

# NAMASKAR NX - MONTHLY ANALYSIS

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A BRIEF OVERVIEW OF SOCIAL MEDIA CONTENT IN JUNE

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**a-lee-kee (adjective) noble; Something for the benefit of others, selfless and inherently good |**  
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The brand was relatively unfamiliar to the locality. Hence, the posts planned out in June were aimed at spreading awareness about the same. Product Highlights, Contests and video content was the main focus since they get maximum engagements.

## Planning

To focus attention on their vast number of products, initial strategy included brand awareness and reach campaigns. The brand voice that the client wanted to put forth comprised of a friendly and direct tone. Thus the content had bright elements with captions that highlighted the availability of fresh food. Different kind of engagement activities were conducted throughout the month. For ex. Game events, social media discount codes, polls, etc.

## Achievements

The usage of Google Ads alongside the Facebook marketing further helped reach more specific audiences based on the three locations of the restaurant. The return on investment was **five times** than the amount spent as increased number of orders started coming through the social media and the marketing done with advertisements.



Over a million people saw the advertisements through the month. The desired target to boost sales and amplify reach were achieved by the third week of the month.

The balanced approach applied with the help of various promotions experimented with through the month that had not been done by the restaurant

before. Videos, GIFs, contests, non-product-related content, everything was sampled. With a clearer understanding of what works to boost inquiries, bookings and orders coming in, content for the later months was planned accordingly.

Here are the top posts of the month:

**14.06, FRIDAY**

## **CONTEST ANNOUNCEMENT**

Since the month had hit the halfway mark, it was time to understand the extent to which audience liked the content they saw. Contests act as excellent tools for audience to interact with one-on-one with the creators.



Simple to follow games are quite popular. The theme of bright colours and fun fonts was continued. As anticipated, the post received very high interaction.

With 7700+ reach, the contest GIF stands as the most surprising post in June.

**7,730** People Reached

**1,255** Video views

**23.06, SUNDAY**

## ***SELFIE CONTEST ANNOUNCEMENT***

As an experiment to boost visibility on Facebook through the patrons of the restaurant, a selfie contest was planned. The rules were kept as simple as possible to encourage more participation.



In continuation with the success received with the GIF earlier, the format for this event was kept the same. To associate it with the older contest, the colours used here were kept exclusively for them and not for the other posts of the month.

This post has been the most engaging post of June with a staggering 9000+ reach.

**9,717** People Reached

**1,443** Video views

**16.06. TUESDAY**

## ***AMBIENCE PRESENTATION VIDEO***

The brand wanted to associate itself with the kind of restaurants people would like to chill for a meal. The very inviting premises were complete with plants, contemporary looking dividers, warm lights, plants and both modern and classic furniture.



Since no static pictures would have been enough to showcase the same, a video format was planned. With artistic shots and short animations, the clip showed everything from the various places within the restraint to the process of ordering and being served.

Apart from gaining tremendous reach, with 167 reactions, this post remains the most interacted-with post of the month.

**3,672** People Reached

**1,198** Video views