



KINGSMEN



P L A Y
RESTAURANT & LOUNGE

Kingsmen Agency

“PLAY RESTAURANT”

Social Media Management

Boosting

SEO Setup



P L A Y
RESTAURANT & LOUNGE

PLAY RESTAURANT



- PLAY Restaurant has created an atmosphere of effortless indulgence; a sanctuary for everyone who approaches life in a more playful way. The PLAY concept has been carefully curated to unlock new possibilities in culinary pleasure, allowing guests to relax, socialize, and celebrate in an electric environment that stimulates the senses.





Our Action Plan for PLAY RESTAURANT

- PLAY RESTAURANT 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 Venue that included:
 - Facebook
 - Instagram
 - Website Maintenance
 - SEO



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Social Media

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



Search Engine Optimization

- Our group of web professionals handles practically every aspect of building and maintaining your web presence through Search Engine Optimization.
- Kingsmen team of SEO specialists is constantly working on Play Restaurant Website to succeed online. The right SEO pros will be able to create a website based on your company's unique features.



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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