



X



OUR RESOUNDING SUCCESS:

DAB OF INDIA'S INFLUENCER MARKETING
ELEVATES FARMAAISH'S **SUNDAY
BRUNCH** TO NEW HEIGHTS

We Are Open



X



INTRODUCTION

01



In the dynamic realm of digital marketing, Dab of India harnessed the immense **power of influencers** to create waves of excitement and **draw a vast audience** to Farmaaish Lounge & Bar's latest **99 Sunday Brunch Menu**. We recount our exceptional influencer marketing campaign that left a lasting impact on Farmaaish's culinary offerings.





SETTING THE STAGE

As a leading digital marketing agency, Dab of India was entrusted with the task of propelling **Farmaaish's 99 Sunday Brunch Menu into the limelight**. Our strategic approach centered on **leveraging influencers to resonate with the audience** and **showcase the delectable delights** that awaited them at Farmaaish.

02



THE POWER OF INFLUENCERS:

We carefully **handpicked** three renowned **Pune-based** food influencers - **Pune Food Diary**, **Pune Foodies**, and **Hungry Buddiez**, whose combined reach surpassed **2.7 million followers**. Their **authenticity** and **rappor**t with their audience made them **the perfect ambassadors** for Farmaaish's Sunday Brunch.

03



@PUNE_FOOD_DIARY



305,618 reached
7,095 likes
21,732 shares
6,869 saves

@PUNE_FOODIES_



783,952 reached
20,157 likes
42,298 shares
17,197 saves

@HUNGRYBUDDIEZ



1,526,078 reached
53,592 likes
124,603 shares
36,747 saves

INFLUENCER MARKETING SUCCESS:

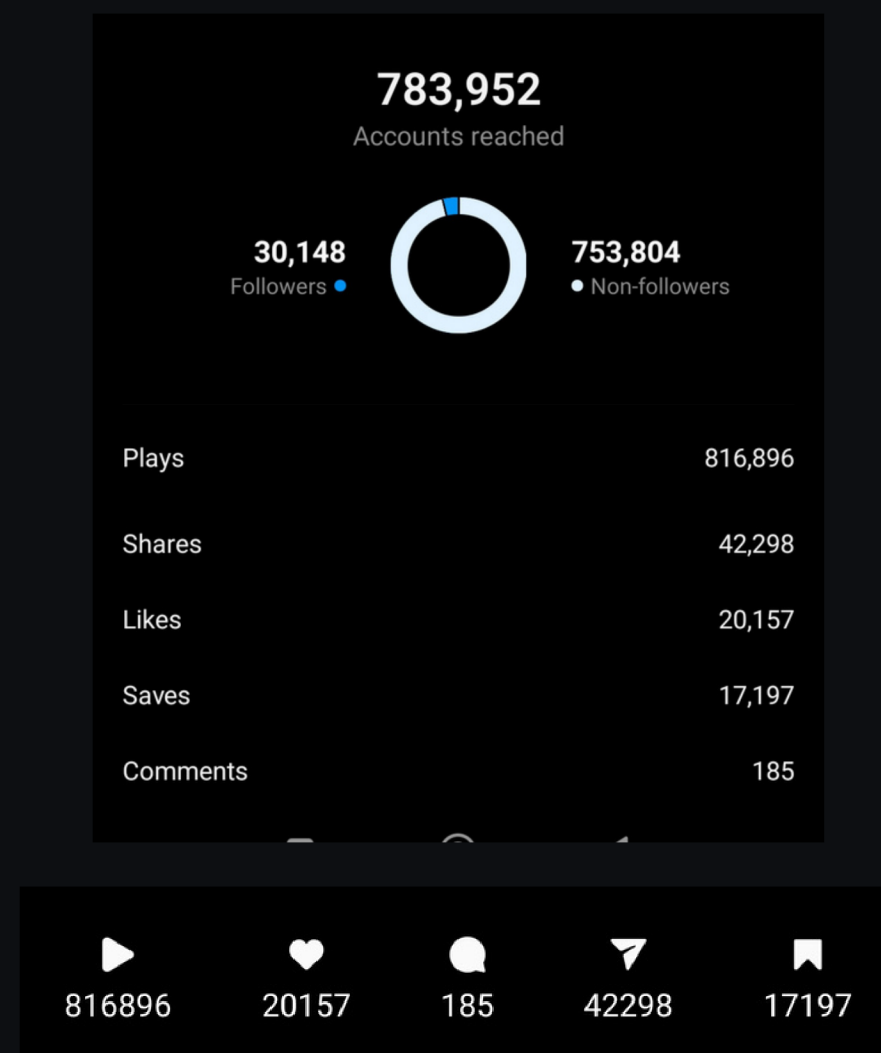
Within just two weeks, the influencers unleashed captivating reel videos featuring Farmaaish's scrumptious dishes and refreshing beverages. The results spoke volumes!

NUMBERS DON'T LIE

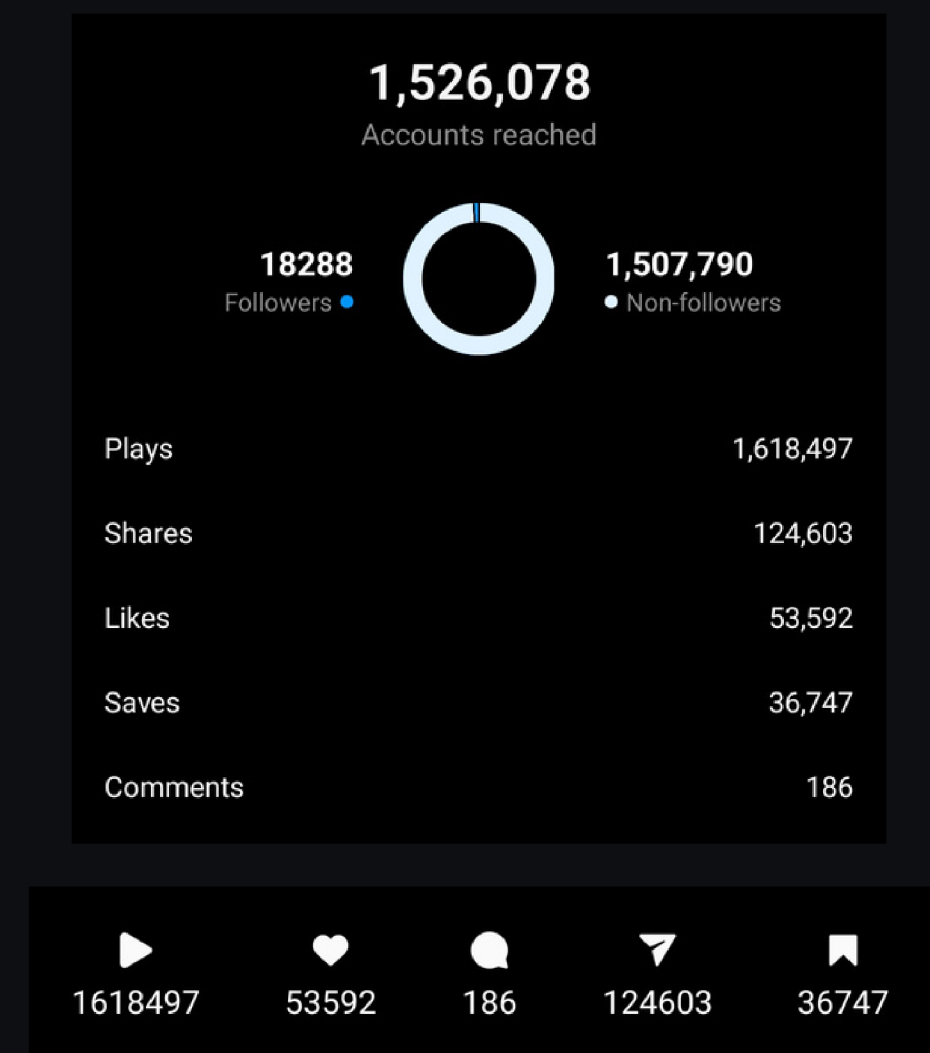
What numbers tell about our Influencer Marketing Campaign at Farmaaish.



@pune_food_diary



@pune_foodies_



@hungrybuddiez

THE BRUNCH PHENOMENON:

Our influencer marketing campaign ignited a brunch frenzy at Farmaaish. The Sundays witnessed an overwhelming influx of eager patrons from 12 PM to 6 PM, filling every table to capacity. The allure of the 99 Sunday Brunch Menu transcended a radius of 14 km, drawing in guests from far and wide.

INFLUENCER MARKETING REINFORCEMENT:

The ripple effect of our influencer marketing campaign endures. The charm created around Farmaaish's Sunday Brunch remains irresistible, with new patrons continuing to flock to the restaurant, captivated by the reels crafted by our influencers.



CONCLUSION:

Dab of India's masterful influencer marketing strategy propelled Farmaaish Lounge & Bar's 99 Sunday Brunch Menu to unprecedented heights. Our collaboration with esteemed food influencers brought the allure of the brunch to the forefront, drawing a surge of footfall and heightened awareness for the restaurant. As we continue to explore the potential of influencer marketing, Farmaaish solidifies its status as the go-to destination for an unparalleled culinary experience.