



Everything you need to know about social media but were afraid to ask / **Egypt**

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# **Chapter 1**

About CID & ECCO

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## About CID and ECCO

Based in Egypt, CID Consulting is a communications, management and community development consultancy firm. CID has been an ECCO partner since 2000 and acts as the regional representative office of ECCO in the Middle East.



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### CID Consulting

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At CID, we design and implement innovative and sustainable communications and management development strategies to support both the private and public sectors in Egypt. We also operate within multiple national and international networks, offering our clients the expertise of international associates in addition to the diverse experience of our own staff. We bear results by pairing our deep understanding of the local culture with international business norms and best practices.

Our Communications department conducts public awareness and communications campaigns and corporate image-building programs using a methodological approach to ensure that our clients are informed and actively engaged in their own communication processes.

Due to the diversity of our offerings, our clients come from the public and private sectors as well as from the donor world. Private sector clients include Alcatel International, Orascom Construction Industries, the Smart Village, Xceed and Xerox Egypt, among others. We have also worked with government institutions and ministries, including the Egyptian Ministry of Investment, the Egyptian Ministry of Trade & Industry and Mortgage Finance Authority, in coordination with donor organizations such as USAID Egypt, the GTZ and the EU.

Within Egypt's budding social media scene, we work closely with our corporate and government clients to raise awareness about the growing importance of being connected to clients and employees through non-conventional channels. Our team works to educate our clients about the rising importance of social media as well as to present them with cost-efficient, effective solutions to inaugurate them into the world of social media.



**E C C O**

International  
Communications  
N e t w o r k

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### ECCO

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## **Chapter 2**

### Country Research

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## Country Research

Despite the late start, Egypt's social media scene has quickly gained ground among youth. In 2008, there were 12.57 million internet users in Egypt. This is not a large number, considering the potential penetration in a population of 80,000,000 people and the barriers to internet usage, including basic literacy, availability of resources and computer / internet literacy. The majority of internet users are youth, who constitute 27.5% of the total population and 54% of all internet users.

*Source: The Future of the Internet Economy in Egypt: A Statistical Profile March 2009. Ministry of Communications & Information Technology*

Information compiled on social media usage is relatively scarce; today, however, there is a growing population of internet users that are increasingly engaged in social media.

Facebook, for instance, continues to gain ground in the social media arena in Egypt. Today, there are 3 million Facebook users in Egypt, which is a little under 4% of the total population. Relative to 24% total online penetration, this is a relatively low percentage; according to [www.facebakers.com](http://www.facebakers.com), however, user growth is measured at 7.63%. 62% of Facebook users are men and 38% are women, and growth still favors the male element. The majority of users are youth, with 48% of users between the ages of 18 and 24 and 28% between the ages of 25 and 34.

*Source: Facebakers, April 2010 [www.facebakers.com](http://www.facebakers.com)*



## **Chapter 3**

Different social  
media types

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## Different social media types

Due to the relative nascence of the industry in Egypt, the development of social media tools remains at an elementary stage. Blogs, however, have become increasingly more popular with youth and are being capitalized on by developers wishing to increase their user base.

# Chapter 4

Case study  
examples

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## Case study examples

Although corporate usage of social media is still limited, brands that target youth and who have made attempts to tailor their brand profiles to youth have begun to capitalise on social media and user-generated content to promote themselves. This is generally limited to B2C-model businesses that make an effort to reach out to the youth population who use social media regularly. Below are a few case studies of companies that have successfully used social media to build brand loyalty.



### Coca-Cola Egypt

As one of the leading soft drink brands in Egypt, Coca-Cola's market share was threatened by the aggressive infringement of Pepsi onto their clientele. Their target audience included both males and females between the ages of 19 and 29. Their primary objectives in launching a social media campaign were to brand Coca-Cola with their target audience online, to establish brand presence online, and to increase customer acquisitions and conversions.

The campaign utilized conventional and non-conventional methods, including TV, print, radio and social media. The campaign was linked to Coca-Cola being the official sponsor of the Egyptian national football team; the campaign concept capitalized on Coca-Cola supporting Egyptian fans. Using a campaign that included a Youtube channel with user-generated content as well as pre-produced Youtube virals to support the campaign, Coca-Cola established the youthful spirit of the brand and allowed users to connect both online and offline.

Youtube Egypt Channel: [www.youtube.com/user/cocacolaegypt](http://www.youtube.com/user/cocacolaegypt)



### Stella Beer

Stella is a local beer brand that was recently acquired by Heineken. The brand has traditionally capitalized on the "Egyptian" and authentic flavor of the brand, and their primary target audience is young beer drinkers of the C/D segments, in addition to A/B youth.

Accordingly, Stella created a blog to engage users in the generation of a new campaign titled Stella1ofus ([www.stella1ofus.com/blog](http://www.stella1ofus.com/blog)). The basic concept of the campaign was that Stella is "one-of-the-crowd" to create a youthful profile for a brand that consumers could relate to. The campaign included an outdoors' advertising component to drive traffic to the blog and encourage users to participate. The blog included a competition where users were encouraged to participate in the creation of "Stella Rules." "Stella Rules" were locally insightful, Anglo-Arab two-line commentaries. The top "Stella Rules" were compiled to create a campaign with 14 versions of Rules that were used for advertising and branding of all Stella promotional materials and store signage.

### Nokia N96

In late 2008, Nokia created a campaign that was built on the use of social media and user-generated content. The campaign utilized traditional and non-traditional mediums (TV, radio, print, social media) to encourage users to participate in a competition on Facebook. The campaign utilized popular Egyptian actor and rapper (Ahmed Mekky) who had a

leading role in several popular Egyptian youth films.

A music video with a catchy tune and colorful incidents that are locally insightful (“only-in-Egypt-type” scenarios) encouraged viewers to use their Nokia phones to create their own locally insightful videos and upload them to the Nokia N96 Facebook group and enter the competition. Competition winners were listed on the website and their videos were posted on the Group.

Today, the Group has more than 24,000 members and continues to be an active forum for users to share their content.



Facebook Group available at: [www.facebook.com/?ref=home#!/group.php?gid=43246647375&v=info&ref=ts](http://www.facebook.com/?ref=home#!/group.php?gid=43246647375&v=info&ref=ts)

## **Chapter 5**

Online social media  
tools, tricks and  
listening to the  
online conversation

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## Online social media tools, tricks and listening to the online conversation

There are no Egypt-specific tools used to listen to online brand conversations. Google Alerts is commonly used, however, many corporations are only starting to become aware of the importance of listening to online brand conversations; those that do usually do it per medium (i.e. Facebook / Twitter).

### / General Tools that are used include:

#### > Google Alerts

can help you track what is being said and receive streaming or batched reports. Set a comprehensive alert to monitor across various media – news, blogs, web, videos and groups

#### > MonitorThis

enables you to scan up to 20 different search engines at any one time

#### > Samepoint

tracks conversations across multiple sources

#### > Social Mention (and Social Mention Alerts)

pulls content from across 80+ social media properties directly. You can also set up daily Social Mention Alerts to track what is being said about your brand on a daily basis

#### > whostalkin.com

is similar to Social Mention and enables you to track over 60 of the Internet's most popular social media platforms

As well as monitoring what is being said about your brand, you should also track what is being said about key competitors and topics specific to your business.

### / Platform-specific Tools include:

#### > BoardTracker

is a search engine, message-tracking and instant alerts tool for forums

#### > Ego Surf

helps you keep track of where your blog is mentioned not only within Google but also within Yahoo, MSN, delicious and Technorati. It keeps a historical track of your ranking too so that you can track changes over a period of time

#### > Friendfeed Search

is a conversation tracker for Friendfeed

#### > Google Blog Search (and Google Blog Alerts)

Google's index of blog posts, allows you to see who is blogging about your brand and what they're saying. With Google Blog Alerts you can set up daily, weekly or as-it-happens alerts for any time someone mentions your brand online



> **Technorati**

allows you to search the blogosphere. You should search for your brand on Technorati and subscribe to RSS alerts so that when someone blogs about you, you find out

> **Monitter**

provides real-time monitoring of the Twittersphere

> **TweetScan (and Twitter Email Alerts)**

enables you to see what is being said about your brand on Twitter. It includes the option to set up Twitter Email Alerts



> **Tweetbeep**

is a kind of Google Alerts for Twitter that will show you who is tweeting about your brand and related topics. The key is to make your search as specific as you can, you can even narrow it down to a specific place, otherwise you may get more alerts than you bargained for

> **Twitrratr**

allows you to see the tone of voice of what is being said about you – and how much of it is positive, negative, neutral

> **Twitter Search**

allows you to see what people are saying about your brand or on a particular topic

## **Chapter 6**

Popular blog tools  
and blog posts

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## Popular blog tools and blog posts

### Popular Egyptian blogs:

- > <http://elgha2ebat.blogspot.com/>
- > <http://talesfromthepinkplanet.blogspot.com/>
- > <http://www.lastoadri.com/>
- > <http://hadouta.blogspot.com/>
- > <http://dinahawary.blogspot.com/>
- > <http://althekeya.blogspot.com/>
- > <http://ma3t.blogspot.com/>
- > <http://www.manalaa.net/>
- > <http://mabadali.blogspot.com/>
- > <http://digressing.blogspot.com/>
- > <http://muslimahmediawatch.org/>



