



# Freelance Platform Advertising Plan in Egypt

Comprehensive strategy to connect freelancers with business owners across Egypt

2024

Egypt

Target Audience

2+

User Categories

Ad Platforms



Total Budget

60,000

Egyptian Pounds



## What is the Platform?

- ✓ **Digital marketplace** connecting freelancers with business owners
- ✓ Creating a **safe environment** for freelance work inside Egypt
- ✓ Access to **diverse work opportunities** from anywhere
- ✓ Facilitating collaboration between **talents and companies**



## Campaign Goal



### Increase User Base

Attract freelancers and business owners



### Build Trust & Awareness

Enhance platform credibility in Egyptian market



### Achieve Balance

Ensure supply-demand equilibrium

# Campaign Objectives ●●

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## Increase Registrations

- ✓ Freelancers
- ✓ Business Owners



## Build Trust

- ★ Platform Credibility
- ★ Social Proof



## Boost Engagement

- 👤 Followers
- 💬 Engagement



## Retarget Users

- 🔄 Re-engage Visitors
- ↗️ Optimize Performance



## Balance Supply & Demand

Ensure balanced ratio of freelancers and business owners to guarantee platform effectiveness and provide real work opportunities

# Budget ●●



## Total Budget

**60,000**

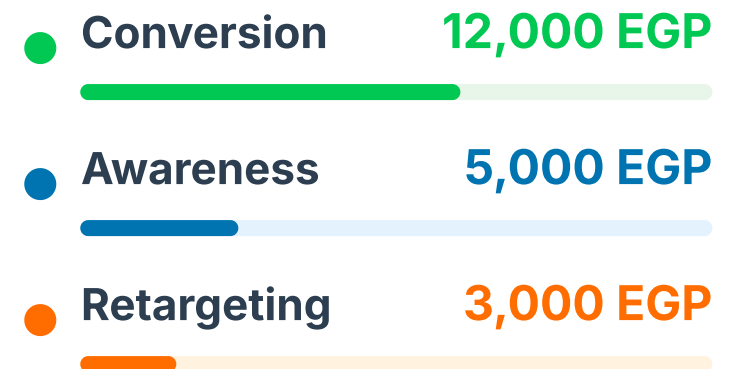
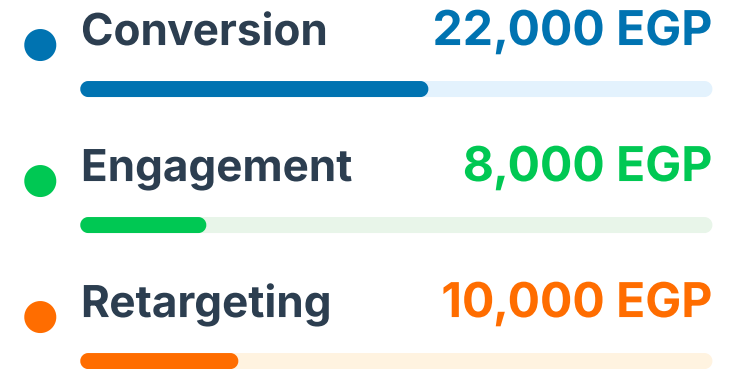
Egyptian Pounds

**40K**

Meta Ads

**20K**

TikTok Ads



# Geographic Targeting ● ●

## All Egypt

Complete geographic coverage

### Tier 1

**50%**

 Cairo – Giza – Alexandria

### Tier 2

**30%**

 Delta Region

### Tier 3

**20%**

 Other Governorates

## Geographic Coverage






# Audience Segmentation ● ●



## Freelancers




Independent Workers

-  **Self-Employed**  
Seeking freelance opportunities and diverse projects
-  **Remote Work**  
Looking for flexibility in work and time
-  **Skill Development**  
Wanting to build strong professional profiles



## Business Owners




Entrepreneurs

-  **Finding Talent**  
Looking for professional freelancers for their projects
-  **Time Saving**  
Finding qualified resources quickly and easily
-  **Cost Effective**  
Getting high-quality services at reasonable prices



## Broad Audience

General Public

-  **Awareness Building**  
Increasing platform visibility and benefits
-  **Wider Reach**  
Expanding potential user base
-  **Discovery**  
Attracting people interested in freelance concept

# Market Analysis ● ●



## Market Size

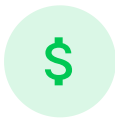
# 1.4B\$

Arab Freelance Market



## Continuous Growth

Market is constantly expanding



## Competitive Pricing

Lower costs than global markets



## Egypt's Position



### Freelancer Base

Egypt has one of the largest freelancer populations in the Arab region



### Local Platforms

Strong Arabic platforms facilitate market entry (Khamsat – Mostaqil)

## Insight



**Large Market** + **High Competition** + **Strong Opportunity for Local Platforms**

# Competitor Analysis ●●

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## Competitors

### Arabic Platforms

Khamsat

Mostaqi

### Global Platforms

Upwork

Fiverr

## Strengths



### Large User Base

Millions of users worldwide



### High Trust

Strong reputation in market



### Strong Rating System

Transparent review mechanism

## Weaknesses



### High Commissions

**10-20%**

Large fee percentage



### High Competition

Difficulty getting projects



### Hard to Start

Challenges for beginners

# Competitor Content Type ●●

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## Educational Content

- ✓ How to start freelancing
- ✓ Professional tips
- ✓ Beginner guides



## Success Stories

- ✓ Real success cases
- ✓ User testimonials
- ✓ Income growth stories



## Beginner Friendly

- ✓ Simple content
- ✓ Easy to understand
- ✓ Friendly language
- ✓ Clear steps



## Income Tips

- ✓ Increase earnings
- ✓ Pricing strategies
- ✓ Project management



## Motivational Content

- ✓ Freelance as lifestyle
- ✓ Financial freedom
- ✓ Professional growth



## Insight

Their content is

**Educational**




+

**Motivational**



More than sales-oriented

# SWOT Analysis ● ●




## Strengths

-  **Large Market in Egypt**  
Huge potential customer base
-  **High Demand for Freelance**  
Growing need for independent services
-  **Strong Local Brand Potential**  
Opportunity to build trusted brand




## Weaknesses

-  **Low Trust in New Platforms**  
Challenge building credibility from scratch
-  **Liquidity Shortage**  
Limited projects in early stages

## Opportunities

-  **Online Work Growth**  
Increasing trend toward digital work
-  **Youth Seeking Extra Income**  
Large and growing segment
-  **Weak Local Competition**  
Opportunity to dominate local market

## Threats

-  **Strong Global Platforms**  
Upwork & Fiverr dominate market
-  **Price Competition**  
Pressure for competitive pricing
-  **Difficulty Building Trust**  
Takes time to build reputation

# Advertising Funnel ●●



## Awareness

Reach maximum target audience

↗ Increase platform visibility



## Consideration

Build trust and interest

♥ Convince users of value



## Conversion

User registration

✓ Convert interest to signups



## Retargeting

Convert hesitant visitors

↻ Re-engage interested users



## Complete Funnel

From awareness to registration



## Continuous Optimization

Measure and improve performance



## Fast Results

Effective user conversion



## Conversion Campaign

Direct Conversion

### Main Objective

User Registration

### Ad Type

Lead Generation Ads

### Target Audience

Freelance work interested

Budget

**22,000 EGP**



## Engagement Campaign

Build Trust & Engagement

### Main Objective

Build Trust & Engagement

### Content Type

Videos + Success Stories

### Target Audience

Broad & diverse audience

Budget

**8,000 EGP**



## Retargeting

Re-engage Users

### Main Objective

Convert Interested Users

### Target Audience

Website visitors + engagers

### Timing

After first engagement

Budget

**10,000 EGP**

# TikTok Strategy ●●



## Conversion

Direct Conversion

### Main Objective

Direct Registration

### Advantage

Fast & immediate results

### Ad Type

Engaging short videos

Budget

**12,000 EGP**



## Awareness

Rapid Spread

### Main Objective

Viral awareness building

### Target Audience

Broad & youth audience

### Content Type

Creative & shareable content

Budget

**5,000 EGP**



## Retargeting

Re-engage Users

### Main Objective

Reach interested users again

### Target Audience

Previous video viewers

### Advantage

Low cost to reach

Budget

**3,000 EGP**



## Freelancers

Independent Workers



Can't find work?



Work from home



Extra income



Start quickly



## Business Owners

Entrepreneurs



Can't find someone?



Save time



Get work done fast

# Content Strategy ● ●



## UGC

Real User Content



### Authenticity

Real & verified content



### Diversity

Diverse user experiences



### Impact

Strong decision influence



## Short Videos

Quick & Engaging



### Duration

15 - 60 seconds



### Reach

Easy sharing & virality



### Engagement

Quick attention capture



## Educational Content

Tips & Guides



### Practical Tips

Useful & actionable advice



### Success Stories

Real inspiring experiences



### Comparison

Job vs Freelance

# Retargeting Strategy ● ●

## Retargeting Funnel

**1 Website Visitors**  
Visited but didn't register

**2 Engagers**  
Watched or interacted with content

**3 Video Viewers**  
Watched complete videos

**4 Incomplete Registrations**  
Started but didn't complete signup

## Target Audience Distribution



● Website Visitors ● Engagers ● Video Viewers  
● Incomplete Registrations

## Key Performance Indicators



### Cost per Signup

Registration Cost

**<50**

EGP

Lower is better



### CTR

Click-Through Rate

**2%+**

Clicks / Impressions

Indicates ad effectiveness



### Engagement Rate

Engagement / Reach

**3%+**

Interactions / Reach

Shows audience interest



### Video Watch Rate

Video Completion Rate

**60%+**

Full Video Views

Indicates content quality



### Conversion Rate

Registration Conversion

**5%+**

Signups / Visits

Ultimate success metric

# Critical Success Factors ●●

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## Precise Audience Segmentation

Accurate targeting based on behavior, interests, and demographics



## Strong Video Content

Professional and engaging videos that drive high interaction and viral reach



## Fast Website Speed

Quick and easy-to-use performance that reduces bounce rate and increases conversion



## Social Proof Presence

Real user testimonials and ratings that build trust and increase credibility



## Continuous Optimization

Regular campaign monitoring and improvement based on data and performance results

# Conclusion ●●

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## Meta for Conversion

Best ROI

Rely on Meta for best conversion results and user registrations

- ✓ Primary campaign platform



## TikTok for Expansion

Growth

Use TikTok to reach broader audience and build platform awareness

- ✓ Rapid audience expansion

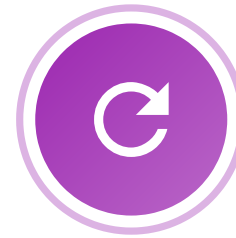


## Content = Trust

Credibility

Build trust through valuable and educational content that proves platform expertise

- ✓ Content is king

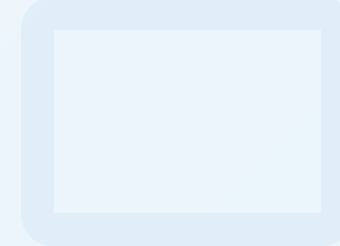


## Retargeting = Conversion

Optimization

Retargeting significantly increases conversion rates and improves ROI

- ✓ Smart investment strategy



# Thank You



Questions & Discussion

