



Sapphire Honda
You Aspire ... We Deliver

Powered by:



ON A DAILY BASIS, WE GENERATE CALLS,
WALK-INS, TEST DRIVE BOOKINGS, LEADS,
ENQUIRIES, ENGAGEMENT & MORE FOR
SAPHIRE HONDA 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.



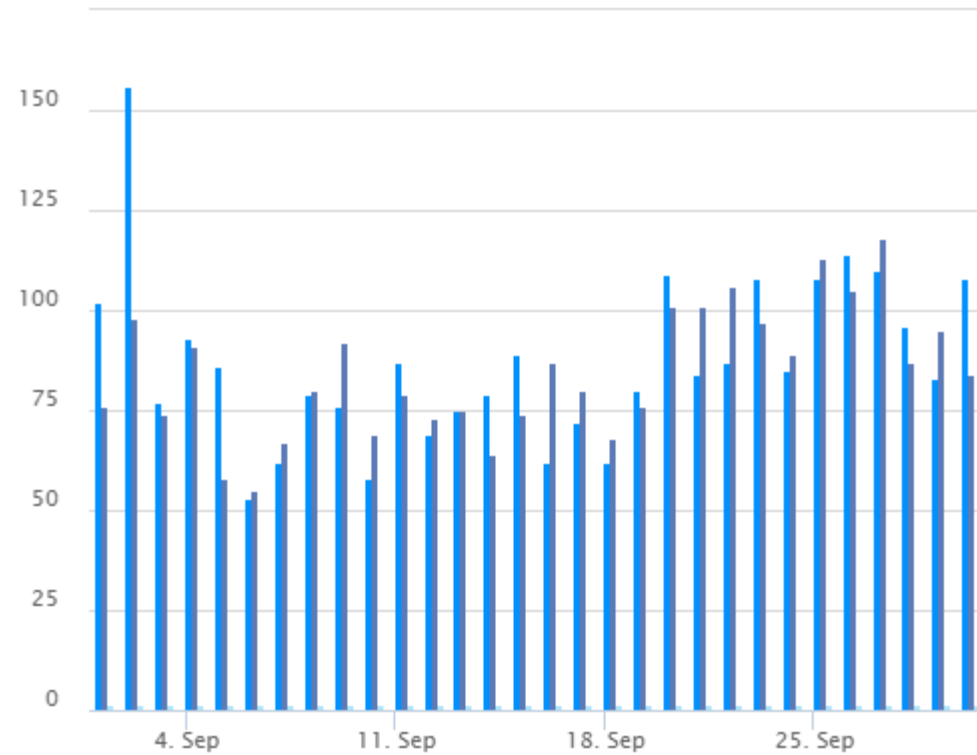
WE HELP YOU MANAGE YOUR DAILY
DIGITAL/ONLINE PRESENCE &
GENERATE SALES, CALLS, INQUIRIES,
WALK-INS, ENGAGEMENTS & MORE...

WE ARE GENERATING 5141 (ON AN AVERAGE) INQUIRIES MONTH ON MONTH

5141 calls

Date (daily)	Total Calls	Total Inbound	Total Answered	Total Missed	Total Abandoned
01-09-17	178	178	73	82	23
02-09-17	254	254	5	223	26
03-09-17	151	151	50	90	11
04-09-17	184	184	75	82	27
05-09-17	144	144	29	88	27
06-09-17	108	108	42	37	29
07-09-17	129	129	55	57	17
08-09-17	159	159	62	71	26
09-09-17	168	168	73	69	26
10-09-17	127	127	47	62	18
11-09-17	166	166	61	90	15
12-09-17	142	142	35	89	18
13-09-17	150	150	70	55	25
14-09-17	143	143	60	58	25
15-09-17	163	163	36	105	22
16-09-17	149	149	71	66	12
17-09-17	152	152	48	81	23
18-09-17	130	130	59	54	17
19-09-17	156	156	40	95	21
20-09-17	210	210	84	101	25
21-09-17	185	185	86	77	22
22-09-17	193	193	96	76	21
23-09-17	205	205	92	81	32
24-09-17	174	174	69	84	21
25-09-17	221	221	85	104	32
26-09-17	219	219	85	93	41
27-09-17	228	228	110	75	43
28-09-17	183	183	56	95	32
29-09-17	178	178	61	97	20
30-09-17	192	192	57	108	27
Total	5141	5141	1872	2545	724

Knowlarity Graph

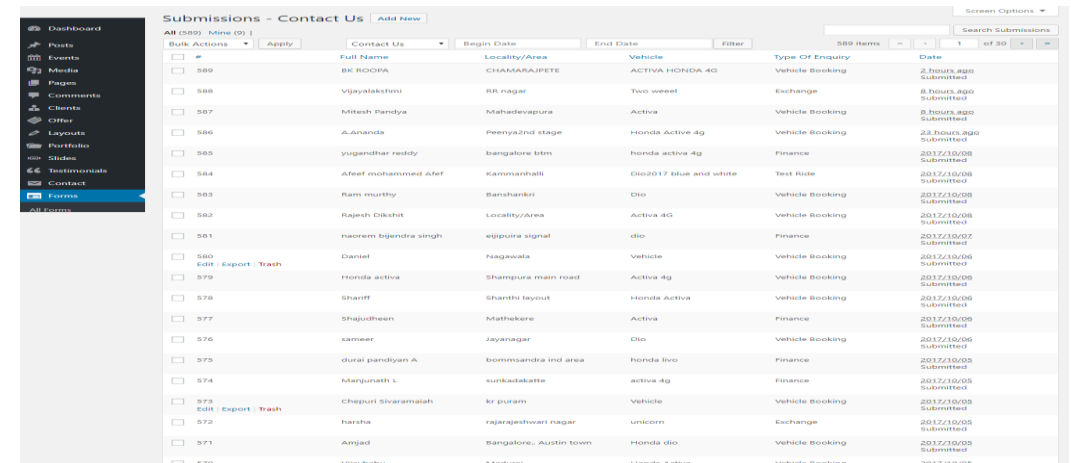


Leads Generation from Website & Chat

Website Lead

Submission	Leads
Vehicle Booking	63
Finance	42
Exchange & Others	7
TOTAL	112

Website Management



The screenshot displays a 'Submissions - Contact Us' page with a sidebar menu on the left containing options like Dashboard, Posts, Events, Media, Pages, Comments, Clients, Offer, Layouts, Portfolios, Slides, Testimonials, and Contact. The main content area shows a table of submissions with columns for #, Full Name, Locality/Area, Vehicle, Type Of Enquiry, and Date. The table lists 20 entries, each with a checkbox for selection and a 'Date' column showing the submission time. At the bottom of the table, there are links for 'Edit', 'Export', and 'Trash'.

#	Full Name	Locality/Area	Vehicle	Type Of Enquiry	Date
589	BE ROOPA	CHAMARAJIPETE	ACTIVA HONDA 4G	Vehicle Booking	2 hours ago Submitted
588	Vijayalakshmi	RR nager	Two wheel	Exchange	8 hours ago Submitted
587	Mitesh Pandya	Mahadevapura	Activa	Vehicle Booking	8 hours ago Submitted
586	A.Ananda	Peenya2nd stage	Honda Active 4g	Vehicle Booking	23 hours ago Submitted
585	yugendhar reddy	Bangalore btm	honda activa 4g	Finance	2017/10/08 Submitted
584	Afeef mohammed Afeef	Kammanahalli	Dio2017 blue and white	Test ride	2017/10/08 Submitted
583	Ram murthy	Banshankri	Dio	Vehicle Booking	2017/10/08 Submitted
582	Rajesh Dikshit	Locality/Area	Activa 4G	Vehicle Booking	2017/10/08 Submitted
581	naorem bijendra singh	egipura signal	dio	Finance	2017/10/07 Submitted
580	Daniel	Nagavola	Vehicle	Vehicle Booking	2017/10/08 Submitted
579	Honda activa	Shampura main road	Activa 4g	Vehicle Booking	2017/10/08 Submitted
578	Shaniff	Shanthi layout	Honda Activa	Vehicle Booking	2017/10/08 Submitted
577	Shapudheen	Mathekere	Activa	Finance	2017/10/08 Submitted
576	kameer	Jayanagar	Dio	Vehicle Booking	2017/10/08 Submitted
575	durai pandiyan A	Bommasandra ind area	honda bvo	Finance	2017/10/05 Submitted
574	Manjunath L	sunkadakatte	activa 4g	Finance	2017/10/05 Submitted
573	Chepuri Sivaramiah	kr puram	Vehicle	Vehicle Booking	2017/10/05 Submitted
572	harsha	rajarajeshwari nager	unicorn	Exchange	2017/10/05 Submitted
571	Anjad	Bangalore- Austin town	Honda dio	Vehicle Booking	2017/10/05 Submitted
570	Vijaybattu	Madurai	Honda Activa	Vehicle Booking	2017/10/05 Submitted

CHATS LEADS

CHATS	Leads
Vehicle Booking	35
Finance	10
Exchange & Others	1
TOTAL	46



How does this happen, switch to next slide...

SAPHIRE HONDA TWO WHEELERS 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
eMarketplace management / Affiliate marketing management
Online & Offline Design & Graphics Support

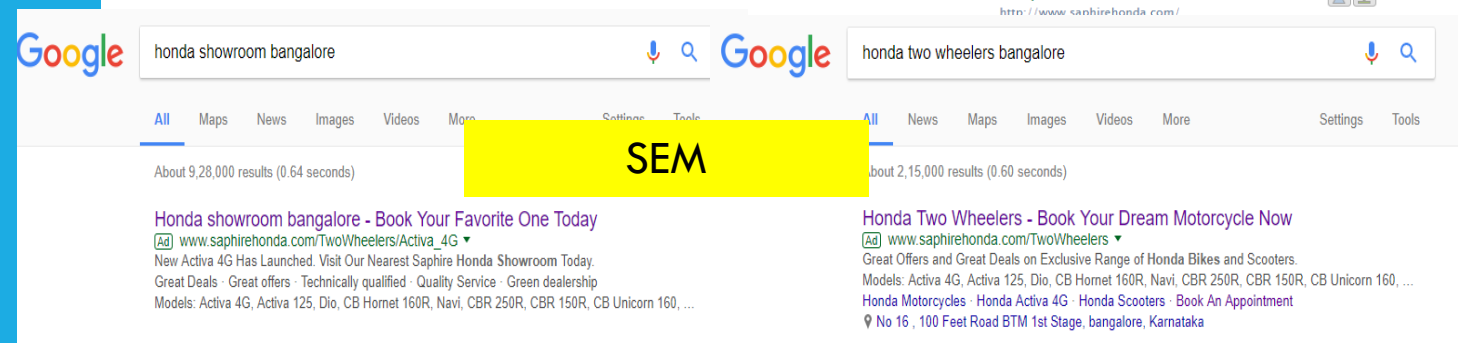
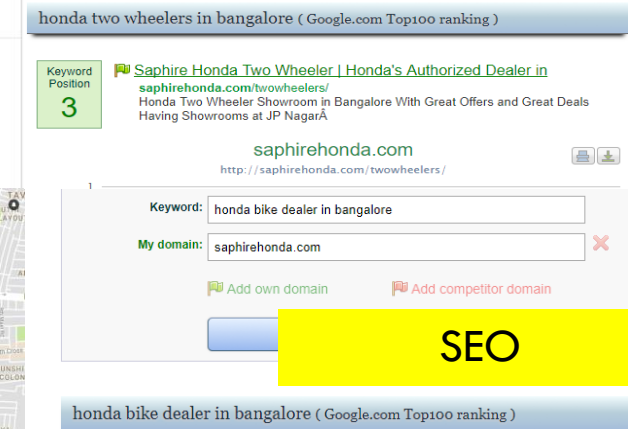
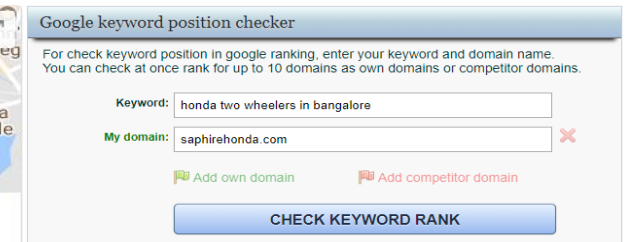
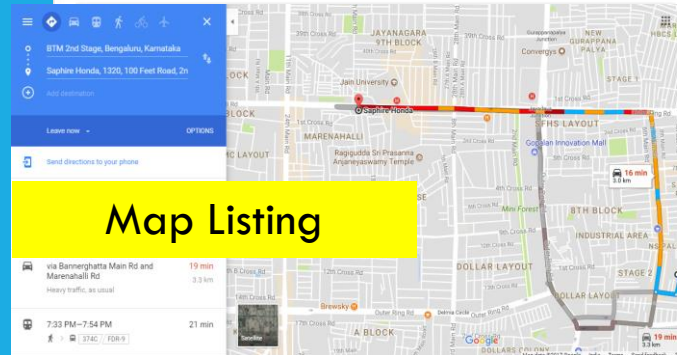
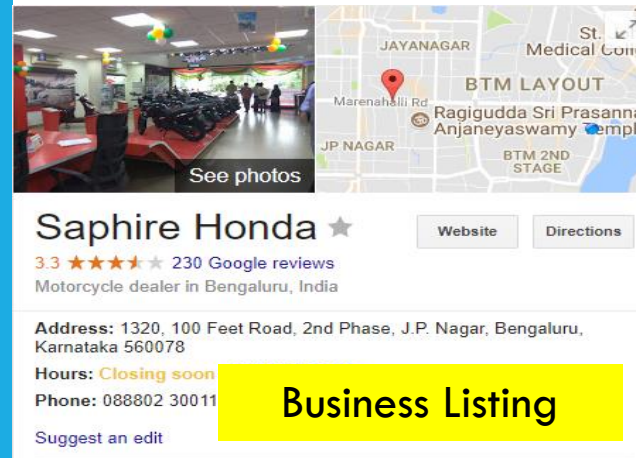
What did we do in each of the above services: next slide onwards explains the moment of truth...

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

In the radius of 2-5 kilometers of the showroom, who ever searches for Honda related keywords on a daily basis: Sapphire Honda SEM ads is optimized to be on #1 position.

Sapphire Honda 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.

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



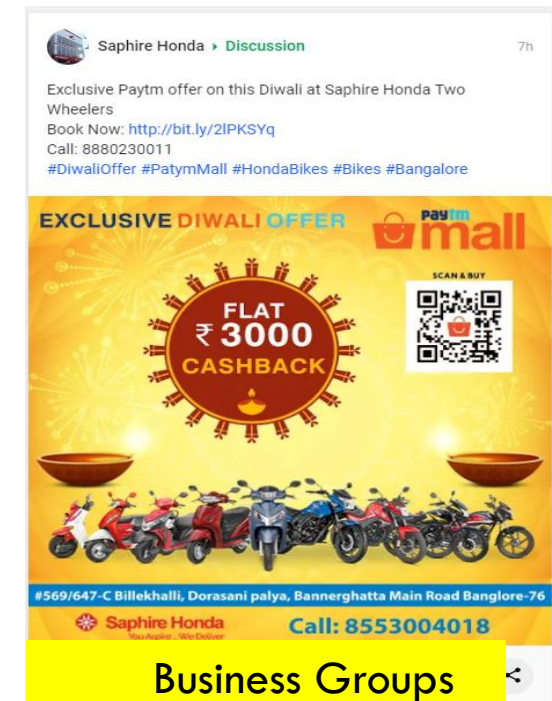
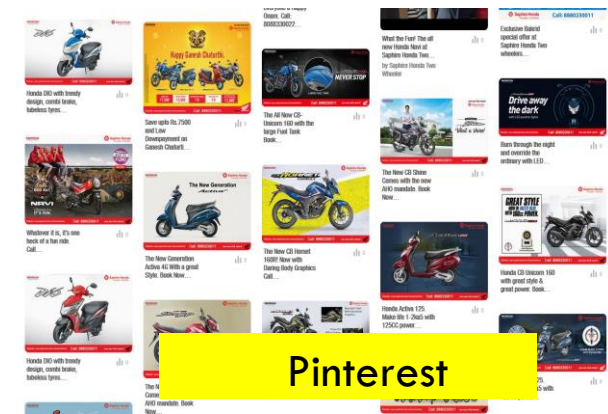
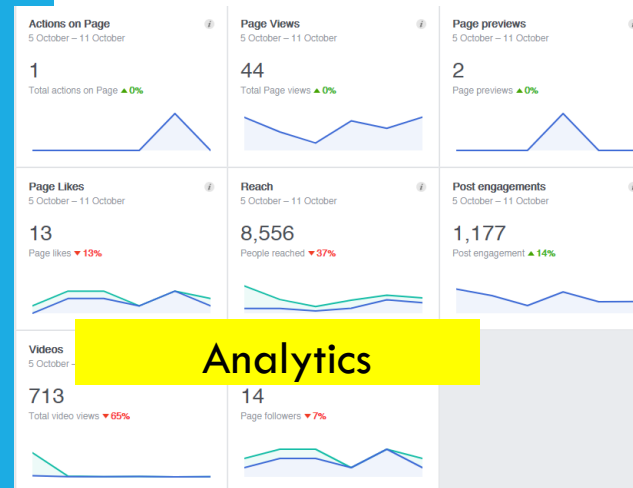
DAILY SOCIAL MEDIA MANAGEMENT, OPTIMIZATION MODERATION & ANALYTICS FOR ROI

Everyday, we do 1-2 social posts on all social channels like Facebook, Google+, 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 Bike 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



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

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

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

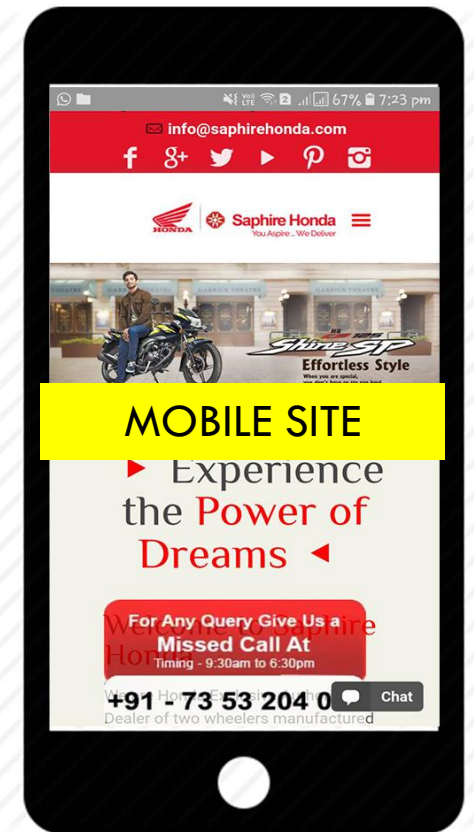
Update banners, modules, forms & more Do site audit and recommend/deploy ui/ux changes

Do site audit and increase web & mobile speed

Manage the IVR, Couponing & DB

Management/Nurturing

Manage chat & email inquiries Management of FreshDesk CRM



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 Bikes on 3rd party websites or apps, he/she will get to see Sapphire Honda Two Wheelers 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 Two Wheeler video ad

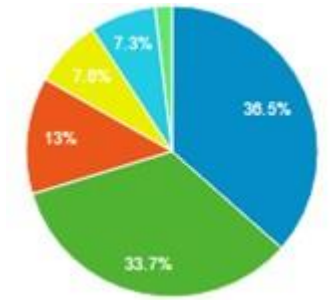
In 2-5 kilometer radius of the showroom who ever is on Facebook and other social channels and interested in Cars will get to see Sapphire Honda Two Wheelers ads

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

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact form submission (Goal 1 Conversion Rate)	Contact form submission (Goal 1 Completions)	Contact form submission (Goal 1 Value)
Default Channel Grouping	1,142 % of Total: 100.00% (1,142)	1,090 % of Total: 100.00% (1,090)	1,315 % of Total: 100.00% (1,315)	72.78% Avg for View: 72.78% (0.00%)	1.60 Avg for View: 1.60 (0.00%)	00:00:53 Avg for View: 00:00:53 (0.00%)	1.52% Avg for View: 1.52% (0.00%)	20 % of Total: 100.00% (20)	\$0.00 % of Total: 0.00% (\$0.00)
1. Paid Search	881 (76.28%)	840 (77.06%)	1,019 (77.49%)	79.29%	1.46	00:00:36	1.96%	20(100.00%)	\$0.00 (0.00%)
2. Organic Search	149 (12.90%)	132 (12.11%)	164 (12.47%)	57.32%	1.79	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Direct	111 (9.61%)	105 (9.63%)	117 (8.90%)	37.61%	2.52	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	8 (0.69%)	7 (0.64%)	9 (0.68%)	77.78%	1.33	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Referral									

Google Analytics



CAMPAIGN STATS



The New CB Hornet 160R! Now with Daring Body

379 views • 1 week ago

The All New Generation Activa 4G | Sapphire Honda

606 views • 2 weeks ago

The Cool & Trendy | Honda Activa-i

8 views • 3 weeks ago

The All New Honda Activa 125 | Sapphire Honda Two

250 views • 4 weeks ago

The New CB Shine SP | Sapphire Honda Two Wheelers

995 views • 1 month ago

Sapphire Honda Two Wheelers

462 views • 1 month ago

Bangalore | Sapphire Honda

52 views • 4 months ago

The All New Honda Activa 4G | Sapphire Honda Two Wheeler

56 views • 4 months ago

VIDEO ADS

Limited period offer

Get Rs. 2000* cashback on your favourite Honda Dream Series. Visit Sapphire Honda Showroom.

Limited period offer

Get Rs. 2000* cashback on your favourite Honda Dream Series. Visit Sapphire Honda Showroom.

Limited Period Offer

Get a Cashback of Rs. 5000* on Honda Navi accessories. Visit Sapphire Honda Showroom today!

Limited period offer

Get Rs. 2000* cashback on your favourite Honda Dream Series. Visit Sapphire Honda Showroom.

BANNER ADS

DAILY

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

Manage relationship & work flow with
eMarketplace portals like BikeWale, Zigwheels
etc

Manage relationship & work flow with coupon
portals like CashKaro etc

Manage relationship & work flow with 3rd
party Two Wheeler 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



CASHKARO.COM

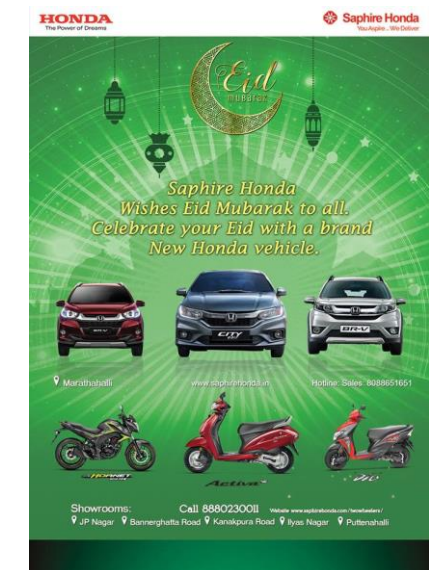


BIKEwale



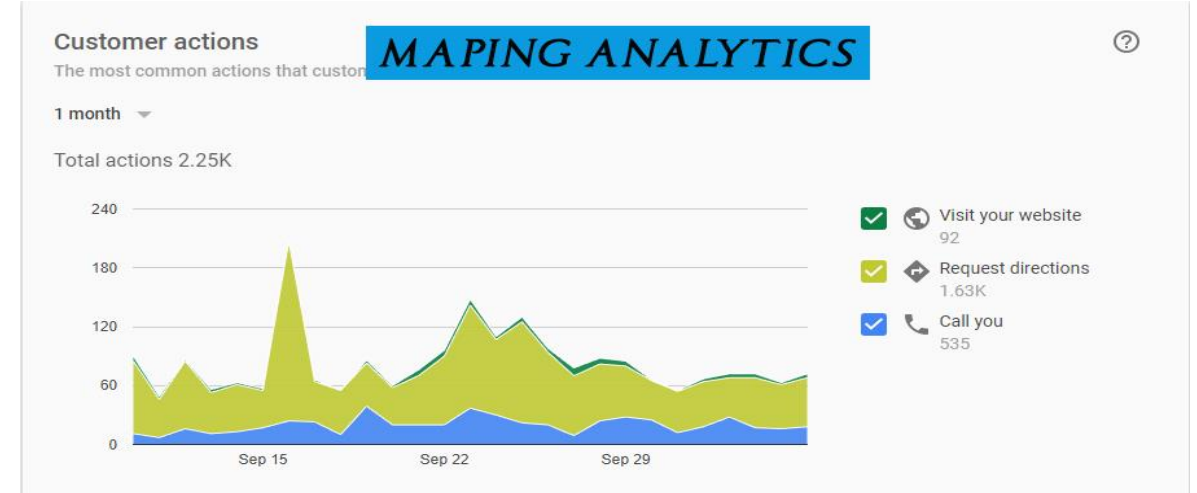
Motorcycle Loans & Finance

- (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



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



ALL SERVICES ANALYTICS

Conversions
Goal 1: Contact form submission

Default Channel Grouping	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Contact form submission (Goal 1 Conversion Rate) ?	Contact form submission (Goal 1 Completions) ?	Contact form submission (Goal 1 Value) ?
	1,066 % of Total: 100.00% (1,066)	1,014 % of Total: 100.00% (1,014)	1,231 % of Total: 100.00% (1,231)	70.84% Avg for View: 70.84% (0.00%)	1.69 Avg for View: 1.69 (0.00%)	00:01:01 Avg for View: 00:01:01 (0.00%)	2.11% Avg for View: 2.11% (0.00%)	26 % of Total: 100.00% (26)	\$0.00 % of Total: 0.00% (\$0.00)
1. Paid Search	832 (77.18%)	791 (78.01%)	965 (78.39%)	76.37%	1.57	00:00:45	2.69%	26 (100.00%)	\$0.00 (0.00%)
2. Organic Search	142 (13.17%)	125 (12.33%)	153 (12.43%)	56.86%	1.91	00:01:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Direct	91 (8.44%)	85 (8.38%)	99 (8.04%)	36.36%	2.58	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	10 (0.93%)	10 (0.99%)	11 (0.89%)	90.91%	1.09	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Referral	3 (0.28%)	3 (0.30%)	3 (0.24%)	66.67%	1.33	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 5 of 5

This report was generated on 10/10/17 at 6:28:05 PM - Refresh Report



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 WEBSITES 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



Email: admin@aimglobal.mobi
Call/SMS/WhatsApp: +91 9008735786 | 080 41477599
#847, Ground floor, 27th main road, 2nd stage, BTM layout, Bangalore 560076

OUR DAILY DIGITAL SERVICES RATE CARD

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

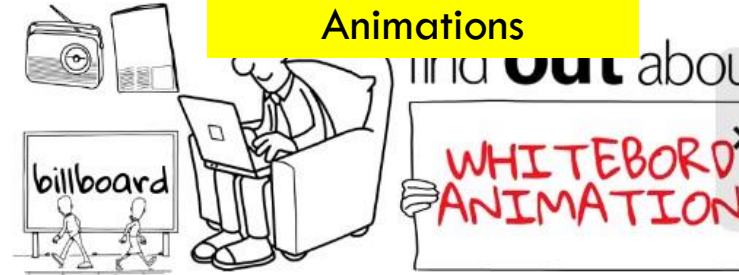
Local & international blogger outreach & citation programs

Manage photo/video shoots

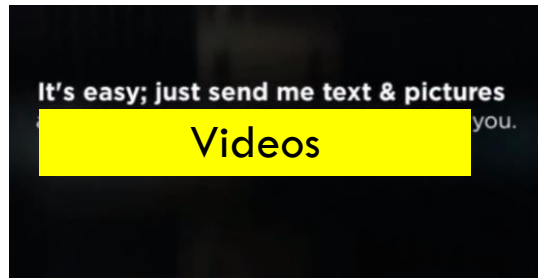
Content Writing



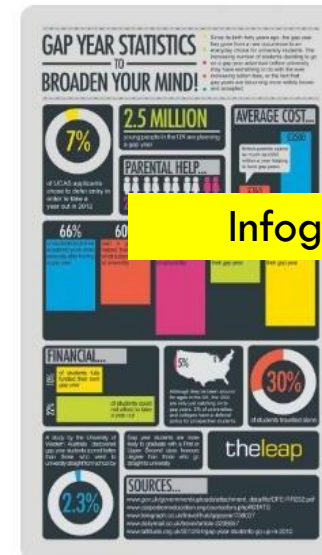
Animations



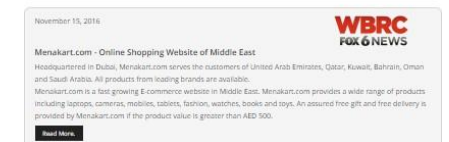
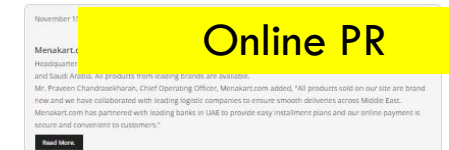
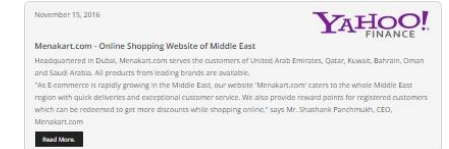
Videos



Infographics



Online PR



RECENT FEW CLIENTS

