

KP Travels

ABOUT

K P Travels is a car rental based company providing customer service anytime, anywhere in Pune and Mumbai since 2011.

Today it leads at top position delivering highest quality services on time and at competitive price.

KP adds advantage to customer to choose type of transport vehicle on demand.

Now they provide best tourism package in Maharashtra that leads to happiness and satisfaction of customer and indeed to Kp Travels.

CHALLENGES FACED

Years ago Kp was a newly established business initiated with small firms with no brand awareness on web or media platform.

It was challenge to mark a place in this widely increasingly digital world with increasing price transparency.

Difficult and competitive to lead on top in established market.

STRATEGY

Developing website with strategizing SEO and SMM that increased website visibility.

Designed work flow with new tour destination.

Creating Social Media Campaigns, PPC Internet advertising, Face book ads, Retargeting ads, Blogging to boost traffic to website converting possible ROI.

Providing customer to choose any model car on their demand and pick-up drop facilities unconditional of time and place.

RESULT

80% of organic traffic generally goes deep into the site.

Search rate had nearly doubled.

Increase in month-over-month pageviews

Enhance customer retention rates.

BALAJI Cabs

ABOUT

Balaji cabs is leading car rental company in Pune, well established from 7 months delivering quality & excellent service to customers with highly maintained cars service with professional drivers.

Balaji purvey destination packages as Shirdi, Mumbai, Ashtavinayak, Mahabaleshwar, Trimbakeshwar and Goa at reasonable price.

Balaji have ability to execute plan chart as per customer requirements and wishes. Balaji cabs is successful to achieve vision of becoming customers first choice.

CHALLENGES FACED

Balaji Cabs was a start-up company with no experience, launched in high competitive market where other contender were successfully stabilized .

Facing demonetization at beginning phase led economic graph to decline.

It was challenging to achieve best conversion ratio with expansion of business.

It was bit tough to fit in market space and outlast in demonetization phase.

STRATEGY

We initiated work with developing website with best SEO marketing strategy.

Our Keyword strategy led in increasing organic search with best conversion ratio. Building up brand with filtering targeted leads boosted economic growth of Balaji cabs.

Also designed new travel campaigns to outstation. Executed PPC Internet advertising, Face book ads, Retargeting ads, Blogging to boost traffic to optimize target customer led low bounce rate.

Rearranging the site architecture and links to make pages within the website easier to find and navigate.

RESULT

Balaji is successfully stabilized in cities as Pune, Mumbai and Shirdi. Keywords ranking on top position.

Drop bounce rate at half.

Organic search resulted return of investment in multiples.

Vision of brand awareness was successfully fulfilled.

Pune Mumbai Cabs

ABOUT

Pune Mumbai cabs specially provides Pune to Mumbai cab facilities and also Airport Pickup & Drop Service at extremely affordable fare.

Their main motive is to deliver support to clients 24/7.

Recently launched packages for Khandala, Rajmachi, Mahabaleshwar, Alibag, Panchgani, Murud Janjira, Shirdi, Kashid, etc.

They also provide transport as per customer choice.

Now Pune Mumbai Cabs is well known for instant assistance to customer, within precise moment of time in day & night.

CHALLENGES FACED

Pune Mumbai Cabs was a start-up company with no support, no brand and neither active on web.

Hence it was challenging to create brand awareness and gain trust of customer.

Pune Mumbai Cabs had to face tough competition in travel agency market.

Increasing popularity of price comparison sites made it easier for users to compare prices across different websites.

STRATEGY

As 'Customer is the king' is true across the ages of transformation in the business world we planned to offer service at low profit margin.

We planned Pune to Mumbai cabs facility on regular basis and added tour packages for Khandala, Rajmachi, Mahabaleshwar, Alibag, Panchgani, Murud Janjira, Shirdi, Kashid, etc.

We ensured targeting customer satisfaction and retention.

We involved PPC Internet advertising, Face book ads, Retargeting ads, Blogging and many more.

RESULT

In less than six months Pune Mumbai Cabs keywords achieved top position in travel market.

Smoothly running 24/7 on Pune-Mumbai road and also carries car rental facility.

Daily 30X of new visits on website, resulted conversion ratio in multiples.

3.15X increase in session duration.

Search depth increased by 9.01X% for tour package pages.

Niryatmitra

ABOUT

NiryatMitra is a consultancy that provides import export business seminar, workshop, practical training, management and business support with expert guidance of Mr.Ganesh Chaulang and Mr. Girish Deshmukh.

Courses are held in all cities of Maharashtra.

They do plan market visits at Mumbai and extreme life time support to business.

Their main motive is to enhance import export business internationally and grow business trading indeed in development of India.

CHALLENGES FACED

NiryatMitra was a startup company with unique ideas and intelligence in trade market.

Unfortunately there was no plan or execution strategy as they had no courses conducted before, hence it was difficult to know approximate leads or interest of people.

Challenging point with NiryatMitra was to gain business person trust and confidence to lead them at peak point.

STRATEGY

At first we developed website that accommodate absolute information if trading business and strategy.

With complete planning and management of prize, location and concepts we held 1st seminar in Pune and was successfully accomplished.

Creating Social Media Campaigns, PPC Internet advertising, Face book ads, Retargeting ads, to boosted traffic to website with best conversion ratio.

Also planned Focus Export Workshops, entire training program and Market visit for practical experience.

Executed courses at Nasik, Mumbai, Kolhapur and Baramati within Maharashtra, also reaching in neighbouring states.

RESULT

Leading and fastest growing consultancy in Maharashtra.

Conducted seminars and training program at multiple times in Pune on customer demand.

Receiving leads on call, Facebook page from other cities to conduct seminar at their place.