



**LEAD**

**UNIVERSE**

by **SEAGULL**



# #BeALeader

Welcome to your  
integrated business  
lead generation &  
nurturing platform

TODAY'S MARKETPLACE IS  
HIGHLY COMPETITION DRIVEN.  
HAVING A UNIQUE PRODUCT IDEA OR  
SERVICE OFFERING IS NOT ENOUGH  
TO COMMAND A PRESENCE ANYMORE.  
THIS IS WHERE  
LEAD UNIVERSE BY SEAGULL COMES IN.  
**WE OFFER A STRATEGIC &  
INTEGRATED ALL-IN-ONE SERVICE**  
THAT FOCUSES ON CREATING  
RELEVANT LEADS AND  
NURTURING THEM  
THROUGH AN ARRAY OF CAREFULLY  
PLANNED DIGITAL-CUM-TRADITIONAL  
ACTIVITIES.

# MORE LEADS=BETTER BUSINESS

We accelerate our client's business and help them achieve their desired revenue objective, sometimes even surpassing it. This process involves implementation of the right media planning and strategy coupled with a cohesive lead collection process. **We are not just about digital marketing but about a wholesome media requirement.**

We cater to various sectors and brands and focus on meaningfully engaging potential consumers through an effective digital and traditional media mix by using a proven AECCC strategy, formulated by David Rogers.

# WHAT MAKES US DIFFERENT AND MORE **IMPORTANTLY, RESULT-ORIENTED?**

Our carefully carved out step-by-step process helps minimize most risks associated with a company's lead generation, lead nurturing and media objectives. This system involves:

- Defining your lead generation and nurturing objective**
- Segmentation and positioning:** Profiling the audience, assessing the brand positioning
- Strategy selection and ideation:** Use of AECCC, cracking the brand idea
- Execution:** Media buying, planning, distribution + Social Media and Digital Marketing Activation and Campaigns
- Measurement:** Use of tools and up-to-date analytics systems to measure online and offline efforts

We implement the AECCC strategy to ensure a higher ROMI (Return on Media Investment) and optimized lead generation & nurturing activity

# AECCC

IS A 5-STEP METHOD THAT STANDS FOR





# ACCESS YOUR CONSUMER; KNOW WHERE THEY ARE AND BE PRESENT WHERE THEY ARE

It is important to not only identify who your customer is, but also to know where they are and where you need to be present. For instance, if you are selling a high-end luxury watch, you have to know where to find them and how to reach out to them.

# ACCESS

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**LEAD  
UNIVERSE**  
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# ENGAGE YOUR POTENTIAL TARGET IN CONVERSATIONS USING INTEGRATED MEDIA PLATFORMS, FOR THE BROADEST REACH.

Today's consumer is the king. He has an opinion and is spoilt for choice. By reaching out to targets using activities that build conversations or those that enable sharing of thoughts, your consumer will feel more connected to you.

# ENGAGE

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# HOW CAN YOU CREATE A PERMANENT CONNECT WITH YOUR TARGET?

This is where the emotional truth behind your brand and its idea comes into play.

# CONNECT

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# ONE SIZE WON'T FIT ALL IN A HIGHLY COMPETITIVE MARKET

In order to stand out, customized media and lead collection plans  
need to be put in place.

# CUSTOMIZE

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# YOUR CUSTOMER IS YOUR BIGGEST ASSET

We try to co-create with the target audience, by understanding them and their wants better.

# COLLABORATE

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Our service offering ensures we can give our clients a

# 'ONE MEDIA TEAM'

approach wherein we act as the go-to provider for an integrated media and overall brand & advertising activation plan.



**MEDIA PLANNING  
AND BUYING**



**LEAD  
GENERATION**



**LEAD  
NURTURING**



# MEDIA PLANNING AND BUYING

PRINT

RADIO

TV

OUTDOOR

CINEMA

OOH - OUT OF HOME / DIGITAL - OOH

MALLS & MULTIPLEXES

DIGITAL



# LEAD GENERATION

RESPONSIVE WEBSITE DESIGN & DEVELOPMENT

RESPONSIVE LANDING PAGE DESIGN & DEVELOPMENT

EMAIL MARKETING

SEO: SEARCH ENGINE OPTIMIZATION

SEM: SEARCH ENGINE MARKETING

SOCIAL MEDIA MARKETING & ACTIVATION

MOBILE MARKETING

AFFILIATE MARKETING

AD NETWORK

INFLUENCER MARKETING

EVENT & ACTIVATION



# LEAD NURTURING

MARKETING AUTOMATION

BLOGS

ARTICLES

NEWSLETTERS

WEBINAR

E-BOOKS

AUDIO/VISUAL CAMPAIGNS

SOCIAL BOOKMARKING

CONTENT REMARKETING / DISTRIBUTION

# TEAM

Our experienced mix of professionals ensures a well-balanced execution of diverse activities related to lead generation, lead nurturing and media activation-cum-distribution.

## ADVISORY BOARD

**MR. SAMEER DESAI**, CHIEF STRATEGY OFFICER  
**MS. SHARON MISRA**, MEDIA EXPERT  
**MS. PRITI ARWADE**, TECHNOLOGY EXPERT  
**MS. URVI BOLE**, BRANDING & COMMUNICATION EXPERT

## TEAM

**MR. SANJAY WANDRE**, CHIEF EXECUTIVE OFFICER  
**MS. MADHULIKA BASU**, BRAND CONSULTANT  
**MS. SAMRIDHA BANERJEE**, BRAND EXECUTIVE  
**MR. SAJU GEORGE**, SEO, SEM, AFFILIATE, SMM EXPERT  
**MR. ROHAN KULKARNI**, SR. EXECUTIVE- DIGITAL MARKETING  
**MR. UDAY DESAI**, SR. EXECUTIVE- MEDIA  
**MR. ASHWIN PILLAY**, EVENT, ACTIVATION & DIRECT MKTG MNGR  
**MR. RZAYAK OBEROI**, PROGRAMMER  
**MR. DEVENDRA HIRULKAR**, JR. PROGRAMMER  
**MS. PAROMA SEN**, CONTENT SPECIALIST  
**MR. KOUSTUBH JADHAV**, CONTENT WRITER  
**MR. VARUN VAIDYA**, DESIGN SPECIALIST  
**MR. BHUSHAN KULKARNI**, DESIGN EXECUTIVE

## STRATEGIC PARTNER

SEAGULL ADVERTISING  
BRAND LAUNCH CENTRE

## MEDIA PARTNER

LEADSQUARED  
NETCORE  
GOOGLE  
FACEBOOK  
GETRESPONSE  
TIMES OF INDIA, HINDUSTAN TIMES, THE HINDU ETC.  
RADIO MIRCHI, RADIO ONE, RADIO CITY, RED FM ETC.  
SIXTH ELEMENTS, BRIGHT OUTDOOR



# CASE STUDIES





# TOKRI

## CHALLENGE

To create hype about tokri.com and convert traditional buyers' interest into action of online buying via downloading the app.

## SOLUTION

Sabse Bada Rupaiya Festival

## CONSUMER CONGREGATION PLATFORM USED

Digital, Print, Radio & Outdoor

## RESULTS

No. of Missed calls on Tokri's hotline number- 15,000

Number of App downloads- 13,000

Number of Orders Placed- around 1800



# RED COUPON

## CHALLENGE

Get Puneites to buy homes through [discountedflats.com](http://discountedflats.com)

## SOLUTION

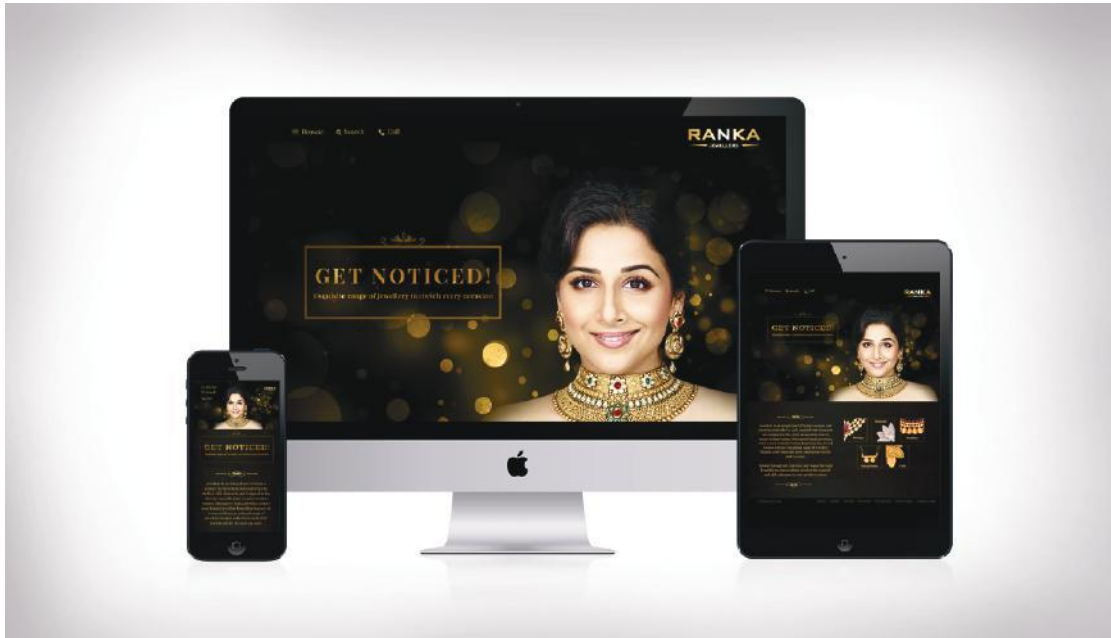
Property Flash Sale

## CONSUMER CONGREGATION PLATFORM USED

Digital, Print, Outdoor & On-ground event

## RESULTS

12,000 + walk-ins for the 3-day fest with promotion of merely 10 days. Hundreds of bookings. Credibility of the brand was built strongly among the customers.



# RANKKA

## **CHALLENGE**

To drive 5000 hits to the website. To increase Facebook community from 0 to 2500.

## **SOLUTION**

Extensive Social Media and Search Engine Marketing Campaign

## **CONSUMER CONGREGATION PLATFORM USED**

Digital

## **RESULTS**

7500+ Webpage Views & 2600+ Social Media Community

#FlavorsForHeroes

THANK YOU FOR  
YOUR OVERWHELMING  
RESPONSE.

FIRST CONSIGNMENT OF 2000  
BOXES READY FOR SHIPMENT.

THE WINDOW FOR FURTHER  
ORDERS WILL SOON REOPEN.



**FOMC**  
FLAVORS OF MY CITY

## CHALLENGE

To generate 2500 orders in 15 days.

## SOLUTION

Flavors for Heroes

## CONSUMER CONGREGATION PLATFORM USED

Digital- Facebook

## RESULTS

Received 3000 orders in just 15 days



# HAIR MD

## CHALLENGE

To generate awareness about hair transplant and get 50 walk-ins per month

## SOLUTION

Hair Back-Money Back, No More Hair Loss, Get Hair Get Married

## CONSUMER CONGREGATION PLATFORM USED

Digital- SEM & SMM

## RESULTS

Receiving 60+ walk-ins per month



# CLEAR SKIN

## **CHALLENGE**

To generate awareness about skin treatment and increase leads

## **SOLUTION**

Extensive Social Media and Search Engine Marketing Campaign

## **CONSUMER CONGREGATION PLATFORM USED**

Digital, Social Media

## **RESULTS**

87 walk-ins in 3 months





# MIDAS

## CHALLENGE

To create awareness for the 11 month program in Entrepreneurship.  
To generate 600 leads of aspiring entrepreneurs within 2 months.

## SOLUTION

The campaign was launched digitally (Google and Social Media) and was supported by print in the second month. Targeted emailer campaign was also done to aspiring entrepreneurs and second generation of businessman.

## CONSUMER CONGREGATION PLATFORM USED

Google, Social Media, Print and Direct Marketing

## RESULTS

800 enquiries from Digital, 354 enquiries from Print, 12 admissions for the first batch of OIGEP academic year of 2014-15





# SYMBIOSIS- SNAP TEST

## CHALLENGE

While the top 3 Symbiosis Institutes SIBM, SCMHRD and SIIB, received 20,000 applications on an average, the other 8 institutes were receiving only 1000 applications each on an average.

## SOLUTION

The SNAP Test. An all-India entrance test for Symbiosis management programs, held across 21 cities in India.  
Visual Idea – The SNAP Compass

## CONSUMER CONGREGATION PLATFORM USED

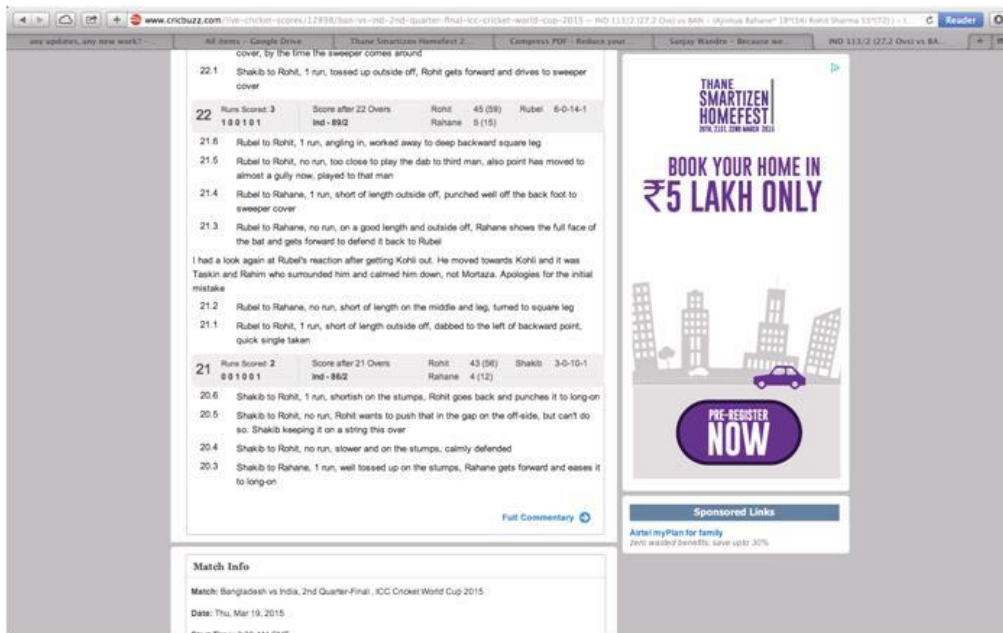
Print, Digital, Direct Marketing & Activations

## RESULTS

Year 1: 40,000 applicants. Average applicants per Institute: 3,000

Year 2: 75,000 applicants. Average applicants per Institute: 4,000

Year 3: 110,000 applicants. Average applicants per Institute: 5,000



# HAWAWARE

## CHALLENGE

Generate 250 walk-ins in the first month after the launch.

## SOLUTION

An idea to drive the attention of the consumer. Use of one media one solution approach  
Thane Smartizen HomeFest 2015

## CONSUMER CONGREGATION PLATFORM USED

Digital, Print, Radio, Outdoor, Channel Partners Meet, Referral Program etc.

## RESULTS

Digital- 840 Enquiries in 1 month, Print- 449 Enquiries in 1 month, Radio- 11 Enquiries in 1 month  
Total Enquiries in 1 month- 2285, Total walk-ins in 1 months- 418



# AMANORA

## CHALLENGE

To get 20,000 audience to experience Amanora Park Town

## SOLUTION

Bryan Adams Live Concert

## CONSUMER CONGREGATION PLATFORM USED

Print, Radio, Outdoor, Digital, Direct Marketing, On-ground activation, Cinema & Event Promoted through

1. Jai Hind Fashion Show
2. Bryan Adams Night at various pubs in Pune
3. Promotion in Corporates, Cinema halls, Malls, Restaurants and Gyms

## RESULTS

Attracted 27,000 people to attend the concert



# MONT VERT - VESTA LAUNCH

## CHALLENGE

To generate hype around the launch of Mont Vert Vesta in Urawade (Pirangut) and project it as a smart investment opportunity in Pune West. To get 50 bookings on the launch weekend.

## SOLUTION

To establish Pune West as a promising investment avenue that is bound to appreciate in value over the coming decade. In order to achieve this, we devised a 3 phase plan for Mont Vert Vesta.

## CONSUMER CONGREGATION PLATFORM USED

Print, Outdoor, Radio, Digital, Direct Marketing

## RESULTS

2500 unique footfalls at Mont Vert Vesta on the day of the concert  
100 bookings within 2 days of the launch – 50 plots & 50 apartments



# MAPLE

## CHALLENGE

To get 15,000 walk-ins to sell 1500 Flats in 15 days.

## SOLUTION

Bhartiya Jan Ghar Yojana

## CONSUMER CONGREGATION PLATFORM USED

Digital, Print, Radio, TV and Ongoing event

## RESULTS

Received 3 lakh plus enquiries, 30,000 walk-ins and sold 1,800 flats

# THANK YOU

Come, change the face of your business with us  
[www.leaduniverse.in](http://www.leaduniverse.in)