

Al Gurg  
Living

# 2023 Digital Performance Report & Digital Marketing Strategy 2024

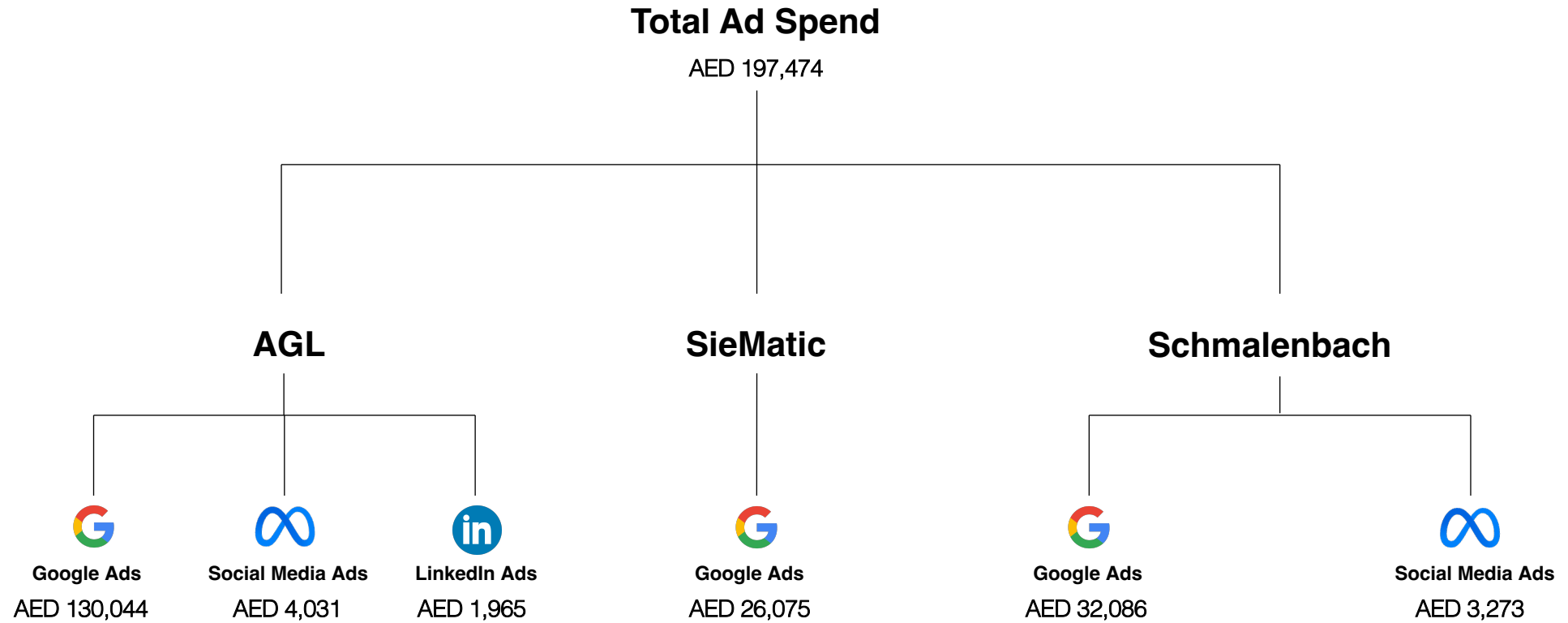


EASA SALEH AL GURG GROUP

# Content

1. Ad Spend Overview
2. Revenue Overview
3. Digital Platforms Overview
4. Website Analysis
5. Keywords Performance
6. 2024 Digital Strategy

# Ad Spend Overview



# Revenue Overview by Brand

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## Revenue

	Sales Price	Purchase Price	Gross Profit	No. of Customers
Schmalenbach	AED 5,670,724	AED 3,419,011	AED 2,251,713	17
SieMatic	AED 362,284	AED 271,731	AED 90,553	5
Heindl	AED 1,427,554	AED 952,059	AED 475,495	4
Al Gurg Joinery	AED 6,294,140	AED 3,245,181	AED 3,048,959	19
Total	AED 13,754,702	AED 7,887,982	AED 5,866,720	45

# Revenue Overview by Source

## SCH, SIE, HEI, AGJ - Digital

Digital	Sales Price	Purchase Price	Gross Profit	No. of Customers
Total	AED 5,484,970	3,029,848	2,455,122	15

## SCH, SIE, HEI, AGJ - Recommendation

Recommendation	Sales Price	Purchase Price	Gross Profit	No. of Customers
Total	AED 7,345,635	4,460,747	2,884,888	26

## SCH, SIE, HEI, AGJ – Existing Customers

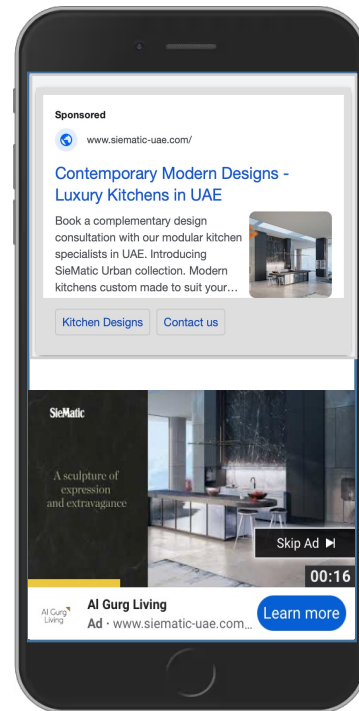
Existing Customers	Sales Price	Purchase Price	Gross Profit	No. of Customers
Total	AED 924,097	397,387	526,710	4

## SCH, SIE, HEI, AGJ – Total Leads

	Sales Price	Purchase Price	Gross Profit	No. of Customers
Total	AED 13,754,702	7,887,982	5,866,720	45

# Digital Platforms Overview – Google Ads – SieMatic

AED 26K
Total Ad Spend
2.4M
Total Impressions
7.7K
Total Clicks
0.32%
CTR
153
Total Leads



\*High Impression due to display retargeting campaign that was running in 2023

# Digital Platforms Overview – Google Ads – Schmalenbach

AED 32K

Total Ad Spend

751.7K

Total Impressions

9.4K

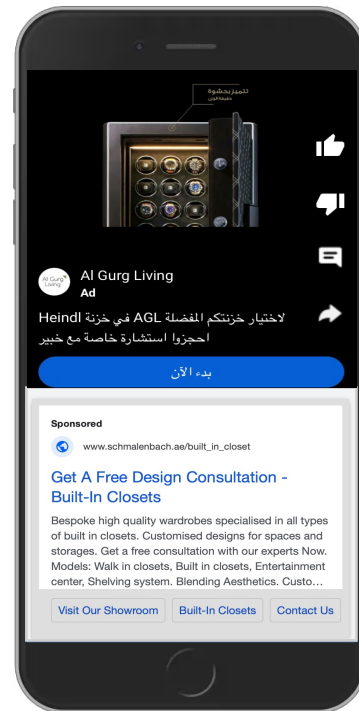
Total Clicks

1.25%


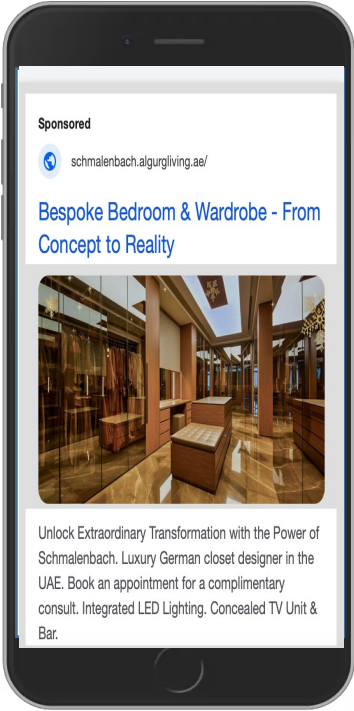
CTR

31

Total Leads

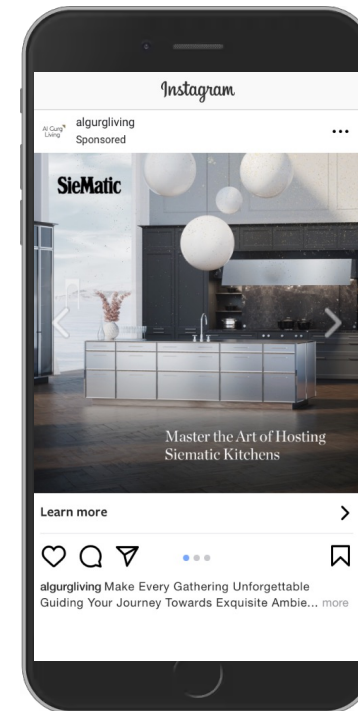
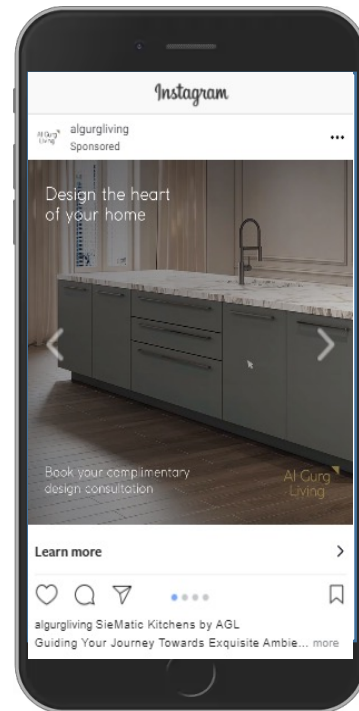


# Digital Platforms Overview – Google Ads – Landing Page

<b>AED 34K</b> Total Ad Spend			<b>AED 96K</b> Total Ad Spend
<b>733.6K</b> Total Impressions			<b>2.5M</b> Total Impressions
<b>15K</b> Total Clicks			<b>92.9K</b> Total Clicks
<b>2.06%</b> CTR			<b>0.91%</b> CTR
<b>277</b> Total Leads	<b>SieMatic</b>	<b>Schmalenbach</b>	<b>297</b> Total Leads

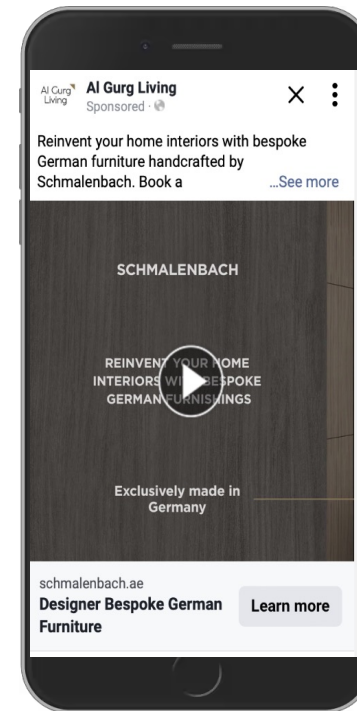
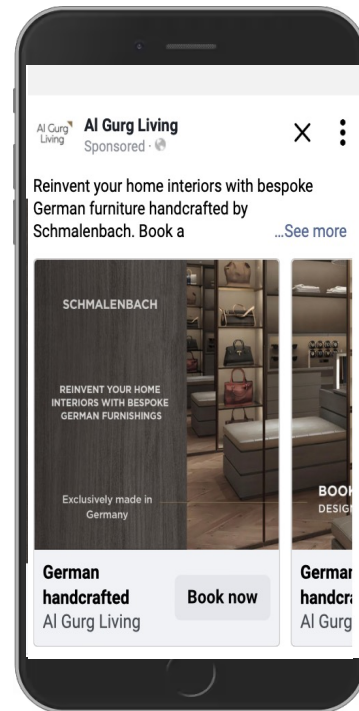
# Digital Platforms Overview – Facebook– SieMatic

AED 4K
Total Ad Spend
96.6K
Total Impressions
1.3K
Total Clicks
31.5K
Reach
1
Total Leads



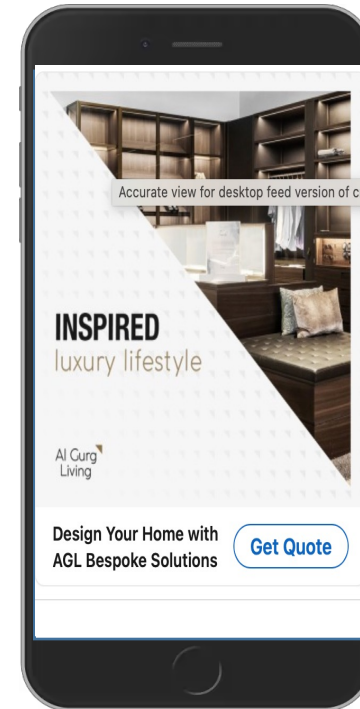
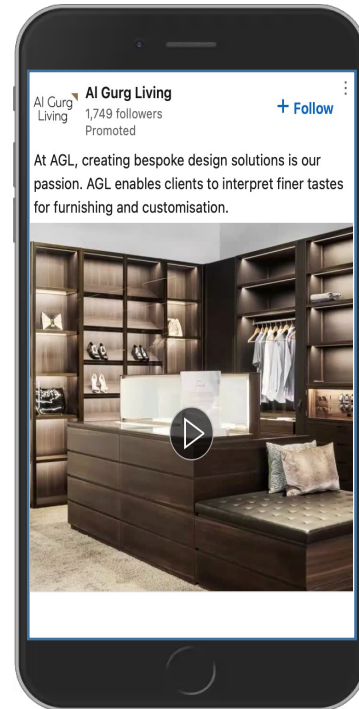
# Digital Platforms Overview – Facebook– Schmalenbach

AED 3.2K
Total Ad Spend
145.2K
Total Impressions
717
Total Clicks
67.5K
Reach
6
Total Leads



# Digital Platforms Overview – LinkedIn – Schmalenbach

AED 1.9K
Total Ad Spend
37.9K
Total Impressions
162
Total Clicks
0.43%
CTR
-
Conversions



# Website Analysis – AGL

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## AGL Website

Sessions	Total Users	New Users	Total Leads	Avg. Session Duration
6,268	4,456	4,356	730	00:02:29

## SieMatic Landing Page

Sessions	Total Users	New Users	Total Leads	Avg. Session Duration
15,030	12,569	11,772	330	00:02:44

## Schmalenbach Landing Page

Sessions	Total Users	New Users	Total Leads	Avg. Session Duration
19,964	17,388	16,384	328	00:02:33

# Website Analysis – SieMatic & Schmalenbach

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## SieMatic

Sessions	Total Users	New Users	Total Leads	Avg. Session Duration
17,479	12,110	11,945	119	00:03:25

## Schmalenbach

Sessions	Total Users	New Users	Total Leads	Avg. Session Duration
14,105	10,061	9,947	81	00:01:54

# SEO Keywords Performance – AGL

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Keywords	Ranking January 2023	Ranking December 2023
Luxury home safes UAE	1 <sup>st</sup> page, 6 <sup>th</sup> rank	1 <sup>st</sup> page, 1 <sup>st</sup> rank
Luxury bespoke safes	4 <sup>th</sup> page, 4 <sup>th</sup> rank	1 <sup>st</sup> page, 2 <sup>nd</sup> rank
High end safes	4 <sup>th</sup> page, 1 <sup>st</sup> rank	1 <sup>st</sup> page, 2 <sup>nd</sup> rank
Heindl	1 <sup>st</sup> page, 8 <sup>th</sup> rank	1 <sup>st</sup> page, 6 <sup>th</sup> rank
German kitchens Dubai	2 <sup>nd</sup> page, 9 <sup>th</sup> rank	1 <sup>st</sup> page, 6 <sup>th</sup> rank
Luxury kitchens in UAE	2 <sup>nd</sup> page, 8 <sup>th</sup> rank	1 <sup>st</sup> page, 8 <sup>th</sup> rank
Custom closets Dubai	3 <sup>rd</sup> page, 4 <sup>th</sup> rank	2 <sup>nd</sup> page, 4 <sup>th</sup> rank

# SEO Keywords Performance – SieMatic

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Keywords	Ranking January 2023	Ranking December 2023
Bespoke luxury kitchen	5 <sup>th</sup> page, 6 <sup>th</sup> rank	3 <sup>rd</sup> page, 2 <sup>nd</sup> rank
Quality German kitchens	2 <sup>nd</sup> page, 1 <sup>st</sup> rank	1 <sup>st</sup> page, 10 <sup>th</sup> rank
Modern German kitchen designs	3 <sup>rd</sup> page, 5 <sup>th</sup> rank	2 <sup>nd</sup> page, 5 <sup>th</sup> rank
Best kitchens in UAE	1 <sup>st</sup> page, 6 <sup>th</sup> rank	1 <sup>st</sup> page, 5 <sup>th</sup> rank
German kitchens Dubai	1 <sup>st</sup> page, 4 <sup>th</sup> rank	1 <sup>st</sup> page, 2 <sup>nd</sup> rank
Kitchen interior designer Dubai	1 <sup>st</sup> page, 9 <sup>th</sup> rank	1 <sup>st</sup> page, 3 <sup>rd</sup> rank
Modern kitchen Dubai	1 <sup>st</sup> page, 6 <sup>th</sup> rank	1 <sup>st</sup> page, 4 <sup>th</sup> rank

# SEO Keywords Performance – Schmalenbach

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Keywords	Ranking January 2023	Ranking December 2023
Luxury wardrobe companies Dubai/UAE	1 <sup>st</sup> page, 3 <sup>rd</sup> rank	1 <sup>st</sup> page, 1 <sup>st</sup> rank
Luxury wardrobes Dubai/UAE	1 <sup>st</sup> page, 3 <sup>rd</sup> rank	1 <sup>st</sup> page, 1 <sup>st</sup> rank
High end wardrobes Dubai	1 <sup>st</sup> page, 5 <sup>th</sup> rank	1 <sup>st</sup> page, 1 <sup>st</sup> rank
German wardrobes UAE	1 <sup>st</sup> page, 1 <sup>st</sup> rank	1 <sup>st</sup> page, 1 <sup>st</sup> rank
German wardrobes Dubai	1 <sup>st</sup> page, 1 <sup>st</sup> rank	1 <sup>st</sup> page, 1 <sup>st</sup> rank
Luxury walk in closets Dubai	1 <sup>st</sup> page, 2 <sup>nd</sup> rank	1 <sup>st</sup> page, 1 <sup>st</sup> rank
Luxury German closets	1 <sup>st</sup> page, 1 <sup>st</sup> rank	1 <sup>st</sup> page, 1 <sup>st</sup> rank

# 2024 Digital Strategy

# YEAR 2024 AGL Marketing Goals



## Number of Leads Generated

- Target high-value audience segments
- Allocate ad spend to high-performing channels
- Create engaging ad creatives and landing page content



## Website Traffic

- Experiment with different ad creatives, messaging, and landing page designs to optimize performance
- Re-engage previous website visitors with tailored ads to encourage return visits and longer session durations



## Brand Awareness and Positioning

- Targeted advertising across multiple channels
- Collaborate with relevant brands or influencers to expand reach

# Digital Strategy

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## Seamlessly harmonizing four key points

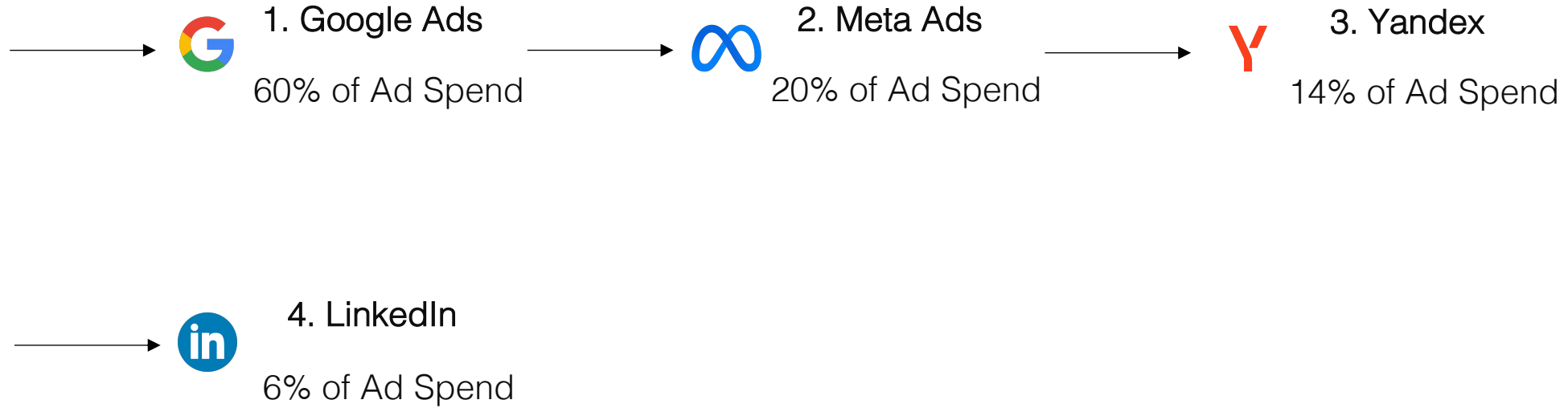
Plan to use multiple channels to nurture leads and build a strong growth in 2024. Each channel will be closely monitored and adjusted for best results to ensure successful lead generation

1. Strategic & Influencer Partnerships
2. Search Engine Optimization
3. Content Marketing & Website Optimization
4. Paid Social & Search Ads



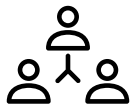
# Digital Strategy Mix

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# Google Ads

# Google Ads



## Phone Call

These are perfect for users actively searching for phone numbers with intent to buy. Highlight phone number, using persuasive headlines and call to actions (CTAs) like "Get a Free Quote" or "Talk to a Designer."



## Instant Lead Generation Forms

Capture leads directly within Google Ads without sending users to the website. Use pre-populated fields to simplify the process and offer incentives like exclusive discounts for submitting a form.

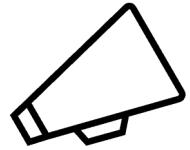


## Website

Optimize the website for lead generation with clear CTAs, easy-to-find contact forms, and compelling landing pages. Track conversions within Google Ads to measure the effectiveness of the website traffic.

# Social Media Ads

# Meta Ads



## BRAND AWARENESS

Reach a large audience, leverage the platform's visual appeal, engage with users, target specific demographics, tell your brand's story, & create consistency.



## LEAD FORM SUBMISSION

Offer a streamlined and convenient way for users to express interest in products or services directly within the platform.

# Target Audience

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## Demographics

Age: 35-65 years old (primary)

Income: High-income earners (top 10% in UAE)

Gender: Primarily female, but also target affluent males interested in home design

Location: High-end residential areas in the UAE, with a particular focus on expatriates from China, Africa, Iran, and Russia residing in Dubai

## Interest

1. Luxury Lifestyle: fine dining, travel, designer brands, exclusive experiences
2. High-End Appliances: Seeking top-of-the-line kitchen appliances, durability, and cutting-edge technology
3. Kitchen Design: gourmet cooking, culinary arts, kitchen appliances, organization solutions
4. Wardrobe Design: fashion trends, closet organization, designer labels, luxury accessories
5. Art & Culture: museums, galleries, antiques, modern art

## Custom Audience

1. Lookalike Audiences: target users similar to existing customers based on demographics, interests, and online behavior.
2. Custom Audiences: upload email lists or website visitors to target specific groups

# Targeting

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▶ **1** Target Audience

Wealthy individuals living in high-end UAE areas

▶ **2** Age Range

35-65 years old

▶ **3** Geo Targeting

Focusing on High-Intent Areas in the UAE

▶ **4** Target Interest

Luxury homes, interior design, high-end brands, renovations

▶ **5** Retargeting

Lookalike Audiences  
Custom Audiences

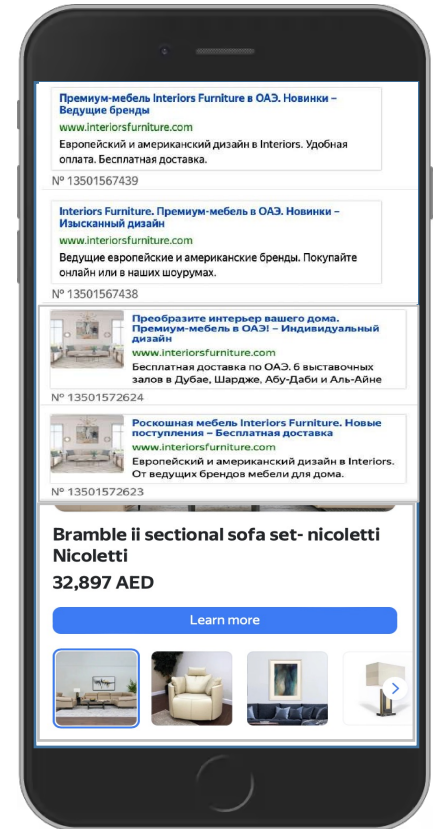


## Objective:

Position SieMatic & Schmalenbach as the epitome of opulence among Russian-speaking elites in the UAE, leveraging Yandex Search Ads to capture their attention, drive brand awareness, and convert high-value leads into satisfied customers.

## Why Yandex?

- 1. Russian search dominance:** Yandex is the leading search engine in Russia and has a substantial user base among Russian speakers globally.
- 2. Catering to language preferences:** Yandex Search Ads allows to create campaigns in the Russian language, ensuring that our message resonates effectively with our target audience.
- 3. Geographic targeting:** Yandex provides sophisticated geotargeting options, enabling us to specifically target Russian speakers in the UAE and maximize our reach within this niche market.
- 4. Highly relevant traffic:** By utilizing Yandex, we ensure that ads are shown to individuals actively searching for luxury home solutions, increasing the likelihood of attracting qualified leads.



Ad preview

# Search Engine Optimization

# SEO Strategy

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## Monthly Blogs

Regular blog posts enhance SEO, providing fresh and relevant content with canonical tags

## Other SEO Strategies

- Getting backlinks for off-page SEO by directory submission and business listings
- Optimizing project pages (meta titles & meta descriptions) with relevant keywords

## Publishing multimedia content on GMB

- Increase publishing multimedia content on GMB, such as images and videos, enhances your business profile and makes it more appealing to potential customers. This can increase visibility in local search results.
- Google My Business reviews for local SEO

# Partnerships – SieMatic Kitchens

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Partner with celebrity chefs or renowned food stylists to host exclusive cooking demonstrations in SieMatic kitchens. This would showcase the functionality and elegance of their designs while appealing to a culinary audience. Collaborate with luxury real estate agencies to offer curated kitchen packages for high-end properties, highlighting the value proposition of SieMatic kitchens.



# Partnerships – Schmalenbach

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Collaborate with fashion influencers or personal stylists to create content showcasing how Schmalenbach's custom wardrobes and walk-in closets enhance personal style and organization. Partner with home renovation platforms or interior design firms to offer exclusive package, including Schmalenbach solutions, targeting homeowners seeking upscale storage solutions.





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