

# Elevating

KOONA

To the Next Level



# HELLO!

## I am Mishal Abuali

20+ Years of Marketing Experience

- Saudi Arabia
- UK
- USA



# ► Outline

1. Competitor Analysis
2. Understanding the local market
3. Strong Online Presence
4. Local Partnerships
5. Event Sponsorships
6. Perfecting User Experiences
7. Digital Marketing Optimization
8. Outbound Sales
9. Cost Breakdown
10. Measuring KPIs

# 1. Competitor Analysis

	<a href="#">Koono</a>	<a href="#">Home Box</a>	<a href="#">Casper</a>
<b>DA Score</b>	6 out of 100	41 out of 100	67 out of 100
<b>Traffic</b>	30 users per month	607,700 users per month	1.8 Million users per month
<b>Website Size</b>	55 pages	308,000 pages	3,060 pages
<b>Ad Spend</b>	\$0 per month	\$5,200 per month	\$92,900
<b>Organic</b>	3 keywords	5,000 keywords	344,000 keywords

# Koona Analytics

Authority Score

6

Organic Search Traffic

30 -17% [View details](#)

Paid Search Traffic

The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking Campaign

[Go to Position Tracking](#)

Backlinks

385

emru.com Rank 5 0.4K ↓

Keywords 42 ↓

Referring Domains 19

## Distribution by Country

Countries	Traffic Share	Traffic	Keywords
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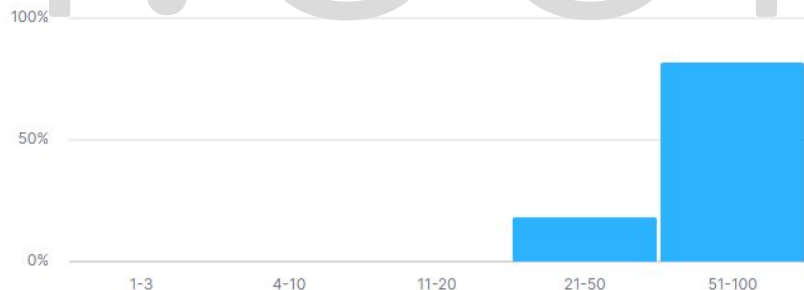
Worldwide		100%	30	42
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IN		33%	10	2
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US		30%	9	5
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SA		3.3%	1	11
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## Organic Position Distribution




Positions on Google SERP

# Home Box Analytics

Authority Score 

 41

Organic Search Traffic 

607.7K -3.6% [View details](#)

Keywords 57.8K 

Paid Search Traffic 

5.2K -41%









Keywords 23 

Backlinks 

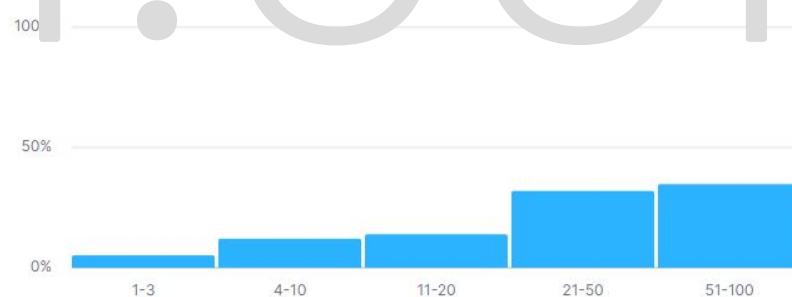
1.8M

Referring Domains 7.8K

## Distribution by Country


Countries	Traffic Share	Traffic	Keywords	
Worldwide		100%	607.7K	57.8K
 SA		62%	374.2K	14.9K
 AE		32%	195.3K	11.3K
 BH		3.6%	21.7K	1.4K
Other		2.7%	16.4K	30.2K

## Organic Position Distribution



Positions on Google SERP

# Casper Analytics

Authority Score 

 67

Organic Search Traffic 

1.8M -1.3% [View details](#)

Paid Search Traffic 

92.9K -3.4%

Backlinks 

1.4M









Brush Domain Rank 9.7K 

Keywords 430.7K ↓ 

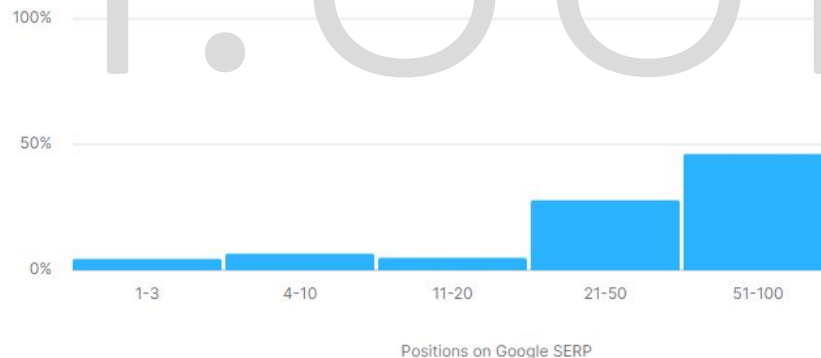
Keywords 1.4K ↓

Referring Domains 20.9K

## Distribution by Country

Countries	Traffic Share	Traffic	Keywords	
Worldwide		100%	1.8M	430.7K
 US		73%	1.3M	257.2K
 CA		6.3%	112.5K	35K
 SA		<0.1%	2.3K	381
Other		21%	369.1K	138.1K

## Organic Position Distribution



## 2. Understanding Riyadh's Market

- Growing E-Commerce Adoption
- Tech-Savvy Consumers
- Focus on Health and Wellness
- Demand for Quality Sleep Solutions
- Online Reviews and Recommendations
- Interested in Smart Sleep Technology
- Search for Educational Content
- Culturally Compliant



# 3. Strong Online Presence

- Inbound Marketing Strategy
- Increase Brand Awareness
- Create Better User Experiences
- Develop engaging social media campaign
- Define Unique Selling Proposition
- Create an educational hub
- Sensitivity to Design
- Target specific areas
- Convert users into leads

# Creating Content

What value are you adding to your customers?

- Who is our target audience?
- What are our goals?
- How do we determine what topic to create?
- What are the deciding factors when selecting a mattress?
- How strong is “word of mouth” in Saudi culture?
- What are the most popular media platforms?
- How to use content strategically to rank on page #1 of Google Search results?

# 4. Local Partnerships/Sponsorships

- [Pass the Kabsa Podcast](#)
- [The Mo Show](#)
- [Radio 8](#)
- Tiktok/Instagram Influencers
- Celebrity Branding
- Event Sponsorship
- SMS/Email Marketing
- Online Discussion Boards

# 5. Event Sponsorship

- Live Demonstrations
- Exclusive promotions in exchange for video reviews
- Digital Exposure
- Thought Leadership Opportunities
- Health and Wellness Expos
- Music Festivals or Concerts
- Outdoor Movie Nights
- Technology Conferences
- Local Charity Events

# 6. Perfect User Experiences

It's pointless to increase traffic if the website is not set up to be a lead development engine.

- Let the website rank organically
- Provide several selection paths
- Place relevant content on pages
- Ensure customer pain points are highlighted 1st
- Develop credibility by building a knowledge hub
- Use celebrities to boost brand awareness
- Create better video productions
- Add several call to actions
- Rework website architecture

# Increase Traffic Per Month

How to increase Keywords from 11 to 5,000  
in 6 months:

- Target Keyword Group
- Quality over Quantity
- Diverse Content Types
- Comprehensive Coverage
- Leverage User-Generated Content
- Optimize Existing Content
- Localized Content
- Maintain Consistency

## Content Production Example Per Week:

- 3 Blogs
- 2 Realistic Videos
- 10 Unique images
- 1 Case study
- 20 Backlinks
- \$6k PPC budget increase
- 2 Long form content
- 2 Hyper local pages
- 2 Influencer focused content

# 7. Digital Marketing Optimization

- Influencer Collaborations
- Localized SEO Targeting
- Arabic/English Content
- Strong Social Media Presence
- Create content that resonates with Audience
- Use content as the lure to more information
- Expand content to add more keywords
- Create factual and realistic videos
- Offer customers multiple avenues to reach you

# Next Level Up

## What Users Are Searching for

- Mattress types
- Brand reviews
- Orthopedic mattresses
- Mattress features/technology
- Discounts/Promotions
- Comparisons
- Tips for mattress selection
- Eco Friendly

## Increase Brand Presence

- Create brand focused content
- Flood Google Search (Trustpilot Example)
- Develop diversifying content strategies
- Gain backlinks with high DA scores
- Produce emotional video productions
- Unify Social Media publishing with PPC
- Formulate high converting web pages
- Make it easy for users to reach you
- Optimize strategy according to analytics



# 8. Outbound Sales

Traditional Marketing still works to an extent in Saudi Arabia.

- Relationship Building
- Consultative Selling
- Timely Follow-Ups
- Social Selling
- Local Partnerships
- In-Person Meetings
- Government/Authority Relations
- Customized Presentations

# To Achieve Goals

## In-House

1. Dedicated Content Developers
2. SEO Specialists
3. PPC Specialists
4. Social Media Specialists
5. Graphic/UX Designers
6. Video Producers
7. Photographers
8. Web Developers
9. Event Coordinators

## Outsource

1. Direct Agency

## 9. Cost Breakdown

*All costs are based on a monthly salary in SAR.*

- ▶ Consider your company's unique needs, budget, and long-term goals when weighing the options.
- ▶ Each approach—whether it be an in-house team, a digital agency, or Mish1.com—comes with its distinct set of advantages and challenges.

### In-House Team

134,000

### Digital Agency

132,450

### Mish1.com

66,000

# Cost Breakdown

- ▶ **Budgets** were formulated based on mid-range professionals, agencies and the quality of work.
- ▶ **Mid-Range Professionals** require less mentorship in comparison with Entry Level.
- ▶ **Mentorships** may cause a 3-6 month delay, as teams will need training before producing work.

The pricing is determined by the weekly production of the following:

- 3 Blogs
- 2 Realistic videos
- 10 Unique images
- 1 Case study
- 20 Backlinks
- 2 Long form content
- 2 Hyper local pages
- 2 Influencer focused content

# In-House Team Cost

*Costs are mid-range (Entry levels will cause a 3-6 month delay).*

Services	Cost per month (SAR)
1. Dedicated Content Developer	15,000
2. SEO Specialist	18,000
3. PPC Specialist	15,000
4. Social Media Specialist	18,000
5. Graphic/UX Designer	16,000
6. Video Producer	12,000
7. Photographer	15,000
8. Web Developer	10,000
9. Event Coordinator	15,000

Total: 134,000

# Digital Agency Cost

*Contacted Agencies for quality content and manpower.*

Services	Cost per month (SAR)
1. Dedicated Content Developer	10,500
2. SEO Specialist	14,000
3. PPC Specialist	17,850
4. Social Media Specialist	12,600
5. Graphic/UX Designer	14,000
6. Video Producer	17,500
7. Photographer	10,500
8. Web Developer	17,500
9. Event Coordinator	10,500

Total: 132,450

# Top Rated Marketing Agencies

*Riyadh agencies significantly reduce production costs, but their services may be subpar.*

## 4,000 Per Month

- SEO
- 1 Blog
- 5 Unique images
- 1 Case study
- 2 Backlinks

## 10,000 Per Month

- SEO
- 1 Blog
- 1 Video
- 1 Unique image
- 1 Case study
- 3 Backlinks
- 2 Long form content

## 19,000 Per Month

- SEO
- 1 Blog
- 1 Video
- 2 Unique images
- 1 Case study
- 3 Backlinks
- 1 Long form content
- 1 Hyper local pages
- 1 Influencer focused content

*Advertising budgets are not included.*

# Mish1.com Cost

Web Development not included; project costs range from 3,000 - 10,000 SAR.

Services	Cost per month (SAR)
1. Dedicated Content Developer	13,000
2. SEO Specialist	12,000
3. PPC Specialist	8,000
4. Social Media Specialist	9,000
5. Graphic/UX Designer	8,000
6. Video Producer	9,000
7. Photographer	7,000
8. Web Developer	up to 10,000 per project
9. Event Coordinator	13,000 per event
Total:	<u>66,000</u>



# 10. Measuring KPIs

*We'll talk more about this in detail.*

- ▶ Sales Metrics
- ▶ Customer Acquisition
- ▶ Brand Awareness
- ▶ Digital Marketing
- ▶ Customer Satisfaction
- ▶ Content Marketing
- ▶ SM Growth
- ▶ Retail & Distribution
- ▶ Market Penetration
- ▶ Advertising ROI
- ▶ Website Performance
- ▶ Competitor Analysis

# THANKS!

## Any questions?

You can find me at:

- ▶ [hello@mish1.com](mailto:hello@mish1.com)
- ▶ [LinkedIn](#)

