

# ToDo

®

Welcome  
in  
ToDo world



# AGENDA

- **Situation**
- Objective
- Strategy
- Tactics
- Action Plan



mind

# ToDo<sup>®</sup>



# MARKET RESEARCH



## INTERNET POPULATION STATS

.....



 ...  
104.3M

 ...  
2.4M

 ...  
7,460

 ...  
30,000,000 - 35,300,000

 ...  
28,600,000 - 33,700,000

...

# ToDo<sup>®</sup>



# MARKET RESEARCH



FACEBOOK STATISTICS



Facebook Users



61%



39%

# ToDo



# AGENDA

- Situation Analysis.



## COMPETITORS ANALYSIS

MAKE ANALYSIS FOR 2 COMPETITORS

# ToDo



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

### Overview



Ajmall



#### Total Fans

2,4 M Likes

#### Target Audience

Man & Women

#### Industry

food

#### Languages

Arabic

#### Design

Simple Design without call to action on it

#### Have Multi channels:

- Facebook
- Instagram
- Website



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

Growth of Total Fans



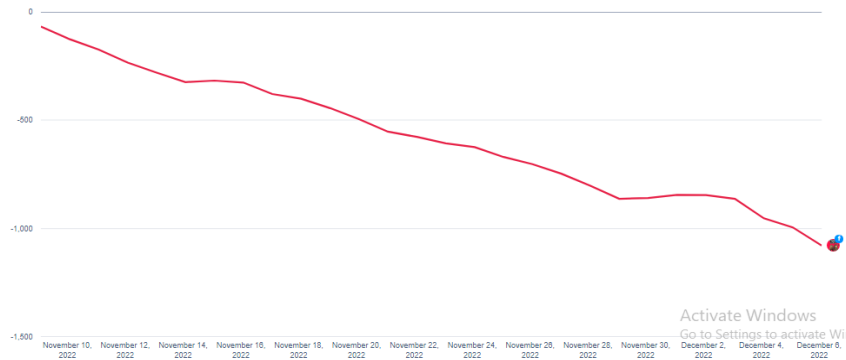
Ajmall



Profiles with the most followers



Follower Growth (absolute)



Activate Windows  
Go to Settings to activate Windows



# SITUATION ANALYSIS

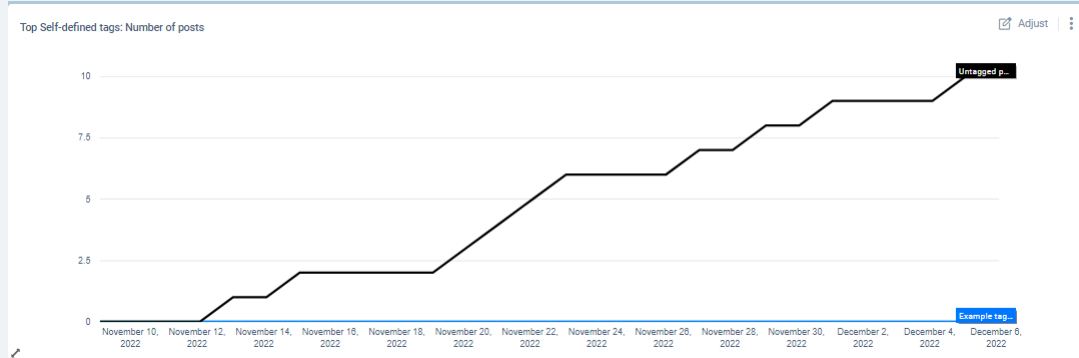
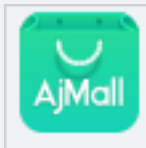


## FACEBOOK INSIGHTS

Number of Page posts



Ajmall



# SITUATION ANALYSIS

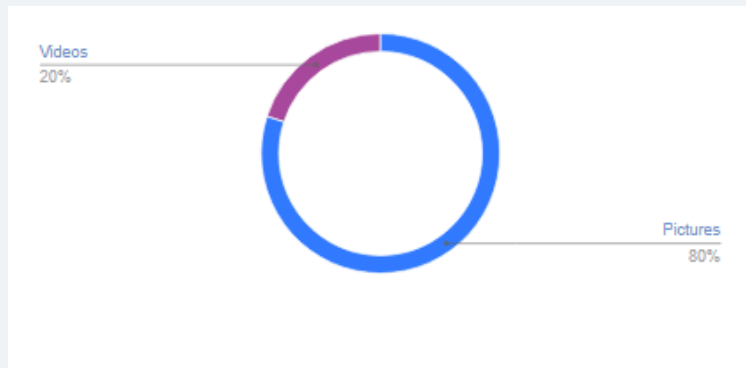
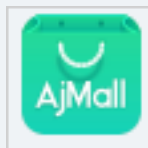


## FACEBOOK INSIGHTS

Distribution of Page posts types



Ajmall



### Content Overview:

1st content : photos

2nd content : Videos



# SITUATION ANALYSIS

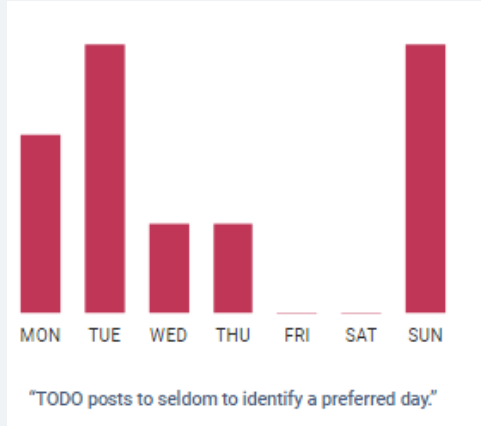


## FACEBOOK INSIGHTS

Distribution of Page posts types

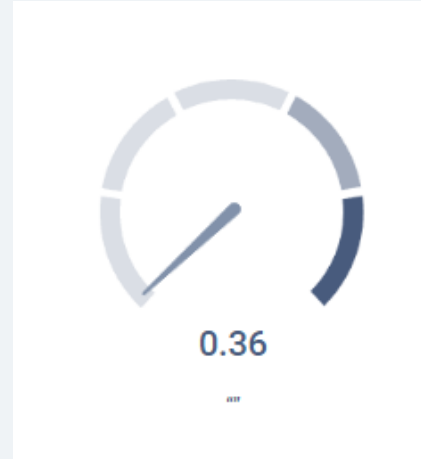


Ajmall



### Posting Frequency:

Average 3:10 Posts per day



# SITUATION ANALYSIS

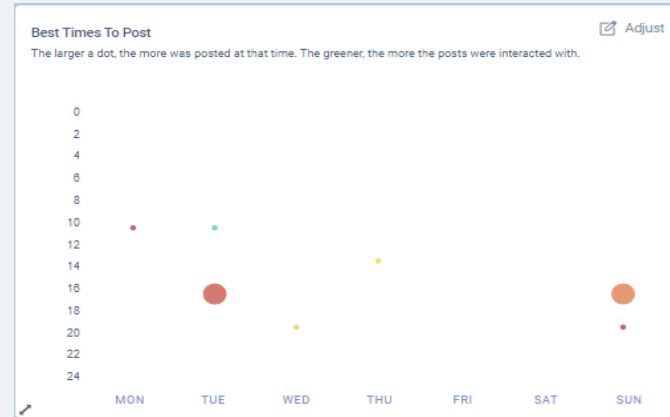
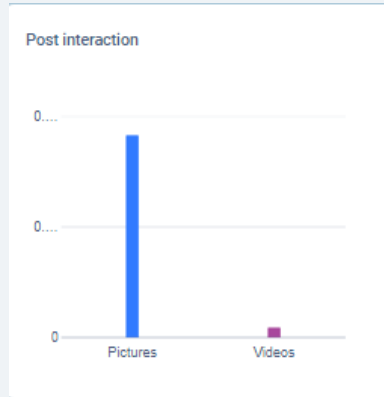


## FACEBOOK INSIGHTS

Most Engaging post type



Ajmall



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

Average interactions per post

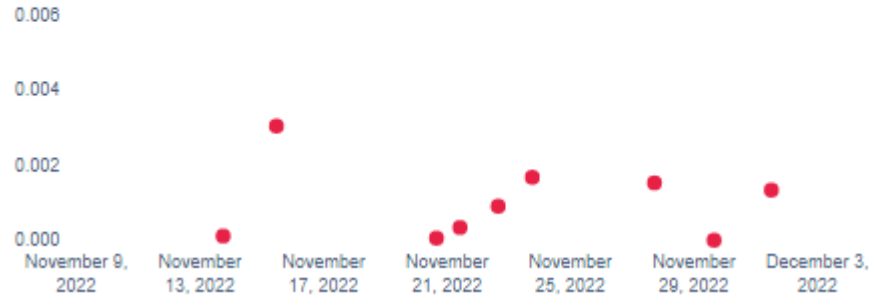


AjMall



### Posts over time: Post interaction

The further to the right a tag is, the more followers interacted with these posts. The further up, the more posts of this kind were used. Posts at the top left should be avoided. It is better to post similar posts to the bottom right.



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

Distribution of interactions



Ajmall



Fanpage	Page_Id	Post_Id	Message	Type	Date	Reactions	Likes	Comments	Shares
TODO	15912018	15912018	ابه اللي	photo	#####	14031	13049	678	304
TODO	15912018	15912018	انت اخدت	photo	#####	3266	3189	52	25
TODO	15912018	15912018		photo	#####	17	16	1	0
TODO	15912018	15912018	لما المعزة	photo	#####	3733	3675	42	16
TODO	15912018	15912018	واحد شاي	photo	#####	4097	3868	108	121
TODO	15912018	15912018	والله عملوا	photo	#####	2221	2143	37	41
TODO	15912018	15912018	من هنا	photo	#####	839	830	7	2
TODO	15912018	15912018	انا عارف ان	video	#####	149	131	7	11
TODO	15912018	15912018	ترجي لمين	photo	#####	7423	7076	232	115
TODO	15912018	15912018	لغا تبقي	video	#####	285	253	27	5



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

### Top Posts



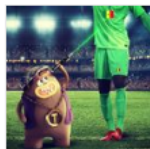
Ajmall



### Top Posts

 TODO shared a [picture](#) - December 5 5:36 PM

ايه اللي حصل؟ الليزر كان غالي في قطر ولا ايه #ابو\_ثلاثااية  
#تودو\_هتظبط



👍 4,576 ❤️ 102 😊 8,310 🤔 16 😬 11 😞 35 💬 678  
📄 304

 TODO shared a [picture](#) - November 15 11:37 AM

ترجعي لمين يا شيشي؟ فين ايام ايه يعني غرامك ودعني؟ #جر\_تالت  
#تودو\_هتظبط



👍 2,553 ❤️ 118 😊 4,356 🤔 20 😬 15 😞 14 💬 232  
📄 115



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

### Overview



Ajmall



**Total Fans**  
43 k Likes

**Target Audience**  
Man & Women

**Industry**  
food

**Languages**  
Arabic

**Design**  
Simple Design without call to action on it

**Have Multi channels:**

- Facebook
- Instagram
- Website



# SITUATION ANALYSIS

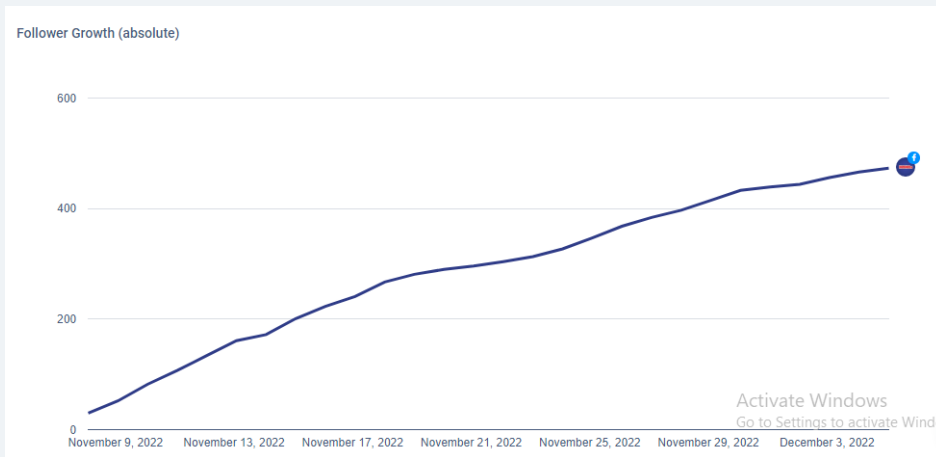
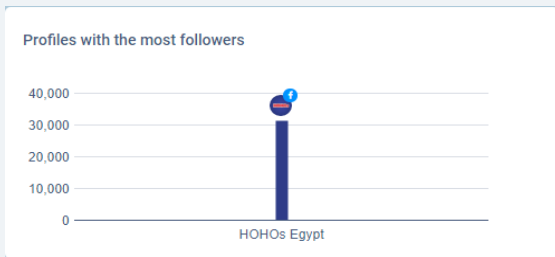
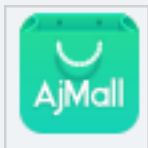


## FACEBOOK INSIGHTS

Growth of Total Fans



Ajmall



Activate Windows  
Go to Settings to activate Windows



# SITUATION ANALYSIS

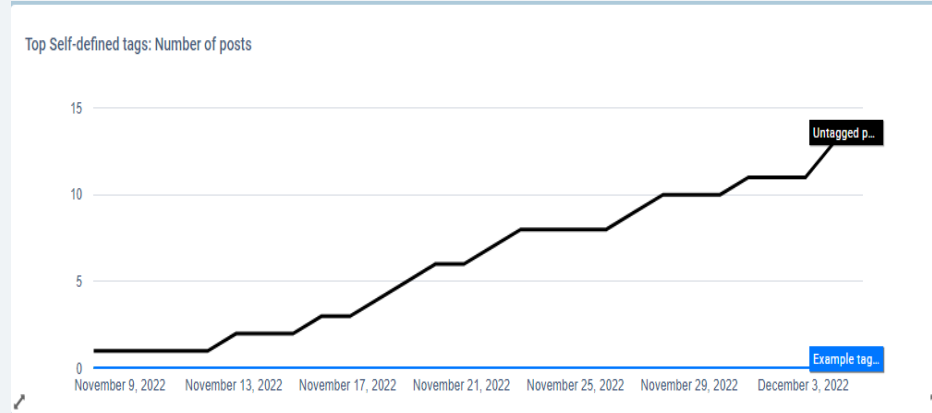


## FACEBOOK INSIGHTS

Number of Page posts



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# SITUATION ANALYSIS

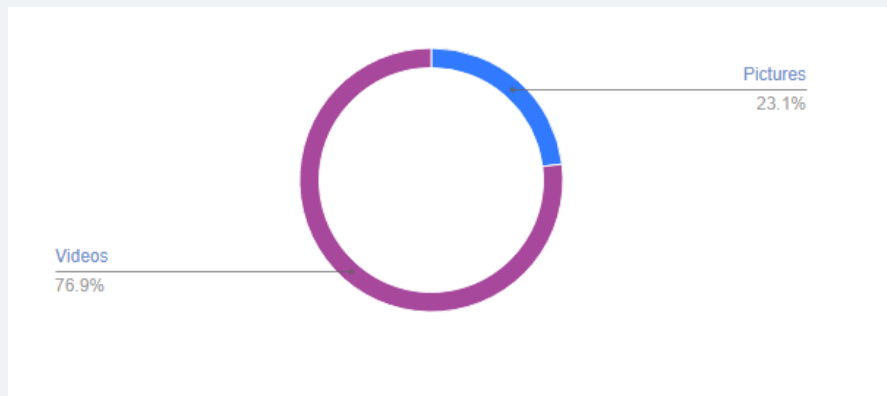
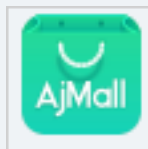


## FACEBOOK INSIGHTS

Distribution of Page posts types



Ajmall



### Content Overview:

1st content : Videos

2nd content : photos



# SITUATION ANALYSIS

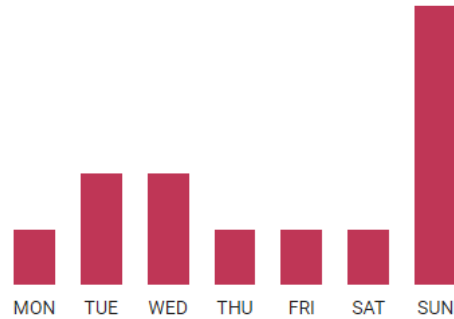


## FACEBOOK INSIGHTS

Distribution of Page posts types

HOHOs®

Ajmall



"HOHOs Egypt seems to prefer Sunday."

### Posting Frequency:

Average 2:5 Posts per day



0.46



# SITUATION ANALYSIS

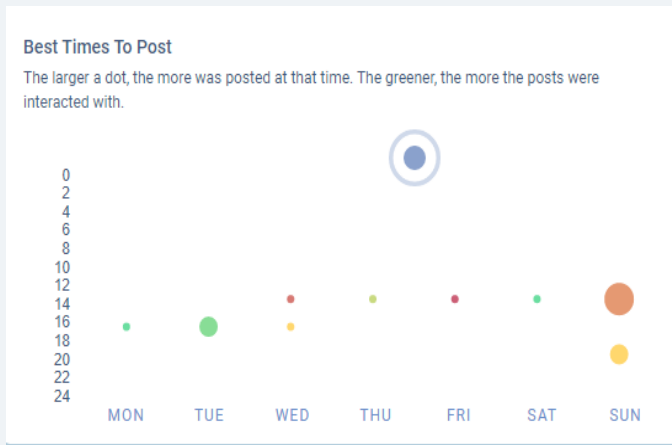
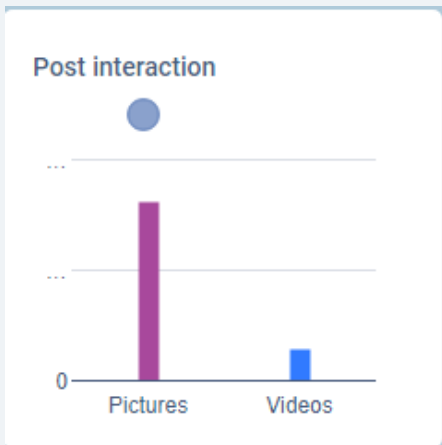


## FACEBOOK INSIGHTS

Most Engaging post type



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# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

Average interactions per post

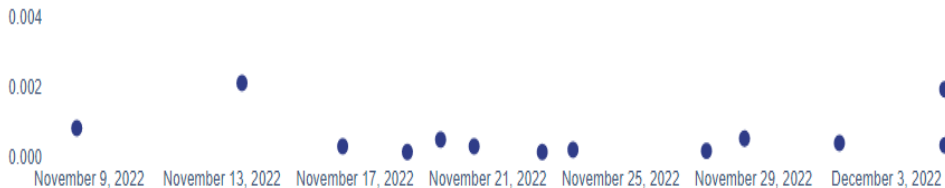


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### Posts over time: Post interaction

The further to the right a tag is, the more followers interacted with these posts. The further up, the more posts of this kind were used. Posts at the top left should be avoided. It is better to post similar posts to the bottom right.



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

Distribution of interactions

**HOHOS**

Ajmall

AjMall

Fanpage	Page_Id	Post_Id	Message	Type	Date	Reactions	Likes	Comments	Shares
HOHOS	11428503	11428503	دي أكيد	video	#####	10	6	2	2
HOHOS	11428503	11428503		photo	#####	60	48	9	3
HOHOS	11428503	11428503	الشركة كلها	video	#####	12	9	1	2
HOHOS	11428503	11428503	خالد معاه	video	#####	16	8	4	4
HOHOS	11428503	11428503	لما	video	#####	5	5	0	0
HOHOS	11428503	11428503	صوت	video	#####	6	5	0	1
HOHOS	11428503	11428503	لولسه	video	#####	4	4	0	0
HOHOS	11428503	11428503	قل لنا في	video	#####	9	3	4	2
HOHOS	11428503	11428503	تفتكروا	video	#####	15	10	3	2
HOHOS	11428503	11428503	تفتكر مين	video	#####	4	4	0	0
HOHOS	11428503	11428503	صوت	video	#####	9	6	2	1
HOHOS	11428503	11428503	ده شكل	photo	#####	65	46	14	5
HOHOS	11428503	11428503	مش لازم	photo	#####	25	13	11	1



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

### Top Posts



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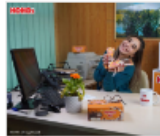


### Top Posts



HOHOS Egypt shared a picture - November 13 2:30 PM

ده شكل الموظفين عندنا في مصنع هوهوز ميكس أول لما يسمعا صوت الخلاط، لأن ده معناه إن هوهوز ميكس هيكون في كل حته. #مفيش\_أحلى\_من\_كده #هوهوز\_ميكس



👍 34 ❤️ 12 💬 14 📧 5



# SITUATION ANALYSIS

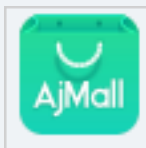


## FACEBOOK INSIGHTS

### Overview



Ajmall



**Total Fans**  
2.1M Likes

**Target Audience**  
Man & Women

**Industry**  
food

**Languages**  
Arabic

**Design**  
Simple Design without call to action on it

**Have Multi channels:**

- Facebook
- Instagram
- Website



# SITUATION ANALYSIS

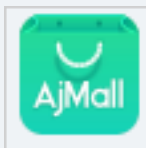


## FACEBOOK INSIGHTS

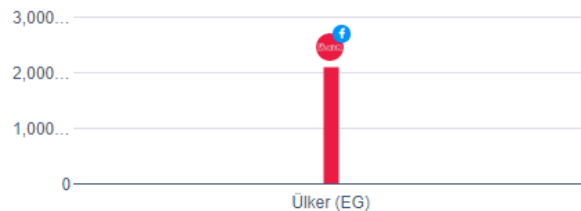
Growth of Total Fans



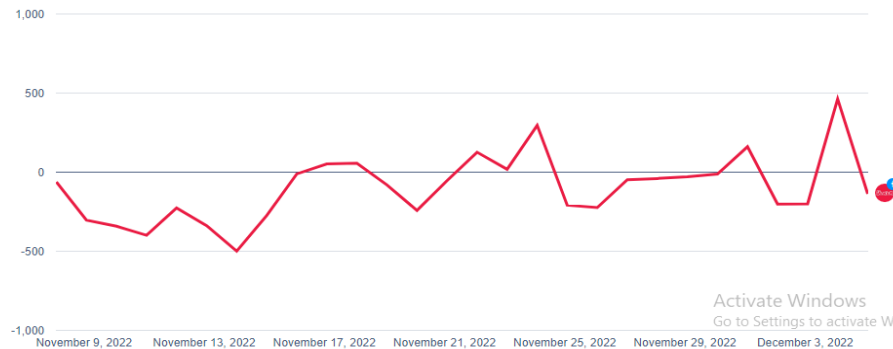
Ajmall



Profiles with the most followers



Follower Growth (absolute)



Activate Windows  
Go to Settings to activate Windows

# SITUATION ANALYSIS

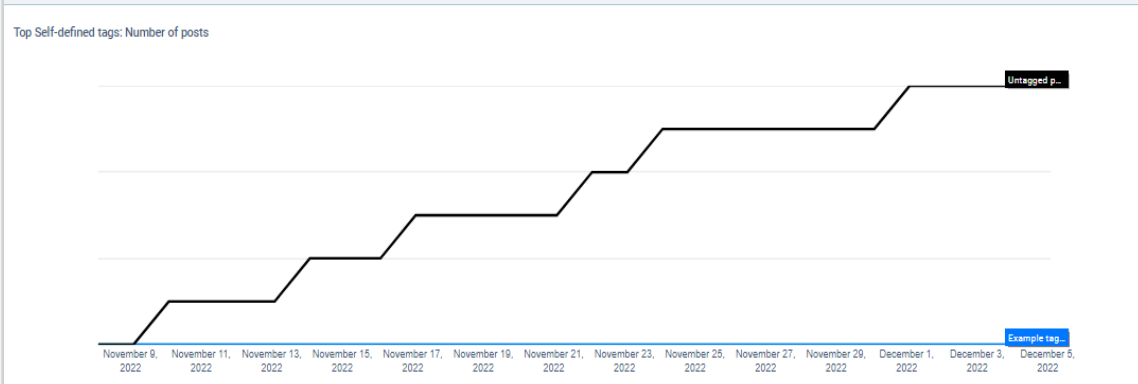
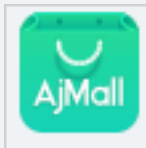


## FACEBOOK INSIGHTS

Number of Page posts



Ajmall



# SITUATION ANALYSIS

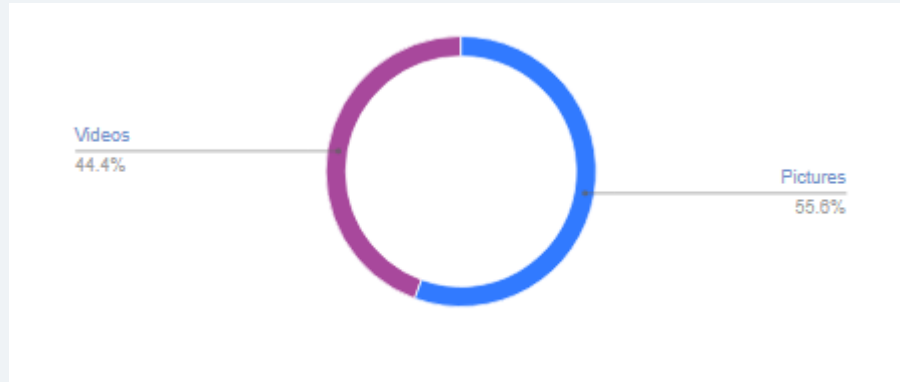


## FACEBOOK INSIGHTS

Distribution of Page posts types



Ajmall



### Content Overview:

1st content : photos

2nd content : Videos



# SITUATION ANALYSIS

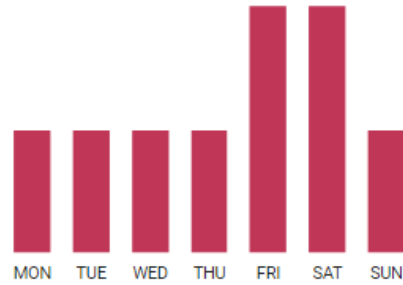


## FACEBOOK INSIGHTS

Distribution of Page posts types



Ajmall



"Ülker posts to seldom to identify a preferred day."



**Posting Frequency:**

Average 7:30 Posts per day



# SITUATION ANALYSIS

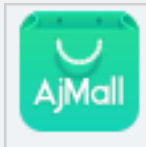


## FACEBOOK INSIGHTS

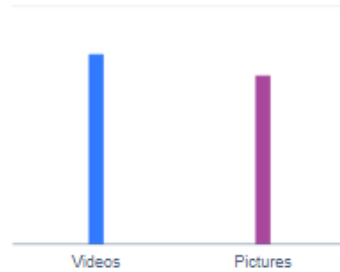
Most Engaging post type



Ajmall



### Post interaction



### Best Times To Post

The larger a dot, the more was posted at that time. The greener, the more the posts were interacted with.



# SITUATION ANALYSIS

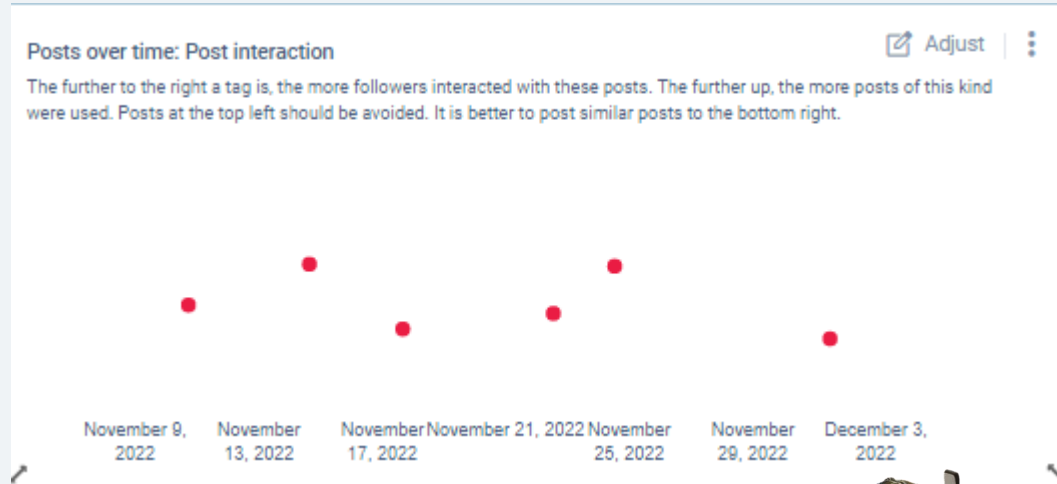


## FACEBOOK INSIGHTS

Average interactions per post



Ajmall



# SITUATION ANALYSIS



## FACEBOOK INSIGHTS

Distribution of interactions

Ajmall



Fanpage	Page_Id	Post_Id	Message	Type	Date	Reactions	Likes	Comments	Shares
Ülker	21438919	21438919	Ülker.	video	#####	115	114	1	0
Ülker	21438919	21438919		photo	#####	20	18	0	2
Ülker	21438919	21438919		photo	#####	46	43	0	3
Ülker	21438919	21438919		video	#####	16	13	0	3
Ülker	21438919	21438919	Rüya	video	#####	68	56	3	9
Ülker	21438919	21438919	İçimdeki	video	#####	29	21	1	7
Ülker	21438919	21438919		photo	#####	47	41	1	5
Ülker	21438919	21438919	Ülker	photo	#####	39	35	2	2
Ülker	21438919	21438919		photo	#####	76	68	0	8



# SITUATION ANALYSIS

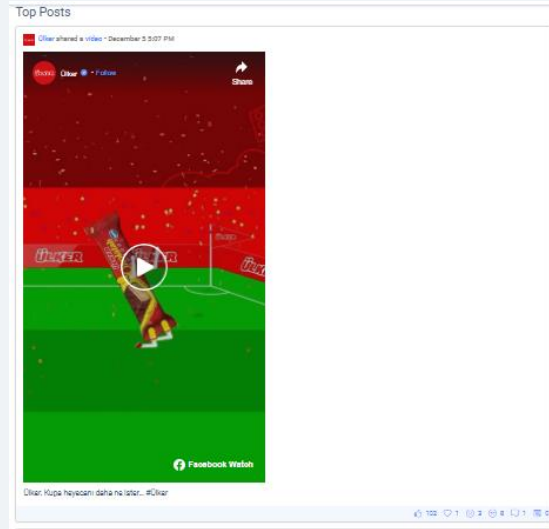
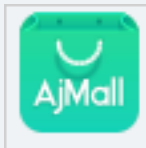


## FACEBOOK INSIGHTS

### Top Posts



Ajmall



# SITUATION ANALYSIS



S.W.O.T



## STRENGTHS



- Has the loyalty of audience
- Acting with audience as a person not brand that's makes the engagement more friendly
- Make special characters and give them names
- exploiting the trend
- good ideas and its also updating and creative
- has a good design shows the brand
- Have a huge fan base on social media specially Facebook

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# SITUATION ANALYSIS



S.W.O.T



WEAKNESS

- The content is weak do not show the items of the brand
- it doesn't represent brand strengths
- Doesn't make any shorts on YouTube or tiktok
- Also doesn't make any advertising production from 3 or 4 years



imfnd

# ToDo



# SITUATION ANALYSIS



S.W.O.T



OPPORTUNITIES



- make a tiktok channel it will increase the target audience
- -dealing with another brands like Vodafone in new campaign to get gifts because there is the same visual identity between ToDo and vodafone
- Use UGC content

# ToDo®



# SITUATION ANALYSIS



S.W.O.T



THREATS

- Doesn't do any offer or new items or new production lines
- Can receive lots of criticism on the published content
- Has a strong competitors in the market and social media



# ToDo



# COMPANY INTRO



- TODO is THE trending and innovative brand, providing consumers with premium cakes that give you “The Sweet Experience That Keeps You Going”.
- TODO’s offerings are classified by color and come in different formats



# TODO®



## Segment & Target



Segment

C+/B /B+ class



Target

Age: 6/45

Location: egypt / cairo

Gender: men and women



# ToDo<sup>®</sup>



# BUYER PERSONA

Our target segment mainly has one or many of the below criteria:

**Girls**

Gender:

Female

Age:

19

Geographic:

Cairo / arabic language

Relationship:

Single

Social Class:

B+ class

Challenges

- live the adventure
- Find an internship
- Pass the exam
- Be fashionable
- Keep up with trend

Interests:

Fashion - adventure  
- celebrity news -  
Study - marketing -  
tiktok challenges

Marketing Communication

Whats app - messenger



# AGENDA

- Situation
- **Objective**
- Strategy
- Tactics
- Action Plan



# ToDo



# Objective

## ■ Objectives .



Digital Media Objectives

Digital Media Strategy

Content Distribution Strategy

Brand Position

# ToDo



# DIGITAL MEDIA OBJECTIVES

## OBJECTIVE A

Brand Awareness

- Show our product more
- Dealing with other brands in campaigns
- Doing more an advertising production

## OBJECTIVE B

Sales Objective

- return the prouduct that people need
- show that everyone can buy our product from any where
- Make a campaign with offers in different universities

## OBJECTIVE C

Engaging Objective

- Keep up with the same engagement way with the fane base
- care about customer complaints



# BRAND POSITION

What we need to put in our target audience mind about ToDo is:

**We are the coolest , friendly  
brand and trendy**

Some terms to achieve this position:

Keep up with content strategy  
Create a special content for instagram  
Keep up with the target audience,  
especially youth, and promote them on  
Tiktok



# AGENDA

- Situation
- Objective
- **Strategy**
- Tactics
- Action Plan



imfno

# ToDo



# Strategy

## ■ Strategy:

Channels

Language

Tone Of Voice

Posting "Frequency - Timing"

Hashtag Strategy



imfnd

# ToDo



# SOCIAL MEDIA CHANNELS

A channel that suits our budget and target is

## “FACEBOOK”



We need to still as we are on facebook Creating more creative posts and ideas but we need to develop the videos on the page & increase sales through show the items make more offers and a strong content campaign



# SOCIAL MEDIA CHANNELS

A channel that suits our budget and target is

## “Instagram”



We need to create more reels on Instagram keeping up with trend not just an animation video , make more ideas in the story on instagram, and increase fan base



# SOCIAL MEDIA CHANNELS

A channel that suits our budget and target is

“tiktok”



We need to create account on tiktok , we will get more target audience by this Channel, build Community .



# Language

We need to communicate with our Audience with their own language

## Language



Egyptian dialect



# TON OF VOICE

A customer should deal with one person with specific characters and personality,  
Which is:

**Friendly and trendy**



# FREQUENCY

We need to be in touch with our audience so we will use

## Reels and ads



- Post the video and reels twice a week
- We need to use more videos and ads with creative ideas and mystery stories to touch the passion of the audience



# TIMING

We choose the best time to appear on their News feed.

Sun-tue



9:00 – 12:00 PM



# #HASHTAG STRATEGY

Hashtags are used in social media posts to improve search optimization of content. Whenever a user adds a hashtag to their post, it is immediately indexed by the social network and searchable by other users. Using hashtags in property posts will help fans identify content and provide opportunities to engage.

## Overview

- The list of hashtags on the following slide should be used with platform-specific best practices
- These are only suggestions of hashtags that can be used, not all tags should be used in one post
- In general, hashtags should not exceed more than two tags per post.
- For Instagram best practices for optimizing content with hashtags in the first post comment – this can include anywhere between 9 - 11 tags.

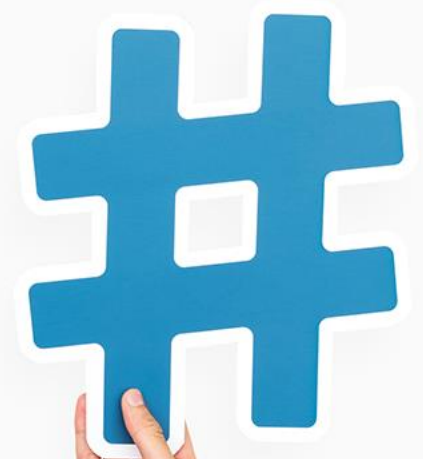
## Length

- For ease of sharing on social platforms, it is recommended that hashtags do not exceed 20 characters
- Hashtags are often 1-2 words or phrases; avoid adding more than two words to a tag.



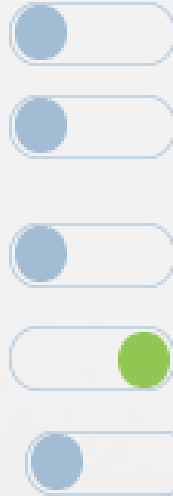
# #HASHTAG STRATEGY

Type	Hashtags	Channel
Brand	#تودو_متظبط #كايبنة_تعليق_تودو	Facebook Instagram
Location	Egypt	Egypt
Field	Food	Food
Events	world cup New year	....
Trending	World cup	....



# AGENDA

- Situation
- Objective
- Strategy
- **Tactics**
- Action Plan



# ToDo



# Tactics

## ■ Strategy:



Influencer

Events

Activation

Tools

Content Calendar

Art work



# ToDo®



# Influencers

- Ahmed mekky
- Sola omar
- Ahmed amen
- khaled mokhtar



# ToDo



# Events

## For Upcoming Quarter

- The new year
- Valentine
- The international sticker day
- mother's day
- The police day
- Ramadan



# ToDo



# Content Calendar:

Date	Post	Art work
20/12	New year	Graphic post
12/2	Valentine	Animotion
15/3	ramadan	Video



# ToDo



# Art work

- video
- Graphic design posts
- Reels
- Photo session for products on nature

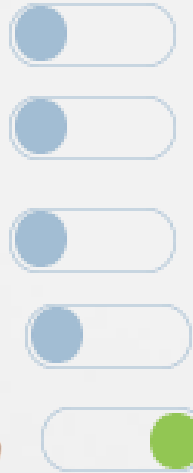


# ToDo<sup>®</sup>



# AGENDA

- Situation
- Objective
- Strategy
- Tactics
- **Action Plan**



# ToDo



# Action Plan

## ■ Action Plans:



1<sup>ST</sup> WEEK

2<sup>ND</sup> WEEK

3<sup>RD</sup> WEEK



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# Action plan

Task	Action date	Who
Campaign content creation	5 days	Content team
Campaign production	4 days	Production team
Launching and posting	2 days	Moderation Team
Deal with influencers	week	Account manager



# ToDo<sup>®</sup>



# WEEK 1

SHARE WITH US IDEAS WILL WORK ON IT

The ideas we will work on it

- عمل حملة بمناسبة يوم الأستيكري يبقى في كل product إستيكري واتساب واللي يكون جملة من فيلم أو جملة مشهورة ويعمل منشن لToDo وأكثر بوست يجيب تفاعل todo هتنزله علي البيدج ، engagement campaign

- حملة مع vodafone لانهم عندها نفس الهوية البصرية لToDo يبقى في كل منتج كود شحن ، اللي يجمع 5 أكواد يستلم تيشرت عليه اللوجو بتاع ToDo , Vodafone



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## WEEK 2

SHARE WITH US IDEAS WILL WORK ON IT

### The ideas we will work on it

- الشخصيات اللي ToDo عملاها « تودو- الزعيم – أبو شناب» تبقى شخصيات حقيقية أو ننزلها أرض الواقع على هيئة دباديب ونعمل حملة في الجامعات أو المولات اللي يجمع عدد معين من المنتجات أو كود معين يكسب الدبدوب
- يبقى في أماكن تصوير في المولات أو أماكن التجمعات على هيئة تودو و الشخصيات اللي عملاها
- هدايا في الحملات عبارة عن السلسلة بتاعت شخصية الزعيم اللي تودو عملاها أو الشنب بتاع شخصية أبو شناب



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## WEEK 3

SHARE WITH US IDEAS WILL WORK ON IT

The ideas we will work on it

فيديوهات أنيمشن و 4 shorts فيديوهات بقصة  
مترابطة وكل أسبوع ينزل فيديو بمسابقات أو لغز

حملة عن الغرفة 207 نشاركها باللغاز كوميدية ومختلفة  
فيها الروح بتاعت تودو والسر في النهاية يبقي عن البراونيز



# ToDo®



# KEY PERFORMANCE INDICATORS

Platform	Community Metrics	Engagement Metrics	Visibility Metrics	Responsiveness
	<ul style="list-style-type: none"><li>• Total fans.2.4m</li><li>• New fans acquired..5</li><li>• Fan demographic.</li></ul>	<ul style="list-style-type: none"><li>• Total Interaction.</li><li>• Likes.</li><li>• Comments.</li><li>• Shares.</li><li>• Video views.</li><li>• Click to website.</li></ul>	<ul style="list-style-type: none"><li>• Reach.</li><li>• Impressions.</li></ul>	<ul style="list-style-type: none"><li>• Rate of response.</li><li>• Response time.</li></ul>
	<ul style="list-style-type: none"><li>• Total followers. 7.5</li><li>• New followers.3</li><li>• Follower to following ratio.</li></ul>	<ul style="list-style-type: none"><li>• Total Interaction.</li><li>• Likes.</li><li>• Comments.</li></ul>	<ul style="list-style-type: none"><li>• Reach.</li><li>• Impressions.</li></ul>	<ul style="list-style-type: none"><li>• Rate of response.</li></ul>



# Recommendation

- الاهتمام بالمحتوي والحفاظ على الفائز بنفس طريقة التفاعل مع الاهتمام بطريقة صياغة المحتوى والأهتمام بيه
- زيادة نسبة الفيديوهات القصيرة والأعلانات لزيادة التوعية
- عمل محتوى منفرد للانستجرام عن الفيسبوك لأن لكل app طريقة مختلفة وفئة مستهدفة مختلفة
- استغلال الأفكار وشخصيات تودو للتوعية بالبراند
- الأهتمام بعرض المنتجات في المحتوى وإظهار نقاط قوة البراند مش بس إستغلال الترنند



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# ToDo®

Thank you  
For watching our  
strategy

