

CASE STUDY

Social Media

CLIENT: THIRTY
HOME FOR NOW

SECTOR: HOSPITALITY

COMPANY PROFILE

Thirty Sleeps is a startup that was launched in September 2021 in Dubai. The business is a new travel concierge service that offers a portfolio of long stay solutions; hotels and serviced apartments for 30+ nights for potential guests to choose from, based on their requirements. This can be different price points, locations and other specific needs.

The business acts as an intermediary between the potential guest and the hotel/apartment property. The guest would filter the options of the stay that she/he wishes to have, and the team at Thirty would analyse that and connect the guest with the right hotel.

BACKGROUND STORY

The team at Thirty Sleeps reached out to NEXA to help them launch the new service to the UAE market by working on their website, SEO, social media and Google search and display ad campaigns.

The main objective for Thirty Sleeps was to reach the right target market by using intent-based keywords and phrases incorporated into social content and advertising that target people who were specifically looking for furnished, serviced accommodations for an extended stay compared to the typical tourist.

SCOPE OF WORK

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

