



KINGSMEN

AER
AN EXPERIENCE TO REMEMBER

Kingsmen Agency

“AER”

Digital Media - Case Study

Overview

- Brands are more than their products in today's digital world. Memorable brands are the ones who know how to engage with their target audience effectively through their social media channels.
- Being on all the social media platforms is not necessary; however, it is important to be successful if you exist in one. There are a lot of brands inspiring us with their effective social media strategies. They are powerful enough to start a movement, raise awareness and change the way people think or buy.
- Almost 4 billion people are using social media today worldwide. That fact clearly shows how a huge potential there is to reach out to your buyer persona.
- Social media marketing services comprise organic social media, paid social media, community management, social listening, feed-based / dynamic ads, Facebook ads, Twitter ads, LinkedIn ads, Snapchat ads, Tiktok ads, Reddit ads, Quora ads and so on.

- AER is a spectacular restaurant/lounge located in Emirates Financial Towers, Dubai. Our restaurant/lounge offers a wide variety of cuisines, from Japanese, Italian to Mediterranean. We also pride ourselves with our great ambiance setting the perfect experience for our customers. Our restaurant/lounge is the best place to have a gathering, with the accompaniment of drinks and traditional Shisha.
- AER the lounge is set up to provide customers with an experience laden with luxury. Donning a breathtaking ambiance & an encapsulating opulence, AER has a spectacular Longest bar in Dubai -100ft bar.



The Challenge

Usually, a restaurant's food quality or alluring atmosphere aren't enough to keep bringing hungry patrons through the doors. Without a marketing budget, dining establishments can't maximize their sales potential and ultimately receive a decline in traffic. Most of the time, this is simply because not enough consumers know that the restaurant exists.

This is why online discoverability is a priority.

Adding to this, the exceptional times during COVID-19 and the extra efforts put to sustain growth in such tough times.



Our Action Plan

After completing a short market research, we came to the following conclusion: To strengthen and to build AER we have identified the right segment as a prime target market.

1- Target Market Segment Definitions:

- Income Level (Mid-High)
- Females and Males 21+
- Business to Consumer
- Education level (Mid-High)
- Living in UAE (DIFC)
- Expats and locals

2- Online Media Usage

We've selected the below to be the main digital platform to focus on

- Facebook
- Instagram
- Google
- Snapchat

Social Media

- From Flyers design, Video Production, Content Creation and Translation, posting and boosting, KingsMen Agency handles AER's social media from A to Z.
- Facebook: <https://www.facebook.com/Aerdx/b/>
- Instagram: <https://www.instagram.com/aerdx/b/>

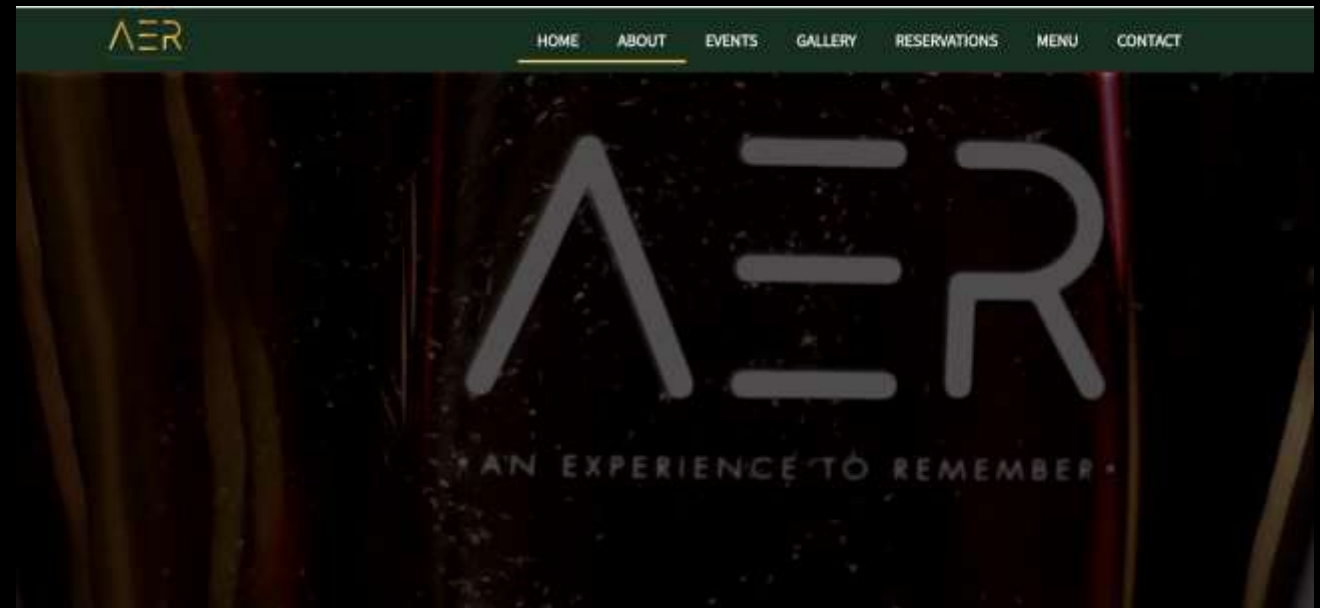


Social Media Advertising

- With a mix and match of different campaign objectives, we've managed to overwhelm AER with the number of bookings on a daily basis
- We've relied on both booking directly through the booking form on the website alongside chatting and booking via WhatsApp
- The target segmentation journey took us a few A/B test till we reached the best formula for our targeting with a mix between custom audiences, lookalikes & interest-based targeting.
- Our campaign exceeded the KPIs by far and we had to slow down at times due to having the venue at full capacity
- The engagement rate across social media platforms was excellent.

Website

- We've created a modern website with the look and feel of AER's brand.
- We've managed to make the website supporting all the functionalities needed for a venue like AER starting from online booking forms to direct access to WhatsApp chat
- We've worked on the SEO for the website and it's getting better on a monthly basis for the main search phrases



<https://aerdx.com/>

SEM - Google Search

- Google Search was a core element in the success we've witnessed for AER.
- Being in a vibrant environment like Dubai with so many options the customers can choose from, tending back to Google to get ideas for the best restaurants or nightclubs to go to is a common practice by many
- We've ensured that AER is ranking on top of the SERPs for all the top relevant keywords.

Ad · www.aerdx.com ▾ 0549940438

AER Restaurant & Lounge | The Perfect Events

Feel The Thrill of Enjoying our Spectacular Events. Quality, Service & Solutions for your Elegant Lounge. An Experience To Remember. Luxurious Ambiance. Breathtaking Ambiance. Weekly Amazing Events. Service catalog: Restaurant, Lounge, Events, Brunch

Wednesday Tales of Arabia

Tuesday Fantasy

Thursday Wonderland

Friday Aerbic Brunch

Google Display Network

- With a proper selection of a combination of (Placements, Topics, Keywords) we've managed to get a good deal of exposure for AER across GDN
- With the creation of creative from all sizes and dynamic display Ads with smart GDN campaigns, we've managed to create both awareness and generate bookings as well through the GDN campaigns we ran

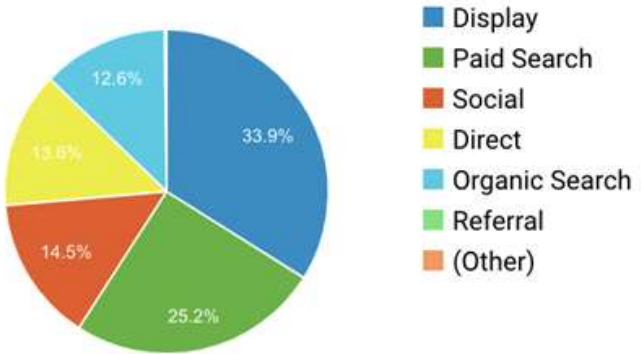


Key Performance Indicators

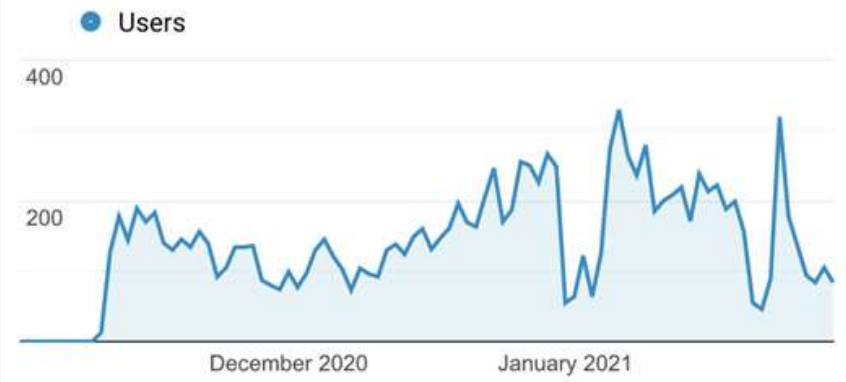
KPI		Below Expectations	Meets Expectations	Exceeds Expectations	Outstanding
LEAD GENERATION	Monthly new leads/prospects				✓
	Qualified leads per month				✓
WEBSITE	Monthly website traffic			✓	
	Returning vs. new visitors		✓		
	Visits per channel			✓	
	Average time on page			✓	
	Website conversion rate			✓	
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				✓

Analytics Overview

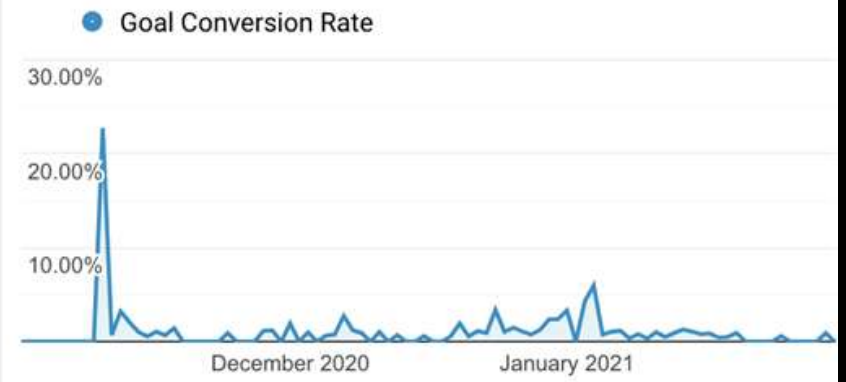
Top Channels



Users

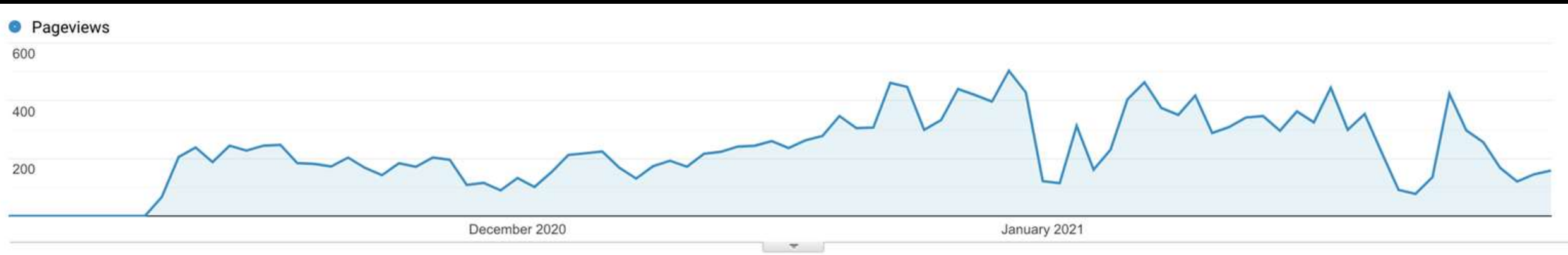


Conversions



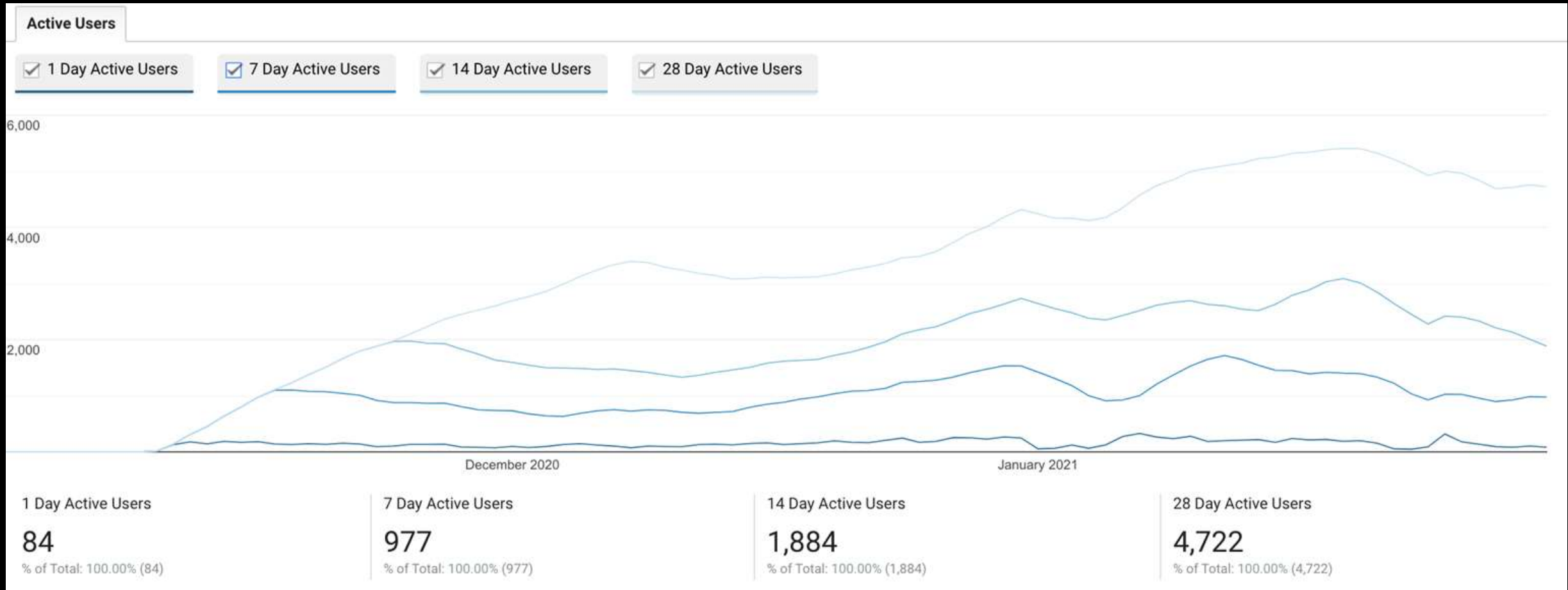


Analytics Overview



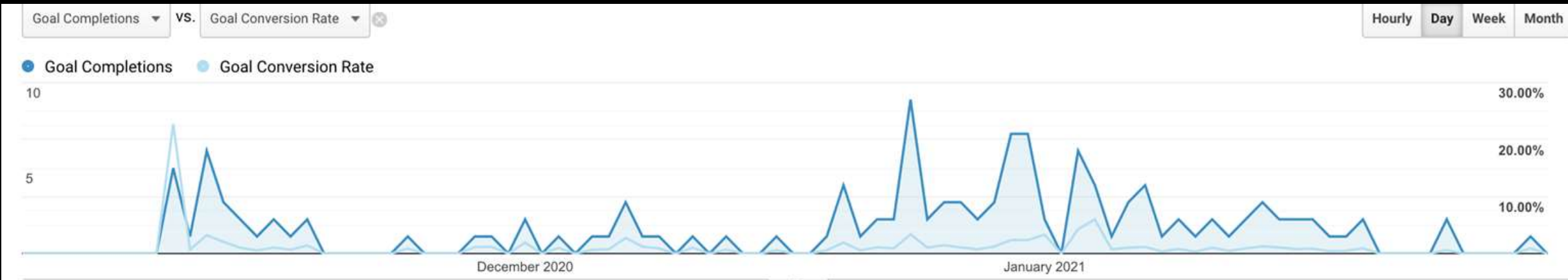


Analytics Overview





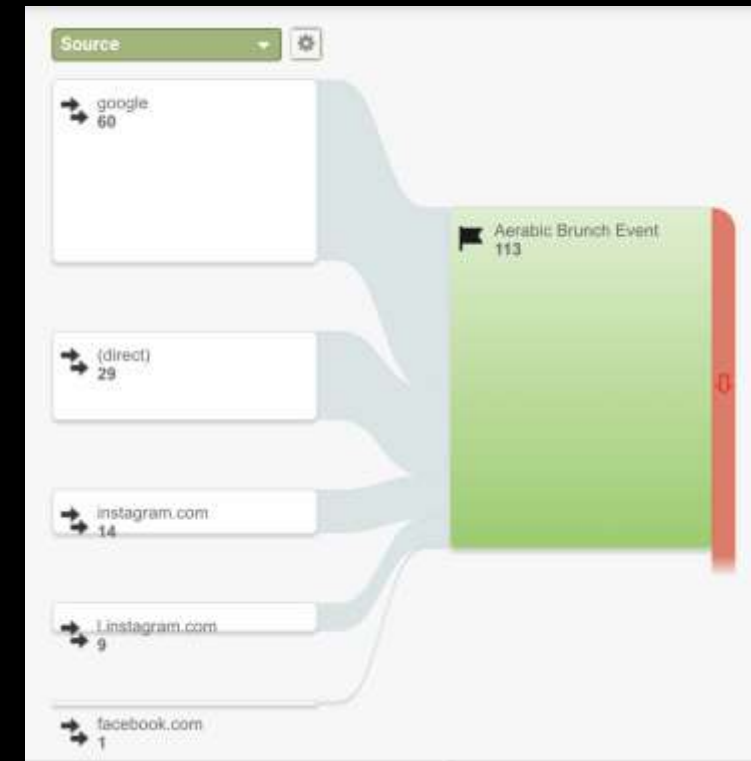
Analytics Overview



Goal Completions 130	Goal Value AED 0.00	Goal Conversion Rate 0.96%	Total Abandonment Rate 0.00%	Wonderland Event (Goal 1 Completions) 1	Fantasy Event (Goal 2 Completions) 6
Tales of Arabia Event (Goal 3 Completions) 5	Afro Mix Event (Goal 4 Completions) 5	Aerabic Brunch Event (Goal 5 Completions) 113			

Analytics Overview

MCF Channel Grouping Path	Source Path	Conversions
1. Direct	(direct)	27 (20.77%)
2. Organic Search	google	24 (18.46%)
3. Display	google	14 (10.77%)
4. Paid Search	google	11 (8.46%)
5. Social Network	instagram.com	10 (7.69%)
6. Social Network	l.instagram.com	7 (5.38%)
7. Organic Search → Direct	google → (direct)	6 (4.62%)
8. Direct × 2	(direct) × 2	5 (3.85%)
9. Direct × 9	(direct) × 9	3 (2.31%)
10. Paid Search → Direct	google → (direct)	2 (1.54%)





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Thank You!

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