



BIORUS

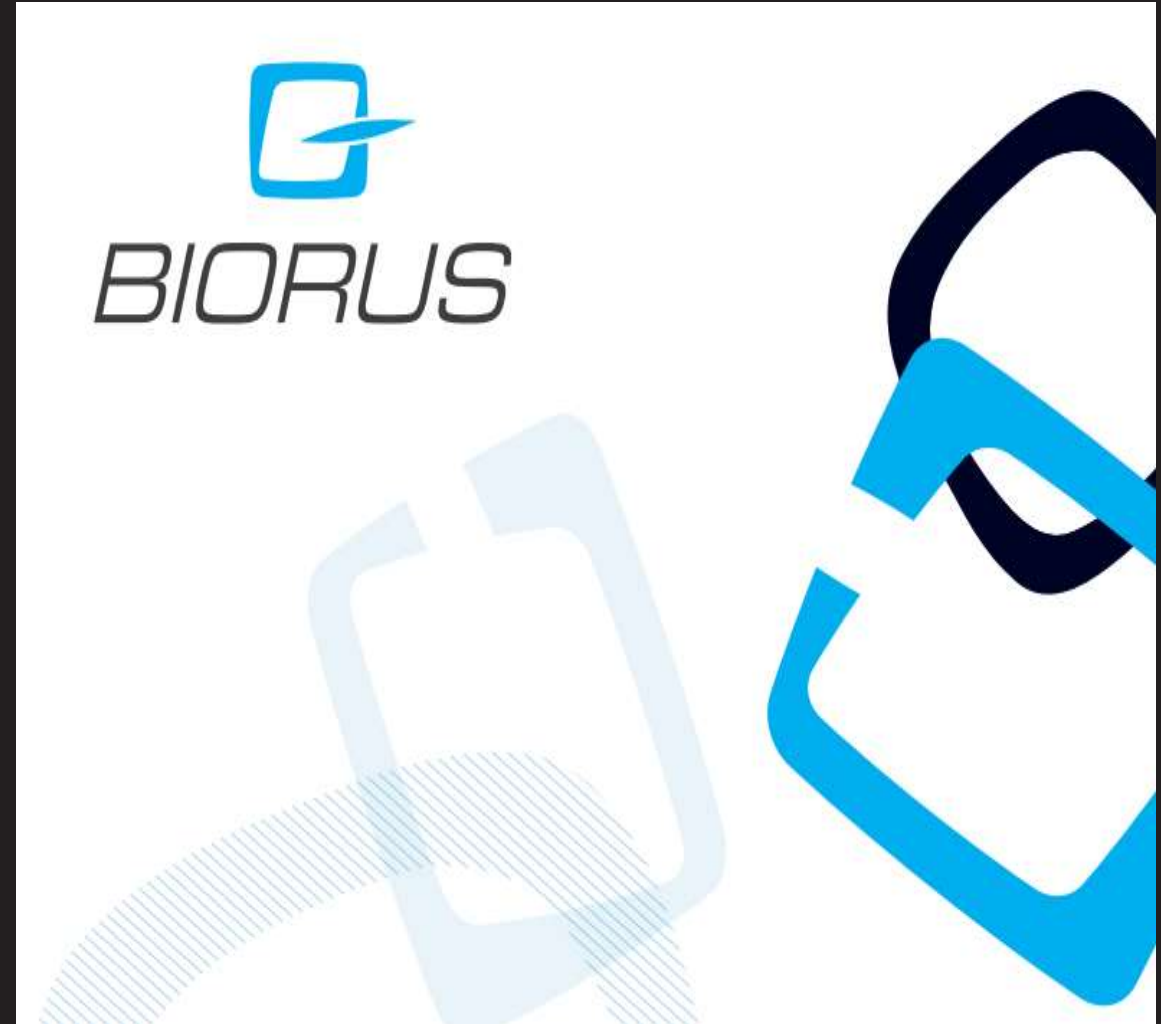
Company Profile

BIORUS

BIORUS is a leading medical products and services provider headquartered in Dubai Science Park, United Arab Emirates. The company was established in 2012 and restructured in June 2020 and provides professional services for diagnostic and research laboratories in the UAE and across the MENA region.

We are focused on supplying a broad portfolio of leading global healthcare brands and best-in-class diagnostic products and machines across all areas of Molecular and Microbiology diagnostics.

We deliver and tailor innovative and advanced solutions to governmental and private sector clients such as hospitals and healthcare centers, clinical laboratories, local forces and police, academic and research institutions, agricultural and veterinary institutions.



BIORUS

BIORUS needs to focus on their Social Network as the internet in UAE has been rising in importance and became a lead communication platform that drives brand reputation and consumers:

Our Objectives:

- Create Brand awareness
- Create and Maintain Customer Loyalty
- Build More Loyal Fan base
- Increase Engagement Rate
- Increase Revenue/Lead Generation



ENABLING GROWTH

BIORUS

Kingsmen Agency was hired by BIORUS to create its company profile.

Website:

<http://www.biorus.me>

Linkedin:

<https://www.linkedin.com/company/biorus-me/>



BIORUS

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				✓

❖ OUR CLIENTS





Thank You!

Our Contacts:

Feel free to contact us at anytime because we are always pleased to collaborate with you.



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