

# CASE STUDY

## Social Media

CLIENT: *Fairmont*  
HOTELS & RESORTS

SECTOR: HOSPITALITY

### COMPANY PROFILE

Abu Dhabi Finance is a leading provider of medium and long-term loans to owner-occupiers and investors who seek to finance the acquisition of, or refinance, residential or commercial property. Serving both the Abu Dhabi and Dubai markets and backed by Mubadala Development Company, Abu Dhabi Finance has been awarded Great Place to Work UAE 2015.

Abu Dhabi Finance offers award-winning-level client service and products, and has also been named the Best Home Finance Company of the Year and awarded the Best Home Finance Product of the Year at the Banker Middle East Awards 2013 and 2014.

### BACKGROUND STORY

Fairmont Ajman is a premium luxury hotel in Ajman. NEXA was brought on to implement social media strategy, carry out videography and photography, and push the hotel's features and events.

### SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook, Instagram, LinkedIn, and Twitter
- Community management and social listening
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English and Arabic content

