



CASE STUDY

126K+ SOCIAL CLICKS IN 30 DAYS

Driving 100% Engagement &
Disruptive Growth
for Shaad-E-Bangla



126K+ 
Social Clicks
in 30 Days

67K+ 
Facebook Views
in 30 Days

58K+ 
Instagram Views
in 30 Days

100%
Engagement
Achieved



150+
New Followers
on Each Platform



ABOUT THE PROJECT

Shaad-E-Bangla, a restaurant serving authentic Bengali cuisine, aimed for rising footfall, online orders, and multiplied catering bookings across Southern Ontario. Leveraging the latent loyalty towards Bengali cuisine and delicacies, Viacon assured the development of a loyal online community, high emotional resonance, and substantial brand authority build-up across **Facebook** and **Instagram** mainly.



KEY CHALLENGES



Nascent Brand
in the Bengali food culture, with no virtual brand presence.



Highly Oligopolistic
market, with competitors enjoying high customer loyalty in Canada.



No niche community
targeting strategy for social media.



No background or storytelling
approach around dishes to create emotional resonance.



OUR STRATEGY



Build Strong Brand Presence
on Facebook & Instagram



Compelling Content & Storytelling



Community Building & Engagement



Paid Promotion & Boosting



Performance Tracking & Optimization

OUR PROCESS

01



ONBOARDING

The Shaad-e-Bangla team meets Viacon's SMM team, urging a quick revamp of their social media portfolio:

- SX digital footfall
- Storytelling around brand, products, and aesthetics
- Community Building



02



STRATEGY & IDEATION

Viacon's team highlighted the growth impediments and proposed a roadmap for digital brand building:

- Higher Impressions on FB and Insta
- At least 300 link clicks in 1 month
- A threshold of 150 follows, and 1500 visits/ month



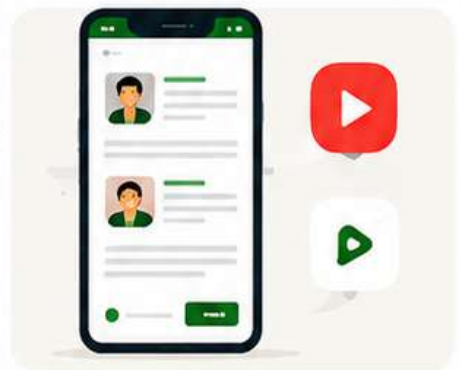
03



CREATIVE PRODUCTION

The campaign was planned, resources were allocated, and the project was launched:

- The prime target- rope in more Views
- Sharp rise in "Reach"
- 100% content interaction and more clicks



04



CAMPAIGN MONITORING

Monthly surveillance of key metrics, handling posts, reactions, comments, and social shares:

- Reacting or replying to interactions within 24 hours
- Ensuring 200% social shares





COMPETITOR ANALYSIS

We explored competitor websites, observed their social media strategies and online brand health. The analysis revealed the top competitors of Shaad-e-Bangla are:

DHAKA
KITCHEN

ADDA
BENGALI KITCHEN
& CATERING

Little
Bangladesh
RESTAURANT

RUPOSHI
BANGLA



USER PERSONAS



LITON SEIKH

Marketing Executive

Age: 34

Experience: 10+ Years

Team Members: 4

Tools: Zomato, Swiggy,
Food-fan pages on FB
& Insta, Canva

Expertise: Food & Beverage
Promotions

PAIN POINTS

- Struggles to find authentic Bengali cuisine options for corporate catering.
- Limited awareness of regional Bengali dishes among younger audiences.
- Difficulty in aligning traditional food with modern marketing formats.

USER GOALS

- Partner with a Bengali restaurant brand for recurring corporate orders.
- Promote lesser-known Bengali dishes through influencer campaigns.
- Create a seasonal food festival around Bengali cuisine in urban hubs.



MOUMITA ROY

Lifestyle Vlogger
& Food Critic

Age: 27

Experience: 5 Years

Team Members: Solo Creator

Tools: Instagram, WordPress,
Lightroom, Google Sheets

Expertise: Regional Cuisine
& Cultural Storytelling

PAIN POINTS

- No budget restaurant offering rich taste & authentic Bengali cuisine
- No BTS coverage on the backstories of Bengali Food
- Inconsistent service quality and variable prices

USER GOALS

- Collaborate with Bengali restaurants for content creation and reviews.
- Curate a blog series on Bengali culinary heritage with restaurant tie-ins.
- Build a food trail map featuring Shaad-E-Bangla and similar brands.



TECHNOLOGY STACK



Meta
Insights



Bitly



Facebook
Ads Manager



Instagram
Promotions



Meta Inbox
Automation



SEMrush



Power BI



Tableau

RESULTS



67,495

Facebook Views
in 30 days



58,911

Instagram Views
in 30 days



126K+

Social Clicks
in 30 days



100%

Engagement
Achieved



150+

New Followers
on Each Platform,
on Average



LET'S CREATE STORIES THAT ENGAGE
AND A COMMUNITY THAT CARES.



DOWNLOAD THE FULL CASE STUDY

Discover how Viacon helped Shaad-E-Bangla achieve
126K+ social clicks and 100% engagement in just 30 days.