



DIGITAL MARKETING & SOCIAL MEDIA PROPOSAL

Building Dr. Akram Fayed's Digital Presence

Prepared for Dr. Akram Fayed · August 2026

A three-month build that turns Dr. Akram's name into a trusted, searchable reference, so patients find him and colleagues recall him first when a case needs his expertise.

3	4	3
MONTH FOUNDATION	CHANNELS: WEB, FB, IG, TIKTOK	CONTENT AXES

Prepared for Dr. Akram Fayed · September 2026 · Confidential

CONTEXT

Dr. Akram Fayed is a respected, widely experienced physician in Alexandria. The objective is not to run a generic medical advice page, but ***to position him as a credible reference that patients remember and search for, and that fellow doctors recall first when they need to refer a case.***

Social media and the website work as one system to build discoverability, trust, and authority around his name.

STRATEGY BRIEF

"The goal is to be found and trusted at three key moments.

1- When someone searches your name, they land on a strong site with a clear identity.

2- When a patient reads your content, they see their own problem described, and feel understood.

3- When a colleague considers a referral, they recognize you as the scientific reference worth sending patients to. We build all three at once."

1 · TECHNICAL AXIS

Website, SEO, GEO and search visibility. His site becomes the official online reference. When anyone searches for an internal medicine or cardiology specialist in Alexandria, his information surfaces in Google and inside AI search (Google AI Overviews, ChatGPT Search).

2 · EMOTIONAL AXIS

Reaching patients through their real questions, not a doctor talking to camera. Reels show Dr. Akram at real work with music and clean editing, and a strong on-screen question that makes the viewer feel addressed, then a "read the caption" prompt.

3 · EDUCATIONAL AXIS

Doctor-to-doctor authority. A large share of patients arrive through referrals, so colleagues are treated as an essential channel. Content that teaches doctors also raises patient trust: the impression is simple, "this one teaches the doctors, he must be excellent."

Two content series carry the work:

“يا دكتور أنا...” opens with a patient's own complaint as the headline, then answers responsibly in the caption.

“لو جالك مريض بيقولك...” opens with a short clinical situation aimed at fellow doctors, showing the way of thinking, red flags, and when a case needs referral.

SCOPE OF WORK

DELIVERABLE	DETAIL
Website Creation	Design, build and launch of Dr. Akram's official website as the central online reference, structured for search and AI discoverability.
Website Management	Ongoing updates, content additions, landing pages, technical upkeep and performance care throughout the engagement.
SEO	Keyword strategy around his expertise and location, on-page optimization, and content built to compete for top Google results.
GEO / AI Visibility	Structuring content and identity so Dr. Akram surfaces inside AI search experiences (Google AI Overviews / AI Mode, ChatGPT Search).
Google Business Profile	Setup, optimization and ongoing management of the Google Business (Maps) profile to capture local search and directions.
Social Media Management	Planning and running Facebook, Instagram and TikTok: content calendar, publishing and account management.
Reels & Video Editing	Full editing of reels for both series: music, on-screen text, cuts and cinematic treatment from provided footage.
Graphic Design	All visual designs, post graphics, covers and on-brand assets across channels.
Content & Copywriting	Both series, headlines, captions with responsible medical framing, and the standard awareness disclaimer.
Strategy & Reporting	Segment and referral-target definition with Dr. Akram, monthly performance review and direction adjustments.

THE THREE-MONTH PLAN TOWARD LEADS

The plan moves deliberately from foundation to lead generation.

Leads arrive two ways: directly, through social media and WhatsApp messages and patients who name Google, AI or social media when asked how they heard of the clinic; and indirectly, through other doctors who trust Dr. Akram and recall him from his presence, sending referrals his way.

MONTH 1 · SEPTEMBER

Foundation & Positioning

- Launch and optimize the website, Google Business Profile and social accounts.
- Define with Dr. Akram the patient segments and the physician specialties to target.
- Launch both content series and establish the visual and editing style.
- Set up tracking and the “how did you hear about us” capture at the clinic.

MONTH 2 · OCTOBER

Deepening & Reach

- Expand content around the agreed segments and build stronger landing pages.
- Grow SEO and AI visibility for the priority keywords.
- Increase the educational content aimed at the chosen referring specialties.
- First round of early direct enquiries via social media and WhatsApp.

MONTH 3 · NOVEMBER

Traction & Leads

- Double down on what the data shows is working: best angles, pages and keywords.
- Cement Dr. Akram's image as a reference for both patients and doctors.
- Direct leads: enquiries and WhatsApp messages, plus patients citing Google, AI or social media.
- Indirect leads: referrals from colleagues who recall Dr. Akram from the content.

INVESTMENT & TIMELINE

An all-in monthly retainer covering the full scope above, with a discounted rate for the first three months. Six-month minimum engagement, starting 1 September 2026.

MONTHS 1-3	MONTHS 4-6
20,000 EGP / mo	30,000 EGP / month
1 Sept – 30 Nov 2026 · introductory rate	1 Dec 2026 – 28 Feb 2027

All-in retainer, billed monthly in advance
Six-month minimum engagement

Total over six months: 150,000 EGP

(60,000 EGP for the first three months, then 90,000 EGP). Excludes photography and videography, ad spend, and moderation as noted above.

NOT INCLUDED IN THIS RETAINER

The following sit outside the retainer fee and are billed or paid separately:

- 1- Photography and videography (shooting) fees;**
- 2- Sponsored advertising budget (paid directly to the platforms);**
- 3- Page moderation, direct-message replies and comment handling.**

TERMS

- Retainer is billed monthly in advance; the first month begins the engagement on 1 September 2026.
- Six-month minimum engagement. After it, either party may end the arrangement with 30 days written notice; the notice month is invoiced in full.
- Photography and videography shooting, sponsored ad budget, and page moderation and DM replies are outside this fee and arranged separately.
- Ad budgets, when run, are paid by the client directly to the platforms.
- Patient segments and referral-target specialties are defined and approved with Dr. Akram before series are built.
- No individual diagnosis, prescription or dose change is given through captions, comments or DMs; all content is for awareness and stays within Dr. Akram's proven scope.
- Filming any patient or identifying data requires appropriate consent and full respect for privacy, in line with medical syndicate rules.
- All work produced transfers to the client; WordReward may feature completed work in its portfolio unless the client requests otherwise in writing.
- Any amendment to scope or fees is agreed in writing by both parties.

AGREEMENT

Signing below confirms acceptance of the scope, investment and terms in this proposal.

FOR WORDREWARD

Dr. Ibrahim Morsy · General Manager

Signature

Date

FOR THE CLIENT

Dr. Akram Fayed

Signature

Date



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