

Client Overview

Apex Ather is a prominent authorized dealer of Ather Energy's premium electric scooters in Kanpur. Dedicated to promoting sustainable mobility, Apex Ather aimed to strengthen their local market presence and boost lead generation for test drives and direct sales.

Accelerating Local Presence and Lead Generation for Apex Ather, Kanpur

The Challenge

Apex Ather needed:

- ✓ A modern digital presence to match Ather's premium brand image.
- ✓ Effective lead generation campaigns to attract customers interested in EV scooters.
- ✓ Greater local visibility in Kanpur through social media marketing.



Our Solutions

1. Website Development

We built a sleek, modern, and mobile-optimized website that reflected the futuristic spirit of electric mobility.

The website included inquiry forms and clear call-to-action buttons to facilitate quick lead capture.



2. Social Media Management

We created and managed Apex Ather's Facebook and Instagram pages, designing content that focused on:

- Ather scooter features and benefits.
- Customer testimonials.
- EV awareness and promotions.



3. Meta Ads Campaigns

We ran hyper-localized Facebook and Instagram ad campaigns targeted at Kanpur audiences, promoting:

- Test ride bookings
- Special offers
- EV ownership benefits Tailored ad creatives and messaging helped establish strong trust and brand recall.



The Results

- 👍 **Leads Generated:** 600+ qualified leads in just 4 months.
- 👍 **Sales Impact:** A significant number of leads successfully converted into vehicle sales.
- 👍 **Online Growth:** Substantial growth in social media followers, engagement, and website traffic from the Kanpur region.



Conclusion

Through a well-coordinated digital strategy combining a premium website, strong social media presence, and targeted lead generation ads, Apex Ather successfully expanded their footprint in the **Kanpur EV market**.

Triserv 360 Business Solutions continues to support their growth journey, helping them drive more leads and achieve higher sales.

Client Testimonials



Triserv 360 Business Solutions played a crucial role in building our digital presence. Their website design, social media content, and lead generation strategies helped us achieve excellent traction in Kanpur. We received over 600 leads in four months, many of which converted into Ather scooter sales. We highly recommend their services!

– **Apex Ather, Authorized Ather Dealer, Kanpur**

Contact us to grow your business digitally with **Triserv 360 Business Solutions**.

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