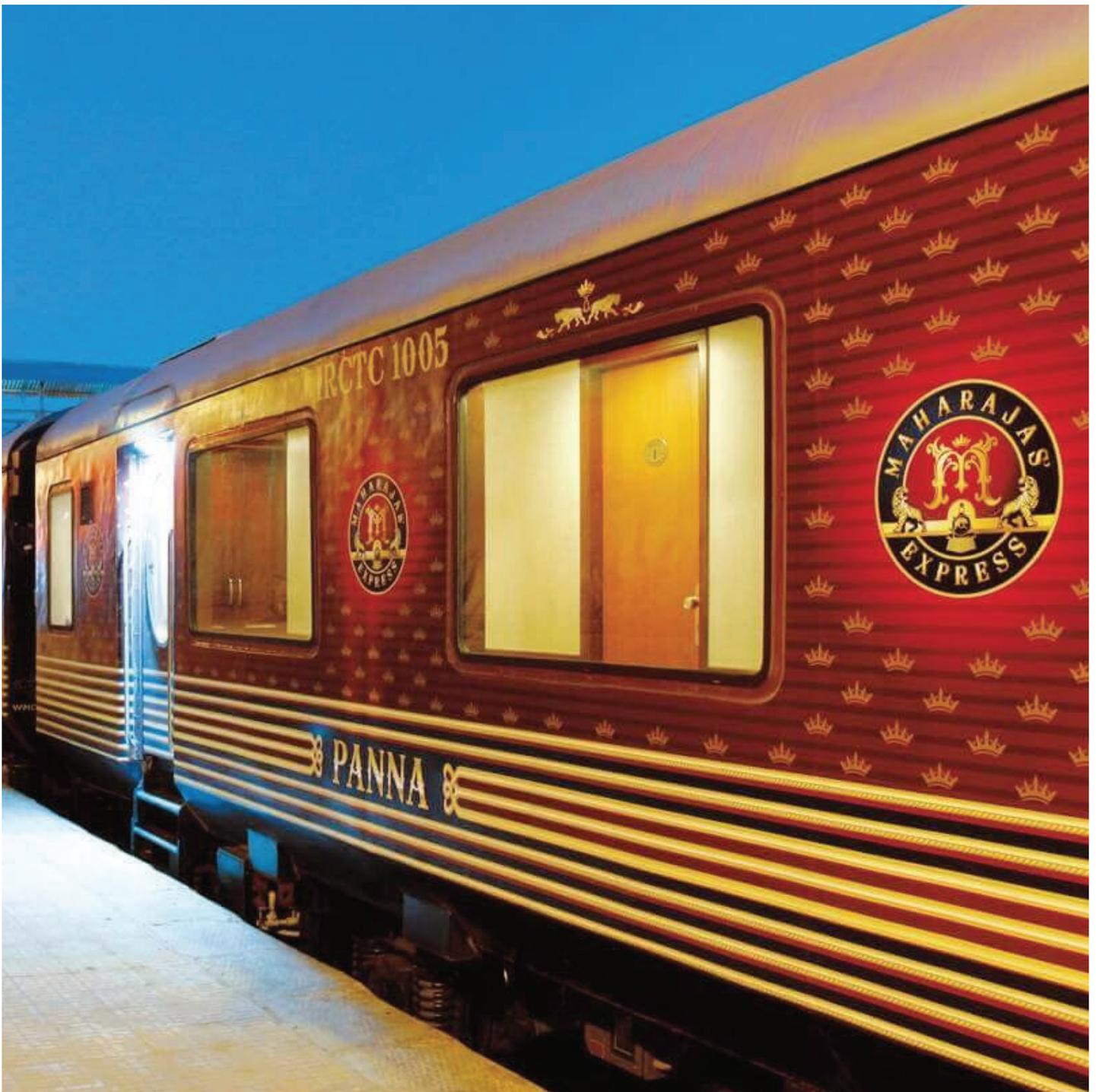


Case Study for Digital marketing of The Maharajas Express Train



The Client

Maharajas' Express is another prestigious addition in our client portfolio. This is an initiative started by Indian Railways Catering and Tourism Corporation (IRCTC) to let the global travelers meet with the esteemed elegance and heritage of India. This is one among the world's leading luxury trains that rides travelers through luxury and opulent pan-Indian journey.

Business Need

The primary objective for the company was to generate traffic to the site, bring potential leads & increase reach. The biggest challenge was to bring up on top positions from nowhere in Google search, bring conversions through multi-channel marketing within a defined budget in a competitive domain of travel and to bring real traffic that can convert.

Technical Solution Provided

Search Engine Optimization:

Our experts optimized the website of IRCTC Maharajas' Express adhering Google standards and guidelines. We have taken care of both on-page optimization and off-page optimization activities. During on-page, we lined up critical issues in the website during the on-page SEO and fixed them up.

With our off-page optimization techniques, we increased the traffic influx to the site and improved its overall search visibility. We leverage several off-page techniques including articles, press release, blogs, forums and directories. Now it appears in top #3 positions with several competitive keywords.

Social Media Marketing:

Our social media marketing covered almost all the social networks important today. We observed them really seriously. We **formulated an SMM strategy based** on a social network's interaction and its engagement methods.

Facebook

content publishing and audience engagement

Google+

content publishing and audience engagement

Twitter

content publishing and audience engagement

YouTube

Video creation, sharing and audience engagement

Linkedl

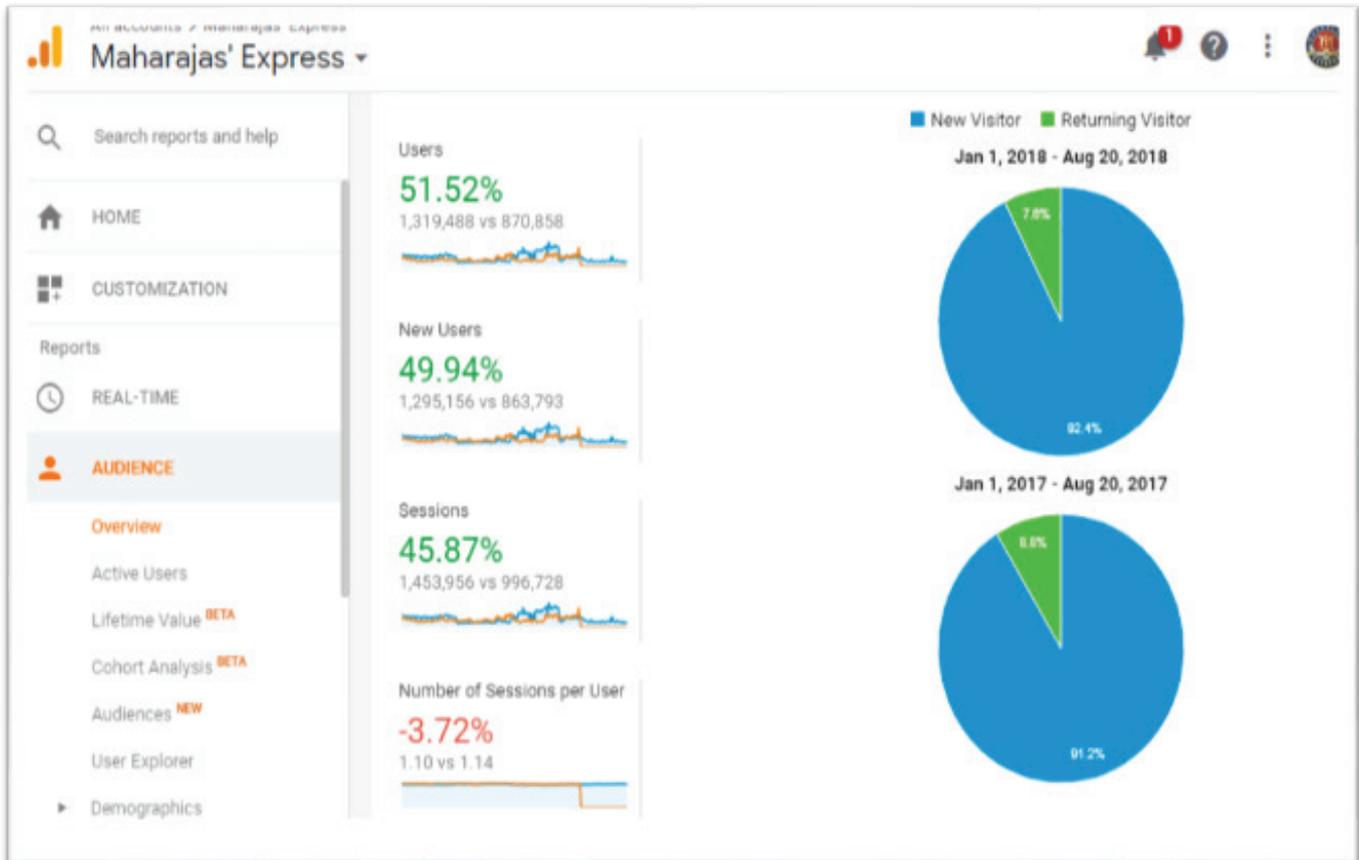
content publishing and audience engagement

Image creation, sharing and audience engagement using **Flicker** And **Pinterest**

Not only we performed all the tasks with full-fledged enthusiasm but also briefed our client on every step taken and the results achieved. We followed a transparent and exhaustive reporting pattern to make client updated on timely basis.

Business Results

Overall traffic increased by 51 percent



Google Analytics Visit Data	Jan 01- Aug 20, 2017
Total Visit	870,858
Direct Traffic	416,650
Referring Traffic	251,718
Social	3,099
Search Engines Traffic	131,812
Other	20,893
Pageviews	2,808,827
Pageviews/Session	2.82
Avg. Time on Site	0:02

Google Analytics Visit Data	Jan 01- Aug 20, 2018
Total Visit	1,319,488
Direct Traffic	796,551
Referring Traffic	353,080
Social	3,808
Search Engines Traffic	173,133
Other	357
Pageviews	3,707,838
Pageviews/Session	2.55
Avg. Time on Site	0:01