فرن	Blog: اسرار الطهي الناجح	Blog: وجبات سريعة للاطفال	Blog: اطباق رئيسية للضيوف	Blog: خليط توابل منزلي		
لایف يعرض طرقه تحضير احد الاطباق اشتراك الـ 900 ج لشهر	اشتراك الـ 900 ج لشهر	بوست عن الورق عنب	اكل بيتي للعبيلة كلها طول الأسبوع	وجبات توفير	وجبات توفير	ريفيو العماره		
نطيخ بقلوبنا من اجلكم 2:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	2:00 PM		
08	09	10	11	12	13	14		
Blog: وجبات اقتصادية سهلة	Blog: افكار عشاء عالي	Blog: تجارب طهي فريدة	Blog: اطباق الشيرة الساخنة	Blog: وصفات الكشك المتنوعة	Blog: تصالح طبخ للمبتدئين	Blog: وصفات سريعة للشباب		
فيديو تحضير الشيشك توك	بوست كفتة داوود باشا	وفرى وقتك ومجهودك	بوست عن الملوخية	جريدة الفراخ المشوية	وجبة العيلة	"Welcome 20" Discount code		
2:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	2:00 PM		
15	16	17	18	19	20	21		
Blog: اسرار تتبيل اللحوم	Blog: اسرار نجاح الخبز المنزلي	Blog: وصفة سريعة للضيوف	Blog: وجبات مغذية للرياضيين	Blog: اطباق سريعة من المكونة	Blog: افكار وجبات خفيفة	Blog: تحضير الاطباق بالسلوب صحي		
الاكلات الصعبة	طاجن اللحمة بالخضار	صورة مشوقة لطبق جديد	بوست عن البارمية باللحمة	"BeytiBities"	Loyal code	فيديو: ازاي تجهزي سفرتك في العرومات		
2:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	2:00 PM		
22	23	24	25	26	27	28		
Blog: تحضير القهوة بطريقة مميزة	Blog: افكار وجبات غنية بالبروتين	طريقة تعديل البصل بدون دموع	Blog: ذواوند اليامية	Blog: وصفات لا تنسى	Blog: أطباق عالمية سهلة	Blog: نصائح للمبتدئين		
عروض ال black Friday لآخر الشهر	اشتراك ال black friday	عرض اكل ال blackfriday	عرض اكل ال blackfriday	عرض اكل ال blackfriday	عرض اكل في الشهر black Friday	فيديو عروض ال black Friday		
2:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	2:00 PM		
28	29							
Blog: وصفات صحية للاطعمن المقلية	Blog: افكار تزيين الاطباق							
فيديو: احتفال فريق العمل بالblackfriday	بوست عن سمك مقلي							
2:00 PM	3:00 PM							

Instagram: example post



لأننا بنعتبر كل عميل جزء من عيلتنا الكبيرة

بيتي بaitis قررت تعملك خصم ٢٠٪ على جميع الطلبات
طول الشهر عشان يكون عندك الفرصة



تجرب اجمل الاطباق البيتي



اطلب دلوقتي واستخدم كود الخصم



"Discount20" واستمتع بعروضنا

للطلب والتواصل معنا

<https://beytibites.com>

01208082535

#أكل_بيتي_على_مزاجك

#بيتي_بaitis_يوصل_لحد_بابك

#خلي_الطبخ_ علينا

BeytiBites.

خصم
20%



ORDER NOW

@BeytiBites.com
0120 808 2535

Facebook: example post

عارفين يعني ايه البلاك فرايدي؟!

يعني عروض كتير من بيتي بايتس ❤️ 🎉

و عشان يهمنا اسعدكم ومشاركتكم قررنا نخلی اسبوع البلاك
فرايدي ملیان مفاجات على كل المنيو 🔥

"Black Friday" اطلب وقول كلمة السر

وسيب الباقي علينا 😊

زور موقعنا للطلب

<https://beytibites.com>💻

او يمكنك الاتصال بنا

📱 01208082535

#أكل_بيتي_على_مزاجك

#بيتي_بايتس_يوصل_لحد_بابك

#خلي_الطبخ_علينا



Social Media Marketing: content calendar

2024 DECEMBER		SATURDAY FIRST DAY OF WEEK		objective: Improve Audience Engagement increase engagement with social media posts by 25% within 3 months our channels: Facebook , Instgram Daily stories & Blogs , 5 img post, 2 videos at weekend				
Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday		
01	02	03	04	05	06	07		
Blog: نصائح لطهي الذكي	Blog: أدوات المطبخ	Blog: تحضير طعام للتجميد	Blog: أطباقي دجاج منكهة	Blog: الحلويات بدون سكر	Blog: شربة الخضار	Blog: فطائر المسماخ		
وصفة شتوية تعبر عن الاحتفال بقدوم الشتاء	puzzle Beytibities	ذاكرة الطفولة "اسأل أكثر اكلة يبيحها المتابعين في بيت العيلة	اسرار لطيخ المكونة بشاميل	عروض العيلة	عرض لمدة 24 ساعه ليوم الجمعة	Beytibities	فيديو شارك وجيتك مع واحد على وجه مجانا	
3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	2:00 PM	2:00 PM		
08	09	10	11	12	13	14		
Blog: حسائط العدس الأصفر	Blog: وصفات سريعة للتحلية	Blog: وصفات مقدمة بميزانية محدودة	Blog: قوائد الشاي والأعشاب	Blog: صنع المربى المنزليه	Blog: وجبات سريعة وصحية			
وصفة شتوية تعبر عن الاحتفال بقدوم الشتاء	Shark وجيتك مع Beytibities	بوست عن صيغة البطاطس	خمن الاكلة باللحمة	لایف يعرض طريقة تحضير احد الاطباق	فديو : ايه هي اكلات راس السنة			
3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	2:00 PM	2:00 PM		
15	16	17	18	19	20	21		
Blog: تحضير الاطباق الشرقية	Blog: اطباق مميزة للاحتفال بالشتاء	Blog: خيارمشوي يناسب الشتاء	Blog: كيفية صنع الصلصات المنزليه	Blog: فوائد السماخ	Blog: مأكولات شتوية من مختلف الثقافات	Blog: المشروبات الساخنة		
وصفة شتوية تعبر عن الاحتفال بقدوم الشتاء	"BetylBities"	Loyal code	المكونة بالدجاج	فوازير بيتي بليس	عروض وجبات العيلة بمناسبة راس السنة	فديو عن الوجبات العائلية		
3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	2:00 PM	2:00 PM		
22	23	24	25	26	27	28		
Blog: تحضير طعام المناسبات 1	Blog: تحضير طعام المناسبات 2	Blog: تحضير طعام المناسبات 3	Blog: تحضير طعام المناسبات 4	Blog: تحضير طعام المناسبات 5	Blog: تحضير طعام المناسبات 6	Blog: تحضير طعام المناسبات 7		
وصفة شتوية تعبر عن الاحتفال بقدوم الشتاء	تحضيرات راس السنة	سؤال تفاعلي عن اكتر اكلة بتقلقهم في موسم العزومات	عروض المحاشي ليله راس السنة	عروض المشويات ليله راس السنة	%20 خصومات بنسبة راس السنة	فديو عن وجبات راس السنة %20 خصومات		
3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	2:00 PM	2:00 PM		
28	29	30						
Blog: تحضير طعام المناسبات 8	Blog: تحضير طعام المناسبات 9	Blog: تحضير طعام المناسبات 10						
ديك روبي محشي	خصومات 20% بناسبة راس السنة	تهنئة نهاية عام						
3:00 PM	3:00 PM	3:00 PM						

Instagram: example post

مشويات ولا محشي؟

يا ترى إيه اللي هيخтарوه عشاق بيتي بaitis؟



شاركونا رأيكم في الكومنات وعرفونا أكثر
طبق بتحبوا عشان نعمل لكم عرض خرافي
الأسبوع الجاي ! A red heart emoji.

#بيتي_بايتيس

#بيتي_بايتيس_يوصل_لحد_بابك

#خلي_الطبخ_ علينا



Facebook: example post

كل وجبة ولها حكاية واللي بيميز كل حكاية
تفاصيلها

وعلشان انتم جزء من حكايتنا حابين

شاركونا ابداعتكم 😊 ❤️

استخدموا هاشتاج #**BeytiBities**

و شاركونا بصوره من وجبتكم المفضلة واكسبوا وجبة مجانية



#أكل_بيتي_على_مزاجك

#بيتي_بايتس_يوصل_لحد_بابك

#خلي_الطبخ_ علينا



شارك وجباتك مع
بيتي بايتس

BeytiBites.
www.BeytiBites.com
012-0808-2535



Media Plan for Q4 (October – December)

This comprehensive media plan outlines strategies for Instagram, Facebook, and Google Ads for the fourth quarter (October to December) With a total budget of 55,500 EGP.

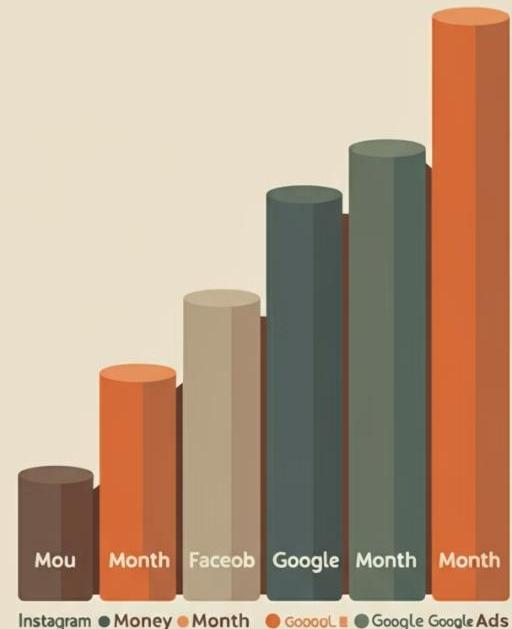
The plan focuses on boost brand awareness, increase sales, and improving engagement across these platforms for BeytiBites, a homemade food delivery service in Alexandria, Egypt.



Summary of Quarterly Budget by Month

Month	Instagram (EGP)	Facebook (EGP)	Google Ads (EGP)	Total (EGP)
October	9,000	4,500	3,000	16,500
November	15,000	6,000	3,000	24,000
December	7,500	4,500	3,000	15,000

**Total budget: 55,500
EGP**





Instagram Media Plan - October

October - brand awareness

Objective: Increase brand awareness

Ad Type: Sponsored Reel (Awareness Focus)

Ad Copy: "اطلب دلوقتي . جرب وجباتنا البيتية اللي بتحبها بكل سهولة ! بيتي بايتس وصل إسكندرية "

CTA:check our menu (swipe up to website)

Campaign Metrics: Click-Through Rate (CTR), Conversion Rate, Revenue

October (Instagram Reel)

بيتي بايتس

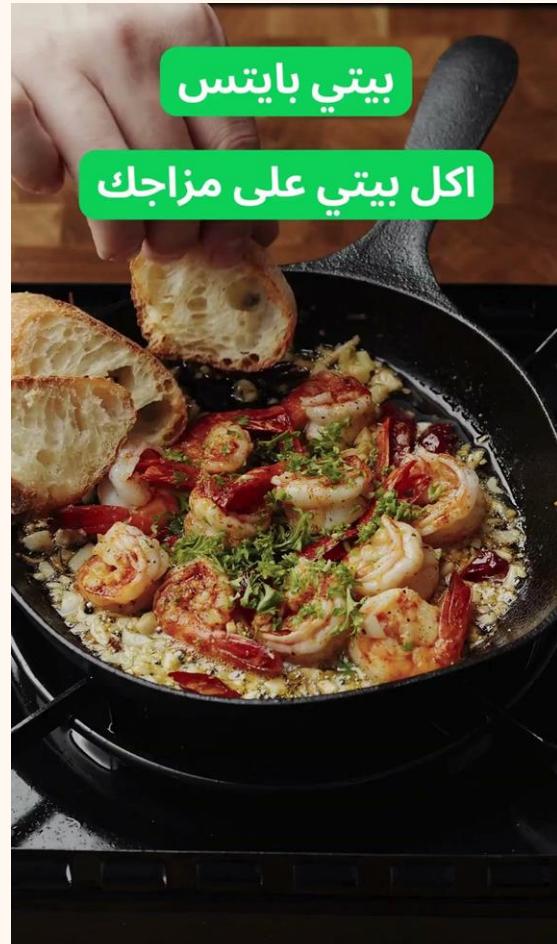
اكل بيتي على مزاجك

بيتي بايتس وصل اسكندرية



على أول طلب 20% استمتع بخصم
اصل الاكل البيتي في مصر

اطلب دلوقتي وجرب أحلى الأكلات البيتية من بيتي بايتس!





Instagram Media Plan - November

November - Sales Focus

Objective: Drive meal sales

Ad Type: Sponsored Image Post

Ad Copy: "اطلب دلوقي . جرب وجباتنا البيتي اللي بتحبها بكل سهولة !  بيتي بانيس وصل إسكندرية"

"وجباتنا تناسب كل الأذواق ! اطلب ٣ وجبات واحصل على واحدة مجاناً"

Campaign Metrics: Metrics: Click-Through Rate (CTR), Conversion Rate, Revenue

November (instagram Ads)

عرض التوفير مع بيتي بایتس

اطلب ٣ وجبات واحصل على واحدة مجاناً !

وجباتنا تناسب كل الأذواق ❤️

<https://beytibites.com>💻





Instagram Media Plan - December

December- Engagement Focus

Objective: Improve engagement

Ad Type: Interactive Story Ads

Ad Copy: : 📸 😎 ايه الاكله اللي مستخبيه في الصورة؟ حزر فزر

CTA: شارك إجابتك في التعليقات ↓ خد كود خصم من بيتي بايتس

Campaign Metrics: Engagement Rate (Likes, Comments, Story Interactions)

December (instagram Ads)



ايه الاكله اللي مستخبيه في الصورة؟

شارك إجابتك في التعليقات



وخد كود خصم من بيتي بايتس

BeytiBites.
Every bite tells a story

GUESS

@BeytiBites . Com
0120-808-2535



Facebook Media Plan - October

October - Awareness Focus

Objective: Increase visibility with location-based targeting at alexandria

Ad Type: Image Ad with Location Targeting

Ad Copy: الأكل البيتي من بيتي باليتس دلوقتي في إسكندرية

CTA: جرب أسرع توصيل

Campaign Metrics: Reach, Impressions, Audience Growth in Alexandria

October (Facebook Ads)



الأكل البيتي من بيتي بايتيس دلوقتي في إسكندرية

أصل الأكل البيتي في مصر

جرب أحلى الأكلات البيتي من بيتي بايتيس !
أسرع توصيل

A vibrant orange background featuring a variety of Egyptian dishes: a blue plate with rice, cucumbers, and a piece of meat; a green plate with rice, tomatoes, cucumbers, and falafel; a small blue bowl with a fried egg; a white plate with rice, meat, and cucumbers; a cup of coffee; and a yellow star-shaped garnish. In the top right corner is a yellow circle containing the letters 'BB'.

BeytiBites.

أصل الأكل البيتي في مصر

ORDER NOW
012 0808 2535
www.beytibites.com



Facebook Media Plan - November

November - Sales Focus

Objective: Boost sales with offers and promotions

Ad Type: Flash Sale Carousel

Ad copy: BeytiBities الشهيرية خدمة في الآن اشتراك

CTA: Order Now

Campaign Metrics: CTR, Conversion Rate, Revenue

November (facebook Ads)

اشترك الآن في خدمة

الشهرية! BeytiBites

وجبات بيتي توصيل لحد عنك طول الشهر
من غير مجهود 😊

للاستفسار زوروا موقعنا

<https://beytibites.com> 🖥

BeytiBites.



أسأل عن الاشتراك
الشهري

@BeytiBites.com
0120 808 2535





Facebook Media Plan - December

December -Engagement Focus

Objective: Increase interaction and engagement

Ad Type: Engagement Posts img

Ad copy: كم مرة طلبت من بيتي بaitis؟

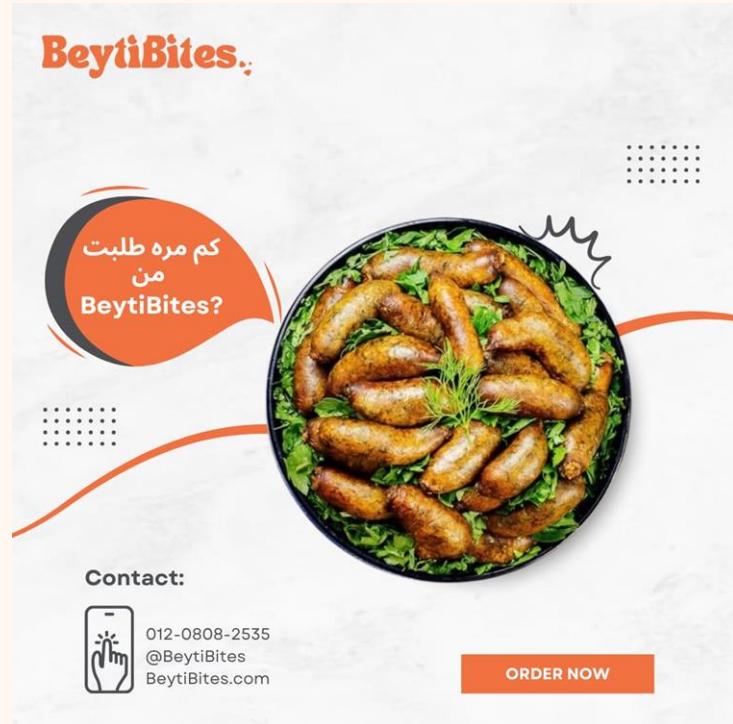
CTA: احصل على خصم في وجبتك الجايه

Campaign Metrics: Engagement Rate (Comments, Shares, Likes)

December (facebook Ads)

كم مرة طلبت من بيتي بaites?
مرة واحدة أو أكثر

شاركنا عدد المرات في الكومنات
واحصل على خصم في وجبتك الجالية



BeytiBites.

كم مره طلبت من BeytiBites?

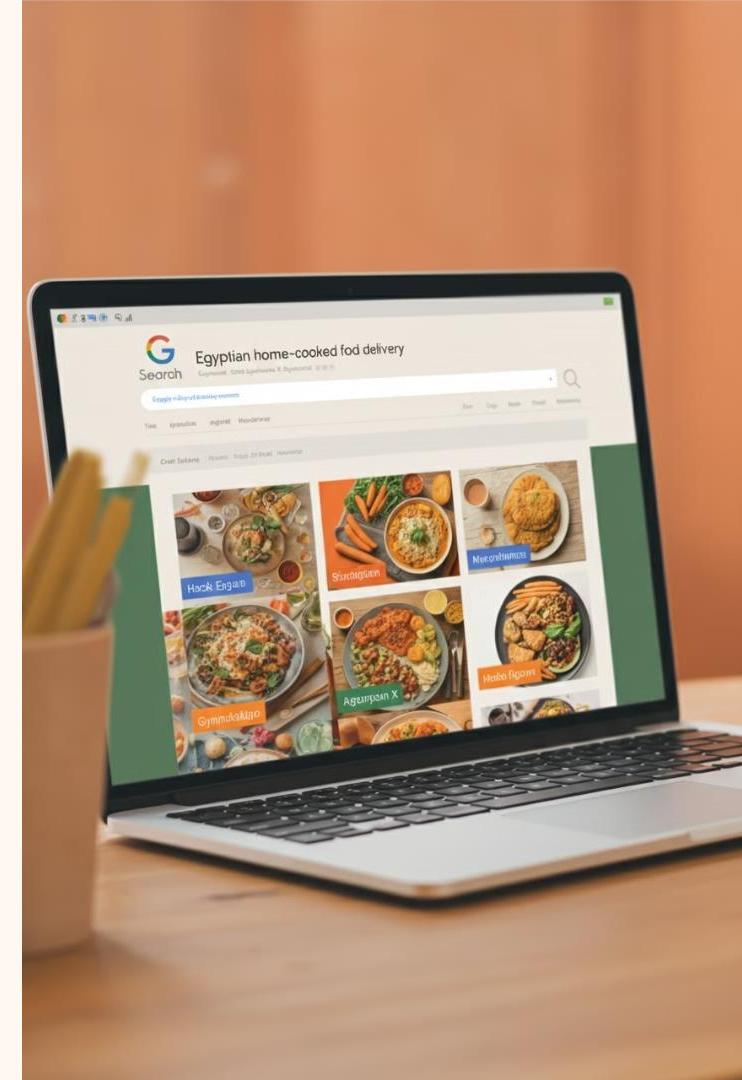
Contact:

012-0808-2535
@BeytiBites
BeytiBites.com

ORDER NOW

Google Ads Media Plan

Month	Objective	Campaign Type
Q4	Drive awareness through search ads	Search Campaign



Google Ads Target Keywords

Primary Keywords

1. بيتى بايتس .
2. أكل بيتى .
3. أكل بيتى على مزاجك .
4. اكلات غداء سهلة .
5. أكل بيتى اون لاين .
6. أكل بيتى مصرى .
7. أكل بيتى صحي .
8. وصفات اكل للعائلة .
9. أكلات مغدية للأطفال .
01. أفضل أكل بيتى في مصر .

Long-Tail Keywords

1. طلب وجبات منزلية للعائلة .
2. أكلات جاهزة صحية وسريعة .
3. أطباق مصرية أصيلة بيتى .
4. توصيل أكل بيتى إلى المنزل .



Google Ads for the fourth quarter (October to December)

December -Search Ads - Awareness Campaign

Objective: Drive traffic with search campaigns

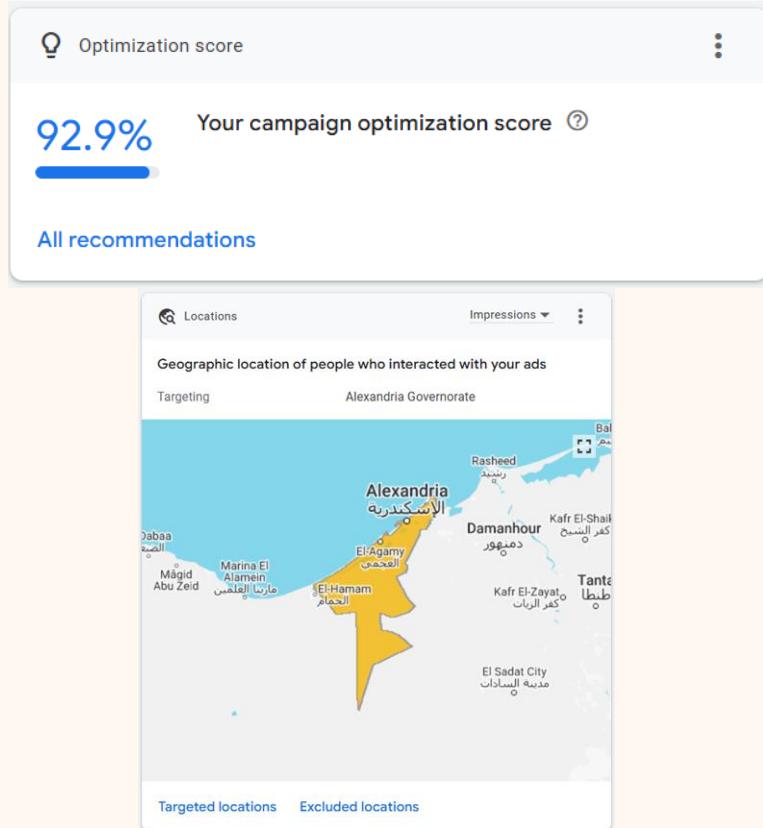
Ad Type: Search Ads

Headline: أفضل أكل بيتي في إسكندرية

Headline 2 : طلب الآن -أكل بيتي على مزاجك

Campaign Metrics: Click-Through Rate (CTR), Traffic to Website

Google Ads Media Plan - October



Most-shown ads

Ad group 1

بيتي بaites | اكل بيتي على مزاجك | أصل الأكل البيتي في مصر

Ad www.beytibites.com

اطلب دلوكي واستمتع بخصومات بيتي بaites على الوجبات البيتي. أفضل اكل بيتي في إسكندرية – اطلب دلوكي اكتشف قائمة الطعام

Ad	Status	Impressions	Clicks	CTR
Enabled	Eligible	6	2	33.33%

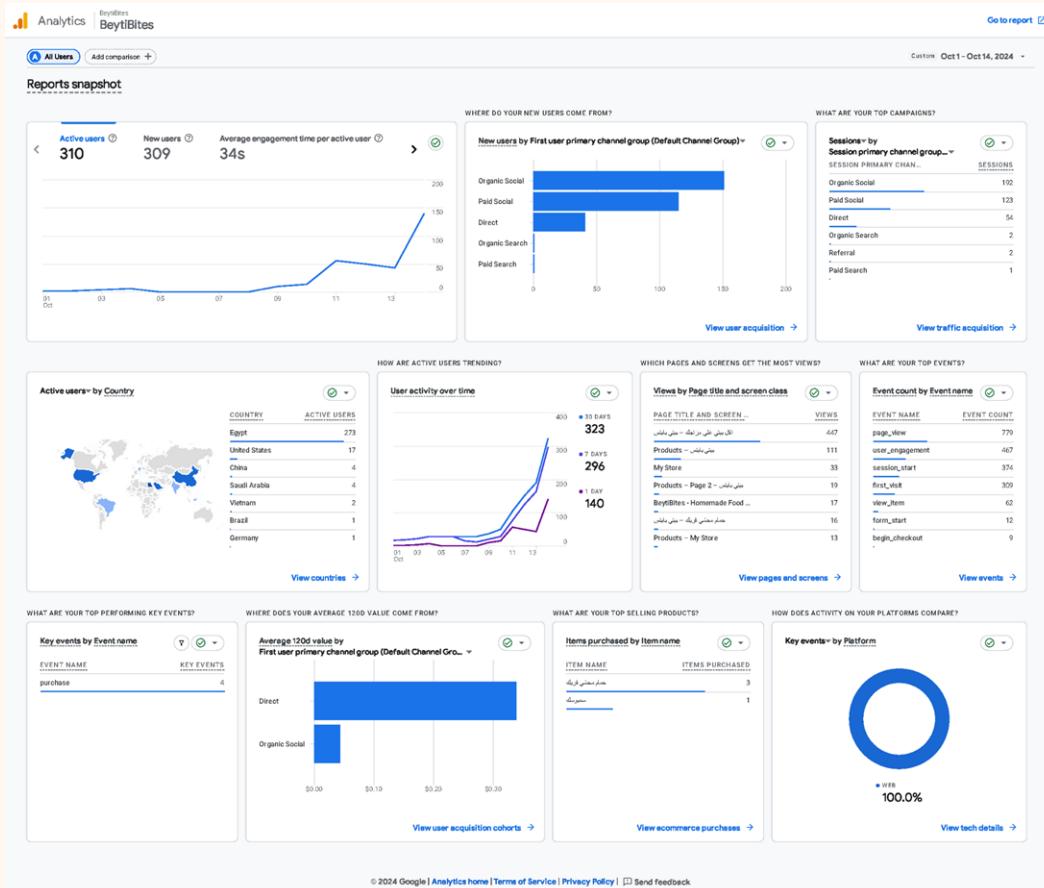
All ads All assets < 1 / 1 >

Data Analysis and Performance Measurement

Analytics tools Google Analytics, Facebook Insights, and Instagram Insights will be used to measure website traffic, conversion rates, and engagement with posts. These metrics will help evaluate the success of the campaign and guide future improvements.



Google Analytics Report



Facebook Insights

Facebook
Feeds



Instagram
Feed



Ad account: BeytiBites Ad account 120212601413... ▾

Facebook ▾

Oct 1, 2024 – Oct 14, 2024 ▾



Content

Daily Cumulative ⓘ See more

Reach ⓘ

220.6K ↑ 7.4M%

3-second views ⓘ

17 ↑ 100%

1-minute views ⓘ

0 0%

Minutes viewed ⓘ

3m 32s ↑ 100%

Content interactions ⓘ

318 ↑ 100%



Reach breakdown

Oct 1 – Oct 14

Total

220,562 ↑ 7.4M%

From followers

113 ↑ 5.5K%

From non-followers

220,562 ↑ 22.1M%

Audience

See more

Facebook followers ⓘ

385

Lifetime

Net follows ⓘ

353 ↑ 100%

Last 14 days

Returning viewers ⓘ

0 0%

Last 14 days

Engaged followers ⓘ

--

Follower growth rate ⓘ

100%

Last 14 days

Facebook Insights

Ad account: BeytiBites Ad account 120212601413... ▾

Facebook Last 28 days: Sep 17, 2024 – Oct 14, 2024 ▾



Benchmarking

Business comparison Businesses to watch

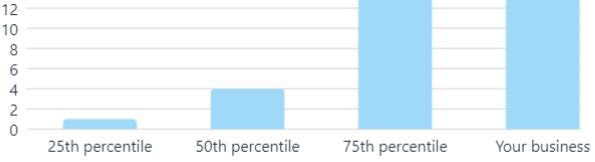
Compare your performance against businesses in the **Grocery & Convenience Stores** category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

13 Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

[Create post](#) ▾

Facebook followers ⓘ

385 Similar to others

Typically: 466

Follows ⓘ

356 Higher than others

Typically: 4

Content interactions ⓘ

318 Higher than others

Typically: 37

Instagram Insights

Ad account: BeytiBites Ad account 120212601413... ⋮

Instagram Oct 1, 2024 – Oct 14, 2024 ⋮

Performance

Daily Cumulative ⓘ

Reach ⓘ	20.8K ↑ 100%
Content interactions ⓘ	48 ↑ 100%
Followers ⓘ	Lifetime 17
Link clicks ⓘ	54 ↑ 100%

Reach breakdown

Total	20,845 ↑ 100%
From organic	54 ↑ 100%
From ads	20,845 ↑ 100%

Ways to help grow your reach

Advertise your business

Instagram reach ⓘ

14 days prior
From organic 54
From ads 20,845

Your Instagram reach when advertising is **38,501.9%** higher versus no ads.

Boost for reach again

Post frequently and improve content engagement

Posts ⓘ	Median Instagram post interactions ⓘ
6 ↑ 100%	2 --
Stories ⓘ	Median story interactions ⓘ
3 ↑ 100%	--

See tips to help improve your content

Create post

Instagram Insights

Ad account: BeytiBites Ad account 120212601413... ▾ Instagram ▾ Last 28 days: Sep 17, 2024 – Oct 14, 2024 ▾ 

Benchmarking

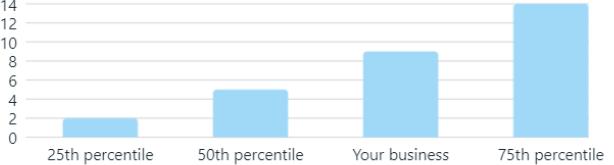
Business comparison Businesses to watch

Compare your performance against businesses in the Restaurants category
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

9
Similar to others

How often your business published versus others in this category



Percentile	Posts
25th percentile	2
50th percentile	5
Your business	9
75th percentile	13

Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

[Create post](#) ▾

Instagram followers ⓘ

17
Lower than others
Typically: 487

Content interactions ⓘ

48
Higher than others
Typically: 13

Evaluate the effectiveness of the campaign based on the objectives set at the beginning.

Search Awareness Campaign - Cold Aud Awareness Ad Set 02 1 Ad Active ...

Awareness Campaign - Cold Aud Awareness Ad Set 03 V3 - Awareness Vid Ad Awareness Ad Set 01 V2 - Awareness Vid Ad Awareness Ad Set 02 V2 - Awareness Img Ad

This month: Oct 1, 2024 - Oct 15, 2024

Performance Actions

Performance overview

Day Activity types: All Customize

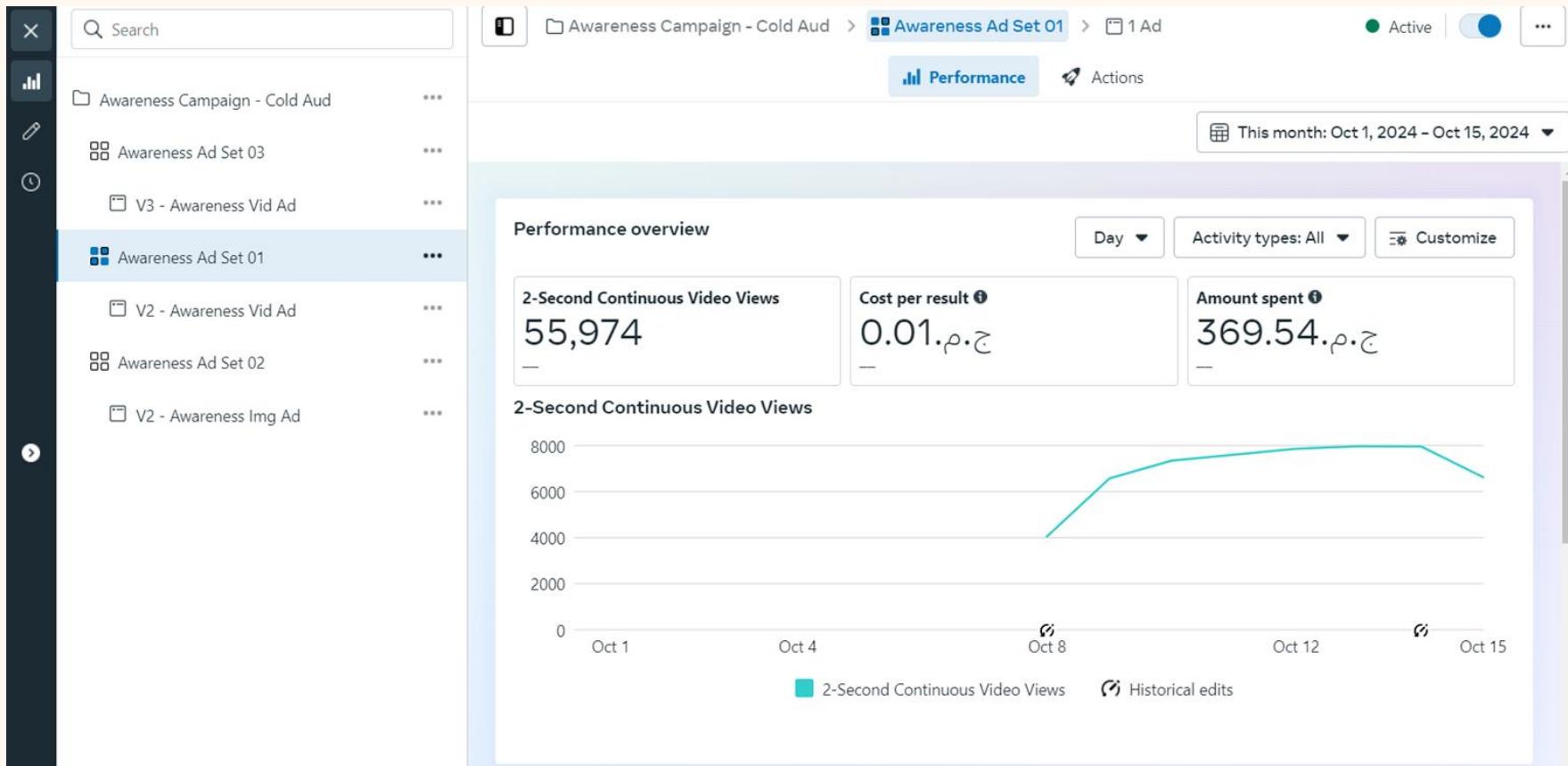
Reach	Cost per result	Amount spent
154,517	2.38.₪.כ	366.98.₪.כ

Reach

Oct 1 Oct 4 Oct 8 Oct 12 Oct 15

Reach Historical edits

Evaluate the effectiveness of the campaign based on the objectives set at the beginning.



Evaluate the effectiveness of the campaign based on the objectives set at the beginning.

Benchmarking

Business comparison Businesses to watch

Compare the performance of your business and content with similar businesses on Facebook.

+ Add businesses

Page	Page likes ↑↓	Page likes change ↓	Published content
 BeytiBites بيتي بایتس، اكل بيتي على مزاجك أصل الأكل الليتنى في مصر	378	↑ 349	13
 Zatona Eats - زتونه ايتض زنونه ايتض ... الـ أكل صحي .. محسوب السعرات	54.3K	↑ 119	0
 Dawar Kitchen Our menu features select dishes from Egypt, Syria and beyond. We choose the ...	7.2K	↑ 1	10
 elmenus.com elmenus is an integrated food discovery and online ordering app & website. w...	551.4K	↓ 186	10

You can opt out if you don't want other businesses to find and add your Facebook Page or profile to their list, but you'll lose access to this feature.

Website Analytics

Analytics

Fullscreen

Month to date

No comparison

Auto-refresh

Customize

Total sales

££1,039.80

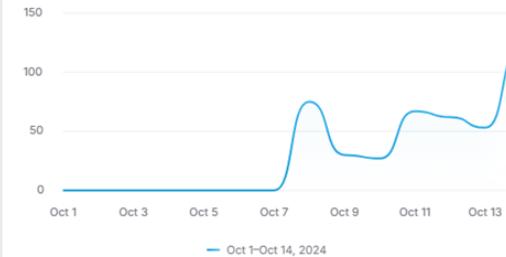


Sales by channel

££1,039.80

Online store sessions

435



Online store conversion rate

0.92%

Added to cart	1.61%
7 sessions	
Reached checkout	0.92%
4 sessions	
Sessions converted	0.92%
4 sessions	

Total orders

4



Average order value

££248.75



Recommendations and Future Improvements

1

Monthly Review and Strategy Adjustment

- Conduct monthly performance reviews focusing on key KPIs (conversion rates, engagement, ad performance).
- Adjust content, advertising, and website strategies based on insights gained from these reviews.

2

Quarterly Planning

- Develop a quarterly content plan based on seasonality, customer feedback, and engagement trends. Include seasonal campaigns and customer loyalty program promotions.
- Use the quarterly data analysis to refine audience targeting, introduce new ad formats, and optimize website user experience.

3

Implementation Timeline

Month 1: Launch UGC contests and the loyalty program.

Month 2: Optimize website checkout process and introduce personalized recommendations.

Month 3: Run the first localized campaign in Alexandria and begin preparing for the next seasonal campaign (e.g., Ramadan).

4

KPIs to Measure Improvements

Engagement Rate: Target a 20% increase in engagement for chef-focused content over the next 3 months.

Conversion Rate: Increase website conversion rate by 1% per quarter through checkout optimization and personalized content.

Repeat Order Rate: Aim for a 25% increase in repeat customers by the end of the first quarter post-loyalty program launch.

Recommendations and Future Improvements



4

Influencer Collaboration

Increase collaboration with local influencers to boost brand awareness.

5

Website Enhancement

Improve user experience on the website to facilitate the ordering process.

6

Recipe Section

Add a recipes section on the website to increase engagement and attract more visitors.

7

Mobile App

Launch a mobile app to facilitate the ordering process and increase customer interaction.

Connect with BeytiBites

BeytiBites is a platform website and active across major social media platforms.

Follow us on YouTube, Facebook, Instagram, X (Twitter), TikTok, Snapchat, and LinkedIn to stay connected and updated.

- [Website](https://www.beytibites.com): <https://www.beytibites.com>
- [Facebook](https://www.facebook.com/BeytiBitesApp): <https://www.facebook.com/BeytiBitesApp>
- [Instagram](https://www.instagram.com/BeytiBitesApp): <https://www.instagram.com/BeytiBitesApp>

Channels For next Quarter

- [TikTok](https://www.tiktok.com/@BeytiBitesApp): <https://www.tiktok.com/@BeytiBitesApp>
- [YouTube](https://www.youtube.com/@BeytiBitesApp): <https://www.youtube.com/@BeytiBitesApp>

BeytiBites.



Our Team



Eslam Nagy



Eman Nady



Yara Ibrahim

Manar Tawfik

BeytiBites.

Made with ❤

Thank You

Thank you for your time and consideration.

