

LE MERIDIEN NEW DELHI

A SOCIAL MEDIA CASE STUDY

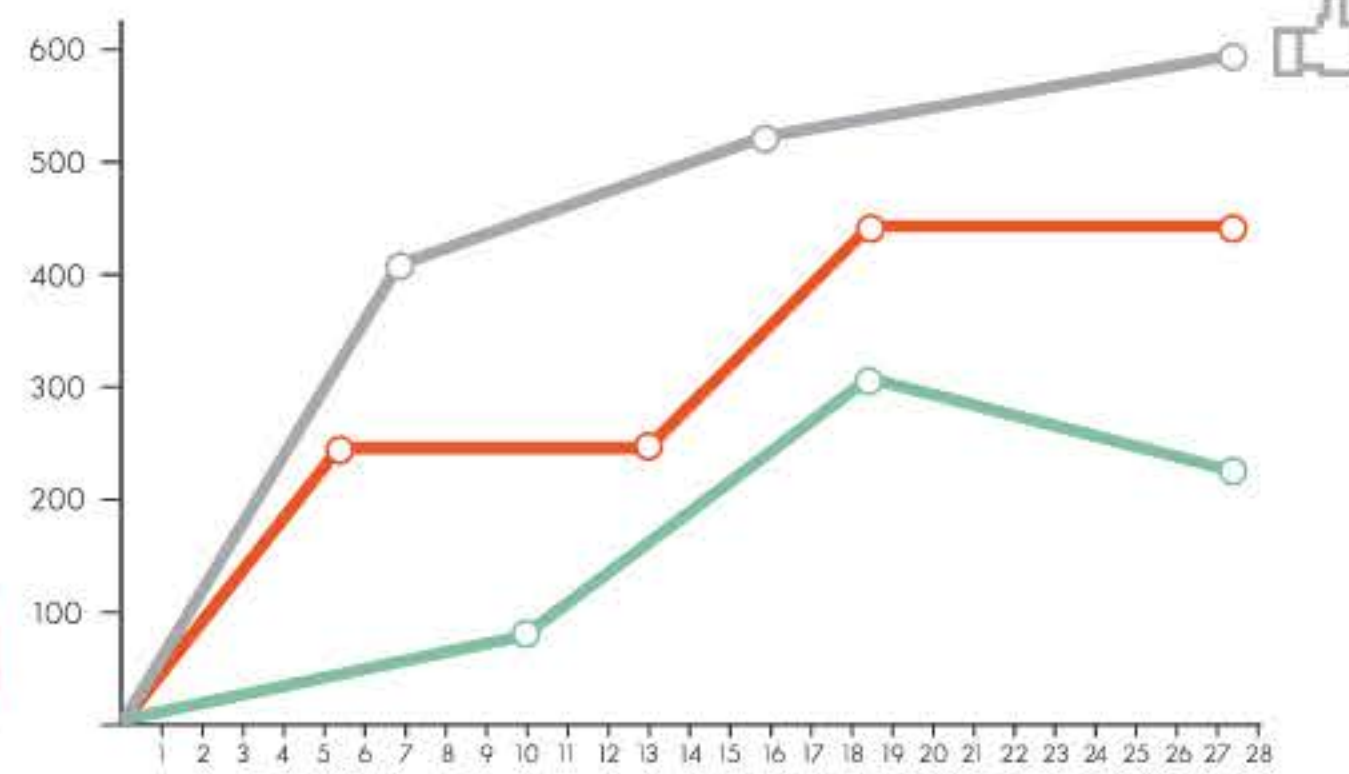


OBJECTIVES

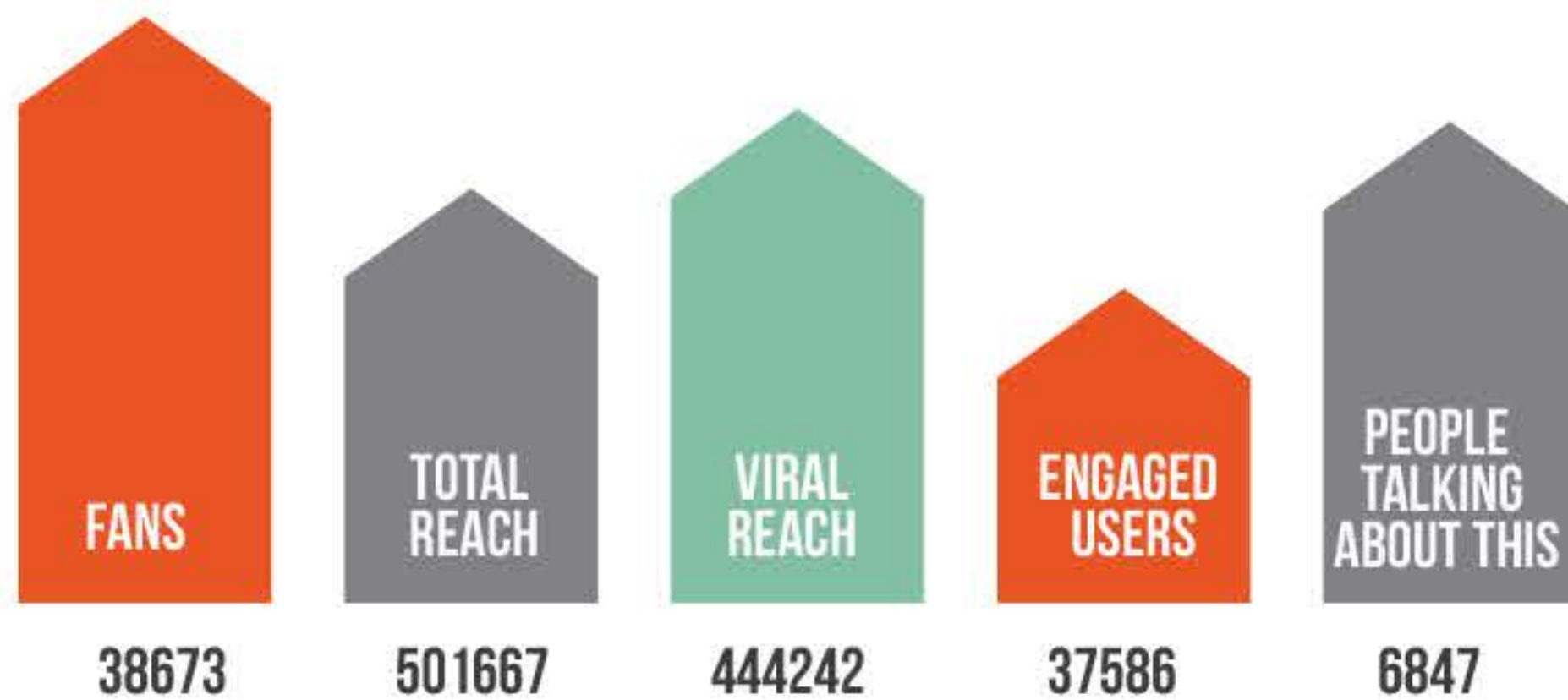
- ★ Increase Engagement
- ★ Fans Acquisition
- ★ Build Stories on Facebook
- ★ Brand Awareness
- ★ Promote Instagram Presence
- ★ Promote Dan Rubin's Images

- ★ Impressions 11,611,233
- ★ Clicks 27,500
- ★ Social Impressions 9,027,118
- ★ Social Clicks 10155
- ★ Spend 63,983
- ★ Cost Per Impressions 0.0111

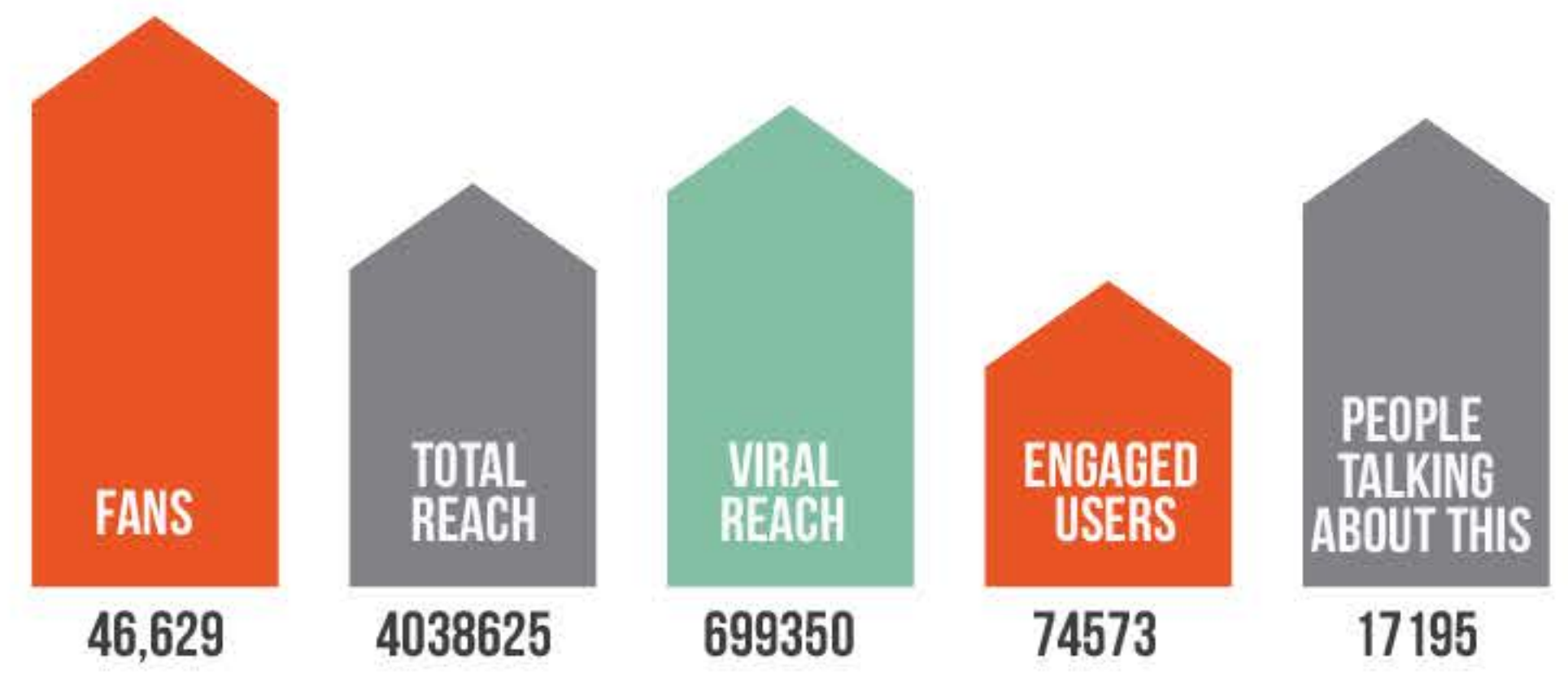
PAID PROMOTIONS (POSTS, CONTEST GRAPHICS)



PRE-CAMPAIGN STATISTICS



POST-CAMPAIGN STATISTICS



THE RESULTS

FANS
8000
fans increased in span of a month in comparison to the fan base acquired during the previous month which was around 2230.

TOTAL REACH
700%
Increase in the total reach

VIRAL REACH
55%
Over 55% increase in the viral reach

ENGAGED USERS
95%
Over 95% increase in the daily page engaged users