

Our motto is to ensure customer safety at all times along with providing our customers an experience to remember. From the time a customer picks up a bike and till he drops it back to us, we ensure that any customer concern is our concern. We work around the clock, to make this whole process convenient and more memorable for our customers.



**Powered by:**



**ON A DAILY BASIS, WE GENERATE CALLS, WALK-INS, TEST DRIVE BOOKINGS, LEADS, ENGAGEMENTS & MORE FOR KHIVRAJ BAJAJ FROM PAID, OWNED, EARNED & 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...**

# KHIVRAJ BAJAJ OPTED FOR OUR BELOW DAILY DIGITAL SERVICES

Daily Monthly Digital Activations
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

**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 Self Ride, who ever searches for Bike Rental related keywords on a daily basis: Self Ride SEM ads is optimized to be on #1 position.

Self Ride 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.

Self Ride website, webpages, images, photos, videos etc are optimized on a daily basis to increase SEO SERP 1 positions

## SEM

Search results for "bike for rent in bangalore" on Google. The search bar shows the query. Below the search bar, the keyword difficulty is 41.64% (for google.com database). The search results show two ads:

- Rent a Bike in Bangalore | Self Ride Bangalore | selfride.com**  
www.selfride.com/   
Get a two wheeler for rent in Bangalore for as low as ₹400 / day at Self Ride.  
Contact Us - Price List
- Bike for rent in Bangalore | Starting @ INR 12/hr - Drivezy | drivezy.com**  
www.drivezy.com/Bengaluru/Bikes   
Book a bike for a day or a week at best price with Drivezy.  
Privacy & Freedom - Flexible Pricing - Hassle Free Booking - Limited Liability  
Deal: 10% off All Honda Bookings - Code CITY10

## SEO

Search result for "Rent Bike In Bangalore From Self Ride". The snippet shows the URL <https://www.selfride.com/> and a description: "Selfride Get a two wheeler for rent in Bangalore for as low as ₹30/hr Choose your bike for rent on Daily Weekly Monthly from SelfRide Zero Deposit for bike ..."

## Biz Listing

Google Business listing for "Self Ride - Bengaluru Road". The listing shows the business name, address (227, Hosur Road, Bengaluru, Karnataka 560020), phone number (08850 30000), and website (www.selfride.com). The listing also includes a rating of 4.2 stars and a snippet of the business description: "Self Ride is a perfect self-serve, self-rental bike rental service. It provides a wide range of bikes for rent on a daily, weekly, or monthly basis. The bikes are well-maintained and the service is quick and easy. Self Ride is a perfect self-serve, self-rental bike rental service. It provides a wide range of bikes for rent on a daily, weekly, or monthly basis. The bikes are well-maintained and the service is quick and easy."

# 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 tittle, 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

Self Ride  
6 hrs · 🌐

Lets have some fun this Weekend. Rent your favourite bike or scooter today from Self Ride

Make a booking at #SelfRide and get your ride right now.

Book Now: <http://www.selfride.com/> or Call now : 9538854700

#Bangalore #BikesForRent #ScooterRentalsInBangalore #BikeRentals #Weekend #LongRides #Fun



👍 5

🔗 3 Shares

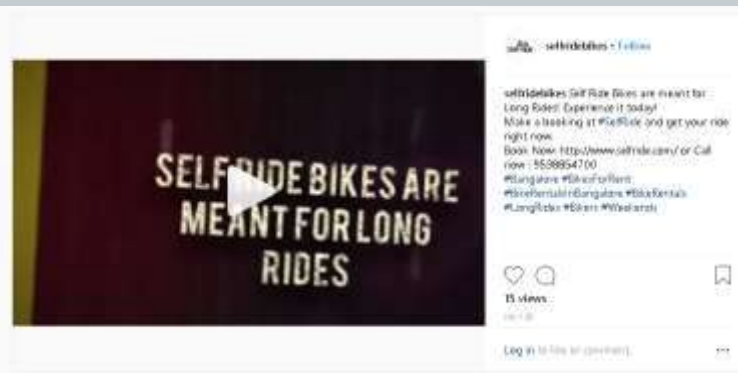
👍 Like

💬 Comment

➦ Share

🔔

## INSTAGRAM



## FORUMS



## 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

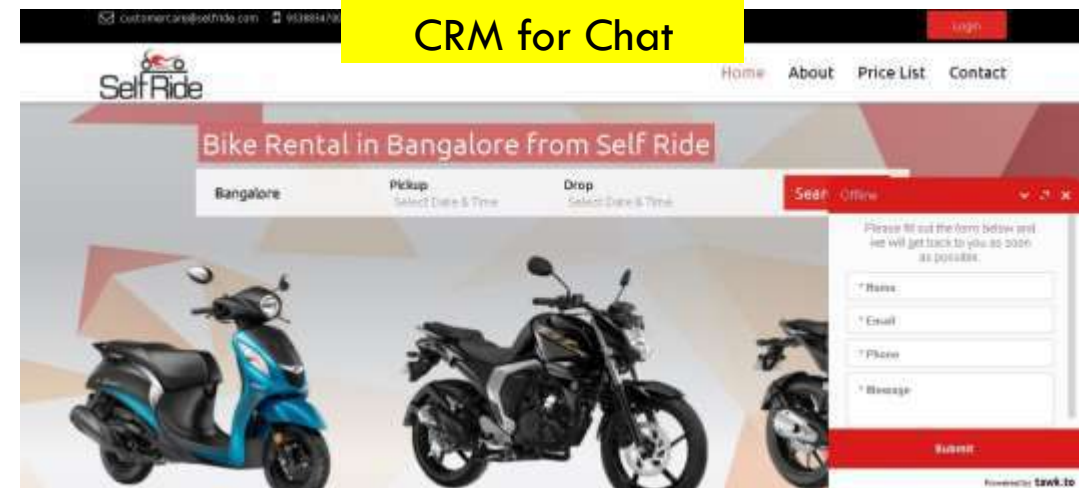
Update banners, modules, forms & more

Do site audit and recommend/deploy ui/ux changes

Do site audit and increase web & mobile speed

Manage chat & email inquiries

Management of Tawt.to Chat



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

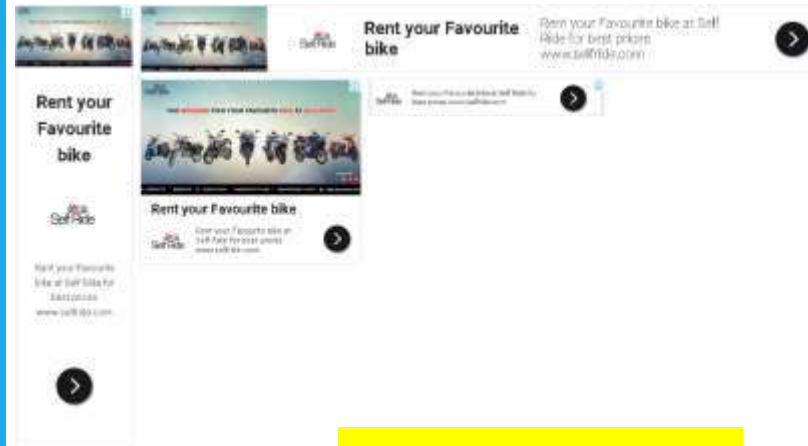
In 2-5 kilometer radius of the Self Ride who ever is reading about Bike rentals on 3<sup>rd</sup> party websites or apps, he / she will get to see Self Ride banners

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

In 2-5 kilometer radius of the showroom who ever is on Facebook and other social channels and interested in Bike Rentals will get to see Self Ride ads

Weekly email & SMS marketing to the available DB

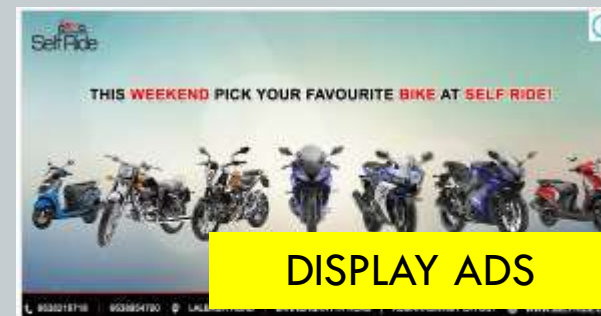
Every day campaigns are optimized and new campaigns are triggered to show the right ad at the right time to the right audience/user



BANNER ADS



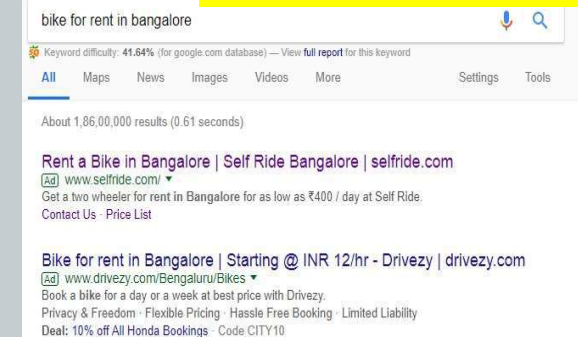
YouTube Video Ads



DISPLAY ADS



TEXT ADS



# 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



*Coming closer to you day by day*





# ADHOC SERVICES

- Interior & Exterior Photo Shoot of All Showrooms
- Showroom Tour of All Showrooms
- Product Demos
- Drive Review
- Customer Testimonials
- Blogs



**Khivraj Bajaj**  
8 July at 13:22

Khivraj Bajaj Exclusive showroom at Indiranagar. Visit your nearest showroom of Khivraj Bajaj for Exciting prices.  
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Call Now: 9035060139  
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2K Views

**Khivraj Bajaj**  
Published by Admin AimGlobal (7) · 14 June at 15:27

Khivraj Bajaj Exclusive showroom at Marathahalli. Visit your nearest showroom of Khivraj Bajaj for Exciting prices.  
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Call Now: 9036091986  
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**Khivraj Bajaj showroom at Marathahalli** **Khivraj Bajaj showroom at Marathahalli**

# 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

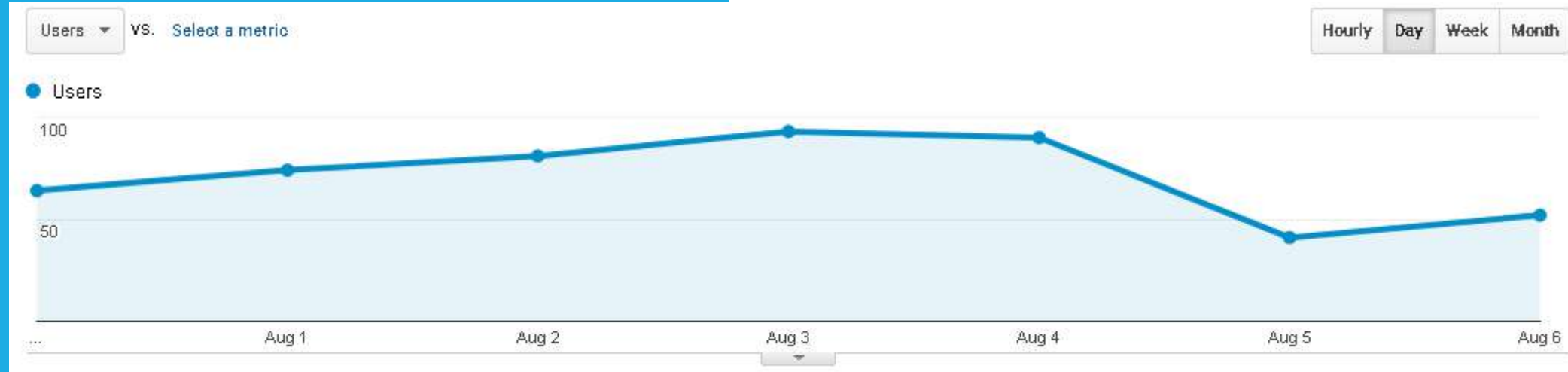
**L / F = Like / Followers, E = Engagement, R = Reach**

Self Ride	May 2018																	
SMO	W1			W2			W3			W4			W5			May 2018		
Scorecard	L/F	E	R	L/F	E	R	L/F	E	R	L/F	E	R	L/F	E	R	L/F	E	R
Facebook	25	231	6,617	3	145	820	6	538	6,311	3	260	4,425	3	121	0	40	5	22,183
Instagram	0	31	373	1	32	413	3	31	634	2	39	646	8	34	568	14	167	2,634
Twitter	0	1	110	1	1	214	1	13	721	0	7	351	0	7	223	2	29	1,619
Pinterest	0	60	72	0	63	70	0	162	259	0	196	326	0	204	421	0	685	1,148
YouTube	0	1828	0	0	10	0	0	9	0	0	8	12	0	11	24	0	6	36
Blogger	0	9	32	0	5	28	0	6	21	0	5	36	0	5	42	0	30	159
Quora	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	25	2,160	7,204	5	256	1,545	10	759	7,946	5	515	5,796	11	382	5,288	56	4,072	27,779

**S = Sessions, G = Goals, L = Leads**

Self Ride	May 2018																	
Channel	W1			W2			W3			W4			W5			May 2018		
Scorecard	S	G	L	S	G	L	S	G	L	S	G	L	S	G	L	S	G	L
Organic Search (SEO)	133	5	2	8	1	3	116	1	3	5	0	1	148	1	2	690	8	11
Paid Search (SEM)	349	1	5	3	1	5	195	2	5	4	0	1	159	1	8	1,070	5	24
Social	30	0	1	6	0	2	21	0	7	38	0	25	51	0	11	146	0	46
Direct	162	0	0	9	0	0	204	0	0	5	0	0	289	3	0	1,069	3	0
Referral	0	0	0	3	0	0	1	0	0	1	0	0	2	0	0	7	0	0
Display	849	0	2	8	0	3	27	0	1	0	0	0	9	0	0	1,003	0	6
Email	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(Other)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	1,523	6	10	72	2	13	564	3	16	3	0	27	658	5	21	3,985	16	87

# WEBSITE ANALYTICS



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

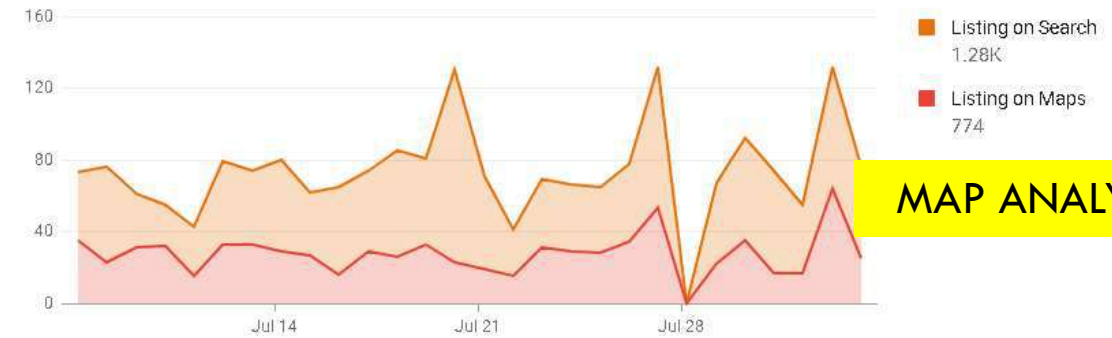
	Sessions	Users	New Users
	557	442	391
1 Direct	260		
2 Organic Search	175		
3 Paid Search	106		
4 Social	9		
5 Referral	5		

# GOOGLE BUSINESS INSIGHTS OF Self Ride

- More than 2000 Lakh people have searched for Bike Rentals where Self Ride website/listing has been on top.
- Insights shows people called/visited/website visits from Google
- More than 1200+ people have requested directions for Self Ride Locations.
- More than 50+ people had contacted through call.
- More than 50+ people visited the Website.

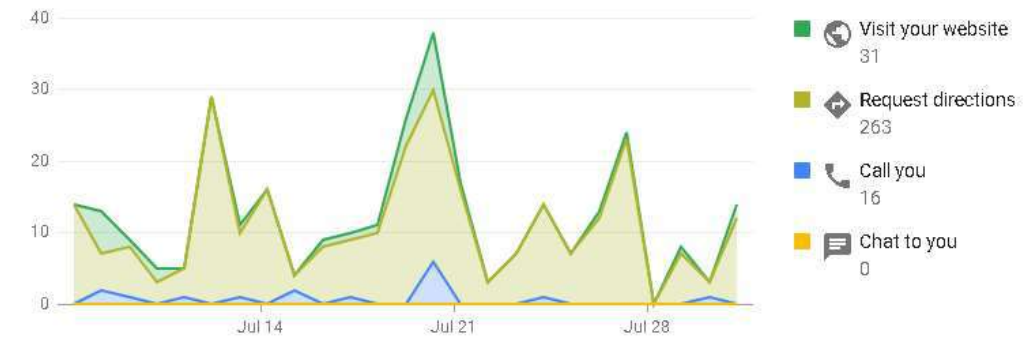
1 month

Total views 2.06K

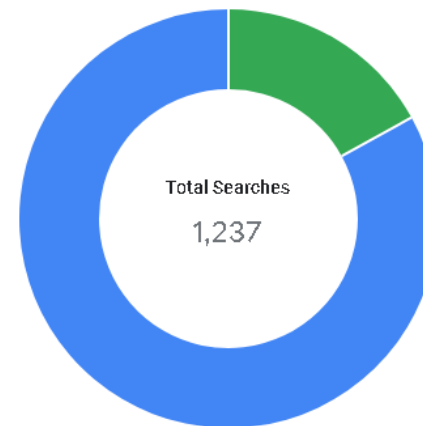


MAP ANALYTICS

Total actions 310



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



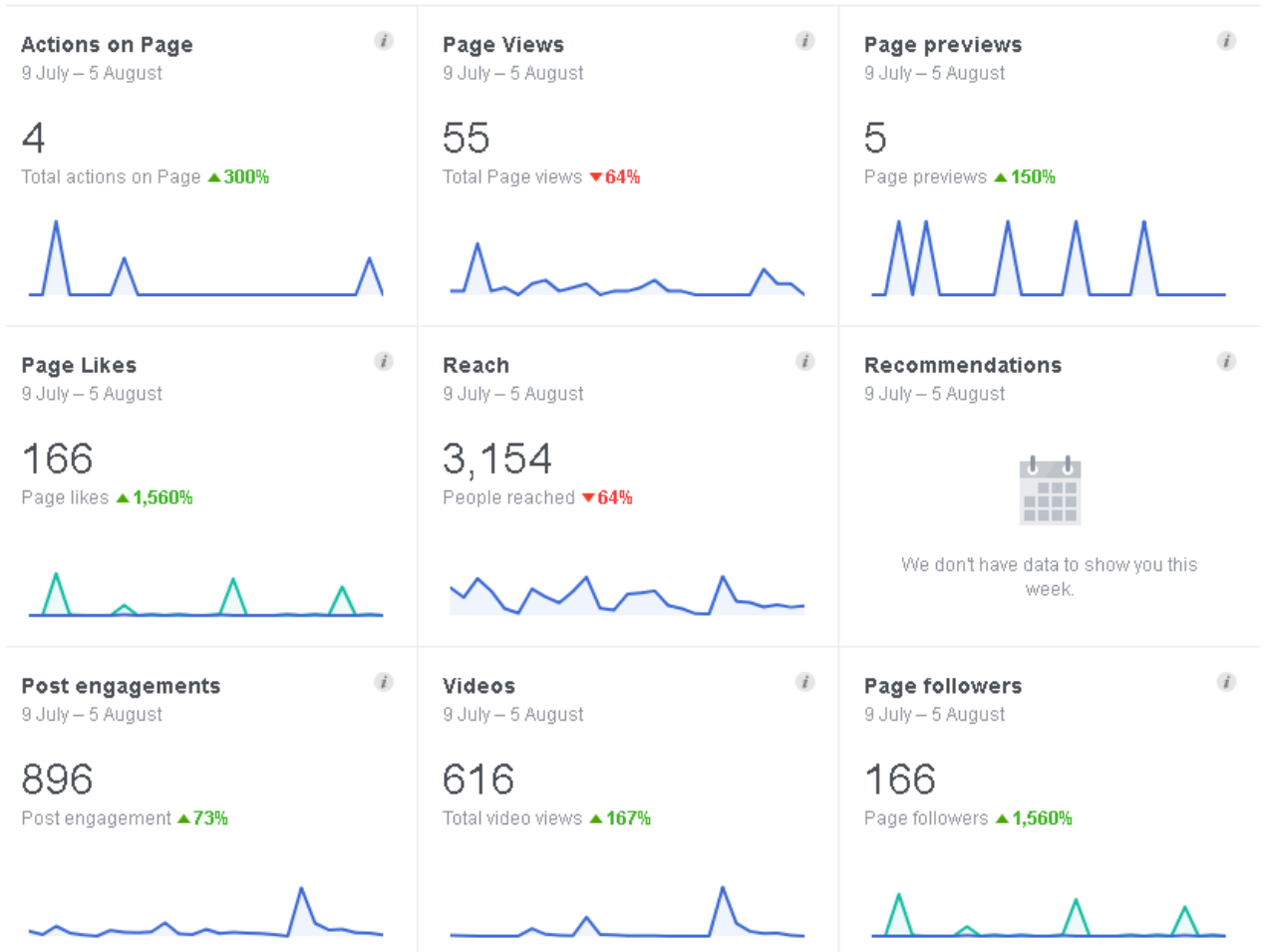
# FACEBOOK INSIGHTS

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

Results from **10 July 2018-6 August 2018**

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid





**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](http://www.aimglobal.mobi) | [Case Studies](#)

Call/SMS/WhatsApp: +91 9008735786 | 8792381091

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

WE MAKE MOBILE RESPONSIVE WEBSITES FOR YOUR BUSINESS

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SEM/PLA & Biz Listing Mgmt



Social Media Management,  
Moderation & Analytics



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Telephony Management



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