



# Kingsmen Agency

“Para Art”

Social Media Management



# Para Art



- Para Art is a Luxury Hookah Trading and Premium Hookah Service Provider in Dubai.

**TOBACCO FLAVORS FOR SHISHA RENT**

**EXCLUSIVE TOBACCO MIX:**

FROM USA 250 AED	FROM RUSSIA 250 AED
Spiced chai Lemoncello Blueberry muffin Red gummy bear Lemonmint	Blueberry blast Code cherry

**MIX (PREMIUM TOBACCO 2 OR MORE TOBACCO MIXES 150 AED)**

Ice grapefruit Cherry mint holz Mojito Grape berry Blue mist minty Ice coki Watermelon mint Orange mint Citrus mint Ice lemon mint Banana cake Three apple Lemon-mint Ice babalou	Ice blueberry lemon Cinnamon gum Two lemon Bounty Passionfruit/Vanilla/Gum Lemon/Raspberry/Coconut Cappuccino /Vanilla /Strawberry Ice blueberry lemon /Vanilla Cherry holz /Cherry/cola ice mango/ /Peach /Black grape Green lemon/Cherry/Orange Coconut/Vanilla/Banana/Chocolate Gum mint /Ice babalou Lemon cake
--	--

**SINGLE FLAVOR (LOCAL TOBACCO 100 AED)**

Double apple	Peach	Melon	Passionfruit
Grape	Coconut	Pineapple	Raspberry
Lemon	Gum	Watermelon	Vanilla
Blue Berry	Cola	Green apple	Black grape
Orange	Blueberry	Strawberry	
Berry	Amarulla	Mint	



# Our Action Plan for Para Art

- Para Art 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 Para /art's social media from A to Z.
- Facebook: [https://www.facebook.com/paraartofficial/?ref=page\\_internal](https://www.facebook.com/paraartofficial/?ref=page_internal)
- Instagram: <https://www.instagram.com/paraartofficial/>



# 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](mailto:info@kingsmenagency.com)

<https://kingsmenagency.com/>

+971 56 171 5886