



Social Media Marketing & Google Ads for Luxury Car Brand

PROJECT DETAILS

 **Social Media Marketing**

 **Sep. 2016 - Ongoing**

 **Confidential**



"ShootOrder has performed very well."

PROJECT SUMMARY

An auto dealer hired ShootOrder to take over their marketing services. The team manages Google Ads and social media. They send status reports on keyword and social media activity.

PROJECT FEEDBACK

ShootOrder exceeded expectations, providing innovative strategies and tips for marketing and lead generation. Their quick responsiveness complemented their communication style. They're knowledgeable about the digital space.



The Client

Introduce your business and what you do there.

I'm the marketing manager of an auto dealer.


The Challenge

What challenge were you trying to address with ShootOrder?

We were looking for a marketing agency.

 Marketing Manager,
Luxury Car
Dealership

 Automotive

 Hyderabad, India

CLIENT RATING

4.5

Overall Score

Quality: 4.5



Schedule: 4.5



Cost: 4.0



Would Refer: 5.0





The Approach

What was the scope of their involvement?

ShootOrder took over all our traditional marketing projects, including Google Ads and social media management.

What is the team composition?

I have constant interactions with four people from their team, including Rajat (CEO). Naveen (Digital Marketing Consultant) is the project lead.

How did you come to work with ShootOrder?

We needed to find a digital agency, so I searched for well-performing companies in Hyderabad. I found ShootOrder.

What is the status of this engagement?

We started working with ShootOrder in the fall of 2016.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Our focus has been increasing our presence across different digital spaces. ShootOrder has performed very well. They're able to deliver content and make quick updates. Their team gives us innovative ideas on lead generation and customer engagement. They're also prompt when it comes to reporting.

How did ShootOrder perform from a project management standpoint?

The communication is always through me. They send us weekly and fortnightly reports on keywords and social media activity. I submit those to my management.

What did you find most impressive about them?



In the digital space, ROI is very important. ShootOrder always encourages me to streamline the budget for generating leads. Their team looks at what's working and what isn't on different platforms. They've always been willing to come to our office for a meeting, and they always follow up with us.

Are there any areas they could improve?

Digital marketing is always evolving, and they have to focus on that part.

Do you have any advice for potential customers?

Clients have to be proactive in sensing the market situations and plan accordingly on how to take things forward.

