

Club Founder
Dr. Mahmoud Bahgat



Co-Founder & Host: Dr.Saber Helal



International Digital Club

Steps to create a digital marketing strategy to your Brand or product

Online zoom 10 pm KSA Egy - 11 pm UAE





MR.MOHAMED BENDARY

Digital Marketing Consultant

Mohamed Bendary

https://www.linkedin.com/in/mohbendary

Professional Head of marketing with 14 years of experience in Digital Marketing, MBA holder

Certified from Google AdWords,

Google Analytics, Google Digital Marketing

Apple (ASO)

Meta (Digital Marketing)

HP in digital Marketing Growth.

WHO, UNICEF (Strategic Management)

I used to be a speaker in World Artificial Intelligence conference 2021.

I've got involved in many fields in Digital Marketing such as;

(FINTECH, FMCG, Cosmeceutical & Pharmaceutical, Medical Devices,

Networking & Airlines Ticketing)

Work Experience

2023 - Current I am head of Marketing at Fawry MSME Finance.

2022-2023 Digital Marketing Head Biotech Cigallah Group

2017- 2022 Digital Marketing Head Dulex Lab

2016 – 2017 Digital Marketing Manager RotaBiogen (HPG)

2014 – 2016 Vodafone UK

2010-2014 Air Fare







Digital AGENDA



Introduction to digital marketing

- -Definition of Digital Marketing
- -Benefits of digital marketing
- -Online marketing vs offline marketing
- -Offline customer trip vs Online Customer trip



Digital Marketing Arms

- Social Media Marketing
- SEM
- Email Marketing
- Power of influencers
- E-commerce vs landing page



Elements of Digital Strategy Marketing plan

- Situational analysis
- Setting objective
- Competitions
- Strategy &tactics
- Buyer persona
- Budgeting



Case study

DEFINITION

<u>Digital marketing</u>, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only <u>email</u>, <u>social media</u>, and web-based advertising, but also text and multimedia messages as a marketing channel.

1 COST EFFECTIVENESS

PERSONALIZATION (
TARGERTING)

EASY MEASURED &ADJUSTED

4 VIRAL EFFECT



E-MARKETING VS. OFFLINE MARKETING

FACTOR	OFFLINE MARKETING	ONLINE MARKETING
REACH	LIMITED TO AREA	GLOBAL
TARGETING	NOT SPECIFIC	VERY SPECIFIC
PRICE	VERY EXPENSIVE	LESS EXPENSIVE
MEASURE	HARD TO MEASURE	EASY TO MEASURE

E-MARKETING VS. OFFLINE MARKETING

Example of a viral Campaign



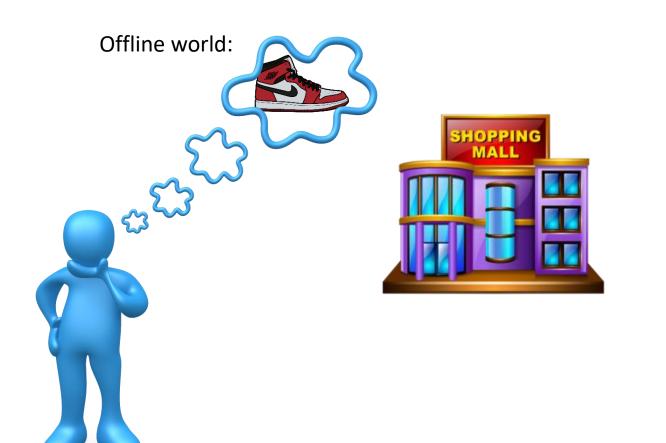
Dove Real Beauty Sketches over 69,766,166 views.

OFFLINE CUSTOMER VS. ONLINE CUSROMER TRIP

OFFLINE CUSTOMER TRIP

Example:

Imagine that you set your personal goal is to buy a running shoes.



Price

Quality

Return

Availability



ONLINE CUSROMER TRIP

Frame work

SEE

THINK

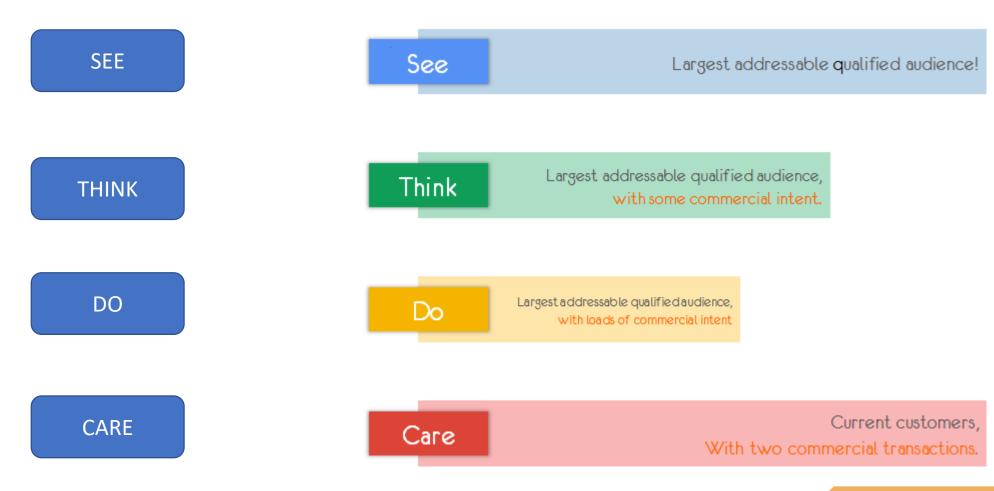
DO

CARE

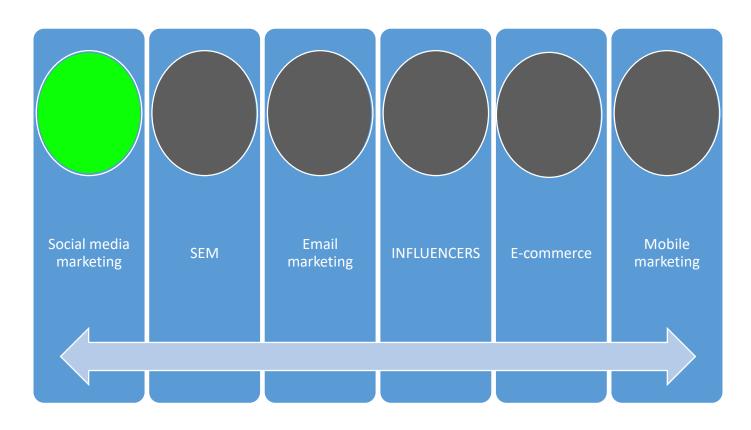


ONLINE CUSROMER TRIP

SEE-THINK-DO-CARE Framework for Marketing



DIGITAL MARKETING CHANNELS



Key Benefits

- Definition of Social Media Marketing
- Understand your customer profile
- Where to find your customer
- How to set the Scale of each Platform
- Content Strategy
- Funnel technique



Social MEDIA MARKETING

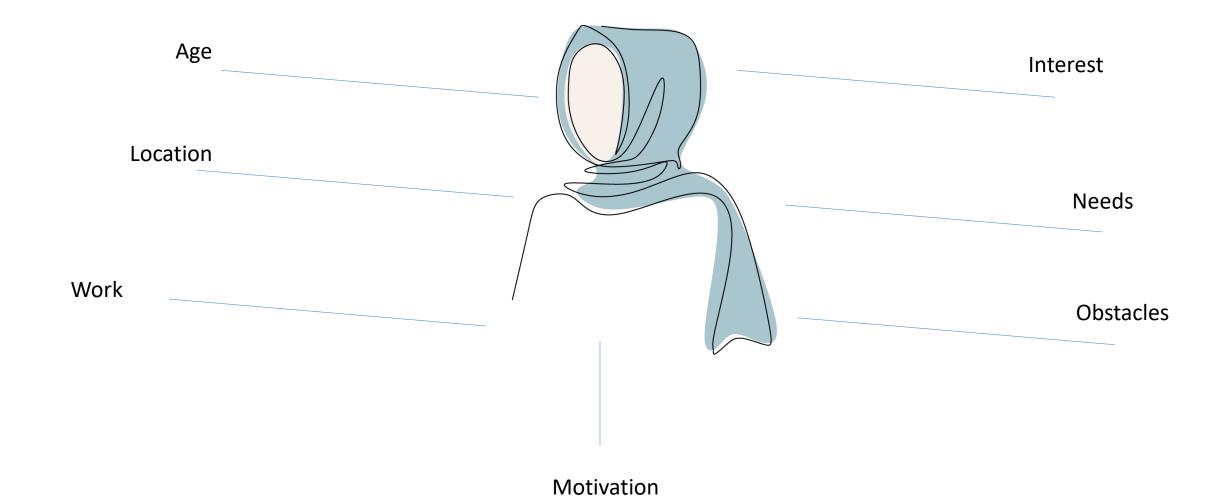
The term social media marketing (SMM) refers to the use of <u>social media</u> and <u>social networks</u> to market a company's products and services.

Social media <u>marketing</u> provides companies with a way to <u>Engage</u> with <u>Existing</u> customers and <u>Reach New</u> Ones while allowing them to promote their desired culture, mission, or tone.

DIGITAL MARKETING CHANNELS
Social Media Marketing

Pick the Right Channel?

Buyer Persona



DIGITAL MARKETING CHANNELS Social Media Marketing

Where can I find my target audience?

Channel	Total Users	Ads Reach vs. Pop	Females	Males
TikTok	35.10M	94.3%	45.9%	54.1%
Youtube	28.3M	76%	39.9%	60.1%
SnapChat	22.64M	60.8%	44.8%	53.6%
X	16.84M	45.3%	42%	58%
Insta	16.30M	43.8	43%	57%

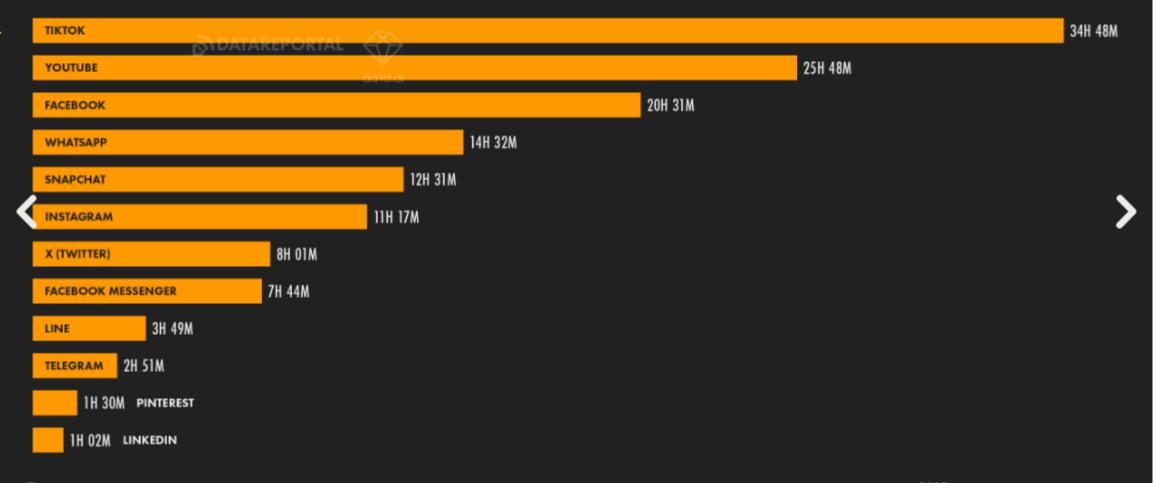
To answer this question we should first determine our main target audience then we will be able to target them on the correct channel.

JAN 2024

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023







JAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



50.4%

FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW 31.9% RESTAURANTS, CHEFS, OR FOOD PERSONALITIES 28.6% **ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS** 27.1% INFLUENCERS OR OTHER EXPERTS 27.1% SPORTS PEOPLE AND TEAMS 22.6% TV SHOWS OR CHANNELS 22.4% ACTORS, COMEDIANS, OR OTHER PERFORMERS 21.9% COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM 21.8% FITNESS EXPERTS OR ORGANISATIONS 21.6% COMPANIES AND BRANDS YOU PURCHASE FROM 20.5% **BEAUTY EXPERTS** 19.7% CONTACTS RELEVANT TO YOUR WORK 19.3% BANDS, SINGERS, OR OTHER MUSICIANS 17.7% **GAMING EXPERTS OR GAMING STUDIOS** 14.9% **JOURNALISTS OR NEWS COMPANIES**

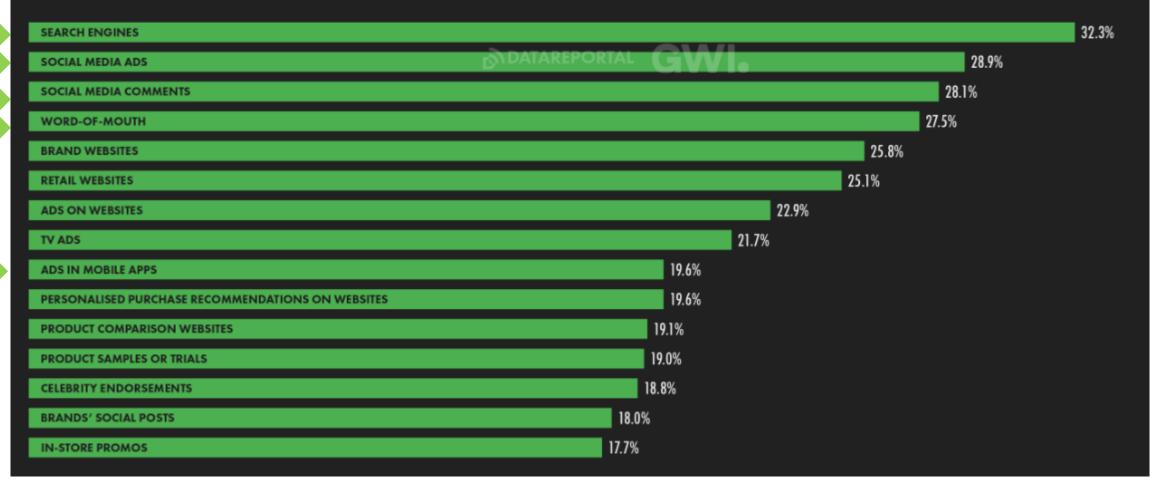




SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



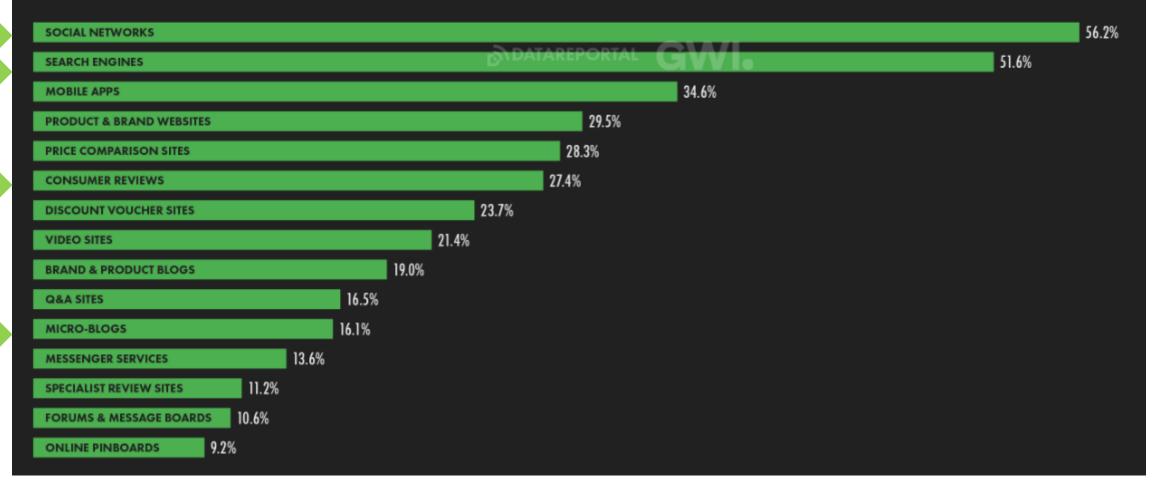


JAN 2024

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



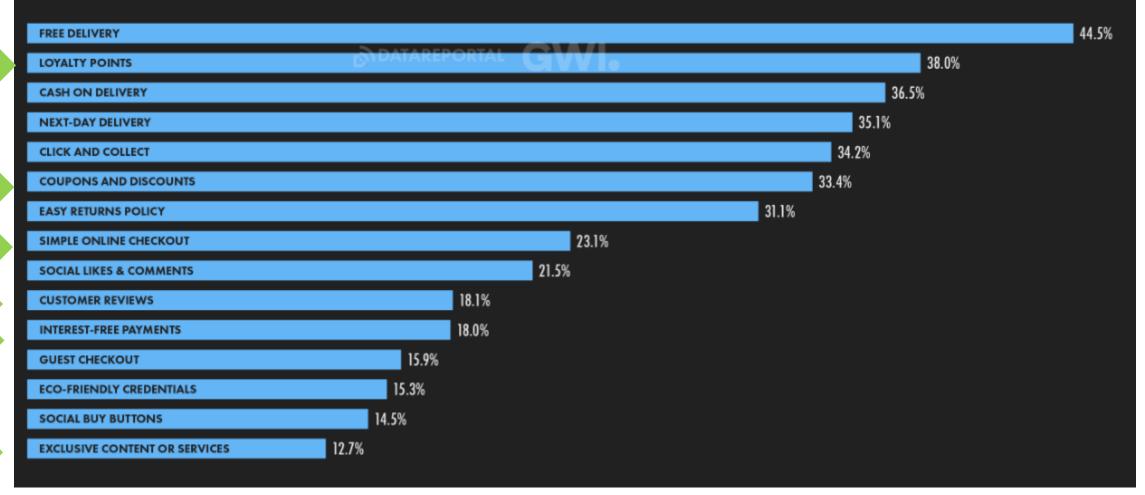




ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE





DETERMINE EACH PLATFORM CONTRIBUTION?







Scale?

Scale?

Scale?

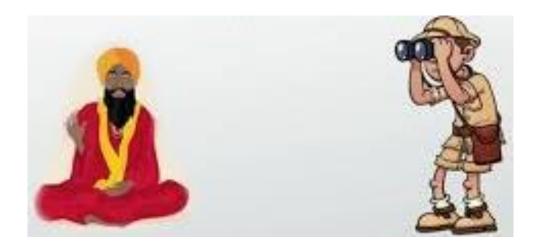
DIGITAL MARKETING CHANNELS
Social Media Marketing

CONTENT Startegy?

DIGITAL MARKETING CHANNELS Social Media Marketing

Understanding Your Target Audience

When traveling, you know the importance of understanding how locals interact - you don't want to seem like an odd tourist. The same rings true for digital marketing campaigns. This means understanding your target audience, demographics, and the psychology of existing and new customers.



Different Channels & Different content ?

SOCIAL MEDIA EXPLAINED

```
Facebook = I like donuts.

YouTube = Watch me eating a donut.

Instagram = Here's a vintage photo of my donut

X = #donut.
```



DIGITAL MARKETING CHANNELS

Social Media Marketing



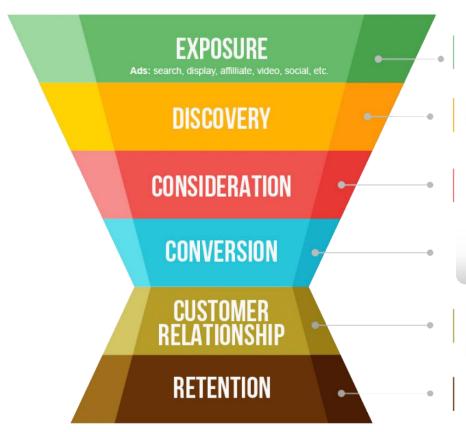
Funnel Technique

Developing a social Media campaign using a funnel technique ?

Funnel Technique

How to apply?

Building on a" Cosmeceutical Company"



- Set an educational campaign for the product
- Consumers "General Tips" + product recalling.

Feedbacks & Sampling

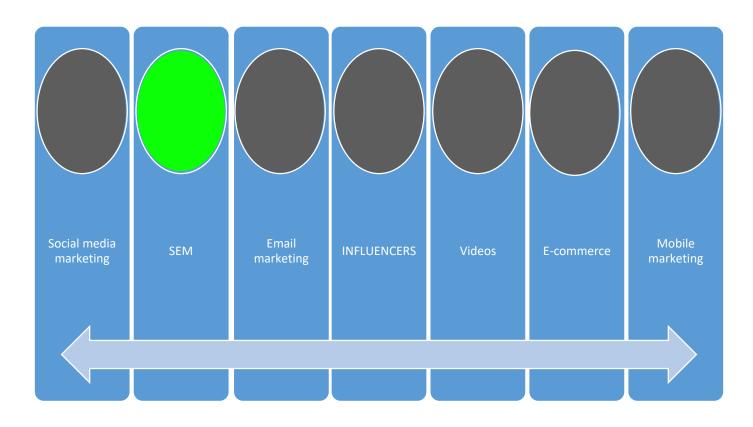
Be the 1st luxurious Cosmo platform to give a medical, comoceutical tips for consumers

Availability

 USE CRM Tool or any tool that help you to create/ Build/ Maintain your relation with your customer

Loyalty program

DIGITAL MARKETING CHANNELS

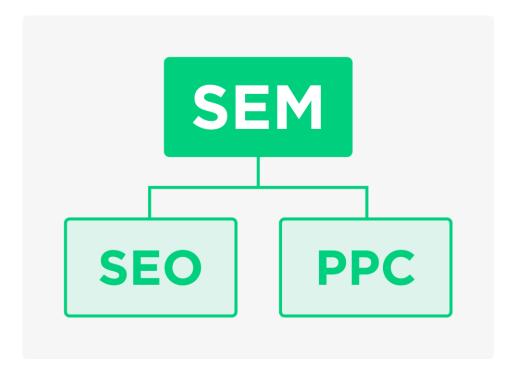


Key Benefits

Google Ads

- SEM Definition
- SEO vs PPC
- Different types of Google Adwords
- Social Media Ads vs Google Ads

DIGITAL MARKETING CHANNELS

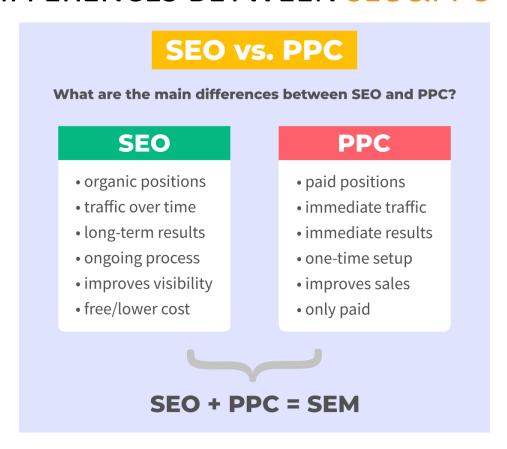


Search Engine Marketing SEM

(SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs). ... Search engine marketing is also alternately referred to as paid search or pay per click (PPC).

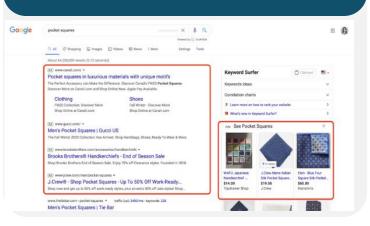
Social media <u>marketing</u> provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone.

Search Engine Marketing SEM DIFFERENCES BETWEEN SEO&PPC

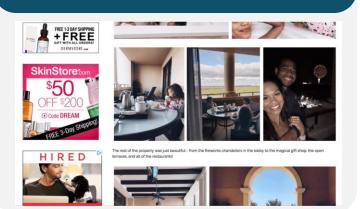


GOOGLE ADWORDS

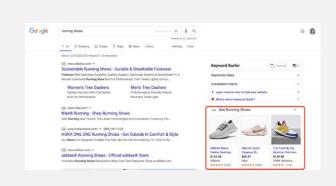




2- Display Ad Campaigns



5- Shopping Ad Campaigns



GOOGLE ADWORDS





DIGITAL MARKETING CHANNELS

What is the Differences between Social Media Ads or Google ads?





Art Creative-TIPS

01

Cognitive
Strategies

Awareness

Knowledge

02



Liking

Preference

Conviction

03

Conative Strategies

Purchase

01

COGNITIVE STRATEGY

Cognitive components: refers to the person's mental image, understanding of the product, cognitive ads works for achieving brand awareness and brand knowledge. (e.g. Crest "cavity fighter) - M&M's: "Melts in your mouth, not in your hand "i.e. the message must stress a unique product feature.



02

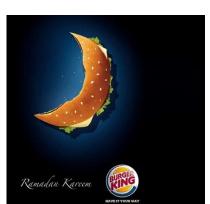
AFFECTIVE STRATEGY

Affective components: contains feelings and emotions about product, affective ads works for **liking, preference,** and conviction.

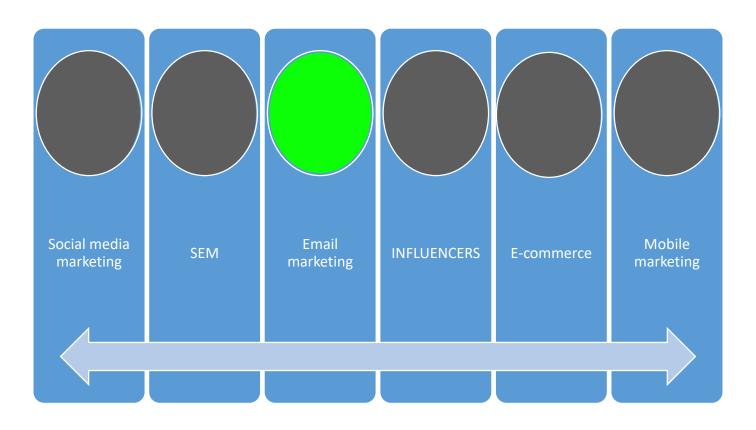
03

Conative components

It is the individual intentions, actions, or behavior, conative ads works for **product purchase.**







Key Benefits

- Email Marketing Definition
- Email marketing B2B & B2C

EMAIL MARKETING

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services.



TARGETTED



COST EFFECTIVE



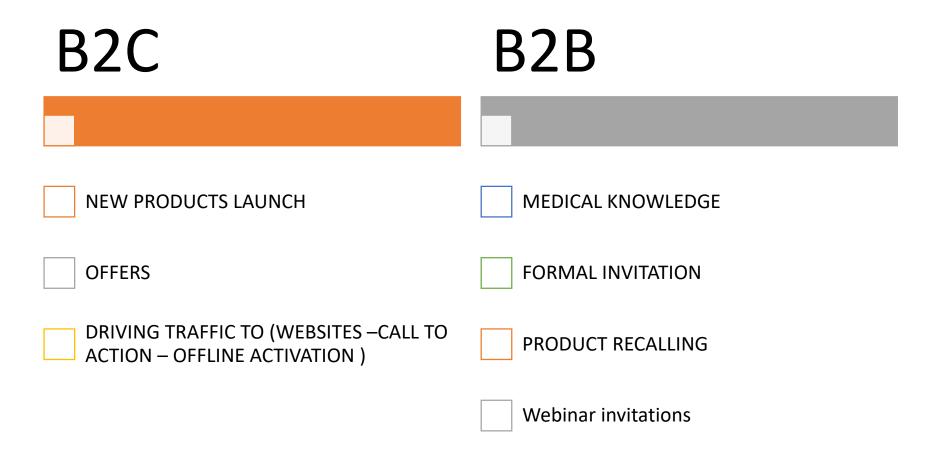
MEASURABLE

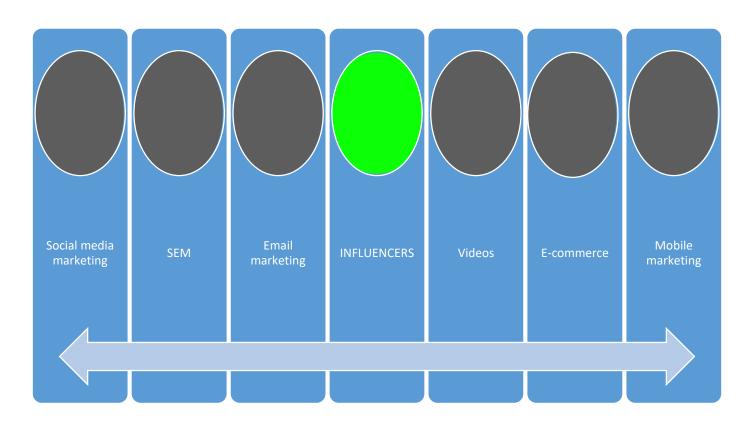


CUSTOMIZABLE



EMAIL MARKETING





Key Benefits

- Power of Influencers
- When to use Influencers
- Conditions of using an influencer
- Consider the Results

POWER OF INFLUENCERS / Celebrity Endorsement

01

02

03



When to Use Influencer/ Celebrity Marketing?



What are the selection criteria for an influencer/ Celebrity?



Consider the results to test the whole experience?

01

When to Use Influencer Marketing?

Building a brand awareness.

You have a disconnect with your customer

Reaching a new market.

When there's a disconnect between your company and your customers, perhaps you need an influencer to bridge the gap.



Dimensions of Celebrity Endorsement :

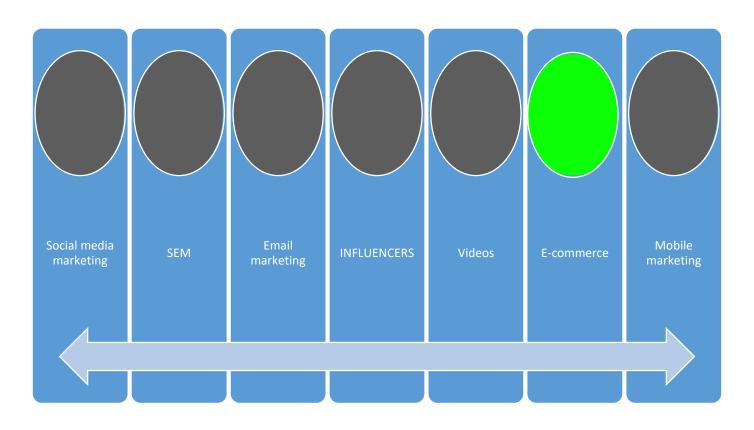
- Physical Attractiveness
- Fitting the Brand image
- Credibility

03

Consider the results to test the whole experience?

In this part we should match the results of the campaign with the main objective of the campaign so we can check if this influencer is the right one so I can reinvest or neglect or maintain?

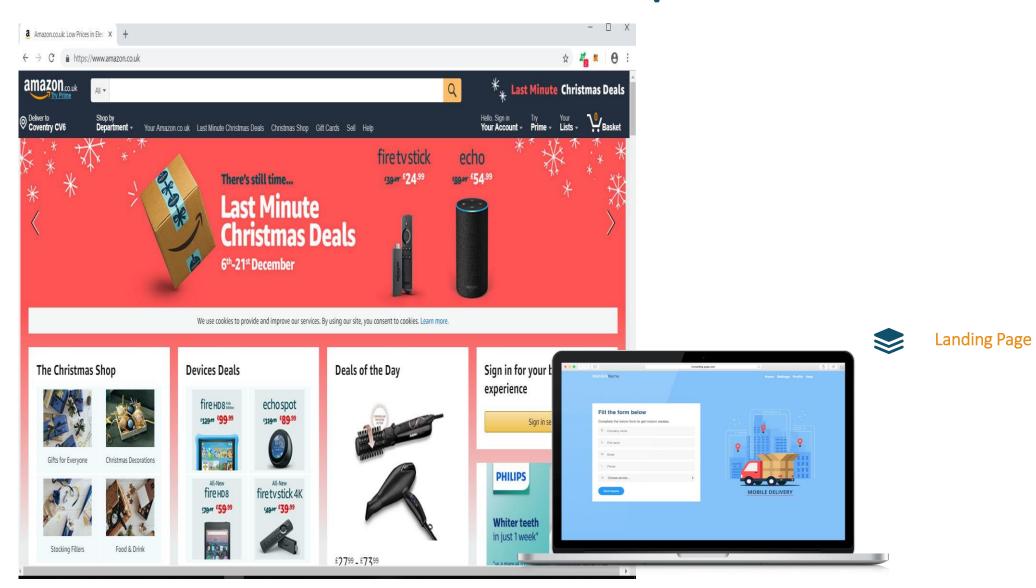




Key Benefits

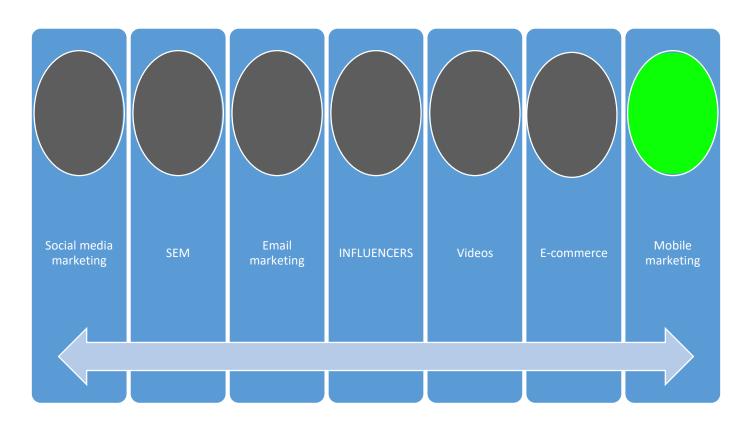
- Ecommerce vs. Landing Page





E-commerce website VS. LANDING PAGE

AREA OF DIFFERENCES	E-commerce website	Landing Page
GOAL	MANY GOALS	ONE GOAL
CALL TO ACTION	MANY CALL TO ACTION	SINGLIE CALL TO ACTION
NAVIGATION	A LOT OF NAVIGATIONS FOR OTHER PAGES	NO NAVIGATIONS FOR OTHER PAGES
WHEN TO USE IT	- PAID CAMPAIGNS- PROMOTING CONTENT ON SOCIAL MEDIA- SEO FRIENDLY	-PAID CAMPAIGNS - LEAG GENERATIONS - ONE FOCUS CAMPAIGN



01 sms

03 AD MOBILE

02 GEO-SMS

O4 Virtual –Augmented- Mixed Reality

VR



Digital environments that shut out the real world.

AR

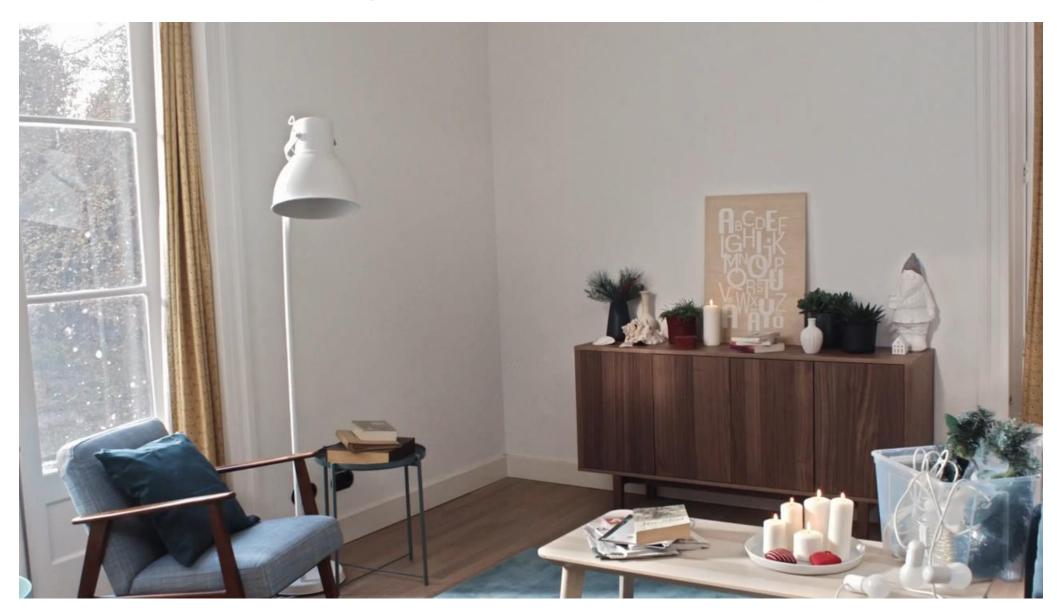


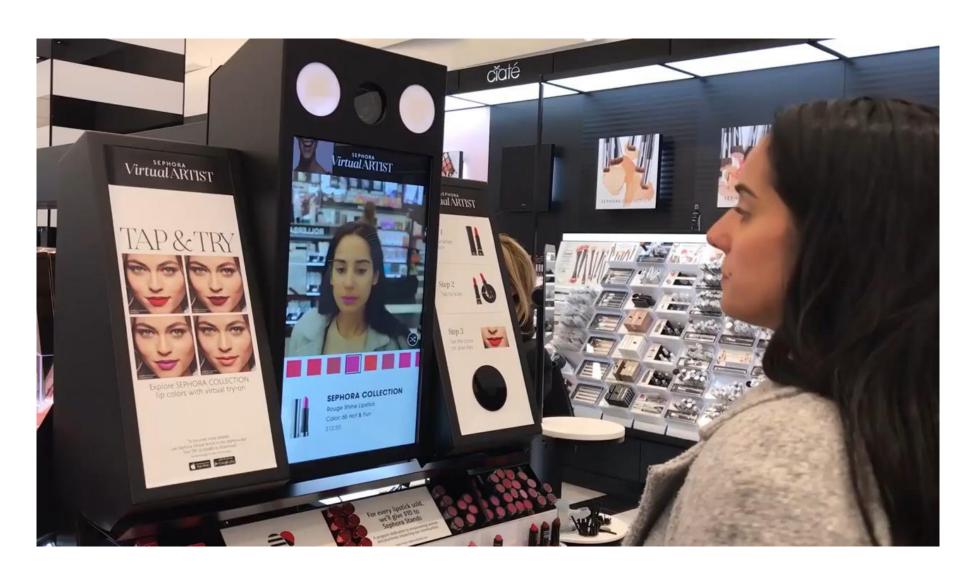
Digital content on top of your real world.

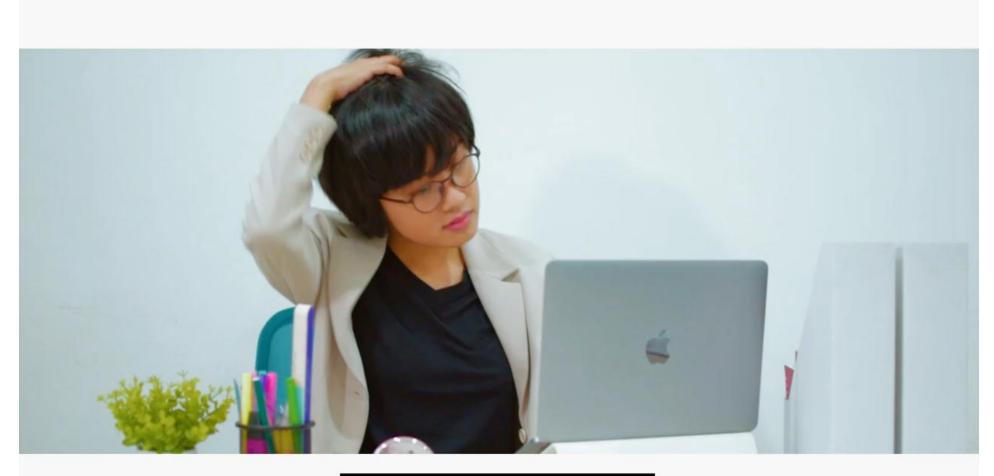




Digital content interacts with your real world.







We're living in a fast paced lifestyle.

Elements of formulating an Effective Digital- Strategy for your Brand



Elements of Digital Marketing plan

- Understanding the Brand and Market
- Defining Target Audience
- Setting Goals and Objectives
- Choosing Digital Marketing Channels
- Developing a Content Strategy
- Budgeting and Resource Allocation
- Creating and Launching Campaigns
- Monitoring and Analytics
- Optimization & Redirect

SIMPLE GUDI FOR SETTING A DIGITAL MARKETING PLAN

What Is Digital Marketing Strategy?

A digital marketing strategy is a plan that helps your organization attain specific goals through carefully selected marketing channels such as paid, earned, and owned media. Running a digital marketing campaign without a strategy in place is much like exploring a new city without a GPS – you are likely to take many wrong turns resulting in both frustration and an unnecessarily long route to get where you want to go.

When you are planning a trip, you probably begin by developing an itinerary to ensure you make the most out of your time and budget. The same goes for digital marketing, a marketing plan is necessary for increased efficiency

Market& Competitor Analysis

1- Identify Key Competitors:

Direct Competitors: Companies offering similar products or services in the same market.

Indirect Competitors: Companies offering alternative solutions that satisfy the same customer need.

Emerging Competitors: New entrants or startups that might not yet have a significant market share but have potential.

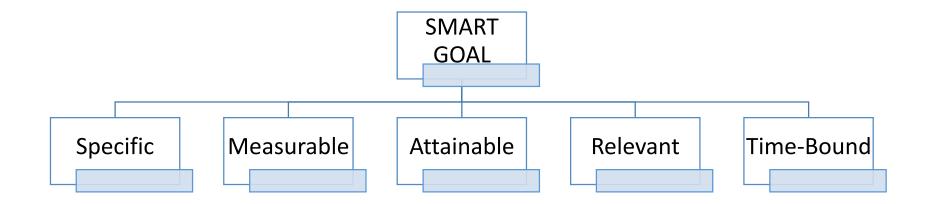
2- Collect Data on Competitors:

Product and Service Offerings: Detail the products or services offered by competitors, including features, quality, pricing, and unique selling points (USPs).

Social Media Channels and type of Ads they make online

- 3-Analyze Market Trends
- 4- Determine the Market size
- 5- Analyze consumer perception

SET A SMART OBJECTIVE



Measure Your Goal= KPIs

Type of content	Promotional Posts Sales & Branding	Informative &Awareness	Engagement posts
Example& Topic Suggestions	 Showing our strengths points. Showing the brand image through content marketing. Building customer service on Digital channels to increase customer satisfaction. Sales: Focus on our fan's needs. Collect data by using new technique. 	 Say Tips Quotes Information related to our products. Advices related to how to use it or related to the benefits. 	 Questions Competitions Puzzles
Percentage	<u>25%</u>	<u>40%</u>	<u>35%</u>
Objective	Get "Company name" more famous	Get our audience trust us	Get our audience engage with us

40%

Increasing Page Fans& Followers

20%

• Engagement

25%

Informative & Awareness

10%

Branding

5%

Sales

Budget

How to determine the accurate budget ?

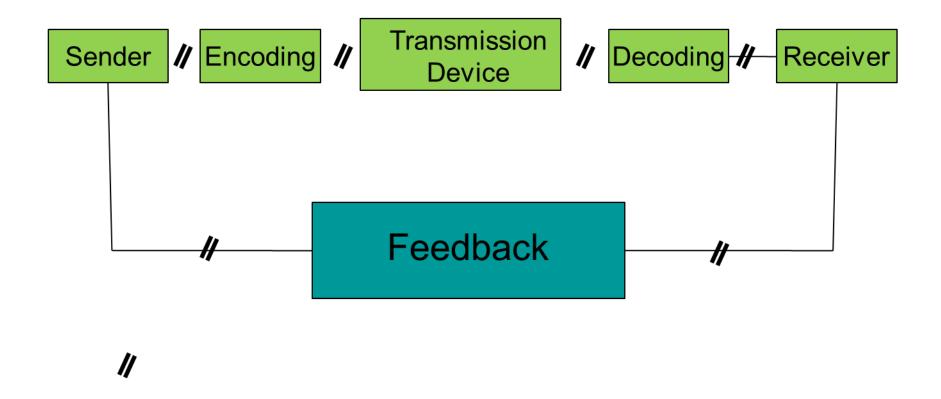
In order to know how to determine the appropriate budget, You should first set an A/B test campaign. To measure how much did you pay and the ROI so you can check how much exactly you can pay to achieve your objective

Example:

If my quantative objective is to reach 10K fans so I have to set a test campaign to measure the results.

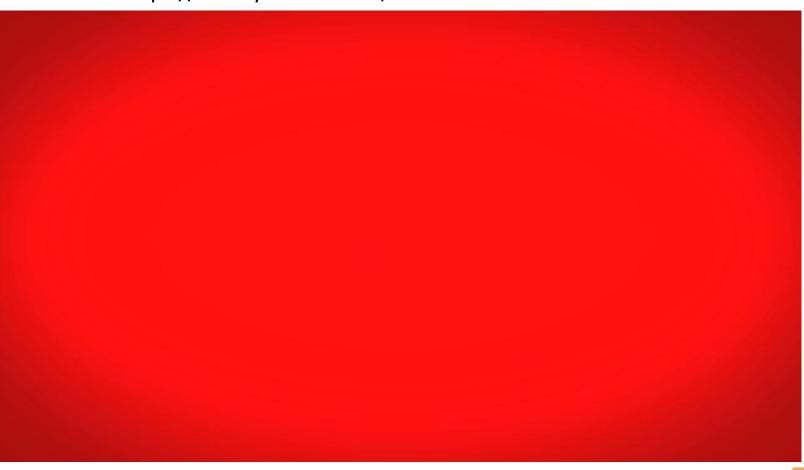
I paid \$10 and got 1K reach so to get 10K reach it means I have to pay \$100 approximately.

Communication Process



WATCH ME

https://www.youtube.com/watch?v=4dJ16WcfclY



Objective:

(Social)

Turn the sad social Media into Happy social Media to celebrate the 100 Birthday. Creating a brand loyalty and celebrate the **iconic bottle shape**

Finding out The appropriate Social Media Platform: Twitter - Facebook

DURATION

Three months

Strategy & tactics: They Built the Campaign on three Factors

ANALYSIS

APPLICATION

AMPLIFICATION

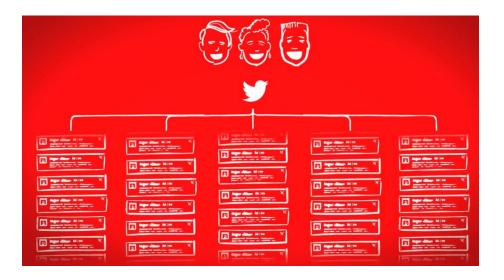
ANALYSIS STAGE:



*They tend to find people who create happiness Online to encourage them to do more.

*They used customized software for that

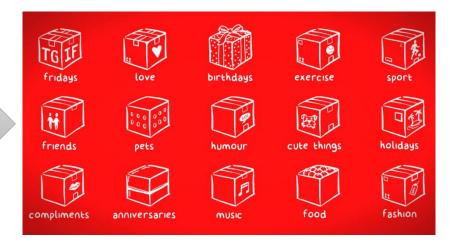


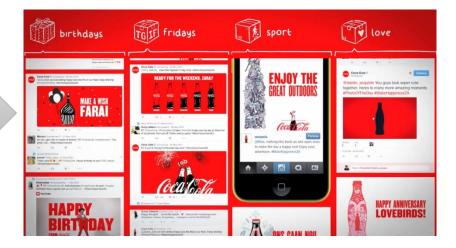


Strategy & tactics: Application

What Makes people Happy through analysis .. Pets – Love –anniversaryETC

So they Generated 300 Library of relevant customized responding





Strategy & tactics :

03

Amplification

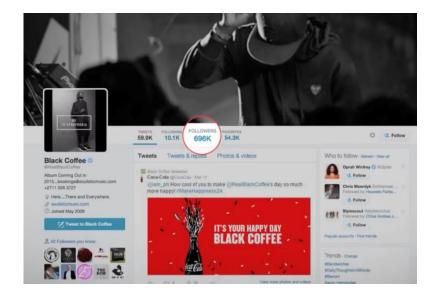
(Personalization)

Brand started to communicate directly with customers

Use of Influencers to spread the word

- Influencers should fit the brand who met Both : Qualitive & Quantitive Criteria





FUNNEL TECHNIQUE

TRAFFIC

Building a Relation

Advocacy

Measuring and considering the Results:

Factor	Result
Reach	22.295.472
Retweet	70%
Attracting new customers	102.305 (Facebook) 28985 (Twitter)

Thank You TAGE HERE REPLACE IMAGE HERE REPLACE IMAGE HERE REPLACE IMAGE HERE FP ACF IMAGE HERE