17/09/2026

Najiya
Shabeeba



SOCIEL MEDIA MARKETING ANALYST OF NAHDI MANDHI

DIGITAL MARKETING PROJECT REPORT

TABLE OF CONTENTS

1. **Introduction**
2. **Company Overview**
3. **Objectives of the Study**
4. **Social Media Platform Analysis**
5. **Profile links&bio information**
6. **Profile consistenncy&frequency**
7. **Content performance &veriety**
8. **Engagement analysis**
9. **Hashtags&keywords**
10. **Visuel quallity**
11. **Story heighlights**
12. **Profile information&completeness**
12. Brand consistency
13. Main content types
14. Testimoniels &other
15. Interactive content
16. Best performing post
17. Ad performane&Ad creatives
18. Audience alignment
19. Ads library
20. Target audience analysis
21. Conclution

INTRODUCTION

This project focuses on the digital marketing activities of Nahdi Mandhi, with particular attention to its social media presence, content marketing, creative advertising, audience engagement, and promotional strategies.

COMPANY OVERVIEW

NAHDI MADHI



Industry: Food and Restaurant

Cuisine: Arabian cuisine

Website: https://www.nahdimandi.com/

Nahdi Mandhi's official website describes the brand as a Mandi restaurant established in 2013, specializing in authentic Arabian cuisine. It also highlights quality food and online ordering services.

The brand's digital presence provides an opportunity to study how restaurant businesses use content and social media marketing to reach potential customers.

OBJECTIVES OF THE STUDY

- To understand Nahdi Mandhi's social media marketing activities.
- To compare Instagram and Facebook content performance.
- To analyse the use of creative content and advertising.
- To study audience engagement and social media metrics.
- To identify possible opportunities for improving digital marketing performance.

SOCIEL MEDIA PLATFORM ANALYSIS



instagram followers 427k



face book folloers 17k

Instagram and Facebook are important platforms for restaurant promotion. There are differences in followers, video views, and engagement.

PROFILE LINKS &BIO INFORMATION

LOGO

INSTAGRAM

Seo optimised name not mention

Link direction

Call to action



FACEBOOK



in facebook they not followed all optimization in bio.they are followed location based more accounts in insta and fb

PROFILE CONSISTENCY @FREQUENCY

Nahdi Mandi maintains good profile consistency across Instagram and Facebook, ensuring a professional and recognizable brand presence. The brand schedules around **20 posts monthly on Instagram**, while Facebook has a comparatively lower posting frequency.

CONTENT PERFORMANCE @VERIETY





THE CONTENTS ARE SAME ON INSTAGRAM AND FACE BOOK BUT REACH IS DEFFERENT

The page features a variety of content. It mainly focuses on moment-based content and uses different content formats to engage its audience. The page also shares creative and engaging content to maintain audience interest.





ENGAGEMENT ANALYSIS

METRICS	INSTAGRAM	FB
LIKES	**91**	**10**
COMMENTS	6	1
SHARES	49	0
SAVES	0	0
VIEWS	16.6K	1K
REACH	MEDIUM	LOW



There are defferent engegement rates in both platforms .compared to fb instagram have more reach for all ads

HASHTAGS @KEYWORDS

Nahdi Mandhi does not fpllow on using the same keywords repeatedly. Instead, they use different and relevant keywords in their marketing to reach a wider audience and improve content visibility.

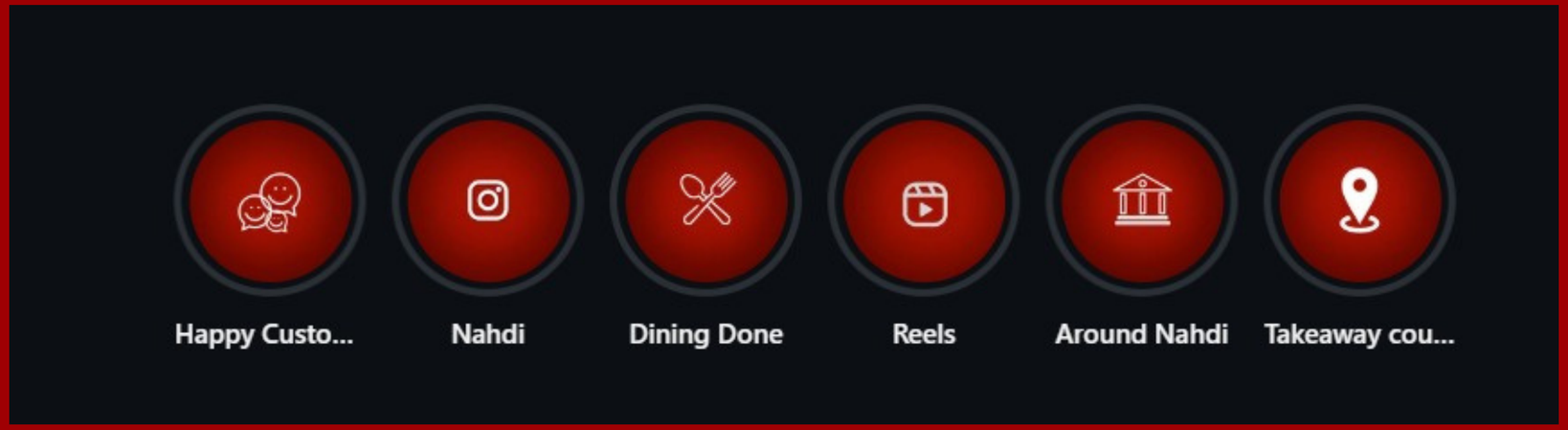
#NahdiMandi # #KeralaFoodies #MandiLovers

VISUEL QUALITY



- Attractive Visuals: High-quality food photography and appealing graphic design.
- Clear Ad Copy: Short, understandable, and relevant promotional messages.
- Call to Action (CTA): Encouraging users to order, visit, enquire, or engage.
- Relevant Content: Creating advertisements that match customer interests.

STORY HEIGHLIGHTS



Consistent colours and circular design across all highlights
Simple icons and clear categories make them easy to understand





PROFILE INFORMATION & COMPLETNESS

In their profile, Nahdi Mandhi has mentioned only the company name,logo and business category. The CTA and other relevant details are included in the bio. So the profile is incoplete

BRAND CONSISTENCY



Nahdi Mandhi maintains a consistent brand identity for all their brands across all platforms. The platforms follow a similar colour combination and visual style, helping create a recognizable and professional brand presence.

NAHDI MANDI®
RESTAURANT

MAIN CONTENT TYPES

Moment marketing

Behind the scene content

Customer testimoniels

Interactive content

testimoniels



moment marketing



BTS







INTERACTIVE CONTENT

Nahdi Mandhi creates interactive content that encourages people to engage through comments. This helps increase audience interaction and can improve the overall engagement rate.

BEST PERFORMING POST

REACH & IMPRESSION



This reel received 45.9K likes, 99 comments,854 saves and 2798 shares among 862k views. The high number of likes and shares indicates good audience engagement and interest in the emotional basis content .

AD PERFORMANCE

Nahdi Mandhi uses social media advertising to increase brand awareness, audience engagement, and reach. Reels and promotional content help attract viewers and encourage interactions through likes, comments, and shares





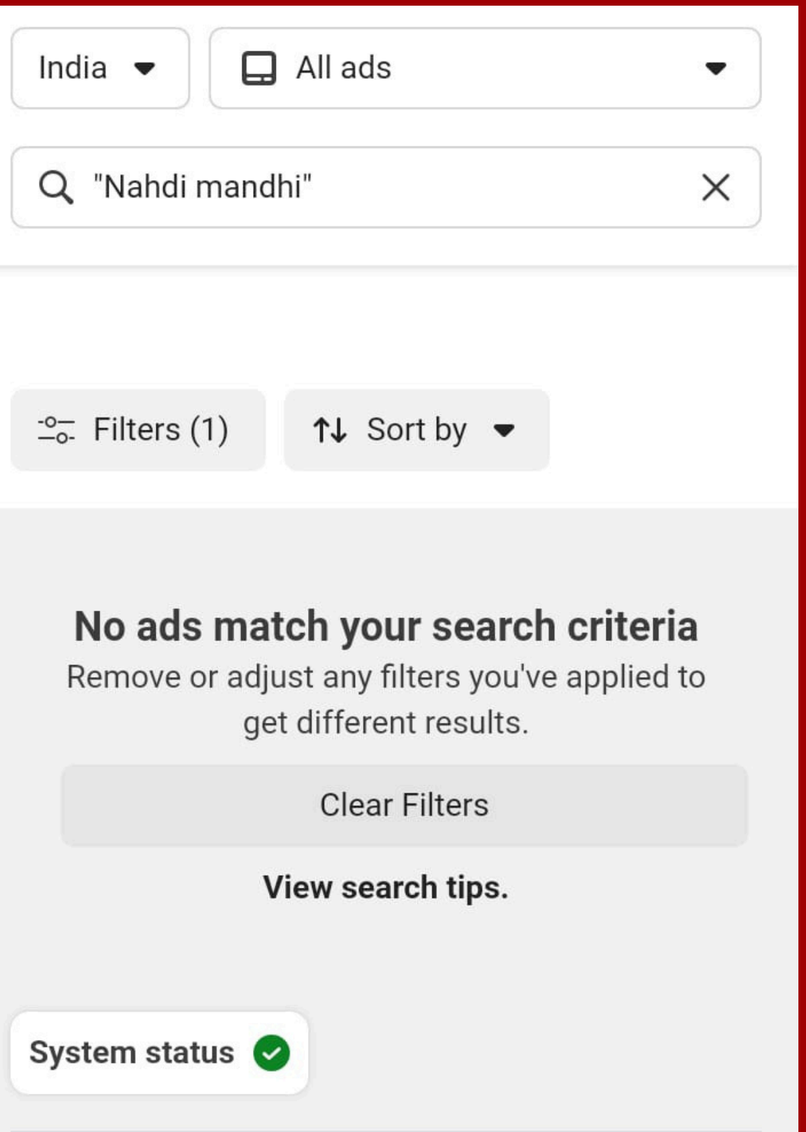
AD CREATIVES

Nahdi Mandhi uses creative posters, reels behind-the-scenes (BTS) content, testimonials, and moment marketing to promote its brand and engage customers. These creatives help showcase the brand and its offerings in an attractive way.





ADS LIBRARY



NO ADS RUNNING ON ADS LIBRARY

AUDIENCE ALIGNMENT

Nahdi Mandhi does not currently use influencer collaborations. Instead, the brand focuses on reaching its target audience through engaging content, promotional creatives, and social media marketing. This helps the brand connect with customers who are interested in its food and dining experience.

TARGET AUDIENCE ANALYSIS

Nahdi Mandhi's target audience includes food lovers, families, students, and young adults who enjoy Arabian cuisine and dining experiences. The brand focuses on reaching customers through social media platforms such as Instagram and Facebook using attractive food visuals, engaging content, and promotional offers to increase brand awareness and customer engagement.

CONCLUTION

This project provides an overview of Nahdi Mandhi's digital marketing activities, with a focus on social media marketing, content creation, creative advertising, emotional marketing, and audience engagement.

The recorded observations highlight differences in Instagram and Facebook content performance. A more detailed analysis using verified analytics would help establish platform-specific performance and identify opportunities for improvement.

Through this study, I gained an understanding of how digital marketing strategies can be applied to a restaurant business and how social media analytics support content planning and evaluation.