

SEO & REBRANDING

Scaling up a Bridal Wear Fashion Brand
from **16.8k followers** to **45k followers**



01 INDEX

Index

1. Strategy

- a Outlay
- b Demographics
- c Ads Placement & Optimisation
- d Audit

2. Ads

- a Insights

3. Result

4. Reporting



02 STRATEGY OUTLAY

Targeted Reels & Statics Posts by following the ratios :

- Profile visits : Reach
- Share : Reach
- Share : Likes
- Impression : Reach
- Followers : Profile Visits



03

STRATEGY

DEMOGRAPHICS

Audience name

Jaipur

Locations

Gazal Mishra, Subhash Marg, Jaipur, India

Interests

Bride, Sabyasachi Mukherjee, Fashion and Style, Gucci, Hermès, Tarun Tahiliani, Prada, Fashion design, Chanel, Manish Malhotra, Louis Vuitton, Wedding dress, Weddings, Bulgari, Versace, Dolce & Gabbana, Armani, Designer clothing, Christian Dior or Anita Dongre

Age & gender

All | 22 - 55 yr

Locations

India

Interests

Fashion Designs, Sari-sari store, Katrina Kaif, Anushka Sharma, Fashion show, Jacqueline Fernandez, Event management, Sabyasachi Mukherjee, Aishwarya Rai Bachchan, Tarun Tahiliani, Ritu Kumar, Wedding Planners, Fashion design, Men's Fashion, Shraddha Kapoor, Manish Malhotra, Celebrity Fashion, Priyanka Chopra, Sonam Kapoor, Kareena Kapoor Khan, Fashion accessories, Deepika Padukone, Costume jewelry, Wedding dress, Celebrity, Menswear, Zee Studio, Gown, Kajal Aggarwal, Fabindia, Alia Bhatt, Anita Dongre, Kriti Sanon, Live events or Indian Wedding Saree

Age & gender

All | 22 - 55 yr

Locations

Delhi, India, Karnataka, India, Chandigarh, India, Gurugram, India, Udaipur, India, Indore, India, Lucknow, India, Agra, India, Chennai, India, Pune, India, Mumbai, India, Surat, India, Ahmedabad, India, Bikaner, India, Jaipur, India, Jodhpur, India and Kolkata, India

Interests

Luxury Shop, Bride, Sari, First class travel, Sabyasachi Mukherjee, Bridesmaid, Tarun Tahiliani, Ritu Kumar, Fashion design, Manish Malhotra, Celebrity Fashion, Business class, Luxury Resorts, Luxury Lifestyle, Indian wedding clothes, Wedding dress, Weddings, Brides (magazine), Designer clothing, Personal luxury car, Luxury vehicle, Alia Bhatt, High-net-worth individual, Luxury goods, Indian Wedding Saree or Bride and Groom

Age & gender

Female | 24 - 55 yr



04

STRATEGY

Ads Placements & Optimization



05

STRATEGY

Audit

As the followers : Profile visits ratio
went down ↓
we decreased the budget

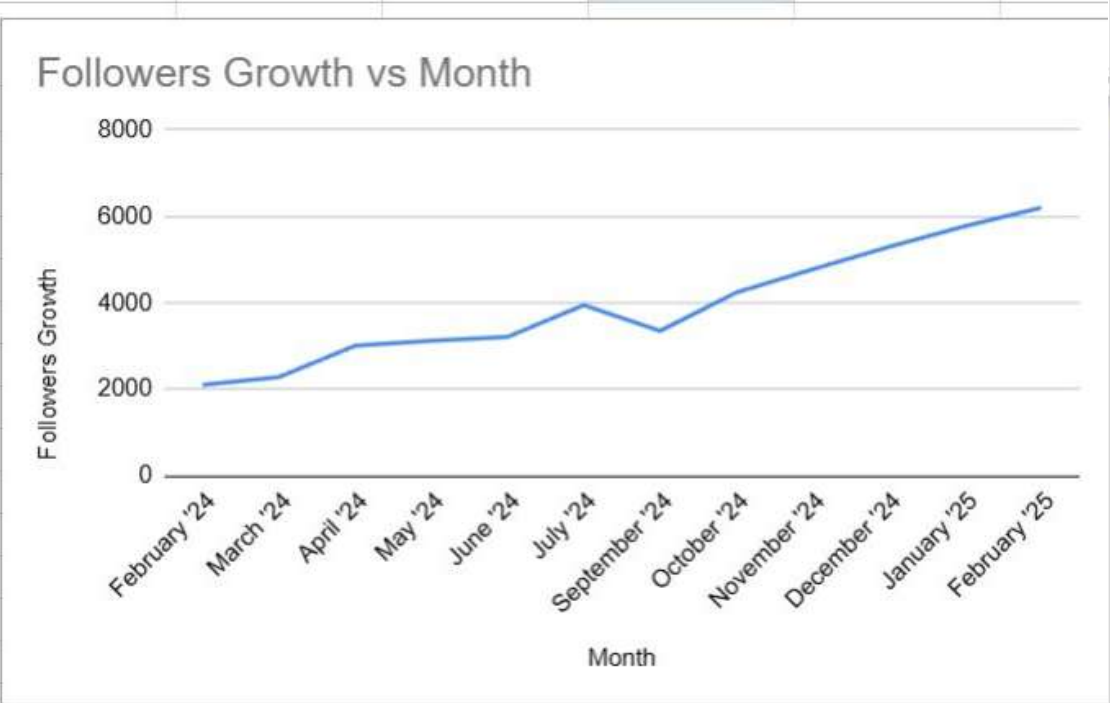
As the Share : Likes ratio
went up ↑
we increased the budget



06

RESULT

Month	Followers Growth
February '24	2104
March '24	2282
April '24	3009
May '24	3123
June '24	3211
July '24	3948
September '24	3351
October '24	4239
November '24	4773
December '24	5292
January '25	5772
February '25	6199
March '25	7234



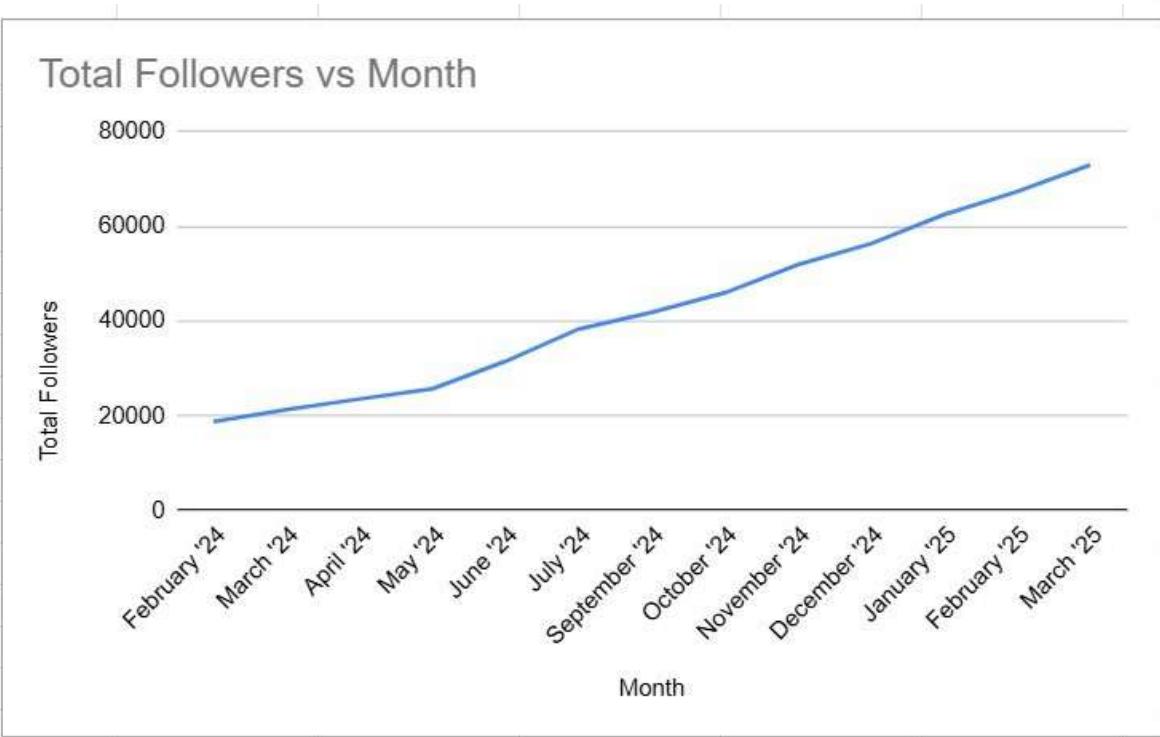
Sid & Co.



06

RESULT

Month	Total Followers
February '24	18743
March '24	21321
April '24	23534
May '24	25703
June '24	31522
July '24	38332
September '24	41873
October '24	45984
November '24	51932
December '24	56362
January '25	62489
February '25	67359
March '25	73000



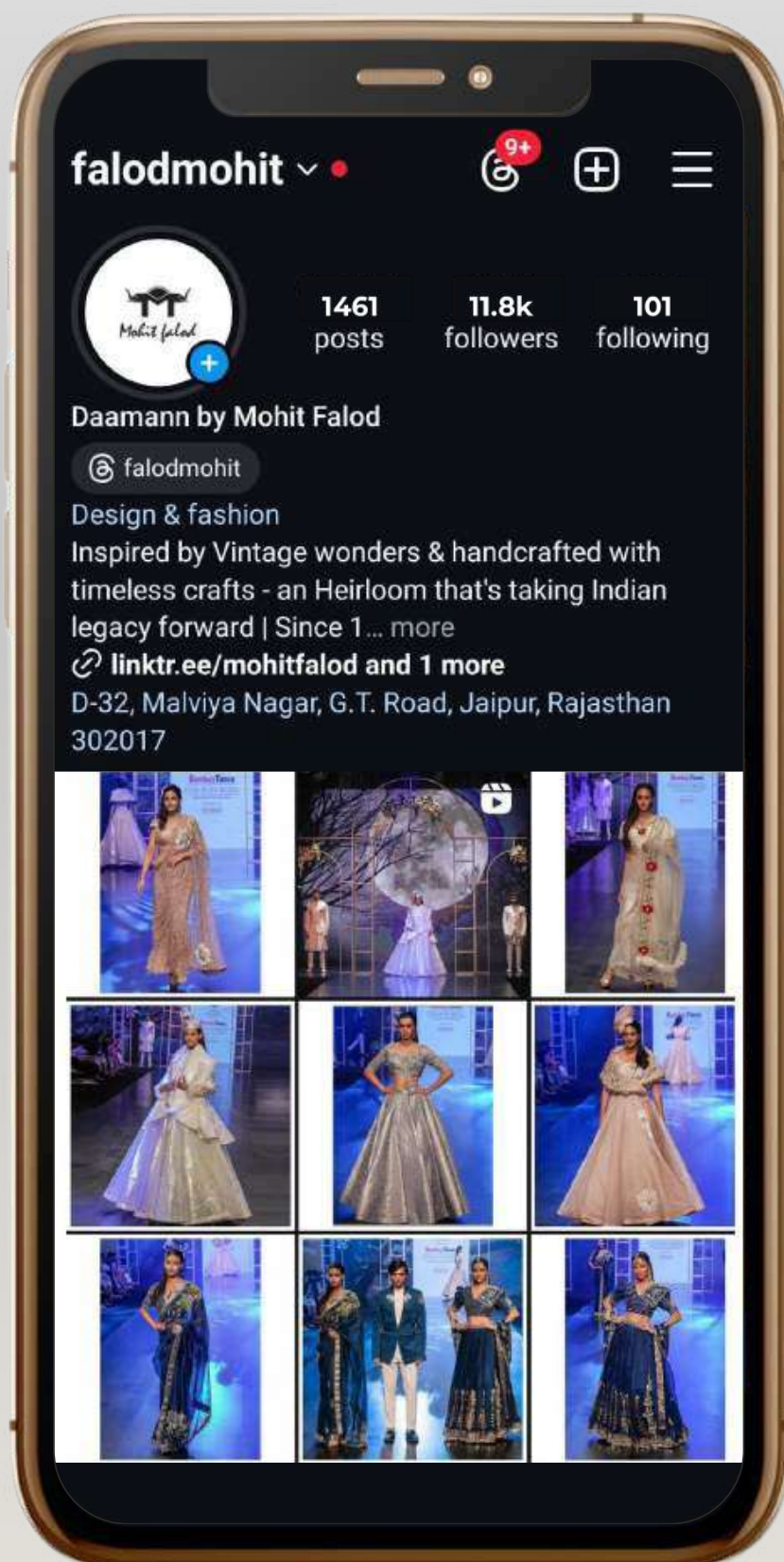
Sid & Co.



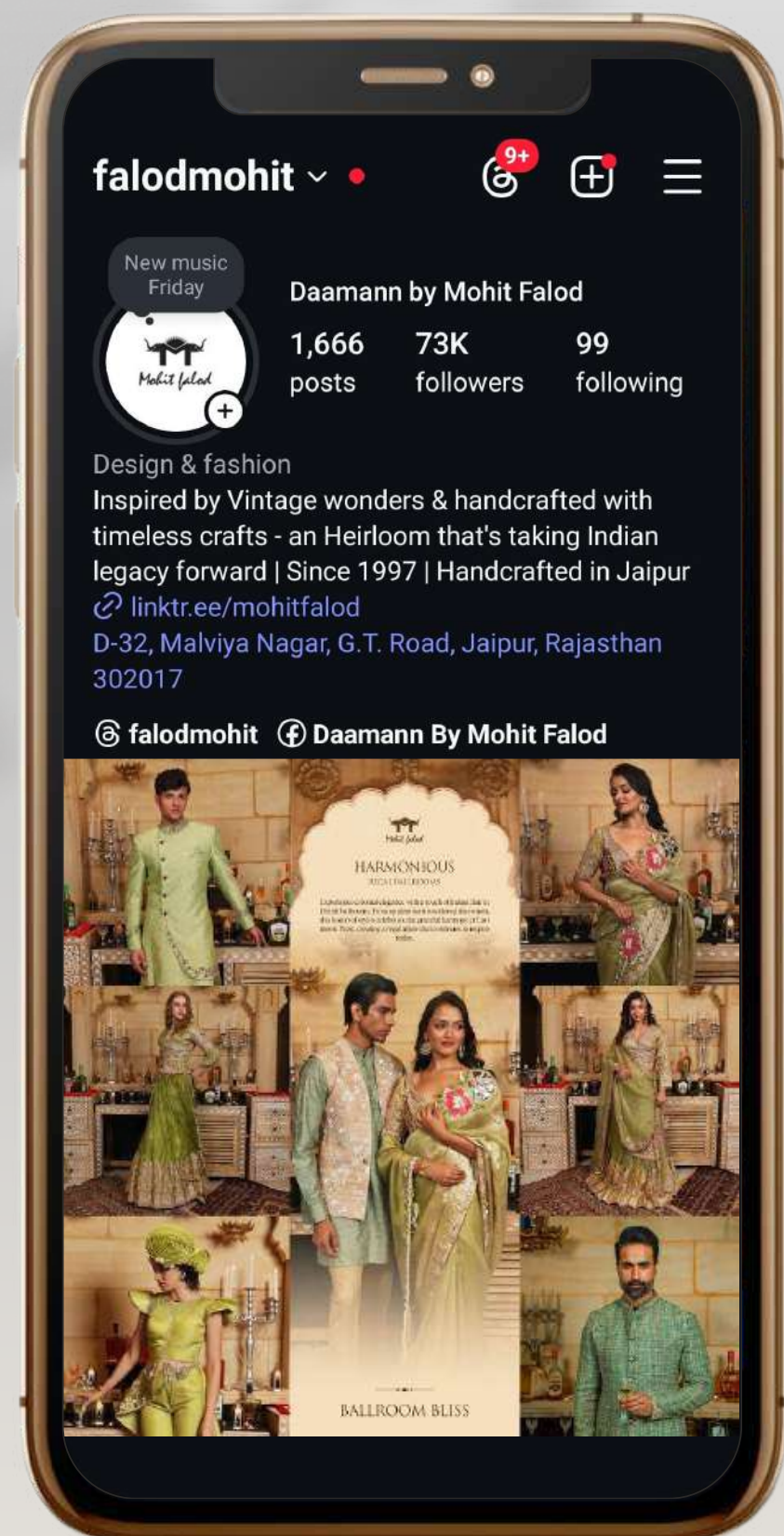
06

RESULT

Before



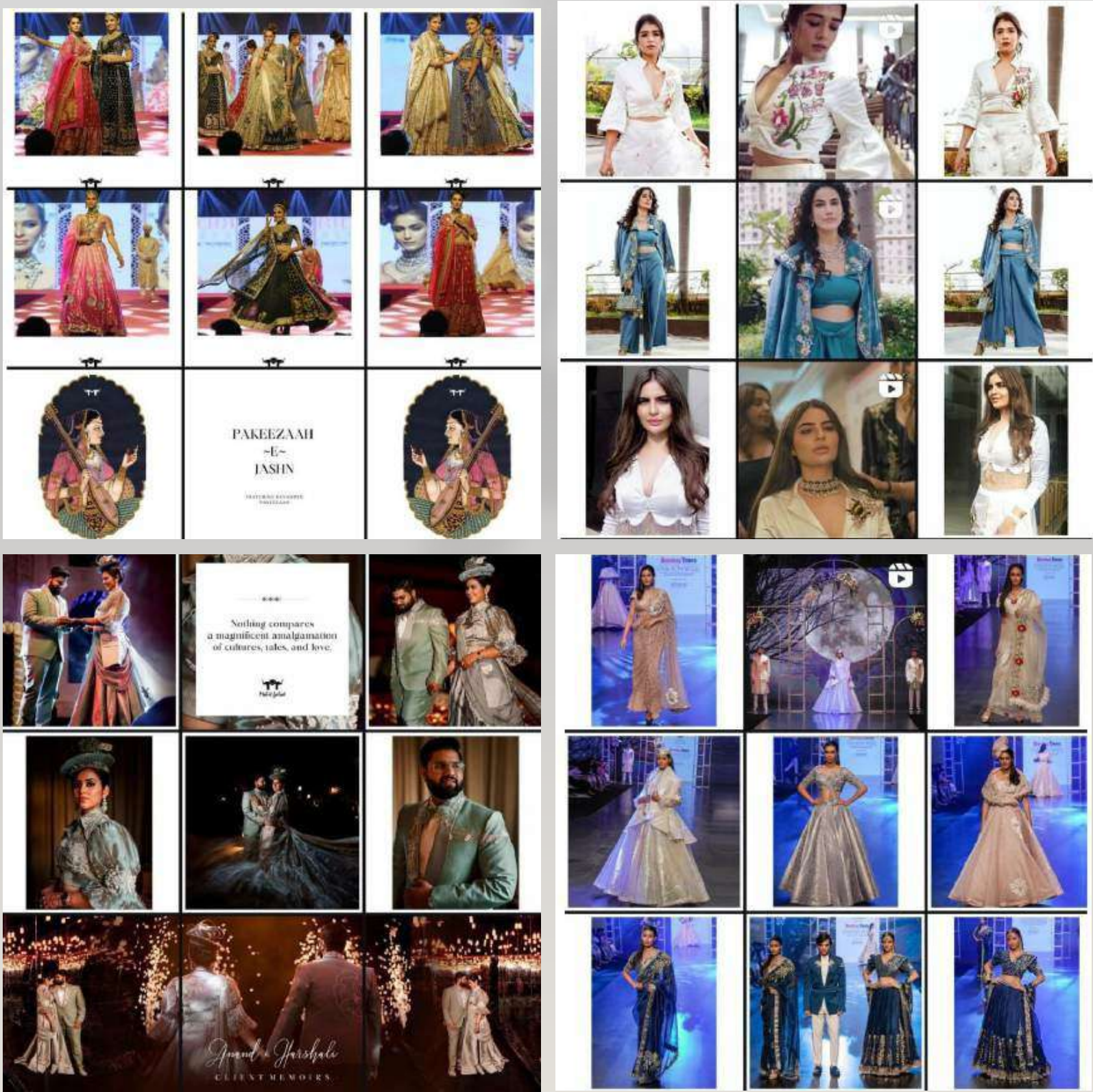
After



06

RESULT

Aesthetic Grids
Before



06

RESULT

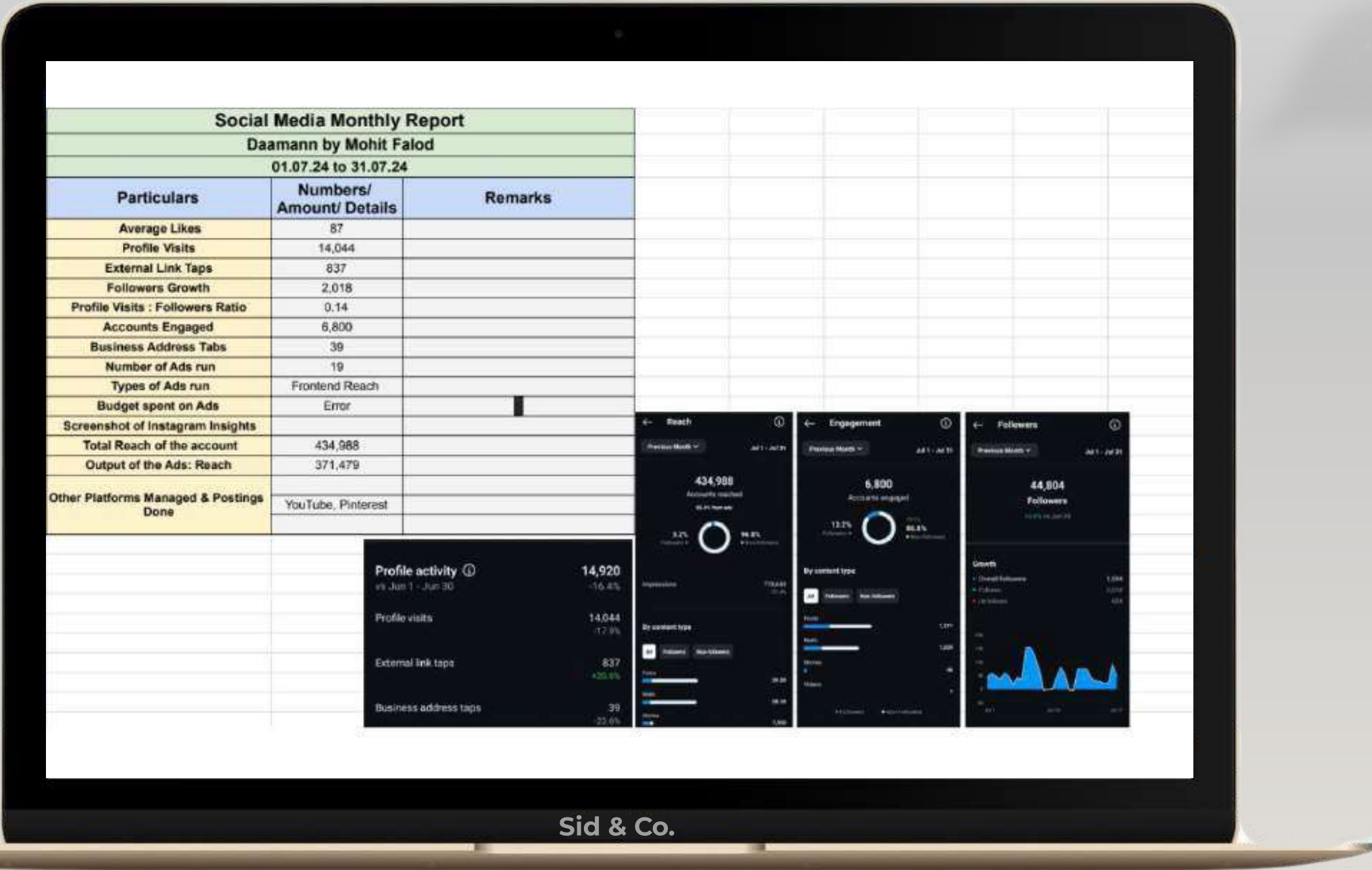
Aesthetic Grids

After



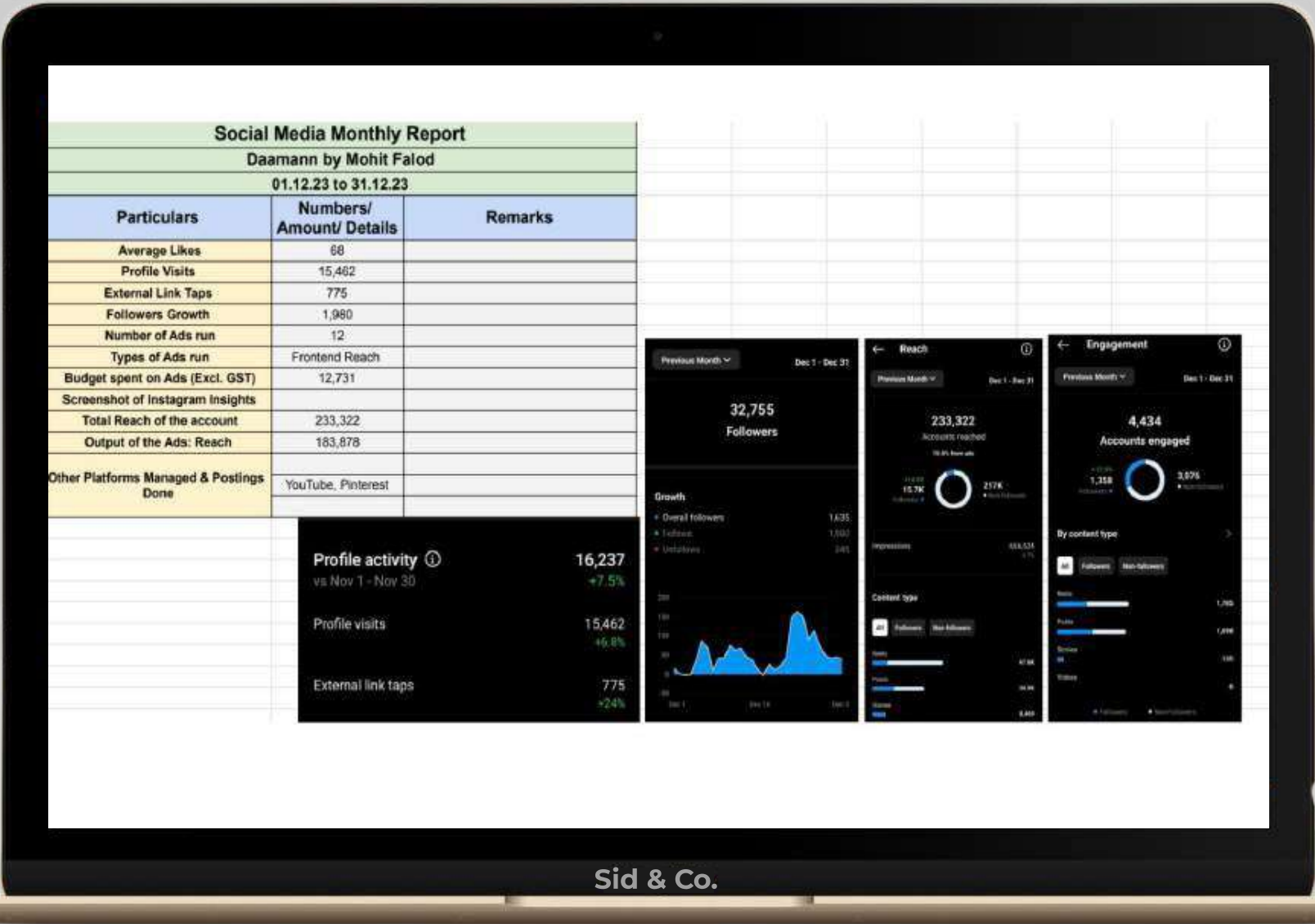
07

MONTHLY REPORTING



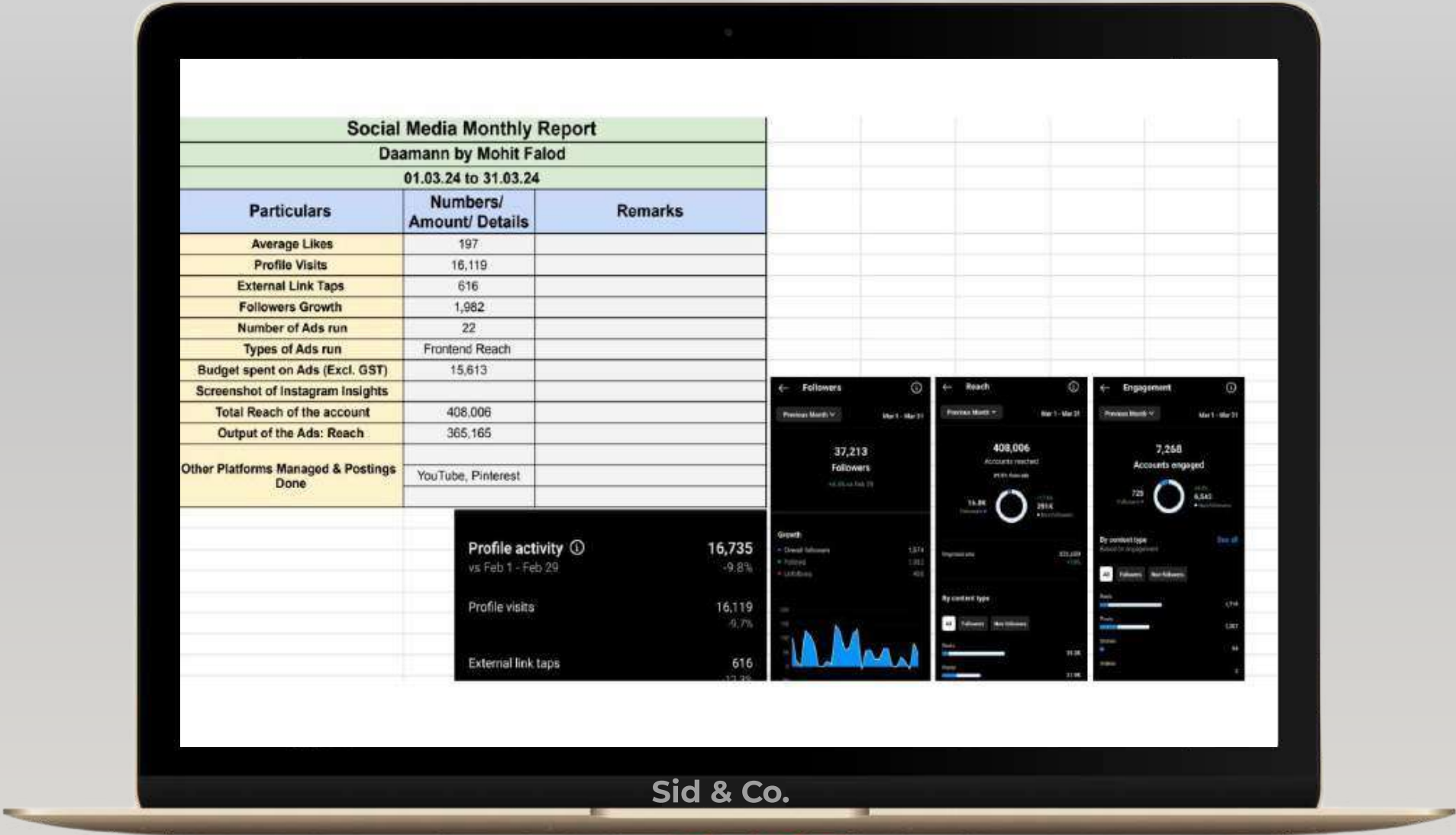
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MONTHLY REPORTING



07

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07

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