

ZOUK SOUK



ABOUT THE BRAND

ZoukSouk was born in 2017 in Kuwait. It provides unique, exceptional quality beanbags and bean bag furniture that you can't find anywhere else in the world



CHALLENGES

- No Website
- No Social Media Presence
- Emerging multinational competitors
- First ever product launch



OBJECTIVE

- Increase website traffic and generate sales
- Develop Social Media Presence
- Increase overall social media engagement
- Build brand awareness and brand positioning
- Attract new customers



SERVICES OFFERED

- Ecommerce Store
- Social Media Optimization
- Paid Campaign on Facebook - Instagram
- Content Management

380+

380+ Likes and Followers
on Facebook

1K+

1k+ followers on
Instagram

40+

Product Enquiry On
Social Media 40+ per month



STRATEGY

- Created social media pages
- Page optimization
- Started with the paid campaign on Facebook - Instagram to generate leads and brand awareness
- Creating more engaging social media content
- Increase customer loyalty and attract new customers

\$19
COST PER SALE

60+
WEBSITE SALE
60+ within 3 months

2X
TIMES INCREASE
In engagement and reach
on Facebook

4X
TIMES INCREASE
In engagement and reach
on Instagram