



# Kingsmen Agency

“Praia”

Social Media Management  
Content Creation

# Praia PRAIA

DUBAI



- Praia is an open-air beach side restaurant & lounge, bringing to you the sea, sand & unbeatable views of the Dubai Marina skyline located inside FIVE Palm Jumeriah Hotel.



# Our Action Plan for PRAIA

- PRAIA 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 development
  - Website Maintenance
  - SEO

# Social Media

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



# 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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