




CASE STUDY

Nizakat by Nazia

From zero online sales to a profitable,
scalable social commerce engine

Frio Digital — Performance Marketing & Creative

 OVERVIEW

Project Snapshot

A focused growth engagement turning an offline fashion brand into a thriving social commerce business.



Engagement Focus

Paid social, community activation, retention tactics, and operational coaching — a full-funnel approach built for a lean budget.



Duration

Ongoing initial growth phase — a sustained, iterative engagement designed to build long-term momentum and scalability.



Primary Outcome

A profitable online revenue stream and a highly engaged, growing social audience converting consistently into repeat buyers.

⚠ THE CHALLENGE

The Challenge

Nizakat had **strong offline demand** but no online sales, an inactive social audience, and zero customer retention. The business needed a low-cost, high-impact way to generate reliable online revenue and build repeat buyers.

No Online Sales

Despite strong offline brand recognition, the business had zero e-commerce or social commerce revenue.

Dormant Audience

An existing social following that was completely inactive — no engagement, no conversions, no community.

Zero Retention

No systems in place to convert one-time buyers into loyal, repeat customers or to drive predictable restock demand.



Our Approach

Four interlocking pillars built a self-sustaining, low-cost growth engine for the brand.



Paid Social Strategy

Lean funnels and continuous creative testing to maximise return on every taka of ad spend.



Community Activation

Content and engagement tactics to convert passive followers into an active, buying community.



Retention Tactics

Simple automated flows and on-platform offers engineered to drive repeat purchases and loyalty.



Operational Coaching

Process improvements to scale fulfilment and prepare the brand for higher order volumes.

☆ RESULTS

Results at a Glance

Built a profitable, highly efficient online channel that scaled revenue and audience engagement from the ground up — with a lean budget and measurable, compounding returns.

✔ **From zero online presence to a consistent, growing social commerce engine — delivering profitable revenue month after month.**



Performance Metrics

2.28M

Lifetime Revenue

Total lifetime online revenue in Taka generated through social commerce

500K

Monthly Sales

Current monthly sales in Taka from social commerce channels

30K

Monthly Ad Spend

Lean monthly advertising budget in Taka powering the entire revenue engine

34K

Facebook Followers

Grown from 10,000 to 34,000 highly engaged followers and buyers

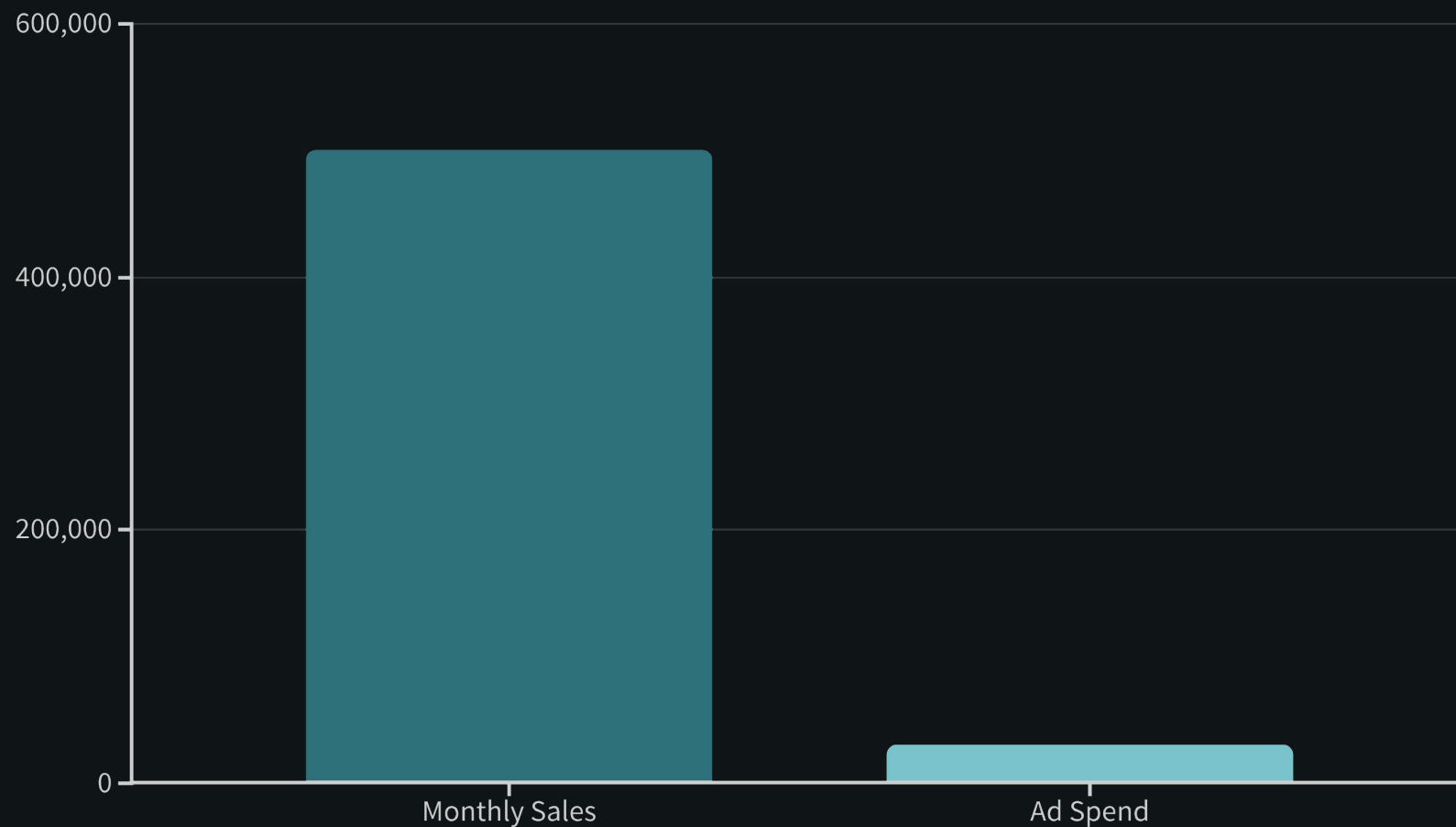
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Customer Retention

Scaled from zero retention infrastructure to a growing, loyal repeat buyer base

Marketing Efficiency

With a lean ad budget we achieved a very high ROAS, generating roughly **500,000 Taka** in monthly sales from **~30,000 Taka** monthly spend. This demonstrates strong creative and funnel efficiency.



✔ **~16.7× ROAS**

For every 1 Taka spent on advertising, the brand earns approximately **16.7 Taka** in online revenue — a benchmark of exceptional funnel and creative efficiency.

This efficiency ratio is the result of disciplined creative testing, audience segmentation, and continuous funnel optimisation — not luck.



 IMPACT

Business Impact Beyond Online Sales

The digital growth strategy created ripple effects across the entire business — online and offline.

Offline Uplift

Increased foot traffic and retail sales driven by improved online visibility and brand awareness across social channels.

Repeat Customers

A growing base of loyal buyers now enables predictable restock cycles and more confident inventory planning.

Scalability

Operational coaching has prepared the brand to handle significantly higher order volumes without fulfillment breakdown.

Next Opportunity

The foundation is strong. By systematizing operations, elevating brand positioning, and deploying advanced marketing — lifecycle segmentation, higher-value funnels, scaled creative testing — the business is ready for its next leap.



Triple current revenue in the near term.

With the right systems and strategy in place, scaling from ~500,000 to 1,500,000+ Taka monthly is an achievable, near-term target.

1

Systematize Operations

Automate fulfillment, inventory, and customer communication for zero-friction scaling.

2

Elevate Brand Positioning

Move up-market with stronger creative, influencer alignment, and premium product storytelling.

3

Advanced Marketing

Deploy lifecycle segmentation, high-value funnels, and scaled creative testing to unlock the next revenue tier.

Client Testimonial

“Before working with FRIO, our online presence was quiet and sales were almost non-existent. Their strategy was clear, creative, and focused on real customers — not vanity metrics. Within months we saw active engagement, steady repeat buyers, and a dramatic lift in monthly revenue. They’ve given Nizakat the confidence and systems to scale, and the results speak for themselves.”
— Nazia, Founder, Nizakat by Nazia



Ready to scale your brand?

Nizakat by Nazia went from zero online sales to a profitable, growing social commerce engine. Your brand can too.

Let's build your growth story — together.

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FRIO — Performance Marketing & Creative

Available for new partnerships with fashion & lifestyle brands.