* It will facilitate communication with the subscribers
* Increase the number of followers by 10% on the company's various social media accounts.
* Delay in attracting the largest number of followers and gaining their loyalty will facilitate the task of any new competitor in acquiring these subscribers.
* The company website is not getting traffic.
* Company accounts are not followed up on social media sites.
* Increasing the number of followers of the company's accounts on various social media platforms besides increasing the number of visitors to the company's website will help achieve the aims of the campaign.
* Follow us on our social media accounts.
* Visit our website for the latest information.
* The message is direct and clear, and it will reach the minds of the subscribers faster.
* The main goal is to increase the number of followers on each platform and the best way to carry that out is by promoting the account on the same platform the account is on, for ease of access and speed of follow-up.
* Announcement to follow the account on different platforms.
* Promoting the advertisement on every platform.
* Re-promotion of the advertisement.
* Use the available influencers on each platform to promote the company's account.
* Access and follow-up the company account.
* The company has full control of the market and does not need to acquire new subscribers currently.
* There are no new products to be marketed at the moment.
* Nothing can change the behavior of the subscribers at this time.
* Previous campaigns were not satisfying the required level due to the lack of a clear, organized, and coherent structure for the parts and stages of the campaign.
* Poor outputs in some current works due to weakness in the description provided to the designer.
* Working with creative design agencies is currently being done, and it is preferable to continue in that, as it has emphasized its efficiency and fruitful results.
* In this research, a full view of the company will be provided to form a clear context for what will be talked about, as the research will include the most important information about the company. The importance of having a clear, organized, and coherent structure for the parts and stages of the campaign will be highlighted as well as discussing the importance of the creative description and its role in improving work quality. The importance of advertising agencies in providing creative designs will also be discussed. Finally, the internal and external environment will be analyzed to come up with the most important points and outputs that will help in making future decisions.
* Making a comprehensive plan for all the details to create a professional and organized campaign.
* Lack of clear and precise goals setting, in addition to not specifying the resources used in the campaign in detail, will negatively affect the outcomes of the campaign.
* Below are the most important points that have been discussed and if properly applied, they will have a significant impact in raising the efficiency of campaign planning.
* Highlight the most important points extracted from the analysis of the internal and external environment.
* Define campaign goals.
* The behavior which the campaign is required to change.
* Campaign objectives.
* All used media.
* How will media work in a coherent and integrated manner?
* Campaign resources.
* An implementation plan.
* How to communicate with the work team?
* All these procedures will help increase the effectiveness of the campaigns that will be implemented as well as increase their success rate.