



Kingsmen Agency

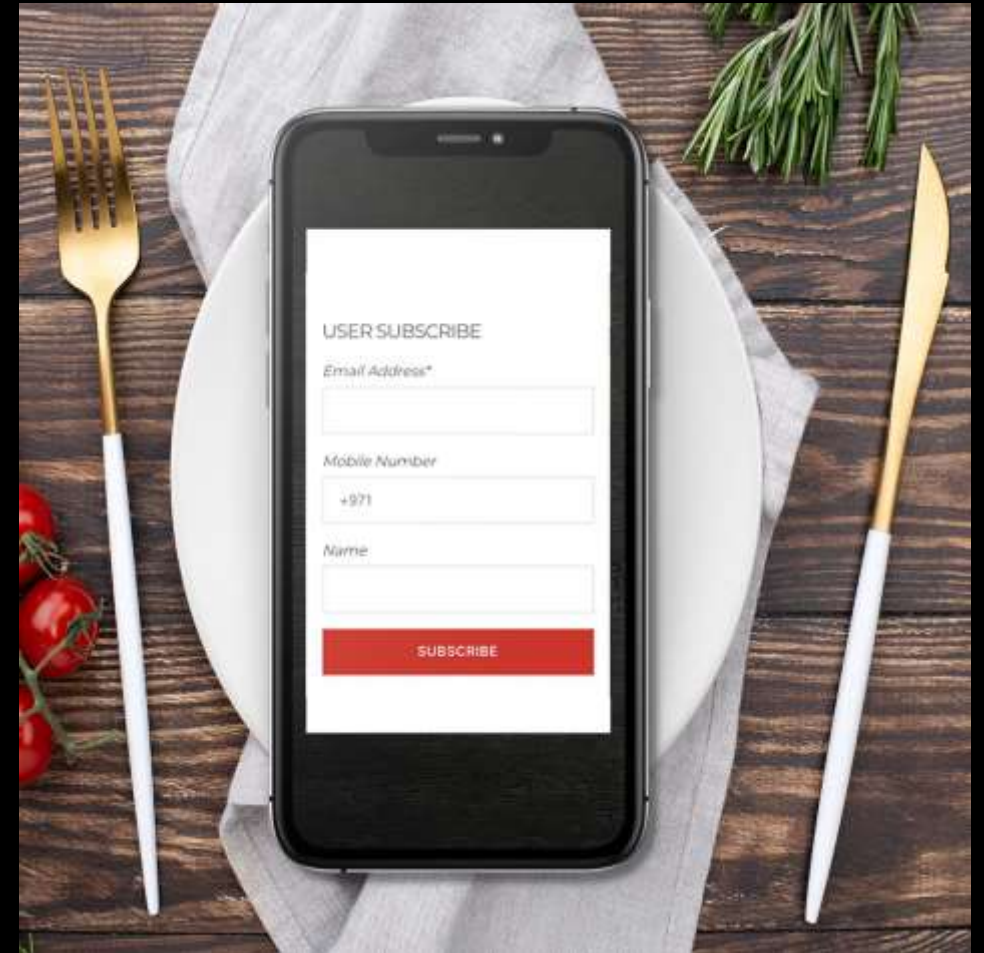
“The Oven Market”

Social Media Management



The Oven Market

- TOM is a new three way high tech platform to connect both home food lovers and the top home cook chefs. TOM will be focusing on introducing new initiative to the region and recognize our home cookers allowing them to increase their income while staying at home. Including food, deserts, pastries and all what foodies crave for.



Our Action Plan for TOM

- TOM 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 company that included:
 - Facebook
 - Instagram
 - Website maintenance

Social Media

- From Flyers design, Video Production, Content Creation and Translation, posting and boosting, Kingsmen Agency handled TOM'S social media from A to Z.
- Facebook: <https://www.facebook.com/The-OVEN-market-104541064573347>
- Instagram: <https://www.instagram.com/theovenmarket/>



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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