

MARKETING

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CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Marketing

from Idea to Brand
The Journey to Market Power



JOIN FREE

LIVE WEBINAR

Date

2-9-25

Tuesday

Time

10:00PM
 Egypt

Time

10:00PM
 KSA

Time

11:00PM
 UAE

Place

Online
Zoom



Instructor
By Dr. Alaa Aly
Marketing Manager

Who I Am?

Alaa Hekal – 21 years in sales,
marketing & business development

Industry Experience: Pharma,
Cosmeceuticals, Engine Oils, SAS,
Mattress

Built brands from scratch – B2B & B2C
Business Development & Marketing
Consultant



Marketing from IDEA to BRAND

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Alaa Hekal



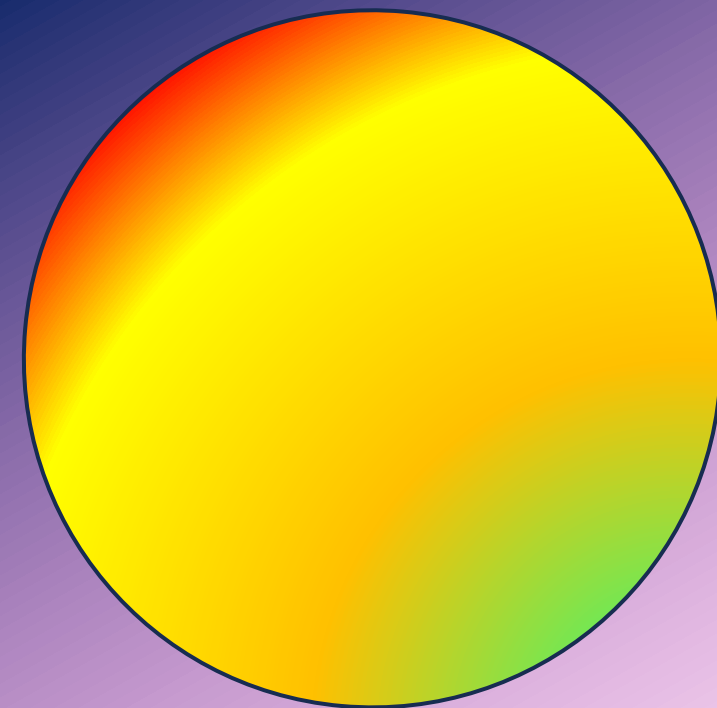
The Journey to Market Power

By/ Alaa Hekal

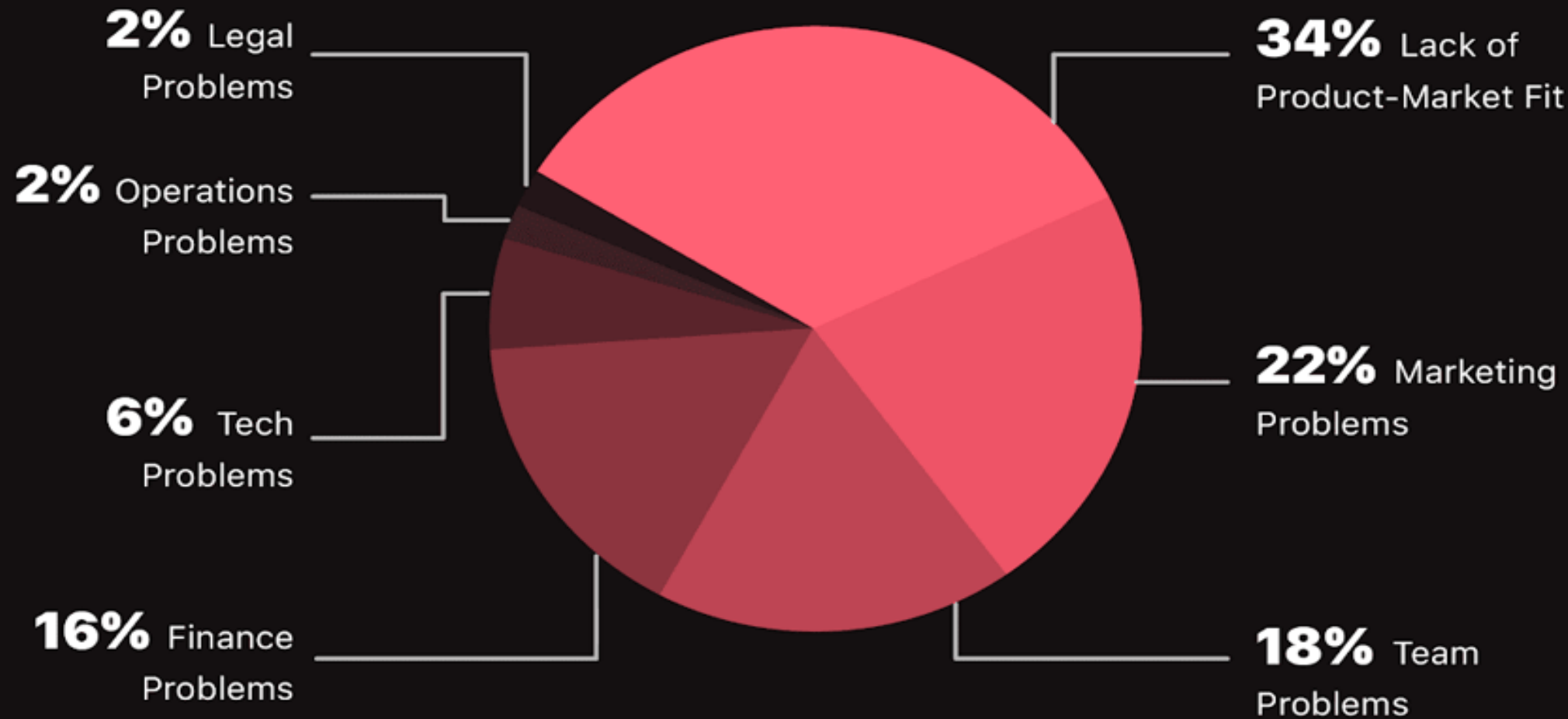
Harsh Truth

Why Most Startups Don't Make It?

- No clear problem or audience
- No validation before launching
- Product is not enough without message
- Founders fall in love with the solution
- Skip customer discovery
- Compete on assumptions



Common Reasons For Startup Failure



Information from 80+ failed startup interviews we've carried out.

Why This Talk Matters?

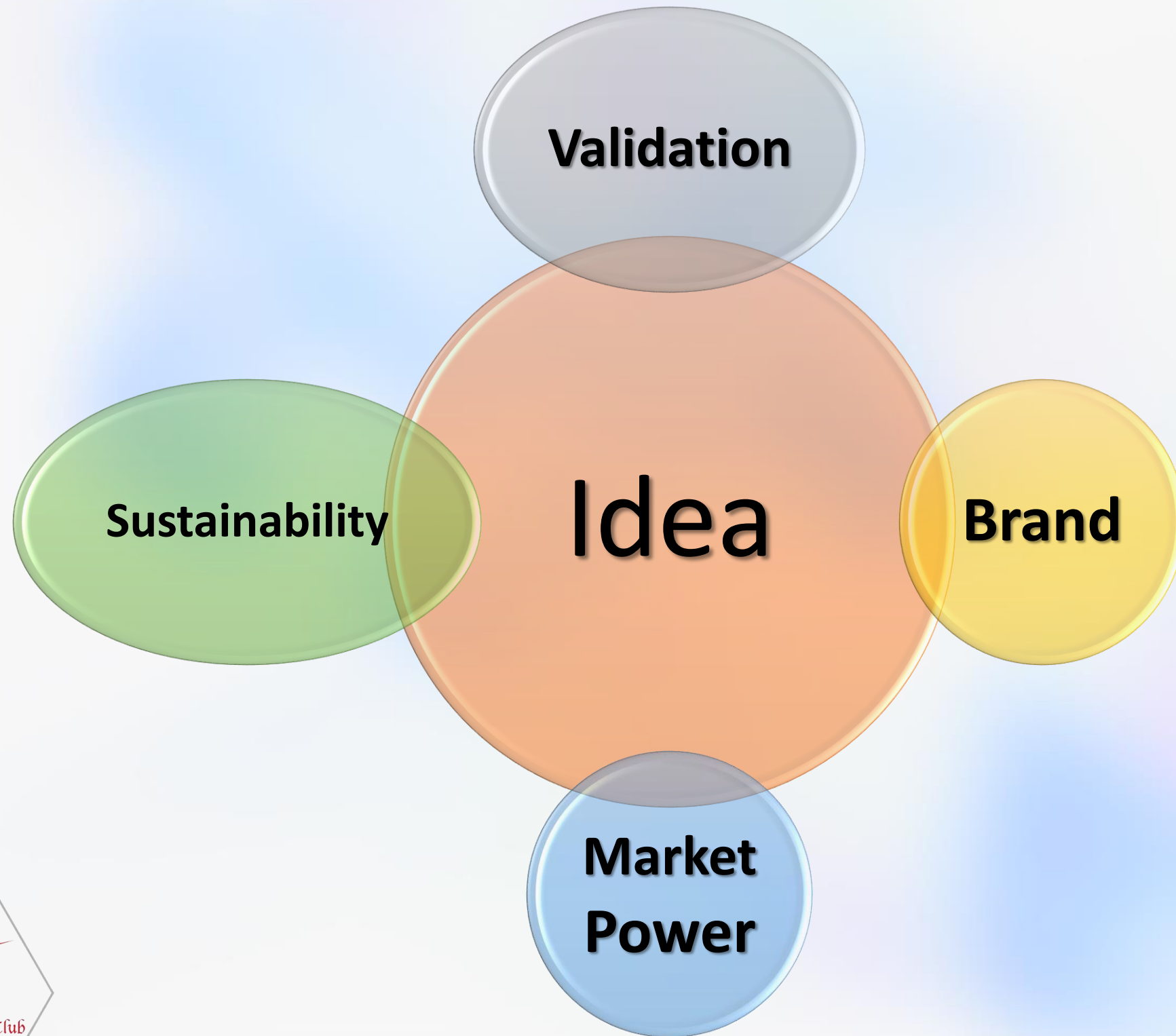
90% of startups fail

not because of the product, but
because of marketing

- Marketing isn't just promotion.
It's positioning, testing, validation, and
influence.

Today: I'll present to you how to go
from idea to influence





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From Idea to Validation

Strategy: Problem–Solution Fit
Strategy: Customer Avatar Canvas
Strategy: Blue Ocean Approach
Tactic: Customer Interviews
Tactic: Landing Page & Pre-Sell
Tools for Validation

From Validation to Brand

Strategy: Brand Positioning Map
Strategy: Brand Archetypes
Strategy: StoryBrand Framework
Tactic: Key Word / Brand Promise
Tactic: Visual & Voice Guidelines
Tactic: Content Pillars
Tools for Branding

From Brand to Market Power

Strategy: Content Domination
Strategy: Community-First Marketing
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Tactic: Content Repurposing
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Strategy: North Star Metric
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Tactics & Tools for Measurement

Real Cases

Case Study: Noon
Case Study: Vezeeta
Key Takeaways from Case Studies



01

Idea



From Idea to Validation

Test &
Validation

From Idea to Validation

- Turn your idea into a market opportunity.
- Avoid burning money on unvalidated products.
- Learn practical strategies, tactics, and tools.



Strategy: Problem–Solution Fit

- Identify a problem worth solving.
- Ensure your solution addresses the real pain.
- Avoid building a solution no one needs.



Strategy: Customer Avatar Canvas

- Define ideal customer (demographic + psychographic).
- Understand their behaviors, motivations, and pain points.
- Tailor your solution and messaging to them.

Map your customer profile carefully. Know **who** they are, **what** they want, and **how** they think. This will guide everything from product design to marketing messages.



Strategy: Customer Avatar Canvas

CUSTOMER AVATAR CANVAS

BEFORE HAVE	AVATAR/PERSONA	AFTER HAVE
FEEL	DEMOGRAPHICS/INTERESTS	FEEL
AVERAGE DAY		AVERAGE DAY
STATUS	KEY PURCHASE DRIVERS	STATUS
EXCLUSIVE QUALIFIERS ("I want X without having to Y")		INCLUSIVE QUALIFIERS ("I want X, but I also want Y")



Strategy: Blue Ocean Approach

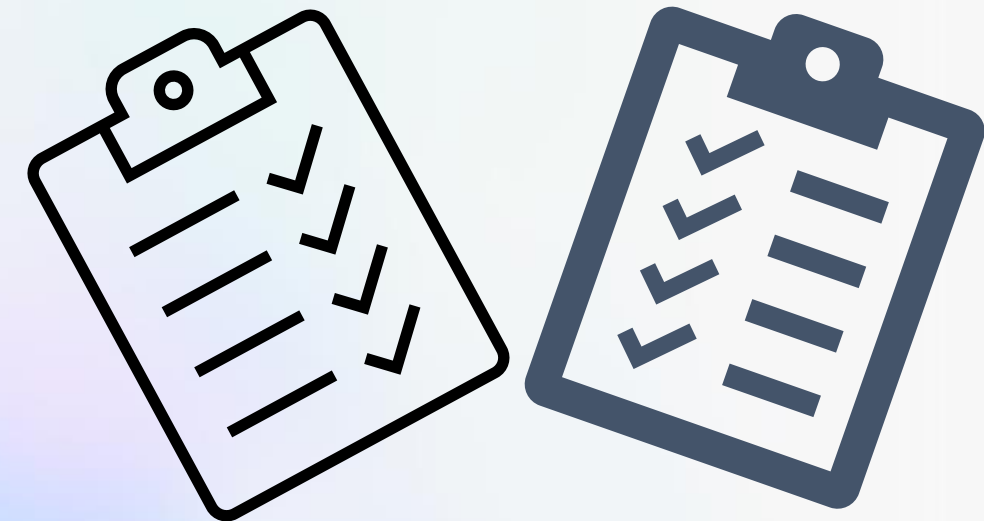
- Avoid direct competition.
- Create uncontested market space.
- Focus on differentiation and value.

Instead of competing on price, create a new space where you can be the leader.



Tactic: Customer Interviews

- Conduct 15 interviews, pain-focused questions.
- Listen, don't sell.
- Capture insights, not opinions.



**Interviews help you understand true customer pain.
Ask open-ended questions and listen more than you talk.**

Tactic: Landing Page & Pre-Sell

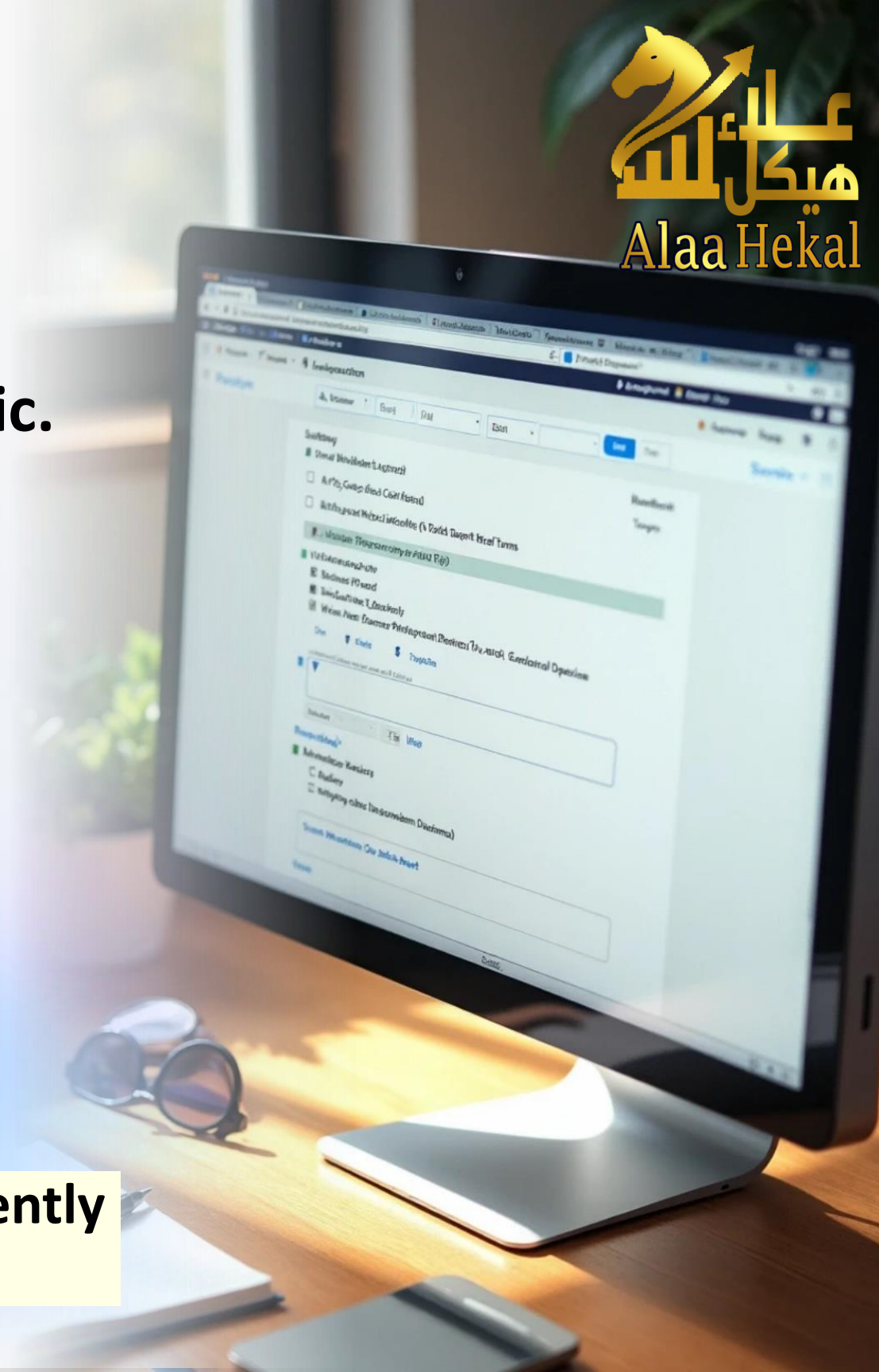
- Build a landing page with a waitlist form.
- Use pre-sell offers to test buying intent.
- Collect emails before product launch.



**A simple landing page can validate demand quickly.
Pre-sell offers show if people are willing to pay for your solution.**

Tools for Validation

- Survey tools: Google Forms, Typeform.
- Market demand: Google Trends, AnswerThePublic.
- Quick landing pages: Unbounce, Carrd.



These tools help you gather data and insights efficiently before investing heavily in product development.

Start with the customer, not the idea

- Persona = not just age & income → it's about **needs**, fears, motivations

- Map the **Customer Journey**:

1. **Awareness** – realizes a problem

2. **Consideration** – searches for solutions

3. **Purchase** – makes the decision

4. **Loyalty** – becomes an advocate

If you ignore this, you'll spend money on marketing that doesn't convert



02



Test &
Validation



Brand

From Validation to Brand

- Build a marketing and emotional identity.
- Differentiate in the market.
- Create lasting customer loyalty.



Strategy: Brand Positioning Map

- Identify your position relative to competitors.
- **Highlight** unique value.
- Find white spaces in the market.



Strategy: StoryBrand Framework

- Customer is the hero.
- Brand is the guide.
- Communicate the transformation you provide.

**Position your customer as the hero of their story.
Your brand's role is to guide them to the solution.**



Strategy: Brand Archetypes

- Assign personality to your brand.
- Examples: The Hero, The Sage, The Rebel.
- Align tone, visuals, and messaging with the archetype.

Choosing a brand archetype makes your brand relatable and memorable.

The archetype guides every touchpoint with your audience.



Brand Archetypes

 Innocent to be happy Examples: Dove, Coca-Col	 Explorer to be free Example: Jeep, The North Face	 Sage to understand Example: Intel, BEC
 Hero to prove worth Examples: Nike, FedEx	 Outlaw to be radical Example: Harley-Davidson, Virgin	 Magician to make dreams come true Example: Disney, Red Bull
 Regular to belong Example: IKEA, Target	 Lover to connect with others Example: Chanel, Coca-Cola	 Jester to live in the moment Example: M&M's, Old Spice
 Caregiver	 Creator	 Ruler

Strategy: Brand Archetypes

Concept from **Carl Jung's psychology**

Every brand has a “personality” shown in voice, design, and promise

Helps brands:

- Stay **clear & consistent** in messaging.
- Build **emotional connection** with customers.
- Increase **loyalty & differentiation**.



Tactic: Key Word / Brand Promise

- Choose one word to define your brand (e.g., Volvo = Safety)
- Integrate it across communications.
- Ensure memorability.

This single word becomes your anchor. Every ad, post, or interaction reinforces it in your audience's mind.

Tactic: Visual & Voice Guidelines

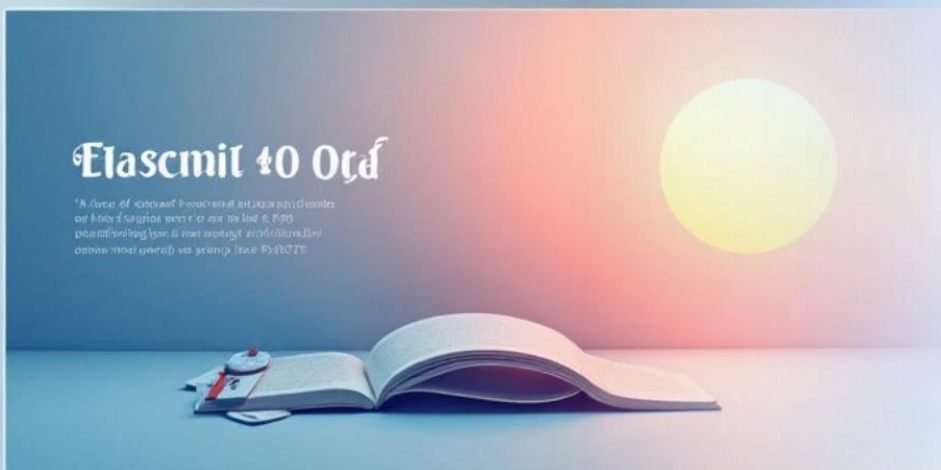
- Define colors, fonts, and imagery.
- Establish brand tone for all platforms.
- Keep consistency across campaigns.

Consistency builds trust. Even small deviations in colors or tone can weaken perception.

Tactic: Content Pillars

- **3 content types:** Educational, Inspirational, Promotional.
- **Align content with customer journey.**
- **Maintain a regular posting schedule.**

A structured content strategy ensures engagement and positions your brand as an authority.



Tools for Branding

- Design: Canva Pro / Figma.
- Keyword research: SEMrush / Ubersuggest.
- Messaging: ChatGPT for unified brand voice.

These tools accelerate your branding process and keep all outputs aligned with your strategy.



AI & Digital Transformation in Marketing

AI is no longer optional

- ChatGPT → content & strategy ideas
- Canva AI → instant design concepts
- Jasper / Copy.ai → persuasive ad copy

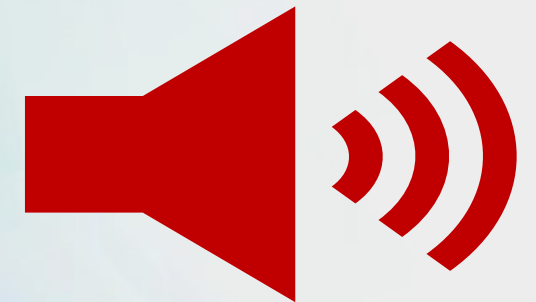
Companies ignoring AI will be **2 steps behind competitors** in less than a year



03



Brand



From Brand to Market Power

Market power

Reaching Market Power

- Gain influence that makes the market follow you.
- Build authority and thought leadership.
- Expand reach strategically.

In this section, we focus on strategies to move from being a brand in the market to becoming a market leader with real influence.



Strategy: Content Domination

- Own the narrative in your niche.
- Publish consistently across channels.
- Educate and engage your audience.

**By dominating content, you shape the perception of your industry.
Be the first resource your audience thinks of.**

Strategy: Community-First Marketing

- Build a loyal community before selling.
- Engage actively, listen, and respond.
- Encourage user-generated content.

A strong community amplifies your reach and turns your audience into brand ambassadors.



Strategy: Partnership Leverage

- Form smart collaborations to expand reach.
- Partner with complementary brands.
- Co-create value for customers.

Strategic partnerships multiply your visibility and credibility without huge ad spends.

Tactic: Multi-Channel Content

- Focus on 3 main channels: Social, Email, PR.
- Tailor messages per channel.
- Track engagement and optimize.

Multi-channel ensures that your message reaches your audience wherever they are.

Tactic: Webinars & Live Sessions

- Free webinars to attract leads.
- Use live Q&A to build trust.
- Record and repurpose content.

Live sessions humanize your brand and demonstrate expertise. Always offer actionable value.

Tools for Market Power

- Social scheduling: Buffer / Later.
- Email marketing: Mailchimp / ConvertKit.
- Live streaming: StreamYard.

Use these tools to streamline publishing, automate follow-ups, and scale influence efficiently.



Tactic: Content Repurposing

- Turn long-form content into short videos (TikTok / Reels).
- Maintain consistency with brand message.
- Reach younger or mobile-first audiences.

Short, engaging content keeps your brand top-of-mind and increases shareability.

Marketing KPIs: Measure What Matters

- **CAC** – Customer Acquisition Cost
- **LTV** – Lifetime Value
- **Conversion Rate** – % turning into buyers
- **ROAS** – Return on Ad Spend

Likes don't pay bills. **KPIs tell the truth**



04



Market power



From **Market Power** to **Sustainability**

Sustainability

Measuring Impact & Sustainability

- Track performance with precision.
- Maintain long-term success.
- Adapt based on data.

You can't improve what you don't measure. This section focuses on the metrics and processes that keep your brand growing.



Strategy: North Star Metric

- Identify the single metric that drives growth.
- Align all teams to improve it.
- Use it for decision-making.

The North Star Metric keeps everyone focused on what truly matters for sustainable success.





Strategy: Customer Lifetime Value (CLV)

- Measure total revenue per customer.
- Increase through upselling & retention.
- Compare CLV to acquisition cost.

High CLV means your customers keep buying and stay loyal, reducing marketing pressure.

Strategy: Net Promoter Score (NPS)

- Measure customer loyalty and advocacy.
- Identify promoters vs. detractors.
- Take actions to improve satisfaction.

NPS helps you gauge how willing customers are to recommend you — a strong sign of brand health.





Tactics & Tools for Measurement

- Dashboard: Google Data Studio / Looker Studio.
- Behavior tracking: Hotjar.
- Experimentation: Optimizely / **Google Optimize**.

These tools turn raw data into actionable insights, enabling faster and smarter decisions.

05

Case Studies



Case Studies – From Idea to Market Power

- Real-world brand transformations.
- Lessons you can apply immediately.

Case Study: Noon

Before

Entered a crowded e-commerce market.

Strategy

Introduced a fresh brand promise + localized offers.

Result

Rapid market share growth in MENA.

Noon differentiated not by copying Amazon, but by owning local relevance and trust.



Case Study: Vezeeta

Before

Low trust in online doctor booking.

Strategy

Built credibility through verified reviews & transparency.

Result

Became the go-to healthcare booking platform in the region.

Vezeeta solved the trust gap — their real product was reliability, not just booking.

Key Takeaways from Case Studies

Emotional positioning wins over functional features.

Local adaptation beats global imitation.

Trust is the strongest growth driver.

**Each brand didn't just compete.
they rewrote the rules for their category.**



Thank You



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