



Dr. Angie Kassabie

Kingsmen Agency

“Angie Kassabie”

Website design

Full social media management strategy

Branding edits

Dr. Angie Kassabie Angie Kassabie

- Angie Kassabie was born in Beirut on November 1. She studied at the International College IC Beirut. Angie Kassabie studied at English Academie, then enrolled in Higher Education - "Medicine". Currently, Dr. Angie Kassabie is an assistant professor at the "Department of Hygiene, Medical Ecology and Nutrition" at the Medical University.



Our Action Plan for Angie Kassabie

- Angie Kassabie 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:
 - Website design
 - Full social media management strategy
 - Intelligent content creation
 - Digital marketing strategy
 - Branding edits

Social Media

- From Flyers design, Video Production, Content Creation and Translation, posting and boosting, Kingsmen Agency handled Angie Kassabie's social media from A to Z.
- Facebook: <https://www.facebook.com/AngieKassabieOfficial/>
- Instagram: <https://www.instagram.com/angiekassabie/>



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

<https://kingsmenagency.com/>

+971 56 171 5886