



The Sustainery

Branding Startup
Website Development

The Sustainery

The Sustainery began with a passion for skincare and beauty, and will soon be venturing into the world of health and wellness. Here at The Sustainery, we focus on the wellbeing of both the people and the planet; this is why we offer brands that are in line with our ethics. We choose products that are tried and tested, effective, safe, ecofriendly, and cruelty-free. It is our duty to provide you with nothing but the best, making your favorite brands more accessible in this region. Men, women of any age, we got you covered.



The Sustainery

The Sustainery 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



The Sustainery

Kingsmen Agency handles Branding Startup and Digital Website Plan for The Sustainery.

Website:

<https://thesustainery.ae/about/>

Instagram:

<https://instagram.com/thesustainery.ae?igshid=1hob449baj3ui>



The Sustainery

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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