



Kingsmen Agency

“Graffio”

Full social media management

Graffio Graffio



- Since 2003 Graffio Saloon has been privately owned and managed by Mr. Abdulaziz Assaad who has worked tirelessly to oversee the tremendous growth in the region catering for men who expect a superior service and quality.

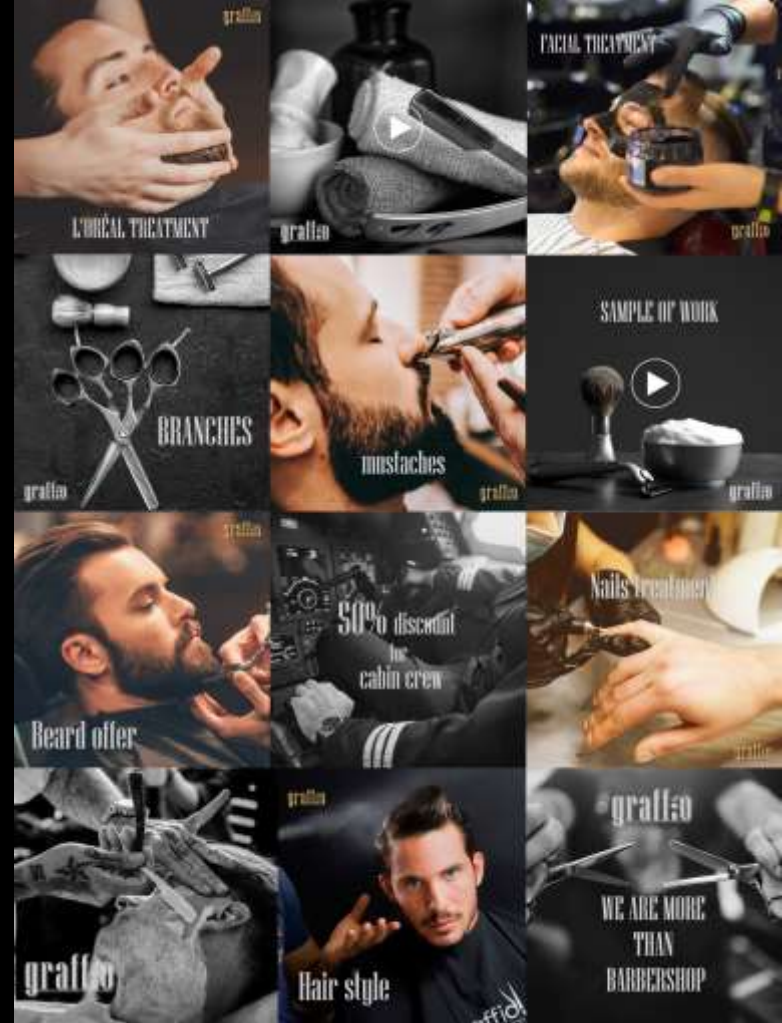


Our Action Plan for Graffio

- Graffio 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:
 - Full social media management
 - Intelligent content creation
 - Digital marketing strategy
 - Facebook
 - Instagram

Social Media

- From Flyers design, Video Production, Content Creation and Translation, posting and boosting, Kingsmen Agency handled Graffio's social media from A to Z.
- Facebook: <https://www.facebook.com/Graffio-Salon-430935600352751>
- Instagram: <https://www.instagram.com/graffiosalon/>



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!

info@kingsmenagency.com

<https://kingsmenagency.com/>

+971 56 171 5886