CASE STUDIES · INSTAGRAM · YOUTUBE · LINKEDIN

We turn content into reach, reach into growth.

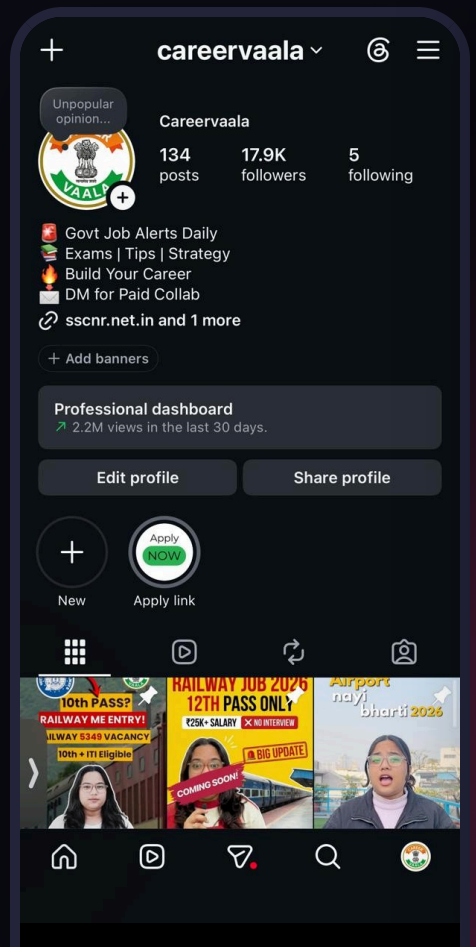
A social media management portfolio: real numbers, real screenshots, real growth. From 9.5K to 2.2M monthly views.

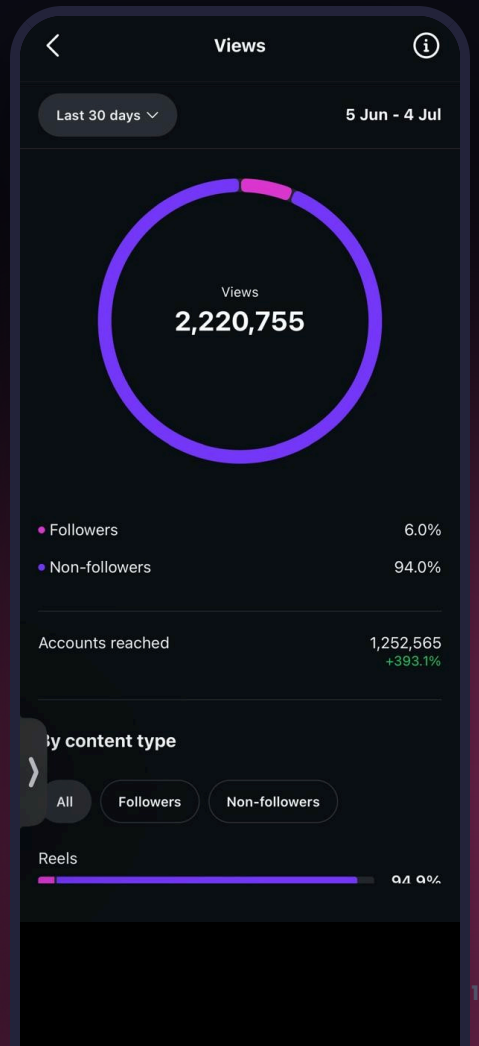
2.2M+
views / 30 days

94%+
non-follower reach

17.9K
IG followers

2
brands scaled





RESULTS AT A GLANCE

Numbers that moved the needle

Pulled directly from native Instagram, YouTube and LinkedIn analytics.

230×
Careervaala monthly views: 9.5K → 2.2M

17.9K
Instagram followers, up from 4.4K

28,560
profile actions in 60 days (+7,058%)

3,509
website link taps in 60 days

706K
views on Ornate's top B2B reel

+886%
Ornate IG followers, May → Sep

21.3%
LinkedIn engagement, +189% vs peers

95%+
reach from non-followers, both brands

Strategy | Reels production | Community | Analytics & reporting | LinkedIn B2B | YouTube Shorts

CASE STUDY 01 · CAREERVAALA

From 9.5K views to 2.2M in six months

Govt-job alerts & exam strategy brand for Indian job seekers.

Starting point

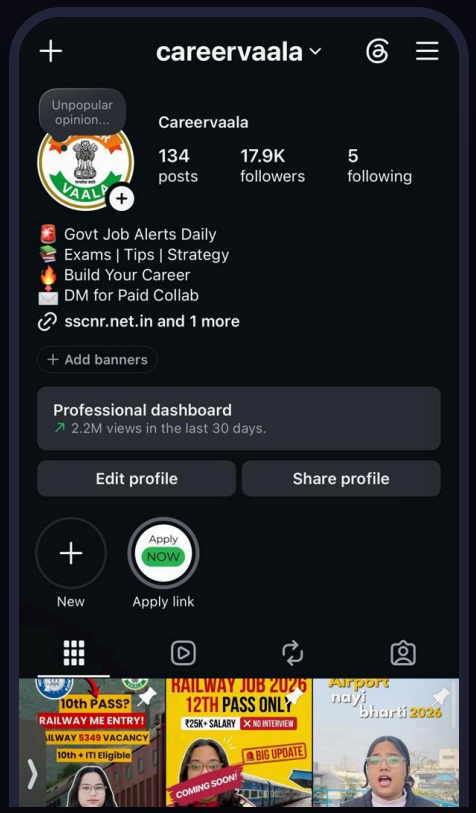
14 Dec–12 Jan: **9,541 views**, 0 new followers, 6 pieces of content.

What we did

Face-led reels with high-intent hooks (“10th pass”, “No exam”, “Big update”), bold text overlays, 25–37 posts a month, and an “Apply link” highlight to push traffic to the website.

Outcome

2,220,755 views and **1.25M accounts reached** (+393%) in 30 days, **94% from non-followers**, 17.9K followers.

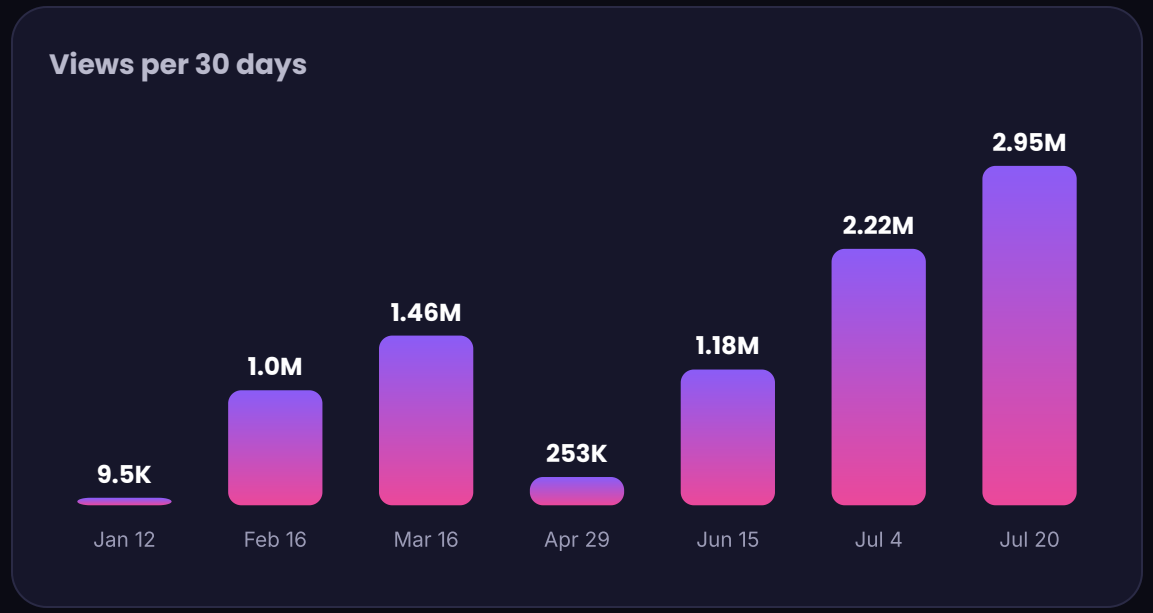




CASE STUDY 01 · GROWTH CURVE

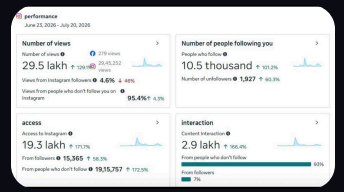
Reach and community, scaled

Each bar is a 30-day Instagram window (labelled by end date).





Interactions: 936 (Jan) → 173.1K (Feb–Mar) → 131.1K (June). The 3 Apr dip was followed by a strong June rebound.



Peak window · Jun 23–Jul 20

2.95M views (+129.1%), 95.4% from non-followers, 19.3 lakh accounts reached, 2.9 lakh interactions (+166.4%).

What the audience actually watched

Top reels over three months.

596,535 Airport nayi bharti 2026

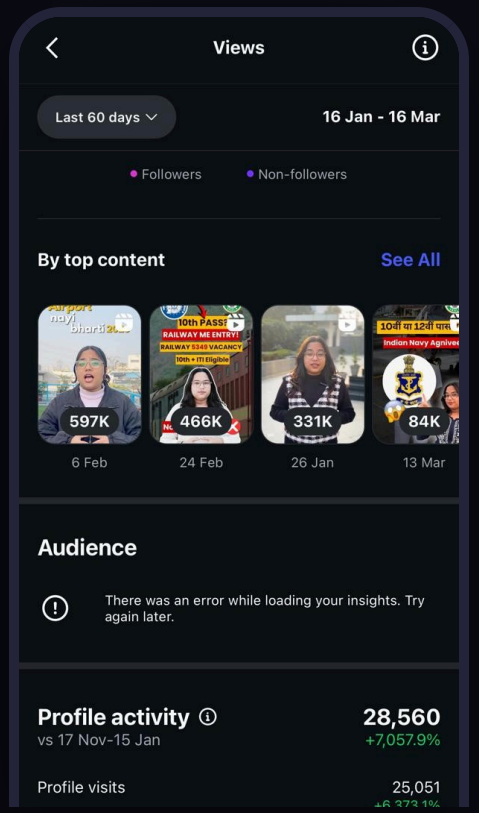
582,097 Railway Job 2026: 12th pass only

465,968 10th pass? Railway entry, 5349 vacancies

1,020% more plays than the last 5 reels (Aadhaar bharti reel)

The Railway reel had just **12.7K views** in its first days, then compounded to 582K. Clear eligibility hooks plus urgency drive shares and saves.





CASE STUDY 01 · CONVERSION

Views that turn into visits and subscribers

Reach is only useful if it moves people to the brand.

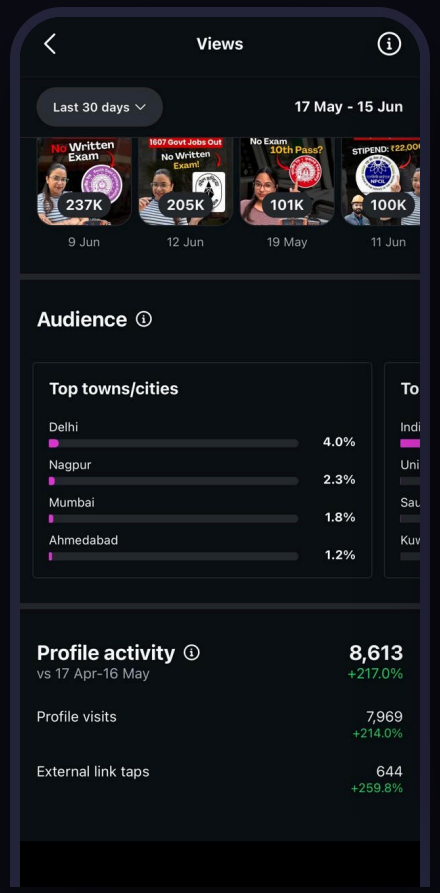
2.39M
views, 60 days

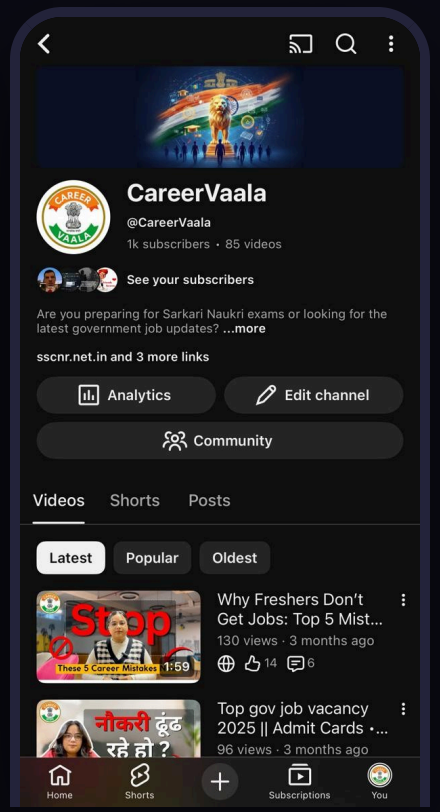
1.27M
accounts reached (+4,383%)

25,051
profile visits (+6,373%)

3,509
link taps (+29,141%)

YouTube: 73 → 1K subscribers, 85 videos. A Short hit 1,285 views, 11 shares and became the most-shared Short within 5 hours. Top audience cities: Delhi, Nagpur, Mumbai, Ahmedabad.





CASE STUDY 02 · ORNATE TECHNOSERVICES

Making a B2B company feel human





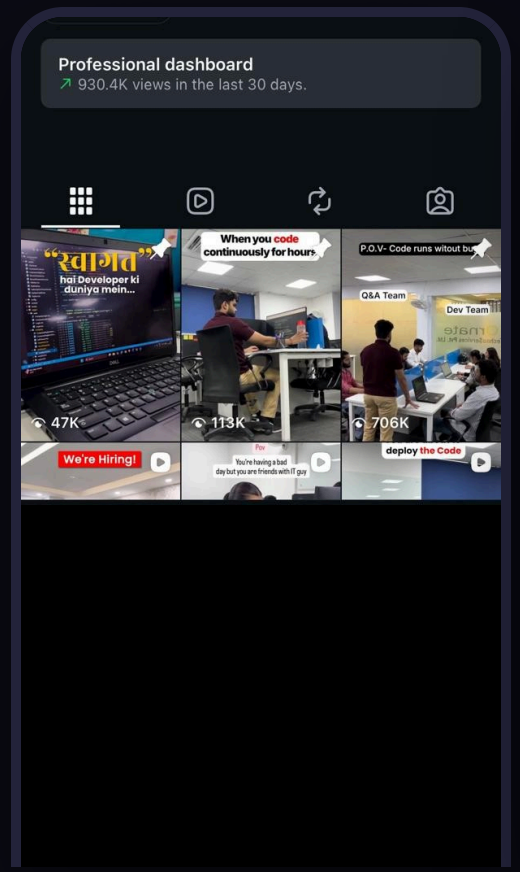
+886%
follower growth in 4 months

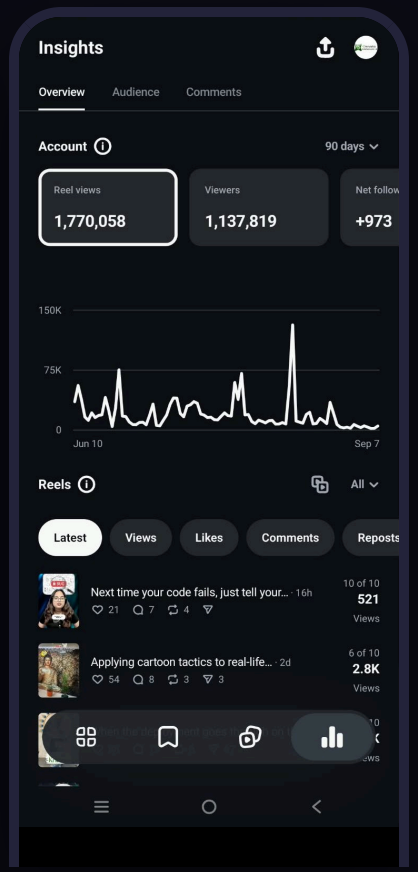
95–97%
reach from non-followers

1.77M
reel views, 90 days

3.48 → 4.48%
engagement rate

Dev-culture reels beat corporate posts





706K "P.O.V: Code runs without bug"

113K "When you code continuously for hours"

LinkedIn · 30 days (Aug 15–Sep 13)

14,706
impressions (+23.8%)

+112.5%
reactions (610)

+215%
comments (63)

21.3%
engagement, +189% vs peers

+175
new followers (7,179 total)

2,817
search appearances (+12.6%)

OUR APPROACH

The growth playbook

A repeatable loop we run for every brand.

01

Research

Audience, competitors and the hooks that already work in the niche.

02

Create

Face-led alerts, POV culture reels, carousels and LinkedIn posts with clear text overlays.

03

Distribute

Consistent rhythm across Instagram, YouTube Shorts and LinkedIn, with link-in-bio funnels.

04

Measure

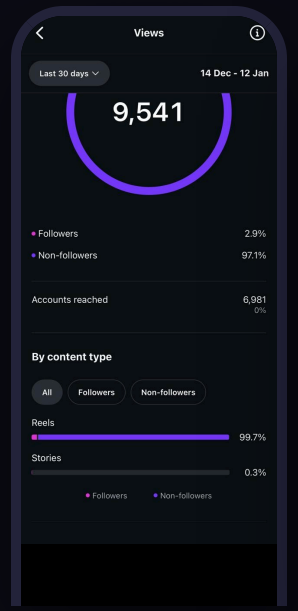
Weekly review of views, non-follower share, interactions and profile actions. Double down on winners.

- Monthly analytics report
- Content calendar
- Reel scripting & editing
- Community management
- Competitor benchmarking

PROOF

Straight from the dashboards

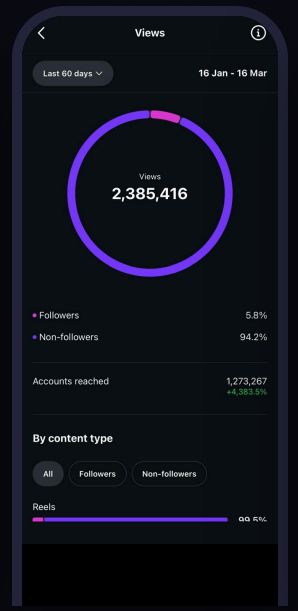
Native analytics screenshots, unedited.



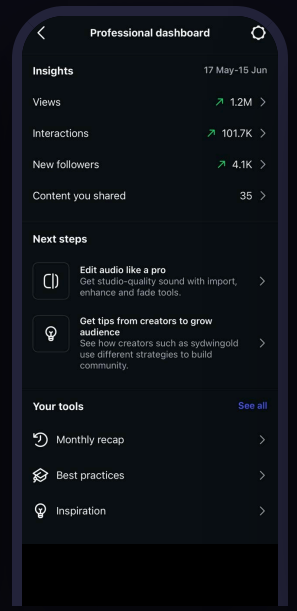
9.5K views · Jan



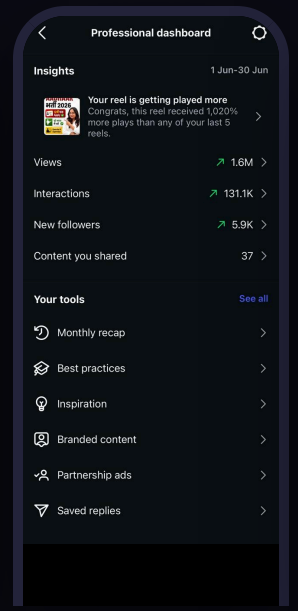
1.0M · Feb



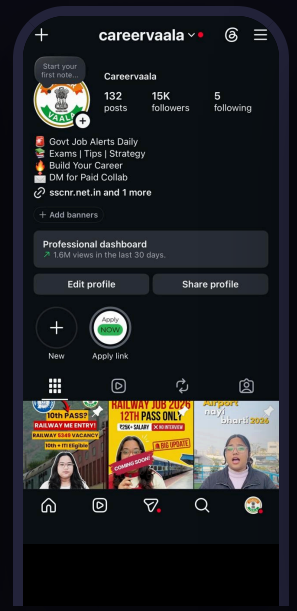
2.39M · 60 days



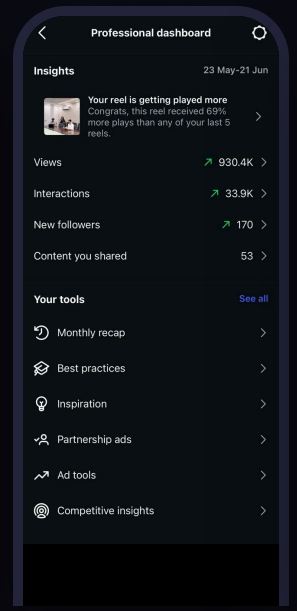
1.2M · May–Jun



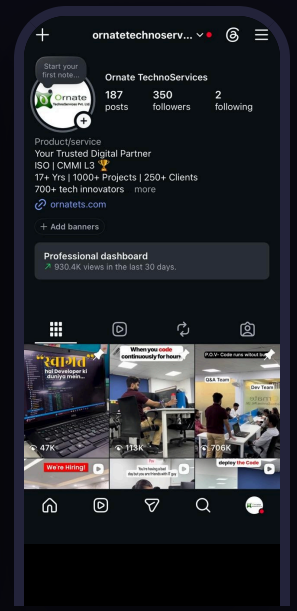
1.6M · Jun



15K followers



Ornate 930K



Ornate 350 followers

YOUR BRAND IS NEXT

Ready for your first million views?

Let’s plan a 30-day growth sprint for your brand: strategy, content and reporting, built on what the data says works.