

CASE STUDY: AUTO GARAGE SOFTWARE

HOW A CAR GARAGE SOFTWARE BRAND RECEIVED 1930 ONBOARDINGS?



Digital Catalyst



MARKETING OBJECTIVE & CHALLENGE

We were approached to collaborate on a marketing solution in the Auto Garage vertical. The result was a multi-touch marketing solution to reach a defined audience of potential individuals with limited online activities. We had to use several channels to engage with customers and reach prospects, In 5 months we achieved reach and scale. while increasing consumer engagement and streamlining execution.

OUR SOLUTION

The collaboration between Digital Catalyst Group and brand delivered a consistent experience for customers that matched expectations from the initial call - to -action through to the sale



Understand: The target market

Evaluate: Periodic evaluation to ensure selected marketing channels meets the business requirements

Generate Leads:

- Geo-targeting smaller regions in an area

- Audience targeting using third-party demographic data
- Local search optimization
- SMS & WhatsApp marketing
- Social media optimization & Marketing
- Pay per click campaign



RESULTS

WEBSITE VISITS

450%

CONTACTS

300%

CONVERSIONS

3.5X

ABOUT US

Founded in 2014, DigitalCatalystGroup is a data-driven online marketing company that helps business to generate more leads and sales from the web. For each client we implement marketing strategies such as pay per click (PPC) advertising, search engine optimization(SEO), online lead generation, local search optimization and conversion rate optimization



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+91 98490 37822

marketing@digitalcatalyst.in