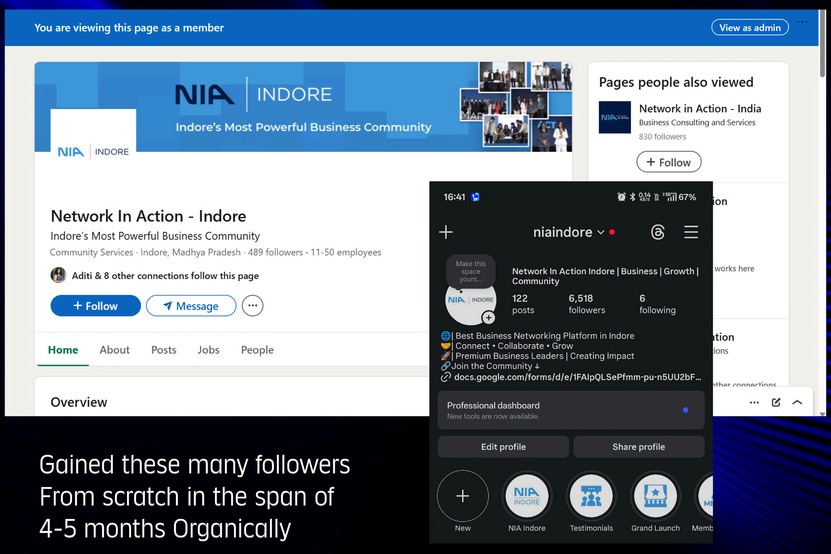
Global Business Community | *Portfolio*

# NETWORK IN ACTION

Indore chapter

## CONTENT & BRAND POSITIONING STRATEGY + LEADS GENERATION




Gained these many followers
From scratch in the span of
4-5 months Organically

## 1. THE STRATEGY

### NIA STRATEGY OVERVIEW

| NIA Marketing Strategy! | | Component | Description | |
|---|---|---|---|---|
| | | Customer Personas | Scaling Founder | 3–10 yrs business owner seeking referral ecosystem |
| | | | Consultant/Professional | CA, agency, advisor seeking structured circle |
| | | | Established Operator | Business owner tired of random events |
| | | | Growth-Focused Founder | Looking for peer accountability |
| | | Buyer Journey | Awareness → Identity Alignment → Trust → Curiosity → DM Inquiry → Guest Invite → Conversion | |
| **Component** | **Description** | | | |
| Mission & Intent | - Establish NIA Indore as the most powerful, curated founder room in Indore.<br>- Move from "community presence" to "category authority."<br>- Build a repeatable inbound system: Content → Identity Alignment → DM Inquiry → Guest Invite → Conversion.<br>- Strengthen perception of exclusivity and structured growth. | Pain Point Library | - Random networking = low ROI<br>- Lack of structured referral environment<br>- Transactional conversations<br>- No curated founder rooms<br>- Weak referral systems | |
| USP | Curated Founder Circle<br>Structured Referral Ecosystem<br>Consistent Monthly Cadence<br>Trust-First Growth<br>Invite-Based Access | | | |
| Primary Positioning | Indore's Most Powerful Business Community! | NIA is where businesses grow faster. | Instagram | Replace "Community" with word "Network". |
| Secondary Positioning | Structured, trust-driven business growth for serious founders who value long-term relationship capital. | Where businesses step into their next level. | LinkedIn | Connect. Innovate. Grow. |
| Messaging Pillars | Right Room Ownership<br>Founder Standards<br>Structured Growth<br>Trust Compounding<br>Selective Entry | | What'sapp (For Lead Conversion\) | |
| **Detailed Breakdown** ⬇️<br>- Content Strategy<br>- Community Management<br>- Events and Membership Promotion | | | | |

### DETAILED BREAKDOWN

| NIA Goals | |
|---|---|
| **Primary Goal** | **Generate qualified founder inquiries via Instagram** |
| **Secondary** | **Build category authority in Indore** |
| **Consider this too** | **Increase referral flow from existing members** |

| Positioning | |
|---|---|
| **Primary** | **The Most Powerful Founder Room in Indore** |
| Secondary | Invite-Based. Curated. Consistent. |

| Content Pillars Breakdown | | | |
|---|---|---|---|
| **Content Pillars** | **Weightage** | **Direction** | **Voice** |
| The Right Room | 25% | Define category. Quality > crowd. | Declarative |
| Founder Mindset | 20% | Thought leadership on trust & growth. | Insightful |
| Inside the Circle | 20% | Showcase room culture & energy. | Aspirational |
| Growth Narratives | 20% | Show outcomes & collaborations. | Credible |
| Entry Protocol | 15% | Define who qualifies & how to attend. | Calm Authority |

| Day | Buckets for Q1 |
|---|---|
| Mon | The Right Room |
| Tue | Founder Mindset |
| Wed | Inside the Circle |
| Thu | Growth Narratives |
| Fri | Entry Protocol |

| Community and Campaign Ideas | | | |
|---|---|---|---|
| **Community** | **Month** | **Campaign** | **Explanation** |
| Women | March | Women in the Right Room" (Cultural Alignment) | Highlight strong women founders.<br>One special women only session |
| Gen Z | May/June | "Founders of Indore" Series (External Authority Campaign) | Committee nominates 5 respected founders (inside or outside NIA). Invite them for.<br>One special closed room session<br>Recorded insight |

The entire marketing system was built around one principle:
**People join communities because of people.**

To achieve this, the content ecosystem was designed around 5 strategic pillars:

## A. MEMBER SPOTLIGHT SYSTEM

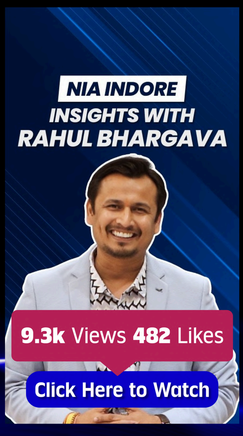


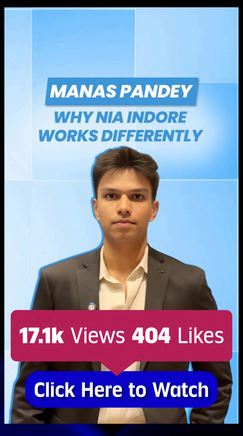


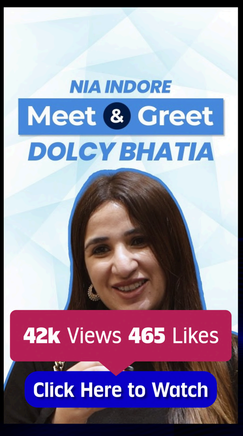





## B. TESTIMONIAL-LED TRUST ENGINE



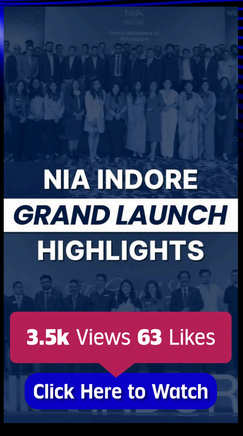




## C. EVENT AMPLIFICATION STRATEGY

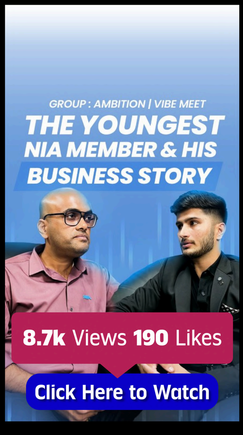









## D. COMMUNITY PODCAST SERIES

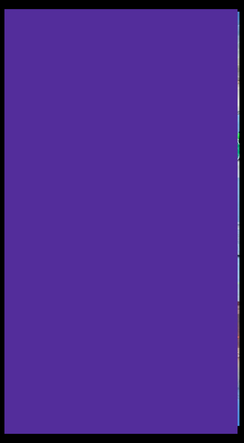


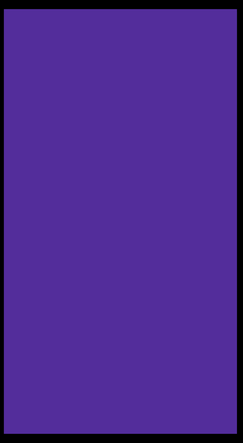


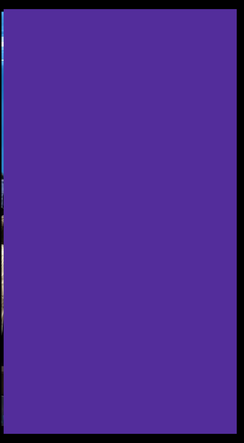




## E. COMMUNITY SUPPORT & ENGAGEMENT CONTENT



















## 3. PERFORMANCE TRACKING

| SUMMARY AT A GLANCE | | | | | | |
|---|---|---|---|---|---|---|
| | | %age Change | | | | |
| Total Reach | 23041 | | No. of Reels | 5 | Events Posters | 1 |
| Leads Generated | 44 | | No. Of Testimonials | 7 | PPT (if any) | 1 |
| Total content pieces | 22 | | No. Of Carousels | 4 | Event Highlights | 2 |
| Total hours spent | 222 | | Events Covered | 1 | Event Hours | 8 |
| | | | | | | |
| Linkedin Reach | | | Linkedin Followers | | Linkedin Posts | |
| Insta Reach | 23041 | | Insta Followers | 414 | Insta Posts | 23 |

| TOP PERFORMING REELS/POSTS | | | | | |
|---|---|---|---|---|---|
| Topics | Engagement numbers | | | | Link |
| | Views | Likes | Shares | Comments | |
| Case Study<br>Naman Agrawal | 20.5 k | 481 | 194 | 30 | https://www.instagram.com/reel/DUaaYjeDEoC/?igsh=a3UyMjgwZGd1Nnd1 |
| Video<br>Rajiv Agrawal | 3.5 k | 105 | 5 | 0 | https://www.instagram.com/reel/DUZ_OtHDGt9/ |
| Testimonial<br>Ananaya Vajpayie | 3.03k | 74 | 11 | 9 | https://www.instagram.com/reel/DTupYgADJPs/ |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Insta Performance Analytics Sheet (Sun - Sat) | | | | | | | | | | | | | |
| 2 | | | Mar 2026 | | | | | Apr 2026 | | | | | | |
| 3 | Metric | | Week 1 | Week 2 | Week 3 | Week 4 | Total | Week 1 | Week 2 | Week 3 | Week 4 | Total | Full Month | Week 1 |
| 4 | | views | 24,002 | 20,712 | 47,597 | 69,176 | | 19,813 | 23,278 | 37,692 | 48,047 | | | 15,824 |
| 5 | | Reach | 9053 | 10,268 | 1,217 | 10,479 | | 4,816 | 6,263 | 8,035 | 8,116 | | | 4,382 |
| 6 | | Profiles Visits | 710 | 410 | 1,164 | 1,481 | | 459 | 639 | 741 | 836 | | | 450 |
| 7 | Content | Interactions | 727 | 348 | 811 | 1,104 | | 485 | 674 | 1,204 | 789 | | | 359 |
| 8 | | Likes | 433 | 168 | 346 | 361 | | 196 | 360 | 813 | 425 | | | 223 |
| 9 | | Saves | 24 | 13 | 12 | 21 | | 6 | 10 | 13 | 9 | | | 7 |
| 10 | Posts | Shares | 101 | 36 | 52 | 160 | | 27 | 37 | 87 | 59 | | | 16 |
| 11 | Followers | New followers | 94 | 41 | 19 | 105 | | 27 | 29 | 7,721 | 238 | | | 121 |

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | | | Jan 2026 | | | | | Feb 2026 | | | | | | Mar 2 |
| 2 | Metric | | Week 1 | Week 2 | Week 3 | Week 4 | Total | Week 1 | Week 2 | Week 3 | Week 4 | Total | Week 1 | Week 2 |
| 3 | | Impression | 2,770 | 5,113 | 3,830 | 4,080 | | 4,912 | 4,136 | 6215 | 4,080 | | 1,850 | 4,293 |
| 4 | | Reactions | 90 | 197 | 166 | 145 | | 130 | 146 | 178 | 145 | | 47 | 120 |
| 5 | | Comments | 0 | 2 | 3 | 0 | | 1 | 0 | 1 | 0 | | 2 | 7 |
| 6 | Content | Reposts | 0 | 2 | 3 | 1 | | 2 | 1 | 0 | 1 | | 2 | 0 |
| 7 | | Page views | 25 | 70 | 56 | 56 | | 48 | 62 | 92 | 56 | | 44 | 98 |
| 8 | | Unique visitors | 11 | 32 | 25 | 18 | | 23 | 25 | 33 | 18 | | 20 | 42 |
| 9 | Posts | Button clicks | 0 | 0 | 0 | 0 | | 0 | 0 | 0 | 0 | | 0 | 0 |
| 11 | Followers | New Followers | 20 | 39 | 108 | 19 | | 23 | 11 | 19 | 19 | | 16 | 27 |

## 4. OUTCOME

The project successfully transformed NIA's digital presence from a community page into a content-driven growth engine.

By consistently showcasing member experiences, community outcomes, and networking success stories, the brand was able to increase visibility, strengthen trust, improve engagement, and establish itself as one of the most recognized business communities in Indore.