

How We Scaled Republic Gamers to **18 Lakhs** in Monthly Revenue **Across 3 Chennai Locations** Using a Video-First Meta Ads System



About the Client

Republic Gamers, a leading gaming retail brand in Chennai, was relying mainly on walk-ins without a predictable digital system. By implementing a video-first Meta Ads strategy combined with short-form content and WhatsApp automation, we transformed social media engagement into high-intent inquiries and store visits, driving a 22.5% revenue increase and scaling monthly turnover to ₹80 lakhs across three locations.

The Results



18 Lakhs
in combined monthly revenue



22.5%
increase in overall revenue



Daily WhatsApp inquiries across all three locations



Higher-quality walk-ins with strong purchase intent



Improved sales consistency for consoles, accessories, and gaming setups

Key Metrics

- ✔ Strong engagement on Instagram Reels driven by video-first content
- ✔ High click-through performance on Meta Ads campaigns
- ✔ Lower cost per WhatsApp inquiry compared to previous campaigns
- ✔ Noticeable improvement in walk-in to purchase conversion
- ✔ Stable and predictable footfall across all three branches

Services Offered

- ✔ Short-Form Video Marketing Strategy
- ✔ Viral Instagram Reel Scriptwriting
- ✔ On-Site Video Shoot & High-Retention Editing
- ✔ Meta Ads Creative Strategy & Campaign Scaling
- ✔ Meta Ads Video Scriptwriting & Production
- ✔ WhatsApp Business Automation for Retail Conversions

How We Solved It

Video-First Instagram Content System

Built hook-driven Reels highlighting products, offers, and gaming setups to convert attention into inquiries

Location-Specific Meta Ads Funnels

Ran separate Meta Ad campaigns for Mount Road, Tambaram, and Anna Nagar with localized creatives for higher relevance.

Off...	T4	Campaign T1	Delivery F	Actions	Results T1	Cost per result	T1	Budget T1	Amount spent	T1	Impressio... T1	Reach T1
		[07 Jan, 26] - RG - Store Visit - WA	Active of High performing	(0) 2 recommendations	583	₹32.44	₹300.00	₹300.00	₹2,254.60	179,027	71,534	
		[07 Jan, 26] - RG - Ma ka pa - WA	Active of High performing	(0) 2 recommendations	242	₹28.93	₹300.00	₹300.00	₹2,242.42	100,692	49,476	
		[07 Jan, 26] - RG - Hot Wheels - WA	Active of High performing	(0) 3 recommendations	539	₹24.15	₹300.00	₹300.00	₹2,344.21	148,770	72,396	
		[31 Dec, 25] - RG - Hot Wheels - WA	Off	---	251	₹7.50	₹300.00	₹1,883.02	38,324	21,393		

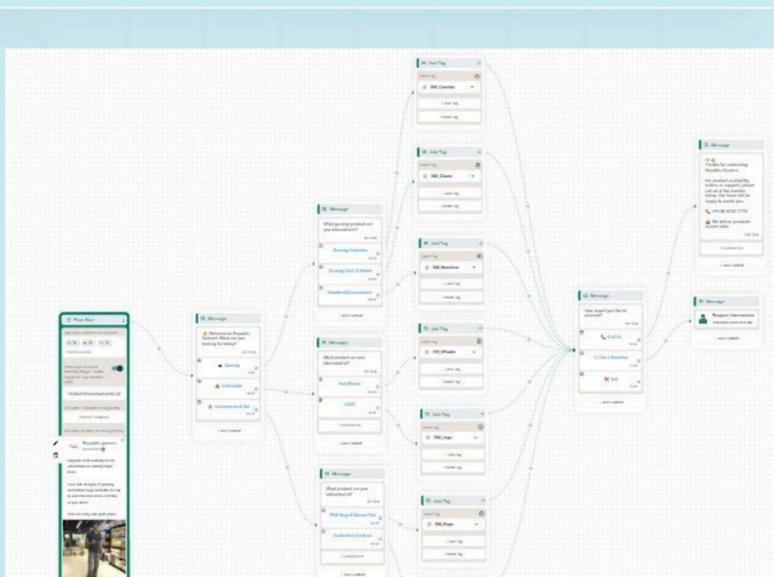


Performance-Focused Ad Scriptwriting

Used buyer-intent messaging frameworks to attract ready-to-purchase customers instead of low-quality traffic.

WhatsApp Automation & Lead Qualification

Implemented automated product flows and store directions to pre-qualify customers before walk-ins.



Ongoing Creative Optimization

Continuously refined creatives and messaging to maintain performance and avoid ad fatigue.