



SKY2.0

Kingsmen Agency

“Sky2.0 Dubai”

AD Spend Targeting and Management

SKY2.0 Sky2.0 Dubai

- A revolutionary standalone nightclub in the heart of D3. SKY2.0 mirrors the city's renowned festive energy and celebrates its guest's cultural diversity with a global scale service and topnotch food and beverage offerings for unforgettable evenings .



Our Action Plan for SKY2.0

- SKY2.0 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:
 - AD Spend Targeting and Management

AD Spend Targeting and Management

- Kingsmen Agency handles SKY0.2 's paid Ads A to Z.
- Facebook: <https://www.facebook.com/SKY2.0DUBAI>
- Instagram: <https://www.instagram.com/sky2.0dubai/>



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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