

# CASE STUDY

## Social Media

CLIENT:



SECTOR: REAL ESTATE

### COMPANY PROFILE

Liv is a prominent real estate developer that has built a solid reputation for developing custom-made residences for discerning global citizens. With properties ranging from Hollywood to New York and Dubai, Liv has cemented its legacy as a developer of high-end, bespoke living spaces for affluent individuals worldwide.

In March 2022, Liv unveiled its latest addition, Liv Marina, a stunning 44-story tower located in one of the last exclusive waterfront plots in Dubai Marina. As one of the last remaining plots available in the area, Liv Marina is situated in a prime location, offering residents unparalleled views of the stunning waterfront district.

### BACKGROUND STORY

LIV already has one completed project in the Dubai Marina and approached NEXA with their Master Developer and a new off-plan project. We created a content bank for them with video and social assets, ran the LIV social media, and, most importantly, worked on lead generation. This was done by implementing a starter instance of HubSpot in order to create a CRM system for them to track and qualify leads.

NEXA also built two new websites for LIV; one for the group of LIV developers and one for the individual towers. We are currently working on social media and lead generation for their third tower.

### SCOPE OF WORK

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

