



SOUL STREET

Flyer Design Services

SOUL STREET

SOUL STREET is the latest edition to Dubai's buzzing culinary scene and a must-visit destination. Offering honest, authentic and passionate street food from around the world, this immersive dining experience encourages diners to sample street food favorites, socialize with neighboring tables and take the perfect insta-shot with picturesque street art from international street artists.

From Latin America's tacos, Arabic kunafa cones, India's pani puri to Asia's bao buns and Europe's street favorite panzerotti, all dishes are the product of a yearlong culinary discursion of global street food stalls and a hunt for the most talented chefs and grandmas' best kept secrets. All dishes, sauces and breads are crafted in house by a talented team of international chefs to ensure an authentic street dining experience.



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SOUL STREET 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



SOUL STREET

Kingsmen Agency was hired by SOUL STREET for flyer design services.

Website:

<https://soul.st/>

Facebook:

<https://www.facebook.com/Soul-Street-Dubai-1163092340544911/>

Instagram:

<https://www.instagram.com/soulstreetdubai/>



SOUL STREET

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



Dr. Angie Kassabie





Thank You!

Our Contacts:

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



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