



Kingsmen Agency

“OPSO”

Social Media Management
Email Marketing, Traditional PR



OPSO



- OPSO is a modern Greek restaurant inspired by traditional and contemporary tastes, blending a modern architectural look with a contemporary menu, focusing on social style dining in a lively atmosphere. OPSO Dubai is enhanced by appreciation for Arabic hospitality and passion for excellent dining. Dubai chapter of OPSO's ongoing story is a fusion of traditional Greek cuisine with contemporary tastes in an upgraded luxurious setting that is uplifted to Dubai's expectations and its luxurious lifestyle.



Our Action Plan for OPSO

- OPSO needed to reach its target audience in a more effective and catchy manner.
- Kingsmen Agency planned and implemented a full Social Media strategy for the Venue that included:
 - Facebook
 - Instagram

Social Media

- From Flyers design, Content Creation and Translation, posting and boosting, Kingsmen Agency handles OPSO's social media from A to Z.
- Facebook: <https://www.facebook.com/opsodubai>
- Instagram: <https://www.instagram.com/opsodubai/>



Email Marketing

- Email marketing builds trust with customers over time and turns them into repeat customers. It is also an effective way to keep customers informed about new sales or promotions running. Email marketing is one of the best ways to stay engaged with that audience





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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