



 Brandup

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| SUCCESS  
STORIES

- Captive XS, US
- MIT Pune
- Acme Process Systems

ORGANIC DIGITAL MARKETING & TRANSFORMATION FOR



CLOUD MANAGED PLATFORM FOR WIFI MONETIZATION AND ENGAGEMENT



A FOCUSED CONTENT & SEO STRATEGY THAT ENABLED A NEW-AGE IT ENTERPRISE LEVERAGE ORGANIC BUSINESS OPPORTUNITIES THROUGH SEARCH ENGINES & EMAIL MARKETING.

## ABOUT CAPTIVE XS

CaptiveXS is an IT enterprise focused on engineering cloud and gateway solutions aimed at WiFi Monetization, Services and Engagement. Despite unique solutions and value propositions, the company struggled with organic growth, and drive organic leads. Here, the need was to strategize content marketing, leverage email marketing, and propel organic growth through enhanced and sustained search engine rankings.

## THE CHALLENGES

- Create content that results in lead conversions
- Create emailers that precisely focus on the need of the target audience
- Enhance Google rankings through sharp content, and relevant keywords

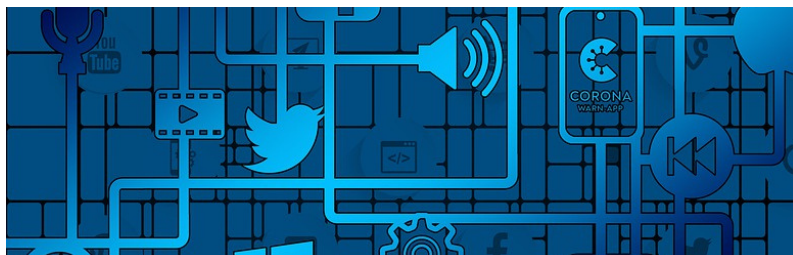




# BRANDUP'S SOLUTIONS

## Enhance the Website's Technical and SEO Performance to Increase Search Engine Visibility

- In-depth analysis of CaptiveXS's existing website and those of its competitors
- Assess competitor rankings, content quality, keyword strategy
- Inspect the website's existing engagement rate, bounce rate RCA, reasons for lower rankings, etc.
- Recreate the website content to align with user and search engine needs
- Segment email marketing list and create need-based specific content to drive higher engagement
- Augment website loading speed



Brandup is a top digital marketing and SEO company in Pune. The company has a proven track record of delivering results for over 200 clients in a span of seven years. Its highly qualified and experienced digital marketing resources leverage the right digital tools and technologies to help brands amp up their digital presence, increase brand footfall, and derive value through enhanced rankings, web traffic, leads and conversions.

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Revamp Content, Align it with Search Engine and User Needs. Optimize the Potential of Email Marketing Through Brand Engagement Resulting from Industry Updates and User-Specific Value Propositions.

## THE RESULT

**Search engine rankings enhanced by 200% & Lead Rate Increased by 30%**

- Website speed increased by 23%
- Rankings grew steadily by 20 spots
- Daily leads increased by 10%
- Content conversion rate climbed up to 35%
- Email marketing engagement (newsletter subscription and updates) grew by 5%
- Bounce rate reduced by 30%

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Brandup's focused SEO strategies, timely execution, consistent effort, content capabilities and targeted email marketing segmentation, coupled with highly categorical and compelling email content enabled CaptiveXS to grow across the US search engine space and get a whopping 5-7 leads every day.



# CAPTIVE XS



Newsletter



Cedar Fair Entertainment Company, a leader in regional amusement parks, water parks and active entertainment, partners with RaGaPa to utilize their Monetization & Engagement Solution. Cedar Fair worked with a popular mobile gaming company to utilize the marketing opportunity RaGaPa Solution provides. In-session advertising of gaming app ads through RaGaPa Solution resulted in users clicking on ads, downloading and playing the game immediately. Along with that, Cedar Fair advertises the park app to the connected users and sees better in-park app adoption. [Read the Press Release](#)

[Download Cedar Fair Case Study](#)



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RaGaPa's CaptiveXS solution is amongst the best Guest WiFi Solutions in the market!

[rcrwireless.com/20170405/analy...](http://rcrwireless.com/20170405/analy...)



## Role of Analytics in WiFi Marketing

📅 Posted on September 23, 2019   👤 CaptiveXS Team   📄 Posted in blog

It is quite a cliché for marketers to hear that data analytics and insights have been shaping the present and future of the marketing campaigns. While the personal data of the user can be instrumental in determining the right kind of campaigns, it is not enough. With stricter user privacy laws, marketers need to rely on personal data blended with behavioral data. The best of the breed guest WiFi solution should be capable of capturing customer behavior data at multiple user touch points. Beyond the captive portal, the user data can be acquired based on the customer's location inside the venue. Marketers can capture data points such as time spent at a specific location at the venue, the density of the visitors to a particular location, browsing time, and engagement with the in-browser promotional content. Customer filling up the online feedback form populated over the WiFi marketing channel, nature of the feedback given, and browsing behavior, all these are clues to learn the overall customer behavior.



## DIGITAL TRANSFORMATION & ORGANIC RANKING FOR

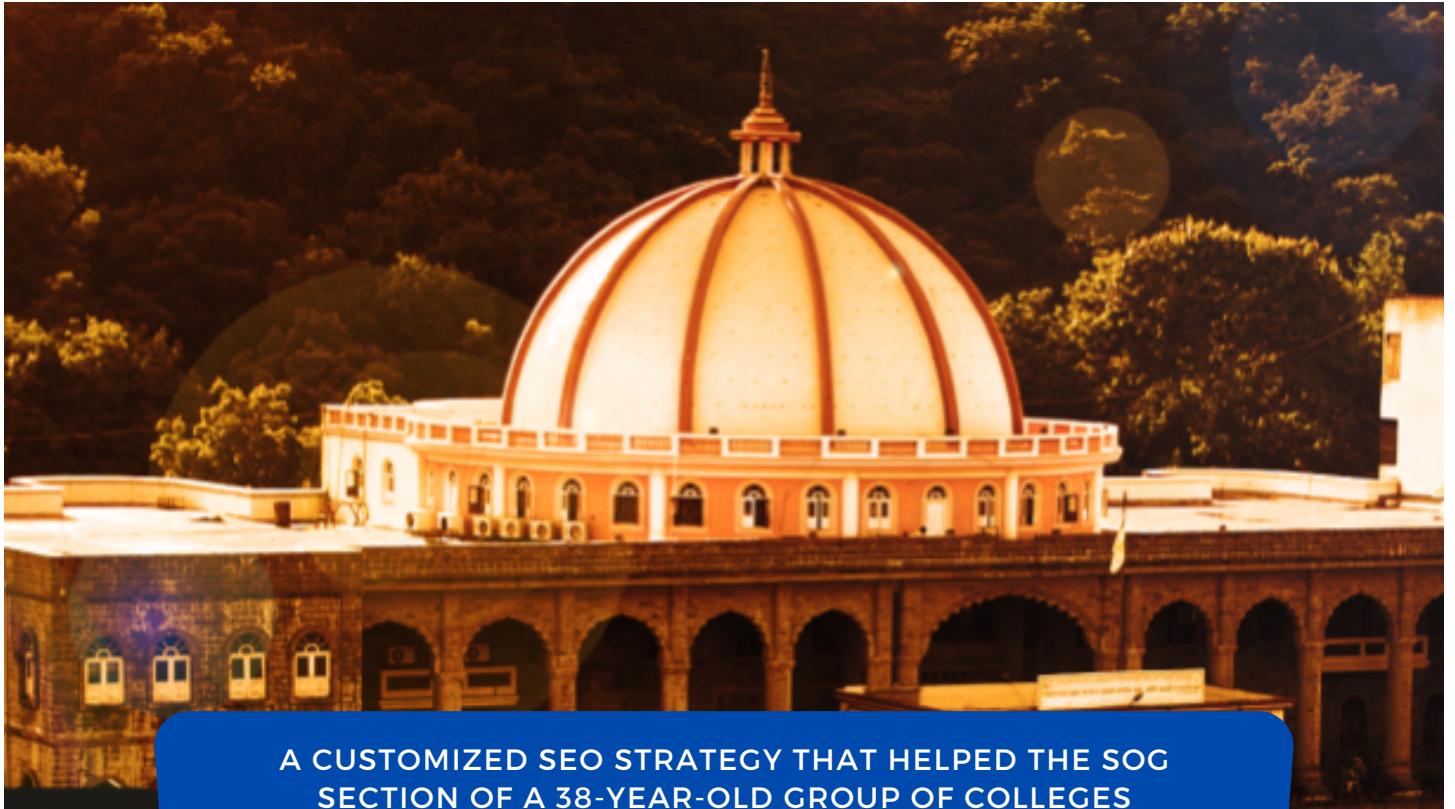


Dr. Vishwanath Karad

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A CUSTOMIZED SEO STRATEGY THAT HELPED THE SOG  
SECTION OF A 38-YEAR-OLD GROUP OF COLLEGES  
INCREASE DAILY LEAD GROWTH BY 30 %!

## ABOUT MIT SOG PUNE

Maharashtra Institute of Technology (MIT) SOG, India's first of its kind college aimed to create future political leaders, intended to leverage the strength of search engines through augmented rankings. The institute struggled to drive website traffic, increase brand footfall, and get organic leads. The solution, as devised by Brandup, was to strategize SEO to help MIT SOG stay on top of Google's rankings and outperform its competitors.

## THE CHALLENGES

- How to improve declining SEO performance?
- How to enhance SEO rankings, drive organic traffic and increase the number of daily leads?
- Identify a customized strategy to help MIT outrank its old and newly emerging competitors



# BRANDUP'S SOLUTIONS

## A Significant Alignment to the Website to make it Even More SEO-Friendly

- Analyzed MIT SOG's website and its SEO performance.
- Identified the reason for bounce rates, ranking declines, etc.
- Revamped its webpages wherever possible.
- Boosted the website speed, and also refined and upgraded the content to align it with SEO needs.
- Leveraged the right keywords to make the website more user-friendly and thus, SEO-friendly



Our highly customized and result-driven customized SEO strategy, coupled with a nationwide multilingual and multistate lead generation campaign helped MIT increase its daily leads by 30%.

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Optimize the Institute's Admission Numbers Through Enhanced SEO Rankings to Help it Grow Beyond its Conventional Reputation.

## THE RESULT

**A Steady, Yet Massive Growth in Lead Percentage by 30% & Conversion Rate by 20%!**

### SEO Growth Percentage

- MIT SOG's daily lead percentage grew up to 50 %.
- The college's website steadily climbed to the first and second page of Google across various keywords
- The institute's website traffic increased by 60%
- The SEO-friendly, and linguistically high-quality content reduced the website's bounce rate by 20%
- Lead conversion rate increased by 32%

### Lead Generation Campaigns

We ran multiple multistate and multilanguage lead generation campaigns for the college, and

- Generated 30% qualified leads by FB & Instagram everyday
- Generated 20% qualified direct phone leads every day







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## MIT SOG, Pune creates better leaders for future generations

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DEVELOPMENT & MANAGEMENT OF DIGITAL PRESENCE FROM SCRATCH, FOR A LEADING AGITATOR & REACTOR MANUFACTURER COMPANIES IN INDIA TO HELP IT BROADEN ITS OUTREACH TO POTENTIAL GLOBAL MARKETS

## ABOUT **ACME**

Acme Process Systems is one of the top-notch manufacturers of critical equipment and the leading turnkey solutions providers in India. The company manufactures industrial agitators, mixers, pressure vessels, twin shaft dispersers, etc. Acme's challenge was to build and manage an end-to-end digital presence from scratch, enhance it, bring leads to the table, and widen its virtual outreach to markets beyond India.

## THE CHALLENGES

- Build and manage digital presence from scratch
- Enhance online presence to reach target markets from the Middle East and Africa
- Augment the number of Indian leads through platforms such as LinkedIn
- Manage corporate communication and branding



# BRANDUP'S SOLUTIONS

## Build the Company's Website, Create & Manage LinkedIn Profile and Enhance Search Engine Rankings

- Build Acme Process's website
- Establish and manage the company's LinkedIn profile
- Create a responsive web design, and SEO-friendly content to enhance Google rankings
- Monitor the website's search engine performance and revamp the SEO strategy
- Increase activity on LinkedIn and publish quality content on the profile for higher engagement
- Handle the company's corporate communication and branding aspect
- Run LinkedIn and email campaigns to reach virtually to prospects in the Middle East and Africa



Brandup's web designing abilities, content creation capabilities, SEO strategies, timely execution, consistent effort, and corporate communication strategies helped Acme Process build and grow its virtual presence. Additionally, the company extended its outreach to explore business opportunities across potential markets across the globe.

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Devise a Complete Digital Marketing Solution, Increase Outreach, Explore New Markets, Tap Business Potential & Create an Incredible Digital Branding Story!

## THE RESULT

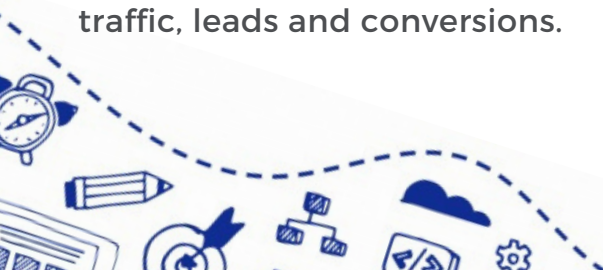
**A Steady, Yet Massive Growth in Lead Percentage by 30% & Conversion Rate by 20%!**

- Search engine rankings, enhanced by 200% & Lead Rate Increased by 17%
- Rankings grew steadily by 100 spots
- Daily leads increased by 17 %
- Achieved an initial content conversion rate 20%
- LinkedIn Engagement 60 %
- Email Engagement 12%



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# ACME PROCESS



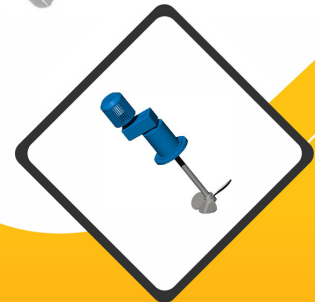
## Rotary Vacuum Paddle Dryer



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AcmeProcessSystems

## MIXING TECHNOLOGY

In industrial process engineering, Mixing is performed to allow heat and/or mass transfer to occur between one or more streams, components or phases. Modern industrial processing almost always involves some form of mixing.



## CLASSES OF MIXING

- Liquid-Solid mixing
- Immiscible liquids
- Miscible liquids
- Liquid-Gas mixing
- Fluid motion

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