



**PANDIT JI**  
SWEETS & NAMKEEN

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# CASE STUDY

## (SOCIAL MEDIA)



# About Us

Pandit Ji Sweets and Namkeen is Bangalore's premier destination for authentic Indian sweets and street food delights. Anchored in India's rich culinary traditions, its heritage enables a collection that captures the essence of Indian sweets and vibrant street foods.





# 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 ROI via paid, owned, earned and social media channels.





# The Social Media Channels Which We Managed



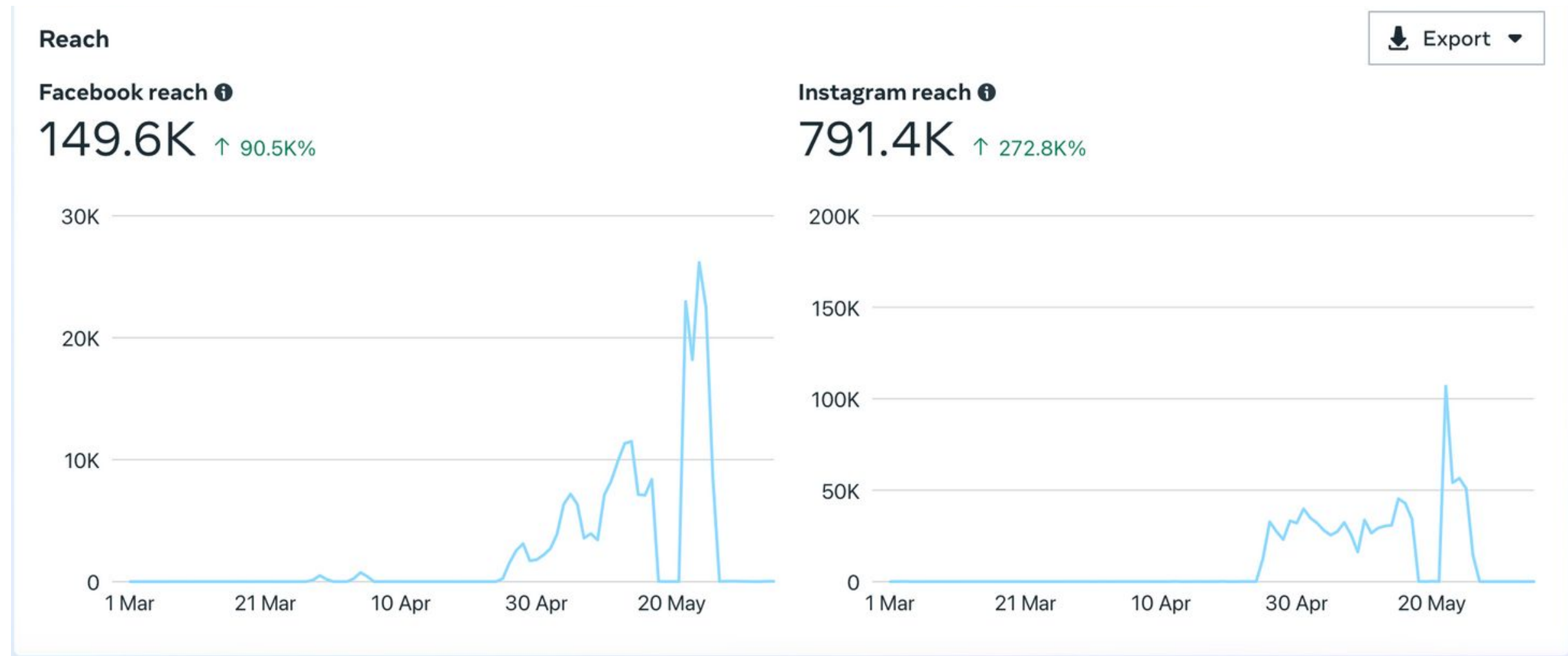


# Social Media Strategies & Management

In a dynamic digital marketplace, AimGlobal has expertly navigated challenges and devised strategies to build trust and maintain robust customer relationships for Pandit Ji Sweets & Namkeen online. By delivering exceptional solutions and engaging content, we ensure a compelling online presence that resonates with our audience. Our commitment to quality service shines through in every digital interaction, fostering enduring connections with our

- Delivered in-depth monthly reports that highlighted key performance metrics, engagement rates, and campaign outcomes.
- Ran targeted ad campaigns on various social media platforms, reaching specific demographics and increasing brand visibility.
- Crafted Content and Marketing Strategies.
- Engaged with Comments and Messages .
- Scheduling and Managing a Social Media Calendar.
- Cultivated Followers and Engagement Across Various Platforms.
- Produced high-quality videos demonstrating the preparation of popular sweets and snacks.
- Organized interactive polls, quizzes, and contests related to Indian sweets and culture, boosting engagement and follower

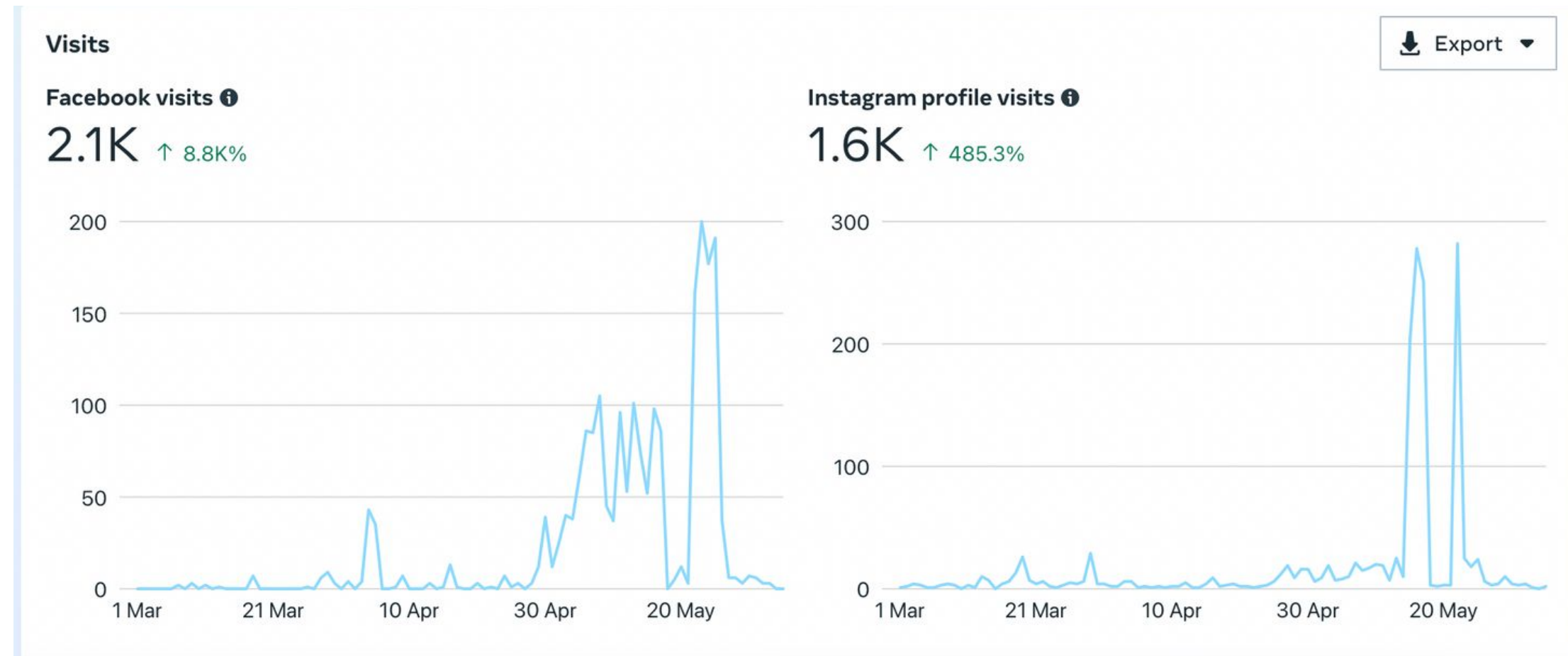
# Some Social Media Insights



**IN 3 MONTHS, AIM GLOBAL GAVE NOTICEABLE RESULTS. FACEBOOK REACH INCREASED BY 90.5K% AND INSTAGRAM REACH BY 272.8K%.**








# Some Social Media Insights



**FACEBOOK VISITS INCREASED BY 8.8K%  
AND INSTAGRAM PROFILE VISITS BY  
485.3%.**



# Results we achieved

←  Experience authentic flavors at Panditji Sweets and Namkeen in E-city! Indulge in delightful sweets and crunchy namkeens. Visit us tod...   Post · Published on: 26 April 18:00   [Boost](#)

### Overview

Reach ⓘ <b>27,446</b> Higher than typical	Impressions ⓘ <b>28,234</b> Higher than typical	Interactions ⓘ <b>60</b> Higher than typical
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### Plays and watch time

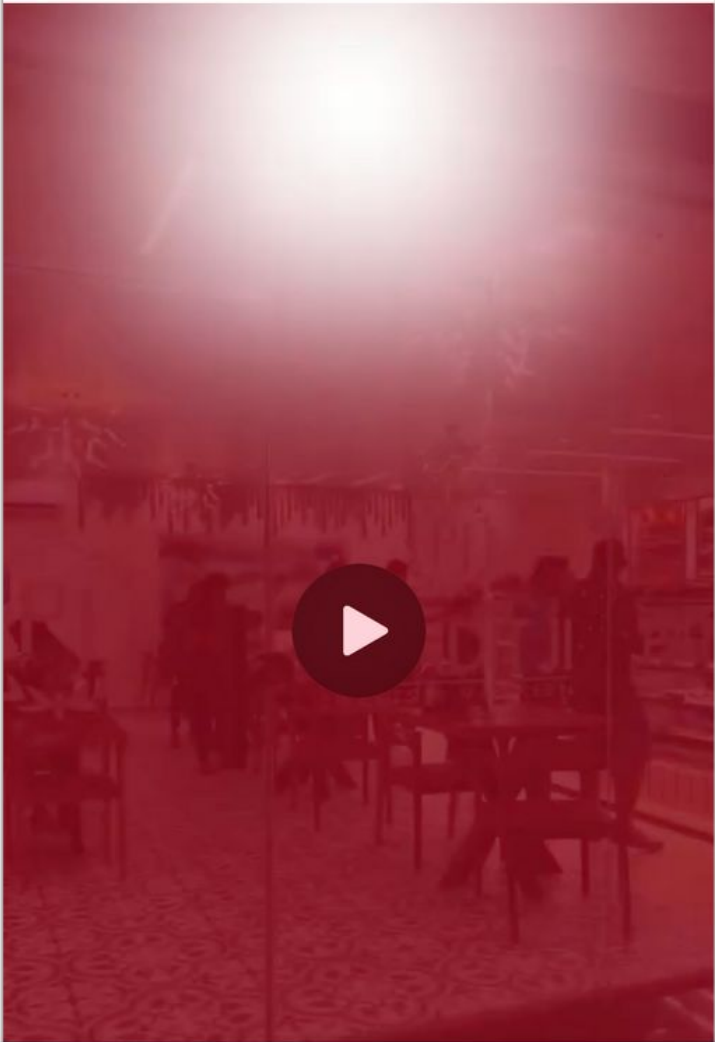
Plays ⓘ <b>29,063</b> Higher than typical	Average watch time ⓘ <b>4s</b> Lower than typical	Watch time ⓘ <b>47m 8s</b> Higher than typical
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Initial plays 26,221  
Replays 2,843

### Feed preview

Instagram

 pandit\_ji\_sweets\_namkeen





# MEMES

Sweets 10 April

PANDIT JI SWEETS & NAMKEEN

Bade bade desho ke chote chote RASGULLE!



Contact: +91 90360 30818


Location: Manipal County Road | Akshay Nagar | HSR Devarachikkana Halli | JP Nagar | E-City Township

@pandit\_ji\_sweets\_namkeen

PANDIT JI SWEETS & NAMKEEN

Jab shadi pe Jalebi dikh jaye

Bhukhad me\*




Sabse pehle isko samapt karenge!

Street Delights 21 May

Notify


PANDIT JI SWEETS & NAMKEEN

Ye CHOLAY Humko De De Thakur



Contact: +91 90360 30818

Location: Manipal County Road | Akshay Nagar | HSR Devarachikkana Halli | JP Nagar | E-City Township





# BEHIND-THE-SCENES



# STORIES



# POSTS

**PJ PANDIT JI**  
SWEETS & NAMKEEN

Tag a friend  
who should treat you with  
**MATHURA PEDA**



**Contact:**  
+91 90360 30818

**Location:**  
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Devarachikkana Halli | JP Nagar | E-City Township

**PJ PANDIT JI**  
SWEETS & NAMKEEN



**✗ MYTH**  
Sweets are always unhealthy.

**✓ FACT**  
Sweets can provide quick energy and  
boost mood in moderation.


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# POSTS

PJ PANDIT JI  
SWEETS & NAMKEEN

A BALANCE DIET IS



A GUR LADDU IN EACH HAND

Contact: +91 90360 30818

Location: Manipal County Road | Akshay Nagar | HSR  
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PJ PANDIT JI  
SWEETS & NAMKEEN

Kuch khaas,  ke liye



HAPPY MOTHER'S DAY

Contact: +91 90360 30818

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