



Marketing Strategy

Al-Nageeb Icon Shine

Start Slide

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Canva Business Model

Al-Nageeb Icon Shine



Business Model Canvas		Designed for: AI-Nageeb Icon Shine	Designed by: Yat 107	Date: 17/10/2024	Version:
<p>Key Partners</p> <p>Relationships with eco-friendly product suppliers and equipment providers.</p> <p>Connections with training organizations to keep our team sharp.</p>	<p>Key Activities</p> <p>On-site cleaning in homes, offices, and commercial spaces</p> <p>Marketing: Promoting through social media, SEO, and word-of-mouth.</p> <p>Regular checks and feedback to keep service quality top-notch.</p> <ul style="list-style-type: none"> • Keeping clients happy with fast responses and regular check-ins. • Offering a range of cleaning services (interior cleaning, hood cleaning, furniture cleaning, post finishing cleaning) <p>Key Resources</p> <p>Well-Trained Staff: builds customer trust and ensures high-quality</p> <ul style="list-style-type: none"> • Website: Its top-ranked SEO position, This ensures that visitors can quickly and easily access information, enhancing both engagement and customer acquisition. • Already in use photos : Demonstrate services in action, which helps potential clients 	<p>Value Propositions</p> <p><i>For Home Clients:</i></p> <ul style="list-style-type: none"> • Our team is carefully selected and trained to minimize risks and deliver consistent results, so clients feel comfortable even if they aren't home. • Safe products that are kid-friendly, pet-friendly, and eco-friendly. • Professional cleaning that's customized for different spaces, whether it's a villa, a studio, or a family home. <p><i>For Business Clients:</i></p> <ul style="list-style-type: none"> • Specialized cleaning for high-traffic areas, lobbies, kitchens, and even healthcare facilities, ensuring compliance with industry standards. • Committed to using products and methods that support environmental responsibility, helping businesses maintain a 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • Customized cleaning plans based on what each client needs. • Dedicated contacts for our business clients to make sure everything is handled smoothly. • Friendly, easy-to-reach support by phone, email, and social media. • Discounts for regular clients and rewards for referring new customers. 	<p>Customer Segments</p> <p>Residential Clients:</p> <ul style="list-style-type: none"> • Homeowners, renters, and busy folks living in urban areas, aged 25-55, who want a clean space without the hassle. • Working moms, busy professionals, and families who'd rather spend their time on other things instead of cleaning. <p>Business Clients:</p> <ul style="list-style-type: none"> • Offices, restaurants, hotels, clinics, and other places needing regular cleaning inside and outside Cairo. • Managers and owners who want their space looking spotless for both employees and customers, with specific needs for certain businesses like hospitals or 	

Canva Business Model



ads Easy booking and tracking systems through our website and CRM.	pleasant workplace that boosts employee morale and makes a positive impression on customers, contributing to a more productive and inviting atmosphere. <ul style="list-style-type: none">• A team that's up-to-date with all the latest cleaning tricks and methods, making sure every job is done right and looks great every time	
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Cost Structure

- Wages and training costs for our cleaning teams and support staff.
- Costs for cleaning products and maintaining equipment.
- Money spent on digital ads, social media, and promotional material.
- Expenses like vehicle maintenance, utilities, office rent, and software.
- Investment in support tools and loyalty rewards to keep clients coming back.

Revenue Streams

- One-time cleanings like moving days, event cleanups, or deep cleaning sessions
- Extra charges for things like upholstery cleaning, floor polishing, air conditioning cleaning
- Higher rates for urgent or last-minute requests, especially after hours.

About us



Our Vision

To be the leading provider of cleaning and landscaping services, known for quality and eco-friendly solutions, creating cleaner and more attractive spaces.



Our Mission

Deliver high-quality cleaning, disinfection, and landscaping services, enhancing property beauty with innovation and skilled teams while ensuring customer satisfaction and sustainability.

About Our Business

Al-Najeeb Icon Shine is a company specialized in providing comprehensive cleaning services. Additionally, it offers related services such as disinfection, sterilization, and pest control. The company also supplies and executes all landscaping works, including garden design and irrigation systems. Furthermore, it carries out hardscape work such as marble, gravel, granite, and pergolas for gardens, ensuring that your property looks beautiful and well-presented for visitors, clients, and others.

A photograph showing a person's hands wearing blue rubber gloves, holding a white cloth and a spray bottle, and cleaning a light-colored kitchen counter. In the background, there's a window, some kitchenware, and a wooden cutting board.

2- Market Analysis



The cleaning, disinfection, and landscaping market is growing due to increased focus on hygiene and property appearance. After COVID-19, the demand for deep cleaning services has risen, especially in both residential and commercial sectors.

Al-Najeeb is a key provider of integrated services like cleaning, disinfection, pest control, and landscaping. A market analysis will help the company understand customer needs, seize new opportunities, and strengthen its competitive position.

File

Swot analysis

Strengths	Weakness
<p>high-quality service, tailored to specific needs (e.g., villas, studios), strong local reputation. The emphasis is on environmentally friendly products and sustainability. Fast response times, ensuring customer needs are met promptly. has a dedicated team of professionals trained in the latest cleaning techniques and protocols, ensuring consistent high-quality service.</p>	<p>Limited brand awareness outside El Alamein, potential high cost. Balancing quality and cost can strain resources. Lower prices might lead to perceived value concerns among some clients.</p>
Opportunity	Threats
<p>Growth in tourism in El Alamein, demand for specialized cleaning. Potential to expand services to new areas such as 6 October, Cairo, and El Sheikh Zaid.</p>	<p>Competition from other cleaning services, Competitors may offer similar services at lower prices, impacting market position.</p>

Pest analysis

Political:

Supportive regulations enforcing hygiene standards in commercial places may increase demand for professional cleaning services.

Economic:

Economic downturns can result in budget cuts and lower spending on cleaning services.

Social:

Increased consumer hygiene awareness following the epidemic drives up demand for cleaning services.

Technology:

Cleaning technology advancements can lead to increased efficiency and quality.

Objectives

Sell:

Increase service sales by 10% in the next year through targeted marketing campaigns and promotions.

Serve

Enhance customer service response times by implementing a new customer relationship management (CRM) system.

Speak:

Increase brand awareness in 6 October, Madinty, and El Sheikh Zaid through targeted marketing campaigns,

Sizzle:

Provide fast, on-demand service replies to customer requests,

Save

Maintain a balance between high service quality and competitive pricing, aiming to keep customer satisfaction

Competitor Analysis

Competitor 1	
FilKhedma	
https://www.filkhedma.com/home/	
https://www.facebook.com/FilKhedma	
167K	
212K	
No activity to show in reviews / bad reviews in comments	
من تضرر على ذلك من غير ويع دماغ (قطيف العذل، مبنية التهيف، أصل الشاكه وغراها كثرا) شرف لك ،	
Regular	
45353	
6 / including angry act	
2	
1	
1%	
Active paid post	
posts with photo / reels	
familiar egyptian	
book now	
most of comments are hidden	
single image	
yes	
no stories	
Conversion	
الخط السلفي 19125	
posting regulary /application	
bad reviews	
most of comments are bad reviews	

Competitor 2	
Geco Group	
https://gecogroup.co/	
https://www.facebook.com/gecogroupco	
1.9k	
2k	
no reviews	
جيڪو جروپ شرڪة مساٽيٰه مصريه متخصصة في مجال الخدمات	
no	
1	
6	
1	
1	
0.01	
no paid ads	
videos / posts with photo / carousel	
english / formal arabic	
Send us message now for booking	
no comments	
single image / video	
yes	
no stories	
Conversion	
facebook messages	
variety in types of content	
not posting regulary	

Competitor 3	
Jinni Services	
https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.jinniservices.com%2F%3Ffb	
https://www.facebook.com/jinniservices	
49k	
51k	
خدمة احترافية، بقة وسرعة والالتزام بالمواعيد ومتاحة خدمة العملاء 24/7	
عازفين الـك درونت كفر على حد يساعدك في تحظيف بيتك وشركتك	
! من الباردة مثل هنخاج تور على حد يساعدك	
Jinni	
، متوفرين خدمات النظافة بمواصفات مطابقة ومحرونة عالية عن طريق متخصصين في كل المجالات التي يتقن فيها الخدمة	
no regular	
one a week but last month no posting	
3	
20	
2	
0.00%	
no pad ads	
videos / reels , photos posts	
familiar & friendly	

Audience Segmentation

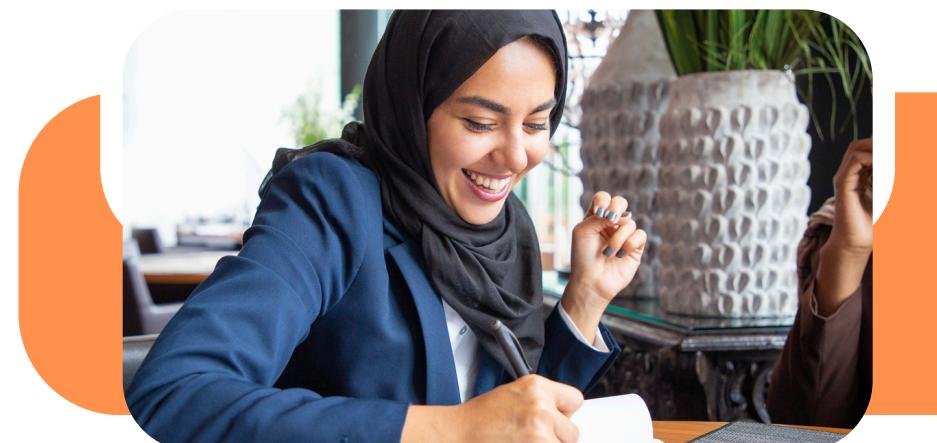
Residential Sector (Individuals)

- **Consumer Type:** Individuals or families who need regular or periodic home cleaning services.
- **Needs:** Cleaning houses, apartments, villas, special services such as event cleaning or post-moving cleaning.



Commercial Sector (Companies)

- **Consumer Type:** Companies and commercial establishments such as offices, restaurants, hotels, hospitals.
- **Needs:** Cleaning offices, showrooms, commercial buildings, maintaining constant cleanliness, and adhering to health and safety standards.



Target Audience Analysis

1. Residential Sector:

- **Age Group:** 25-55 years old.
- **Income:** Medium to high.
- **Geographic Location:** Residents of urban areas and upscale residential compounds.
- **Interests:** Convenience, saving time, and maintaining regular home cleanliness.
- **Pain Points:** Lack of time to clean the home themselves, the need for reliable and efficient services.
- **Goals:** To receive quick and professional cleaning services without the need for constant supervision.

2. Commercial Sector:

- **Age Group:** Business owners and managers aged 30-60 years.
- **Type of Businesses:** Offices, restaurants, hotels, commercial centers.
- **Interests:** Maintaining the company's or establishment's image in terms of cleanliness and a good presentation for both clients and employees.
- **Pain Points:** Recurring cleanliness issues, high costs without adequate quality.
- **Goals:** To achieve a clean and professional work environment that improves employee productivity and enhances the customer experience.

Buyer Persona

1. Luxury Villas and Residential Complexes:

- **Name:** Omar, Villa Owner
- **Age:** 39
- **Gender:** Male
- **Location:** Giza, Egypt
- **Job Title:** Business Executive
- **Background:** Omar is a successful business executive who owns a large luxury villa. He takes pride in the appearance of his home and wants to ensure it's always immaculate for his family and visitors. He's busy with his work, so he values high-quality services that require minimal oversight. He's also environmentally conscious and prefers green solutions.

Pain Points:

- Difficulty finding a cleaning service that offers both indoor and outdoor maintenance at a high standard.
- Wants to ensure that his villa's gardens, hardscapes, and living spaces always look pristine, but struggles to find a comprehensive solution provider.
- Past service providers didn't meet his expectations in terms of attention to detail or punctuality.

Goals:

- Keep his villa in perfect condition, including outdoor landscaping and hardscapes, for personal enjoyment and to impress guests.
- Ensure all cleaning materials used are safe for the environment and his family.
- Partner with a reliable service provider that can maintain both the interior and exterior of the property.

Preferred Services:

- Regular, detailed cleaning of both indoor and outdoor spaces.
- Landscaping and hardscape maintenance, including garden care and pergolas.
- Disinfection and pest control services.

Buyer Persona

2. Hotels and Resorts:

- **Name:** Ahmed, Operations Manager
- **Age:** 50
- **Gender:** Male
- **Location:** Cairo, Egypt
- **Job Title:** Hotel Operations Manager
- **Background:** Ahmed manages the daily operations of a 5-star resort and is responsible for maintaining high standards of cleanliness and guest comfort. He has over 10 years of experience in hospitality and deeply understands the importance of cleanliness in customer satisfaction and online reviews.

Pain Points:

- Needs a reliable cleaning service that can handle high guest turnover.
- Concerned about maintaining a high level of hygiene, especially post-pandemic.
- Requires efficient, eco-friendly cleaning solutions that align with the hotel's sustainability goals.
- Struggles with inconsistent cleaning standards and delayed responses from current service providers.

Goals:

- Ensure guests always find the resort impeccably clean, which impacts positive reviews.
- Maintain compliance with health and safety standards.
- Establish a long-term partnership with a cleaning company that delivers on promises without the need for micromanagement.

Preferred Services:

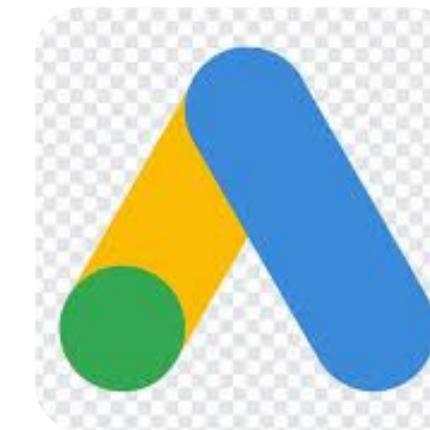
- Comprehensive daily cleaning services for rooms and public spaces.
- Disinfection and pest control to ensure hygiene.
- support during busy seasons and use of environmentally friendly solutions

3-Digital Marketing Strategy

Based on the strategy we studied, we have chosen to run advertising campaigns on both Facebook and Google Ads.



facebook Campaign



Google Ads

File

Content Calendar

We have created a content calendar for one week, from October 12th to Thursday, October 17th.

File

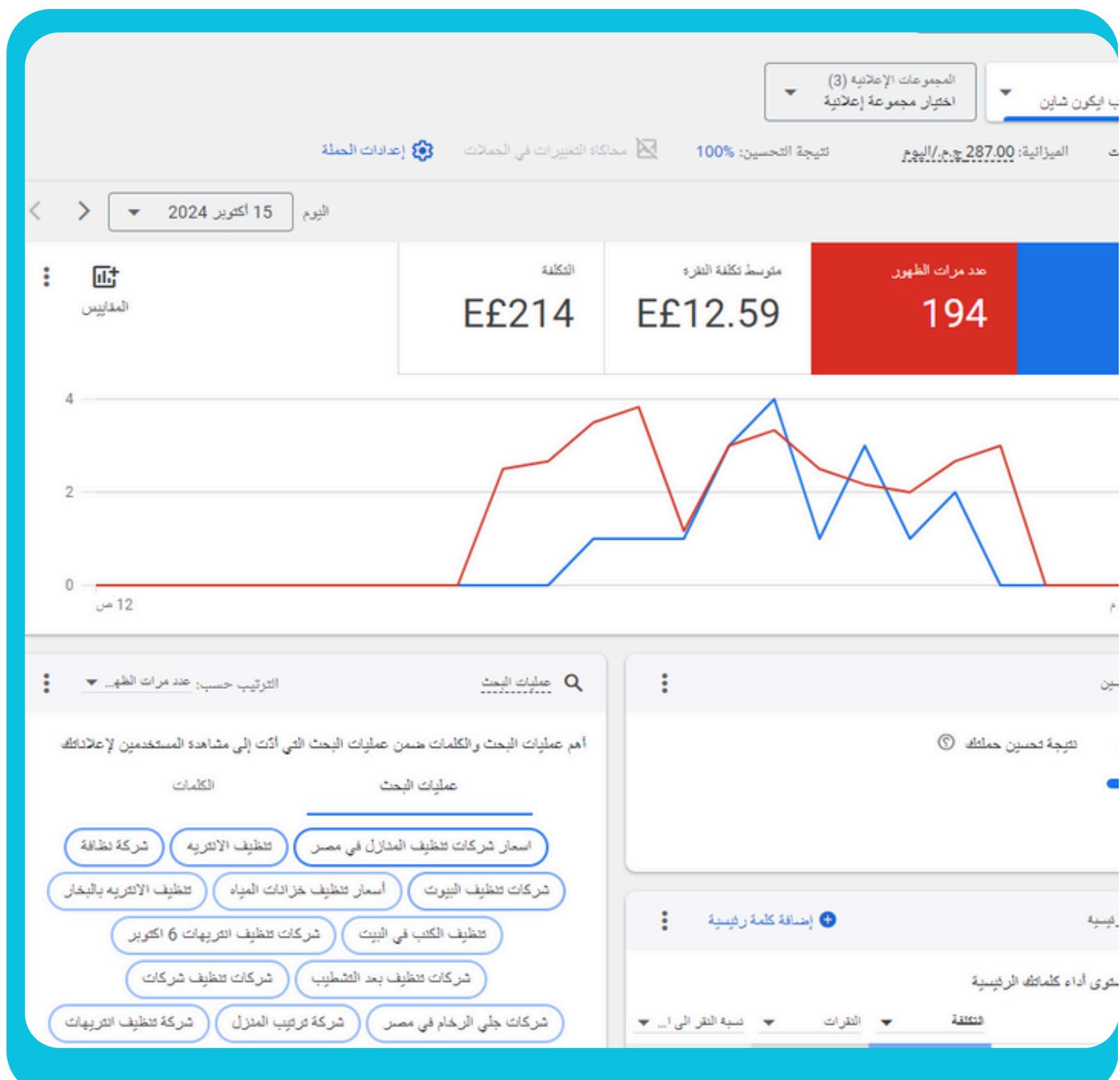
	الاثنين 13-10-2024	ثلاثاء 14-10-2024
	4	6
تم النشر		نشر
بيفي	تغريبي	
تنسيق الحدائق	الزجاجية للمباني	
Layla	Ahmed	
تصميم	صورة	
مشغول طو خدمات ت	ما يلاحظه العملاء، خدمات الحدائق والصيانة التي تحول مساحتك الخارجية إلى جنة خضراء! لأننا نحن "المباني". اتصل بنا والاستفسار	هل تعلم أن التكييفات المسخنة تظل من كفاءة المظهر وتزيد التكاليف؟ خدمات تنظيف التكيفات لدينا تضمن لك تشغيل النظام بكفاءة مع الحفاظ على جودة الهواء في جميع غرف المنزل. اتصل بنا للمعاينة والاستفسار
01009090859	01009090859	01009090859
#تنظيف	#تنسيق_الحدائق #خدمات_تنظيف_ المنازل #الجibb_للتقطيف	#تنظيف_ التكييفات #تنظيف_الناديق #الجibb_للتقطيف
انستغرام، فيسبوك	فيسبوك	انستغرام، فيسبوك
post_story	post_story	post_story

	الأحد 13-10-2024	الاثنين 14-10-2024
	3	5
ترووي	ترووي	
تنظيف التكييفات	تنظيف التكييفات	
Ahmed	Layla	
صورة	صورة	
هل تعلم أن التكييفات المسخنة تظل من كفاءة المظهر وتزيد التكاليف؟ خدمات تنظيف التكيفات لدينا تضمن لك تشغيل النظام بكفاءة مع الحفاظ على جودة الهواء في جميع غرف المنزل. اتصل بنا للمعاينة والاستفسار	هل تعلم أن التكييفات المسخنة تظل من كفاءة المظهر وتزيد التكاليف؟ خدمات تنظيف التكيفات لدينا تضمن لك تشغيل النظام بكفاءة مع الحفاظ على جودة الهواء في جميع غرف المنزل. اتصل بنا للمعاينة والاستفسار	هل تعلم أن التكييفات المسخنة تظل من كفاءة المظهر وتزيد التكاليف؟ خدمات تنظيف التكيفات لدينا تضمن لك تشغيل النظام بكفاءة مع الحفاظ على جودة الهواء في جميع غرف المنزل. اتصل بنا للمعاينة والاستفسار
01009090859	01009090859	01009090859
#تنظيف_ المفروشات #تنظيف_ الأثاث #تنظيف_ المنازل	#تنظيف_ التكييفات #تنظيف_الناديق #الجibb_للتقطيف	#الجibb_للتقطيف

4-Content Creation

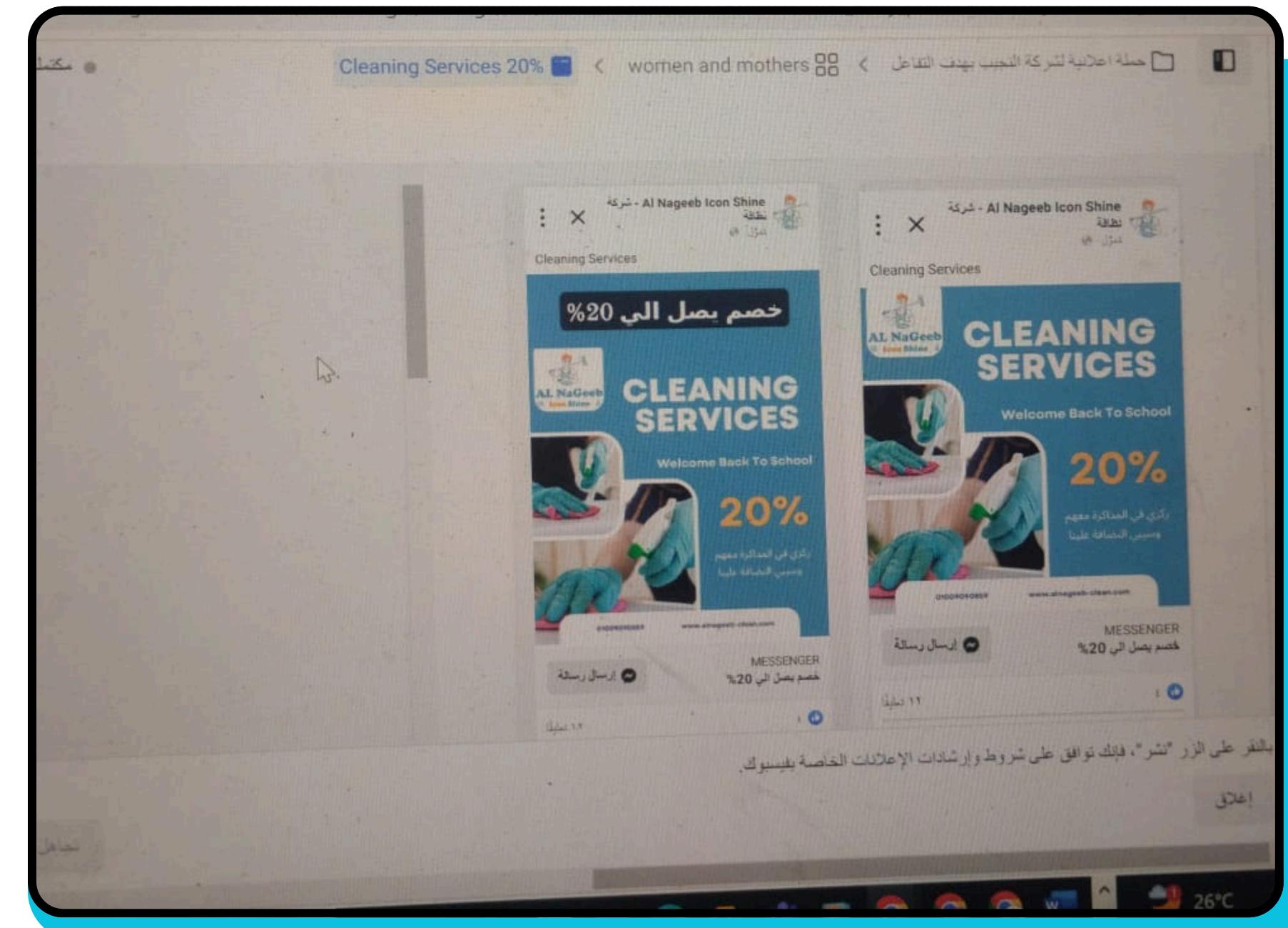


5- Campaign Management

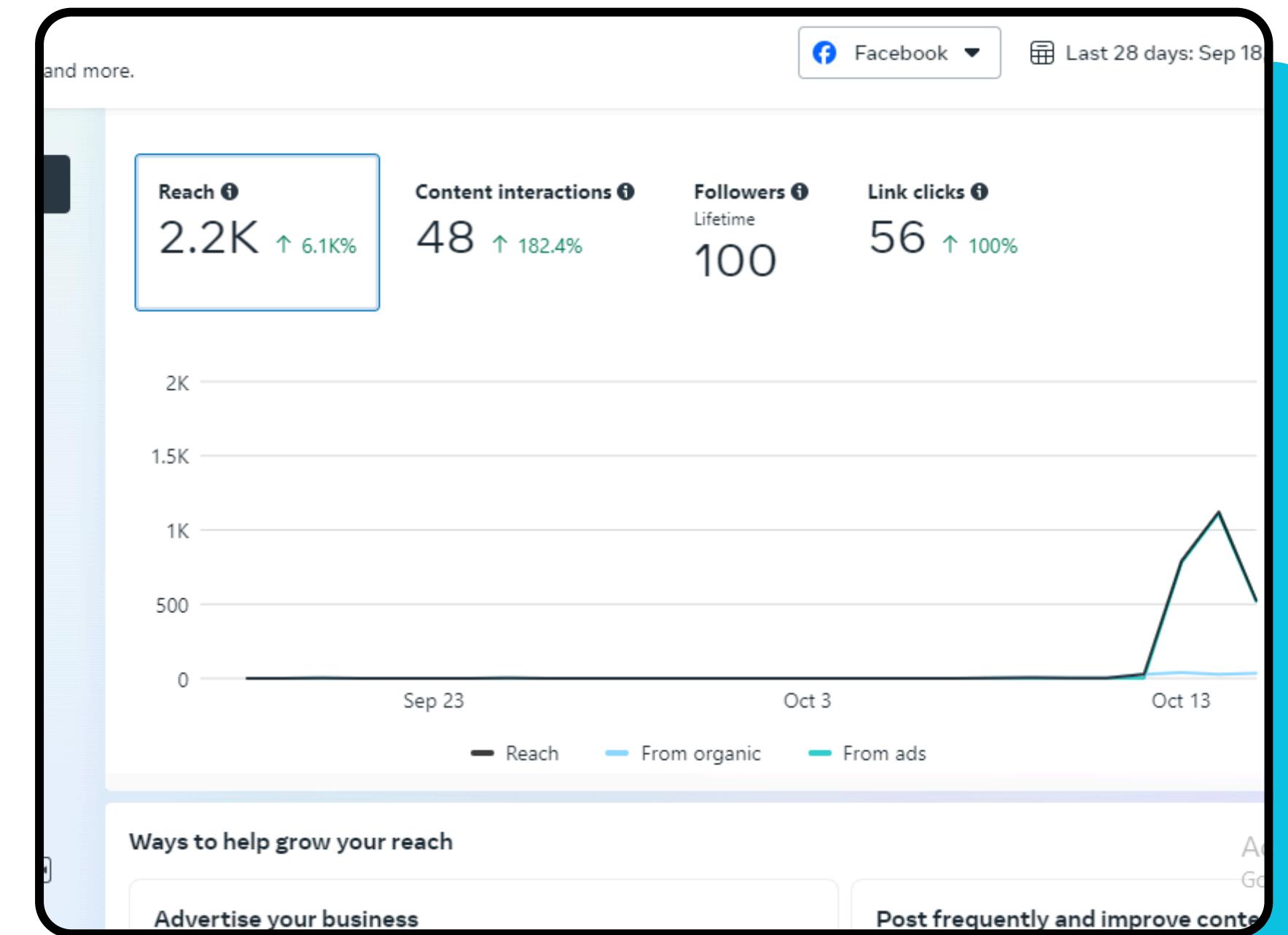
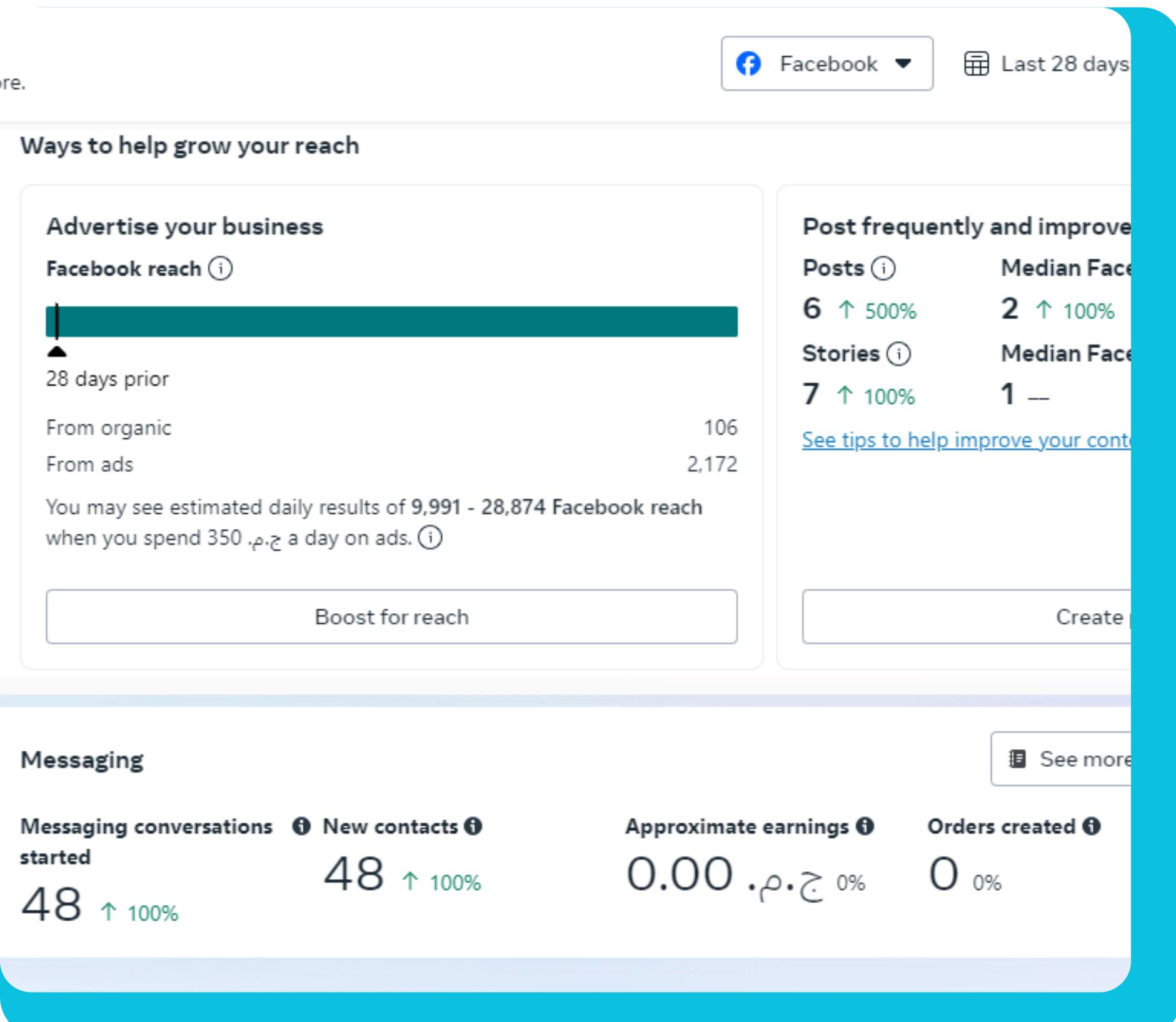


The screenshot shows a campaign management interface with the following details:

- Performance Metrics:**
 - المجموعات الإعلانية (3) - Ad Groups: المجموعات الإعلانية (3)
 - الكلفة: £214
 - متوسط تكلفة النقرة: £12.59
 - عدد مرات الظهور: 194
 - نتيجة التحسين: 100%
 - الميزانية: 287.00 جم/اليوم
- Search Terms:**
 - الكلمات: شركات تنظيف المنازل في مصر, شركات تنظيف الاتریه, شركات تنظيف خزانات المياه, شركات تنظيف الابخار, شركات تنظيف الاتریه بالبخار, شركات تنظيف الكتب في البيت, شركات تنظيف بعد الشطيب, شركات تنظيف شركات, شركات جلي الرخام في مصر, شركة فرشيب المنزل.
 - الترتيب حسب: عدد مرات الظهور.
- Search Volume:**
 - النحو: 4 من 12 من



5- Campaign Management



6-control

mesurement	how to measure ?	Results
Reach / page views	facebook page reach through the campaing	32k %
Net followers	growth % of net followers now and through the campaing	100% growth
3 second video views	growth of 3 econd video views	733% growth
Engagement/facebook	reaction / comments / replies , through and after campaing	10k % growth
content shared	number of stories & posts / week	posting regulary every day / 1 story
overall interactions /facebook	overall ineractions / week	10k % growth
reply to comments	minimize time between comments and replies	immediately replies
Customer Acquisition Cost	Total Marketing Expenses / Number of New Customers	800 facebook+ 1500 google / 3 = 766
Conversion Rate	(Number of Conversions / Number of Website Visitors) x 100	67%
Cost Per Lead	Total Cost of Campaign / Number of Leads Generated	800+1500/2400+732=0.73
ROI	(Revenue - Cost) / Cost	8000-2300/2300=2.47
gross sales	gross sales after the campaing ends	8k I.E
sales profit	sales profit after the campaing ends	8000-2300=5700
Leads	number of viewers who subscribe by their data	5 average
Clicks to website	who is turning from facebook to website	2.3K
cost per click (google ads)	number of clicks on website that turns to whatsapp messages	12.85 I.E
website views	growth % of views Through the campaing	17

Analytics



Analysis of the Advertising Campaign Results for Al-Najeeb Cleaning Services

1. Facebook Page Reach:

Result: 32,000 people reached.

The page content was viewed by 32,000 people after regularly posting twice a day and launching the ad campaign.

2. Follower Growth:

Result: 100% increase in followers.

The number of followers doubled during the campaign, which indicates success, especially given the short ad duration.

3-Second Video Views:

Result: 733% increase.

Short video content performed very well, gaining high viewership.

4. Engagement (Comments, Reactions, Replies):

Result: 10,000% increase.

A massive increase in audience engagement through likes, comments, and interactions

5. Posting Frequency:

- Result: Posting 2 posts + 2 stories per day.
- Consistent content posting has contributed to the campaign's success.

Analytics



6. Overall Engagement:

Result: 10,000% increase in general interactions.

Audience engagement across the page has multiplied significantly.

7. Response Time:

Result: Immediate replies.

Responding quickly to comments and inquiries builds trust and increases customer satisfaction.

8. Customer Acquisition Cost (CAC):

Result: 766 EGP.

The cost to acquire a new customer is relatively high.

9. Conversion Rate (CVR):

Result: 67%.

The conversion rate is excellent, meaning a large percentage of visitors take the desired action (e.g., contact the business).

10. Return on Investment (ROI):

Result: 2.47 ROI.

The ROI is positive, but there's room for improvement.

11. Gross Sales:

Result: 8,000 EGP.

Total sales after the campaign are satisfactory but could be better.

Analytics



12. Profit After Campaign:

Result: 5,700 EGP.

Profit after accounting for costs is positive but can be increased.

13. Leads Generated:

Result: 5 leads.

The number of leads generated is relatively low compared to the reach and engagement.

14. Website Clicks:

Result: 2,300 clicks.

Website click-through rate is good and reflects audience interest.

15. Cost Per Click on Google Ads:

Result: 12.85 EGP per click.

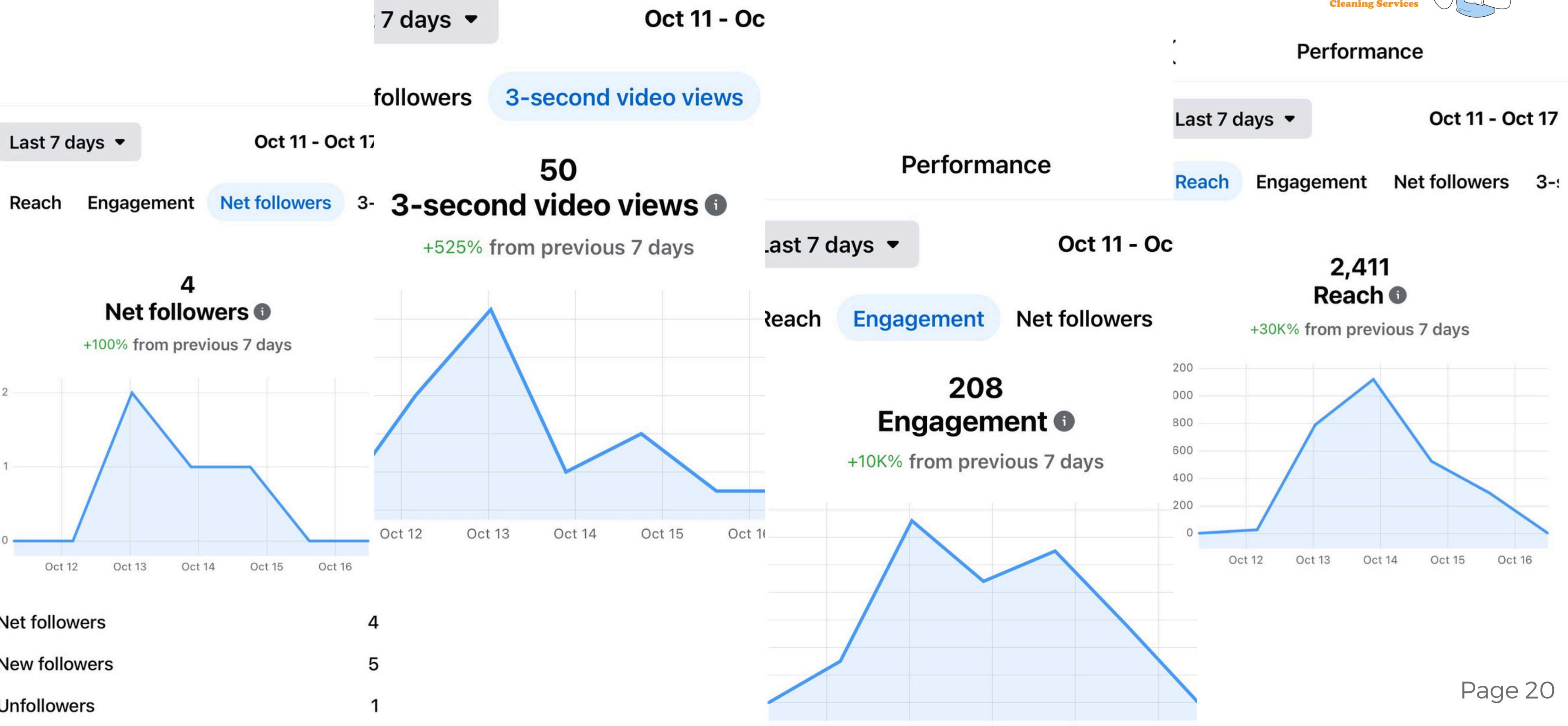
This is a moderate cost for the cleaning services industry.

16. Website View Growth:

Result: 17% increase.

Website traffic has grown but at a slower rate.

Analytics



7- Recommendations and Improvements



Content Strategy: Diversify your content, focusing more on engaging visuals and videos that showcase services (e.g., before-and-after cleaning).

Advertising Focus: Shift more budget to Google Ads, which appears to target the right audience, while cutting down on less effective Facebook Ads.

Sales Optimization: Improve the speed of follow-up on leads and inquiries. Hiring more skilled salespeople can help convert more leads into customers.

Incentives: Offer promotional deals such as discounts or reduced pricing on some services to attract more potential customers.

SEO: Improve your SEO strategy to enhance your website's visibility and increase direct traffic from social media and ad campaigns.

Al-Nageeb Icon Shine

Thank You For your Attention

Presented By

Kholoud Hassan

Radwa Hafez

Nourhan El-Zohiery

Mohamed Mostafa

Walid Mohamed

