

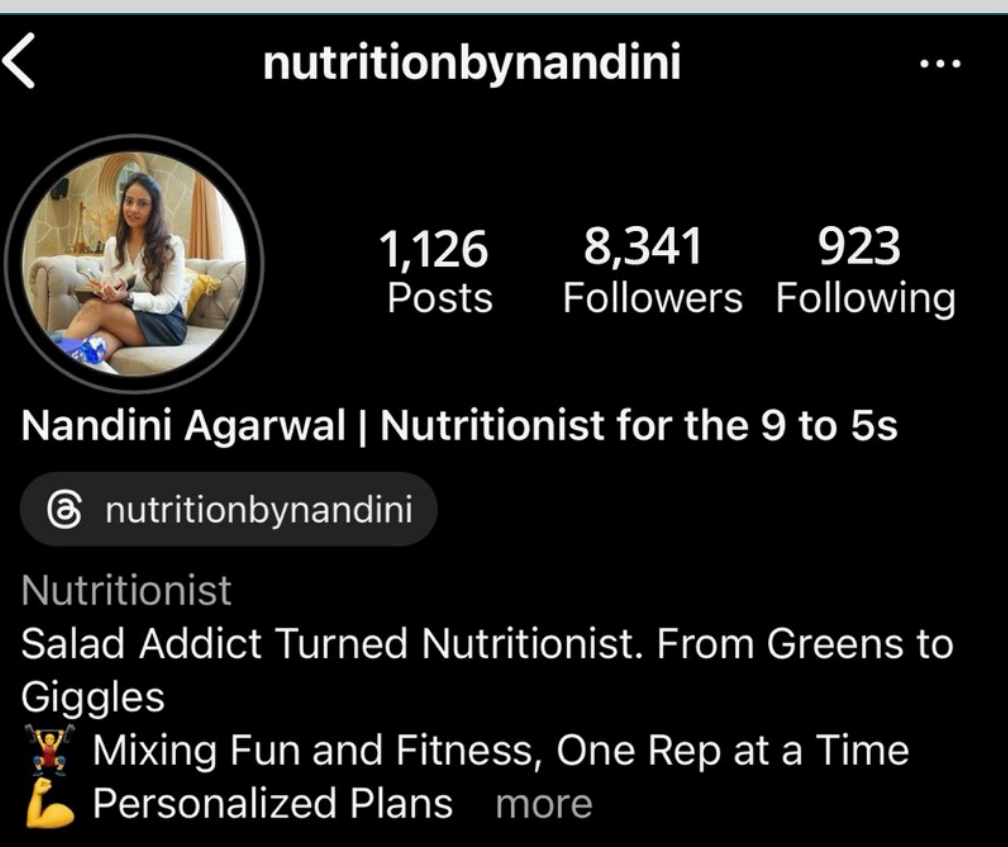
GROWTH OF A PERSONAL BRAND

- ⊕ From 8.4k to 94.1k
- ⊕ Engagement Rate 0.2% to 2.07%
- ⊕ Creation of sales funnel
WhatsApp community of
500+ members



01 CATEGORY

Personal Brand | Dietician

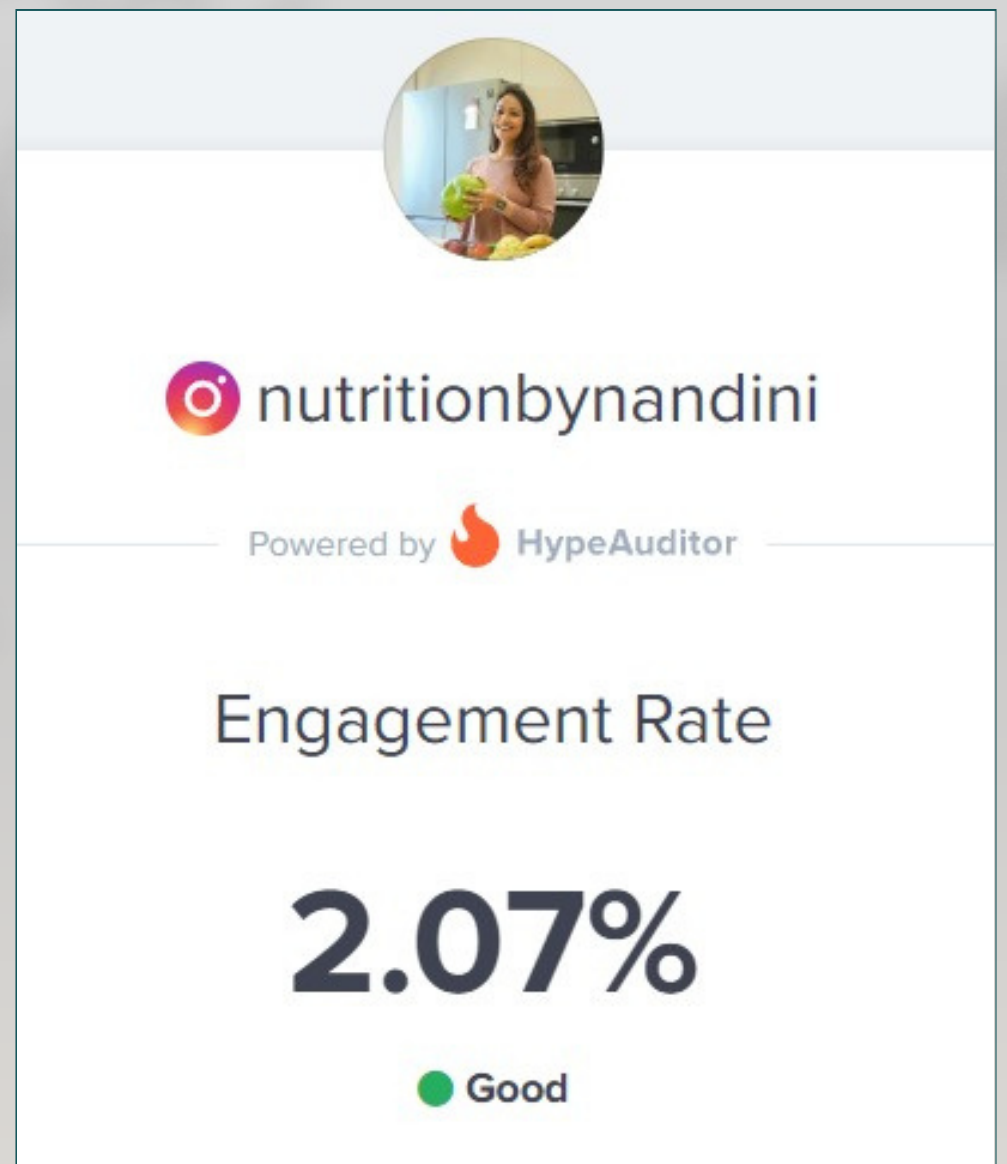
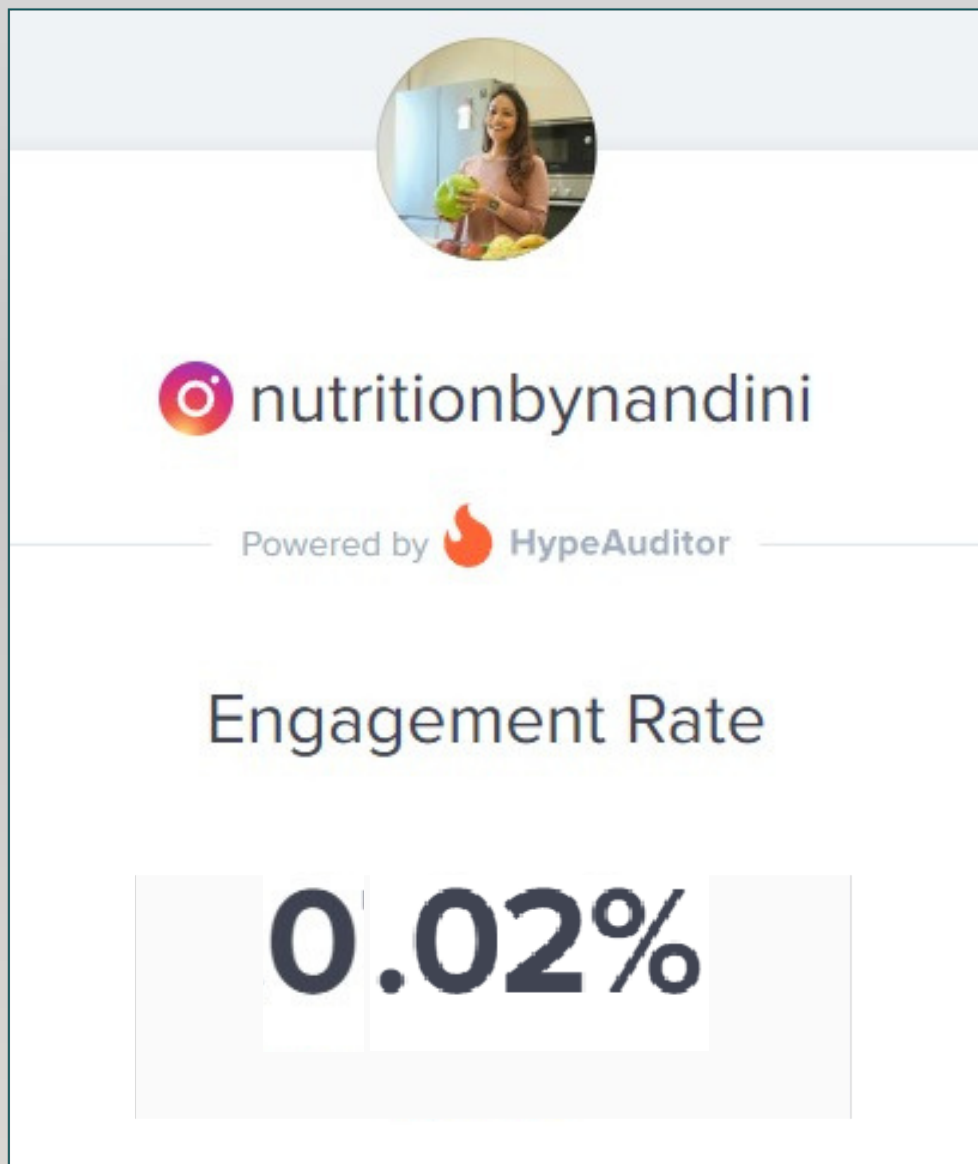


8,341 followers to 94.1k followers
From November '22 to March '24

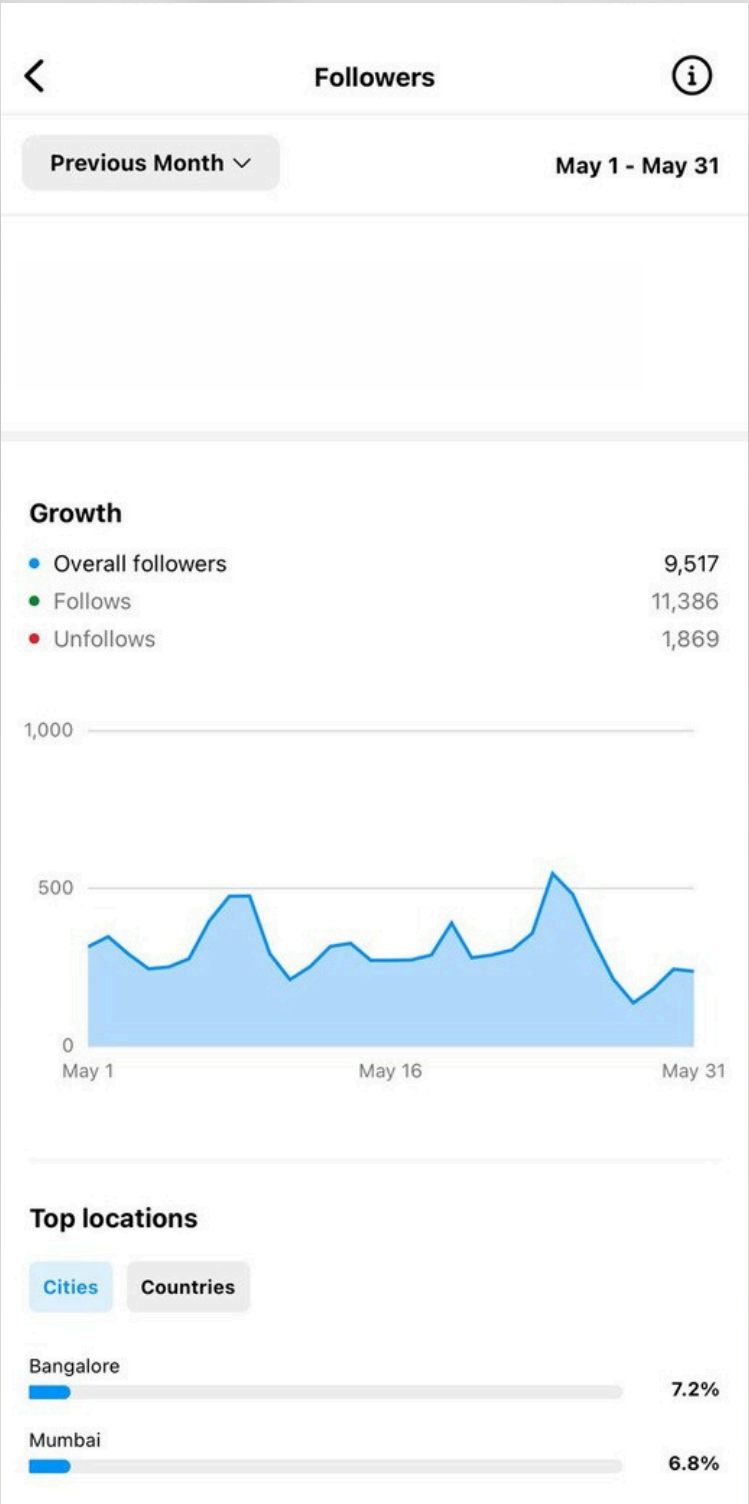
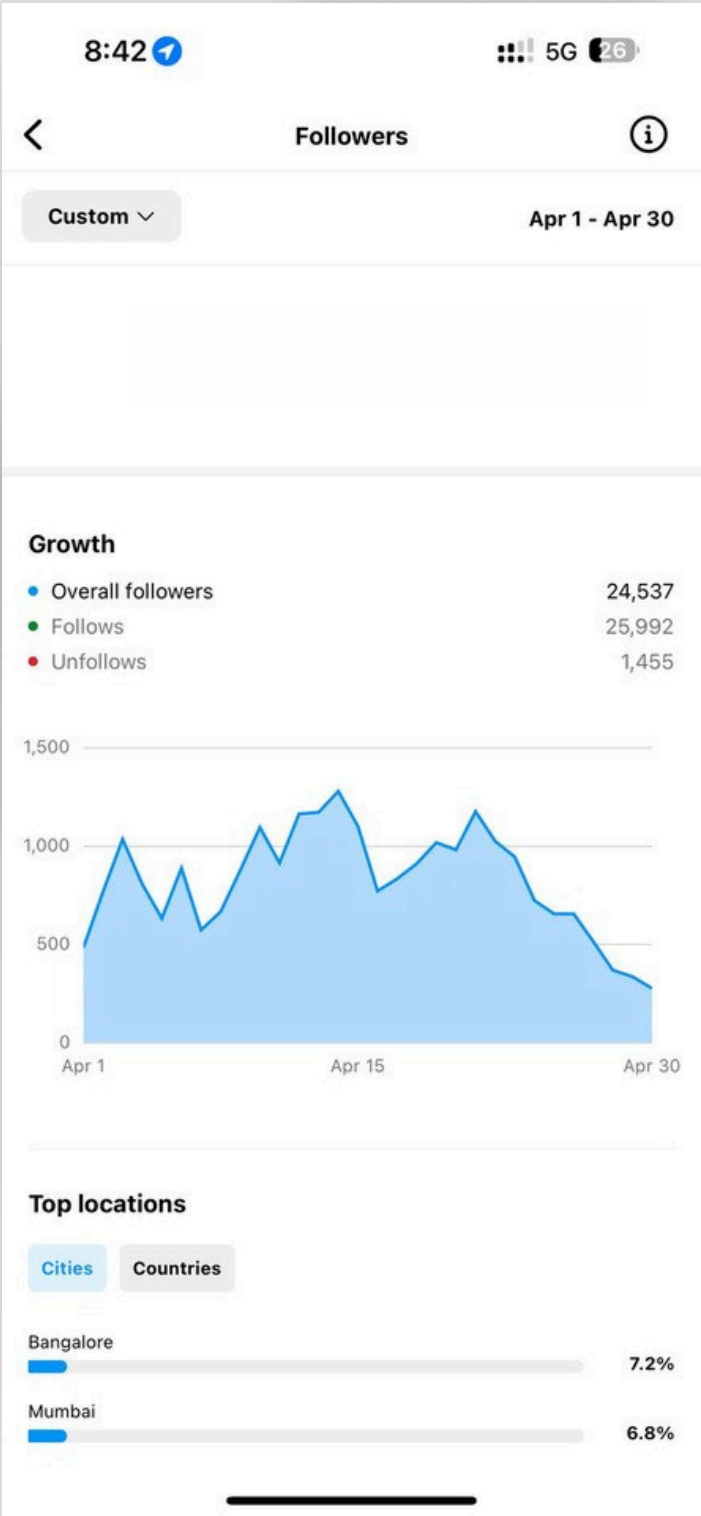
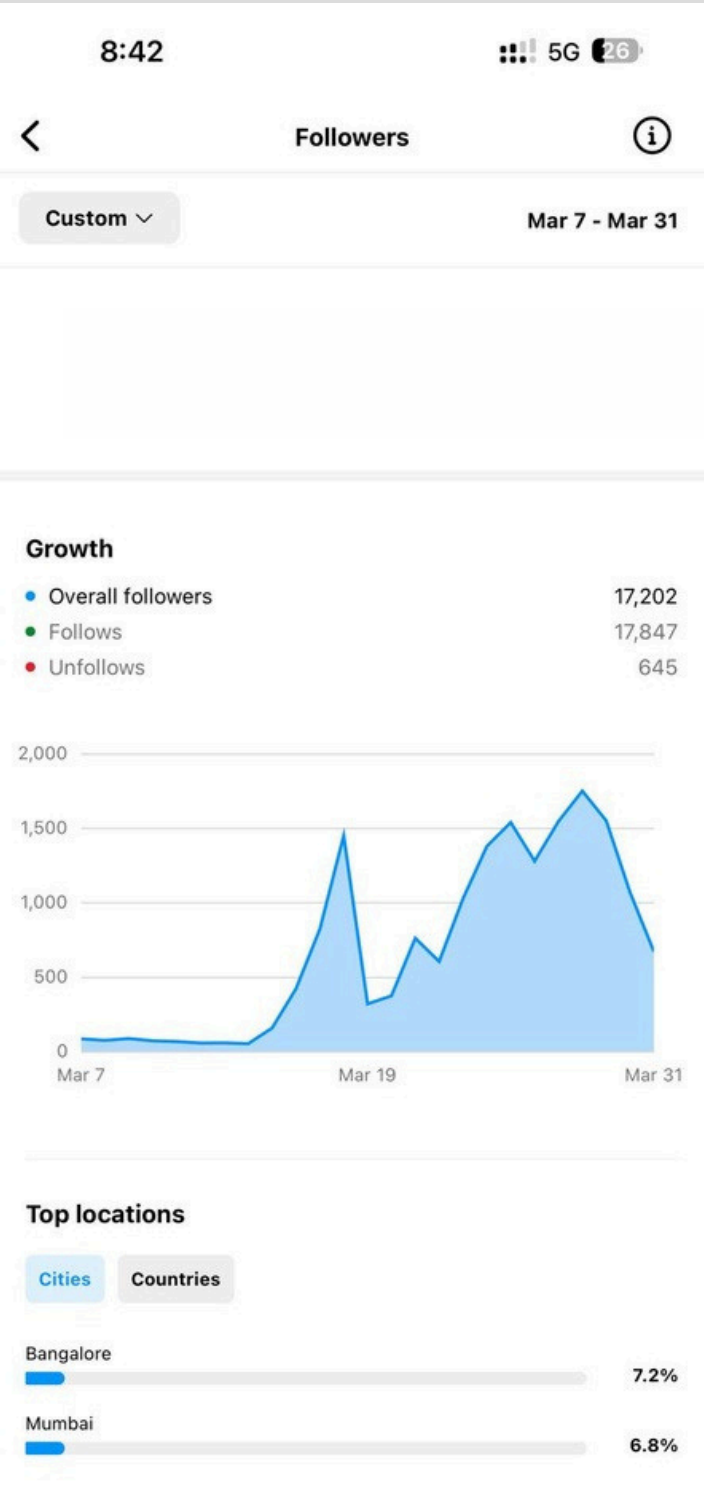


02 ENGAGEMENT RATE

From 0.2% to 2.07%



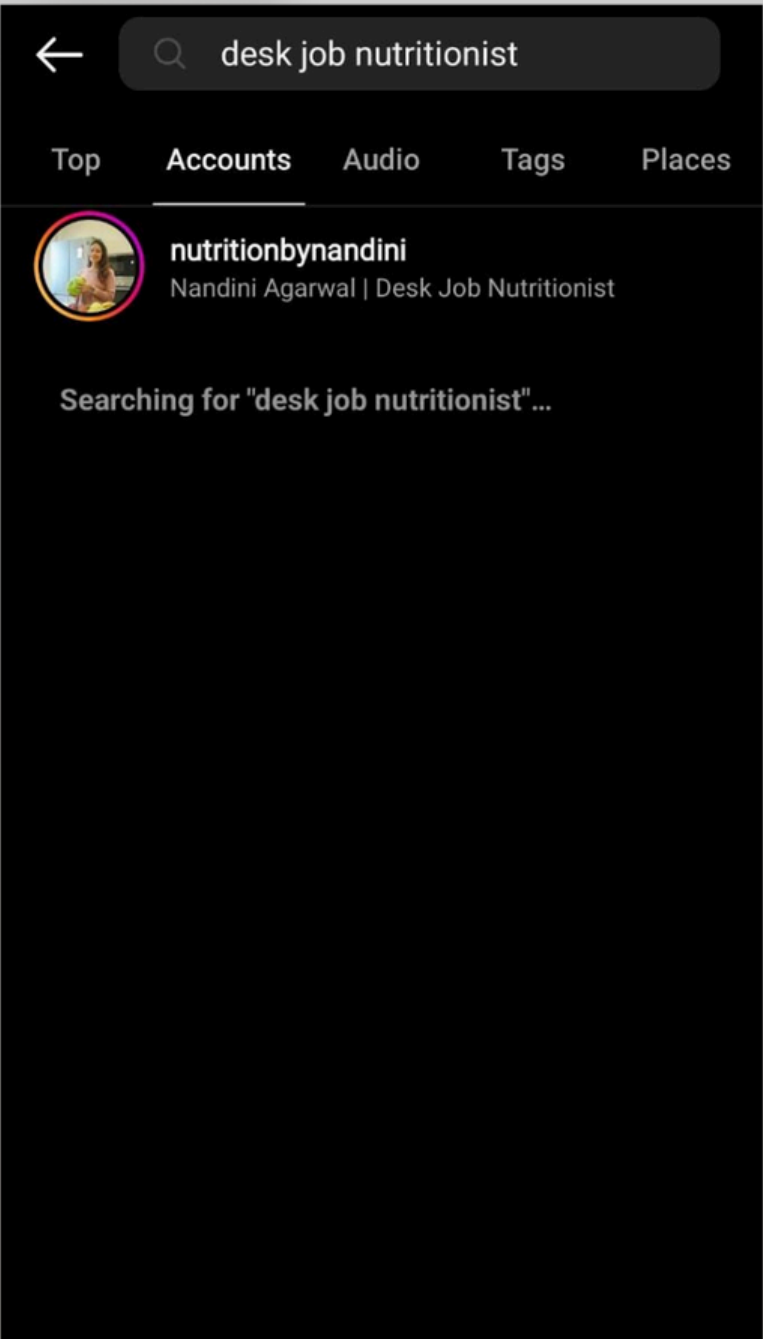
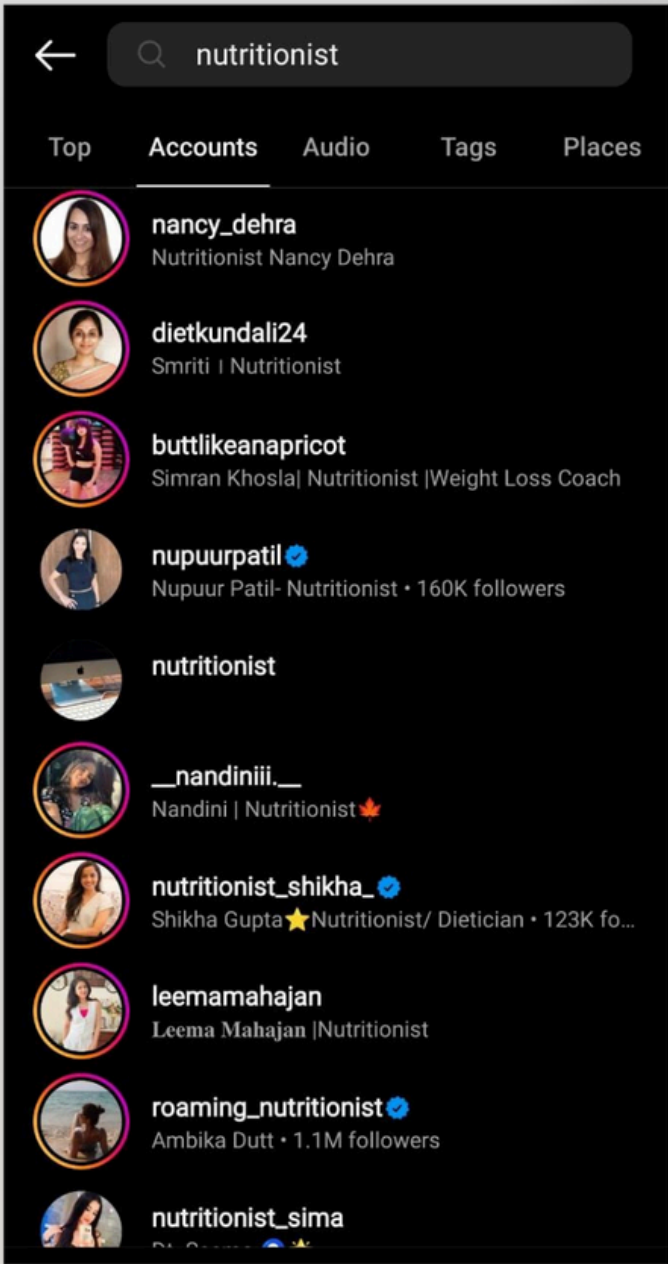
03 GROWTH OF FOLLOWERS



04

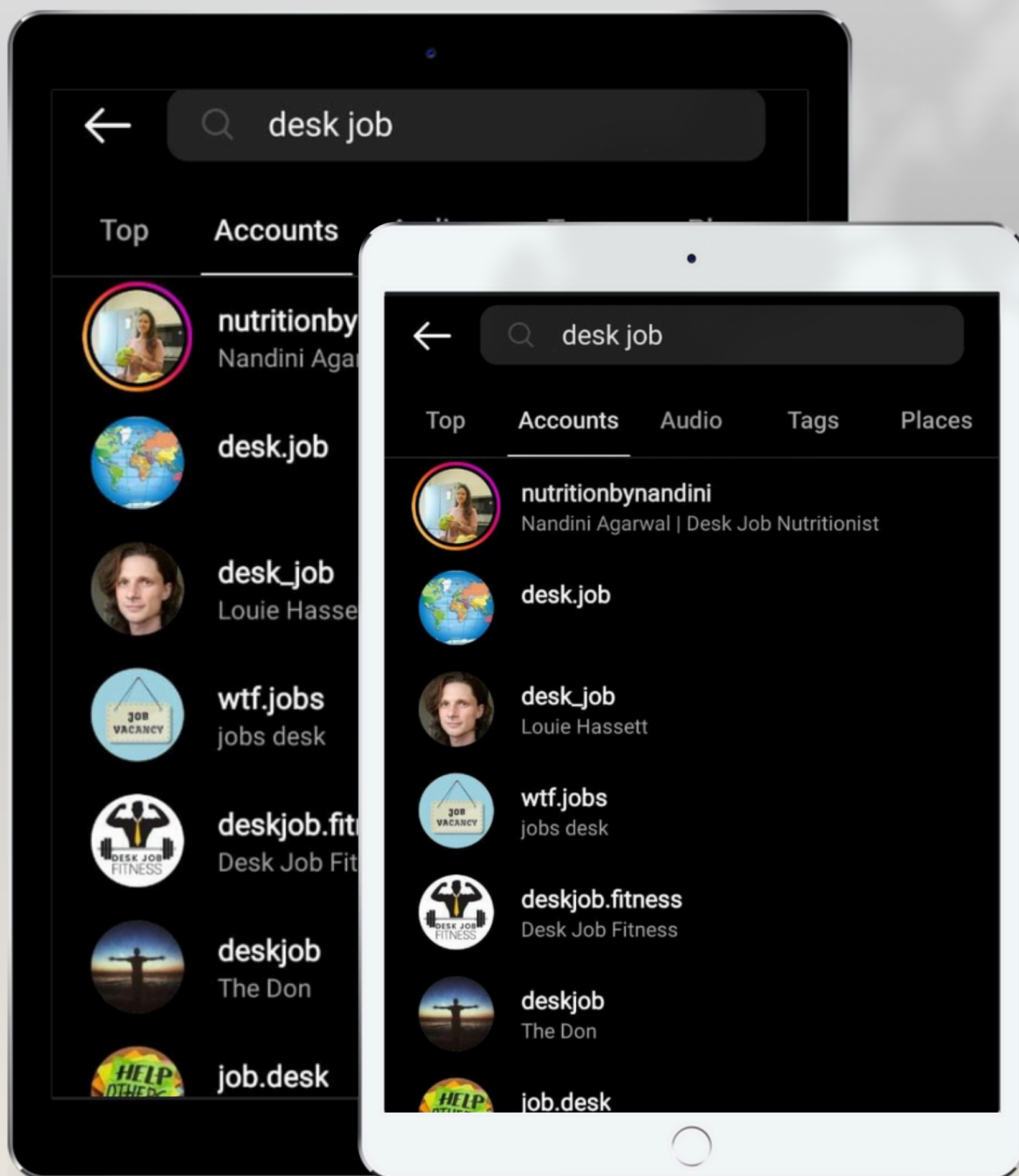
DEFINING NICHE

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.



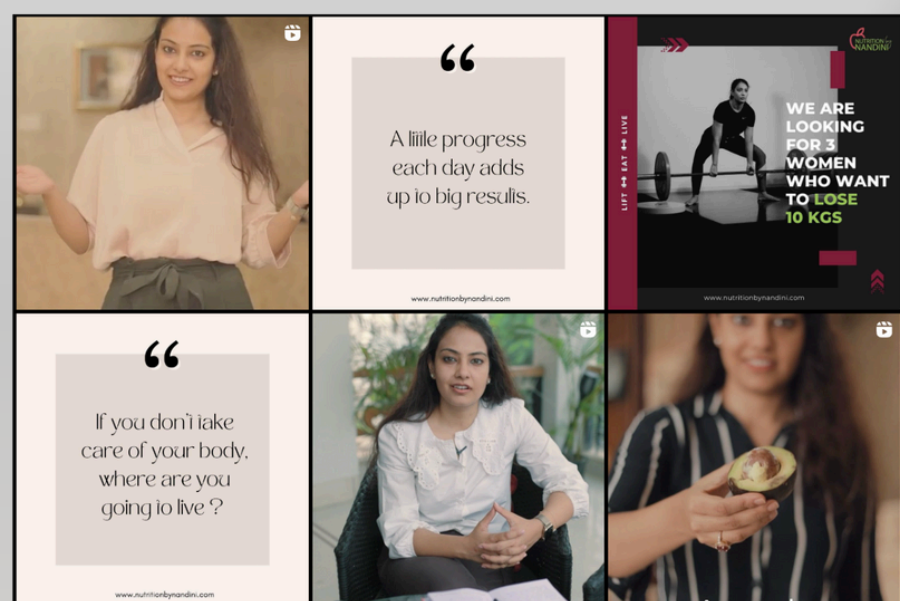
05

STILL 1ST IN THE WORLD.



06 TRANSFORMATION OF CONTENT

Old Content



- ⊗ Quotes
- ⊗ Content without strategy

New Content

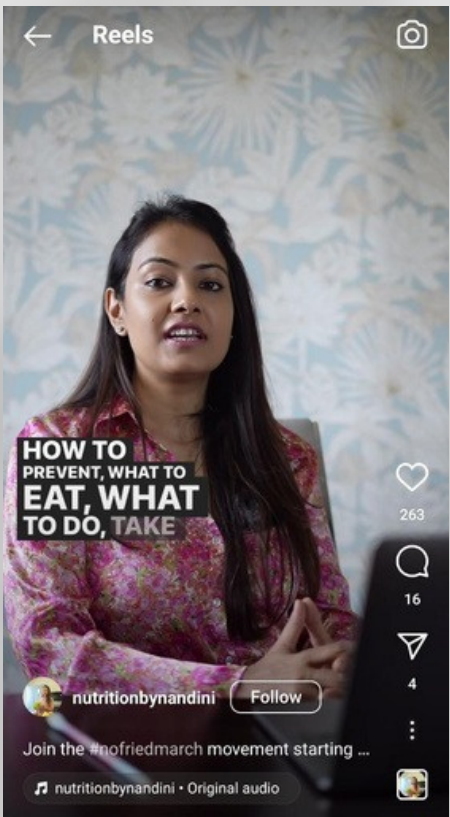
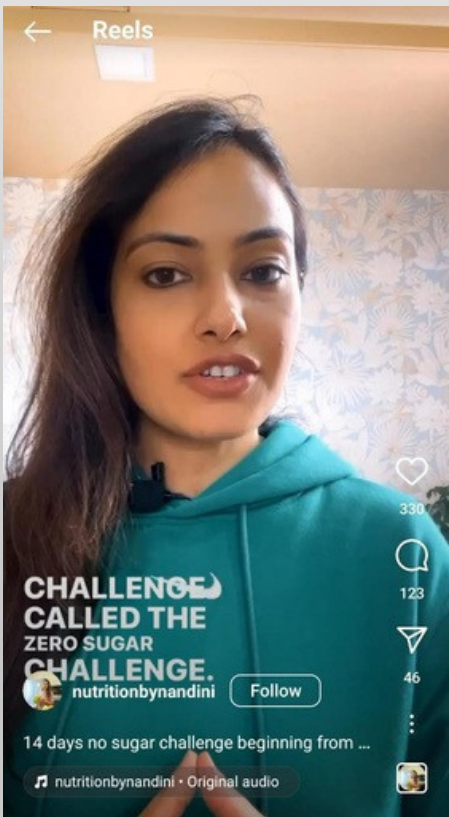


- ⊙ Value oriented Content
- ⊙ Instagram oriented Content
- ⊙ Meaningful hacks & tips



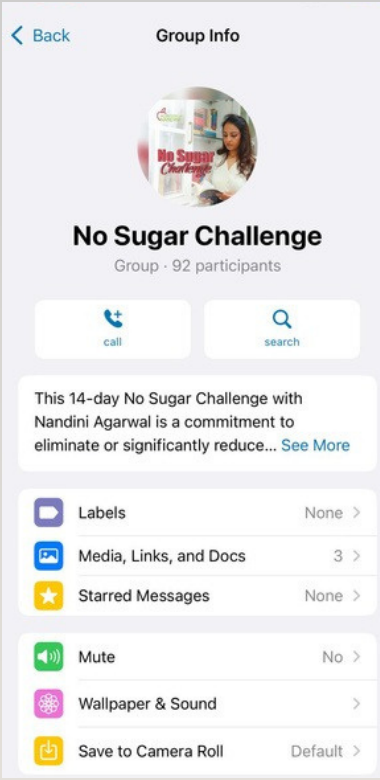
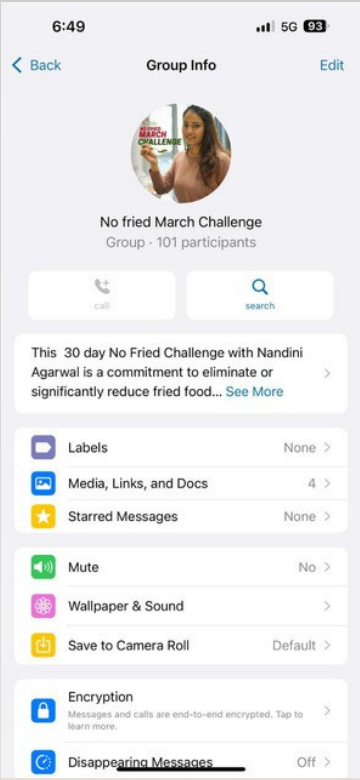
07

WHATSAPP COMMUNITY BUILDING



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

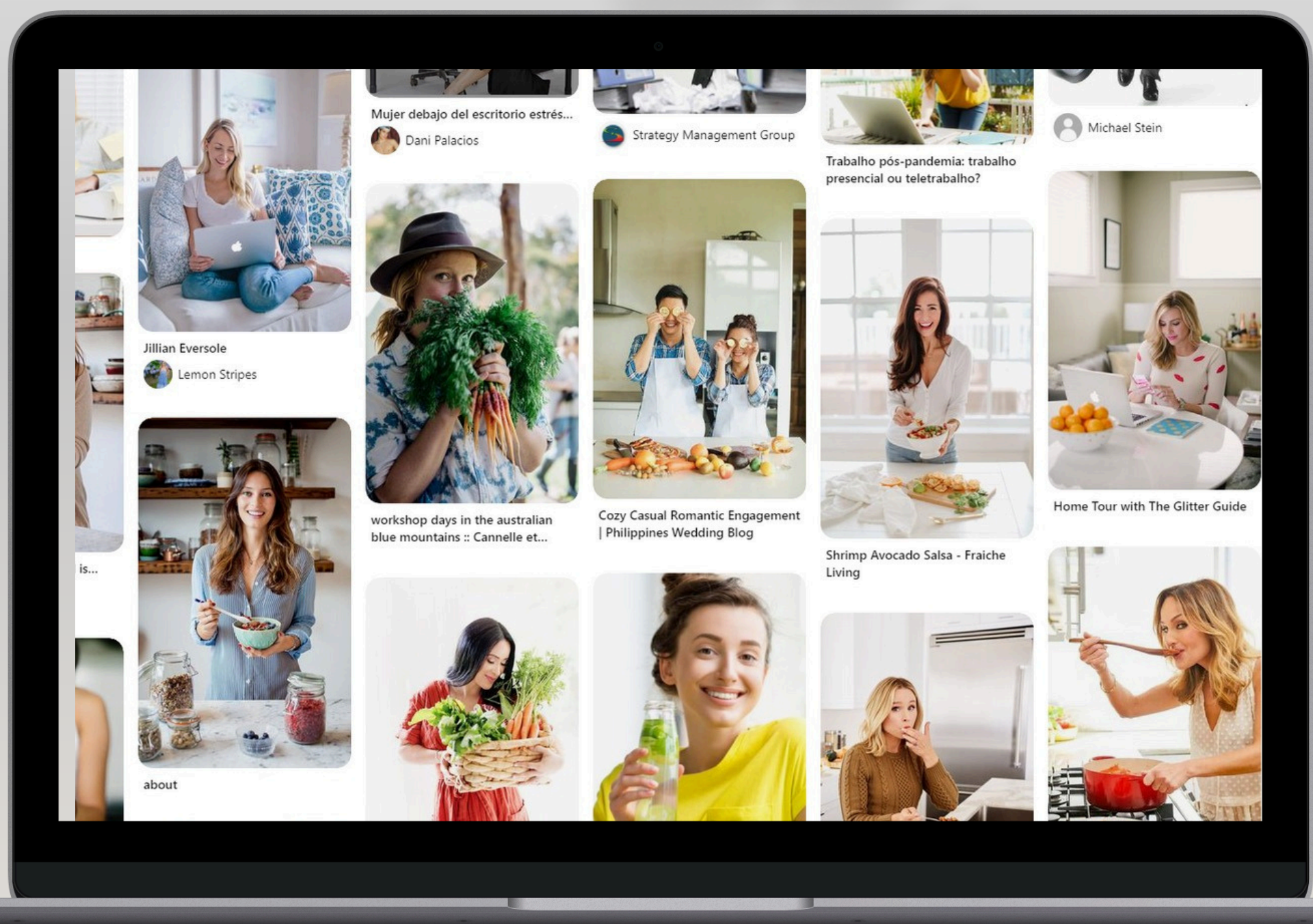
Ad insights	
Overview ⓘ	
Reach	64,440
Reel interactions	2,161
Ad goal	
Profile visits	1,171
From latest ad	
Reach ⓘ	
64,440	
Accounts Center accounts reached 73% from latest ad	
Plays	78,510
Reel interactions ⓘ	
2,161	
Likes	1,366



08

PORTFOLIO SHOOT PLANNING

Planned in alignment with reference of Pinterest Board



09 **PORTFOLIO SHOOT EXECUTION**



10

REEL VIRALITY

Get the best out of rest

