



Kingsmen Agency

“PRISTINE ”

Logo Design, Brand Guideline Creation, Online Profiling, Website Design, Hosting and Maintenance.



PRISTINE



- Pristine Health Services is an innovative online platform designed to disrupt the model of service delivery in the Nigerian health industry. We offer an unprecedented terrace for hospitals and health service users to connect meaningfully without limitation.
- At Pristine Health Services, we also aim to unify and strengthen the fragmented service chain in healthcare market which is susceptible to inefficiencies pertaining to procurement of services and skills, quality control and risk management

Our Action Plan for PRISTINE

- PRISTINE Lounge 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 business that included:
 - Logo Design, Brand Guideline Creation,
 - Online Profiling,
 - Website Design, Hosting and Maintenance.

Social Media

- One of the first and basic steps towards a successful digital existence is the right Online Profiling, Kingsmen Established the following for Pristine:
- Facebook
- Instagram
- Linked in



Logo Design & Brand Guideline

- A logo has always been a must for any business as it reveals your identity, invites new customers to get to know you, distinguishes you from the competition, facilitates brand loyalty, and the list goes on.
- Our team at Kingsmen Agency works hard on delivering your flawless image in a distinguish logo. Many packages are available for everyone to have the logo they deserve.
- The logo design being part a full brand guideline tailor-made for Pristine



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.

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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