



# Kingsmen Agency

“MA Models”

Social Media Management  
Website



# MA MODEL



- MA Models is a leading agency based in Dubai, UAE, representing an impressive folder of Local Models and International Models, Talents, Influencers, Fashion Photographers and Stylists. Along with dedicated team of Event Staff, Choreographers and Fashion Show Experts.
- MA Models is committed to the models and talents it represents. The agency prides itself on its professionalism, experience and individualism within the industry; prioritizing each and every client whatever the desired needs. The agency offers clients a one-stop shop for all photographic, model, talents, event cast, film production and entertainment requirements within the Middle East and across the globe.
- MA Models is always challenging the status quo with its clients, and broaden opportunities for all of its models and talents.



# Our Action Plan for MA MODELS

- MA MODELS needed to reach its target audience in a more effective and catchy manner.
- Kingsmen Agency planned and implemented a full Social Media and Digital Marketing strategy for the Venue that included:
  - Facebook
  - Instagram
  - Website development
  - Website Maintenance

# Social Media

- From Flyers design, Content Creation and Translation, posting and boosting, Kingsmen Agency handles MA MODELS's social media from A to Z
- Facebook:  
<https://www.facebook.com/mamodelsdubai/?fref=ts>
- Instagram:  
<https://www.instagram.com/mamodelsdubai/>



# Website

- Our creative web designers and developers build stunning, attractive and remarkable websites and mobile applications to serve your customers and meet your expectations.
- Website development from scratch or via WordPress, Content Creation, Maintenance and update upon necessity was handled by our skilled team till very last edit.



<https://ma-models.com/>

# Key Performance Indicators

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				✓



KINGSMEN

# Thank You!

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