

**HoC**

BRINGING CREATIVITY TO LIFE!

# MARKETING CASE STUDY



[WWW.HUBOFCREATORS.COM](http://WWW.HUBOFCREATORS.COM)

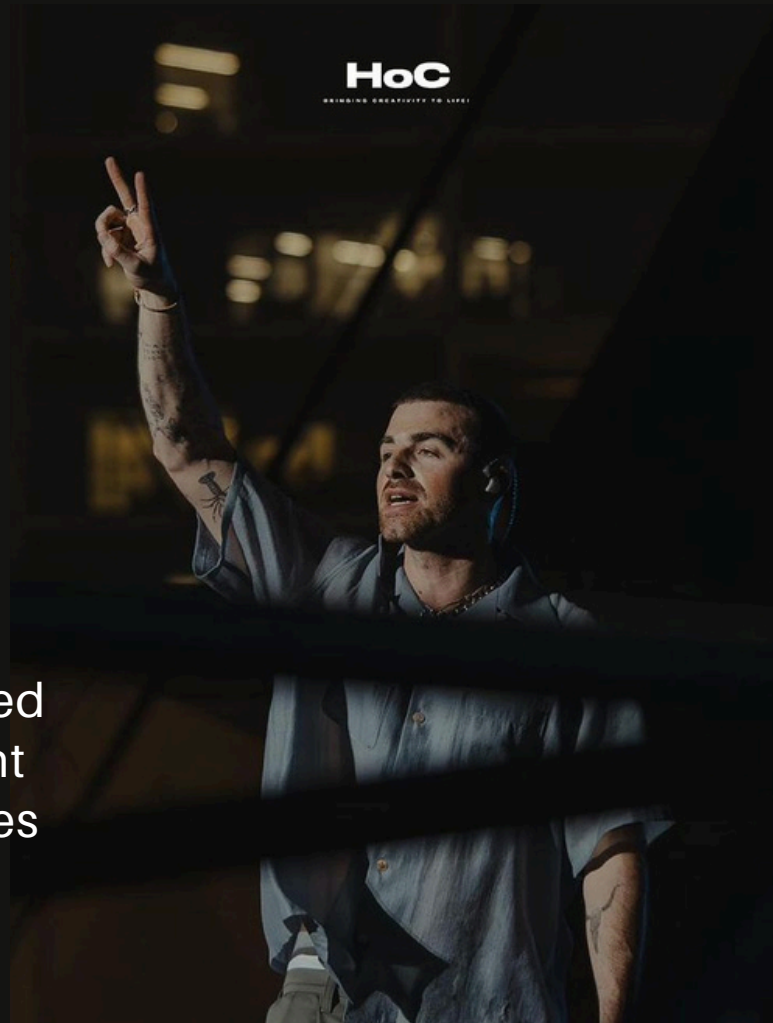


MARKETING CASE STUDY

# About Us



At Hub of Creators, we understand the significance of exceptional Branding & Marketing in driving business growth and success. As a premier content creation agency, we boast a team of highly skilled and innovative professionals who are dedicated to producing top-notch content that will help you generate sales and establish a robust online presence.



## We are a Creative Agency

We Help Businesses Succeed by Providing them With Innovative and Effective Solutions.

# CASE STUDIES

CONTENT CREATION

01

SOCIAL MEDIA MANAGEMENT

02

MARKETING CAMPAIGNS

03





# CONTENT CREATION

## Objective

Enhanced brand positioning through targeted content.

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## Approach

Created Engaging Content with Storytelling, USP and Highlighting Brand Story

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## Impact

Improved brand visibility and positioning.

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Mixologist

ATELIER V

ANOTHER ROLE PLAY

Cyclist

Baker

DJ

Tenzing Bhutia

Meet Tenzing Bhutia, the alchemist behind our bar! With a shaker in one hand and a dash of magic in the other, he's turning every cocktail into pure gold. Whether it's crafting classics or shaking up something new, Tenzing's got the perfect pour for every mood. His secret ingredient? A whole lot of passion and just the right amount of flair. Come say hi and let him serve up your next favorite drink!

5 Music Playlist

Track: Formula

Labrinth Album: *euphoria*

mood: morning to start energetic day

Track: God's Plan

Drake Album: *Scorpion*

mood: entering the restaurant with hippie vibes.

Track: Paradise

Baazi Album: *Soul Searching*

mood: Behind the bar preping for the day.

Track: Humble.

Kendrick Lamar Album: *DAMN*

mood: when making awesome cocktails.

Track: Aao Chalein

Taba Chake Album: *Bombay Dreams*

mood: closing bar scenes

FAVORITE DRINK

GIN & TONIC

The classic duo that never disappoints. Crisp, refreshing gin meets bubbly tonic water, creating the perfect balance of botanical goodness and zesty flavor. It's the ultimate go-to drink for a laid-back evening or a lively night out. Whether you like it simple or with a twist of lime, this iconic cocktail knows how to keep things fresh. Cheers to the timeless G&T—always smooth, always in style!

SUGGESTED DRINK

ATELIER G&C

The classic duo that never disappoints. Crisp, refreshing gin meets bubbly tonic water, creating the perfect balance of botanical goodness and zesty flavor. It's the ultimate go-to drink for a laid-back evening or a lively night out. Whether you like it simple or with a twist of lime, this iconic cocktail knows how to keep things fresh. Cheers to the timeless G&T—always smooth, always in style!

# STORYTELLING

We use compelling narratives to connect potential customers to the brand on a personal level, emphasising experiences that can we’re providing. Our storytelling is tailored to evoke emotions and create memorable associations with the brand.





# USP HIGHLIGHTING

Focus on distinguishing the brands from competitors by emphasising its unique features, whether it's amenities, exceptional services, eco-friendly practices, or other advantages.



easysip

**Tera bhai**  
**at a house party**  
ft. Bollywood.



# ENGAGEMENT AND INTERACTION TRACK RECORD

17.9M+

Engagement Delivered

28.7M+

Reach We delivered

23M+

Interaction on Our Content



# SOCIAL MEDIA MANAGEMENT

## Objective

Attract potential customers by leveraging social media platforms.

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## Approach

Implementing Virtual Tour Experience over Social Media Platforms, generating interactive posts and increasing user engagement tactics.

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## Impact

Increased social media engagement and business inquiries.

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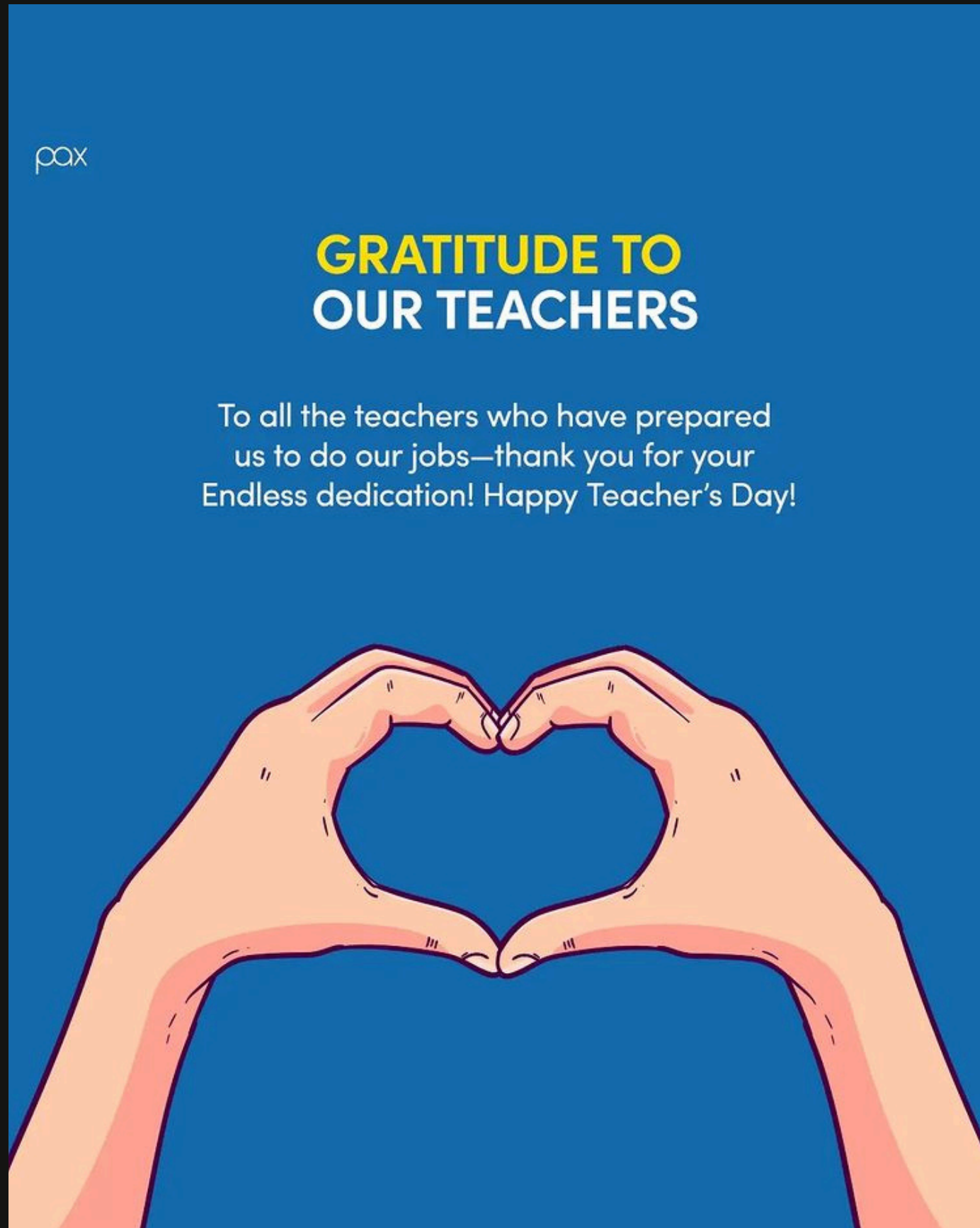




# VIRTUAL TOURS

We create immersive virtual tours that allow potential customers to explore the services/ product and its amenities from the comfort of their homes. This approach helps in providing a realistic preview of what customers can expect.





# INTERACTIVE POSTS

We use compelling narratives to connect potential customers to the brand on a personal level, emphasising experiences that can we're providing. Our interactive posts are tailored to evoke emotions and create memorable associations with the brand.

708K<

Normal Posts  
Engagement

2.65M+

Interactive Posts  
Engagement



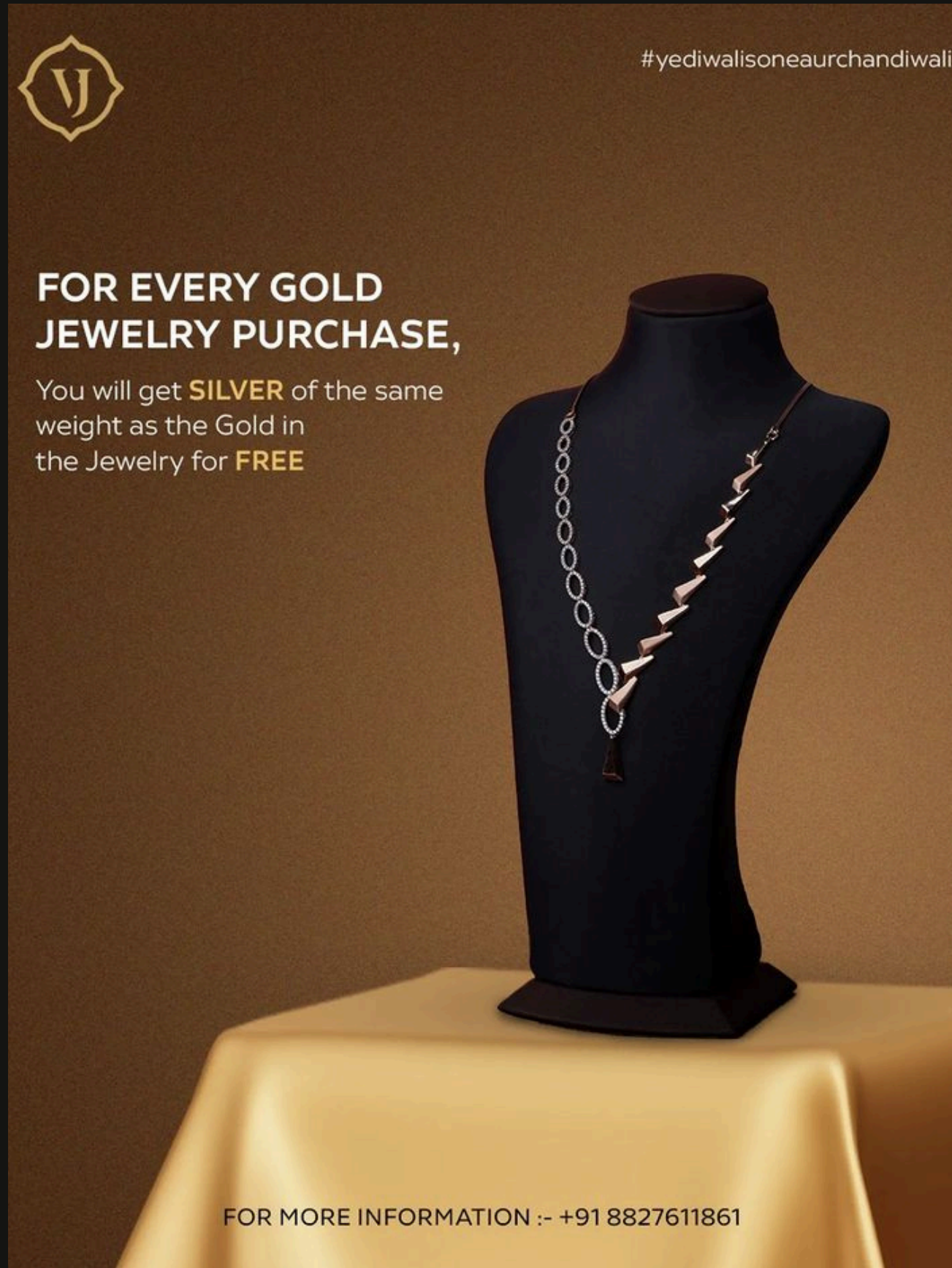
#Makeovermondays

Enhance **your** personality  
by getting a **makeover**



# USER ENGAGEMENT TACTICS

1. UGC Campaigns
2. Interactive Polls and Quizzes
3. Interactive Storytelling
4. Theme Days
5. Collaborative Content

An advertisement for a jewelry promotion. It features a black mannequin wearing a gold necklace with a chain of circles and a series of gold triangles. The mannequin is placed on a gold-colored pedestal. The background is a solid brown color. In the top left corner, there is a gold logo with the letters 'VJ' inside a shield-like shape. In the top right corner, the hashtag '#yediwalisoneaurchandiwali' is written in white. On the left side, there is a text block in white and gold. At the bottom, there is a line of white text.

VJ

#yediwalisoneaurchandiwali

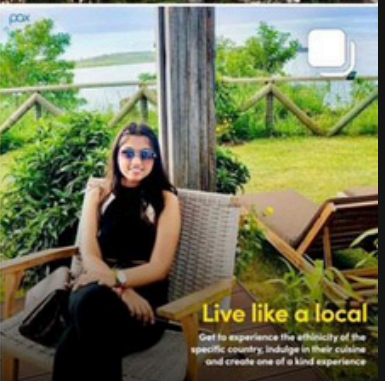
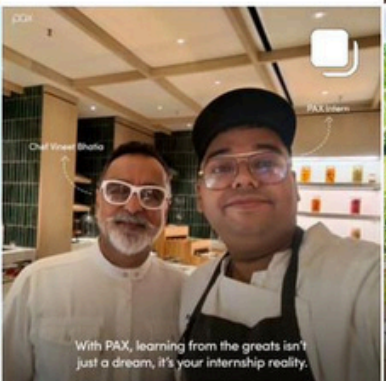
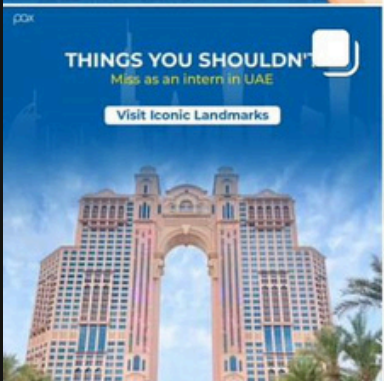
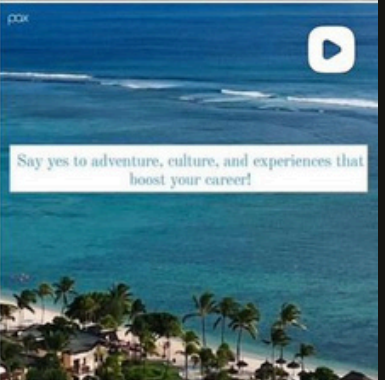
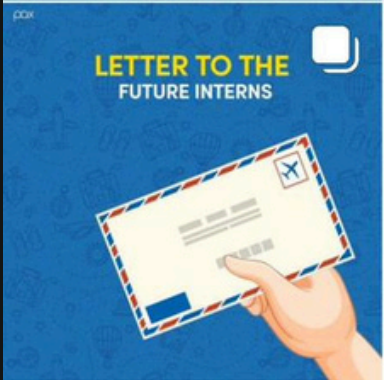
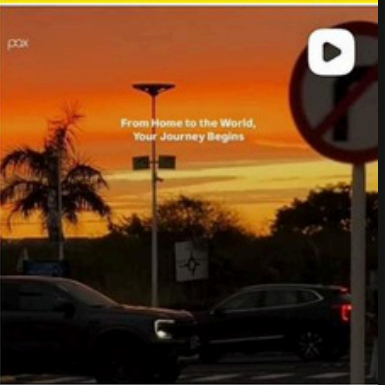
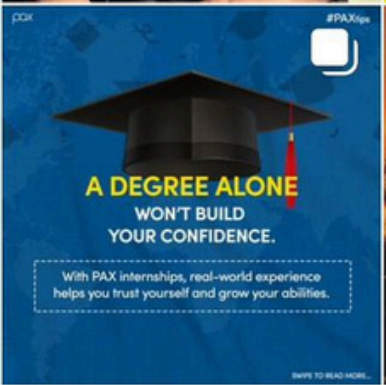
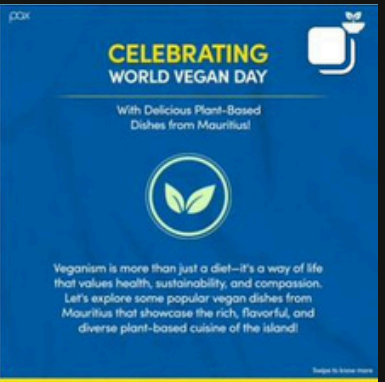
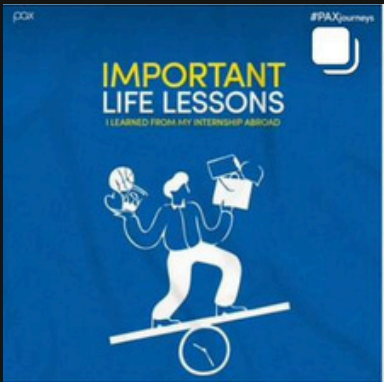
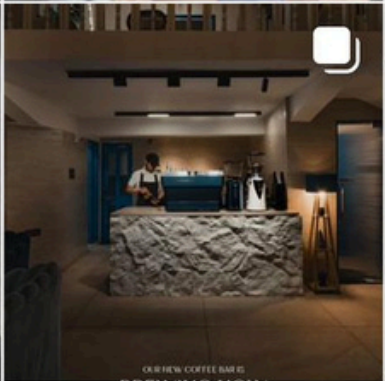
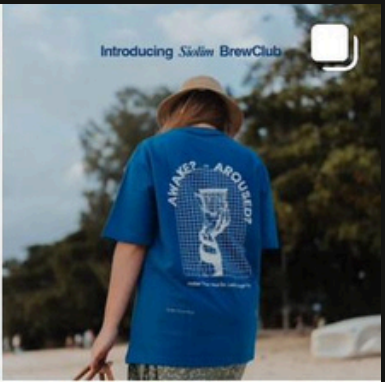
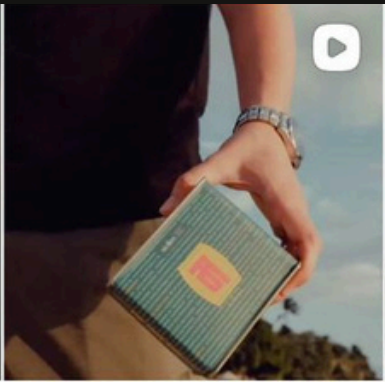
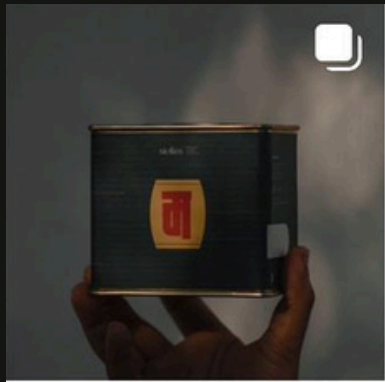
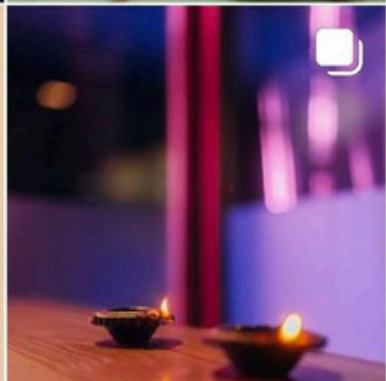
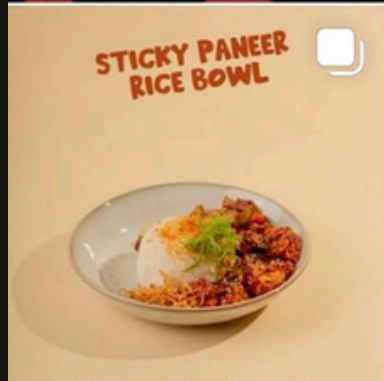
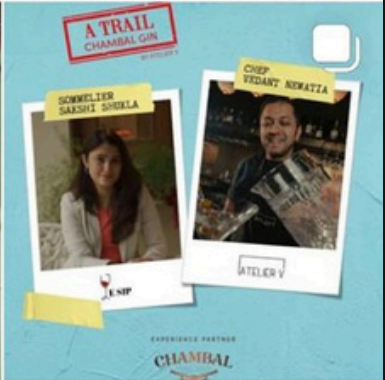
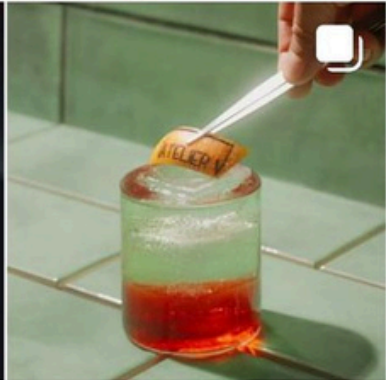
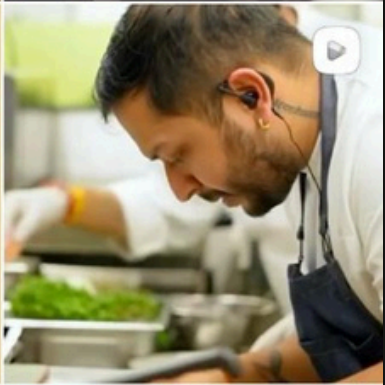
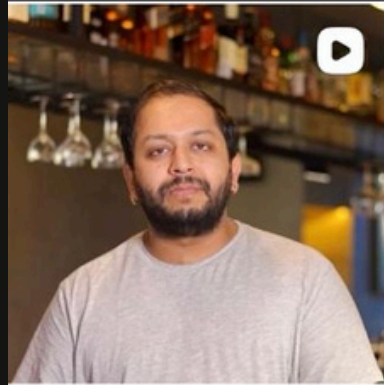
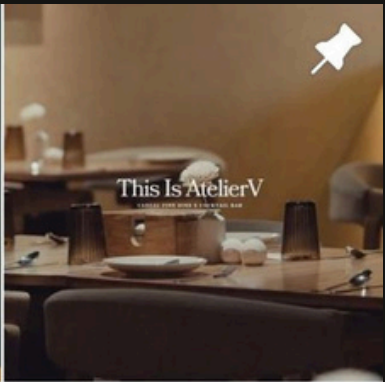
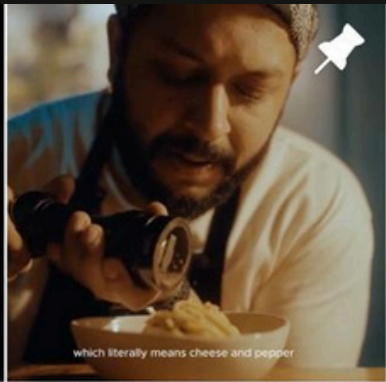
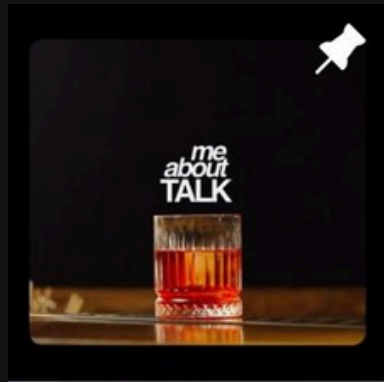
**FOR EVERY GOLD  
JEWELRY PURCHASE,**  
You will get **SILVER** of the same  
weight as the Gold in  
the Jewelry for **FREE**

FOR MORE INFORMATION :- +91 8827611861

# CONTENT SERIES AND THEMES

Keeping the content fresh and engaging by organizing it into themed series or posts that highlight different aspects of the hotel experience.









# EVENT PROMOTION AND LIVE STREAMING

Using social media to highlight and promote hotel events, as well as live streaming these events to engage those who cannot attend in person





# TARGETED AD CAMPAIGNS

711K+

Reach Delivered  
through Ads

187%

ROI Percentage

1.8X

Value Returned



# MARKETING CAMPAIGNS

## Objective

Drive direct bookings/  
orders and revenue  
generation.

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## Approach

Festival Campaigns,  
Promotional Campaigns, Loyalty  
Membership Programs and  
Seasonal Campaigns.

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## Impact

Significant uplift in  
Inquiries.

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**THE COPPER KETTLE**

**IT'S A BEER BONANZA!**  
Tipsy Thursday & International Beer Day



**1+1 ON BEER/PITCHER/TOWER**

Offer Valid from 1<sup>st</sup> to 4<sup>th</sup> August

\*T&C Applied    +91 9111144440, 9171644440    21+ only. Good times ahead!

# PROMOTIONAL OFFERS

Crafting enticing offers that provide immediate value to potential guests, encouraging them to generate inquiries.



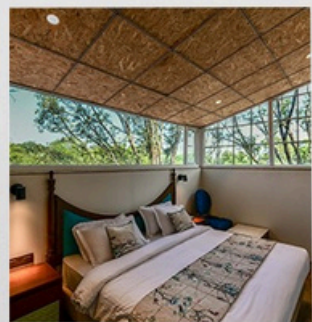


## Exclusive offer

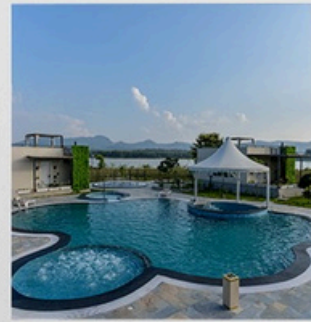
for [Society Name] Members!

Looking for a staycation with your family and friends?

Book your stay at Pandav Hotels in **Pachmarhi and Madhai** and enjoy an **EXCLUSIVE 20% DISCOUNT** just for our community.



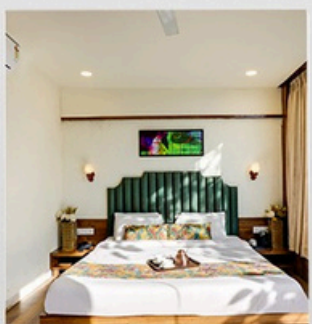
Pandav Retreat



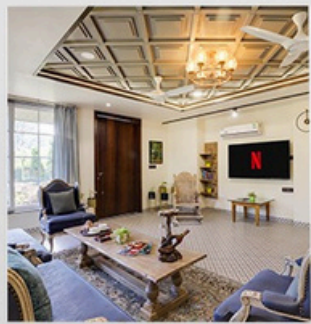
Lehar Sa Resort and Spa



Gourissa Resort



Pandav Inn



Pandav Greens



Pandav Residency

Reserve Now! Visit [pandavhotels.in](https://pandavhotels.in) or call +91 7223032222, 7470974444

# LOYALTY PROGRAMS

Enhancing customer retention and encouraging repeat visits by rewarding loyal customers.



# CREATIVE SAMPLES

mitti order.mitti.cafe



**MOTICHOOR  
CHEESECAKE**

Our cheesecake is sweetened with organic khandsari sugar and made with our gluten-free organic oats biscuits—no preservatives, just pure goodness in every bite!"

EGGLESS GLUTEN FREE

Organic फ़ेश Desi

PÄNDAY  
HOTELS



Moments.

An Evening of *Indian Flavors* and *Gin Journey*.

**A TRAIL**  
CHAMBAL GIN  
BY ATELIER V

SOMMELIER  
SAKSHI SHUKLA

CHEF  
VEDANT NEWATIA

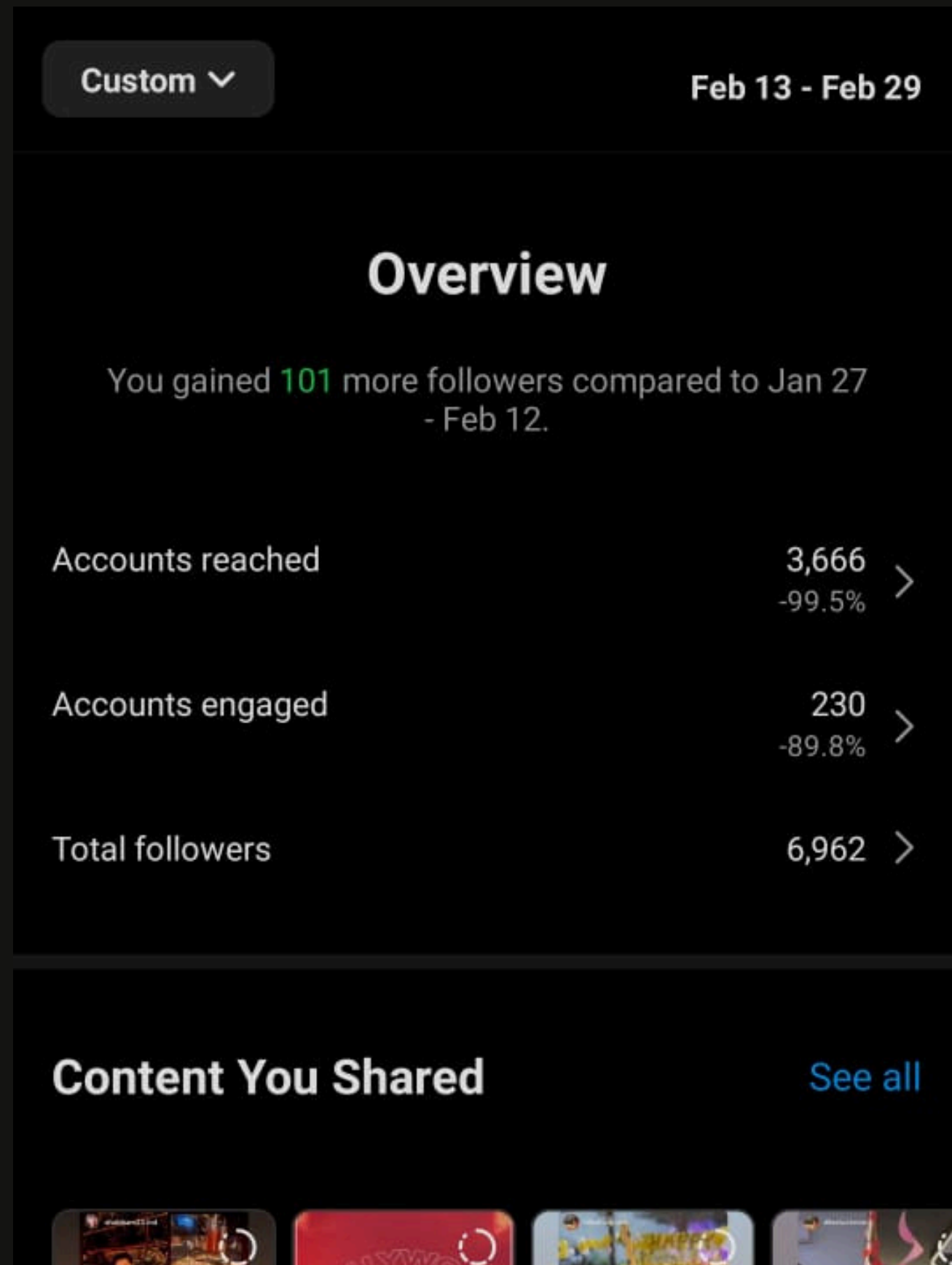
ESIP

ATELIER V

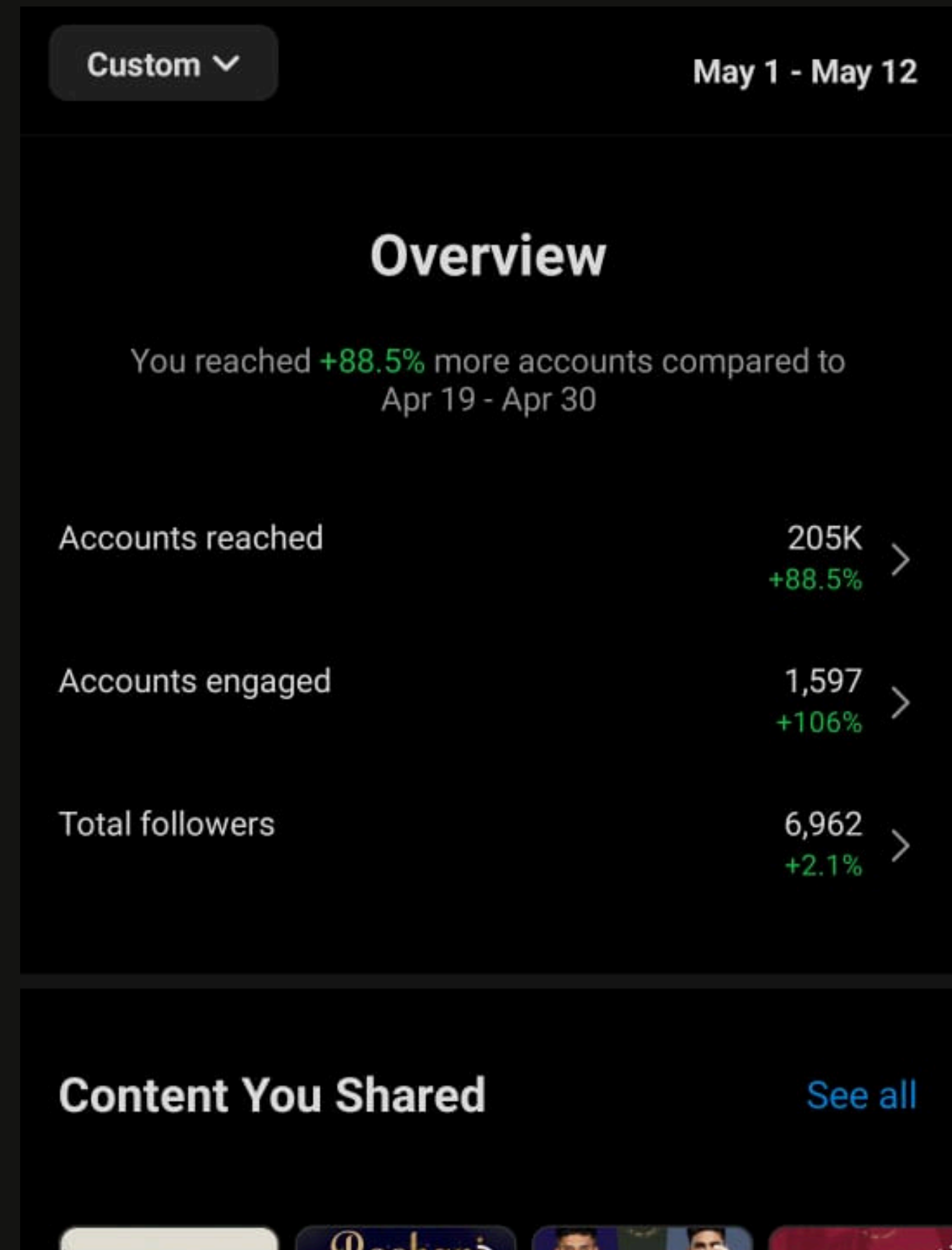
EXPERIENCE PARTNER  
**CHAMBAL**  
INDIAN DRY GIN



# BEFORE



# AFTER





# BEFORE

Custom ▾

Feb 13 - Feb 29


## Overview

You gained 4 more followers compared to Jan 27 - Feb 12.

Accounts reached	28.8K -40.9%	>
Accounts engaged	841 +1.4%	>
Total followers	981	>

Content You Shared

See all



# AFTER

Previous Month ▾

Apr 1 - Apr 30


## Overview

You reached +799% more accounts compared to Mar 1 - Mar 31

Accounts reached	98.7K +799%	>
Accounts engaged	1,565 +523%	>
Total followers	981	>

Content You Shared

See all



# WORK WITH US



PHONE

---

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EMAIL

---

sarthak@hubofcreators.com

WEBSITE

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