

BLUE HYUNDAI

Happiness Reloaded...

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...**

BLUE HYUNDAI CARS 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

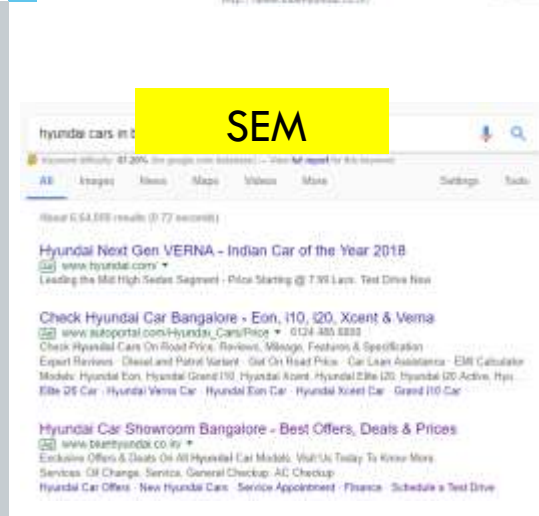
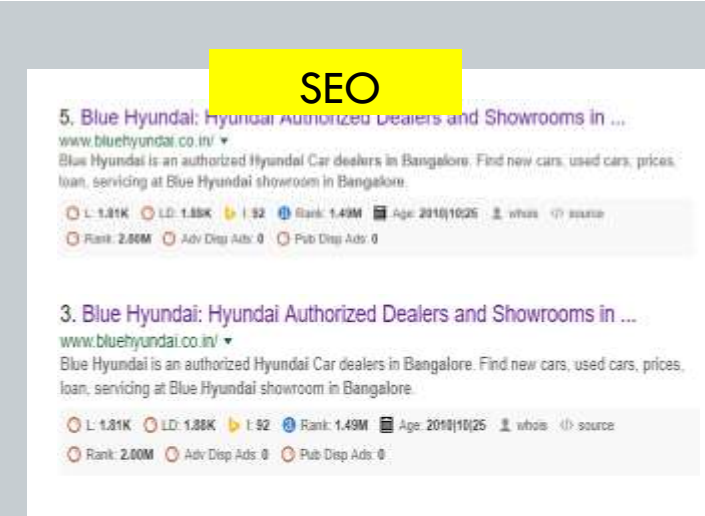
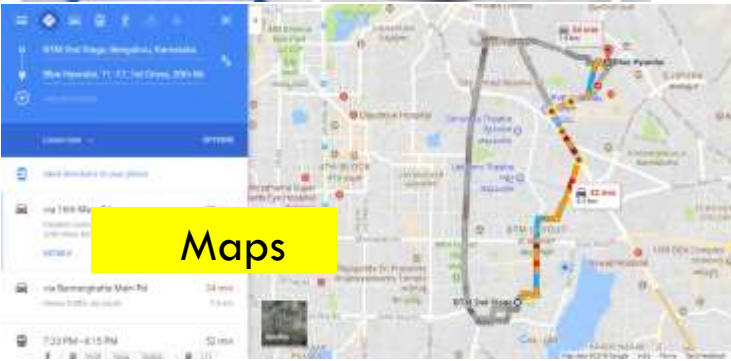
What did we do in each of the above services: next slide onwards explains the moment of truth...

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 Hyundai related keywords on a daily basis: Blue Hyundai SEM ads is optimized to be on #1 position.

Blue Hyundai 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.

Blue Hyundai website, webpages, images, photos, videos etc are optimized on a daily basis to increase SEO SERP 1 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, Instagram, Pinterest & more.

Manage Blogger, Tumblr, and other blogger platforms

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

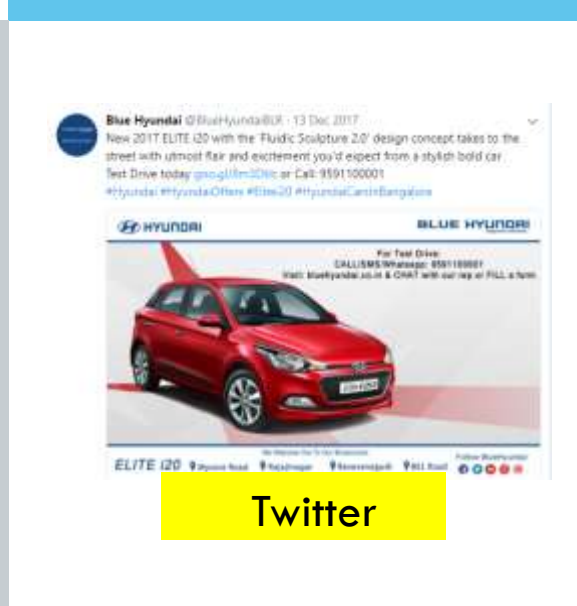
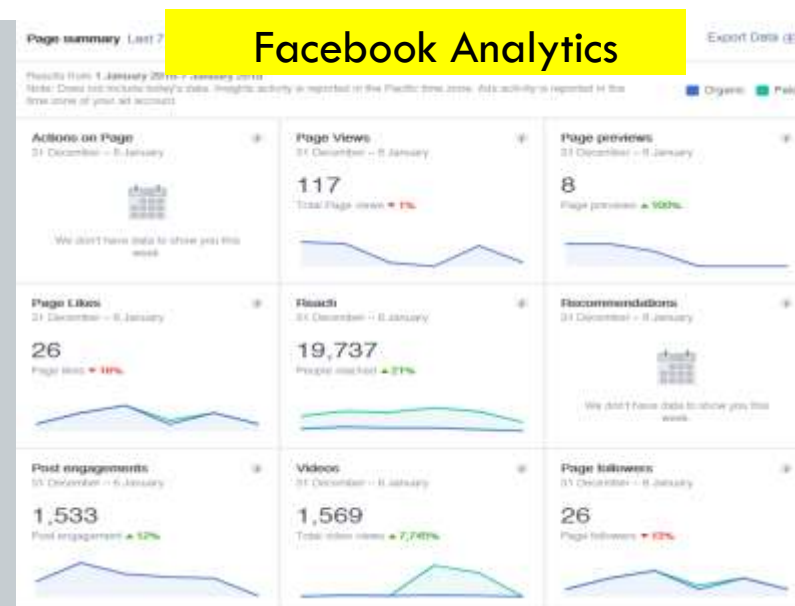
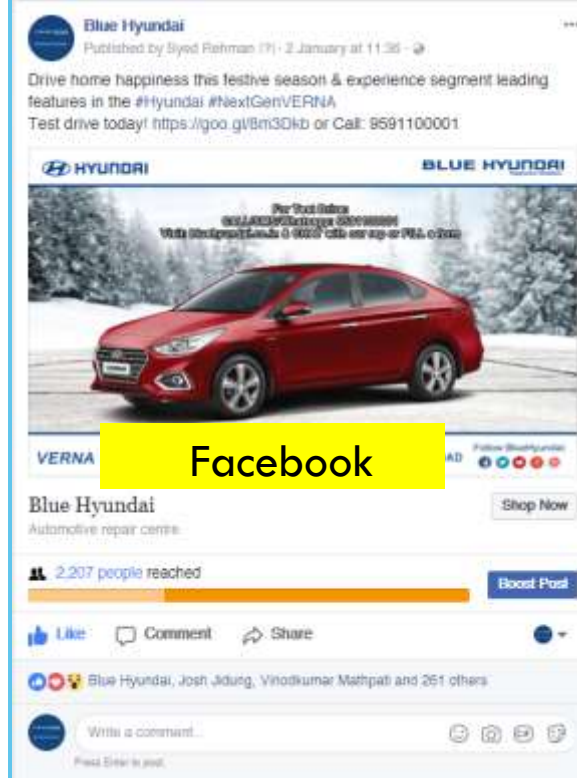
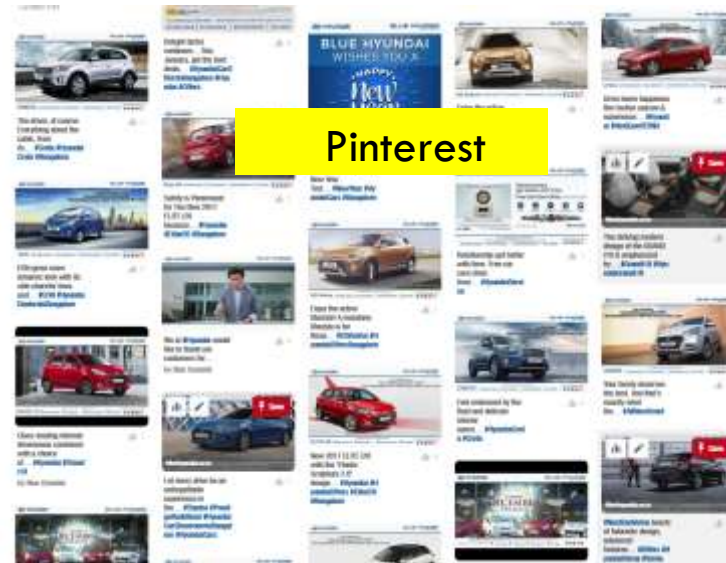
Participate in Quora, Facebook/Google groups & YouTube discussion threads wherever we see car related discussions

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



DAILY WEBSITE, CHAT, CRM & CLOUDTELEPHONY 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

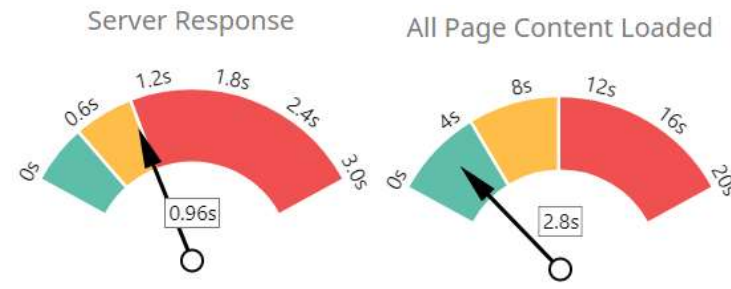
Do site audit and recommend/deploy ui/ux changes

Do site audit and increase web & mobile speed

Manage the IVR, Couponing & DB Management/Nurturing

Manage chat & email inquiries

Management of Zendesk CRM



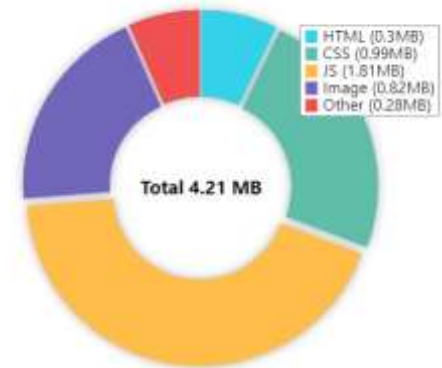
CRM for Chat



MOBILE SITE



Page Size Breakdown



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 Blue Hyundai car banners

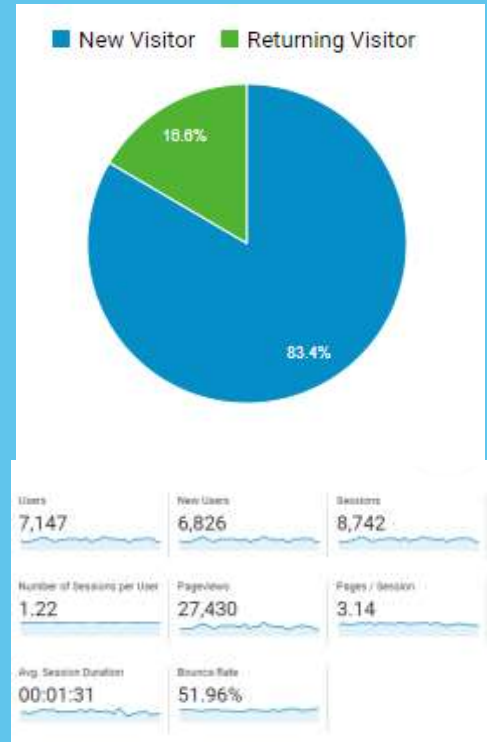
In 2-5 kilometer radius of the showroom who ever is on YouTube and is watching car related video: he/she will get to see a Blue Hyundai car video ad

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 Blue Hyundai 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
Continues on Your Favorite Cars. ...



Display Ads

Video Ads

E-MARKETPLACE MANAGEMENT/AFFILIATE MARKETING MANAGEMENT

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

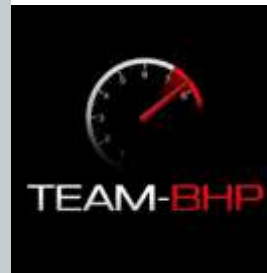
 car and bike
AN NDTV VENTURE

 ZW
ZIGWHEELS.COM
NO.1 AUTO SITE IN INDIA



CarTrade.com

EMARKETPLACE



 CARDEKHO



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



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

Lead Report List

Website Leads

Download (EXCEL) From 01/12/2017 To 01/12/2017 Level Both Level Lead Source (+Adwords) Submit

Show 10 entries

Site/Group	Free-Lead Forms	Free-Mobi Calls	Free-Total	Paid-Lead Forms	Paid-Mobi Calls	Paid-Total	Total-Lead Forms	Total-Mobi Calls	Total-Total
www.Muftyunda.co.in	146	96	242	210	197	407	356	293	649

Showing 1 to 1 of 1 entries

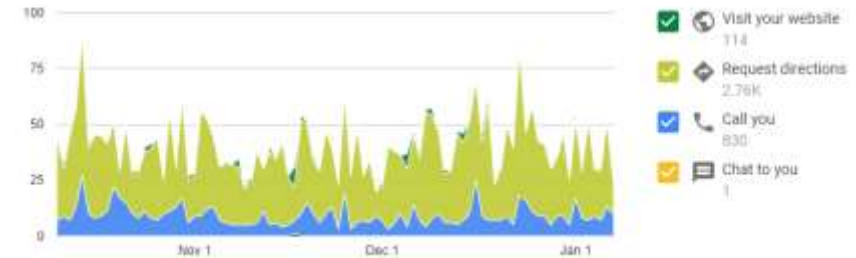
Customer actions

The most common actions that custo

MAP ANALYTICS

1 quarter =>

Total actions 3,71K



Google Analytics

Default Channel Grouping	Users			Sessions			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions			
	7,147 % of Total: 100.00% (7,147)	6,837 % of Total: 100.00% (6,837)	8,742 % of Total: 100.00% (8,742)	51.96% Avg for View: 51.96% (0.00%)	3.14 Avg for View: 3.14 (0.00%)	00:01:31 Avg for View: 00:01:31 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)			
1. Paid Search	5,683 (77.91%)	5,378 (78.66%)	6,768 (77.42%)	51.39%	3.28	00:01:26	0.00%	0 (0.00%)			
2. Organic Search	1,163 (16.30%)	996 (14.57%)	1,398 (15.99%)	49.71%	2.78	00:02:01	0.00%	0 (0.00%)			
3. Direct	362 (4.94%)	356 (5.21%)	428 (4.91%)	58.64%	2.60	00:01:26	0.00%	0 (0.00%)			
4. Social	75 (1.02%)	70 (1.02%)	78 (0.89%)	88.46%	1.23	00:00:32	0.00%	0 (0.00%)			
5. Display	29 (0.40%)	21 (0.31%)	47 (0.54%)	80.85%	1.36	00:00:17	0.00%	0 (0.00%)			
6. Referral	19 (0.26%)	15 (0.22%)	22 (0.25%)	45.45%	2.59	00:02:10	0.00%	0 (0.00%)			
7. (Other)	1 (0.01%)	1 (0.01%)	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)			



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](#)



DAILY DIGITAL SERVICES TO GROW YOUR BUSINESS

Website, eMarketplace Management & CloudTelephony

SEO(Onsite&Offsite), CRM, Biz Listing & Affiliate Marketing

Social Media Management, Moderation & Analytics

Search/Social/Digital/Content/Email/SMS Marketing

- We can increase walk-ins/online-sales/offline-sales/calls/leads/inquiries/engagements/visits & more.
- ROI for our clients, visit: www.aimglobal.mobi/case-studies/

AIM GLOBAL MOBI GO DIGITAL. GO GLOBAL.

#B47, 3rd floor, 27th main road, 2nd stage, BTM layout, Bangalore 560076

OUR DAILY DIGITAL SERVICES

Mobile Responsive Website
1 time mobile responsive website set up fee
Daily Monthly 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
Adhoc: Content Creation/Mktg, Blogger Outreach, Infographic & Outreach, Online PR & Distribution, Influencer Mktg, Photo/Video Shoot

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

