

INTEGRATED DIGITAL

MARKETING STRATEGY

Forsa Real Estate & Finishing Company

The strategic framework used to build the brand, generate demand and support property sales across digital channels.

STRATEGY PURPOSE

This document presents the strategy behind the work - not a showcase of outputs. It explains the decisions, systems and campaign structure that guided content, production, paid media and lead generation over an ongoing partnership.

BUILD THE FOUNDATION

Create a credible, consistent and measurable digital presence from the ground up.

CREATE DEMAND

Turn projects, locations and investment information into clear audience-led communication.

CAPTURE INTENT

Use Meta, Google and retargeting to convert interest into qualified sales opportunities.

OPTIMIZE CONTINUOUSLY

Connect marketing data with sales feedback to improve lead quality and return over time.

Prepared by Forsa Marketing & Advertising Agency | Confidential

Strategic Context

The business challenge and the growth logic behind the plan.

THE STARTING POINT

The company needed more than social media posting. It required a complete digital operating system capable of building trust, presenting multiple projects clearly, reaching different buyer segments and supporting the sales team with a steady flow of qualified opportunities.

CORE BUSINESS CHALLENGES

FRAGMENTED PRESENCE

Digital channels needed to be created, standardized and managed as one connected brand ecosystem.

HIGH-CONSIDERATION SALE

Property buyers require clarity, proof and repeated exposure before they are ready to enquire.

MULTIPLE PROJECTS

Each development had different prices, payment plans, locations, audiences and campaign priorities.

DIVERSE AUDIENCES

Communication had to work for local buyers, investors abroad, GCC audiences and foreign residents.

STRATEGIC THESIS

ONE CONNECTED GROWTH SYSTEM

Brand infrastructure builds credibility. Content creates understanding and demand. Paid media captures and scales interest. Sales feedback improves targeting and messaging. The strategy therefore treats content, advertising, production and sales enablement as one system - not separate services.

Business Objectives & Success Model

The strategy was designed around commercial outcomes, not vanity metrics.

OBJECTIVE	STRATEGIC RESPONSE	PRIMARY INDICATORS
Build a credible digital brand	Create and align all core channels, profiles, visual standards and messaging.	Profile completeness, reach, follower quality, consistency
Establish market authority	Publish useful property, area and investment content that answers buyer questions.	Engagement quality, saves, shares, video completion
Generate qualified demand	Use campaign-led content, Meta lead generation and Google high-intent capture.	CPL, qualified lead rate, contact rate
Support the sales process	Provide clear offers, scripts, proof points and project-specific sales assets.	Appointments, site visits, reservations, sales
Create a scalable system	Standardize workflows, dashboards, testing and budget allocation.	CAC, ROAS, conversion trend, reporting cadence

SUCCESS MODEL

REACH THE RIGHT PEOPLE

Audience quality matters more than raw reach. Segmentation is based on location, language, intent and buyer profile.

EXPLAIN THE VALUE

Every piece of content must reduce uncertainty around location, price, payment plan, legal status, lifestyle or return.

CREATE A CLEAR NEXT STEP

Each asset uses a CTA appropriate to the stage: learn, compare, request details, book a call or arrange a visit.

MEASURE COMMERCIAL IMPACT

Performance is evaluated through lead quality, conversion and sales - not engagement alone.

Audience, Positioning & Messaging

Different buyer groups need different reasons to believe and different paths to action.

AUDIENCE SEGMENT	PRIMARY NEED	MESSAGE ANGLE
Local end users and investors	Accessible opportunities, payment flexibility and trusted local guidance.	Clear value, project facts, location convenience and direct support.
Egyptians living abroad	A reliable team on the ground and a transparent remote buying process.	Local execution, documentation support, updates and end-to-end coordination.
GCC investors	Strong opportunities, privacy, premium lifestyle and clear investment logic.	Selective opportunities, Red Sea positioning, service quality and long-term value.
Foreign and European buyers	Freehold clarity, lifestyle, access, legal confidence and bilingual support.	Destination appeal, ownership clarity, local expertise and practical guidance.

BRAND POSITIONING

POSITIONING STATEMENT

Forsa helps buyers move from interest to confident property ownership through local market knowledge, transparent guidance and end-to-end support across the Red Sea property journey.

MESSAGING PILLARS

OPPORTUNITY

Present the property as a relevant opportunity linked to a clear buyer goal - not as a generic listing.

CLARITY

Simplify complex information such as payment plans, ownership, delivery, location and operating costs.

CREDIBILITY

Use real project footage, expert explanation, reviews, progress updates and transparent detail.

LIFESTYLE + VALUE

Balance emotional destination appeal with practical financial and ownership considerations.

Customer Journey & Channel Ecosystem

Each platform has a specific role within one connected funnel.

01	AWARENESS	Short-form video, lifestyle content, market education and reach campaigns.
02	CONSIDERATION	Project explainers, payment plans, area guides, comparisons and social proof.
03	INTENT	Lead forms, WhatsApp, Google Search and retargeting to high-interest audiences.
04	CONVERSION	Sales qualification, site visits, offer follow-up, reservation and feedback to marketing.

CHANNEL ROLES

CHANNEL	ROLE IN THE STRATEGY	CORE USE
Facebook & Instagram	Primary discovery, trust-building, retargeting and lead generation engine.	Reels, carousels, project campaigns, lead forms, remarketing
TikTok	Broader organic reach and short-form education with a human, accessible style.	Hooks, area facts, property tips, behind-the-scenes content
YouTube	Depth, search visibility and long-form explanation for high-consideration buyers.	Project tours, market videos, educational series
LinkedIn	Corporate credibility, partnerships and professional brand visibility.	Company updates, case-led content, market insights
Google Ads	Capture active demand from users already searching for relevant property opportunities.	Search campaigns, brand terms, project terms, display remarketing
Website & WhatsApp	Central conversion environment for information, enquiry and sales handover.	Project pages, forms, direct messaging and tracked CTAs

Content & Creative Strategy

Content was structured to educate, differentiate, build trust and generate action.

CORE CONTENT PILLARS

PROJECT CAMPAIGNS

Launches, availability, prices, payment plans, project advantages and clear calls to enquire.

BUYER EDUCATION

Market guidance, common mistakes, ownership questions, investment logic and decision criteria.

AREA & LIFESTYLE

Hurghada and Red Sea access, neighborhoods, amenities, daily life and destination appeal.

TRUST & SOCIAL PROOF

Reviews, client experiences, progress updates, behind-the-scenes work and real team visibility.

FOUNDER / EXPERT AUTHORITY

Market analysis, honest recommendations and opinion-led content that builds confidence.

FINISHING & EXECUTION

Project execution, materials, process, quality and the company's practical capabilities.

CREATIVE OPERATING RULES

RULE	APPLICATION
Hook first	Open every video or ad with a specific buyer problem, question, contrast or opportunity.
One message per asset	Avoid overcrowding; each creative should communicate one clear reason to care.
Proof over hype	Use project facts, real footage, numbers, maps, reviews and process evidence.
Bilingual by audience	Arabic and English versions are adapted for the audience, not translated mechanically.
Consistent but flexible	Maintain one master brand while allowing each project to have a distinct visual direction.
CTA matched to intent	Awareness asks users to learn; consideration asks them to compare; intent asks them to enquire.

Production & Content Workflow

A repeatable process turned strategy into a consistent stream of publishable assets.

CONTENT PRODUCTION MODEL

The team combined planning, copywriting, design, videography and post-production in one workflow. This reduced inconsistency, enabled faster campaign launches and ensured that every asset supported a defined audience and business objective.

STEP	WHAT HAPPENS	OUTPUT
1. Brief & objective	Define the project, audience, offer, funnel stage and desired action.	Campaign brief and content direction
2. Message & script	Develop the hook, key proof points, Arabic/English copy and CTA.	Scripts, captions, ad copy and storyboard
3. Design & production	Create static assets, reels, covers, property footage and campaign visuals.	Channel-ready creative assets
4. Review & launch	Check accuracy, brand alignment, platform format and tracking requirements.	Approved content and live campaign
5. Measure & improve	Review creative performance, lead quality, objections and sales feedback.	Optimization actions and new test ideas

FORMAT SYSTEM

STATIC + CAROUSEL

Project facts, payment plans, comparisons, buyer education and social proof.

SHORT-FORM VIDEO

Hook-driven reels, lifestyle, market insights, property tips and project campaigns.

LONG-FORM VIDEO

Tours, interviews, detailed explainers and market authority content.

STORIES + SALES SUPPORT

Daily visibility, FAQs, reminders, availability, polls and direct response prompts.

Paid Media & Lead Acquisition Strategy

Paid campaigns were organized by intent, audience and project priority.

CAMPAIGN ARCHITECTURE

ALWAYS-ON AWARENESS

Video and engagement campaigns maintain visibility, build retargeting pools and support social proof.

PROJECT LEAD CAMPAIGNS

Dedicated lead generation campaigns communicate one offer to one audience with one clear CTA.

HIGH-INTENT GOOGLE SEARCH

Search campaigns capture users actively looking for property, locations or specific developments.

RETARGETING

Warm audiences receive project proof, FAQs, urgency, comparison and direct enquiry messaging.

SEGMENTATION AND OPTIMIZATION PRINCIPLES

AREA	STRATEGIC APPROACH
Audience segmentation	Separate by geography, language, local vs. international profile, prior engagement and buying intent.
Project structure	Keep campaigns separated by project to control budget, creative, audience and reporting.
Creative testing	Test hooks, offers, formats, languages, proof points and CTA styles continuously.
Budget allocation	Allocate according to inventory, sales priority, demand strength and conversion efficiency - not evenly.
Lead quality loop	Use sales feedback to identify useful leads, weak segments, common objections and campaign waste.
Scale decision	Increase spend only when lead quality, contact rate and conversion remain stable.

KEY PRINCIPLE

The cheapest lead is not always the best lead. Optimization must balance cost, relevance, contactability, sales readiness and final commercial value.

Lead Management, Measurement & Governance

Marketing performance improves when sales handling and reporting follow the same system.

LEAD MANAGEMENT STANDARDS

FAST RESPONSE

Contact new enquiries quickly while the project and message are still fresh in the buyer's mind.

CLEAR QUALIFICATION

Capture budget, preferred location, unit type, timeline, purpose and nationality/language where relevant.

STRUCTURED ROUTING

Assign leads by project, market, language and consultant capacity.

VISIBLE PIPELINE

Track contact, follow-up, appointment, site visit, negotiation, reservation and lost reason.

PERFORMANCE DASHBOARD

FUNNEL STAGE	CORE METRICS
Awareness	Reach, frequency, video views, completion rate, engaged audience growth
Engagement	Saves, shares, comments, profile visits, website or WhatsApp clicks
Lead generation	CPL, form completion rate, contact rate, qualified lead rate
Sales process	Appointment rate, site visits, proposal rate, follow-up status, lost reasons
Commercial impact	Reservations, sales value, customer acquisition cost and ROAS

REVIEW CADENCE

WEEKLY

Review campaign efficiency, creative fatigue, lead quality and urgent inventory priorities.

MONTHLY

Evaluate channel performance, sales feedback, content learnings and budget reallocation.

QUARTERLY

Refresh positioning, audience assumptions, project priorities and production direction.

ONGOING

Maintain an active feedback loop between management, marketing and sales.

Implementation Roadmap & Strategy Validation

A phased rollout followed by continuous optimization and scaling.

PHASE	FOCUS	KEY ACTIONS
Phase 1 - Foundation	Weeks 1-2	Audit presence, set up channels, align branding, define audiences, tracking and project priorities.
Phase 2 - Activation	Weeks 3-6	Launch content system, project campaigns, production workflow, Meta lead generation and Google Search.
Phase 3 - Optimization	Weeks 7-12	Review lead quality, test creatives, refine segmentation, build retargeting and reallocate budget.
Phase 4 - Scale	Ongoing	Expand proven campaigns, refresh content, support new projects and improve sales-marketing integration.

REPORTED OUTCOMES ACHIEVED THROUGH THE EXECUTED STRATEGY

EGP 85M

SALES DRIVEN

EGP 2M

AD SPEND

4,062+

VERIFIED META LEADS

3+ YEARS

ONGOING PARTNERSHIP

42.5x REPORTED RETURN ON AD SPEND

For every EGP 1 spent on advertising, EGP 42.5 was reported in sales across the measured period. This result reflects the combined effect of brand building, content, production, audience segmentation, campaign optimization and sales follow-up.

WHAT THE PERFORMANCE VALIDATES

INTEGRATION OUTPERFORMS SILOS

Content, paid media and sales feedback created more value when managed as one system.

TRUST SUPPORTS CONVERSION

Consistent education, proof and real project communication reduced uncertainty around the purchase.

SEGMENTATION MATTERS

Different geographies, languages and buyer profiles required distinct messages and campaign structures.

LONG-TERM OPTIMIZATION COMPOUNDS

An ongoing partnership enabled learning, creative refinement and smarter budget allocation over time.

Data note: Performance figures are based on client-provided sales records and advertising platform data used for this strategy summary. Results vary by project, market conditions, budget, inventory and sales execution.