

A SMALL SUCCESS!



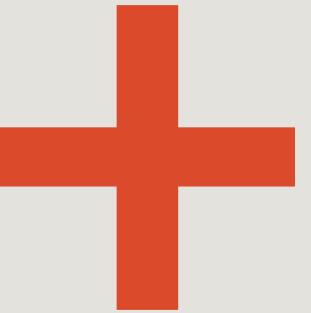
بيانات الاتصال
بتكنولوجيا المعلومات



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OUR TEAM MEMBERS



SARA MEKLED

DIGITAL MARKETING & E-COMMERCE MANAGER
SHE IS OUR MENTOR AND WOULD PROVIDE AN EXPERT OPINION REGARDING THE PROJECT



MOSTAFA AHMED

COUCH AND THE OWNER OF THE INSTAGRAM ACCOUNT. HE IS THE ONE WHO CREATES AND EDITS THE VIDEOS, MANAGES THE ACCOUNT ETC..



ABDELRAHMAN HAMDI

RESPONSIBLE OF ANALYSING THE AUDIANCE AND SUGGESTING OUR DESIRED PESONAS. HE ALSO SUGGESTS NEXT MOVES.



MOHAMED ABOUELGHET

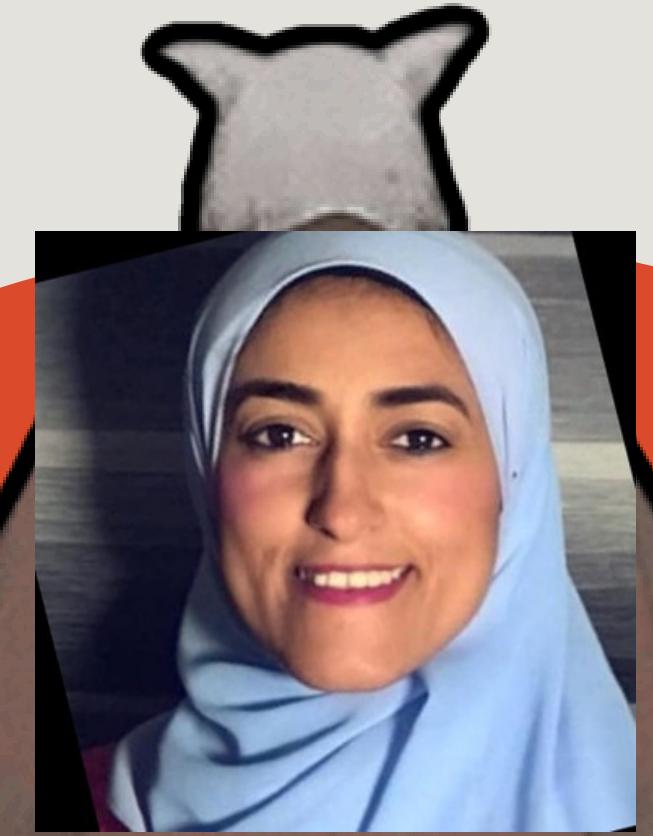
THE ONE WHO IS CONDUCTING SOSTAC ANALYSIS AND HE IS THE ONE WHO USUALLY CREATES AND PRESENT THE PRESENTATIONS



ABDELRAHMAN AHMED

THE ONE WHO IS CONDUCTING COMPETITOR ANALYSIS AND HE IS THE ONE WHO USUALLY GIVES THE PRESENTATIONS

ROLES



BUSSINESS IDEA

**COACH MOSTAFA,
WANTS TO OFFER PERSONALIZED
ONLINE TRAINING THROUGH
DIGITAL CHANNELS.**

**HIS GOAL IS TO REACH AND
INSPIRE MORE INDIVIDUALS,
MAKING FITNESS ACCESSIBLE
AND ENGAGING FOR EVERYONE.**



WHO ARE WE SEEKING?

- **PARENTS:** PRIMARY SEGMENT, AVAILABLE MAINLY ON FACEBOOK, WHO ARE INTERESTED IN THEIR CHILDREN'S FOOTBALL DEVELOPMENT.
- **TEENAGERS (13-25 YEARS):** AVAILABLE ON INSTAGRAM AND TIKTOK, INTERESTED IN ONLINE FOOTBALL COACHING SERVICES.
- **EGYPTIANS ABROAD:** UNCONFIRMED SEGMENT, PRIMARILY TARGETED ON INSTAGRAM.



BMC

- **CUSTOMER SEGMENTS:** PARENTS ON FACEBOOK, KIDS ON TIKTOK, TEENAGERS ON INSTAGRAM AND TIKTOK, AND EGYPTIANS ABROAD ON INSTAGRAM.
- **VALUE PROPOSITIONS:** OFFERING ONLINE AND OFFLINE FOOTBALL TRAINING WITH A FOCUS ON YOUTH DEVELOPMENT.
- **CHANNELS:** INSTAGRAM, TIKTOK, FACEBOOK, AND A FUTURE WEBSITE TO REACH TARGET AUDIENCES.
- **CUSTOMER RELATIONSHIPS:** PERSONALIZED CUSTOMER JOURNEYS AND SUPPORT THROUGH SOCIAL MEDIA.
- **REVENUE STREAMS:** INCOME FROM SUBSCRIPTION SALES AND SPECIALIZED VIDEO COURSE SALES.
- **KEY RESOURCES:** STRONG SOCIAL MEDIA PRESENCE, EXPERT COACHES, AND MARKETING CAPABILITIES.
- **KEY ACTIVITIES:** CONTENT CREATION, CUSTOMER JOURNEY DEVELOPMENT, MARKETING CAMPAIGNS, AND PROGRAM DEVELOPMENT.
- **KEY PARTNERSHIPS:** COLLABORATIONS WITH SOCIAL MEDIA PLATFORMS, INFLUENCERS, TECHNOLOGY PROVIDERS, AND PAYMENT SOLUTIONS.

SMALL CHALLENGES

- **SMALL AMOUNT OF INSTAGRAM FOLLOWERS**
- **SMALL NUMBER OF VIEWS ON THE VIDEOS**
- **LOW CONVERSION RATE**





waleed

Background & Demographics

A highly talented footballer playing for youth academy, seeking specialized training to advance to professional or semi-professional levels

Age 21

Location kafr elshiekh

Gender male

Education student

Profession n/a

Marital Status not married

Income no income

Childern no

Psychographic Information

Goals/Aspirations

?

- Have more guide to be a professional footballer
- Have guideness to have good physique to help him while playing.

Challenges/Pain Points

- The lack of professional coaches in his area
- No coaches that would guide him to build strong physique.

Personality Traits

extrovert – active- adaptability

Values & Beliefs

Positivity and Confidence

Hard Work and Dedication

Lifestyle

Playing football.

Going to the gym

self learning in free time

Behavioral Information

Buying Behavior: always searching for good deal and a little cautious before buying

Technology Usage: Facebook and tiktok and Instagram mainly through phone

Motivations & Influences

Motivators: his family and surrounding friends

Influences: role models and social media

Media Consumption: reels



Heba

Background & Demographics

A supportive parent of a young football player looking to provide their child with extra training programs

Age 29

Location cairo

Gender female

Education bbachelor's degree

Profession pharmacist

Marital Status married

Income 7k L.E

Childern 2

Psychographic Information

Goals/Aspirations

What they aim to achieve personally and professionally.

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- Provide the best for her family
- Grew up Children Who Regularly Engage in Sports

Challenges/Pain Points

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success? Problems they need solutions for.

- Not finding a coach ton trust her children with for making them professionals in the future.
- Not finding coaches that interested in the health of their children

Personality Traits

Introvert - likes consistency and brands they trust- Cautious

Values & Beliefs

Family is number 1

*respect is important
mutual trust*

Lifestyle

*Spending free time with family,
Doing home work
Working three days a week*

Behavioral Information

Buying Behavior: study any service or product before buying and watches the reviews about it
Prefer online shopping

Technology Usage: Facebook and Instagram and tiktok and YouTube but Facebook mainly through phone and pc.

Motivations & Influences

Motivators: seeking for the best value for her family .

Influences: experts on social Media.

Consumption: reels and courses.



Ali

Background & Demographics

A Young football enthusiasts aiming to improve skills and get noticed by local or professional teams

Age 15

Location aswan

Gender male

Education high school

Profession n/a

Marital Status not married

Income no income

Childern no

Psychographic Information

Goals/Aspirations

- Improve technical skills
- Build a good base as a footballer player

Challenges/Pain Points

- The lack of professional coaches
- Improve physique not just football skills

Personality Traits

extrovert -curious

Values & Beliefs

Commitment and Discipline
Willingness to Learn

Lifestyle

Playing football.
Hang out with friends

Behavioral Information

Buying Behavior: buys when he trust the service with good value

Technology Usage: Facebook and tick took and Instagram mainly through phone

Motivations & Influences

Motivators: his vision and dream

Influences: (friends and social media.)

Media Consumption:
reels

COMPETITORS ANALYSIS (TOOLS, FOLLOWERS, TONE OF VOICE)



1- MAHMOUD GNEDY

MAHMOUD.GNEDY

- **INSTAGRAM:** 103K FOLLOWERS
- **TIKTOK:** 35K FOLLOWERS
- **KEY STRENGTHS:** STRONG SOCIAL MEDIA MANAGEMENT, CONSISTENT PRESENCE ON INSTAGRAM, WHICH APPEALS TO A MORE SUBSCRIPTION-READY AUDIENCE. HE OFFERS CONSULTANCY SERVICES AND IS ESTIMATED TO HAVE 2,000 ACTIVE SUBSCRIBERS.
- **WEAKNESSES:** LESS TIKTOK PRESENCE.



2- TAHA MAHMOUD

C.TAHAMOHAMED

- **INSTAGRAM:** 21K FOLLOWERS
- **YOUTUBE:** SMALL CHANNEL
- **KEY STRENGTHS:** OFFERS ONLINE COACHING SERVICES.
- **WEAKNESSES:** NO TIKTOK PRESENCE, AVERAGE COACHING PERFORMANCE.

COMPETITORS ANALYSIS



3- TAHA MOHAMED

C.TAHAMOHAMED

- **INSTAGRAM:** 21K FOLLOWERS
- **YOUTUBE:** SMALL CHANNEL
- **KEY STRENGTHS:** OFFERS ONLINE COACHING SERVICES.
- **WEAKNESSES:** NO TIKTOK PRESENCE, AVERAGE COACHING PERFORMANCE.



4- MOHAMED GHARIB

MOHAMED_GHARIB_99

- **INSTAGRAM:** 16K FOLLOWERS
- **TIKTOK:** 50K FOLLOWERS
- **KEY STRENGTHS:** STRONG REACH ON TIKTOK, TARGETS A LOWER MIDDLE-CLASS DEMOGRAPHIC.
- **WEAKNESSES:** AMATEUR COMPARED TO OTHERS, LESS INSTAGRAM REACH.

THE STRATEGY TO OVERCOME THE CHALLENGES



CHANGING THE TONE VOICE TO A WITTY AND ASSERTIVE, AND CHALLENGING ONE

MASSIVE (REALLY MASSIVE) POSTING

SEEKED PROFESSIONAL OPINION

CREATING CRUISITY (FOMO)

THE STRATEGY TO OVERCOME THE CHALLENGES



- WE HAVE CONDUCTED A FULL SOSTAC AND COMPETITOR ANALYSIS AND HAVE COME TO A CONCLUSION THAT WE NEED TO MASSIVALLY POST IN A DAILY BASIS
- WE CREATED A CUSTOMER JOURNEY AND SOME MODIFICATIONS ON THE INSTEGRAM ACCOUNT TO LOOK MORE CATCHY

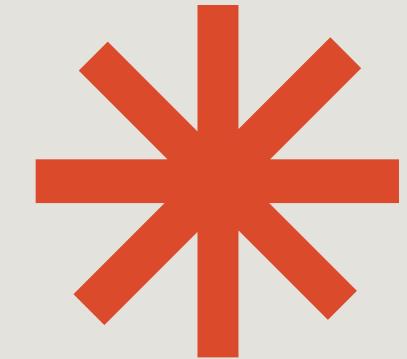


DIGITAL STRATEGY

- **OBJECTIVES:** INCREASE INSTAGRAM FOLLOWERS FROM 7K TO 14K WITH 100% INCREASE, ACHIEVE A CONVERSION RATE INCREASE WITH 30 PERCENT IN 6 MONTHS, AND ENHANCE OVERALL VISIBILITY AND ENGAGEMENT.
- **CONTENT & PLATFORM STRATEGY:** PRIORITIZE INSTAGRAM, TIKTOK, AND FACEBOOK FOR CONSISTENT CONTENT POSTING (MINIMUM 3 POSTS/WEEK ON INSTAGRAM AND TIKTOK), WITH A FOCUS ON EDUCATIONAL, ENGAGEMENT, AND CHALLENGE-BASED VIDEO CONTENT.
- **CONTROL & KPI'S:** TRACK FOLLOWER GROWTH, ENGAGEMENT RATES, POSTING FREQUENCY, CONVERSION RATES (AIMING FOR 2% OVERALL), AND WEBSITE TRAFFIC USING SOCIAL MEDIA DASHBOARDS AND ANALYTICS TOOLS.



SOCIAL MEDIA STRATEGY



- **TARGET AUDIENCE FOCUS:** PARENTS ON FACEBOOK, KIDS ON TIKTOK, AND TEENAGERS (13-25) ON INSTAGRAM AND TIKTOK, WITH A SECONDARY FOCUS ON EGYPTIANS ABROAD.
- **PLATFORM PRIORITIZATION:** FOCUS ON INSTAGRAM AND TIKTOK WITH FREQUENT POSTS (3-4 PER WEEK) AND FACEBOOK FOR PARENT ENGAGEMENT (1-2 POSTS PER WEEK).
- **CONTENT STRATEGY:** USE EDUCATIONAL VIDEOS, CHALLENGES, AND MOTIVATIONAL POSTS TO DRIVE ENGAGEMENT. INCLUDE USER-GENERATED CONTENT AND SUCCESS STORIES TO BUILD TRUST.

SOCIAL MEDIA STRATEGY



- **ENGAGEMENT TACTICS:** RUN INTERACTIVE Q&AS, ENCOURAGE FOLLOWERS TO PARTICIPATE IN CHALLENGES, AND COLLABORATE WITH INFLUENCERS TO BOOST VISIBILITY.
- **MONITORING & OPTIMIZATION:** TRACK KEY METRICS LIKE FOLLOWER GROWTH, ENGAGEMENT RATE, AND CONVERSION RATE, ADJUSTING THE STRATEGY BASED ON PERFORMANCE INSIGHTS.

CONTENT CALENDER (AUG)



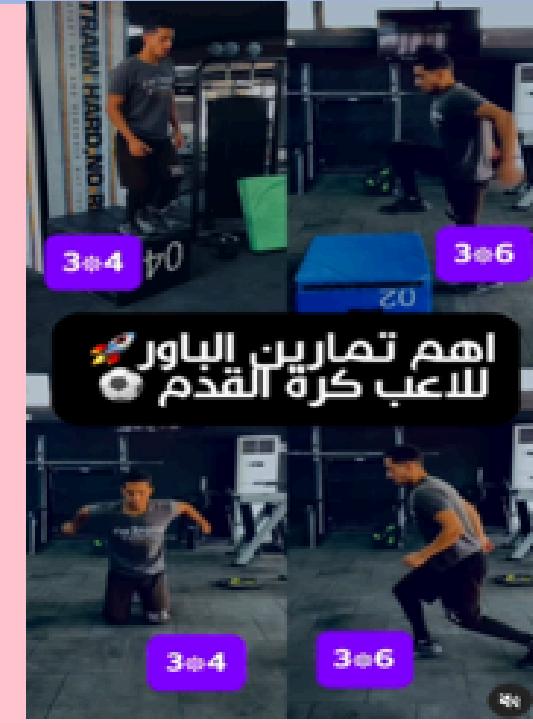
01. Aug



في البدايه معك تلاحظ نتائج على سرعتك

لكن هتساعدك لغافت نقطه معينه وبعد ك
تقلب معاك نتيجه عكسيه ويطبقنك ف
يفضل تتدخل تمارين ال بلايومتركس و
الاسبرنتات مع تمارين المقاومه عشان تبقى
اسرع لاعيب #football# #كرةقدم #كوا
كيلز #speed #changeofdirection#
plyometrics#

02. Aug



اهم تمارين للعبية الكورة حاول تدخل
التمارين ديه فجدولك من مرره لمرتين ف
الاسبوع ودعيلی #كره_القدم #كورة
football #plyometrics #power#
speed #qatar #kuwait#

reel

views

##



تمرين واحد هيخليك اسرع لاعب كورة
plyometrics #broadjump#
#كوره #fastfeet #speed #
football #كره_القدم #speed#
#قطر #عمان #السعديه

reel

knowledge & selling

reel

The spread and practice of
reverse psychology

05. Aug



#تمارين اووعي تعاملهم
لوكانت لاعيب

##



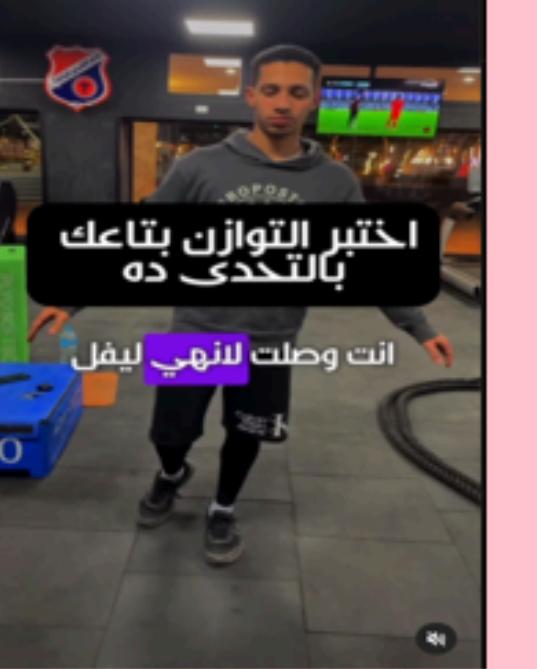
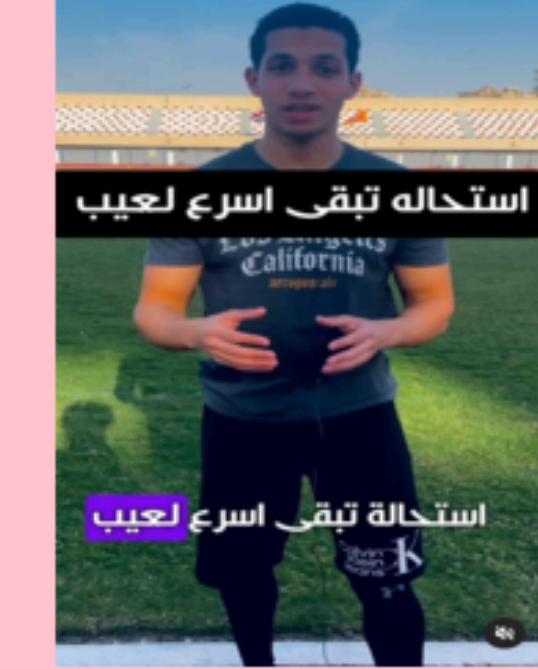
لو عاوز تيقن لاعيب
عايدي

لو عاوز تيقن لاعيب عادي ارجوك أ Semester بعد
12 بليل كل يوم
football #كوره #كره_القدم #sleep#
kuwait #qatar#

reel

knowledge boop in the pool

CONTENT CALENDER (AUG)

#	10. Aug	##	12. Aug	13. Aug	14. Aug	## ##	17. Aug	## ##
	اخبر التوازن بتاعك بالتحدي ده		« حاجات اووعي تعلمهم		استحاله تبقى اسرع لعيب الJump بتاعك هيعدى المدرجات		استحاله تبقى اسرع لعيب	
لو فاكر ان التوازن بتاعك جامد ف جرب التحدي ده # تحديات# challenges# balance training #football# basketball# #كوره # كورة كرة قدم # handball#	حاجات اووعي تعلمهم لو انت لعيب كوره ٣ وعاوز توصل للاحتراف سبلي كلمة برنامج ف كونمنت و هي عبئتك تفاصيل الاشتراك	#sleep #football #speed #plyometrics #fitness #fastfeet	استحاله تبقى اسرع لعيب كوره لو بتعمل ال ٣ غلطات دول # speed # agility # كورة # كورة_ القدم # # plyometrics # speed # fastfeet # اسرع_ لعيب # footballtraining#	reel	reel	reel	reel	reel
engagement	knowledge & selling	The spread of reverse psychology	knowledge & selling	spread				

اقرأ الكابشن

CONTENT CALENDER (AUG)

##

21. Aug

##

23. Aug

24. Aug

25. Aug



اقرأ الكابشن

عنصر الرشاقة واحد من اهم العناصر الى هتفرق معاك ف الملعب والى لازم تستغلها عن طريق وجود سيناريوهات شبه الماتش بتاعك بظروف غير متوقعة زي التمارين الى فل فيديو لما يقولوا ٢ بروح بالجنوب نحية اليمين وهكذا... حاول تدخل تمارين الرشاقة من مره لمرين فل اسبوع speed #football# كورة # fastfeet # agility# كردة قدم# وهتد عيل

نشوفوكوا بعد ٣٠ يوم
speed #football# كردة قدم#
plyometrics #footballtraining#
elshamsclub#

تمارين اوعي تعلمهم لو انت لاعب ٣
#speed #football
#plyometrics #كردة قدم# power
#fastfeet #footballtraining

عنصر المسابقات من اكتر الحاجات الى
بتدى حماس للعبية وتخليلهم يطلعوا
مهه ف التمارين بتاعهم ف بالقال الاستفاده
من التمارين بتبقى عاليه جدا #كرورة
speed #football #handball#
plyometrics #power#
fastfeet #agility#

reel

reel
storytelling

reel

reel

spread

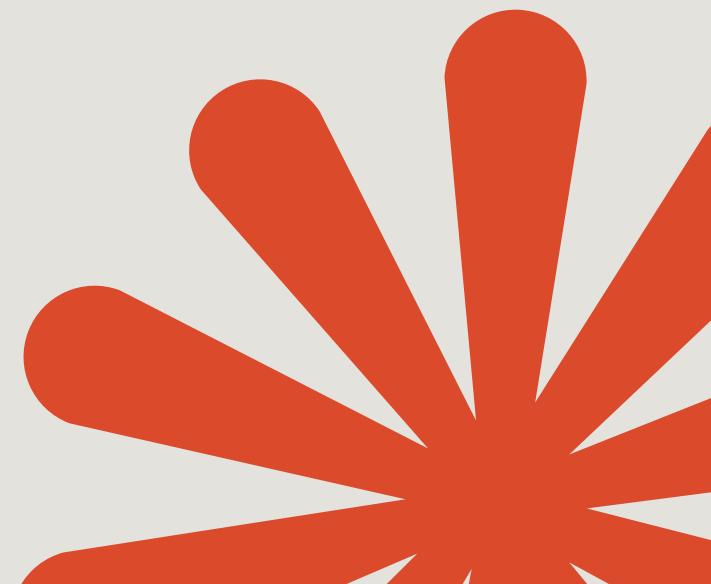
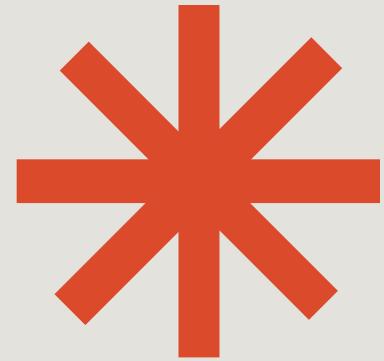
Selling after a month

the spread of reverse psychology

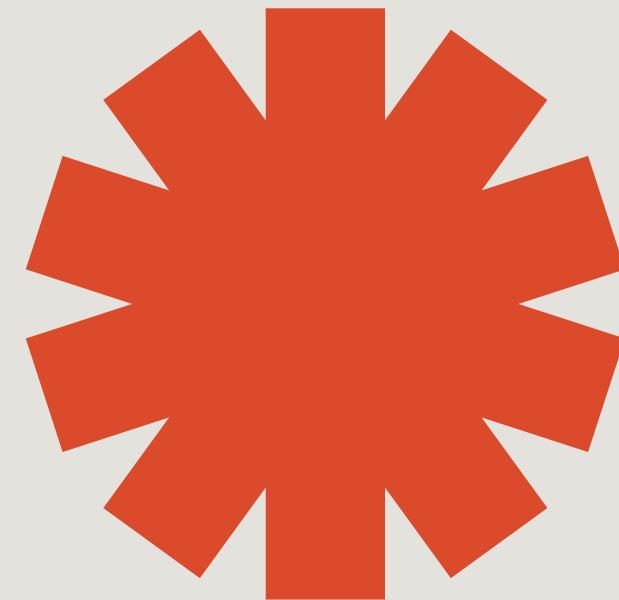
spread & selling

CONTENT CALENDER (AUG)

26. Aug	##	28. Aug	##	30. Aug
				
مهارة ال hip turn من اهم المهارات الى لازم تتعلمها عشان بتتكرر كتير في الملعب #football#كوره #speed plyometrics #power# # fastfeet#	عمرك ما هتبقى سريع ف اول خطوة طول ما انت مبطبقش الاستراتيجية دبي #كوره#football# plyometrics# #كرةقدم # strength #basketball# handball#	افرا الباقين # بما # دخل التمارين ديه من مره لمرين قل اسبوع عشان تطير في الملعب Multidirectional pojos 2_3(1 sets 30 sec broad to vert 2_3 sets 6_8(2 reps lateral bounding 2_3sets(3 reps each leg 6_4 second #football# # fastfeet#	reel	reel
knowledge	selling	spread & selling		



WHAT HAS BEEN ACHIEVED - FOLLOWERS -

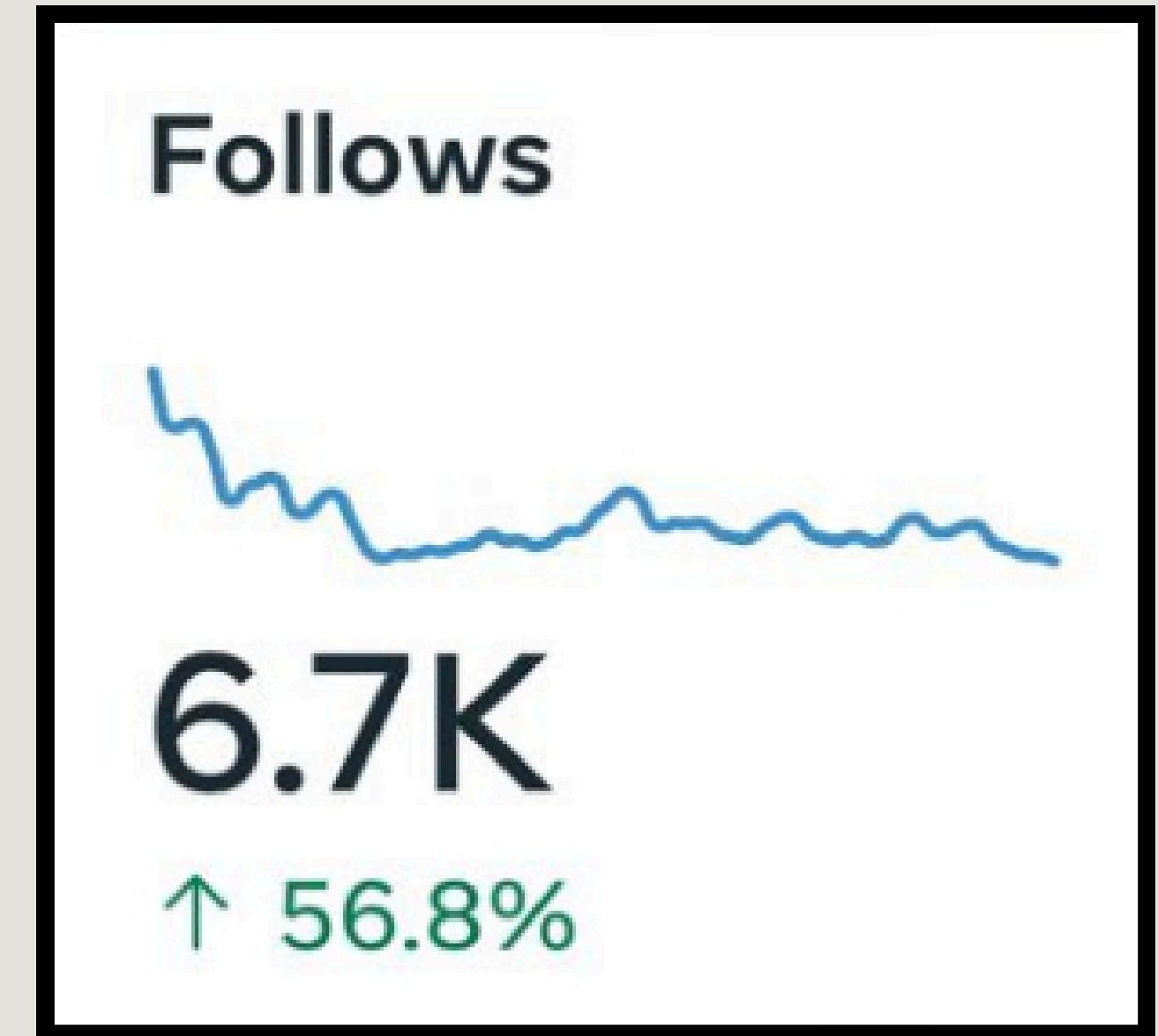


More than **115%** increase on followers
within the last 4 months

Was 7700 followers..

Now more than 17,000!

So new **8900** followers within just 4
months



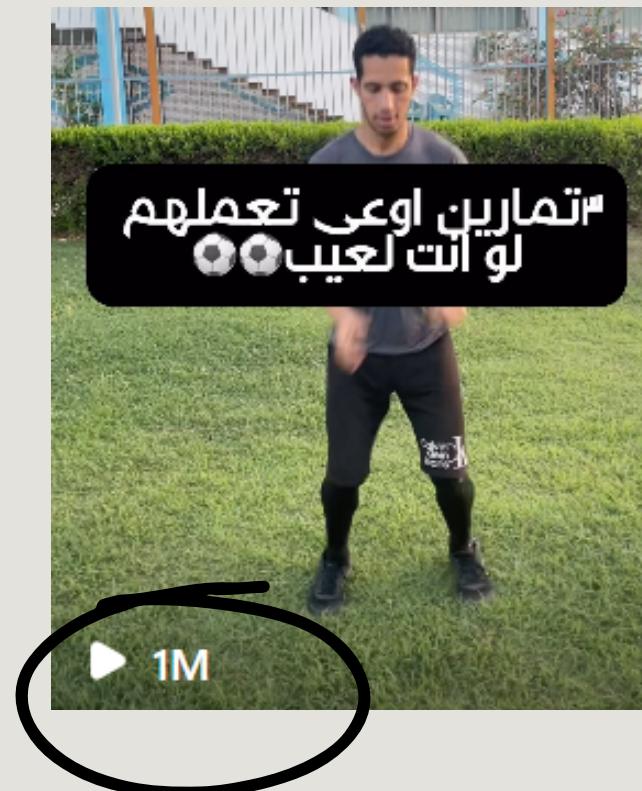
Source: business meta suite

Last 3 months performance

WHAT HAS BEEN ACHEIVED - VIEWERS

We now have lots and lots of hit videos within less than 4 months

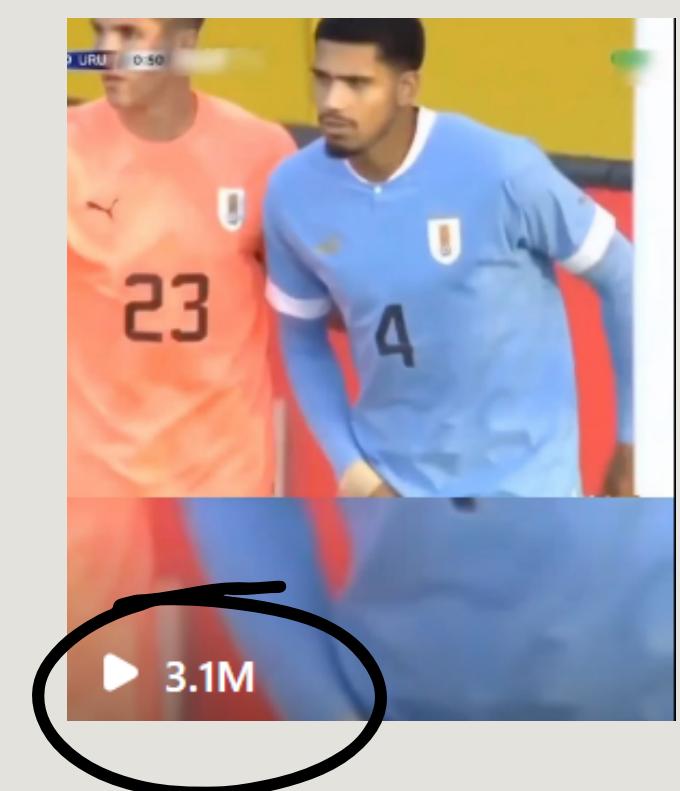
that's 60x
times the
existing
followers!!



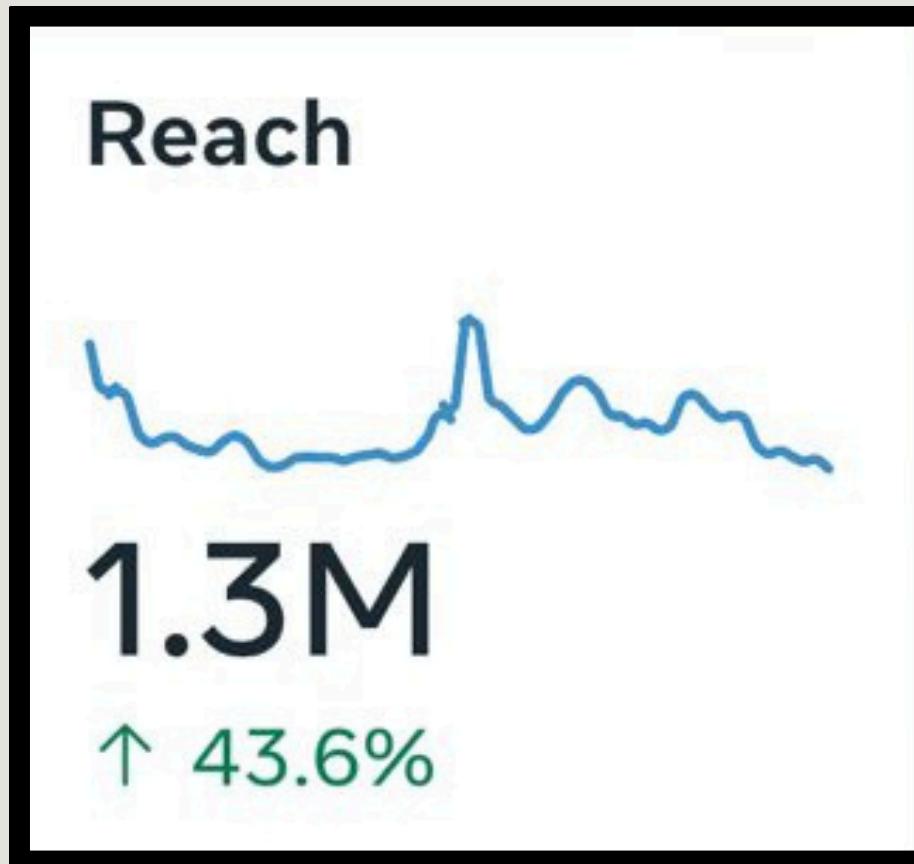
that's 90x
times the
existing
followers!!



that's 200x
times the
existing
followers!!



OUR ACCOMPLISHMENTS



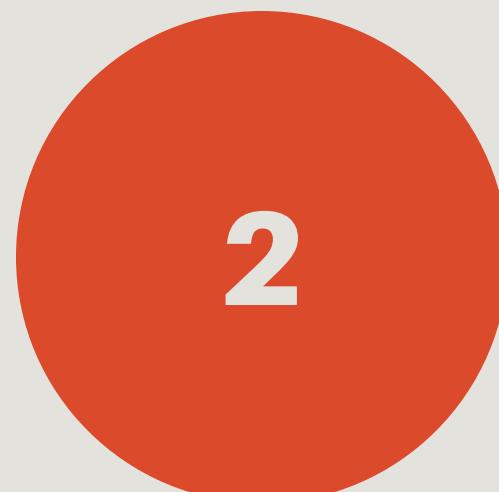
FOLLOWERS HAVE BEEN
INCREASED WITHIN THE
LAST 4 MONTHS



INCREASE ON THE
SUBSCRIBERS JUST
WITHIN THE LAST 4
MONTHS



VIDEOS MADE IT TO THE
100K VIEWS



VIDEO EXCEEDED THE
MILLION VIEW

SPECIAL THANKS TO **SARA** AND
AHMED FOR THEIR MENTORSHIP
AND ENORMOUS HELP

PERFORMANCE MEASUREMENT



- **FOLLOWER GROWTH:** INCREASE INSTAGRAM FOLLOWERS FROM 7K TO 16K IN 6 MONTHS WHICH IS MORE THAN 100%; BOOST TIKTOK AND FACEBOOK ENGAGEMENT.
- **ENGAGEMENT RATE:** ACHIEVE A 10% ENGAGEMENT RATE; POST 3 TIMES WEEKLY ON INSTAGRAM/TIKTOK, 1 ON FACEBOOK.
- **CONVERSION RATE:** CONVERT 2% OF FOLLOWERS OR 200-400 SUBSCRIBERS IN 6 MONTHS.
- **METRICS DASHBOARD:** MONITOR FOLLOWER GROWTH, ENGAGEMENT, POSTING FREQUENCY, AND CONVERSION RATES.



UPCOMING STEPS



- LAUNCHING A MASSIVE SOCIAL MEDIA CAMPAIGN WITHIN 3 MONTHS
- MARKETING OUR SERVICES VIA EMAIL WITHIN 6 MONTHS
- MAKING OURSELVS NOTICABLE BY CREATING A WEBSITE WHERE WE OFFER OUR PRODUCTS AND SERVICES ONCE WE REACH 100.000 FOLLOWERS
- COLLABORATING WITH A WIDE RANGE OF MARKETERS TO DO AFFILIATE MARKETING WITH THEM



**THANK
YOU**