



# Kingsmen Agency

“ROYAL CLUB”

Social Media Management

Website Hosting and Maintenance & SEO Setup



# ROYAL CLUB



- Your favorite Khaleeji Club in Dubai! The redefined concept of Khaleeji nights at Royal Club will leave you dazzled. Themed nights are on from Tuesday till Friday featuring Dubai's top DJs.



# Our Action Plan for ROYAL CLUB

- ROYAL CLUB 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



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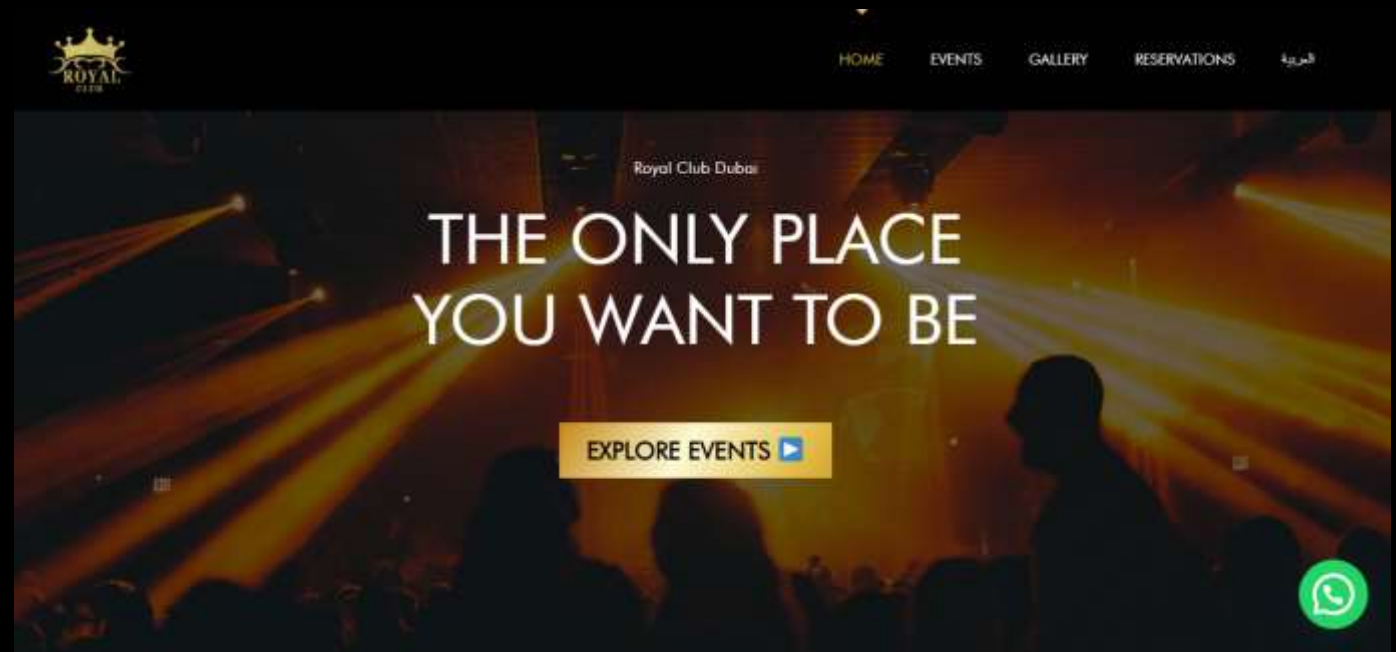
# Social Media

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



# 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, hosting, Maintenance and update upon necessity was handled by our skilled team till very last edit.



<https://royalnightclubdubai.com/>

# 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 ROYAL CLUB 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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