

WESTIN SOHNA RESORT AND SPA

Best use of
SOCIAL MEDIA



OBJECTIVES

facebook
FANS
ACQUISITION

BRAND
AWARENESS

MARKETING AND EXECUTION STRATEGY

Total Page Likes

WE STARTED OFF
WITH JUST
891 FANS!

Total Page Likes
891
Jan 1, 2014
Click on map to zoom



WE PROMOTED
NOT ONLY THE PROPERTY
BUT NATURE AND GOT
40-50 LIKES PER POSTS
ORGANICALLY

RESULTS

Total Page Likes

Total Page Likes
19,072
Dec 31, 2014
Click on map to zoom

WE ADDED 18,181 FANS IN 2014!