

"It gives me immense happiness to write to you and your fellow colleagues at Aim Global in the way you have helped us streamlining our lead generation process, the quality of the lead generated through your continuous efforts in your daily digital activities, and in making our website ranking climb a few notches in Google. Please continue your good job and wishing you the best."

Sukumar G

**Marketing Manager,
Saphire Honda Cars**



Saphire Honda
(Unit of ZS Autocraft Pvt. Ltd.)
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.

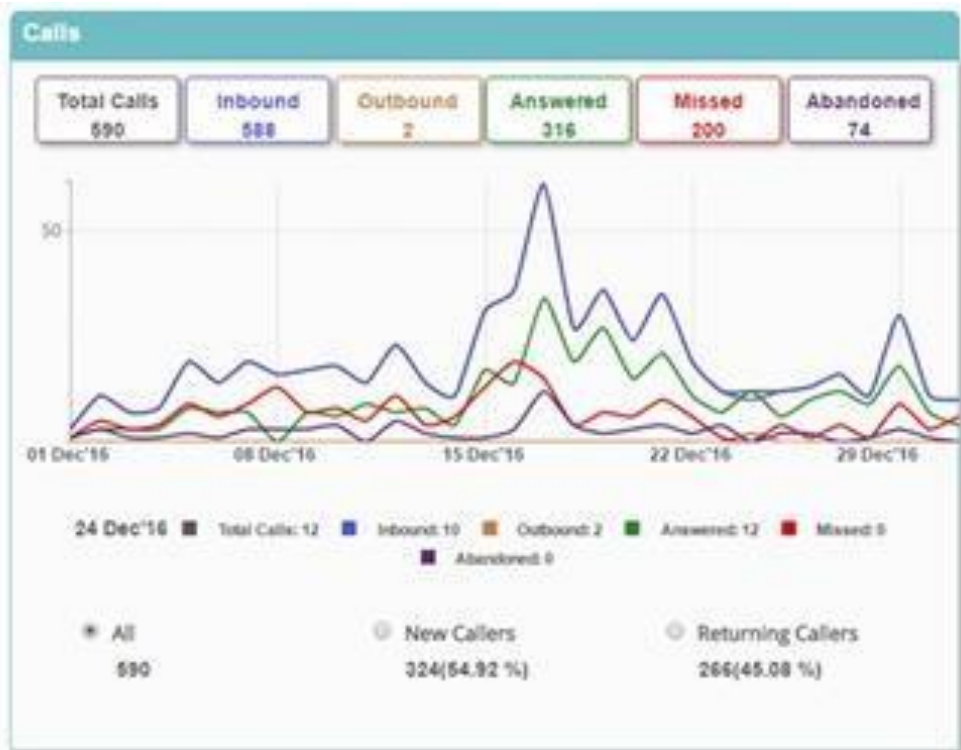


**WE HELP YOU MANAGE YOUR DAILY
DIGITAL/ONLINE PRESENCE &
GENERATE SALES, CALLS, INQUIRIES,
WALK-INS, ENGAGEMENTS & MORE...**

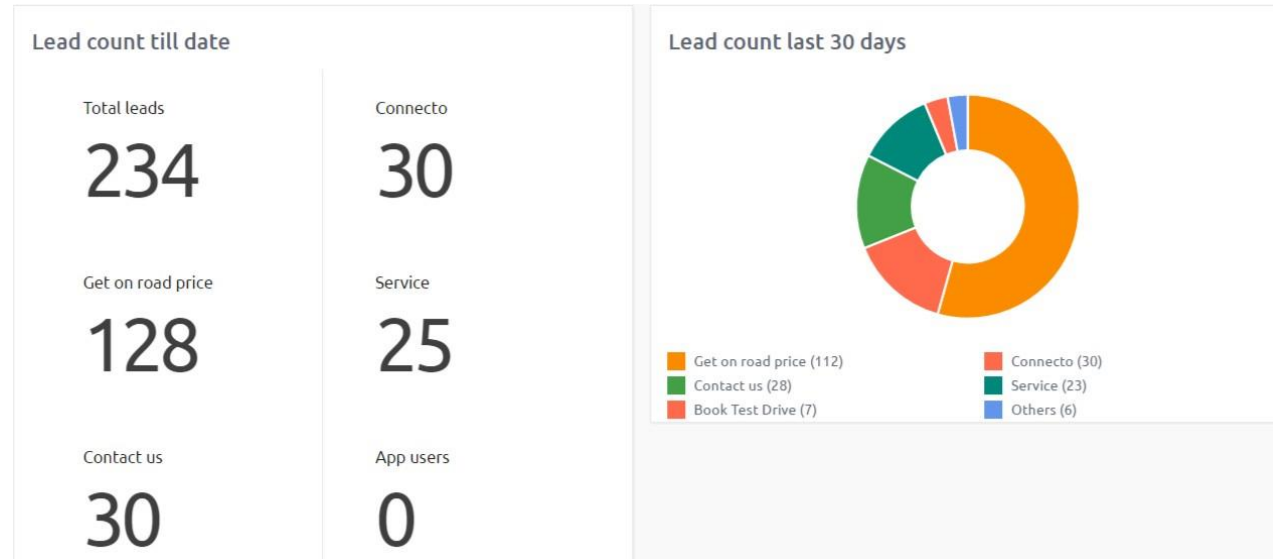
WE ARE GENERATING 1030 (ON AN AVERAGE) INQUIRIES MONTH ON MONTH

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

590 calls



447 inquiries



SAPHIRE HONDA 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

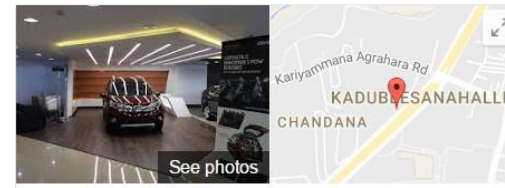
What did we do in each of the above services: next slide onwards explains the moment of truth...

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

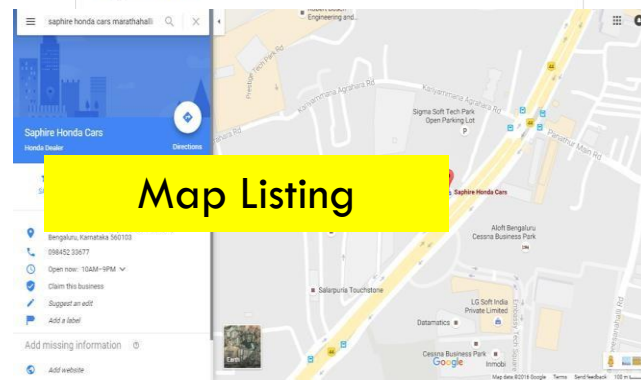
Saphire Honda business listing is optimized & updated on a daily basis so that it organically appears as a knowledge graph on Google & Bing so that more users click on Get Directions, Call, Website, Photos, Reviews & more.

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



Saphire Honda Cars ★
 3.9 ★★★★★ 33 Google reviews
 Honda dealer in India · 9.1 km
 Website Directions
 Address: 17/1, Ground Floor, Featherlite, Outer Ring Road, Kaverappa Layout, Ka
 Phone: 08
 Hours: Op
 Suggest an edit

Business Listing



Map Listing

honda jazz

All Images News **SEM**

About 3,99,00,000 results (0.50 seconds)

Exciting Offers and Benefits - Book Your Honda Jazz Now
 Ad www.Saphirehonda.in/Honda/Jazz
 Avail benefits up to Rs.20,000/- . Grand Inauguration on 17th December 2016
 Amenities: Free Wifi, Free Parking, Free Refreshments, Free Lounge
 Book Your Test Drive · Service Appointment · Contact Us Now · Exciting Finance Offers
 Kadubeesanahalli Underpass, Kodbisanahalli, Bengaluru, Karnataka

Honda jazz - Get Benefits worth Rs. 27,200 - autoportal.com
 Ad www.AutoPortal.com/Honda-Jazz/Car-Price
 Mileage 18Kmpl. Engine 1199 CC, Reviews, ABS, 2 Airbags, Child Safety Locks
 Check Engine & Mileage · Check Ground Clearance · Talk to Our Experts · Get On Road Price

Google keyword position checker

For check keyword position in google ranking, enter your keyword and domain name. You can check at once rank for up to 10 domains as own domains or competitor domains.

Keyword: honda car showroom in bangalore

My domain: saphirehonda.in

Add own domain Add competitor domain

CHECK KEYWORD RANK

honda car showroom in bangalore (Google.com Top100 ranking)

Keyword Position 7

Saphire Honda | Authorized Honda car dealers and www.saphirehonda.in

SEO

Google keyword position checker

For check keyword position in google ranking, enter your keyword and domain name. You can check at once rank for up to 10 domains as own domains or competitor domains.

Keyword: honda car dealers in bangalore

My domain: saphirehonda.in

Add own domain Add competitor domain

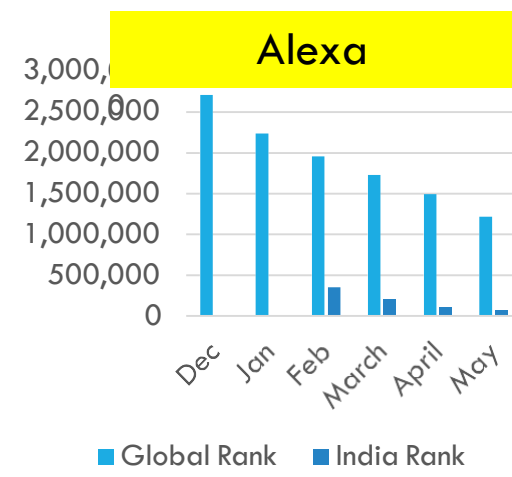
CHECK KEYWORD RANK

honda car dealers in bangalore (Google.com Top100 ranking)

Keyword Position 6

Saphire Honda | Authorized Honda car dealers and www.saphirehonda.in/ Saphire Honda is the best Honda Dealer and has authorized Honda Showroom (s) across Bangalore. Visit our networkA

saphirehonda.in
 http://www.saphirehonda.in/



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

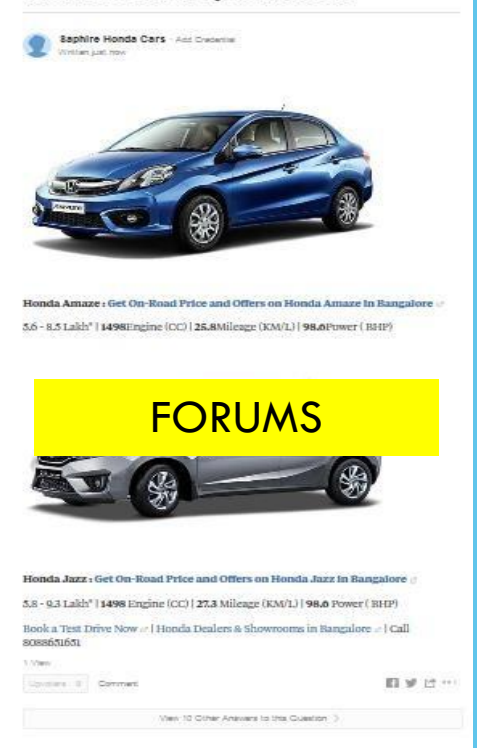
Deep dive in to social media analytics & insights

Increase likes, shares, comments, followers & more

Carousel



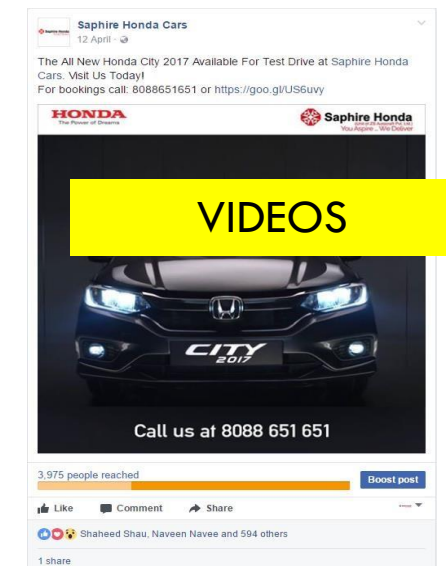
Which car is better to buy, Honda Amaze, Honda Jazz or the Hyundai Xcent?



EVENTS & RSVP



VIDEOS



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

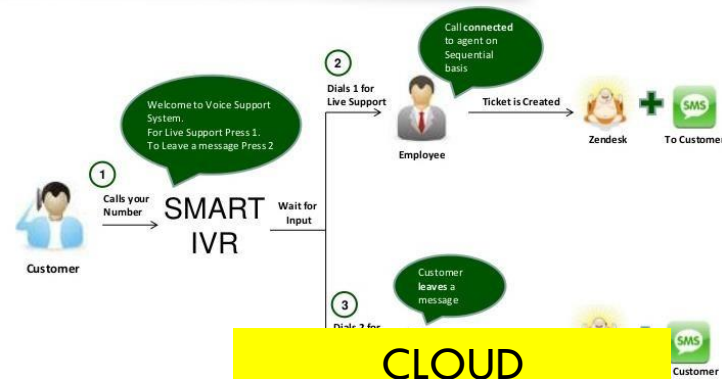
Do site audit and recommend/deploy ui/ux changes

Do site audit and increase web & mobile speed

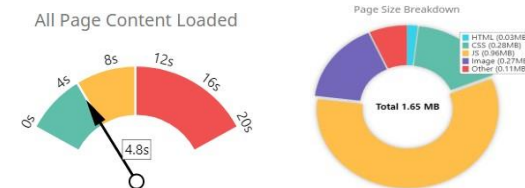
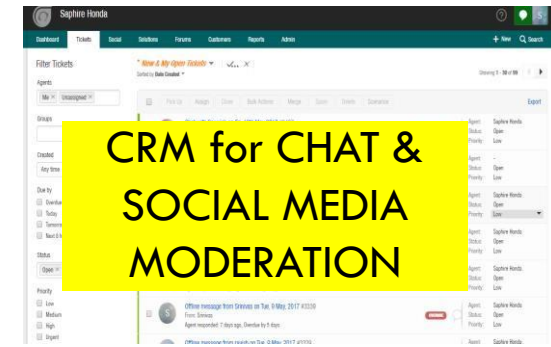
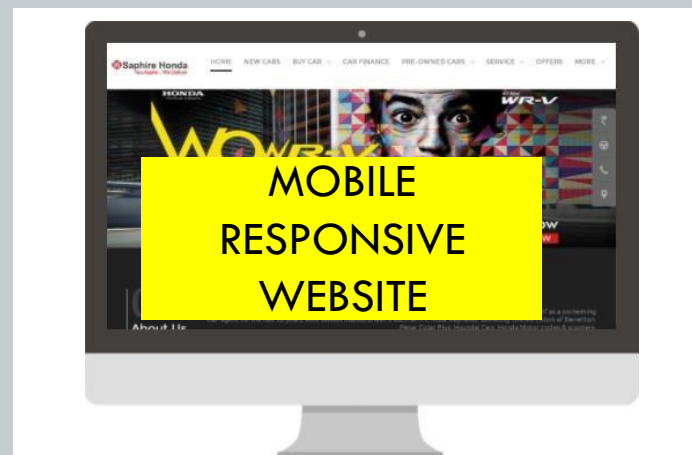
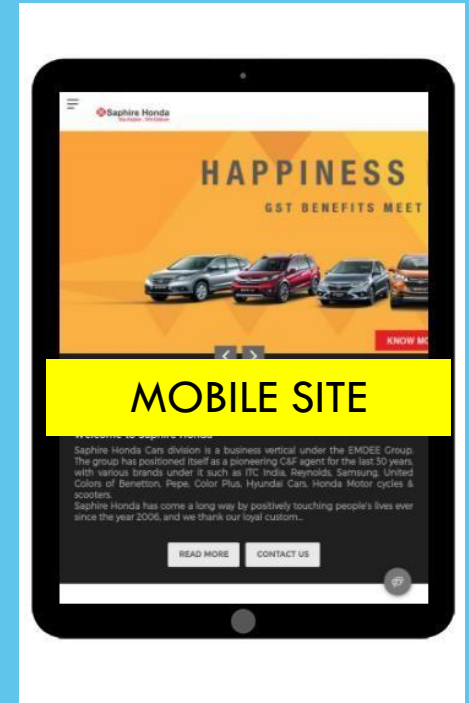
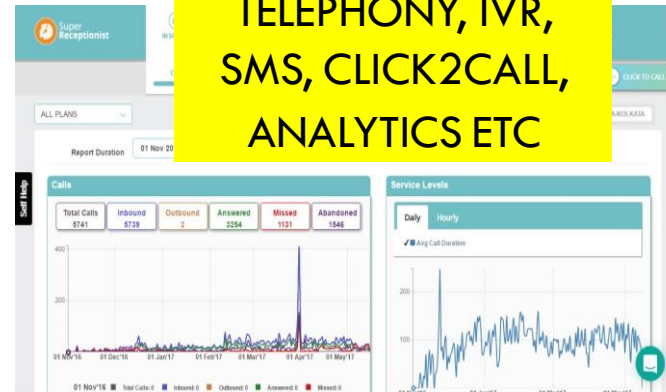
Manage the IVR, Couponing & DB Management/Nurturing

Manage chat & email inquiries

Management of FreshDesk CRM



CLOUD TELEPHONY, IVR, SMS, CLICK2CALL, ANALYTICS ETC



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

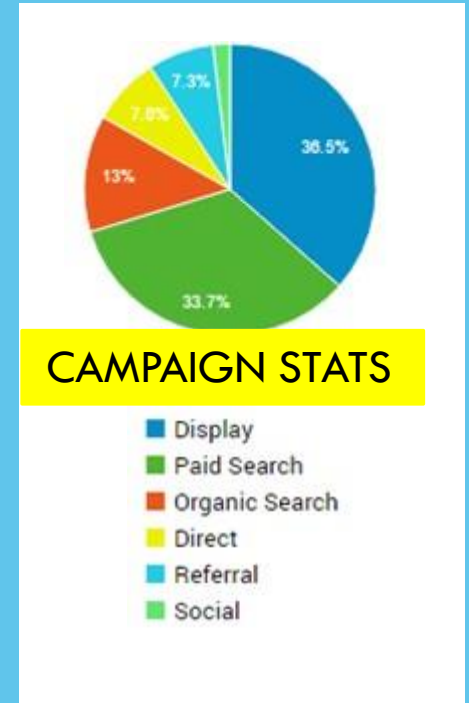
In 2-5 kilometer radius of the showroom who ever is on Facebook and other social channels and interested in Cars will get to see Sapphire Honda car ads

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

Ads screenshots (GDN)

BANNER ADS



Ads (GDN)

ID	Ad name	Status	Labels	% spent	Conversion type	Conversion value	Clicks	Imp.	CTR	Avg. CPC
1	Book A Test Drive Today Exciting Offers on Honda CR-V Grand inauguration on 17th December The all new Honda CR-V with an exciting benefits up to Rs.100,000/- Book Now!	Campaign paused	Search	12.6%	Display network only	Drive action	391	16,231	0.24%	Rs.61
2	Buy Your Honda Advance Book your test drive and get assured 2y. Grand 10y. Warranty also up to Rs.10,000/- and much more. Book Sapphire Honda	Campaign paused	Search	12.6%	Display network only	Drive action	3	45,987	0.02%	Rs.152
3	Book Your Test Drive Now Assured 2y. Honda Advance Grand inauguration on 17th December 2018 Grand inauguration of Sapphire Honda at 17th December 10pm-11.45pm Offers	Campaign paused	Search	18.7%	Display network only	Drive action	456	24,338	0.2%	Rs.91
4	Book Your Honda CR-V Now Assured 2y. Test Drive & Bookings. Visit or Call Sapphire Honda Cars Showroom Today. Reserve Rs.11/- Cash benefits upto Rs.25,000/- 0% down payment. Visit Our Showroom Now	Campaign paused	Search	10.8%	Display network only	Drive action	398	16,144	0.2%	Rs.53

DISPLAY ADS

VIDEO ADS

EMARKETPLACE MANAGEMENT & AFFILIATE MARKETING MANAGEMENT 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.com
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



Saphire Honda
(Unit of ZS Autocraft Pvt. Ltd.)
You Aspire... We Deliver

Free Pick up drive

Bring this coupon & Redeem

Bring this coupon & Redeem
Grand Summer Offer for Honda Customers

Dear Honda Customer GOOD NEWS

Saphire Honda Cars has opened a state of the art Service Center & Body Shop right in your neighborhood.

Free Body wash

Free

- 50 Points Car Health check up
- 15% Discount on Value Added Service
- A/c Check up
- Nitrogen for all Tyres
- Avail Extended Warranty & Road Side Assistance on Special offer
- 10% Discount for Body & Paint cash Job

Also Open On Sunday

VALID TILL : 30 th Jun - 17

VALID TILL : 30 th May - 17

Saphire Honda
(Unit of ZS Autocraft Pvt. Ltd.)
You Aspire... We Deliver

Service Center & Body Shop
Next to Geethanjali School

Hotline No. 8088652652
Mobile No. 709000444 / 431
Bangalore - 560103
Website: www.saphirehonda.in

Also Open On Sunday

Saphire Honda
You Aspire... We Deliver

HONDA

INVITATION

We take this opportunity to cordially invite you to the Grand launch of

The All New WR-V

On 16th March, 2017, at 12:30 pm
at Saphire Honda Cars, Marathahalli

Please join us and make the launch a success

HONDA

Saphire Honda Cars
Marathahalli
8088651651

Introducing All New **WR-V**

Address: No. 1771, Ground floor, Featherlite 'The Address' Building, Outer Ring Road, Marathahalli, Bangalore 560 087.
Hotline: Sales: 8088651651.

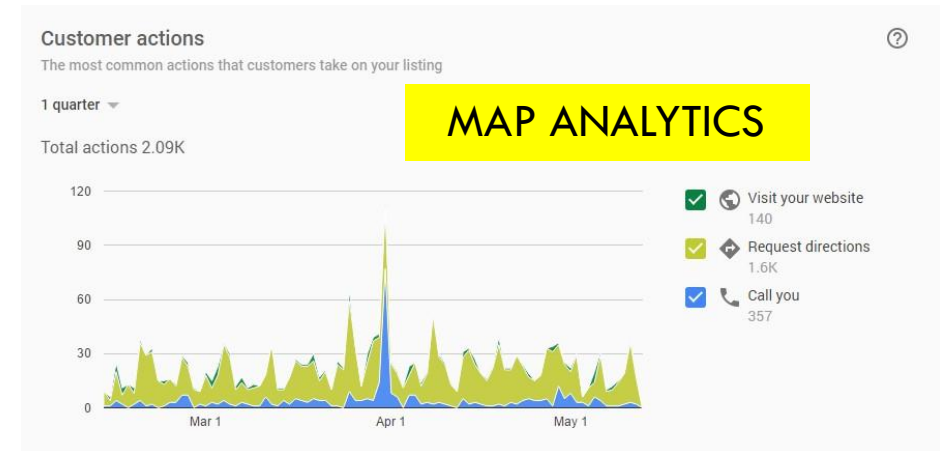
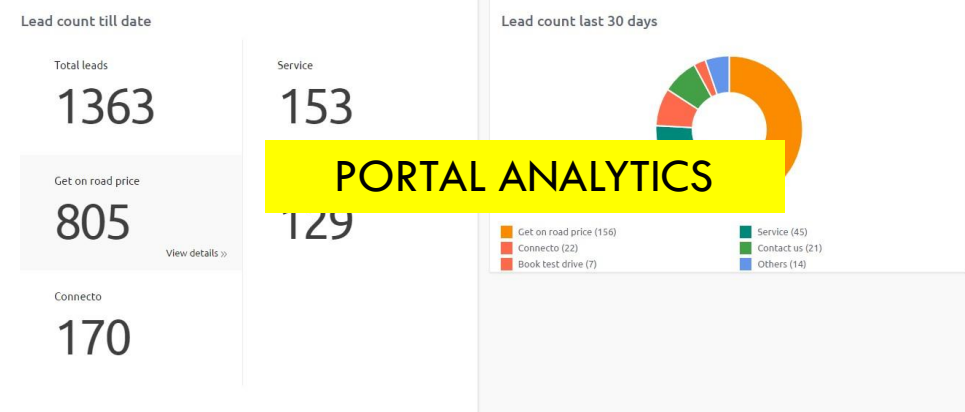
DATA, INSIGHTS, REPORTING & MEETINGS

(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



Default Channel Grouping	Acquisition		Behavior				Conversions		
	Views	% of Total	Views	% of Total	Avg for View	Avg for View	Conversions	% of Total	Value
	23,961	100.00%	17,507	100.06%	1.84	00:01:12	50	0.00%	₹0.00
1. Display	8,754 (36.53%)	64.03%	5,605 (32.02%)	73.89%	1.13	00:00:31	27 (54.00%)	0.00%	₹0.00 (0.00%)
2. Paid Search	8,082 (33.73%)	80.24%	6,485 (37.04%)	73.92%	1.82	00:01:04	12 (24.00%)	0.00%	₹0.00 (0.00%)
3. Organic Search	3,111 (12.98%)	81.68%	2,541 (14.51%)	56.25%	2.51	00:01:48	3 (6.00%)	0.00%	₹0.00 (0.00%)
4. Direct	1,814 (7.57%)	77.78%	1,411 (8.06%)	63.89%	2.20	00:01:38	2 (4.00%)	0.00%	₹0.00 (0.00%)
5. Referral	1,746 (7.29%)	67.93%	1,186 (6.77%)	27.84%	3.87	00:03:20	1 (2.00%)	0.00%	₹0.00 (0.00%)
6. Social	454 (1.89%)	61.45%	279 (1.59%)	68.06%	1.93	00:02:21	5 (10.00%)	0.00%	₹0.00 (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](#)

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 SHOOTS & 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

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

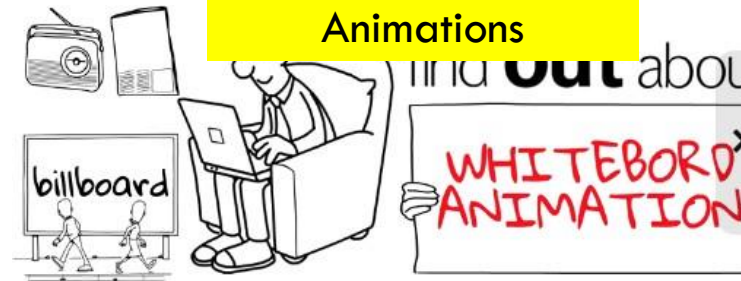
Local & international blogger outreach & citation programs

Manage photo/video shoots

Content Writing



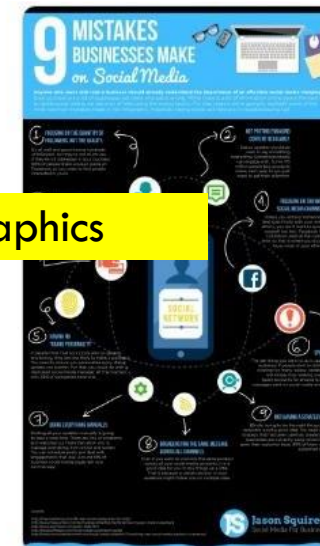
Animations



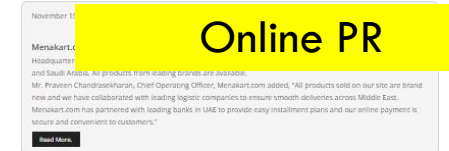
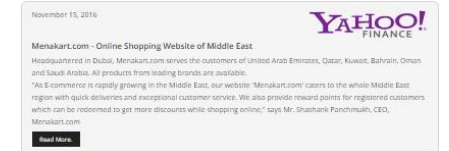
It's easy; just send me text & pictures
you.

Videos

Infographics



Online PR



RECENT FEW CLIENTS

