



**Naizak**

Branding  
Website Development

# Naizak

Naizak Lab Systems a division of Naizak, was established in 2006 in Al Khobar Saudi Arabia. Through its network of regional offices in Saudi Arabia and other Gulf countries, NLS is providing services to Educational institutes, Research & Development centers, Oil & Gas industry, Government laboratories, Municipalities & Ministries, Food safety & Environmental laboratories, local manufacturing industries and other private sectors.



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Naizak, needs to focus on their Social Network as the internet in Saudi 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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Kingsmen Agency offered Branding and Website Development services for Naizak.

Website: <https://www.naizak.com/>

Facebook: <https://www.facebook.com/naizak/>

Linkedin: <https://www.linkedin.com/company/naizak>



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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





Thank You!

## Our Contacts:

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



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