

MARKETING STRATEGY



**This is EA
Corporate
Training**



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1. Segmentation, Targeting, and Positioning (STP)

A. Segmentation: Corporate Managers in Egypt

The overall market can be segmented by role, experience level, and company type. Your initial targeting suggests a focus on the following:



Segmentation Variable	Description/Categories	Your Program Focus
Industry	All major corporate sectors (e.g., Telecom, Banking, Manufacturing, FMCG, Tech, Pharma, etc.)	Broad/All Corporate Sectors (as the skills are "most common")
Company Size (by Employee Count)	SMEs (Small/Medium), Large Corporations (200+ employees)	Large Corporations (200+ employees) (As this directly supports your second outreach strategy)
Managerial Level	First-line/Supervisors, Mid-level Managers, Senior Managers/Directors	First-line and Mid-level Managers (They are often the largest population in a corporate structure and have the most immediate need for "common skills")
Pain Points/Needs	Foundational skills, Advanced leadership, Technical/Specialized skills, Cultural adaptation	Foundational/Common Skills & Knowledge (Aligns with your positioning)

**B. Targeting: Key Segment
Characteristics & Features**
**Your target segment is First-
line and Mid-level Managers
in Large Egyptian
Corporations (200+
employees).**



Feature Area	Detailed Characteristics & Implications for Training
1. Business/Culture Context	Hierarchical & Relationship-Driven: Management style is often paternalistic, authority-driven, and relies heavily on personal relationships. Implication: The training should address how to transition to more collaborative/modern leadership while respecting the cultural emphasis on authority, consensus-building, and wasta (network/influence).
2. Core Skill Gaps (Needs)	Common Skills: Despite the need for technical expertise, common soft skills are frequently cited as gaps: - Communication: Effective feedback, cross-cultural communication, indirect vs. direct styles. - Decision Making: Moving from consultative consensus to timely, analytical decisions. - Performance Management: Setting SMART objectives, coaching/mentoring, and delivering constructive feedback (often avoided for "harmony"). - Time Management/Prioritization: Especially in a high-context, relationship-first culture.

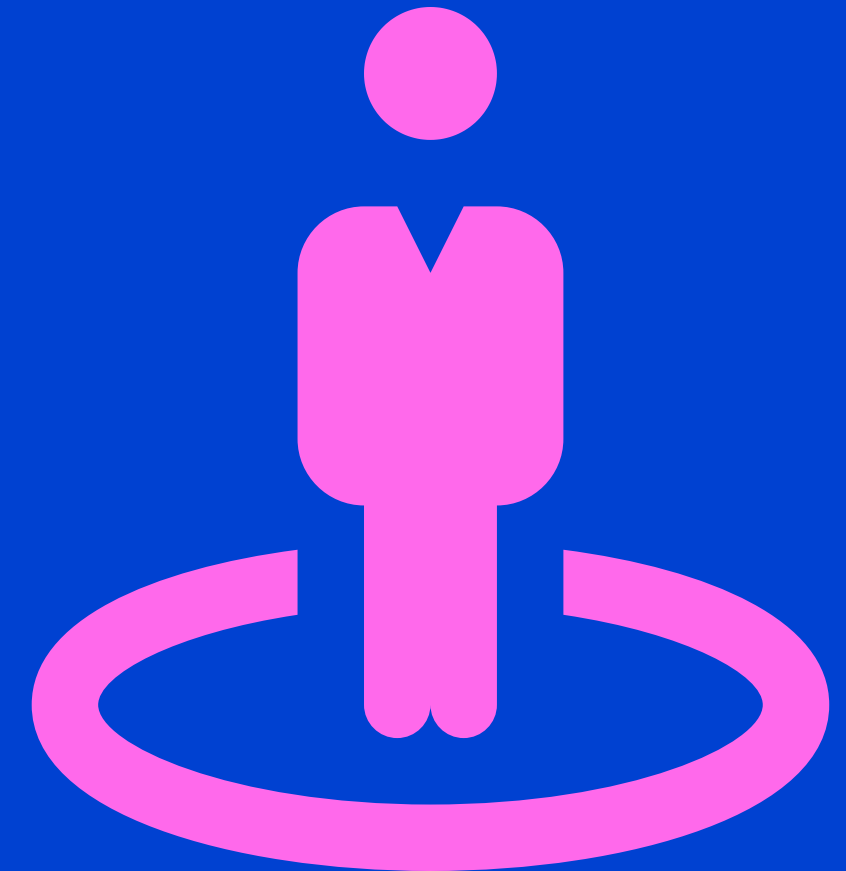
Feature Area	Detailed Characteristics & Implications for Training
3. Learning Preferences	Practical & Interactive: Managers prefer sessions that are highly interactive, use real-world Egyptian case studies, group discussions, and role-playing. Implication: Avoid overly theoretical or purely Western models. Focus on immediate, practical application back in the Egyptian workplace.
4. Decision-Makers/Influence	HR/L&D Managers: They assess training needs and budget. VPs/Directors: They approve large budgets and look for strategic impact (ROI, succession planning). Implication: Your messaging to HR must focus on addressing the above "Skill Gaps" and employee engagement/retention. Your messaging to executives must focus on "Strategic Impact" and "Measurable Results."
5. Company Size Metric	200+ Employees: This is crucial. It means the company has established HR/L&D functions, formal budget cycles, and a <i>minimum</i> of 10-20+ managers, making bulk corporate training a viable and high-value sale.

C. Positioning: Value Proposition

Your stated positioning is:

The program is a combination of most common skills and knowledge that managers need in their work experience.

To make this compelling for the Egyptian market, you need to add the Benefit and the Differentiator.



Component	Refined Positioning Statement
Target Audience	For First-line and Mid-level Managers in large Egyptian corporations,
Product Category	our Essential Management Skills Program
Key Benefit (What it does)	provides a pragmatic, immediately applicable combination of core management skills (e.g., effective communication, performance feedback, decision-making)
Differentiator (Why choose you)	that is specifically contextualized for the unique hierarchical and relationship-driven business culture in Egypt, leading to increased team productivity and retention.

The Core Value Proposition: "Your Foundation for Management Excellence in the Egyptian Corporate Context."

2. Outreach Strategy Details

Direction 1: Direct Contact HR Managers on LinkedIn



Action	Detailed Strategy/Message Focus
Profile Optimization	Ensure your LinkedIn profile is polished, highlighting your expertise in local/MENA management training and the measurable results (e.g., "Increased manager performance by X%" or "Improved team retention post-training").
Targeting Filters	Filter by: "HR Manager," "Talent Development Manager," "Learning & Development Specialist," Company Size (200+ employees), and Location (Egypt).
Initial Connection Message	Personalize it. Do not send a generic sales pitch. Example: "Hi [Name], I noticed you work with [Company Name]. We specialize in training first/mid-level managers in large Egyptian companies on core skills like giving tough feedback effectively while maintaining team harmony (a challenge in our culture!). Would you be open to a 10-min chat about your top L&D priority this quarter?"
Content Strategy	Share posts relevant to their pain points: articles on Egyptian management culture challenges, quick tips for effective team coaching, and data on L&D ROI. Position yourself as a thought leader, not just a vendor.

Direction 2: Contact Corporates with Over 200 Employees



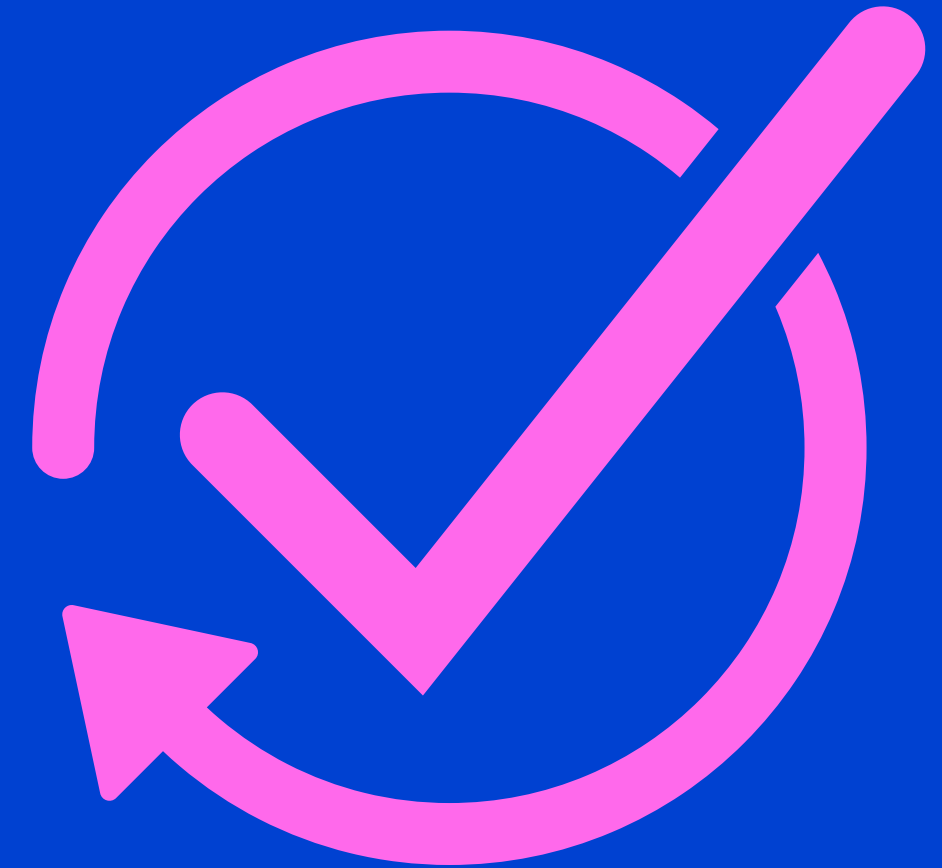
Action	Detailed Strategy/Message Focus
Lead List Creation	Compile a list of major Egyptian and Multinational companies in Egypt with 200+ employees. Use industry directories or the LinkedIn search tool for companies.
Identify Key Contact	For this size, the primary contact is usually the HR Director/VP or the Training/L&D Manager. Use LinkedIn or company websites to find their email/direct line.
Initial Approach (Email/Call)	Focus on the strategic business problem you solve, not just the course list.

Action	Detailed Strategy/Message Focus
The "Hook" (Focus on ROI)	Instead of: "We offer a course on communication." Say: "We address the challenge of high manager turnover and low team engagement by equipping your first-line managers with a foundational toolkit tailored to the Egyptian workplace, guaranteeing a tangible improvement in team output within 3 months."
Proposal/Follow-up	Offer a free Training Needs Analysis (TNA) consultation or a pilot workshop for one team. This lowers the barrier to entry and allows you to customize your full program further.

3. Results Objective:

Qualified Lead Generation

The goal is to convert a segment of your 500 target companies into highly qualified leads that are ready for a sales conversation.



Metric	Target	Rationale and Strategy
Total Contacts	500 Large Egyptian Companies	Base population for the outreach campaign.
Lead-to-Appointment Conversion Rate	3.0% – 4.0%	Based on B2B industry benchmarks for cold email/outbound in B2B services/consulting, aiming slightly above average through high personalization.
Initial Interested Leads (Appointments Booked)	15 - 20 (3% - 4% of 500 contacts)	This is the target number of meetings/discovery calls secured with decision-makers (HR Managers/Directors).

Metric	Target	Rationale and Strategy
Qualification Criteria (Objective)	Leads must meet the BANT criteria to be considered "Qualified":	Budget: A confirmed, formal corporate training budget exists.
Sales Objective	1-2 Closed Deals from the 15-20 Qualified Leads.	The ultimate aim of the 15-20 qualified leads is to secure at least one or two high-value, corporate training contracts, demonstrating the success of the targeted STP and outreach.



02



advertisement sign-ups revenue
email list google
result sales analytics
landing page leads traffic
digital marketing
search engine optimization
social media commission
referrals targeting
clicks conversion rate
product



Target Audience

- ★ **Decision Makers: HR Managers, Learning & Development Heads, CEOs, Senior Managers.**
- ★ **Industries: SMEs & Mid-size Companies (especially in tech, banking, services, retail).**

Pain Points

- ★ **Weak leadership and communication skills.**
- ★ **Low employee engagement.**
- ★ **Productivity issues and high turnover.**
- ★ **Lack of genuine training programs with measurable ROI.**

Tone of Voice

- ★ **Authoritative (shows expertise).**
 - ★ **Professional (trusted by executives).**
 - ★ **Inspiring (motivates companies to invest in growth).**
- 

Differentiation



Holistic Programs: Not only technical training
→ but leadership + psychology + coaching

Customization: Each program tailored
to companies culture & goals.

ROI-Driven: Programs linked directly to KPIs
(productivity, retention, leadership success).

Premium Experience: Executive-level trainers,
modern materials, professional delivery.



Positioning Statement

EA Corporate Training empowers companies to build stronger leaders and more engaged teams. We deliver tailored programs that combine leadership, psychology, coaching, and soft skills — helping HR managers, executives, and business owners achieve measurable impact on productivity, retention, and organizational growth.



Practical Steps

Digital Presence

Core Channels

- **LinkedIn → The main channel (B2B + decision makers).**
- **Website Landing Page → For lead generation, case studies, and contact forms.**
- **Email Marketing → Targeting HR managers & executives with newsletters, case studies, and event invites.**

Supporting Channels

- **Instagram (Professional Presence) → Highlights from corporate events, short Reels like „Leadership Tips.**
- **Facebook (Selective Use) → Paid ads targeting small business owners + general awareness.**
- **Tiktok to show our course material and engage with target audience**

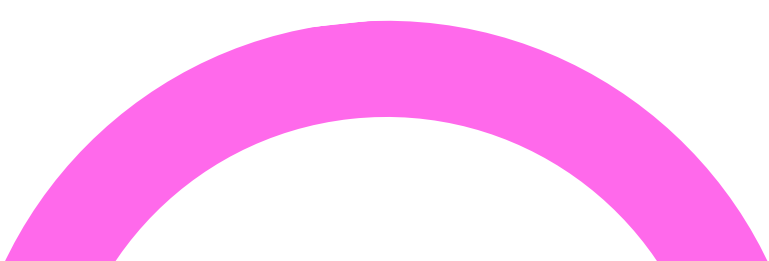


Brand Persona

Brand Archetype:

- **The Mentor / The Professional Guide**
 - Always supportive, knowledgeable, and credible.
 - Seen as a trusted advisor for business growth.

Values:

- **Growth:** Helping individuals and organizations evolve.
 - **Trust:** Building long-term partnerships with clients.
 - **Excellence:** Premium quality in training and delivery.
 - **Impact:** Every program must deliver measurable results.
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If EA Corporate Were a **Person** ...

- **Role:** A senior consultant/mentor with 20+ years of experience.
- **Style:** Wears a tailored suit (professional, trustworthy).
- **Voice:** Calm, insightful, persuasive.
- **Behaviour:** Listens carefully, provides tailored advice, focuses on results.





Visual Identity

Colours:

**Navy (Trust, Authority) + Gold (Premium, Excellence)
+ White (Clean).**

Typography:

- Bold Sans Serif (headlines).**
- Clean Serif/Regular Sans (body text).**

Photo Style:

- Cinematic tones with professional lighting.**
- Shots of meetings and training workshops.**
- Mix of wide shots (showing engagement) and close-ups (details).**

LinkedIn (Main Channel – B2B)



- **Carousel Post: „5 Soft Skills Every Manager Needs in 2025.”**
(each slide = one skill + short tip).
- **Infographic: „How corporate training reduces employee turnover by 40%.”**
- **Thought Leadership Article: „The Future of Leadership: Why Psychology is Key in Business Growth.”**
- **Video Reel (60 sec): Trainer giving „1 Minute Manager Hack”**
(e.g., how to run effective meetings).
- **Quote Post: Navy background + gold frame: „Good leaders create followers, great leaders create leaders.”**



Email Marketing

Newsletter Example:

- **Subject:** „How leadership training saves you money.”
- **Body:** Case study + invite to free webinar.
- **Email Campaign:** „Exclusive: Free Consultation for HR Managers this month.”



Instagram

- **Reel (30 sec): Simulation of a „Bad Manager vs Good Manager” in the same scenario.**
- **Carousel Post: „3 Quick Hacks to Motivate Your Team Today.”**
- **Story Poll: „What’s your biggest challenge as a leader? A) Communication B) Motivation C) Retention.”**
- **Behind-the-Scenes: Trainer preparing materials before a corporate workshop.**



Facebook (Ads + Awareness)



- **Ad Creative:** „Is your team disengaged? Discover how EA Corporate can transform them.“
- **Event Post:** Announcement of a free webinar: „Leadership for 2025.“
- **Engagement Post:** Short infographic: „Training ROI = Lower turnover + Higher productivity.“



Tiktok (Ads + Awareness)

- **Behind-the-Scenes: Trainer preparing materials before a corporate workshop.**
- **Reel (30 sec): Simulation of a „Bad Manager vs Good Manager” in the same scenario.**
- **Reel (60 sec): Trainer giving „1 Minute Manager Hack” (e.g., how to run effective meetings).**





Shooting Ideas with Guest / Interview Style

1. **Leadership Talks → Interview with an HR Manager/CEO discussing challenges in employee engagement.**
 - **Style:** Two chairs + branded backdrop (Navy × Gold).
 - **Shots:** Wide (both talking), Close-ups (reaction shots).
2. **Panel Discussion → Opening discussing , Future of Leadership.”**
 - **Style:** Modern roundtable setup.
 - **Shots:** Multiple angles + cutaways to highlight each speaker.
3. **Podcast Setup → Client interviewing business leaders or coaches.**
 - **Props:** Branded mics, studio lights, company logo on background.



Shooting Ideas with The Client Alone (Personal Brand Focus)

- 1. CEO-style Portraits → Client in suit, professional backdrop, cinematic lighting.**
 - **Use for website, LinkedIn cover, promo materials.**
- 2. Trainer in Action → Client presenting on a whiteboard or projector.**
 - **Shots: Over-the-shoulder (audience view), Low-angle (to show authority).**
- 3. Direct-to-Camera Tips → 1-2 min clips giving leadership hacks.**
 - **Use as short-form content (LinkedIn Reels / Instagram Reels).**



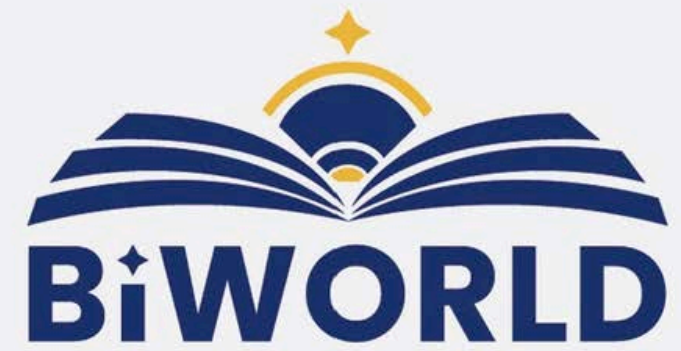


Shooting Ideas with Students / Trainees (Workshop Style)

- 1. Workshop in Action**
 - **Trainer speaking → team listening, writing notes.**
 - **Shots: Wide of full room, Medium of participants, Close-up of notebooks/sticky notes.**
- 2. Role-Play Scenarios**
 - **Two trainees simulating a conflict → trainer showing how to resolve it.**
 - **Shots: Split-screen „Before vs After.“**
- 3. Team-Building Exercise**
 - **Group standing around a flipchart, posting ideas.**
 - **Shots: Smiles, interaction, hands writing.**
- 4. Testimonial Clips**
 - **Short interviews with 1-2 participants: „The program helped me improve my leadership skills.“**
 - **Style: Clean background, direct eye contact with camera.**



Samples For Logo



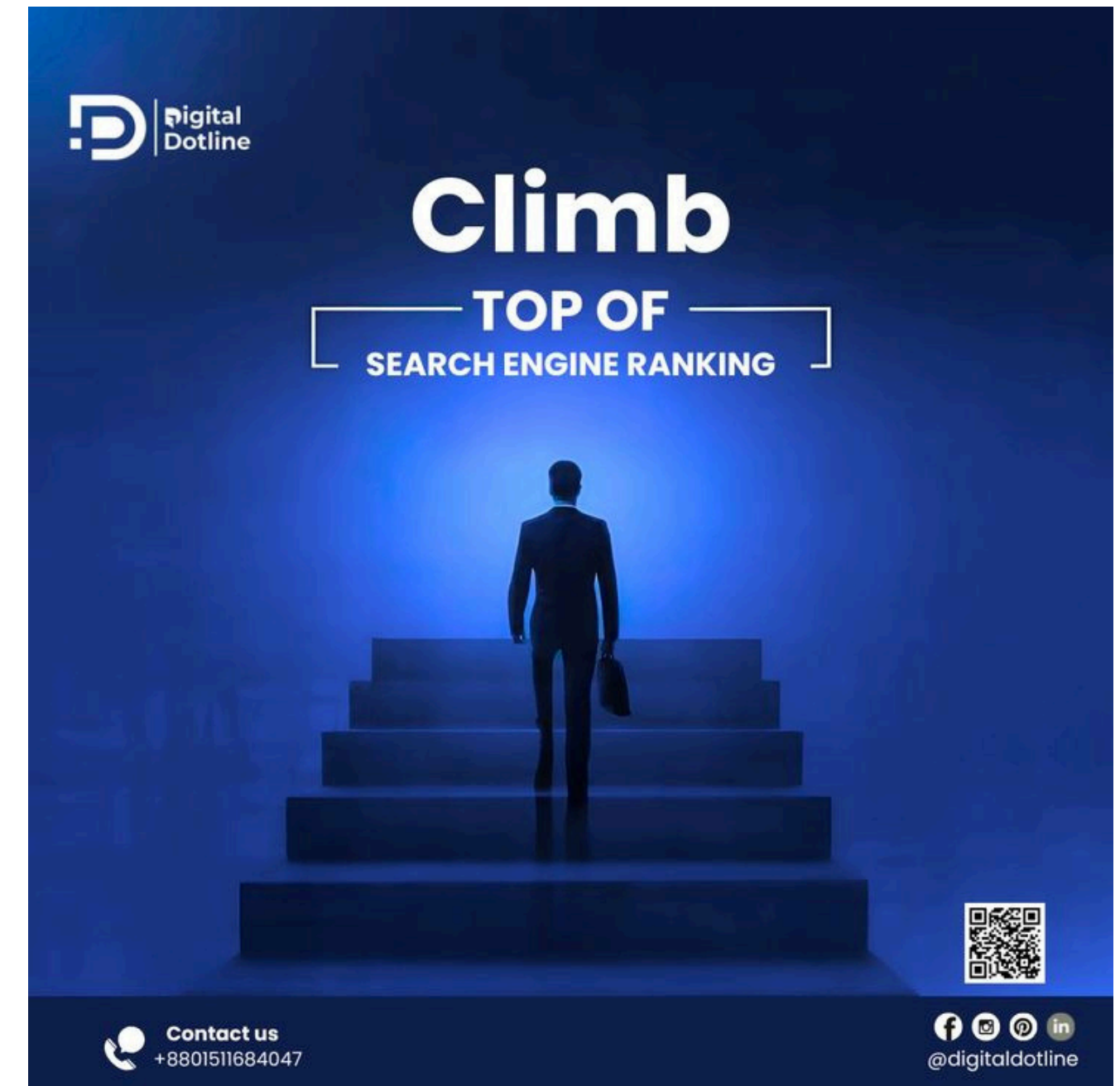
English centre



Samples For Logo



Samples For Design



Samples For Design



Samples For Design





Ads Strategy

- **LinkedIn Ads (Main Channel – 60%)**
 - **Why? Audience = CEOs, HR Managers, Team Leaders. Perfect for credibility.**
 - **Formats:**
 - **Sponsored Posts (Carousel/Video):**
Case studies, stats, leadership tips.
 - **Engagement Campaigns: Polls + Quote posts.**



Ads Strategy

- **Facebook/Instagram Ads (Supporting – 40%)**
 - **Why? Broader reach, cheaper CPM, good for retargeting.**
 - **Formats:**
 - **Video/Reels Ads: Short clips: „Bad Manager vs Good Manager.”**
 - **Carousel Ads: „3 Hacks to Motivate Your Team Today.”**
 - **Stories Ads: Quick inspirational quotes / training highlights.**

Budget Allocation (7,000 EGP)

1.

LinkedIn (50% = 3,500 EGP)

- **Still the main professional channel.**
- **Formats: Sponsored Video + Carousel.**
- **Objective: Awareness + Engagement among HR, CEOs, Managers.**

2.

Instagram & Facebook (30% = 2,100 EGP)

- **Broader reach, interactive engagement.**
- **Formats: Reels, Carousels, Stories.**
- **Objective: Polls + Quick Hacks + Quotes.**

3.

TikTok (20% = 1,400 EGP)

- **Platform for organic-style video ads.**
- **Formats: Short vertical videos (15–30 sec).**
- **Objective: Fast reach + fun educational content to build initial traction.**

Thanks!



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