

CASE STUDY-(CASE STUDY)

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

Instagram



facebook



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

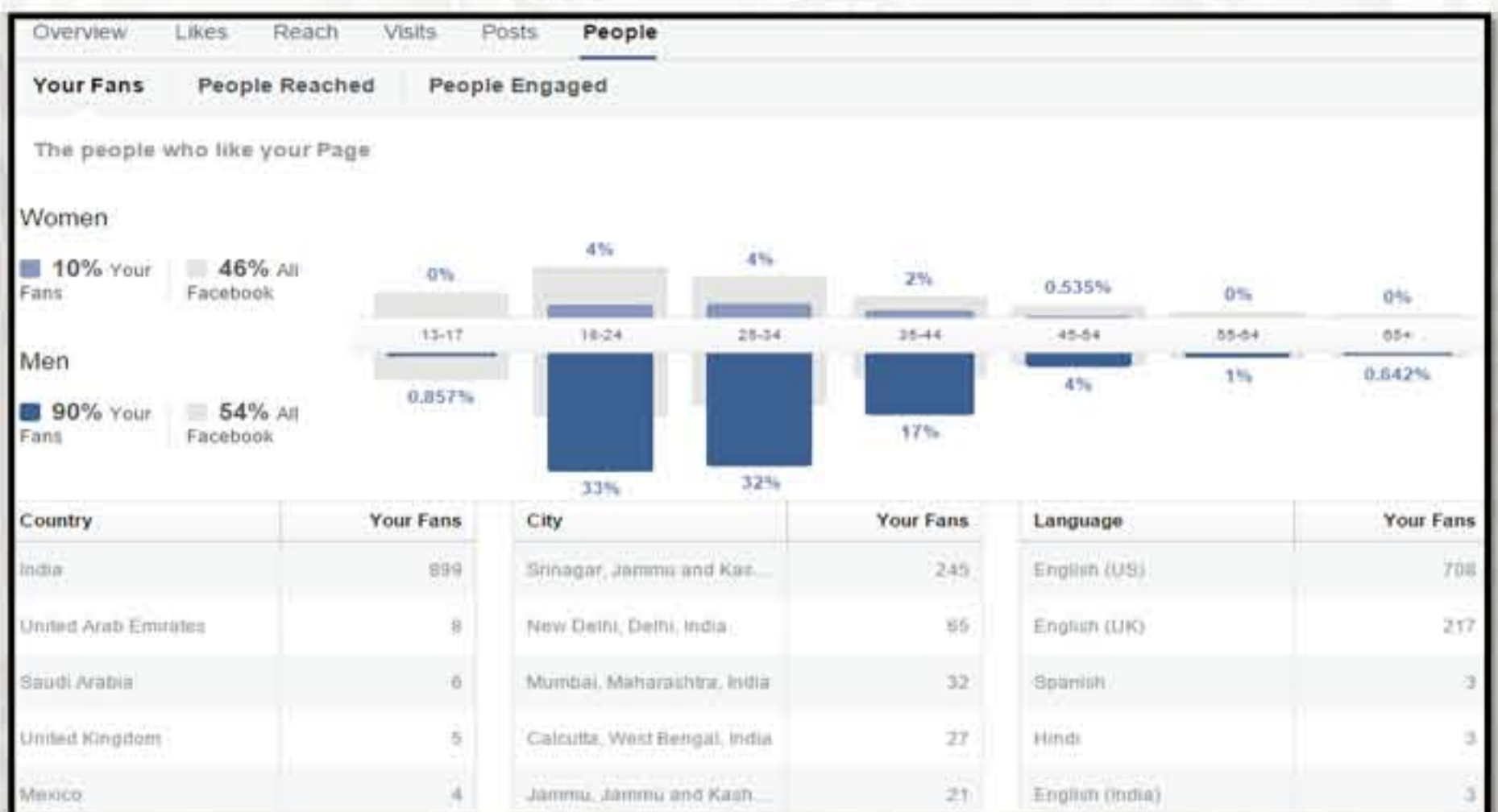


Most Liked Images

FACEBOOK (OVERVIEW)



Ahad Hotels overview (Last week)



Ahad Hotels Demographics



Ahad Hotels Page Likes