

CASE STUDY

Social Media

CLIENT: **EVA**

SECTOR: INTERIOR DESIGN

COMPANY PROFILE

In 2009, Eva Interiors was founded by Architect Seema Al Mansoori on the grounds of creating bespoke and exclusive interior design that was deeply-rooted in the culture and heritage of the region, and influenced by global trends in contemporary design. Since its foundation, Eva Interiors has continued to prove its success and excellent performance working on large-scale and residential projects that includes Palaces, Residential Villas, Commercial and Corporate offices.

Consequently, this gained Eva its expertise in excellent craftsmanship and the delivery of exclusive and luxury designs.

BACKGROUND STORY

In 2013, NEXA partnered with Eva, Interior Design, to help them increase their instagram presence, increase their engagement and help build a brand story. Since 2013, the brand's instagram account has reached an astounding 156K followers and at NEXA, we know social media is not just about the number of followers you have, but the results. Our strategy has helped the brand grow significantly, helping them reach 250 - 300 leads every month directly through instagram.

We did this by creating interactive posts complete with appealing captions for all platforms and through this strategy of storytelling and creativity, the brand received around 400 direct messages per month, with a significant increase in May 2021, when the brand received 600 messages. The results are phenomenal and exceeded the clients expectations, and continue to do so.

SCOPE OF WORK

- 20 posts per month on each platform
- Facebook, Instagram, Pinterest, LinkedIn and YouTube
- Community management and social listening
- Creative content, including GIFs, animations, video
- Monthly photoshoot

