

Niranjan Decode

From 0 → 8,000+ targeted tech followers in 4 months

0 → 8K
Followers, 4 months

1M+
Total views

500K+
Top video views

Client Overview

Niranjan Decode is a PC-builds and tech-hardware content page. Before partnering with Xpand, the client had tried multiple approaches on his own to grow the page, but consistently saw low view counts and minimal audience engagement despite the effort invested.

What Niranjan Needed?

His content should have been bringing in customers. But it wasn't working — low views, barely any engagement, and no real business results, even though he was putting in the effort. He needed a team to handle everything: strategy, scripts, filming, editing, and posting. That way he could stop worrying about the content and just focus on running his business.

BEFORE XPAND	AFTER XPAND
Low, inconsistent views despite prior effort	100K–500K+ views per video within weeks
Minimal comments or DMs	Consistent inbound comments, DMs, and build requests
No inbound sales leads from content	High-ticket inbound lead (Fundex Securities) generated directly from a video

What Xpand Delivered

A fully hands-off, end-to-end content engine — Xpand owns every stage of production and strategy so Niranjan doesn't have to:

- 01 Content Strategy**
Defining a clear niche and content pillars built around Niranjan's expertise in PC builds.
- 02 Brand Positioning**
Shaping how the page is perceived to stand out in a crowded tech-content space.
- 03 Scripting**
Writing scripts optimized for retention and share-ability.
- 04 Shooting & Editing**
Full production — from filming through final cut.

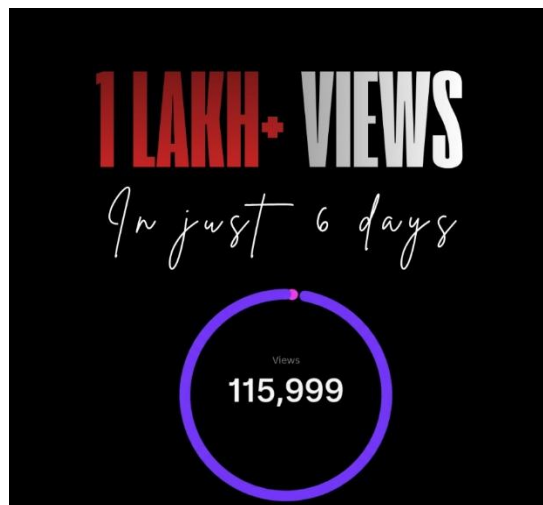
05 Page Management

Posting, scheduling, and day-to-day account operations, all handled remotely.

06 Ongoing Refinement

Continuously adjusting scripts and format based on what the data shows is working — with just one in-person check-in a month.

Results



Real Business Outcome

Increased visibility translated into a concrete, high-value business lead: an inbound inquiry from Naveen Kumar of Fundex Securities Pvt Ltd, requesting a full AI workstation build (dual RTX 5090, Ryzen 9 9950X, 192GB RAM) — a serious, technically detailed inquiry sourced directly from page content, resulting in ₹80+ lakh in revenue generated.

Client Testimonial

“I tried everything before Xpand and still got fewer views. After joining, the first three videos alone delivered instant, insane results. Now I just meet the team once a month in Chennai — they handle everything else and deliver millions of views. It's a clear win-win.”

The page's growth brought in a real business inquiry — not just views. It's a serious, high-ticket request that shows the page isn't just getting views — it's turning into real customers.

— Niranjan, Niranjan Decode