

Case Study
Digital Marketing for a
Travel and Transportation Mobile Application



Loadmaal is a mobile application designed & developed by enthusiastic individuals who wanted to provide the transportation industry in India and across the globe with a user friendly, technological solution. Considering the disconnect between the organized and unorganized logistics and transportation industry in India, this exclusive solution offered by Loadmaal rose to popularity in no time. All credit goes to the professional and innovative team of the company who invested their precious time and efforts in developing a high-quality and super flexible application that aims at assisting transporters, agents, fleet owners, and truck drivers. LoadMaal provides a two way communication procedure, which allows a proper interaction between the freight agent and truck driver to enable them make a deal in real-time and, thereby, bring efficiency in their business.

Digilense, on the other hand, provided Loadmaal maximum engagement for their mobile application through digital marketing activities. By creating engaging content for their clients and ensuring that they are posted across different platforms, Digilense helped the company to expand its digital footprint. The effective digital marketing tactics used by Digilense helped Loadmaal application to get 52,000 users install the mobile application. The company has successfully accomplished 3579 deals and has developed a strong client base of almost 4,681+ clients. These amazing figures indicate that Loadmaal has benefited from the exceptional digital marketing services offered by Digilense. In addition, the mobile application has become a huge hit on all social media channels including Facebook where it has garnered lot of likes and positive comments.

Digilense is a renowned digital marketing agency that specifically aims at providing digital assistance to the entities. The company focuses on the current and trendy digital marketing techniques that can help a brand to reach out to a vast audience through multiple online platforms. Digilense is known for having a group of qualified and experienced digital marketing specialists who are well familiar with Social Media Marketing (SMM), Search Engine Optimization and Marketing (SEO and SEM), Web designing, content marketing, email campaigns, and many other online marketing tactics.

How Digilense help Companies achieve their Goals?

As discussed above, Digilense offers top-notch and effective digital marketing solutions that help brands and entities to draw the attention of their target audience in the simplest manner. In order to make your brand appear on top of the search engine list (and probably the most viewed product on social media), their marketers use the below-mentioned techniques:

- **Social Media Marketing:** No doubt, converting your leads to regular clients is one of the most challenging task for a company. Digilense understands your requirement well and makes sure your brand is presented across diverse online portals. From Facebook to Instagram to LinkedIn to Twitter, they cover multiple sites.



- **Search Engine Optimization:** Digilense team is well-versed with search engine algorithms. That being said, they provide clients with decent yet powerful SEO techniques that can drive your website to the top of the search engine page.



• **Content Marketing:** From offering high-quality and plagiarism free content to creating multimedia content such as videos, audios, and presentation, Digilense can cater to all your digital marketing requirements. Their content strategies are strong enough to drive sales and bring new leads to your company.

• **Web Designing:** Do you want to create a customized and well-designed website that can help you gain the interest of your audiences from all across the globe? Well, look no more! Digilense is there to your rescue. Digilense can build a professional yet customer-friendly website for your brand and make it easier for your target audience to find you on the web. to drive sales & bring new leads to your company.



• **Search Engine Marketing:** Search engine marketing tactics are one of the fastest and reliable methods to get organic traffic to your page. It is mostly adopted by e-commerce websites to drive new leads. In addition to the listed marketing approaches, Digilense uses SEM approach such as pay-per-click advertisement (where the website owner is benefited every time a visitor looks at or clicks the particular ad). Google Adwords is one of the biggest paid search network program that offers higher ROI, increased the site's visibility, and other competitive advantages company.



Digilense utilized different mediums to present the Loadmaal application to their target audience. The agency managed to get a large number of likes, comments, and positive responses from the audience. Digilense presented the brand in the form of memes, contents, puzzle, and more to let industries know about the ways they can benefit from the online Loadmaal application.