

ambika

AMBIKA ETHNICS

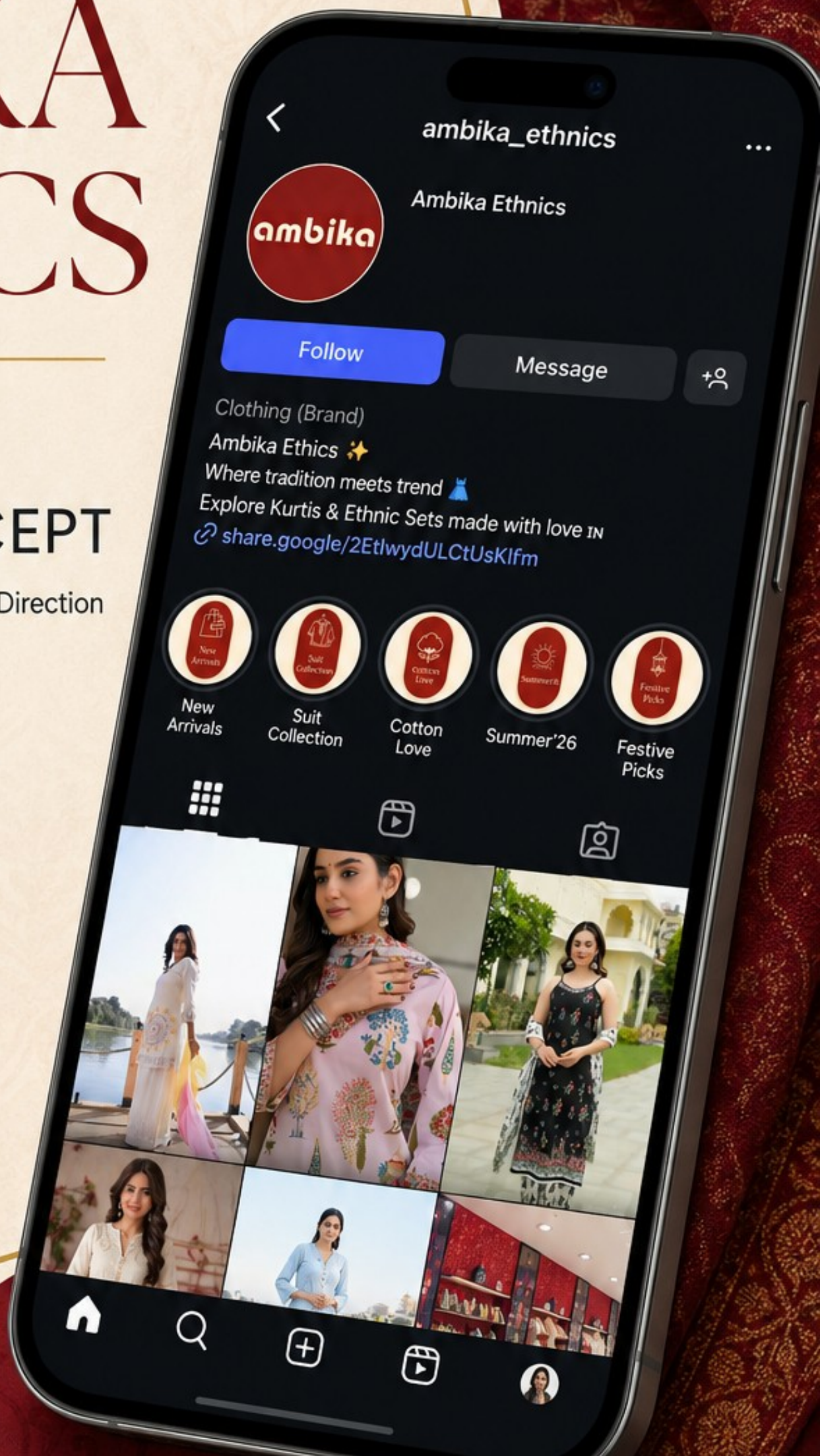
INSTAGRAM STRATEGY CONCEPT

Profile Audit • Content Strategy • Creative Direction



Independent Portfolio Project

by The Founder Diaries



A strong visual brand needs a clearer path to purchase

THE OPPORTUNITY

Turn an attractive ethnic-wear feed into a content system that builds discovery, trust and enquiries.

PROJECT GOAL

Improve local discovery, create consistent content themes and make ordering easier for profile visitors.

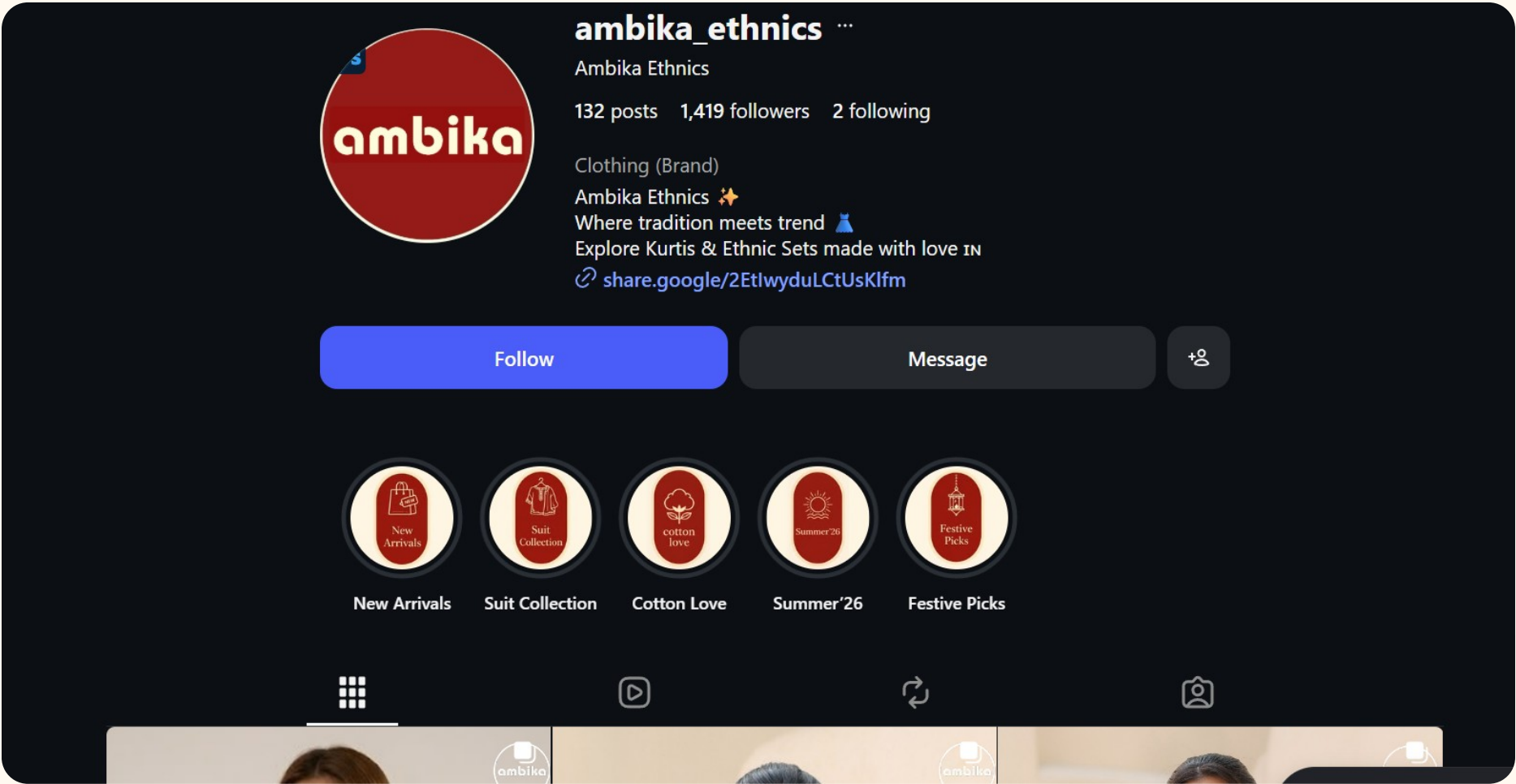
SCOPE

Profile audit
Audience strategy
Content pillars

7-day calendar
Carousel concepts
Reel scripts

Bio optimization
Caption system
Feed direction

The foundation is polished—but conversion cues are weak



6.8/10

Overall audit score

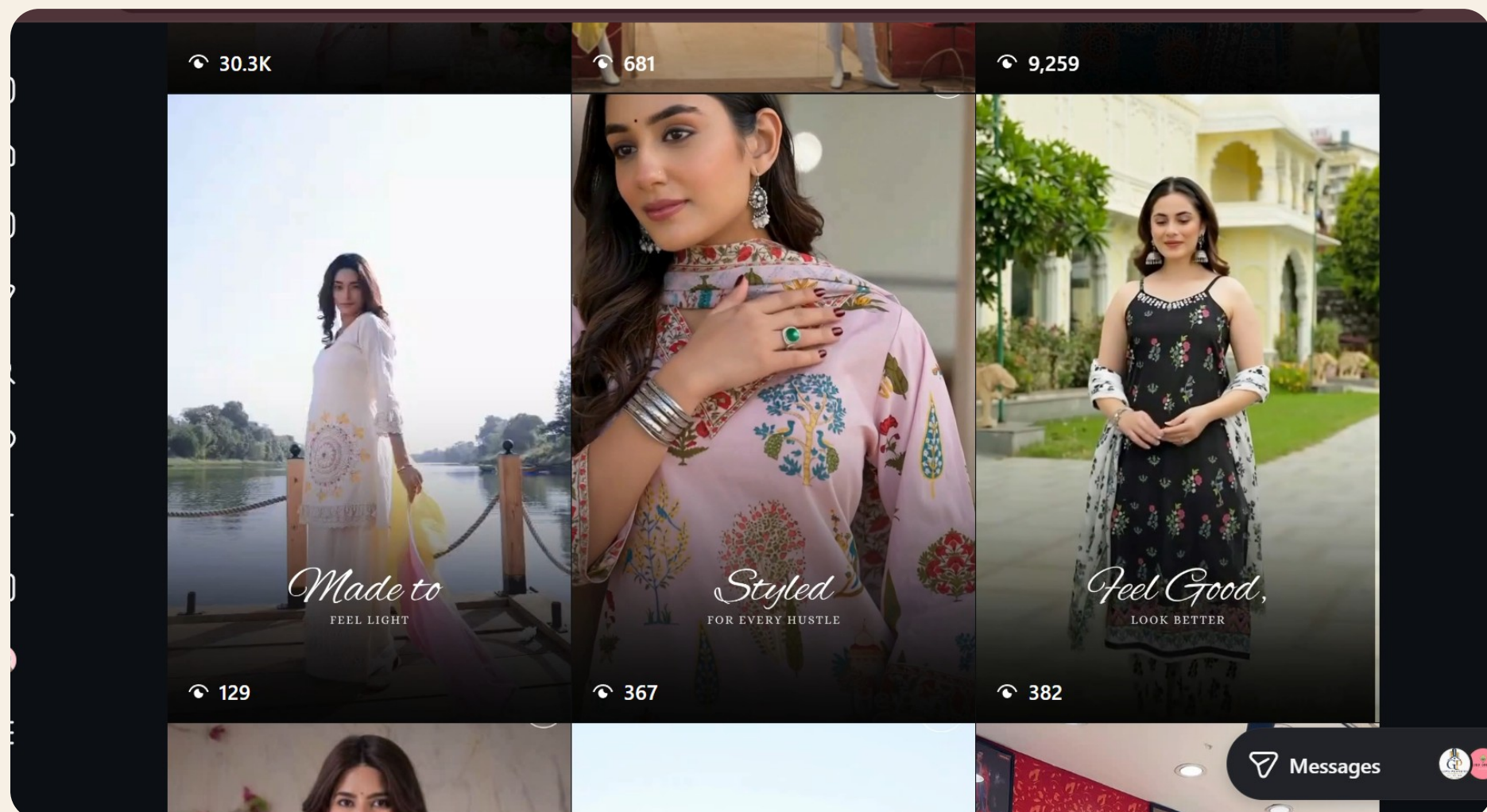
WHAT WORKS

- Recognizable branding
- Consistent highlight covers
- Professional product visuals
- Demonstrated Reel reach

WHAT LIMITS GROWTH

- Unclear ordering journey
- Limited trust content
- Low content variety
- Inconsistent Reel performance

Reach exists; repeatable content formats do not



Observed Reel views range from approximately 129 to 30.3K.

This suggests genuine reach potential, but the strongest formats have not yet become a consistent series. Exact causes require account analytics; this is a screenshot-based observation.

STRATEGIC SHIFT

Move from mostly product display to styling, proof, personality and purchase guidance.

Content must answer the questions women ask before buying

PRIMARY

Women 22–40

Students, working women and young homemakers in Dehradun and nearby cities seeking stylish, comfortable ethnic wear.

THEIR PURCHASE QUESTIONS

Will the fit work for me?
Is the fabric comfortable?
What occasion suits this outfit?
How do I order or visit?

SECONDARY

Women 40–55

Comfort- and quality-focused shoppers who may prefer store visits or WhatsApp ordering for everyday and festive sets.

WHAT THEY VALUE

Comfort
Easy styling
Visible quality
Reliable sizing
Simple ordering

Content should reduce uncertainty—not simply show another outfit.

Six pillars balance reach, trust and conversion

1

Product discovery

New arrivals, fabric close-ups, colour options and collection edits.

2

Styling & education

One kurta–three looks, occasion guides and practical styling advice.

3

Trust & community

Customer try-ons, reviews, UGC and real-life product proof.

4

Behind the brand

Packing, store moments, sourcing and the people behind Ambika.

5

Offers & conversion

Price-led edits, limited stock, catalogue and how-to-order content.

6

Local relevance

Dehradun store discovery, local customers and seasonal shopping.

Recommended mix: 25% product · 25% education · 20% trust · 15% BTS · 10% conversion · 5% community

Make discovery and ordering obvious within five seconds

SEARCHABLE NAME FIELD

Ambika Ethnics | Kurtis Dehradun

PROPOSED BIO

Contemporary ethnic wear for every occasion ✨
Kurtis • Suit Sets • Festive Collections
📍 Paltan Bazaar, Dehradun
DM “CATALOGUE” to shop ↓

RECOMMENDED HIGHLIGHTS



Link destination should clearly offer WhatsApp, catalogue, store location and size guide.

Only include delivery claims that the business can verify.

Every post has one clear job

DAY	FORMAT	IDEA	GOAL / CTA
MON	REEL	3 ways to style one kurta	Saves · Save your favourite look
TUE	STORY	Choose the next colour	Engage · Vote in the poll
WED	CAROUSEL	Cotton vs rayon: what to choose	Educate · Save this guide
THU	REEL	From rack to ready-to-wear	Trust · DM for availability
FRI	STATIC	Customer review spotlight	Proof · Visit the store
SAT	REEL	Festive look under a set budget	Convert · DM CATALOGUE
SUN	STORY	New arrivals + question box	Research · Tell us what you need

A 7-day pilot should test saves, profile visits, DMs and store-intent actions—not vanity reach alone.

One kurta becomes three reasons to save

HOOK

ONE KURTA. THREE DIFFERENT MOODS.

01**WORKDAY**

Structured tote · neutral flats · minimal jewellery

02**BRUNCH**

Printed dupatta · jhumkas · soft makeup

03**FESTIVE**

Statement earrings · embellished footwear · bold lip

FINAL SLIDE CTA

Which look would you wear? Comment 1, 2 or 3—and save this for your next styling day.

Useful buying guidance builds trust before the DM

HOOK

COTTON OR RAYON—WHAT SHOULD YOU CHOOSE?

COTTON

Best for warm days
Breathable feel
Great for daily wear
May need more ironing

RAYON

Fluid drape
Soft hand-feel
Easy occasion dressing
Needs careful washing

SLIDE FLOW

1 Hook → 2 Cotton benefits → 3 Rayon benefits → 4 Occasion guide → 5 Product picks → 6 CTA

CTA: Comment your usual occasion and we'll suggest the right fabric.

Two simple formats can build saves and enquiries

REEL 01

One Kurta, Three Looks

HOOK (0–2s)

“Don’t wear your kurta the same way every time.”

SHOTS

Full outfit → accessories → look 1 → look 2 → look 3

CTA

“Save this and DM STYLE for availability.”

REEL 02

From Store Rack to Complete Look

HOOK (0–2s)

“This is how we turn one simple set into a complete festive look.”

SHOTS

Rack pull → fabric close-up → styling → reveal → price/availability card

CTA

“DM CATALOGUE or visit our Dehradun store.”

A caption should reduce doubt and guide one next step

- 1** **HOOK** Lead with occasion, problem or desired look.
- 2** **VALUE** Explain fabric, fit, styling or product benefit.
- 3** **PROOF** Add customer experience, close-up or real-use detail.
- 4** **CTA** Ask for one action: save, comment, DM or visit.

SAMPLE CAPTION

One kurta, three completely different moods. ✨
Style it for work, brunch or a small celebration—without buying three separate outfits.
Which look is most you: 1, 2 or 3? Save this post and DM “STYLE” for availability.

Use searchable phrases naturally: ethnic wear in Dehradun, kurta sets, festive outfits and women's clothing.

Use fewer, more relevant discovery signals

LOCAL

#DehradunFashion
#DehradunShopping
#DehradunBusiness

PRODUCT

#KurtaSets
#EthnicWearIndia
#IndianWear

INTENT

#FestiveOutfits
#OfficeEthnicWear
#EverydayKurtis

RECOMMENDED PRACTICE

1

Build three rotating sets

Mix local, product and occasion hashtags based on each post.

2

Prioritize searchable copy

Keywords in the name field, bio, on-screen text and caption matter too.

3

Track discovery quality

Compare profile visits, saves and DMs—not hashtag reach alone.

Avoid copying the exact same broad hashtag block under every post.

Modern heritage: warm, editorial and easy to shop



BURGUNDY

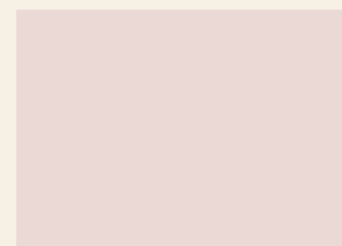
IVORY



GOLD



CHARCOAL



BLUSH

VISUAL SYSTEM

1 Editorial typography

High-contrast serif headlines with clean sans-serif body copy.

2 Product-first imagery

Full look, detail crop and real-life styling—not crowded graphics.

3 Repeatable covers

One hook, one product cue and clear visual hierarchy.

4 Trust between products

Alternate catalogue posts with reviews, education and BTS.

Suggested grid rhythm: Product Reel → Educational carousel → Trust/BTS → repeat

THE RECOMMENDATION

Keep the aesthetic. Build the system.

Ambika Ethnics already looks like a brand. The next opportunity is to make every post serve a purpose: discovery, education, trust or conversion.

30-DAY PILOT

3 Reels/week
2 carousels/week
Daily Stories
Weekly insight review

SUCCESS SIGNALS

Saves
Profile visits
Catalogue DMs
Store-intent actions

Independent portfolio concept by The Founder Diaries

No client relationship or results are claimed.