



SALMA KHAN

Branding  
Website  
Social Media Management

## SALMA KHAN

Salma Khan is one of the most prominent designers in the Middle East. Starting her career off in Dubai, she has been on the market for the past 20 years, being known for her traditional, elegant yet contemporary ready to wear abayas, jellabiyas, couture and bridal collection. Her boutique SK Fashion House located on Wasl Road, has brought in an impressive clientele, which includes VIP's and Sheikhas from the UAE, as well as abroad. SK Fashion House makes fashion accessible to all with a combination of styles and seasonal trends at a reasonable price. The boutique works by understanding customers' preferences and building close relationships with them.

The logo for Salma Khan, featuring a stylized 'Sk' monogram in a gold, cursive font, followed by the words 'SALMA KHAN' in a gold, serif font.

## SALMA KHAN

SALMA KHAN needs to focus on their Social Network as the internet in UAE has been rising in importance and became a lead communication platform that drives brand reputation and consumers:

Our Objectives:

- Create Brand awareness
- Create and Maintain Customer Loyalty
- Build More Loyal Fan base
- Increase Engagement Rate
- Increase Revenue/Lead Generation



# SALMA KHAN

From Flyers design, English Content Creation, posting and boosting, Kingsmen Agency handles SALMA KHAN's social media from A to Z.

Website:

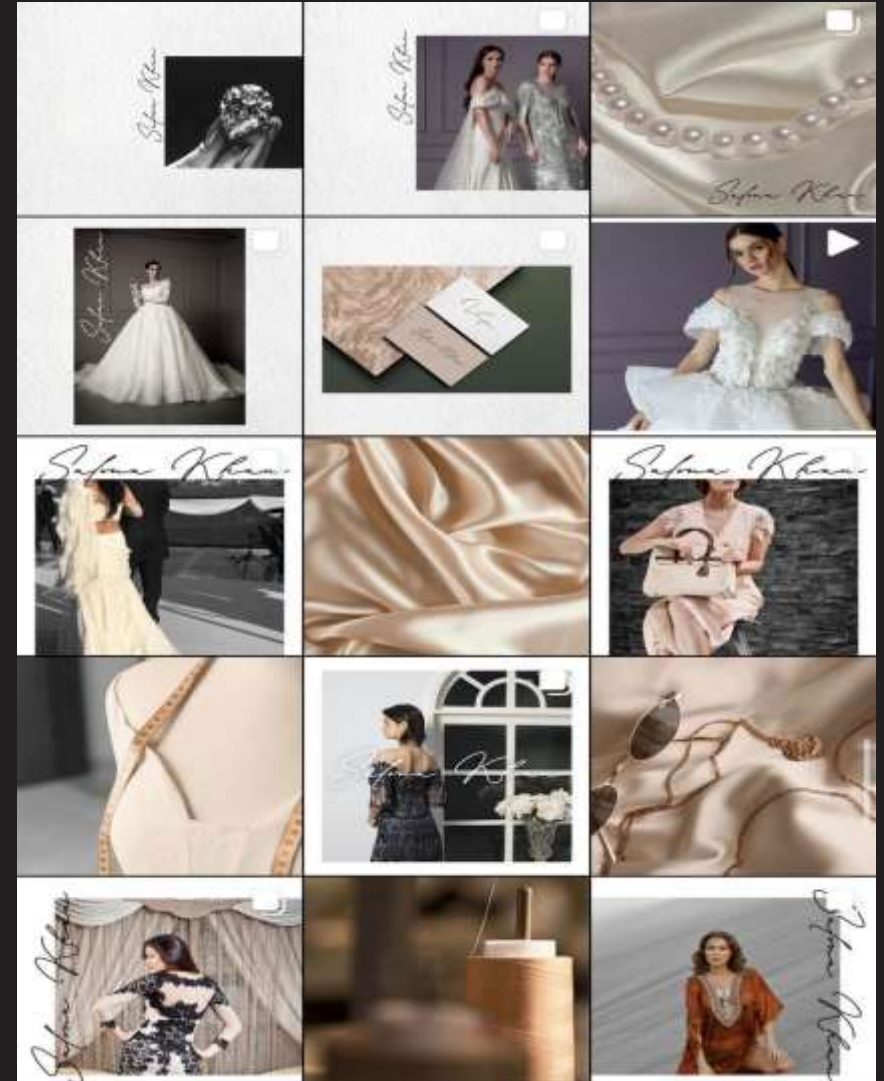
<https://salmakhan.com/>

Facebook:

<https://www.facebook.com/salmakhanfashionhouse/>

Instagram:

<https://www.instagram.com/salma.khan.fashion/>



# SALMA KHAN

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				✓

# ❖ OUR CLIENTS



*Dr. Angie Kassabie*





Thank You!

## Our Contacts:

Feel free to contact us at anytime because we are always pleased to collaborate with you.



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