

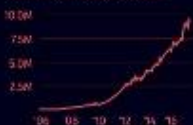


Reddit

MAUs: 330,000,000

Reddit – “The Front Piece of the Internet” – has experienced slow and steady growth to become a major player in the social media market. The company is even planning an IPO in the near future.

MONTHLY SUBMISSIONS ON REDDIT



as “being a Tom’s music meme” site was the most visited social network from 2009–2010, though more of its userbase migrated over to Facebook in the late aughts.

Though MySpace was edipped it’s far from dead. The network still reels in an impressive 50 million users every month.



Pinterest

MAUs: 200,000,000

The Tencent Cluster



Qzone

MAUs: 563,000,000



WeChat

MAUs: 1,040,000,000

WeChat, a platform owned by Tencent, is a force to be reckoned with. It has surpassed one billion MAUs, and the average user spends over an hour on the app.

The Beijing Belt



QQ

MAUs: 808,000,000

QQ – launched way back in 1999 – was one of the first social networks in China. The platform still has nearly a billion users despite the fact that WeChat is now the star of Tencent’s roster.



Douyin (Tik Tok)

MAUs: 500,000,000

Douyin – known as Tik Tok outside China – is a popular short-form video app that rocketed to the top of the Apple Store charts.



Weibo

MAUs: 471,000,000



Vkontakte

MAUs: 57,000,000

Vkontakte, more commonly known as VK, is a Russian online social media and social networking service. It is available in several languages but it is especially popular among Russian-speaking populations.



Baidu Tieba

MAUs: 300,000,000



YY

MAUs: 117,000,000

WhatsApp Challengers



Telegram

MAUs: 200,000,000

Telegram – a messaging and voice app – is a messaging platform that is particularly popular in Iran. The app features a “self-destruct timer” and end-to-end encryption.



Viber

MAUs: 260,000,000

Viber Messenger is particularly popular in Eastern Europe. The platform recently hit an impressive milestone, surpassing one billion registered accounts.



Line

MAUs: 203,000,000

The messaging app, Line, is extremely popular in Japan, Taiwan, and Thailand.





How to launch you brand digitally in 7 days

Khaled Badr



Messenger
MAUs: 1,300,000,000



Instagram
MAUs: 1,000,000,000

Instagram is all the darling of the social media universe. New features (which look suspiciously similar to Snapchat) have helped drive engagement on the platform. The photo-based social network now accounts for over a third of Facebook's revenue.



facebook

Facebook
MAUs: 2,195,000,000

Facebook is far-and-away the world's largest social network. The company owns Instagram, and two messaging platforms with over a billion monthly active users.

While momentum on almost every social platform appears to be reaching a plateau, some trees of Facebook's empire continue to grow - most notably, Instagram.

On Facebook - which is now well over a decade old - MAU numbers continue to increase as well.



WhatsApp
MAUs: 1,500,000,000

WhatsApp was one of the first truly viral apps to captivate the smartphone era, arriving at a time when users were unhappy with the cost of SMS.

In 2014, Facebook recognized the potential of the messaging platform and acquired the company for a colossal \$19 billion.



Snapchat
MAUs: 255,000,000

Snapchat saw its meteoric rise stifled by Instagram and a redesign that failed to resonate with users. As a result, the social media upstart saw a drop in users for the first time in Q2 2018.



Peach



Twitter
MAUs: 336,000,000

Twitter's IPO in 2013 produced growth expectations that have been hard to live up to. As well, the platform is a magnet for controversy.

Still, Twitter has never been more culturally relevant than today. Tweets from world leaders and CEOs can have far-reaching consequences, and hashtagged social movements have united more people than ever to affect change.



Vine
By the end of 2016, Twitter's short-form video platform had surpassed 200 million users. Vine had a monthly active user base of 210 million.



Meerkat

G+

Google's social media arm is somewhat of an enigma. On one hand, the platform is widely viewed as a failed attempt to compete with Facebook. On the other, G+ does give every Google user a standardized profile. While the search engine giant is tight-lipped about MAU stats, estimates vary between 50-300 million.



YouTube
MAUs: 600,000,000



Slack
MAUs: 8,000,000

Hi

Khaled Badr

CEO at KF Agency

Everything about me is on LinkedIn



First things first



- Who can benefit from this session
- How to make the best use of this session
 - Get the big picture
 - Focus on stories and case studies
 - Get the slides once I post them (QR)



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Day 00



Day 00: Before you start

- Prepare a product/service that sells
- Get your brand identity
- Be free for 7 continuous days



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Day 01



Day 01: Plan your digital existence



- Set goals for the first quarter
- Perform quick audience analysis
- Find your competitive advantage
- Decide on your digital platforms



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Set goals for the first quarter



- Process
 - SMART Business goals then:
 - SMART Digital goals
- Methodology
 - Use historical data
 - Use your industry-specific experience



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Perform quick audience analysis



- Split your target audience based on their perspective to your business
 - Why they need your business?
 - Why you are their best option?
 - Why would they doubt you?
- Consider (Demographics – Interned Behavior – Needs and Demands



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Competition Analysis



- Use more than one competition analysis technique:
 - 2 Dimensions analysis
 - Feature based analysis
 - Digital existence analysis
- Find your competitive advantage
 - Product advantage?
 - Supportive service advantage?
 - Pricing advantage?



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Decide on your digital platforms



- Where your audience exists the most?
- Where are they making buying decisions?
- Where do your competitors sell best?
- Where are you currently performing well?
- Which platforms you have resources for?



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Day 02



Day 02: Create content



- Prepare your content directions on all platforms
- Create your first 10 written content pieces for social media
- Create your first blog post
- Prepare content for your website



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Prepare your content directions on all platforms



- What your competitors are doing there?
- What other companies targeting your audience do there?
- What is the general style of content there?



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Create your first 10 written content pieces for social media



- Find top questions your audience have
- Write answers for all questions
- Whenever an answer is long you can split it to more than a post or to an album
- Use twitter threads



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Create your first blog post



- Your blog post title “Top 10 questions about [Your_industry]”
- Use your social media content as sub-headings
- Each social media post goes into the blog post
- Use a tool to optimize your blog post (Rankmath)



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Prepare content for your website



- Collect content you posted as (About – Bio ..) on social media
- Build a simple (About us) document
- Use data you prepared on audience and competitive advantage
- Build a simple (Home) document including
 - Your product/service main competitive advantage
 - The needs you fulfill
 - Audience you target
 - A brief of who you are



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Day 03



Day 03: Website and start video marketing



- Create your website
- Create your lead capturing methodology (Lead magnet)
- Shoot your written content into short video content



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Create your website

- Use a simple tool (Google sites)
- Use content you prepared
- DON'T GET CREATIVE
- Buy a domain if you want to



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Create your lead capturing methodology (Lead magnet)



- Create a simple google form for lead generation
- Offer something for your prospects:
Free (Sample – Demo – Consultation – Document - ..)
- Add it to your google site (in literally a click)



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Shoot your written content into short video content



- Each social media piece goes to one vertical video
- Your blog post will go to a youtube video later
- DON'T GET CREATIVE



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Day 04



Day 04: Prepare your visuals and post your content



- Create a social media template for your design
- Create social media assets (Profile pics and covers)
- Create designs for your social media content
- Post/Schedule all social media content
- Edit your short videos
- Post your short videos on relevant platforms



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Graphic designs



- Use Canva to:
 - Create a social media template for your design
 - Create social media assets (Profile pics and covers)
 - Create designs for your social media content
- **DON'T GET CREATIVE**



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Moderation (posting and scheduling)



- Post/Schedule all social media content
- Edit your short videos (Use YouCut - Tiktok)
- Post your short videos on relevant platforms
- DON'T GET CREATIVE



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Day 05



Day 05: Grow your online presence



- Leverage free social media growth techniques
- Invest in digital partnerships
- Offer free product/service



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Leverage free social media growth techniques



- Instagram: Follow for follow
- Facebook: Groups (posting – commenting)
- Twitter: Trends – Hashtags
- Tiktok: Trending music – Sharing a lot
- Every platform: Family and Friends
- GET CREATIVE



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Invest in digital partnerships



- Cross posting with a business partner
- Mentions from supporting businesses
- Micro influencers gifts for exposure (not so free though)
- GET CREATIVE



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Offer free product/service

- Competitions
- Influencers
- GET CREATIVE



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Day 06



Day 06: Start advertising



- Creating simplified Google ads campaigns
- Create budget efficient social media campaigns
- Decide on metrics to monitor



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Creating simplified Google ads campaigns



- Use a simple campaign for your website
- Choose very specific transactional keywords
- Limit cost per click to save budget
- Keep it going and never pause the campaign
- Don't allocate much budget on one campaign



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Create budget efficient social media campaigns



- Spend only on potential revenue sources
- Stick to simple ad copies:
Audience and need → Competitive advantage → call to action
- Create one campaign for each audience you target
- Use 2 adsets for each audience breaking them down with one dimension (ex. Region)
- Split budget between your audience



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Decide on metrics to monitor



- Remember your business and digital marketing goals
- Know what metrics affect those goals
- Track ONLY those metrics
- Reach is not important unless it's one metric of those
- Impressions are not important unless it's one metric of those
- Even Leads are not important if they're not one your monitored metrics



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Day 07



Day 07: Get a professional feedback



- Congrats! You already achieved a very complicated goal
- Find a consultant (try to get a good one for free)
- Write down areas of development
- Start developing



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2 Final thoughts



- This is not enough for reaching your full potential YOU STILL NEED PROFESSIONAL HELP
- If you reach Day 07, Give me a call and I'd love to give you the free consultation



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Thank you

Khaled Badr

CEO at KF Agency

Everything about me is on LinkedIn

