

Executive Summary

To ensure a successful market entry and strong early traction, we will implement a **6-month full-funnel marketing strategy** designed to position Finwise as the leading dual-sided career platform in Lebanon and the region.

Our approach focuses on **building brand awareness, generating high-intent users, and converting both job seekers and mentors/recruiters into active participants on the platform.**



This Pitch covers:

Organic Growth

Educational, value-driven content on Instagram, Facebook, LinkedIn, TikTok.

Paid Acquisition

Campaigns across Meta, LinkedIn, and Google to drive app installs, registrations, and marketplace activity.

Optimized Funnel

Nurtures users from **awareness → engagement → conversion → retention**.

Data-Driven Optimization

Data-driven ad optimizations with realistic CTR, CPL, CPI, ROAS, and subscriber targets under 3 budgets

Brand Positioning

Brand positioning that frames DFS as the essential tool for career growth, upskilling, CV enhancement, and jobmatching.



This Pitch is structured to drive measurable results, including:

1

Scalable User Base

A scalable user base on both sides of the marketplace

2

Strong App Adoption

Strong app adoption in both English and Arabic

3

High-Quality Leads

High-quality lead acquisition for recruiters and mentors

4

Sustainable Growth

Sustainable growth beyond the first six month



Full 6 Month Funnel Structure

The following slides detail campaign architecture, KPIs, and expected outcomes.



PHASE 1 Pre-Launch (Month 1/2) LAUNCH

Goal:

Brand awareness + Recruiter/coach interest + Warm audience building / retargeting and Conversion.

- Google Search Ads (small budget)
- Meta Awareness Campaign / Conversion
- Outreach recruiters manually



PHASE 2 Launch (Month 3/4)

Goal:

Downloads + Active users + Recruiter onboarding

- ads (Meta)
- lead gen ads for recruiters
- Retargeting ads



PHASE 3 Growth (Month 5/6)

Goal:

Paid subscriptions + CV enhancement sales + sustainable acquisition cost

- ads (Meta)
- Heavy retargeting
- Launch referral system (invite a friend → %10 off)



Budget suggested:

- ❏ Please note that this is a high-level overview of the promotional plan and budget proposal. A detailed breakdown of the budget allocation, expected outcomes, and KPI estimations will be provided upon project kick-off. This summary is for pitch purposes only.

OPTION A 1,000\$ / Month Budget

Split:

- Meta: 600\$
- Google Search: 300\$
- LinkedIn: 100\$

Expected Results:

- 350/450 installs
- 20/30 recruiter leads
- 30/50 paid conversions
- CPI: 1.7\$ / 2.8\$
- Recruiter CPL: 8\$63\$



OPTION B 2,000\$ / Month Budget

Split:

- Meta: 1,200\$
- Google Search: 600\$
- LinkedIn: 200\$

Expected Results:

- 700/900 installs
- 40/60 recruiter leads
- 60/120 paid conversions
- CPI: 1.4\$2.4\$



OPTION C \$ 3,000 / Month Budget

Split:

- Meta: 1,800\$
- Google Search: 900\$
- LinkedIn: 300\$

Expected Results:

- 1000 / 1400 installs
- 70/90 recruiter leads
- 130/180 paid conversions
- CPI: 1.3\$/2.0

