

CASE STUDY-(CASE STUDY)

AN OVERVIEW OF AHAD HOTELS SOCIAL MEDIA PERFORMANCE ON THE FOLLOWING PLATFORMS



The performance has enhanced in the following core elements -

- Reach
- Popularity
- Fan base / Followers
- NO of Likes
- Targeted Demographics / Age group / Gender base.

INSTAGRAM (OVERVIEW)



Instagram summary



Most Liked Images

FACEBOOK (OVERVIEW)

Page Likes >	Post Reach >	Engagement >
1,030 Total Page Likes 28.9% from fast week	4,290 Total Reach 76% from Jast week	282 People Engaged 1
231 New Page Likes	246 Post Reach	28
— This week — Last week	- This week Last week	O Comments
$\sim \land$		0 Shares
08/04 08/08 08/08: 08/87: 08/08 08/08	05.04 DEKS 05.05 05.07 06/08 05:09 08/15	211 Post Clicks 10

Ahad Hotels overview (Last week)

Overview	Likes	Reach	Visits	Posts	People			_	_
Your Fans	Peop	le Reached	i Pe	ople Enga	iged				
The people		your Page							
Women									
					4%	424			

Fans Facebook	0%		2%	0.535%	0%	0%	
1.5.0	13-17	18-24 28-34	35-44	40-64	55-04	05+	
Men 90% Your 54% Att Fans Facebook	0.857%	325	17%	476	1%	0.642%	
Country	Your Fans	33% 32%	Your Fans	Language		Your Fans	
India	899	Srinagar, Jamms and Kaz	249	English (US)		708	
United Arab Emittes	8	New Dethi, Dethi, India	85	English (UK)		217	
Saudi Arabia 6 United Kingdom 5		Mumbai, Maharakhtra, India	32	Spanish		3	
		Calcutta, West Bengal, India	27	Hindi			
Mexico	14	Jammu, Jammu and Kash	21	Englium (India)		3	

Ahad Hotels Demographics

