



CASE STUDY: Fashion Point



Location: Doraha, Bazpur, Uttarakhand



Package: ₹40,000/month (Premium Plan)



Duration: 3 Months



Introduction

Fashion Point is a local apparel brand based in Doraha, Bazpur, Uttarakhand, specializing in affordable fashion combos (Jeans + Shirt priced at ₹999). The brand sought to expand its digital footprint, increase Instagram followers, and boost sales by leveraging expert influencer marketing, compelling content creation, and targeted performance campaigns.

They partnered with Riise Nexus Agency on a premium ₹40,000/month package that included comprehensive social media management, influencer collaborations, content creation, and lead nurturing for 3 months. The results surpassed expectations, setting a new standard for local brands leveraging digital marketing.



Services Provided Under the ₹40,000 Package



Service



Details



Content Creation

12–15 trend-driven reels per month featuring styling hacks, product showcases, and offers

12 professional posts monthly, including creative graphics and styling tips



Instagram Stories

Daily interactive stories using polls, Q&A, stickers, and product highlights












Influencer Marketing

Strategic collaborations with:





- 1 Macro Influencer (1M+ followers)

	<ul style="list-style-type: none"> • 2 Mid-tier Influencers (100K-200K followers) • 3 Micro Influencers (50K-100K followers)
📢 Performance Marketing	Targeted ad campaigns designed to generate leads and increase conversions
🤖 Lead Nurturing	Automated WhatsApp sequences for seamless lead management and higher conversion rates

Performance & Growth Metrics (After 3 Months)

 Metric	 Before Collaboration	 After 3 Months	 Growth
 Instagram Followers	1,600	5,587	+249% increase
 Average Reel Views	1,000 – 1,500	7,000 – 12,000	~6x increase
 Average Daily Orders	30 – 50	130 – 180	3.5x to 4x increase
 Monthly Leads	Minimal	400 – 500	Significant lead growth
 Engagement Rate	2 – 3%	8 – 10%	Quadrupled engagement

Return on Investment (ROI)

 Monthly Package	 Average Order Value	 Estimated Monthly Revenue	 ROI
₹40,000 (All Services + Campaigns)	₹999 (Jeans + Shirt combo) + ₹1200–₹2500 (Sneakers & Shoes)	₹170,000+ (approximate)	4x+ return on investment

Note: The inclusion of sneakers and shoes in the product lineup significantly increased the average order value and overall monthly revenue.

★ Key Achievements

- 📈 Followers grew by over 2.5x in just 3 months, reaching over 5,500 authentic users
- 🎥 Reels views increased sixfold, significantly boosting brand visibility and reach
- 🛍️ Average daily orders quadrupled, fueled by the new sneaker and shoe offerings
- 📱 400–500 qualified leads generated monthly through focused influencer collaborations and ad campaigns
- 🤝 Combined influencer marketing and performance ads contributed to a strong increase in brand awareness and sales

💡 Client Feedback

“Partnering with Riise Nexus transformed our online presence. Their strategic influencer marketing combined with engaging content and effective campaigns helped us connect with a wider audience and grow sales beyond our expectations.”

— Fashion Point Team