

believe in
 **karmahyundai**

Karma Hyundai



HYUNDAI

Karma Hyundai

Karma Hyundai is an authorized Hyundai dealership based in the National Capital Region, India.

The dealership was launched in late 2019, but the lockdown in early 2020, hindered the reach and target that they were hoping to achieve.

OBJECTIVES

Leads & Awareness

1

Where

Every Hyundai dealership is given a specific area to target which generally is 10–15-mile radius from the showroom. Since outdoor advertising was not possible due to the pandemic, the only way to reach the audience was via digital media.

2

Whom

The first big challenge was to identify tools and platforms that could track the demography by their area, age, profession, and interests. Followed by understanding the gaps in user experience using current customer reviews and feedbacks.

3

How

The next step was to research the competition, conduct a SWOT analysis, and then build a coherent strategy to reach out to the audience. All the digital platforms and tools were created in accordance with the plan of action.

4

When

A timeline was set to launch the strategy, and for each campaign, a weekly audit was done to evaluate if the intended impact and results were being achieved. Wherever necessary, the strategy was tweaked.

Background Research

A brief research about the automobile industry in Delhi revealed fierce competition, particularly among local shops claiming to fix branded cars for far less than what dealerships charge.



Car Purchase Satisfaction Survey

Please answer the following questions so we at [Showroom name] can serve you better:

Are you satisfied with the overall buying experience at [Motor Dealer name]?

- Yes
 No

Is there any way we could improve our service? Please specify below.

What was the delivery time offered by [Dealer name]?

- Less than a week
 1 - 2 weeks
 2 - 3 weeks

Understanding the Audience

A short survey sent to customers via email and social media polls showed that the audience was willing to pay if the dealerships offered perks and good customer service.

Identifying the gaps

The company was focusing too much on gaining new clients while not giving enough value to existing customers.



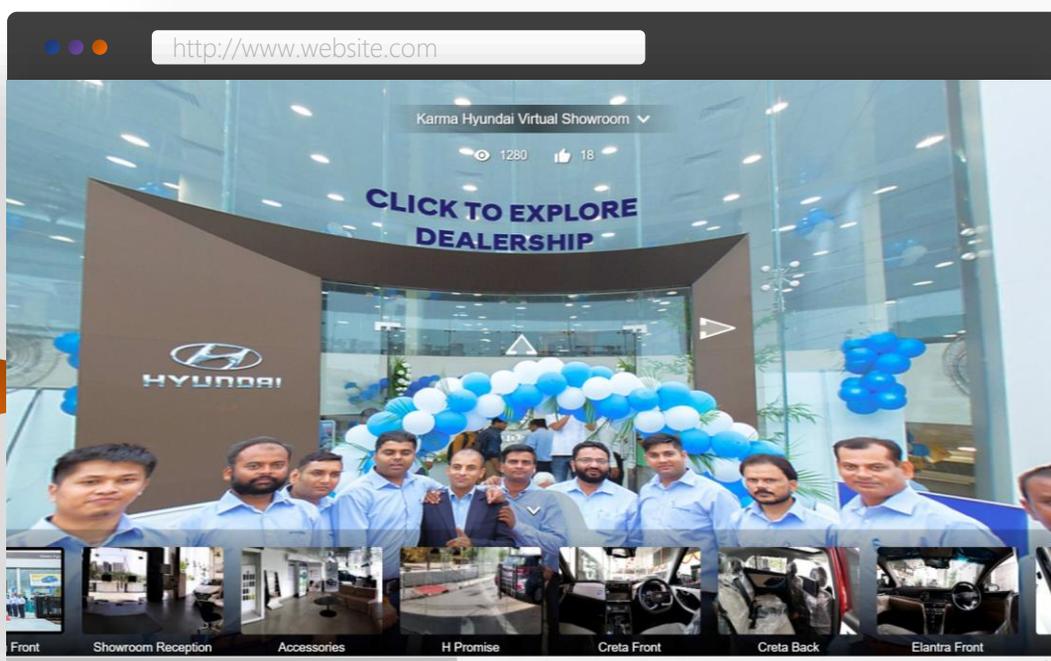
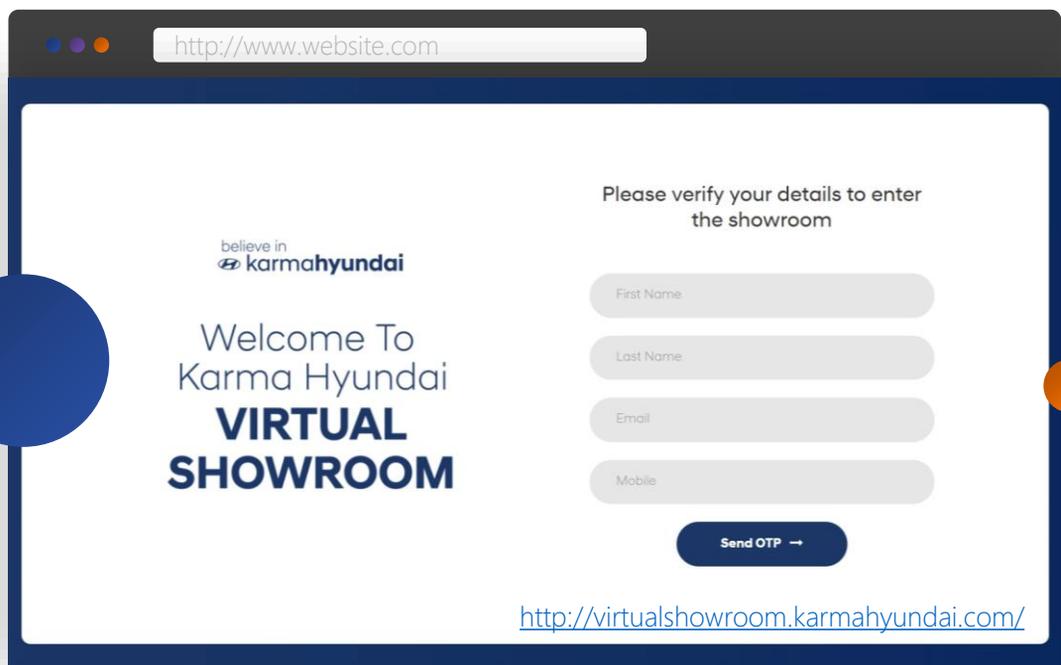
Address & Re-dress

The strategy was to offer more to the existing customers with an exclusive Home Experience—wherein the customer can avail car maintenance at their home during the pandemic.

KARMA HYUNDAI

Virtual Showroom

An important part of the user experience was the Virtual Showroom. Once the user tries to access the showroom it will request to generate a unique code to login, giving us important data about of the demography. In the VR website, the users can click on any model in the showroom and the site will provide in-depth information about its features and price



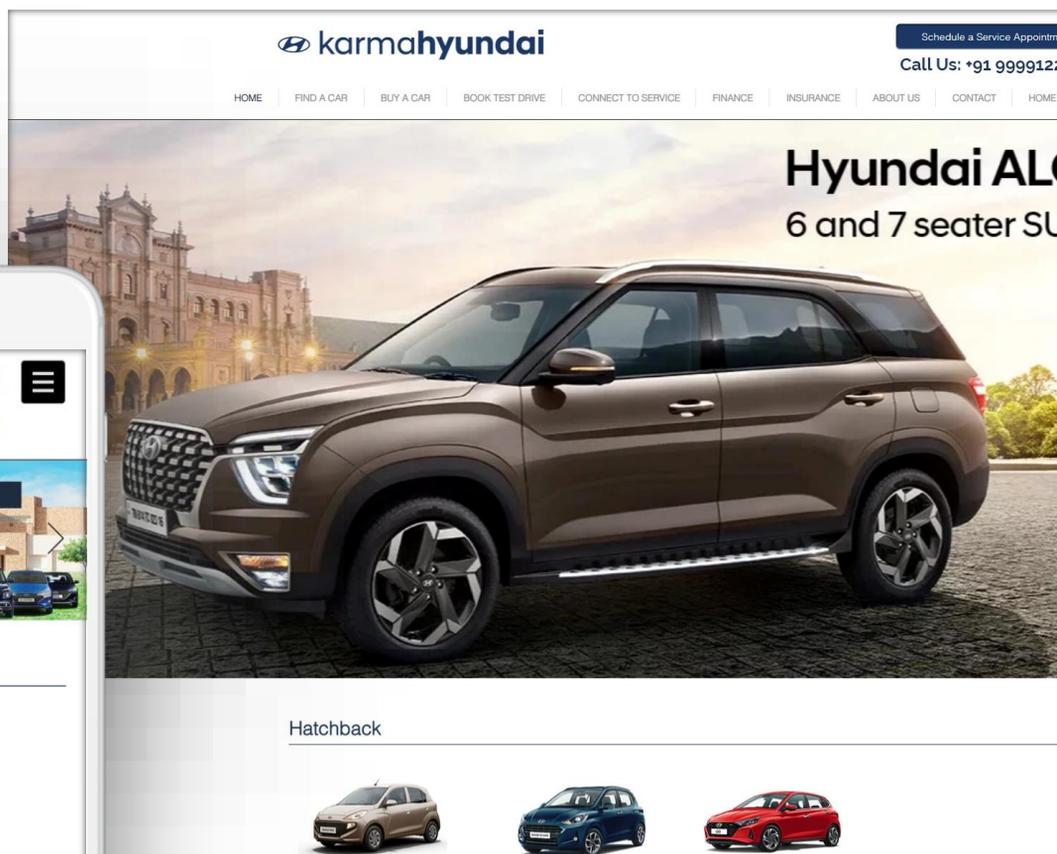
<http://virtualshowroom.karmahyundai.com/tour>

Dynamic Website

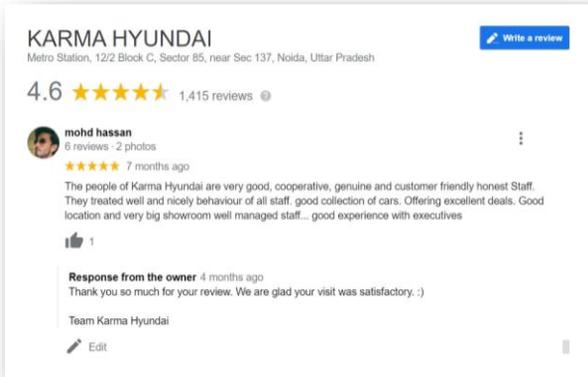
An easy-to-use optimized website was also launched with in-depth information about each model available at the showroom. The site also lists other unique services provided by the dealership.

A WhatsApp chat feature was connected to the site to make the company more accessible for the audience.

www.karmahyundai.com



Results

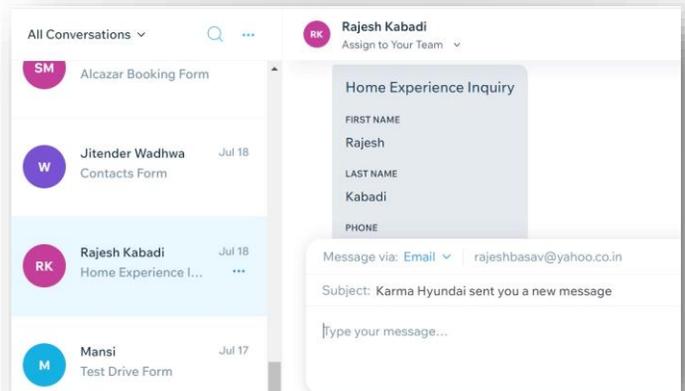


Better Client Reviews and Referrals

The company's online rating got better. They even received referrals from customers

More website queries

Website queries rose from 5 per month to 44 in the first month. By the end of the campaigns company received over 100 queries a month



Increased number of leads

With consistent marketing initiatives, number of leads saw a huge surge. View the [FULL REPORT](#)

