

A Presentation by

Seven Boats Info-System Pvt Ltd



Sail on it. Grow with it.

# Case Study # 1

Client: Cocoon Hotel Dhanbad

URL: [www.cocoonhotel.in](http://www.cocoonhotel.in)

Type of project: Digital Marketing/Social Media Marketing (Mainly Facebook)

Keyword: Luxury business hotel in Dhanbad, Best hotel in Dhanbad, 4-star hotel in Dhanbad

## Client Business Challenge

1. Bad website architecture
2. Multiple websites with different names & duplicate content
3. Hotel's name was not firmly decided
4. Very less website traffic, engagement, lead & conversion
5. Low budget

## **Analysis Done to Formulate the Recommendations**

Site audit

Keyword & social media benchmarking

Competition research

Defining USPs

Gap & SWOT analysis

Analytics, WMT analysis, implementation phase analysis, feasibility study, planning alternative solutions & preparing recommendations for implementation

## **Our Recommendations & Acceptance by the Client**

1. Designing a more user friendly website with easy navigation
2. Integrating social media pages with website
3. Defining Target group - Young generation (Male/Female) and families in & around Dhanbad
4. Preparing the Digital Marketing Mix to reach target audience, build awareness, engage visitors through SEO, Social Media, Content Marketing, SMS Marketing, act and convert with skilled support team
5. Repeating the cycle with interesting & informative content
6. Try paid campaigns (Adwords/Facebook) in later stage
7. Start email/newsletter marketing with existing client-base

**Due to budget issue the client initially did not accept all recommendations & wanted to go on a phased way**

## The KPIs and How the KPIs were Tracked and Monitored

Website Traffic

Branding

Keyword ranking

Social fan-base (mainly Facebook) & engagement

Tracking & monitoring had been done using Analytics, WMT & Social Media insights. Also client's feedback.

## **The Implementation Plan Proposed by Us**

We proposed a phased implementation of the recommendations

One task at a time approach broken down in milestones

Monthly agenda based meeting & task assignment (MoM), making the client comfortable with the budget

## Quantifying Client's Benefit from Our Recommendation and Implementation

In 2 years:

Website Traffic has grown from around 300 to 1500 per month, a growth of 400%

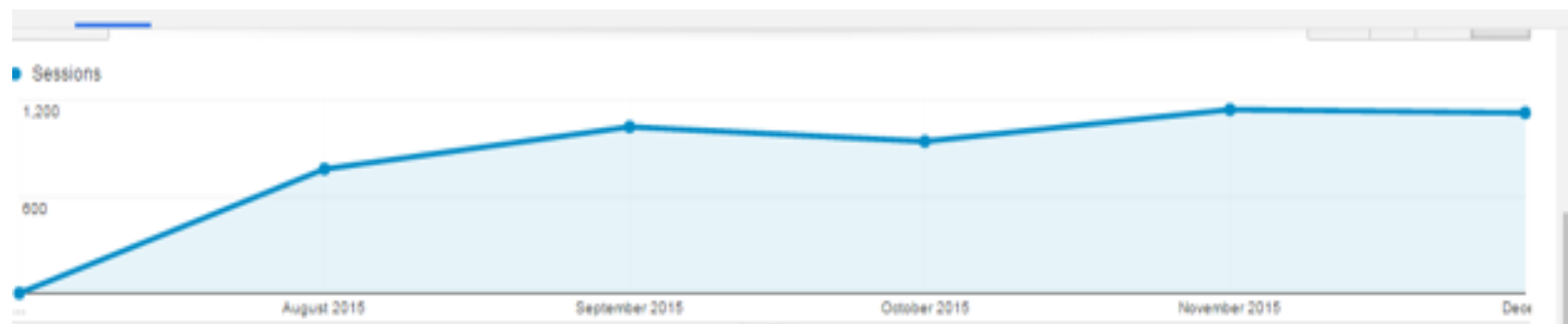
Branding - they have become a brand for hotel in Dhanbad. Word of mouth, Alexa & WMT reports corroborate the fact

Keyword ranking - they are consistently on first page of Google for their main keywords within first 6 months of development of the new website. Initially they were not ranking in first 10 pages

Social fan-base & engagement - they have grown from 2467 to 10577 Facebook fans in 2 years, mostly organic likes. It's a whooping 329% growth



## Traffic Overview of Cocoon



Sessions  
4,993

Users  
3,854

Pageviews  
11,816

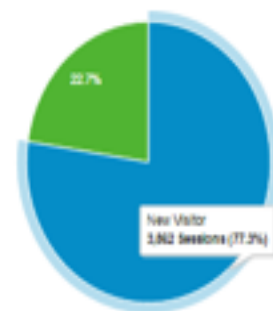
Pages / Session  
2.37

Avg. Session Duration  
00:02:08

Bounce Rate  
56.00%

% New Sessions  
77.19%

■ New Visitor ■ Returning Visitor



Demographics

Language

Language

1. en-us

Sessions % Sessions

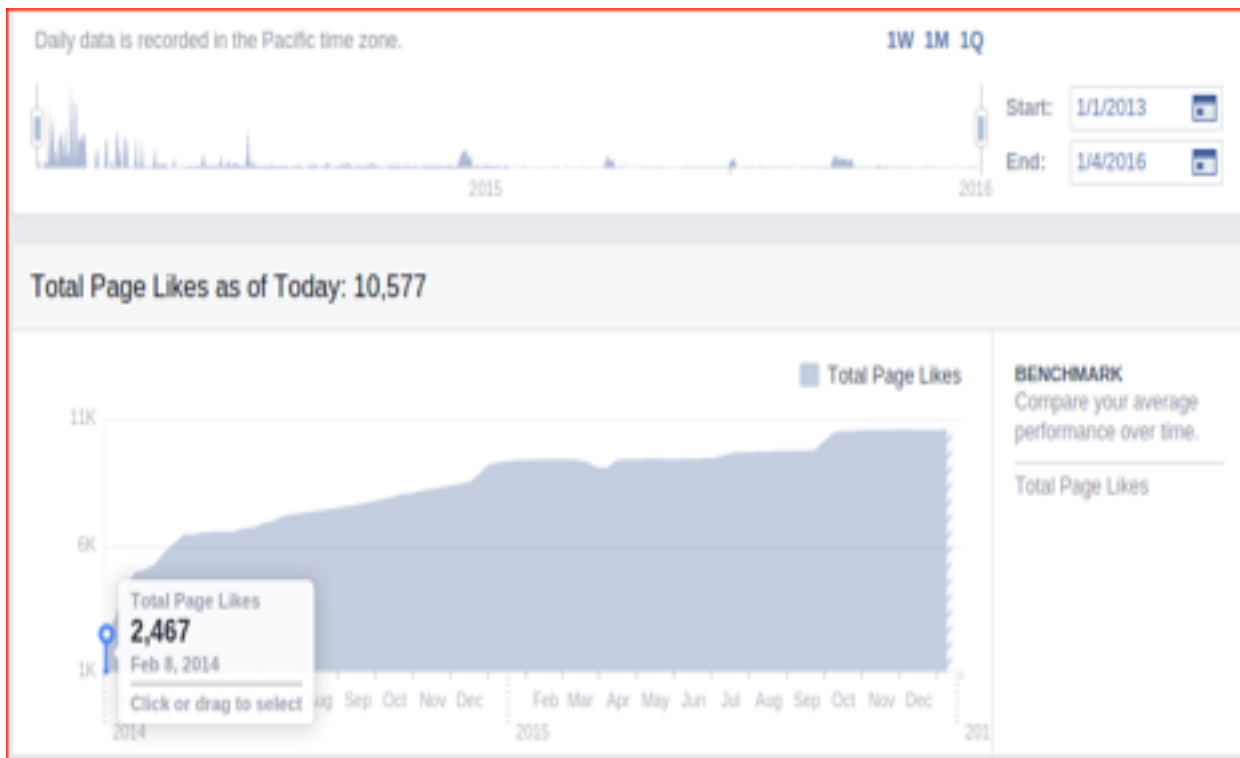
2,917 58.42%

Country

2. en-gb

1,151 22.7%

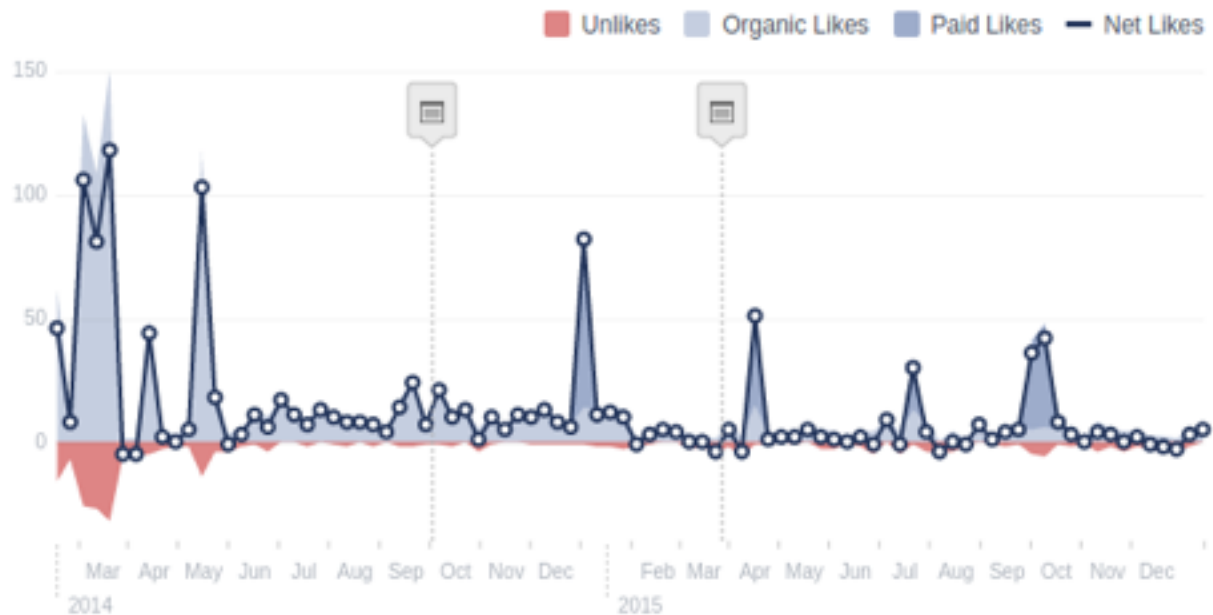
## Facebook Insight



## Facebook Insight

### Net Likes

Net likes shows the number of new likes minus the number of unlikes.



# Case Study # 2

Client: Vibgyor Group

Industry: Investment/Finance

Type of project: Online Reputation Management (ORM)

Keyword: Raja Bhadra fraud, Raja Bhadra scam, Vibgyor group scam / fraud / fake / cheat

## **Client Business Challenge**

1. Short term Online Reputation Management project to show result in one month
2. Bring positive reviews on top of negative reviews in Google search for diluting the bad vibes
3. Scattered and loads of online negative reviews about the owner & the business
4. Prompt negative response from parties against our effort

## **Analysis Done to Formulate the Recommendations**

Manual research & analysis of reviews on different forums & websites

Keyword selection for countering the negative reviews

Traffic analysis of different review websites & complaint forums

## Our Recommendations & Acceptance by the Client

Proactively writing SEO optimized positive reviews about the company & its owner

Content marketing through blogs, forums, reviews, comments & social sharing

Constantly monitoring response from other parties

Producing counter reviews

Modifying profile of the owner across various platforms

**Yes, all the recommendations were accepted by the client as their reputation was at stake**

## **The KPIs and How the KPIs were Tracked and Monitored**

Diluting negative vibes in the market about the owner & the business group

Tracking & monitoring had been done, searching with selected keywords for the effectiveness of the strategy. Also client's feedback.



## **The Implementation Plan Proposed by Us**

We proposed an aggressive implementation of the recommendations

We also sought engagement, cooperation & support of client's in-house team for meeting the objective quickly

Weekly agenda based meeting with task monitoring by client & feedback

## Quantifying Client's Benefit from Our Recommendation and Implementation

In little less than a month:

Our effort had shown result with positive reviews of the owner & Vibgyor Group appearing on first page & trailing pages, diluting the negative Vs positive comments, reviews in 40:60 ratio or almost by 50% on page results

With effective SEO technique, the name of the owner & the business group had started appearing on positive blogs from various users. Blogs were effective as these were not seen before & it was a 100% success

## Top Keywords from Search Engines

Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. hotels in dhanbad	42.89%
2. cocoon dhanbad	21.74%
3. dhanbad hotels	12.25%
4. cocoon hotel	10.14%
5. hotel in dhanbad	4.87%

Alexa Report



raja bhadra fraud

All News Videos Images Maps More ▾ Search tools

About 15,200 results (0.34 seconds)

**Vibgyor Group Raja Bhadra no fraud no scam - SlideShare**

[www.slideshare.net/vibgyorgroup19/vibgyor-group-raja-bhadra](http://www.slideshare.net/vibgyorgroup19/vibgyor-group-raja-bhadra) ▾

Jun 27, 2014 - Vibgyor Group Raja Bhadra no fraud no scam. 1. VIBGYOR GROUP VIBGYOR GROUP A Group Of World Class Companies A Group Of World ...

**Vibgyor Kolkata — FIR OF CHEATING LODGED AGAINST ...**

[www.consumercomplaints.in/complaints/vibgyor-kolkata-c368160.html](http://www.consumercomplaints.in/complaints/vibgyor-kolkata-c368160.html) ▾

Dec 5, 2015 - THIS COMPANY IS OWNED BY Mr. RAJA BHADRA IN U.P. THEY ... COMPANY INVOLVED IN CHEATING AND FRAUD THIS COMPANY IS ...

**VIBGYOR GROUP RAJA BHADRA Complaints**

[www.complaintboard.in/.../vibgyor-group-raja-bhadra-l317804.html](http://www.complaintboard.in/.../vibgyor-group-raja-bhadra-l317804.html) ▾

Jun 26, 2014 - Complete list of VIBGYOR GROUP RAJA BHADRA complaints. Scam, unauthorized charges, rip off, defective product, poor service.

**Vibgyor Group Raja Bhadra no fraud no scam | Documents ...**

[slidehot.in](http://slidehot.in) > Documents > Business ▾

Transcript Header: Vibgyor Group Raja Bhadra no fraud no scam. Transcript Body: 1. VIBGYOR GROUP VIBGYOR GROUP A Group Of World Class ...

**Vibgyor Group Kolkata Raja Bhadra - Trusted, Reputed, No ...**

[vibgyorkolkata.blogspot.com/.../raja-bhadra-vibgyor-kolkata-false.html](http://vibgyorkolkata.blogspot.com/.../raja-bhadra-vibgyor-kolkata-false.html) ▾

Jun 27, 2014 - Raja Bhadra Vibgyor Kolkata - False allegation & Fake complaints - No Cheating, No Fraud, No Scam. Raja Bhadra of Vibgyor group Kolkata is ...

**Vibgyor Group Kolkata Raja Bhadra - Trusted, Reputed, No ...**

[vibgyorkolkata.blogspot.com/](http://vibgyorkolkata.blogspot.com/) ▾

Jun 27, 2014 - Raja Bhadra, the Founder-Chairman of Vibgyor Group, a leading ... fake negative reviews that it's a scam or fraud or cheating company whic is ...

**Consumer Acts - RAJA BHADRA FRAUD - Facebook**

<https://www.facebook.com/ConsumerActs/posts/677890992251833>

THIS COMPANY IS INVOLVED IN CHEATING PUBLIC BY OFFERING THE OF LUCRATIVE OFFERS AND ASKING THEM TO INVEST IN VIBGYOR GROUP.

**VIBGYOR GROUP / RAJA BHADRA IS NOT A CHEAT ...**

[www.mouthshut.com](http://www.mouthshut.com) > ... > Kolkata Builders and Developers ▾

Jun 27, 2014 - Raja Bhadra of Vibgyor Group is facing fake allegations regarding the service of the company. But there is no scam involved in this group.

Crackdown on 'cheat' schemes - Times of India  
timesofindia.indiatimes.com > City

Apr 19, 2013 - There were some serious complaints against Saradha Group. ... Rahul Group, Sunshine Group, Uro Group, Vibgyor Group and Waris Group.

Vibgyor Group, Bangalore - MouthShut.com  
www.mouthshut.com > ... > Kolkata Builders and Developers

Jun 27, 2014 - Raja Bhadra of Vibgyor Group is facing fake allegations regarding the service of the company. But there is no scam involved in this group.

Vibgyor Group Raja Bhadra no fraud no scam - SlideShare  
www.slideshare.net/vibgyorgroup19/vibgyor-g  
Jun 27, 2014 - VIBGYOR GROUP VIBGYOR GROU  
Companies A Group Of World Class Companies Pr

Vibgyor Group Raja Bhadra no fraud  
slidehot.in > Documents > Business  
About Us About Us Vibgyor Group is a reputed  
company in Kolkata. It is not a fraud not a cheat

Google

raja bhadra scam

All News Videos Images Maps More Search tools

About 8,190 results (0.31 seconds)

Vibgyor Group Raja Bhadra no fraud no scam - SlideShare

www.slideshare.net/vibgyorgroup19/vibgyor-group-raja-bhadra  
Jun 27, 2014 - Vibgyor Group Raja Bhadra no fraud no scam. 1. VIBGYOR  
GROUP VIBGYOR GROUP A Group Of World Class Companies A Group Of World ...

VIBGYOR GROUP RAJA BHADRA Complaints

www.complaintboard.in/complaints-reviews/vibgyor-group-raja-bhadra-...  
Jun 26, 2014 - Complete list of VIBGYOR GROUP RAJA BHADRA complaints. Scam,  
unauthorized charges, rip off, defective product, poor service.

VIBGYOR GROUP / RAJA BHADRA IS NOT A CHEAT ...

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Vibgyor Group Raja Bhadra no fraud no scam | Documents ...

slidehot.in > Documents > Business  
Transcript Header: Vibgyor Group Raja Bhadra no fraud no scam. Transcript Body: 1.  
VIBGYOR GROUP VIBGYOR GROUP A Group Of World Class ...

Vibgyor Kolkata — Company involved in cheating and fraud  
www.consumercomplaints.in/complaints/vibgyor-kolkata-c339403.html  
Jul 4, 2015 - This company is involved in cheating public by offering the of lucrative  
offers and asking them to invest in vibgyor group. After investment this ...

vibgyor - Complaints Board  
www.complaintsboard.com/complaints/vibgyor-c322490.html

Consumer complaints and reviews about vibgyor, cheating and fraud. ... THE OF  
LUCRATIVE OFFERS AND ASKING THEM TO INVEST IN VIBGYOR GROUP.

Vibgyor Group, Bangalore - MouthShut.com

> Kolkata Builders and Developers  
of Vibgyor Group is facing fake allegations regarding the  
there is no scam involved in this group.

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www.slideshare.net/vibgyorgroup19/vibgyor-group-raja-bhadra  
Jun 27, 2014 - VIBGYOR GROUP A Group Of World Class  
Companies Providing High Quality ...

# Summary

Seven Boats is a multitasking team of experienced & passionate Digital Marketers

It features among top Digital Marketing companies in Kolkata as well as India

We adopt simple but effective strategies that give better returns

We have successfully made few brands in the market, taking up different odds & challenges

We offer you affordable solution for quality service & effective strategy

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**Thank You**