



# Case Study — Royal Spice House



**Location:** Uttarakhand



**Duration:** 1 Month



**Package:** Brand Domination Plan – ₹85,000/month



## About Royal Spice House

Royal Spice House is a premium, mid-sized multi-location restaurant chain in Uttarakhand known for authentic Indian cuisine and warm ambience. Despite a loyal customer base (~15,000 followers on social media), they wanted to increase market share, improve walk-ins, and boost online engagement through a focused digital campaign.



## Services Provided

- 🧡 **8 Influencer Visits** (including 2 Macro Food Bloggers with 75K–150K+ followers)
- 👤 **20+ Viral Reels** showcasing chef specials, customer reviews, and food preparation
- 📱 **30+ Instagram Stories** posted daily with interactive polls, giveaways, and event updates
- 📅 **30-Day Content Calendar** aligned with festivals and menu launches
- 🗣️ **Professional Voiceover Reels** narrating chef's story and brand values
- 🎉 **Live Event Coverage** for weekend tastings and cultural festivals
- 📰 **Local PR Features** in food blogs and city lifestyle magazines
- ★ **Google Review Funnel** for customer feedback collection
- 📺 **Giveaway Campaigns** to increase follower engagement
- ➡️ **WhatsApp Lead Forms** for easy table bookings and inquiries
- 🎯 **Advanced Retargeting Ads** on Meta and Google targeting local audiences

- 📊 **Live Lead Tracking Sheet** shared with client for transparency
- 📞 **Dedicated Campaign Support** via calls and WhatsApp

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### 📈 Before vs After (1 Month)

📊 Metric	🔴 Before Campaign	🟢 After 1 Month	📈 Growth %
👤 Instagram Followers	~15,000	<b>21,500 followers</b>	▲ <b>+43%</b>
👁️ Average Story Views	700–1,000 views	<b>2,600–3,500 views</b>	▲ <b>+250%</b>
🎬 Average Reels Views	12,000–18,000 views	<b>45,000–55,000 views</b>	▲ <b>+280%</b>
📞 Monthly WhatsApp Bookings	180	<b>470 bookings</b>	▲ <b>+161%</b>
🚶 Daily Customer Footfall	150–180	<b>260–300 customers daily</b>	▲ <b>+66%</b>
★ Monthly Customer Reviews	50–60	<b>120+ reviews</b>	▲ <b>+100%</b>
💰 Estimated Monthly Revenue	₹16,50,000 approx.	<b>₹27,50,000 approx.</b>	▲ <b>+66%</b>

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### 💰 ROI Explanation

- 💵 **Investment:** ₹85,000 for 1 month (Brand Domination Plan)
- 🚶 **Customer Growth:** Daily walk-ins increased by **66%** (~110 more customers per day)
- 📞 **Bookings:** WhatsApp bookings surged by **161%**, showing effective influencer + funnel strategy
- 📈 **Revenue:** Monthly revenue increased by **66%**, generating roughly ₹11 lakh more
- ★ **Reputation:** Customer reviews doubled, strengthening trust and future growth

-  **Marketing Impact:** The combination of influencer visits, premium content, PR, and targeted ads delivered consistent and measurable results
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## **Client Feedback (Realistic)**

### **Marketing Head – Royal Spice House**

*"Initially, we had our doubts, but working with Riise Nexus has been a positive experience. The influencers they brought on genuinely represented our brand, and the content they created really engaged our audience. We noticed a clear increase in bookings, and their regular updates kept us informed every step of the way. Overall, it was smooth and effective."*

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## **Privacy Note**

*Certain sensitive client data has been generalized or withheld to maintain confidentiality.*

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 *Want similar results for your restaurant?*

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