

Case Study: Leveraging Digital Marketing for Success For On Bike Share Brand

Industry: – Service Based

Business Model: Rental Bicycle Installation

Website Platform: Wordpress

Website Domain: <https://onbikeshare.com>



INTRODUCTION

On Bike Share is located in Pawtucket, Rhode Island. Founded in 2012, On Bike Share is an eminent brand creating and distributing custom-branded bikes and automated cycle sharing systems in the US.

CHALLENGES

Intense Competitive Landscape:

The on bike share industry is highly competitive, with numerous brands vying for attention. Standing out in a crowded market is challenging as competition is fierce, particularly evident in the Bike share market with a substantial search volume of over 18 lakhs per month.

Complex Multi-Management Approval:

Implementing even minor changes requires navigating through multiple layers of approvals and accommodating various stakeholders' input. This complexity slows down the process of pursuing digital growth initiatives.

Customer Reviews and Reputation Management

The on bike share industry heavily relies on customer reviews and word-of-mouth recommendations.
Mobile Optimization:

Many consumers browse and rent for bike share products on mobile devices. Ensuring a seamless and user-friendly mobile experience is vital.

SOLUTION

Intense Competitive Landscape:

To stand out in this highly competitive space, we emphasized the USP (Unique selling proposition) of our products. We crafted compelling and targeted content which highlighted the benefits and features of different types of bike share.

Complex Multi-Management Approval:

We streamlined the approval process by establishing a clear chain of command and assigning responsibilities for different levels of approval. We presented data-driven insights and metrics that support the proposed changes to expedite decision-making. Consider regular review meetings to align all stakeholders and gather input earlier in the process.

Seasonal Trends and Purchase Cycles:

By Planning marketing campaigns that align with the trends and understanding the purchase cycles of the target audience we were able to maximize the sales opportunities. We ran several holiday offers and discounts to capture as much as sales and user as possible.

Mobile Optimization:

We made several suggestions to make the website a mobile-optimized website, with easy navigation, and a simplified checkout process.

Dynamic Pricing and Discounts:

The ecommerce landscape often involves dynamic pricing and frequent discounts. Striking the right balance between offering competitive prices and maintaining profitability can be challenging. Implementing effective pricing strategies and communicating value to customers are key.

DIGITAL MARKETING STRATEGY

Pay-Per-Click (PPC):

The On Bike Share team initially assigned us a monthly budget of \$3,000 which in season fluctuated. Now, spending a large budget requires a perfect strategy to maximize the ROI. Our team did extensive research and analysis and ran the following campaigns:

- 1. Search Campaign (Brand Centered)**
- 2. Search Campaign (Brand Keywords Centered)**
- 3. Remarketing Campaign (To target website visitors & abandoned carts)**
- 4. Display Campaign (To Generate Brand Awareness & Traffic)**
- 5. Dynamic Search Campaign (For Getting High Intent Lead)**

Search Engine Optimization (SEO):

The website's content was optimized to rank higher in search engine results, increasing organic traffic. Relevant keywords, meta tags, and high-quality content were incorporated.

Technical SEO:

One of the biggest challenges for an ecommerce website is the various types of technical issues which hamper the website's overall performance. We ran several audits and fixed many technical SEO issues to optimize the website performance.

Content Strategy and Creation:

We update the category pages with relevant content & FAQ's using our targeted keywords. We also developed an engaging and informative blog content plan to address common customer queries and provide value to the audience.

Backlink Strategy:

Identified authoritative websites in the travel and news niche for potential backlink opportunities. Engaged in outreach campaigns to secure relevant and quality backlinks to the client's website.

RESULT

Within 6 months of implementing the digital marketing strategy, the client witnessed remarkable results:

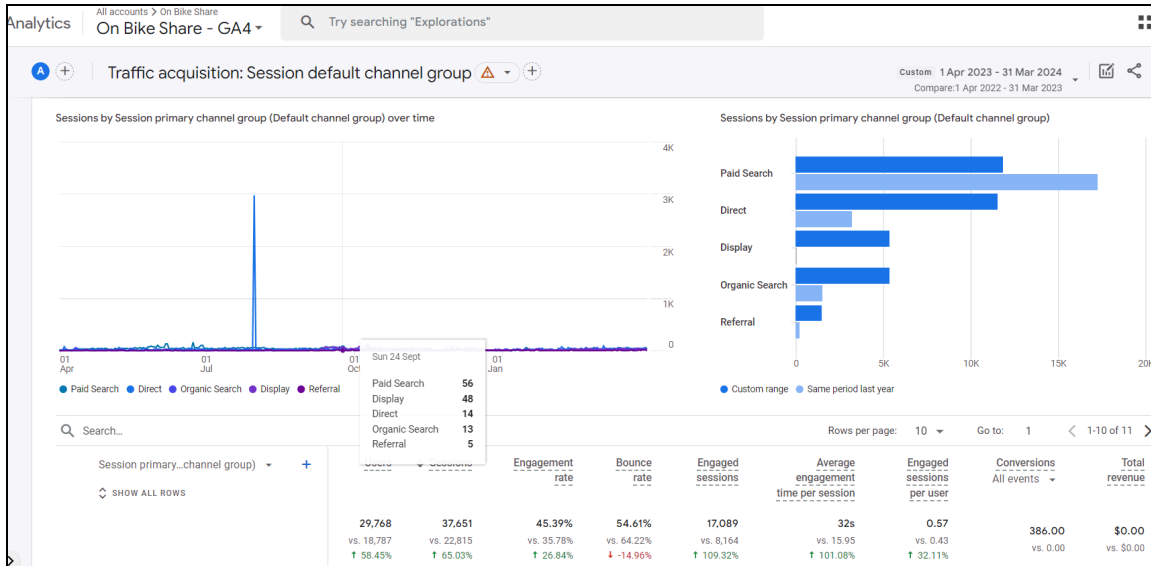
Online Traffic: The website attracted a significant amount of organic traffic, delivering a growth of 58.45% by:

- > The SERP Dominator which more than 58% Kws Ranking in Top 3
- > 68% of Keywords now found on 1st Page.

Check the Comparison Report Below:

CHECK THE COMPARISON BELOW 1 APR 2023 - 31 MAR 2024 1 APR 2022 - 31 MAR 2023

Parameter	Mar'23	Mar'24	% Growth
Total Users	18,787	29,768	58.45%
Organic Users	988	3,155	216.13%
Sessions	1,525	5,352	250.95%
Leads	44	158	259.09%

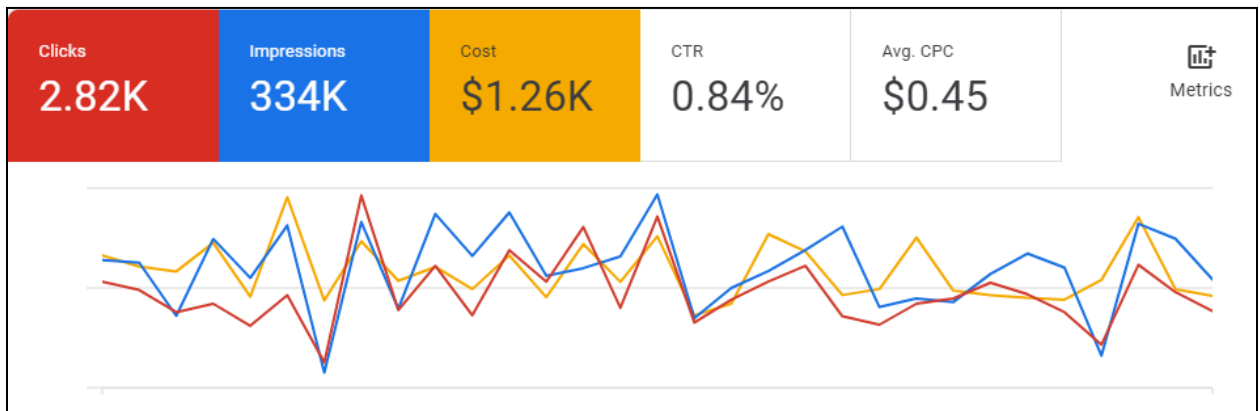


SCREENSHOT FOR PPC RESULT

Before:



After:



BUDGET PLANNING

Budget	Up to 3K – 3K USD
PPC	30
SEO	40
Content Marketing	10
News & Press Releases	10
Content Writing	10

TEAM STRUCTURE

