

# Marketing Plan Presentation

For سوق الناس - Souq Elnas.



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# Business Model Canvas



# BRIEF: SOUQ AL NAS

## Project Overview

Souq Al Nas is a comprehensive online marketplace designed to provide a seamless and integrated shopping experience for the entire family. We offer a wide range of products at competitive prices through our partnerships with leading e-commerce platforms like "Tajer" and "Jamaica."

## Vision

To be the preferred online platform in the region, where customers find everything they need, at attractive prices and high quality.

## Objective

**Customer:** Deliver a unique shopping experience that meets and exceeds customer expectations.

**Company:** Achieve sustainable sales growth and strengthen the "Souq Al Nas" brand.

# Internal Analysis



# Internal Analysis: Services

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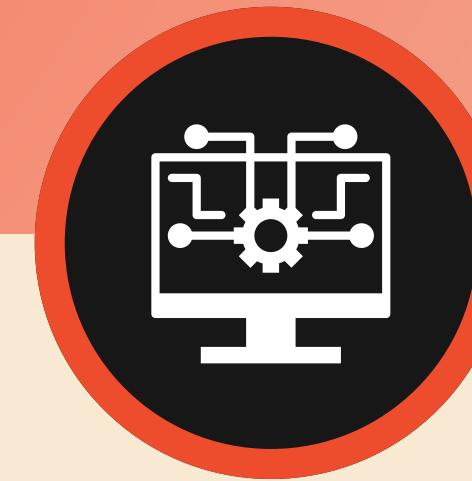
Feature	Advantages	Benefits
Product Diversity	8 main categories covering all family needs	Easy to find everything in one place
Competitive Pricing	Competitive prices compared to other markets	Saves customers money
Affiliate System	Offers a variety of products from different partners	More options for customers
Delivery	Delivery to all parts of the republic	Customer convenience and time saving
Social Media Presence	Strong presence on social media platforms	Continuous interaction with customers and answering their inquiries
Ease of Use	User-friendly and intuitive interface	Smooth and enjoyable shopping experience

# Internal Analysis: Resources



## Human Resources

- Experienced Team: The team behind "Souq Al Nas" seems to have a strong understanding of e-commerce and marketing, which is crucial for the success of an online marketplace.
- Partnerships: The partnerships with "Tajer" and "Jamaica" provide a steady stream of new products and attractive offers.



## Technological Resources

- Platform: The e-commerce platform is functional and provides a seamless shopping experience for users.
- Potential for App Development: The possibility of developing mobile apps can increase accessibility and convenience for customers.
- Content Management System: An efficient content management system allows for easy updates of products and offers.



## Financial Resources

- Budget: The available budget will depend on initial investments and projected growth.
- Payment System: A secure and flexible payment system enhances customer trust.



## Marketing Resources

- Brand Identity: "Souq Al Nas" has a strong and clear brand identity focused on providing a pleasant shopping experience.
- Marketing Channels: The use of various social media platforms provides a wide reach and facilitates interaction with customers.



## Intangible Resources

- Vision: The company has a clear vision of becoming the premier online shopping destination in Egypt.
- Values: The company's focus on providing high-quality products at affordable prices reflects its values and builds customer trust.

# Customer analytics



# Customer analytics

CATEGORY	DETAILS
Who	<ul style="list-style-type: none"> <li><b>Target Audience:</b> Adults between the ages of 20 and 50, primarily professionals and families.</li> <li><b>Gender:</b> Predominantly male.</li> <li><b>Income Level:</b> Middle to high income.</li> <li><b>Online Presence:</b> Active on Facebook, Instagram, and TikTok.</li> </ul>
Where	<b>Location:</b> All Governorates, Egypt.
What	<ul style="list-style-type: none"> <li><b>Products:</b> Household, electrical, clothing, accessories, and kitchen utensils.</li> <li><b>Concerns:</b> Searching for good quality products at a good price. Lack of time to shop in physical stores due to work commitments.</li> </ul>
Why	<b>Motivation:</b> Convenience and time-saving. <b>Preference:</b> Online shopping for relevant products at moderate prices.
When	<b>Appointment Timing:</b> Daily from 8 AM to 1 AM.

# COMPETITOR ANALYSIS



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## Egybasket



### Competitor Competitor

1



#### Strengths

- Strong follower engagement: This indicates a dedicated and interested audience, which is positive for building brand recognition and boosting sales.
- Strong visual identity: A cohesive visual identity enhances brand recall and helps customers recognize the brand.
- Exclusive offers: Special offers attract customers and encourage purchases.
- Competitive pricing: Competitive pricing is a strong draw for customers, especially in highly competitive markets.

#### Weaknesses

- **Inconsistent content:** Irregular content posting can lead to a loss of follower interest and reduced engagement over time.
- **Heavy reliance on paid campaigns:** A strong dependence on paid campaigns can increase costs and reduce long-term sustainability.

#### Buyer Journey Stage

- Decision and Interaction Stage: Given that strong engagement is primarily driven by paid campaigns and exclusive offers, customers are likely in the decision-making and interaction stage. This means they are already considering a purchase and seeking additional information before making a final decision.

# COMPETITOR ANALYSIS



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## Competitor Competitor 2



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### Strengths

- Product quality: This indicates that the products offered by the platform meet customer expectations and achieve high customer satisfaction.
- Consistent offer availability: Frequent offers attract customers and encourage repeat purchases.
- Customer service focus: The platform's focus on providing good customer service helps build trust with customers.

### Weaknesses

- **Weak engagement on comments:** Failure to respond to comments can negatively impact the platform's image and reduce customer trust.
- **Insufficient attention to design:** An unattractive website or app design may cause customers to leave and go to other competitors.

### Buyer Journey Stage

- Awareness and Interest Stage: Given that the strengths focus on product quality and offers, customers are likely in the awareness and interest stage of the buyer journey. This means they are just starting to learn about the platform and are seeking more information.

# SOWT ANALYSIS

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## STRENGTHS

- Diverse product range: Offers a wide variety of products across multiple categories, catering to a broad customer base.
- Affiliate model: Reduces operational and storage costs, increasing profit margins.
- Reach to a wide audience: Can reach a large online audience, especially if marketed effectively.
- Flexibility to expand: New products or categories can be easily added to the site.

**W**

## WEAKNESSES

- Dependence on affiliate platforms: Any changes in policies or pricing of these platforms can impact the site's profitability.
- Intense competition: Many other sites offer affiliate products, making competition fierce.
- Reliance on marketing: The site needs continuous investment in marketing to attract and retain customers.
- Low brand awareness: The general public may have limited knowledge of the Souq Elnas brand.

**O**

## OPPORTUNITIES

- Growth of e-commerce: The e-commerce market is growing rapidly, providing significant opportunities for the site to expand.
- Content personalization: The site can personalize marketing content for specific audiences, increasing its effectiveness.
- Influencer partnerships: Collaborating with influencers on social media can increase brand awareness.
- Mobile marketing: The user experience can be optimized for mobile devices to attract more customers.

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## THREATS

- Changes in consumer behavior: Changes in consumer behavior and preferences may impact the site's growth.
- Technical issues: Technical failures or security breaches can damage the site's reputation and lead to customer loss.
- Changes in regulations: Changes in e-commerce regulations may impact the site's operations.
- Entry of new competitors: New competitors may enter the market with greater financial resources or more attractive offers.

# OBJECTIVES



## SELL

- Increase sales revenue by 15% in the next quarter



## Serve

- Reduce average customer service response time to 2 minutes in the next week



## SPEAK

- Increase social media followers by 20% in the next month



## Save

- Reduce marketing costs by 5% in the next quarter



## SIZZLE

- Emphasizing the Personal Touch: We make every customer feel valued and understood. Through personalized recommendations, personalized offers, and an easy-to-use interface.

For the full OBJECTIVES, click [\[here\]](#)



# STRATEGY



# STRATEGY SEGMENTATIONS

## Segment 1:

### Young Professionals (25-30 years old)

#### Demographic

- Age: 25-30
- Gender: Female
- Income: Medium to high

#### Geographic

- Cairo Governorate

#### Behavioral

- Seeks quick and easy shopping experiences
- Uses mobile phones extensively for online shopping
- Looks for unique and personalized shopping experiences

#### Psychographic

- Interested in modern and innovative brands
- Influenced by social media influencers
- Enjoys participating in online communities

## Segment 2:

### Married Professionals (30-45 years old)

#### Demographic

- Age: 30-45
- Gender: Both Men & women
- Income: Medium

#### Geographic

- Gharbia Governorate

#### Behavioral

- Looks for value for money and is practical in purchasing decisions
- Uses computers for online shopping
- Influenced by past shopping experiences and friends' recommendations

#### Psychographic

- Prefers products that meet family needs
- Focuses on quality and durability in products

## Segment 3:

### Mature Adults (45-60 years old)

#### Demographic

- Age: 45-60
- Gender: Male
- Income: High

#### Geographic

Kafr El Sheikh Governorate

#### Behavioral

- Prefers high-quality products and trusted brands
- Uses the internet less compared to the other two segments
- Influenced by traditional advertising

#### Psychographic

- Likes traditional and reliable brands
- Values the emotional value of products
- Looks for convenient and easy shopping experiences

# STRATEGY

# TARGETING



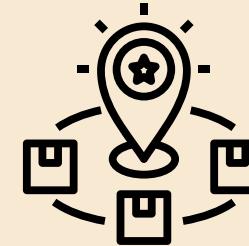
## Segment 2: Married Professionals (30-45 years old)

<b>Target Interests</b>	<ul style="list-style-type: none"><li>Fashion, kids, home decor, deals, discounts, similar brands</li></ul>
<b>Target Behaviors</b>	<ul style="list-style-type: none"><li>Online shoppers, mothers, young adults, searching for new products</li></ul>
<b>Target Demographics</b>	<ul style="list-style-type: none"><li>30-45 years old, female, male middle income, interested in local brands</li></ul>
<b>Suggested Ad Copy</b>	<ul style="list-style-type: none"><li>"Stylish family fashion at unbeatable prices", "Transform your home with affordable, trendy decor", "Latest fashion trends for kids"</li><li>Engaging images of family fashion shows, short videos showcasing new home products, interactive contests</li></ul>

## Segment 3: Mature Adults (45-60 years old)

<b>Target Interests</b>	<ul style="list-style-type: none"><li>Medical tools, home comfort, gifts and special offers</li></ul>
<b>Target Behaviors</b>	<ul style="list-style-type: none"><li>Online shoppers, looking for practical products.</li><li>Followers of home decor, fashion, travel, and selfie accounts</li></ul>
<b>Target Demographics</b>	<ul style="list-style-type: none"><li>45-60 years old, female, male, medium to high income, interested in health and comfort, and repairing household and electrical appliances.</li></ul>
<b>Suggested Ad Copy</b>	<ul style="list-style-type: none"><li>"Experience ultimate home comfort", "Unique gifts for loved ones", "Special offers you can't miss"</li></ul>

## POSITIONING



"Souq al Nas" is more than just an online store; it's your one-stop shop for all your needs and the needs of your family. Whether you're looking for the latest fashion trends, practical household items, or unique gifts, you'll find everything you need in one place. We offer a wide range of high-quality products at competitive prices, ensuring a seamless and secure shopping experience.

# STRATEGY

## BUYER PERSONA 1

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- Name: Nadee Mohammed
- Age: 35 years old
- Location: Gharbiya Governorate, Egypt
- Occupation: Administrative Employee
- Income Level: Medium
- Consumption Behavior: Prefers online shopping to save time.

Looks for secure payment options like cash on delivery.

Values fast and free home delivery.

- Needs: Affordable yet high-quality family products.

Clothes and shoes for her children and herself.

Practical household items.

Effective and fast customer service.

Easy online shopping experience.

- Challenges: Lack of time for shopping.

Difficulty finding everything in one place.

Concern for quality of online purchases.

Shopping Goal: To conveniently and effectively meet her family's needs.

- About:

Nadee is a 35-year-old administrative employee living in Gharbiya Governorate, Egypt. With a medium income level and busy lifestyle as a working mom, she values online shopping for its time-saving convenience. She is looking for a one-stop online store that offers quality family essentials at affordable prices with fast delivery. Her main shopping motivations are efficiency and ensuring her family's needs are met.



view BUYER PERSONA cilice [Here](#) ↗

# STRATEGY

## BUYER PERSONA 2

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- Name: Karim Yousif
- Age: 45 years old
- Location: Cairo Governorate
- Occupation: Sales Manager
- Income Level: High
- Needs: Seeks high-quality products like shoes as gifts for colleagues and family. Also looks for premium men's fashion. Additionally requires health and home appliances like electronics for repair.
- Consumption Behavior: Values quality, comfort and convenience. Cares about excellent customer service. Looks for a seamless and trustworthy shopping experience.
- Challenges & Barriers: Seeks reliable customer service that is always available. Needs secure and easy payment options.
- About:

Karim is a 45-year-old sales manager living in Cairo Governorate with a high income. As a manager who gives gifts regularly to clients and family, he is on the lookout for trusted sources of premium quality products. In addition to gifts, he also requires quality home and health items. He appreciates brands that offer exceptional customer service and a smooth shopping journey. Convenient payment methods and responsive support are also important to this discerning shopper. Overall, Karim values reliable service and products that create a positive impressions through quality and style.



view BUYER PERSONA cilice [Here](#) ↗

# STRATEGY

## USP



### User-Friendly Interface



A simple and intuitive user interface can significantly enhance the shopping experience and attract a wider customer base.

### Diverse Payment Options



Offering a variety of payment methods, including cash on delivery, can cater to different customer preferences.

### Exceptional Customer Service



A strong commitment to customer satisfaction can foster loyalty and positive word-of-mouth.

### Targeted Marketing



Utilizing targeted marketing strategies can effectively reach specific customer segments and maximize marketing ROI.

# TACTICS

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## CHANNELS

- Facebook
- TIKTOK
- INSTAGRAM
- you tube
- Facebook Ads
- Search Engine Optimization (SEO)



## FREQUENCY POSTING

- DAILY POSTS
- REELSEVERY2 DAYS
- STORY DAILY



## Time of posting

- Maintain a regular posting schedule to keep your audience engaged.



## Tone of Voice

- Professional and friendly



## Types of Content Used

- Diversity of content (photos, videos, stories).



## Content Calendar

[View Content Calendar](#)



## ACTION

[For the full CONTROL plan , click \[HERE\].](#)

## Marketing Mix



### Product

- **Core Product:** A comprehensive online marketplace.
- **Augmented Product:** A wide range of products from clothing and accessories to electronics.
- **Value Proposition:** Convenient and fast online shopping experience, offering a variety of products at competitive prices.

### Price

- **Pricing Strategy:** Competitive pricing to cater to the middle-class segment.
- **Promotions and Discounts:** Leveraging the affiliate system to offer continuous deals and discounts.
- **Value for Money:** Emphasizing the value customers get for their money.

### Place

- **Distribution Channels:** Website, Mobile Apps, Social Media Platforms
- **Geographical Coverage:** Entire Egyptian Republic.
- **Distribution Partners:** Partnering with websites like "Tajer," "Jamaica," and "Angazny."

### Promotion

- **Marketing Message:** "Souq al-Nas for everyone" emphasizes inclusivity and affordability.
- **Promotional Tools:** Facebook advertising, Social media content marketing, Offers and contests, Affiliate marketing
- **Target Audience:** All family members, with a focus on the middle class.

# TACTICS

# CONTOL

## Key Performance Indicators

For the full CONTOL plan , click [HERE]. 

### KPI #1

- **Paid Advertising KPIs:**
- Click-through Rate (CTR)
- Cost Per Click (CPC)
- Conversion Rate
- Return on Ad Spend (ROAS)

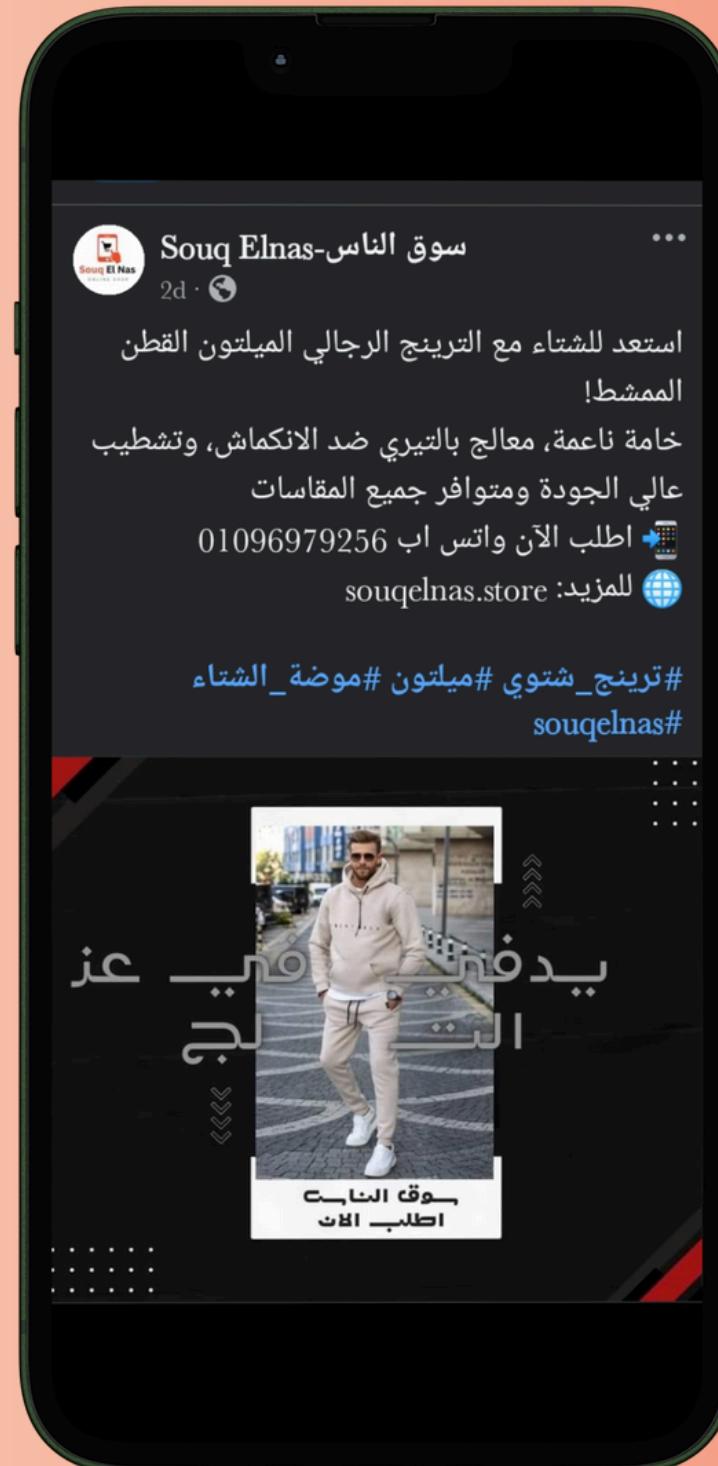
### KPI #2

- **for Sales**
- Number of Orders
- Number of New Customers
- Total Sales Revenue
- Average Order Value

# TACTICS

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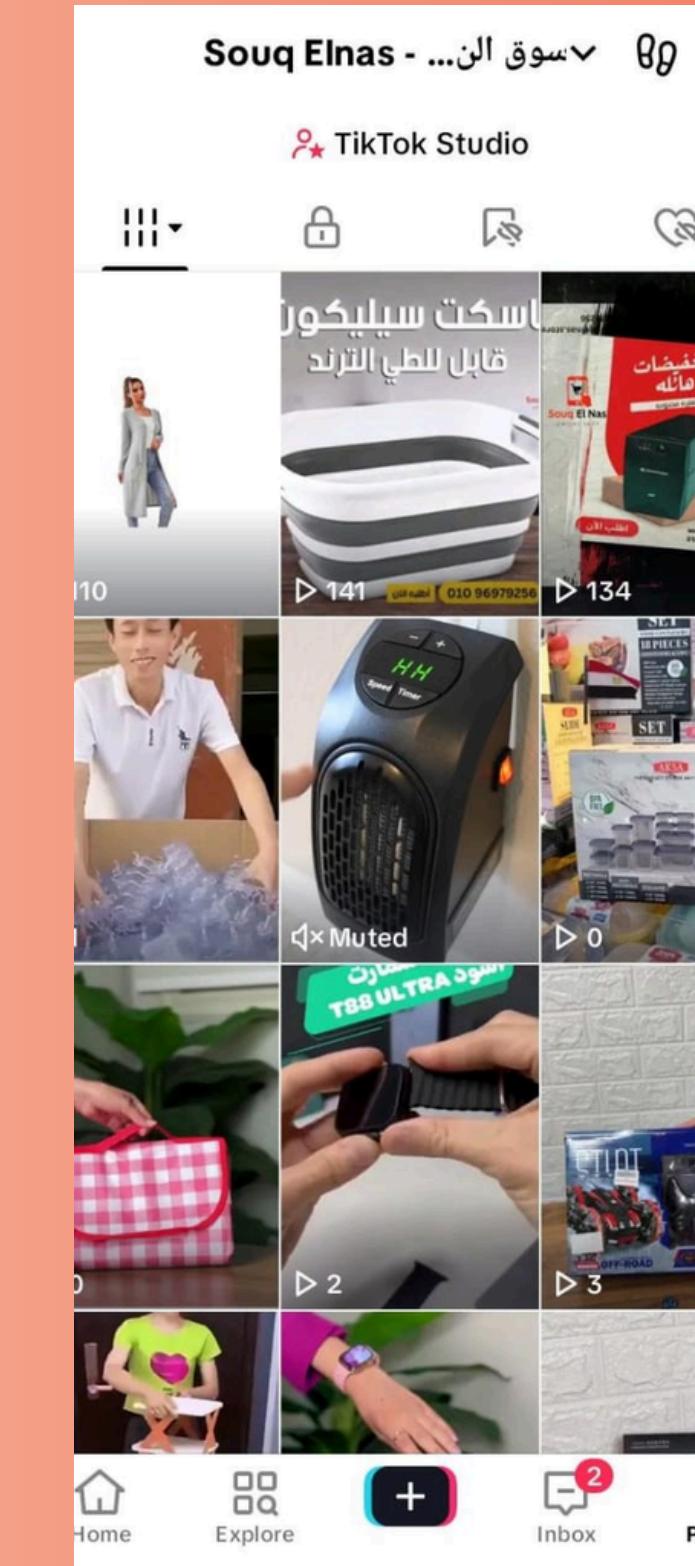
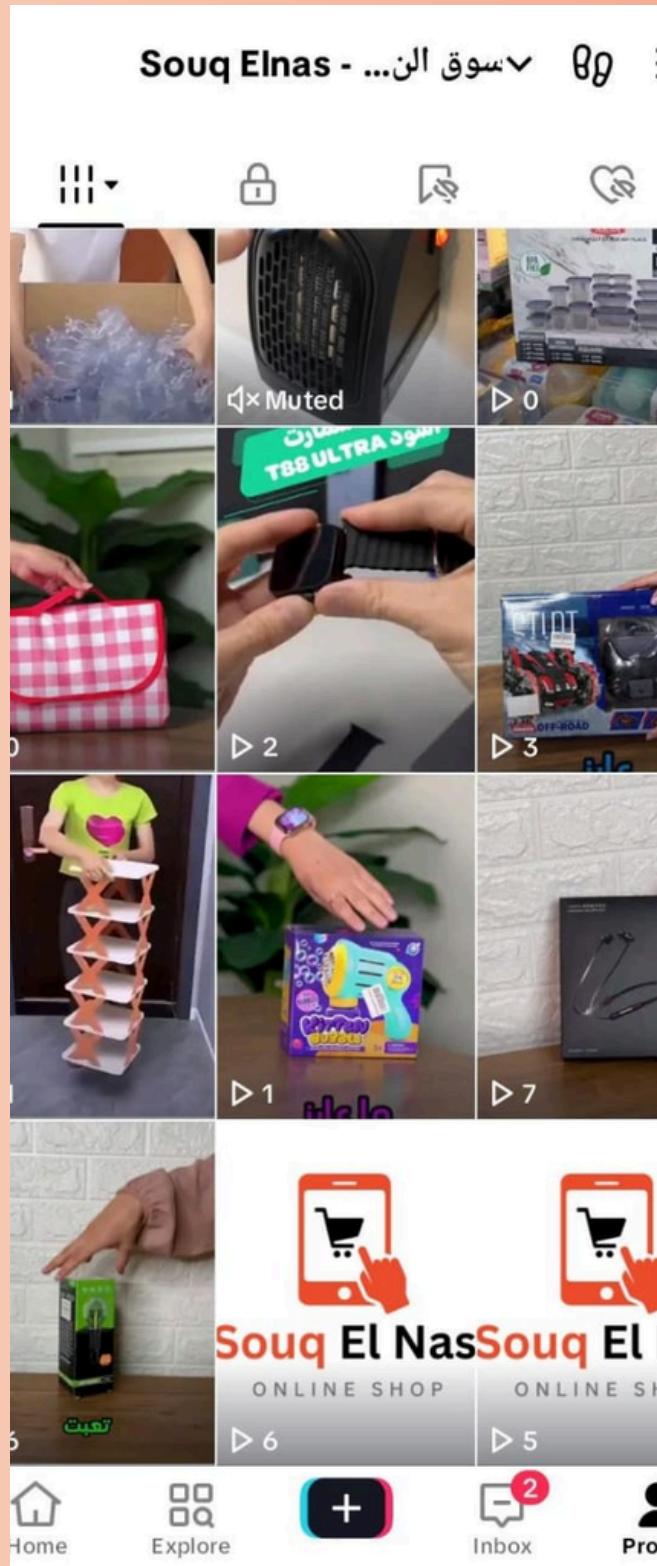
## Sample of the content on facebook



# TACTICS

25

## Sample of the content on TikTok



# TACTICS

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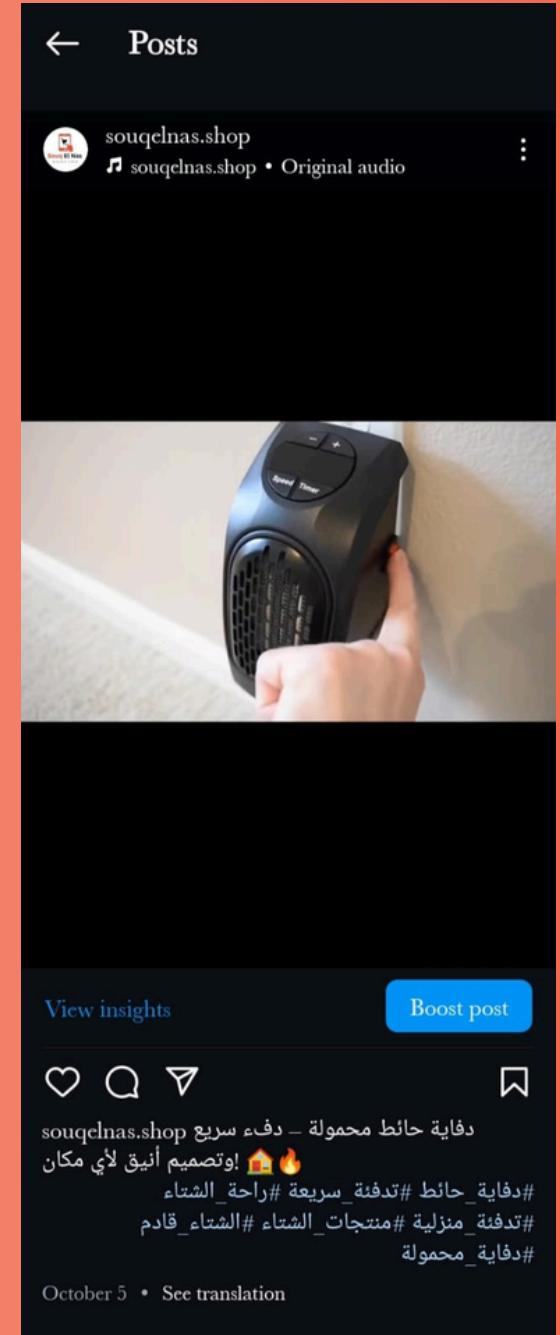
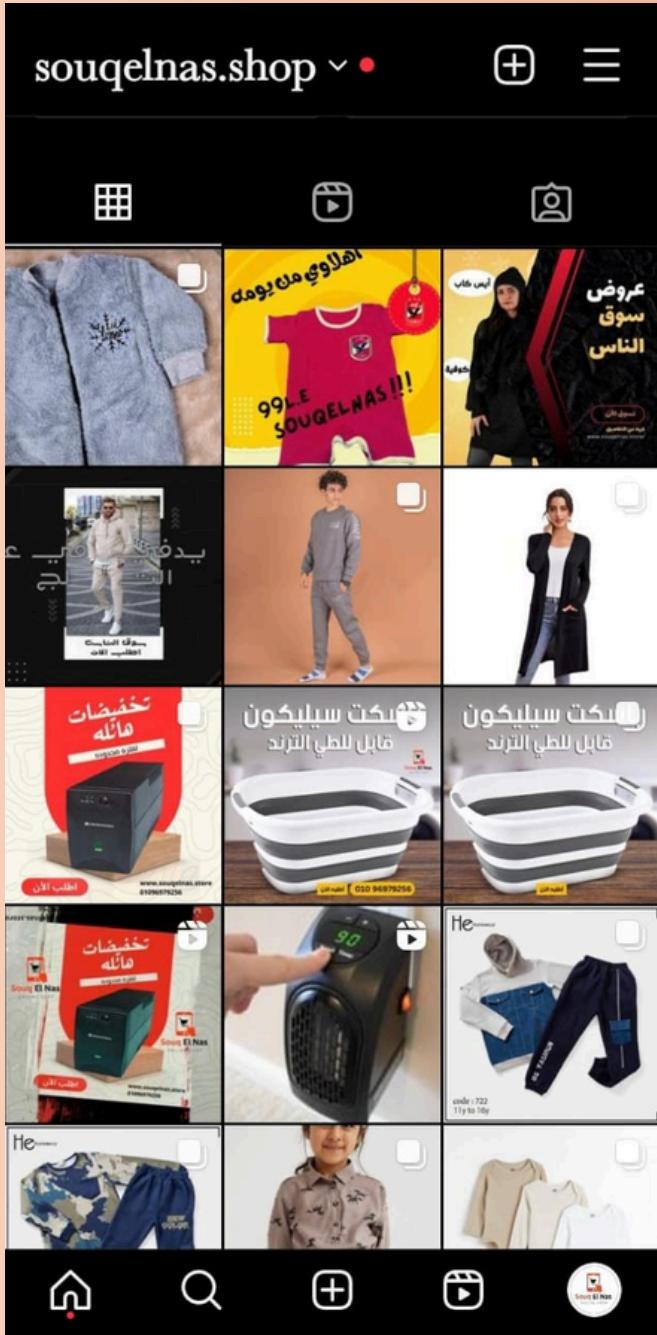
## Sample of the content on X



# TACTICS

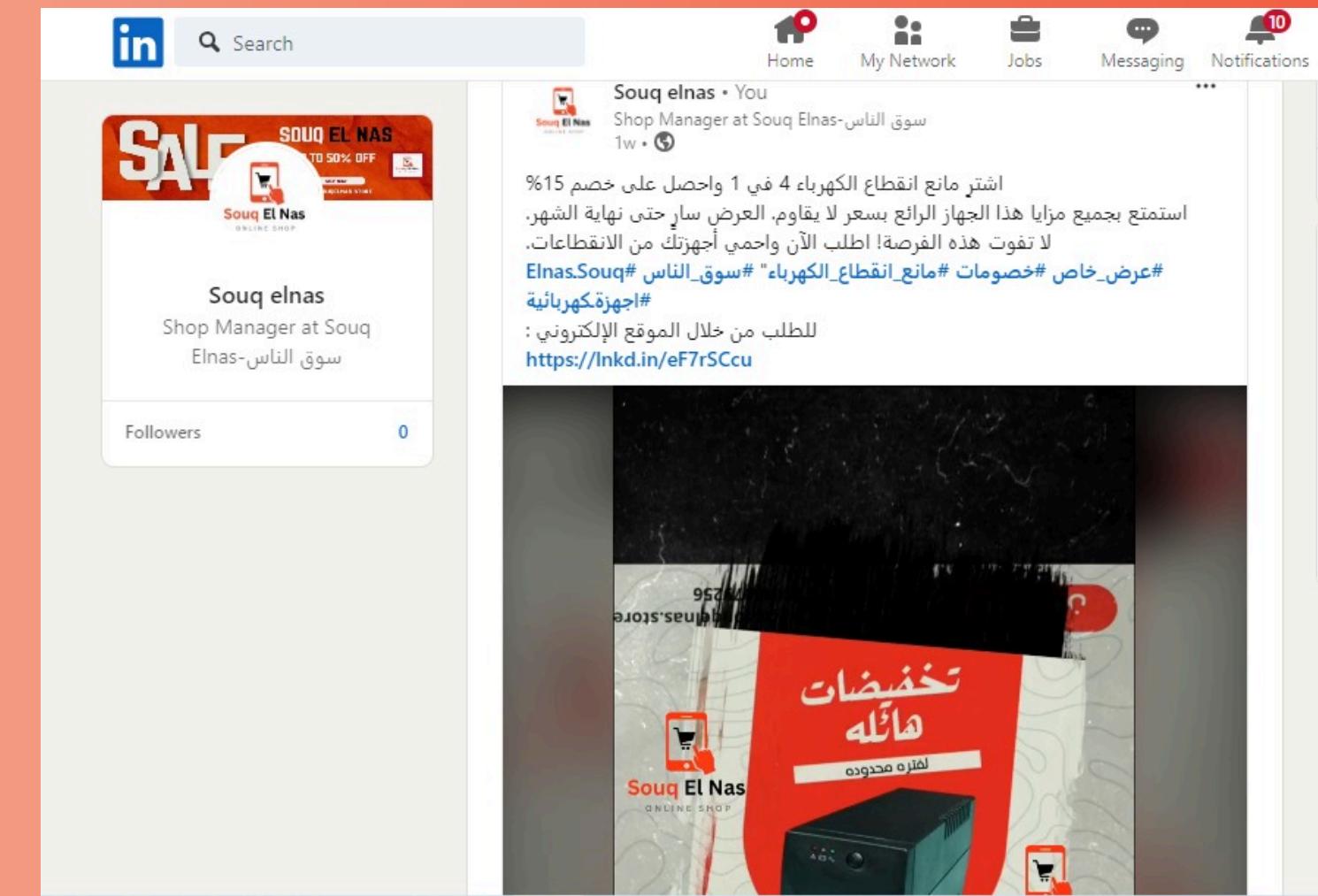
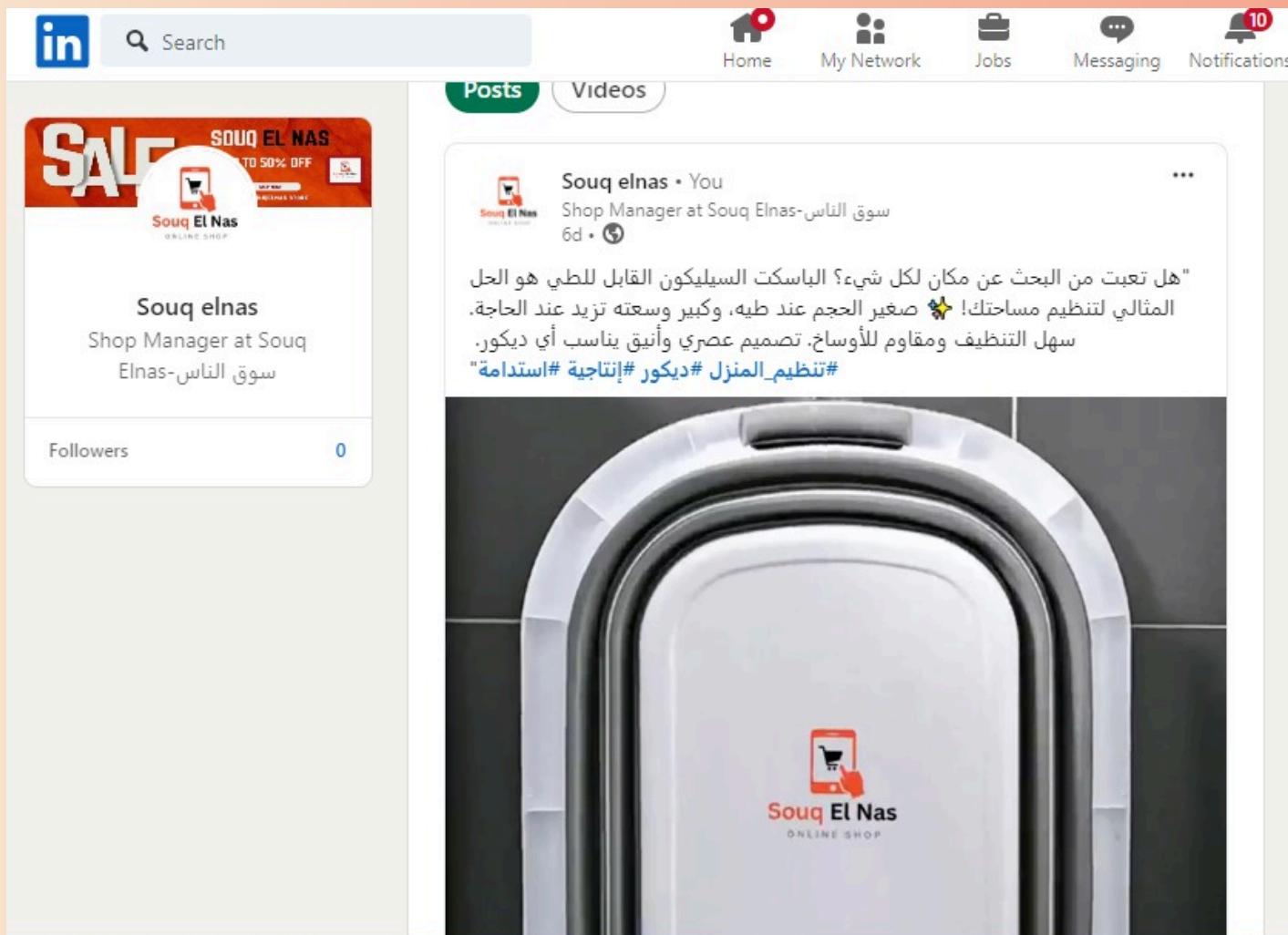
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## Sample of the content on Instagram



# TACTICS

## Sample of the content on linkedin



# TACTICS

## Sample of the content calender



Souq Elnas Content Calender									
SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT PILLAR	CORNER STONE CONTENT	Target Audience	CONTENT FORMAT	COPY / HASHTAGS	STATUS	LINK
FACEBOOK	10/01/2024	8:00 AM	EDUCATION	ملاين شتري هر يوم	women	Reels & Story	#Kidstay #Women #Winter	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
	10/01/2024	10:00 AM	ENTERTAINMENT	ملاين شتري رهانى	man	Carousel	#BOY #MAN #WINTER	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
	10/02/2024	1:00 PM	EDUCATION	التسوّرات وفضّلات	women	Facebook Post	#Accessories #Silver	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
	10/03/2024	8:00 PM	PROMOTION	لعبة العقل وعروض تخفيفات العرس	women & man	Reels & Story	#Kitchen #Toys	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
	10/03/2024	11:00 PM	PROMOTION	متجرات أطفال ومتجرات المطبخ	All	Carousel	#Offers #Discount	In process	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
INSTAGRAM	10/01/2024	10:00 AM	PROMOTION	ملاين شتري هر يوم	women	Carousel	#Kidstay #Women #Winter	Posted	<a href="https://www.instagram.com/souqelinas.shop">https://www.instagram.com/souqelinas.shop</a>
	10/01/2024	12:30 PM	PROMOTION	ملاين شتري رهانى	man	Instagram Story	#BOY #MAN #WINTER	Posted	<a href="https://www.instagram.com/souqelinas.shop">https://www.instagram.com/souqelinas.shop</a>
	10/02/2024	12:30 PM	EDUCATION	التسوّرات وفضّلات	women	Reels & Story	#Accessories #Silver	Posted	<a href="https://www.instagram.com/souqelinas.shop">https://www.instagram.com/souqelinas.shop</a>
	10/03/2024	08:00 pm	PROMOTION	لعبة العقل وعروض تخفيفات العرس	women & man	post	#Kitchen #Toys	Schedule	<a href="https://www.instagram.com/souqelinas.shop">https://www.instagram.com/souqelinas.shop</a>
	10/03/2024	11:00 PM	EDUCATION	متجرات أطفال ومتجرات المطبخ	All	Feed post	#Offers #Discount	Schedule	<a href="https://www.instagram.com/souqelinas.shop">https://www.instagram.com/souqelinas.shop</a>
FACEBOOK	10/04/2024	10:00 AM	EDUCATION	مسليات العرس (أجهزة كهربائية وفضفاض)	women	Thread	#Kidstay #Women #Winter	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
	10/04/2024	12:30 PM	PROMOTION	ساعات ديجيتال واكسسوارات رجال	man	Reels & Story	#BOY #MAN #WINTER	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
	10/05/2024	12:30 PM	ENTERTAINMENT	فستان واكسسوارات	women	post	#Accessories #Silver	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
	10/05/2024	08:00 pm	PROMOTION	لعبة العقل ومتجرات المطبخ	women & man	Feed post	#Kitchen #Toys	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
	10/06/2024	11:00 PM	EDUCATION	ساعات ديجيتال حريمي ورجال	All	Post	#Offers #Discount	Posted	<a href="https://www.facebook.com/souqelinas.shop">https://www.facebook.com/souqelinas.shop</a>
INSTAGRAM	10/04/2024	10:00 AM	EDUCATION	مسليات العرس (أجهزة كهربائية وفضفاض)	women	post	#Kidstay #Women #Winter	Schedule	<a href="https://www.instagram.com/souqelinas.shop">https://www.instagram.com/souqelinas.shop</a>
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	10/06/2024	08:00 pm	PROMOTION	لعبة العقل ومتجرات المطبخ	women & man	post	#Kitchen #Toys	In process	<a href="https://www.instagram.com/souqelinas.shop">https://www.instagram.com/souqelinas.shop</a>
	10/07/2024	11:00 PM	EDUCATION	ساعات ديجيتال حريمي ورجال	All	Feed post	#Offers #Discount	Schedule	<a href="https://www.instagram.com/souqelinas.shop">https://www.instagram.com/souqelinas.shop</a>

# Facebook Ads



# Overview of the Campaigns

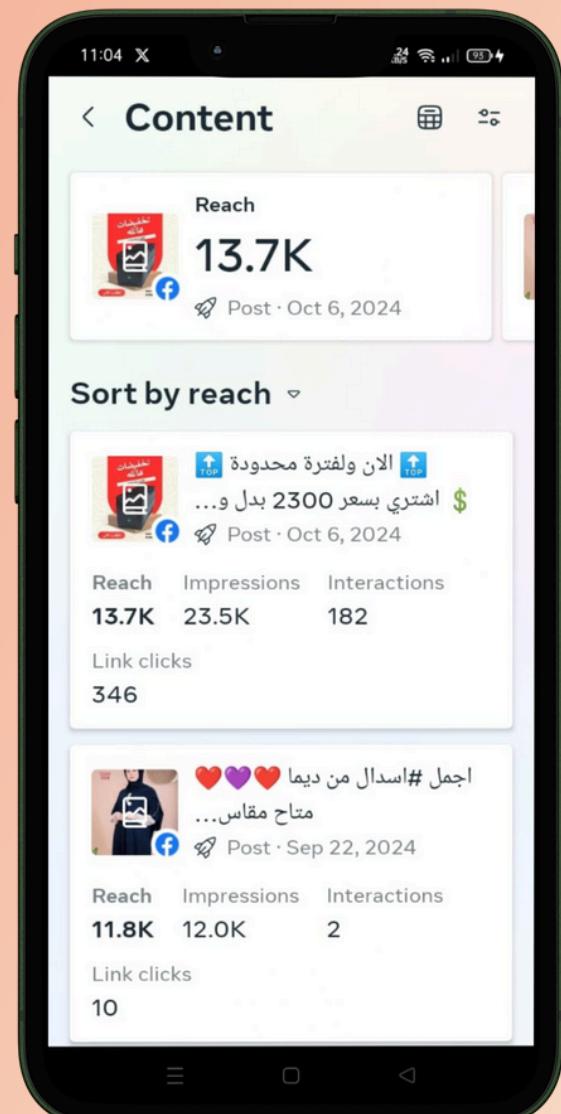
31

## Objective

- Enhancing a brand's presence online. to increase brand awareness, improve customer engagement, and ultimately drive sales.

## Ad Formats Used:

- Awareness
- Messages (landing page)

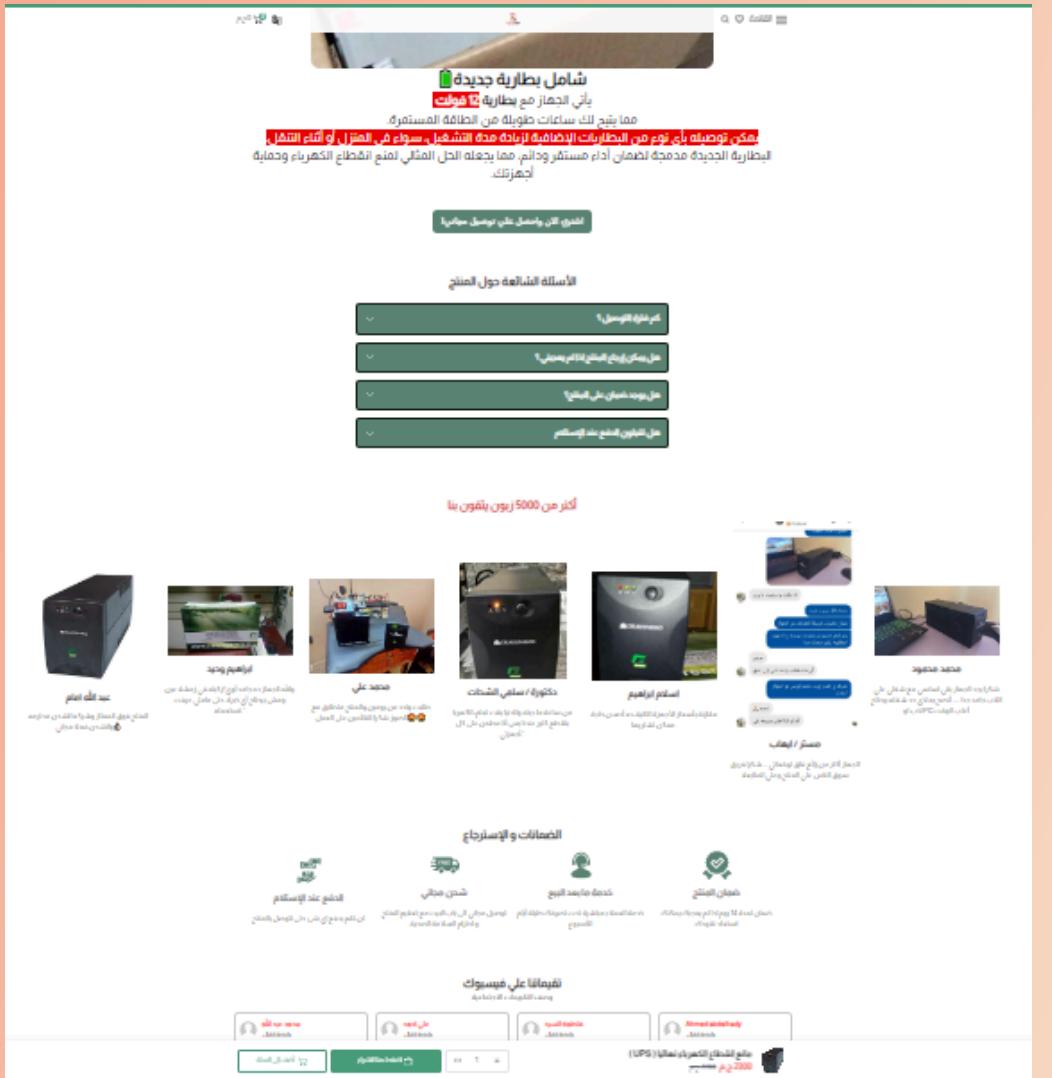


# Overview of the Campaigns

## landing page



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# Campaign Results

Campaigns Souq Elnas (491025823808980) Updated just now Review and publish ...

All ads Active ads Had delivery More views This month: Oct 1, 2024 – Oct 22, 2024

Search and filter

**Campaigns** 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export

	Off / On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	CTR (link click-through rate)	Ends
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "اين ولقفرة محدودة الا ان ..."	7-day click or 1...	.168 [2] Messaging convers...	13,541	23,688	.558.ج [2] Per Messaging Con...	937.91.ج	1.46%	Oct 14, 2024
<input type="checkbox"/>	<input type="checkbox"/>	[10/02/2024] Promoting	7-day click or 1...	.58 [2] Messaging convers...	6,393	6,926	.9.02.ج [2] Per Messaging Con...	523.18.ج	1.67%	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	New Awareness Souq elnas	7-day click or 1...	40,984 Reach	40,984	41,679	2.02.ج Per 1,000 People Reac...	82.65.ج	0.04%	Ongoing
<b>Results from 3 campaigns</b> 1		7-day click or ...	-	60,195 Accounts Center acco...	73,585	Total	-	1,738.52.ج Total spent	0.67%	Per Impressions

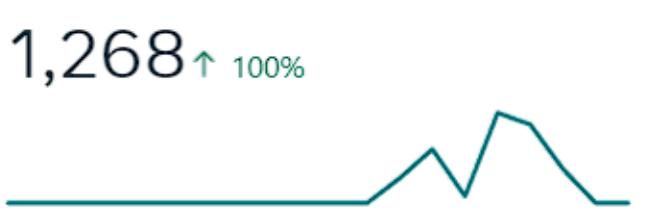
# Campaign Results

**Advertising summary** ⓘ  
Souq El Nas spent 2.09.م.ج. K on 4 ads in the last 60 days.

Last 60 days: Aug 23, 2024 - Oct 21, 2024 🕒

**Reach** ⓘ  
**62,453** ↑ 100%

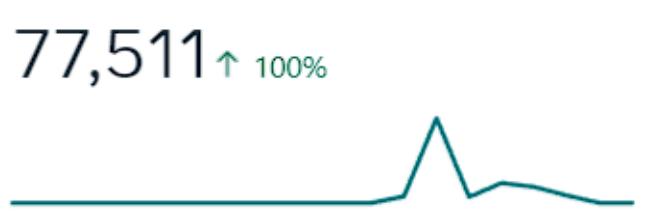

[See more](#)

**Post engagements** ⓘ  
**1,268** ↑ 100%


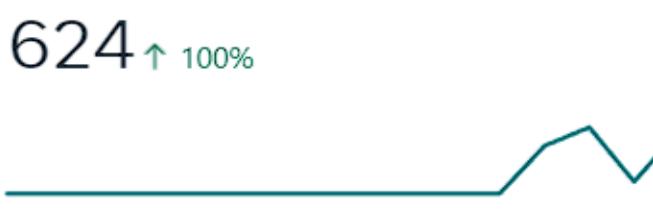
[See more](#)

**Messaging conversations started** ⓘ  
**228** ↑ 100%

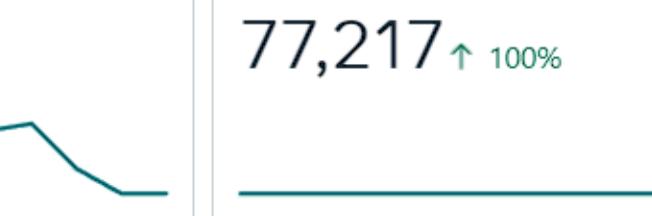

[See more](#)

**Views** ⓘ  
**77,511** ↑ 100%


[See more](#)

**Link clicks** ⓘ  
**624** ↑ 100%


[See more](#)

**Impressions** ⓘ  
**77,217** ↑ 100%


[See more](#)

**Page engagements** ⓘ  
**1,271** ↑ 100%


[See more](#)

---

**Recent ads**

Completed • Oct 7 • Created by Mahmoud Abdeeldaym

[Boost again](#) [View results](#)

Boosted Facebook post

**Messages**

الآن ولفترة محدودة ↑ 100% اشتري بسعر ↓ 15% وبحصص ↓ 2700 بدل 230...

Paused • Oct 2 • Created by Mahmoud Abdeeldaym

[...](#) [Resume](#) [View results](#)

Ad

**Messages**

قل وداعاً لانقطاع الكهرباء ⚡ مع مा�ئع انتقطاع Clearisparmio . Elsist! ...

**Boost this post to reach a wider audience**

Posts like this one usually perform well for businesses similar to yours. Adjust the total budget to view estimated advertising results.



واتس اب للمزيد ... 01096979256

Oct 14, 2024, 12:16AM

ID: 122114530268529294

 1  1  0 comments

**Current performance**

From your existing post

Account Center accounts ⓘ reached **19**

**Estimated daily results**

From boosting this post

Account Center accounts reached **3.9K - 11.2K**

Post Engagement ⓘ

# Campaign Results

34

[View results](#)

[Boost again](#) [Boost other content](#) [...](#) [X](#)

### Performance

EGP937.91 spent over 7 days.

Messaging conversations started	168
Reach	13,541
Cost per Messaging Conversation Started	5.58.م ج

### Activity

Post engagements	893
Link clicks	347
Messaging conversations started	168
Content views	110
Website content views	110
Post reactions	68
Landing page views	48
Post comments	0

### Details

Status: Completed

Goal: Get more messages

Total budget: EGP938.00

Duration: 7 days

[See all](#)

### Message template

[Edit](#)

View your current greeting and FAQs below. You can edit them at any time.

Greeting: كيف يمكنني مساعدتك اليوم بخصوص مانع Souq. مرحباً "👉" "انقطاع الكهرباء؟"

Questions:

- ما هو مانع انقطاع الكهرباء؟
- هل الجهاز يأتي مع بطارية؟
- ما هي الأجهزة التي يمكن توصيلها بالجهاز؟
- كيف يمكنني طلب؟

Automated responses: On

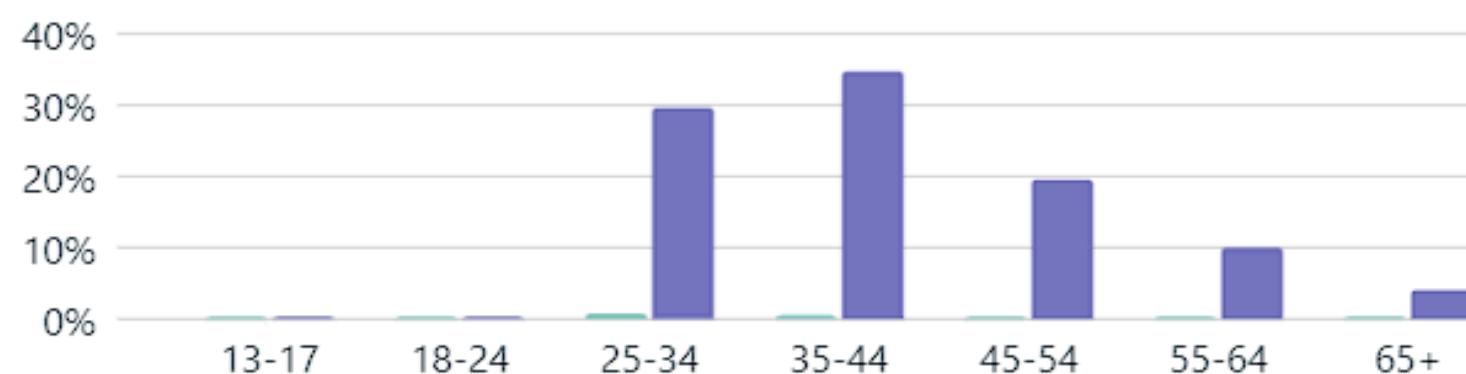
# Campaign Results

35

## View results

This ad reached 13,541 people in your audience.

### People



### Audience details

Location  
**Egypt**

Exclude location

**Egypt: Latitude 30.84 Longitude 28.96 El Alamein (+10 mi), Latitude 31.36 Longitude 27.28 Marsa Matruh (+10 mi) Matrouh Governorate**

Minimum age  
**25**

Age  
**25 - 55**

Gender  
**Male**

Boost again

Boost other content

...



أوتوماتيكيًّا دون أي انقطاع للأجهزة في أقل من 2 ms. لماذا تحتاجه؟ مناسب لجميع أنواع الكمبيوترات والأجهزة الحساسة. مثالٍ للتلفزيونات، الرادارات، الإضاءة، المراوح، وأجهزة الأكسجين. يعمل مع جميع الأجهزة تحت نصف كيلو. قابل للتوصيل بأي بطارية 12 فولت لأي نوع وقدرة، مما يعني ساعات طويلة من الطاقة المستمرة داخل المنزل أو أثناء التنقل. المزايا الإضافية: مؤشرات ضوئية للموجة، الشحن، والطاقة. حماية الأجهزة الإلكترونية من التلف وانقطاع النظام. الجهاز غير شامل البطارية. جودة أوروبية، بأعلى المعايير. للطلب أو الاستفسار، تواصل معنا عبر واتساب: 96979256 010. للطلب من خلال الموقع الإلكتروني:

<https://www.souqelnas.store/products/Preventing-power-outages>

الآن ولفترة محدودة \$ اشتري \$ بسعر 2300 بدل ومن 2700 \$ وبخصم 15% توصيل مجاني + بطارية داخلية كله ده داخل العرض استمتع... الطاقة المستمرة مع مانع انقطاع الكهرباء



[View ad](#)

[Edit ad](#)

### Payment method



Visa • 0851

[Change](#)

# Campaign Results

36

## View results

This ad reached 13,541 people in your audience.

People

**Placements**

Locations

Mobile app Feed



Facebook Reels



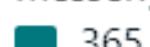
Facebook Stories



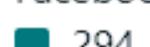
Mobile suggested videos feed



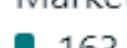
Messenger inbox



Facebook Search Results on mobile devices



Marketplace mobile



Desktop Feed



Marketplace desktop



Facebook Search Results on desktop devices



Facebook profile feed mobile



Boost again

Boost other content

...



Oct 14, 2024

Created by

**Mahmoud Abdeeldaym**

Pixel

 **Souq Elnas - سوق الناس**

ID: 2668974136607745

Ad account

 **Souq Elnas**

ID: 491025823808980

Ad type

**Boosted Facebook post**

 See less

### Message template

Edit

View your current greeting and FAQs below. You can edit them at any time.

كيف يمكنني مساعدتك اليوم بخصوص مانع Souq "مرحباً"؟  
ما هو مانع انقطاع الكهرباء؟  
ما هي الأجهزة التي يمكن توصيلها بالجهاز؟  
ما هي الأجهزة التي يمكن توصيلها بالجهاز؟

هل الجهاز يأتي مع بطارية؟  
ما هي الأجهزة التي يمكن توصيلها بالجهاز؟  
ما هي الأجهزة التي يمكن توصيلها بالجهاز؟

Automated responses: On

# Campaign Results

[View results](#)

[Boost again](#) [Boost other content](#) [...](#) [X](#)

**Audience**

This ad reached 13,541 people in your audience.

People	Placements	Locations
Cairo Governorate	2883	
Dakahlia Governorate	981	
Al Sharqia Governorate	798	
Giza Governorate	743	
Monufia Governorate	703	
Gharbia Governorate	703	
Qalyubia Governorate	699	
Beheira Governorate	687	
Qena Governorate	512	
Aswan Governorate	504	

**Details**

Status: **Completed**

---

Goal: **Get more messages**

---

Total budget: **EGP938.00** 

---

Duration: **7 days**

---

Start date: **Oct 7, 2024**

---

End date: **Oct 14, 2024**

---

Created by: **Mahmoud Abdeeldaym**

---

Pixel: **Souq Elnas - سوق الناس**  
ID: 2668974136607745

---

Ad account: **Souq Elnas**  
ID: 491025823808980

---

Ad type:

# Campaign Results

38

[View results](#)

[Resume](#) [Edit](#) [Boost again](#) [Delete](#) [...](#) [X](#)

### Performance

**Messaging conversations started** 58

**Reach** 6,393

**Cost per Messaging Conversation Started** ٩.٠٢.م.ج

i

### Details

---

Status Paused

---

Goal Get more messages

---

Daily budget EGP200.00

---

Duration Continuous

---

Start date Oct 2, 2024

---

Created by Mahmoud Abdeeldaym

---

Pixel Souq Elnas - سوق الناس -  
ID: 2668974136607745

---

Ad account Souq Elnas  
ID: 491025823808980

[View results](#)

[Resume](#) [Edit](#) [Boost again](#) [Delete](#) [...](#) [X](#)

### Performance

**Messaging conversations started** 58

**Reach** 6,393

**Cost per Messaging Conversation Started** ٩.٠٢.م.ج

i

### Details

---

Status Paused

---

Goal Get more messages

---

Daily budget EGP200.00

---

Duration Continuous

---

Start date Oct 2, 2024

---

Created by Mahmoud Abdeeldaym

---

Pixel Souq Elnas - سوق الناس -  
ID: 2668974136607745

---

Ad account Souq Elnas  
ID: 491025823808980

[See less](#)

Search

New Awareness Souq elnas > 2 Ad sets > 2 Ads

Off

This month: Oct 1, 2024 – Oct 22, 2024

New Awareness Souq elnas

New Awareness Ad Set souq elnas 1 - ...

test3

New Awareness Ad Set souq elnas 1

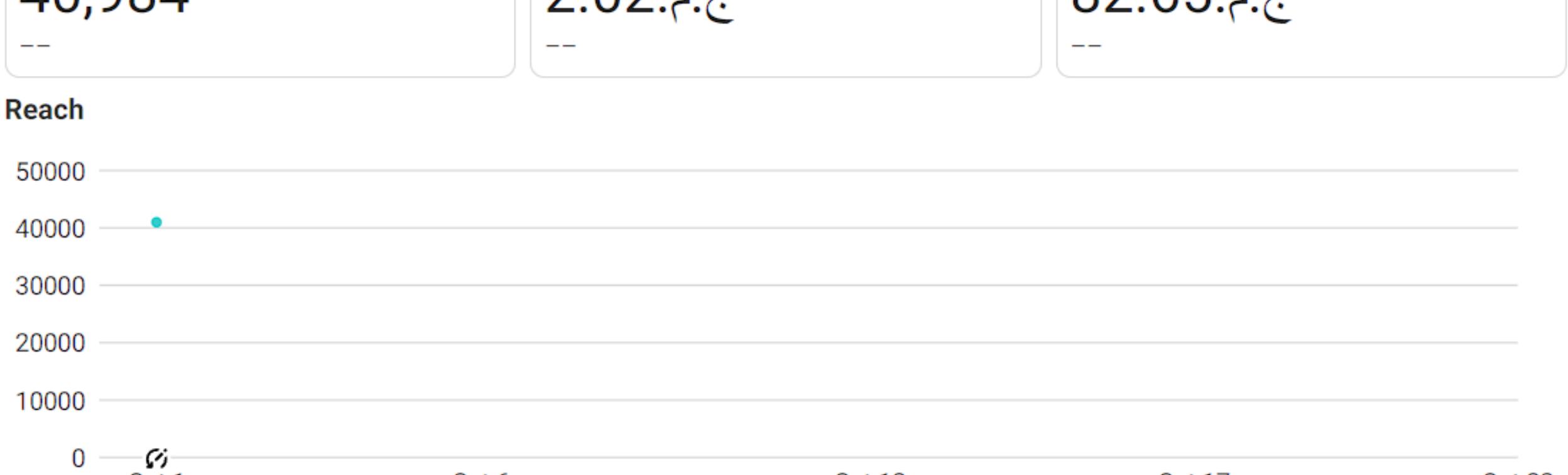
test1

### Performance overview

Activity types: All ▾    Customize

Reach	Cost per result	Amount spent
40,984	2.02.ج.م	82.65.ج.م

Reach



Oct 1    Oct 6    Oct 12    Oct 17    Oct 22

Reach    Historical edits

# Sales

41

## Total sales: 24

Total sales through the website: 14

Total sales through Messenger: 10



# Analyzing the Campaigns Performance



# Analyzing the Campaign Performance

- **Campaign 1:** This campaign seems to have a good reach and impressions, indicating that your ad was seen by a large audience. The CTR is also decent, suggesting that the ad was engaging. The CPC seems reasonable considering the results.
- **Campaign 2:** This campaign had a lower reach and impressions compared to the first one. The CTR is also relatively low, indicating that the ad might not have been as effective in capturing attention. The CPC is higher than the first campaign, suggesting that the ad might not have been as efficient in terms of cost.
- **Campaign 3:** This campaign is the standout performer. It has the highest CTR and website click-through rate, indicating that the ad was highly effective in driving traffic to your website. The CPC is also the lowest, suggesting that you got a lot of clicks for your money.

## Key Takeaways and Recommendations:

- **Campaign 3:** is clearly the most successful. You should consider increasing the budget for this campaign or creating similar campaigns.
- **Campaign 2:** needs some improvement. You might want to try different ad creatives, targeting options, or landing pages. For the other campaigns, continue monitoring their performance and make adjustments as needed.

# Analytics ads

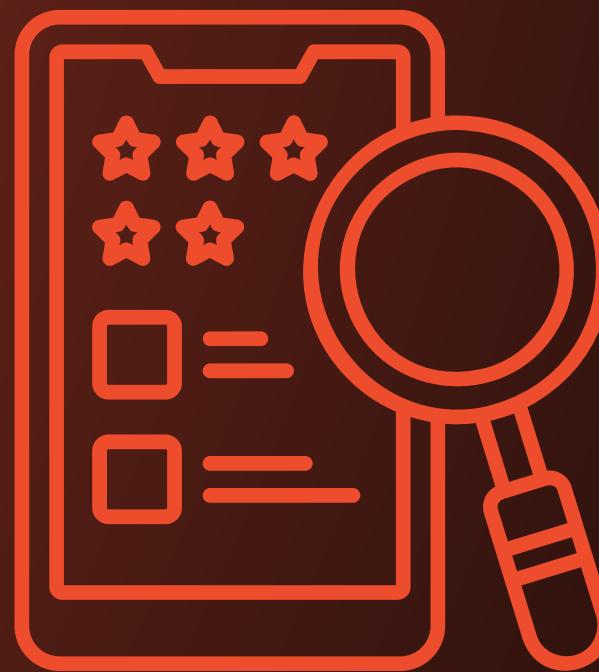
## Campaign I (Awareness):

- Strong Reach: The campaign successfully reached a substantial audience.
- Good Engagement: The content was engaging, as evidenced by the number of content interactions and conversations.
- Efficient Spend: The cost per reach seems reasonable.

## Second campaign (messages):

- Higher Reach: This campaign reached a larger audience.
- Higher cost per message: The cost per message is relatively high, which suggests we may want to explore ways to improve targeting or ad design.
- High response rate: The response rate is very good for us newbies, which indicates that the people who received the messages were interested in the product.

# Recommendations



# Recommendation

## Improve targeting:

- Audience segmentation: Attempting to divide the audience into smaller groups based on demographics, interests, and behaviors. This can help create more targeted ads and improve your results.
- Lookalike Audiences: We create lookalike audiences based on existing customers or leads to expand your reach to similar users.
- Improving audience targeting: By improving targeting by using more accurate data about the target audience. Try to divide the audience into smaller segments and target each segment with personalized ads.

## Optimize ad creative:

- A/B testing: By trying different ad creatives (images, videos, copy) to see which ones perform best.
- Compelling calls to action: Use strong calls to action that encourage users to take the desired action (e.g., “Learn more,” “Get an offer”).
- Improving content quality: Ensuring that advertising content is attractive, persuasive, and encourages interaction.

# Recommendation

## **Remarketing:**

- Target users who have previously interacted with ads or visited your website.
- Dynamic Ads: Show personalized ads based on previous users' behavior or products they've viewed.

## **Monitoring and control:**

- Review performance regularly: Closely monitor the performance of campaigns and make adjustments as needed.
- Iterate: Continuously test new strategies and improve campaigns based on results.

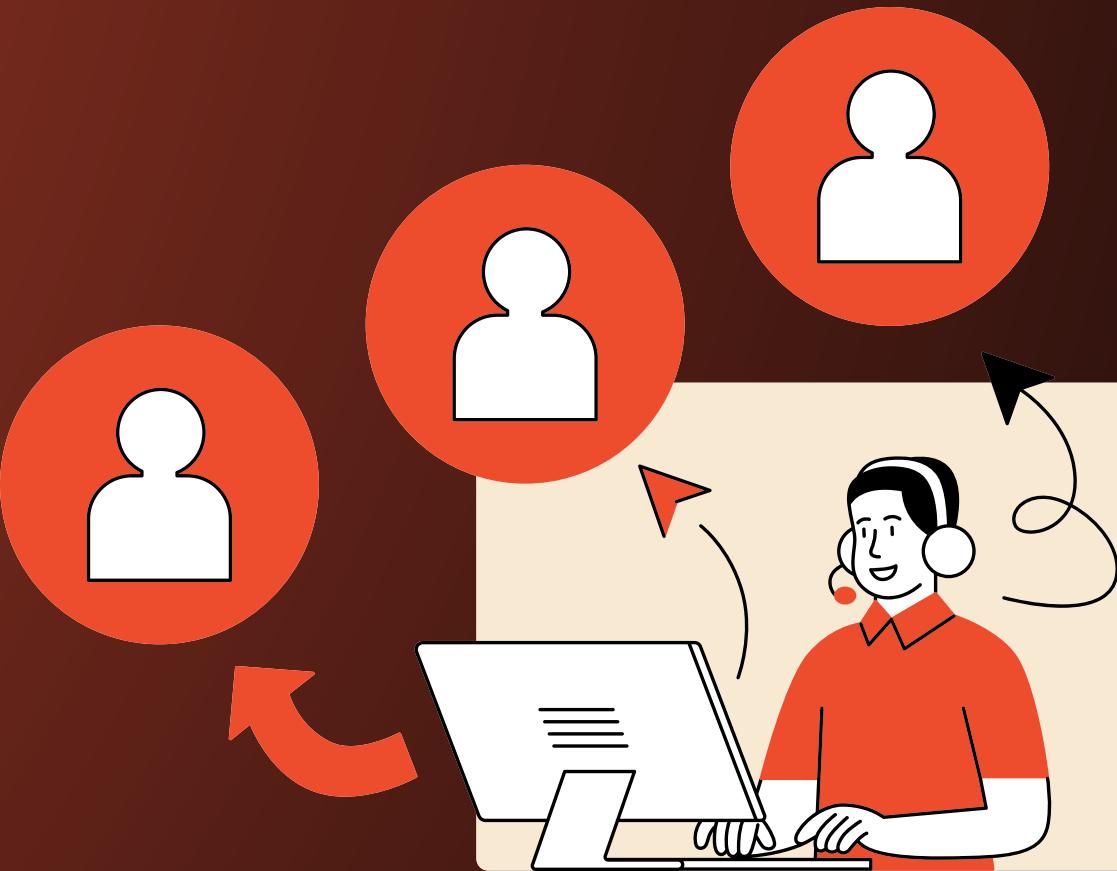
## **Landing Page:**

- Ensure your landing page is optimized for conversions and provides a seamless user experience.

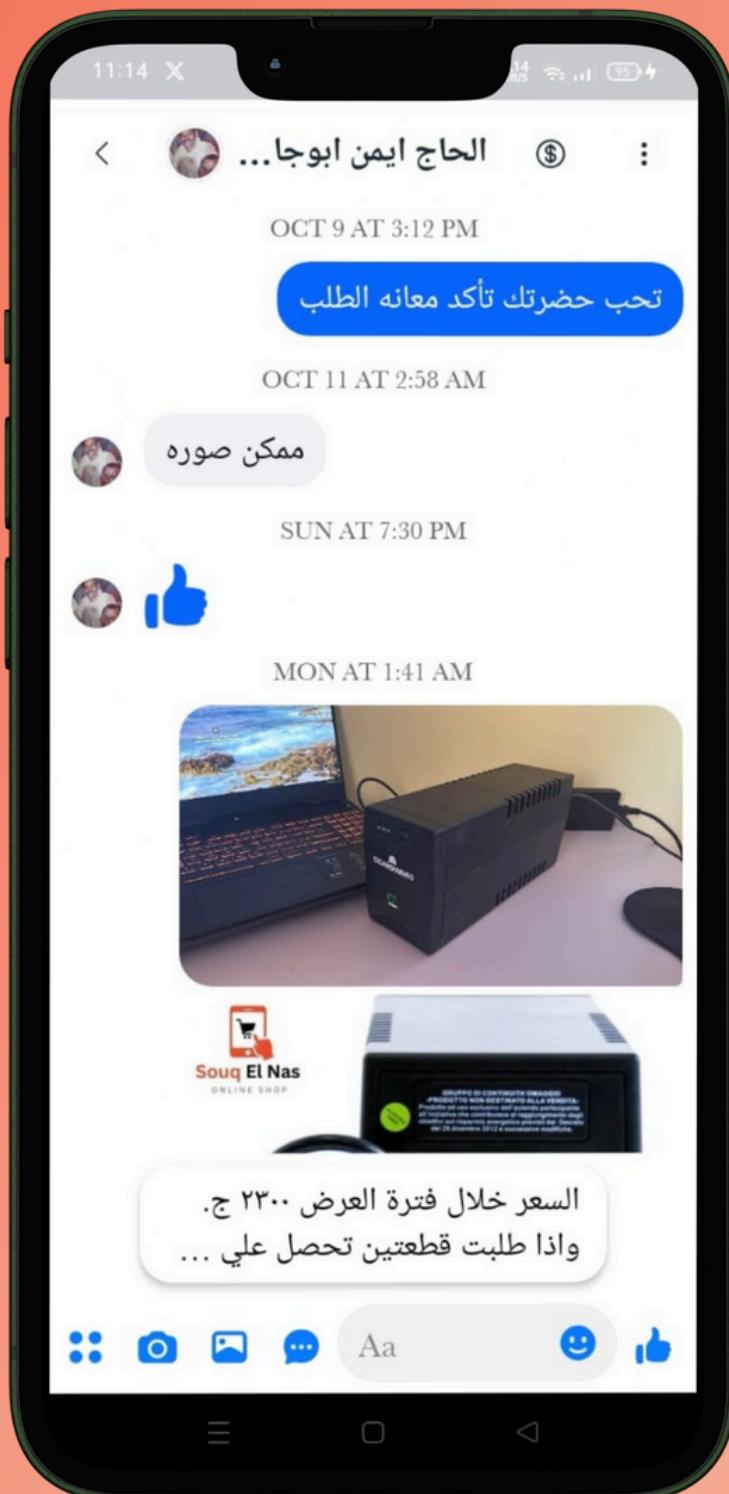
## **Track Conversions:**

- Use tracking tools to measure the impact of your campaigns on your overall business goals.

# Customer Support



# Facebook



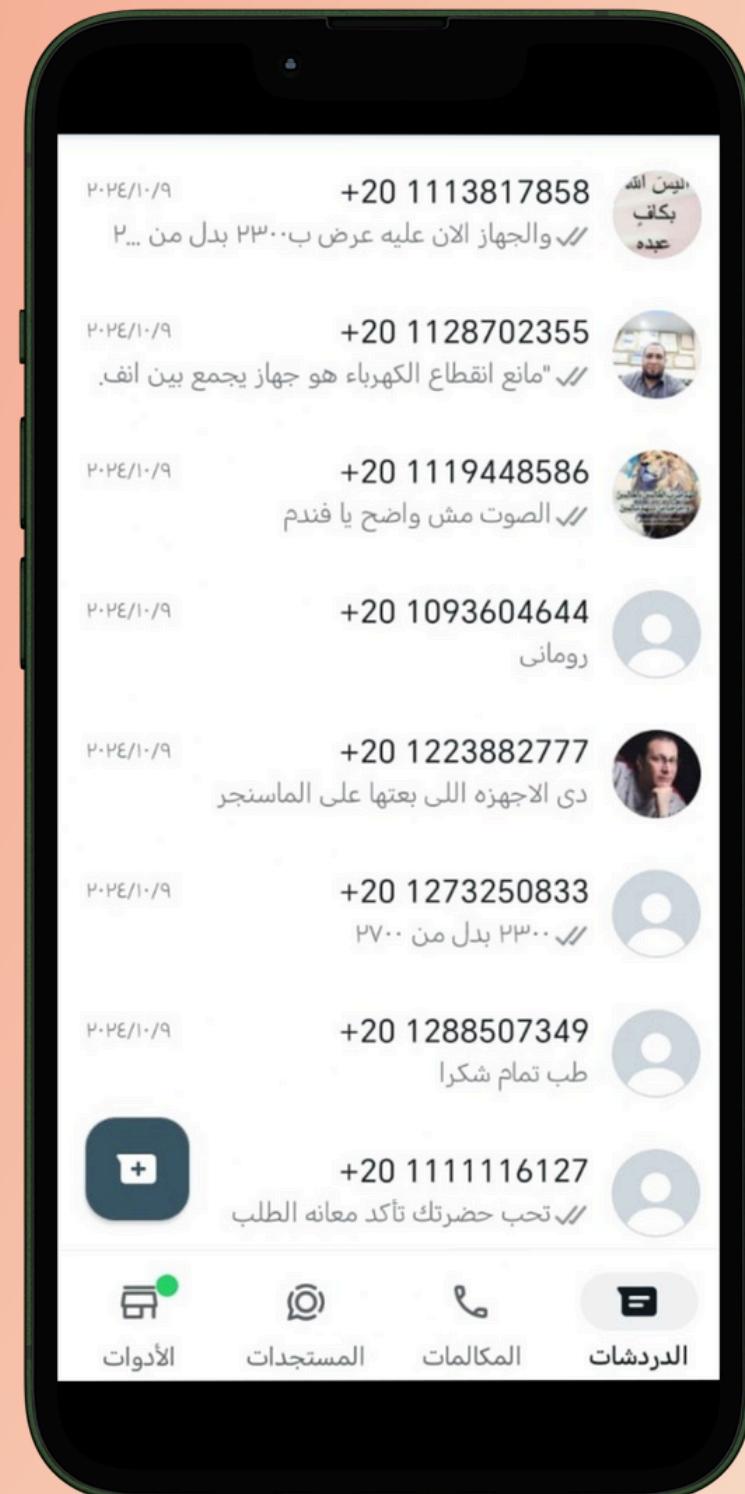
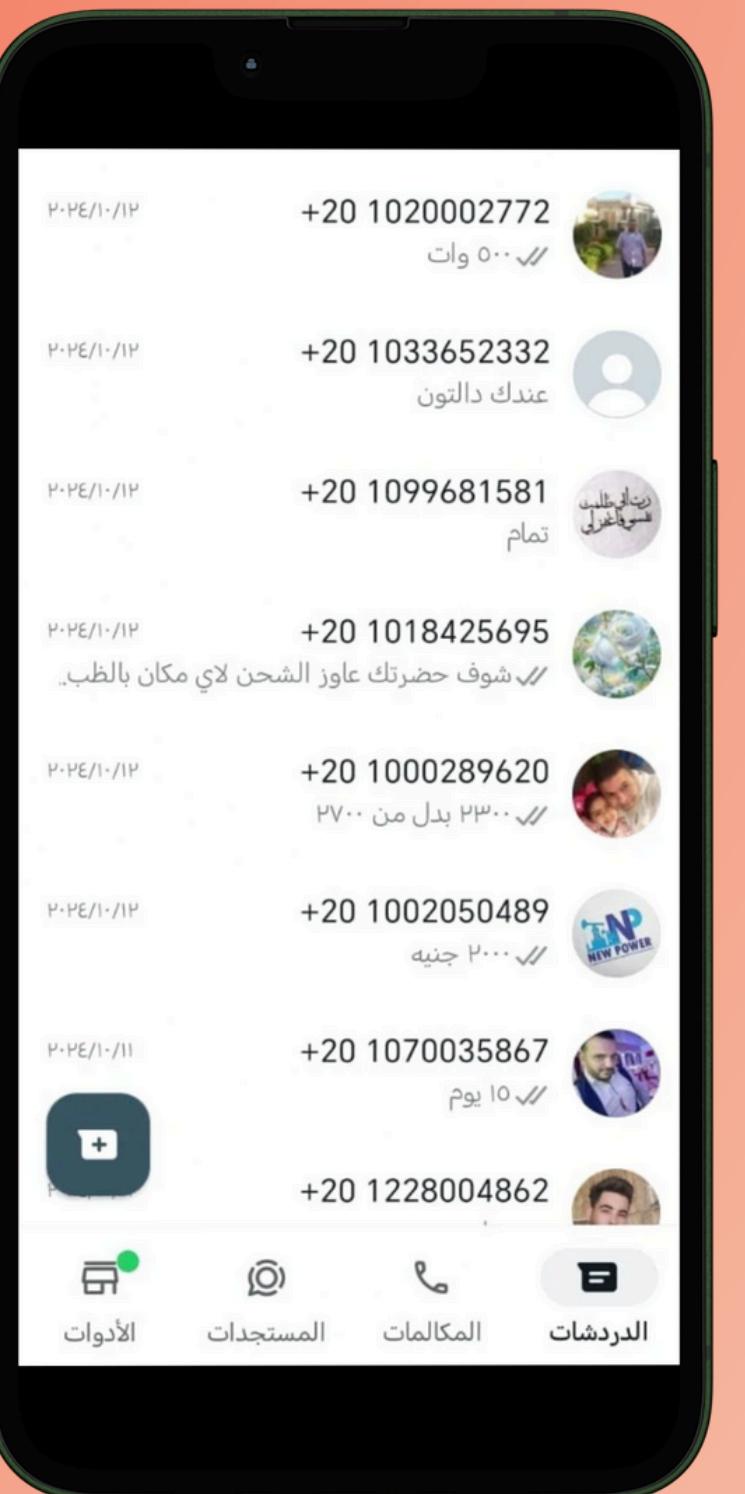
# Facebook



50



# WhatsApp Business



# WhatsApp Business



# OUR TEAM MEMBERS



TEAM MEMBER NAME

---

Mahmoud Abdeldaym



TEAM MEMBER NAME

---

Nermene Raouf



TEAM MEMBER NAME

---

Asmaa Arafa



TEAM MEMBER NAME

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Marym Saper



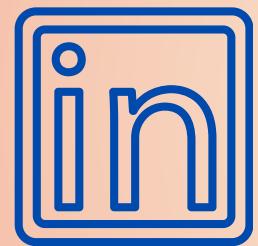
TEAM MEMBER NAME

---

Salma Nour

# Contact

54

<https://www.facebook.com/souqelnas.shop>[https://www.youtube.com/@souqelnas\\_shop](https://www.youtube.com/@souqelnas_shop)[souqelnas.store](#)<https://www.tiktok.com/@souqelnas.shop><https://www.linkedin.com/in/souqelnasshop/>**00201096979256**<https://www.instagram.com/souqelnas.shop>[https://x.com/souqelnas\\_shop](https://x.com/souqelnas_shop)

# Thanks