



AMTLAB

Website Maintenance & Optimization
Full Re-branding

AMILAB

Abu Dhabi Medical Industries (AMI) is the leader in design, development, production, installation and servicing of furniture and fixtures for industrial, healthcare and educational sectors, headquartered in the rapidly emerging global trade central, Abu Dhabi. Enjoying patronage from its parent company Al Mazroui Medical & Chemical Supplies and the Associate companies under the Al Mazroui Group, AMI's capabilities cover laboratory furniture, hospital furniture, school furniture, cubicle systems, lockers, and white boards, among others



AMILAB

AMILAB needs to focus on their Social Network as the internet in UAE has been rising in importance and became a lead communication platform that drives brand reputation and consumers:

Our Objectives:

- Create Brand awareness
- Create and Maintain Customer Loyalty
- Build More Loyal Fan base
- Increase Engagement Rate
- Increase Revenue/Lead Generation





AMILAB

Kingsmen managed to provide a full rebranding for AMILAB in addition to an innovative, full-featured ecommerce website.

Website:

<http://www.amilab.ae/>



AMILAB

KPI		Below Expectations	Meets Expectations	Exceeds Expectations	Outstanding
LEAD GENERATION	Monthly new leads/prospects				✓
	Qualified leads per month				✓
WEBSITE	Monthly website traffic			✓	
	Returning vs. new visitors		✓		
	Visits per channel			✓	
	Average time on page			✓	
	Website conversion rate			✓	
SEO	Traffic from organic search		✓		
	Conversions from organic search		✓		
	Google PageRank			✓	
ADVERTISING	Traffic from social media				✓
	Leads and conversions from SM				✓
	Engagement rate				✓
	Social media ROI				✓

❖ OUR CLIENTS





Thank You!

Our Contacts:

Feel free to contact us at anytime because we are always pleased to collaborate with you.



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