



# Kingsmen Agency

“Ravioli & Co”

Social Media Management

Ravioli & Co.

# Ravioli & Co



- Ravioli & Co. Dubai's first traditional Pastificio, we are authentic, classic and knowledgeable with a modern and easy-going vibe, serving fresh Italian pasta and sauces made using high quality ingredients to all the community working within the business district. We will serve our food in a speedy, consistent and convenient manner. Additionally, our beloved customers can come in the evening and enjoy an Aperitivo just like back home in Italy.



# Our Action Plan for Ravioli & Co

- Ravioli & Co 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 Ravioli & Co's social media from A to Z.
- Facebook: <https://www.facebook.com/RavioliandCo>
- Instagram: <https://www.instagram.com/ravioliandco/>



# 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!

[info@kingsmenagency.com](mailto:info@kingsmenagency.com)

<https://kingsmenagency.com/>

+971 56 171 5886