

THE ULTIMATE **#100 DAY'S CHALLANGE**



2X
REVENUE

ONLY
499/-*
PER DAY

**INDIA'S ONLY
MARKETING COMPANY
FOR CAR DETAILERS**



WRAPIFY MEDIA

>>>> ABOUT US



Founder

Wrapify Media, founded in November 2023 by Ayushh Tyagi, has rapidly grown from a team of 5 to a dynamic team of over 25 professionals. Initially focusing on the USA market, we have successfully expanded our services to India and Dubai. Wrapify Media proudly collaborated with 10 distinguished brands across these regions.

Legal

Our company is MSME registered and certified, ensuring compliance and quality in all our operations. The founder, Ayushh Tyagi, brings over seven years of extensive experience in the radio & News, advertising, events, and production industries. His leadership is further backed by his involvement with our parent company, Blue Melon Media.

Background

Ayushh's rich professional background includes noteworthy collaborations with prominent entities such as the MP Government, GSCDCL, Gwalior Police, Dainik Bhaskar, Patrika, and M3M India.

Wrapify Media

At Wrapify Media, we emphasize omni marketing, recognizing that relying on a single marketing channel is insufficient for sustained growth in today's competitive landscape. By integrating multiple marketing channels, we ensure comprehensive brand growth and reach, helping our clients navigate and succeed in a dynamic market environment.

Our dedication to innovation and excellence in advertising allows us to deliver impactful and effective marketing solutions, positioning Wrapify Media as a leader in the industry.

ACHIEVEMENTS



10+ CLIENTS



3+ Lakh
AD SPEND



5+ Millions
VIEWS



2500+ LEADS



15 - 20% CONVERSION

>> FEATURED IN <<



JioNews



up18 news



WHY this **CHALLENGE** is **IMPORTANT** for the **FESTIVE SEASON?**

The festival season in India is a period of high consumer activity. People are willing to spend more on maintaining their cars for the festivities and also buy new cars in the festivals, making it the perfect time to scale your business. This 100-day challenge ensures:

-  **Increased Local Visibility:**
More customers will find you through optimized GMB and social media efforts.
-  **High-Quality Leads:**
interested and high-converting leads to your business.
-  **Sustained Growth:**
By retaining new customers through loyalty programs and referral campaigns, you create a steady flow of business beyond the festive season.

#100DaysChallenge

BIGGEST PROBLEMS By Car Detailers in INDIA

1. Market Awareness and Education

PROBLEM

Many car owners in India are not fully aware of the benefits of professional car detailing. This lack of awareness limits a limited customer base.

DATA INSIGHT

A survey by Ken Research indicates that approximately 60% of car owners in India are unaware of the full range of detailing services available.

SOLUTION

Increased content marketing and educational campaigns can help raise awareness.

2. Skilled Labor Shortage

PROBLEM

There is a significant shortage of skilled labor in the automotive detailing industry. Many workers are not formally trained, leading to inconsistent service quality.

DATA INSIGHT

According to a report by the Automotive Skills Development Council (ASDC), 70% of workers in the detailing industry lack formal training.

SOLUTION

Implementing training programs and certification courses can help bridge the skills gap.

BIGGEST PROBLEMS By Car Detailers in INDIA

3. Competition from Informal Sector

PROBLEM

Unregistered, informal car washing and detailing services offer lower prices, which can attract price-sensitive customers away from professional detailing studios.

DATA INSIGHT

Informal sector services account for 40- 50% of the market, often undercutting services by 20-30%.

SOLUTION

Emphasizing quality, warranties, and the long-term benefits of professional detailing can help mitigate this issue.

To navigate these challenges, automotive detailers in India need to focus on education and awareness, invest in training and certification for workers, differentiate their services from the informal sector, ensure regulatory compliance, and adapt to supply chain disruptions.

By addressing these issues, the detailing industry can continue to grow and provide high-quality services to a broader customer base.

Case Studies of TOP LEADERS

Detailing Mafia

Marketing Strategy

The Detailing Mafia has employed a multifaceted marketing approach to cement its position in the market:

- **Franchising:**

Expanded their reach through a robust franchising model, resulting in numerous outlets across India, from metropolitan cities like Delhi and Mumbai to smaller towns like Kadapa and Kannuru.

- **High-Quality Products:**

Partnering with international brands such as Labocosmetica and Clarity Coat ensures that their services meet global standards.

- **Customer Loyalty Programs:**

Initiatives like the Value Card offer discounts on services, encouraging repeat business and loyalty.

- **Professional Training:**

Regular training for staff ensures high service standards, to a consistent customer experience.

Detailing Devils

Strong Digital Presence

- **Website and SEO:**

Comprehensive, user-friendly website optimized for search engines.

- **Social Media:**

Active on Facebook, Instagram, YouTube, and Twitter, regularly posting updates, promotional content, and customer testimonials.

Content Marketing

- **Blogs and Articles:**

Regularly updated blogs providing car care tips, service explanations, and industry news.

- **Video Content:**

High-quality videos showcasing services, customer experiences, and product demonstrations.

Customer Engagement

- **Promotions and Offers:**

Regular discounts and special offers to attract new customers and retain existing ones.

- **Interactive Campaigns:**

Engagement through polls, Q&A sessions, and contests on social media.

Case Studies of TOP LEADERS

Detailing Mafia

Marketing Leadership

The Detailing Mafia's success can be attributed to several factors:

- Quality and Innovation:**
By importing and utilizing world-class detailing products, they offer superior protection and results.
- Comprehensive Service Range:**
Their wide array of services, from basic washes to advanced protective coatings, caters to diverse customer needs.
- Strong Franchise Network:**
With locations in major cities and growing urban centres, they have a significant geographical presence.
- Experienced Management:**
Leveraging decades of industry experience, they have built a brand synonymous with reliability and excellence.

Detailing Devils

Partnerships and Collaboration

- Franchise Model:**
Extensive franchise network to expand reach and brand presence.
- Collaborations:**
Partnerships with other automotive service providers and product manufacturers to enhance service offerings and credibility.

Brand Positioning

- Premium Service Emphasis:**
Consistent branding as a provider of high-quality, premium automotive detailing services.
- Customer Testimonials:**
Leveraging positive customer reviews and testimonials to build trust and credibility.



HOW WRAPIFY MEDIA Can Help You?

1. Omni-Channel Marketing Strategy

We create integrated marketing strategies that span digital, social media, and traditional advertising to ensure your brand reaches its audience through multiple touchpoints.

2. Expert Brand Building

Leverage our extensive experience in digital marketing, advertising and production to build and enhance your brand identity with compelling narratives that resonate with your target audience.

3. Tailored Campaigns

Our data-driven, personalized marketing campaigns align with your business objectives to drive measurable results, whether increasing brand awareness, generating leads, or boosting sales.

4. Innovative Solutions

We use the latest technologies, including AI and advanced digital tools, to optimize your marketing efforts, ensuring your campaigns are both effective and efficient.

5. Dedicated Support

Benefit from our dedicated support and collaboration throughout your marketing journey. We provide ongoing insights and adjustments to ensure your campaigns perform at their best.

Partner with Wrapify Media to transform your brand and achieve remarkable growth.

>> Our Services <<

GMB Profile Optimization & Ranking Optimization:

Enhance your Google My Business profile by ensuring all information is accurate and complete, including business name, address, phone number, website, hours of operation, and business categories.

Ranking:

Implement local SEO strategies to improve your profile's visibility in local search results, such as optimizing for relevant keywords, adding highquality photos, and regularly updating posts and offers.



Google My Business

Google
Reviews ★★★★☆



Search...



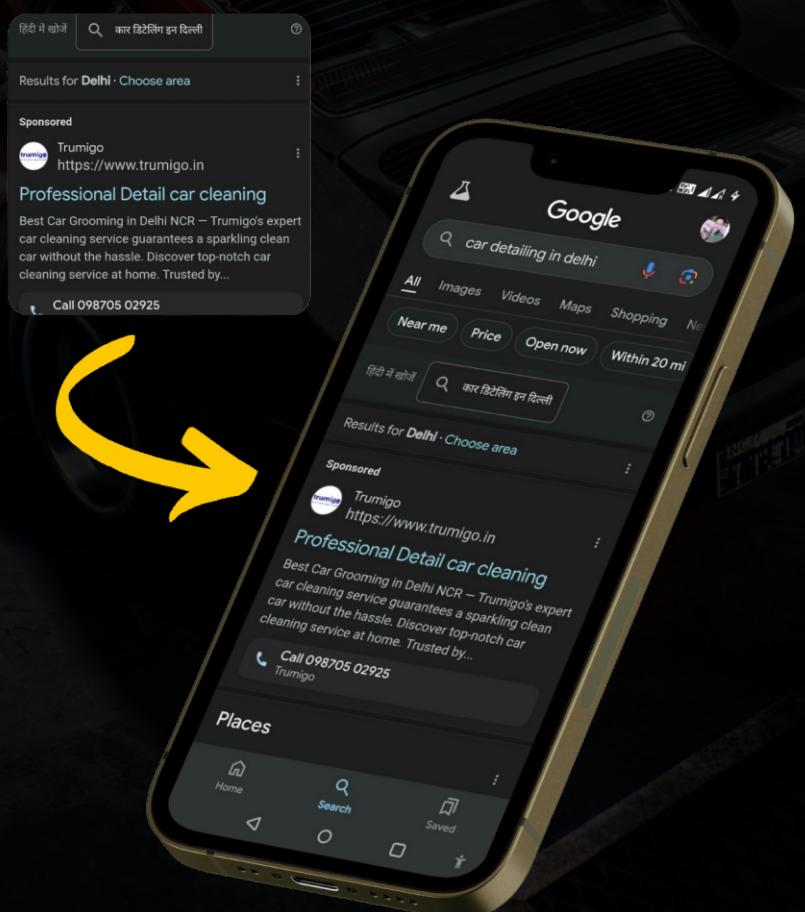
>> Our Services <<

Google Ads Campaign:

Setup: Create and configure Google Ads accounts, campaigns, ad groups, and ads tailored to your business objectives.

Management: Continuously monitor and adjust your ads for optimal performance, including keyword management, bid adjustments, and ad copy testing.

Reporting: Provide detailed reports on ad performance, including clickthrough rates (CTR), conversion rates, and return on ad spend (ROAS).

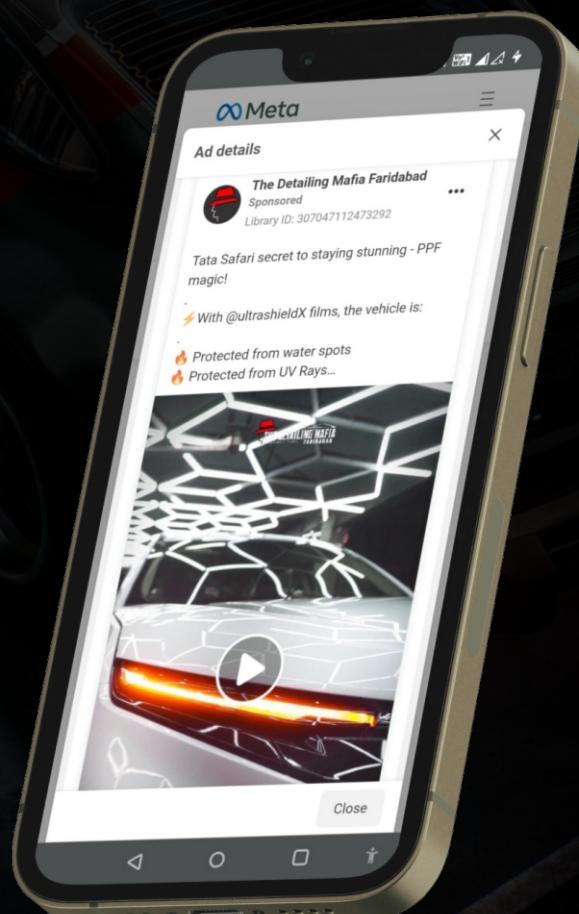


>> Our Services <<

Meta Ads Campaign:

Design: Create visually appealing and engaging ad creatives for Facebook and Instagram, including images, videos, and carousel ads. **Execution:** Implement ad campaigns using advanced targeting options to reach specific demographics, interests, and behaviors.

Optimization: Regularly analyze and optimize ad performance by adjusting targeting, bidding strategies, and creatives to maximize ROI.



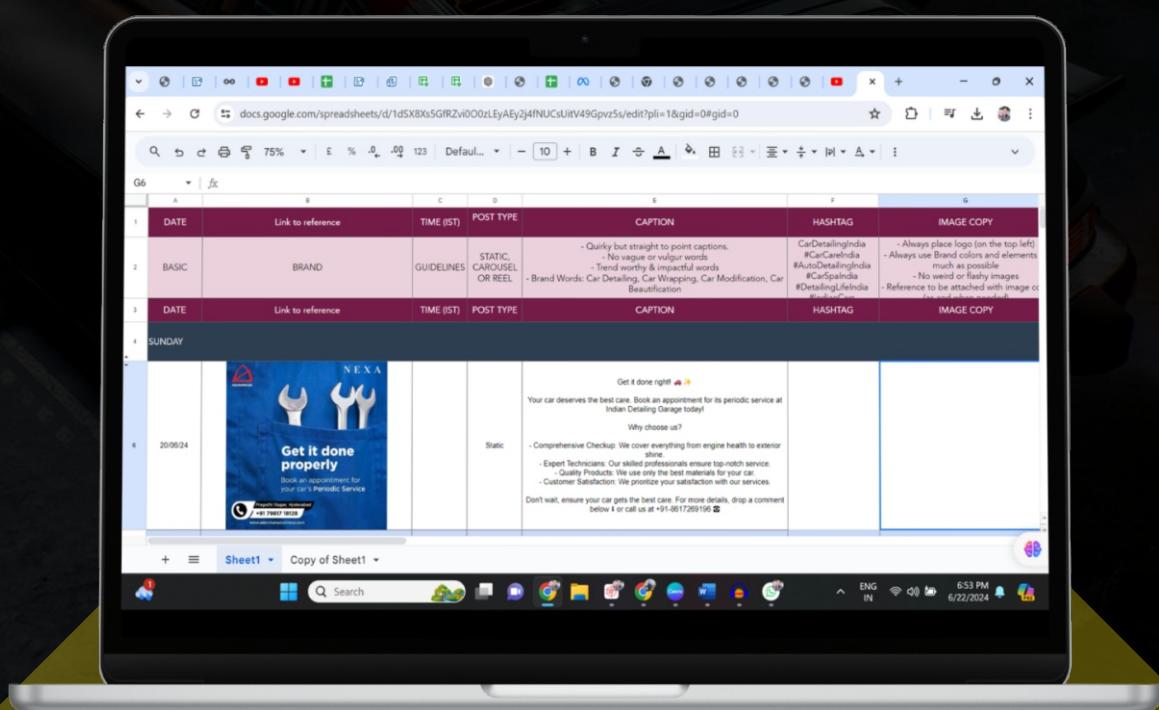
>> Our Services <<

Content Strategy:

Development: Create a comprehensive content strategy that aligns with your business goals, target audience, and brand voice.

Planning: Outline a content calendar with planned topics, formats, and publishing schedules to ensure consistency and relevance.

Analysis: Measure the effectiveness of your content strategy through analytics and adjust based on performance data and audience feedback.



>> Our Services <<

Content Production:

Creation: Produce highquality content such as blog posts, articles, videos, infographics, and social media posts that engage and inform your audience.

Alignment: Ensure all content aligns with your brand's messaging, tone, and marketing objectives to maintain a cohesive brand identity.

Distribution: Publish and distribute content across various channels to maximize reach and engagement.



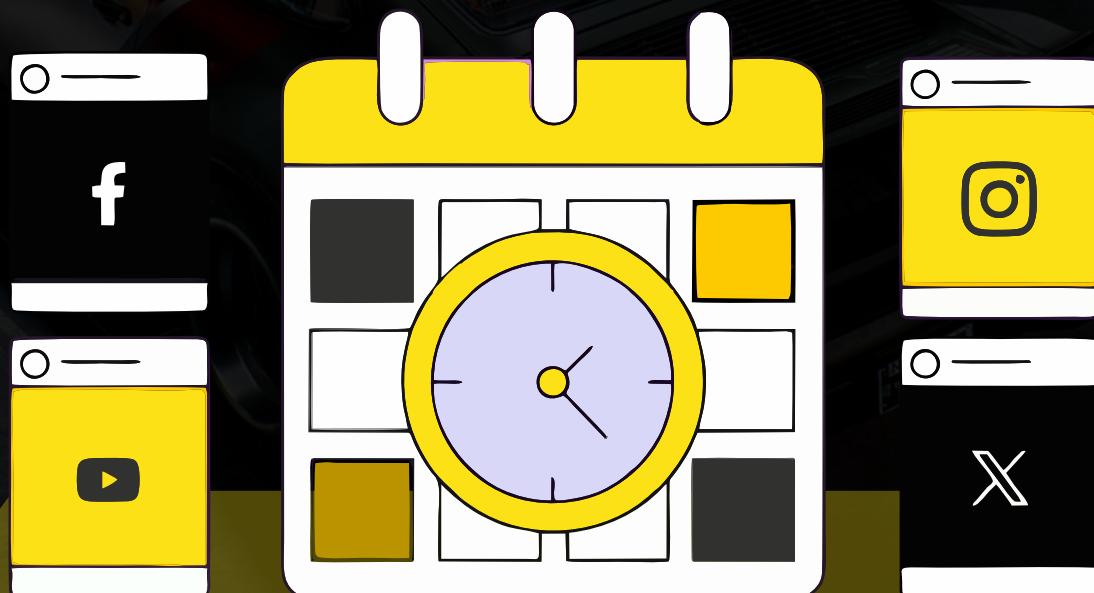
>> Our Services <<

Social Media Management and Scheduling:

Profile Management: Oversee and maintain your social media profiles on platforms like Facebook, Instagram, Twitter and LinkedIn.

Content Scheduling: Plan and schedule posts to maintain a consistent online presence, ensuring content is posted at optimal times for maximum engagement.

Engagement: Interact with followers by responding to comments, messages, and mentions to build a strong online community.



>> Our Services <<

WhatsApp API + Campaign (850/- Extra/pm):

Integration: Implement WhatsApp API for streamlined customer communication, enabling automated messages, notifications, and customer support.

Campaign Design: Develop and execute targeted WhatsApp campaigns to promote products, services, and special offers.

Engagement: Use interactive messaging to engage customers, answer queries, and drive conversions through personalized communication.



>> Our Services <<

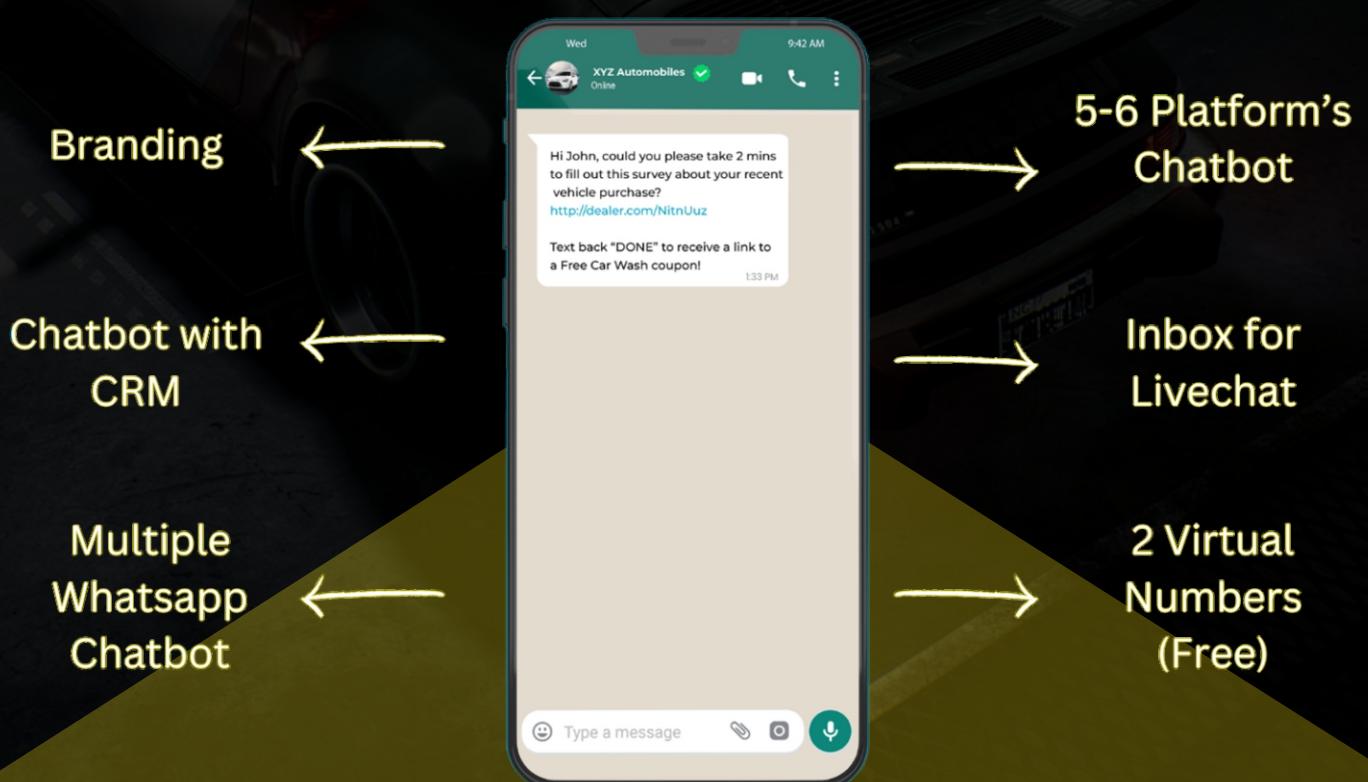
WhatsApp Chatbot:

Development and Integration: Create a customized WhatsApp chatbot tailored to your business needs, capable of automating responses and interactions.

Customer Engagement: Provide 24/7 support and enhance customer interaction by automating responses to common queries and providing instant information.

Lead Generation: Capture leads through interactive conversations and guide them toward conversion points.

Analytics and Reporting: Monitor chatbot interactions and provide insights to optimize performance and improve user experience.



»» WHY CHOOSE WRAPIFY MEDIA? ««

Proven Track Record ✓

- Serving brands across India, USA and Dubai.
- Rapid growth from 5 to 25+ team members in just over a year.

Expertise in Omni-Channel Marketing

- Extensive experience in Digital, Social Media, radio, and traditional advertising.
- Successfully integrated campaigns across multiple platforms.

Founder's Experience

- Ayushh has 7+ years of experience in multiple industries.
- Worked with prominent entities like MP Govt., Gwalior smart city corporation ltd., Patrika & Dainik Bhaskar.

Global Reach

- Operations and services provided in key international markets.
- Adaptable strategies to suit diverse market needs.

Registered and Reliable

- MSME Registered and certified company ensuring professional standards.
- Committed to delivering measurable results and client satisfaction.



>> Our Team <<

Ayushh Tyagi, Founder

Exp.: 7 years

Location: Delhi NCR

About: Ayushh Tyagi, founder of Wrapify Media, brings over seven years of expertise across advertising, events, and media production. Under his leadership, Wrapify Media has expanded rapidly from the USA to India and Dubai, working with top-tier brands and driving innovative marketing solutions.

Muskan Akbar, Content Head

Exp.: 6 years

Location: Dubai

About: Muskan Akbar, Content Head at Wrapify Media, brings over 6 years of expertise in brand and product strategy, having crafted impactful content for industries ranging from telecom giants like Etisalat by e& to innovative startups. Her strategic insights drive significant brand growth and engagement.

Kunal, Sr. Graphic Designer

Exp.: 5 years

Location: Delhi

About: Kunal, Senior Graphic Designer at Wrapify Media, brings over 5 years of creative expertise, specializing in visual design for industries like education, real estate, and politics. His portfolio includes brands like Eduphore Learning PVT. LTD. and Wanderer Whiz Holidays, showcasing his versatile design skills across various media.

Ashish Kataria, Sr. Performance Marketer

Exp.: 4 years

Location: Gurgaon

About: Ashish, Performance Marketer at Wrapify Media, brings 4 years of experience specializing in e-commerce and digital strategies. He has worked across industries like local business, cosmetics and ed-tech, with brands such as Gleva Cosmetics, Mycleaners, and E-saral.

Prashant Maurya, Web Developer

Exp.: 4 years

Location: Noida

About: Prashant Maurya, Web Developer at Wrapify Media, brings 4 years of experience in building websites for industries like automotive detailing, healthcare, and local businesses. His expertise ensures functional and visually appealing web solutions.

INVESTMENT REQUIREMENT TO GROW YOUR BUSINESS

~~32000/-
Per Month~~

49,999/-
For 100 Days

Cost of Wash = Cost of Plan Per Day

499/-
Per Day

50%-100% Growth in Revenue
After 100 Days

Excluding Ad Budget Per Month*

» HOW TO « **START**

Eligibility for This Plan

This plan is designed for businesses in Indian Market that are currently generating revenue below INR 3 Lakhs per month or have been operational for less than 6 months.

Initial Consultation

Contact us to schedule a free initial consultation. Discuss your business needs, goals, and current marketing efforts. Note: We will work with only 5 businesses under this plan. After the consultation, we'll determine if we can help you.

Marketing Strategy Report

If we decide to work together, the next step is to create a tailored marketing strategy report specific to your business. This report will outline the action plan for next 90 days.

Agreement and Onboarding

Sign the service agreement to officially start the collaboration. Provide us with necessary details regarding business for onboarding.

Limited-Time Offer

Our plan prices are valid for Only This Month and are available for only 5 businesses.

So, hurry up and
secure your spot today!

WRAPIFY MEDIA

#100 Days Challenge