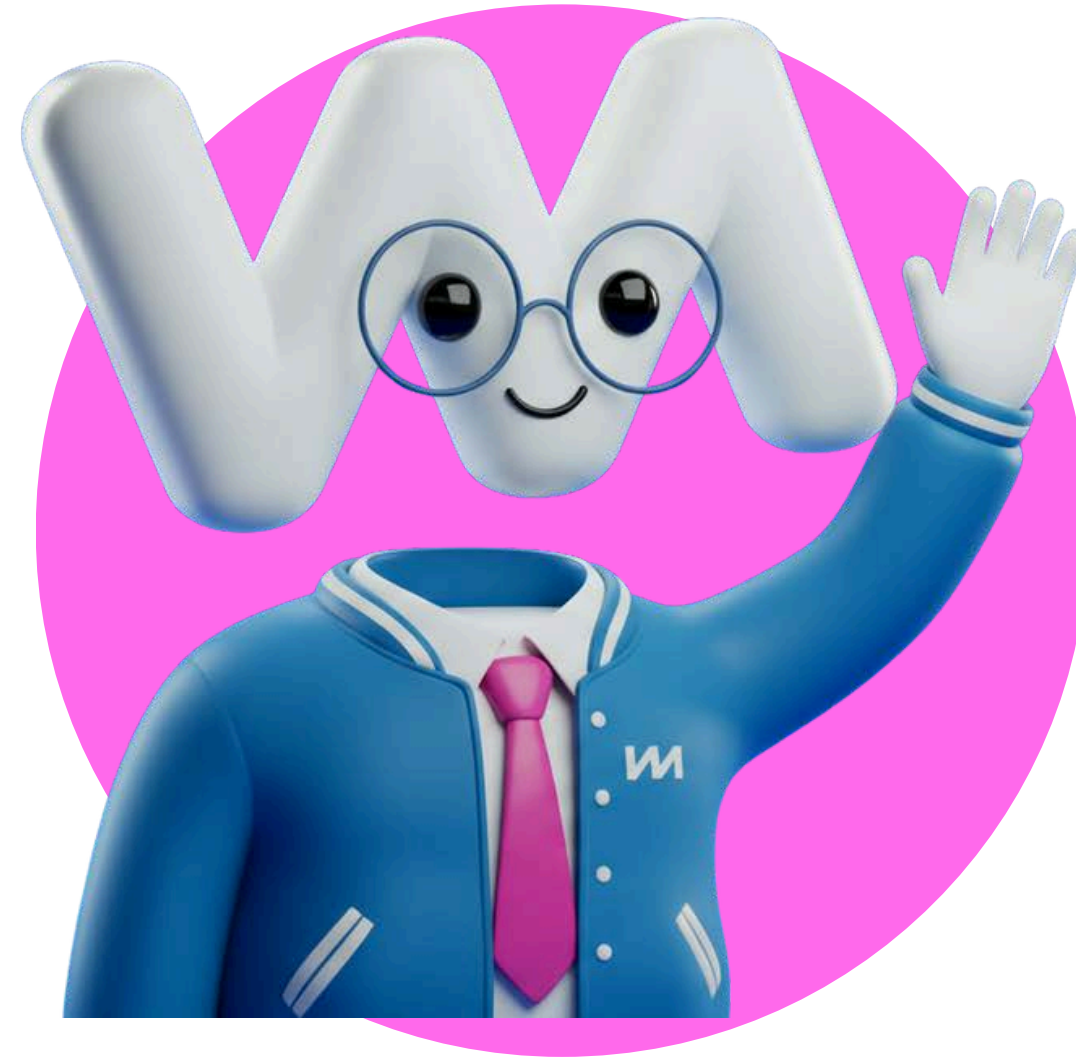


# MARKETING STRATEGY



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# Table of Contents

**01**

**Summary**

**02**

**Situation Analysis**

**03**

**Vision**

**04**

**Mission**

**05**

**Type of audience**

**06**

**Type of marketing**

**07**

**Swot analysis**

**08**

**Type of content**

**09**

**Media buying strategy**



# Kayan

FOR PHYSICAL THERAPY

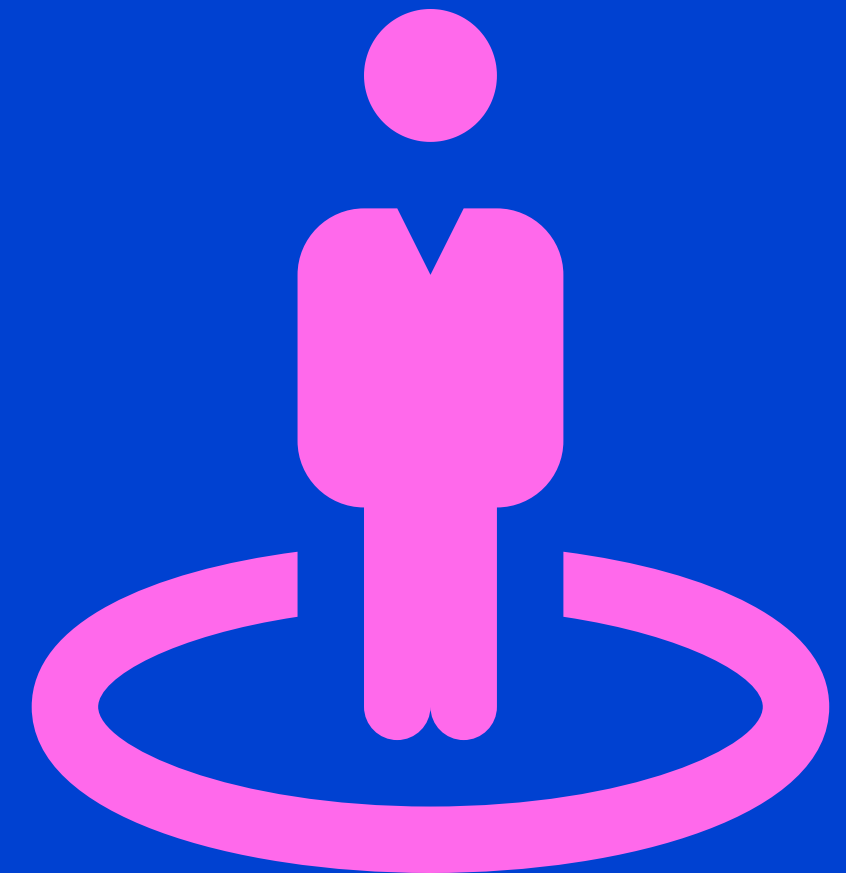


01



**SUMMARY**

**Kayan Physical Therapy Center is a specialized medical facility located in Mansoura, Egypt, dedicated to providing comprehensive physiotherapy and rehabilitation services**



# Expert Services at Kayan Physical Therapy

TMJ Disorders (Jaw Pain)

Pediatric Physiotherapy

Women's Health Physiotherapy

Orthopedic Physiotherapy

Neurological Rehabilitation

Sports Injury Rehabilitation

Post Surgical Rehabilitation

02



**situation**

**analysis**



## Lack of Hashtags

- **Issue:** Posts don't include hashtags missing a huge chance for organic reach (especially on Instagram).
- **Solution:** Build a hashtag strategy

## Low Number of Reels

- **Issue:** For physiotherapy, static designs alone do not perform well. Reels are the main driver of reach and engagement.



## **TOV Not Suitable**

- **Issue: Current TOV does not connect with the audience**

## **Repetitive and Weak Filming Style**

- **Issue: Most videos show the doctor in the same static angle boring for viewers.**
- **Solution: diversify video content**  
**Content ideas:**
- **Before/After patient progress (with consent) – Simple home exercises – Day in the life of a physiotherapist – (behind the scenes) – Q&A with specialists – Patient testimonials.**

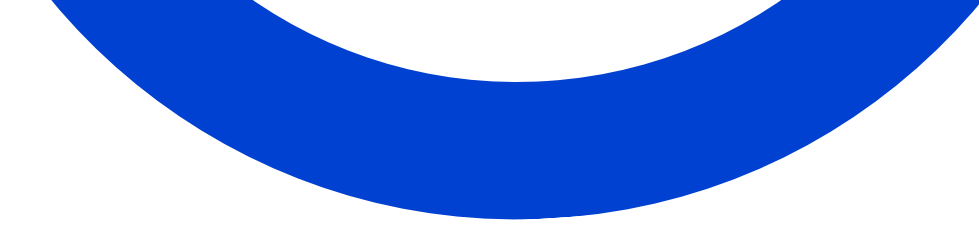
03



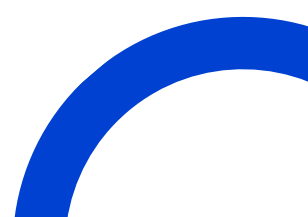
# VISION

**To become the top specialized  
physiotherapy center in  
Mansoura and the Delta,  
known for excellence**





04



# MISSION

**Our mission is to market Kayan Physical Therapy Center through a tailored strategy for the healthcare field, targeting the right audience in Mansoura and surrounding areas. We aim to increase patient acquisition and strengthen brand trust by managing and growing the center's social media platforms effectively.**




# Type of audience



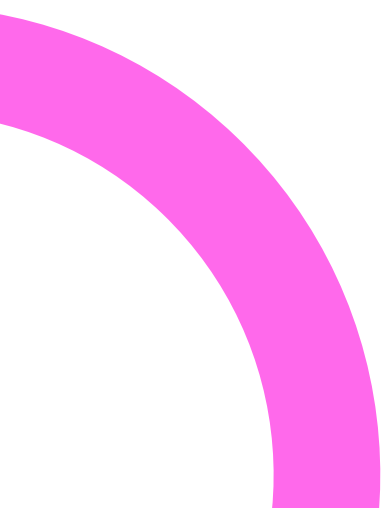
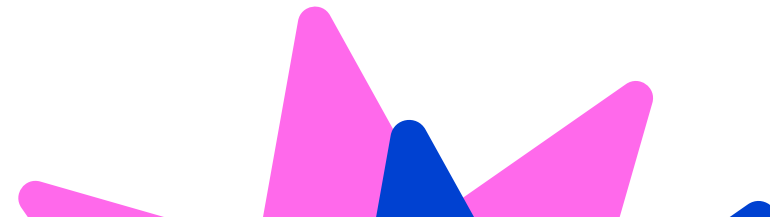
05





## **Customer Segmentation :**

- 1. Young adults (18-40 years old) suffering from headaches, jaw clicking, or difficulties with chewing/speaking**
  - 2. Office employees experiencing muscle tension due to stress**
  - 3. Parents of children with cerebral palsy, developmental delays, bone deformities, or post fracture rehabilitation needs**
- 

- 
- 
- 
- 
- 4. Children (infants to 12 years old) requiring physiotherapy support**
  - 5. Post-natal women in need of pelvic and abdominal rehabilitation**
  - 6. Women with spinal or pelvic issues**
  - 7. Pregnant or post-surgery women experiencing pain after C-sections or gynecological operations**



06



**Type of marketing**

# OFFLINE MARKETING



- **Patient Experience Marketing**

**Referral Program:** Any patient who refers a new patient receives a discount or a free session

**Success Story Wall:** Display before/after photos and patient testimonials inside the center

- **Printed Materials**

**Brochures & Flyers:** Distribute at medical clinics, pharmacies, and schools.

- **Partnerships & Referrals**

**Doctors & Dentists Referrals**

**Collaborate with dentists (since many TMJ patients come from dental clinics)**

**Collaborate with orthopedic surgeons and gynecologists/obstetricians.**

**Sports Clubs & Gyms:** Offer special packages and discounts for athletes.

**OFFLINE**

# ONLINE MARKETING

- **Patient Testimonials:**

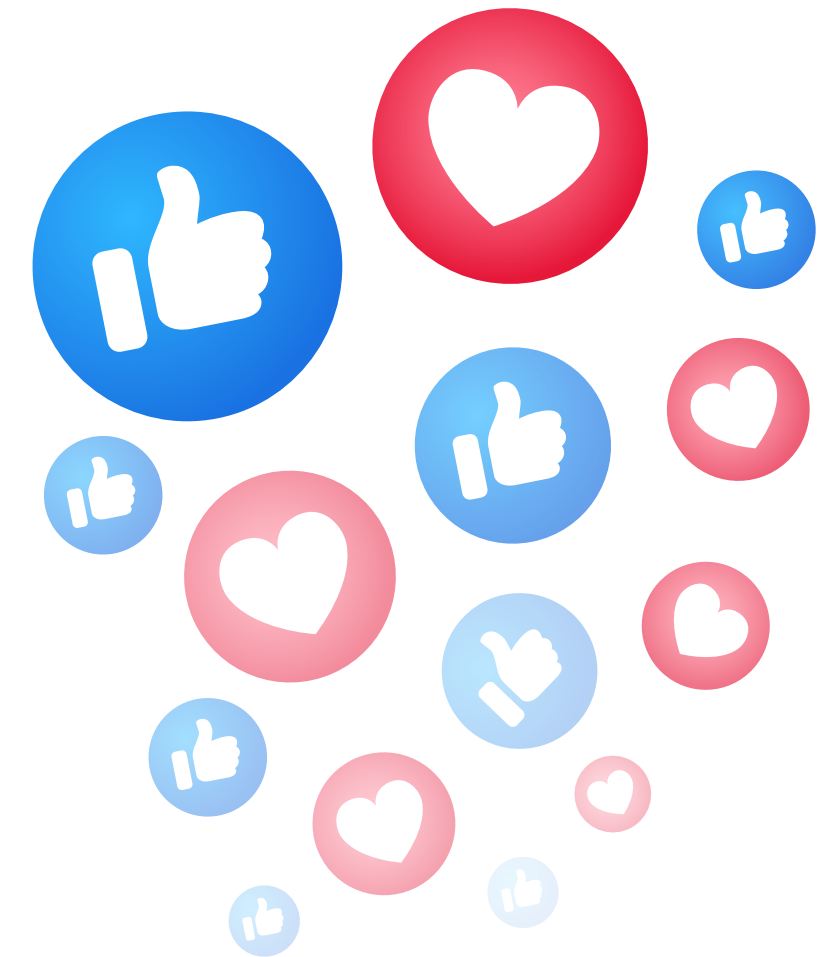
**Short clips of patients sharing success stories (with consent)**

- **Before/After Progress:**

**Show mobility improvement after treatment**

- **Behind the Scenes:**

**Tour of the clinic, equipment in action, staff intro**



# ONLINE MARKETING

- **Quick Exercises:**

**30 second stretch to relieve neck pain**

**2 easy jaw exercises for TMJ pain**

- **Educational / Awareness:**

**Infographic: Top 5 Causes of TMJ Pain**

**Carousel: Exercises every office worker should do daily**

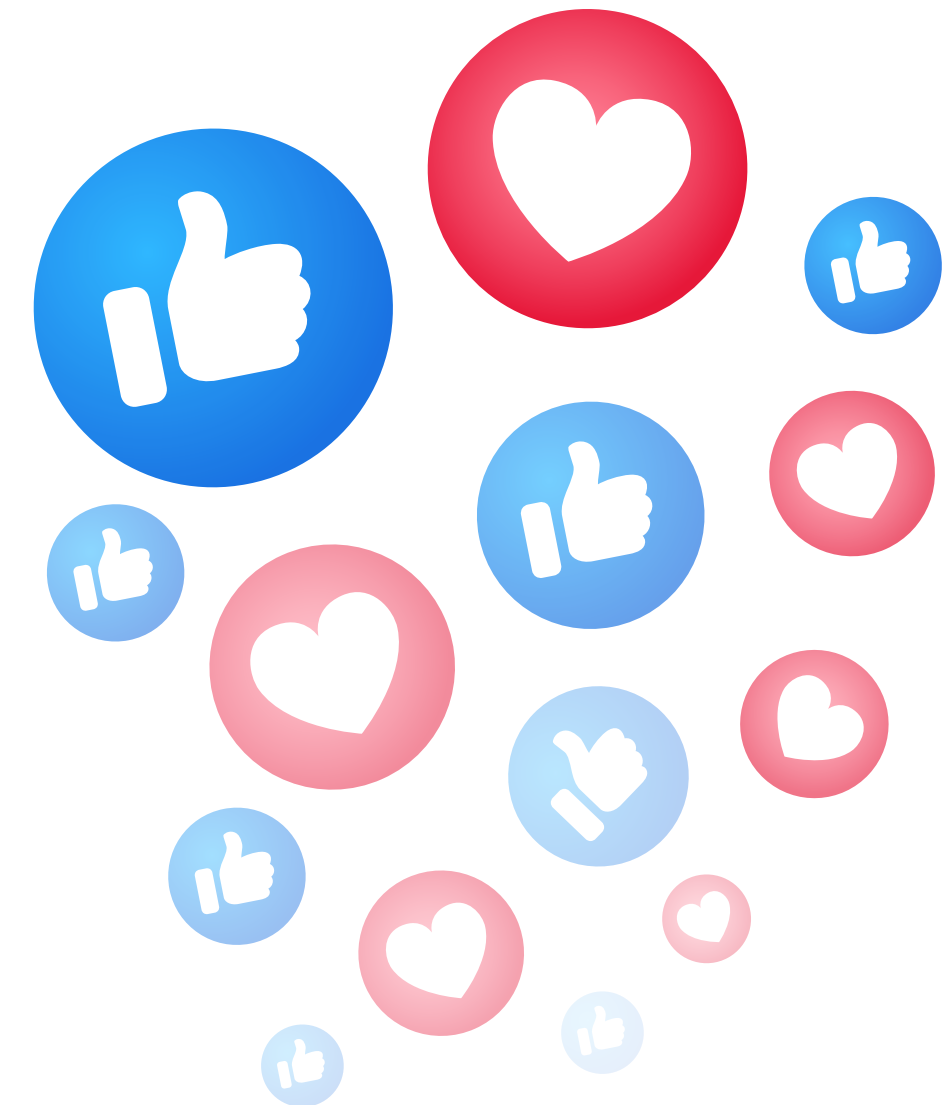
**Single Post: Why physiotherapy is better than painkillers?**

- **Service Highlights**

**Post showcasing TMJ Therapy: Do you suffer from jaw clicking or headaches? Here is how we help**

**Post about Sports Injury: Back to the game faster with physiotherapy**

**Post about Neurological: Hope after stroke physiotherapy makes a difference**



# SWOT ANALYSIS

07  
)



<b>STREANGHT</b>	<b>WEEKNESS</b>	<b>OPPORTUINITY</b>	<b>THREATS</b>
<b>Strong potential for word of mouth referrals in the local community</b>	<b>Social media presence not fully optimized (low reels, weak TOV, no hashtags)</b>	<b>Leveraging Strong WOM</b>	<b>Economic challenges that may limit patients' spending on healthcare</b>
<b>Qualified physiotherapists with patient centered approach</b>	<b>Photography &amp; content style lack variety and professionalism</b>	<b>Potential to collaborate with dentists, gynecologists, orthopedic doctors, gyms, and schools for patient referrals</b>	<b>Strong competition from other physiotherapy centers in Mansoura and larger cities</b>
<b>Wide range of physiotherapy services (orthopedic, neurological, sports, postsurgical)</b>	<b>Offline visibility (flyers, partnerships, events) not fully utilized</b>	<b>Digital marketing tools (reels, SEO, paid ads) can drive fast growth</b>	<b>Risk of losing patients if customer experience or results are inconsistent</b>

# TYPE OF CONTENT

08



# Samples For DESIGNS



مستشفى مصر  
Misr Hospital

عيادات  
مستشفى مصر

آلام في جسمك؟

ممكن تبقا متلازمة الألم العضلي الليفي !!

نحن  
الأقرب

01023000689

سوهاج ٤٥ ش مستشفى مصر - كورنيش النيل الشرقي

علينا  
الإهتمام  
مبتدئين

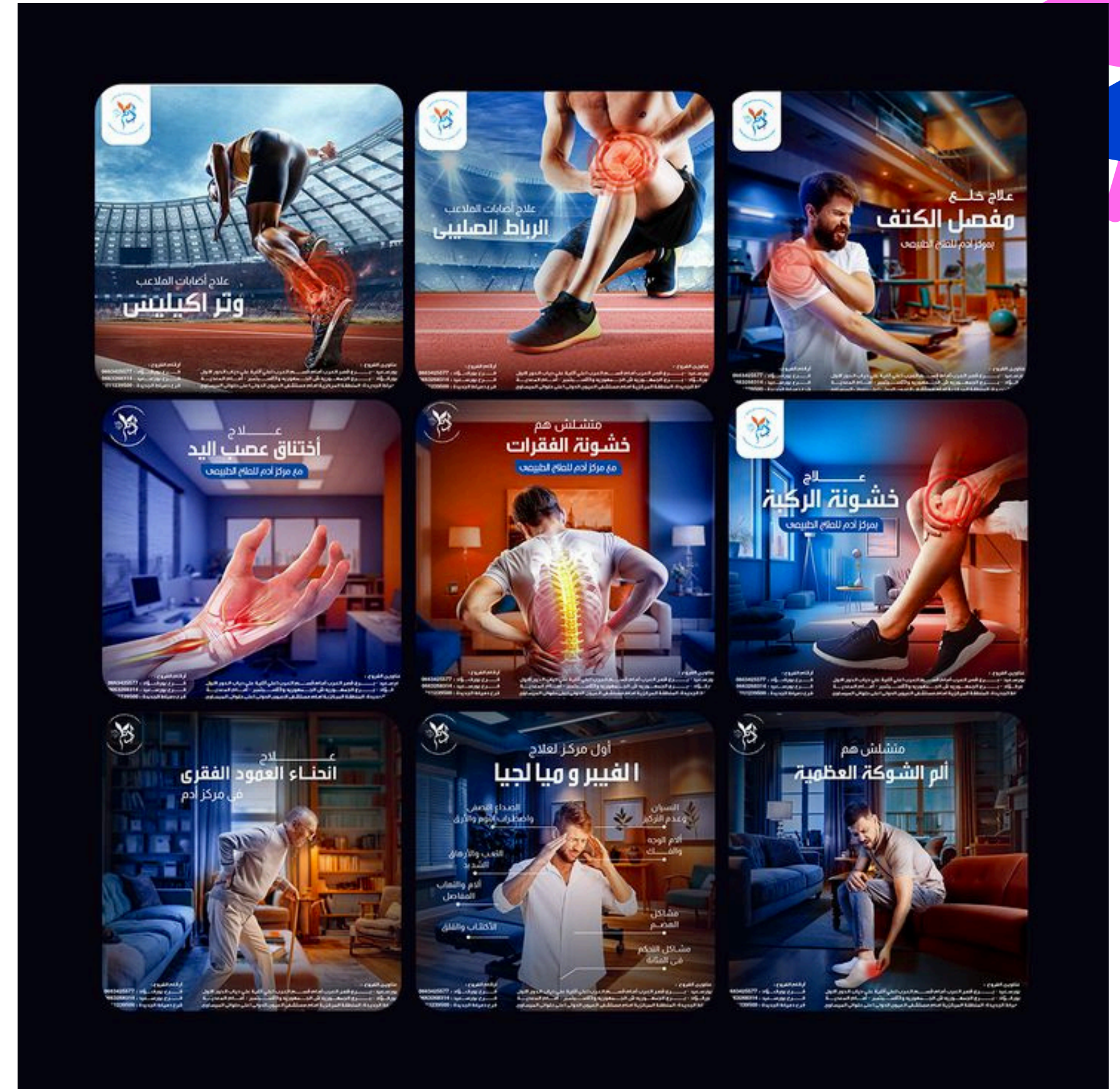


# Samples For DESIGNS

## SOCIAL MEDIA FOR *Designs* BONES DOCTOR



# Samples For DESIGNS



# Samples For REELS



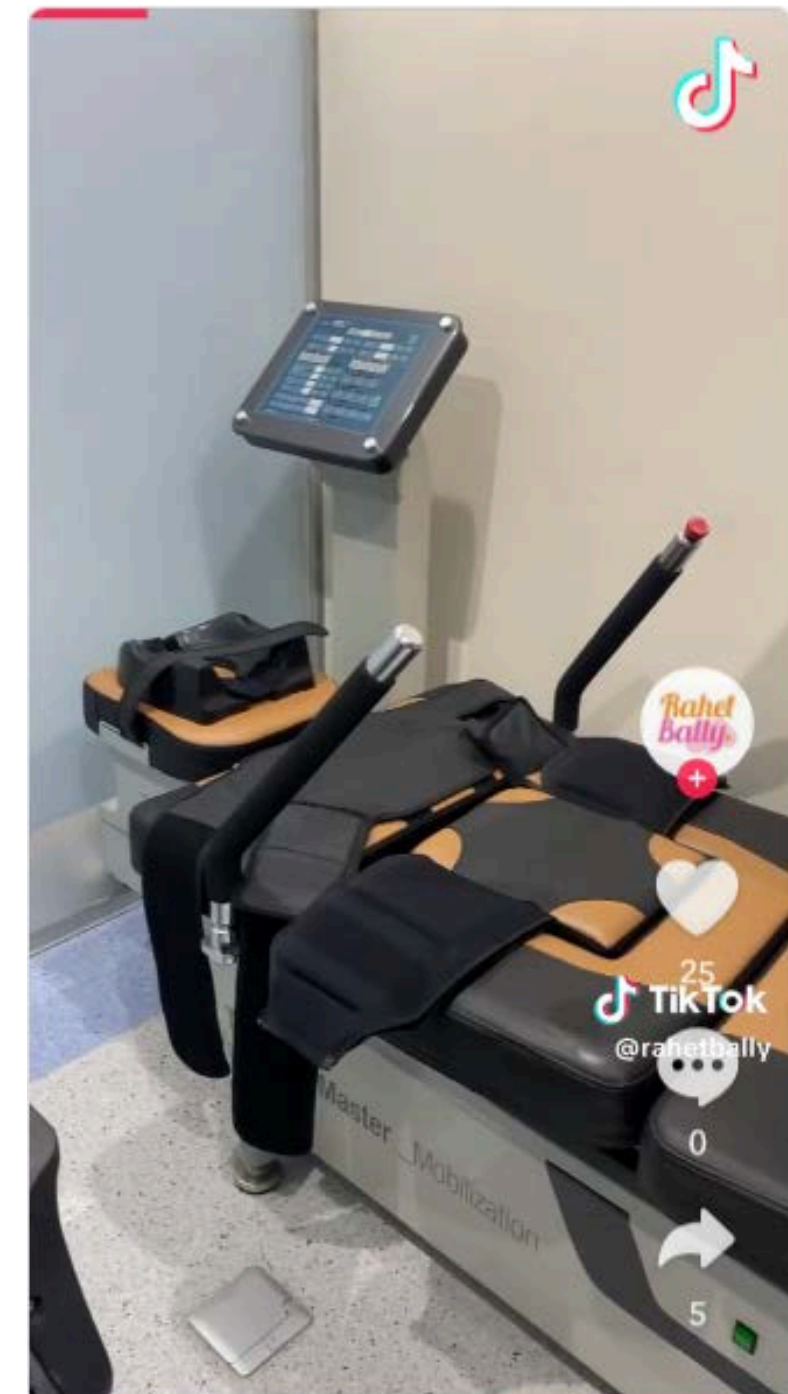
1 TikTok Watch more [Watch now](#)

@abdulrheemahmad

THORACIC HVLA MANIPULATION by  
ABDULRHEEM AHMED . . . See more

🎵 original sound - abdulrheemahmad

# Samples For REELS



n TikTok Watch mo [Watch now](#)

[@rahetbally](#) ✓  
متلاقي كل أجهزة العلاج الطبيعي عند  
Zawam Rehab Center ...See more  
🎵 original sound - Rahet Bally



**Media Buying Strategy**

# 1- Campaign Objectives

**Our campaign goals are divided into three main directions:**

## **Brand Awareness (10%)**

Although this period is considered off-season, we will still allocate a small portion of the budget to build awareness and keep the brand visible among our target audience.

## **Engagement (10%)**

We aim to increase engagement on our posts to enhance page reach, boost organic visibility, and create stronger interaction with potential customers.



# 1- Campaign Objectives

**Our campaign goals are divided into three main directions:**

## **Sales Conversion (80%)**

The primary focus of this campaign is driving sales and bookings. Around 80% of the total budget will be dedicated to conversion-oriented ads designed to generate real client inquiries and appointments.



## 2- Budget

**Initial Budget: EGP 7,000 (subject to increase after the first month)**

**Platforms:** Facebook & Instagram

**Facebook:** EGP 5,000

**Instagram:** EGP 2,000

**Note:** The final distribution will be adjusted after the first week based on performance results.





## 3- Target Audience

**Location: Mansoura (Primary focus)**

**We will target multiple buyer personas:**

**1-Elderly (≈50%)** Core audience, as they represent the highest conversion rate for physiotherapy services.

**2-Athletes (≈15%)** Focus on recovery & performance sessions.

**3-TMJ Patients (≈15%)** Specialized treatments for jaw-related conditions.



## 3- Target Audience

**Location: Mansoura (Primary focus)**

**We will target multiple buyer personas:**

**4-Parents (Children's Therapy 10%)**

Target families seeking physiotherapy for kids.

**5-Cancer Survivors ( $\approx 10\%$ )** Supportive sessions for post-treatment rehabilitation.



# 4-Targeting Strategy

We will apply multiple targeting approaches to ensure maximum efficiency:

## 1- New Audience Targeting

Reach new potential clients within Mansoura and nearby areas through interest-based and behavioral targeting.

## 2-Existing Clients Data

We'll need a sheet including all previous patients (**regardless of session type or visit reason**) to create custom and lookalike audiences.

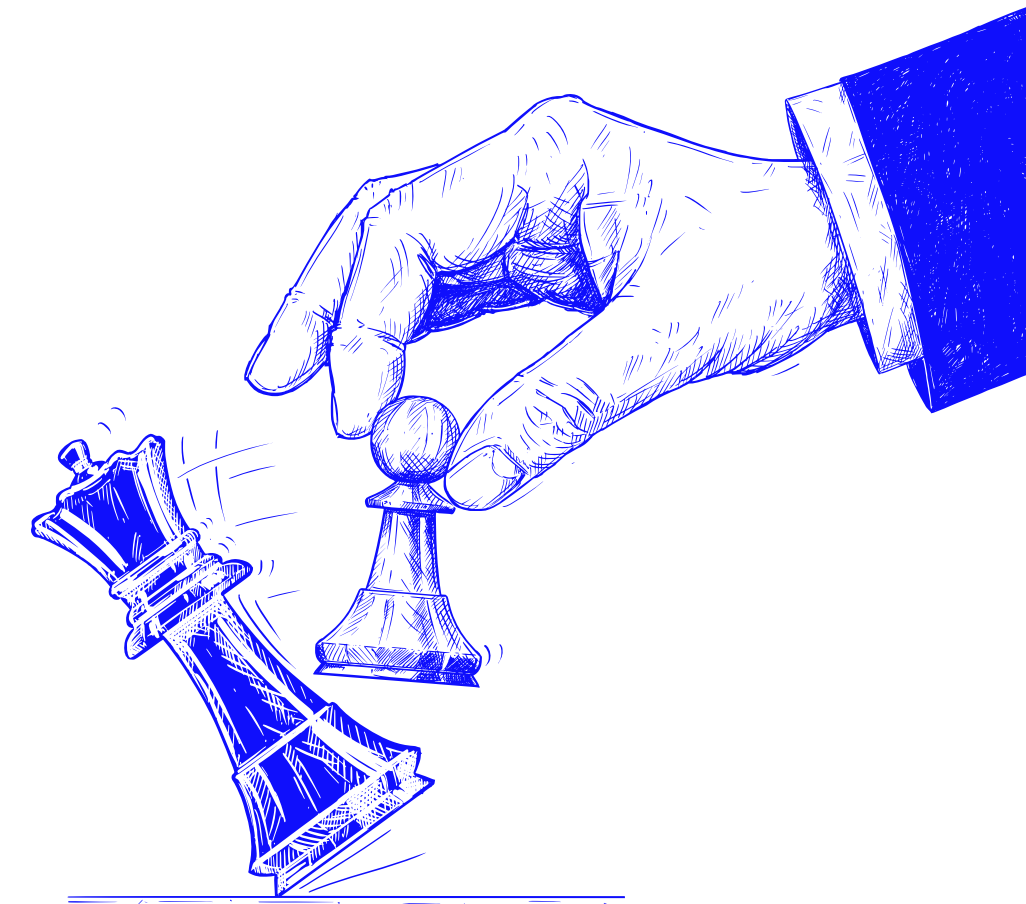


## 4-Targeting Strategy

**We will apply multiple targeting approaches to ensure maximum efficiency:**

### 3-Page Followers Analysis

We will analyze the current Facebook followers to identify any fake or inactive accounts — ensuring we only use high-quality audiences for retargeting and engagement campaigns.



# 5- Content Strategy

## 1-Persona-Based Content

All content will be tailored to each buyer persona – ensuring relevance, engagement, and stronger emotional connection with every audience segment.



# 5- Content Strategy

## 2-Leverage Reviews & Testimonials

We will collect and use client reviews (**video & written**) across campaigns to build trust, highlight real results, and increase conversion rates.



# Thanks!



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