



**East & West  
International Group**

Branding  
SEO Plan  
GDN & Google Search  
Digital Marketing  
Social Media Management

# East & West International Group

East & West International Group (EWIG) was founded in 1993 and is a leading integrated Real Estate Group in the UAE.

Initially the company built its quality development reputation in constructing villas before demand quickly arises.

EWIG constantly challenge tradition to better integrate versatile market conditions with the general scheme of the industry. It provides realistic and up-to-date information on market standing to both its clients and partners. Innovative and comprehensive methods are applied to the full spectrum of the business, from property evaluation and clients need assessment, up to property post hand-over activities.

EWIG recognizes that not all the client's needs are the same and that they are all unique. Distinguishing and understanding each requirement is one of EWIG distinctive expertise- personalizing customer service to fit each need, viewing business in an emotional and psychological perspective as well as from a technical perspective.

We are committed to developing long-term relationships with governments, corporations, entrepreneurs, the media and venture capitalists. These relationships will enable us to build confidence and trust, ensuring that these partnerships will foster boundless opportunities. Working in master-planning, master-development and property related fields, EWIG has some of the region's most important developments underway, including Abu Dhabi, Al Ain, Dubai & Sharjah, ...etc., all developed in close cooperation with the Abu Dhabi Government and its plan Abu Dhabi 2030.

EWIG assembles a team of professionals to address the environmental, economic, physical and political issues that are inherent in a complex development project. EWIG success depends on the ability to coordinate the completion of a series of interrelated activities efficiently and at the appropriate time.



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EWIG, 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



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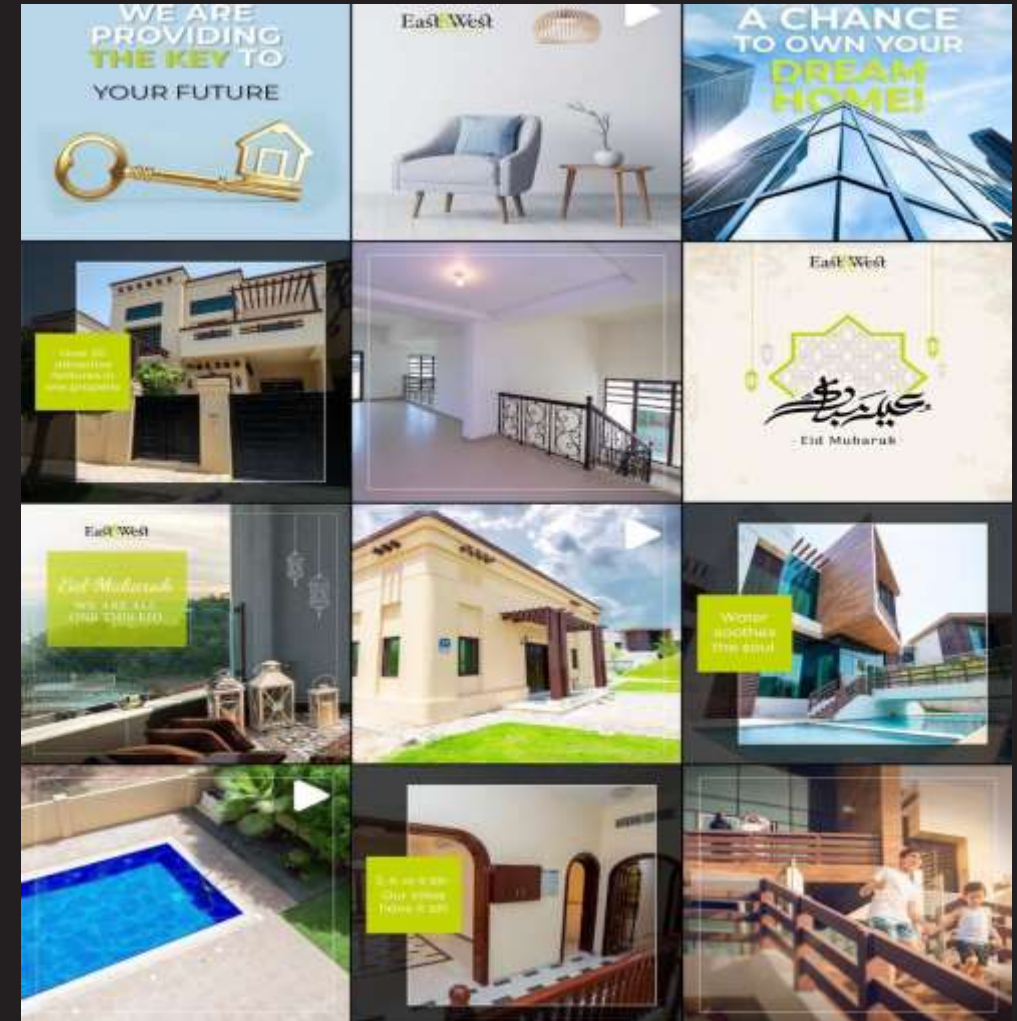
From Flyers design, Full Content Creation, posting and boosting, Kingsmen Agency handles EWIG's Social media from A to Z.

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

Facebook: <https://www.facebook.com/eastandwestintgrp/>

Instagram: [https://www.instagram.com/eastandwest\\_int\\_grp/](https://www.instagram.com/eastandwest_int_grp/)

Linkedin: <https://www.linkedin.com/company/east-west-international-group/>



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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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