

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



- Developed a tailored social media marketing plan for ElectroRide.
- 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
100%

84.6K

Followers Increased on
Social Media by
100%

326.2K

Link Clicks Increased on
Social Media by
100%

7.5K

Minutes viewed on
Social Media by
100%

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





Reach breakdown

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

<i>Point of Contact</i>	<i>Phone</i>	<i>Email</i>
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