



MORU

Paid Advertising  
Website Development  
Social Media Management

# MORU

Founded in 2018, MORU is re-imagining what the dental experience can be and proudly setting a new standard for patient care.

At MORU, we love your mouth and want it to live up to its potential -- which can only happen when it's clean and healthy. That's why MORU makes it easy, giving you the tools you need (exactly when you need them) to get the most from every minute of brushing, and every minute you spend using that big mouth of yours.



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MORU needs to focus on their Social Network as the internet in Dubai 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



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From Website Development, Paid Advertising, Flyers design, English and Arabic Content Creation, posting and boosting, Kingsmen Agency handles MORU'S social media from A to Z

Website: <https://getmoru.com/>

Instagram: <https://www.instagram.com/moru.dental/>

Facebook: <https://www.facebook.com/Moru-Dental-Packages-101394885116462>



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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



*Dr. Angie Kassarabie*





Thank You!

## Our Contacts:

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



+971 56 171 5886



+9714 2225 226



[info@kingsmenagency.com](mailto:info@kingsmenagency.com)



[www.kingsmenagency.com](http://www.kingsmenagency.com)



Business Bay, Churchill Tower 1– Dubai-Office 2114



@Kingsmen\_Agency



@KingsmenDubai



@AgencyKingsmen



@KingsmenAgency