

Digital Marketing Strategy

Joint personal

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Objectives

- 01** Increase brand awareness
- 02** Increase engagement rate
- 03** Generate leads for Viber internet and Surveillance camera system & Smart Home system



Swot

<div>Strengths<ul style="list-style-type: none">Established Reputation: Joint Personal has a positive reputation for providing reliable Viber internet and Surveillance camera systems.Innovative Technology: The company offers cutting-edge technology in both internet services and surveillance systems.Local Expertise: A deep understanding of the Kuwaiti market and its unique demands.</div>	<div><div>S</div><div>W</div></div>	<div>Weaknesses<ul style="list-style-type: none">Limited Market Share: Joint Personal may have a smaller market share compared to competitors.Limited Product Range: If the company offers a limited range of services, it may be a weakness in terms of diversification.Limited Brand Awareness: There may be a lack of awareness about Joint Personal among the target audience.</div>
<div>Opportunities<ul style="list-style-type: none">Growing Digital Market: Kuwait's increasing reliance on digital services provides an opportunity for Joint Personal to expand its customer base.Partnerships and Collaborations: Explore partnerships with local businesses, property developers, or technology companies.Emerging Technologies: Stay updated on emerging technologies in internet services and surveillance to capitalize on new trends.</div>	<div><div>O</div><div>T</div></div>	<div>Threats<ul style="list-style-type: none">Intense Competition: Competitors offering similar services may pose a threat to market share.</div>

Stratgey

Awareness

- **Social Media Presence:**
 - Create social media content with educational tone
 - Share engaging content highlighting the benefits of Viber internet and Surveillance camera systems & smart Home
- Launch Brand Awareness Campaign Video views and high frequency
- Have influencers create content showcasing Joint Personal's services.

Consideration

- targeted advertising on platforms like Instagram and Google Ads to reach specific demographics.
- Create engagement campaigns
- engage with client through channels
- Conduct webinars or live sessions to engage with the audience.
- Create competition posts

Conversion

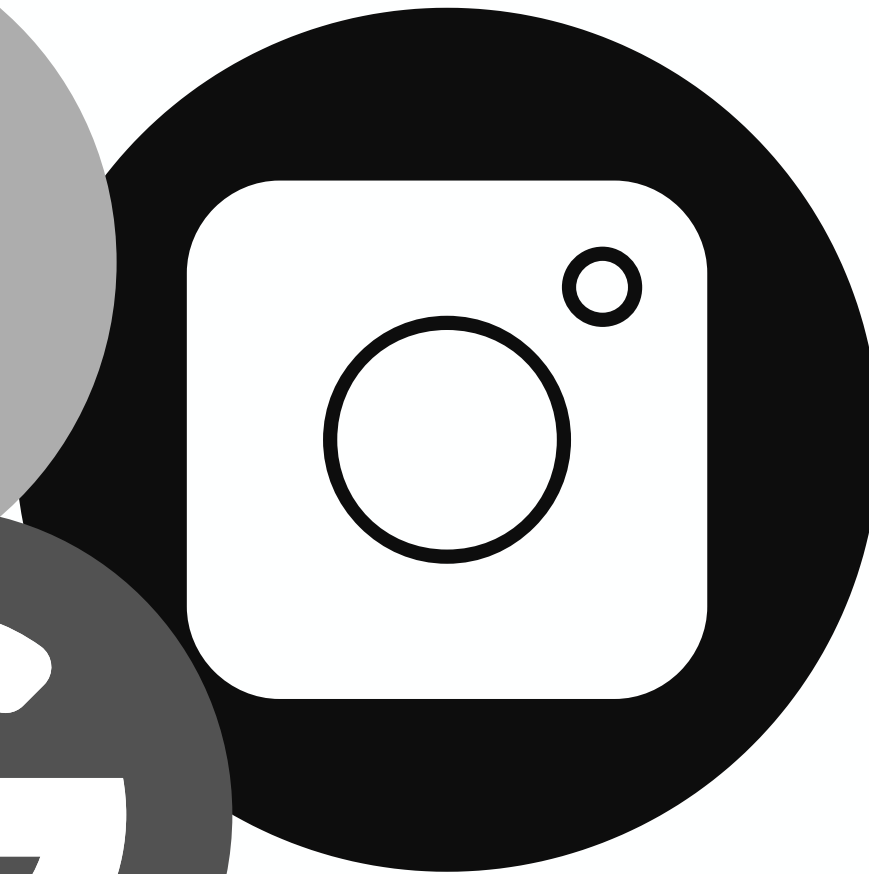
- launch whatsapp messages campaign
- Design landing pages specifically focused on conversion
- Launch Google search campaign
- Showcase customer testimonials and positive reviews on the website
- Implement live chat on the website to provide real-time assistance.

Where Is our niche

Snapchat



Instagram

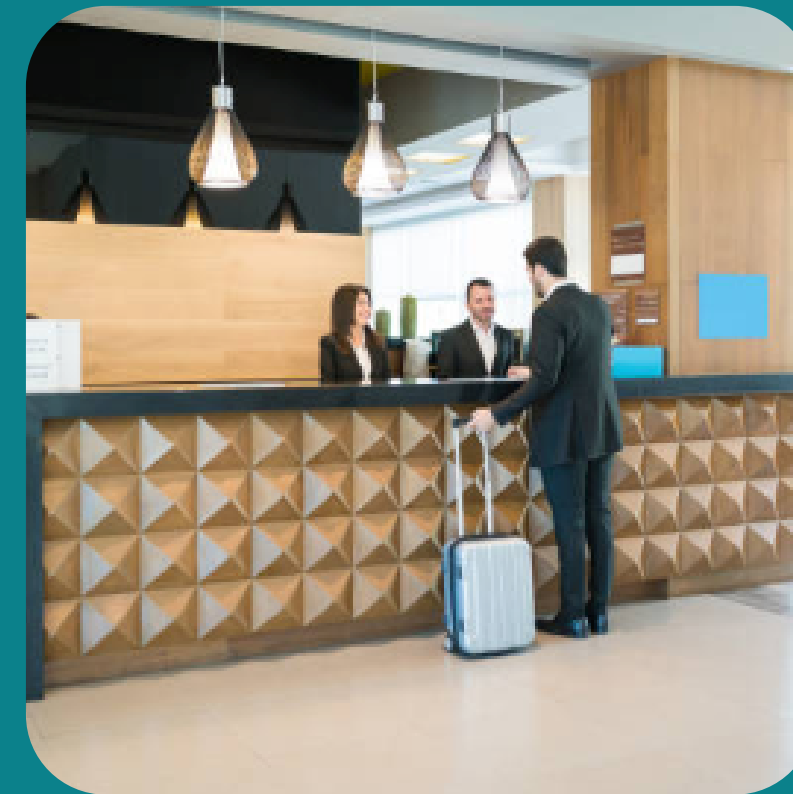


Google Search

Target Audience



Parents



Hotel



Agencies

Target Audience

Parents



Demographics:

- Age: 25-45 years old
- Gender: Both Male and Female
- Location: Kuwait (urban and suburban areas)

Interests:

1. Family and Parenting:

- Instagram posts featuring parenting tips, family activities, and child-friendly home ideas.

2. Home Improvement:

- Visual content showcasing home decor and renovation ideas.

3. Technology and Gadgets:

- Share visually appealing posts about smart home devices and child safety technology.

4. Education and Learning:

- Highlight educational toys and share engaging content on child development.

5. Entertainment:

- Feature family-friendly events, movies, and activities through visually appealing posts.



Demographics:

- Age: 25-45 years old
- Gender: Both Male and Female
- Location: Kuwait (urban and suburban areas)

Interests:

1. Search Intent:

- Use targeted keywords related to parenting, home improvement, and child safety.

2. Educational Content:

- Create educational content through blog posts and articles on the website.

3. Visual Ads:

- Use visually appealing display ads showcasing family-friendly products and services.

4. Local Targeting:

- Implement geotargeting for local events and promotions.

5. Retargeting:

- Set up retargeting campaigns for users who have visited specific pages on the website.



Demographics:

- Age: 25-45 years old
- Gender: Both Male and Female
- Location: Kuwait (urban and suburban areas)

Interests:

1. Family Moments:

- Share real-time snippets of family moments and activities.

2. Tech Insights:

- Use Snapchat stories to provide quick insights into child-friendly tech products.

3. Home Life:

- Share behind-the-scenes of home life, creating a personal connection.

4. Event Highlights:

- Showcase family events and activities in a dynamic and engaging way.

5. Exclusive Offers:

- Provide exclusive offers and promotions for parents through Snapchat.

Hotels and Agencies



Demographics:

- Age: 30-55 years old
- Gender: Both Male and Female
- Location: Kuwait (urban areas)

Interests:

1. Hospitality Aesthetics:
 - Showcase the aesthetics and luxury of hotels through visually appealing posts.
2. Security Tech Showcase:
 - Highlight surveillance and security technologies used in hotels.
3. Business Trends:
 - Share insights into hotel industry trends and innovations.
4. Networking Highlights:
 - Feature snippets from industry conferences and business networking events.
5. Customer Experiences:
 - Share guest testimonials and positive customer experiences.



Demographics:

- Age: 30-55 years old
- Gender: Both Male and Female
- Location: Kuwait (urban areas)

Interests:

1. Search Intent:
 - Use keywords related to hotel management, security systems, and industry trends.
2. Visual Ads:
 - Utilize visually appealing display ads showcasing hotel interiors and security features.
3. Local Targeting:
 - Implement geotargeting for local hotel-related searches.
4. Retargeting:
 - Set up retargeting campaigns for users who have shown interest in hotel services.
5. Industry Thought Leadership:
 - Publish thought leadership content on the website related to the hotel industry.



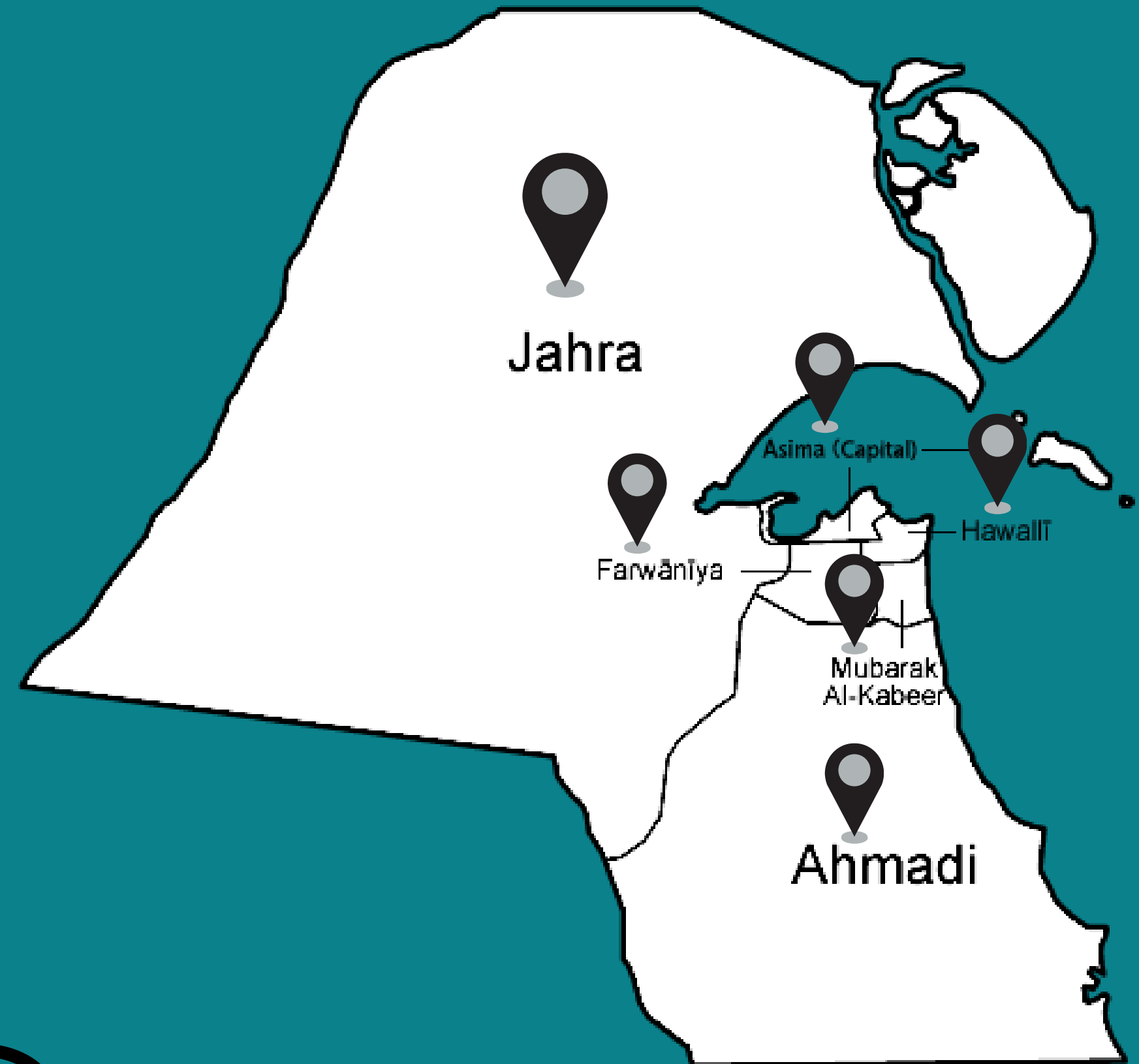
Demographics:

- Age: 30-55 years old
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Interests:

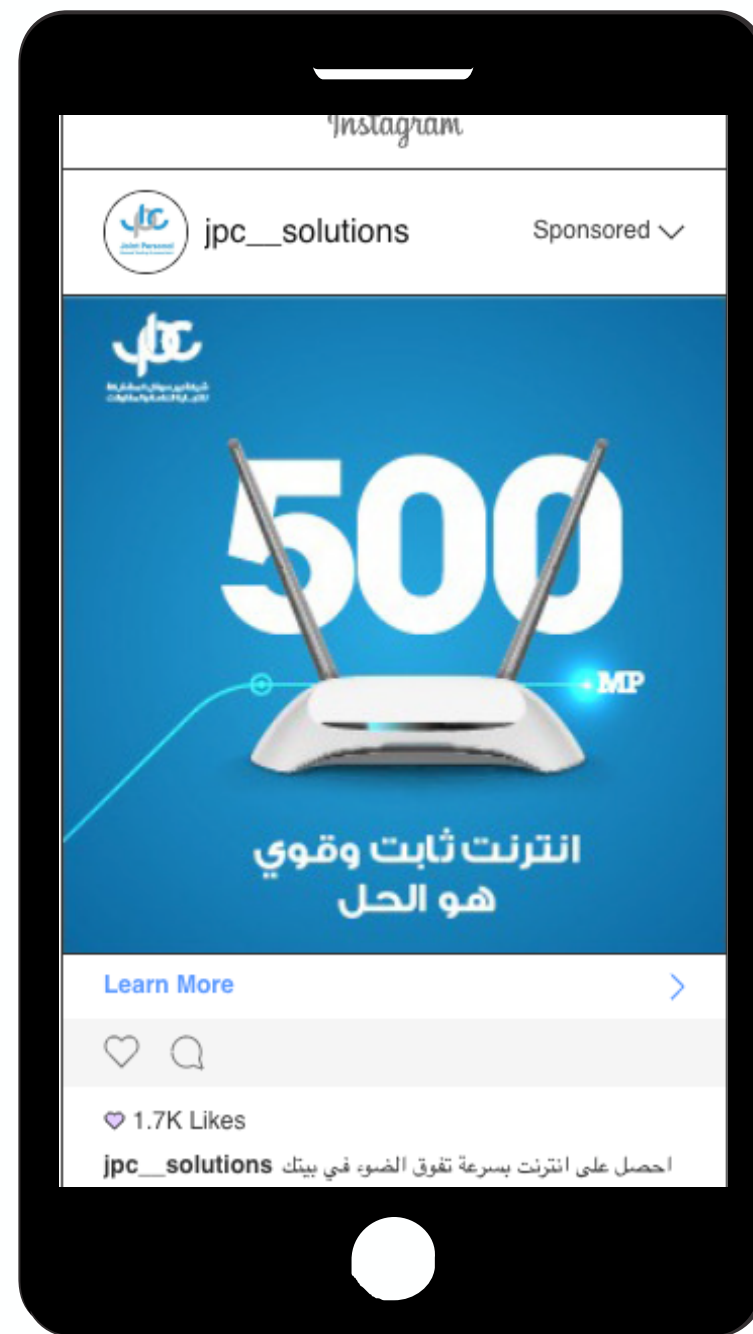
1. Exclusive Behind-the-Scenes:
 - Use Snapchat stories to provide exclusive behind-the-scenes looks at hotel operations.
2. Tech Showcases:
 - Showcase security tech and technological advancements in a dynamic way.
3. Event Highlights:
 - Feature highlights from hotel events and collaborations.
4. Business Insights:
 - Share quick insights into business strategies and trends.
5. Promotions and Offers:
 - Provide exclusive promotions and offers through Snapchat.

Target Regions

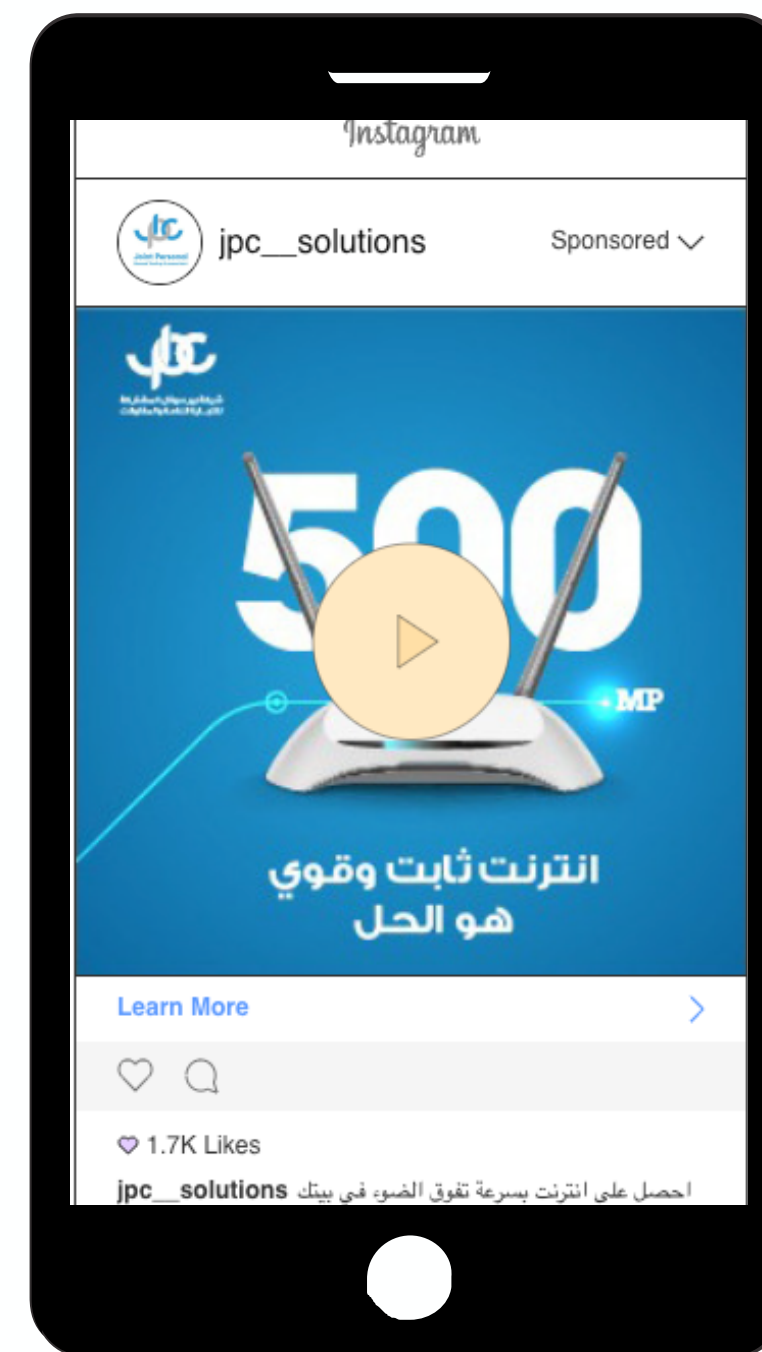


Regions

Instagram Ad

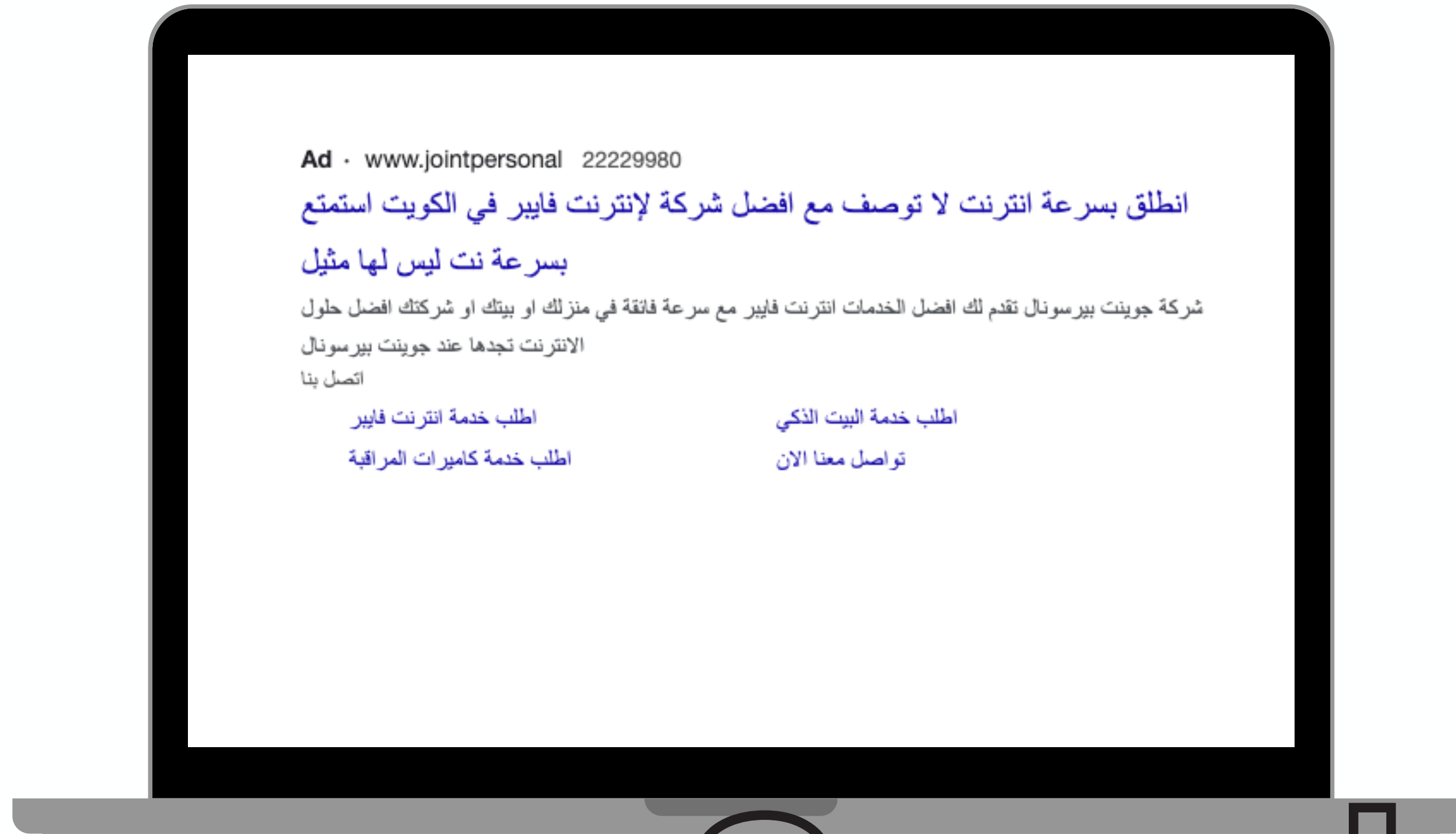


Single Image



Video

Google Ad



Search AD

SnapChat Ad



Video Ad

Budget

01 Instagarm

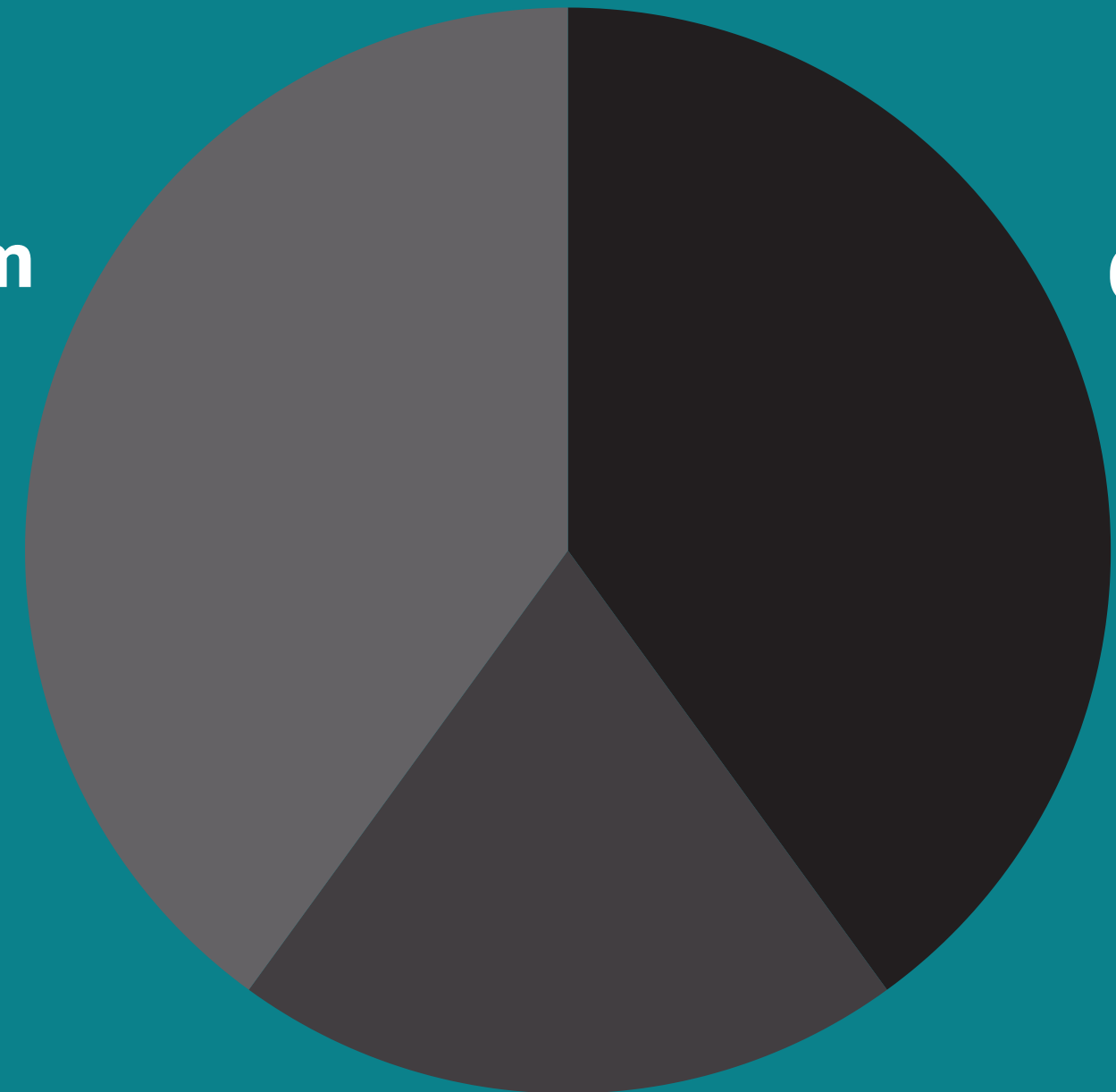
02 SnapChat

03 Google

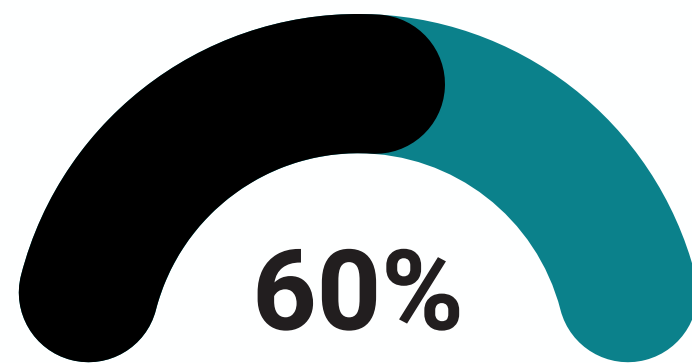
instagram
40%

Google
40%

Snapchat
20%

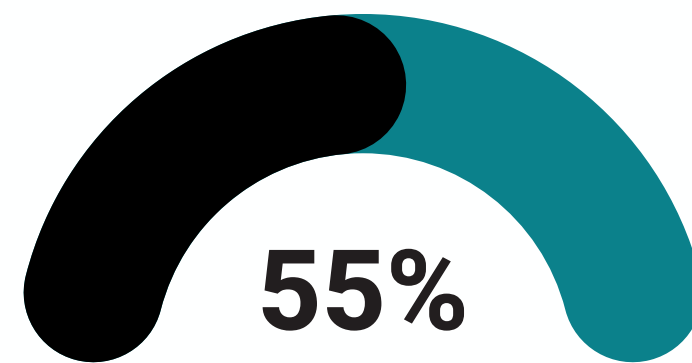


KEY PERFORMANCE INDICATORS



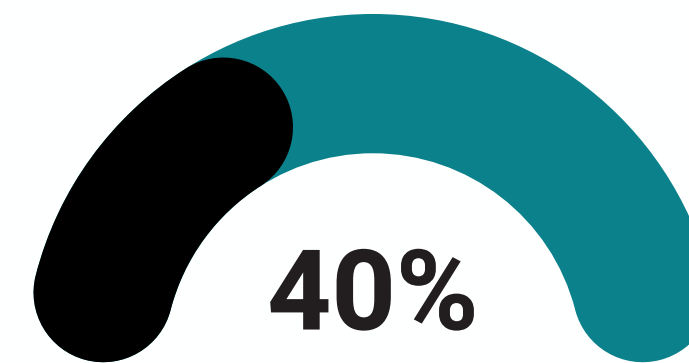
Engagement Rate

Measure the percentage of followers who engage with your content through likes, comments, and shares.



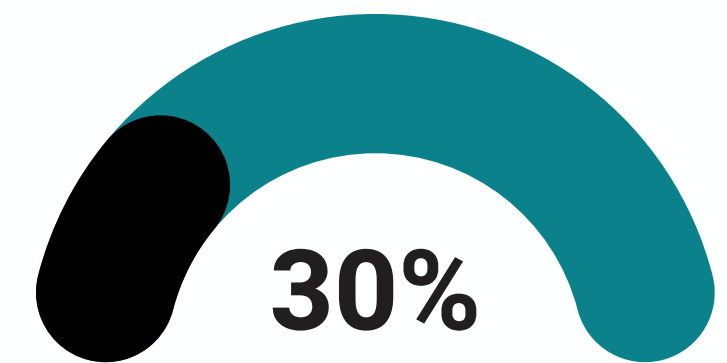
Conversion Rate

Measure the overall conversion rate across all channels.



Return on Investment (ROI):

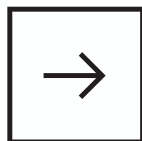
Calculate the return on investment for your digital marketing campaigns, comparing the cost of the campaign to the revenue generated.



Customer Acquisition Cost (CAC)

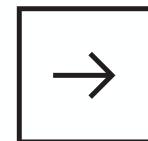
Track the cost of acquiring a new customer through your digital marketing efforts.

THE PLAN DURATION



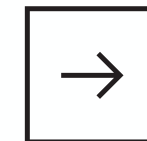
FIRST MONTH

Awareness



SECOND MONTH

Consideration



THIRD MONTH

Conversion

Thank You