

CASE STUDY

Social Media

CLIENT: NIKKI BEACH

SECTOR: HOSPITALITY

COMPANY PROFILE

Nikki Beach Resort & Spa Dubai located on the waterfront of Pearl Jumeirah, allows guests to enjoy the Arabian Gulf's blue waters and stunning panoramic views from every corner of the property.

This 5-star Dubai lifestyle beachfront resort features spectacular views of the Arabian Gulf and the awe-inspiring Dubai skyline, with unique in-room features such as a bespoke entertainment, MyBar, mood light system and oversized bathrooms.

BACKGROUND STORY

While Nikki Beach is well-known, they also have a five-star hotel around which more awareness needed to be raised. NEXA was appointed the social media agency for Nikki Beach Resort & Spa Dubai, fully responsible for the creation of a social media management strategy, content creation plan, and advertising campaign ideation and execution.

NEXA implemented a full marketing strategy for the brand, including photo and video shoots, ads, posting, engagement, and so on

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
- Monthly photo and video shoots
- Ad campaigns
- English content

