

TEMPEST

Online Campaign Plan

For

Birla Aerocon

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THE AGENDA

- Tempest Digital Expertise
- Tempest Social Media Case Studies
- Digital Works – Content, Design and Emailers
- Scope of Work and Plan
- Why Tempest

OUR DIGITAL EXPERTISE



Websites



Mobile Websites



RWD



Social Media Campaigns



Email Marketing



Inbound Marketing



Ecommerce



Consulting



SEM



Analytics



SEO



Hosting Services



OUR DIGITAL PORTFOLIO



*More than 50
accounts handled
on various digital
platforms*



SOCIAL MEDIA CASE STUDIES



ELIVIO – FAMILY APP

<https://www.facebook.com/elivio.invizo/>

- *A family based app with 8 different modules*
- *Handling 360 degree branding and communication - mainline and online for Elivio*

LAUNCH CHALLENGES



- *Image building via Social Media*
- *Increase download at lesser cost*
- *Build a genuine Fan-base @ economical spend*
- *Increase page engagement on Social Media*
- *Increase traffic on website @ economical cost*

OUR ACTION PLAN



- Portrayed Elivio on Social Media as your **Family Friend**
- Social Media prominently used were :
 - ✓ Facebook
 - ✓ Twitter
 - ✓ SlideShare
 - ✓ Blogs

OUR ACTION PLAN



- *Focused exercise on Google AdWords & Facebook Ads for App Installs*
- *Blogs for improving traffic & avg. session duration*
- *Facebook Adverts for building fanbase*
- *Contest to increase fan engagements*
- *More activities on special occasions/festivals/weekends*
- *Slide shares to create interest amongst professional*

TEASER CAMPAIGN –
BEFORE LAUNCH TO
BUILDING EXCITEMENT
AMONGST THE TG.



*“Today is just tomorrow
in the making. **Make Good**”*



#QuoteoftheDay

elivio
home
management

*Elivio helps you
manage your **home**,*

*And keep your keep in **order**...*

one app | one family | one account | eight independent users.

L
A
U
N
C
H

P
O
S
T

elivio
myEspace



Safe for always. With you always.

one app | one family | one account | eight independent users.

elivio
education

*Elivio analyses
your **progress**...*

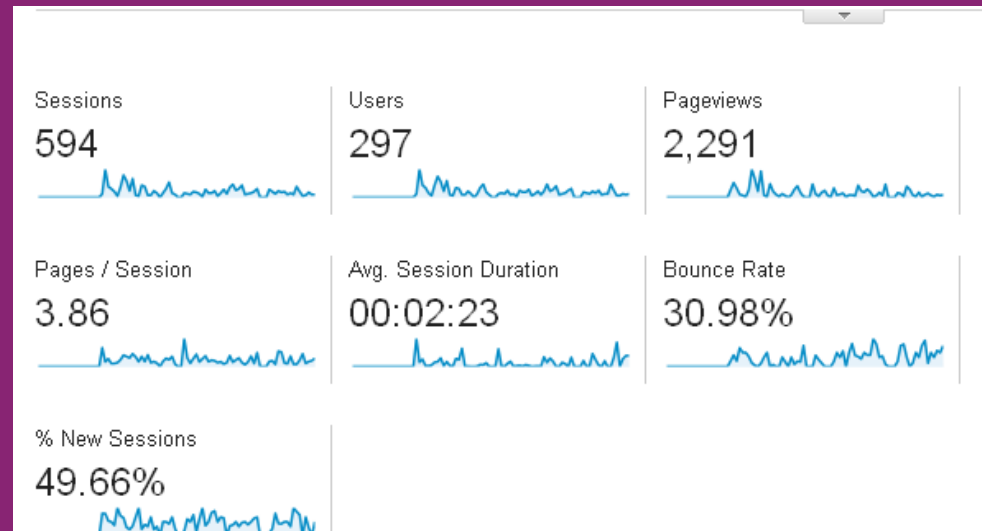
*Helps you
plan **better**.*

one app | one family | one account | eight independent users.

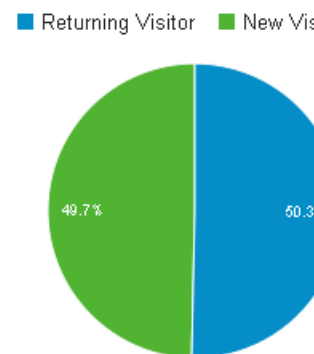
GOOGLE ANALYTICS



- Blogs contributed to about **40% of Elivio's traffic**



- Face Book brought **7% of that traffic**



<i>Adwords Metrics</i>	<i>February 2016 (Feb 8 – Feb 29)</i>	<i>March 2016 (Mar 1 – Mar 31)</i>	<i>April 2016 (April 1 – April 26)</i>
<i>No. of Downloads</i>	512	4,613	1141
<i>No. of Clicks</i>	3,791	38,505	12,371
<i>Conversion Rate</i>	13.51%	11.98%	9.22%

The Busy Girl's Guide to Wellbeing

Seven Simple Steps to Stay Fit

We women always find ourselves in the middle of a never ending 'To Do List'. Be it the office deadlines, the piling household chores or the pending grocery shopping. And, if children's exams are around the corner, or the domestic help is on a day off, even taking out an hour for fitness simply becomes impossible.

Mostly, all we do about exercise, diet plans and fitness regimes is blame our time crunch and carry on living slack. That's got to change.

So, this Women's day let's prioritise!

We bring you 7 simple ways of staying fit that fit your busy schedule.



Try our tips and let us know how are doing. Let's start a healthy discussion!

Give diabetes the foot!

Your feet need special care if you have diabetes.

Stay a step ahead with 10 easy foot care tips, this world health day.

- 01 Wash your feet everyday with warm water
- 02 Gently wipe off the water (psst... Don't forget the skin between the toes)
- 03 Apply an alcohol free moisturizer on your feet but not between your toes
- 04 Cut your nails carefully
- 05 Examine your feet everyday and don't trim corns or calluses by yourself. Get help from doc.
- 06 Walking barefoot is a big no no.
- 07 Always wear clean socks
- 08 Use diabetic footwear
- 09 Check your shoes before wearing them for pebbles, pins or anything that might hurt your foot.
- 10 Get your foot examined at regular intervals.

elivio
health solutions

elivio
health solutions

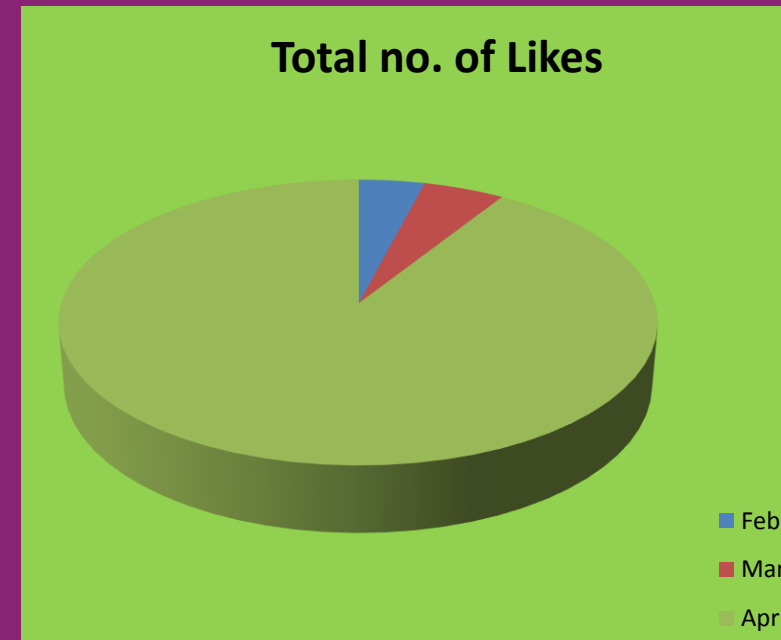


Discovering Your Child's Hidden
Potential with **Elivio**

PAGE LIKE CAMPAIGN



- Start Page Likes campaign@ economical cost
- Plan to go slow on likes initially and focused on improving Edge Rank
- CPL reduced from Rs. 100 to Rs. 2.50 in 3 months, due to improvement in edge
- Final benefit resulted more like at less cost





MISSING DOCTOR'S
APPOINTMENTS
CAN CAUSE HIGH BP.



Elivio, the family organizer, comes with the intelligent
time-planner that keeps you on routine, routinely.

Log on to
elivio.com

SLIDESHARE

time management
log
elivio

CYBERCITY – MARINE SKIES LAUNCH

<https://www.facebook.com/cybercitybuilders/>

- Creating Buzz online
- Getting more website traffic/enquiries

OUR ACTION PLAN

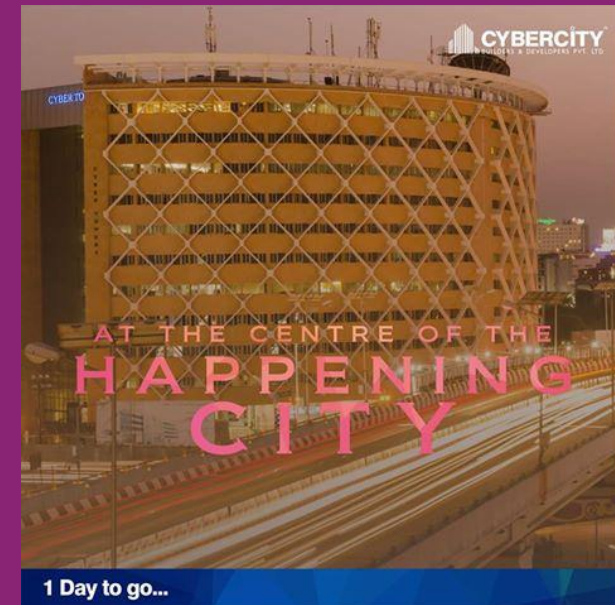
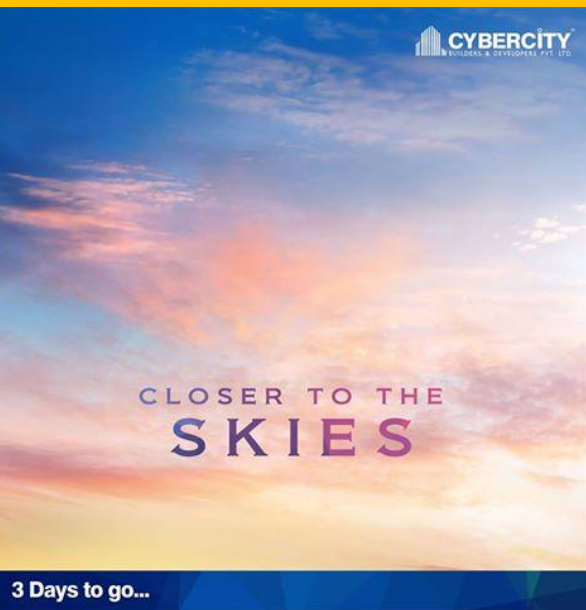
- *Portrayed Cybercity as the premium and most sort after project in the category “Affordable Luxury”*
- *Media prominently used were*
 - ✓ *Facebook*
 - ✓ *Twitter*
 - ✓ *Instagram*
- *Page Like Campaign started immediately*
- *Aggressive Website Link Campaigns*
- *High use of Google Adwords & Display Ads*

THE ACHIVEMENT

- *With 6 keywords organic search was improved with 3 months*
- *More than 13,000 link clicks during launch*

TEASERS CAMPAIGN

- 38,000+ impressions
- 2,500+ *post engagements*
- Total budget- Rs. 4,500

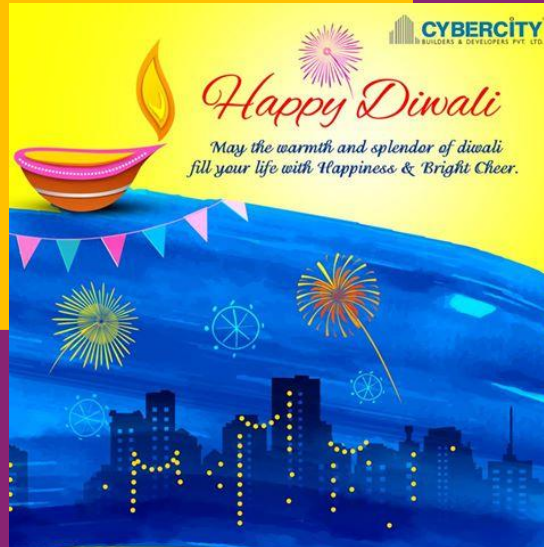


LAUNCH CAMPAIGN

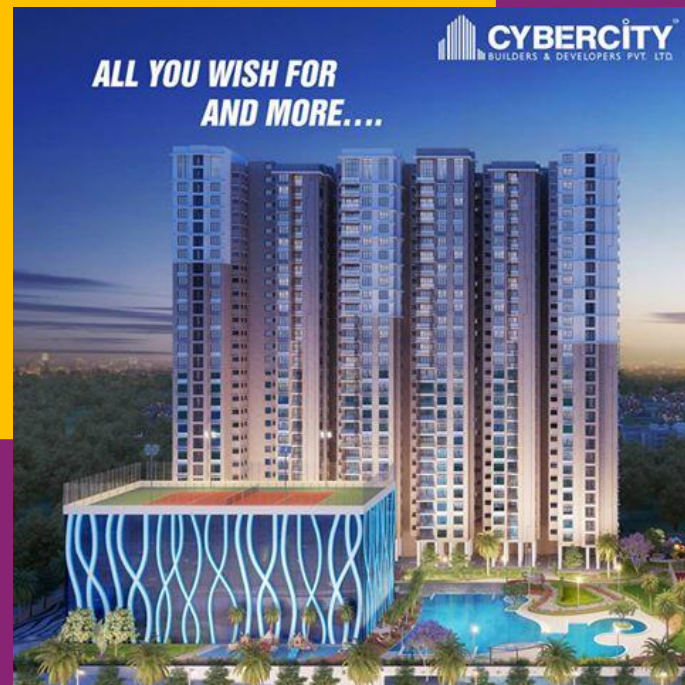
- 13000 post reach
- 12,000+ website link clicks
- Budget Rs. 5,000



FESTIVAL POST – TACTICAL



PROMOTIONAL POST



THE BLOGS




SHERATON


<https://www.facebook.com/SheratonGrandPune/>

*Le Meridien Pune was getting changed to
Sheraton Grand Pune*

SOCIAL MEDIA POSTS




Only the
best can
replace
the best


**Sheraton
Grand**
PUNE

 MERIDIEN
PUNE

IS NOW


**Sheraton
Grand**
PUNE
BUND GARDEN HOTEL



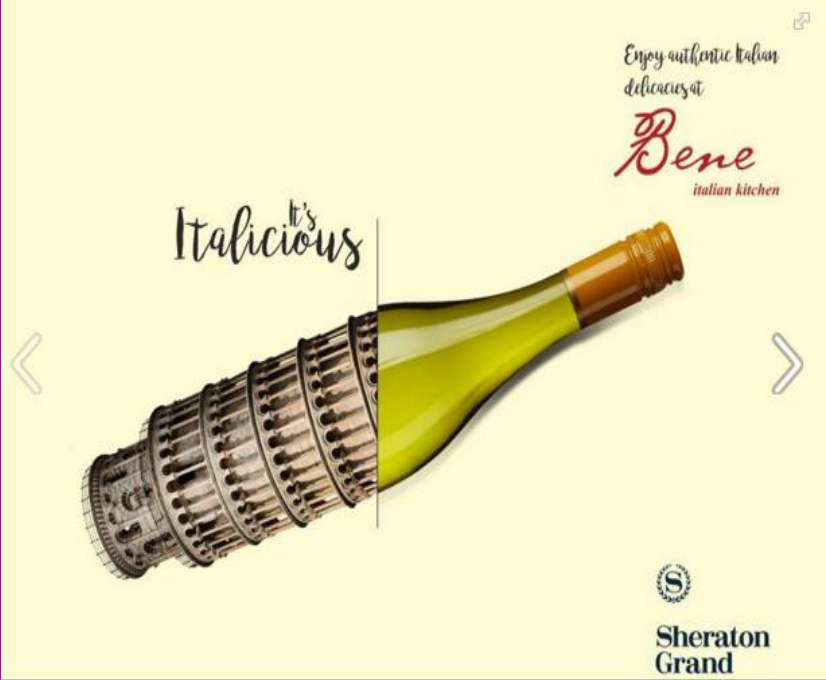
We've Arrived

Le Meridien Pune is now **Sheraton Grand**

PUNE BUND GARDEN HOTEL

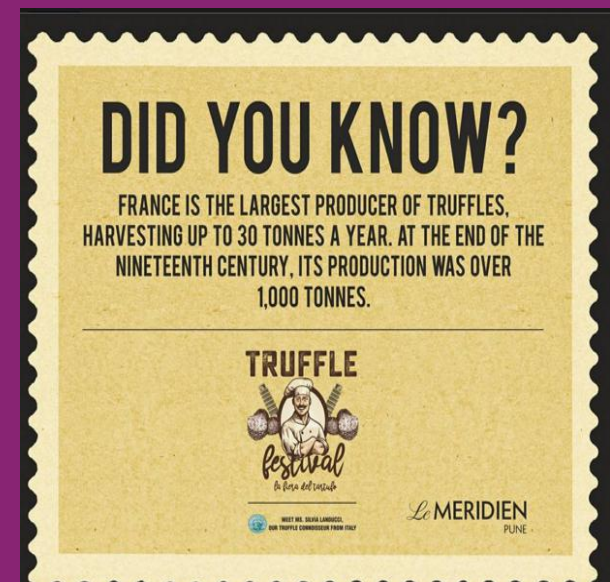
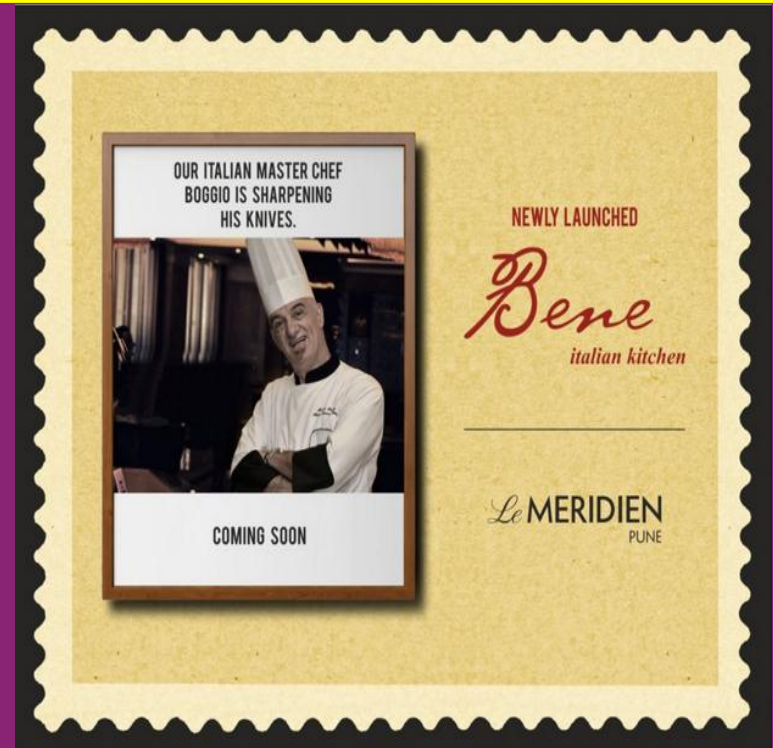
BENE LAUNCH

*The Italian restaurant Favola
was also got replaced*



TRUFFLE FESTIVAL FOR WOMEN'S DAY

The Italian restaurant Favola
was also got replaced



NANDED CITY, PUNE

- *A smart city in Pune ,the Target Audience is the young couple moved to Pune*

WOMEN'S DAY CAMPAIGN

Contest on Women's Day

Up to 31st March 2016

LIKE our facebook page
CLICK a pic of the woman who inspires you
CAPTION it by saying why she inspires you
UPLOAD it with #nandedcitywomensday
WIN exciting gifts

Up to 31st March 2016

LIKE our facebook page
CLICK a pic of the woman who inspires you
CAPTION it by saying why she inspires you
UPLOAD it with #nandedcitywomensday
WIN exciting gifts

HOLI CAMPAIGN



Take a picture of your colorful face.

Upload it on [Facebook](#) and use the [#nandedcityholicelebration](#)

Stand a chance to win

most colorful face

Nanded City, Pune
Sinhagad Road, Pune
A 700 Acre Mega Township on Sinhagad Road, Pune.

[#nandedcitypune](#)

[f](#) [t](#)



DUBSMASH

RANG BARSE BHIGE CHUNAR WALI RANG BARSE

Up to 29TH MARCH 2016

DOWNLOAD the Dubsmash app

UPLOAD on your Instagram page with [#nandedcitypune](#)

PICK UP a Bollywood tune/dialogue related to Holi

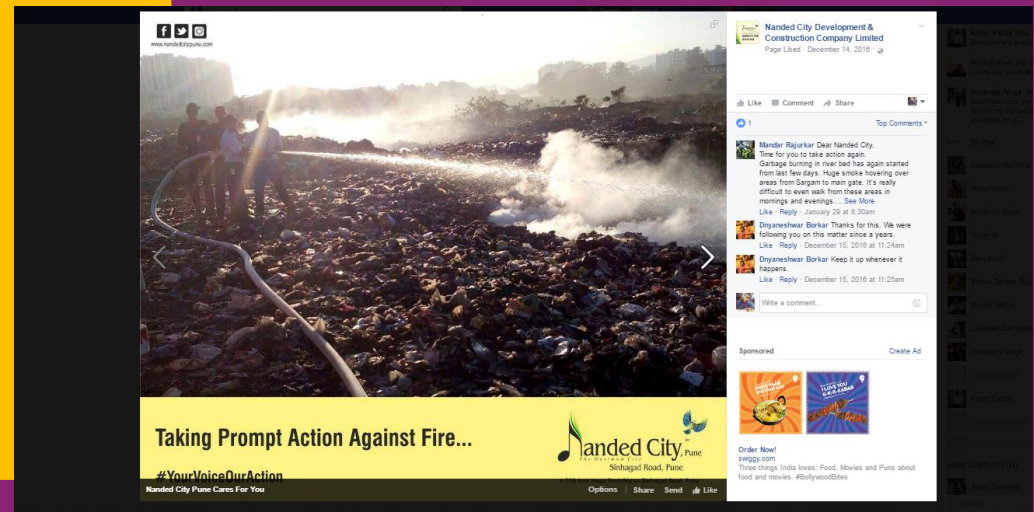
WINNING entries will be announced on Nanded City, Pune's instagram page

[f](#) [t](#) | [#nandedcitypune](#) | **Nanded City, Pune**
Sinhagad Road, Pune
A 700 Acre Mega Township on Sinhagad Road, Pune.

JANAMA- STHAMI CONTEST



GARBAGE POLLUTION ISSUE



KILLA MAKING CONTEST FOR CHILDREN'S DAY



GREEN GRACE- LAUNCH OF AURORA BLOCK

<https://www.facebook.com/snsgreenprojects/>

- Getting more website traffic/enquiries
DURING LAUNCH PAHSE

OUR ACTION PLAN

- *Media prominently used were*
 - ✓ *Facebook*
 - ✓ *Twitter*
 - ✓ *Instagram*
 - ✓ *Google plus*
- *Page Like Campaign started immediately*
- *Aggressive Website Link Campaigns*
- *High use of Google Adwords & Display Ads*

THE ACHIVEMENT

- *10,433 Link Clicks in a period of 3 months*
- *Facebook Fanbase increased 3 times in 3 months*

TEASERS CAMPAIGN



LAUNCH CAMPAIGN

➤ 9784 post reach

➤ 10,000+ website link clicks

➤ Budget Rs. 10,000



FILL & FEEL CONTEST

- 5474 post reach
- 1407 post engagement
- 450+ participants



DIGITAL WORKS: CONTENT AND DESIGN



BLOGS CREATED

Give diabetes the foot!

Your feet need special care if you have diabetes.

*Stay a step ahead with 10 easy
foot care tips, this world health day.*



01

*Wash your feet everyday
with warm water*

02

*Gently wipe off the water
(pssst... Don't forget the
skin between the toes)*

03

*Apply an alcohol free
moisturizer on your feet
but not between your toes*

04

Cut your nails carefully

05

*Examine your feet
everyday and don't trim
corns or calluses by
yourself. Get help from doc.*

06

*Walking barefoot is
a big no no.*

07

Always wear clean socks

08

Use diabetic footwear

09

*Check your shoes before
wearing them for pebbles,
pins or anything that might
hurt your foot.*

10

*Get your foot examined
at regular intervals.*





SAVING AND SPENDING LESSONS FOR CHILDREN

[Saving & Spending Lessons For Children](#)



[Tips to design Kid's Room](#)

“
5 TIPS TO MAKE THE
MOST AMAZING
GARDEN IN YOUR
BALCONY
”

[Tips to grow the most amazing balcony garden](#)

SOCIAL MEDIA POST



THE DOOR TO
LUXURY
HAS OPENED.



Aurora Block Launched

4 POINT HOMES
Air Tight
Water Tights
Energy Efficient

S&S GREEN
PROJECTS
GREEN FIELDS

**SAND
AND
SUN**

FUN FILLED
KID'S PLAY AREA

www.ssgreenfields.com

Green Fields
14 Unit Premium Apartments
Surrey Hills, VIC 3148

4 POINT HOMES
Air Tight
Water Tights
Energy Efficient

S&S GREEN
PROJECTS
GREEN FIELDS

**READ
AT
EASE**

LIBRARY AND
READING LOUNGE

www.ssgreenfields.com

Green Fields
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4 POINT HOMES
Air Tight
Water Tights
Energy Efficient

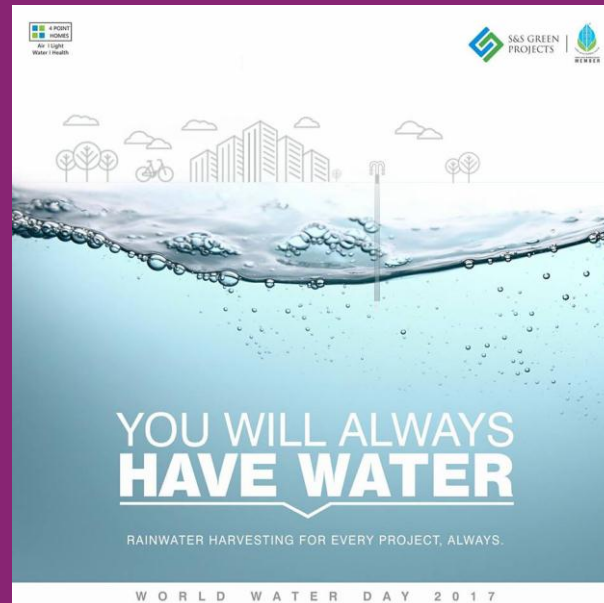
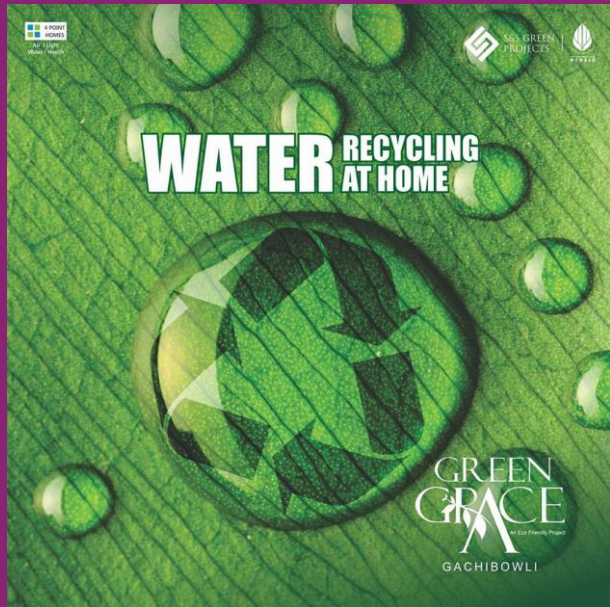
S&S GREEN
PROJECTS
GREEN FIELDS

**LIVE
THE REEL
LIFE**

A PRIVATE THEATRE TO
WATCH YOUR FAVOURITE
MOVIES

www.ssgreenfields.com

Green Fields
14 Unit Premium Apartments
Surrey Hills, VIC 3148





*Terms & conditions apply.

**PERFECT
COMPANION
IN EVERY
MOMENT**

**WORLD RADIO DAY
13TH FEB. 2017**



EMAILER'S DESIGNED

As a creative house, Tempest publishes its own snippets on public occasions. Part of our corporate behaviour programme, we tend to make these creative snippets address various social angles while cheering for the occasion's flavour.

*For instance, we addressed racism in our wishes for Holi: the Indian festival of colours. We did a series that criticised colour-stereotyping of humans, and concluded with the statement “**All colours are created equal.**”*

MARKET RESEARCH
IS IMPORTANT TO UNDERSTAND
VALUE PROPOSITIONS

Yeh ramgadh waale apni betiyon ko
kaunsi chakki ka aata khilaate hai re..



tempestadvertising.com



BRANDING | DIGITAL | CRM | HR COMMUNICATION | EVENTS



tempestadvertising.com



BRANDING | DIGITAL | CRM | HR COMMUNICATION | EVENTS



INSTEAD, START A FIGHT OF IDEAS
— HAPPY SANKRANTI —

tempestadvertising.com



BRANDING | DIGITAL | CRM | HR COMMUNICATION | EVENTS



TRIB^Q
GLOBAL

www.tempestadvertising.com
www.tribeglobal.net

Brand advertising | Digital services | CRM | HR communication | Events • Bengaluru • Hyderabad • Pune



TRIB^Q
GLOBAL

JACK AND JILL DIED OF THIRST.

HERE'S TO WORLD WATER DAY 2017



tempestadvertising.com



BRANDING | DIGITAL | CRM | HR COMMUNICATION | EVENTS



tempestadvertising.com



BRANDING | DIGITAL | CRM | HR COMMUNICATION | EVENTS

elivio & you

Powered by
INVIZ

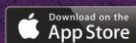


**WE MAKE YOUR DATA VISIBLE
ONLY TO THE ONES YOU CHOOSE.**

WE STAND FOR PRIVACY

Like we say, Leave it to Elivio.

Elivio is available as Web (Elivio.com) and Mobile App (**Android / iOS**).



elivio & you

Powered by
INVIZ

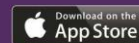
**HAPPY
BIRTHDAY**



Celebrate your day with
gusto. All else can wait.

LIVE ELEVATED.

Elivio is available as Web (Elivio.com) and Mobile App (**Android / iOS**).



elivio & you



Can it get any cooler?

Now, track your **child's study-time** goals
on **Elivio**.

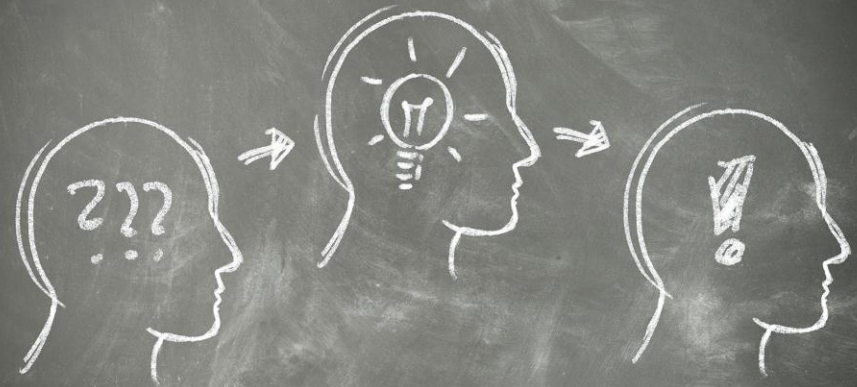


To know more and of more features, **download Elivio today.**

Elivio is available as Web (**Elivio.com**) and Mobile App (**Android / iOS**).



elivio & you



QUIZ THEM.

Elivio comes with a special quizzing feature meant
exclusively for children. Get them eager to learn
and find! Get them Elivio!

To know more and of more features, **download Elivio today.**

Elivio is available as Web (**Elivio.com**) and Mobile App (**Android / iOS**).



RELISH YOUR time @ home.

And what better way to do so than save and share recipes that make life delicious? Also, members can now save their secret recipes on Elivio. Never forget an ingredient, never run out of dishes to do!

To know more and of more features, download Elivio today.



LIKE WE SAY,
LEAVE IT TO ELIVIO.
LIVE ELEVATED.

Elivio is available as Web (Elivio.com) and Mobile App (**Android / iOS**).



CARRY YOUR MEMORIES IN YOUR POCKET.

Sometimes we have all remembered a certain family picture, or a note from a friend, but it wasn't handy. Well, no more of that. With Elivio, you can now carry all your cloud saved memories anywhere you go...

To know more and of more features,
download Elivio today.



LIKE WE SAY,
LEAVE IT TO ELIVIO.
LIVE ELEVATED.

Elivio is available as Web (Elivio.com) and Mobile App (**Android / iOS**).





EASY FOR Everyone



A RESIDENTIAL PREMISES THAT'S FULLY FRIENDLY FOR THE DISABLED

www.ssgreenprojects.com



NO

WHEELS ON THE GRASS



Vijayawada's first residence with zero vehicle movement on ground.

OPEN 65

65% SPACE ON
PREMISES LEFT
OPEN TO NATURE
AND GREENERY



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ENJOY THE EASE

Private sit out for
your apartment, for
you to enjoy the view.



www.ssgreenfields.com



10K OF FUN



ON PREMISES 10,000 SFT CLUBHOUSE

www.ssgreenprojects.com



GLOBAL PLACEMENT- LINKEDIN ADS

BEHIND EVERY
SUCCESSFUL PERSON,
PROFESSIONAL AND LEADER
THERE IS ALWAYS A
PROFESSOR.

HIRING NOW

RECRUITERS & Sr. RECRUITERS

Join us in shaping careers for professors and academicians around the world.



GLOBAL
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YOU WILL GET **YOU MUST HAVE**

GLOBAL EXPOSURE

PROJECT OWNERSHIP

TRAVEL
OPPORTUNITIES

NETWORK BUILDING
OPPORTUNITIES

OVERSEAS BUSINESS
DEVELOPMENT SKILLS

PASSION FOR
CLIENT ACQUISITION

MARKET RESEARCH
CAPABILITY

WE ARE LOOKING FOR **BUSINESS DEVELOPERS**



GLOBAL
PLACEMENTS

email: careers@globalplacements.ind.in Tel: 040 43236688

WE SITES DEVELOPED

<http://www.hartex.in/>
<http://www.you-agency.com/>
<http://www.cybercity.in/>
<http://marinaskies.in/>
<http://gems.icrisat.org/>
<http://www.starhomes.in/>
<http://squarius.in/>
<http://starchik.in/>
<http://www.globalplacements.ind.in/>
<http://www.hcs.ind.in/>
<https://elivio.com/>
<https://manipalfertility.com/>
<http://www.hydlitfest.org/>
<http://thebloodgroup.in/>
<http://ananyahomes.com/>
<http://bpril.org/pc/>
<http://www.tredapropertyshow.com/treda7/>
<http://bricksandbonds.com/>
<http://gunaasdiamond.com/>
<http://www.mohanmarketing.com/>
<http://mmacalabs.com/>
<http://babukhanarena.com/>
<http://innerbeing.in/>
& MANY MORE

SOCIAL MEDIA - LIKES

<https://www.facebook.com/snsgreenprojects/>

<https://www.facebook.com/elivio.invizo/>

<https://www.facebook.com/nandedcitypune/>

<https://www.facebook.com/tempestadvertising/>

<https://www.facebook.com/cybercitybuilders/>

<https://www.facebook.com/SheratonGrandPune/>

& MANY MORE

OUR LEGACY IN DIGITAL

CLIENT TESTIMONIALS



Dear Rekha, Dhwanit & your Team,

Greetings!!! - Good will wishes and warm regards...

We thankfully acknowledge your kind visit made to our institute, and discussing about website development. It was great having your team here.

The presentation you gave us showed that you are a team of having highly qualified strategic people and your core values impressed us a lot. The demos of two designs was really good.

Thank You all and we will come back to you in a due course of time.

With Best Regards,

Dharani.

you

Dear Sahil,

I just wanted to take a moment to say a HUGE thank you to you and your team for building our new YOU website.

The feedback since launch has been overwhelmingly positive from both clients and staff alike, which is a great source of pride for us.

Your patience and careful guidance throughout the process was exceptional, and your response times off the scale. Nothing was too tricky or too much trouble for you, remaining professional and in control from start to finish.

So, from everyone here in LONDON, and from myself, Nick and Michael in particular – thank you. It's great having you as Tribe Global partners!

All the very best

Gary Grant

Managing Director

Dear Susweta & Team,

The Charminar Off-site "United V Play, United V Win" was a success. The event theme and collates were well appreciated by all the attendees.

I would like to take this opportunity to thank you and your team for the excellent support extended for creating the theme and collate designs.

Secondly, want to thank you for meeting all our end-lines which at times were unreasonable.

Thank You and hope to receive the same support in future.

Thanks & Regards,

Pallavi Bhatt



Dear Venkat / Rekha

On behalf of SS Green Projects, we would like to thank both of you & your team who have worked on the CP Meet & Aurora Project launch. The response was good and on time.

Thanks again.

Looking forward to our continued association.
warm regards

Rajkumar S
Director - Corporate

MAGARPATTA



Servicing for
5 YEARS DIGITAL
AND MAINLINE 19 YEARS

ELIVIO APP – LIVE ELEVATED



Servicing for
2 YEARS

CYBERCITY



Servicing for
1 YEAR

AND MANY MORE



Servicing for
MORE THAN 6 MOTHS

OUR AWARDS

Tempest has been ranked amongst the top 25 digital agencies in India

Source: www.mindandmatter.in/digital-marketing/top-25-digital-marketing-companies-in-india



GOLD AWARD
**Social Media Campaign
Management for APTDC**

Tempest has been ranked amongst the top 25 digital agencies in India

Source: www.mindandmatter.in/digital-marketing/top-25-digital-marketing-companies-in-india



SILVER AWARD

**Best MMP for
MANAGE**

Tempest has been ranked amongst the top 25 digital agencies in India

Source: www.mindandmatter.in/digital-marketing/top-25-digital-marketing-companies-in-india



**Best Digital
Media Company
INDIA**

SCOPE OF WORK AND PLAN



Birla Aerocon Online Launch Campaign

DIGITAL MEDIA CHANNELS



- **Owned Media:**
Website, Microsite, Blog, Social Media, Emailers
- **Paid Media:**
PPC, Email Marketing, Social Media Ads, Mobile Ads, Paid PR
- **Earned Media**
Shares, Feedback, Reviews, Word of Mouth, Blog Mention

MICROSITE PLAN

- *New Landing page on Birla Aerocon*
- *1 new banner design on the new product*
- *A pop up on the website*
- *A single page microsite with the core message of being Eco- friendly building material product*



BIRLA
AEROCON

CONTACT : +91 12345 67890

AEROCON BRINGS YOU WORLD-CLASS PIPES AND FITTINGS FOR YOUR PERFECT HOME



✓ TRUE FIT TECHNOLOGY ENSURES
100% LEAK PROOF JOINTS.

✓ FIRE PROOF PIPES GUARANTEE A
SECURE HOME.

✓ ANTI-MICROBIAL AND ANTI-CORROSIVE
PROPERTIES PROVIDING SAFE DRINKING
WATER.

✓ 25 QUALITY TESTS ASSURING TOUGH,
RELIABLE AND DURABLE PIPES.

OUR EXPERTS WILL CONTACT YOU

CONTACT ME TODAY

SOCIAL MEDIA



- *1 teaser campaign a week before launch – 2 -3 post about Aerocon on all platforms*
- *New cover design, launch post on the day of launch on all platforms*
- *A contest for better brand engagement on FB and Twitter post launch for 10 days*
- *2 blogs on the Aerocon product portfolio within 30 days of launch*



ORGANIC MEDIA

- *SEO for better research for min. 3 months*
- *BLOGS to develop content online*



UNORGANIC MEDIA

- *PPC for better response analytics for min. a month*
- *Emailer Campaign*
- *Google Adword Campaign for better reach*
- *FB Advert and Youtube ad for max. visibility*





Aerocon brings you
world-class
Pipes and Fittings for
your perfect home.

[KNOW MORE](#)

The Right Choice.
The Smart Choice

[KNOW MORE](#)

**BIRLA
AEROCON**



**IS YOUR
HOUSE
AEROCON
PROTECTED?**

KNOW MORE

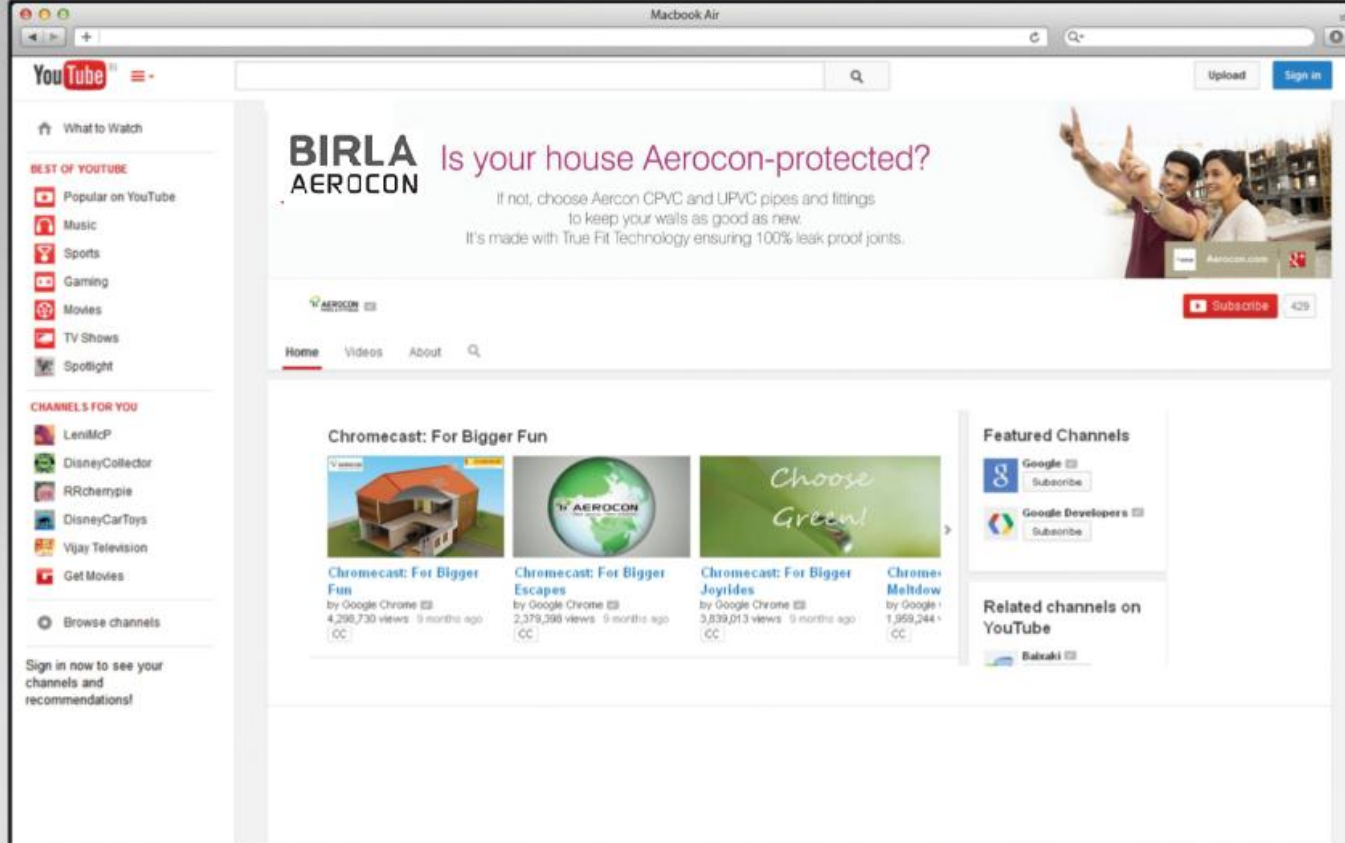


**BIRLA
AEROCON**

Perfect pipes, for a perfect home!

KNOW MORE





EARNED MEDIA

- *Feedback*
- *Shares*
- *Reviews*
- *Word of Mouth*



CAMPAIGN IDEA FOR CONTENT DEVELOPMENT



SAVE WATER

LETS NOT
TALK ON
THIS



~~SAVE WATER~~

LET'S CHANGE
THE GAME –
TALK ON...



USE WATER

GET THE BRAND
PROMISE IN...



USE WATER
but **make** every drop
“USEFUL”!

“Every Drop Useful” Campaign

Use Water.
But, make every drop ‘USEFUL’!

Follow the revolution on our social media channels



Green practices are built into every facet of HIL's operations including raw materials, processing, energy and end products. We also have a green energy profile with 30% of our energy needs being met from renewable sources, and more.

WHY TEMPEST

- EXPERTISE AND EXPERIENCE
- SUCCESS STORIES AND RECONGNITION
- ATTITUDE – TO ALWAYS DO BEST

CLIENT SNAPSHOT





लोकामत





Thank you

feel free to call us

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