



KINGSMEN

SECRET ROOM  
DUBAI

# Kingsmen Agency

“SECRET ROOM”

Website - SEO - Social Media Management

# SECRET ROOM DUBAI Secret Room



- Secret Room is a boutique nightclub concept born in the heart of Moscow. Secret Room Dubai is strategically located underground in the ultra chic Five Hotel located on Palm Jumeirah.
- The Secret Room finger print icon is essential to the brand identity. Carefully selected clients will have their fingerprint registered, giving them the ability to instantly access the venue. State of the art sound and lighting has been carefully designed and integrated by the regions industry leader, ensuring a high quality AV experience for every client. Hip-Hop and R&B music is the foundation of the Secret Room sound.
- The resident and featured DJ's will explore all aspects of these genres but will also delve into other soundscapes.

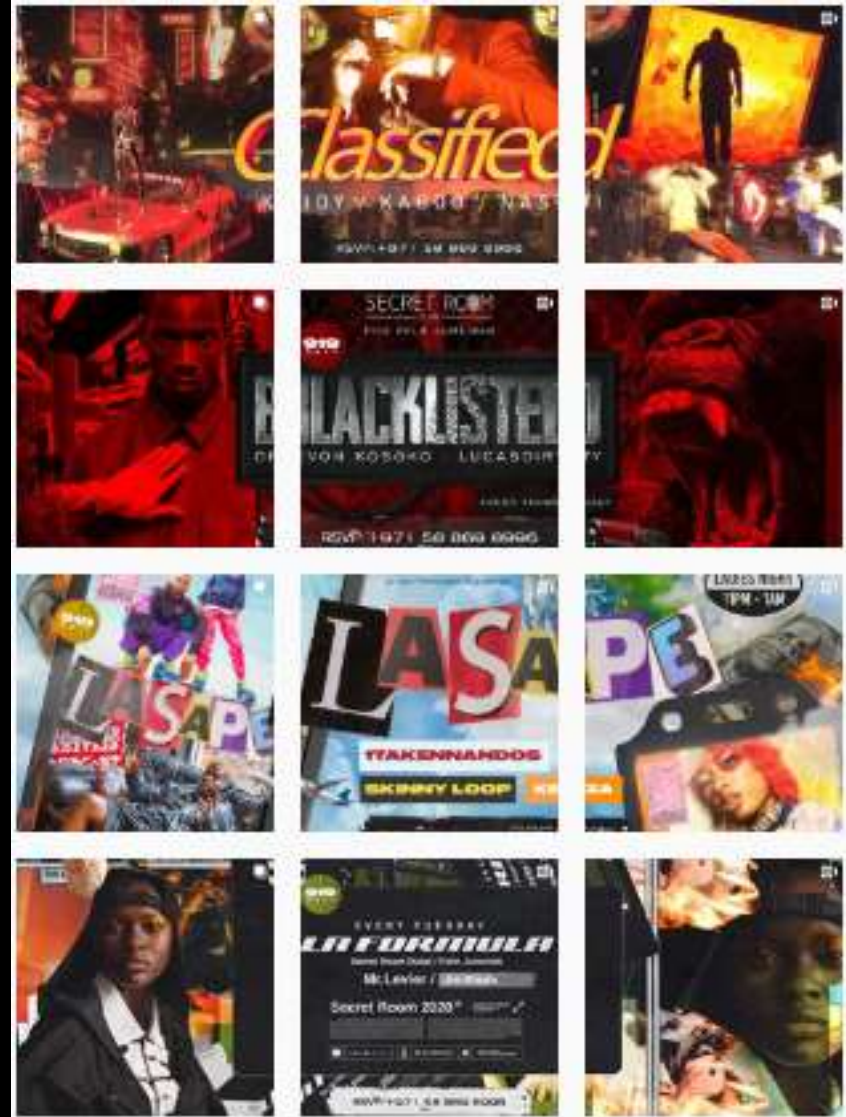


# Our Action Plan for Secret Room

- Secret Room 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
  - SEO

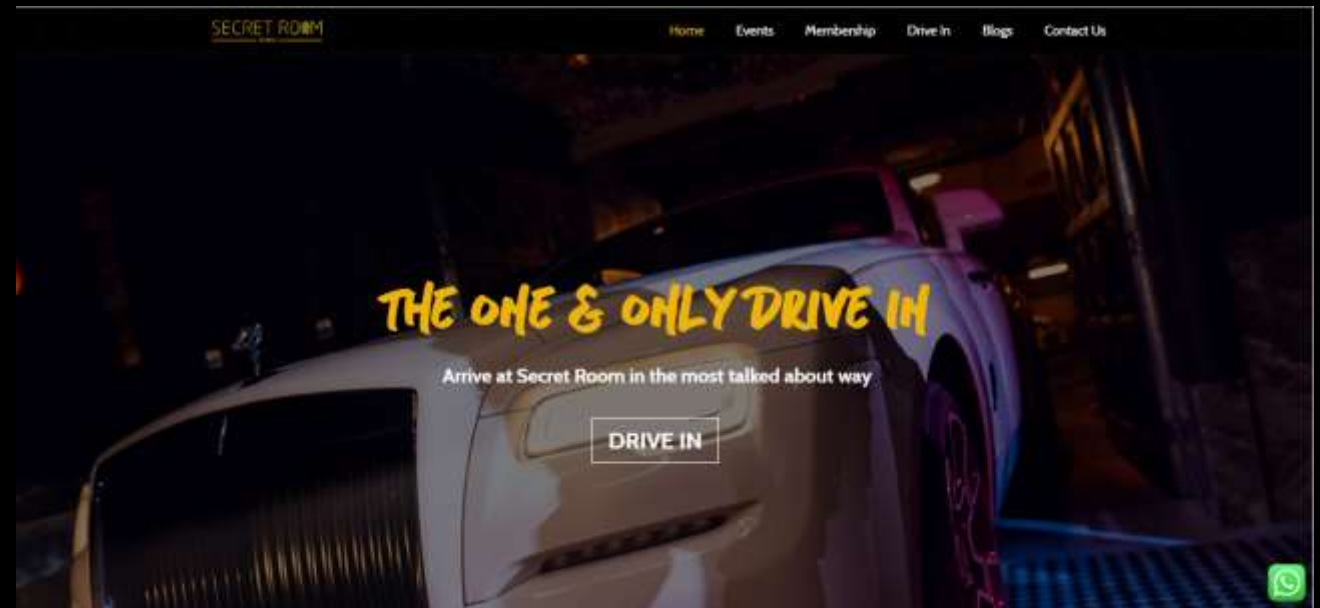
# Social Media

- From Flyers design, Video Production, Content Creation and Translation, posting and boosting, Kingsmen Agency handles Secret Room's social media from A to Z.
- Facebook: [https://www.facebook.com/SecretRoomDubai/about/?ref=page\\_internal](https://www.facebook.com/SecretRoomDubai/about/?ref=page_internal)
- Instagram: <https://www.instagram.com/secretroomdubai/>



# Website

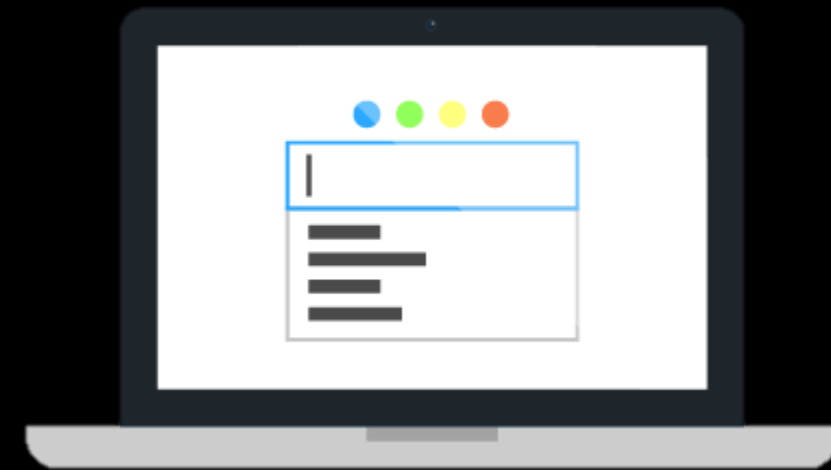
- Our creative web designers and developers build stunning, attractive and remarkable websites and mobile applications to serve your customers and meet your expectations.
- Website development from scratch or via WordPress, Content Creation, hosting, Maintenance and update upon necessity was handled by our skilled team till very last edit.



<https://secretroomdubai.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 Secret Room 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!

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

<https://kingsmenagency.com/>

+971 56 171 5886