



Space Grow Media Agency

+ Service Strategy: Benefits & Features Analysis

Case Study

NavDurga Garba - Seasonal Navratri Admissions Campaign

Client: NavDurga Garba by Jagin Desai

Industry: Dance / Garba Classes

Location: Mira Bhayandar

Platforms: Instagram + Meta Ads + Influencer Collab

Campaign Type: Seasonal Admissions

Handled by: SpaceGrow Media

A. The Brief

NavDurga Garba needed:

- Maximum registrations in a short Navratri window
- Strong local targeting
- End-to-end handling (content + ads + conversions)

B. Research

We analyzed:

- Seasonal behavior during Navratri
- High-performing Garba content styles
- Local audience decision triggers (energy, urgency, social proof)

Key Insight:

- People decide fast - content must create excitement + urgency.

C. Ideation

Campaign built around:

- High-energy Garba reels
- Admission-focused creatives (dates, batches, price)
- “Limited seats” urgency messaging
- Influencer collaboration for trust

D. Production

SpaceGrow Media handled:

- Content planning & posting
- Reel shooting and editing
- Admission creatives
- Meta Ads setup & optimization
- Influencer coordination
- DM / Call-based conversion flow

Delivery (Results):

- Registrations: 50 paid registrations
- Revenue: $50 \times ₹2,150 = ₹1,07,500$

Outcome:

- 2 batches successfully filled
- Classes completed as planned

Why It Worked:

- Real Garba energy content
- Consistent visibility

- Local ads to non-followers
- Influencer trust factor
- Clear CTAs + urgency