

Orientory Marketing Campaign

1-Research & Planning: Before launching any campaign a comprehensive research has to be conducted in order to best create and implement the marketing plan. Therefore, various types of research have been conducted.

We first thoroughly recognize who our customers are and how to satisfy their needs. Then, we constantly assess our business environment to identify and respond to any changes in our customers' needs and in attitudes in our industry and in the broader economic climate.

2-Campaign Development: After the extensive research was conducted and the plan was set, we commenced in developing and integrating all of the campaign elements together which were to create awareness, inform and state our position in the market; identifying our market share.

3-Implementation: Based on the results of the research we acted and launched the In-print free copy which is distributed in an efficient and comprehensive manner. By identifying the target market and target audiences we distribute the copies according to the locations of their convenience and accessibility. Also launched is Orientory's all inclusive and interactive website that contains all of the information as the in-print directory and more.

4-Building Trust: After the hard effort undertaken to launch both Orientory in-print and website, the marketing campaign concentrates on building trust and a strong business-client relationship by offering better customer satisfaction than anyone else.

{A successful marketing strategy is ultimately about bringing the right message to the right person at the right time. And that's just what Orientory seeks to achieve.}

Print Medium

The print medium is considered by many the most credible and reliable source of information. Therefore, we concentrate on publishing various ads and articles in different magazines and newspapers. Taking into consideration that our target audiences are mainly corporations and businessmen, our ads are concentrated in business and professional magazines and newspapers. That is to guarantee that our target audiences are reached and accessed. Examples of our publications are:

- ◆ Egypt Today
- ◆ Business Today
- ◆ The Insider (ColdWell Banker)
- ◆ L'Antenne Magazine (Le Magazine Du Club D'Affaires Franco-Egyptian)
- ◆ Allam El Youm Newspaper
- ◆ He Magazine
- ◆ Sports & Fitness Magazine
- ◆ BCA Chronicle

- ◆ Diva
- ◆ The Employer

Online Medium

The internet has become the most craved after medium and is becoming the best marketing tool because of its flexibility, low cost and easy access. More companies are realizing the importance of websites and the urgency to use it as an efficient marketing instrument. Therefore, Orientory seized the opportunity and started an extensive marketing campaign using various websites.

Examples of websites that contain our ads are:

- ◆ CareerMidEast
- ◆ MSN Arabia
- ◆ Arab Finance
- ◆ Into Egypt
- ◆ Waffar.com
- ◆ The Job Master
- ◆ Face Book

'Plus Frequent Advertising Newsletters about Orientory Sent to Over 40,000 Emails.'

Giveaways

- ◆ It is very important to create a good relationship with your clients, to build trust and proficiency. Therefore, Orientory insist on asserting its presence in all of the exhibitions and events. That is accomplished by the types of giveaways we distribute and hand out.

Examples of our giveaways are:

Brochures

- ◆ Flyers
- ◆ Coasters
- ◆ Notepads
- ◆ Calendars
- ◆ Pens

{Just like we always keep our services updated, we constantly review, update and even replace our marketing strategies when necessary to keep up with the continuously changing, dynamic & fierce market...}