



Social Media Case Study

17 Oct-24 Oct



About Hero Women's Indian Open

The Hero Women's Indian Open, now in its 13th year, is the ultimate proof of the rapid strides made by Women's Professional Golf in India. It attracts the very best of talent from across the globe with the majority of players coming from Europe and Asia.



What was their AIM?

Their aim was to get 1 million views for the daily updates of the event on their social media platform in just 1 week.



What we delivered?

**1.6 Million
views and a lot of engagement!**



Social Media Posts:

herowomensindianopen

Hero
Hero WOMEN'S INDIAN OPEN 2022
Presenting Sponsor
DLFA

SKILLS CHALLENGE
Europe Vs Rest of the World
DLF GOLF AND COUNTRY CLUB

Venue: 18th Green | 4-5 pm | Tuesday, 18 October 2022

Team Europe
Christine Wolf
Meghan MacLaren
Ann Van Dam
Camille Chevalier

Team Rest of the World
Tvesa Malik
Diksha Dagar
Pranavi Urs
Maha Haddioui

BE THERE TO WATCH THE ACTION!



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Hero

THE CHAMPIONS ARE BACK

Hero WOMEN'S INDIAN OPEN 2022
Presenting Sponsor
DLFA

20-23 OCTOBER 2022 | DLF GOLF AND COUNTRY CLUB

Official Sponsor
Grant Thornton

EVERISE | CLIX | parsons | HYUNDAI | Sebastian | REX |



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Hero
Hero WOMEN'S INDIAN OPEN 2022

HWIO22 WINNER

DLF GOLF AND COUNTRY CLUB



herowomensindianopen

Hero

Hero WOMEN'S INDIAN OPEN 2022
Presenting Sponsor
DLFA

GOLF CLINIC
by the 2011 Hero Women's Indian Open Champion

DLF GOLF ACADEMY
FRIDAY, 21 OCTOBER 2022
4-5 PM

ENTRY FREE



Social Media Report

September 2022- December 2022

Instagram

Followers:

1,431 (+1.6k%)

Accounts Reached:

**16,00,000
(+436%)**

Accounts Engaged:

79,500 (+1.2k)

Impressions:

**2,545,939
(+413.6%)**

Profile Visits:

13,517 (+1.5k)

Facebook

Page Followers:

6,000 (+10.8k%)

Account Reached:

**425,055
(+68.3%)**

Profile Visits:

1,238 (+605.3%)

