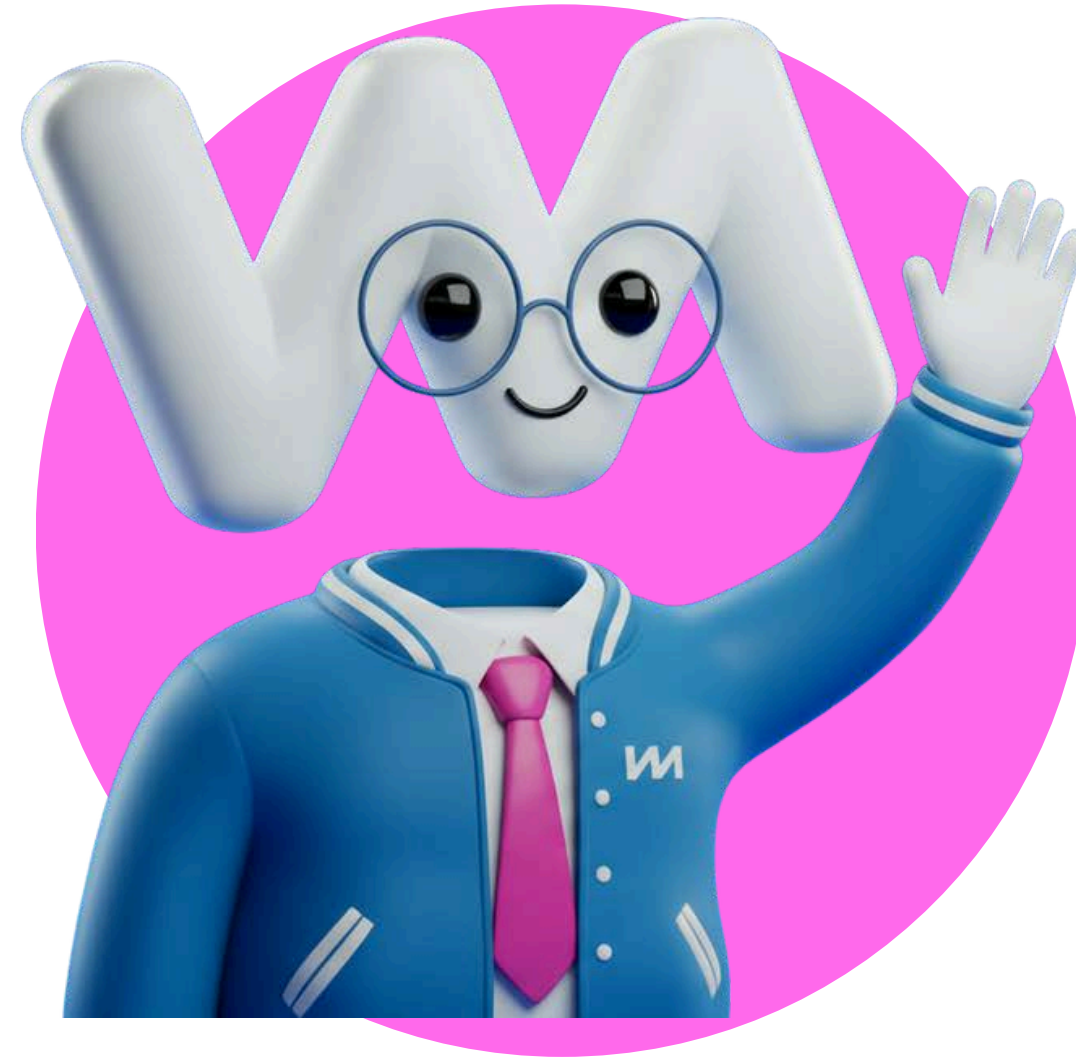



# MARKETING STRATEGY



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# Table of Contents



**01**

summary

**02**

situation analysis

**03**

viision

**04**

mission

**05**

type of audience

**06**

type of marketing

**07**

swot analysis

**08**

Type of content

**09**

Media buying strategy



# Eternal

for engineering services



01

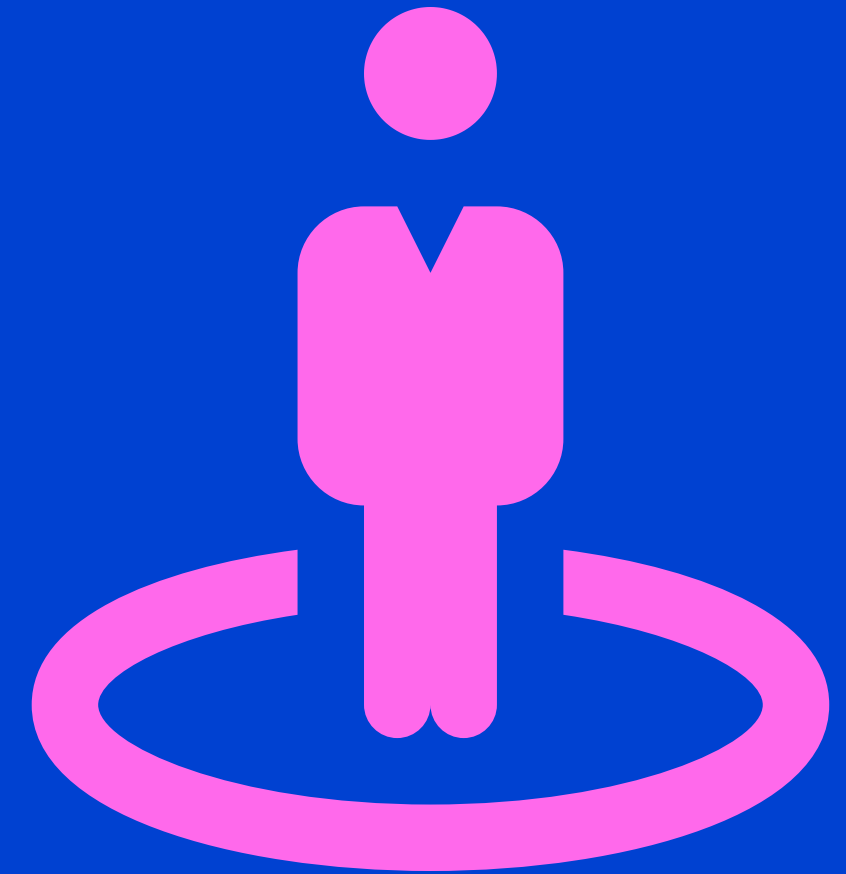


**SUMMARY**



ETERNAL | Engineering Services is a professional engineering firm based in Sadat City, Egypt

The company provides a wide range of civil and architectural services, relying on strong technical expertise and a creative team capable of delivering high quality projects





**The company core expertise includes**

**Structural Design**

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**Architectural Design**

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**Landscape Design**

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**Interior Design**



02  
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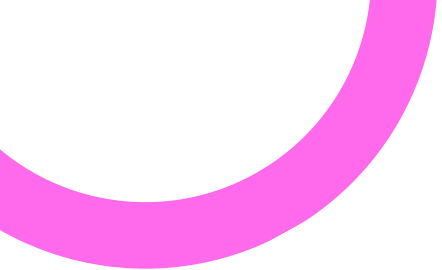
## Situation Analysis



We need to create professional highlights that clearly showcase:

- Our Services "explain what we offer"
- Who We Are "short intro about the brand, vision & values"
- Our Projects "showcase completed works with high-quality visuals"
- Clients & Testimonials "happy clients, reviews, and trust building stories"
- Contact "make it easy for people to reach us directly"





We need to create a Linktree (or custom smart link page) that includes

"Website -Instagram -TikTok -Facebook -  
LinkedIn -WhatsApp / Contact "

Then we will place it in the bio of Instagram,  
Facebook & TikTok so your audience can  
reach all platforms



We need to update the Featured section in  
website with

"High quality images - put Recent projects -  
Updated visuals that reflect the brand's current  
style & achievements "

This way, anyone visiting the page will instantly  
see the latest and strongest work front and center



03

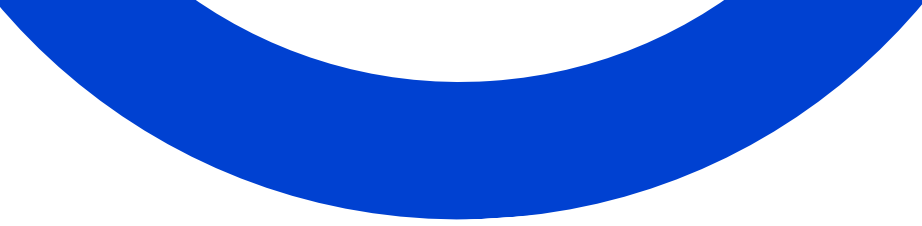


**Vision**

# VISION

The company has the potential to reach a high level of excellence and leadership in This field if it is marketed with the right content that resonates with its target audience. By crafting a strong brand presence and delivering tailored messaging, the company can position itself as a trusted name and achieve sustainable growth in both local and regional markets

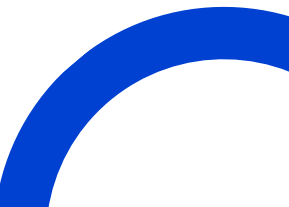




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**Mission**



# MISSION

Our mission is to reach the right audience and build meaningful engagement that showcases our work

By growing our social media followers and increasing visibility, we aim to drive more people to experience our projects, which will ultimately lead to higher sales and sustainable business growth



# Type of audience

05





# Target Audience Customer Segmentation:

- 1- Business Owners
  - 2- Real Estate & Villa Owners
  - 3- Individuals Interested in Architectural Designs
  - 4- Existing Clients → requires a client sheet with contact numbers
- 
- 

06



**Type of  
marketing**



# ONLINE MARKETING



- **Reels – Storytelling**

Short reels that tell the story of how we deliver our services step by step

Behind-the-scenes of project execution to build trust and credibility

- **Reels – Project Showcase**

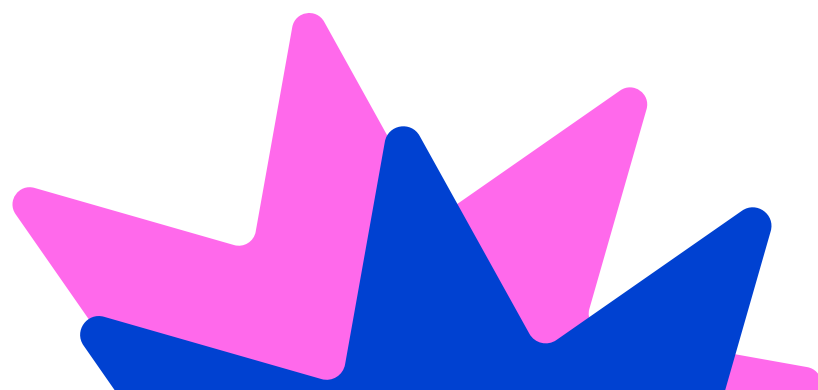
Highlight finished projects with high-quality visuals (before & after)

Use trending sounds + catchy captions to boost reach

- **Reels – Team Introduction**

Show the team in action, emphasizing how qualified, skilled, and professional they are

Add human touch to the brand stronger connection with audience



# ONLINE MARKETING



- **Reels – Tips & Tricks:**

Quick educational content (design tips, construction hacks, do's & don'ts)

Position the brand as an expert in engineering & design

- **Photo Posts – Portfolio:**

High quality images of completed work

Carousel posts showing project progress (from sketches → execution)

- **Educational Content:**

Infographics explaining technical concepts simply

Blog style captions that mix English , Arabic for relatability

- **Testimonials & Case Studies:**

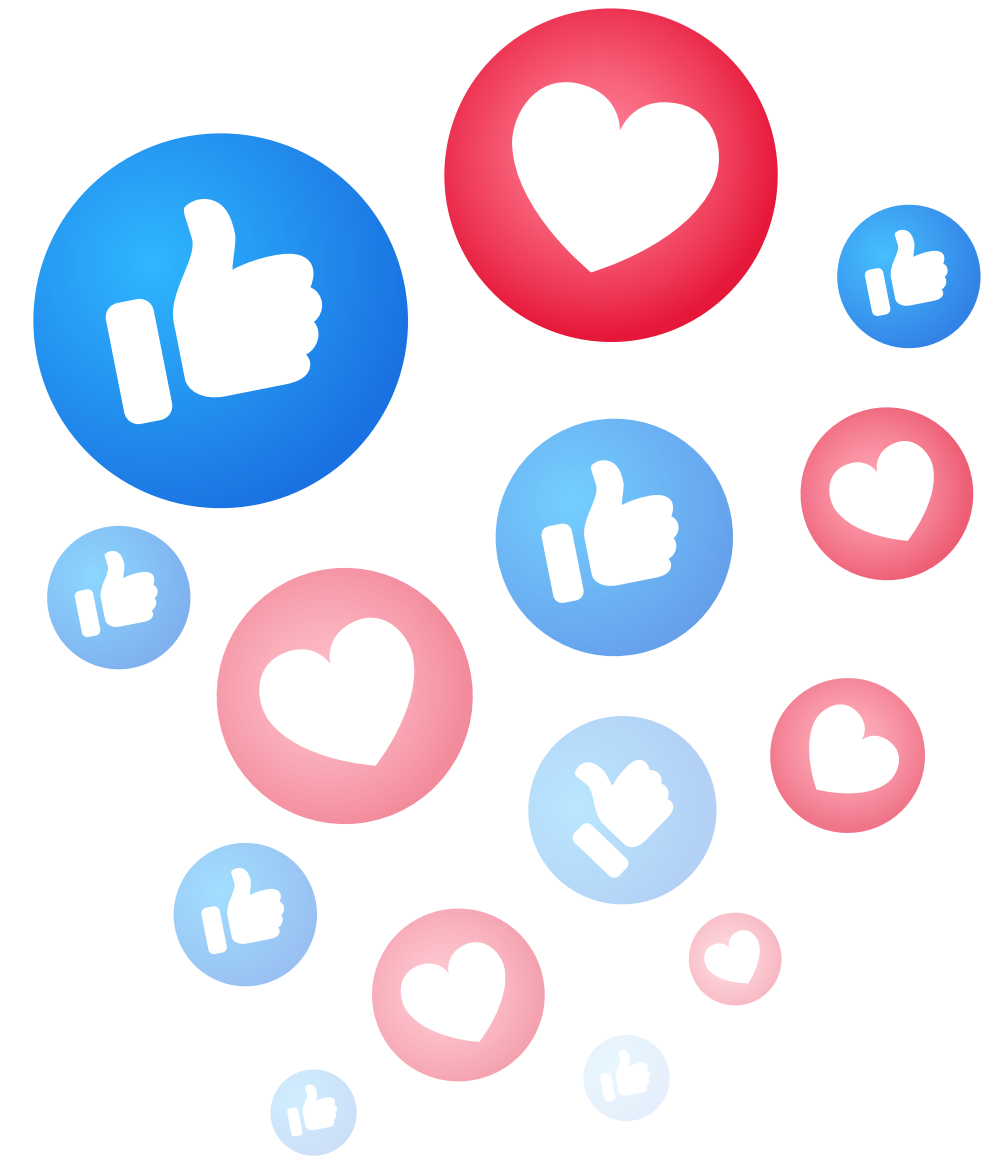
Share client feedback in short quotes or video testimonials

Case study posts: challenge → solution → result

- **Engagement Posts:**

Polls, quizzes, choose your favorite design style stories

Encourage followers to interact and share opinions



# OFFLINE MARKETING



- **Word of Mouth (WOM)**

Build strong client relationships so every satisfied client becomes a brand ambassador.

Encourage referrals through exclusive discounts

- **Networking & Personal Relations**

Leverage professional connections, business networks, and industry events.

Collaborate with real estate developers, contractors, and suppliers to generate leads

- **Billboards (Future Phase)**

Plan targeted billboard campaigns in high-traffic areas once the brand presence grows.

Use eye catching visuals (before/after projects, bold slogans) to highlight expertise

OFFLINE





# OFFLINE MARKETING

- **Printed Materials**

High quality brochures, catalogs, and business cards showcasing services and portfolio

Distribute at exhibitions, universities, or co working hubs

- **Events & Exhibitions**

Participate in construction, engineering, or interior design fairs

Host small seminars or workshops to position the company as an expert

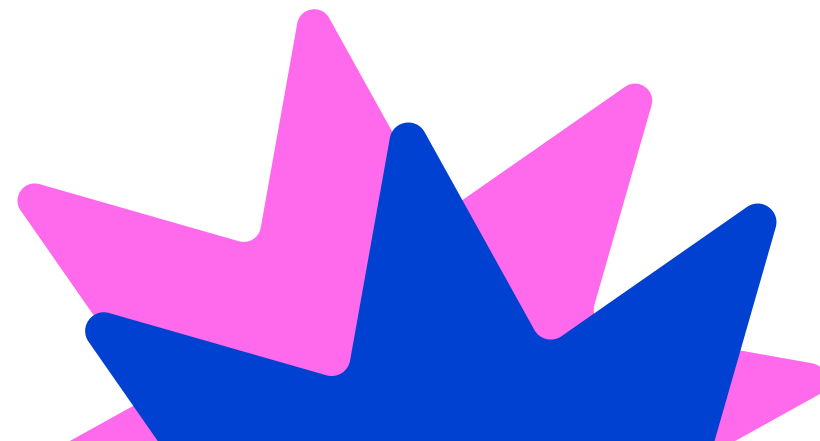
- **Partnerships**

Collaborations with furniture stores, décor shops, or real estate offices

Co branded offers that benefit both sides



**OFFLINE**



# SWOT ANALYSIS

07



<b>STREANGHT</b>	<b>WEEKNESS</b>	<b>OPPORTUINITY</b>	<b>THREATS</b>
<p><b>Diverse &amp; Comprehensive Service</b></p> <ul style="list-style-type: none"><li>• <b>The company provides a wide range of architectural, structural, interior, and landscape services not limited to just finishing or exterior design.</b></li><li>• <b>This diversity gives the company an edge, as clients can find all solutions under one roof</b></li></ul>	<p><b>Low Brand Awareness Online</b></p> <ul style="list-style-type: none"><li>• <b>Despite strong technical expertise, the brand is not yet well-known across digital platforms</b></li><li>• <b>Competitors with stronger online visibility may attract potential clients more easily</b></li></ul>	<p><b>Leveraging Strong WOM</b></p>	<p><b>Project delays or poor project management</b></p>

<b>STREANGHT</b>	<b>WEEKNESS</b>	<b>OPPORTUINITY</b>	<b>THREATS</b>
<p><b>Strong Word of Mouth (WOM)</b></p> <ul style="list-style-type: none"> <li>• <b>Positive reputation and satisfied clients generate natural referrals.</b></li> <li>• <b>This supports building a solid base of trust &amp; credibility and helps collect strong client reviews</b></li> </ul>	<p><b>Website Quality Issues</b></p> <ul style="list-style-type: none"> <li>• <b>The website visuals and image quality are relatively weak</b></li> <li>• <b>This affects first impressions and reduces the ability to showcase the company’s expertise effectively</b></li> </ul>	<p><b>Content Marketing &amp; Storytelling</b></p>	<p><b>High Competition in the Market</b></p>
<p><b>Professional &amp; Qualified Team</b></p> <ul style="list-style-type: none"> <li>• <b>Skilled engineers and designers with solid technical knowledge across multiple disciplines.</b></li> <li>• <b>Ability to deliver projects with both functional and aesthetic excellence</b></li> </ul>	<p><b>Lack of Updated Portfolio Showcasing</b></p> <ul style="list-style-type: none"> <li>• <b>Limited or outdated presentation of projects reduces credibility and missed opportunities to impress prospects</b></li> </ul>	<p><b>Growing Demand for Engineering &amp; Design Services</b></p>	<p><b>Economic &amp; Market Instability</b></p>

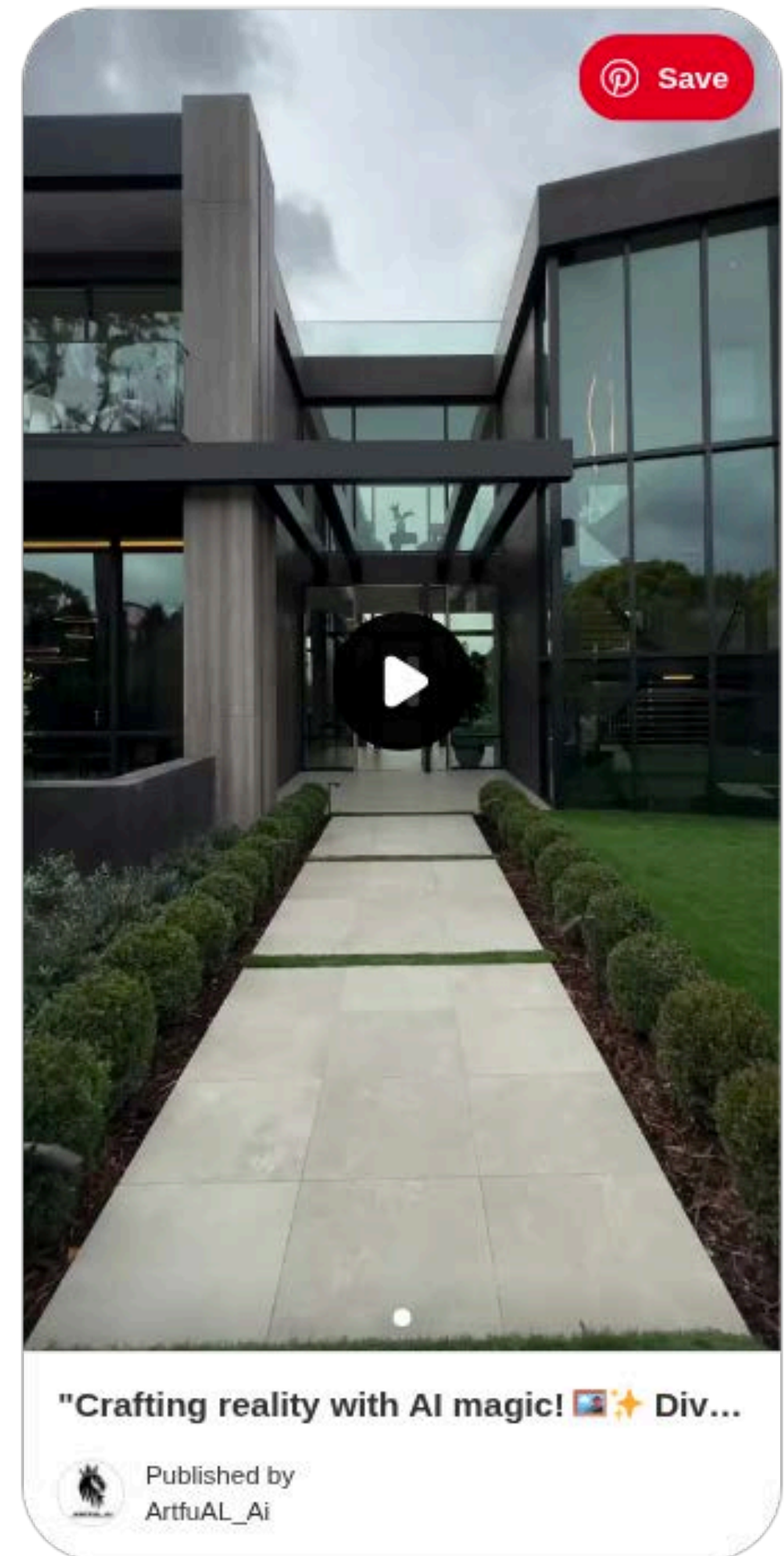
08



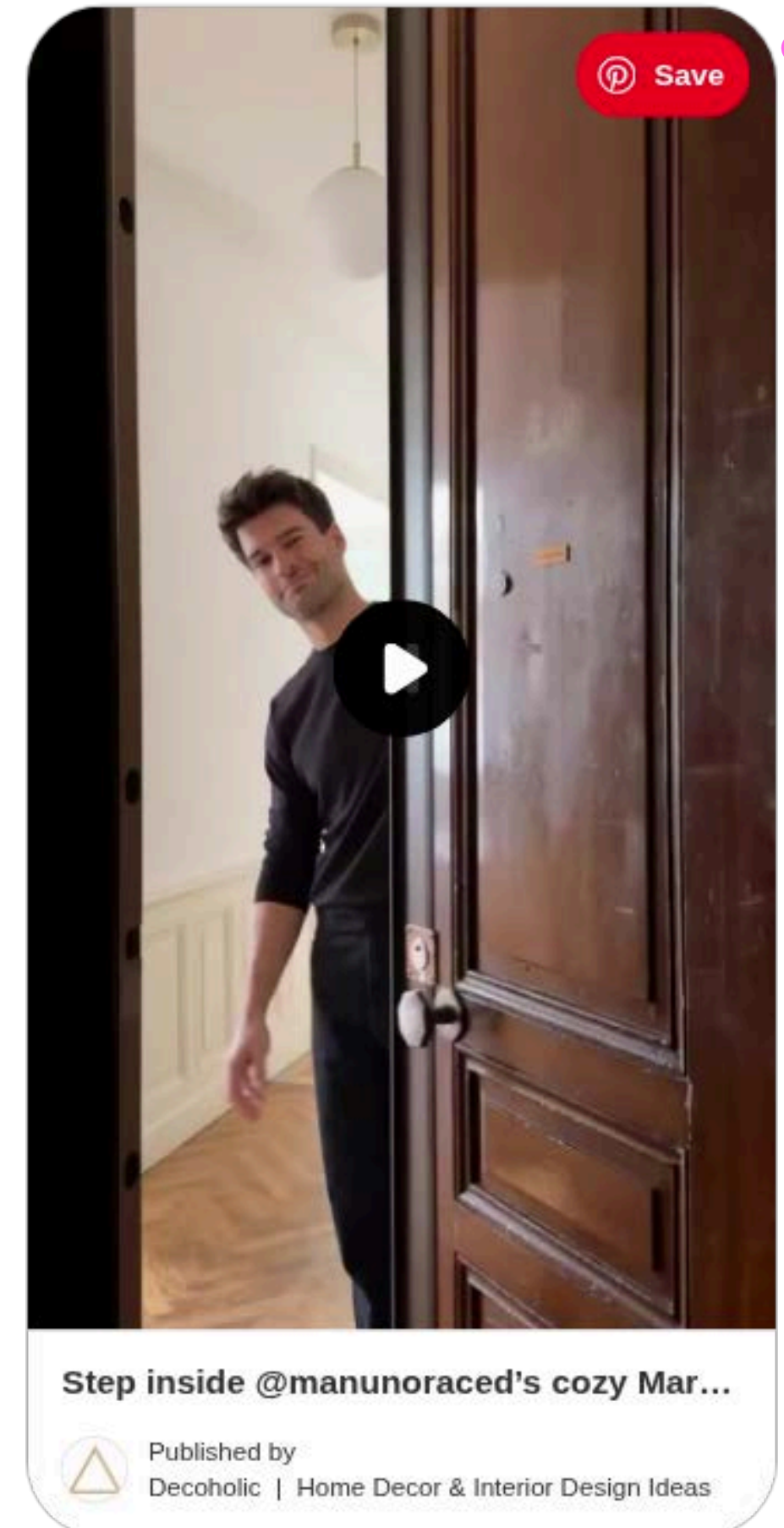
**TYPE OF  
CONTENT**



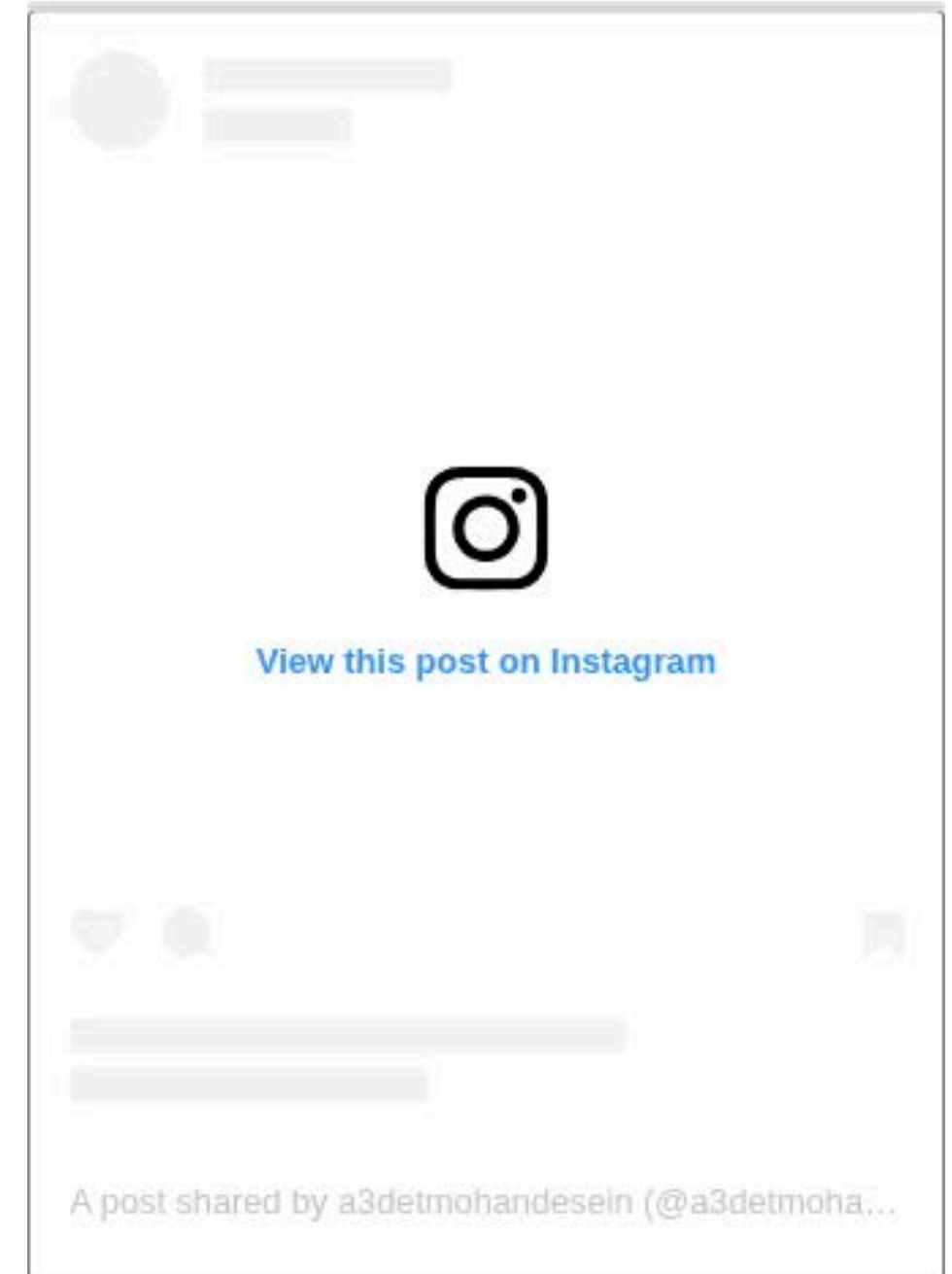
# Samples For REELS



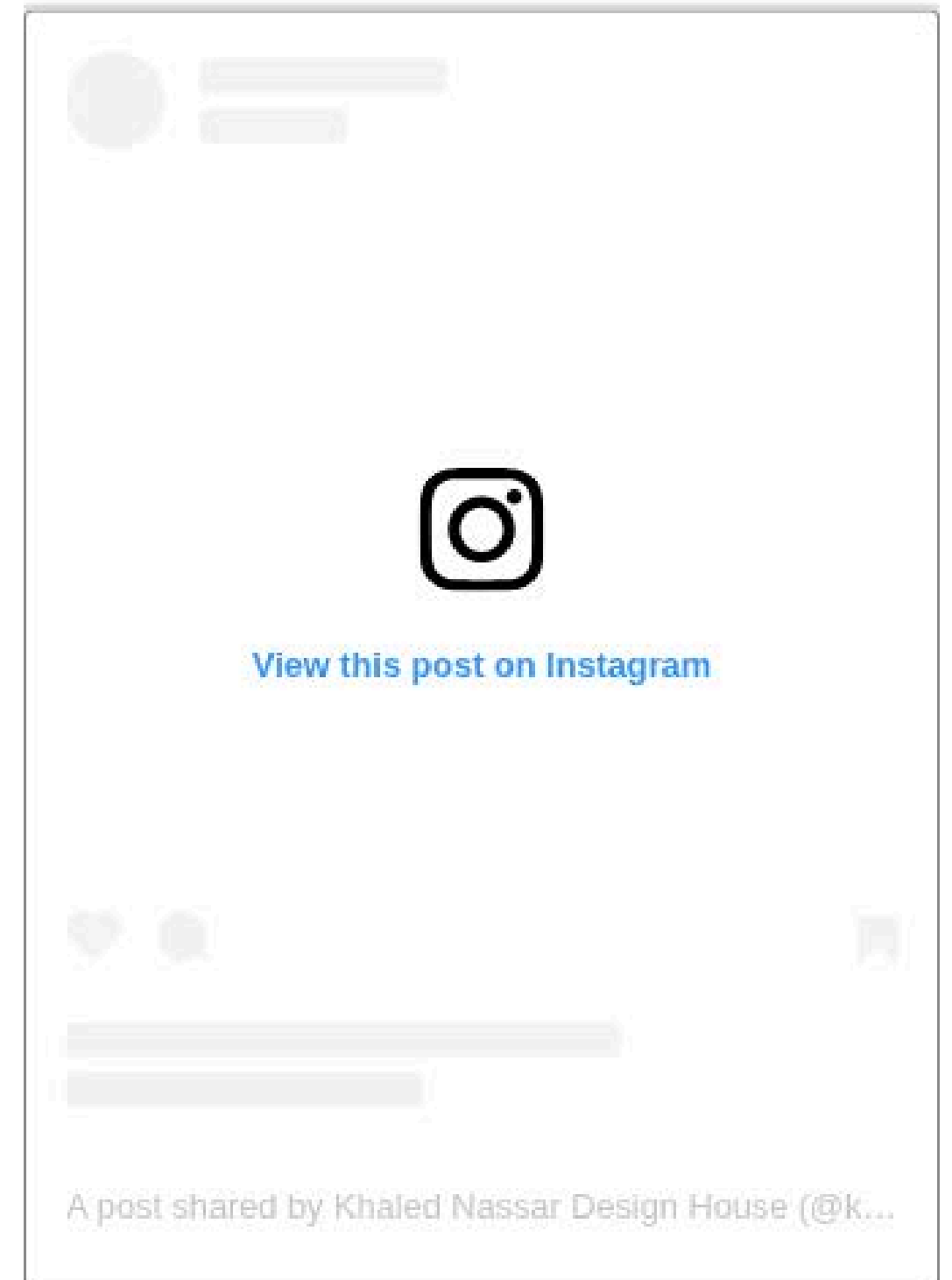
# Samples For REELS



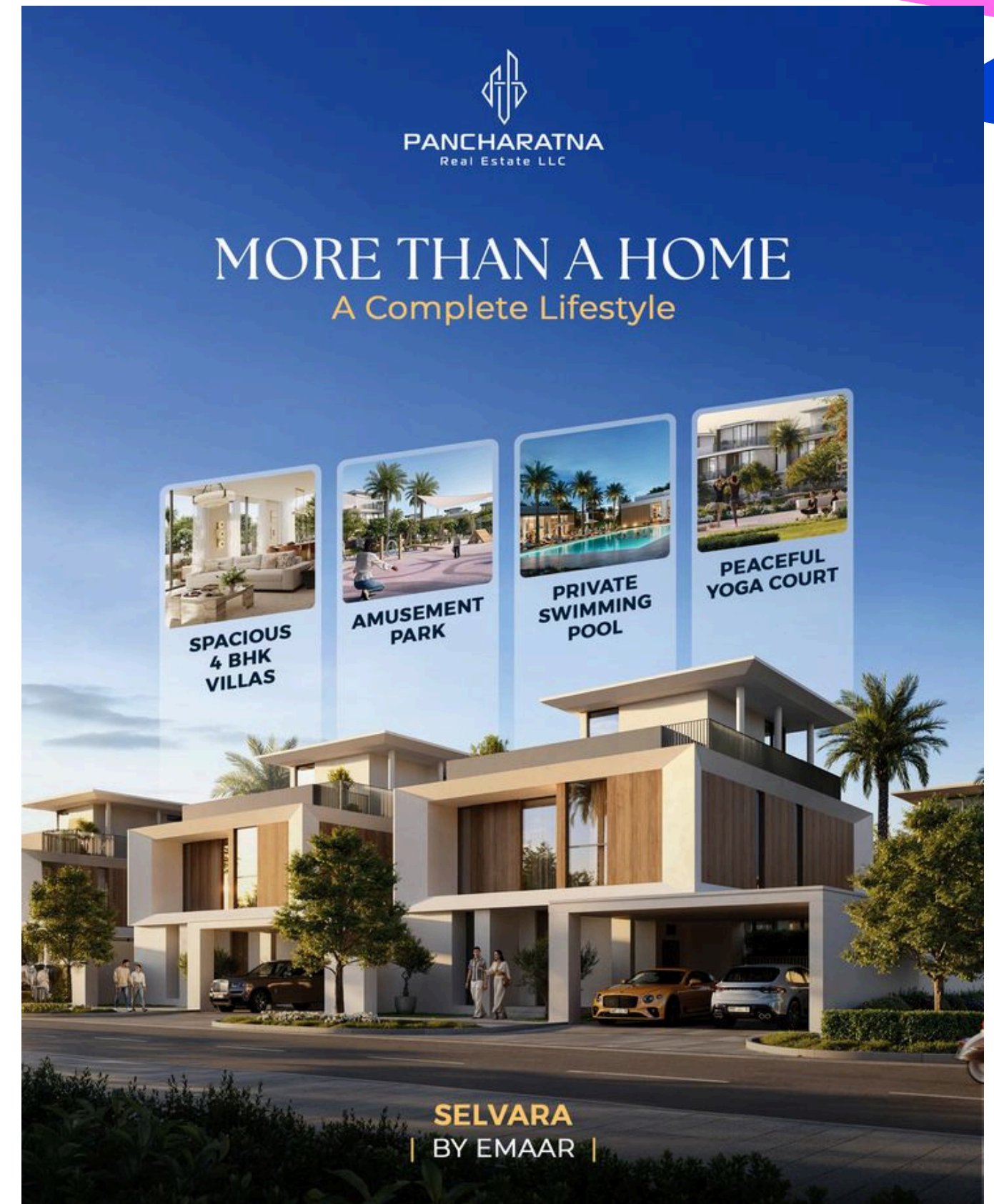
# Samples For REELS



# Samples For REELS



# Samples For Designs



# Samples For Designs

**PROJECT OVERVIEW**  
THIS PROJECT INCLUDES 4 SOCIAL MEDIA DESIGNS FOR THE SAUDI REAL ESTATE COMPANY (SODASYAT), AIMING TO ENHANCE ENGAGEMENT AND SHOWCASE THEIR INNOVATIVE HOUSING SOLUTIONS.

The image displays four social media design samples for Sodasyat, arranged in a 2x2 grid. Each sample features the Sodasyat logo in the top left corner, a central image of a housing solution, and Arabic text. The bottom left of each sample contains the phone number 9200 08 631 and the website www.sodasyat.com.

- Top Left:** A hand holding a miniature model of a tall apartment building. Text: "إستثمار عقاري آمن" (Safe Real Estate Investment), "بيتك" (Your Home), "أمانك" (Your Safety).
- Top Right:** A family (father, mother, and child) sitting on a balcony of a modern apartment building. Text: "مسكنك المثالي" (Your ideal home), "حياة تستحقها" (A life you deserve), "عائلتك" (Your family).
- Bottom Left:** A modern apartment building with a glass facade and balconies. Text: "بيت أحلامك بين يديك" (Your dream home is in your hands), "إستلم وحدتك الآن بدون مقدم" (Receive your unit now without a down payment).
- Bottom Right:** A hand placing a coin on a stack of coins in front of a modern house. Text: "حدد ميزانيتك" (Set your budget), "وابحث عن عقارك الأنسب" (Search for the most suitable property).



# Media Buying Strategy

## **1- Objective**

Awareness ( reach - followers )

Engagement ( on our posts )

Leads ( for sales )



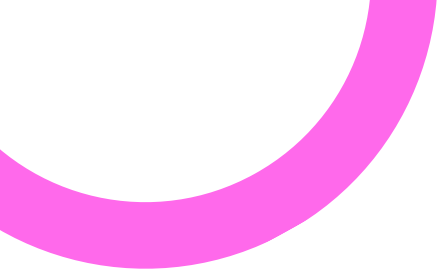


## 2- Channels

**Meta Ads (Facebook / Instagram)** : We will focus on Meta Ads during the **first month** of the contract to increase engagement and awareness, and to attempt generating deals.

**Since we will be working only on Meta during the initial period, we will start with a budget of 20,000 EGP in order to achieve all the objectives together.**

**From the second month, if we achieve results through Meta, we will double the budget to 40,000 EGP.**



**Google Ads (Search + Display)** : Google is the most effective platform to generate deals with our customers. Therefore, if no deals are achieved within the first month, starting from the second month we will launch ads on Google. *This will require making adjustments to the website.*

However, if the results are not optimal, we will shift to Google Ads, which will require a minimum budget of **60,000** EGP.



# Target Audience

Customer Segmentation :

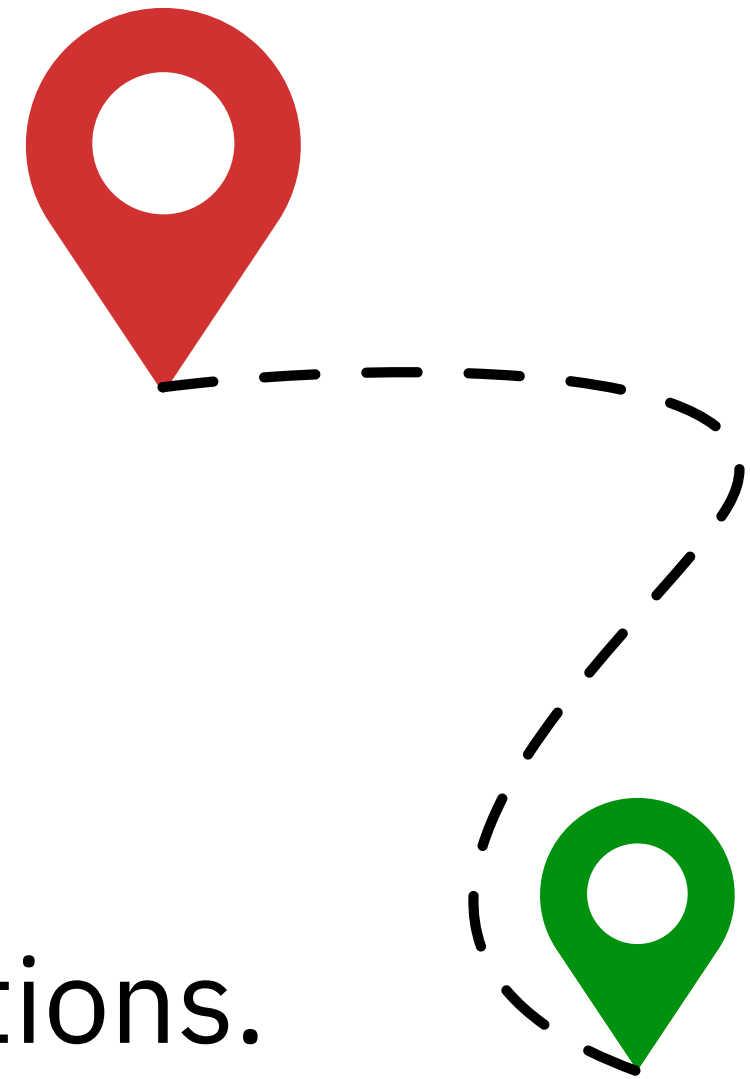
- 1- Business Owners
- 2- Real Estate & Villa Owners
- 3- Individuals Interested in Architectural Designs
- 4- Existing Clients → requires a client sheet with contact numbers



# Target Locations

In Egypt: Specific areas

- Sadat City
- Sheikh Zayed
- New Cairo
- The New Capital, and other premium locations.



# Thanks!



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