

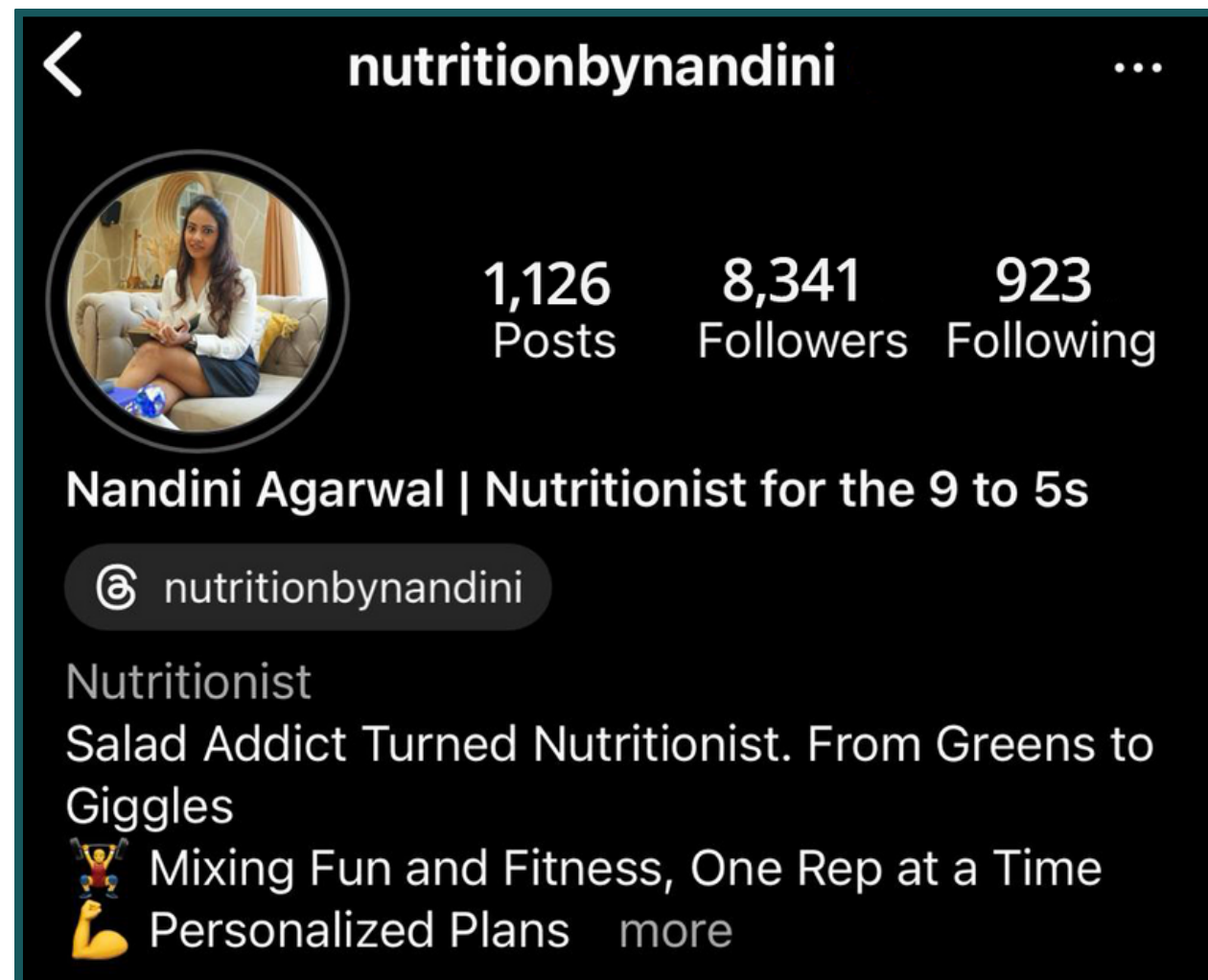
Case Study

Growth of a Personal Brand

- ⊕ From 8.4k to 80.3k
- ⊕ Engagement Rate 0.2% to 2.07%
- ⊕ Creation of sales funnel
WhatsApp community of 500+ members

Category

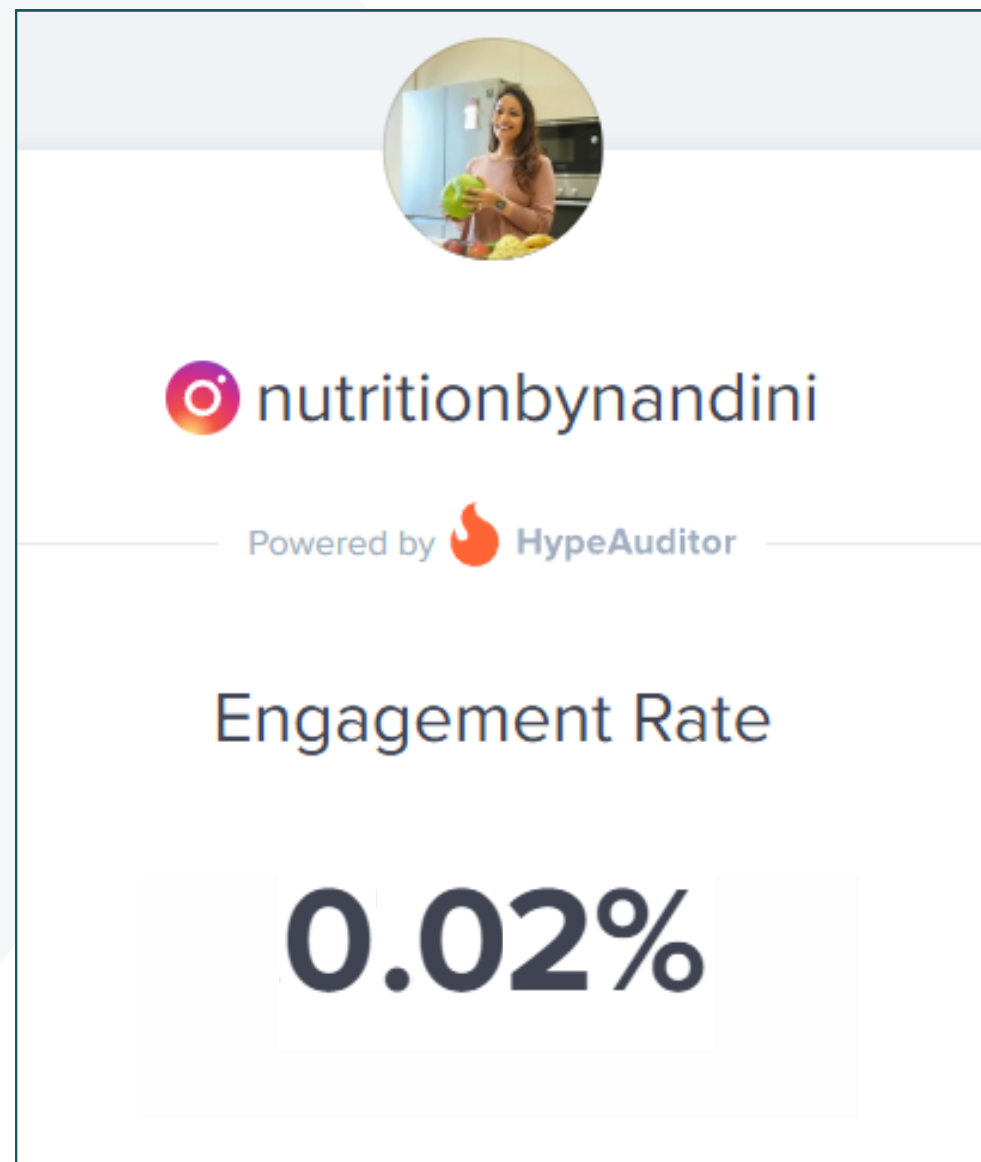
Personal Brand | Dietician



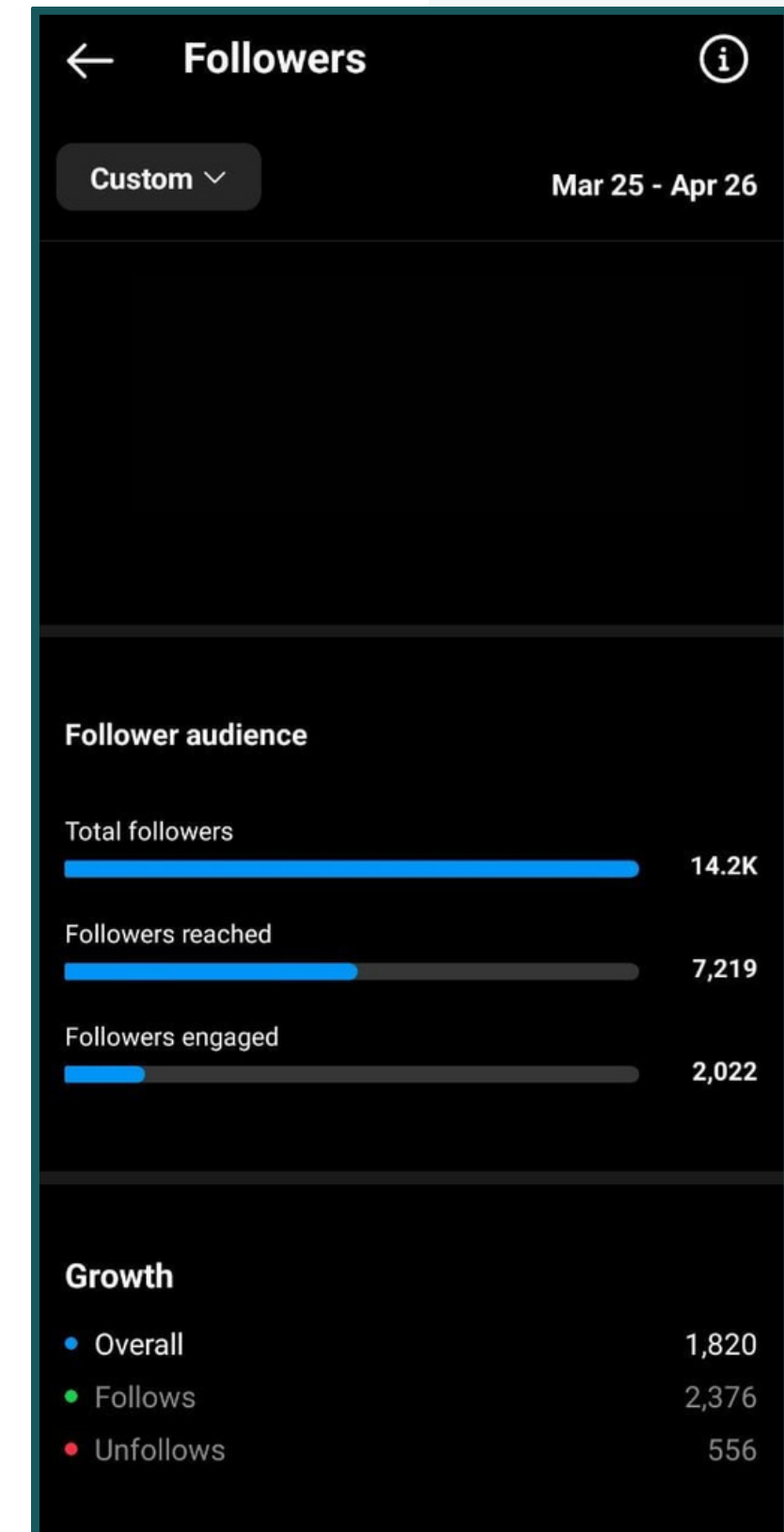
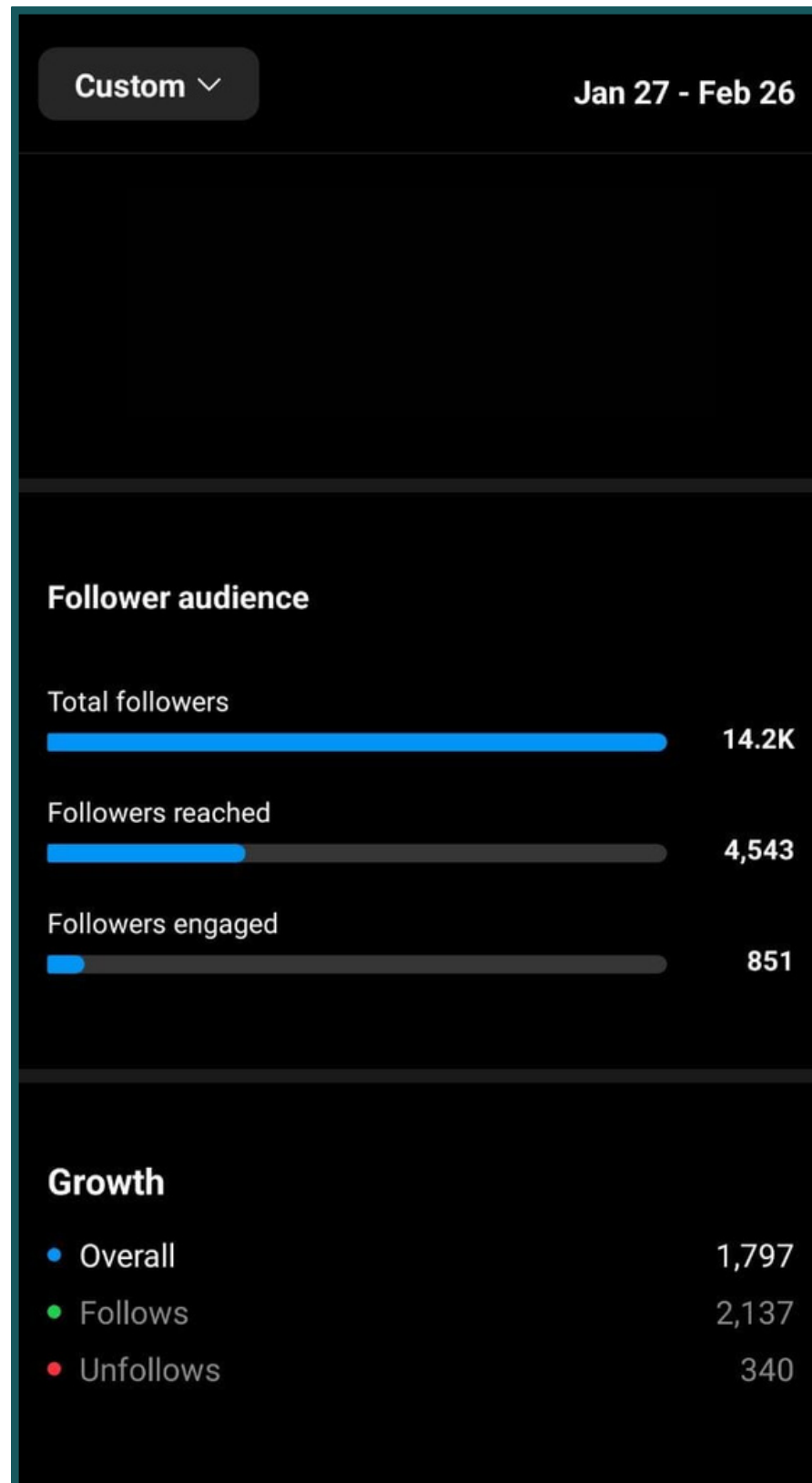
8,341 followers to 80.3k followers
From November '23 to March '24

Engagement Rate

From 0.2% to 2.07%

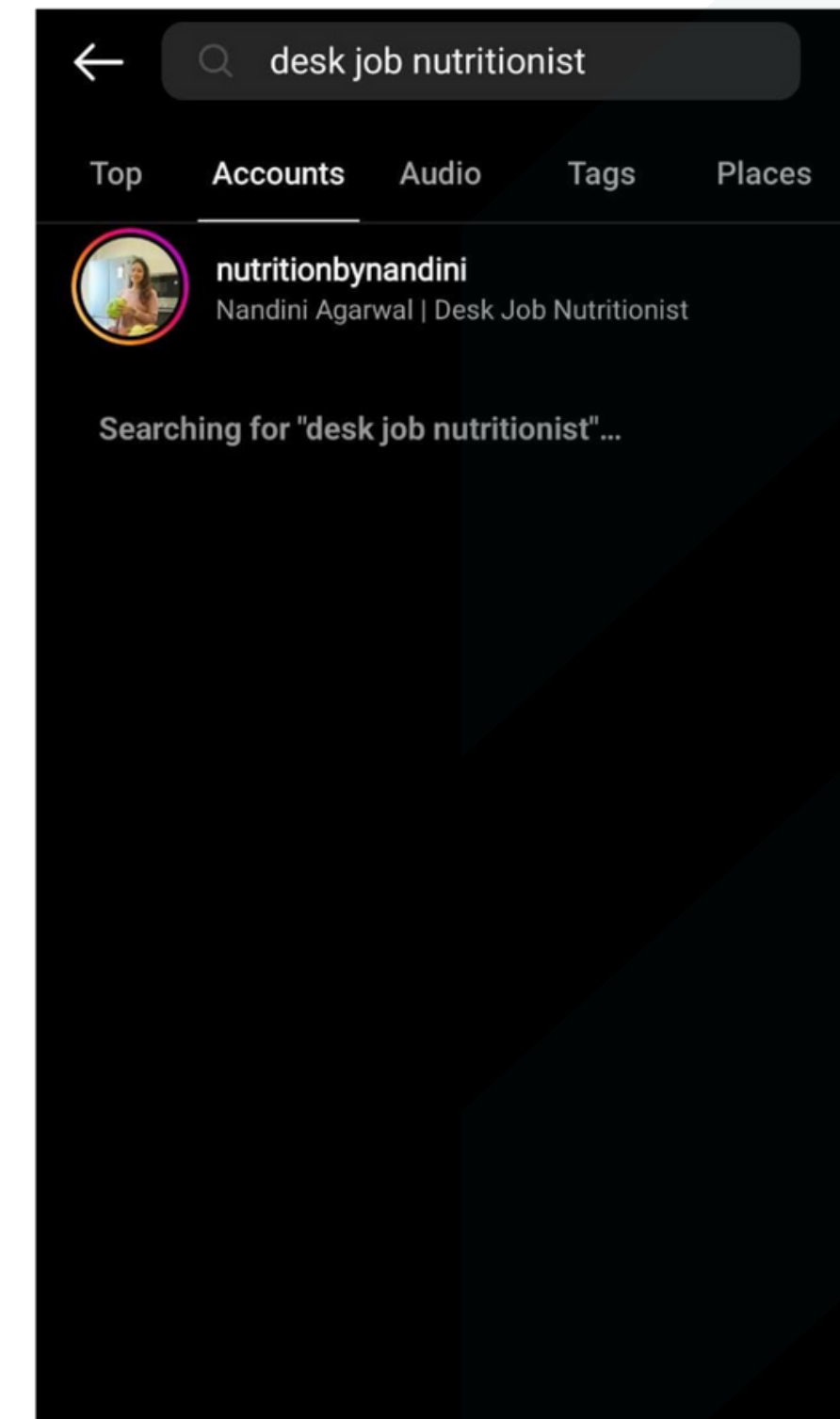
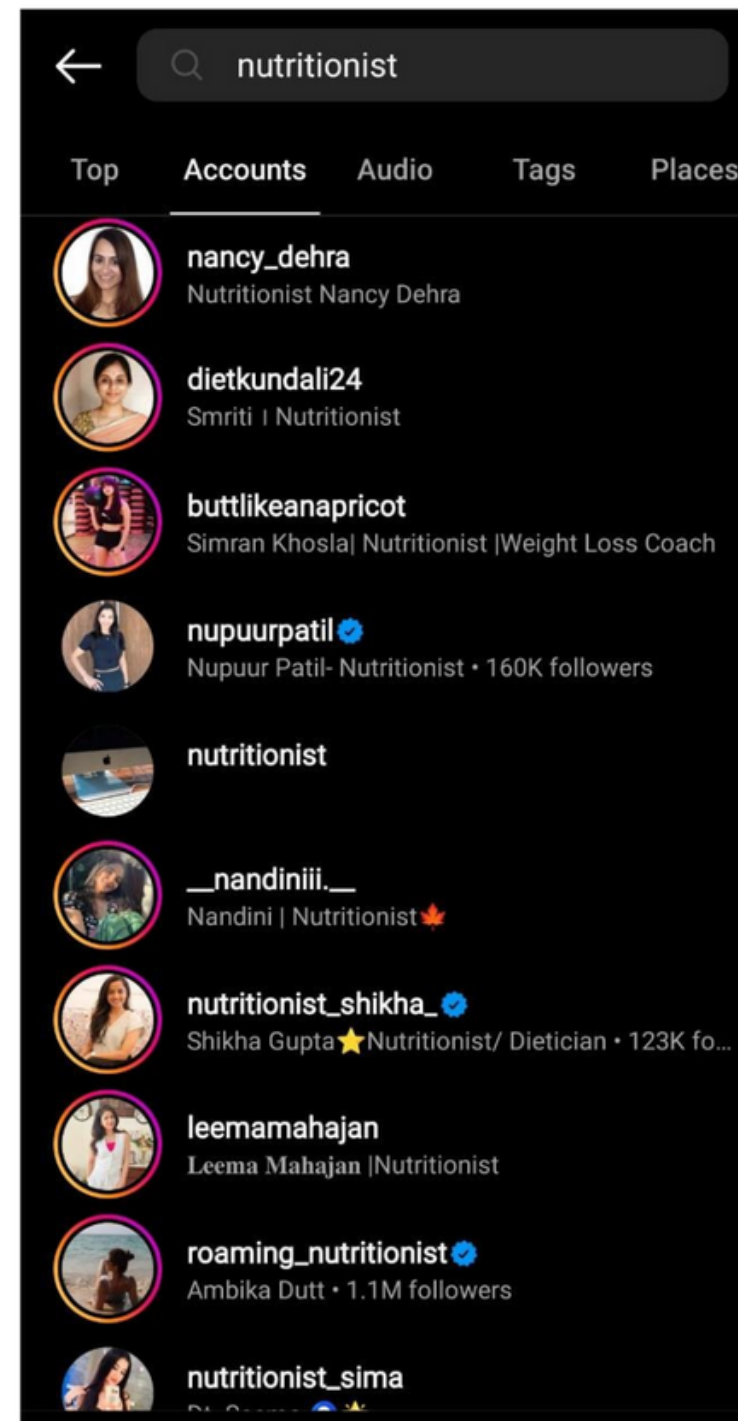


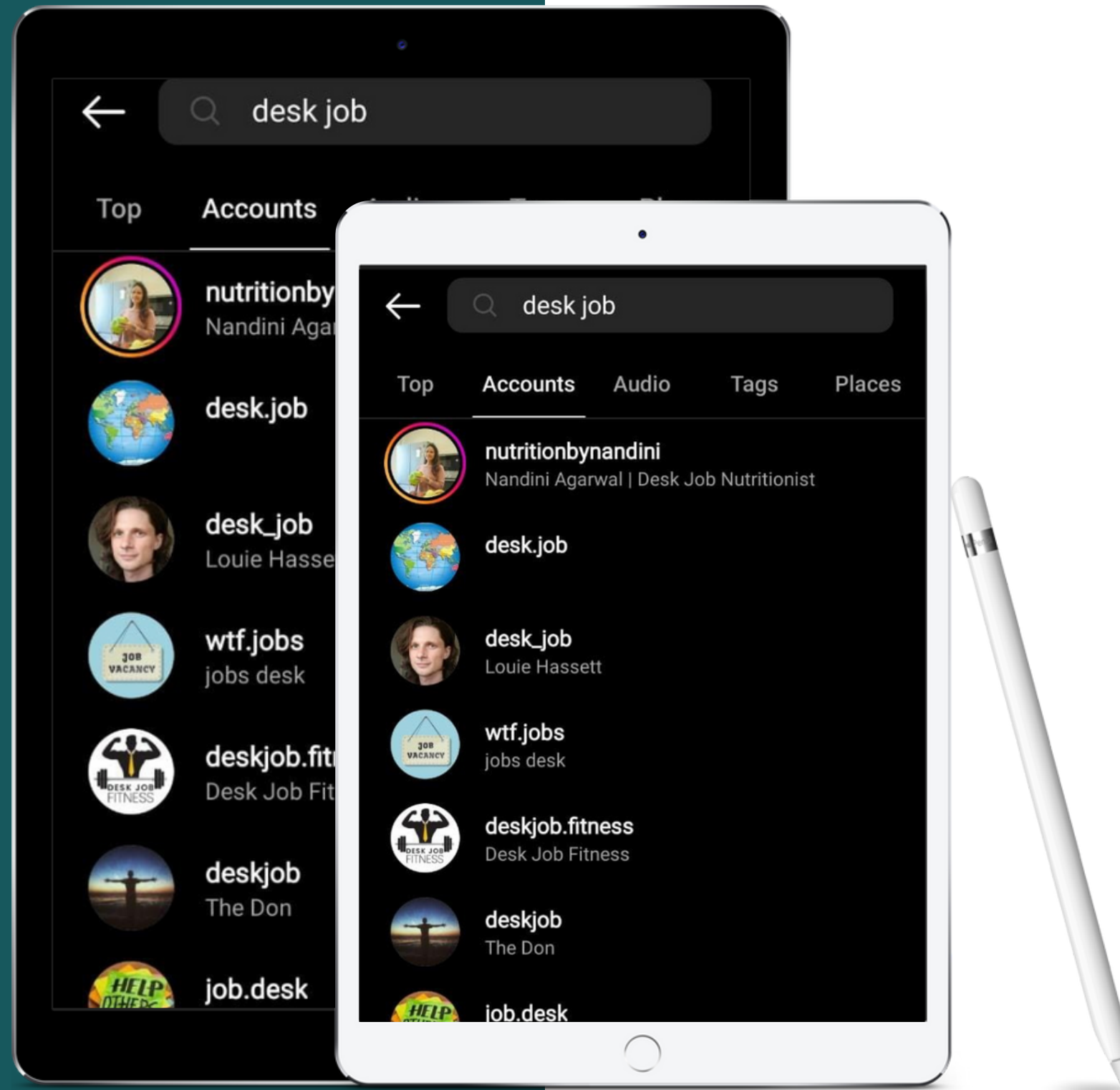
Growth of Followers



Defining Niche

From a Nutritionist to Job Nutritionist. Surpassing 80,000+ Nutritionists on Instagram and becoming the only one with the unique title in the world. From being in the list of top 100 nutritionists in India with a very big market size and high competition to becoming the 1st Desk Job Nutritionist leading with no competition in the entire world till date.



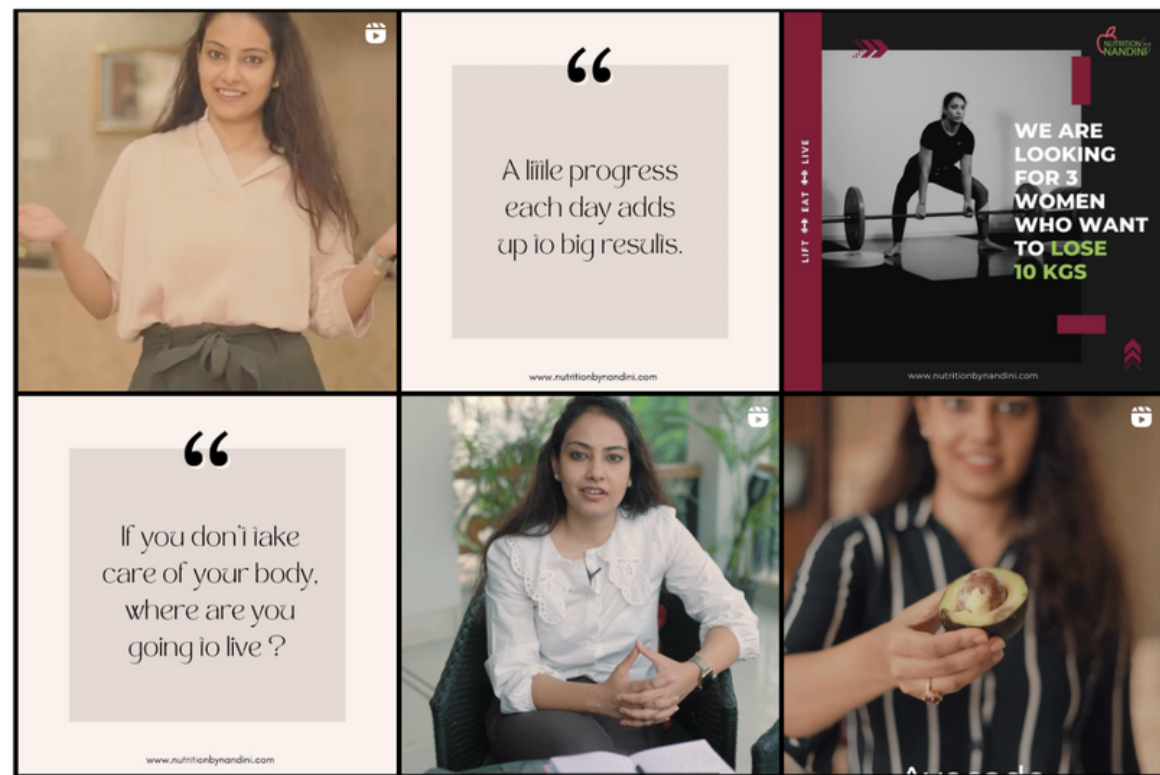


**Still 1st in
the world.**



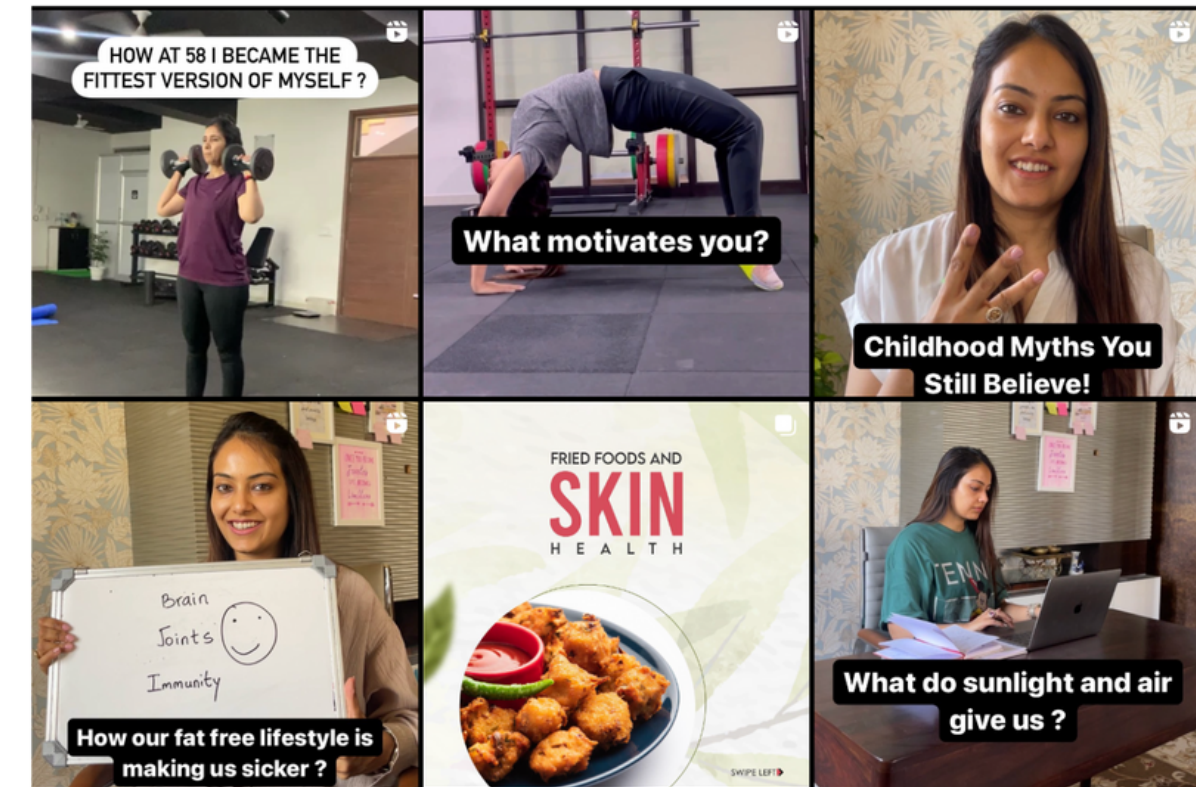
Transformation of Content

Old Content



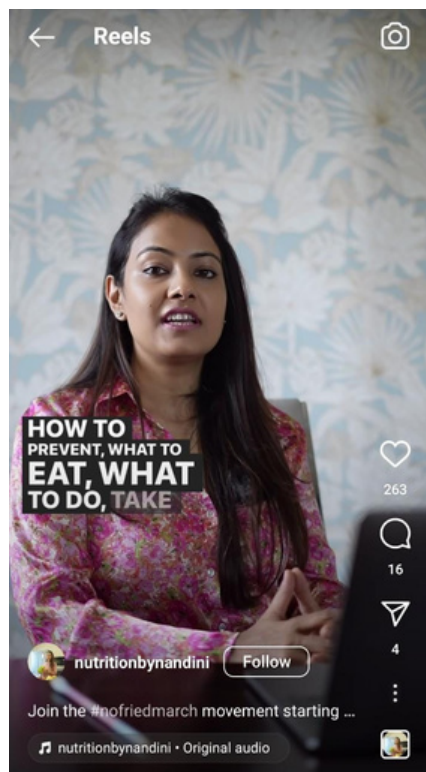
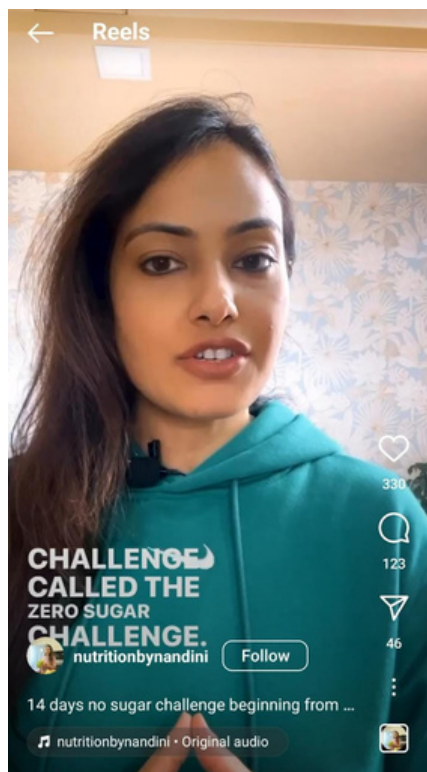
- ⊗ Quotes
- ⊗ Content without strategy

New Content



- ✓ Value oriented Content
- ✓ Instagram oriented Content
- ✓ Meaningful hacks & tips

WhatsApp Community Building

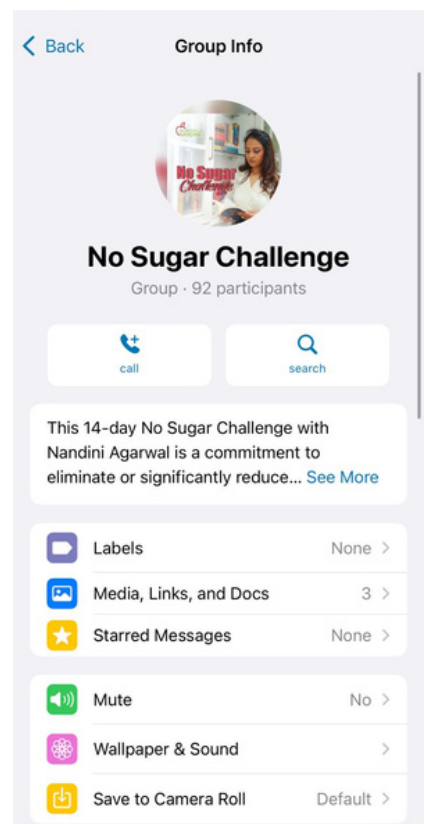
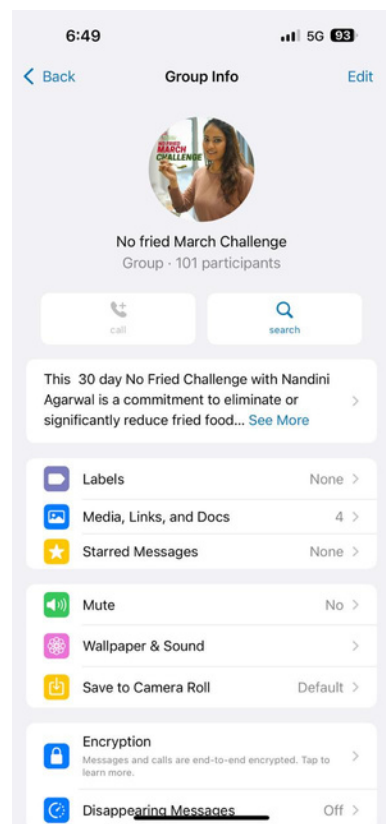


WhatsApp Ad insights for the 'No Sugar Challenge' ad. The table shows performance metrics for the ad.

Ad insights	
Overview ⓘ	
Reach	63,672
Reel interactions	1,530
Ad goal	
Profile visits	1,274
From latest ad	
Reach ⓘ	
	63,672
Accounts Center accounts reached 61% from latest ad	
Plays	79,997
Reel interactions ⓘ	
	1,530
Likes	1,102
Saves	241

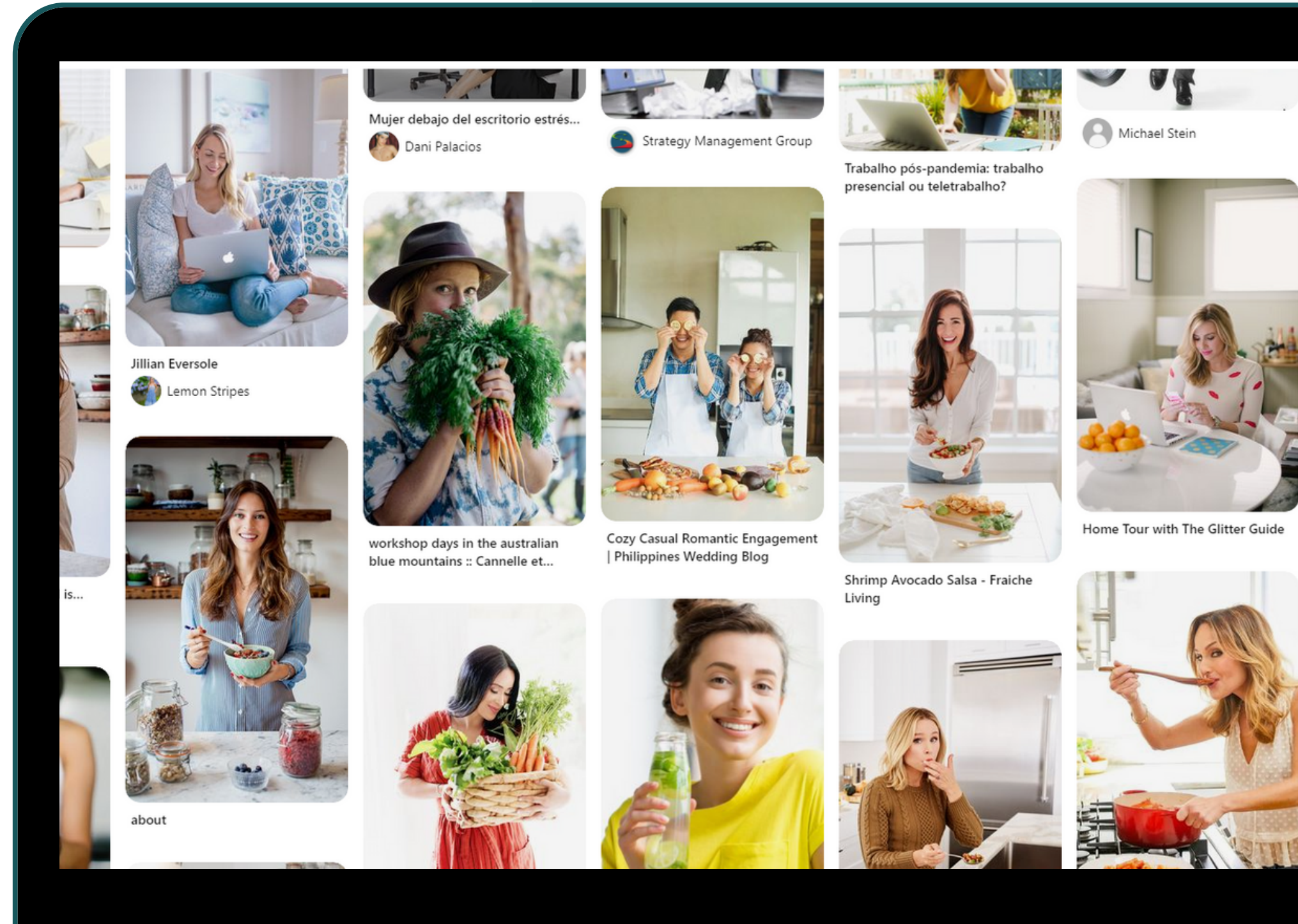
WhatsApp Ad insights for the 'No Fried March Challenge' ad. The table shows performance metrics for the ad.

Ad insights	
Overview ⓘ	
Reach	64,440
Reel interactions	2,161
Ad goal	
Profile visits	1,171
From latest ad	
Reach ⓘ	
	64,440
Accounts Center accounts reached 73% from latest ad	
Plays	78,510
Reel interactions ⓘ	
	2,161
Likes	1,366



Portfolio Shoot Planning

Planned in alignment with reference of Pinterest Board



Portfolio Shoot Execution



Reel Virality

Get the best out of rest

