

# CASE STUDY

## Social Media

CLIENT: **S O F I T E L**  
THE PALM, DUBAI

SECTOR: HOSPITALITY

### COMPANY PROFILE

Sofitel Hotels & Resorts are a French hotel chain of luxury hotels based in Paris, France, and owned by Accor since 1980.

Founded in 1964 in France, Sofitel quickly developed worldwide to reach more than 200 properties. In 2008, Sofitel became a brand of luxury hotels only, downsized its property count to 89, and created new brands. Sofitel had 120 properties by 2012.

### BACKGROUND STORY

Sofitel The Palms sought assistance from NEXA to improve their social media presence as one of the premier luxury resorts on the Palm in Dubai.

To achieve this goal, NEXA focused on developing a social media strategy, as well as providing videography and photography services to showcase the resort's features and events.

This approach effectively promoted Sofitel The Palms on social media.

### 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

