



2ND QUARTER MARKETING PLAN

2021



New Marketing Structure

1

Get personal

2

More Content creation

3

Resposition our online presence

4

Approachable Enlightenment

Platforms	SEO - LinkedIn
Objective	Lead generation, seeding for potential clients
Timeframe	Long term - Each quarter
Audience	Target with the maximum conversion
Content	Large perspective, more tactical, Focusing on the availability of providing single product

Why SEO?

- The majority of online traffic is driven by search engines.
- Organic search results cover more Leads.
- Appear more credible to Leads.
- Cover more target audience compared to social media.
- SEO Builds Trust & Credibility.
- Customers do their research, SEO Impacts the Buying Cycle in a positive way.

Why LinkedIn?

- Connect with individuals in our target audience directly.
- Reach more professional audience.
- Industry-Specific targeting.
- Decrease our conversion rates time.
- Higher B2B Lead generation rates.
- Increase visibility of UBA on LinkedIn.



Slogan & Campaign essence

Products



Target Audience

Target with the maximum conversion

Punctual Benifits

Reduce cost by save time - Reduce risk (Data loss/Secure) - Improving efficiency
Organize the work well - Increase your output - Better deliverables - Easy to manage - Growth - Leads to profit - Good value - Accessible/Mobile

Emotional Benifits

Professionalism - Reliability - Flexibility - Up to date - Simple -
Personal/Customizable - Help you focus on core priorities - Experience from skilled resource

Campaign Essence

UBA promote innovation by supporting your business, introducing a new skill sets and reposition your company in the market by helping you not to limit yourself by letting you focus on your business and your customers. UBA expertise and solutions will adds value to your business, we will provide an opportunity for you to innovate, grow, and rise above the competition.

Facebook campaign results

facebook

	Low Expense	High Expense
Duration	One Week 13/Jan - 20/Jan	One Week 28/Jan - 12/Feb
Leads	3	37 leads
Reach	3.021	38,273
Amount spent	10.83\$	182\$
Instagram Reach	28	686

Conclusion

Duration	One Week
Avg Lead Cost	4.9\$
Avg Reach Cost	0.20¢

ERP
برامج المحاسبة وإدارة المخزون

CRM
برامج خدمة العملاء

MRP
برامج ادارة التصنيع

HRMS
برامج موارد بشرية



THANK YOU