* Preparing a creative description is one of the most important steps to improve the campaign outcomes in a professional and effective manner.
* Advertising agencies are considered an important part in filling gaps or lack of experience, in addition to increasing the success rate.
* Analyzing the internal and external environment of the company will help and facilitate the decision-making process in a professional and effective manner.
* The analysis will help to identify all the external influences that will assist in making the right decisions.
* After identifying all the internal and external influences, TOS will help in the maximum benefit amount of this information and employ it for the benefit of the company.
* The vision of the company and its strategic objectives revolve around providing the best facilities, and high-quality and professional services to the subscribers, in addition to the fact that the subscriber is an essential part of the equation. And the marketing plan for this year focuses on existing customer retention, hence the importance of choosing communication means since increasing the number of followers in the company's accounts on social media sites, as well as increasing the number of visitors to the company’s website, will help in prompt and easy communication with subscribers to have a strong relationship with subscribers and to improve customer loyalty.
* After determining the current attitude and the behavior that we aspire to modify, the messages aim to reach the desired attitude, especially that the target segment is obsessed with a speedy lifestyle and requires direct messages.
* The target platform to be reached after the promotion, in addition to the presence of a number of users from the target segment on this platform.
* Reaching out to subscribers using paid advertising and influencers.
* Conveying the message on social media sites and the goal of the campaign, to follow the company's accounts.
* Following the company’s account or visiting the company’s website.
* Retaining the followers and building a relationship with them through the content provided.

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