

CASE STUDY

Social Media

CLIENT:



SECTOR: OIL & GAS

COMPANY PROFILE

Shell, a multinational oil and gas company based in London, UK, is a major player in the industry and ranks as the world's second-largest investor-owned oil and gas company.

In the UAE, Shell operates across the entire petroleum value chain, from exploration and production to distribution, marketing, and retailing of oil, gas, and petrochemicals.

The company trades with a broad range of customers in the UAE and neighboring regions, ranging from small businesses and individual entrepreneurs to major industries and multinational corporations.

BACKGROUND STORY

After the Covid-19 pandemic, Shell was looking to revitalise themselves on the digital front, especially in social media, which they felt was a weak area.

The company sought to work with an agency that could both localise their content and promote their products – particularly in the B2C sector within the region – and brought NEXA on for the task.

We focused on B2B oriented towards partners they had within the region, and on B2C oriented towards customers buying products from Shell fuel stations. NEXA was also tasked with launching Instagram for the region.

SCOPE OF WORK

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

