

# Social Media Strategy

Greman eye center



# Agenda

market analysis

company analysis

competitor analysis

swot analysis

buyer persona

content

goal and objective

strategy

tactics

control and action





# market research



# Digital 2024 oman

**Our vision of the Omani market and the analysis of its figures, we find that it is a market full of competition and also always able to grow, especially the electronic market, the Internet, and the public's use of the Internet continuously, and we find that the best platforms and frequently used are in order Instagram Facebook LinkedIn Twitter Tik Tok Snapchat The greatest interest in the audience Visual media Video and search for information and here you find a link to all the information and I will clarify it with discussion and explanation of all the details**



# company analysis



## GEC المركز الألماني للعيون at a Glance

May 11, 2024 - Jun. 9, 2024 +04



## GEC المركز الألماني للعيون's Cross-Channel Activity

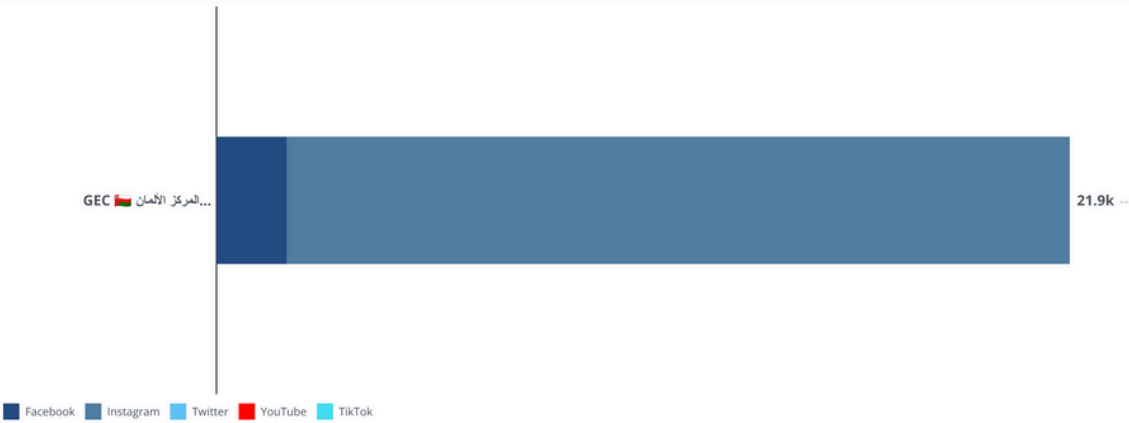
May 11, 2024 - Jun. 9, 2024 +04

GEC المركز الألماني للعيون posted more frequently this period, with about one post per week.



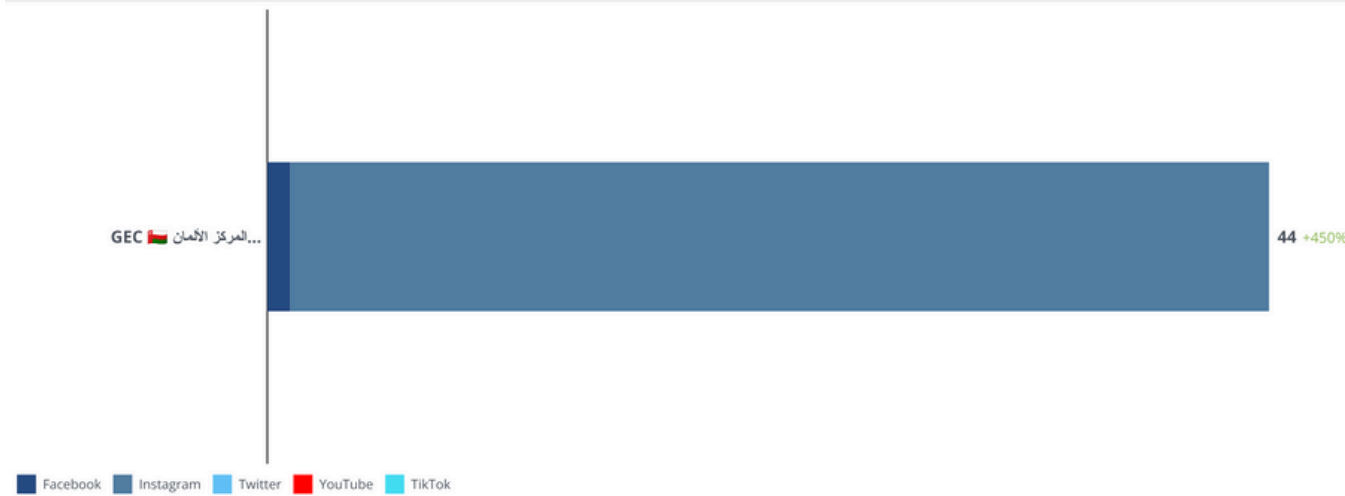
## Cross-Channel Audience

As of Jun. 9, 2024 vs. May 10, 2024 +04



## Cross-Channel Engagement Total

May 11, 2024 - Jun. 9, 2024 vs. Apr. 11, 2024 - May 10, 2024 +04



## Post Channels

Cross-Channel, May 11, 2024 - Jun. 9, 2024 +04

Your most active channel is Instagram. This is also the channel that generates the highest engagement.

## YOUR ACTIVITY BY CHANNEL



## LANDSCAPE ACTIVITY AND ENGAGEMENT BY CHANNEL



## Post Types

Cross-Channel, May 11, 2024 - Jun. 9, 2024 +04

Your most common post type is Photo. This is also the post type that generates the highest engagement.

## YOUR ACTIVITY BY POST TYPE



## LANDSCAPE ACTIVITY AND ENGAGEMENT BY POST TYPE



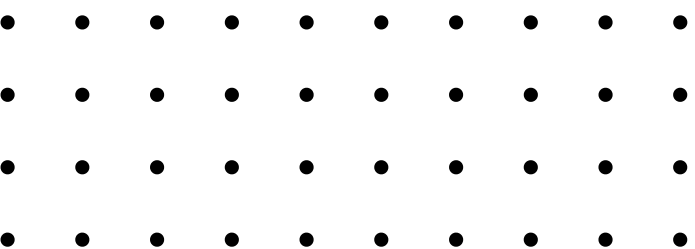
## GEC المركز الألماني للعيون at a Glance

Cross-Channel, May 11, 2024 - Jun. 9, 2024 +04



# vision



In the beginning, it is necessary to improve and activate the content and enhance the presence by publishing regularly and opening new channels on social media such as YouTube and Tik Tok, as well as supporting funded ads directed to increase interaction with the brand and achieve market shares and profitability



# competitor analysis

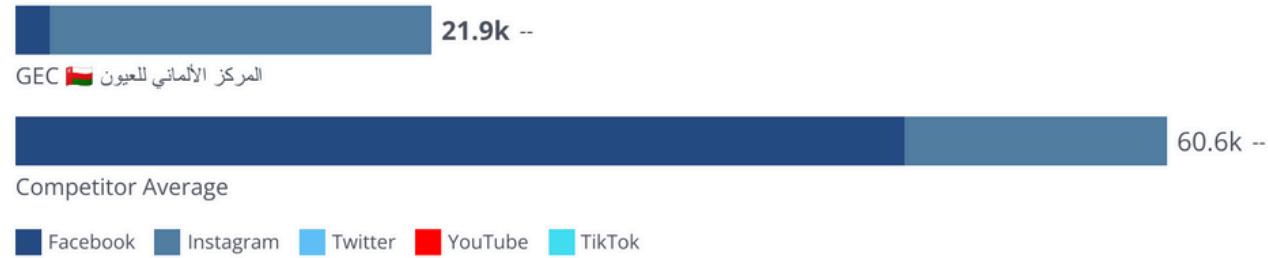
## GEC المركز الألماني للعيون's Cross-Channel Audience

May 11, 2024 - Jun. 9, 2024 +04

 GEC  المركز الألماني للعيون is below average for Audience, ranking 3rd of 4 companies. Try putting some energy here.

 New handles were added to GEC  المركز الألماني للعيون and two other companies during this time period.

### AUDIENCE

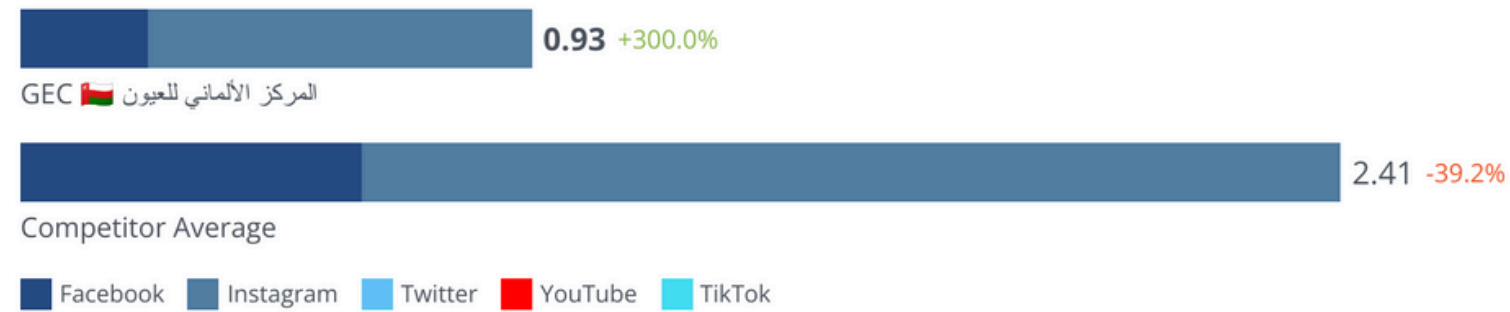


## GEC المركز الألماني للعيون's Cross-Channel Activity

May 11, 2024 - Jun. 9, 2024 +04

 GEC  المركز الألماني للعيون's posting frequency is below average, with about one post per week.

### POSTS / WEEK



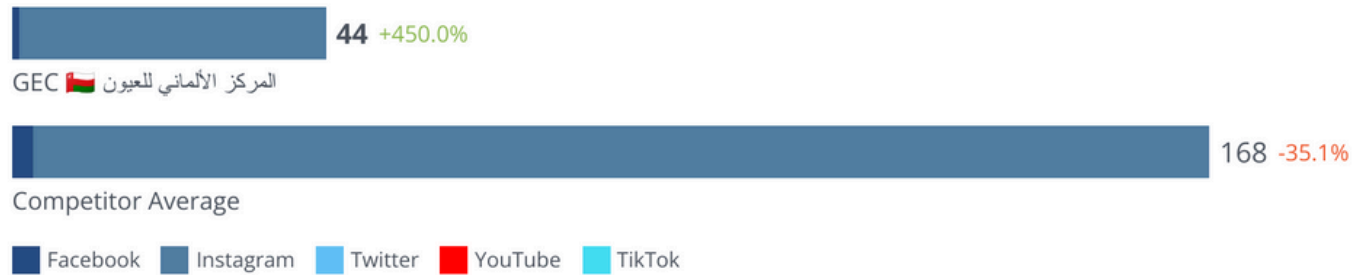
## GEC المركز الألماني للعيون's Cross-Channel Engagement

May 11, 2024 - Jun. 9, 2024 +04

 GEC  المركز الألماني للعيون is below average for Total Engagement, ranking 3rd of 4 companies. This is a good place to focus your attention.

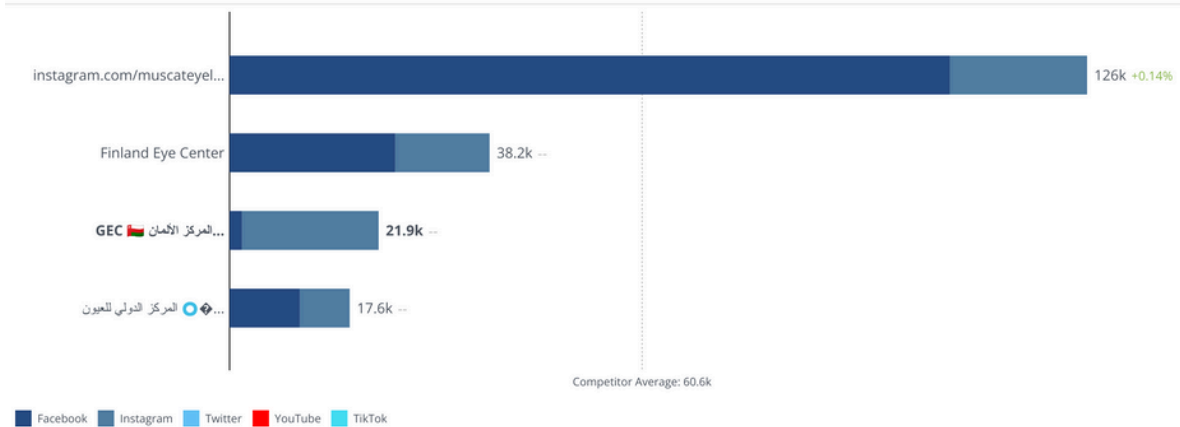
 GEC  المركز الألماني للعيون's total engagement increased and saw the biggest increase on Instagram. You deserve it!

### ENGAGEMENT TOTAL



### Cross-Channel Audience

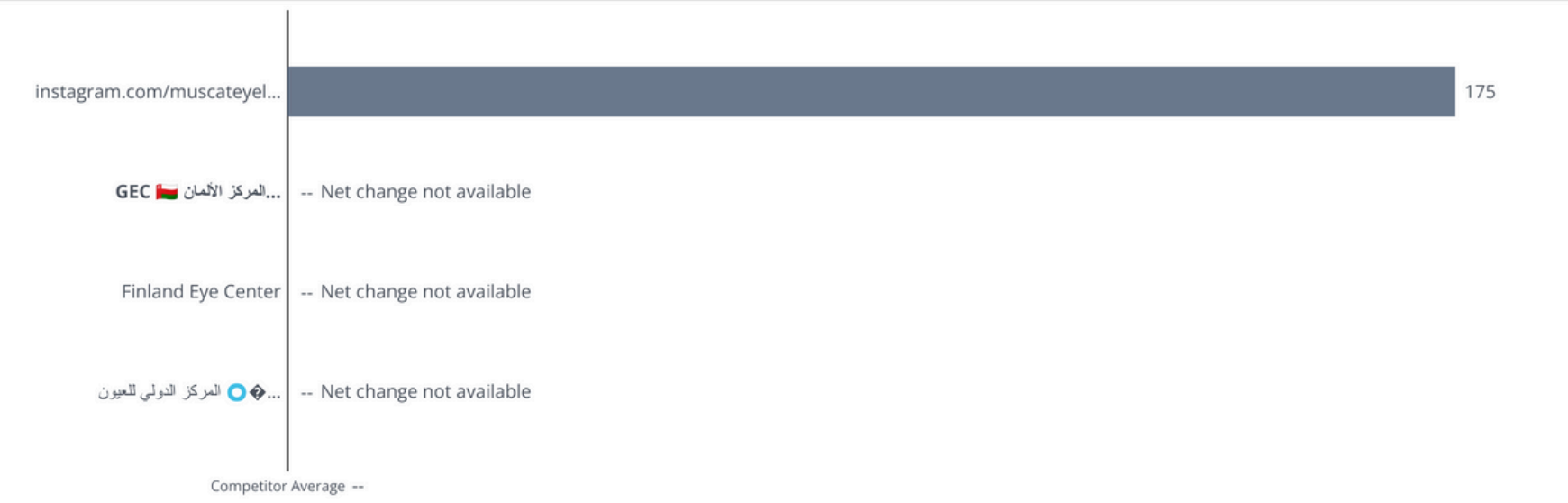
As of Jun. 9, 2024 vs. May 10, 2024 +04



# competitor analysis

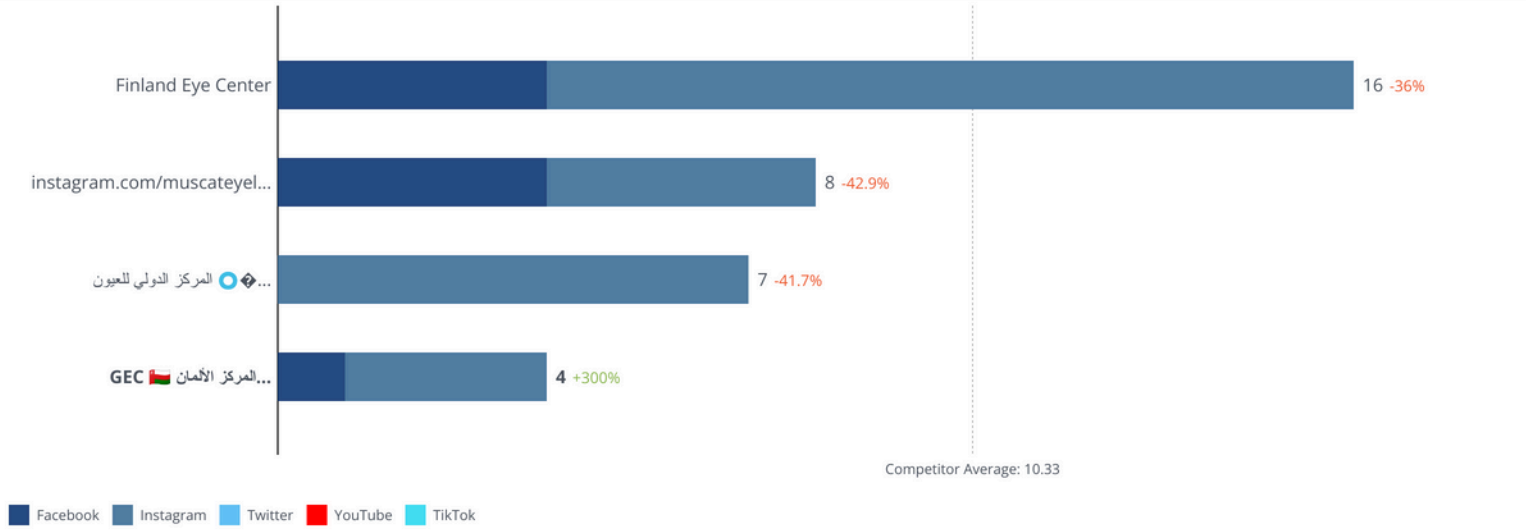
Cross-Channel Audience Net Change

As of Jun. 9, 2024 vs. May 10, 2024 +04



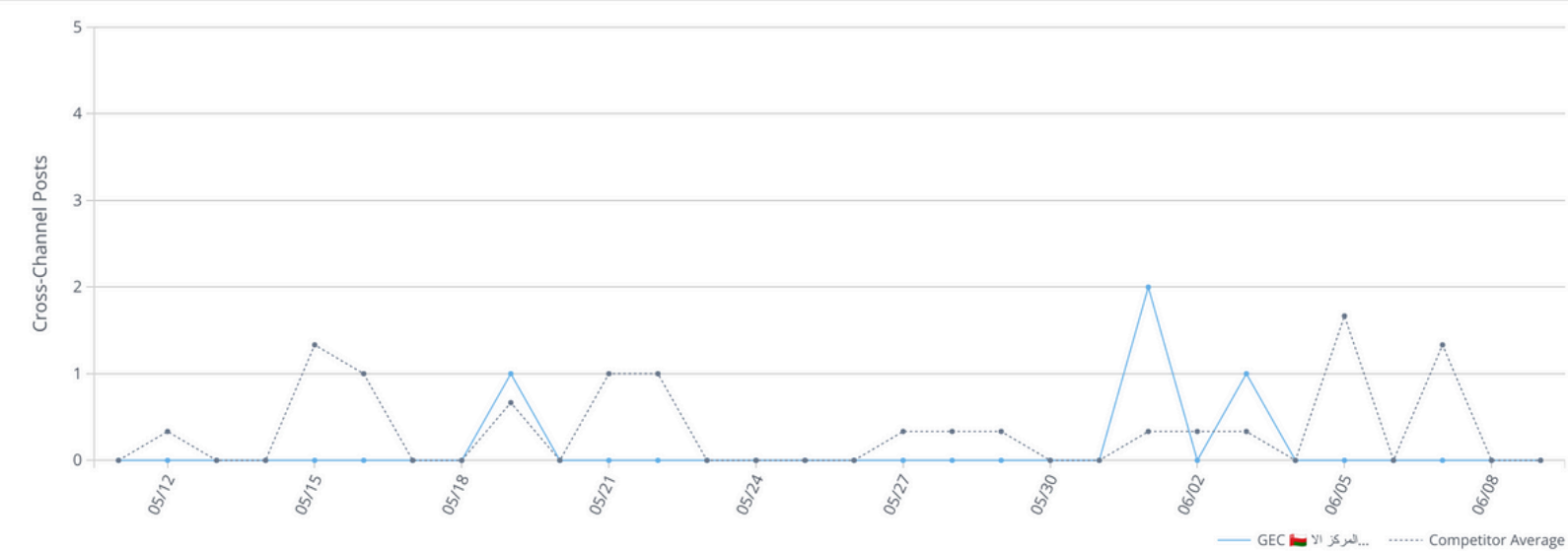
Cross-Channel Posts

May 11, 2024 - Jun. 9, 2024 vs. Apr. 11, 2024 - May 10, 2024 +04



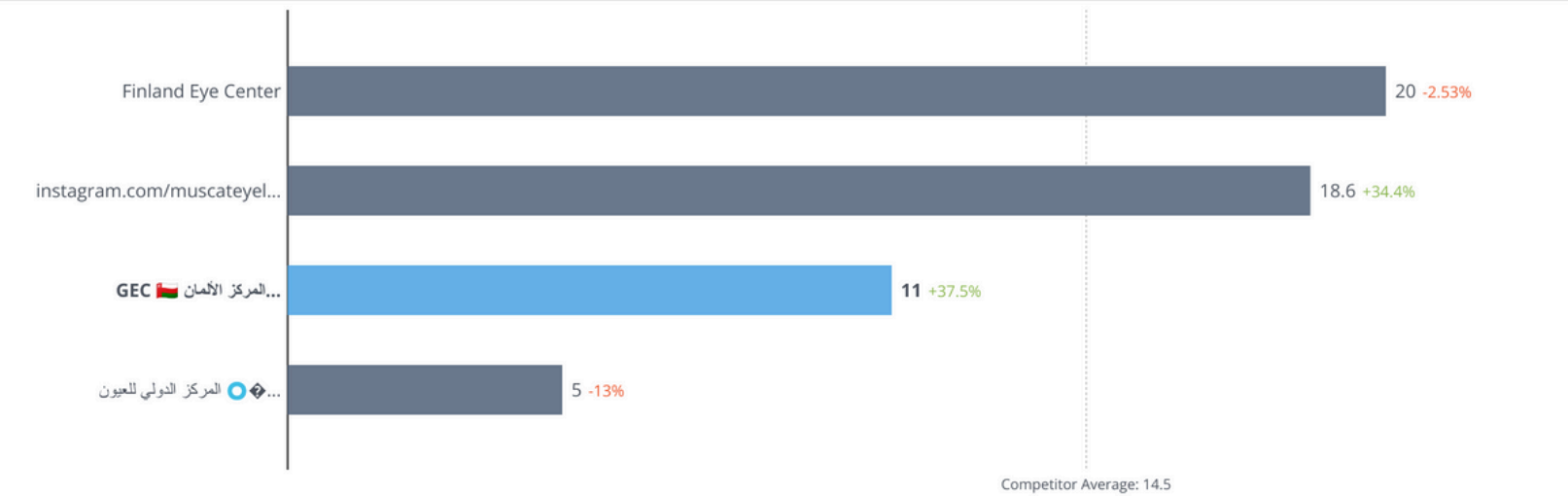
Cross-Channel Posts per Day

May 11, 2024 - Jun. 9, 2024 +04

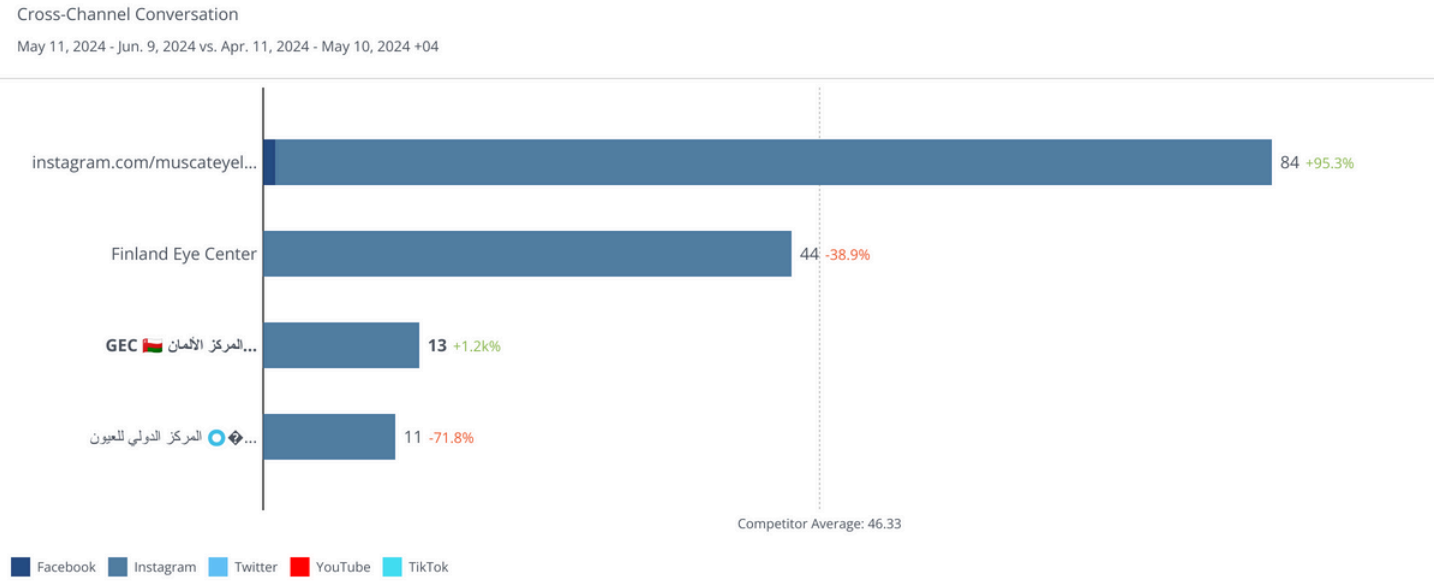


Cross-Channel Engagement Total / Post

May 11, 2024 - Jun. 9, 2024 vs. Apr. 11, 2024 - May 10, 2024 +04



# competitor analysis



## GEC المركز الألماني للعيون at a Glance

Cross-Channel, May 11, 2024 - Jun. 9, 2024 +04

YOUR POSTS PER DAY

**0.13**

Landscape Avg.: 0.29

YOUR ENG. RATE

**0.071%**

Post Avg.: 0.062%

YOUR POSTS WITH HASHTAGS

**100%**

Post Avg.: 40%

YOUR TOP HOUR OF DAY

**7pm +04**

Landscape Top: 4pm +04

## Post Types

Cross-Channel, May 11, 2024 - Jun. 9, 2024 +04

Your most common post type is Photo. The post type that generates the highest engagement in your landscape is Carousel.

YOUR ACTIVITY BY POST TYPE

Post Type	Posts / Day
Reel	0.07 / day
Photo	0.07 / day



LANDSCAPE ACTIVITY AND ENGAGEMENT BY POST TYPE

Post Type	Posts per Day per Company	Engagement Rate by Follower
Carousel	0.03 / day	0.23%
Reel	0.13 / day	0.13%
Photo	0.13 / day	0.027%

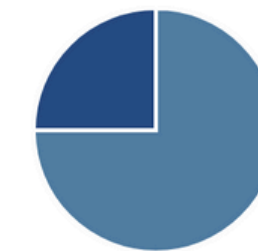
## Post Channels

Cross-Channel, May 11, 2024 - Jun. 9, 2024 +04

Your most active channel is Instagram. This is also the channel that generates the highest engagement.

YOUR ACTIVITY BY CHANNEL

Post Channel	Posts / Day
Instagram	0.10 / day
Facebook	0.03 / day



LANDSCAPE ACTIVITY AND ENGAGEMENT BY CHANNEL

Post Channel	Posts per Day per Company	Engagement Rate by Follower
Instagram	0.22 / day	0.15%
Facebook	0.07 / day	0.002%



# vision

**Our vision from analyzing competitors and reading numbers and indicators, we find that quick action must be taken to enhance the presence and improve the rate of interaction on social media platforms, as well as publishing and scheduling content on social media platforms in order to help them appear in front of the public, increase brand awareness, and achieve market share, competitiveness and profitability Uses of popular content and the appropriate times and days for publication with always monitoring competitors and analyzing our channels always in a permanent way Presence on new platforms to build an audience and increase followers**

# swot analysis

## Strengths

The center has the latest equipment and modern medical techniques in the treatment of eye diseases and its own surgery as well as the medical team continuous development Great experience in this field extends for more than 15 years

## weakness

Lack of activity and presence on social media channels Not opening new channels on social media and building and enhancing brand awareness Not activating and renewing content to increase interaction and gain a new market share Lack of foreign medical cadres to attract more audience and interactivists and build trust with them Lack of effective partnership such as schools, groups, insurance companies

## Opportunities

The existence of opportunities to gain a new competitive and profitable market share when working on a permanent presence, enhancing activity on social media, responding to the public, opening new social media channels to speed up the spread and increase audience growth, working on more than one segment of the audience, addressing each individually, providing them with information, responding to them, and building new content

# swot analysis

## Threats

**The strength of competition in the market, the emergence of new competitors, the development of social media and the content offered, and the speed of spread with inactivity and presence strongly will lead to the gradual disappearance and loss of competitive market shares and profitability**

# Buyer persona



buyer persona 1

kids&young

age 0 to16

male&female

location oman

## challenge

Maintaining vision Vision correction Performing eye surgeries under the supervision and medical staff with strong experience Follow-up Responding to the patient while any symptoms occur Using modern techniques to not feel pain The disease does not return It was also care and attention to the patient

## How you can help them

Through an integrated and excellent medical service and the use of modern technologies Responding and interacting with the patient and responding to all inquiries Medical staff with great experience in the field of eye diseases and surgery Continuous follow-up Providing educational and medical guidance content to teach them how to maintain their vision Building partnership with schools to conduct examination, guidance and education

# Buyer persona

buyer persona 2

Adults seniors

age 18 to 65

male&female

location

oman

## challenge

Medical care by looking and maintaining it Performing surgeries There are modern technologies and a medical team with great experience Supervision and periodic follow-up Trust and safety by providing advice, medical information and hidden follow-up to ensure that the disease does not return or when something sudden happens

## How you can help them

By providing integrated medical expertise with a medical team with great experience in the field of medical ophthalmology, modern technologies provide medical supervision and periodic follow-up Providing medical advice and advice Building trust and safety





# content

## content types

visual status update photo video reels

text social media posts rates

## tone of voice

informatic educational advice story telling

medical personality



# goals&objective

growth in the number of followers

reaching 10000to20000 in 3 months who interact with the brand

Between funded content and organic content

Achieving the highest interaction

enhancing presence and activity on social media channels

publishing 7to10 posts during the week

## increas sales

Increase the number of examinations, visits and surgeries by an average of 20 patients per week



# strategy

## Brand awareness

strengthening the brand identity and presence on various social media channels to achieve interaction with the brand and achieve a competitive and profitable market share

## increase sales

achieving new profitability shares and creating new opportunities for expansion and brand building

**time** 3month    **plat form** instgram face book  
youtube tikto

**active time** 4pm 7pm

**active day** sat sun mon



# tactics

## personalty

Here attention must be paid to talking about the place and it will have a content dedicated to clarifying modern medical technologies The experience and efficiency of the existing medical staff, but in a traditional way An example in talking about medical techniques It is possible to show the difference in an earlier time between old technologies and modern technologies And to what extent is it easy, safe and fast Bring an old video that is real and not made An example of doctors It is possible to talk about their success stories and experience And by also talking about some diseases related to the field of eyes and prevention Some The advice is content about the development of the place and where it reached and what it achieved




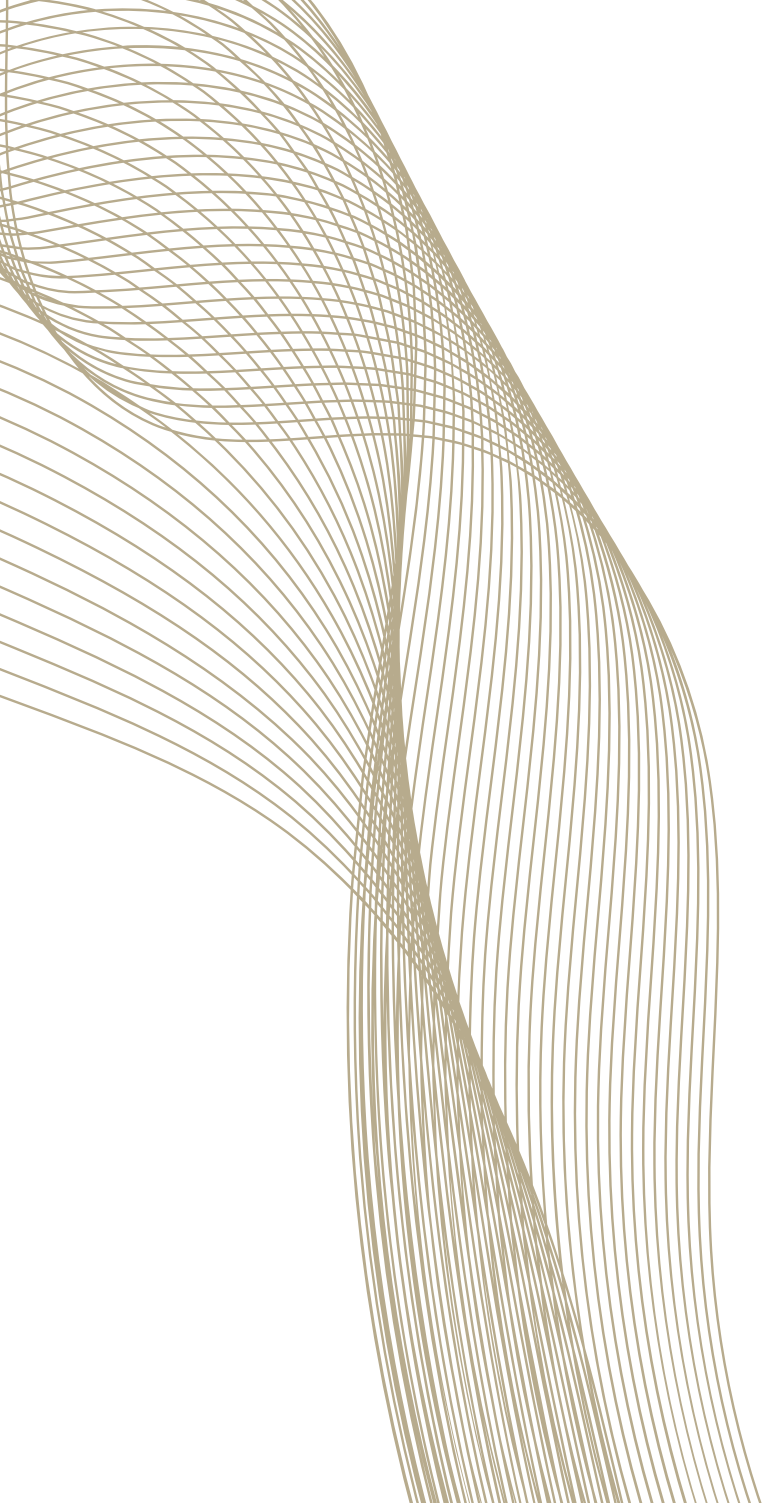
# tactics

## buyer persona 1

Here the content will be educational and guidance will teach children how to keep me through some medical instructions and guidance and it is possible to make a partnership with private schools and seminars to teach children and also an eye test to check on children and detect the disease early Directing content to parents to give them some medical advice to maintain children's vision and talk about some diseases of young children and how to deal and how to detect them early such as eye stillness and around the eyes and make special sessions if necessary also go with the content to the side Entertainment through game content to improve vision and sight

And also go with the content to mothers how to deal with the eyes of babies and maintain them and instructions to avoid any diseases for them

Inside foreign medical cadres specialized in the field of pediatric ophthalmology has found through the analysis of competitors a great confidence in doctors and foreign cadres



# tactics

## buyer persona 2

Orientation with educational and medical content of an essay nature on eye diseases and where modern technologies have reached Responding and interacting with the public by presenting a proposal for several diseases to talk about and vote on them and opening the door for inquiries and consultations

The work of the monthly and annual membership system and that each membership has privileges over the other and discount points Making periodic promotions on some of the most requested examinations and surgeries

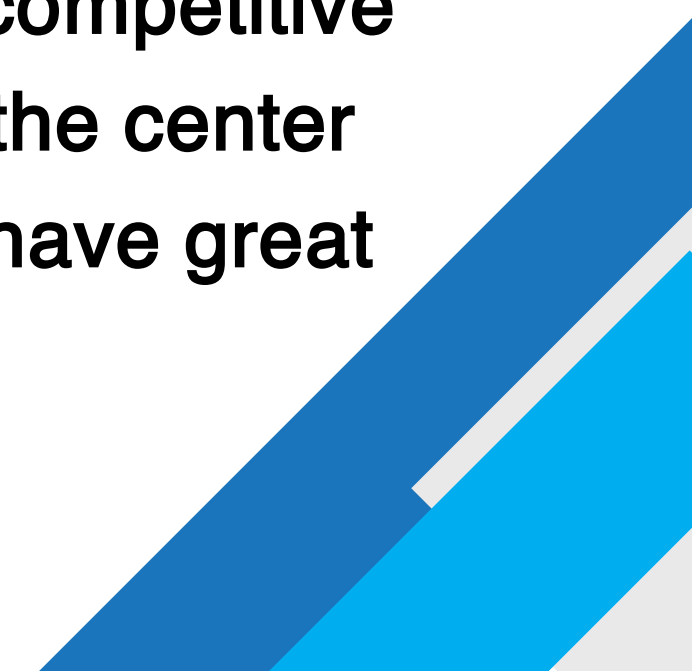
**Develop a plan to make a partnership with insurance companies and some private companies with memberships or subscriptions**

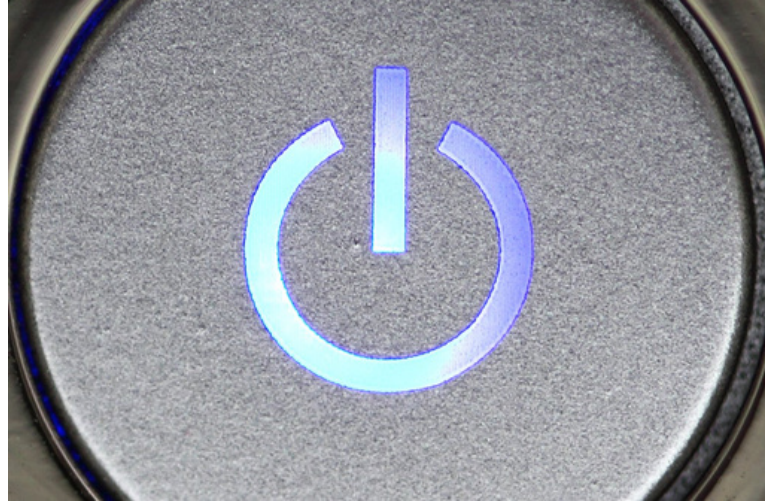
**Introducing the eye test to make a driving license at competitive**

**prices Content about experiences and dealing with the center**

**and evaluations Introducing foreign medical cadres have great**

**popularity in this field**





## control and action

### **Social media specialist**

**Implementing the agreed-upon strategy and coordinating and following up with all the team responsible for social media. Analyzing the results and making periodic reports on the indicators of the followed plan. Solving problems and crises. Implementing alternatives and solutions.**

### **content creator**

**Make a content and publishing plan, follow trends and official holidays, and make a content calendar. Coordinate with the social media specialist and designer**

### **Designer**

**Preparing social media designs in coordination with the social media specialist and the content creator to achieve the appropriate design for the campaign idea based on the established strategy.**

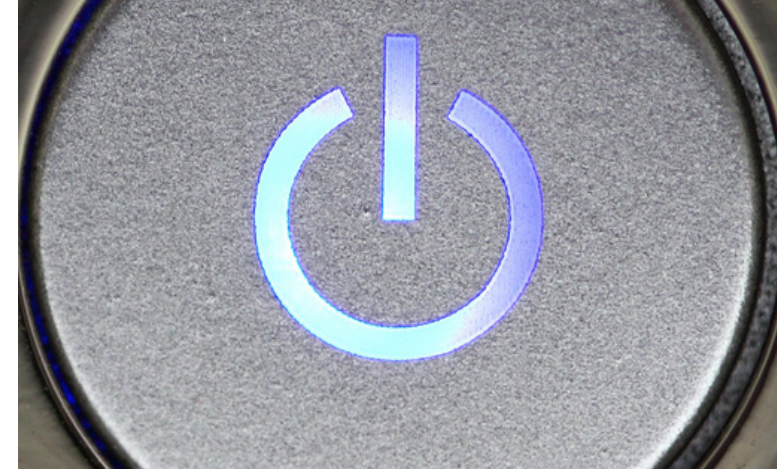
# control and action

**Preparing and running funded advertising campaigns according to the implemented plan in coordination with the social media specialist. Providing indicators and reports on advertising campaigns and results. Following up on real-time campaigns and amending procedures in campaign settings.**

**Determining the budget and making a plan for it.**

**Responding to messages and interacting with the public regarding the content. Providing support for all public inquiries. Conveying sufficient customer opinions to management. Preparing a report on that.**

**This will be done through weekly and monthly periodic reports by measuring indicators of increasing audience size, interaction rate, advertisement appearance rate, access rate, interaction activity rate with the content, publication and presence rate, and this will be discussed to determine the extent of the plan's success.**



## media buying

## Follow-up and response team

## Measuring the results of the plan during the agreed upon period

## Things to consider in the next steps

**Creating a special application for the center to facilitate many operations for the patient, which will be explained in detail with the discussion**

Thank you



**Bowred by mahmoud tolba**