

MONTHLY/WEEKLY REPORT:

Hi,

Please find the digital activities summary report:

TABLE OF CONTENTS:

1. [WEBSITE – \[SEO + BLOGS \]](#)
2. [CREATIVES](#)
3. [CONTENT](#)
4. [ENGAGEMENT](#)
5. [CAMPAIGN – \[MIDDLE EAST & INDIA + OTHERS \]](#)
6. [CAMPAIGN SETTING](#)
7. [LEAD GENERATED](#)
8. [OVERALL ANALYSIS](#)

Website: [https://XXXXXXXX.com/]



WELCOME TO HOTELS AND RESORTS

Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from.

VIEW MORE

Our Properties

VIEW ALL



- Wayamad**
Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from. Request a brochure now!
[VIEW DETAILS](#)
- Willington Island**
Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from. Request a brochure now!
[VIEW DETAILS](#)
- Thekkady**
Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from. Request a brochure now!
[VIEW DETAILS](#)
- Salalah**
Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from. Request a brochure now!
[VIEW DETAILS](#)

Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from. Request a brochure now!

Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from. Request a brochure now!

Our Properties

Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from. Request a brochure now!

Discover the best luxury hotels and resorts in the world. We have a wide range of properties to choose from. Request a brochure now!



GET IN TOUCH WITH US

20% SPECIAL OFFER

Subscribe Our Newsletter

Photo Gallery



FACEBOOK TWITTER INSTAGRAM YOUTUBE

	On-Page Seo	Off-Page SEO	Content Management
➤	<ul style="list-style-type: none"> ➤ Meta descript ➤ SEO Title ➤ Multiple Keywords ➤ Flesch Score improved ➤ Transition applied 	<ul style="list-style-type: none"> ➤ Backlinks created ➤ SERP changed ➤ Online Directory ➤ Portals Updated 	<ul style="list-style-type: none"> ➤ Content updated ➤ 4+1 (Bonus) Blogs (Links updated) <ul style="list-style-type: none"> ○ <u>Fractional Investment</u> ○ <u>Future of Real Estate Investment</u> ○ <u>Latest and Future Gadgets</u> ○ <u>Health Benefits of a Ayurvedic Diet</u> ○ <u>Football – The Underdog?</u>

FACEBOOK/Insta:

Creatives –

12 + 1 Campaign Ad + 1 (Hiring Ad)



Content Overview:

LAST 28 DAYS REPORT

Content overview

Explore noteworthy trends from the content you recently created and shared.

Facebook posts

Facebook stories

Instagram posts

Instagram stories

Reach

Post reach ⓘ

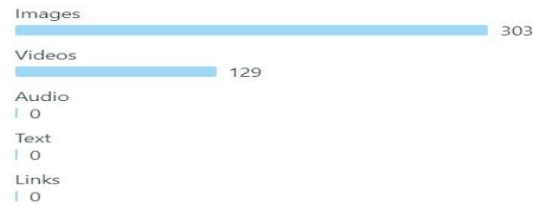
2.8K ↑ 50.7%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



FB Engagement:

Engagement

Post reactions, comments and shares ⓘ

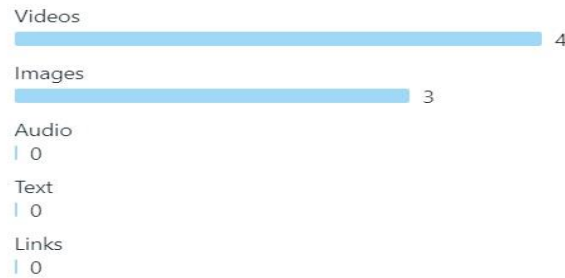
81 ↓ 18.2%

Total from last 90 days vs 90 days prior



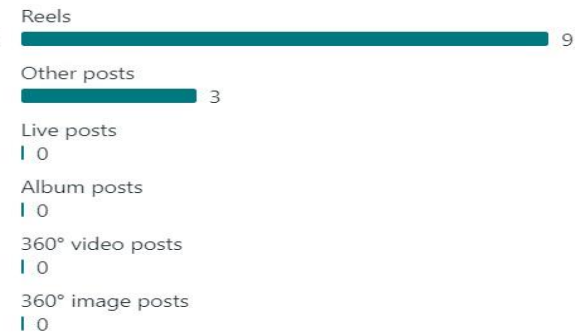
Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days













Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



Published Scheduled Drafts

Post type Filter Clear Search by ID or ca... Last 28 days: Jul 26, 2023 - Aug 22, 2023 Columns

	Title	Date published	Reach ⓘ	Engagements ⓘ	Likes and reactions
<input type="checkbox"/>	 Escape to tranquility at Nucleus ... nucleushotelsandresorts	Boost unavailable	Sat Aug 19, 12:00pm	67 Accounts Center accou...	7 Likes
<input type="checkbox"/>	 Escape to tranquility at Nucleus Pleasan... Nucleus Hotels & Resorts	Boost post	Sat Aug 19, 11:54am	92 Accounts Center accou...	11 Post engagements
<input type="checkbox"/>	 Let's celebrate the spirit of freedom and... nucleushotelsandresorts	Boost post	Mon Aug 14, 11:00...	74 Accounts Center accou...	8 Likes
<input type="checkbox"/>	 Let's celebrate the spirit of freedom and... Nucleus Hotels & Resorts	Boost post	Mon Aug 14, 10:58...	219 Accounts Center accou...	10 Post engagements
<input type="checkbox"/>	 Unparalleled services, ultimate lu... nucleushotelsandresorts	Boost unavailable	Wed Aug 9, 9:59am	68 Accounts Center accou...	6 Likes
<input type="checkbox"/>	 Unparalleled services, ultimate luxury an... Nucleus Hotels & Resorts	Boost post	Wed Aug 9, 9:50am	174 Accounts Center accou...	4 Post engagements
<input type="checkbox"/>	 Happy Friendship Day! Here's to buildin... nucleushotelsandresorts	Boost post	Sun Aug 6, 9:16am	48 Accounts Center accou...	1 Likes
<input type="checkbox"/>	 Happy Friendship Day! Here's to buildin... Nucleus Hotels & Resorts	Boost post	Sun Aug 6, 9:01am	373 Accounts Center accou...	4 Post engagements
<input type="checkbox"/>	 Experience the perfect monsoon ... nucleushotelsandresorts	Boost unavailable	Mon Jul 31, 2:36pm	66 Accounts Center accou...	5 Likes
<input type="checkbox"/>	 Experience the perfect monsoon getawa... Nucleus Hotels & Resorts	Boost post	Mon Jul 31, 2:29pm	111 Accounts Center accou...	4 Post engagements

CAMPAIGN: [MIDDLE EAST & OTHERS]

The screenshot displays the Facebook Ads Manager interface for a campaign named "MIDDLE EAST & OTHERS". The interface is divided into several sections:

- Conversion:** Shows conversion location options: Website, Instant Forms, Messenger, and Instagram. A performance goal of "Maximise number of leads" is selected.
- Budget & schedule:** Displays a daily budget of AED 125.00 and an estimated daily leads graph. The graph shows a steady increase in leads over time, reaching approximately 19 leads per day.
- Audience:** Shows targeting options including Age (23-65+), Gender (Men), and Languages (All languages). Custom Audiences and Exclusions are also visible.
- Campaign details:** Shows the buying type as "Auction" and the campaign objective as "Leads".

SUMMARY:

- ◆ Event xxxjxjx;xxxxopxox;xxkxkxkxkxkxkxkxkx
- ◆ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ◆ Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.

◆ CAMPAIGN: [INDIA:]



Campaign name
ISS_Acq_25_Lakhs_India [Create Template](#)

Audience
Define who you want to see your ads. [Learn more](#)

[Create new audience](#) Use saved audience ▾

Custom Audiences [Create new](#) ▾
Search existing audiences

*** Locations**
Location:
• In: (+40
kn ine
(+ xxxxxx .m)
R& ngal;
In: m)
Ut

Age
23 - 65+

Detailed targeting
People who match:
• Ir xury,
R Wife,
T s
• B uent
ir
• E vy
• J

And must also match:
• Interests: Malayalam

Exclude:
• Off

Languages
All languages

Audience definition
Your audience is defined.
Specific Broad
Estimated audience size: 3,900,000 - 4,600,000 ⓘ
Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results
Reach ⓘ
17K-50K
Leads ⓘ
34-97
The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data.

SUMMARY:

- ◆ Event xxxjxjx;xxxxopxox;xxkxkxkxkxkxkxkxkx
- ◆ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ◆ Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.

CAMPAIGN SETTING:

Ad setup

Create Ad

Format

Choose how you'd like to structure your ad.

Single image or video
One image or video, or a slideshow with multiple images

Carousel
Two or more scrollable images or videos

Instant Experience option has moved

You can now add an Instant Experience for your ad in the new Destination section below.

Multi-advertiser ads
Enabling this may increase your ad's exposure to people in a shopping mindset by allowing this ad to appear alongside ads from multiple businesses. [Learn more](#)

Ad creative [See recommendations](#)

Select the media, text and destination for your ad. You can also customise your media and text for each placement. [Learn more](#)

Carousel cards

3 of 10 cards added

Invest In
Enter description and URL

Headline [Apply to all cards](#)

Invest In

Description

Primary text

Enter another option for primary text

Call to action

Get Quote

SUMMARY:

- ◆ Event xxxjxjx;xxxxopxox;xxkxkxkxxkxxkxkxxx
- ◆ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ◆ Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.

LEAD GENERATED:

The screenshot shows a 'Leads center' interface with a table of leads. The table has the following columns: Date added, Name, Reminder, Source, Channel, Stage, and Assigned to. The first lead is Mohammed Shariq, dated Jul 1, with an Organic source from Instagram, in the Raw stage, assigned to Louie Terence. Other leads are dated May 30 and June 20, with Paid sources (Email) and are in the Raw stage, assigned to Unassigned.

Date added	Name	Reminder	Source	Channel	Stage	Assigned to
Jul 1	Mohammed Shariq		Organic	Instagram	Raw	Louie Terence
Jun 20	jacob mathew		Paid	Email	Raw	Unassigned
May 30	Anoop Peter		Paid	Email	Raw	Unassigned
May 30	Raneesh reni		Paid	Email	Raw	Unassigned
May 30	jithin krishna		Paid	Email	Raw	Unassigned
May 30	Jino Joy		Paid	Email	Raw	Unassigned
May 30	rashh_m1		Paid	Email	Raw	Unassigned
May 30	Antony Aron Vivera		Paid	Email	Raw	Unassigned

Overall Analysis

Spends	Clicks	CPC	Leads	CPL
215,178.16	16,358	13.15	427	503.93

WhatsApp Campaigns

Spends	Clicks	CPC	Messaging Conversions	CPR
8,511.17	2,003	4.25	166	51.27

- Total Campaigns: 12
- Total Amount Spend Including Hiring Campaigns: 225,739.51
