Case Study: Empowering Sustainability in Businesses through Heartfelt Videos, Research-Driven Content and Laser Focused Outreach

What do you do with a bunch of extremely passionate people, who are ready to make a difference through the work they do, and transform the MSME's way of working?

YOU BUILD THEM & TAKE THEM TO PLACES WHERE IT MATTERS!

This is exactly what we did with the Nirantara team who's on a mission to make ESG a way of life for Indian companies ready for a global footprint.

BRAND BUILDING >> CONTENT DEVELOPMENT >> REVENUE OPERATIONS

Spoiler: It took strategy, creativity, and a lot of heart.

1. People-Centric Content: Bringing the Human Side Forward

Hiring Posts that Sparked Attention

Hiring updates became surprise engagement drivers, helping **Nirantara** connect with professionals beyond job seekers.

Post 1	Post 2	Post 3
5,061 impressions	**4,043** impressions	**2,410** impressions
389 clicks	3,202 clicks	97.3% engagement rate

Each post was crafted not just as a listing, but as a cultural window into the **Nirantara way of work.**

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Nirantara
Sustaining Sustainability

Team Moments that Resonate

Hiring updates became surprise engagement drivers, helping Nirantara connect with professionals beyond job seekers.

Strategy Meet Post:

3,347
impressions

108
likes

These images made the brand relatable—and followers noticed.

2. Simplifying Technical Content to Drive Engagement

We turned Nirantara's complex ESG insights into high-impact carousels that sparked real conversations.

01 **Automotive Sustainability Journey: 45.65% engagement**

02 **Biodiversity: 44.8%**

03 **Fossil Fuel Dependency: 40.18%**

These images made the brand relatable—and followers noticed.

3. Videos that Built Authority

While not viral hits, our videos cemented Nirantara's credibility with deep-dive, niche content:

- **Clean Beauty & ESG:** Positioned Nirantara as a domain expert.
- **Mining Industry & Sustainability:** Attracted the right audiences with sharp insights.

These images made the brand relatable—and followers noticed.

4. Special Days, Thoughtfully Leveraged

From **World Environment Day** to **Earth Day,** we plugged Nirantara into global conversations—strategically.

Each post wasn’t just a checkbox—it was a story that reinforced Nirantara’s position as a committed sustainability leader.

METRICS

GLOBAL

72
posts created

55,342
total impressions

14.29%
average engagement rate

1,382
Followers

1,346
reactions

10,652
clicks

Beyond metrics, we built a **community**—of professionals, advocates, and changemakers who now see Nirantara as a go-to voice in ESG.

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Final Thoughts: Content That Builds Credibility and Community

For us at **Tuesdays Corp**, this wasn't just a campaign. It was a partnership rooted in purpose.

We transformed **Nirantara's** knowledge into content that was human, educational, and genuinely engaging.

If you're in the ESG space and looking to turn your mission into momentum—**let's talk.**

We tell stories that move people—and brands.

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