



# Kingsmen Agency

“Al Gurm CrossFit”

Website Design, Hosting and Management,  
Social Media Management, Logo Design,  
Video Production.



# Al Gurm CrossFit



- Al Gurm CrossFit is a homegrown brand which aims to provide a fitness experience that allow people to reach their goals and have fun at the same time. CrossFit is an effective workout for losing weight, building strength, agility and flexibility.



# Our Action Plan for Al Gurm CrossFit

- Al Gurm CrossFit 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 business that included:
  - Facebook
  - Instagram
  - Website
  - Logo design

# Logo Design

- A logo has always been a must for any business as it reveals your identity, invites new customers to get to know you, distinguishes you from the competition, facilitates brand loyalty, and the list goes on.
- Our team at Kingsmen Agency works hard on delivering your flawless image in a distinguish logo. Many packages are available for everyone to have the logo they deserve.



# Social Media

- From Flyers design, Video Production, Content Creation and Translation, posting and boosting, Kingsmen Agency handles Al Gurm CrossFit social media from A to Z.
- Facebook: <https://www.facebook.com/Al-Gurm-CrossFit-680041855747724/>
- Instagram: <https://www.instagram.com/algurmcrossfit/>



# 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.



<http://www.letsgogym.ae/>

# 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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