



What I do

Hi, I am Khaled

I make businesses make more money



[khaled-badr.com](http://khaled-badr.com)





## Our Expectations

The background features a complex, layered design. The top half is filled with intricate, light-colored geometric patterns, including circles, lines, and floral motifs, reminiscent of Islamic art or technical diagrams. The bottom half shows a soft, hazy landscape with rolling hills and a body of water, possibly a bay or a wide river, under a pale sky. The overall color palette is muted, with earthy tones and a touch of blue.

**What I do**

Failed  
Cofounder



**What I do**

**Computer  
Engineer**

**Fa  
Cofc**



**What I do**

**Social Media  
Specialist**

**Con  
Eng**



**What I do**

**Digital  
Marketing  
Specialist**

**Soci  
Sp**



**What I do**

**Digital  
Marketing  
Team Leader**

**D  
Ma  
Sp**





**What I do**

**Growth  
Specialist**

**Di  
Mar  
Team**



**What I do**

Digital  
Marketing  
Freelancer

Gr  
Spe



**What I do**

**Marketing  
Manager**

**Digital  
Marketing  
Freelance**

**What I do**

**Cofounder and CEO**





More than 1300 Training Hours



Fundamentals of marketing

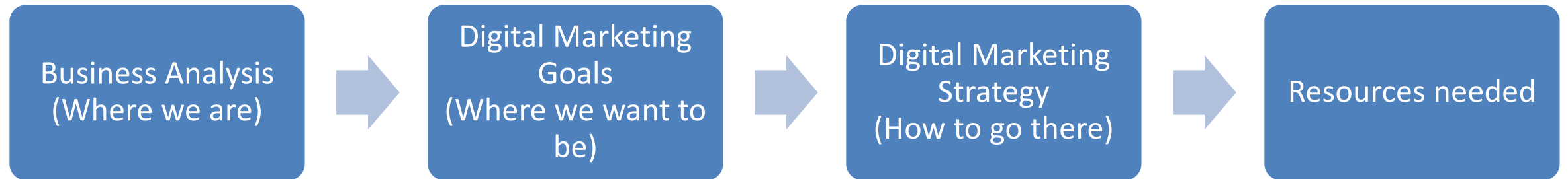
# MM Digital Marketing

# PLAN





# Digital Marketing Planning process



# PLAN



Where we are,

# Market research Vs Marketing research

Market Research	Marketing Research
Investigating Markets	Investigating Marketing issues
Customer segments	Consumer behaviour
3Cs	Advertising effectiveness
Distribution	Salesforce effectiveness

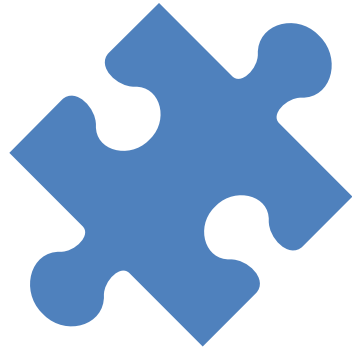
# Market research Vs Marketing research



Market Research	Marketing Research
Investigating Markets	Investigating Marketing issues
Customer segments	Consumer behaviour
3Cs	Advertising effectiveness
Distribution	Salesforce effectiveness

# Digital Marketing Planning process

## Audience Analysis



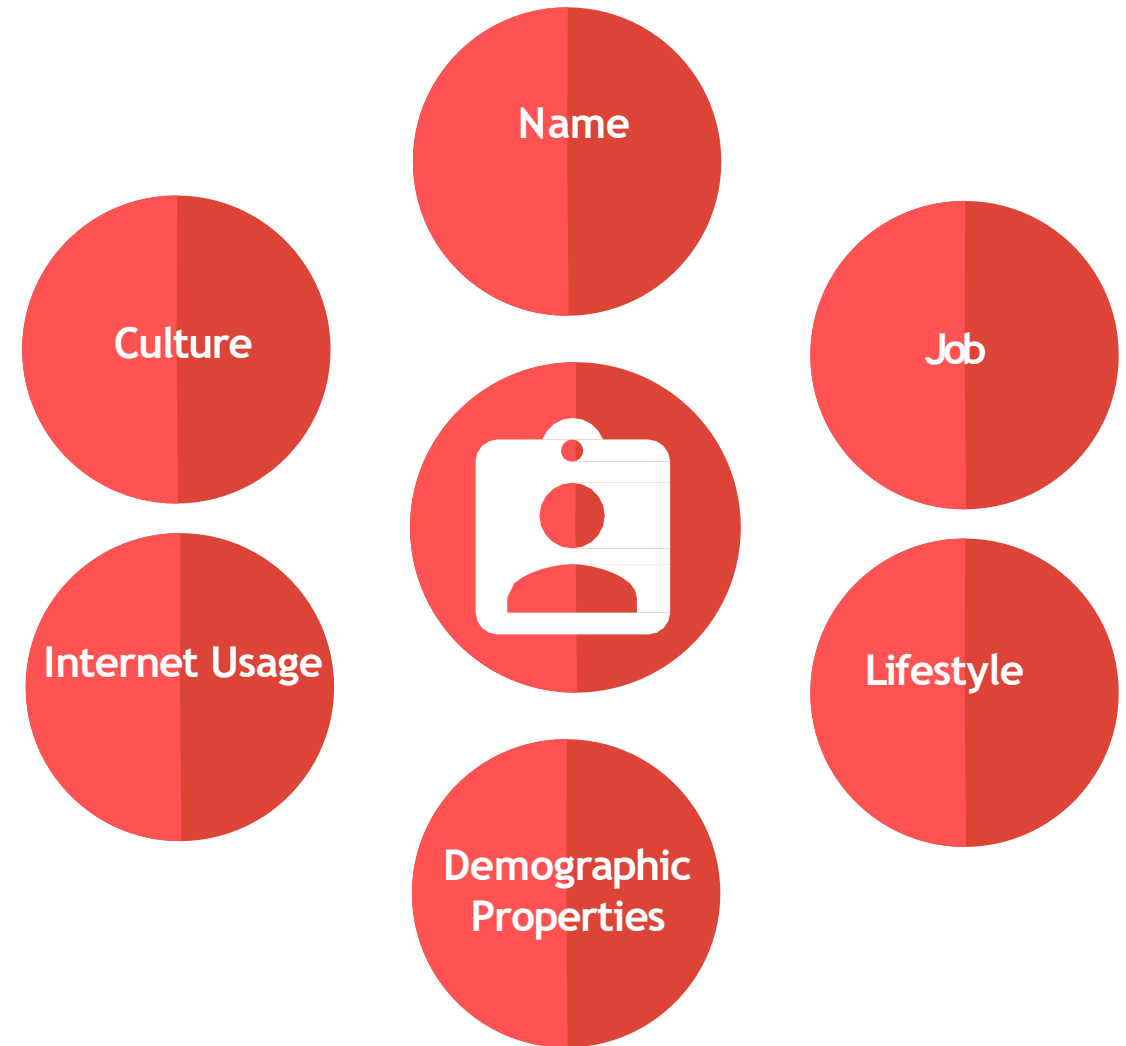
Why then need us?



How can we communicate with them?

# Digital Marketing Planning process

## 3- Audience Analysis



# Buyer Journey

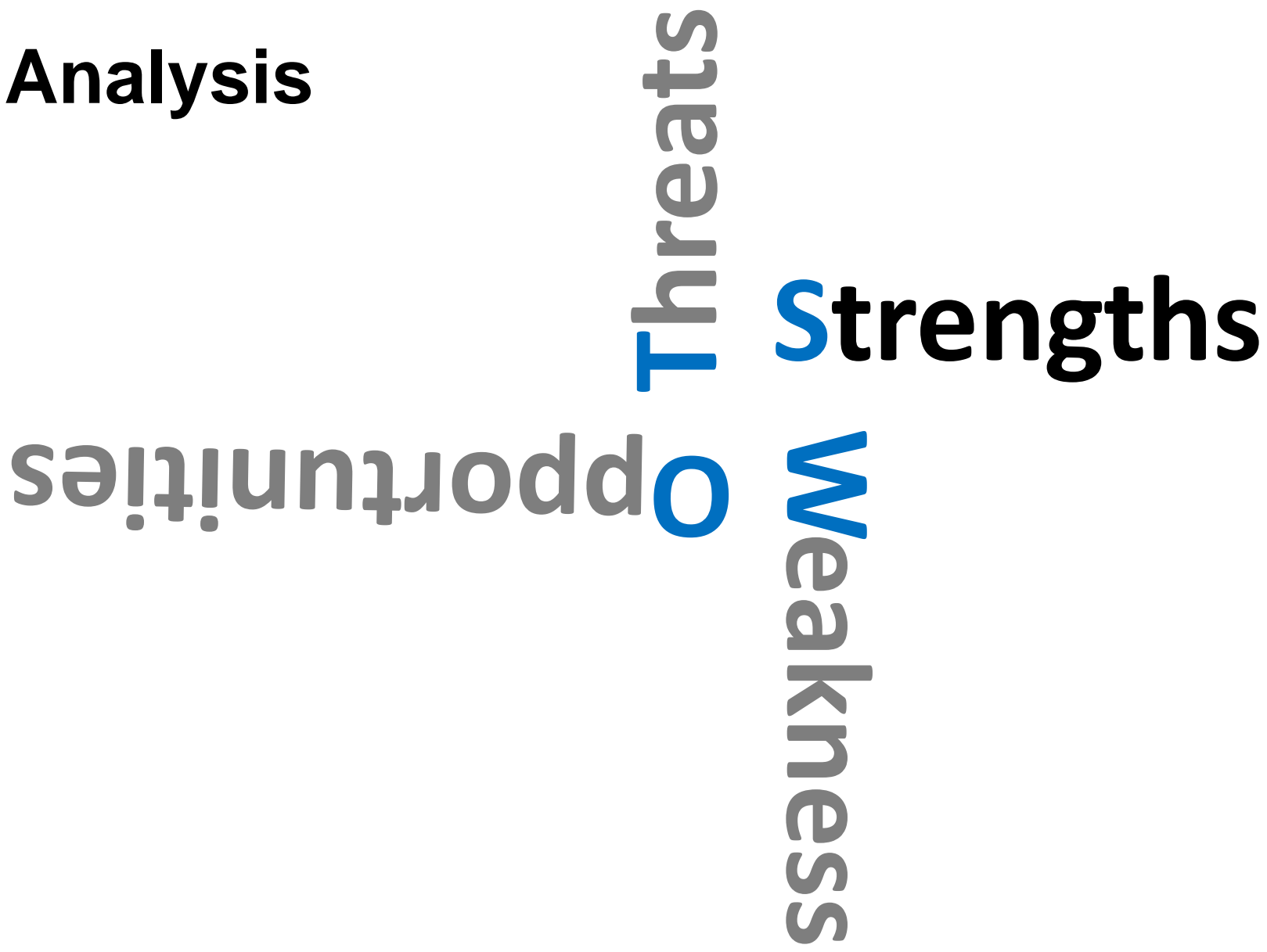
The background is a rich, detailed illustration of a medieval fantasy world. In the foreground, a knight in chainmail and a surcoat walks towards the viewer. To the left, a bearded man in a brown robe sits on a stone step, surrounded by treasure chests and a helmet. In the middle ground, a knight on a brown horse is prominent. The background shows a river with a boat, a dragon flying in the sky, and a large group of people and horses. The scene is set in a lush, forested landscape with mountains in the distance.

Awareness

Consideration

Decision

# SWOT Analysis





# SWOT Analysis



# SWOT Analysis

Strengths

Weaknesses

Threats

Opportunities

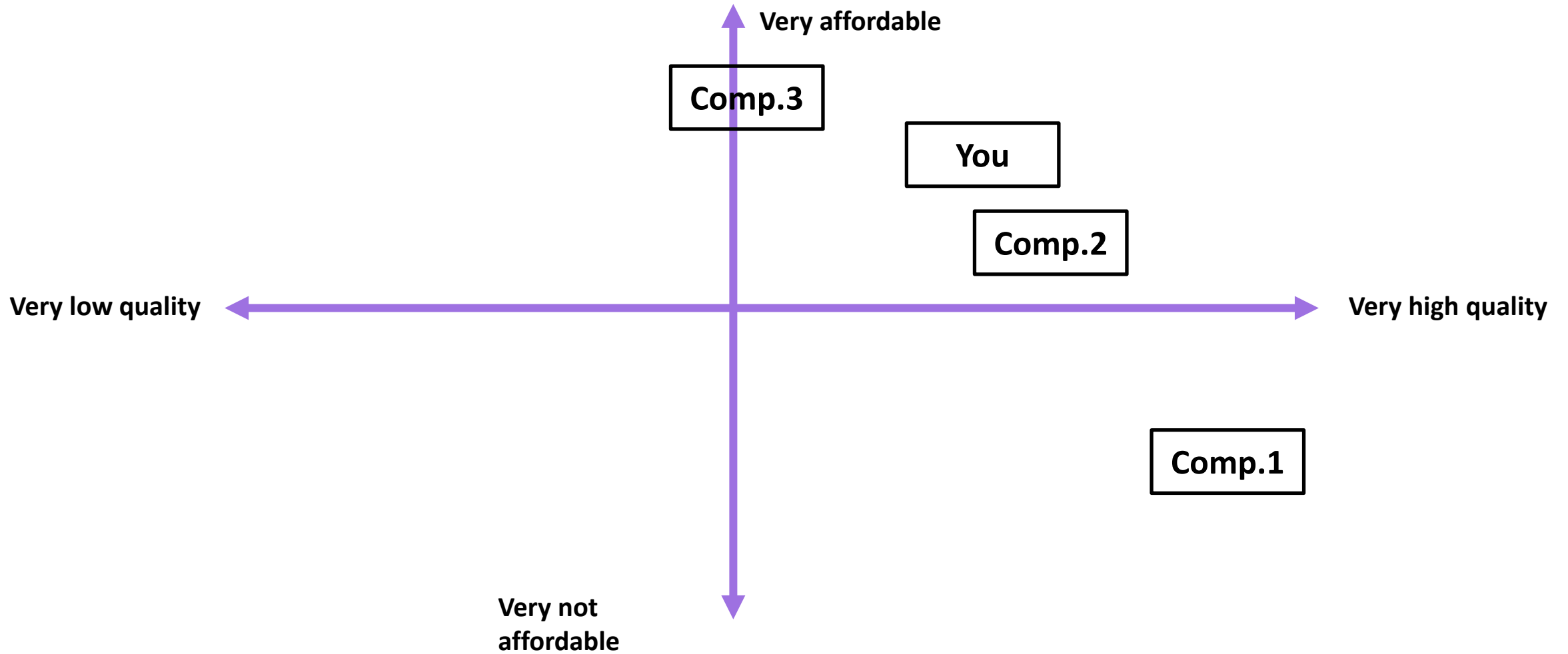
# SWOT Analysis



# Competition Analysis

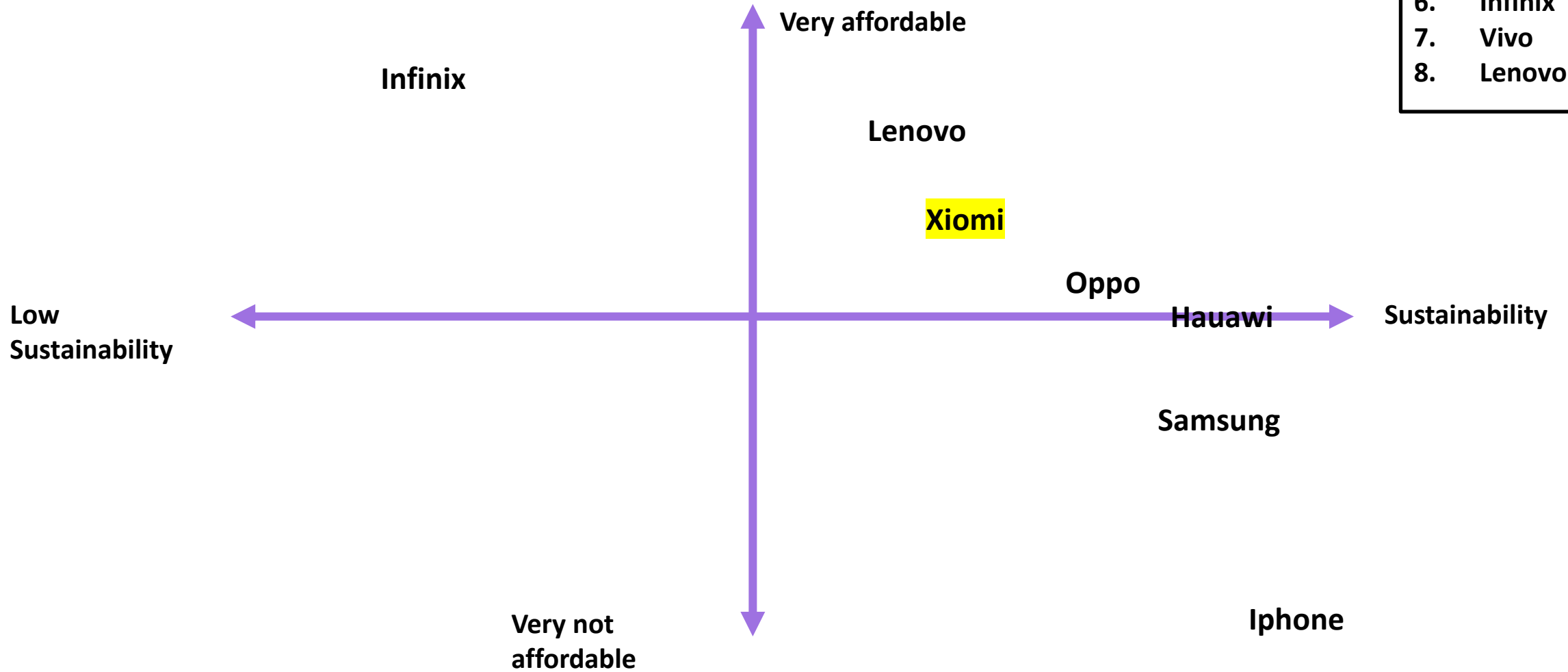


# Competition Analysis



# Competition Analysis

1. Iphone
2. Samsung
3. **Xiomi**
4. Oppo
5. Hauawi
6. Infinix
7. Vivo
8. Lenovo



# Competition Analysis

Digital Channel	Your company	Competitor 01	Competitor 02	Competitor 03	Competitor 04
Website	Strong	Weak	None	None	None
Facebook page	Weak	Average	Strong	Strong	Strong
Instagram account					
LinkedIn					
TikTok					
Twitter					
YouTube					
Snapchat					
Telegram					

# Competition Analysis

Metric	Your company	Competitor 01	Competitor 02	Competitor 03
Does this company run ads on social media?	Strong			
Does this company run ads on google?	Weak			
Do they show organically on Google search?				
Do they run email marketing campaigns?				
Does the brand have a strong community?				
How are they utilizing video marketing?				



# PLAN



Where we to go.

# Digital Marketing Planning process

## 1- Setting SMART Goals

Conversions	<ul style="list-style-type: none"><li>• Buy</li><li>• Download</li><li>• Register</li></ul>
Leads	<ul style="list-style-type: none"><li>• Collect emails for email marketing and customer service</li><li>• Measure people's interest in your product</li></ul>
Followers	<ul style="list-style-type: none"><li>• Affects organic reach negatively if your organic posts didn't succeed in engaging with the paid followers</li></ul>
Traffic	<ul style="list-style-type: none"><li>• Create awareness by driving people to your website or app</li></ul>
Awareness	<ul style="list-style-type: none"><li>• Best for large companies who want to aware people of new products like Pepsi</li></ul>

# Digital Marketing Planning process



## Business Goals

Sales

Marketing

HR ..



## Digital Marketing Goals

Conversions

Engagements

Reach

Installs

# PLAN

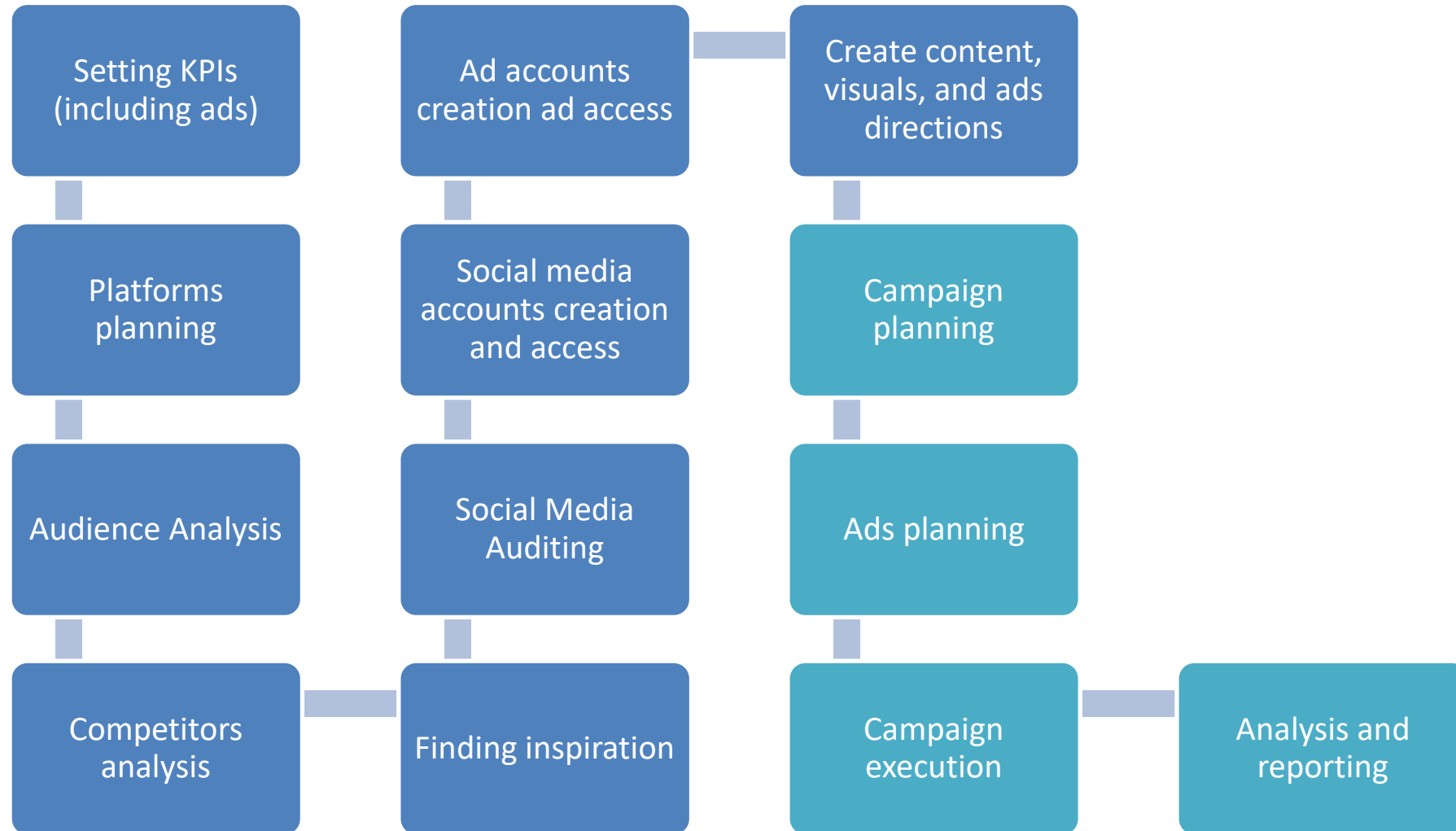


How to go,

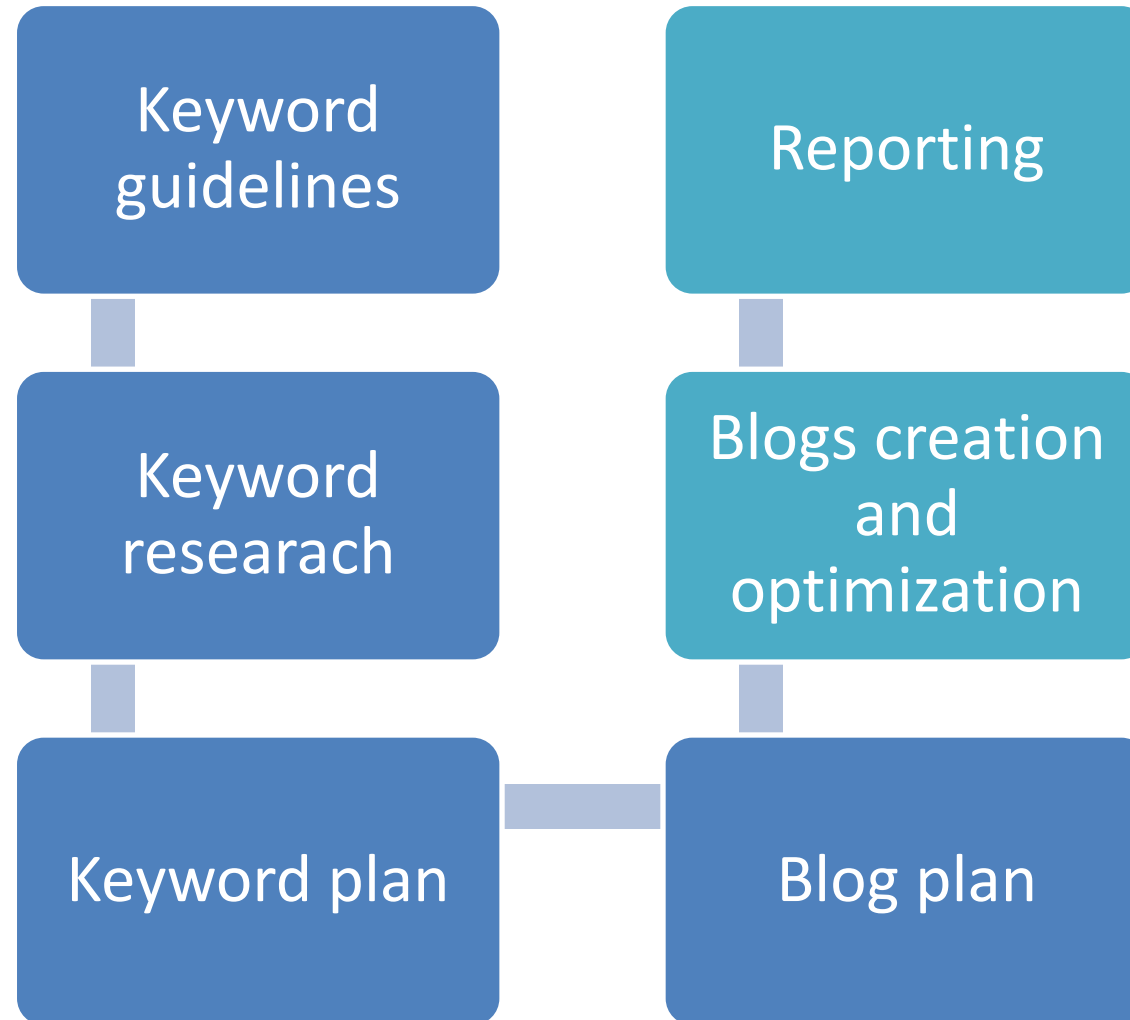
# Activities Processes



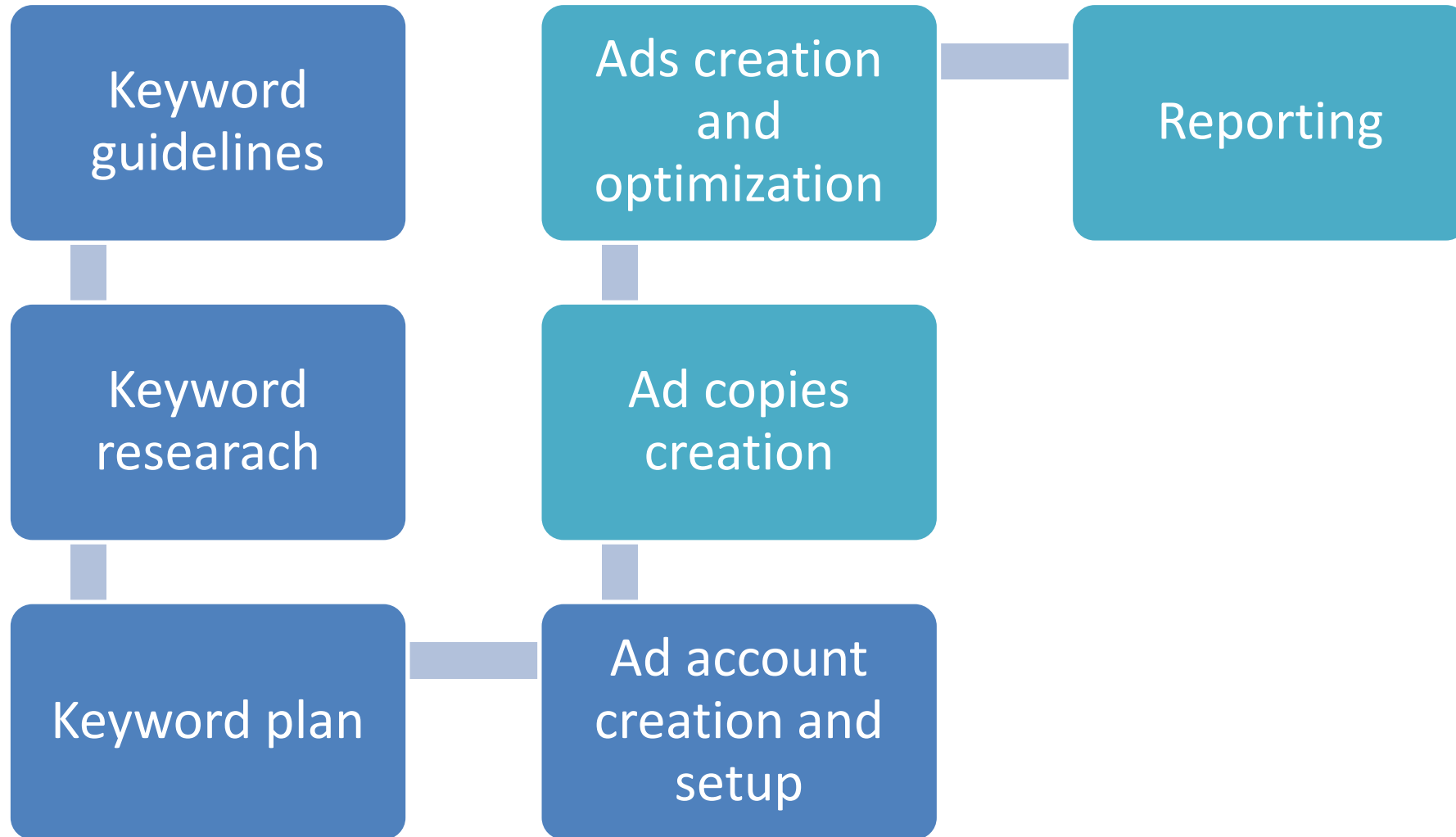
# Social media marketing planning



# SEO planning

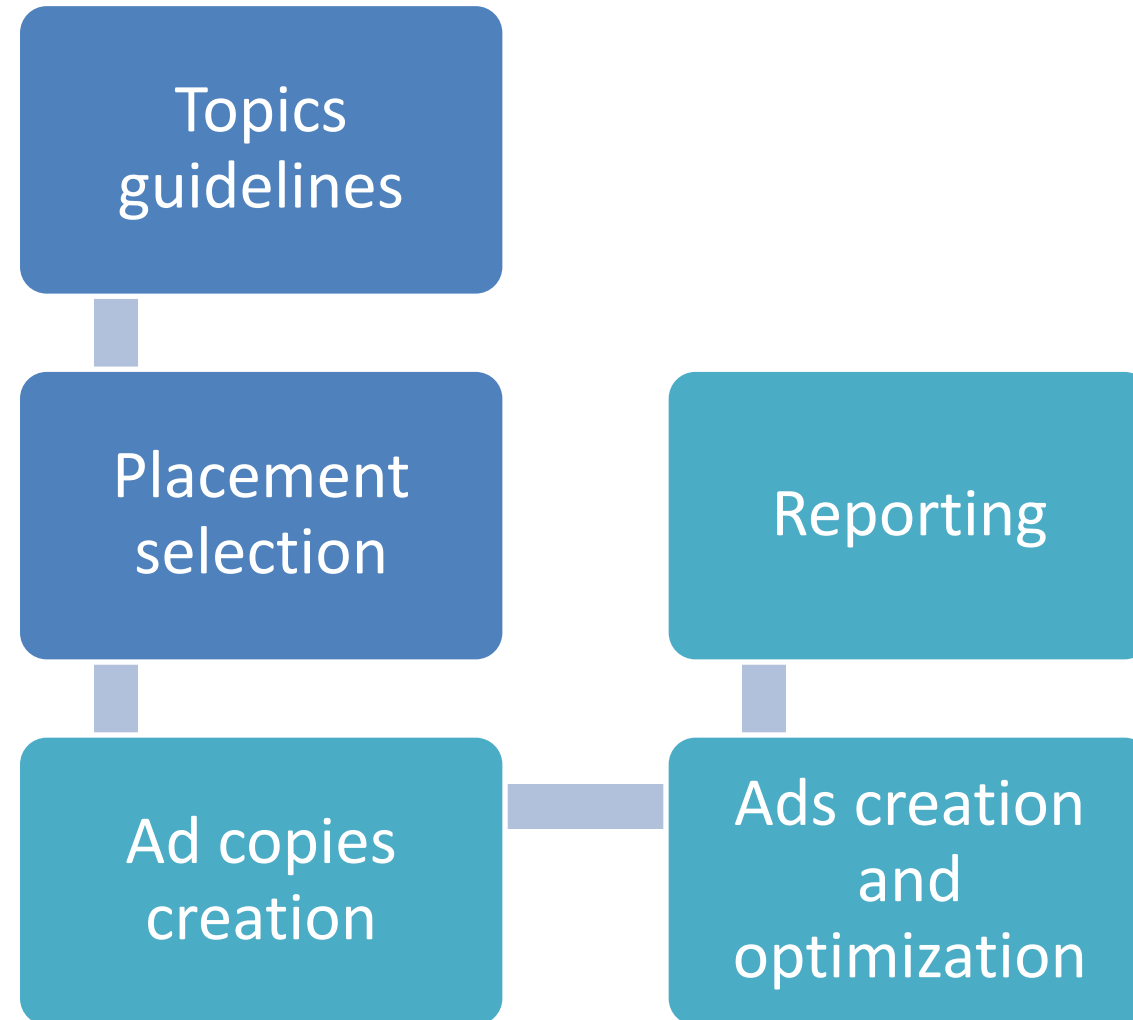


# Google Search Ads

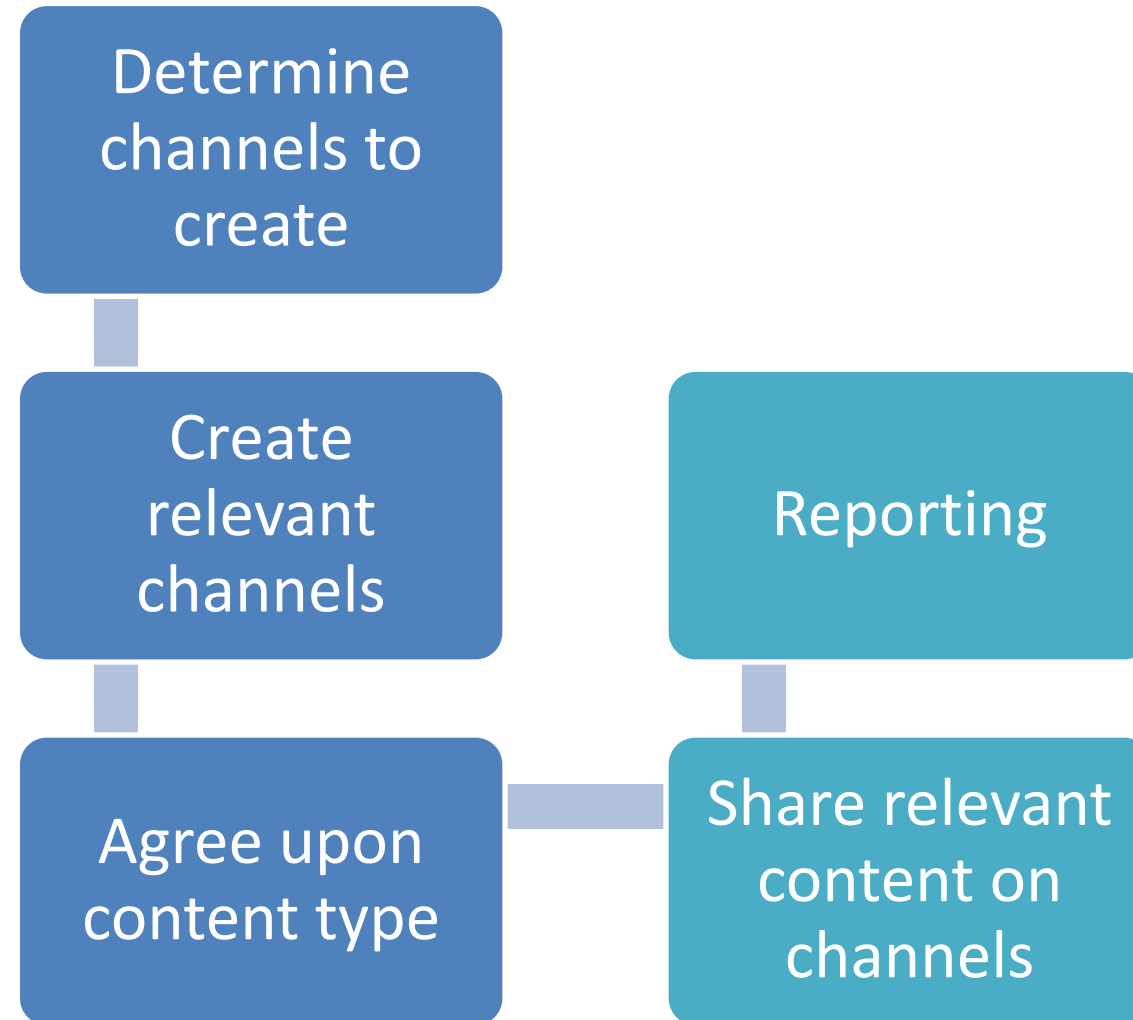




# Google Display Ads



# Community building



# Email Marketing

