SMM Case Study

How we turned customer **PAIN POINTS** into **PLUS POINTS**







Company Overview



ElectroRide, aims to be India's largest chain of Multi - Brand outlets for Electric scooters and Motorcycles, Electric Bicycles, Electric 3 - wheeler and other Eco - mobility solutions in times to come.

ElectroRide By Goenka Green

Challenges From The Client's Perspective

Selling Electric Vehicles ElectroRide faces the challenge of promoting and selling electric vehicles in a market that is still largely dominated by traditional combustion engine vehicles.

Brand Awareness Despite being a major player in the electric vehicle industry, ElectroRide struggles with brand recognition and awareness among its target audience.

Generating Quality Traffic While ElectroRide has an online presence, attracting high-quality traffic to its website remains a challenge, hindering its ability to convert leads into customers.

Our Approach - How we helped



- Implemented diverse ad campaigns to target specific audience segments.
- Created visually appealing ads with compelling copy to capture attention.
- Adapted strategies based on performance to optimize results.
- Conducted continuous analysis of data to refine and enhance ad effectiveness.
- Ensured ElectroRide maximized ROI and reached a wider audience through strategic ad adjustments.

The Results



- Achieved over 1000+ conversions in the past 2 years.
- Cost per result of just 250 rupees, demonstrating high cost-effectiveness.
- Significant **increase** in clicks, indicating strong user engagement.
- Increased sales and growing awareness of electric vehicles among the target audience.
- Positioned ElectroRide as a leader in promoting sustainable mobility solutions.
- Established a **strong foothold** in the market through strategic ad placements and compelling messaging.

10.8M

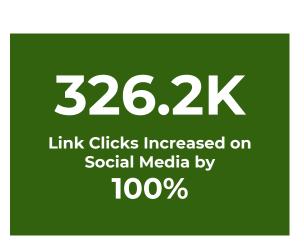
Reach Increased on Social Media by 100%

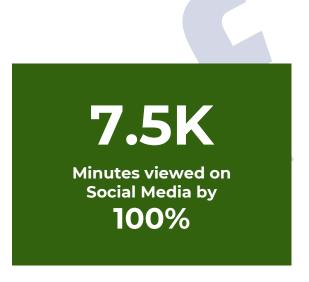
130.8K

Content Interaction Increased on Social Media by

84.6K

Followers Increased on Social Media by





Our initiative helped Electroride to analyze marketing performance across aspects that eventually helped them **increase their marketing ROAS and overall scale**.





Total

10,836,437 ↑ 100%

From organic

50,878 100%

From ads

10,798,792 100%

READY TO GROW YOUR BUSINESS?

Contact us to work with a results-driven digital marketing agency

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