

VIDEO MARKETING OF AN AUTOMOBILE DETAILING STUDIO

| ABOUT OUR CLIENT ▶

Our client is Bengaluru-based automobile detailing studio which provides customer focused solutions at fair prices.

PROBLEM STATEMENT

The client was keen to promote their business through social media platforms and establish themselves as a valuable brand.

| OBJECTIVE OF THE PROJECT ▶

Our primary objective was to enhance the studio's brand visibility and digital presence. An additional goal was to generate relevant leads.

| STRATEGY & APPROACH ▶

As per Netilly's standard process, a baseline of the client's social media reach was taken.

A digital marketing strategy was created which included a social media approach. The approach had one video a week as visual content tends to get more traction.

Our team also asked the client to record videos while work was being done on the vehicles at the studio.

The client team would record the videos and upload them on a Google drive and our video editor would work his magic on the videos.

After due approval from the client, the videos with attractive thumbnails were posted on all social media channels including YouTube.

SAMPLE VIDEOS ▶

Volkswagen Phaeton- The forgotten luxury car



<https://www.youtube.com/watch?v=TvQw-kTBWsU&t=114s>

Paint protection film vs. Ceramic coating



<https://youtube.com/watch?v=gKETP8Y2p8Y>

SAMPLE VIDEOS



Car detailing of 35 year old maruti SS80



<https://www.youtube.com/watch?v=BplxH9Ueqns&t=39s>

Super treatment for a super car



AUDI R8's

FIRST EXPERIENCE AT SPRINGS CAR CARE



<https://www.youtube.com/watch?v=Aw-VvriEkzg>

RESULTS ACHIEVED



The videos posts were able to get good organic traction on all platforms. Below are some engagement metrics from YouTube and Facebook.

YouTube

Paint protection film vs. ceramic coating - 6,562 views

Volkswagen Phaeton - The forgotten luxury car - 1,744 views

Facebook

Volkswagen Phaeton - The forgotten luxury car-9,000 views and 100 likes

Car wash mistakes - 6,100 views and 44 likes



Think Digital, think Netilly.