

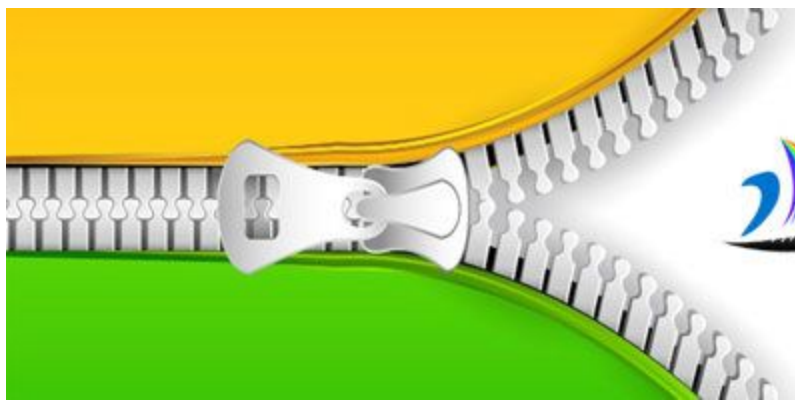
Looking for A Better ROI?

**Our Simple but Powerful Digital Marketing Strategies
have Made**

**Hearingplus a PAN India Brand
Phoolwala.com a Leading PAN India Online Florist
Frozon the No.1 Online Frozen Food Retail Store in Pune
NDTV Online Retail Store Effective with Product Description
Bangur Cement (A Shree Cement Group Co.) Hugely Popular in Social Media
Saveur Biere (France) to Target Customers with English Product Description
ArijitsWorkout a Top Ranked Website for Fitness Training in Kolkata
Hotel Cocoon a Leader Among the Best Hotels in Dhanbad
Havelight to Present Innovative Lighting Solution in USA
Bengalspeech the No.1 Destination in Eastern India for
Speech & Hearing Problems**

And Now..

**We Want to Contribute in Your Business
Too**



If You Get Associated with Us, You will Appreciate that...

**We Do Not Believe in Providing Only that Much of Service Our Clients Pay Us
for...**

**We Get Involved in the Business Process of Our Clients and Never Shy Away
from Taking the Challenges...**

**For Devising a Plan You Expect the Agency Studies &
Understands the Requirement Well Before Arriving at
a Digital Marketing Mix & Adopts a Strategic and
Selective Approach ...**

For this You Look for Experience of the Team

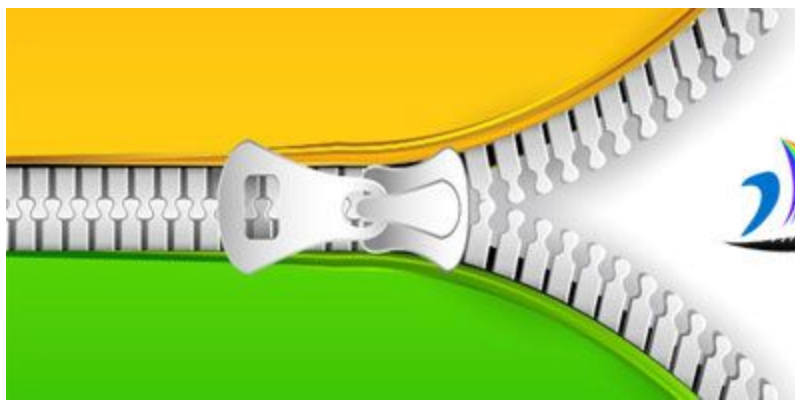
**We have Debajyoti Banerjee ([Check His LinkedIn Profile Here](#)) at the Helm of
Affairs**

With 16 Members Core Team ([Check Our Team Here](#))

Who Have More than 15 Years of Cumulative Industry Experience

**We Adopt Unconventional and Highly Effective
Strategies with Ethical and Transparent Work Policy
for**

Simple but Powerful Solution at Affordable Price!!



Case Study

Client:-

Bengal Speech & Hearing Pvt Ltd (Group Project)

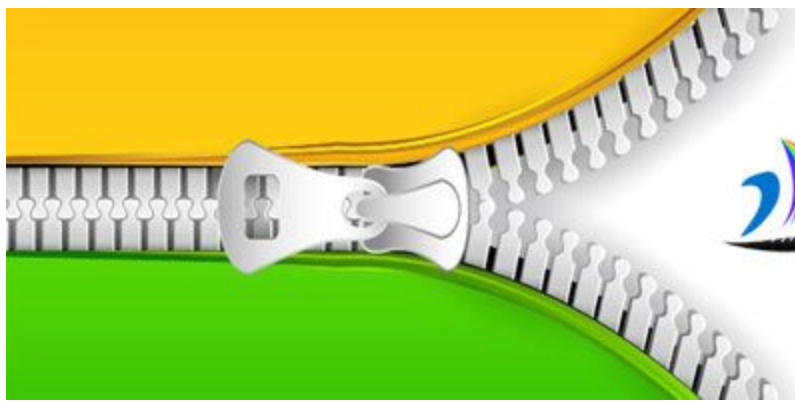
Websites: www.bengalspeech.com, www.hearingplus.in, www.speechplus.in

When Bengal Speech & Hearing Pvt Ltd approached us in 2013 for doing their digital marketing project, they were a startup company having only 6 speech pathologists & audiologists on board operating from a small rented office in Kolkata. They wanted to make a name for themselves providing unique end to end consultation service covering speech therapy & hearing aid solution to patients facing speech & hearing problems in Kolkata. Their long term goal was to create branding of Hearing Plus for hearing aids and Speech Plus for speech therapy, starting from Eastern India, and later at PAN India level. At the same time they also wanted to create a corporate brand name for Bengal Speech in Kolkata, West Bengal.

Client Business Challenges:-

Problem Statement

1. They had a very basic website with bad website architecture
2. The website was highlighting services for both Speech & Hearing problems
3. Very less website traffic
4. Less leads
5. Less engagement
6. Less conversion
7. New brand to launch on PAN India basis
8. Very low budget



Our Analysis for Formulating the Recommendations:-

1) Understanding the Business & Defining the Target Group

Our initial objective was to increase website traffic & thus generating meaningful leads. So we got into identifying the **Target Groups** first & then preparing the **Digital Marketing Mix** for targeting the groups. We had analyzed that people were mostly concerned about hearing problem when their children have hearing issues & the old aged people. And speech problems mostly show up at very young age.

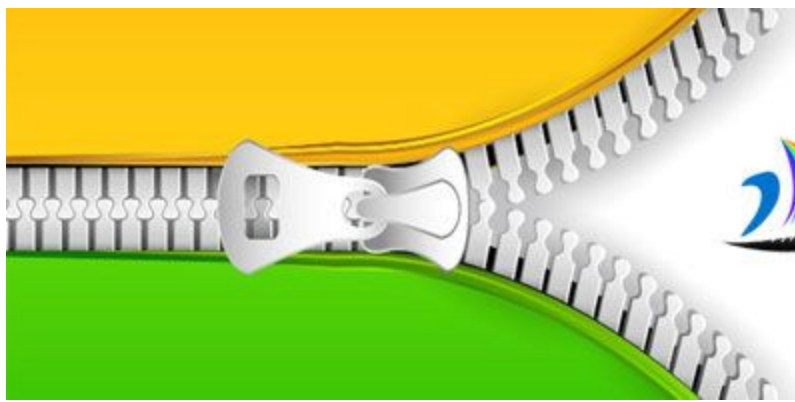
Target groups -

Hearing Plus: Parents of children & Old aged people

Speech Plus: Parents of children with speech problem, Corporates, Stammerers, Late Speakers

2) Planning to Reach the Target Groups Online (**Digital Marketing Mix**)

	Marketing Channel	Average ROI	Average Effort	Average Cost
Tier 1	Conversion Rate Optimization	High	High	Mid
	Search Engine Optimization (SEO)	High	High	Mid
	Email Marketing	High	Mid	Mid
Tier 2	Viral Content Campaigns	Mid	High	Low
	PPC Advertising	Mid	Low	High
	Affiliate Marketing	Mid	Mid	Mid
Tier 3	Display Advertising	Low	Mid	High
	Social Media Marketing	Mid	High	Mid
	Online Public Relations	Low	Mid	Mid

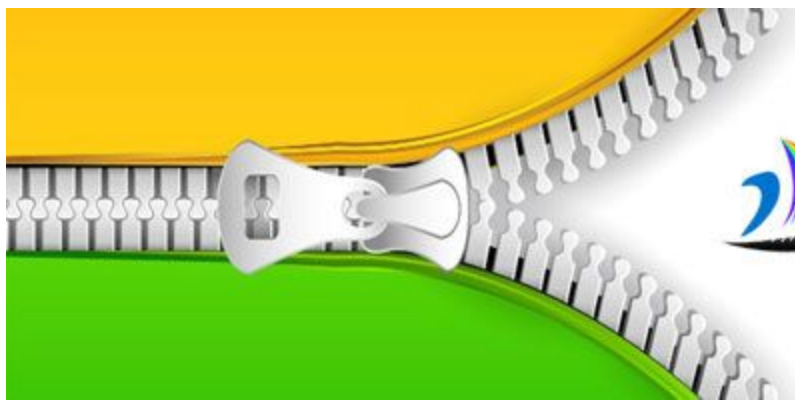


REACH	SEO	SOCIAL MEDIA	DATABASE MARKETING(EMAIL, SMS)
AWARENESS	CONTENT MARKETING	ONSITE TARGETED BLOGS	SOCIAL MEDIA NOTES, POSTS
ENGAGE	OFFERS, DISCOUNTS	VIRAL CONTENT MARKETING	SOCIAL MEDIA ADS (FACEBOOK, LINKEDIN)
ACT	LANDING PAGE CREATION WITH ANALYTICS TRACKING	GOOGLE ADWORDS (PPC, CPA ADS)	
CONVERT	FUNNELING ALL LEADS TO A SINGLE CONTACT	STRONG MONITORING, FOLLOW UP & CUSTOMER SUPPORT	CRM INTEGRATION IN LATER STAGE
RE-ENGAGE	EMAILER	SMS	REFERRAL BONUS, SPECIAL OFFERS

- 3) Existing Site Audit & Benchmarking Keywords & Social Media
- 4) Competition Research Using Tools Plus Manual Research
- 5) Defining the USPs Using Client's Input & Online Research
- 6) Gap Analysis & SWOT Analysis for Formulating the Content & Marketing Strategy
- 7) Existing Analytics, Webmaster Tools & Social Insights Study for Having More Information to Devise Strategy
- 8) Implementation Phase Analysis & Feasibility Study
- 9) Thinking of Alternative & Backup Solutions
- 10) Preparing Initial Recommendations for Implementation

Acceptance of Our Recommendations by the Client

The client at the initial level did not accept all our recommendations because of budget & various other constraints.



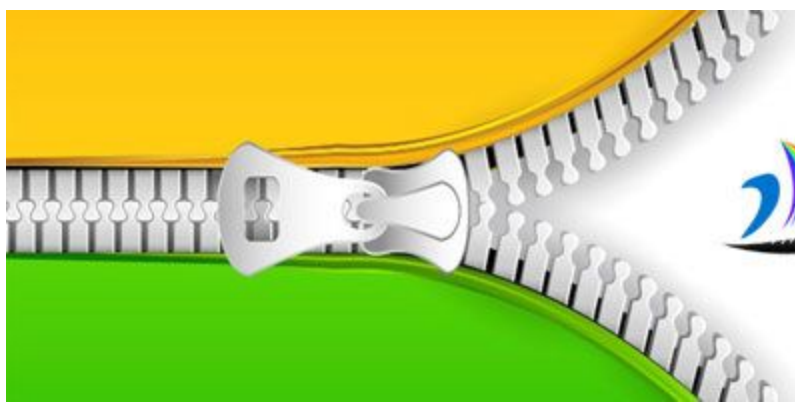
The recommendations were implemented in a **Blended Approach** on the basis of phase-wise budget, feasibility, coordination from the client and considering client's immediate short term & long term goals.

Our Implementation Plan

Our plan was based on the following,

1. Interaction with the client
2. Monthly agenda based strategic meeting with senior management keeping the short term & long term goals in mind
3. Notes from the minutes of meeting (MoM)
4. Adopting parallel phased implementation approach considering the budget & other aspects

REACH	SEO	SOCIAL MEDIA	DATABASE MARKETING(EMAIL, SMS)	Phase 1	Month 1 - 3
AWARENESS	CONTENT MARKETING	ONSITE TARGETED BLOGS	SOCIAL MEDIA NOTES, POSTS		
ENGAGE	OFFERS, DISCOUNTS	VIRAL CONTENT MARKETING	SOCIAL MEDIA ADS (FACEBOOK, LINKEDIN)	Phase 2	Month 1 - 3
ACT	LANDING PAGE CREATION WITH ANALYTICS TRACKING	GOOGLE ADWORDS (PPC, CPA ADS)		Phase 3	Month 2 - 6
CONVERT	FUNNELING ALL LEADS TO A SINGLE CONTACT (Parallel with Phase 2 & 3)	STRONG MONITORING, FOLLOW UP & CUSTOMER SUPPORT (Parallel with Phase 2 & 3)	CRM INTEGRATION IN LATER STAGE	Phase 5	After Month 12 take call
RE-ENGAGE	EMAILER	SMS	REFERRAL BONUS, SPECIAL OFFERS	Phase 4	Months 4 - 8



Our Assistance to the Client for Execution of the Plan

We provided full assistance including activity on different platforms, monitoring, analysing traffic & reporting to the client, for execution of the plans, easing them to take a monthly phased approach (as explained on above chart)

The involvement/support we did require from the client for the plan execution

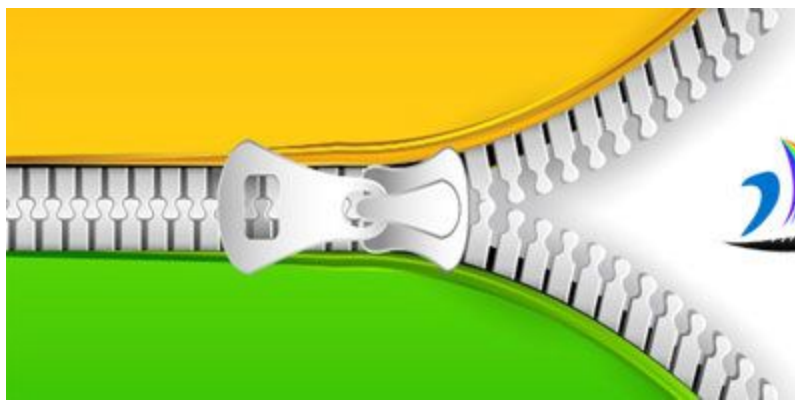
Any marketing strategy is not successful without active involvement of the business concern, their constant support to the agency for achieving the goal of the business on a long term perspective.

We sought the client's involvement in steering the decision for long term goal as we took care for the short term goals derived from periodic project meetings & interluding project communication. We sought their expertise for preparing content. We poked them for sending expert videos, writeups, handling webinars and Q&A sessions, approving specialized content for social media, answering online queries & grievances that invited expertise. It mattered a lot for the success of the overall goal.

Now How Did We Decide Their KPIs?

We had spread out the platter of KPIs in front of them, like

- Website Traffic
- Branding
- Search
- Keyword Ranking
- Sales
- Leads
- Social Fan Base



- Engagement
- Stickiness on Website

And lot more...

Their initial selection included Keyword Ranking & Sales. And for later stage Branding & Engagement.

Our Monitoring & Reporting

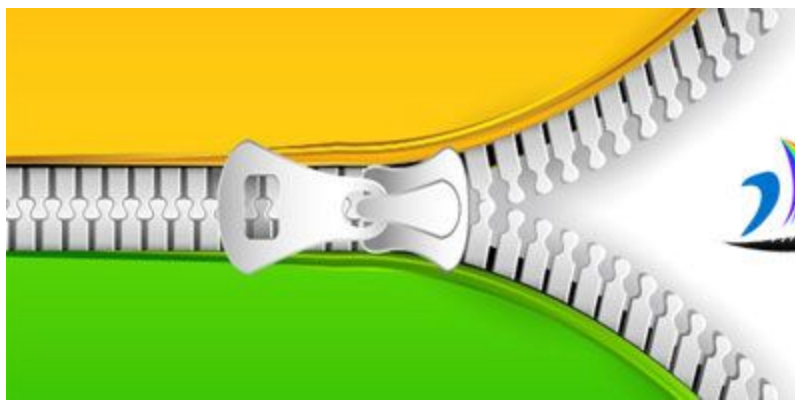
We have a strong small team of multitasking managers & executives, who have successfully provided such good business to many international & domestic clients that our retainership & returning client in this “TRY & GO” industry is pretty high. We gladly assume, that’s because of our transparent work policy & our out of the way effort to build long term business relationship with our clients.

Like Bengalspeech, this policy remains the same for our every other project. We provide,

- Monthly Activity Excel Report
- Search Volume & Keyword Ranking Reports
- Leads from Website Report
- Google Analytics Report (Bounce Rate, Time Spent on Site, Traffic, Search Keywords, Demography, etc)
- Google Adwords & Facebook Ad Reports
- Social Activities & Insights Reports

The Result after Our Association of Around 2 Years

We have successfully done what was expected from us. Hearing Plus, a wing of Bengalspeech, for catering to hearing related problems has become a leading brand name for hearing aid center on PAN India scale having presence in Delhi, Mumbai, Chennai, Bihar, Jharkhand, Assam, Odisha, UP and of course West Bengal. They have got noticed from our online marketing effort and acquired funding from Mumbai based



Matrix Partners Group & also received several recognition and accolades from various quarters for their unique concept of helping people having hearing & speech problems, that no one else have thought of earlier to address that way. At the same time Bengalspeech & Speechplus have grown enormously online from our effort & made their unique identities in the industry.

Here are some testimonials of our effort for Bengalspeech group projects in little over a year and half -

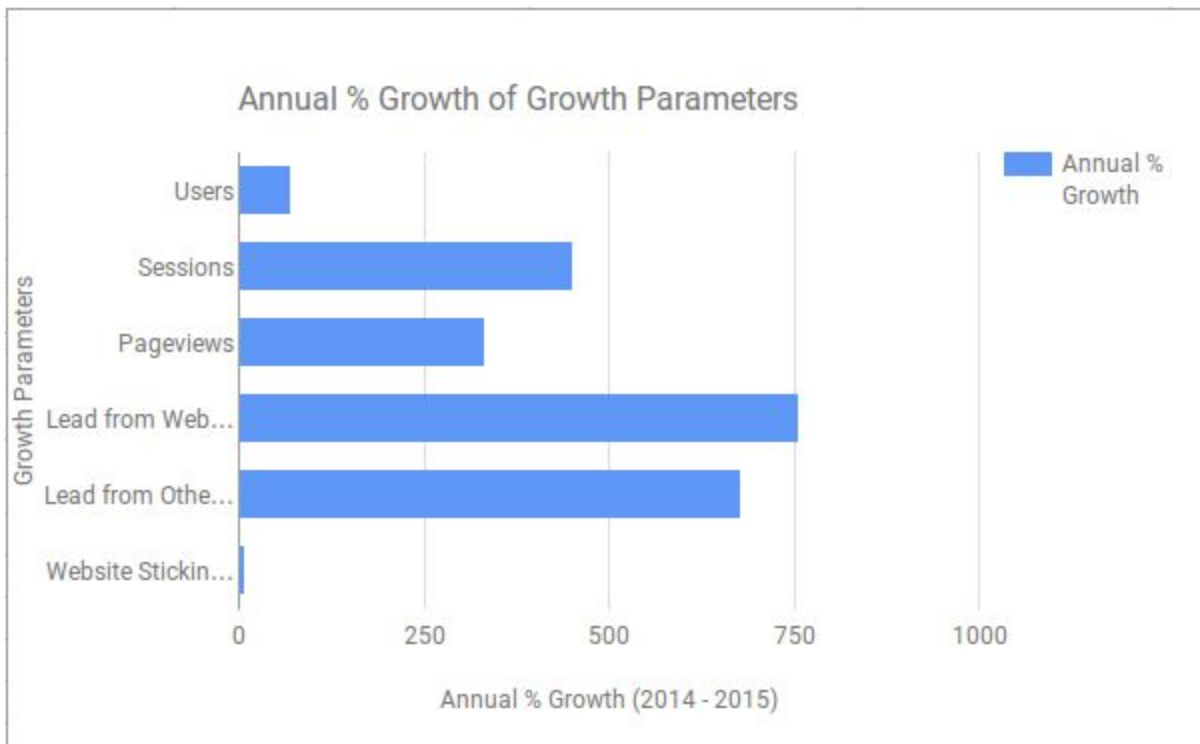
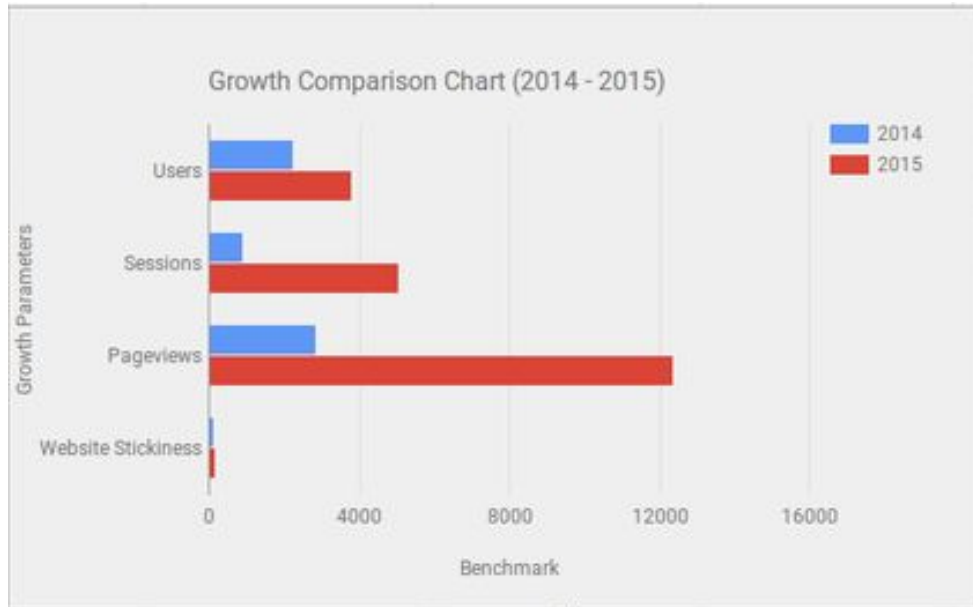
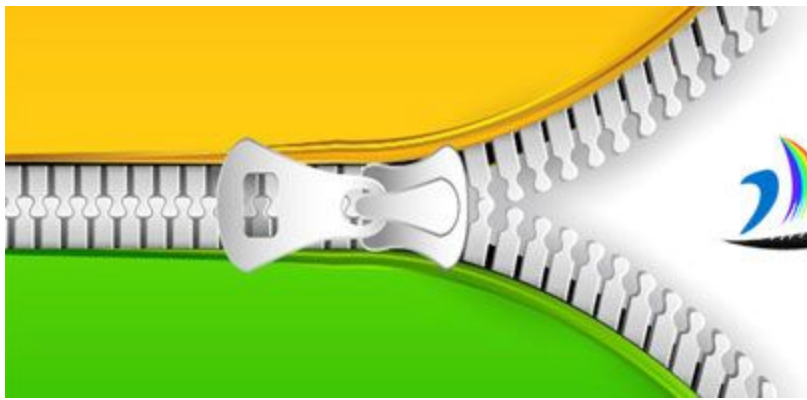
Website Analytics, Contact Database & Client’s Feedback

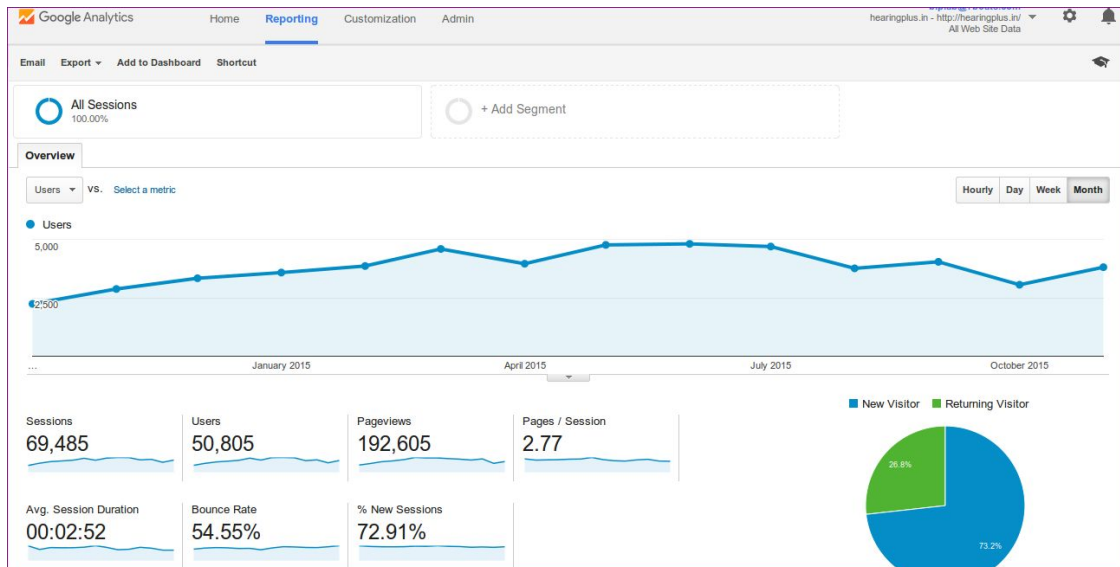
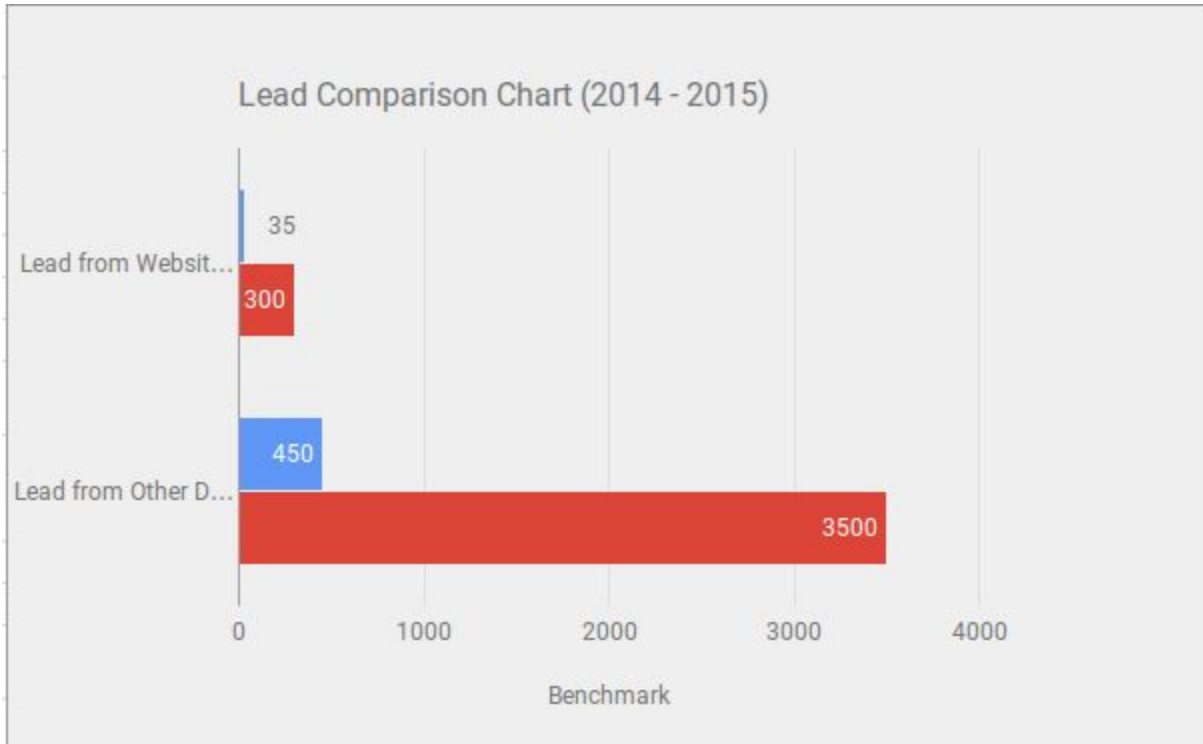
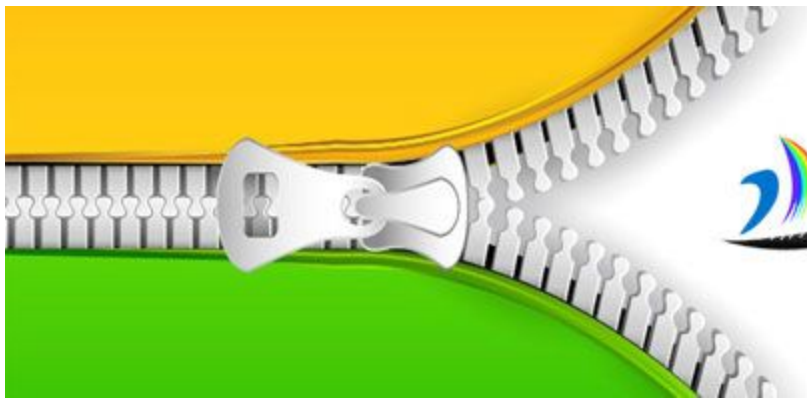
Traffic Growth	2014	2015	Annual % Growth
Users	2240	3809	70
Sessions	919	5066	451
Pageviews	2869	12377	331
Website Stickiness	141	153	9

(Data presented here are taken from Hearing Plus website Analytics)

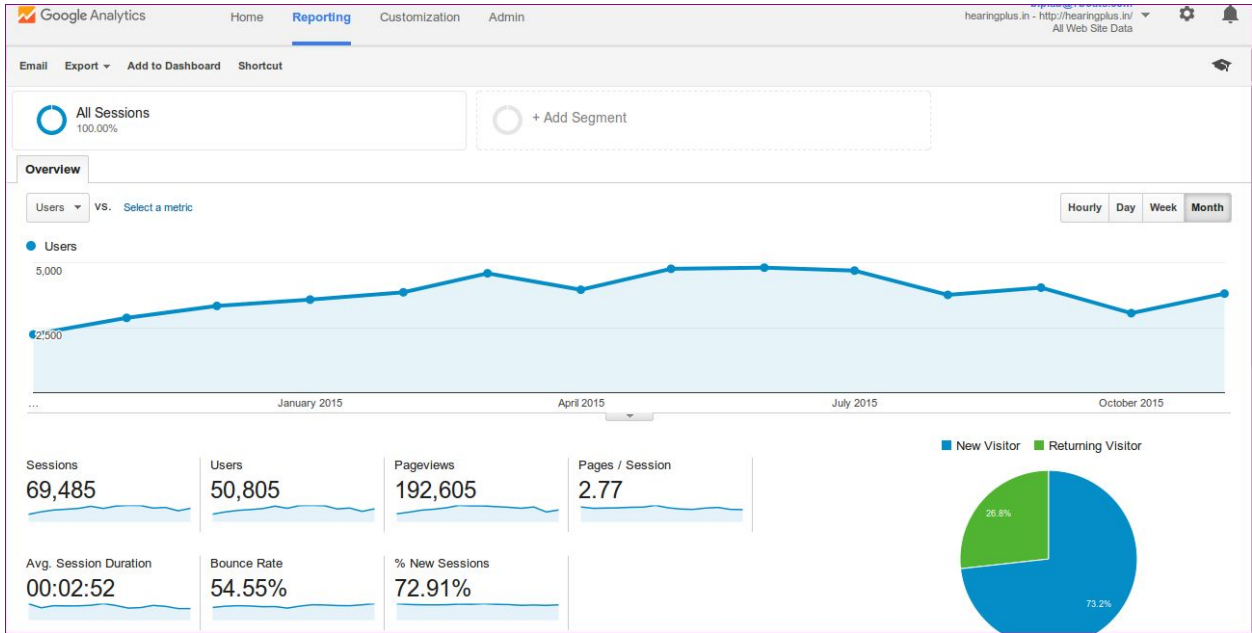
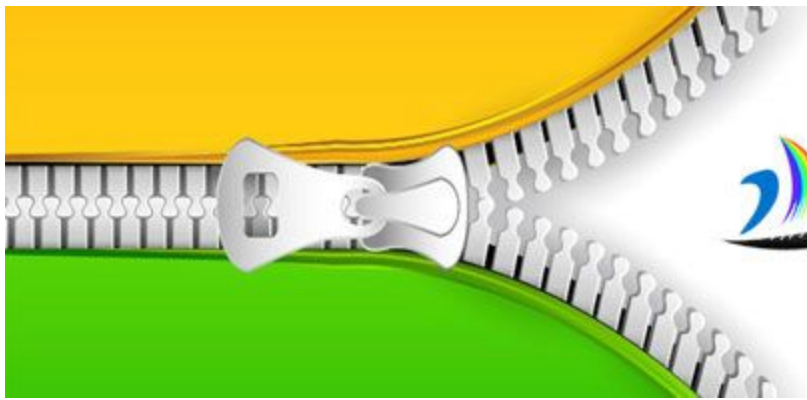
Lead Growth	2014	2015	Annual % Growth
Lead from Websites (Avg)	35	300	757
Lead from Other Channels (Avg)	450	3500	678

(Data presented here are in approx, taken from contact form database & client’s feedback)

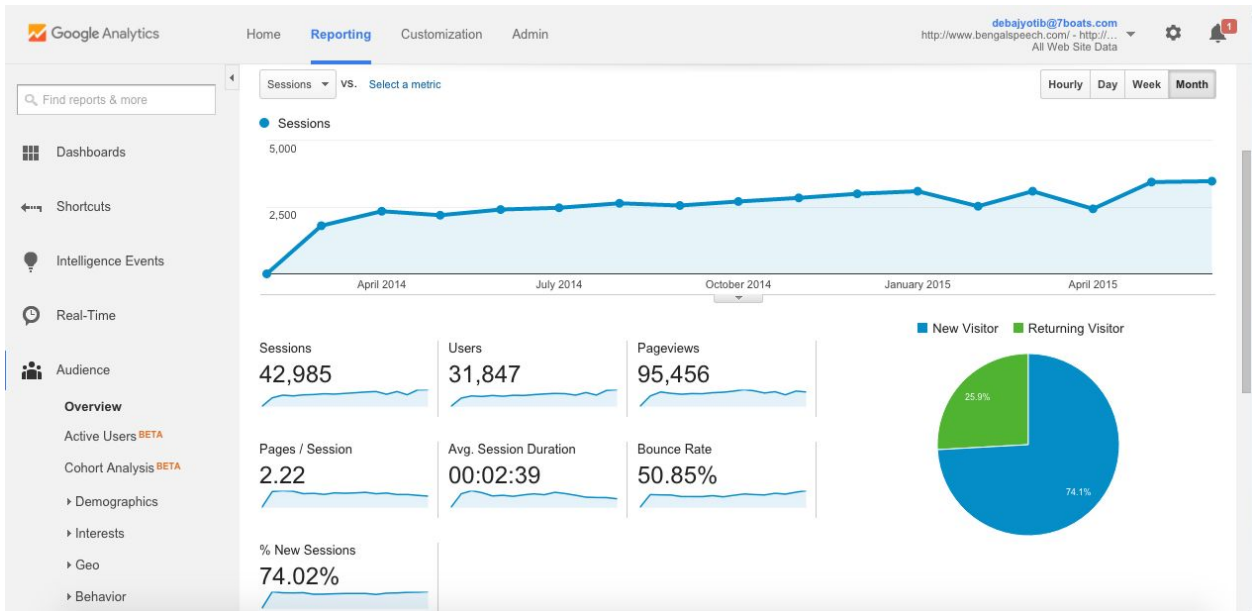




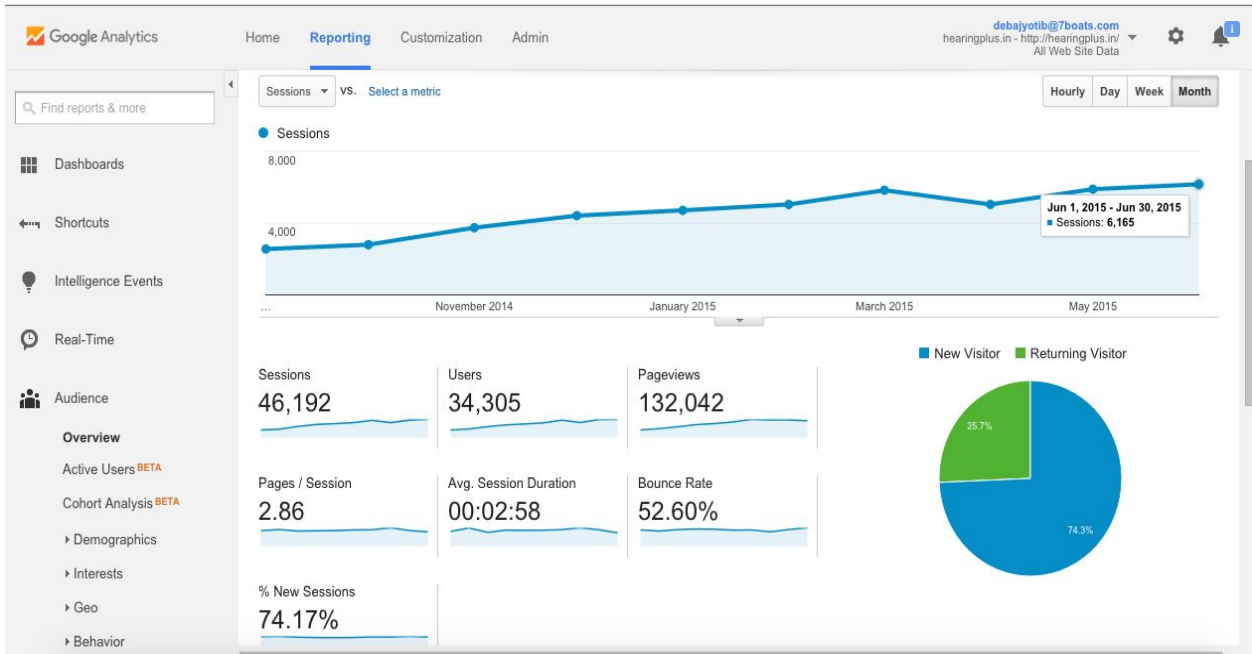
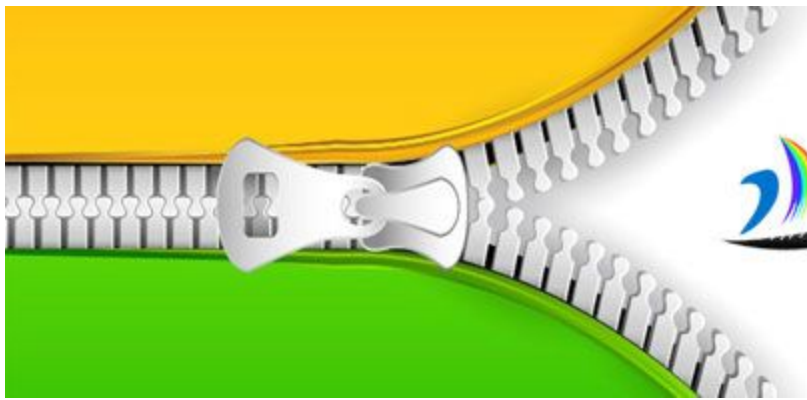
(Hearing Plus User Traffic)



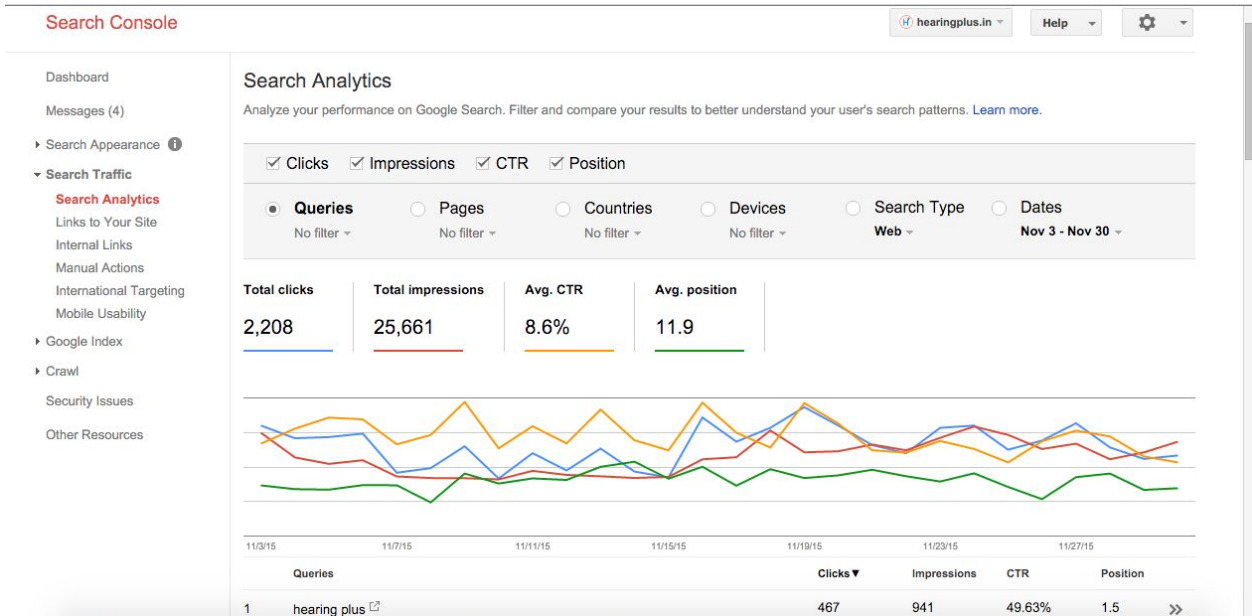
(Hearing Plus Website Pageview Traffic)



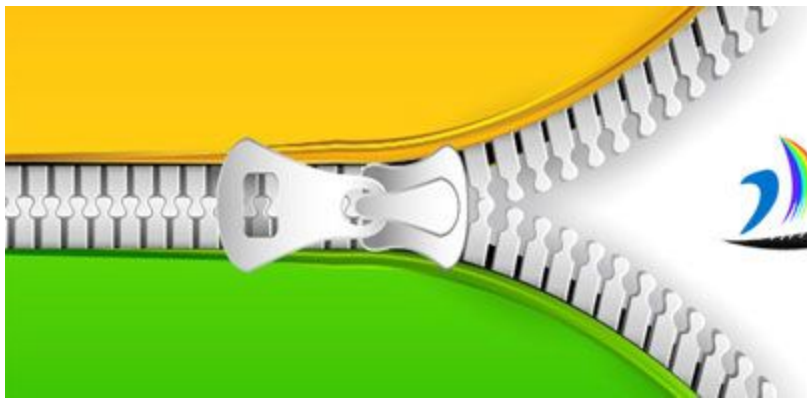
(Bengal Speech Website Sessions)



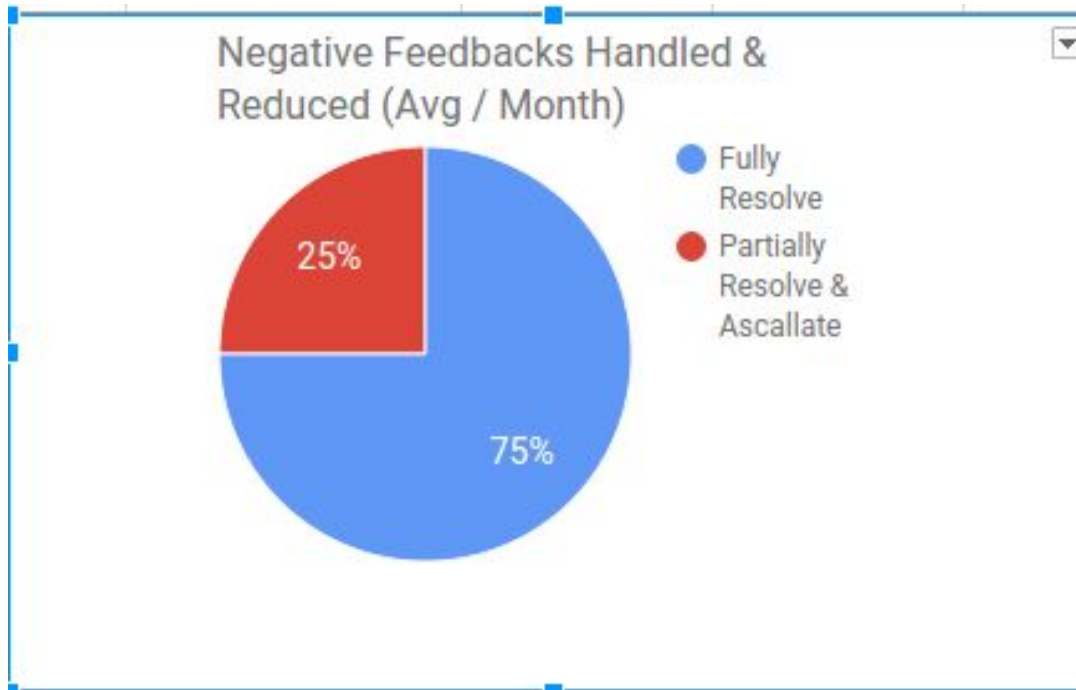
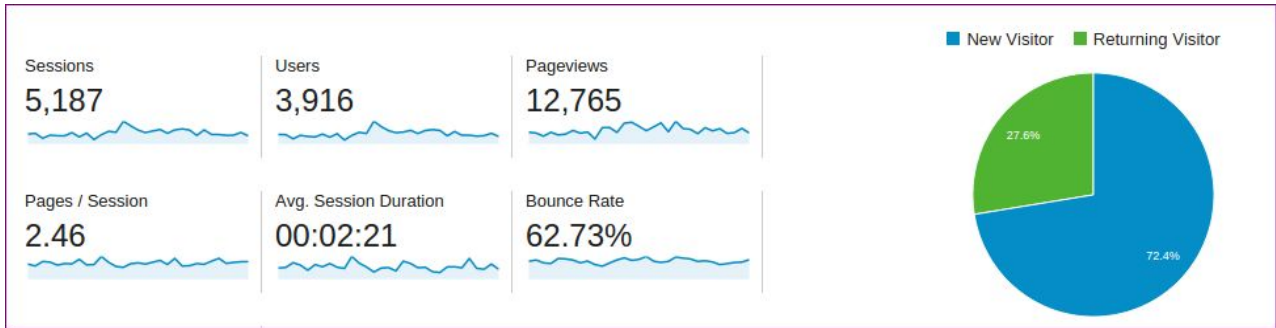
(Hearing Plus Website Sessions)

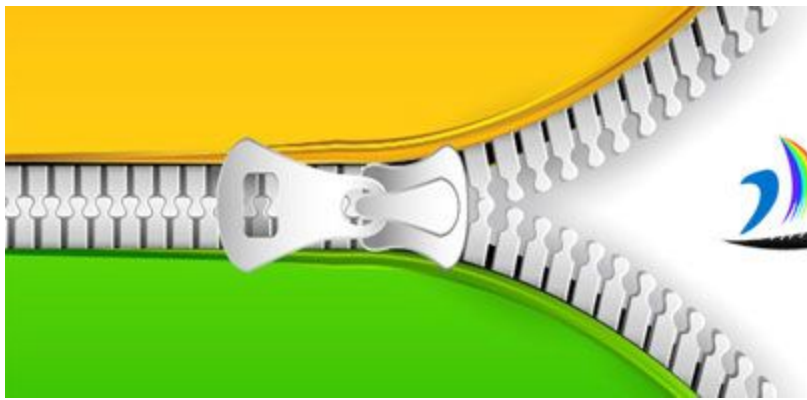


(Hearing Plus Search Analytics)



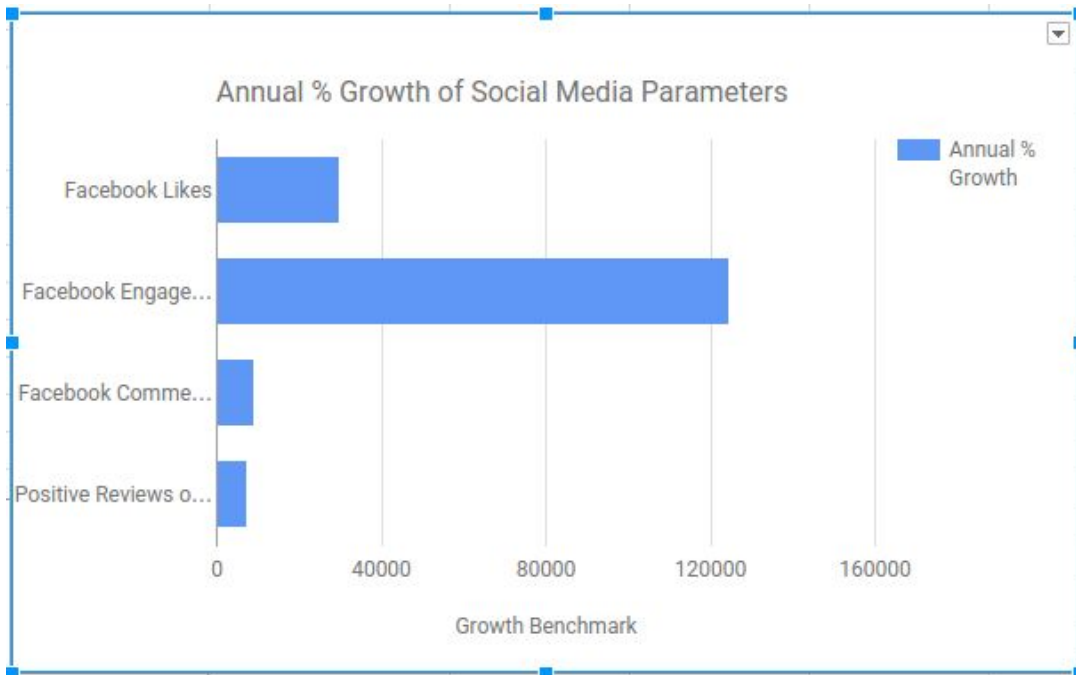
New Visitors	3755
Repeat Visitors	1432

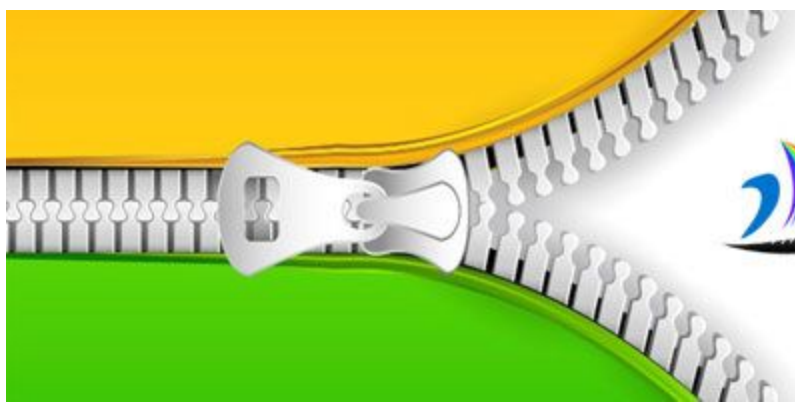




Social Media Insights

Social Media Growth	2014	2015	Annual % Growth
Facebook Likes	186	55717	29855
Facebook Engagement (Avg)	2	2490	124400
Facebook Comments (Avg)	1	90	8900
Positive Reviews on All Platforms	1	73	7200





And Finally, here are a few information about us & our credibility...

Our website: www.7boats.com

We completely believe in our CEO's words "If you want to go fast, you can go alone but if you want to go far, go together in a team"

Seven Boats is a cohesive team of passionate multitasking professionals who can deliver the best in coordination with the clients.

The name of our company "Seven Boats" has been coined from Bengali folklore and mythology – the famous 'sapta dinga', a metaphor for endeavours to unknown, uncharted territory. We love to explore the unexplored! And we also have many alternative solutions, more than "Seven", to sail you through in marketing your business.

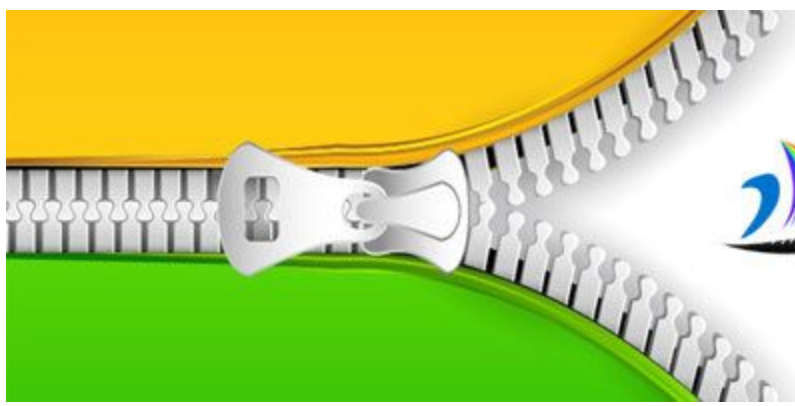
Our core services include the following two divisions:

A) 360-degree Digital Marketing Service covering umbrella of activities like, SEO, Social Media Marketing, Online Advertisements, Strategic content writing, Content Marketing, Website audit, Web designing, Web Development, Web Consultancy, Domain registration, Web hosting & more.

B) Digital Marketing Training & Workshop for students, professionals, corporate, SMEs & startups.

We have given digital marketing consultation in 30+ industry verticals including Healthcare/Medical, Education, Engineering, Retail, Business Services, Finance, etc. for more than 500 international & domestic projects including some eminent brands like Shree Cement, NDTV, Hearing Plus and more.

Awards & Accolades:



We have been recognized by IITs, felicitated at Gargi Memorial Institute of Technology (GMIT), United World School of Business, invited for workshop at Primarc group, awarded with The Bengal Entrepreneurship Recognition 2015 by Bengal Chamber of Commerce & Industry, Indian Leadership Award 2012 by IEDRA, listed among top 100 Indian digital marketing companies by Digital Monster Magazine.

Our CSR Initiative:

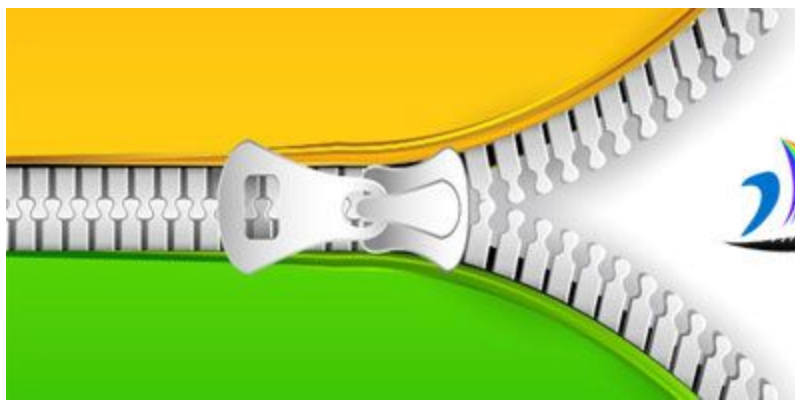
As part of our Corporate Social Responsibility we have trained professionals from Hope Foundation Kolkata at our office. We are committed towards building the digital marketing ecosystem through our training division - Seven Boats Academy. Seven Boats is also associated with St. Xavier's College Kolkata and NIT Trichy for their flagship events.

You can further check our credibility from,

- 1) [Interview of our CEO Debajyoti Banerjee](#), published on online news magazine **KNN**
- 2) [Interview of our CEO](#) published on **Yo Success**
- 3) [Our company featured on Social Samosa](#), an online magazine
- 4) [Our story](#), published on **Your Story** online magazine
- 5) Our CEO's insightful videos featured by National Entrepreneur Network (**NEN**)
Check [here](#) & [here](#)

**If This Sounds Good, Please Give Us a Buzz for
Pricing & Further Discussion**

We will Love to Invite You for Coffee :)



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