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Luxury Hotel Industry, L.I.K.E. Hospitality Consulting Conducted An Independent

Study, To Demonstrate The Potential That ... @ Facebook Is The Top Scorer For Social Media Presence. Apr 3th, 2024

Digital Impact Of Luxury Brands In The GCC

• Official Social Media Accounts Of Each Brand (Facebook, Instagram, Twitter) Each Luxury Category (Fashion, Jewelry And Watches) Has Been Analyzed Separately For Online Press And Social Media Using The Following Benchmarks: • Share Of Voice (volume Of Mentions) • PR Growth (Q1 2017 Vs. Q1 2018) • Top Sources (social And Editorial) Feb 1th, 2024

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