

CASE STUDY

Deniz Language Center

From a Turkish-only launch to a multi-language center — built from opening day

Media Buying • Messaging Lead Gen • 6th of October City, Egypt • 2022 Launch

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In From Day One

Managed this account from the center's opening in 2022, through its growth phase

I took on Deniz's media buying from the moment its doors opened in 2022 — a rare position, starting a brand's paid marketing at zero rather than inheriting an existing account.

The center is based in 6th of October City, Egypt — one geographic market, no multi-branch reach. Across roughly a year running the account, the owners backed me as the sole media buying lead, a call built on the results and the trust that grew alongside them.

2022 — The Launch

Deniz opened as Deniz Turkish Center — a single-language school teaching Turkish in a specific pocket of Cairo's western suburbs.

Sustained Growth — The Trust Payoff

Consistent lead flow within that narrow geography earned the confidence to keep me on as sole lead through the account's growth phase — leading directly to the rebrand covered next.

One Language Becomes Three

Why Deniz Turkish Center became Deniz Language Center

As Turkish-language enrollment held steady, the center tested Spanish and German alongside it. Both grew into genuine success stories in their own right — strong enough that keeping the name “Turkish Center” no longer reflected what the school actually offered.

The rebrand to Deniz Language Center followed — and the media buying strategy shifted with it, running dedicated messaging campaigns per language rather than one blended account.

Turkish

The founding language — still a core pillar of demand.

Spanish

Grew into one of the center's strongest-performing programs.

German

Scaled alongside Spanish as the second expansion language.

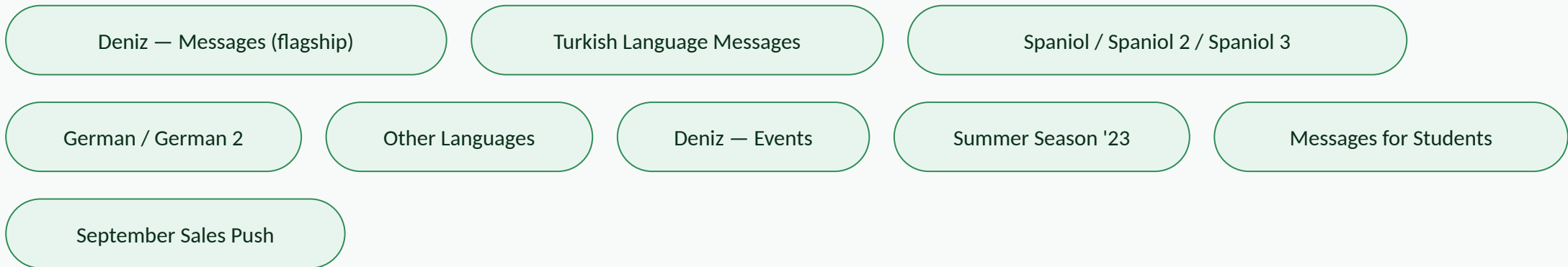
The Challenge

Growing enrollment inside one fixed, narrow geography

Objective: Messages • **Market: 6th of October City only — no multi-branch reach to lean on**

Every campaign had to earn its result from the same limited local audience. Instead of one blended account, the strategy split spend into focused campaigns — by language, by season, and by audience segment (e.g. dedicated “messages for students” campaigns) — so each could be read and optimized on its own.

Campaign Segmentation Used



Beyond Ads — Community as Growth Engine

Free recurring events that turned strangers into members

Paid messaging campaigns brought people into the conversation — but the “Deniz — Events” campaigns were built to get them physically into the center, free of charge, no enrollment required.

Each language ran its own recurring event format — a Dish Party (cooking and sharing food from the language's culture) or a Movie Night (watching a film in that language together). Open to enrolled members and to anyone simply curious about the language.

Dish Party

A themed food night per language — cooking and sharing dishes from that culture as a group.

Movie Night

Watching a film in the target language together, in the language's own atmosphere.

The Real Purpose

Get prospects to walk in, feel the space, and bond with people who share the same interest — lowering the barrier to enrolling far more than an ad ever could.

Performance Snapshot

Meta Ads Manager export — 37 campaigns, one account

Campaign	Reach	Impressions	CPM (cost per 1,000 impressions)	Clicks (all)	CPC (all)	CTR (all)	communications	cost per communications	RTC	RE	cost per RE	Amount spent
ديتيز - رسائل	115,169	375,095	13.37.ج.م	17,667	0.28.ج.م	4.71%	1,091	4.60.ج.م	105.56	1,553	3.23.ج.م	5,016.67.ج.م
spaniol	91,984	185,522	14.97.ج.م	5,564	0.50.ج.م	3.00%	479	5.80.ج.م	192.03	441	6.30.ج.م	2,777.83.ج.م
رسائل اللغة التركية - deniz	97,169	208,373	19.59.ج.م	9,851	0.41.ج.م	4.73%	489	8.35.ج.م	198.71	905	4.51.ج.م	4,081.56.ج.م
summer season 23	102,176	205,314	20.26.ج.م	6,759	0.62.ج.م	3.29%	362	11.49.ج.م	282.25	451	9.22.ج.م	4,159.44.ج.م
spaniol 3	50,534	85,135	18.19.ج.م	2,263	0.68.ج.م	2.66%	239	6.48.ج.م	211.44	272	5.69.ج.م	1,548.99.ج.م
باني اللغات - deniz	44,630	110,448	19.45.ج.م	4,857	0.44.ج.م	4.40%	240	8.95.ج.م	185.96	310	6.93.ج.م	2,148.51.ج.م
german	34,170	62,721	28.10.ج.م	2,712	0.65.ج.م	4.32%	232	7.60.ج.م	147.28	202	8.72.ج.م	1,762.17.ج.م
deniz - events	48,001	87,647	11.16.ج.م	4,443	0.22.ج.م	5.07%	196	4.99.ج.م	244.90	194	5.04.ج.م	977.79.ج.م
spaniol 2	28,355	57,772	18.56.ج.م	1,570	0.68.ج.م	2.72%	124	8.65.ج.م	228.67	188	5.70.ج.م	1,072.36.ج.م
رسائل تمثيلية	62,928	145,284	12.88.ج.م	4,271	0.44.ج.م	2.94%	172	10.88.ج.م	365.86	173	10.82.ج.م	1,871.41.ج.م
german 2	24,896	43,197	26.02.ج.م	1,806	0.62.ج.م	4.18%	113	9.95.ج.م	220.32	144	7.80.ج.م	1,123.85.ج.م
Copy - ديتيز - رسائل مبيعات سيكسيز	63,745	160,051	15.62.ج.م	4,811	0.52.ج.م	3.01%	124	20.16.ج.م	514.07	230	10.87.ج.م	2,500.00.ج.م
Results from 37 campaign... Excludes deleted items	771,015 Accounts C...	2,459,374 Total	16.17.ج.م Per 1,000 Impressio...	98,259 Total	0.40.ج.م Per Click	4.00% Per Impressi...	—	—	—	7,058	5.63.ج.م	39,755.92.ج.م Total spent

39,755.92

EGP total spent

771,015

Total reach

2,459,374

Impressions

98,259

Total clicks

4.00%

CTR

5.63

EGP per RE

Two custom metrics built into this account: “RE” (Real Engagement) combines likes, shares & comments — built because Facebook counted any 3-second video view as “engagement” at the time, which distorted the real picture. “RTC” (Reach-to-Communication) is reach ÷ communications — how many people I had to reach for one to message us.

Tracking What Actually Mattered

Communications & RTC — the custom metrics behind the real story

Facebook's standard reporting doesn't capture the full conversation. For Deniz, I tracked “Communications” — messages plus post comments combined — because both were genuine buying signals from parents and students in this market.

The flagship “Deniz — Messages” campaign generated 1,091 communications at 4.60 EGP each — and the tightest Reach-to-Communication ratio in the account (RTC 105.56, meaning roughly 1 person messaged us for every ~106 reached). Across the twelve campaigns fully itemized in this export, Communications totaled roughly 3,860, with the account's full 37-campaign run scaling further still.

Top Campaigns — Communications & Reach-to-Communication

Deniz — Messages	1,091 communications	RTC 105.56	4.60 EGP each
Deniz — Turkish Language Messages	489 communications	RTC 198.71	8.35 EGP each
Spaniol (flagship)	479 communications	RTC 192.03	5.80 EGP each
Summer Season '23	362 communications	RTC 282.25	11.49 EGP each

The Content Behind the Numbers

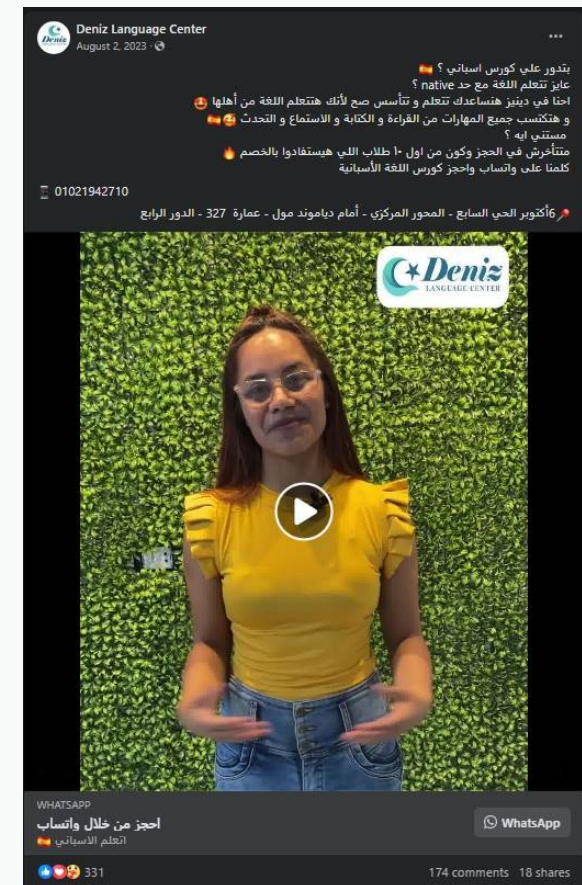
Real Facebook posts from the Deniz page — click a post to view the original



[Community post — German-program materials ↗](#)



[Teacher video ad — “Learn Turkish in 6 months” ↗](#)



[Student testimonial video — WhatsApp booking CTA ↗](#)

What This Proved

Early-career work that still holds up

Ground-floor ownership

Ran an account from a brand's opening day through a full growth phase — not inherited results, built ones.

Trust earned through consistency

Backed as sole media buying lead specifically because results were consistent enough to justify the owners' confidence.

Segmentation discipline

Split one small-geography account into language- and season-specific campaigns instead of one blended budget.

Custom measurement

Built “Real Engagement” and “Reach-to-Communication” metrics to see past Facebook's default reporting quirks.

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Turning a narrow local market into a multi-language growth story.

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