

Social Media **STRATEGY**



Cairo, July 2024

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INTRODUCTION



El Orouba Roastery is a well-known chain in Egypt, specializing in roasters and nuts. It was founded in 1961 by Hajj Sayed Omar and has become a staple in the Egyptian market, recognized for its high-quality products, including sweets, yamesh, and nuts. The brand has multiple branches, primarily located in key urban areas like Mohandeseen, Sheikh Zayed, and New Cairo.

The branches are strategically placed to ensure accessibility and convenience for their customers, making them a popular choice for both local residents and visitors. Each branch maintains a consistent standard of quality and service, which has helped in building a loyal customer base over the years.

EXECUTIVE SUMMARY

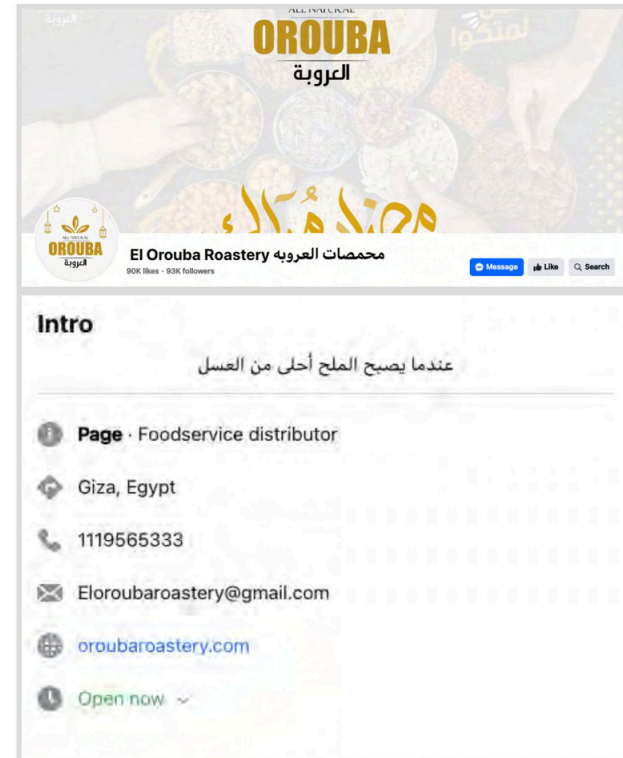
Targeted Growth and Engagement: Utilize a diverse range of ad formats and content types across Facebook, Instagram, and TikTok to engage specific audience segments, including family-oriented users, young adults, and Gen Z trend followers, aiming for a 500K follower increase over three months.

Content and Interaction Focus: Enhance engagement through consistent posting schedules, interactive content, user-generated posts, and community stories, coupled with regular performance analysis and strategic adjustments to achieve the desired growth and engagement objectives.

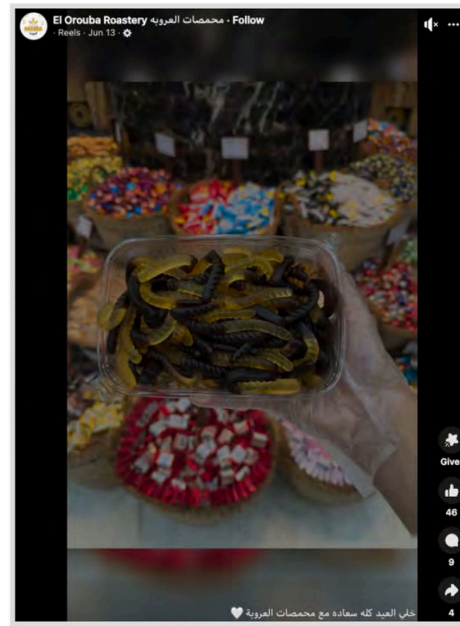
SITUATION ANALYSIS

FACEBOOK

- Account has **94K** followers.
- Organic engagement rate is barley fair.
- Posting frequency is not organized.
- No promotion content.
- Need to update profile picture and cover photo.
- Need to paraphrase intro's content to add a brief about El Orouba history, vision ... etc.
- Update our social media links and website.

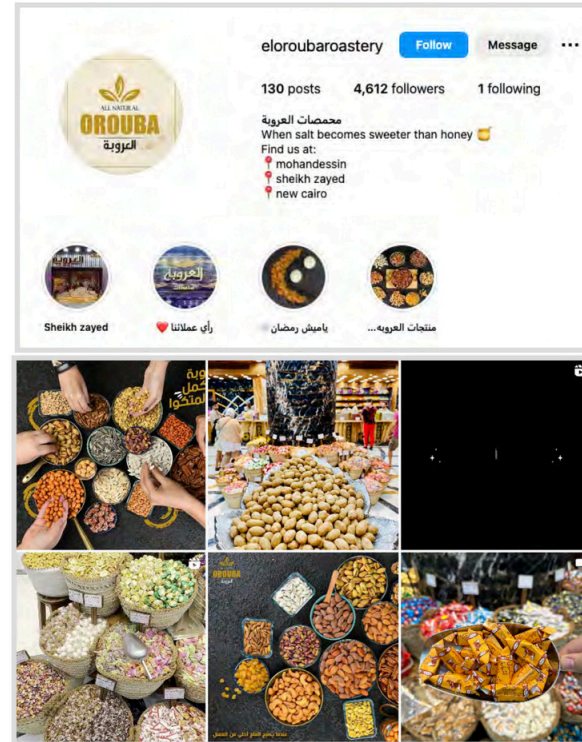


FACEBOOK



INSTAGRAM

- Account has **4.6K** followers.
- Organic engagement rate is fair.
- Posting frequency is not organized.
- No promotion content.
- Need to paraphrase bio content including links and contacts.
- Need to add more highlights with designed covers.
- Use different types of content.



TIKTOK

- Account has **41** followers.
- No content in the account

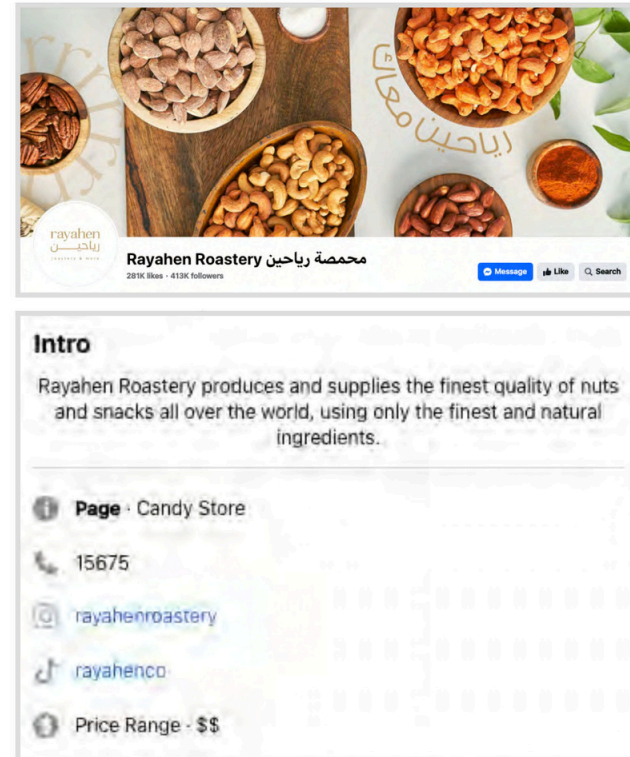


COMPETITOR ANALYSIS

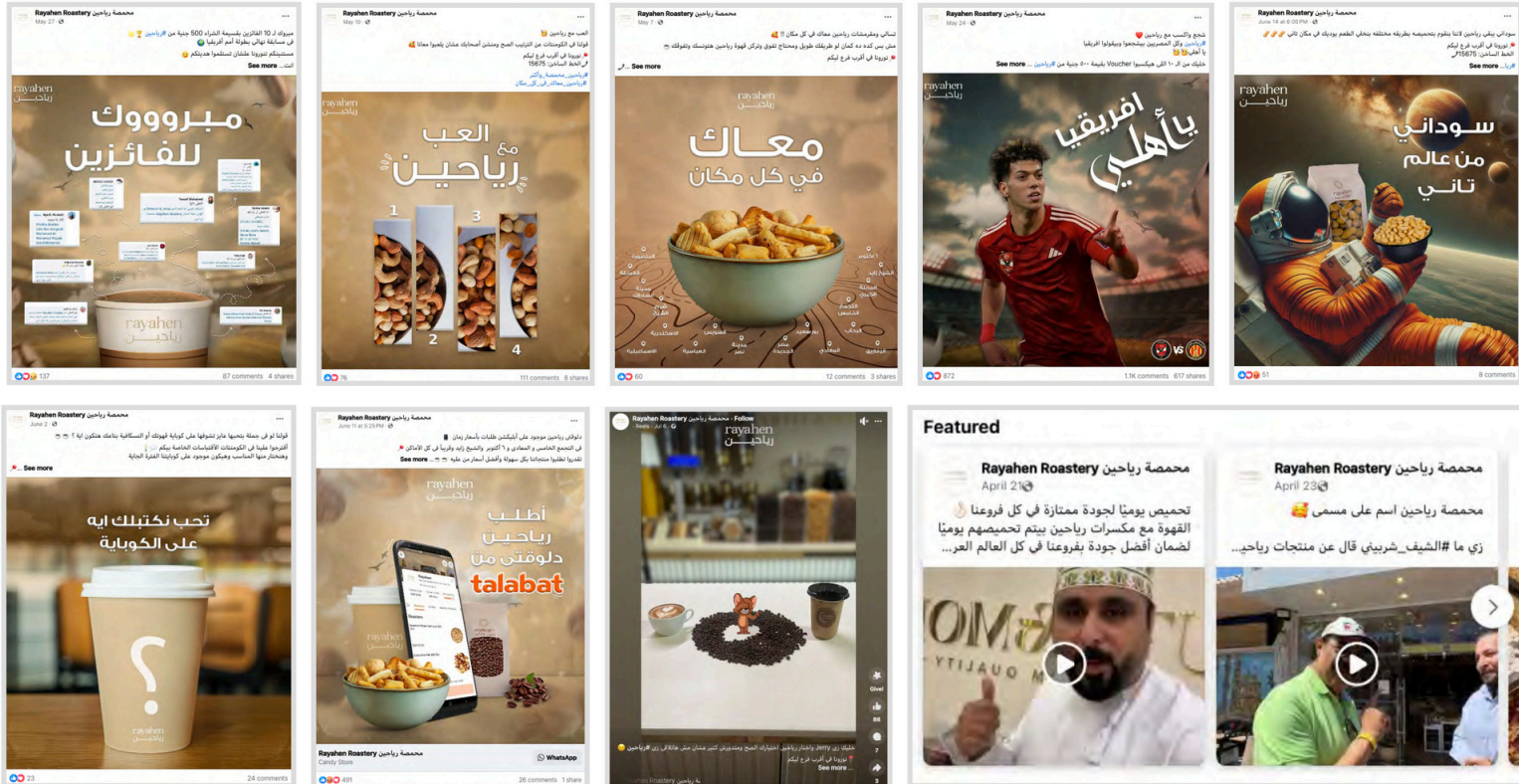
rayahen
رياحين
roastery & more

FACEBOOK

- Account has **412K** followers.
- Use updated cover photo.
- Organic engagement rate is very good.
- Posting frequency is organized.
- Use different types of content and run ads.
- The intro's content is about brand and products.
- Link other social media accounts.
- Use correct page category.
- Collaborate with public figures.

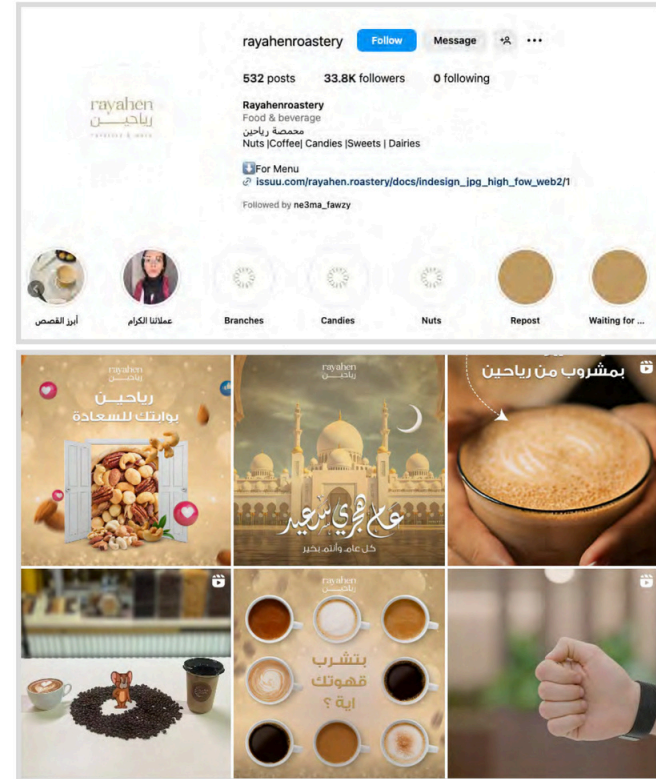


FACEBOOK



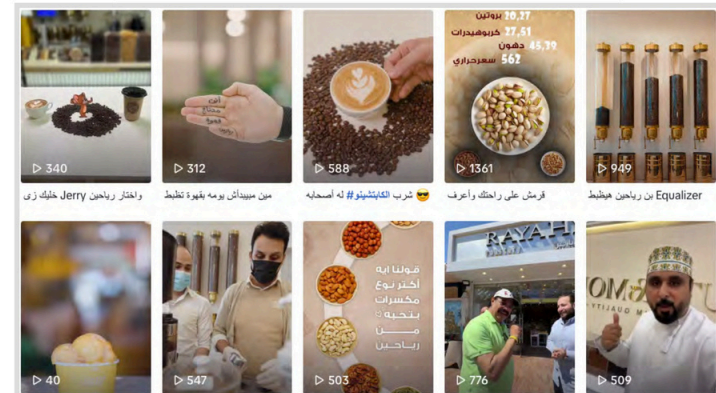
INSTAGRAM

- Account has **33.8K** followers.
- Organic engagement rate is good.
- Posting frequency is organized.
- Use different types of content with running ads.
- Bio content is organized including links to their menu for direct orders.
- Highlights with designed covers.
- Collaborate with public figures.



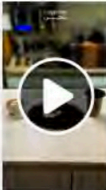
TIKTOK

- Account has **144** followers.
- Organic engagement rate is poor.
- Posting frequency is organized.
- Use different types of content.
- Collaborate with public figures.



MEDIA BUYING

Launched July 2024

Library ID: 455021907493336	Library ID: 475487711856483	Library ID: 1002837167719836
✓ Active Started running on Jul 9, 2024 Platforms   	✓ Active Started running on Jul 9, 2024 Platforms   	✓ Active Started running on Jul 9, 2024 Platforms   
See ad details	See ad details	See ad details
Rayahen Roastery محمصة رياحين Sponsored واختار رياحين اختيارك الصح ومتدوروش كثير عشان مش هتلاقي زى Jerry خليك زى رياحين 🍵 لورنا في اقرب فرع لوكم الخط الساخن: 15675 ...رياحين_محمصة_واكثر #	Rayahen Roastery محمصة رياحين Sponsored رياحين دلوقتي على ابلينشن طلبات لكل اهل الاسكندرية و الإسمايلية وهيوسلك في أسرع وقت Talabat تندر تطلب اللي نفسك فيه من رياحين بكل سهولة من في الاسكندرية والإسماعيلية 🍵 :- وكمان في الأماكن دي ...الشيخ زايد - 6 أكتوبر - التجمع الخامس - قنطرة - المنصورة	Rayahen Roastery محمصة رياحين Sponsored فرع جديد لرياحين في المنصورة مستأنكم بكرة الخميس 2024-6-13 للفرع جديد من فروع رياحين Soft opening في الـ العنوان المنصورة حي الجامعة الرئيسي قبل بوابة نوشكا امام مدخل 14 للقنطرة الاولمبية ...
		
API.WHATSAPP.COM Rayahen Roastery محمصة رياحين Send Whats...	Rayahen Roastery محمصة رياحين Send Whats...	Rayahen Roastery محمصة رياحين Send Whats...

MEDIA BUYING

Launched June 2024

Library ID: 1716452335829913

Active

Started running on Jun 12, 2024

Platforms   

See ad details

محصة رباحين Rayahen Roastery
Sponsored

📌 دلوقي رباحين موجود على أبلكتن طلبات بأسعار زمان

📍 في التجمع الخامس و المعادي و ٦ أكتوبر والشيخ زايد وقريبا في كل الأماكن

📞 تقدرنا متعلبا بكل سهولة وأفضل أسعار من عليه

📍 نورونا في أقرب فرع ليكم



محصة رباحين Rayahen Roastery

Send Whats...

Library ID: 1110018206775424

Active

Started running on Jun 12, 2024

Platforms  

See ad details

محصة رباحين Rayahen Roastery
Sponsored

📌 دلوقي رباحين موجود على أبلكتن طلبات بأسعار زمان

📍 في التجمع الخامس و المعادي و ٦ أكتوبر والشيخ زايد وقريبا في كل الأماكن

📞 تقدرنا متعلبا بكل سهولة وأفضل أسعار من عليه

📍 نورونا في أقرب فرع ليكم

📞 الخط الساخن: 15675

📍 رباحين-محصة-واكثر

📍 رباحين-معك-في-كل-مكان



TALABAT.COM

📌 دلوقي رباحين موجود على أبلكتن طلبات بأسعار زمان
Looking for groceries from Rayahen? Order from the closest store in Egypt with Talabat, order online and get all what you...

Order now

Library ID: 1223611778628955

Active

Started running on Jun 10, 2024

Platforms   

See ad details

محصة رباحين Rayahen Roastery
Sponsored

📌 محصة رباحين اسم على مسمى

📍 زي ما #الشيف شربيني قال عن منتجات رباحين إنها التعلت فريش وبتريح القلب من

حلاتها 🍷

📍 نورونا في أقرب فرع ليكم

📞 الخط الساخن: 15675



API.WHATSAPP.COM

الشيف شربيني في رباحين

Send Whats...

Library ID: 475565178338374

Active

Started running on Jun 10, 2024

Platforms   

See ad details

محصة رباحين Rayahen Roastery
Sponsored

📌 مهما اختلفت الأنواع... الجودة والطعم أكيد ختمجيك

📍 اطلب دلوقي اللي نفسك فيه من #رباحين وفرلنا في الكميات عن أكثر منتج بتجبه من

#مقرمات-رباحين

📍 نورونا في أقرب فرع ليكم

📞 الخط الساخن: 15675



API.WHATSAPP.COM

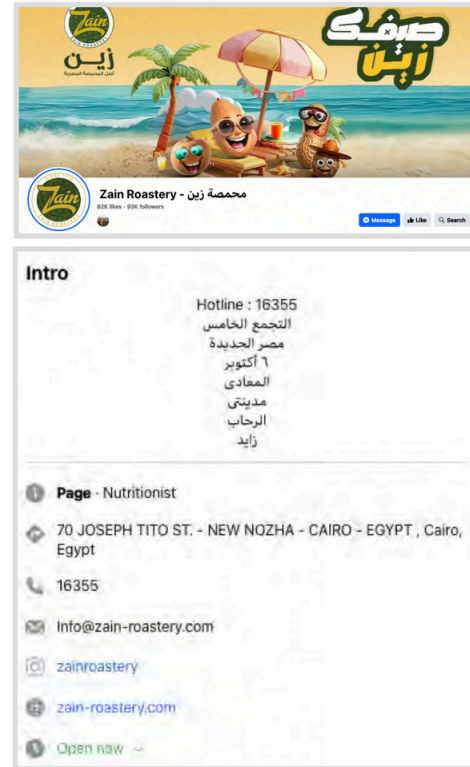
محصة رباحين Rayahen Roastery

Send Whats...



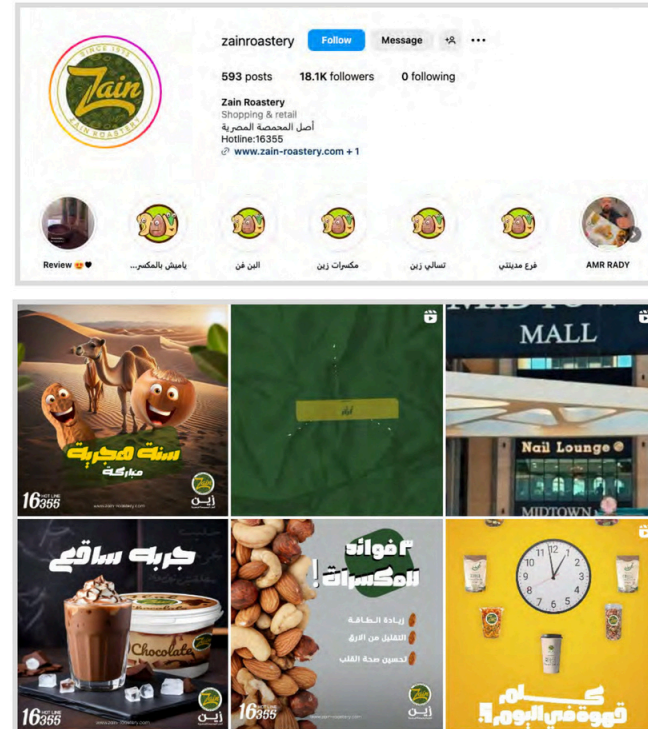
FACEBOOK

- Account has **93K** followers.
- Use updated cover photo.
- Organic engagement rate is good.
- Posting frequency is organized.
- Use different types of content and run ads.
- The intro's content is about branches and hotline.
- Link other social media accounts.



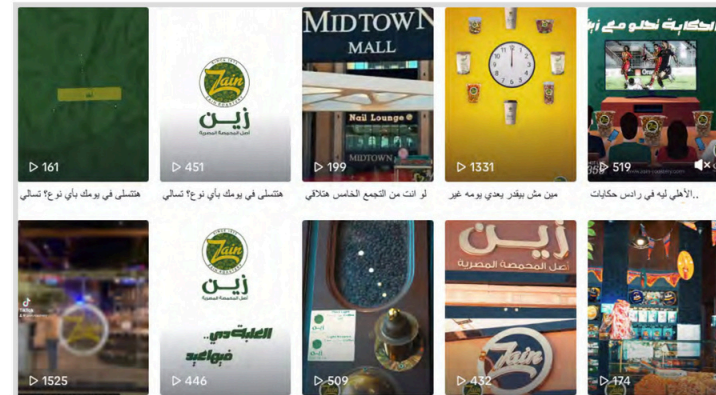
INSTAGRAM

- Account has **18.1K** followers.
- Organic engagement rate is good.
- Posting frequency is organized.
- Use different types of content with running ads.
- Bio content is organized including hotline and website link for orders.
- Highlights with designed covers.
- Collaborate with delivery applications.



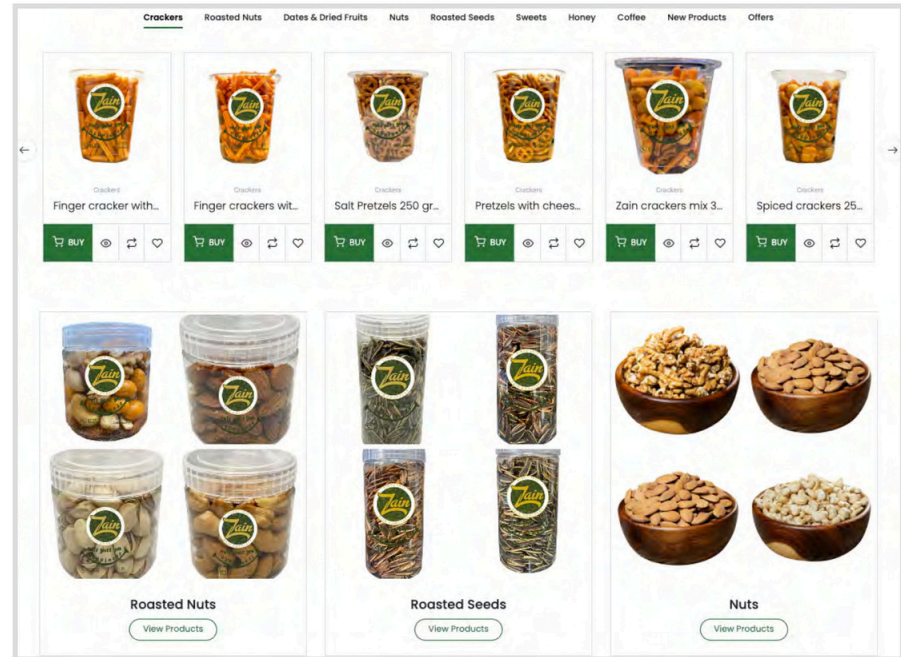
TIKTOK

- Account has **158** followers.
- Organic engagement rate is poor.
- Posting frequency is organized.
- Use different types of content.



WEBSITE

- Build e-commerce website.
- Update their products on website.
- List all their products with high quality images.
- Make category packagings.
- Delivery inside Cairo while order from website.



MEDIA BUYING

Launched July 2024

Library ID: 1483717355622097

Active

Started running on Jul 11, 2024

Platforms   

See ad details

Zain Roastery - محمصة زين
Sponsored

هتتسلى في يومك باي نوع؟ تسالي حادقة؟ ولا تسالي حلو؟
 اتراري تطلب من زين؟
                                                             

MEDIA BUYING

Launched March 2024

Library ID: 440406931676531

☒ Inactive

Mar 6, 2024 - Mar 11, 2024

Platforms   

EU transparency 

See ad details

**محمة زين - Zain Roastery**
Sponsored

خصم 15% على البامبس والتور داخل فروع زين فقط
من 6 مارس ولحد يوم 10 مارس

زورنا في أقرب فرع ليك
zain-roastery.com/ar/zain-branches اعرف فروعنا من هنا

...لحق العرض نلوقتي



محمة زين - Zain Roastery
Nutritionist

Send messa...

Launched February 2024

Library ID: 1157840991873742

☒ Inactive

Feb 18, 2024 - Mar 6, 2024

Platforms   

EU transparency 

See ad details

**محمة زين - Zain Roastery**
Sponsored

..زين هوزين رمضان
باختراع جديد

مشمية بالقسط

..جربها نلوقتي

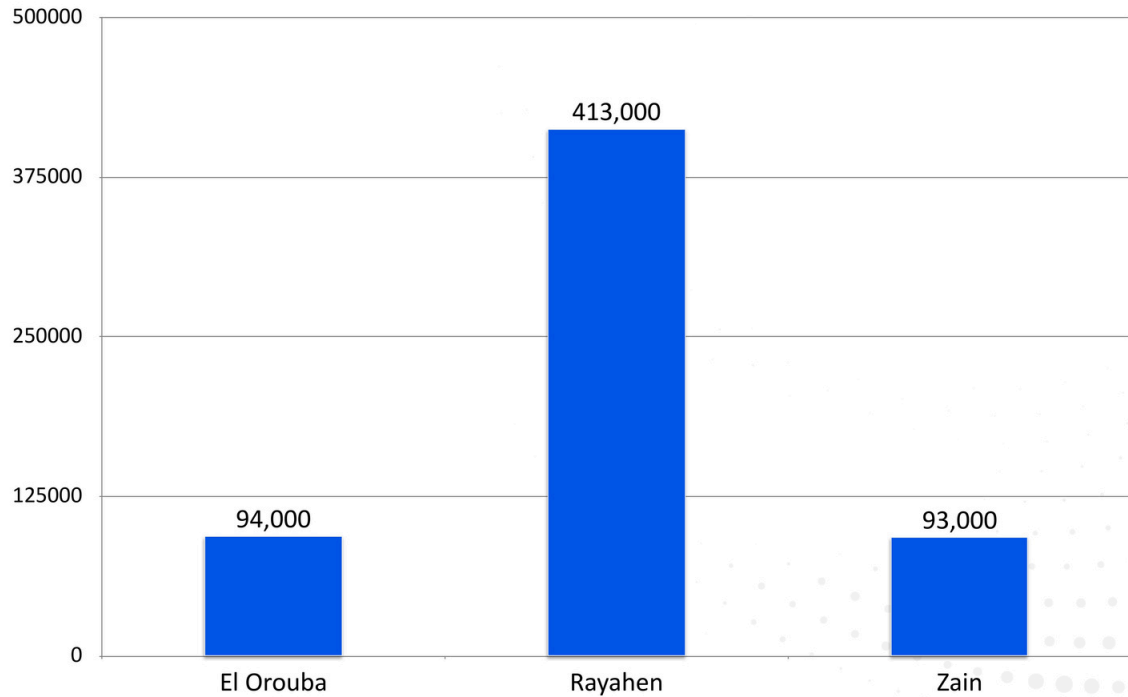


ZAIN-ROASTERY.COM
Home | Zain Roastery

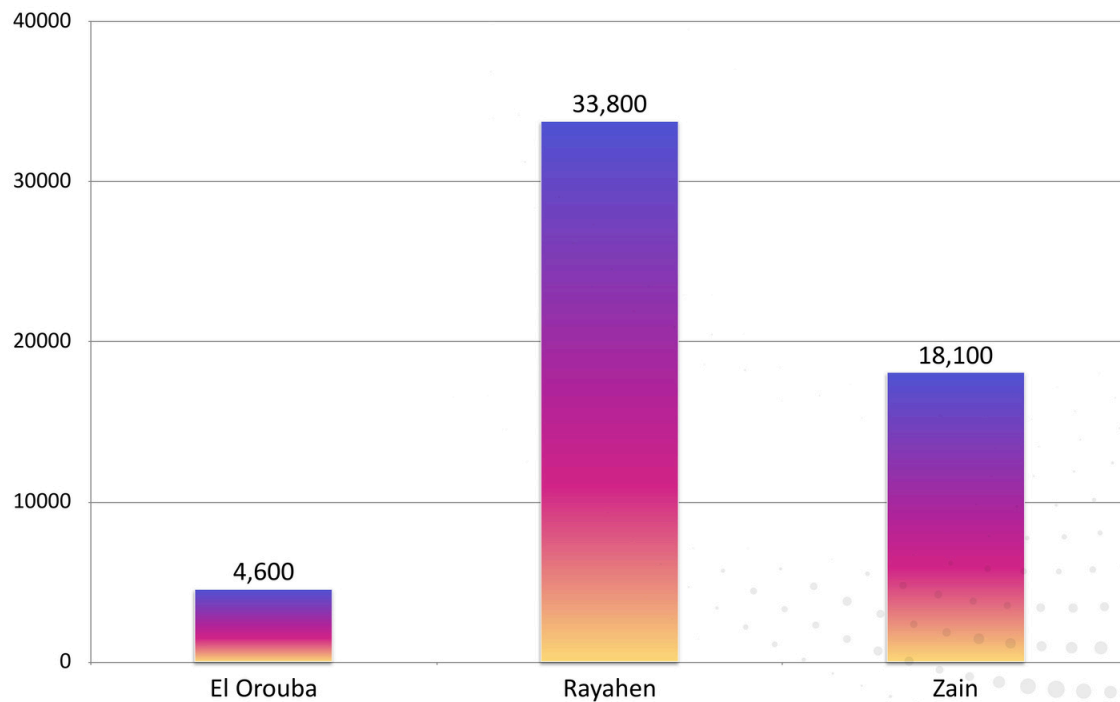
Shop now

COMPARISON

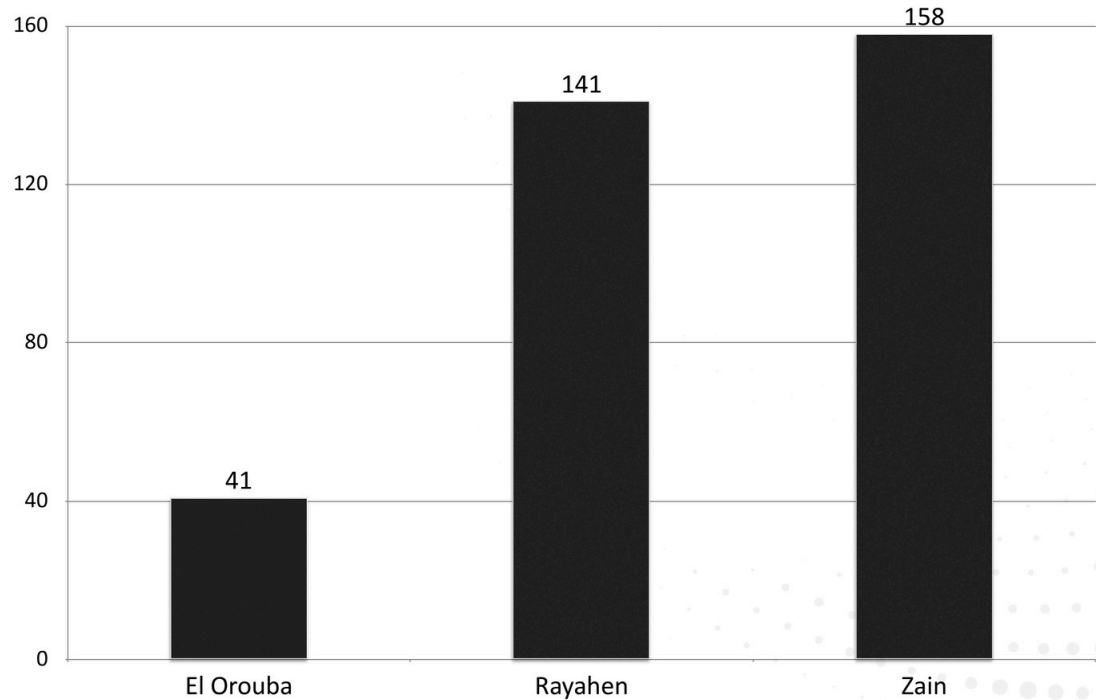
Facebook followers



Instagram followers



TIKTOK followers



RECOMMENDATIONS

1. Content Strategy:

- Develop a comprehensive content plan for the next 3 months, focusing on varied content types (informative, engaging, trendy, influencers, competitions).
- Ensure consistent and visually appealing designs for all posts.

2. Increase Posting Frequency:

- Post regularly according to the content plan to keep the audience engaged.

3. Run Ad Campaigns:

- Invest in media buying to boost reach and engagement, particularly on Facebook and Instagram initially, then extend to TikTok.

RECOMMENDATIONS

4. Enhance Engagement:

- Actively respond to comments and messages to improve customer interaction and build community trust.

5. Utilize Influencers and Competitions:

- Collaborate with influencers and run competitions to drive engagement and attract new followers.

6. Cross-Platform Promotion:

- Promote TikTok content on Facebook and Instagram to drive followers from existing platforms.

OBJECTIVES

INCREASE BRAND AWARENESS

REACH 500K FOLLOWERS

DRIVE ENGAGEMENT

STRATEGIES

Buyer Persona 1: Family-Oriented and Mature Audience

Demographics:

- Age: 30-50
- Gender: Predominantly female
- Location: Urban areas (New Cairo, Sheikh Zayed, Mohandseen)
- Income Level: Middle to upper-middle class

Interests:

- Family gatherings
- Traditional and gourmet cooking
- Health and wellness
- Community activities

Behavioral Traits:

- Regularly engages with family and community-oriented content
- Frequently shares recipes, family activities, and community events.



Buyer Persona 2: Young Adults and Food Enthusiasts

Demographics:

- Age: 18-35
- Gender: Balanced male and female
- Location: Urban areas (New Cairo, Sheikh Zayed, Mohandseen)
- Income Level: Middle to upper-middle class

Interests:

- Food and drink
- Trendy cafes and restaurants
- Fitness and healthy lifestyle
- Visual aesthetics and photography

Behavioral Traits:

- Engages with visually appealing content
- Interested in food trends, recipes, and restaurant reviews
- Active in sharing lifestyle and food-related posts.

Buyer Persona 3: Gen Z and Trend Followers

Demographics:

- Age: 13-24
- Gender: Predominantly female
- Location: Urban and suburban areas
- Income Level: Varies (mostly dependent on parents' income)

Interests:

- Trendy and viral content
- Challenges and interactive content
- Quick and easy recipes
- Influencer collaborations

Behavioral Traits:

- Engages with short, entertaining, and trendy videos
- Participates in challenges and viral trends
- Follows influencers and engages with their content.

"TRADITION MEETS **TASTE**, EVERY DAY"

"**TASTE** THE TREND WITH EL OROUBA"

"FROM OUR **HEART** TO YOUR HOME"

"FLAVORS THAT **INSPIRE**"



"نشاركك السعادة في كل حبة"

"تذوق السعادة في كل حبة"

"طعم يجمع اللذة بالفرحة"

"جودة تبهر حواسك"

"نخط التراث بالتميز"

SOCIAL MEDIA GOALS

Quarter 1 - Awareness

- Reach 500K followers across Facebook, Instagram, and TikTok in the next 3 months with high engagement rates.

*Month 1: Foundation Building

Develop and schedule content plans for all platforms

Launch initial ad campaigns on Facebook and Instagram

Start posting consistently on TikTok

Begin influencer collaborations on Instagram and TikTok

Quarter 1 - Awareness

* Month 2: Intensify Efforts

Develop and schedule content plans for all platforms

Launch the ad campaigns on Facebook and Instagram

Start promote on TikTok to increase followers

* Month 3: Maximize Reach

Continue to optimize ad campaigns and content based on performance

Engage heavily with user-generated content

Run final major contests or giveaways to drive engagement and follower growth

Focus on interactive and viral content to sustain momentum

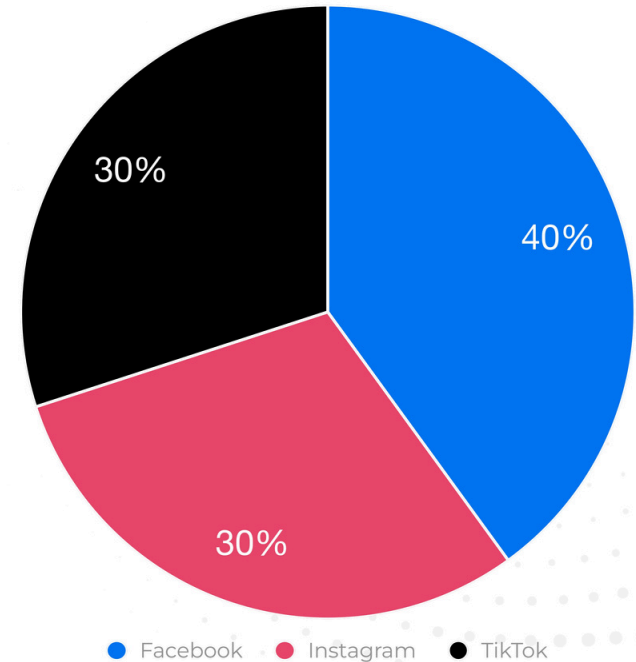
SOCIAL MEDIA TACTICS



TACTICS

- **Tone of Voice:** Friendly and Warm for welcoming and approachable, making customers feel valued and part of the El Orouba family.
- **Brand Character:** Authentic and Trustworthy - Community-Focused - Innovative - Health-Conscious - Interactive.
- **Channels:** Facebook, Instagram, & TikTok.
- **Language:** Primary Language Arabic.

Secondary Language English.



FACEBOOK TACTICS

1. Regular Posting Schedule:

- Post 4-5 times a week with a mix of content types.
- Maintain consistency to keep the audience engaged.

2. Engaging Content:

- Share family-friendly recipes using El Orouba products.
- Post health tips highlighting the benefits of various spices and nuts.
- Feature user-generated content by encouraging followers to share their recipes and experiences.

FACEBOOK TACTICS

3. Contests and Giveaways:

- Run monthly contests and giveaways to increase engagement and attract new followers.
- Offer El Orouba products as prizes to encourage participation.

4. Ad Campaigns:

- Boost high-performing posts to reach a wider audience.
- Create targeted ad campaigns focusing on family-oriented demographics in urban areas.

INSTAGRAM TACTICS

1. Visually Appealing Content:

- Post high-quality images of dishes and products 4-5 times a week.
- Use Instagram Stories for product highlights, and quick tips.

2. Leveraging Reels:

- Create trendy recipe videos, food hacks, and influencer collaborations.
- Post Reels at least twice a week to increase visibility and engagement.

3. Interactive Stories:

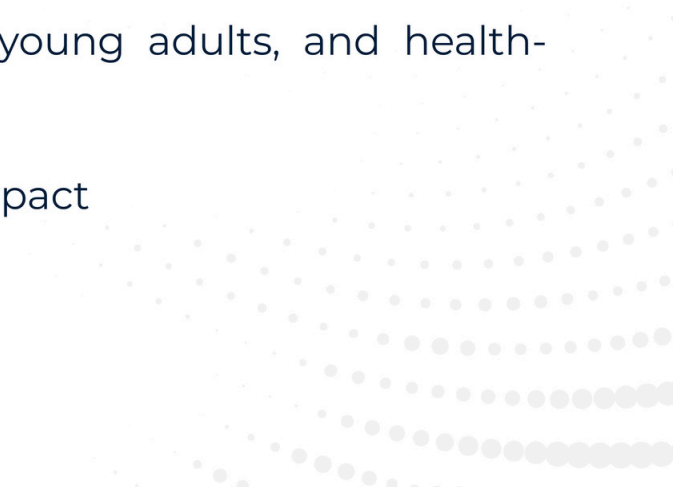
- Use features like polls, quizzes, and questions to engage followers.
- Highlight user-generated content by reposting followers' stories and posts.

INSTAGRAM TACTICS

4. Influencer Collaborations:

- Partner with food influencers for takeovers and reviews.
- Utilize sponsored posts to reach a broader audience.

5. Ad Campaigns:

- Run targeted ads focusing on food enthusiasts, young adults, and health-conscious individuals.
 - Utilize sponsored posts and stories for maximum impact
- 

TIKTOK TACTICS

1. Consistent Posting:

- Post 6-7 times a week with a variety of content types.
- Maintain a consistent posting schedule to keep the audience engaged.

2. Trendy Content:

- Participate in and create viral challenges.
- Share quick and easy recipe videos that are fun and engaging.

3. User Participation:

- Encourage followers to recreate recipes and use branded hashtags.
- Engage with user content by creating duets and reaction videos.

TIKTOK TACTICS

4. Influencer Collaborations:

- Partner with food influencers for takeovers and reviews.
- Utilize sponsored posts to reach a broader audience.

5. Ad Campaigns:

- Create short, engaging in-feed ads that blend seamlessly with user content.
- Launch branded hashtag challenges to increase visibility and engagement.

TACTICS

PLATFORM	POSTS PER WEEK	POSTS PER MONTH
Facebook	4 : 5 posts	16 : 20 posts
Instagram	4 : 5 posts	16 : 20 posts
TikTok	5 : 6 posts	20 : 24 posts

CONTROL & EVALUATION

EVALUATION

- Set Monthly Goals for Social Media.
- Create a Monthly Content Calendar.
- Monitor KPIs.
- Measure Performance.
- Adjust Strategies Based on The Data Collected.
- Budget Management.
- Reviewing and Reporting Periodically.