

Digital Marketing

Tools & ACTION PLAN

Marketing plan

1- Website

- **Full information**
- **Contact tools**
- **Ecommerce platform**
- **Doctor's Schedule**
- **Booking system**
- **Payment system**
- **Insights & Reports**

2- Google services

- **Google search ads**
- **Google Analytics**
- **Google Business**
- **Google map Ads**
- **Google search Console**
- **YouTube Ads (Display)**
- **Insights & Reports**

3- Social Media

- **Branding Design**
- **Social Media post**
- **Social Media ads**
- **Manage social media**
- **Instagram , Snapchat , LinkedIn , Facebook , ...**
- **Insights & Reports**

The background of the slide is a dark blue overlay on a photograph of several business professionals in a meeting. They are gathered around a table, looking at documents and a tablet. One person is pointing at the tablet screen, which displays a bar chart. The overall tone is professional and collaborative.

Daaaim 

WEBSITE

- Website Full information
- Contact US
- Ecommerce
- Doctor's Schedule
- Booking system
- Payment system

www.daaaim.net

Website

الموقع

1- Website (E Hospital)



- يتم عرض مجموعة متنوعة من الاشكال للموقع للتوافق على شكل Theme يتناسب مع العميل
- تبدأ المهام من اول اختيار الشكل النهائي والألوان وغيرها من التفاصيل التي تخص العلامة التجارية
- مروراً بعد ذلك بإضافة الخدمات على الموقع وغيرها من التفاصيل والمحتوى من مواعيد وتفاصيل العيادات
- مراجعة أداء الموقع وربطه مع المنصات الاعلانية وادوات القياس وتحليل الأداء
- ربط الموقع مع مواقع التواصل الاجتماعي
- خدمات متكاملة للتواصل مع العملاء بأكثر من طريقة



WORDPRESS

Website

الموقع

2- Website (integration)



- المقصود هنا تكامل وربط الموقع إلكتروني مع جميع الخدمات المقدمة
- مثل الدفع – الشحن (في حاله وجود منتجات) – رسائل SMS - البريد الإلكتروني
- تكامل مع وسائل التواصل الاجتماعي التي توفر المتاجر بالمنصات
- تكامل مع المنصات الاعلانية المختلفة على مواقع التواصل الاجتماعي

3- Marketplace Hospital



- استكمال المنصات البيعية مثل منصات الترويج الطبية المختلفة
- تساهم بشكل كبير في مضاعفة المبيعات من خلالها
- تحتاج لعدة خطوات من اول التعاقد مرورا بإضافة الخدمات والاعلانات وغيرها

Website

4 - Payment Option / Installment

HyperPay

PayTabs


 PAYFORT
 Powered by Trust

© tap

Telr

- التعاقد مع بوابات دفع الكتروني محلية وربطها مع الموقع الالكتروني
- التعاقد يكون وفقا لنسبة الخصم ودورة تحويل الأموال وسمعة الشركة (اغلب الشركات توفر نفس الخدمات)

tabby

tamara


 من التخطيط
 والتنمية الاقتصادية

- التعاقد مع بوابات دفع الكتروني توفر خدمات التقسيط محلية وربطها مع الموقع الالكتروني (بفوائد او بدون فوائد)
- تتحمل الشركات في الغالب نسب من 2 % الي 7% مقابل الخدمات المقدمة

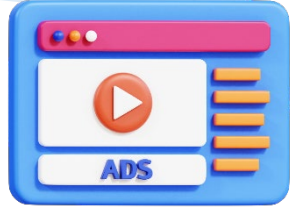
Google Business

- Google search ads
- Google Analytics
- Google Business
- Google map Ads
- Google search Console
- YouTube Ads (Display)

Google Services

Google search ads

Google Search ads



shoes

About 5,390,000,000 results (0.76 seconds)

Ad · www.skechers.com/

SKECHERS® Shoes Official Site - (F)all About Essentials Sale

It's (F)all About The Essentials - Get 25% Off Your Order On **Shoes**, Boots, & More.

Comfortable Walking Shoes
Engineered For Walking
Slip-On & Lace-Up Designs.

Boots For All Occasions
Our Latest Boots Styles: Classic
Fashion, Outdoor, Rainboots, & More

Get 25% Off Sitewide
Gear Up For The Holidays By Getting
25% Off Sitewide - Good Thru 10/22.

Kids Shoes
Variety Of Styles For Boys & Girls
Shop Slip-Ons, Sandals, Boots.

Ad · www.zappos.com/shoes

Shoes at Zappos - 100% Free Shipping & Returns - zappos.com

Huge Selection of Top Brands. Free Returns for 365 Days. Shop New Arrivals at Zappos!

Ad · style.justfab.com/vip/1stfrom10

JustFab™ Shoes - Your First Style Just \$10

JustFab's™ Newest Picks. Exclusive **Shoes** You Won't Want to Miss! Rule Your Next Event...

- بعد الانتهاء من كافة التفاصيل المرتبطة بالتجهيزات السابقة سيتم وضع خطة كاملة للدعاية
- يعتمد بالأساس على مجموعة كلمات مفتاحية يتم تحديدها للوصول الي العميل المستهدف من خلال الكلمات المستخدمة في عملية البحث
- يتم تحديد ميزانية إعلانية مع متابعة النتائج أولاً بأول
- تحديد فريق التواصل مع العملاء

Google Services

Google Analytics



Website insights

Home

Active users ▾

26K

↑ 44.9%

Event count ▾

148K

↑ 29.8%

Bounce rate ▾

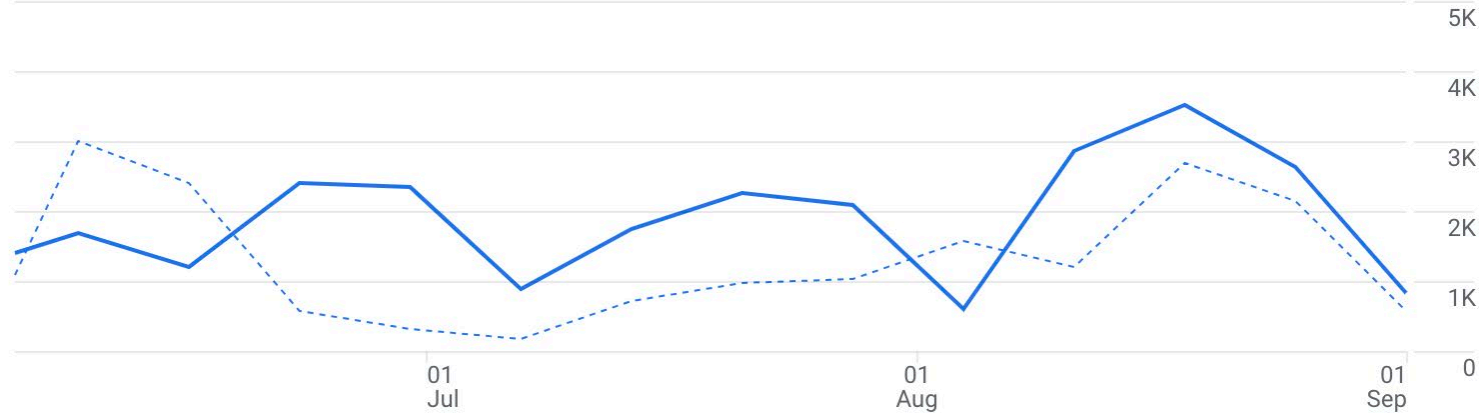
49.8%

↑ 9.4%

Sessions ▾

29K

↑ 34.9%



— Last 90 days — Preceding period

Last 90 days ▾

[View reports snapshot →](#)

User

26,000 user

Page view

48,000 view

Engagement

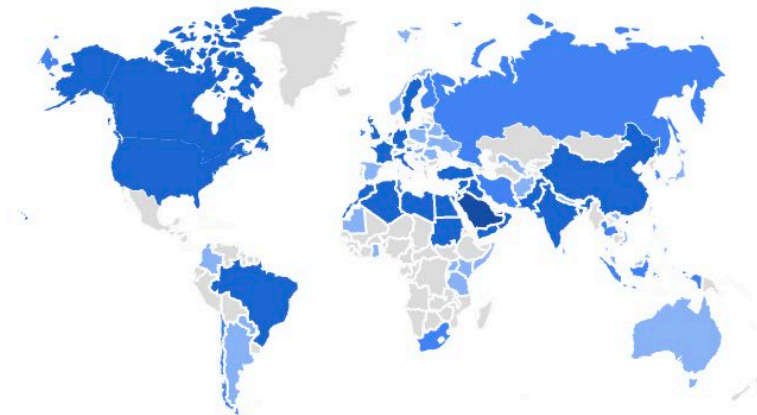
150,000

Growth

35 %+

Country

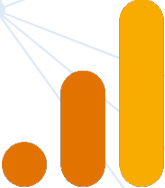
Users▼ by Country ID▼



COUNTRY		USERS
Saudi Arabia	23K	↑54.0%
Iraq	494	↑190....
Egypt	401	↑19.7%
United States	295	↑31.7%
India	212	↑371....
United Arab Emira...	194	↑20.5%
Kuwait	178	↑14.8%

Last 90 days ▼

[View countries →](#)**Saudi Arabia****23,000 user****Iraq****494 user****Egypt****400****UAE****194**



Google Analytics

Other

Sessions▼ by
Session primary ch...▼



SESSION PRIMARY ...

SESSIONS

Paid Search	17K	↑ 45.7%
Display	4.2K	↑ 69.0%
Direct	3.3K	↑ 6.7%
Organic Search	2.7K	↑ 27.4%
Organic Social	830	↓ 14.4%
Paid Social	560	↑ 36.3%
Referral	380	↓ 23.4%

Last 90 days ▼ [View traffic acqu...](#) →

Paid search

17,000 (58%)

Display

4,000 (13%)

Direct

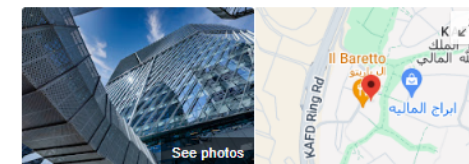
3000 (10%)

Search

2700 (9%)

Google Services

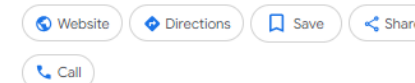
Google Business



روشن العقارية

4.3 ★★★★★ 291 Google reviews

Real estate agency in Riyadh, Saudi Arabia



Roshn is a real estate development company based in Saudi Arabia. The company was founded in August 2020 by the Saudi Public investment Fund as one of its Megaprojects. As one of Saudi Arabia's Vision 2030 goals, Roshn aims to enable home ownership to 70% of Saudi nationals. [Wikipedia](#)

Address: King Abdullah, Riyadh 13519, Saudi Arabia

Founded: August 19, 2020

Hours: Closed · Opens 8:30 AM Wed ▾

Phone: +966 9200 22288

Owner: Public Investment Fund

[Suggest an edit](#) · [Own this business?](#)

Reviews

Google reviews ⓘ

[Write a review](#)

[Add a photo](#)

4.3 ★★★★★ 291 Google reviews

Questions & answers

Q: (Translated by Google) Is the work here mixed?

[Ask a question](#)



Google Performance

Get Calls

← Performance

⋮ ×

Time period

📅 Apr 2024–Aug 2024

Overview

Calls

Bookings

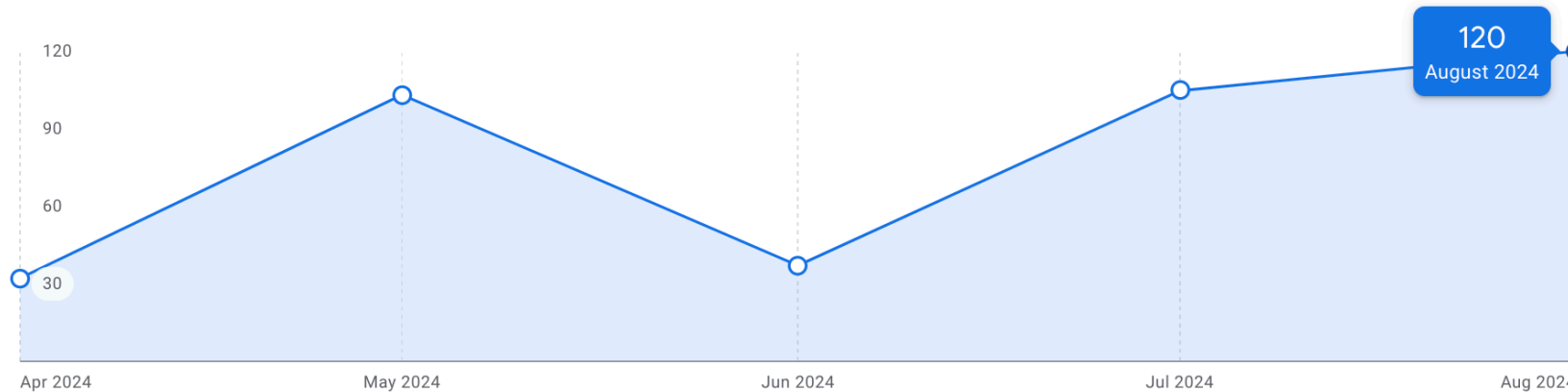
Directions

Website clicks

397

Calls made from your Business Profile

📈 +40.3% (vs Apr 2023–Aug 2023)



Aug 24

120 Calls

July 24

105 Calls

June 24

37 Calls

May 24

103 Calls



Google Performance

Website

← Performance

⋮ ×

Time period

Apr 2024–Aug 2024

Overview

Calls

Bookings

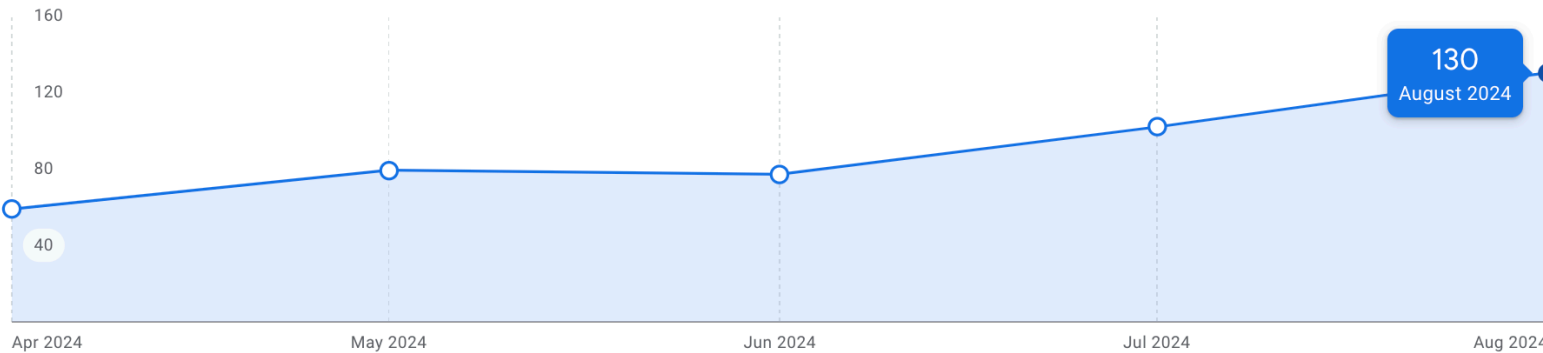
Directions

Website clicks

447

Website clicks made from your Business Profile

↘ -32.6% (vs Apr 2023–Aug 2023)



Aug 24

130 clicks

July 24

102 clicks

June 24

77 Call

May 24

79 Call



Google Performance

Directions

← Performance

⋮ ×

Time period

📅 Apr 2024–Aug 2024

Overview

Calls

Bookings

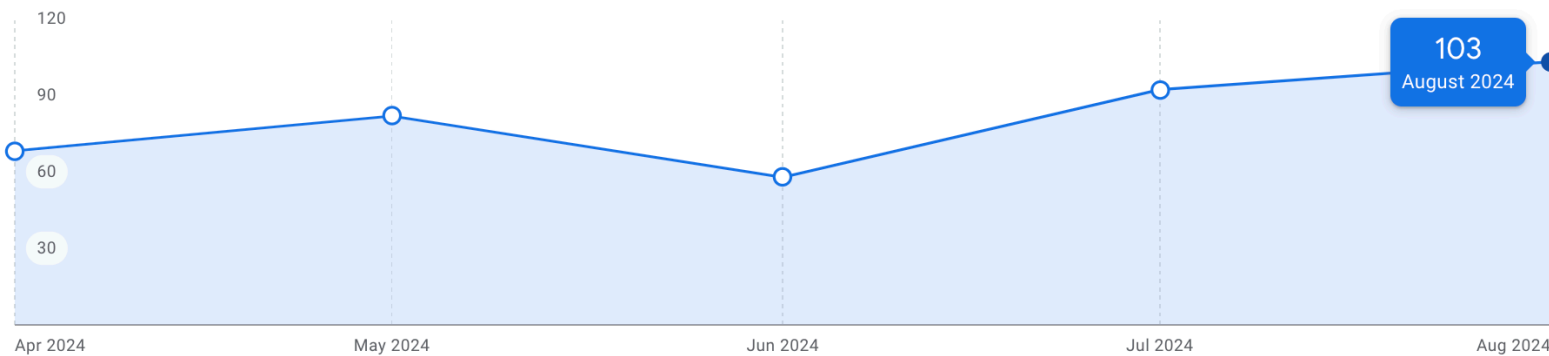
Directions

Website clicks

403

Direction requests made from your Business Profile

📉 -13.1% (vs Apr 2023–Aug 2023)



Aug 24

103 clicks

July 24

92 clicks

June 24

58 Call

May 24

82 Call

The background of the slide is a blue-tinted photograph of three business professionals in a meeting. They are gathered around a table, looking at and pointing to documents that feature various charts and graphs. The image is semi-transparent, allowing the text to be clearly visible.

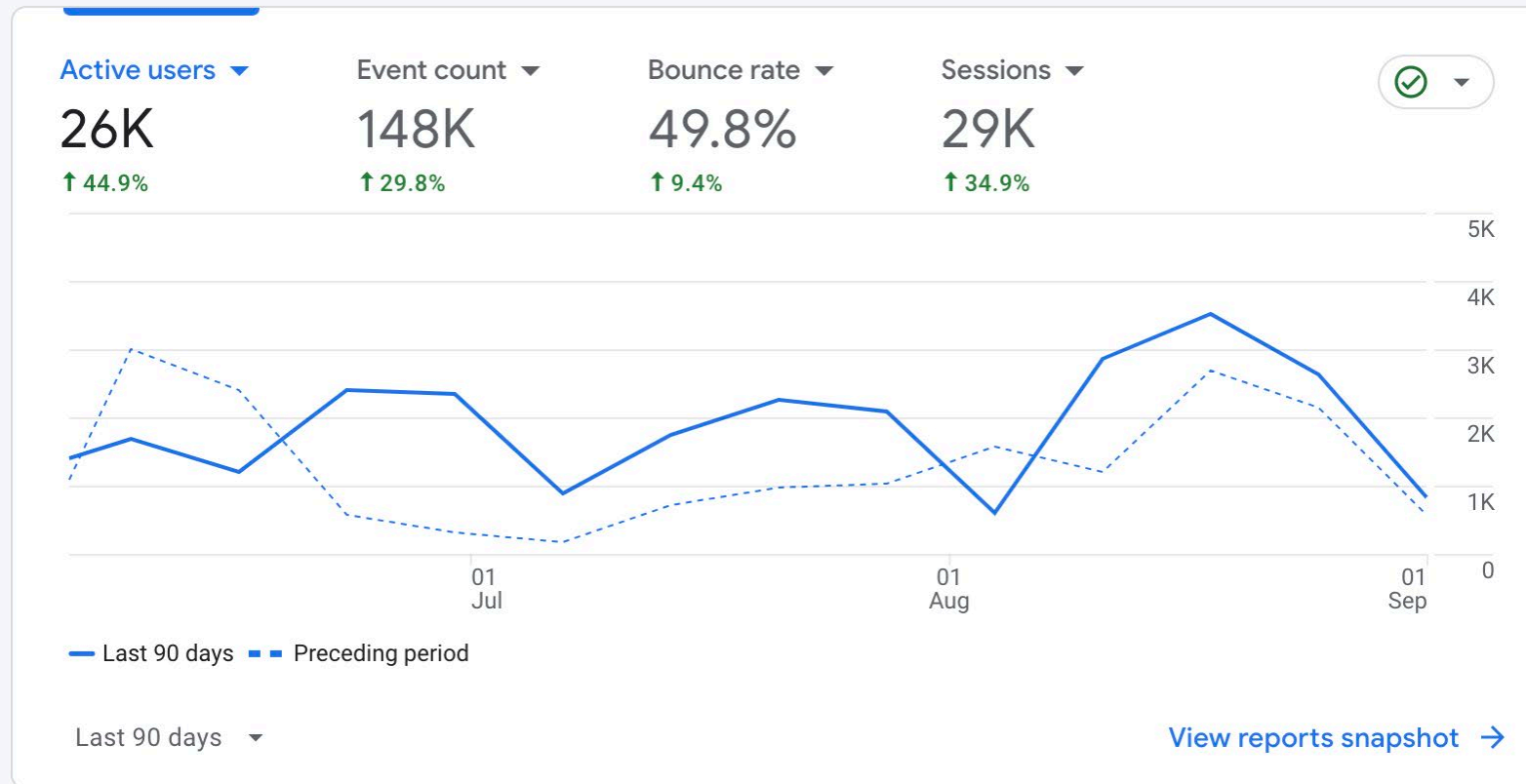
Daaim❖

Google Analytics



ILTC Website insights

Home



User

26,000 user

Page view

48,000 view

Engagement

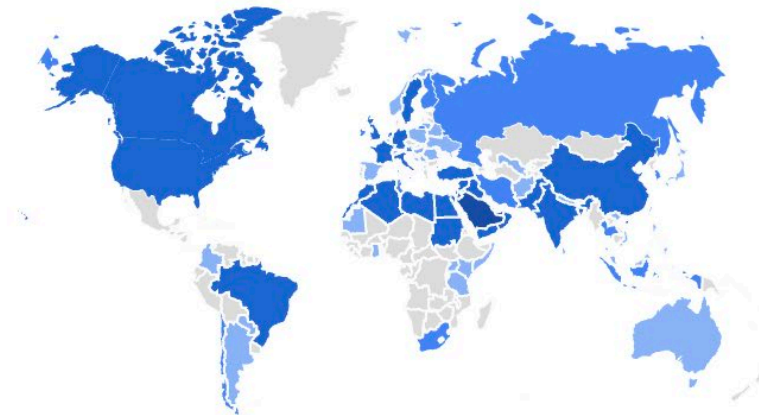
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Growth

35 %+

Country

Users▼ by Country ID▼



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United Arab Emira...	194	↑20.5%
Kuwait	178	↑14.8%

Last 90 days ▼

[View countries →](#)**Saudi Arabia****23,000 user****Iraq****494 user****Egypt****400****UAE****194**



Other

Views by
Page title and screen...



PAGE TITLE AND SCREEN NAME VIEWS

دورة ادارة المشروعات (P...	5.5K	↓ 43.7%
صميم الداخلي المعتمدة	7K	↑ 150.6%
Home - iltc edu sa	2.5K	↓ 60.1%
الدورات - iltc edu sa	2.7K	↓ 54.9%
PMP Form - iltc edu sa	6.3K	-
iltc - iltc edu sa	4.7K	-
Electrical Course For...	2.4K	-

Last 90 days ▾ View pages and screens →

Sessions ▾ by
Session primary channel ▾



SESSION PRIMARY CHANNEL SESSIONS

Paid Search	17K	↑ 45.7%
Display	4.2K	↑ 69.0%
Direct	3.3K	↑ 6.7%
Organic Search	2.7K	↑ 27.4%
Organic Social	830	↓ 14.4%
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Last 90 days ▾ View traffic acquisition →

Paid search

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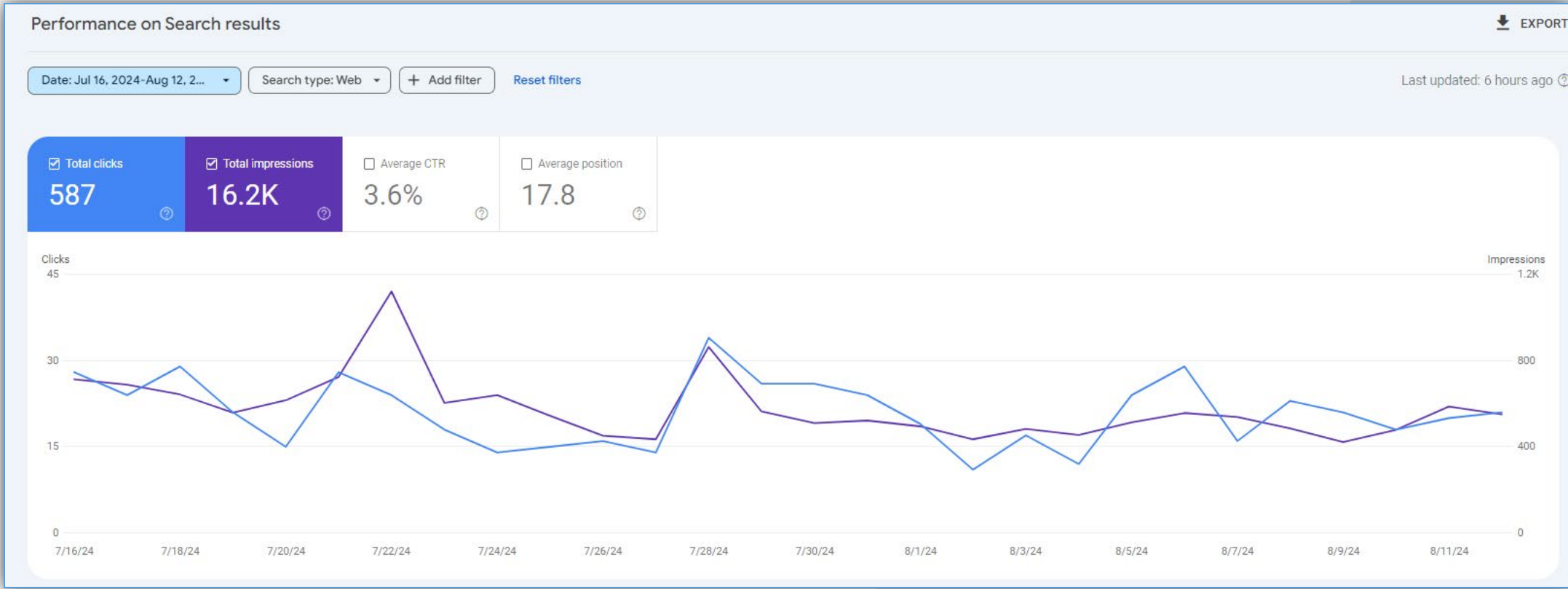
Daaim❖

Google Search Console

Google

Search Console

How people find you



The background of the slide is a blue-tinted photograph of three business professionals in a meeting. They are gathered around a table, looking at and pointing to documents that contain charts and graphs. The image is semi-transparent, allowing the text to be clearly visible.

Daaim✕

Cost

Costing

1- Website

- Full information
- Contact tools
- Ecommerce platform
- Doctor's Schedule
- Booking system
- Payment system
- Insights & Reports

4,000 sar

2- Google services

- Google search ads
- Google Analytics
- Google Business
- Google map Ads
- Google search Console
- YouTube Ads (Display)
- Insights & Reports

2,500 sar/Month

3- Social Media

- Branding Design
- Social Media post
- Social Media ads
- Manage social media
- Instagram , Snapchat , LinkedIn , Facebook , ...
- Insights & Reports

3,500 sar /Month

Contact us



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a.heikal@daaim.net



A background image showing a group of business professionals in a meeting, with a semi-transparent blue overlay. The text 'Thank You' is centered in a bold, yellow font, flanked by two horizontal blue bars with rounded ends.

Thank You

Daa'im
2024