SAQR APP
Marketing Campaign Script

CAMPAIGN IDENTITY

Details	Element
Saqr - Earn from your time	Campaign Name
Your Time = Your Money	Main Slogan
Watch & Earn with Saqr	Secondary Slogan
Gold (#FFD700) + Black (#0a0a0f)	Colors
Youthful, Exciting, Trustworthy	Tone

CAMPAIGN GOALS

6 Months	3 Months	1 Month	Metric
150,000	50,000	10,000	Downloads
30,000	15,000	5,000	Active Users (MAU)
200,000 SAR	75,000 SAR	15,000 SAR	Revenue

TARGET AUDIENCE

PRIMARY SEGMENT: Age: 18-35 years | Gender: Male & Female | Location: Saudi Arabia, Gulf, Egypt INTERESTS: - Making money online - Free apps - Games and entertainment - Online shopping SUB-SEGMENTS: 1. Students (18-24) - Looking for extra pocket money 2. Housewives (25-40) - Have free time 3. Employees (25-35) - Looking for side income 4. Job seekers (20-30) - Looking for opportunities

VIDEO SCRIPTS

VIDEO 1: Main Ad (30 seconds)

SCENE 1 (0-5 sec) - HOOK: [Scene: Young person looking at phone, bored] Music: Fast, exciting beat Narrator: "Bored? Wasting time on social media?" SCENE 2 (5-15 sec) - PROBLEM & SOLUTION: [Scene: Same person discovers Saqr app] Narrator: "With Saqr... your time is now money!" [Animation: Saqr logo appears dramatically] Narrator: "Watch short ads... earn real points!" SCENE 3 (15-25 sec) - PROOF: [Scene: Person watching ad in the app] [Animation: +1 point added, balance increases] Narrator: "Your points convert to cash you can withdraw!" SCENE 4 (25-30 sec) - CALL TO ACTION: [Scene: Person smiling with phone] Narrator: "Download Saqr now... your time won't be wasted!" [Text on screen: SAQR - Download Free - App Store & Google Play]

VIDEO 2: User Testimonial (15 seconds)

[Scene: Real person talking to camera] User: "I used to waste my time on social media..." [Quick cut] User: "Now with Saqr, I collect points every day and withdraw real money!" [Shows phone with app] User: "Try it... you won't regret it!" [Text: SAQR - Download Now]

VIDEO 3: TikTok/Reels Short (7 seconds)

[Second 1-2]: Person holding money: "Where's this from?" [Second 3-5]: Shows phone with Saqr: "From Saqr! I watch and earn!" [Second 6-7]: [Big text: Download Saqr Now!]

SOCIAL MEDIA ADS

TWITTER (X)

TWEET 1 - HOOK: "Wasting time on your phone? Turn it into money! With #Saqr: - Watch short ads - Collect points - Withdraw real cash Download free now #EarnOnline #Apps" TWEET 2 - NUMBERS: "Saqr users this month: Total withdrawals: +50,000 SAR New users: +3,000 App rating: 4.8/5 Join them now! #Saqr"

INSTAGRAM

CAROUSEL POST (5 Slides): Slide 1: "SAQR APP - Your Time = Your Money" Slide 2: "HOW IT WORKS? Watch short ads" Slide 3: "COLLECT POINTS - 60 seconds = 1 point" Slide 4: "WITHDRAW CASH - To your e-wallet" Slide 5: "DOWNLOAD FREE NOW! Link in bio" REEL SCRIPT: [Hook - First 3 seconds]: "Want money from your phone?" [Content]: "This app called Saqr... watch short ads and earn points... withdraw real money!" [CTA]: "Link in bio... try it!"

TIKTOK

VIDEO 1 - TREND STYLE: [Sound]: Any trending sound [Text on screen]: "POV: You discovered an app that pays you to watch" [Scene]: Person surprised, shows Saqr app [Caption]: "For real! Try it, link in bio #Saqr #Earn #fyp" VIDEO 2 - BEFORE/AFTER: [Before]: "Me before Saqr: Wasting time scrolling" [After]: "Me after Saqr: Same scrolling but with money"

GOOGLE ADS

KEYWORDS (High Intent): - Earn from watching ads - App to make money - Best earning app - Side income from phone AD COPY 1: Headline 1: Earn Money from Your Phone | Saqr App Headline 2: Watch Short Ads and Earn Points Headline 3: Fast & Reliable Withdrawal Description 1: Download Saqr free and earn from watching ads. Thousands earn daily! Description 2: Easy and trusted app. Collect points and withdraw to your wallet. AD COPY 2: Headline 1: Extra Income from Phone | Saqr Headline 2: Earn Points from Rewarded Ads Headline 3: Rating 4.8 | +10,000 Users Description: Don't waste your time! Turn it to money with Saqr. Easy, fast, guaranteed.

3-MONTH BUDGET

Total	Month 3	Month 2	Month 1	Platform
12,500 SAR	3,500	4,000	5,000	Google Ads
7,500 SAR	2,000	2,500	3,000	Apple Search
10,500 SAR	3,000	3,500	4,000	Meta (FB+IG)
8,500 SAR	2,500	3,000	3,000	TikTok
4,500 SAR	1,000	1,500	2,000	Snapchat
7,000 SAR	1,500	2,500	3,000	Influencers
50,500 SAR	13,500	17,000	20,000	TOTAL

ROI EXPECTATIONS

Value	Metric
~2.5 SAR	Average Cost Per Install (CPI)
~20,000	Expected Downloads
6,000	Active Users (30%)
15,000-30,000 SAR/month	Expected Revenue (AdMob)
Month 3-4	Break-even Point

KEY PERFORMANCE INDICATORS (KPIs)

Target	KPI
7,000/month	Downloads
< 3 SAR	Cost Per Install
> 40%	Day 1 Retention
> 20%	Day 7 Retention
> 10%	Day 30 Retention
> 0.5 SAR/month	ARPU

> $2	eCPM
> 4.5	App Store Rating

INFLUENCER COLLABORATION

MESSAGE TEMPLATE: "Hi [Influencer Name], I'm [Name] from the Saqr app team. I've been following your content and love it! We think your audience would benefit from our app. SAQR: An app that lets users earn money from watching short ads. COLLABORATION PROPOSAL: - Short intro video (15-30 seconds) - Compensation: [Amount] + discount code for your audience Would you like to discuss further? Thanks!" INFLUENCER TIERS: - Nano (1K-10K): 5-10 influencers, 200-500 SAR each - Micro (10K-50K): 3-5 influencers, 500-1,500 SAR each - Mid (50K-200K): 1-2 influencers, 2,000-5,000 SAR each

WEEKLY PUBLISHING SCHEDULE

Activity	Day
Twitter: Tip/Info	Instagram: Tutorial Reel	Sunday
Facebook: Interactive Post	TikTok: Trend Video	Monday
Twitter: Statistic	Snapchat: Promo Story	Tuesday
Instagram: Educational Carousel	TikTok: Testimonial	Wednesday
All Platforms: Unified Content	Heavy Stories	Thursday
Light/Interactive Content	Contests & Giveaways	Friday
Performance Analysis	Strategy Adjustment	Saturday