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PP KARTING CASE STUDY

AUGUST 2023 - JANUARY 2024

OBJECTIVE:

Increase brand awareness, engagement, and store footfall through targeted social media marketing and Google Business Profile optimization.

PLATFORMS MANAGED BY BRANDAUX:

• Instagram



• Facebook



• Google Business Profile



STRATEGY OVERVIEW:

1. Content Strategy: Created high-energy visuals, customer testimonials, live videos, and promotional offers to attract adventure enthusiasts and families.
2. Engagement: Boosted Instagram Stories featuring go-kart rides, live testimonials, and contests, driving user-generated content.
3. Ads: Launched targeted ad campaigns focusing on promotions, contests, and events, aimed at local audiences to drive participation and foot traffic.
4. Google Business Profile Optimization: Enhanced local SEO through regular updates, positive reviews, and accurate business details for better local discovery.

RESULTS

INSTAGRAM

- Reach: 10,18,079
- Impressions: 13,07,352
- Engagement: 8370
- Interactions: 4568

FACEBOOK:

- Page Likes: 100 → 407
- Reach: 1,70,491
- Followers: 110 → 402

GOOGLE BUSINESS PROFILE

BUSINESS PROFILE INTERACTIONS
(August 2023 - January 2024)

- Aug 2022 vs 2023: 55.60% increase
- Sep 2022 vs 2023: 48.60% increase
- Oct 2022 vs 2023: 42.35% increase
- Nov 2022 vs 2023: 28.23% increase
- Dec 2022 vs 2023: 59.64% increase
- Jan 2023 vs 2024: 47.85% increase



STORE FOOTFALL:

- 32% increase in footfall compared to the previous 6 months, attributed to improved digital presence and targeted advertising.

KEY HIGHLIGHTS:

- 13% growth in Instagram engagement, driving increased foot traffic.
- 3.5x increase in Facebook likes, boosting brand visibility through engaging content and contests.
- Local searches for PP Karting increased by 20%, leading to more in-store visits.
- Google My Business: Average increase of 47% in interactions, calls, web clicks, and directions from August 2022 to January 2024.
- ROI: 220%, calculated based on increased footfall and ad spend.

CONCLUSION:

Through strategic social media content, live testimonials, engaging contests, and local SEO, BrandAux helped PP Karting achieve a 32% footfall increase and a 220% ROI. The business saw a significant uplift in visibility and engagement, establishing PP Karting as a prime destination for go-karting in the area.