


Case Study: Urban Zaika – Jaipur

 51, C-Scheme, Ashok Nagar, Jaipur, Rajasthan 302001

 Duration: March – April 2025 (2 Months)

 Service Plan: Growth Starter Plan – ₹35,000/month

Client Overview


Urban Zaika is a trendy multicuisine restaurant located in the heart of Jaipur. It serves a mix of traditional North Indian dishes and global flavours in a modern, family-friendly ambience. While the offline footfall was decent, the restaurant had little to no digital traction.


They approached us with a clear goal — **boost online engagement and increase dine-in orders.**

Challenges Before Engagement

 **Low Social Engagement:** Under 120 average story views and minimal DMs.

 **No Reels Strategy:** No video content or trending reels.

 **Zero Influencer Support:** Not a single mention by food bloggers.

 **Weak Google Presence:** Just 44 reviews and a 3.9 rating.

 **No Funnel:** No system for converting followers into customers.

 **Limited Reach:** ~8,000 unique monthly reach on Instagram.


Growth Starter Plan – Delivered Services

 **2 Local Influencer Visits** – (Followers: 8K to 25K) with food reel coverage

 **8 Reels Posted** – Covering ambience, menu highlights, food plating

 **12+ Engaging Stories** – Including polls, offers, influencer tags

 **8 Feed Posts** – With SEO-optimized captions & relevant hashtags












 **Google Review Push** – QR-linked feedback & review callouts

 **Basic Local SEO Boost** – For discovery on Google & Maps






 **WhatsApp Creative Push** – For offers, combos & re-engagement

 **Instagram Funnel Setup** – Story CTAs + Highlight booking links

Outstanding Results After 2 Months

|  Metric |  Before |  After |  Growth / Impact |
|---|--|---|---|
|  Instagram Followers | 860 | 1,520 | +76% Increase |
|  Avg. Story Views | 100–120 | 280–350 | ~3x Growth |
|  Highest Reel Reach | 2,300 | 22,000+ | ~10x Exposure |
|  Avg. Weekly DMs | 8–12 | 40–60 | 5x Engagement |
|  Google Reviews | 3.9 (44 reviews) | 4.4 (70 reviews) | +26 Reviews |
|  Monthly Orders (Footfall) | ~400 | ~1,100 | 175% Increase |
|  Monthly Account Reach | 8,000 | 95,000+ | 12x Growth |

ROI Calculation Based on Real Growth

| Metric | Value |
|--|---|
|  Plan Used | Growth Starter Plan |
|  Duration | 2 Months |
|  Total Investment | $\text{₹}35,000 \times 2 = \text{₹}70,000$ |
|  Monthly Orders Growth | ~400 → ~1,100 |
|  Extra Orders in 2 Months | $(1,100 - 400) \times 2 = 1,400$ extra orders |

| | |
|------------------------------|--|
| 💰 Avg. Spend Per Customer | ₹200 |
| 💰 Extra Revenue | $1,400 \times ₹200 = ₹2,80,000$ |
| 📈 Estimated Net Profit (30%) | $₹2,80,000 \times 30\% = ₹84,000$ |
| 🔄 Final ROI | $₹84,000 \div ₹70,000 = 1.2x \text{ profit}$ |

✅ Clear Explanation (Simple Terms)

- 💰 The restaurant invested **₹70,000** in 2 months
 - 🍴 They gained **1,400 additional orders**
 - 💰 Each customer spent ~₹200 on average
 - 📈 This generated approx. **₹2.8 Lakhs in new revenue**
 - 💰 After deducting cost (keeping 30% net margin), they made **₹84,000 net profit**
 - 📊 That's a **1.2x return on investment**
- 📖 **Meaning:** For every ₹1 spent, they earned ₹2.20 in return (₹1 recovered + ₹1.20 profit)
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💬 Client Feedback

"We had almost no online game before, but now people mention our reels, find us on Google, and even DM for bookings. The influencer support and review push helped a lot — totally worth it!"
 — Owner name withheld for privacy

🔥 Why Urban Zaika Chose This Plan

- ◆ Affordable yet impactful content & influencer combo
- ◆ Visible growth in footfall and Google ratings
- ◆ Funnel + storytelling = direct bookings
- ◆ Easy-to-track growth with weekly updates