



# Digital Marketing

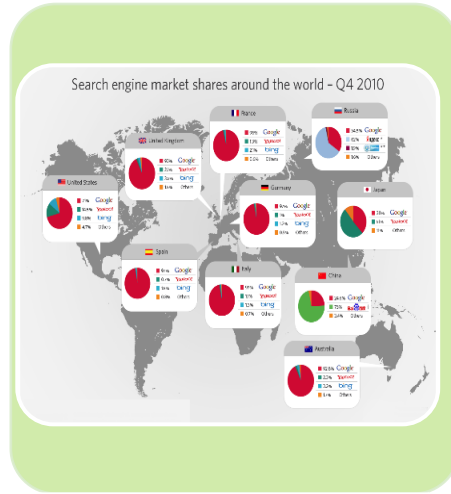
Ideas for building your brand

**A focus on vendors to the  
Tyre Industry**

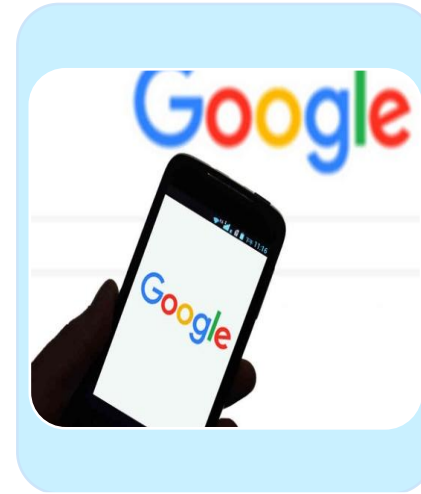
# The Internet is Omniscient & Omnipresent & Omnifarious



2 Billion people in the world are using smart phones to search online & 3.26 billion people using the internet



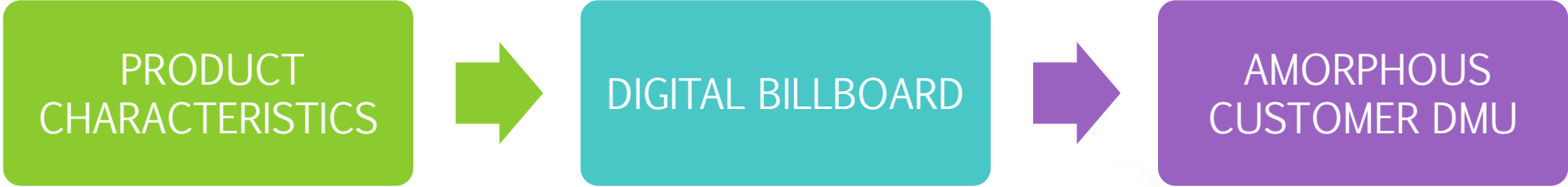
Google's share of search engine business is @ 95.51% for mobile and 73% for desktop.



Google serves a 100 billion searches every month and this was in 2012.

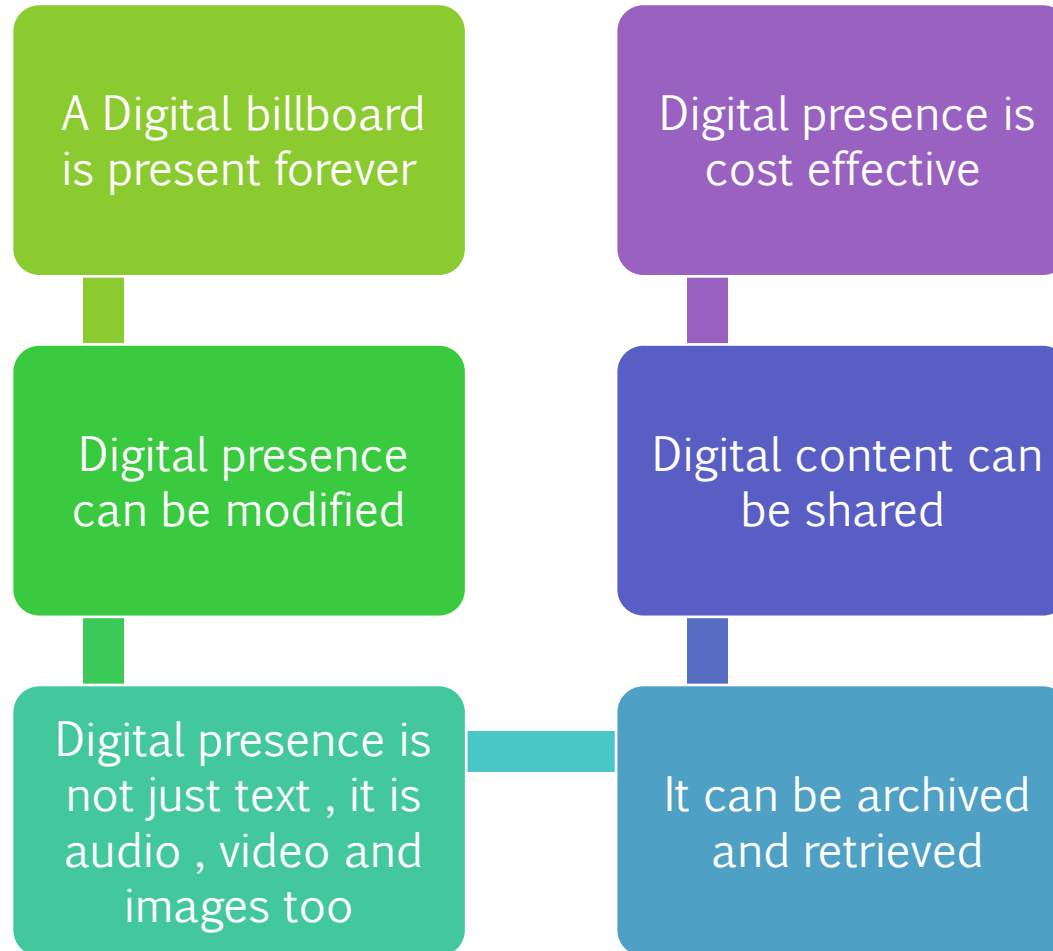


Invariably each of your prospective customer first hits internet to meet his requirement.




**B2B Co.** · How To Use the Internet effectively for brand building

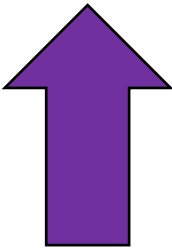
# The advantages of a Digital billboard



# Create a Brand with Differentiated Perception with digital marketing

Commoditized  Non Commoditized

High perceived value

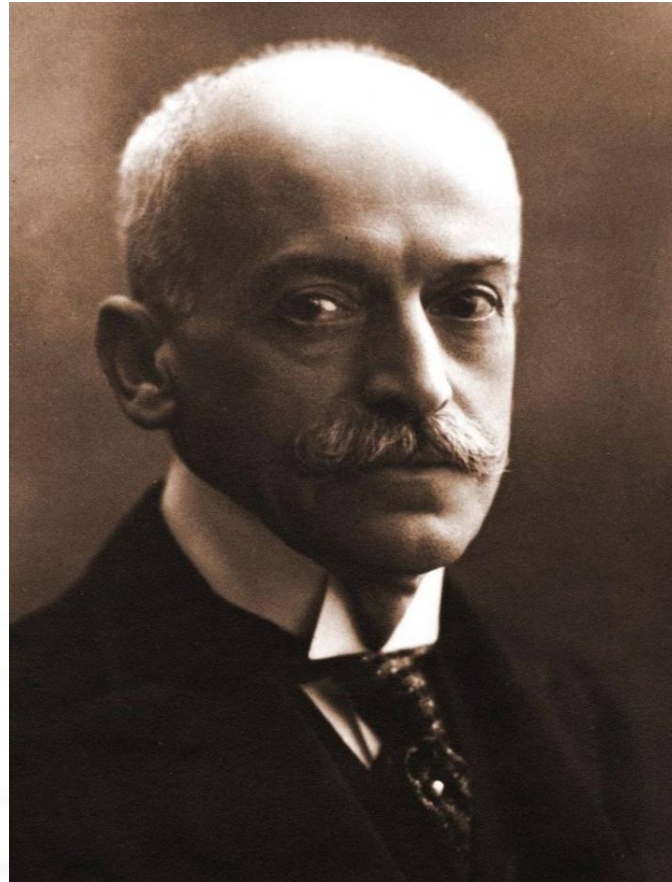


BRANDED PRODUCTS





A classic best case scenario on how to run a B2B business



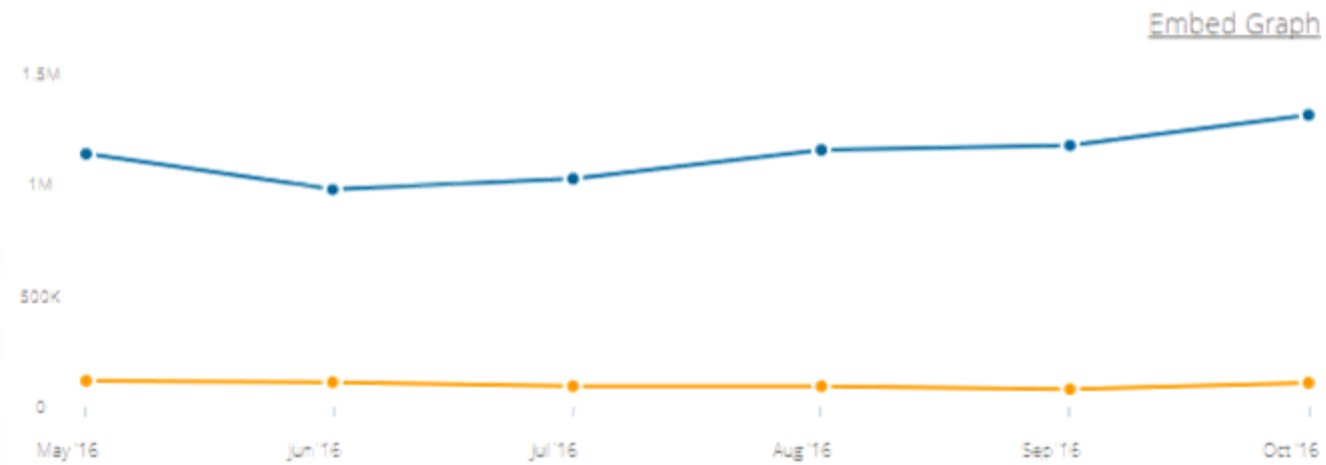
# Pirelli vs Indian tyre Co.'s website comparison

🌐 [pirelli.com](#) Vs. 🌐 [tyres.com](#)

## Traffic Overview

### Total Visits ⓘ

📱 On desktop & mobile web, in the last 6 months



### Engagement

Total Visits	🌐 1.30M	🌐 108.20K
🕒 Avg. Visit Duration	00:03:39	00:03:10
📄 Pages per Visit	6.09	3.80
➡ Bounce Rate	48.58%	43.27%

# What do you do once you have A Differentiated product ?

Create a Website

Your best spokesperson –It conveys your vision ,  
principals and core values .



Your first line of defense-your first level of interaction

It creates an aura about your company that reaches the customer  
before your salesperson – Product & Company attributes



Your last man standing

When everyone else is sleeping your website is alive



# However, Simply having a website is not enough !

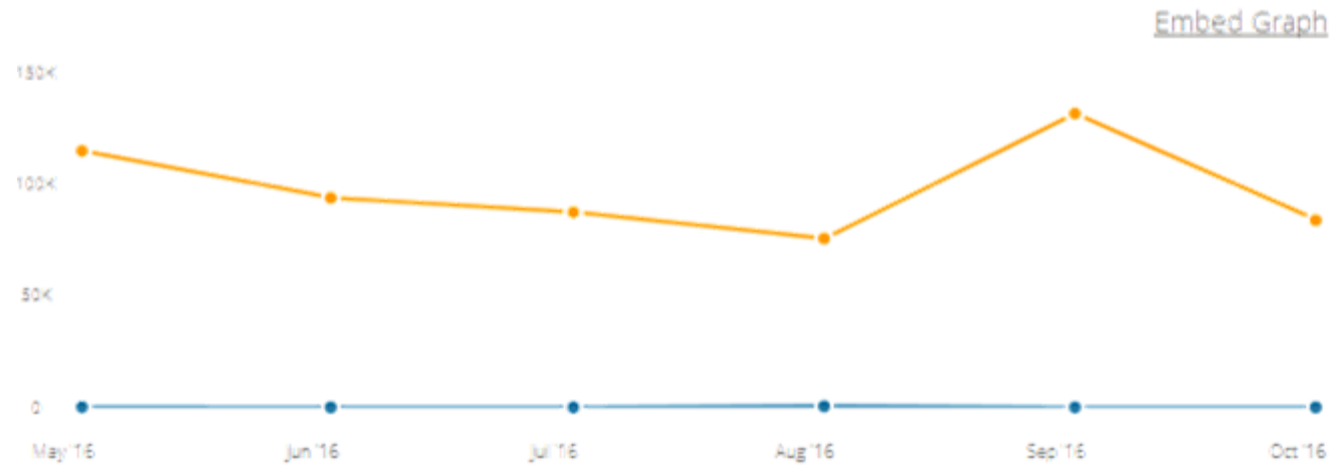
er.com

Vs.

.com

## Total Visits

On desktop & mobile web, in the last 6 months



## Engagement

Total Visits	0	83.70K
Avg. Visit Duration	00:00:00	00:02:37
Pages per Visit	0.00	2.70
Bounce Rate	0.00%	51.99%

# Companies comparison



l.com

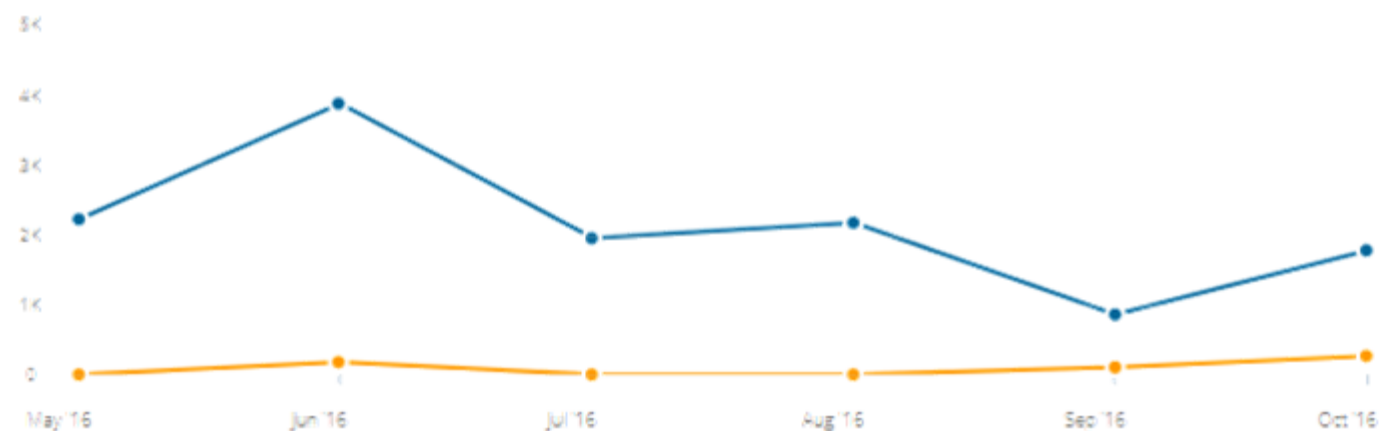
Vs.



st.com

## Total Visits

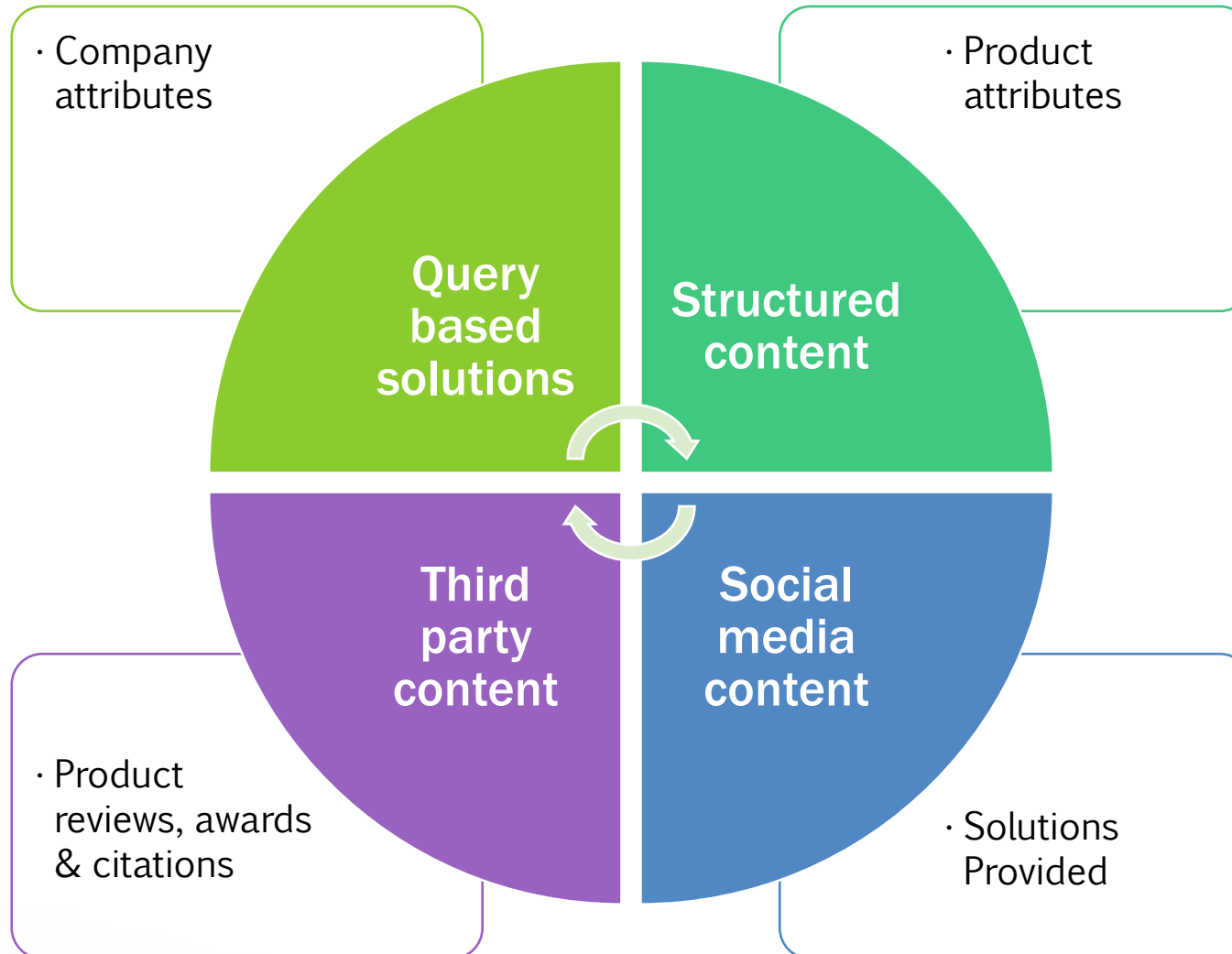
On desktop & mobile web, in the last 6 months



## Engagement

Total Visits	1.80K	266
Avg. Visit Duration	00:01:52	00:00:08
Pages per Visit	3.17	2.91
Bounce Rate	10.11%	52.33%

# Step 1. Creation- Relevant content



# Step 2. Maintenance

## Follow Best Practices

- Search engine algorithms keep evolving & we need to keep pace with them.

## Back End

- Ensure that the site map , tags , meta tags , keyword tags , H1-H6 headings etc. ensure ease of tracking by search engines

## Compatibility

- Ensure that your website is compatible for viewing on desktop , mobile phones & tablets and the user interface and user experience is good

## Step 3. Improvement - In search engine rankings

Customer's Query

Content


Convergence of  
Result

Controlling  
Keywords,  
phrases, meta tags  
, headings


Aiming for top 3  
Result rank – 53%

# How the system works !

Search engines use "spiders" or "bots" to automatically crawl through your website. Actually they run through every bit of code and content on your website and all other websites including those where you have planted content.



As part of digital marketing , the optimization process is refined and filtered to boost the chances of these crawlers to find relevance to queries posted on the internet and connect them to the content made available by you.



Better digital marketing techniques applied to your website helps achieve better website rankings. Better rankings equates to more targeted traffic and more targeted traffic equates to brand building , leads and sales!



# The Big picture

## ➤ Digital presence creates a Brand

### ➤ A brand creates

- ❖ Brand ambassadors

- ❖ Brand Value

- ❖ Loyal customers

- ❖ You could move from a cost ++ pricing strategy to a value ++ pricing strategy !

- ❖ A LEGACY FOR YOUR CHILDREN

With these 3 steps you can create an Aura of Differentiated product & A TRUSTED BRAND



# The most important fact !

## The people who can do all this for you:

Tyre Times network – Someone who knows the industry, and already is in touch with most of your customer base.

## The cost:

As much as any mid level manager at your organization

# THANK YOU!

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