



SILK

Branding
Website Development
Production
Social Media Management

SILK

SILK is Dubai's new, favorite Lebanese restaurant that celebrates the region's distinctively rich culinary traditions by bringing a modern twist to the table for food fusions that will enrich and awaken all of your senses.

At SILK, we celebrate the rich and exciting history of Lebanon through our food. Lebanese cuisine has traditional, ancient roots that have been steeped in a diversity of multi-cultural influences from thousands of years of different civilizations coming into and out of the region. SILK showcases this unique culinary medley with a modern twist, using the freshest ingredients and multi-styles of cooking brought together by an incredible vibe and ambiance. With aromatic spices such as cinnamon and cumin, an abundance of naturally nutritious and wholesome ingredients, and clear and fresh boosts of lemon and herbs....each perfectly balanced dish will awaken your senses and enrich your life.



SILK

SILK, 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



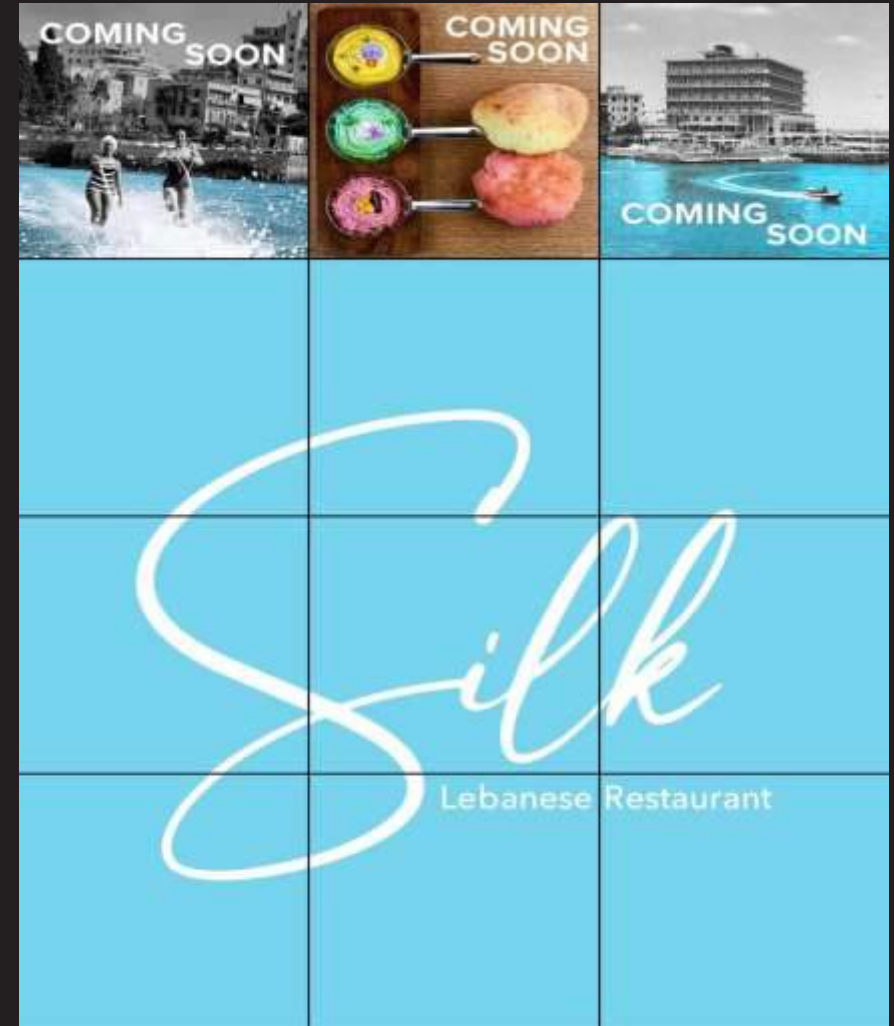
SILK

From Flyers design, Full Content Creation, posting and boosting, Kingsmen Agency handles SILK's Social media from A to Z.

Website: <https://www.silk.ae>

Facebook: <https://www.facebook.com/silk.restaurant.uae/>

Instagram: <https://www.instagram.com/silk.restaurant/>



SILK

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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