



CASE STUDY

pumpumpum

RETAIL MOTOR VEHICLES

AN INNOVATIVE BUSINESS IDEA

GETS THE RIGHT PUSH!



CHALLENGES:



Financing



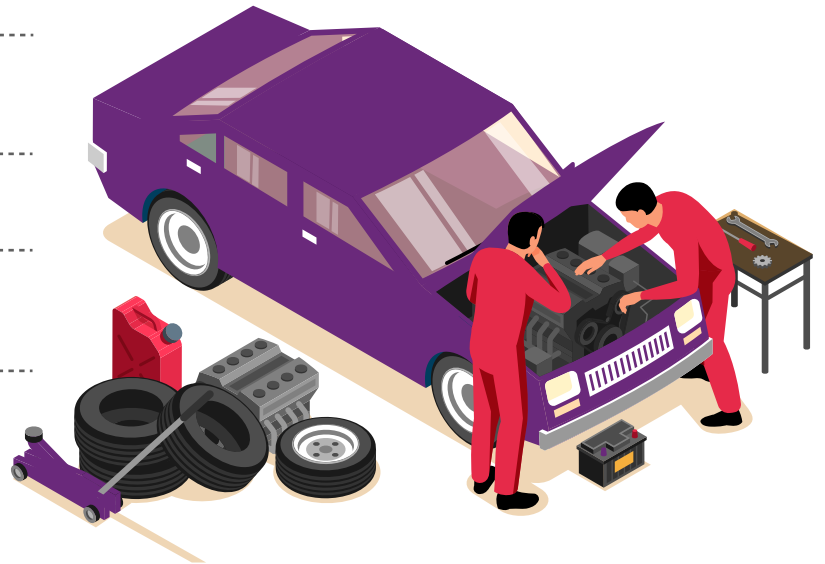
Scaling up



Client Reach



Brand Positioning



BENEFITS:



Proper segmentation



Defined content strategy



Investments/ Financial stability



Unique brand identity



THE BACKGROUND:

Technological innovation within the automotive industry has changed global perspectives on vehicle ownership. Subscription models have become an innovative strategy towards enticing customers to use the latest products and services and the automotive industry has picked up on this trend.

PumPumPum has been empowering millennials with a smart car subscription model. The company offers monthly subscriptions to pre-owned cars at affordable rates. Users can select a car from a pool of certified pre-owned cars, without worrying about the down payment, quality, condition & price of the car. It's a new way forward "CAR AS A SERVICE" ensuring flexibility, affordability & zero liability.

Though this industry has been showing an upward trend consistently in most countries, PumPumPum, a start-up in this sector, was facing quite a few critical challenges including the need for finance that could help sustain and scale up operations. They felt that an extensive Digital Marketing campaign across all platforms could help them tide over the crisis. This would get them the marquee investors they needed to sustain operations.



THE MORIS “DIAGNOSTICS”:

On detailed investigation, Moris felt that the biggest problem for PumPumPum was that they had not been able to create a proper branding for their service. The benefits of this service were not at all being communicated to the end-users. We felt that PumPumPum did not need to spend huge amounts of money across platforms just to register their presence. This would involve lots of financing, an aspect in which they were struggling. Our LinkedIn Management Services offered them a brand presence for their company that would appeal to both end users and investors. This was to ensure that they would accept the benefits this model offered. This could be done by an effective Content Generation strategy backed by selective targeting of both potential customers and investors. The strategy curve included:

Segment-specific communication:

Creating specific communication strategies for the specific segments identified for the campaign.

Brand Awareness:

Establishing the benefits of the service through a Brand Awareness and Knowledge Dissemination campaign for the target audience.

Segmentation

Identification of the segments that would benefit the most from the services offered by pumpumpum.

Qualified Lead Generation:

Reaching out to the decision-makers in the identified segments through a custom-designed communication process.



THE PRESENT-DAY SCENARIO:

Within a couple of months of launching the campaign, PumPumPum was generating adequate leads. These leads could not only help them sustain operations but also provide sufficient working capital for expanding the business. The growth of the company was not unnoticed by potential investors, who are always keen to invest in businesses with a sustained upward trend. The present day scenario of the company is that it is not only financially stable in its operations and is maintaining sustained growth rates. They are spreading out their business now to multiple cities across India, without having to worry about the bottom line. PumPumPum appreciates Moris for not only providing them with an effective campaign but also for the suggestion to minimize spending and get maximum returns on their investment. Moris is now their permanent partner in driving all their digital marketing campaigns, which are now being spread across multiple platforms.



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IN THE WORDS OF THE CLIENT:



NIKHIL SHARMA

HEAD GROWTH & MARKETING, PUMPUMPUM



“ We have had a long companionship with Moris for our social media management. Their services are truly fruitful and effective. They never hesitate from correcting our approach and give their suggestions backed by their years of expertise in the field. Ever since we started our services with Moris, we have been getting positive results and we look forward to a long-term relationship. ”



If you have a
unique start-up vision
that needs

strategic brand positioning

on Digital Presence,
partner Moris to create your own
success story.



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DISCLAIMER:

Note: Moris as a principle does not believe in showcasing the names of its clients in lines with the strictest abidance to a Non-Disclosure policy. However, we are sharing some of our success stories as we have received specific consent from our clients from the same!