

Digital Marketing Final Project

DEPI (Train and Nourish Business Team)
Group: YAT 250 Online

OUR TEAM



Sostac Model



1) Situation

A: Product Analysis:

	Feature	Advantage	Benefit
Nourishment Systems	انظمه تغذية للنحافة	الوصول للوزن المناسب	صحه وثقة ووزت احسن
	انظمه تغذية للسمنه	الوصول للوزن المناسب	التخلص من الجوع العاطفى
	انظمه تغذية لمرضى حساسية الطعام	تنوع اطعمه امن واكلاط مناسبة	التخلص من متاعب حساسية الطعام
Training Systems	أنظمة رياضية متنوعة	انظمه متخصصه بناءا على الاحتياجات الفردية	ثقة والوصول للهدف والحصول على جسم صحي
	الاكلاط المصاحبة للتمارين قبل وبعد التمرين	حصول على مصادر طاقة وبناء العضلات	الحصول على أداء افضل
	انظمه تمارين لتجنب الاصابات	الوصول للهدف بشكل اسرع وبدون مخاطر	الحفاظ على الجسم والعضلات

B: Man Power Analysis:

Currently, our team consists of 5 people

Reem (Fitness Nutritionist)

Samah, Omar, Iyad, Shimaa and Reem

Moderators (social media and content creators).

C: Resources Analysis:

- **Physical:** Meal plans, exercise programs, supplement guidance
- **Digital:** Social media presence (Facebook page, ticktock, Instagram), pics, videos.
- **Human:** Content creators (Reem and Shimaa), Moderators (Samah and Reem), Graphic designer (Omar), Media buyer (Omar), Video editor (Eyad).
- **Financial:** Budget for marketing (1250 LE)

D: PEST Analysis:

- **Political:** Health regulations for food and supplements (No effect)
- **Economic:** Life burdens may affect the number of people joining nutrition programs.
- **Social:** Focus on wellness and body positivity, Rise in diseases due to wrong lifestyle.
- **Technological:** Advancement in fitness apps and personalized meal plan platforms.

E: Customer Analysis:

Who: Men and women (11- 55)

Where: Online (Egypt)

When: 8 AM - 10 PM

What: Better life style and good health.

Why: To feel healthy and enjoy life

F: Competitor Analysis:

https://fedubuedu-my.sharepoint.com/:x/g/personal/shimaa170037_fedu_bu_eg/ETya-OCVQgNJssVTeA-4_TcB43MWEAFOEXMrZVkc4yVy7g?e=BQQGRI

- Dr. Ola Mekhemer
- Coach Sama
- Captain Maged
- Aya Anayel
- DFN
- Sama Fit

قلة الرد على المتابعين - عدم النشر باستمرار - عدم وجود call to action صريح - لا يوجد تصميم للبوسات - عدم الحفاظ على الهوية

	A	B	C	D	E	F
1	CHANNEL	dr_ota_mekhemer	SAMA fit	captin-maged-c.m	ayaanayel	DFN
2	INSTAGRAM					
3						
4	Link of channel	https://www.instagram.com/dr_ota_mekhemer?igshid=MXRrbm	https://www.instagram.com/coach.sama?igshid=MXRrbm	https://www.instagram.com/captain_image?igshid=MXRrbm	https://www.instagram.com/ayaanayel?igshid=MXRrbm	https://www.instagram.com/dfn?igshid=MXRrbm
5						
6	Followers	716k	52k	209k	269k	285k
7	Reviews	جيدة	متذكرة	رائعة	رائعة	رائعة
8	About	clinic nutritionist and health coach	تدريب و تغذية	تدريب	coach and nutrition specialist	fitness and nutrition
9	Posting Regular or not	no	لا	لا	لا	لا
10	# of posts / week	8	2	5	4	
11	Average likes / posts	1k	100	1000	500	
12	Average comments / posts	50	50	20	20	
13	Average Shares / posts		10	50	10	
14	Engagement rate		80		70	2
15	Paid posts / not	no	no			
16	Type of content	ريلز و صور	صور اكتر ولكن يوجد ريلز	ريلز اكتر	ريلز و بوستات	ز اكتر من الصور
17	Tone of voice	friendly	friendly	friendly	friendly	friendly
18	Call-to-action	لا يوجد	ابعثنا دلوقتي علي رسائل الصفحة او رقم خدمة العملاء علي الواتس	ابعثني رسالة عشان تعرف في تفاصيل البرنامج و المتاحة بعث رسالة للتفاصيل	يتم الرد على عدد قليل	يتم الرد على عدد قليل
19	Comments replies	لا يتم الرد على الكومناتات ولكن احياناً تتبع لايكل	يتم الرد على العملاء	يتم الرد على العملاء و التفاعل معهم	تصميم موحد	لا يوجد تصميم
20	Designs	ليس هناك تصميم	تصميم مناسب للمحتوى	نعم	نعم	لا
21	Keep identity	لا	نعم	نعم	نعم	بد
22	Stories content	يوجد	نعم ولكن ليس دائمًا	نعم يوجد	رسائل الانستا	رسائل فالباليو
23	Where in buyer journey		واتس اب	عالانستا	عالانستا	السایت
24	Contacts through		dm التواصل من خلال الواتس اب	عالانستا dm	عالانستا dm	السایت
25	Strengths	متبعين كثير - تنوع الفيديوهات عرض - عدد المتابعين - التمارين مناسبة للبيت و الجم عدد متابعين متبعين كثير - نشر بوستات كثيرة - تفاعل مع المتابعين مضمونة - عدد متابعين كثير - التفاعل مع العملاء - تنوع الخدمات المقدمة متبعين كثير - فيديوهات متعددة -	عدم توافق استوريز باستمرار - عدم نشر بوستات باستمرار - عدم التفاعل مع المتابعين - ليس هناك call to action واضح	عدم التفاعل مع المتابعين - ليس هناك call to action واضح	عدم التفاعل مع المتابعين - عدم النشر باستمرار - عدم التأثير على التدريب أكثر من التغذية	الرد على المتابعين - عدم النشر التفاعل مع عدد قليل العملاء - عدم النشر باستمرار - التركيز على التدريب أكثر من التغذية
26	weakness					
27	Comments	يجب التفاعل مع العملاء				
28						

Swot Analysis

- **Strengths:**

- Personalization
- Injury prevention focus
- Addressing emotional eating problems
- Focus on allergies to gluten and lactose.

- **Weaknesses:**

- Brand awareness on a wide scale.
- Having a small team

Swot Analysis

- **Opportunities:**

- Growing health awareness.
- Using technology in generating more creative ideas in our designs and content to save time and effort.

- **Threats:**

- Strong competition
- Income problems

2) Objectives:

The 5 Ss

- **Sell:** Increase sales of meal plans, training programs, and consulting services to reach 15000 LE within the next 6 months.
- **Serve:** Improve customer satisfaction through better personalized plans and addressing emotional eating or food sensitivity.
- **Speak:** Engage with the audience on social media platforms by increasing interaction by 30%.
- **Save:** Reduce costs by offering online consultation instead of in-person services for wider reach.
- **Sizzle:** Build a strong brand presence by sharing success stories and providing valuable, actionable content.

3) Strategy:

A) Segmentation:

Segment	Service
1. Men (20-35) (36-55)	Seeking losing weight
2. Men (20-35) (36-55)	Seeking gaining weight
3. Men (20-35) (36-55)	Seeking getting fit
4. Women (20-35) (36-55)	Seeking losing weight
5. Women (20-35) (36-55)	Seeking gaining weight
6. Woman (20-35) (36-55)	Seeking getting fit
7. Teens (11-17)	Suffering from food sickness (allergies, psychological)
8. Teens (11-17)	Seeking losing weight
9. Teens (11-17)	Seeking gaining weight
10. Teens (11-17)	Seeking making shape

B) Targeting:

Men: Seeking to Lose Weight:

- **Targeting Strategy:** Focus on fitness programs, diet plans, and weight loss supplements. Highlight success stories and testimonials from men in this age group.

Men : Seeking to Gain Weight:

- **Targeting Strategy:** Promote muscle-building supplements, high-protein diets, and strength training programs.

Men : Seeking to Get Fit:

- **Targeting Strategy:** Offer comprehensive fitness plans that include both cardio and strength training. Emphasize overall health and wellness.

Women : Seeking to Lose Weight:

- **Targeting Strategy:** Focus on weight loss programs, healthy meal plans, and fitness exercises tailored for women.

B) Targeting:

Women : Seeking to Gain Weight:

- **Targeting Strategy:** Promote balanced diets, strength training programs, and nutritional supplements.

Women : Seeking to Get Fit:

- **Targeting Strategy:** Offer fitness exercises and balanced diets.

Teens : Suffering from Food Sickness (Allergies, Psychological):

- **Targeting Strategy:** Provide specialized diet plans and counseling services.

Teens : Seeking to Lose Weight:

- **Targeting Strategy:** Promote healthy eating habits, fitness exercises.

B) Targeting:

Teens : Seeking to Gain Weight:

- **Targeting Strategy:** Offer nutritional guidance and strength training programs.

Teens : Seeking to Make Shape:

- **Targeting Strategy:** Provide fitness programs focused on body shaping, nutritional advice, and motivational content.

C) Positioning:

"At Train and Nourish, we empower men, women, and teens to achieve their fitness goals through personalized nutrition and training systems. Whether you're aiming to lose weight, gain strength, or simply get fit, our expert guidance caters to every stage of your journey, including managing food allergies and psychological challenges. With a focus on holistic well-being, we ensure sustainable results for all ages."



D) Buyer Persona:

A	B	C	D	E	F	G
Name	اشرف	فتاحي	جودي	مهاب	ماجد	فتحية
Age	45	25	15	17	30	30
Gender	male	male	female	male	male	female
Education	تجارة	زراعة	طالب	طالب	حاسبات ومعلومات	معهد عالي (اداره)
Income level	15k	8k	500	500	25k	5k
product use	lose weight	gain weight	anorexic	gain muscles	bodybuilder	lactating women
Geographics	عين شمس	معادي	مصر الجديدة	مصر الجديدة	العبور	عين شمس
challenges	traditional food	lactose intolerance	IBS	Fast food	spend all day at work	food suitable for lactation
interests	football	football	skin care	anime	anime	cooking show
Online behaviours	compares prices	discounts	influencers reviews	friend recommendation	compares prices	impulse buying
1						

F) Competitive Advantage:

It is our unique selling point that we offer:

- Focusing on programs to avoid emotional eating.
- Focusing on personalized Teen's nutrition programs.
- Linking the nutrition programs with the fitness plans.
- Focusing on programs that helps to food allergies.

4) Tactics:

A) Marketing Mix (4 Ps):

- a. **Product:** Meal plans, training programs, supplements guidance, personalized consultations
- b. **Price:** Suitable pricing for basic plans, premium plans, and specialized services like food allergy consultations.
- c. **Place:** Social media (Facebook), Instagram (Targeting People in Egypt).
- d. **Promotion:** Online campaigns, engaging posts and videos

B) Channels Used:

- a. Facebook
- b. Instagram
- c. Tick Tock
- d. Sponsored ads

4) Tactics:

c) Frequency of Posting:

- a. 2 posts daily that are turned into a story
- b. 1-2 videos per week
- c. 1 reel every two days.

D) Time of Posting:

Everyday

E) Types of Content Used:

- a. posts
- b. videos
- c. reels
- d. stories

F) Tone of Voice:

Friendly and Supportive.

Content Calendar:

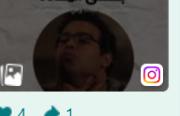
Planner
Plan your marketing calendar by creating, scheduling, and managing your content.

Week Month < Today > **October 2024** Content

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1 11:00 AM Facebook 1:00 PM Facebook + 1 more	2 5:00 AM Facebook 1:23 PM Facebook	3 5:00 AM Facebook 5:05 AM Facebook + 9 more	4 5:00 AM Facebook 9:09 AM Facebook + 7 more	5 5:00 AM Facebook 7:06 AM Instagram
6 5:00 AM Facebook 6:39 AM Instagram + 8 more	7 5:00 AM Facebook 12:00 PM Facebook	8 5:00 AM Facebook 5:00 PM Facebook	9 5:00 AM Facebook	10	11 11:00 AM Facebook 5:00 AM Facebook	12
13 5:00 AM Facebook 12:00 PM Facebook	14 5:00 AM Facebook	15 5:00 AM Facebook	16 5:00 AM Facebook 11:00 AM Facebook	17 6:00 AM Facebook	18 Schedule a post or story Save time by scheduling ahead. Schedule	19
20	21	22	23	24 +	25	26
27	28	29	30	31	1	2

Week Month < Today >

October 2024

Sun 6	Mon 7	Tue 8	Wed 9	Thu 10	Fri 11	Sat 12
<p>5:00 AM مقطان الشهوة</p>  <p>6:39 AM مقطان الشهوة</p>  <p>10:00 AM بنحن العنان</p>  <p>11:56 AM بنحن العنان</p> 	<p>5:00 AM مرض السيلياك يؤثر على الجهاز الهضمي لما الجسم يهاجم ألمعاء الدقيقة بسب</p> <p>12:00 PM من فيك بيسبيت تمارين الإحماء ويدخل على التمارين على أول؟</p>	<p>5:00 AM أكلة مكونة بسيطة؟! بعدين تلاقي بطنك متناوي زي الأفلام؟ ممكن حساسية</p> <p>5:00 PM لو لقيت نفسك أو حد تعرفه بقى مهم شكل مفرط في وزنه وبيحسب كل لقة</p>	<p>5:00 AM تحتاج حطة تمرين متخصصة تحقق أهدافك الشخصية مع برامجه</p>		<p>11:00 AM جاهز ترفع من مستوى تمرينك وتحافظ على سلامتك في نفس الوقت؟</p> <p>5:00 AM عمرك حسيت إنك بتتقد نفسك بطريقة قاسية؟ الناس لي بيعانونوا من الشا</p>	
<p>Send invites</p>						

Zoom

Our posting started
on 28th September to
17th October.

We created the
content calendar
using the Facebook
planner.

5) Actions:

Item	Who	When	How	Cost
Product Analysis	Reem	Before starting the campaign	By analyzing the market, the customer needs, the competitors	
Man power Analysis	Reem			
Resources Analysis	Samah			
PEST Analysis	Samah			
Competitor Analysis	Shimaa			
Swot Analysis	Eyad			
5 Cs	Omar			
Segmentation	Reem			
Targeting	Samah			
Positioning	Samah			
Buyer persona	Reem			
Competitive Advantage	Samah			
Tactics	Omar, Eyad, Shimaa			
Content calendar	Reem			

5) Actions:

Item	Who	When	How	Cost
Content Creator	Reem	Everyday since 28 Sept to 17 Oct	On Social media platforms	1250 LE
Content Creator (Sponsored ads)	Samah	10 October		
Designer	Omar			
Video creator	Shimaa			
Video editor	Eyad			
Facebook Moderators	Reem, Samah			
Instagram Moderators	Reem, Eyad			
Tick Tock moderators	Reem, Shimaa			
Media Buyer	Omar			
Control observations	All the team			
Team Coordination	Samah			
Files and presentations preparations	Samah			

6) Control

The following points will be measured:

- Sales
- Impressions
- CTR
- Reach
- Messages

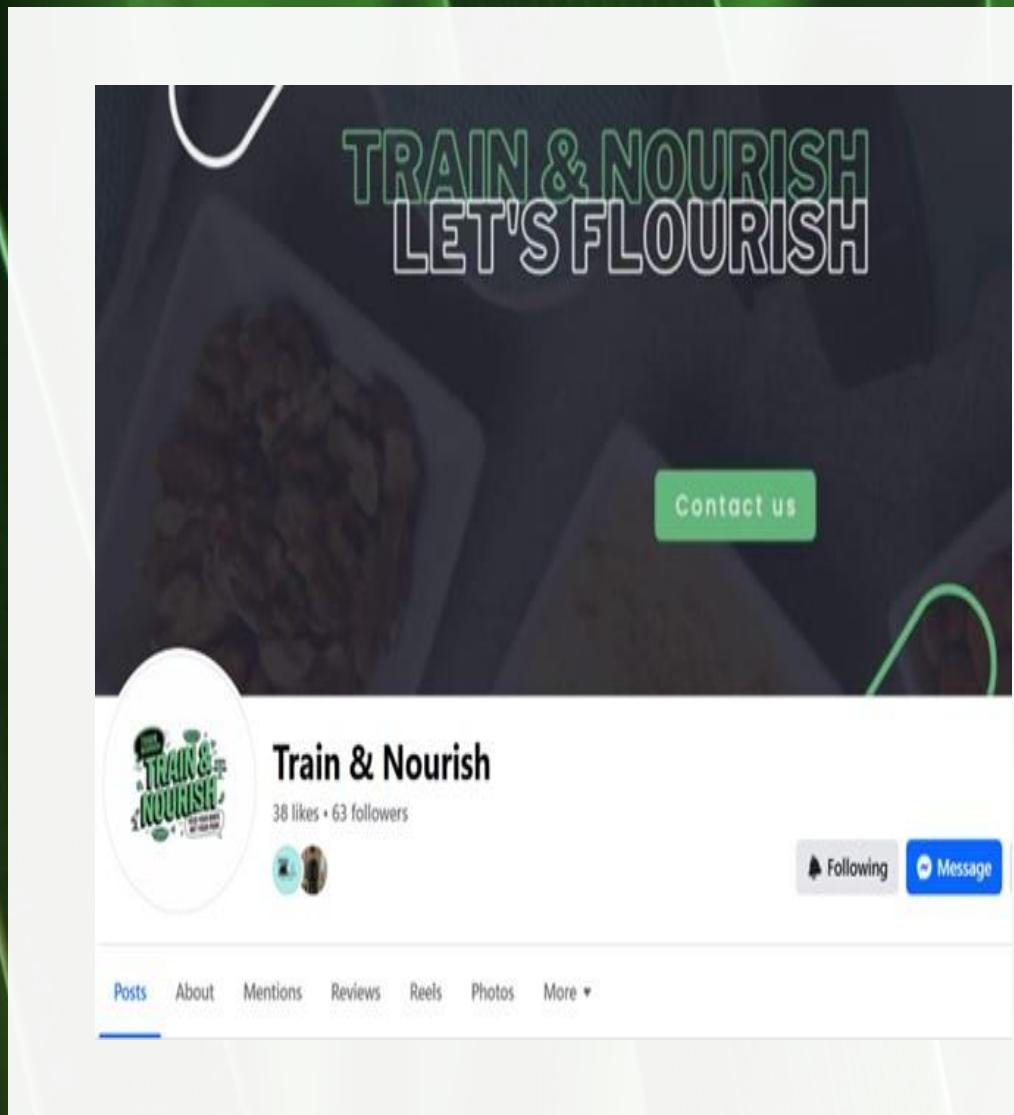


Our Canvas Model



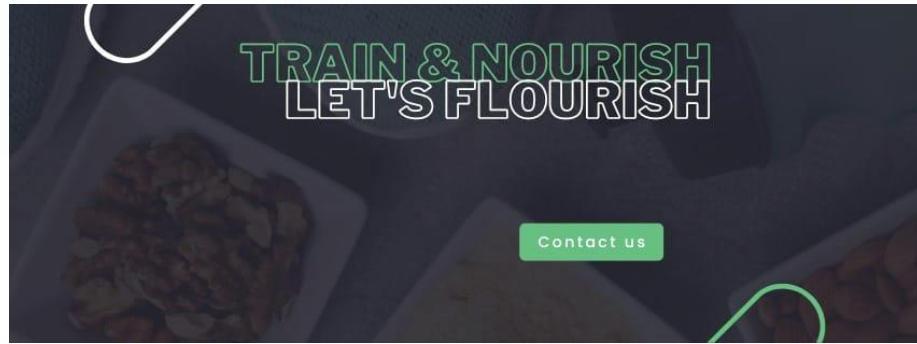
Business Model Canvas

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
Cost Structure 	Competitors 	Revenue Streams 		
<p>Fitness nutritionists and trainers.</p> <p>Social media moderators and content creators.</p> <p>Media buyers and video editors.</p> <p>Supplement suppliers.</p> <p>Potential partnerships with fitness influencers or health organizations.</p>	<p>Fitness plans</p> <p>Content creation for social media</p> <p>Managing social media platforms</p> <p>Sponsored Ads</p> <p>Continuous monitoring of customers</p>	<p>Tailored nutrition plans for weight gain /loss.</p> <p>Specialized Programs for food allergies.</p> <p>Customized trainings and diet plans for teens and adults.</p> <p>Easy access through social media and online consultations.</p> <p>Bundles :</p> <ul style="list-style-type: none"> -Diet +training (400 LE) - Diet only (250 LE) - Diet and training (900 LE per 3 months). - other plans 	<ul style="list-style-type: none"> - One to one consultation. - Social media strong community. - ongoing support and follow- up with customers. -Emotional support in handling food-related psychological challenges. <p>Channels </p> <p>Social media platforms (Facebook, Instagram, TikTok).</p> <p>Paid advertising (e.g., Facebook and Instagram ads).</p> <p>Direct online consultations through social media platforms.</p>	<p>Men (20-55) aiming for weight loss, weight gain, or fitness improvement.</p> <p>Women (20-55) with similar health and fitness goals.</p> <p>Teens (11-17) dealing with weight management, allergies, or body shaping.</p>
<p>Marketing and paid ads (1250 LE budget).</p> <p>Content creation (moderators, designers, video editors).</p> <p>Supplement acquisition (for personalized diet plans).</p>	<p>Dr. Ola Mekhemer</p> <p>Coach Sama</p> <p>Captain Maged</p> <p>Aya Anayel</p> <p>DFN</p> <p>Sama Fit</p>	<p>Sale of meal plans and training programs.</p> <p>Online consultation fees (to reduce operational costs).</p> <p>Subscription-based services (potential future model for personalized programs).</p> <p>Affiliate marketing for supplements and fitness products.</p>		



Campaign Overview

Train & Nourish



Our Logo and Slogan

Train & Nourish
Let's Flourish

- **Our goal is :**

- Brand Awareness

- Engagement

- Lead

- Sales

- **Content**

- 40% Engagement

- 40% Educational

- 20% Sales

- **Our Strategy:**

- Social Media

- Content through

- (Facebook,

- Instagram , TickTock



Platforms Links:

<https://www.facebook.com/share/35c8rR6jFmvXizp1/?mibextid=qi2Omg>

https://www.instagram.com/train_and_nourish?igsh=MTIvbhN3YTQ5amc4cA==

[Coach Reem \(@train_nourish\) | TikTok](#)



9:53 PM 9+ ...

Train & Nourish 9+ ▾

Posts About Photos More ▾

TRAIN & NOURISH 3d

حساسية القمح ينجله بأعراض ذي الانفاس، الحكة، أو التهابات الجلد، وده بسبب عدم قدرة الجسم على التعامل مع البروتينات اللي في القمح. الحل؟ بلاش القمح واتجاهوا للأطعمة البديلة! 🍞

#Train_Nourish #dietitian #fitnesscoach
#glutenfreefood حساسية_القمح

السبب؟ والحل
اعراض حساسية القمح وازاي تجتنبها

Boost this post to reach up to 18033 more people if you spend EGP1,025.

Boost post

Marwa Magdy + 1 1 share

9:53 PM 9+ ...

Train & Nourish 9+ ▾

Posts About Photos More ▾

5d

حد فيكم جرب يحس بتضقلبات بعد أكلة فيها مكرونة أو خبز؟
ممكن تكون حساسية جلوتين! 😊

لو بتحس بالأعراض دي شاركنا تجربيتك! 🎉

#Train_Nourish #dietitian #fitnesscoach
#glutenfreefood

نقلطان بعد الاكل؟
شاركونا تجاربكم مع حساسية الجلوتين

Boost this post to reach up to 18033 more people if you spend EGP1,025.

Boost post

Marwa Magdy + 6 2 shares

9:53 PM 9+ ...

Train & Nourish 9+ ▾

Posts About Photos More ▾

TRAIN & NOURISH 5d

لو بتعاني من الشره العصبي أو النهام، مش لازم تواجه ده لوحده. فريقنا بيقدم لك دعم شامل يساعدك في تحسين علاقتك مع الأكل من خلال خطط غذائية متوازنة ومتابعة مستمرة. حان الوقت تبدأ طريق التعافي و تستعيد ثقتك بنفسك!

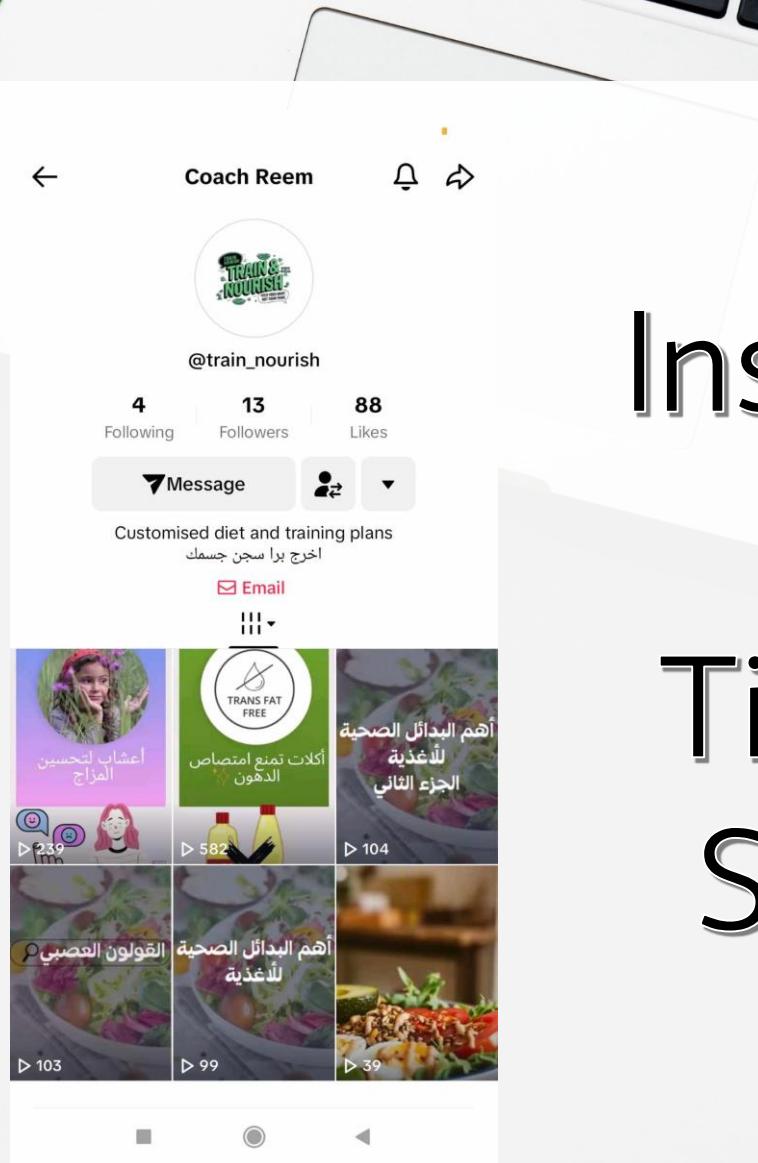
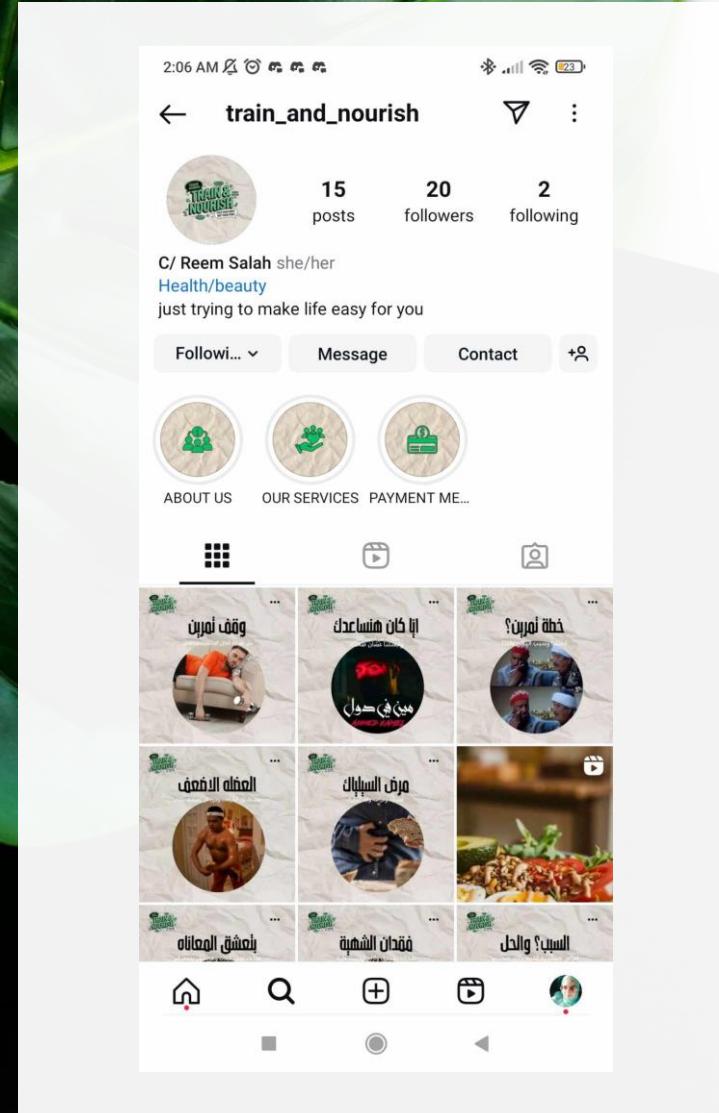
احجز جلستك الأولى النهاردة مع 'Train & Nourish' وابداً رحلتك في التعافي! 💪

#BulimiaRecovery #HealthyMindHealthyBody
#Train_Nourish #comfort_foods

الشره العصبي
علاقه مع الاكل تحتاج لمتحضر







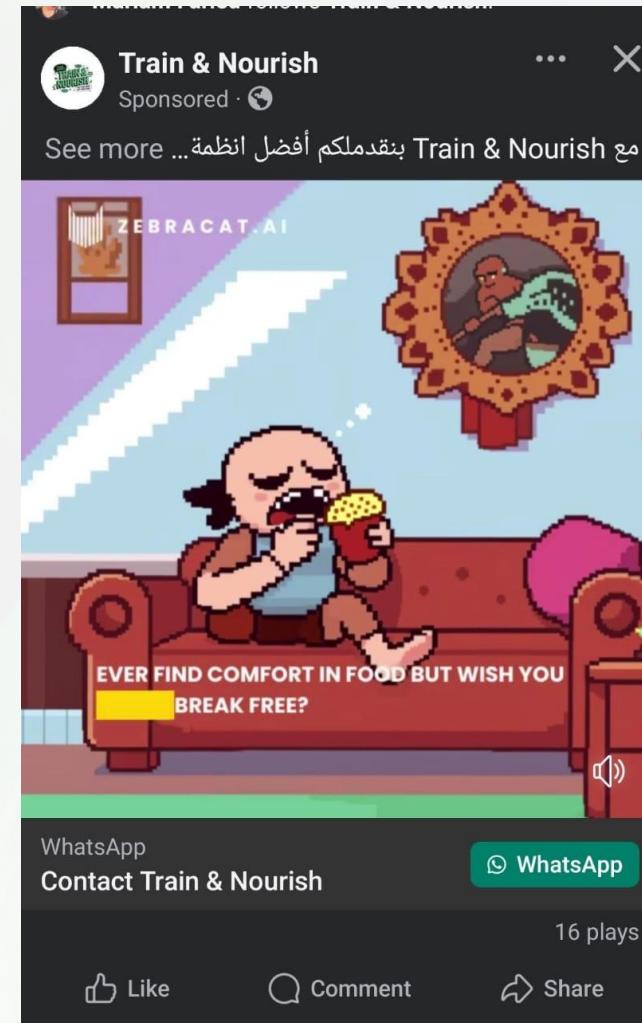
Instagram & TickTock Screens

Sponsored Ads :

1. Paid Post

2. Paid video





Campaign Screens

The screenshot shows the Facebook Ads Manager interface for creating a new campaign. The left sidebar contains icons for Home, Create, Ads, Stories, Posts, and Notifications (with 1 notification). The main area shows a breadcrumb path: Engagement | ABO | 13Oct24 > 2 Ad sets > 3 Ads. The top right has a 'In draft' toggle switch and three dots for more options.

Campaign details

Buying type: Auction

Campaign objective:

- Awareness
- Traffic
- Engagement
- Leads

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved

Discard draft Publish

Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.

Apply Review

Show more ▾

Search

Engagement | ABO | 13Oct24

Broad | WhatsApp Messages

2 Ads

In draft

...

Edit

Review

Facebook Page

Choose a Page for this ad.



Facebook Page

Train & Nourish



Messaging apps

Choose at least one destination where you are available to chat. If you select multiple apps, we'll send people who tap on your ad to the app where they're most likely to chat with you.

To help you get the best results, people without WhatsApp will be sent to a suitable alternative. 



Messenger

Train & Nourish



Instagram

@train_and_nourish



Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.



Apply

Review

Show more 

Audience definition

Your audience selection is fairly broad.

Specific

Broad

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#)

All edits saved

[Discard draft](#)

[Publish](#)

Search

Engagement | ABO | 13Oct24



Broad | WhatsApp Messages



2 Ads

In draft



Edit

Review

Budget & schedule

Budget

Lifetime budget ▾ 500.00 EGP

EGP

You won't spend more than 500.00 EGP during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

Schedule

Start date

Oct 13, 2024

08:00 AM EEST

End date

Oct 16, 2024

11:59 PM EEST

Adjust the duration for more conversations

You're less likely to get conversations with your duration of 3 days. Try

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#)

Verifying your edits...

[Discard draft](#)

[Publish](#)



Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.



[Apply](#)

[Review](#)

[Show more](#) ▾

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 3,600,000 - 10,000,000

Search

Engagement | ABO | 13Oct24

Broad | WhatsApp Messages

2 Ads

In draft



Engagement | ABO | 13Oct24

Broad | WhatsApp Messa...

Photo | Existing Post | ...

Video | Create Ad | M...

Interests | Post Engagem...

Photo | Existing Post | ...

Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements (recommended)

Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

You could get better results with Advantage+ placements

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Apply

Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Platforms

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#)

All edits saved

[Discard draft](#)

[Publish](#)

Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.



[Apply](#)

[Review](#)

Show more ▾

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience: 15,500,000 - 18,000,000

Search

Engagement | ABO | 13Oct > Broad | WhatsApp Message > Photo | Existing Post | Mes

In draft

...

Engagement | ABO | 13Oct24 ...

Broad | WhatsApp Messa... ...

Photo | Existing Post |

Video | Create Ad | M... ...

Interests | Post Engagem... ...

Photo | Existing Post |

Primary text

مَنْ قَاهِمَ طَبِيعَهُ جَسْكَ وَنَسْكَ دَلَاقِي لَيْ يَسْاعِدُكَ؟
شَافِقَ جَسْكَ ضَعِيفَ وَالْوَصْولُ لِلشَّكَلِ الصَّحِي صَعِيبَ؟
حَاسِسَ أَنَّ الْأَكْلَ هُوَ مَاصِحَّكَ الْوَحِيدَ وَكُتَّ الْأَكْهَابَ؟
مَنْ عَارِفَ مَيْضِي تَرِيبَ ازِيَّ وَتَقْسِيمَ تَسْأِيرِيشَ؟
نَسْكَ تَيْطَلُ أَكْلَ يَتَجَبَّكَ يَسْ مَنْ عَارِفَ؟
لَوْ أَنْتَ وَاحِدَ مِنْ دُولَ احْبَبَ إِلَيْكَ الْحَلَّ مِنْ مَسْكِحِلِ..
مَعَ بَقْتَمُوكَ أَفْسَلَ الْقَطْمَهُ عَذَّابِيَّهُ وَتَرِيبِيهِ
مَخْصُصَهُ لَيْكَ وَلَيْكِي الْتَّوَاعِي..
لَا الْخَصَّابِيَّهُ تَعْذِيبَهُ وَتَرِيبَ رَيمَ صَلَاجَ وَاحِبَّ أَسَاعِدَكَ، تَوَصِّلَ لِلْهَدِيَّهُ..
بِعَلَانَا دَلَاقِي عَلَى رَسَالَلِ الْصَّفَحَهُ وَأَكْتَفَ خَصْوَمَانَا الْحَصَرِيَّهُ لِتَهِيَّهُ..

مع Train & Nourish بِتَقْدِيمِكَ أَفْسَلَ اِنْظَمَهُ عَذَّابِيَّهُ وَتَرِيبِيهِ
 

+ Add text option

Call to action

Send WhatsApp message

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close

✓ All edits saved

Discard draft

Publish

Edit

Review

Campaign score

Potential 33% lower cost per result.

Ad preview

Destination



i Now you can see more variations of your ad in previews

Edit template

Frequently asked questions

Suggest questions for people to tap.

Question #1

تفاصيل أكثر عن أنظمة التغذية

28/80

Automated response · Optional



XOmar



لحظات و هيتم توضيح كل التفاصيل

Question #2

تفاصيل أكثر عن أنظمة التدريب

28/80

Automated response · Optional



Train & Nourish

www.facebook.com/post...

Hi ! Please let us know how we can help you.

تفاصيل أكثر عن أنظمة التغذية



تفاصيل أكثر عن أنظمة التدريب



العروض والخصومات المتاحة حالياً



Message



This message may look different across devices.

Cancel

Save

Close

All edits saved

Discard draft

Publish

Search

Engagement | ABO | 13Oct24 > Broad | WhatsApp Message > Video | Create Ad | Message

In draft

...

Engagement | ABO | 13Oct24

Broad | WhatsApp Message

Photo | Existing Post | ...

Video | Create Ad | M...

Interests | Post Engagem...

Photo | Existing Post | ...

Ad creative

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

* **Media** [Edit Media](#) [Delete](#)

14 Placements

Feeds, In-stream for Videos
9 Placements

Stories and Reels
4 Placements

Facebook Search results

Ad Undeliverable to Instagram Explore home [Edit your video to meet the requirements](#)

Primary text

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#) [All edits saved](#)

[Edit](#) [Review](#)

Campaign score
Potential 33% lower cost per result.

[Ad preview](#) [Ad](#) [Destination](#)

Now you can see more variations of your ad in previews

[Vary aspect ratio](#)

Train & Nourish Sponsored [See more](#)
مثل فائد طيبة حسنه ونسلك تلذى الى ساعده ؟
شلت حسنه ضعيف والوصول لشكل الصغير صعب ؟
هاسن ان الاكل هو صالحه الوجه وقت
[See more](#)

Train & Nourish Sponsored [See more](#)
مثل فائد طيبة حسنه ونسلك تلذى الى ساعده ؟
شلت حسنه ضعيف والوصول لشكل الصغير صعب ؟
هاسن ان الاكل هو صالحه الوجه وقت
[See more](#)

[Discard draft](#) [Publish](#)

Search

Engagement | ABO | 13Oct24 > Interests | Post Engagement > 1 Ad

In draft

Engagement | ABO | 13Oct24 ...

Broad | WhatsApp Messa... ...

Photo | Existing Post |

Video | Create Ad | M... ...

Interests | Post Engagem... ...

Photo | Existing Post |

* Locations i

Included location:

- Egypt: All Cities

Age i

18 - 50

Gender i

All genders

Detailed targeting

People who match:

- Interests: Sports, Health & wellness, Bodybuilding & Fitness or Physical fitness

Advantage detailed targeting:

- Off

Languages i

- Arabic or English (All)

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#)

All edits saved

[Edit](#)

[Review](#)

Campaign Opportunities

You could get 33% lower cost per result with Advantage+ audience for 2 ad sets.

[Apply](#)

[Review](#)

[Show more](#) ▾

Audience definition i

Your audience selection is fairly broad.

Specific

Broad

Estimated reach and frequency: 30,000,000 - 35,000,000

[Discard draft](#)

[Publish](#)

Search

Engagement | ABO | 13Oct24 > Interests | Post Engagement > Photo | Existing Post | Engaged

In draft

...

Engagement | ABO | 13Oct24 ...

Broad | WhatsApp Message ...

Photo | Existing Post | ...

Video | Create Ad | M...

Interests | Post Engagement ...

Photo | Existing Post | ...

Edit **Review**

Campaign score
Potential 33% lower cost per result.

Ad preview **Destination**

Advantage+ creative
Tailor your ad for the person viewing it by letting us automatically optimize your creative. This can help improve performance.

Enhancements (2/2) **?**
Turned on: Visual touch-ups, Relevant comments **Edit**

Message template
Choose a template for beginning the chat after people tap on your ad. [Learn more](#)

Create new **Use existing**

Start conversations

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close **All edits saved**

Discard draft **Publish**

The screenshot shows the Facebook Ads interface for creating a new ad. The top navigation bar includes 'Search', 'Edit', 'Review', 'In draft' status, and a three-dot menu. On the left, a sidebar lists recent campaigns and ad types. The main area displays a 'Campaign score' section with a 33% cost reduction potential. Below it is an 'Ad preview' section showing two versions of a WhatsApp message card. The cards feature Arabic text: 'إذا كان هننساعدك' (If you need help), 'مین فی دول' (AHMED KAMEL), and 'AHMED KAMEL'. The message card also includes a 'Send WhatsApp message' button. A 'Message template' section allows users to choose a template for post-ad conversations, with 'Create new' and 'Use existing' options. At the bottom, a note about agreeing to terms and conditions is followed by 'Close', 'All edits saved', 'Discard draft', and a prominent green 'Publish' button.

Search

Engagement | ABO | 13Oct24

2 Ad sets

3 Ads

No ads



Edit

Review

Campaign name

Engagement | ABO | 13Oct24

Create template

Special Ad Categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about Special Ad Categories](#)

Benefits of declaring Special Ad Categories

Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

Categorize your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close



Multiple items published

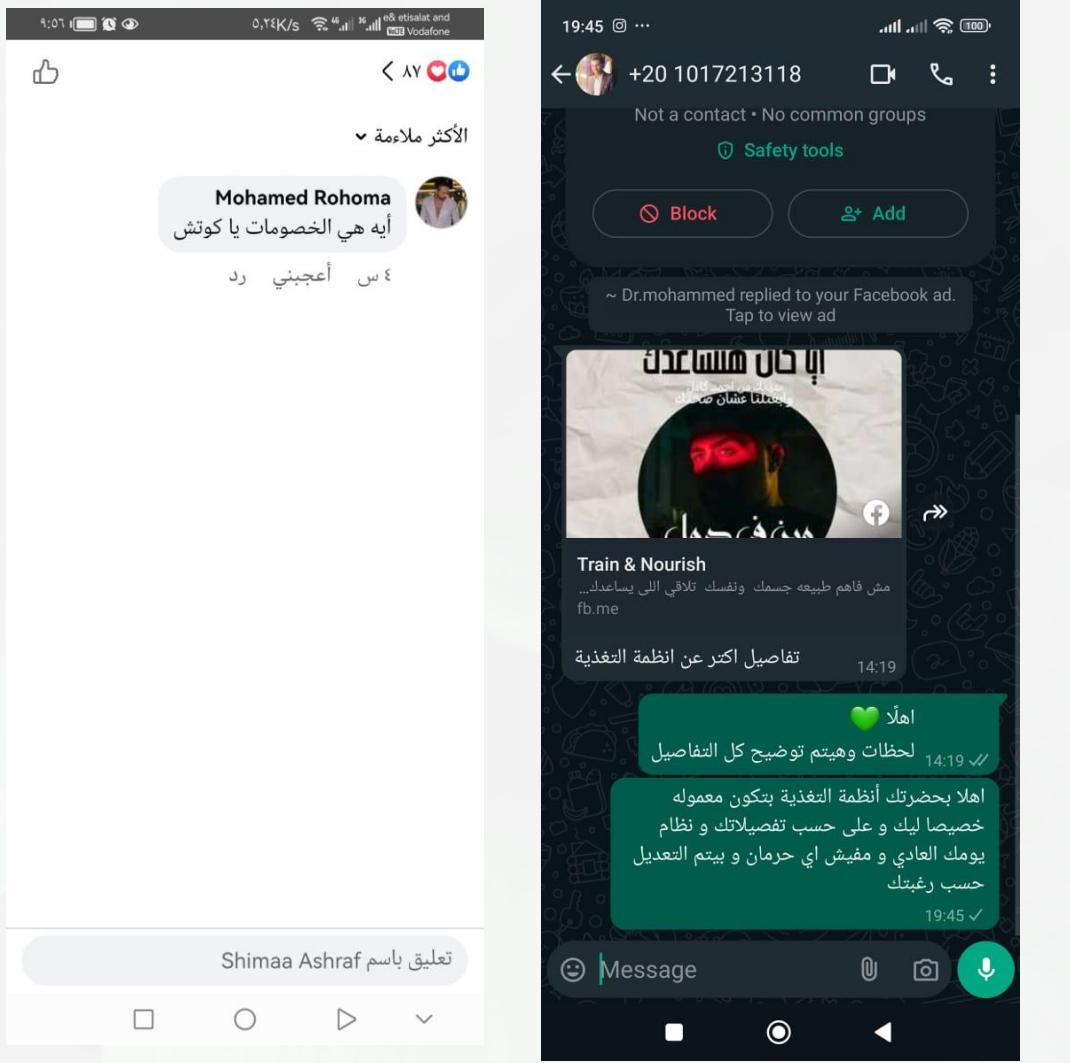
1 campaign, 2 ad sets and 3 ads were published.

[View details](#)

Customers' Responses:



Customers' Responses:



Results:

 Train & Nourish... ▾
• 1 active campaign

 30 days **Maximum** Today

Amount spent Spending limit >
•.ؔ. 610.94 

Campaigns 1 Updates 0

 Engagement | ABO | 13Oct24 
 Active • Engagement

0 Conversions	EGP0.00 Cost per Conversion	EGP610.94 Spent
------------------	-----------------------------------	--------------------

See all

Results:

11:52

X Campaign i :

 Engagement | ABO | 13Oct24
Oct 13, 2024 - Oct 19, 2024

● Active

 Edit  Duplicate

Date Metrics

Results

Conversions	0
Cost per Conversion	EGP0.00
Amount spent	EGP614.53
Reach	7,706
Impressions	10,116

▼ Show more

 View performance

Campaigns

Campaign name

11:53

X Campaign i :

Campaign setup

Campaign name
Engagement | ABO | 13Oct24



Ad Sets 

● Active

Interests | Post Engagement

341 Post engagements	EGP0.91 Cost per Post Engagement	EGP310.33 Spent
----------------------	----------------------------------	-----------------

▼ Show Ad (1)

● Active

Broad | WhatsApp Messages

13 Messaging conversations started	EGP23.40 Cost per Messaging Conversation Started	EGP304.20 Spent
------------------------------------	--	-----------------

▼ Show Ads (2)

Results:

- Active

Interests | Post Engagement

341	EGP0.91	EGP310.33
Post engagements	Cost per Post Engagement	Spent

Ad

- Active

Photo | Existing Post | Engagement



341	EGP0.91	EGP310.33
Post engagements	Cost per Post Engagement	Spent

^ Hide Ad (1)

● Active	Broad WhatsApp Messages	⋮
13	EGP23.40	EGP304.20
Messaging conversations started	Cost per Messaging Conversation Started	Spent
Ads		⋮
● Active		⋮
	Photo Existing Post Messages	
13	EGP23.06	EGP299.82
Messaging conversations started	Cost per Messaging Conversation Started	Spent
● Active		⋮
	Video Create Ad Messages	
0	EGP0.00	EGP4.38
Messaging conversations started	Cost per Messaging Conversation Started	Spent
^ Hide Ads (2)		

Observations:

WhatsApp Messaging Ads:

- Cost per messaging conversation is around EGP 23.40.
- 13 conversations have started, with about EGP 304.20 spent.

Video Ads:

Spent EGP 4.38, but no messaging conversations have been started yet.

Photo Ads (Existing Post):

- Cost per messaging conversation is slightly lower at EGP 23.06, with a total of 13 conversations.
- Around EGP 299.82 spent.

Engagement Ads:

- They are relatively cheap at EGP 0.91 per engagement.
- Achieved 341 engagements for EGP 310.33.
- Reach and impressions seem to be good, with the most recent campaign reaching 7,706 people with 10,116 impressions, but no conversions yet.

Recommendations:

1. Refine Target Audience:

- Narrow audience based on fitness, nutrition, or wellness-related behaviors and interests.

2. Improve Video Ads:

- Test shorter videos with clear call-to-action (CTA) early on.
- Add captions or text overlays to increase engagement.

3. Retarget Engagements:

- Retarget those who engaged with ads but didn't convert.

4. Test New Creatives and Copy:

- Experiment with different visuals and messaging.
- Use testimonials or success stories to build trust.

5. Reallocate Budget:

- Shift some budget from video ads to better-performing photo ads or engagement campaigns.

**Thank
you**