



Khichdi Tales

Social Media

Case

Study





ABOUT THE CLIENT

Embark on a culinary voyage with Khichdi Tales, where we're not just sharing a meal; we're narrating a story through the heartwarming flavors of India. Join us on The Khichdi Trail, a curated collection of over 25 exciting Khichdi varieties that traverse the diverse landscapes of Rajasthan, Andhra Pradesh, Tamil Nadu, Haryana, and Gujarat.

At Khichdi Tales, our passion lies in redefining comfort food. Each Khichdi is a chapter, a tale of regional richness and culinary mastery. Picture freshly prepared Khichdi from our kitchens, paired with the perfect trio of Buttermilk, Pappad, and Pickle, and delivered straight to your door in attractive packaging – all within minutes.





WE'VE DEVELOPED AN APPROACH TO SHAPING DIGITAL/ ONLINE STRATEGIES FOR OUR CLIENTS

That result in defining prioritized, cost-effective solutions that deliver a measurable Return on Investment (ROI) via paid, owned, earned & shared media channels.





The Social Media Handles Which We Handled for Khichdi Tales



Social Media Strategies & Management



As this market is full of challenging factors but we did a great job by facing and getting solutions for all of them. We made Strategies keeping in mind that we have to build a trust & maintain a relationship with our customers by providing them best possible solutions.

- Managing Influencer Marketing Campaigns
- Developing Content & Marketing Strategy
- Respond to Comments and Messages
- Maintaining a Social Media Calendar
- Management of Followers and Engagement On Various Platforms
- Deliver Monthly Reports
- Run Social Media and Google Ads Campaigns
- Staying Up To Date With Social Media Updates and Trends



Some Social Media Insight



Last 90 Days ▾

Oct 12 - Jan 9

Overview

You reached **+1,700%** more accounts compared to Jul 14 - Oct 11

| | | |
|------------------|---------|---|
| Accounts reached | 52.6K | > |
| | +1,700% | |
| Accounts engaged | 1,227 | > |
| | +740% | |
| Total followers | 1,983 | > |
| | +0.6% | |



Some Social Media Insight



Social Media Design Work



**CULINARY FAIRY TALE,
TASTE SPRINGS TO LIFE!**

Khichdi Tales
Every Khichdi Tells a Tale

Order Online: [www.khichditales.com](#)

Marwadi bayora khichdi

[ORDER NOW](#)

KHICHDI

Food for all Seasons

Tridoshic

Wholesome

Gluten-free



Social Media Design Work



YOUR PERFECT
Companion While Fasting



Brocoli and Basil

Dal Patak

Masala Dahiya

A promotional graphic for fasting-friendly dal. It features a dark brown background with the text 'YOUR PERFECT Companion While Fasting'. Below the text are three white bowls, each containing a different variety of dal. The first bowl is labeled 'Brocoli and Basil', the second 'Dal Patak', and the third 'Masala Dahiya'. There are some green leafy vegetable graphics scattered around the bowls.

Authentic Bliss in
Every Spoonful



A promotional graphic for authentic dal. It features a light beige background with the text 'Authentic Bliss in Every Spoonful'. Below the text is a large white bowl filled with dal, topped with fried onions, green herbs, and red chili. The bowl is set against a background of dark brown, horizontal brushstrokes.





WE HELP YOU MANAGE YOUR DAILY DIGITAL/ONLINE PRESENCE & GENERATE LEADS, CALLS, INQUIRIES, WALK-INS, ENGAGEMENTS & MORE





Our team of specialists are committed to helping your brand rank higher on Google search results. We use cutting-edge technologies and advanced methods to achieve this goal.





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