

Taie company for water pumps

Facebook Marketing Plan

Prepared by

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Date:

Executive Summary

Taie company will [launch](#) two stages centrifugal pump on Dec.2021.

The company aims to [attract](#) the farms with drip irrigation in upper Egypt and delta region, irrigation systems companies, solar systems companies.

The company will use [Facebook](#) marketing to promote the product.

The Objective

The company aims to achieve the following:

- 1-Increase the sales by 5%
- 2-Boost online engagement on Facebook by 10%

KPI

- 1- No. of conversions
- 2- No. of messages
- 3- No. of page likes
- 4- No. of reaches on the post
- 5- No. of likes on the post
- 6- No. of comments on the post

Buyer persona 1

Mohammed, 30 to 60 years old, head of solar power systems company, needs to buy water pump to sell compatible solar power system to the farmers in upper Egypt

Buyer persona 2

Mahmoud, 30 to 60 years old, head of irrigation systems company, needs to buy water pumps to sell compatible irrigation systems to farmers in delta region or upper Egypt

Buyer persona 3

Ahmed, 25 to 60 years old, owner of farm or agricultural engineer, needs to buy water pump to use it for irrigation of his farm in delta region

Strategy

Strategy	Activities	Timeline	Success criteria
Facebook marketing	1- Create content for Facebook ads 2- Run sponsored ads for one month 3- Publish two posts per week on the page	From 1 oct. to 30 oct	Increase the page followers, likes, comments and share by 10 %

Action plan

Action	Details	By	Deadline	Progress
Create a content for Facebook ads	- 8 photos of the products with company logo	- By photoshop designer		
	- Article about the product	- By sales team		
	- 1 video for the water pump while it is working in real environment	- By media center		
Launch Facebook campaign	- Two posts per week	- Social media team		
	- Paid ads	- Social media team		
Reply to Facebook messages	- Daily reply	- Sales team		
Measure the impact	- Prepare one report per week	- Social media team		

Budget

Description	Quantity	Price	Total
Facebook posts photos	8	50 LE	400 LE
Facebook paid ad.	1	100 LE	100 LE
Fees	1	2000 LE	2000 LE
Total			2500 LE