



KINGSMEN



Meli's Kitchen

Kingsmen Agency

“Meli's Kitchen”

Social Media Management



Tonvoy Technology



- Meli's Kitchen is locally owned and operated family operation. They have been in the food business forever serving the local community. This Dubai restaurant has taken the right steps to diversify its offer to give their clients new ways of eating and planning their food .



Our Action Plan for Meli's Kitchen

- Meli's Kitchen 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 company that included:
 - Facebook
 - Instagram

Social Media

- From Flyers design, Video Production, Content Creation and Translation, posting and boosting, Kingsmen Agency handled Meli's Kitchen social media from A to Z.
- Facebook: <https://www.facebook.com/meliskitchendxb>
- Instagram: https://www.instagram.com/melis_kitchen/



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				✓



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Thank You!

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