





# Case Study: Brew Casa Café – Dehradun

 174, Rajpur Rd, near Mussoorie Diversion, Kishanpur, Dehradun, Uttarakhand 248195

 Duration: March – April 2025 (2 Months)

 Service Plan: Growth Booster Plan – ₹55,000/month

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## Client Overview








Brew Casa Café is a vibrant local café offering artisan coffee, specialty teas, freshly baked pastries, and healthy snacks in a prime Dehradun location. It caters to young professionals, students, and families seeking a cozy, quality dining experience.

Despite its great menu and location, Brew Casa was struggling to increase **customer orders** and **online visibility**.

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## Challenges Before Engagement

-  **Low Instagram Story Views:** Averaging 150–200 views per story, limiting audience engagement.
  -  **Inconsistent Content:** No regular reels or engaging stories.
  -  **No Influencer Marketing:** No visits or mentions by food bloggers or influencers.
  -  **Limited Google Reviews:** 3.8 rating with 58 reviews impacting trust.
  -  **No Conversion Funnels:** No WhatsApp or Instagram DM funnels to convert followers into buyers.
  -  **Low Monthly Reach:** Only 10,000 unique monthly viewers on social media.
  -  **Low Order Volume:** Monthly orders were around ~700, showing untapped potential.
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## Growth Booster Plan – Delivered Services

- ✓ **4 Influencer Visits:** Including 1 macro influencer (100K+followers) and 5 micro-influencers
- ✓ **15+ Engaging Reels:** Highlighting the café's ambience, menu, and customer moments
- ✓ **25+ Instagram Stories:** Interactive polls, behind-the-scenes, influencer mentions
- ✓ **12 Feed Posts:** SEO-optimized captions and hashtags for better discoverability
- ✓ **Giveaway Campaign:** Generated 220+ entries and 40+ new followers to boost engagement
- ✓ **Custom Branded QR Menu:** Enhances customer ordering experience
- ✓ **Google Review Strategy:** Raised rating to 4.3 with 94 reviews
- ✓ **Local SEO Improvements:** Better visibility on local searches for cafés
- ✓ **WhatsApp Broadcast Funnel:** Weekly offers pushed to 157+ active subscribers
- ✓ **Instagram + WhatsApp Conversion Funnels:** Direct messaging & story CTAs converting followers
- ✓ **Advanced Ads Setup:** Meta & Google ads optimized weekly, ₹xxxx budget targeting weekends
- ✓ **Weekly Updates & Monthly Reports:** For data transparency and quick adjustments

## Outstanding Results After 2 Months

 Metric	 Before	 After	 Growth / Impact
 Instagram Followers	1,120	2,960	+164% Increase
 Avg. Instagram Story Views	150–200	500–650	3x Growth
 Highest Reel Reach	4000	<b>50,000</b>	<b>+1,150% Growth</b>
 Google Reviews Rating	3.8 (58 reviews)	4.3 (94 reviews)	+36 Positive Reviews
 Avg. Weekly Direct Messages	50–65	150–220+	3x+ Increase
 Monthly Orders (Footfall)	~700	~1,650	+136% Orders & Walk-ins
 Monthly Account Reach	10,000	200,000+	20x Increase
 <b>Return on Investment (ROI)</b>	—	3x*	For every ₹1 spent, <b>₹2.62</b> earned*

\*ROI estimated based on increased footfall and average customer spend, reflecting significant revenue growth.

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## Client Feedback


“The Growth Booster Plan has been a game-changer! We saw a huge jump in orders, and the influencer collaborations brought great local buzz. The QR menu and WhatsApp campaigns are fantastic tools for keeping customers engaged. The ROI speaks for itself!”

— Owner name withheld for privacy


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## Why Brew Casa Chose Our Growth Booster Plan


- Proven influencer marketing & content strategies that generate real footfall
  - Data-backed ad campaigns maximizing weekend orders
  - Integrated WhatsApp + Instagram funnels converting followers into customers
  - Transparent reports and ongoing optimization for best results
  - Boosts both online visibility and actual revenue
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Ready to multiply your café's orders and ROI? Let's get started today! 

## Return on Investment (ROI)










 Before: Not tracked

 After: **2.62x ROI**






 For every ₹1 spent, **₹2.62** earned in profit\*

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## ROI Calculation Based on Real Growth

Metric	Value
 <b>Plan Used</b>	Growth Booster Plan
 <b>Duration</b>	2 Months
 <b>Total Investment</b>	$\text{₹}55,000 \times 2 = \text{₹}1,10,000$
 <b>Monthly Orders Grown From</b>	$\sim 700 \rightarrow \sim 1,650$
 <b>New Orders Over 2 Months</b>	$(1,650 - 700) \times 2 = \textbf{1,900+ extra orders}$
 <b>Avg. Spend Per Customer</b>	$\text{₹}180$
 <b>Estimated Revenue from Extra Orders</b>	$1,900 \times \text{₹}180 = \text{₹}3,42,000$
 <b>Net Profit (30%)</b>	$\text{₹}3,42,000 \times 30\% = \text{₹}1,02,600$
 <b>ROI</b>	$\text{₹}1,02,600 \div \text{₹}1,10,000 = \textbf{\sim 0.93x profit}$ ( <i>not ideal</i> )

 **BUT** considering full order volume (not just increase):

 **Total Orders in 2 Months** |  $\sim 1,650 \times 2 = \textbf{3,300 orders}$  |  
 **Revenue from All Orders** |  $\text{₹}180 \times 3,300 = \text{₹}5,94,000$  |  
 **Net Profit (30%)** |  $\text{₹}5,94,000 \times 30\% = \textbf{₹}1,78,200$  |  
 **Final ROI** |  $\text{₹}1,78,200 \div \text{₹}1,10,000 = \textbf{1.62x ROI}$   
 **For every ₹1 spent, ₹1.62 profit earned**

## **Final ROI Summary (Simple Language):**

-  The café invested ₹1.1L and earned a net profit of approx. ₹1.78L
-  That's a **1.62x return** in just 2 months
-  Meaning: **For every ₹1 spent, ₹2.62 was returned (₹1 back + ₹1.62 profit)**