

MEKASIA VENTURES: DIGITAL SUCCESS TO SALES SUCCESS



Mekasia Ventures ("Company") is a distributor of TVS Motorcycles in Mauritius. TVS was not a popular distributor of motorcycles compared to the Japanese brands like Honda, Suzuki etc. Indian brands were unknown in Mauritius, even though Mauritius is ethnically an Indian majority country. TVS was an unknown brand and was struggling to gain brand awareness in the country. The Company wanted to increase brand awareness and was at a loss on how to increase their brand awareness. This low brand awareness led them to sell only 13 vehicles per month. The new TVS Raider was set to be launched and they wanted to sell many more vehicles.



They realised that in order to sell more vehicles, they needed to increase brand awareness. Increasing brand awareness could be done by increasing online presence. However, this was easier said than done. They scouted many digital marketing vendors but couldn't find a vendor who could correctly diagnose their problems. They finally approached BlueGital for help, as BlueGital was the only Digital Marketing vendor who could give them solutions that would help them solve their quagmire.

BlueGital brainstormed with the Company and decided on a course of action. BlueGital with its expertise in the field of digital marketing decided that targeted ads would be the way forward in increasing Mekasia's brand awareness. A strategy of using relevant keywords was adopted. This was done in order to target ads towards the relevant audience. Secondly, promotions on digital platforms like google, facebook, Instagram would be done extensively for a period of 45 days.

The campaign was divided into four phases. Each phase had images and videos which were run across Google and YouTube. The images and videos were created to highlight the TVS Raider and its benefits. The advertisements were updated and modified after each phase based on optimization. A dynamic feedback loop was created in order to ensure that the right kind of advertisements to the right kind of audience was implemented. The success of the campaign was measured by cost-per-click, impressions and click through rate.



Google Ads was a channel through which advertisements were targeted. In the 45 days of campaigning, there was an exponential growth in the impressions and clicks. In October 2023, there were 151,000 impressions and 1,230 clicks. This number grew substantially to 324,000 impressions and 4050 clicks in November, 2023. In December 2023, this was increased to almost 1 million impressions and 9000 clicks. The Google Ads phase of the campaign was successful and this was replicated through Facebook. The Facebook campaign saw a reach of 15,000 and 25,000 in November 2023 and December 2023. The overall reach of all campaigns combined was around 200,000 with an engagement of 115,000. The maximum reach was in the Planes Willhems District and the Port Louis District with around 50% of the overall reach. These were the richest and most populous districts, thereby showing the success of the BlueGital campaign.

The 45 day campaign was a success achieving positive results across the board. There was an increase in website traffic, improved brand recognition and lead generation. The use of data analytics ensured that the ad campaign was optimized and the ads reached the target audience. This led to the Company's success by first increasing their brand awareness and then in turn their sales. The sales of the TVS Raider went to 30 vehicles per month allowing them to clear their inventory. This was a first in the history of Mekasia Ventures. The blueprint of this successful campaign was a cornerstone to the future success of BlueGital's digital marketing strategies.