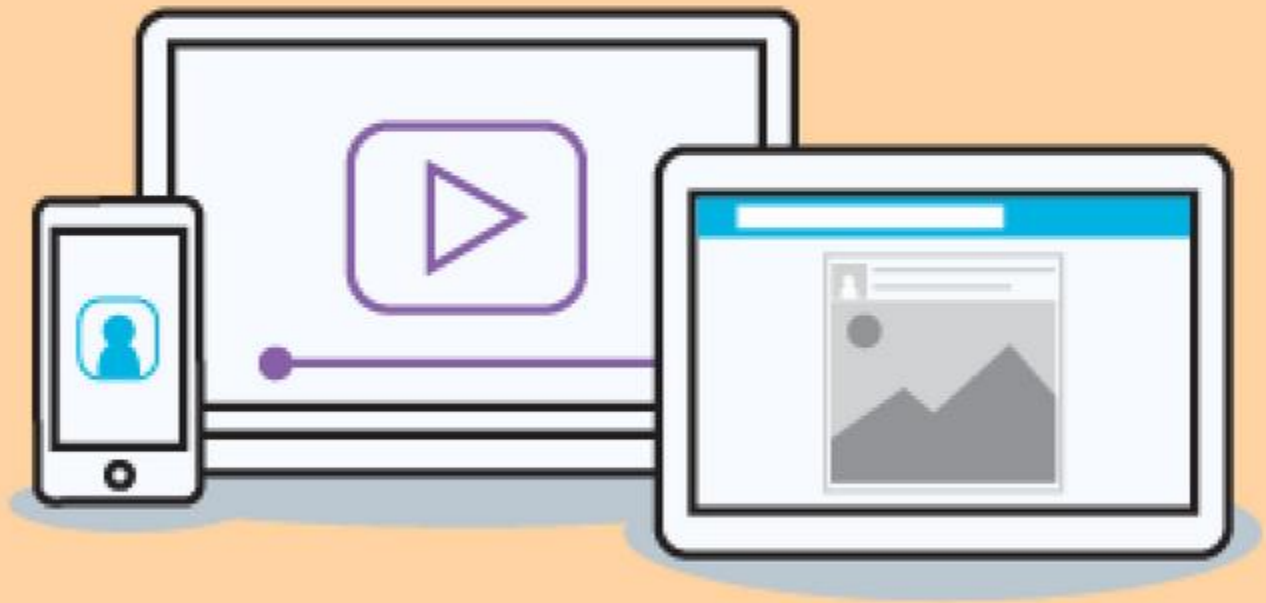


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

Marketing objective:

Getting new 400 blog follower by the end of June.

KPI

new 400 blog follower by the end of June.

Target Persona

Background and Demographics	Target Persona Name	Needs
Live in Egypt Well-educated 25 years old graduated from university	Adel Samir	Having a rest from work Use the vacation time Find new places to hang out
Hobbies	Goals	Barriers
Travelling Reading Camping Climbing Diving Trying new tastes	Relaxing Escapism Figure out new places And new things	Expensive budget Distant places Burden of transportation



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

1. "This is Egypt", this is the campaign which attract my attention.

-This campaign is very impressive because of showing the various of Egyptian cultures.

-showing the distinctive nature in Egypt .

-showing different ways of entertainment. All of that are collected in one short video with great captions and attractive shots.

2. What is the framework of your blog post?

I will use SCQA framework.

S: Adel is passionate about discovering different Egyptian cities and trying new things in them, so he kept a large part of his salary so that he could fulfill his passion for travel and discovery.

C: Because of the circumstances of this epidemic, he lost a large part of the money saved for travel and discovery.

Q: What will Adel do to realize his passion and dreams of discovering Egyptian cities when he does not have enough money for that?

A: The Egyptian Ministry of Youth launched an initiative called the Youth Train, to discover every part of Egypt in exchange for a very small fee of money. It was a great opportunity for Adel to realize his passion for travel and discovering the Egyptian spirit.

Egypt .. the country of charm and beauty

Discovering the world opens up new horizons for you, seeing multiple cultures, people different from you, great and great civilizations, learning special things, making friends and getting to know new and different people from you, and this is of course one of the great benefits of travelling.

Every country and every place you go to feels that it has its own mark, its distinctive scent that you smell first, but your feet trample on its land, it has a different taste, even that every country is distinguished by its people, language and culture that you will never find the same as two!

When you come to travel outside your country, you may be struck by a state of fascination, serious things the first time you see them, strange and different habits from you, a completely different lifestyle!

But the beautiful thing remains when you decide to travel in your country! And you decide to see the sweet one in it! Have you experienced a feeling that you are amazed while you are in your country!?

Be dazzled in every new city you go to, and you will find yourself as if you have traveled to another country, seeing other customs, other cultures, even another language!

Because Egypt is rich in different cultures and its attractive nature, the Ministry of Youth and Sports launched an initiative called the Youth Train, in which you discover every part of Egypt without carrying the burden of arrangements and high costs.

Have you tried to travel Siwa and sit in the most isolated place from the world!

Imagine that in Siwa, which is located in the far western desert of Egypt, you can make the most beautiful safari trips, other than medical and archaeological tourism, and of course if you are looking for a place to rest and relax, you will not find better than it! I do not want to say that it is the city of magic and beauty because every city in Egypt has its own charm and beauty!

Well, you want a place where you can relax and remain full of movement, colors and joy, so you must go to Alexandria, or the bride of the Mediterranean, a city with a different character, European beauty mixed with an Egyptian spirit that makes you feel in a state of joy and happiness.

You love knowledge and research in ancient civilizations, so you have to go to Qasr and Aswan, two cities that will make you think you are in a state of astonishment, fascination, and intense admiration, saying, How is there a country with this beauty and this magic!

You will see the most beautiful hospitality from the best people. You will see a great civilization all around you. You will see love and peace that do not exist except there.

But if you want to see the land of miracles, you have to go to Sinai, climb Mount Al-Tur, about which our Lord Moses spoke, and see the oldest monastery in the world, St. Catherine's Monastery. This changed the path of the Holy Family.

You should think about camping in Dahab and watch the view of the sea with the stars and feel the calmness of nature, as if you are in a piece of paradise!

With all this, don't forget to visit Cairo, the cradle of multiple cultures and monotheistic religions, a city that will charm you with every inch of it, the city of culture and arts.

There is still a lot of talk about Egypt, words that make you in a state of wonder and great fascination, that is why it is the country of magic beauty, if it charms you, you will never see a beauty other than its beauty! That's why you need to discover your country because this is Egypt.



Step 3

Craft Social Media Posts

Platform 1 and Post

Facebook: it is familiar channel which easy to reach to audience

Do you want to figure out new charm places in Egypt with low budget!?

You need to read this blog! “ the link”

The pic from:

<https://pixabay.com/photos/egypt-nile-river-sailing-mountain-3804407/>

Taken by:[juhasztamas08](#)



Platform 2 and Post

Instagram: it is the best channel to post photos and get audience

this is charm Egypt!

To know about awesome and attractive places in Egypt with low budget visit the blog.

You can find the link in the Bio

The pic from:

<https://pixabay.com/photos/egypt-nile-river-sailing-mountain-3804407/>

Taken by: [juhasztamas08](#)



Platform 3 and Post

Snapchat : it is a good channel to tell short story

The best country where you can create fascinated stories and get enjoyable experience is in Egypt .

Figure out more by click on this link “ the link”

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<https://pixabay.com/photos/egypt-nile-river-sailing-mountain-3804407/>

Taken by:[juhasztamas08](#)

