

Mahindra
Rise.



CHROME MOTORS
Smiles reloaded...

Powered by:



ON A DAILY BASIS, WE GENERATE CALLS,
WALK-INS, TEST DRIVE BOOKINGS, LEADS,
ENQUIRIES, ENGAGEMENT & MORE FOR
CHROME MOTORS FROM PAID, EARNED,
OWNED & SHARED MEDIA.

We've developed an approach to shaping digital/online strategies for our clients that result in defining prioritized, cost-effective solutions that deliver a measurable Return on Investment (ROI) via paid, owned, earned & shared media channels.



WE HELP YOU MANAGE YOUR DAILY
DIGITAL/ONLINE PRESENCE &
GENERATE SALES, CALLS, INQUIRIES,
WALK-INS, ENGAGEMENTS & MORE...

CHROME MOTORS OPTED FOR OUR BELOW DAILY DIGITAL SERVICES

Onsite SEO, Offsite SEO, SEM/PLA & Business Listing Management
Social Media Management, Moderation & Analytics
Website, Chat, CRM & Cloud Telephony Management
Social/Display/Video/Content/Email/SMS Marketing & Analytics
Online & Offline Design & Graphics Support

What did we do in each of the above services: next slide onwards explains the moment of truth...

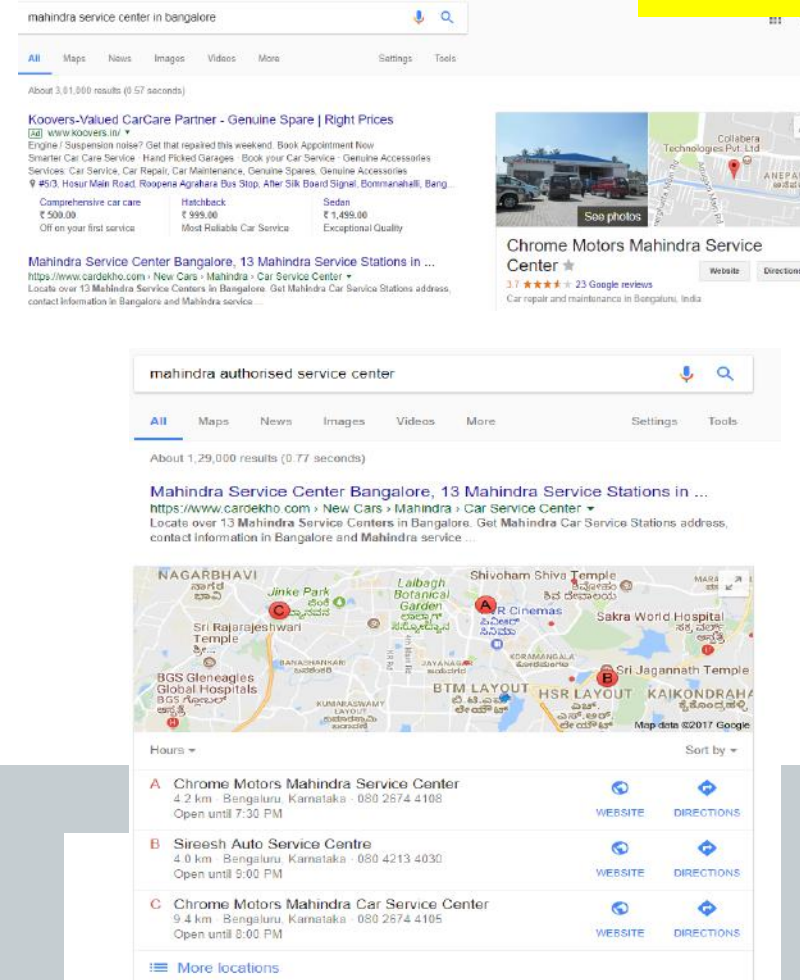
DAILY ONSITE SEO, OFFSITE SEO, SEM/PLA & BUSINESS LISTING MANAGEMENT & OPTIMIZATION FOR ROI

In the radius of 5-10 kilometers of the service centers, who ever searches for Mahindra service related keywords on a daily basis: Chrome Motors SEM ads is optimized to be on #1 position.

Chrome Motors business listing is optimized & updated on a daily basis so that it organically appears as a knowledge graph on Google & Bing so that more users click on Get Directions, Call, Website, Photos, Reviews & more.

Chrome Motors website, webpages, images, photos, videos etc are optimized on a daily basis to increase SEO SERP1 positions

SEO

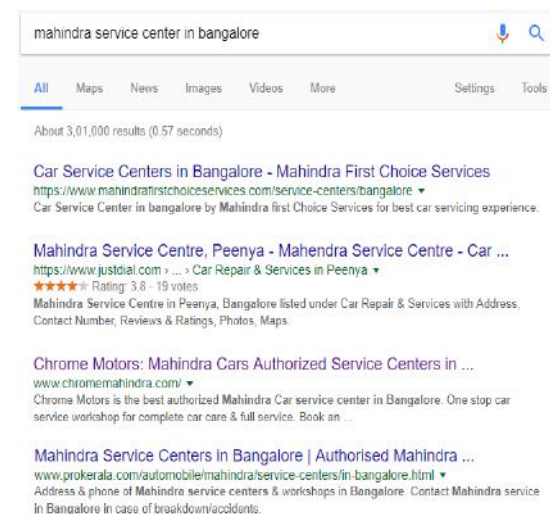
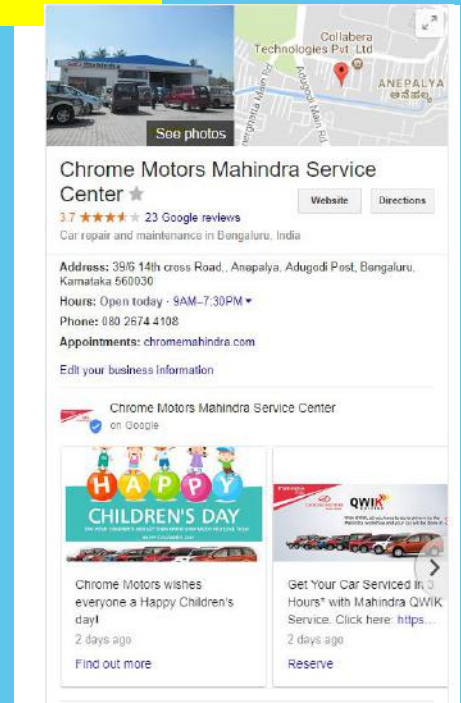


SEM

Chrome Motors Car Service - By Certified Expert Technician

Ad www.chromemahindra.com/Service

Get Your Car Serviced At Chrome Motors. Book A Service Appointment Now.



DAILY SOCIAL MEDIA MANAGEMENT, OPTIMIZATION MODERATION & ANALYTICS FOR ROI

Everyday, we do 1-2 social posts on all social channels like Facebook, Google+, Instagram, Instagram, Pinterest & more.

Manage Blogger, Tumblr, StumbleUpon and other blogger platforms

Optimize all YouTube videos with title, description, tags, playlists, display cards, annotation & more

Participate in Quora, Facebook/Google groups & YouTube discussion threads wherever we see car related discussions

Manage engagement activities, event listing on Facebook & more

Moderate any comments and update the team if there are inquiries to be nurtured as leads for a sale

Deep dive in to social media analytics & insights

Increase likes, shares, comments, followers & more



Facebook



FORUMS

INSTAGRAM



TWITTER



DAILY WEBSITE, CHAT, CRM & MANAGEMENT & OPTIMIZATION FOR ROI

Update website daily with products, content, images, videos etc

Integrate plugins, chat systems, CRMs, payment gateways, maps & more

Update banners, modules, forms & more

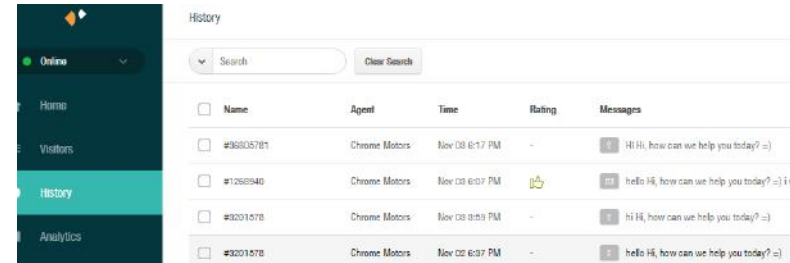
Do site audit and recommend/deploy ui/ux changes

Do site audit and increase web & mobile speed

Manage chat & email inquiries

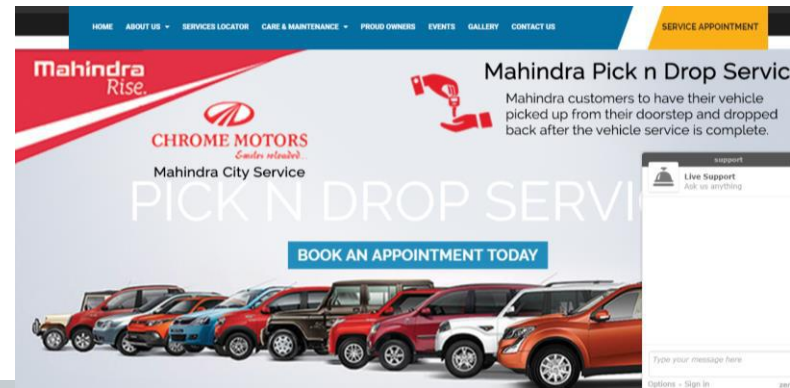
Management of Zopim CRM

CRM for Chat



History

<input type="checkbox"/>	Name	Agent	Time	Rating	Messages
<input type="checkbox"/>	#36805781	Chrome Motors	Nov 08 6:17 PM	-	Hi Hi, how can we help you today? :-)
<input type="checkbox"/>	#1265940	Chrome Motors	Nov 08 6:07 PM	👍	hello Hi, how can we help you today? :-)
<input type="checkbox"/>	#3201578	Chrome Motors	Nov 08 6:03 PM	-	Hi Hi, how can we help you today? :-)
<input type="checkbox"/>	#3201578	Chrome Motors	Nov 08 6:07 PM	-	hello Hi, how can we help you today? :-)



MOBILE RESPONSIVE WEBSITE

MOBILE SITE

TAB RESPONSIVE SITE

DAILY SOCIAL/DIGITAL/CONTENT/EMAIL/ SMS MARKETING MANAGEMENT & OPTIMIZATION FOR ROI

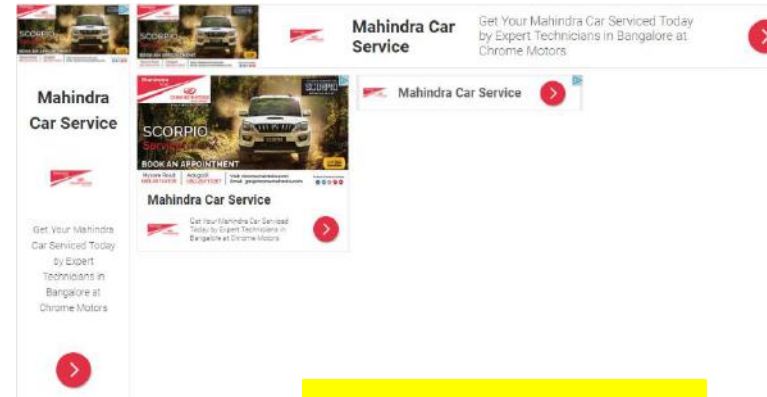
In 2-5 kilometer radius of the showroom who ever is reading about Honda cars on 3rd party websites or apps, he / she will get to see Sapphire Honda car banners

In 2-5 kilometer radius of the showroom who ever is on YouTube and is watching car related video: he/she will get to see a Sapphire Honda car video ad

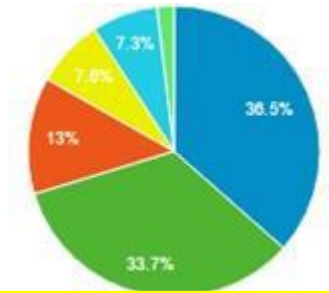
In 2-5 kilometer radius of the showroom who ever is on Facebook and other social channels and interested in Cars will get to see Sapphire Honda car ads

Weekly email & SMS marketing to the available DB

Every day campaigns are optimized and new campaigns are triggered to show the right ad at the right time to the right audience/user

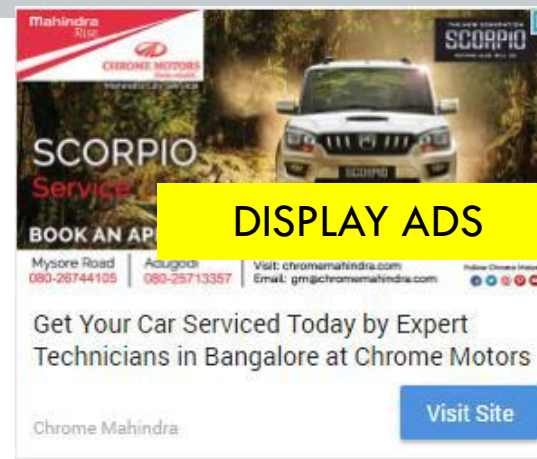


BANNER ADS



CAMPAIGN STATS

- Display
- Paid Search
- Organic Search
- Direct
- Referral
- Social



DISPLAY ADS

TEXT ADS

Chrome Motors Car Service - By Certified Expert Technician

www.chromemahindra.com/Service

Get Your Car Serviced At Chrome Motors. Book A Service Appointment Now.

DAILY SOCIAL/DIGITAL/CONTENT/EMA IL/SMS MARKETING MANAGEMENT & OPTIMIZATION FOR ROI

Manage relationship & work flow with eMarketplace portals like CarDekho, CarWale etc

Manage relationship & work flow with coupon portals like CashKaro etc

Manage relationship & work flow with 3rd party car blogging websites

Manage relationship & work flow with any 3rd party portals related to listing of dealership on JustDial, Insurance, Loans etc

Manage relationship & work flow with pre owned listing etc



EMARKETPLACE



 carwale

EMARKETPLACE


ZIGWHEELS
NO.1 AUTO SITE IN INDIA

EMARKETPLACE


CARDEKHO

INFLUENCERS

TEAM-BHP

ONLINE & OFFLINE GRAPHIC SUPPORT

(1) We build all online creatives for you like banners, gifs, videos, emailers etc

(2) We build offline creatives for you like flyers, brochures, hoardings, letter heads, visiting cards, stationary items etc



Mahindra Rise.
CHROME MOTORS
Smiles released...
Mahindra City Service

MAHINDRA THAR Service

BOOK AN APPOINTMENT

Mysore Road | Adugodi
080-26744105 | 080-25713357

Visit: chromemahindra.com
Email: gm@chromemahindra.com

Follow Chrome Motors :

with you hamesha



Mahindra Rise.
CHROME MOTORS
Smiles released...
Mahindra City Service

QWIK
QWIK Service

Pick n Drop

GROW UP TO VERITO

VERITO Service

BOOK AN APPOINTMENT

Mysore Road | Adugodi
080-26744105 | 080-25713357

Visit: chromemahindra.com
Email: gm@chromemahindra.com

Follow Chrome Motors :

with you hamesha



Mahindra Rise.
CHROME MOTORS
Smiles released...
Mahindra City Service

Mahindra Pick n Drop Service

Mahindra customers to have their vehicle picked up from their doorstep and dropped back after the vehicle service is complete.

BOOK AN APPOINTMENT

Mysore Road | Adugodi
080-26744105 | 080-25713357

Visit: chromemahindra.com
Email: gm@chromemahindra.com

Follow Chrome Motors :

with you hamesha

DATA, INSIGHTS, REPORTING & MEETINGS

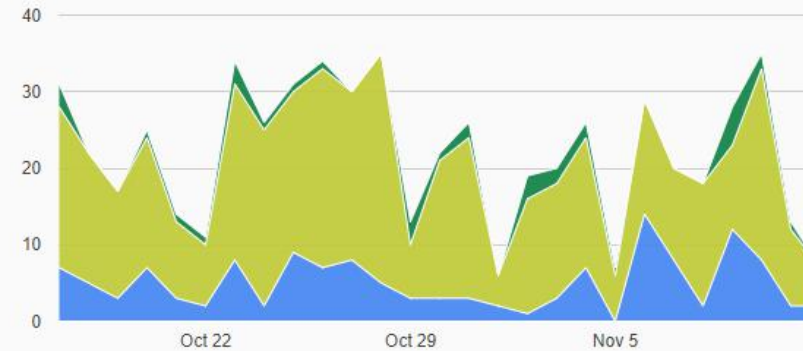
- (1) Send out daily work update email with screenshots – every day eodb
- (2) Send out a weekly data/insights email every Saturday eodb
- (3) Weekly/Monthly Meetings: Face2Face/Skype/Google Hangouts
- (4) Set up a client whatsapp group for real time engagements

Customer actions

The most common actions that customers take on your listing

1 month ▼

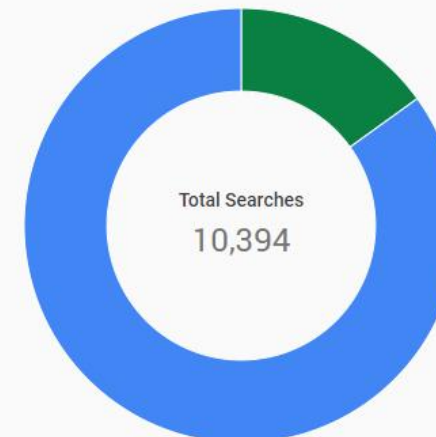
Total actions 599





MAP ANALYTICS

How customers search for your business

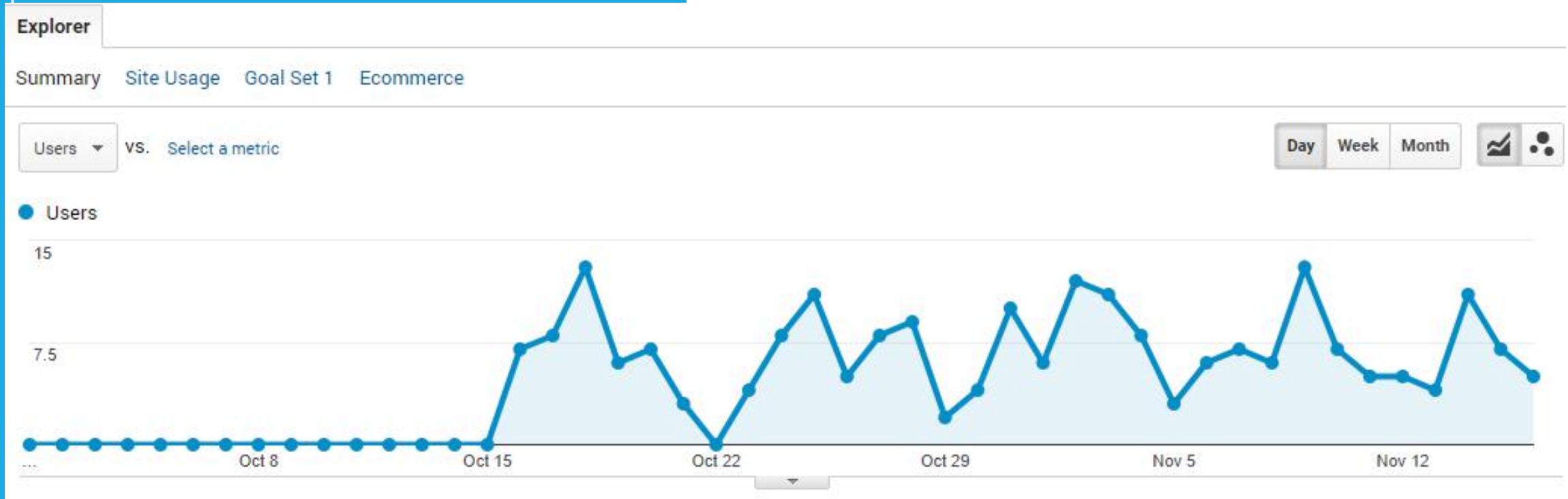
1 month ▼



-  **Direct**
Customers who find your listing searching for your business name or address.
-  **Discovery**
Customers who find your listing searching for a category, product, or service.

SEARCH ANALYTICS

WEBSITE ANALYTICS

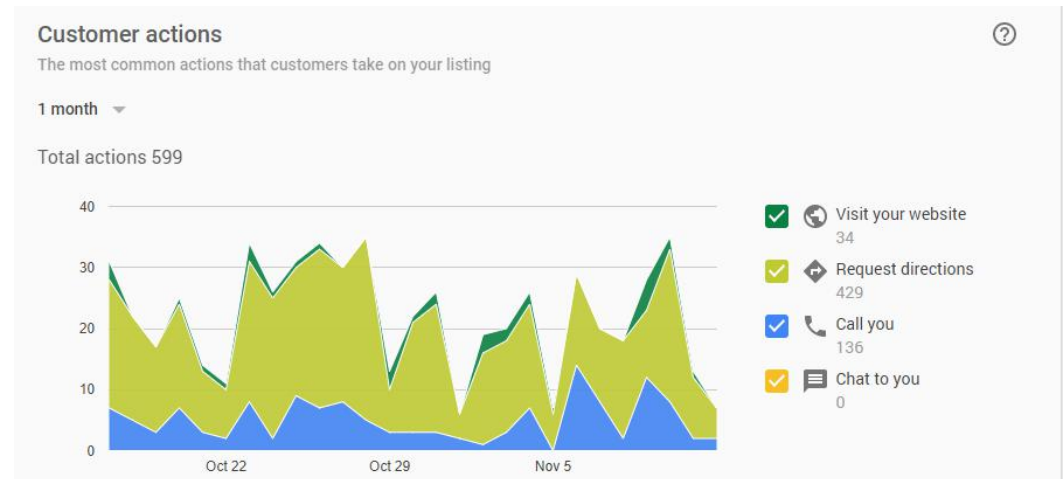
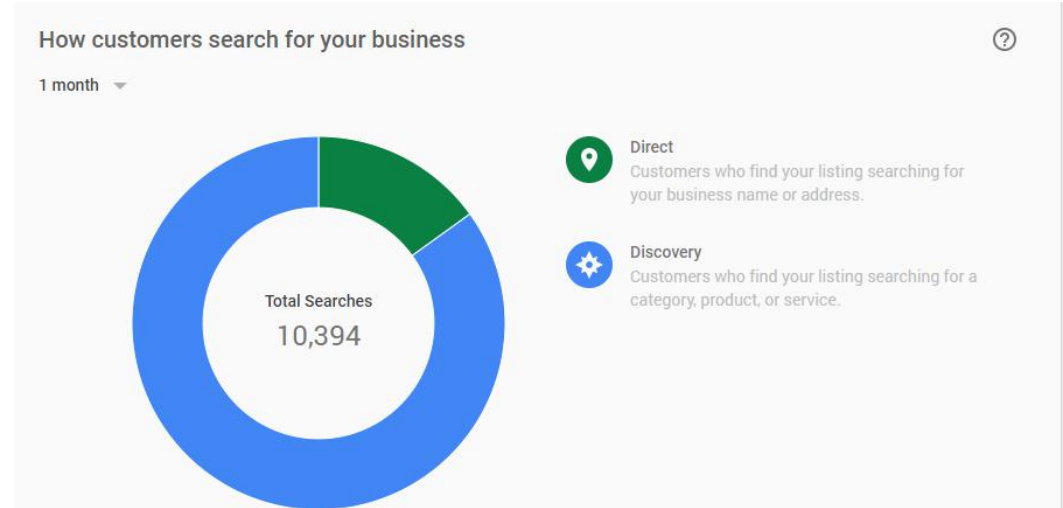


We can see a sharp increase in the website traffic After starting the digital activity

			959 % of Total: 100.00% (959)
1.	Chrome Motors Car Service 954521953		541 (56.41%)
2.	Banner Ads 974994198		418 (43.59%)

GOOGLE BUSINESS INSIGHTS ADUGODI

- More than 10 thousand people have searched for Mahindra service center where Chrome Motors website/listing has been on top.
- Insights shows people called/visited/website visits from Google

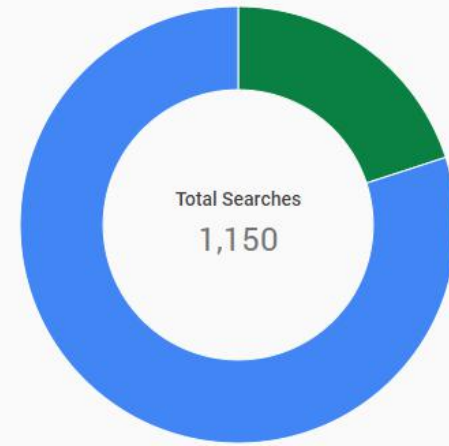


GOOGLE BUSINESS INSIGHTS MYSORE ROAD

- More than thousand people have searched for Mahindra service center where Chrome Motors website/listing has been on top.
- Insights shows people called/visited/website visits from Google

How customers search for your business

1 month ▼



Direct

Customers who find your listing searching for your business name or address.



Discovery

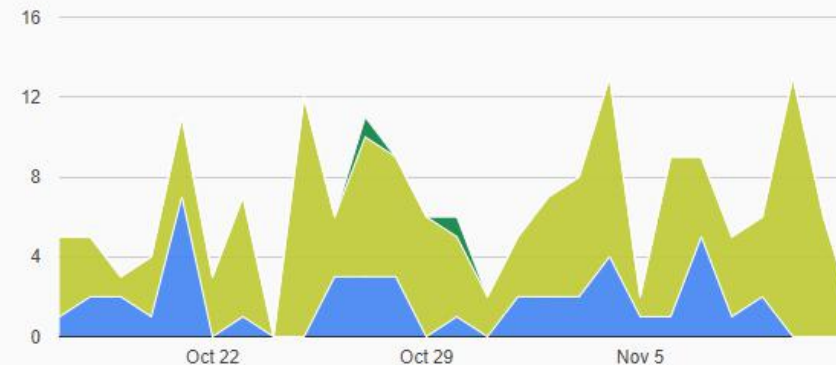
Customers who find your listing searching for a category, product, or service.

Customer actions

The most common actions that customers take on your listing

1 month ▼

Total actions 174



Visit your website

2



Request directions

128



Call you

44

FACEBOOK INSIGHTS

- Increase in Page reach & followers
- Increase in audience engagements on page.
- Sharing daily posts on different groups related to Mahindra cars & Bangalore people

Actions on Page

19 October – 15 November

4

Total actions on Page ▲300%



Page Views

19 October – 15 November

87

Total Page views ▲118%



Page previews

19 October – 15 November



We don't have data to show you this week.

Page Likes

19 October – 15 November

48

Page likes ▲153%



Reach

19 October – 15 November

20,362

People reached ▲1,106%



Recommendations

19 October – 15 November



We don't have data to show you this week.

Post engagements

19 October – 15 November

2,361

Post engagement ▲868%



Videos

19 October – 15 November



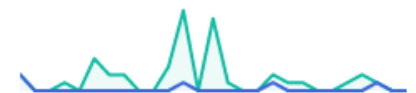
We don't have data to show you this week.

Page followers

19 October – 15 November

49

Page followers ▲158%





GO DIGITAL. GO GLOBAL.

**WE LOOK FORWARD TO MANAGING
YOUR BUSINESS ONLINE**

CONTACT US TODAY!

CONTACT US TODAY

We look forward to partner with you and manage paid, owned, earned & shared media channels for your business and generate ROI via online sales, leads, calls, walk-ins, inquiries, engagements & more

www.aimglobal.mobi | [Case Studies](#)

Call/SMS/WhatsApp: +91 9008735786 | 080 41477599

Email: admin@aimglobal.mobi | [Contact Us](#)

WE MAKE MOBILE RESPONSIVE WEBSTIES FOR YOUR BUSINESS

WE INCREASE SALES/LEADS/WALK-INS/CALLS WITH OUR DAILY DIGITAL SERVICES:



Onsite/Offsite SEO,
SEM/PLA & Biz Listing Mgmt



Social Media Management,
Moderation & Analytics



Website, Chat, CRM & Cloud
Telephony Management



Social/Display/Video/
Content/Email/SMS
Marketing & Analytics



eMarketplace Management /
Affiliate Marketing Management



Online & Offline Design
& Graphics Support

ADHOC SERVICES: CONTENT CREATION & OUTREACH, BLOGGER OUTREACH, INFOGRAPHIC CREATION & OUTREACH, ONLINE PR & OUTREACH, LOCAL CITATION, INFLUENCER MARKETING, PHOTO/VIDEO SHOOT & MORE



GO DIGITAL
GO LOCAL
GO GLOBAL

Email: admin@aimglobal.mobi

Call/SMS/WhatsApp: +91 9008735786 | 080 41477599

#847, Ground floor, 27th main road, 2nd stage, BTM layout, Bangalore 560076

Mobile Responsive Website For SMB Clients	Qty	INR	USD	AED	GBP	SGD	AUD
1 time mobile responsive website set up fee	1	35000	1000	3500	800	1200	1200
Daily Monthly Digital Services For SMB Clients	Qty	INR	USD	AED	GBP	SGD	AUD
Onsite SEO, Offsite SEO, SEM/PLA & Business Listing Management	1	8000	200	700	150	250	250
Social Media Management, Moderation & Analytics	1	8000	200	700	150	250	250
Website, Chat, CRM & Cloud Telephony Management	1	8000	200	700	150	250	250
Social/Display/Video/Content/Email/SMS Marketing & Analytics	1	8000	200	700	150	250	250
eMarketplace management / Affiliate marketing management	1	8000	200	700	150	250	250
Online & Offline Design & Graphics Support	1	8000	200	700	150	250	250
TOTAL MONTHLY RETAINER COST	6	48000	1200	4200	900	1500	1500
Adhoc: Content Creation/Mktg, Blogger Outreach, Infographic & Outreach, Online PR & Distribution, Influencer Mktg							

ADHOC SERVICES

Domain, Hosting, Emails & HRMS

Write & Submit Online PR

Write articles ranging from 500 - 2000 words

Create infographics with research

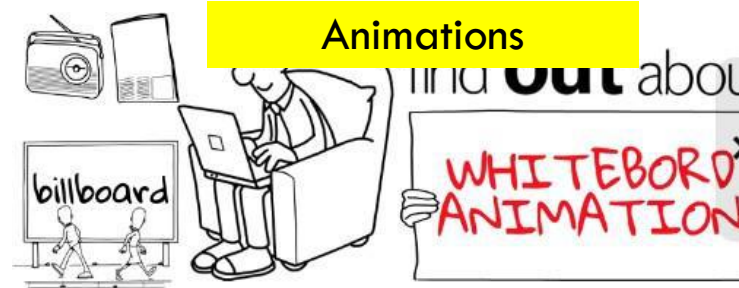
Local & international blogger outreach & citation programs

Manage photo/video shoots

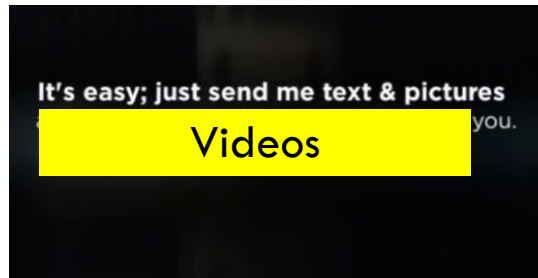
Content Writing



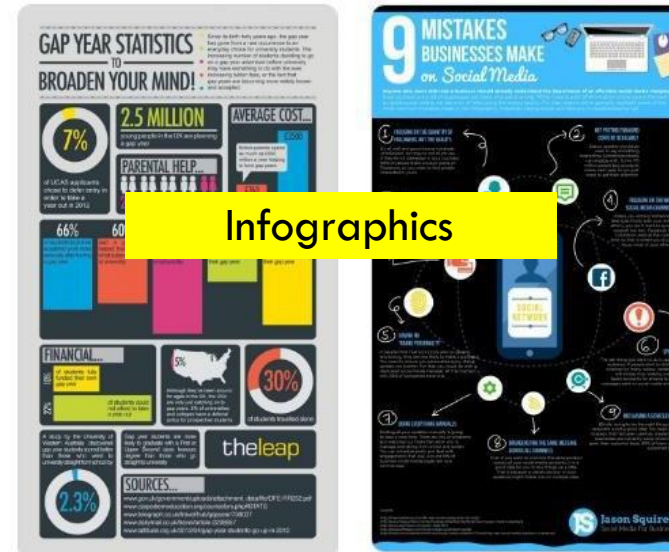
Animations



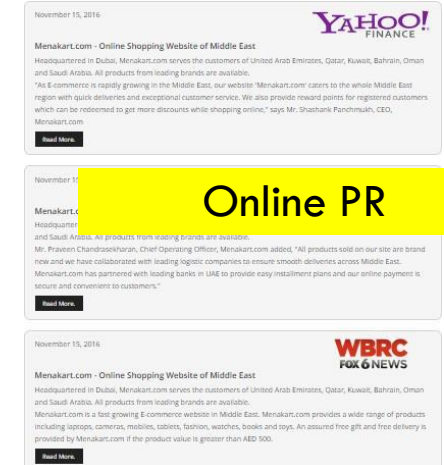
Videos



Infographics



Online PR



RECENT FEW CLIENTS

