



**KAMEL GERIBI**

MARKETING STRATEGY  
CONTENT CREATION  
BUSINESS ANALYSIS  
CRISIS MANAGEMENT

## KAMEL GHRIBI

Chairman of GK Investment Holding Group,  
President of GSD Healthcare Middle East and Vice  
President of Gruppo Ospedaliero San Donato.  
Kamel Ghribi is a man who does not share the  
belief that there is any one secret to success.  
Anything he has ever achieved, be it in business or  
in the realms of private pursuits, has always been  
the result of a resolute determination to put his  
heart, mind and soul into everything he does, no  
matter how big or small it may be.



# KAMEL GHRIBI

Kamel Ghribi needs to focus on his Social Network as the internet in GCC 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





# KAMEL GHRIBI

Kingsmen Agency was hired to consult Mr. Kamel Ghribi's marketing team and create the necessary content for better exposure and crisis management.

Website:

<https://kamelghribi.com/>

<https://www.gkinvest.com/en>

<https://www.grupposandonato.it/>

Facebook:

<https://www.facebook.com/kamelghribiofficial/>

Instagram:

[https://www.instagram.com/kamelghribi\\_official/](https://www.instagram.com/kamelghribi_official/)

Twitter:

<https://twitter.com/KamelGhribi>



# KAMEL GHRIBI

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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