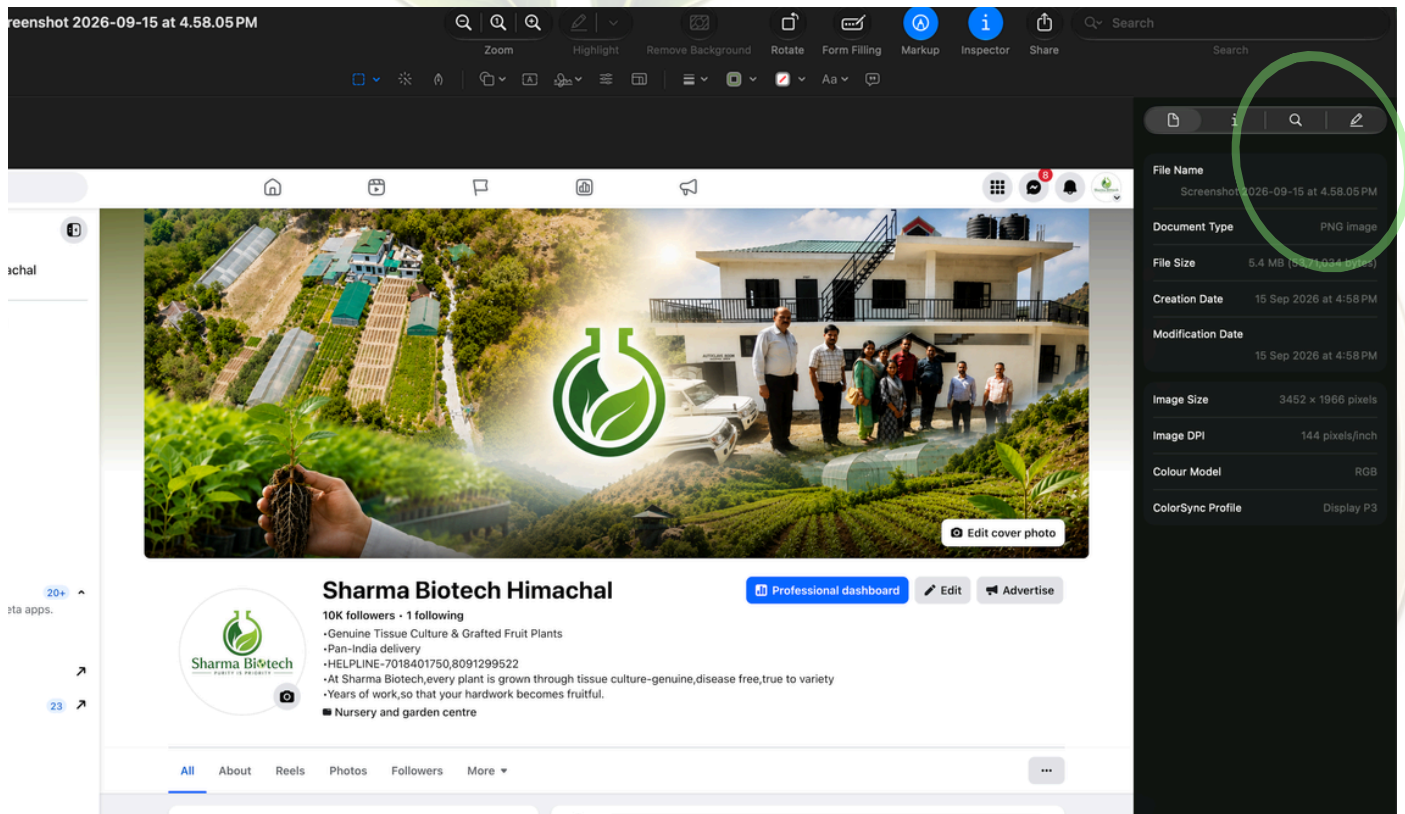


SHARMA BIOTECH HIMACHAL



ORGANIC GROWTH CASE STUDY

WE DIDN'T BUY THE ATTENTION.WE BUILT IT



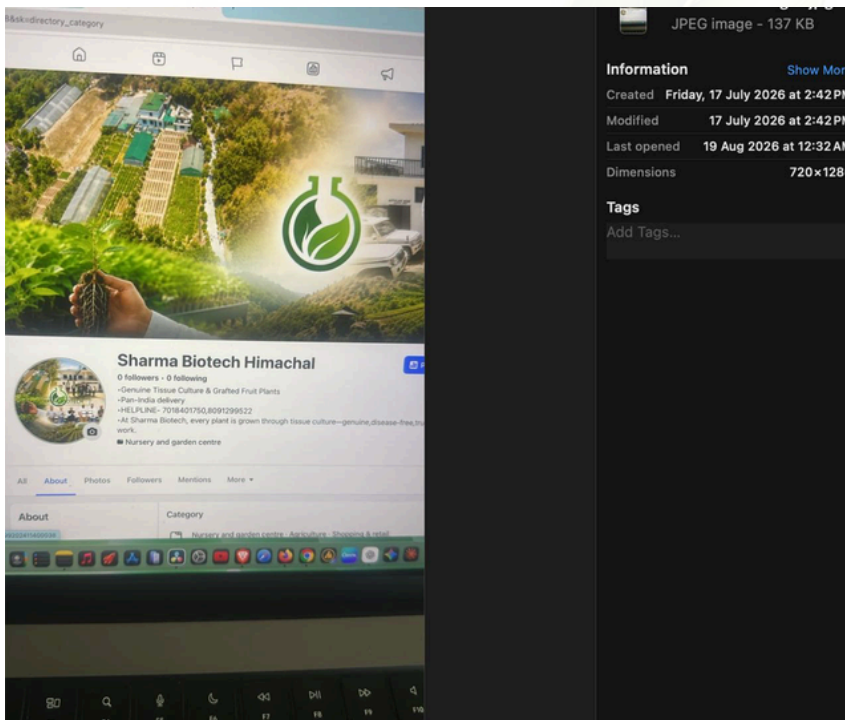
Current Facebook Page presence — supplied screenshot showing 10K+ followers.

A digital transformation built around research, content strategy, platform management, SEO and organic distribution — with not even single dime **spent on paid ads or boosted posts.**

0	1M+	10K+	12K+
Paid ad spend	Recent 28-day views	Facebook followers	YouTube subscribers

01 — THE STARTING POINT

Before the growth ,engine was built, the digital footprint was small.

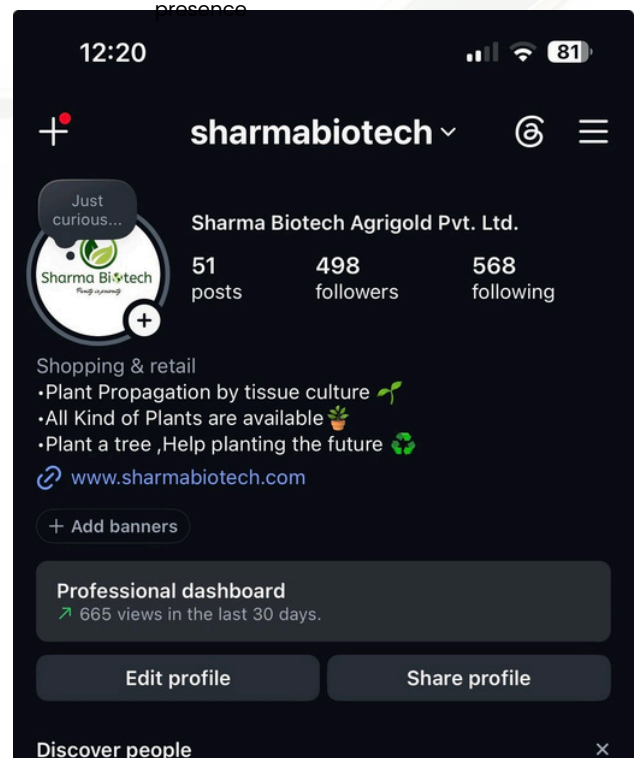


FACEBOOK — starting presence

The supplied screenshots show the starting conditions: Facebook at essentially **zero followers** and Instagram at approximately **498 followers with 51 posts**,as dated on 17th july when Viashiv Digital took over

The gap: the business had strong subject-matter expertise, but that expertise had not yet been converted into a scalable digital acquisition system.

INSTAGRAM — starting presence



02 — THE STRATEGY

Research the gap. Build the blueprint. Then scale what works.

The strategy was not based on a generic posting calendar. A complete blueprint was researched and curated by analysing what was missing from the brand's digital presence and what the audience was likely to find useful, interesting and actionable.

01	Research	Audience questions, content gaps, competitors, seasonal opportunities.
02	Blueprint	Platform-specific content and distribution plan.
03	Authority	Educational horticulture content instead of constant product promotion.
04	Discovery	Curiosity-led topics designed to reach non-followers.
05	SEO	Google presence and search discoverability improved alongside social.
06	Optimisation	Performance-led decisions guided by ongoing observation and judgement.

How Viashiv Digital Built the Brand, Not Just the Reach—

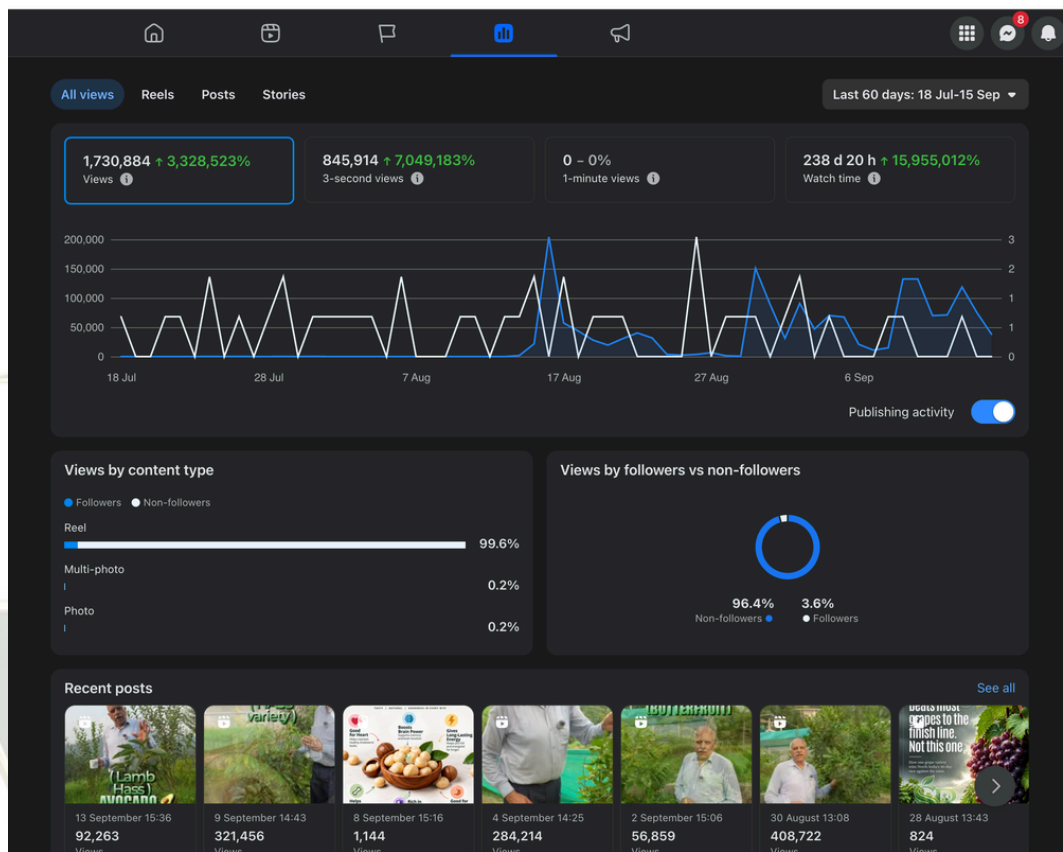
At Viashiv Digital, we worked beyond social media management—we built the digital foundation for Sharma Biotech's growth.

- Designed their logo and established a consistent brand identity across Facebook, Instagram, YouTube and Google.
- Developed content ideas and strategies based on audience needs, market gaps and our own research.
- Shifted the content towards education, trust and authority, rather than constant product promotion.
- Pushed for consistent implementation of the strategy, even when the ideas initially faced resistance.
- Once the results started showing, the numbers built the trust to scale the strategy further.

We didn't just create content. We built the brand, earned attention and turned it into demand.

03 — FACEBOOK: ORGANIC REACH AT SCALE

The supplied Facebook analytics show the acceleration in reach and engagement.

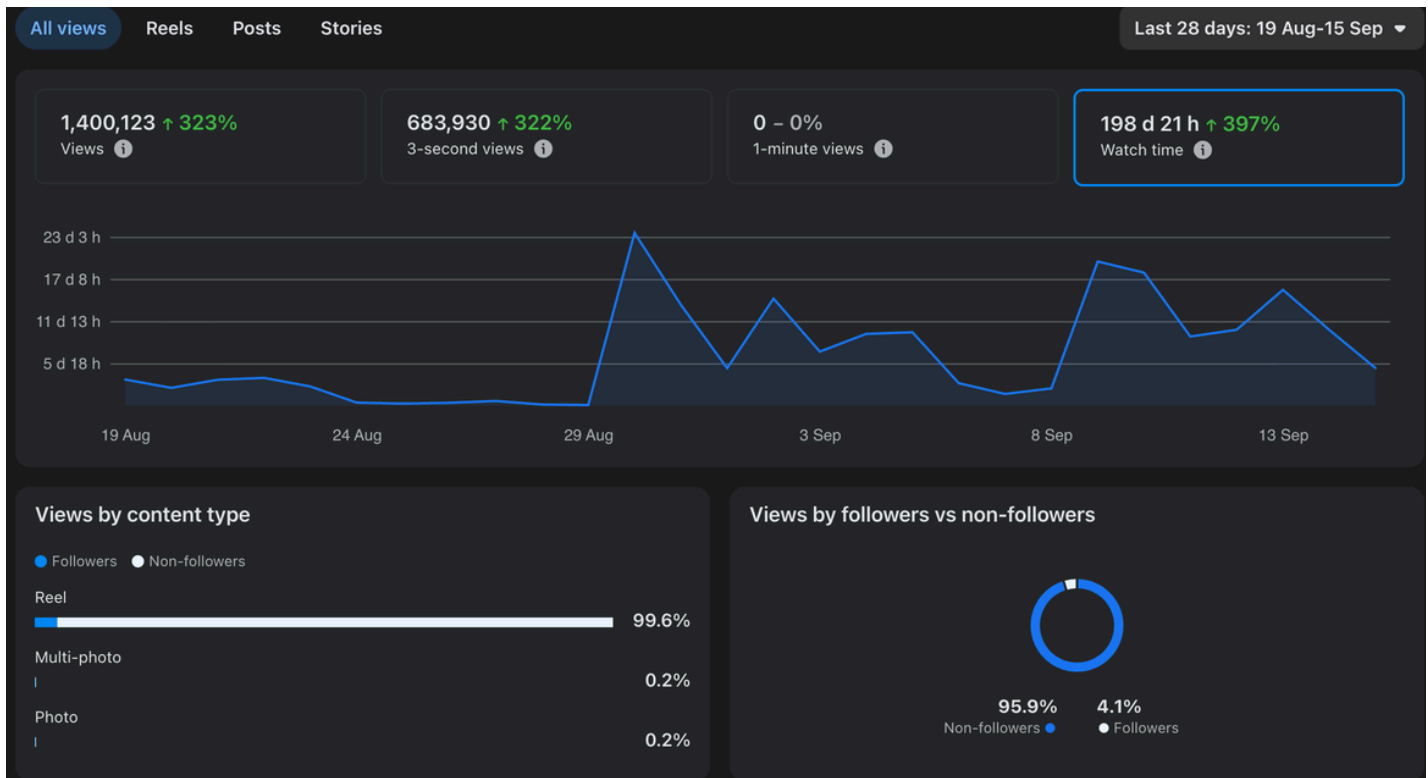


Facebook Insights — Last 60 days : 17 Jul–15 Sep.
1,730,884 views and 845,914 engagements are visible.

1,730,884	845,914
Views	Engagement
More than ↑ 999%	More than ↑ 999%

Content Library								
Published Scheduled Drafts								
Search for posts Create Filters (1) Columns Custom: 18 Jul-15 Sep Export data 0/50 posts selected								
Preview	Views	Viewers	Engagement	Net follows	Impressions	Comments	Distribution	
Macadamia Nut—Future की ... Published Crossposted • 30 Aug at 13:08	408,738	319,281	13,742	3,508	339,265	336	+1.6x	
4500-6500 ft Apple Variet... Published Crossposted • 14 Aug at 16:04	328,076	234,068	4,912	1,201	242,041	76	+0.1x	
HASS AVOCADO Up to ... Published Crossposted • 9 Sep at 14:43	321,462	269,820	9,789	1,468	282,795	220	+1.1x	
5-Feet Hybrid Macadami... Published Crossposted • 4 Sep at 14:25	284,259	208,652	10,688	1,894	219,929	460	+1.6x	
Lamb Hass Avocado Pla... Published Crossposted • 13 Sep at 15:36	92,284	77,017	3,479	685	82,094	125	+0.9x	
7000 ft+ Apple variety sele... Published • 17 Aug at 18:17	73,610	57,954	2,080	406	60,617	78	-0.3x	
Bhagwa Pomegranate — रया... Published • 17 Aug at 18:17	62,052	53,328	971	250	52,973	33	-1.3x	

04 — FACEBOOK: THE ACCELERATION CONTINUES



Facebook Insights — Last 28 days: 18 Aug-14 Sep.

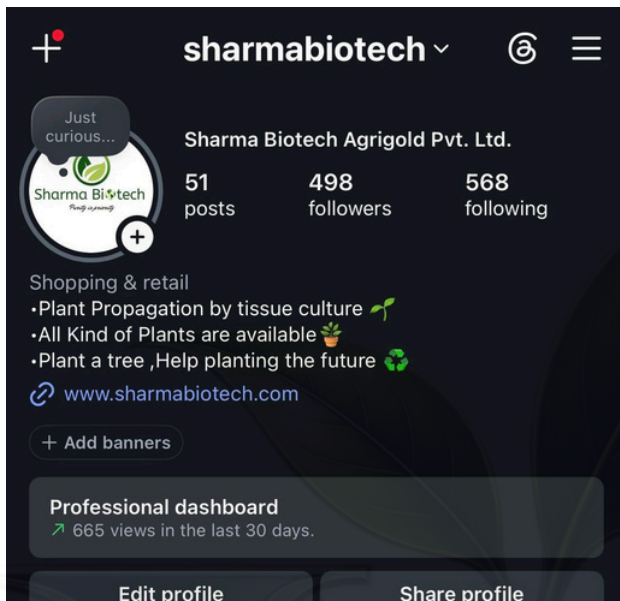
1,400,123	44,154	43 DAILY
Views ↑ 389 %	Engagement ↑ 905 %	Messaging conversations ↑ 1,333%

These are platform-reported performance metrics from the supplied screenshot. They show that reach and engagement were expanding alongside messaging activity.



05—INSTAGRAM: FROM ~400 TO 3K WITHIN 2 MONTHS

The Instagram presence moved from a small starting audience to a significantly larger discovery and content channel.



START — 498 followers / 51 posts

From ~400 to nearly 3K in Just 2 Months

At Viashiv Digital, we transformed Sharma Biotech's Instagram from a small presence into an active organic discovery channel.

498 → 2,789 followers

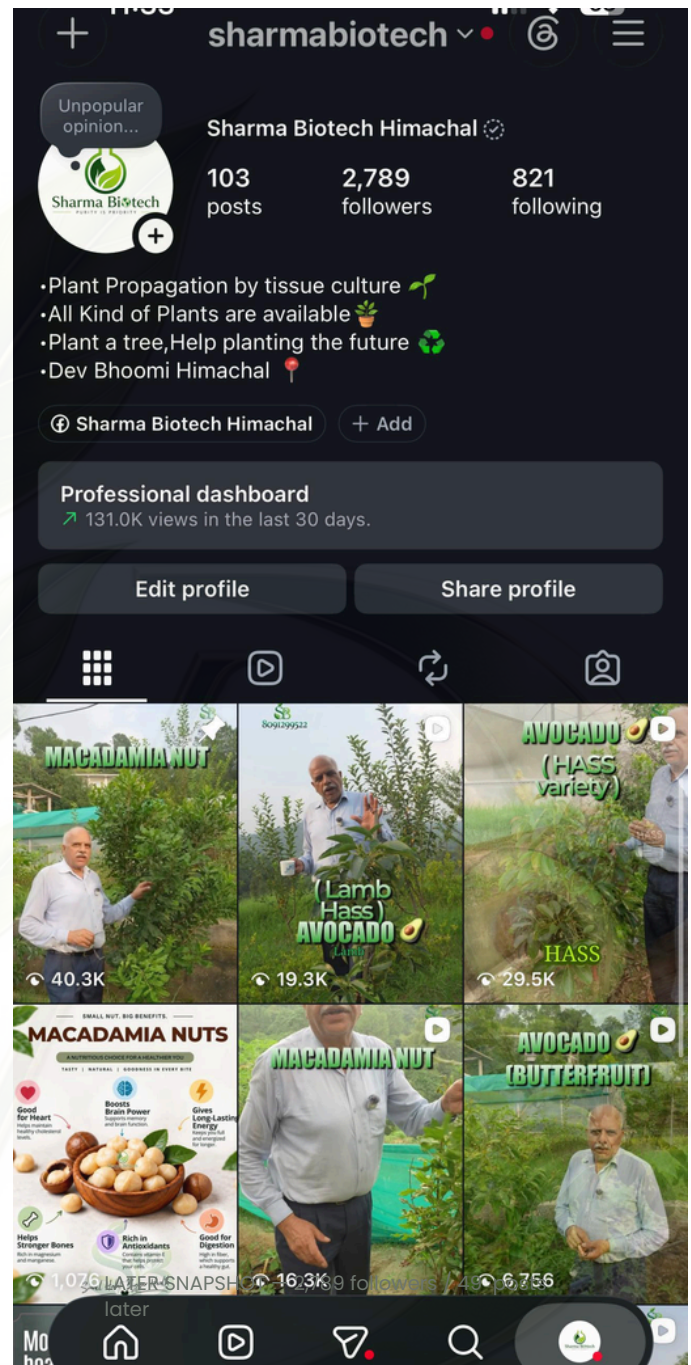
51 → 103 posts

Multiple reels reaching 10K–40K+ views

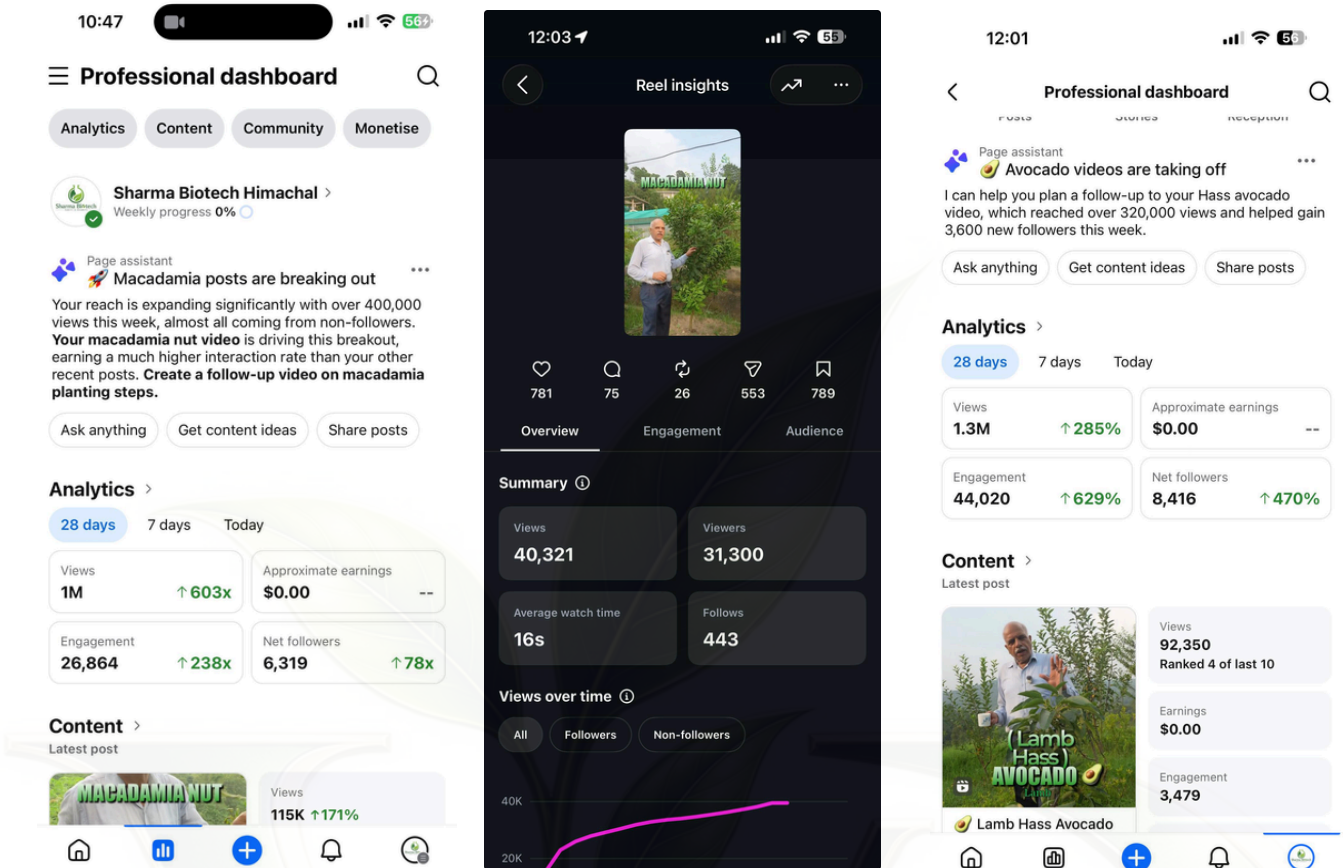
Built through strategy, consistent content and organic reach

No paid promotions. Just the right content, repeated consistently.

Most importantly, it was all done organically without spending single penny on boosting or meta ads.



06 — CONTENT BECAME THE GROWTH ENGINE



Instagram/Professional Dashboard — supplied screenshot. Last 28 days: 1M views, 26,864 engagement and 6,319 net followers are shown.

The dashboard also identifies a Macadamia post as a breakout piece, noting **400,000+ views in the week** and that almost all of the reach came from non-followers.

This is a key strategic signal: the content was not merely serving an existing audience. It was functioning as a **discovery mechanism** for people who had not yet followed the brand.

Content That Turned Attention Into Discovery

At Viashiv Digital, we didn't create content just to keep the page active. Every idea was built with a purpose—to **educate, create curiosity and reach people** who had never heard of Sharma Biotech.

We identified topics with strong audience potential, turned them into engaging short-form content, and continuously doubled down on what performed.

The result: content started reaching **hundreds of thousands of non-followers**, while driving significant engagement and new followers.

The content didn't just reach the audience. It found a **new one**.

07—YOUTUBE: BUILDING LONG-FORM AUTHORITY

YouTube was developed as a separate authority and search asset—not mixed in to the social analytics story.

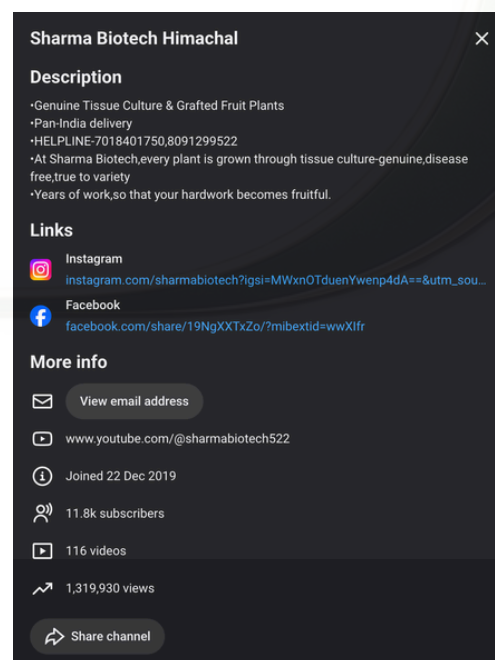
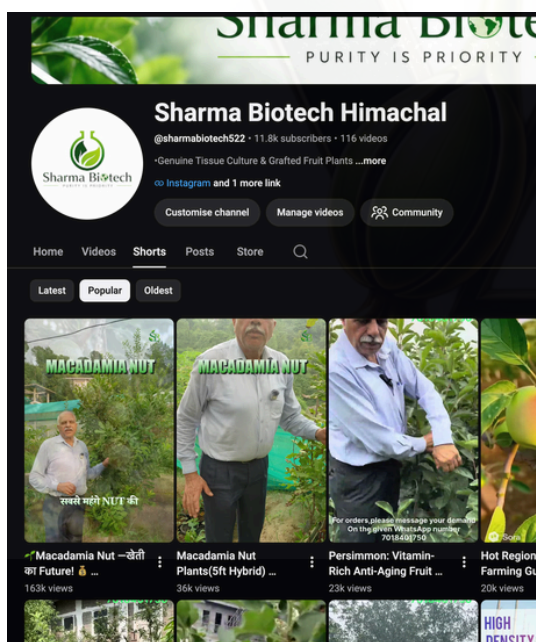


YouTube channel — supplied screenshot. 11.8K+ subscribers and 116 videos are visible.

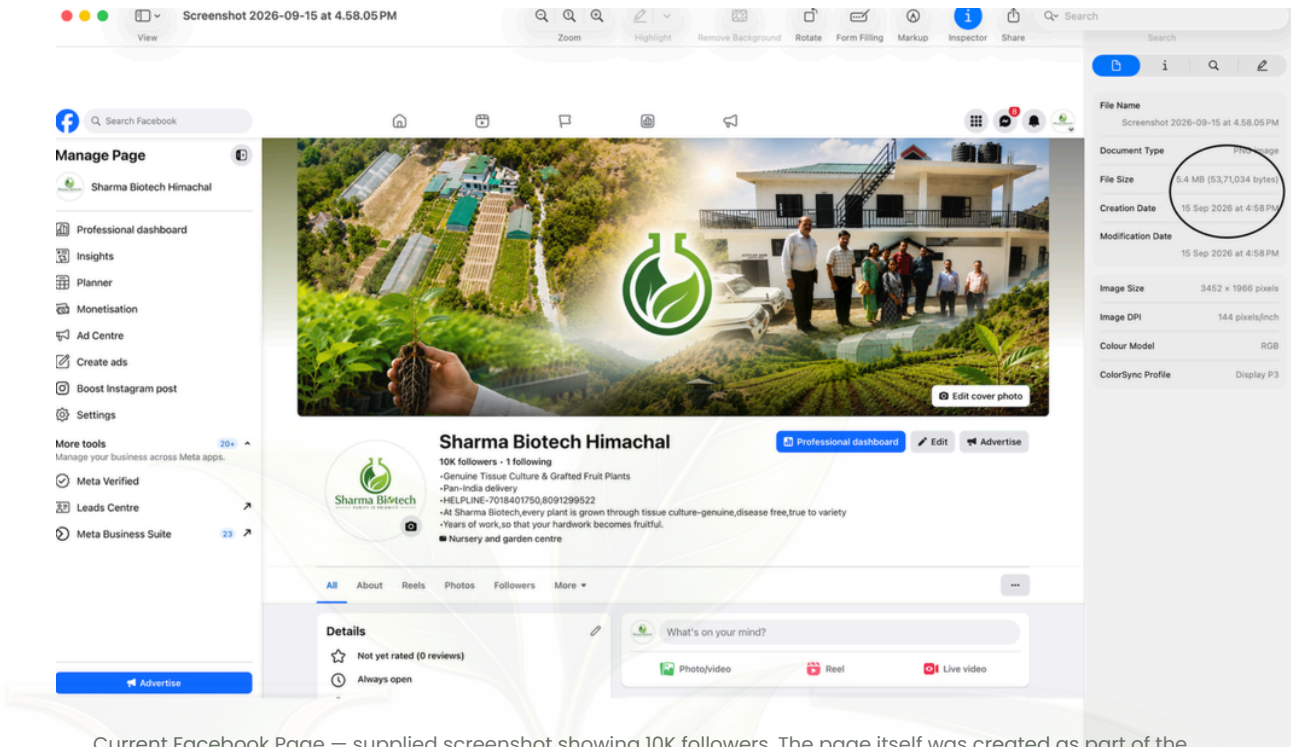
Turning YouTube Into a Customer Journey

At Viashiv Digital, we connected **YouTube with Sharma Biotech's wider digital ecosystem** rather than treating it as a standalone channel.

YouTube built trust → Instagram & Facebook expanded reach → **WhatsApp captured enquiries**. With **11.8K+ subscribers and 1.3M+ channel views**, YouTube became an important part of the brand's organic customer-acquisition system.



08 — FROM DIGITAL PRESENCE TO BUSINESS DEMAND



Current Facebook Page — supplied screenshot showing 10K followers. The page itself was created as part of the digital work.

Across Facebook, Instagram, YouTube and Google/SEO, the work was designed to turn visibility into a connected customer-acquisition ecosystem.

Business result reported for the case study: approximately **9 lakh leads/enquiries** within **1.8 months**.

The client subsequently asked **for posting frequency to be reduced** because the business was struggling to manage the resulting sales demand.

That is the commercial story behind the metrics: the objective was not vanity growth. It was to create demand.

■ 0	10K+	12K+	~9L	3K+	18M+	36M+
Paid ads / boosts	Facebook followers	YouTube subscribers	Reported leads / enquiries	instagram followers	views generated	impressions generated



THE TRANSFORMATION

From near-zero digital presence to a multi-platform organic growth engine.

What was built

Facebook • Instagram • YouTube • Google/SEO • Content Strategy • Organic Distribution • Audience Research • Ongoing Optimisation

WHAT DROVE IT

Research+Strategy+Content + Consistency + Audience Understanding + Continuous Optimisation

THE DIFFERENTIATOR

₹0 spent on paid advertising or boosted posts.

The growth was built by identifying what was missing, turning the brand's expertise into useful content, distributing it across platforms and continuously refining the strategy based on what the audience responded to.

VIASHIV DIGITAL

STRATEGY • GROWTH • RESULTS