



High Performance Digital Marketing

"Maturity. Clarity. Honesty. High Performance."

How we digitally launched and established SEL Tiger TMT Bar- A 1-year growth story

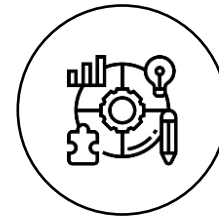


Shyam Metalics is a leading integrated metal producing company based in India and they are also amongst the largest producers of ferro alloys in terms of installed capacity in India



Goal

- Successfully introduce SEL Tiger TMT Bar in social media through a well-executed digital campaign
- Promote SEL Tiger TMT Bar organically through compelling and engaging Facebook posts.
- Develop all necessary digital assets from scratch, including website content, landing pages, and blog posts.
- Improve search engine rankings to secure a spot on the first page for relevant keywords.



Challenges

- Ads were stopped from time to time due to ad balance issues. This hampered the campaign's performance
- Leads were not properly maintained/nurtured due to a lack of CMS tracking from the client's end



Solution

- Social media content creation and posting regularly
- Effective management of online comments and reviews
- GA4 implementation and tracking parameters setup
- SEO optimization for website
- Landing page creation and enhancement
- Content creation and blog promotion
- GMB listing optimization
- Lead-gen Google search ads
- Targeting end-of-funnel (EOF) customers
- Continuous ad performance review
- Adjustments to targeting and messaging for better results

ACHIEVEMENTS

**In the last FY (2022-2023)
Here are the percentage of brands,
competitor, & core search market
reach that we achieved with the
given budget.**

Brand: 61.27%
Competitor: 11.38%
Core Keywords_b2c : 20.28%
Core Keywords_b2b : 57.62%



**7X Facebook page likes increase
of this new brand**

Social media growth from FY 22-23



5X more monthly leads

40% decrease in the cost per lead



**107% more 1st-page keyword
rankings**

125% increase in users
122.84% increase in sessions
105.34% increase in organic Pageviews
148% increase in branded impression
116% increase in branded clicks
110% increase in overall clicks

CREATIVE SAMPLES

Examples of some of the good performing creatives

SHYAM METALICS
ORE TO METAL

Experience Strength Beyond Steel
India's leading integrated metal producing company

TOLL FREE NUMBER:
1800 202 2233

SEL TIGER
550D TMT RE-BAR

SHYAM METALICS
ORE TO METAL

SEL TIGER
550D TMT RE-BAR

Apne deewaron ko dijiye
Tiger ki Taakat

ORDINARY TMT BARS

SEL TIGER TMT RE-BAR

TOLL FREE NUMBER
1800 202 2233

SOMETHING BIG IS ON ITS WAY!
Get #ReadyToRoar

IN DEEWARON MEIN TIGER REHTA HAI

SEL TIGER
550D TMT RE-BAR

THANK YOU!