

SNAP STORIES

— BY SAHIL —

Timeless Photography. Meaningful Memories



BRAND OVERVIEW

Snap Stories By Sahil captures life's most meaningful milestones through timeless photography and cinematic storytelling. From maternity and baby shoots to family memories and celebrations, the brand blends emotion, creativity, and premium visual experiences to preserve moments beautifully.



INDUSTRY

Photography & Visual Storytelling



AUDIENCE

Families, Parents-to-be, Couples, 24–40



POSITIONING

Premium Lifestyle Photography



tone

Emotional, Elegant, Timeless



THE CHALLENGE

The brand needed a stronger digital identity that reflected its premium photography experience while building trust, increasing visibility, and generating consistent inquiries for maternity, baby, and lifestyle shoots.



OUR APPROACH

At Polonium Media, we developed a 360° growth strategy, combining content direction, social media storytelling, visual consistency, performance-led creatives, and brand positioning to strengthen digital presence, improve engagement, and drive qualified leads.

CONTENT STRATEGY



BUILD AWARENESS

Increase visibility through consistent brand storytelling, trend-led creatives, and relatable content.



DRIVE ENGAGEMENT

Create interactive content that encourages shares, saves, comments, and audience participation.



BUILD CONSIDERATION

Educate audiences about offerings, unique value propositions, and brand differentiators.



DRIVE CONVERSION

Turn attention into action through strategic CTAs, trust-building content, and performance-driven campaigns.



BUILD LOYALTY

Maintain long-term audience relationships through consistency, retention-focused communication, and community building.



GOAL

Build strong brand recall, improve audience engagement, and create sustainable business growth through strategic social media content.

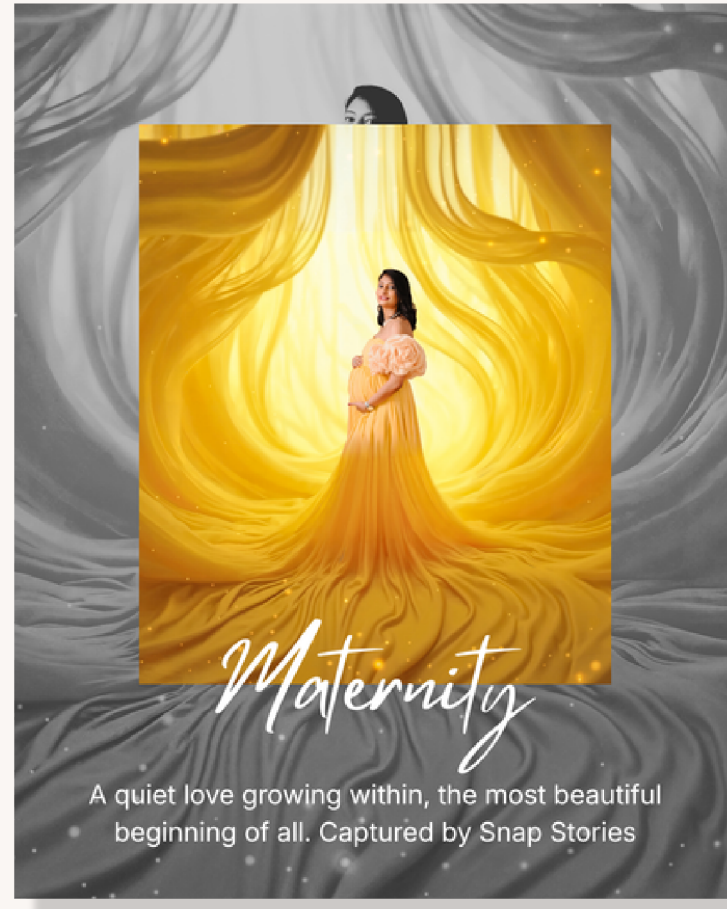
CONTENT SHOWCASE

A mix of educational, engaging and product-focused content.

POSTS

A curated feed that reflects the brand's aesthetic, heritage and story through every post.

(Posts are clickable)



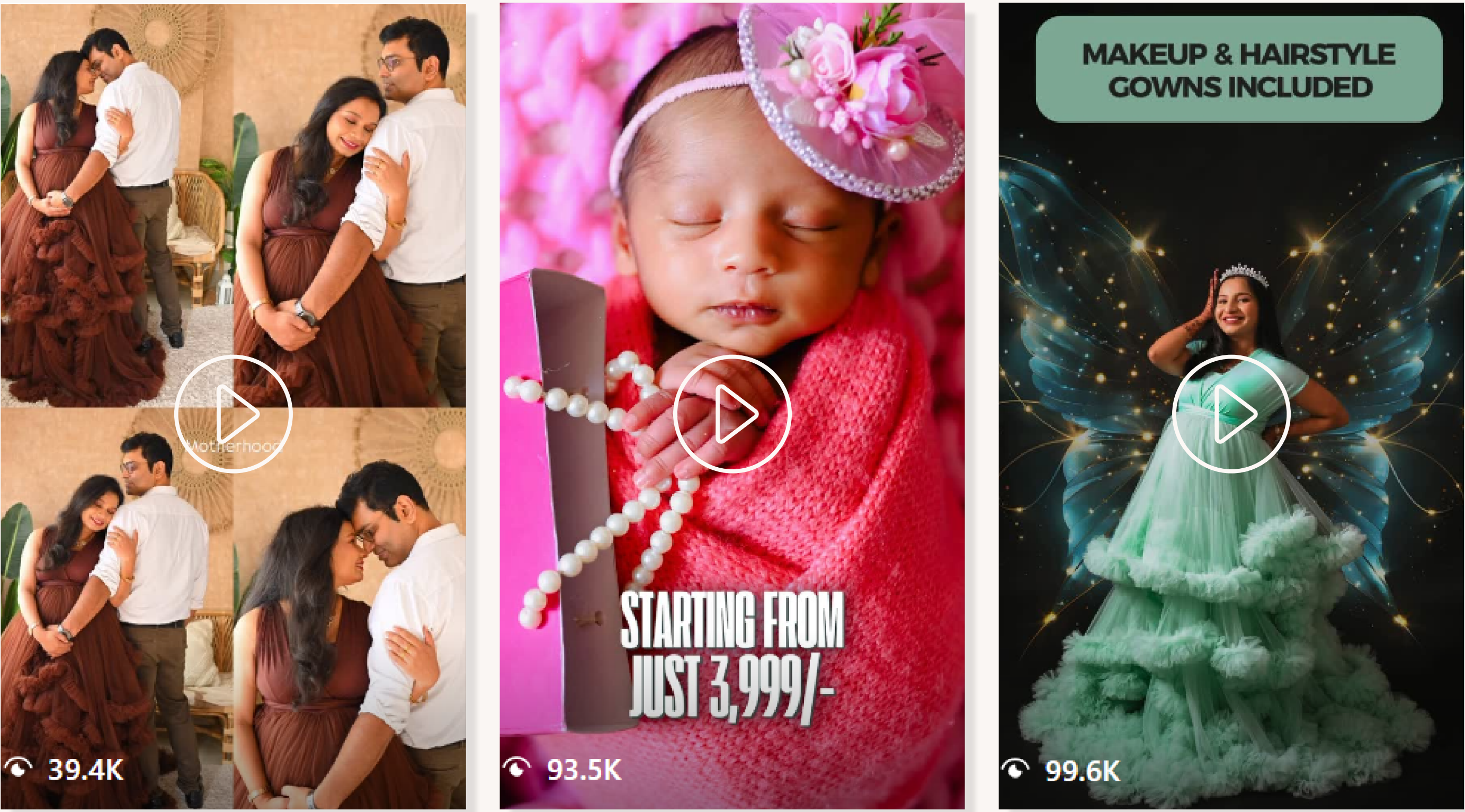
STORIES

Versatile story templates designed to engage, inform and celebrate every moment



REELS (Reels are clickable)

Short-form content crafted to increase engagement and product recall.



META ADS PERFORMANCE

Strategic Meta Ads campaigns built to increase inquiries, improve visibility, and drive bookings for maternity, baby, and lifestyle photography services.

OBJECTIVE
Lead Generation

PLATFORM
Meta Ads

TARGETING
Parents-to-be, Families, Couples

GOAL
Bookings & Brand Awareness

OUR APPROACH

Performance creatives + audience targeting + continuous optimization to generate quality leads and improve campaign performance.

RESULTS & IMPACT

A content and performance strategy built to increase brand visibility, audience engagement, and customer action.

+18.2%
Follower Growth
5.4K → 6.4K Followers
Over the last 90 days

+26.1K
Audience Interactions
Engagement generated across content, reels, and campaigns

+3.78M
Content Views
Brand visibility driven through organic and paid efforts

+32K
Profile Activity
Profile visits, website clicks, and customer actions generated

+300
Bookings Monthly
New customer bookings every single month

"By combining content strategy, performance marketing, and consistent brand storytelling, SSBS transformed social media into a powerful channel for awareness, engagement, and business growth."



Let's transform your brand into the next success story.

