



Create. Optimize. Deliver

arabian
BITES[®]
HUNGRY FOR MORE!

DIGITAL APPROACH

JULY 2026 |
Pitch Presentation



ARABIAN BITES HAS STRONG POTENTIAL TO GROW FROM A POPULAR LOCAL FOOD BRAND INTO A LEADING ARABIAN CUISINE BRAND WITH A STRONG DIGITAL PRESENCE, HIGHER CUSTOMER RECALL, CONSISTENT FOOTFALL, INCREASED DELIVERY ORDERS, AND FRANCHISE EXPANSION OPPORTUNITIES.



THREE KEY DIRECTIONS

OUR APPROACH



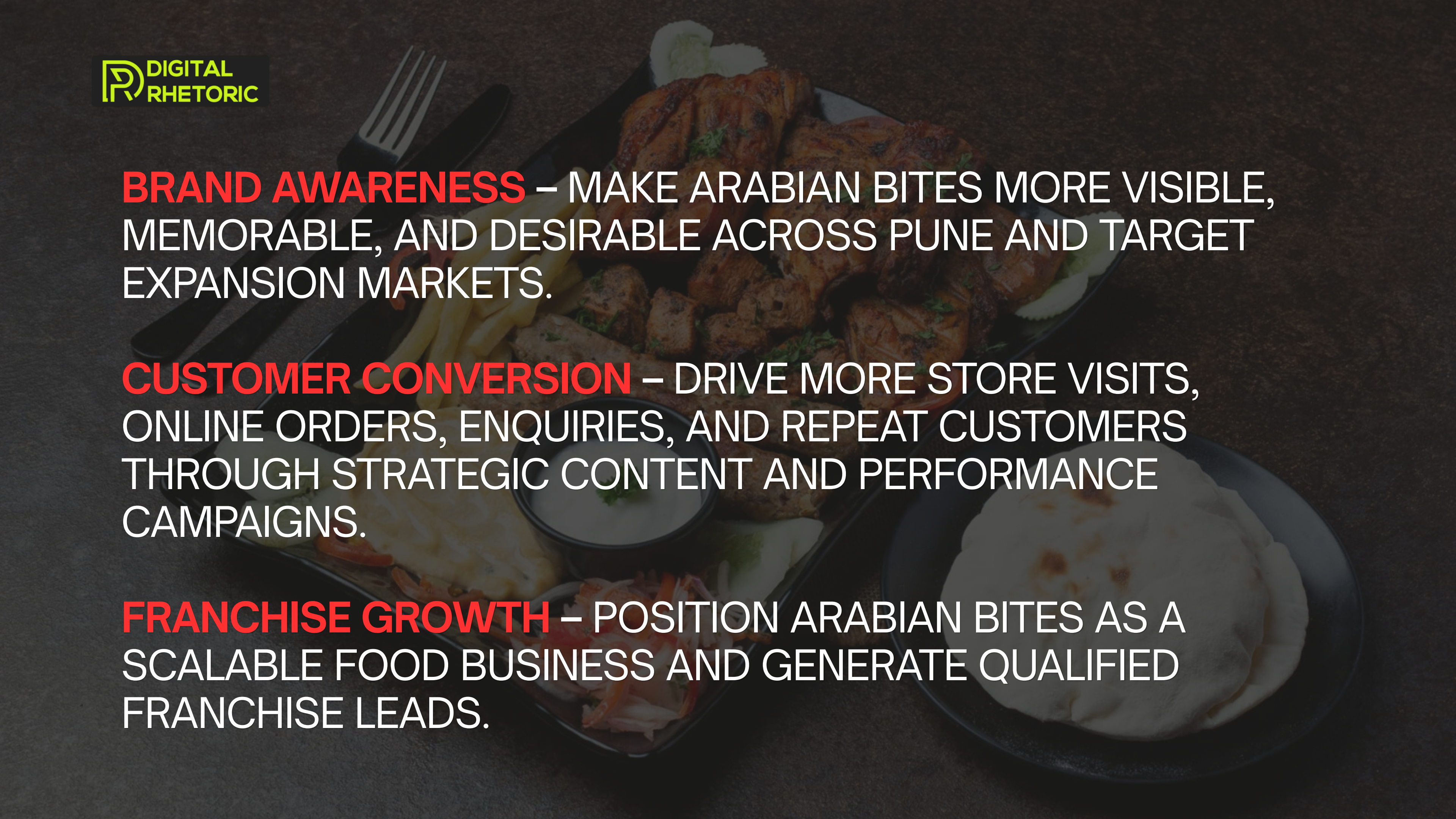
Brand Awareness



**Customer
Conversion**



Franchise Growth

A top-down view of a large, dark-colored platter filled with various Arabic dishes. It includes a whole roasted chicken, a pile of french fries, a bowl of white dipping sauce, a salad with tomatoes and onions, and a stack of flatbread on a separate plate to the right. A silver fork and knife are placed on the left side of the platter.

BRAND AWARENESS – MAKE ARABIAN BITES MORE VISIBLE, MEMORABLE, AND DESIRABLE ACROSS PUNE AND TARGET EXPANSION MARKETS.

CUSTOMER CONVERSION – DRIVE MORE STORE VISITS, ONLINE ORDERS, ENQUIRIES, AND REPEAT CUSTOMERS THROUGH STRATEGIC CONTENT AND PERFORMANCE CAMPAIGNS.

FRANCHISE GROWTH – POSITION ARABIAN BITES AS A SCALABLE FOOD BUSINESS AND GENERATE QUALIFIED FRANCHISE LEADS.

SOCIAL MEDIA STRATEGY & MANAGEMENT

WE WILL CREATE AND MANAGE A STRUCTURED SOCIAL MEDIA STRATEGY FOR ARABIAN BITES ACROSS INSTAGRAM, FACEBOOK, AND OTHER RELEVANT PLATFORMS. THE FOCUS WILL BE TO MOVE THE BRAND FROM REGULAR FOOD POSTING TO A STRONG CONTENT-LED BRAND EXPERIENCE THAT MAKES PEOPLE CRAVE, TRUST, AND ORDER FROM ARABIAN BITES.

KEY ACTIONS

- Monthly social media strategy and content calendar
- Platform-wise content planning for Instagram and Facebook
- Instagram profile optimization with stronger bio, highlights, CTA, and location clarity
- Branch-wise content strategy for Kausar Bagh, Ravet, Aundh, and other outlets
- Daily/regular story planning to increase engagement
- Customer review and testimonial-based content
- Festival, offer, and occasion-based campaigns
- Community-building through polls, quizzes, reposts, and interactive stories

SUGGESTED CONTENT PILLARS

- Signature dishes and bestsellers
- Branch-wise food cravings
- Customer reactions and reviews
- Behind-the-scenes kitchen and preparation content
- Arabian food education
- Offers, combos, and limited-time campaigns
- Franchise growth and brand expansion content



CONTENT PLANNING, PHOTOGRAPHY & VIDEOGRAPHY

FOOD CONTENT NEEDS TO CREATE INSTANT APPETITE APPEAL. OUR CONTENT APPROACH WILL FOCUS ON HIGH-QUALITY VISUALS, STRONG FOOD STYLING, AND SHORT-FORM VIDEO FORMATS THAT CAN PERFORM WELL ON INSTAGRAM REELS, YOUTUBE SHORTS, AND META ADS.

KEY ACTIONS

- Monthly shoot planning
- Food photography for posts, menus, ads, and campaigns
- Short-form video shoots for Reels and ads
- Branch ambience and customer experience shoots
- Behind-the-scenes kitchen preparation videos
- Close-up food shots, sauce pours, grill shots, wrap-making videos, steam shots, and serving moments
- Founder/team-led brand storytelling where required
- Content bank creation for consistent posting and ad campaigns



REEL IDEAS

- “Build my shawarma with me”
- “What ₹300 can get you at Arabian Bites”
- “Pune’s favourite Arabian cravings”
- “Mandi vs Shawarma: What are you choosing?”
- “This is why people come back for Arabian Bites”
- “The making of Al Faham”
- “Trying Arabian desserts for the first time”
- “One brand, many cravings”



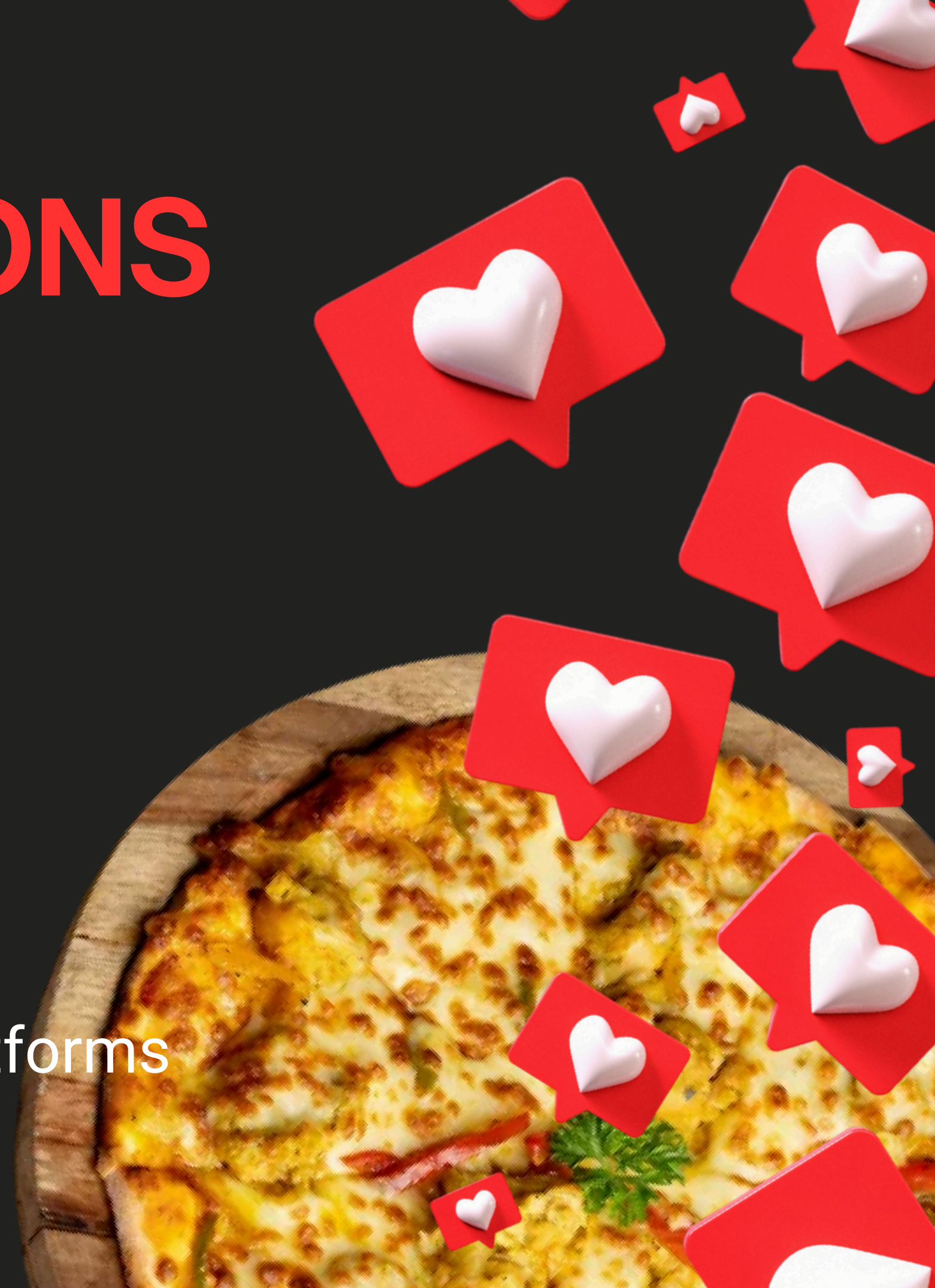
CREATIVE DESIGN & BRANDING

WE WILL STRENGTHEN THE VISUAL IDENTITY OF ARABIAN BITES ACROSS SOCIAL MEDIA, ADS, CAMPAIGNS, AND OFFLINE/DIGITAL COMMUNICATION.

THE DESIGN LANGUAGE SHOULD FEEL WARM, PREMIUM, ARABIAN, APPETIZING, AND MEMORABLE WHILE STILL BEING ACCESSIBLE TO A MASS FOOD AUDIENCE.

KEY ACTIONS

- Social media creative templates
- Offer creatives
- Festival campaign creatives
- Branch launch creatives
- Franchise marketing creatives
- Menu highlight creatives
- Review and testimonial creatives
- Paid ad creatives
- Highlight covers and profile branding
- Brand consistency across all digital platforms



PERFORMANCE MARKETING: META & GOOGLE ADS

WE WILL CREATE PERFORMANCE CAMPAIGNS THAT FOCUS
ON MEASURABLE BUSINESS GROWTH, INCLUDING STORE
VISITS, ONLINE ORDERS, BRAND AWARENESS, AND
FRANCHISE ENQUIRIES.

SUGGESTED CAMPAIGN TYPES

- “Order Now” campaigns
- “Visit Nearest Outlet” campaigns
- “Best Shawarma/Mandi in Pune” campaigns
- “Weekend Family Meal” campaigns
- “Office Lunch Combo” campaigns
- “Franchise Opportunity” campaigns





THANK YOU



www.digitalrhetoric.in



+91 9637008020



info@digitalrhetoric.in



Row House 1, Sunflower Apartments, Narayan Annaji Shinde Rd,
Salunkhe Vihar Society, Kondhwa, Pune, Maharashtra 411048