

Maraam.io

MARKETING PLAN

Maraam.io

2018

NON-COMPETE AND CONFIDENTIALITY AGREEMENT

This Non-Compete and Confidentiality Agreement (the "Agreement") is entered into as of the ____ day of _____, _____, by and between Maraam.io, LLC and its affiliates, (collectively referred to as the "Company") and _____ (the "Individual"). In consideration of the mutual promises and covenants contained in this Agreement and the consideration provided by the Individual's continued affiliation with the Company, the parties agree as follows:

1. The Company is organized under the laws of Kingdom of Saudi Arabia and has been organized for the purpose of developing and operating a business serving as an online training company with a principal place of business in the Kingdom of Saudi Arabia.
2. The parties acknowledge that:
 - A. the Company's services are highly specialized;
 - B. the identity and particular needs of the Company's customers and targeted customers and vendors are not generally known;
 - C. the Company has a proprietary interest in information including, but not limited to, its customer lists, customer target lists, vendors and contractors, business plans, marketing plans and financial records; and
 - D. documents and other information regarding the Company's sales methods, pricing and costs, as well as information pertaining to the Company's development plans, products, services, source codes, information management practices, customers, vendors and contractors including but not limited to, identity location, service requirements, and charges to customers are highly confidential and constitute trade secrets.
3. Trade Secrets and Confidential Information. During the term of this Agreement, the Individual may have access to, and become familiar with, various trade secrets and confidential information belonging to the Company, including, but not limited to, the documents and information referred to in Paragraph 2, above. Individual acknowledges that such confidential information, any other information which would generally be considered confidential and trade secrets are owned and shall continue to be owned solely by the Company. During the term of his/her term as an officer, director, shareholder, employee, consultant, independent contractor or other affiliation of or to the Company, and for a period of thirty-six (36) months after such affiliation terminates for any reason, regardless of whether said termination is initiated by the Company or the Individual, the Individual agrees not to use, communicate, reveal or otherwise make available any such information for any purpose whatsoever, or to divulge such information to any person, corporation, limited liability company, partnership, or other entity other than the Company or persons expressly designated by the Company, unless the Individual is compelled to disclose it by judicial process.
4. Documents. Under no circumstances shall the Individual remove from the Company's places of business any of the Company's books, records, documents, or customer lists, or any copies of such documents, without the Company's prior written consent; nor shall the Individual make any copies of such books, records, documents, or customer lists for use outside of the Company's office, except as specifically authorized in writing by the Company.
5. Restrictive Covenant. The Individual agrees that:
 - A. For a period of thirty-six (36) months after termination of the Individual's affiliation with the Company, said affiliation including, but not limited to service as an officer, director, shareholder, employee, consultant, or independent contractor, the Individual will not, directly or indirectly, solicit any person, company, firm, corporation or other entity who is or was a customer, vendor or affiliated party of the Company during a period of three (3) years prior to the termination of the Individual's affiliation with the Company. The Individual agrees not to solicit such individuals or entities on behalf of him/herself or any other person, firm, company, corporation or other entity.
 - B. The Individual agrees that for a period of thirty-six (36) months after the termination of his/her affiliation with the Company, regardless of whether said termination is initiated by the Company or the Individual, he/she will not accept employment with, or act as a consultant, contractor, advisor, or in any other capacity for, a competitor of the Company, or enter into competition with the Company, either by himself or through any entity owned or managed in whole or in part by the Individual. The term "competitor" as used in this Paragraph 5.B., means any entity primarily engaged in the business of providing services in which the Company engages currently or subsequent to the date of this Agreement.
6. Remedies. The Individual acknowledges that compliance with this Agreement is necessary to protect the Company's business and good will; that a breach of this Agreement will irreparably and continually damage the Company; and that an award of money damages might be necessary to repair such damage, but may not alone equate to remedy such harm. Consequently, the Individual agrees that in the event he/she breaches or threatens to breach any provision of this Agreement, the Company shall be entitled to both: (1) a preliminary or permanent injunction in order to prevent the continuation of such harm; and (2) money damages, insofar as they can be determined, including, without limitation, all reasonable costs and attorneys' fees incurred by the Company in enforcing the provisions of this Agreement. Nothing in this Agreement, however, shall prohibit the Company from pursuing other remedies that may be available under law.
7. Waiver of Rights. If, in one or more instances, either party fails to insist that the other party perform any of the terms of this Agreement, such failure shall not be construed as a waiver by such party of any past, present, or future right granted under this Agreement, and the obligations of both parties under this Agreement shall continue in full force and effect.
8. Termination of Agreement. This Agreement shall terminate pursuant to this agreement or upon any one of the following events:
 - A. The mutual written agreement of the parties;
 - B. The expiration of thirty (30) days after a petition in bankruptcy has been filed by or against the Company, assuming such petition is not dismissed during the thirty (30) day period; or
 - C. The voluntary or involuntary dissolution of the Company.
9. Assignment. Neither party shall have the right to assign any rights or obligations under this Agreement.
10. Severability. If any provision, paragraph, or subparagraph of this Agreement is adjudged by any court to be void or unenforceable in whole or in part, this adjudication shall not affect the validity of the remainder of the Agreement. Each provision, paragraph, and subparagraph of this Agreement is separable from every other provision, paragraph and subparagraph, and constitutes a separate and distinct covenant.
11. Applicability. This Agreement shall be binding upon, and shall inure to the benefit of, the parties and their respective successors, assigns, executors, administrators, and personal representatives.
12. Complete Agreement. This Agreement constitutes the complete understanding of the parties as to the Individual's agreement to non-competition and confidentiality. All prior representations or agreements have been merged into this Agreement.
13. Modification. No alteration of or modification to any of the provisions of this Agreement shall be valid unless made in writing and signed by both parties.
14. Governing Law. This Agreement shall be subject to and governed by the laws of Kingdom of Saudi Arabia.

In witness whereof, the parties have executed this Agreement as of the date first above provided.

Signature

CEO FIRST CEO LAST, CEO TITLE

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FORWARD LOOKING STATEMENTS

This Confidential Memorandum contains certain forward-looking statements concerning the Company's future operations, economic performance, financial condition, and financing plans, including such things as business strategy and measures to implement that strategy, competitive strengths, and goals, growth of the Company's business and operations, and references to possible future success. These statements are based on certain assumptions and analyses made by the Company in light of the Company's experience and its perception of historical trends, current conditions, and expected future developments, as well as other factors the Company believes are appropriate in the circumstances. Such forward-looking statements are subject to risks, uncertainties, and other factors, which could cause actual results to differ materially from future results expressed or implied by such forward-looking statements. The most significant of such risks, uncertainties and other factors are discussed under the heading "Risk Factors" of this Confidential Memorandum. Affiliated parties are urged to carefully consider the Risk Factors. Consequently, all forward-looking statements made in this Confidential Memorandum are qualified by these cautionary statements, and there can be no assurance that the actual results or developments anticipated by the Company will be realized or, even if substantially realized, that they will have the expected consequences to, or effects on, the Company or its business or operations.

Affiliated parties or their advisors having questions or desiring additional information should contact the following persons at the address listed below.

Maraam.io, LLC
Kingdom of Saudi Arabia
ahmed.fal@kldera.com

Executive Summary

Maraam.io, LLC, through development and delivery of its online training portal is poised to become a leader in the online training channel.

This Marketing Plan has been prepared for your review and to showcase the Company's marketing strategies and comprehensive market research. The Company is formed as a LLC in Kingdom of Saudi Arabia and provides an online training portal for use across a variety of vertical channels.

Concept Summary

Maraam.io, LLC is a Kingdom of Saudi Arabia-based, LLC enterprise focused on the development and delivery of an online training portal. The Company aims to achieve a preeminent position in the online training channel based on the concept of cultivating loyal, brand specific consumer segments within the targeted market.

Mission and Vision

The mission of Maraam.io, LLC is to become a predominant market leader in advanced online training while encouraging a friendly and fair work environment; all in a fiduciary manner which supports our company, industry and community.

Maraam.io will enjoy its status as a leading provider of online training throughout Internet users in the KSA, United Arab Emirates and Egypt by providing high-quality service tailored to our target market.

Objectives

The Company has established a series of objectives which clearly denotes management's short and long term goals.

Primary goals which will drive success for the business:

- Generate USD 5 million from B2C
- Generate USD 5 million from B2B
- Generate above revenue from UAE, KSA and Egypt

Marketing Objectives

- Annual revenues growth for the next 3 years.
- Improve understanding of the Company's target markets.
- Build expertise in technologies of the present and the future.
- Improve marketing & supply chain project management skills.
- Develop information asset through marketing research, knowledge management and maintaining up-dated market databases.

Keys to Success

Maraam.io has identified several keys to success which are important for the Company to reach its revenue and franchise unit goals.

- Securing and expanding sales of services to targeted individuals and organizations, thereby achieving rapid expansion.
- Ensuring high quality and pertinent information is provided to targeted consumers via the Company's marketing efforts.
- Retaining and recruiting strong senior management with extensive, broad-based, industry-specific experience.
- Developing an efficient electronic media marketing campaign.
- Using of strict fiduciary principles and operating methods combined with a well-organized and executed operating plan.

- Innovation.
- Securing an expanding base of customers, thereby achieving rapid growth by returning, loyal consumers.
- Distinguishable and attractive, one-of-a-kind website design
- Excellent product quality combined with exceptional customer service.

Situational Analysis

Industry Analysis

The following industry analysis shows a picture of the industry, its history and relevant information as it pertains to the Company and its marketing activities.

Market Characteristics

Market Size

The current market size has been evaluated based on present sales of similar online training portals and includes an analysis of an expanded product use.

Corporate Training Market Worldwide – the market is growing and has an expected revenue of \$65.41 billion by 2023

The e-learning market is expected to generate revenue of \$65.41 billion by 2023, growing at a CAGR of 7.07% during the forecast period.

...

The introduction of technology-enabled learning that helps organizations train human resource is driving the growth of the global e-learning market. These training modules offer continuous and effective learning at an optimal cost and provide customized course content that meets the specific requirements of end-users. The advent of cloud infrastructure, peer-to-peer problem solving, and open content creation will help to expand business opportunities for service providers in the global e-learning market.

Vendors are also focusing on offering choices on the course content at competitive prices to gain the share in the global e-learning market. The exponential growth in the number of smartphone users and internet connectivity across emerging markets is driving the e-learning market in these regions. The introduction of cloud-based learning and AR/VR mobile-based learning is likely to revolutionize the e-learning market during the forecast period.

(GlobeNewswire, 2018)

Corporate training implies activities and lessons for employees for their professional development. Focusing on professional development through corporate training benefits employees in improving their skills and enhancing their performance. Employers use training to acclimate additional employees, teach current employees additional skills for the same job, and to advance employees into jobs requiring distinct skill sets. Training could be particular to a company or it could be general.

The experts estimate the worldwide corporate training market to increase at a compound annual Growth rate of ~9.8 percent during the time frame 2018-2022.

(ReportLinker, 2018)

Global corporate training market is expected to grow at a CAGR of close to 10% during 2018-2022.

...

Technavio analysts highlight the top market drivers that are contributing to the growth of the global corporate training market:

- Emergence of cost-effective e-learning training modules
- Increased need for skilled employees

Emergence of cost-effective e-learning training modules

Corporate training is one of the significant expenses of any organization. The overall productivity of any company depends significantly on how well new hires are being trained, and the existing employees are upgrading their skills. Consequently, organizations are increasingly adopting innovative and cost-effective ways to train their employees. Costs associated with traditional training in a brick-and-mortar setup that includes traveling expenses, employee and trainer time and facility charges are considerably high. Furthermore, costs associated with printing instruction materials and

assessment papers are higher compared with just making them available online and giving employees access to the internet and digital content.

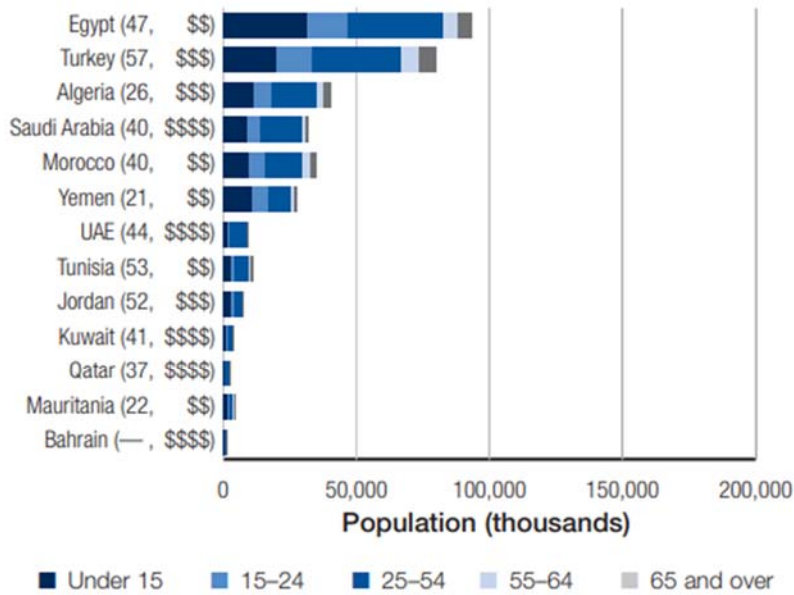
The transition of organizations from conventional training to e-learning assists them in saving employees' working hours, and it is convenient to maintain, update, and store information more effectively. Thus, vendors are introducing solutions, technologies, systems, and courses at affordable prices to corporations buying them in bulk quantities to meet the demand of their employees.

(Technavio, 2018)

Middle East/MENA Labor Force Market

- The World Economic Forum's Human Capital Index— which measures the extent to which countries and economies optimize their human capital potential through education and skills development and its deployment throughout the life-course—finds that the Middle East and North Africa (MENA) region as a whole currently only captures 62% of its full human capital potential (compared to a global average of 65%).
- Three common themes characterize MENA's labour markets: low but increasing levels of workforce participation by women; high rates of unemployment and under-employment, especially among the young and relatively well-educated; and large but decreasing shares of public sector employment. However, there are also marked differences between economies in the share of high, medium and low skilled jobs, the prevalence of informal work and the reliance on foreign workers.
- Across the Middle East and North Africa, a number of countries have improved the educational achievement of their younger generations at notable rates and, by 2030, the region is set to expand its tertiary educated talent pool by 50%. However, youth unemployment in the MENA region stands at 31% and university graduates are making up nearly 30% of the total unemployed pool. Workforce participation gender gaps currently remain wide across the region, ranging from just over 40% in Kuwait and Qatar to nearly 80% in Algeria and Jordan, reflecting an inefficient use of education investments.
- Across the region, high-skilled employment stands at 21% on average, while middle-skilled roles account for 66% of all formal sector jobs. The United Arab Emirates (UAE), Egypt, Jordan and Saudi Arabia lead the way in the local availability of high-skilled jobs. Some of the most common types of high-skilled employment in the MENA region include commercial bankers, corporate finance specialists and accountants, schoolteachers and academics, engineers, quality assurance professionals and information technology consultants, according to data from LinkedIn.
- It has been estimated that 41% of all work activities in Kuwait are susceptible to automation, as are 46% in Bahrain and Saudi Arabia, 47% in the UAE, 49% in Egypt, 50% in Morocco and Turkey and 52% in Qatar. In addition, whether jobs are declining, stable or growing, they are going through major changes to their skills profile. The World Economic Forum's Future of Jobs analysis found that, by 2020, 21% of core skills in the countries of the Gulf Cooperation Council and 41% of those in Turkey will be different compared to skills that were needed in 2015. At the same time, across the MENA region, substantial potential exists for creating high value-adding formal sector jobs in a number of sectors, skills levels and work formats

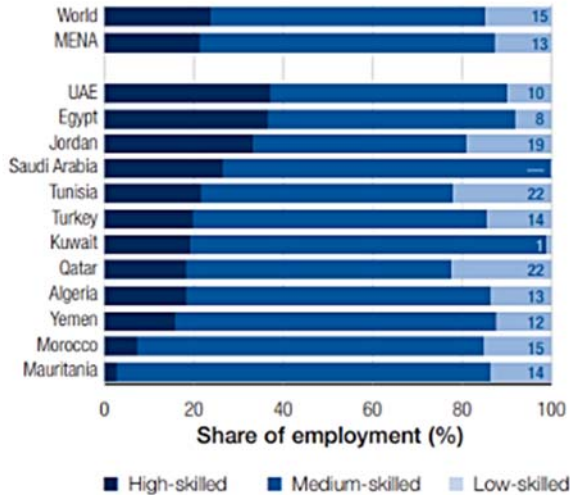
Figure 3: MENA's demographic and economic structure



Source: World Economic Forum, Human Capital Index 2016.

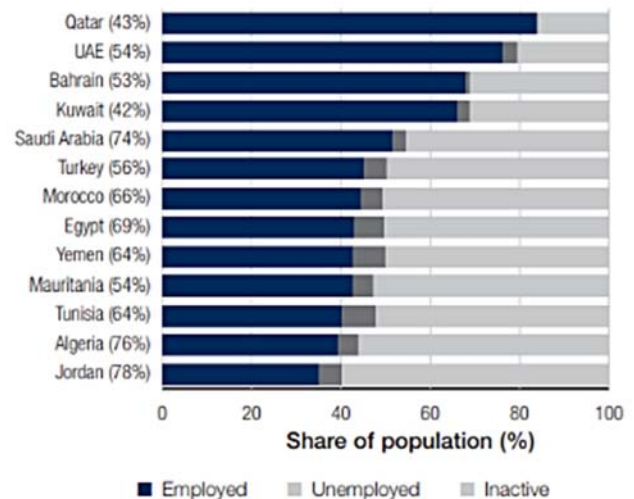
Note: Information in parenthesis after country names refers to economic complexity score and income level. Economic complexity score is calculated on a scale of 0 (least complex) to 100 (most complex); income level is based on World Bank 2016 figures on a scale from \$ (low income) to \$\$\$\$ (high income). For example, Egypt has an economic complexity score of 47 out of 100 and an income level of \$\$ (lower-middle income).

Figure 4: MENA's employment distribution, by skill level required



Source: World Economic Forum, Human Capital Index 2016.

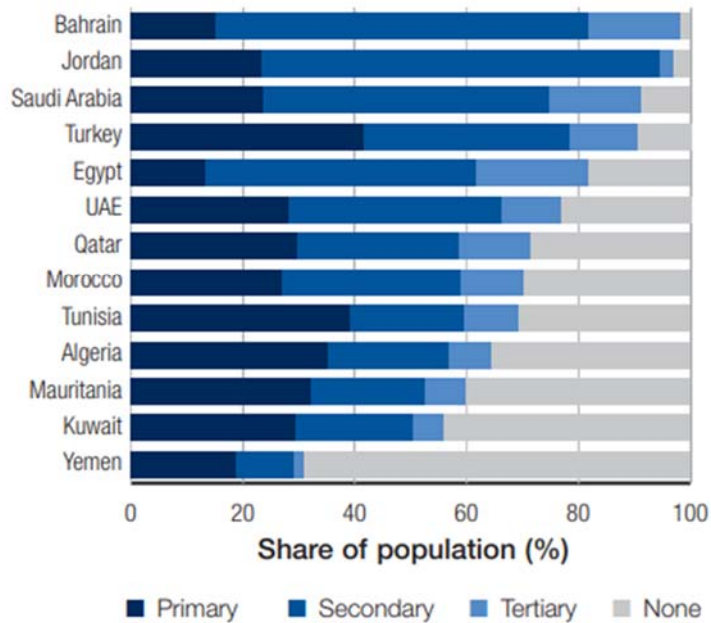
Figure 5: Economic activity, unemployment and inactivity among MENA's working-age population



Source: World Economic Forum, Human Capital Index 2016.

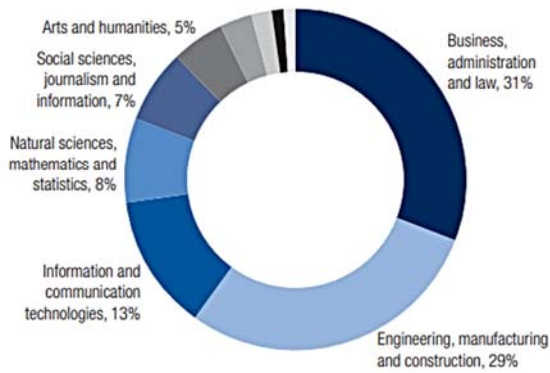
Note: Percentages in parenthesis after country names refer to the labour force participation gender gap. For example, Qatar has a 43% gap in women's labour force participation.

Figure 7: Formal qualifications held by MENA's core working-age (25–54) population



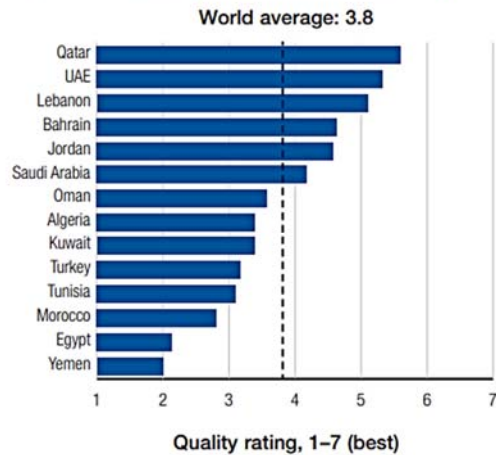
Source: World Economic Forum, Human Capital Index 2016.

Figure 10: Distribution of fields of study among MENA's tertiary-educated workforce



Source: LinkedIn.

Figure 11: Quality of MENA's education systems



Source: World Economic Forum, Executive Opinion Survey.

(World Economic Forum, 2017)

Trends and Drivers

It is important to consider trends and drivers within the industry in order to better refine the Company's service and strengthen the brand as a whole. Some trends within the corporate training market include;

- MENA – youngest population percentage in the world
- High unemployment rate
- Mismatched training/education/qualifications for the market

Some drivers within the corporate training channel include;

- Strengthening market and economies
- Poor/inconsistent education
- Failure to choose education in the optimal/open fields
- Female population entering the workforce

Technological Factors

Recent technological breakthroughs within corporate training regarding online training portals and customized training services show a positive impact on marketing projections and goals. Some of the recent innovations include;

- Wide spread use of the Internet
- Advanced video streaming services such as Skype
- Cloud-based storage and data management – opening the door for external services impacting the Company

Competitive Analysis

Direct and indirect competitors to the Company are listed with a focus on differentiating the Company.

Key Players vs. the Company

ORGANIZATION	LOCATION	DESCRIPTION	MARKETING FOCUS/STRATEGY	UNIQUENESS
Maraam.io	Kingdom of Saudi Arabia	An online platform that offers bespoke training and customized professional training for individuals and organizations		
Rwaq.org	Kingdom of Saudi Arabia	An Arab platform for open learning aimed at spreading knowledge	Arab peoples, Arab culture, courses in Arabic	Courses in Arabic
Almentor.net	United Arab Emirates	e-learning and professional people development network serving the Middle East and Africa	Empowering people to reach their goals	Mentors
Percipio.com / Skillsoft	Ireland (World Headquarters)	Skillsoft isn't just the global leader in elearning. We're also thought leaders for everything LMS related to help your business improve and grow.	Modern, advanced, tailored, trusted by the world's leading organizations	Partnered with Sprint Cloud-based learning Mobile learning 160 countries, 29 different languages
Lynda.com (LinkedIn)	California, USA	Lynda.com is a leading online learning platform that helps anyone learn business, software, technology and creative skills to achieve personal and professional goals	Professional, career-focused learning	Partnered with LinkedIn, the top social network for professionals
Udemy.com	California, USA	Udemy is a global marketplace for learning and teaching online where students are mastering new skills and achieving their goals by learning from an extensive library of over 65,000 courses taught by expert instructors.	Expertise, tailored learning	Udemy for business

Competitive Advantage

The Company provides superior online training portal and customized training that is better positioned to take advantage of the marketplace demand due to the Company's focus on the distribution of high-quality training and courses. In addition to current services, the Company is striving to continue its offering of unique and in demand services.

- All content forms
- Curriculum based
- Wide range of topics
- Subscription-based-price point
- Frequent updates
- Teaches English

SWOT Analysis

SWOT Analysis: The SWOT analysis is intended to provide brief and concise information on the strengths and weaknesses about the Company as well as the opportunities and threats it faces. This information is important in crafting the marketing strategies of Maraam.io as they give direction to which of the strategies must be focused.

- Strengths:
 - All content forms
 - Curriculum based
 - Wide range of topics
 - Subscription-based-price point
 - Frequent updates
 - Teaches English
- Weaknesses:
 - Lack of focused niche
- Opportunities:
 - Growing market
 - Changing business structures
- Threats:
 - Established competitors

Objectives

Corporate Objectives

The primary corporate objectives are:

- Establish Company as a leader in professional training services
- Create a strong brand image
- Formulate a positive, long-lasting company culture

Marketing Objectives

- Reach B2B and B2C clients

Short-term

- Launch application and website
- Finalize digital marketing plan/strategy
- Discover opportunities
- Pin-point market demand

Long-term

- Implement digital marketing strategy
- Optimize strategy

Marketing Strategy

The Company's primary marketing goal is to provide consistent opportunities for growth and increased market penetration. In order to create and market the Company's brand and to accomplish a pinnacle position in the online and customized training channel, an aggressive marketing program is planned.

Market Segmentation Strategy

Target Market

Demographics

- Age – 18-40 (primarily)
- Gender – Both
- Social status – Millennials
- Occupation – Largely unemployed
- Religion – Muslim (primarily in the MENA region)
- Income – Low+

Consumption and Use Patterns

- Buying motives – need employment, professional advancement
- When, where and how they buy – online, via mobile devices
- Usage rate – fair
- How often they buy – varies

Nature of your relationship with customers

- Face-to-face, telephone, Internet
- Closeness of the relationship – not close
- How often is their feedback requested?
- How often do you communicate with them?

Potential Strategies

Strategy Formulation

- Differentiation Strategy
 - Marketing strategy will involve differentiating your company from competitors by highlighting key variables such as price, quality, features, customer service, etc.
- Cost Leadership Strategy
 - Marketing strategy may involve cost-cutting initiatives across the distribution/production process and/or may involve offering a heavily discounted and standard product to all market segments
- Differentiation Focus Strategy or Niche Strategy
 - Niche marketing strategy will focus on a very distinct, usually small and overlooked market segment, and all marketing mix elements will be tailored specifically to this segment
- Cost Focus Strategy
 - Marketing strategy will involve offering a basic low-cost product to a small market segment

Strategy Pros and Cons

Strategy	Pros	Cons
Differentiation Strategy	Stands out against the competitors as special, leading to loyal customers who are willing to pay a higher price	Can be costly to implement and risks imitation from competitors
Cost Leadership Strategy	Competitive edge and more efficient company culture – frugality in all practices	Loyalty is compromised and costs continuously fluctuate
Differentiation Focus Strategy or Niche Strategy	High loyalty and margins, limited or non-existent competition and heightened customer feedback/research	Can be costly, risks imitation, and may go unnoticed by niche consumers used to a certain other brand
Cost Focus Strategy	Competitive edge and more efficient company culture – frugality in all practices	Loyalty is compromised and costs continuously fluctuate, and since the market is limited to a niche this can be even more serious

Core Strategy

Maraam.io has designed a series of marketing and promotional strategies designed to persuade existing and potential customers to acquire the Company's service and in an effort to:

- Boost Consumer Confidence for Maraam.io Products and Services
- Create Awareness
- Leverage Needs and Emotions within the Internet users and unemployed professionals in the KSA
- Make your business and product name familiar to the public
- Create goodwill and build a favorable image

The core strategy that best suits the Company is the ***Differentiation Strategy***. This strategy will aid the Company in the implementation of a solid promotional plan.

The following tactics will be used by the Company in an effort to achieve the above strategy:

- Aggressive tactics
- Maintain steady growth
- Competitor imitation
- Competitor avoidance
- Grassroots marketing: word of mouth, viral marketing, buzz marketing
- Interactive marketing, digital marketing
- Direct marketing, relationship marketing
- Lifestyle marketing, experiential marketing, events marketing
- Youth-oriented marketing
- Loyalty marketing
- Entire market coverage or selected segments

Positioning Strategy

The positioning strategy is what sets the Company apart from its competition. This strategy will define the brand and sets up the company culture.

- Maraam.io is defined by it's commitment to quality results – creating a professional future for the unemployed.

Marketing Programs

Marketing Mix

Product

Maraam.io provides an online training portal for Internet users in KSA, as well as customized training for businesses.

The Company's services provide the end user with the following benefits:

- Professional training
- Mobile access anytime, anywhere
- Customized training

Pricing

The Company's pricing is reflective of competitor pricing, which allows the Company to be competitive within its market.

Distribution (Place)

The Company distributes products and services primarily through its proprietary website.

Advertising (Promotion)

Traditional Promotion

Press Advertising

Maraam.io will implement this commonly used form of general advertising, including newspapers, online professional training magazines and journals. Press advertising is suitable for building the Company's image and for information dissemination about the Company's products.

Radio

Maraam.io uses the radio medium due to its ability to reach specific target groups including Internet users in KSA Purchased in 15 or 30 second spots, promotions or talkback/DJ discussions. Most radio stations offer packages which include production and extension of your radio campaign through their websites.

Digital Promotion: Introductory Concepts

The Company intends to use a variety of online advertising mediums in an effort to reach the target audience. Generally considered inexpensive, Maraam.io can reach a wide audience for a small fraction of traditional advertising costs and can appeal to consumers in a medium that can bring results quickly.

Mobile Advertising

The Company acknowledges the burgeoning growth of smartphones or other handheld devices that serve as a point of sale for the Company's products. To access these users Maraam.io has created and will implement a high volume push messaging campaign to smartphone users who are included in the predetermined target consumer throughout the MENA region.

Dynamic Ads

Maraam.io intends to build a dynamic ad campaign which places the Company's ads in front of targeted segments of potential end users. By using statistics and click-through data, ad networks are now able to match the Company's service to targeted users. The following ad types will be used:

- **Floating ad:** An ad which moves across the user's screen or floats above the content.
- **Expanding ad:** An ad which changes size and which may alter the contents of the webpage.
- **Polite ad:** A method by which a large ad will be downloaded in smaller pieces to minimize the disruption of the content being viewed
- **Wallpaper ad:** An ad which changes the background of the page being viewed.
- **Trick banner:** A banner ad that looks like a dialog box with buttons. It simulates an error message or an alert.
- **Pop-up:** A new window which opens in front of the current one, displaying an advertisement, or entire webpage.
- **Pop-under:** Similar to a Pop-Up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.
- **Video ad:** similar to a banner ad, except that instead of a static or animated image, actual moving video clips are displayed. This is the kind of advertising most prominent in television, and many advertisers will use the same clips for both television and online advertising.
- **Map ad:** text or graphics linked from, and appearing in or over, a location on an electronic map such as on Google Maps.
- **Interstitial ad:** a full-page ad that appears before a user reaches their original destination.
- **Frame ad:** an ad that appeared within an HTML frame, usually at the top with the site logo. As the user browsed the site, the frame would not change.

E-mail Advertising

Maraam.io intends to use push marketing email campaigns solely through the use of Opt-in Marketing efforts (confirmed and unconfirmed). The Company intends to obtain existing lists and generate new list of Internet users in the KSA that contain recipients who have subscribed or opted in to receive information about the Company's service. Using Opt in email marketing enables the Company to run safe and effective blast campaigns without spam complaints and with increased conversion rates.

Display Advertising

The Company intends to use display advertising appears in many forms, including static or animated images, and interactive media which may include audio and video elements. Primarily used by Maraam.io to build brand awareness, the Company will measure relevant metrics including interaction time and click through rates. Display advertising has changed and continues to evolve as technology improves and the Company anticipates consistent changing and upgrading its campaigns to ensure the Company reaches the Company's most relevant audience.

Affiliate Marketing

Maraam.io intends to implement an Affiliate Marketing strategy which drives sales traffic from placing display advertising (among other message options) with a potentially large number of publishers who primarily receive traffic from with the Internet users in KSA and who are only paid fees when traffic to the Company yields the predetermined and specific measurable result of a form OR a sale OR a sign-up OR other. Additionally, there are several commercial contractors with established affiliate networks who will assist the Company in achieving its affiliate marketing goals.

Semantic Advertising

Maraam.io will use semantic advertising techniques by first identifying a particular demographic or behavioral trait of a website visitor and then populate it with targeted advertising spots. Although expensive, Semantic techniques are effective and can target the Company's potential consumer by closely linking content to advertising, and thereby, the website visitor is likely to show a greater interest in the Company's service.

Summary

Maraam.io is poised to become a profitable business based on the expanding corporate training market in the MENA region, especially considering the rate of unemployment in the KSA. The Company has prepared an extensive action plan built on cost-effective promotional strategies.

It is the aim of the Company to achieve a considerable market share within the first year of its inception. This marketing plan has been created for the purpose of showcasing the incredible projected future of Maraam.io.

Digital Marketing Plan

With skeptical buyers saturated by media like never before, Maraam needs to make strategic decisions regarding how it presents itself in order for promotional messages to stand out and reach prospects in a compelling way. Maraam needs attentive, comprehensive marketing services to:

1. Cultivate a unique brand to distinguish itself from competitors
2. Analyze what others are doing in the industry to find out what's working and what's not and use that insight to its fullest advantage.
3. Reach new customers using a combination of online techniques

Without putting a system in place to assure it reaches new customers using every tool at its disposal, Maraam leaves its long-term profitability to chance in an overwhelmingly competitive market.

Timeline

PHASE 1 – MEDIA CREATION AND CAMPAIGN SETUP

PHASE 2 - BETA SOFT LAUNCH / AB TESTING / MEDIA OPTIMIZATION

PHASE 3 – FULL CAMPAIGN LAUNCH

PHASE 4 – ATTRACT

PHASE 5 – CONVERT

PHASE 6 – CLOSE

PHASE 7 – DELIGHT

PHASE 8 – CONTINUED CAMPAIGN OPTIMIZATION

Delivering Results

PHASE 1 – MEDIA CREATION AND CAMPAIGN SETUP

Goal: Discovery – The initial setup of any digital marketing campaign is very important. The goal of Phase 1 is to create compelling content laid out in a format that your target audience has historically responded to.

Cost of Creative Content Production:		
Content Type	Platform	Cost
Branding Video	Website	\$9,500
Video Background	Website + Facebook	\$3,400
Facebook Video Ads(10) + Post Writing	Facebook	\$8,250
Content Marketing Video – B2C (1/week)	All Platforms	\$2,200 / month
Content Marketing Video – B2B (1/week)	All Platforms	\$2,200 / month
Keyword Optimized Blogs – B2C (1/week)	All Platforms	\$850 / month
Keyword Optimized Blogs – B2B (1/week)	All Platforms	\$850 / month
Static Ads (40) + Post writing	Facebook	\$4,000

PHASE 2 – SOFT LAUNCH AB TESTING

Using research, metrics and analytics learned in the discovery phase, we will launch campaigns across multiple channels at a reduced budget. The goal of Phase 2 is to identify which channels can provide consistent customer acquisition at an affordable rate. This involves heavy AB testing to find the top performing marketing channels and creative. Once the most profitable channels have been identified, additional ad spend will be put into these channels to scale profitability.

Platform	Facebook / Instagram	AdWords	YouTube	LinkedIn	SEO	Email /SMS
Ad Spend	\$2,500	\$6,000	\$2,000	\$1,500	\$1,000	\$500

A soft launch is a scaled down version of the full that is designed to identify your most profitable channels. At a reduced budget, we are able to key in on where your biggest opportunities can be found.

With a healthy budget in place, qualified traffic can be driven to nearly any web page. Converting that traffic into a sale requires targeted media assets that clearly identify a prospect's pain and explains how the product can make their life better.

Online marketing efforts also provide Maraam with the advantage of measuring market statistics easily and inexpensively; almost all aspects of an Internet marketing campaign can be traced, measured, and tested, in many cases through the use of an ad server and through the use of a variety of methods, such as pay per impression, pay per click, pay per play, and pay per action. In doing so Maraam can determine which messages are more appealing and the results of the Company's campaigns can be measured and tracked immediately.

Business to Consumer Marketing Campaign

PHASE 2 - BETA SOFT LAUNCH / AB TESTING / MEDIA OPTIMIZATION

In order to have success in any campaign, it is imperative to find the right message for the right audience and present it at the right time.

*The Right Audiences + The Right Media + The Right Time = **Success***

The Right Audience

The following audiences are those that we believe will have the best response to Maraam.io's offering. We would like to test these audiences to identify the best combination of audience, marketing channel, and content.

- Pre-University Student
- University Students (Business and Non)
- Development-Aware Employees (Private and Government)
- Unemployed
- Knowledge-Seekers
- Professionals with Required Continued Education
- Middle Management



Gender



Education



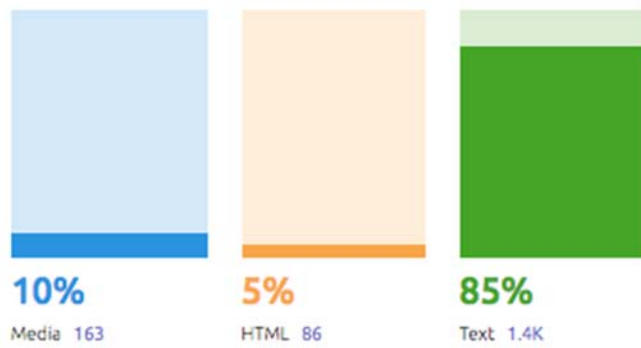
Browsing Location



Display Ads by Device

Device	Percentage	Count
Desktop	22%	692
Apple tablet	17%	521
Android tablet	19%	600
Apple mobile	18%	550
Android mobile	23%	720

Ad Types



Gender

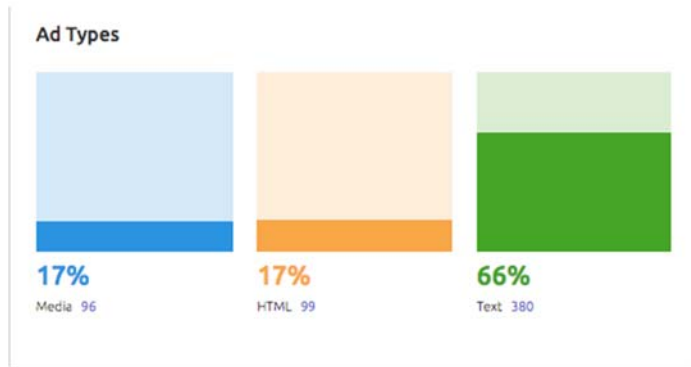
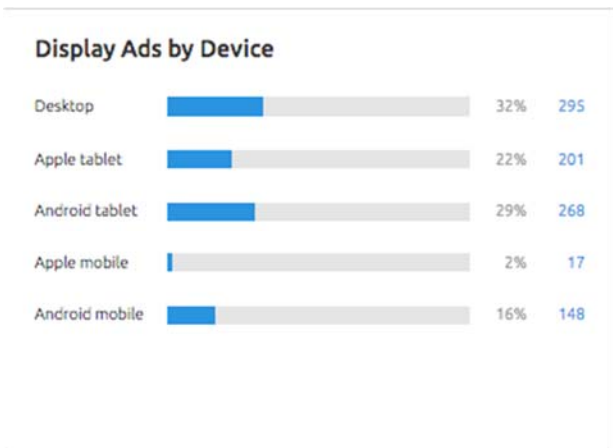


Education



Browsing Location





As you can see, the predominant ad form in your market is text-based display ads. The competition is well funded and sophisticated enough that it is safe to assume that text ads have historically been the most successful form of media for these companies. As such, US1 Digital strongly suggests that Maraam.io build a robust display campaign with at least 40 text-based ads. These are to be tested against other ad forms to determine which format converts customers the most cost-effectively. Ultimately, many more ads will be needed in order to capture users for Maraam.io's wide variety of courses.

Media Ad Example

HTML Ad Example

Text Ad Example

The Right Time

Udemy.com

Keyword	Coverage %	Mar 2018			2017										2018		
		Volume	CPC (USD)	Traffic %	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
udemy	100.00	18,100	0.05	19.45	1	1	1	1	1	2	2	1	1	1	1	1	
تطبيقات الاندرويد	100.00	1,900	0.05	0.20	2	4	4	5	5	5	5	5	5	5	5	5	
برمجة الاندرويد	100.00	480	0.13	0.09	2	2	1	1	2	3	3	3	3	3	3	3	
web development courses	100.00	210	1.96	0.00	1	2	2	4	6	6	6	7	7	7	7	7	
كيفية عمل تطبيق الاندرويد	100.00	170	0.16	0.00	5	5	5	5	5	4	5	6	6	6	6	6	
كورس الاندرويد	100.00	140	0.13	0.02	1	1	1	1	1	2	3	3	3	3	3	3	
php course	100.00	140	0.34	0.13	4	4	4	4	4	4	5	8	8	8	1	1	
speed reading	100.00	140	0.00	0.13	1	1	1	1	1	1	1	1	1	1	1	1	
برمجة تطبيقات الاندرويد	100.00	140	0.20	0.00	2	2	2	1	2	2	5	5	5	5	5	5	
الربح من تطبيقات الاندرويد	100.00	10	0.05	0.00	3	3	1	1	1	1	3	3	3	3	3	3	

Data Understood: The chart above demonstrates that Udemy.com has not adjusted their PPC effort according to market seasonality. This can either mean one of two things. Either the market has little to no seasonality or they have been wasting ad spend dollars. Each scenario is in Maraam.com’s best interest. **The numbered cells represents how many months the given ad has been running.** It is safe to assume that the longer running ads, such as in “web development courses,” have historically been successful. This is further reinforced by the fact that Udemy is willing to pay a higher cost-per-click for the “web development courses” keyword.

Recommended Response: Maraam.com should respond by not only bidding on that exact keyword but by also bidding on long-tail versions of keywords pertaining to their web development offering. This will allow this to reach the same customer at a reduced cost-per-click.

Lynda.com

Keyword	Coverage %	Mar 2018			2017										2018		
		Volume	CPC (USD)	Traffic %	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
lynda	100.00	2,400	0.07	91.05	1	1	1	1	1	1	1	1	1	1	1	1	
lynda courses	100.00	210	0.42	7.31	1	1	1	1	1	1	1	1	1	1	1	1	
lynda com free	100.00	50	0.00	1.62	1	1	1	1	1	1	1	1	1	1	1	1	
www lynda com	100.00	20	0.03	0.00	1	1	1	1	1	1	1	1	1	1	1	1	
lynda courses free download	100.00	10	3.88	0.00	1	1	1	1	1	1	1	1	1	1	1	1	

Data Understood: The chart above demonstrates that Lynda.com has launched a single ad with zero optimization, testing, or adaptation for seasonality. This reinforces the opportunity that Maraam.io has to enter the market.

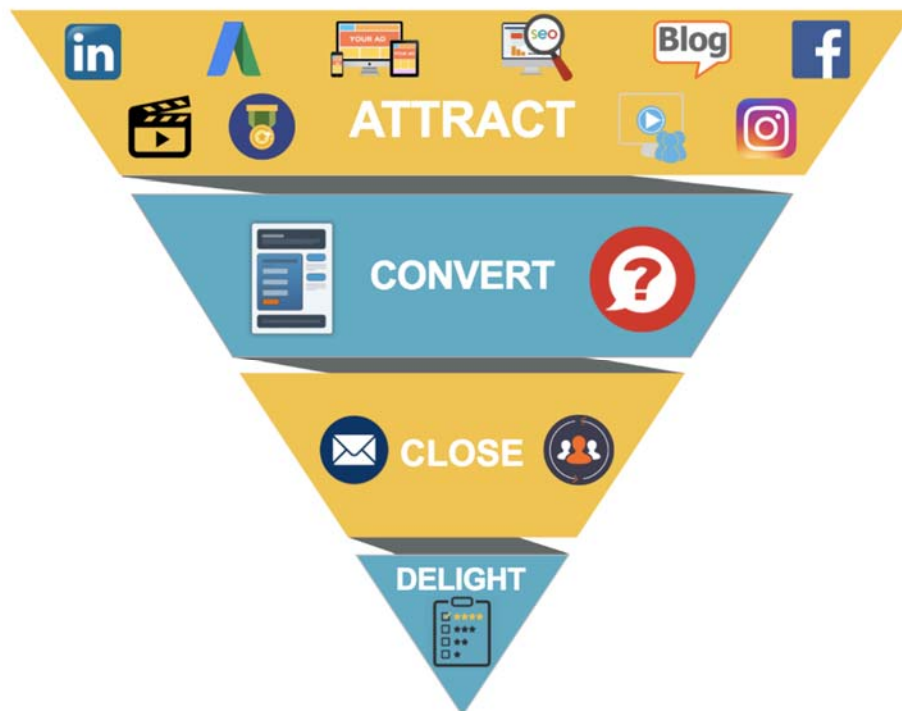
Recommended Response: Maraam.io has a prime opportunity to bid on Lynda.com’s branded keywords for a very small cost-per-click. For example, the keyword “Lynda” has over 2,400 searches each month in Saudi Arabia alone with a cost-per-click of just \$0.07.

PHASE 3 – FULL CAMPAIGN LAUNCH

Launch with a consistent channel for customer acquisition

Monthly Budget	Platform	Cost Per Click	Clicks to website
\$2,000	Facebook / Instagram	0.55-1.50	4 - 6,000
\$7,500	AdWords	9.16-13.75	400-600
\$1,000	LinkedIn	9.33-12.50	80-120
\$1,500	YouTube	8.33-10	150-180
\$1,000	Email	-	-
\$1,000	SMS	-	-
\$1,000	SEO	-	-

The sales channel “cookbook” estimates conversions based on conservative algorithm feedback and benchmark data. We walk you through the logic step-by-step in order to help you calculate monthly campaign ROI.



PHASE 4 – ATTRACT

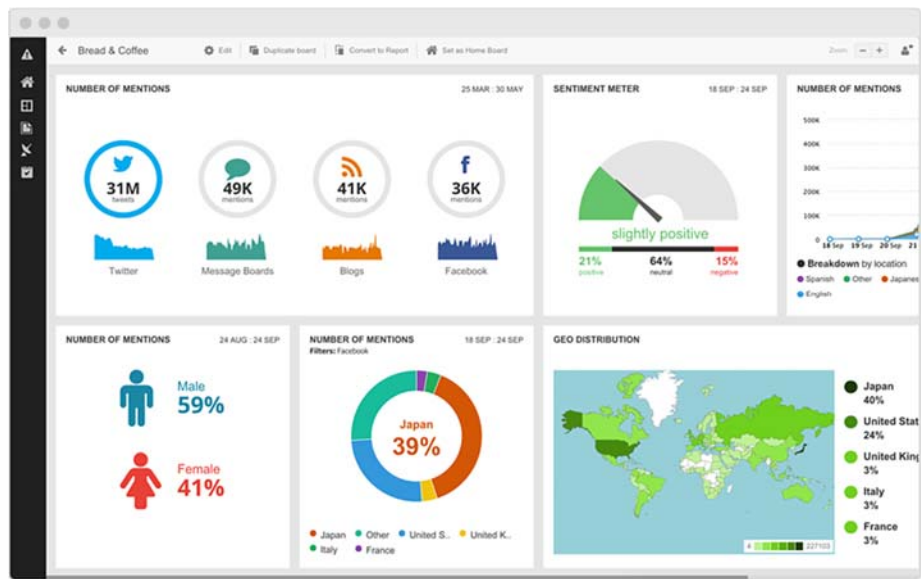
Content Marketing

Content Marketing is all about solving problems for your potential customers. When relevant issues are addressed for your audience, Maraam.io is positioned as an expert in the customer's mindset.

1. Map Your Content Around What Your Target Audience Cares About
2. Schedule & Create Content

We recommend that Maraam.io produce,

- **One blog per week** for B2C in order to consistently remind your target audience of your brand identity. This serve to establish your company as the leading expert in their field. Blogging on a weekly basis will also create SEO benefits by using strategy keywords, show search engines that Maraam.io is an active site, and create a natural opportunity for backlinks.
 - **One content marketing video per week** for B2C in order to further the SEO benefits described above. Video is typically the form of content that generates the highest level of engagement from website visitors. It is very important that we help as many people as possible engage with Maraam.io
 - Key Components to a Great Blog Post
 - Compelling Title
 - Well-written/Formatted Text
 - Break content into sections using header tags and bullet points
 - Multimedia Content Links
 - eBooks
 - Webinars
 - How-to Videos
 - Use in-text links to connect readers to deeper content that your reader is interested in
 - This can include your own landing pages and internal pages
 - Call-to-Action (CTA)
 - Linked to a Landing Page
 - Image/Button CTAs
 - Landing Pages should provide downloadable access to "Content Offers" - in exchange for filling out a lead capture form
3. Schedule Content for Automatic Release
 - Content scheduling can be done using any number of solutions. Our personal favorite is one called Hootsuite.



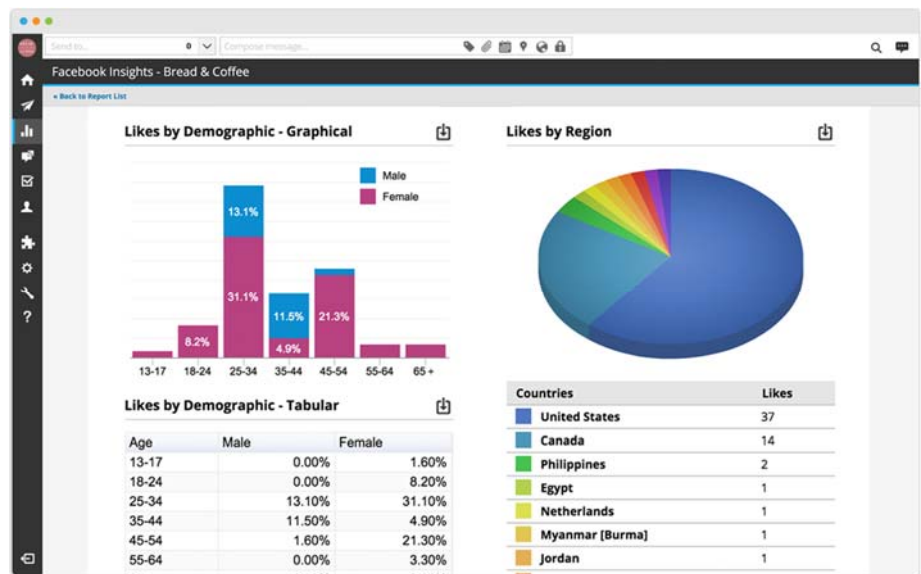
4. Promoting Your Content

We recommend that Maraam.io distribute it's content through,

- Social Media – posting and boosting content will ensure that everyone who has connected with your organization through social media is reminded of your offering. In the same way, potential customers similar to those who have connected will also be reached.
- Email List – Throughout your marketing effort and service offering, emails should be collected. Each week when content is created, it should be sent out through Maraam.io's email network. Within these emails, it is important to have prominent social sharing buttons along with encouraging reading to forward emails.

5. Track, Analyze, and Optimize Successful Content

- Hootsuite also allows users to monitor which content pieces received the most interaction, highest click-through rate, and received the most shares.



Search Engine Optimization (SEO)

Search Engine Optimization is a long-term strategy that can help Maraam.io consistent gain new customers. These customers can be gained at an extremely low acquisition cost. However, search engine credibility takes significant time to build. It is best done primarily in the following ways,

SEO 5 Elements to Optimize

Content Marketing

- Frequent and fresh content will tell the search engines that Maraam.io is a growing site that is relevant to your audience. Relevancy is communicated to search engines through the use of keywords.

Page Titles

- Make sure all titles seamlessly align with the page's content. Google assigns a Quality Score that is in part determined by relevancy.
- Include Keywords as close to the beginning of titles as possible. This tells Google that these are the most important keywords to rank for.
- Do not "keyword stuff" Maraam.io's pages or titles. Try to use fewer than 70 characters in order to prevent dilution.
- Make sure to use different titles for each page. Google penalizes for "duplicate content."

Meta Description

- Meta descriptions won't directly help Maraam.io's ranking but can dramatically increase click-through rate. Try to make meta descriptions interesting and engaging.

Headings

- These receive greater emphasis from search engines and readers alike. Make sure to include keywords.
- Use <h1> only once per page. If the particular page is text heavy, use <h2>, <h3>, etc. These will be seen as paragraph titles.

Images

- Too many high resolution pictures can slow down website load times. This negatively affects SEO ranking.
- Customize the "alt text" attribute of all images. This will help search engines recognize that your image is relevant to the page and help draw traffic from image searches
- When writing alt tags, separate words with a dash

URL Structure

- Separate Keywords with hyphens to capture keywords
- Structure so that searchers can easily understand what they're going to find
- Use 301 redirect to ensure that SEO credit is not divided between www.maraam.io and www.maraam.net, etc.

Mobile Optimized

- Use same URL and HTML across all devices
- The CSS should be Maraam.io's only change (style, formatting)

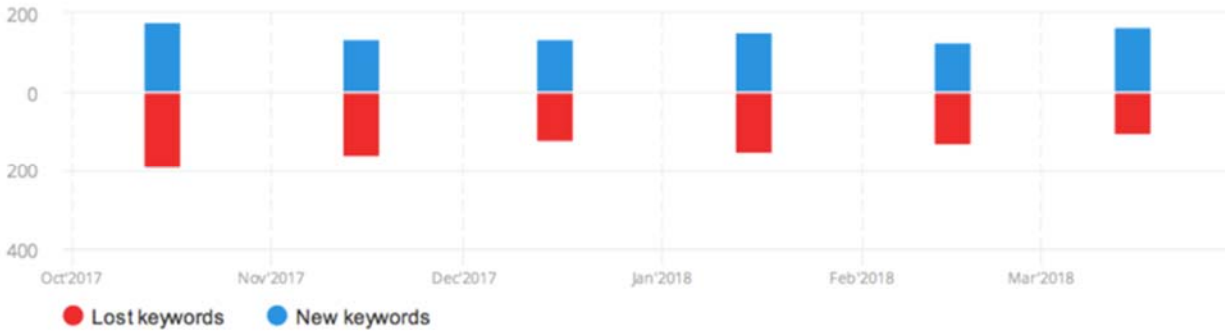
New vs Lost Organic Keywords

www.udemy.com | EG | 6 Months



New vs Lost Organic Keywords

www.lynda.com | SA | 6 Months



In Summary, all of Maraam.io's major competitors are losing keyword ranking at a greater rate than they are gaining new ranking. Given the long history of this issue, it is likely that a strong SEO campaign would create a sustainable long-term advantage for Maraam.io. However, an aggressive PPC campaign is still the recommended primary approach for capturing the market short-term.

Social Media Marketing

As you can see from the report below, the bulk of your target audience can be engaged through YouTube, Facebook, and LinkedIn.

Social Network ⓘ	Traffic ⓘ	Traffic Share ⓘ
Facebook	950,622	53.64%
YouTube	727,897	41.07%
reddit	45,785	2.58%
LinkedIn	16,639	0.94%
Github	13,280	0.75%
Twitter	10,704	0.60%
Pinterest	2,462	0.14%
Vkontakte	2,008	0.11%
Google+	1,322	0.07%
StackOverflow	773	0.04%
Taringa!	622	0.04%
Hacker News	87	< 0.01%

Social Network ⓘ	Traffic ⓘ	Traffic Share ⓘ
YouTube	54,032	42.25%
Facebook	37,134	29.04%
LinkedIn	28,404	22.21%
reddit	6,694	5.23%
Github	751	0.59%
Vkontakte	479	0.37%
Twitter	328	0.26%
Vimeo	41	0.03%
Pinterest	26	0.02%

Increasing Engagement “The Big Three”

Our research shows that your target market responds most consistently to Facebook, YouTube, and LinkedIn.



Facebook is the world’s largest social network and most powerful platform. It is the first or second source of social traffic for each of Maraam.io’s competitors.

Invasive Marketing

Invasive Facebook ads should be fast and flashy pieces of content that are unapologetically promotional. Unlike native content, invasive makes no attempt to blend in and contains a bold call-to-action. This form of content is most effective once an audience has been gathered and clearly sees Maraam.io as an authority.

Native Marketing

Native Facebook ads should be created with intent to educate, entertain, or add value in some other way to it’s audience. The purpose of Native Marketing is to gather an audience around the Maraam.io brand. Once this has successfully taken place, Maraam.io will have the opportunity to promote it’s offering to a group of believers rather than cynics.

We recommend that Maraam.io use the following forms of native content,

- Blogs
- Educational Videos
- Webinars
- Live Events
- Testimonials
- Case Studies



YouTube is the world’s second largest search engine and either the first or second source of social traffic for Maraam.io’s competitors.

Invasive Ad Placement

Invasive YouTube ads are similar to Facebook ads. One distinction is the level of urgency between the two. It is important to catch attention early with Facebook while YouTube requires a certain level of viewing before viewers are allowed to view their desired content. These are still, clearly promotional.

Native Ad Placement

Native YouTube ads are once again similar to that of Facebook’s format. The objective is not to force viewers to hear Maraam.io’s offer. Instead, we would like to demonstrate the company’s expertise with the hope of gaining an audience.



LinkedIn is the most granular of the social media platforms in terms of targeting. It is a GREAT way to reach out to organizations and engage with the B2B community. We would recommend that Maraam.io regularly boost content centered around it's thought-leadership. This will allow Maraam.io to engage with B2B prospects with specific job titles, at specific organizations and at specific income levels.

Invasive Ad Placement

Invasive Ads on LinkedIn take the form of display ads. This is ideal for Maraam.io as display ads are historically the most well received by the company's target audience.

Native Ad Placement

Consistently boosting blogs, whitepapers, and educational videos will give Maraam.io an excellent opportunity to engage with industry leaders, HR Directors, and C-level executives.



Gamification - the application of typical elements of game playing (e.g., point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique **to encourage engagement** with a product or service

Why does gamification work?

- You create a fun experience for your audience, which will lead to a longer and more engaging relationship.
- It motivates your customers to participate: there are chances to be rewarded, to win something or to gain recognition.
- It gives you an emotional connection with your customers, increasing the possibility that they'll also become more loyal to your business.
- It's for "all-around" uses since you can add game elements to different areas. Think project management, recruitment, marketing and more.
- It increases the engagement of customers, prospects & partners. Rewarding them (it doesn't have to be something materialistic, it can also be recognition or even valuable content) can increase their loyalty and positive feeling towards your business.
- It speaks to the sense of achievement & competition of the people. People want to be noticed and get rewarded. Performing better than their peers will leave them with a sense of achievement.
- It will help your prospects identify each other. Having gamification tools, can help you segment your prospects, so you can make them a more personalized offer.

By reorganizing everyday activities to resemble a game, marketers can engage consumers with the brand, drive specific behaviors and motivate brand customers to do things that require a certain amount of effort and time – activities that in the traditional setting wouldn't bring great results or engagement.

The basic logic of gamification is based on reward and recognition. Players are rewarded with points and badges – the most talented ones should be recognized on a special leaderboard or scoreboard. With the use of typical game elements – such as points, levels and badges – companies can appeal to the competitive nature of humans and provide an incentive for action. Gamification also helps to maintain a consumer's motivation in completing activities instead of abandoning them half-done.

Gamification encourages students to complete courses and share their progress to unlock special trophies and reward users with badges after completing a certain level. Every time they receive such a reward, consumers can share their achievement on social media channels and increase the brand's visibility across all platforms.

Gamification and The Brain

1. Gamification Forges an Emotional Connection - Gamification helps make the activity relevant for the student. This creates an emotional connection.

2. The Hippocampus Controls Recall - Gamification stimulates the lower section of the brain responsible for recall.

3. Dopamine Creates Positive Association With Learning – Gamification gives users instant feedback. This can cause the release of dopamine and encourage users to repeat.

4. The Brain Processes Stories Better Than Facts – Stories release oxytocin, which generates feelings of empathy and trust.

5. Badges and Rewards Can Trigger Serotonin Release – Serotonin is a chemical released when we remember past successes. Allowing users to have a “cabinet of trophies” can give them the same feeling as healthy eating.

6. Playing Games Keeps The Brain Fit – Playing games has been shown to increase memory and attention span.

7. Gameplay Reduces Stress – High-level learning sends the brain into a “survival mode” that makes the user focus on the learning and block out stress

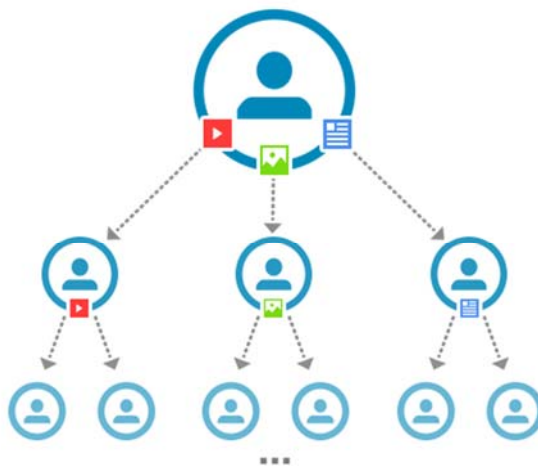
8. Gamification Helps Deal With Cognitive Overload – Gamification helps the user put information into “chunks” and reduces overload

9. Games Teach Work Skills – Gamification can teach resource management and strategy at an early age

We recommend awarding shareable Maraam.io badges in exchange for completing the following,

- Completing Maraam.io’s intermediate to advanced **courses**
- Placing well in community **competitions**
- Scoring within a certain quartile on **quizzes**
- Placing well in community **competitions**

Pride is a powerful motivator. It is important to give users something they can show their friends by sharing on social media. This will assist Maraam.io in reaching a critical mass exponentially quicker.



Our research strongly indicates that Maraam.io's surest path to significant market share is through Google AdWords' Display Network.



Search Engine ⓘ	Traffic ⓘ	Traffic Share ⓘ
Google	2,108,167	95.40%
Yahoo!	48,233	2.18%
DuckDuckGo	21,490	0.97%
Bing	18,849	0.85%
Baidu	4,280	0.19%
Ecosia	3,751	0.17%
Yandex	2,256	0.10%
Google SSL	871	0.04%
Naver	848	0.04%
InfoSpace	498	0.02%
Yahoo! Japan	341	0.02%
Ixquick	313	0.01%

These are the most recent websites that Lynda.com has chosen to show display ads. It is likely that they are having strong success with computing.net, cplusplus.com, and coderanch.com. They are aggressively showing display ads on each of these websites, suggesting success.

Organic Search: Summary

EG | www.udemy.com

18.6K -15% TRAFFIC

SEMrush Rank	1.8k	
Keywords	1.3K	-6%
Traffic Cost	\$1.7K	-22%

Paid Search: Summary

EG | www.udemy.com

4.5K 2% TRAFFIC

Keywords	76	7%
Traffic Cost	\$766	1%

76 KEYWORDS

The number of keywords bringing users to the website via Google's top 100 paid search results

4.5K TRAFFIC

The number of users expected to visit the website in the following month or condition that average monthly paid traffic stays relatively the same.

\$766 TRAFFIC COST

Estimated price of paid keywords in Google AdWords

Udemy.com has a slightly more sophisticated PPC effort that includes targeting "lynda" as a keyword. They are likely using this to steal potential customers from Lynda.com. With Maraam.io's strong marketing budget, we still believe that Udemy is very beatable in the PPC game. At the current prices, it would require a monthly budget of \$2,400 to equal Udemy's combined organic and paid traffic volume. This is very affordable even in the short-term.

Competitor's Most Successful Buyer's Journey: Text-based Display Ads

Display Advertising: Sample Text Ads (1,424)

www.udemy.com

Kartenlegen Ausbildung

Ad [udemy.com/spirituelles-coaching...](https://www.udemy.com/spirituelles-coaching...)

Ausbildung mit Zertifikat und ebook Kartenlegen und Coaching

Employee Training

Ad business.udemy.com/Request-Demo

Train Your Employees Better and Faster than Ever Before. Start Now!

Employee Training

Ad business.udemy.com/Request-Demo

Industry Leaders Train Employees Better with Udemy. Learn How!

Advanced Sensu Training

Ad [udemy.com/sensu...](https://www.udemy.com/sensu...)

Sensu Training for Engineers 50% Coupon!



Display Advertising: Recent Sites (10,447)

udemy.com

Publishers	Ads	Text / Media	
sofifa.com	2	100%	0%
90paisa.blogspot.com	8	100%	0%
startuphire.com	14	100%	0%
coderanch.com	44	89%	7%
smallbusiness.chron.com	6	100%	0%

These are the most recent websites that Udemy.com has chosen to publish display ads. It is likely that they are having strong success with **coderanch.com**. This site was also a top result for Lynda.com. As such, it is highly recommended that Maraam.io compete for ad space on this site. The overwhelming emphasis on text-based display ads suggests that this has historically been their most successful ad type. Maraam.io would do well to create a diverse set of text ads for their display campaign.



Spirituelles Coaching mit Karten

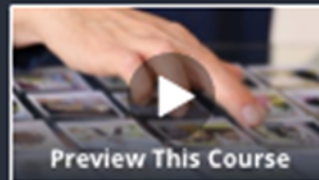
Die kleiner Berufsausbildung

HIGHEST RATED ★★★★★ 4.9 (28 ratings)

95 students enrolled

Created by Coaching & Kartenlegen Bernd Hufner, Eike Rappmund

Last updated 12/2017 German



Preview This Course

\$194.99

Buy Now

Add To Cart

30-Day Money-Back Guarantee

Includes:

6.5 hours on-demand video

Supplemental Resource

Full lifetime access

Access on mobile and TV

Certificate of Completion

[Have a coupon?](#)



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Try UdeMy for Business

What Will I Learn?

- ✓ Einstieg in die Welt der Zigeunerkarten
- ✓ Du lernst spielerisch und doch tiefgründig die vielfachen Bedeutungen der verschiedenen Deutungsmöglichkeiten

[View More](#)

Requirements

Eine Voraussetzung für diesen Kurs ist: Neugier. Neugier und Offenheit für das Kartenlegen und die Möglichkeiten die darin liegen

Bestelle Dir ein Set der Zigeuner Wahrsagekarten. Im Kurs stelle ich die Karten der Firma Piatnik vor.

Natürlich ist eine Faszination am Orakel der Karten eine gute Voraussetzung, jedoch gebe ich auch ein kompaktes und auch einfaches Lege und Deutungssystem Dir mit auf den Weg, deshalb dürfen hier auch analytische Menschen damit etwas anfangen

Description

Dieser Kurs ist für Menschen gemacht, die schnell und spielerisch den Umgang mit den Wahrsagekarten, gezielt einsetzen wollen um Menschen eine schnelle, Zielbewusste Hilfestellung im Leben zu geben. Jede Kartenkonstellation wird mit einer positiven Nutzung für den Kartenleger sowie [+ View More](#)

Students Also Bought These Courses

THIS COURSE

HIGHEST RATED elles ★ 4.9 \$194.99
6.5 hrs Coaching mit Karten
Updated 12/2017

BEST SELLER amanic Initiation ★ 4.7 \$10.99
9 hrs for Spiritual Awakening and

This is UdeMy.com's most successful landing page. It is likely that a sophisticated company would spend the necessary capital to test for top converting formats, calls-to-action, and images. Maraam.io can save the equivalent funds by creating landing pages with a similar format.

Organic Search: Summary

SA | www.lynda.com

4.1K -4% TRAFFIC

SEMrush Rank	5.9k	
Keywords	427	-6%
Traffic Cost	\$971	2%

Paid Search: Summary

SA | www.lynda.com

123 0% TRAFFIC

Keywords	5	0%
Traffic Cost	\$12	0%

Targeting Competitor Branded Terms

Ad	Keyword	Pos	Block	Volume	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend	Last Seen
Ad	udemy	1 (1)		18,100	0.05		19.07	5.48	0.13	11,700,000		09 Apr 2018

“udemy” has over 18,000 searches each month in Egypt alone. The cost-per-click for this term is only \$0.05. We recommend showing Maraam.io ads to this audience.

Keyword	Pos	Volume	CPC	Traffic
lynda	1 (1)	90,500	0.59	11.23%

“lynda” has over 90,000 searches each month in Saudi Arabia alone. The cost-per-click for this term is only \$0.59. We recommend showing Maraam.io ads to this audience.

New Course Recommendation

New Keyword	Pos	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend
blockchain	83	6,600	72.79	0.71		< 0.01	0.00	0.19	27,200,000	

“blockchain” has an extremely upward trending search volume. If Maraam.io is not already offering material on this subject, we recommend you consider doing so.

Summary

In summary, our data indicates that Maraam.io is able to gain short-term market share by taking advantage of the low cost-per-click for competitor brand terms and top performing keywords. Additional customers can be gained by showing text-based display ads on top publisher websites. In the research files provided, we have built a comprehensive list of every publisher that is showing either Udemy.com or Lynda.com display ads. **It is strongly suggested that Maraam.io begin its PPC campaign by targeting the most successful sites on these lists.**

In the long-term, Maraam.io should use a sound SEO strategy to create a sustainable channel for customer acquisition. Every competitor researched to date has failed to maintain website indexing for top performing keywords. Should Maraam.io capitalize on this, we believe they will create a sustainable competitive advantage.

Email Marketing and SMS Marketing

Using the incentives outlined in the PHASE 5 Convert Stage, we believe Maraam.io should be able to consistently grow its email / SMS list. We recommend you use an automated email system, such as MailChimp to remain in constant contact with your audience. This is a great way to distribute content marketing assets and stay at the front of your customer's mind.

Regular Automated Plain-text Multivariate

Create an Automation Email

 Custom

Featured Subscriber Activity E-Commerce Date Based API

- Welcome new subscribers**
Introduce yourself to people when they sign up for your list.
- Say 'happy birthday'**
Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your list.
- Share blog updates**
Help contacts keep up with your blog by sending new posts straight to their inboxes.
- Recover abandoned carts**
Send a friendly reminder to people who leave your store without checking out.
- Enable order notifications**
Beautify your receipts and shipping updates, and add in some product recommendations while you're at it.

It is an email marketing best practice to give away helpful content to your audience at least 5 times before asking for a sale. Maraam.io needs to be seen as a source of trust and credibility.

Measuring a successful campaign performance can be done in the following 3 ways,

- Open Rate
- Unsubscribe Rate
- Conversion Rate

PHASE 5 – CONVERT

Gated Content Offer

In order to consistently grow your email / SMS list, Maraam.io will need to frequently offer value for a price. We recommend using the following 3 incentives to convert to emails. These can also be used as a way to distribute badges based on scores, times, etc.

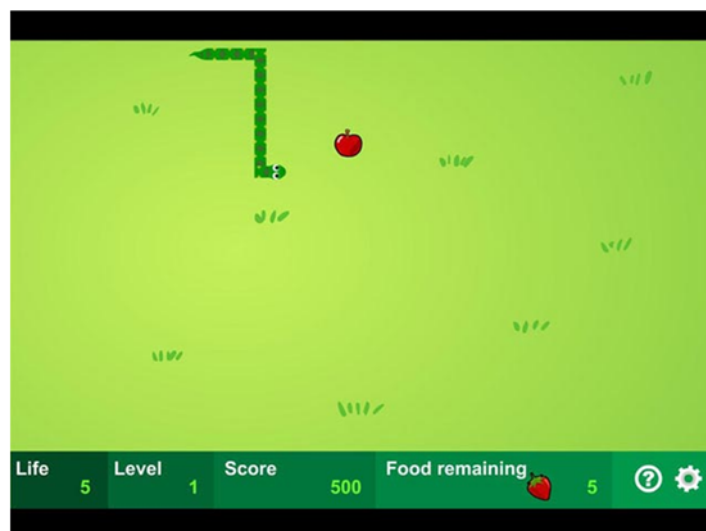
Quizzes

Quizzes should be kept interesting but consistent with Maraam.io's overall brand. Your company is about career advancement. Show your audience that they are in good hands.



Challenges

Challenges are different than Quizzes in that they are unbeatable. These games should be kept fun. They are often very popular with young men who like to brag to their friends. This was one of the main factors that led to the classic "snake" game.



Free Trial

Free trials are a great way to motivate potential users who can't decide if Maraam.io would add value to their career.

Landing Pages

Once your target audience has begun the relationship by engaging with one of the strategies above, use a simple landing page to capture their name and email.

PHASE 6 – CLOSE

On Page Messaging

On-page messaging is a great way to increase the likelihood a visitor will contact you. It has a lower barrier-to-entry than a phone call but has a quicker response than email. There are many affordable services that can be setup on Maraam.io.

Re-targeting

Once a potential user has visited Maraam.io, we recommend using a tracking pixel to mark visitors with a cookie. Even if they aren't ready to buy today, they will see your ads on Google, Facebook, LinkedIn, and YouTube until they are. These are usually a company's most affordable conversions.

PHASE 7 – DELIGHT

Surveys

Once a user has agreed to pay for your services, email them a short survey to receive feedback. This will make them feel like a part of the family and help Maraam.io continue a great service.

Keyword	Avg. Monthly Searches (e)	Competition	Suggested bid	Estimated Impressions	Estimated Click	Estimated CTR	Estimated Average Position
دورة الموارد البشرية	100 – 1K	0.51	0.27	117554	10092	8.60%	1.05
تدريب الموارد البشرية	100 – 1K	0.21	0.19	56782	4273	7.50%	1.02
دورة إدارة المشاريع	100 – 1K	0.63	0.77	19725	1320	6.70%	1.1
التسويق عبر الإنترنت	100 – 1K	0.51	1.15	12884	1025	8.00%	1.73
دروس التصميم	10 – 100	0.07	0	18585	698	3.80%	1
تعليم القيادة	1K – 10K	0.06	0.13	9806	445	4.50%	1.15
دورة المحاسبة	100 – 1K	0.24	0.22	4219	338	8.00%	1
دورة القيادة	10 – 100	0.08	0.1	4105	286	7.00%	1
تعليم الموارد البشرية	10 – 100	0	0	342	9	2.80%	1
دروس القيادة	10 – 100	0.25	0.02	114	7	6.50%	1
تصميم التعليم	10 – 100	0.1	1.21	114	7	5.90%	1

The PPC Keyword Sample analysis the top keywords that customers are currently searching for. We compiled a list that is most likely to yield promising results for your specific campaign.

PHASE 8 – CONTINUED CAMPAIGN OPTIMIZATION

Social Listening

Employing tools such as Google Alerts will help Maraam.io listen to the market’s conversation. Your company will be able to receive daily emails regarding the mention of your brand, industry topics, and products.

Measuring Campaign Success

- Traffic - New vs. Repeat Visitors
- New vs. Repeat Visitors
- Effectiveness by Channel - Customer Acquisition Cost (CAC)

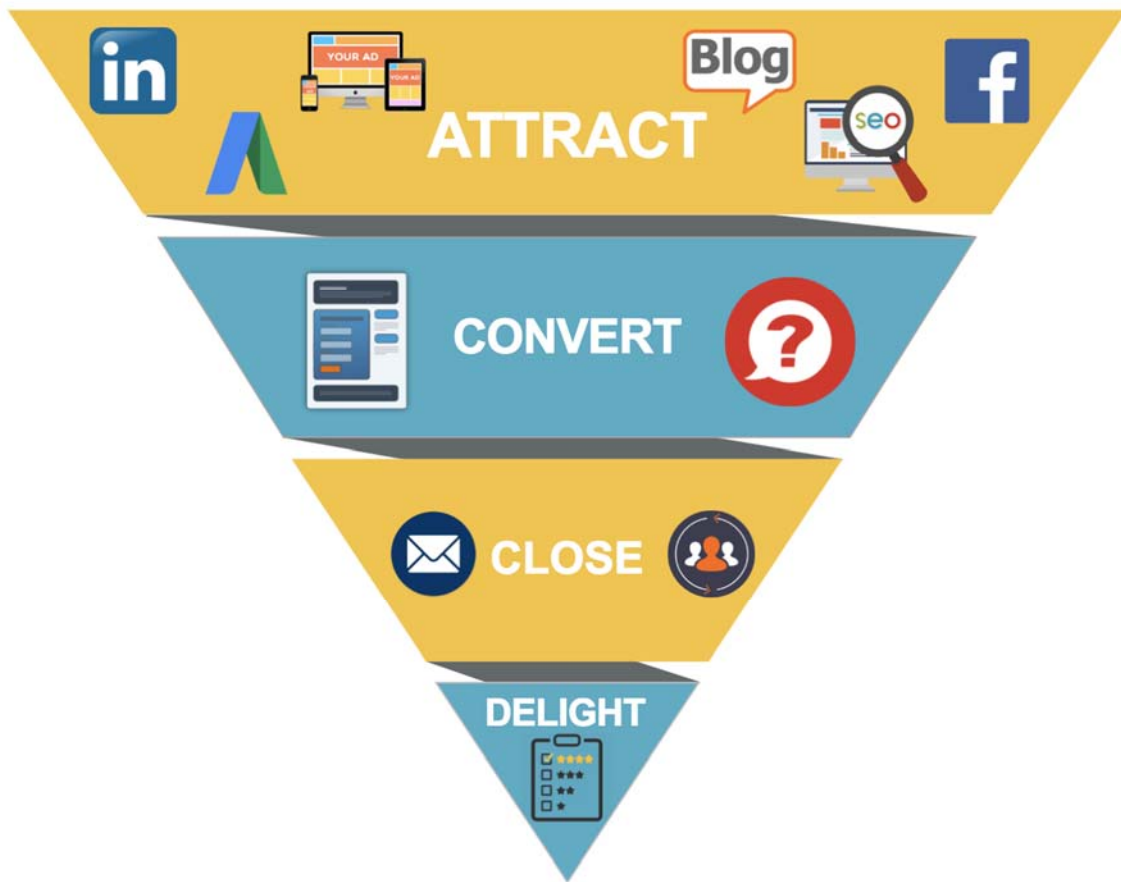
Business to Business Marketing Campaign

PHASE 3 – FULL CAMPAIGN LAUNCH

Launch with a consistent channel for lead generation.

Estimated Monthly B2B Leads Per Paid Marketing Channel				
Monthly Budget	Platform	Cost Per Click	Clicks to website	Leads
\$2,000	Facebook / Instagram	0.55 - 1.50	4-6,000	40-60
\$3,000	AdWords	6 -10.00	300-500	1-10
\$1,500	YouTube	8.33 - 10.00	150-180	15-18
\$500	LinkedIn	8.33 - 12.50	80-120	8-15
\$500	Email / SMS			

The sales channel “cookbook” estimates conversions based on conservative algorithm feedback and benchmark data. We walk you through the logic step-by-step in order to help you calculate monthly campaign ROI.



PHASE 4 – ATTRACT

Content Marketing

The goal of content marketing in our B2B sales funnel is to sell the story. We will do this through the creation of white papers, e-books and case studies. This content will speak to specific needs and/or pinpoints of the business and how our product helps to address that.

Search Engine Optimization (SEO)

SEO in the B2B channel is less about ranking your website, but rather the positioning of your brand. The reality is that your own website is no longer the best answer in Google's mind for the keywords that are lowest in the funnel. Google favors independent websites that allow visitors to compare and review their options. In order to increase visibility, but also drive leads, we need to take control of the SERP by getting exceptional reviews on third-party pages.

Social Media Marketing



Facebook - In order to get our brand in front of decision makers in large corporations, we will target our ads specifically to HR personnel, trainers, and decision makers of these corporations.

YouTube - YouTube will play an important role in telling our story. The content here needs to mirror our content marketing white papers, e-books, and case studies.

LinkedIn - Similar to our approach on Facebook, we will pinpoint our target audience of HR Personnel, trainers, consultants, etc. and deliver our message/value prop straight to their device.



In the B2B sector, people who are searching aren't looking for a list of features - they are looking for a solutions. Potential customers don't click on your ad because they want to know all about your product. They click because they thing you can solve their problem. In order to convert this traffic, we need to identify the problem that motivated their search and speak directly to that pain point in the ad copy and landing page.

Short Message Service (SMS) Marketing

49% of B2B researches use mobile devices for research while at work. B2B prospects are using mobile more frequently than ever, so we recommend using SMS to reach these prospects through the channel they use the most. Texts typically get ready within 3 seconds, and 80% of people use SMS for business purposes. So there is no reason why SMS should not be a part of the B2B strategy.

Email Marketing

A B2B purchase is not made on impulse. Often you will deal with longer buying cycles. This means multiple emails spread over a long period of time is necessary to stay in front of your prospects. These e-mails come across in the form of a well thought through, event driven message geared toward lead nurturing. Never let your target audience forget that you are there to help them.

PHASE 5 – CONVERT / LEAD CAPTURE

On Page Messaging

Re-targeting

CRM



The Convert Stage for B2B is very similar to that of B2C with the exception of CRM. It will be necessary for Maraam.io to integrate a reliable customer relationship management (CRM) system in order to keep track of and score lead quality. Salesmen should be instructed to follow up with leads according to their buyer stage and quality score.

PHASE 6 – CLOSE

Salesman Personal and Automated Follow-up

With such a large-ticket solution, Maraam.io will need to employ qualified salesmen in order to close and support clientele.

PHASE 7 – DELIGHT

In order to consistently build credibility, trust, and social proof Maraam.io is need to request the following from clients.

- Surveys – in order to continuously improve service and product offering
- Case Studies – in order to make prospective clients believe Maraam.io can solve their challenges
- Testimonials – in order to help prospects relate to clients who use to share their frustrations

B2B PPC Keyword Sample Breakdown								
Keyword	Avg. Monthly Searches	Competition	Suggested bid	Estimated Impressions	Estimated Click	Estimated CTR	Estimated Aver	Estimated Average Position
دورات تدريبية	1K – 10K	0.51	0.34	1843418	131652	7.10%	0.51	1.15
التدريب المهني	1K – 10K	0.02	0.27	21767	1427	6.60%	0.66	1.01
تطوير الموظفين	10 – 100	0.02	0	8656	656	7.60%	0.44	1
تدريب الموظفين	10 – 100	0.05	0	5983	447	7.50%	0.45	1

The PPC Keyword Sample analysis the top keywords that customers are currently searching for. We compiled a list that is most likely to yield promising results for your specific campaign.

PHASE 8 – CONTINUED CAMPAIGN OPTIMIZATION

Measuring Campaign Success

- Leads – Quality of Leads and how quickly they convert
- Product Quality – Are clients staying with Maraam.io long-term?
- Effectiveness by Channel - Customer Acquisition Cost (CAC)

Digital Marketing Summary

Digital marketing rapidly ascended to the top of communication methodology as a result of being faster, more versatile, and practical than traditional approaches. So why digital marketing? First of all, it is infinitely more affordable than offline methods. Social media and search can transmit a message to large audiences for a fraction of the cost of TV or print campaigns. Second, digital marketing allows companies to monitor campaign in real-time and adapt to channels that yield the highest profits.

Maraam.io Checklist

1. Create content production schedule
2. Create content according to formats that have proven successful with your target audience
3. Setup Google AdWords, Facebook, LinkedIn, and YouTube Accounts
4. Create campaigns within these platforms targeting your competitor's most successful ad publishers
5. Optimize campaigns in accordance with the channels that convert with the greatest consistency and lowest cost per acquisition
6. Begin website SEO Campaign with a focus on content, keywords, and backlinks
7. Continue campaign optimization and product improvement