

# Case Study – Consult for PPP

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Client's Project: Consult for PPP ([www.consultforppp.com](http://www.consultforppp.com))

Targeted Location: India

## Client's Introduction & Requirements

The client is the **Retired Indian Government Officer** and collaboration with more retired middle level as well as junior level officers wanted to launched the “**Consult for PPP**” to provide complete guidance and consultancy solutions to those companies who're willing to acquire *Government Projects or Tenders*.

And, that cannot afford to seek advice from existing corporate consulting companies due to prohibitive cost.

As, the client has already a physical office that only operated with face-to-face consultancy but alongside he not only to promote online their business but also to build a new website related to the business niche that would be the source to contact and provide consultancy solutions.

## Challenges that we're facing

The biggest challenge for us is – the business niche is complete new for us and first we need to understand the whole business and perform activities accordingly.

As client wanted to get his website ready with different consultancy stages available on the website with different kinds of projects.

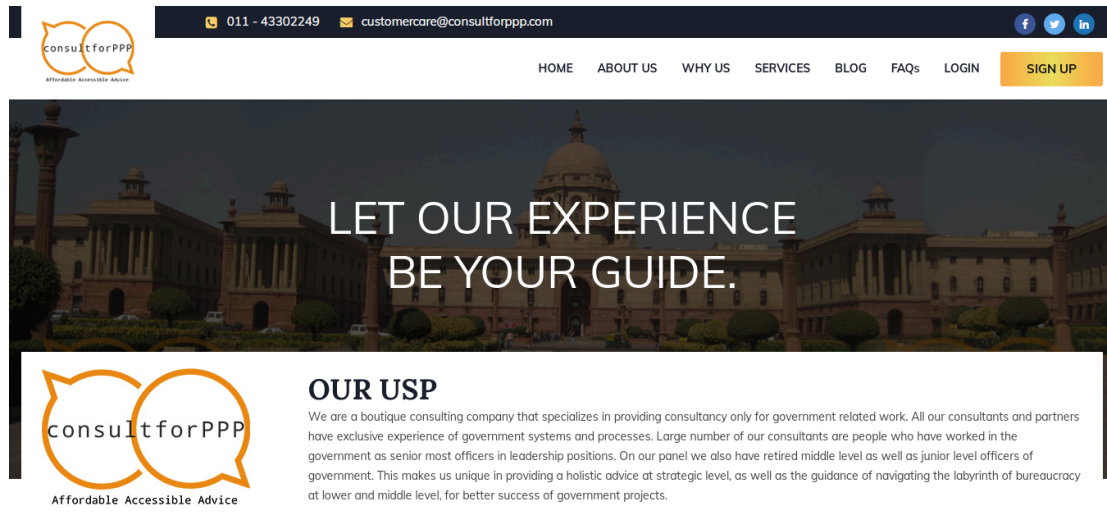
So our team of developers worked on that to understand the client's and industry needs and build the entire website.

## Strategies that drive results

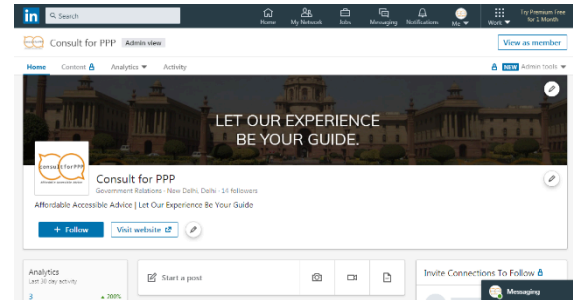
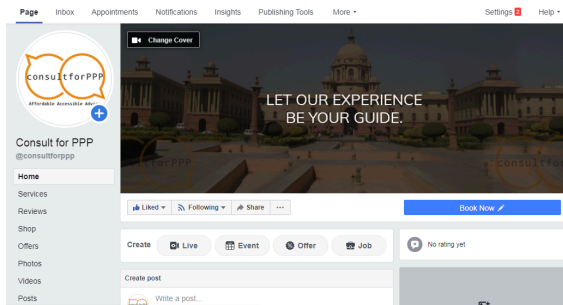
As the business has completely new website, no social media footprints and didn't have any digital audience to target. In that case, we opt some of the solutions and collect some valuable information that help us to drive desired results:

- ✓ First, we deeply understand the Tendering process, how it works, what kind of documents needed and what are the other sources to grab Tenders information, which helped us to created further strategies and work accordingly.

- ✓ Once gathered all the information, our developers ready to **code the website** as per the client and industry requirements with follow the **government regulations**.



- ✓ After successfully coded the website, our **Digital Marketing** team taken the charge to start promotions online. As we first started analyze the whole website and measure some points that we need to fix in terms of **SEO**.
- ✓ We've conducted the **Keywords Research** for the project, this is another challenge for Digital Marketing team as competition is not so high in the market, they were only limited companies who provide tendering consultancy and limited people who seek advice. Here, needed to found keywords that highly searchable and industry specified.
- ✓ Alongside, we've created the **social media profiles** on Facebook, Twitter & LinkedIn – these 3 platforms were the top priority to use as per the business niche that our research found. And, completely optimized as per the social media guidelines.



- ✓ We've also used some tender related as well as online government portals to create business profiles in order to increase business awareness.
- ✓ Forums and QnA platforms related to the niche, were the another priority for us to used and give relevant solutions to the users.
- ✓ In addition, we've performed different activities on social media channels in order to target right audience and generate more leads.
- ✓ Some of the social media post examples –



consultforPPP

Affordable Accessible Advice



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## Get Proper Consultation To Grab Tender



· 16 December 2019 · 

#governmentprojectconsultancy  
#governmentprojects #governmenttender  
#freegovernmentprojectsconsultation  
#pppconsultantsindia #pppconsultingfirm  
#pppconsultants

 Edit

Boost Post



## Government Tender

Satisfied  
Advice  
to win

PPP  
Consultant  
India

Correct  
Direction



[www.consultforppp.com](http://www.consultforppp.com)



- 27 June 2019 - 

#PublicSectorConsultingIndia  
#AdviceForCommunicationWithGovernment  
#AffordablePPPConsultant  
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Comment as Consult for P...



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Our team helped the client to meet their organizational goals as result it impact on conversion rate and generate quality leads from different sources as mentioned below:

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
1	Aakash Kant	9041278469	aanaksh02@gmail.com	0	0	0	Active	<a href="#">Edit</a>
2	ADARSH	7290933644	chandraadarsh09@gmail.com	0	0	0	Active	<a href="#">Edit</a>
3	Africa Total Trans	0843433271	africatotaltrans@gmail.com	0	0	0	Active	<a href="#">Edit</a>
4	AJIT KUMAR GUPTA	9422513485	wmafkh@yahoo.co.in	0	0	0	Active	<a href="#">Edit</a>
5	Akash	9984520669	akshvi8@gmail.com	0	0	0	Active	<a href="#">Edit</a>
6	Amit Jain	9212793663	amitjain322@hotmail.com	0	0	0	Active	<a href="#">Edit</a>
7	Apex India	9979850989	apexgroup13@gmail.com	0	0	0	Active	<a href="#">Edit</a>
8	ASTULA DESIGN PVT LTD	9910746299	contactastuladesign@gmail.com	0	0	0	Active	<a href="#">Edit</a>
9	Bharat	9999012936	bharatmadaan0008@gmail.com	0	0	0	Active	<a href="#">Edit</a>
10	Dharmesh Gajera	8690007603	dharmesh@gteches.com	0	0	0	Active	<a href="#">Edit</a>

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
11	Digiways	9427683298	dinesh.digiways@outlook.com	0	0	0	Active	<a href="#">Edit</a>
12	EASY TAX FILING	8709050426	abhayankit52@gmail.com	0	0	0	Active	<a href="#">Edit</a>
13	ECOPATH RENEWABLES PVT LTD	7709816815	ecopathlaturn@gmail.com	0	0	0	Active	<a href="#">Edit</a>
14	E-Earth Global Services Pvt Ltd	9845800193	kaards2009@gmail.com	0	0	0	Active	<a href="#">Edit</a>
15	flash energy solutions	9811591750	ceotime@flashenergysolutions.com	0	0	0	Active	<a href="#">Edit</a>
16	get	9952927324	get@asiatradeconsortium.com	0	0	0	Active	<a href="#">Edit</a>
17	GIL	9717253379	bhavintpatel@icloud.com	0	0	0	Active	<a href="#">Edit</a>
18	GOLDSUN ENTERPRISES	8886646888	anr.addanki169@gmail.com	0	0	0	Active	<a href="#">Edit</a>
19	ISHWARGOUDA.B PATIL	9731020308	suieshpatil@gmail.com	0	0	0	Active	<a href="#">Edit</a>
20	JAS PAY	9036808090	jastechnoservices@gmail.com	0	0	0	Active	<a href="#">Edit</a>

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
21	Jatin Arora	9899499996	jatinarora@luitrenewable.com	0	0	0	Active	<a href="#">Edit</a>
22	KBTECH SOLUTIONS	7385103462	Sachinkadamsk01@gmail.com	0	0	0	Active	<a href="#">Edit</a>
23	Kingsman infratech	8989047191	kingsmaninfratech@gmail.com	0	0	0	Active	<a href="#">Edit</a>
24	Lalliantluanga Hauhnar	9774058922	tluangahauhnar@gmail.com	1	0	1	Active	<a href="#">Edit</a>
25	Lochegu construction and logistic	0761345069	vusimuzimagagula99@gmail.com	0	0	0	Active	<a href="#">Edit</a>
26	MAwrence Cruz technologies pvt limited	9591861066	softwarecart.in@gmail.com	0	0	0	Active	<a href="#">Edit</a>
27	Medtechne IT Solution	9911547227	shubham.softwaredeveloper@gmail.com	0	0	0	Active	<a href="#">Edit</a>
28	Naveen	9966171074	naveenjamalpur@gmail.com	0	0	0	Active	<a href="#">Edit</a>
29	Pathya Solutions Pvt. Ltd.	9561644059	Pathyasolutions@gmail.com	0	0	0	Active	<a href="#">Edit</a>
30	Premkumar VM	9551361197	mohanprem12@gmail.com	0	0	0	Active	<a href="#">Edit</a>

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
31	Protech Era Pvt Ltd	8126884534	protechera2019@gmail.com	0	0	0	Active	<a href="#">Edit</a>
32	Qalokwakhe security and cleaning	0725520002	Sukonduna@hotmail.com	0	0	0	Active	<a href="#">Edit</a>
33	RAJUMAR	9916257522	champagangaservices@gmail.com	0	0	0	Active	<a href="#">Edit</a>
34	Rakesh Kumar khatua	7609981008	smatrakesh08@gmail.com	0	0	0	Active	<a href="#">Edit</a>
35	Ralifhesa and Nephews (Pty)Ltd	0606507795	ralivhesa126@gmail.com	0	0	0	Active	<a href="#">Edit</a>
36	RGL Co Pvt Ltd	9381034012	johnpaulstem@gmail.com	0	0	0	Active	<a href="#">Edit</a>
37	rich warriors pty ltd	0267771726	richwarriors8@gmail.com	0	0	0	Active	<a href="#">Edit</a>
38	Robinson	8870000717	tvm.robin@gmail.com	0	0	0	Active	<a href="#">Edit</a>
39	Ruby Kapoor	9818067031	rubykapoor190@gmail.com	0	0	0	Active	<a href="#">Edit</a>
40	Sachin tomar	9410593525	tomarsachin39@gmail.com	0	0	0	Active	<a href="#">Edit</a>

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
41	Serve enterprises	8218761384	info.se.care@gmail.com	0	0	0	Active	<a href="#">Edit</a>
42	Sizwesakho trading and projects	0711469391	szwmkhabela@gmail.com	0	0	0	Active	<a href="#">Edit</a>
43	SUHRAD INFOTECH	9375928936	yds.niraj@gmail.com	0	0	0	Active	<a href="#">Edit</a>
44	Suntropic India	9871706850	sunilmalik314@gmail.com	0	0	0	Active	<a href="#">Edit</a>
45	TARUN CHADAR	7974867293	sagarathiya007@gmail.com	0	0	0	Active	<a href="#">Edit</a>
46	Test	9090909090	jamesjordan.entrepreneur@gmail.com	1	0	1	Active	<a href="#">Edit</a>
47	Test Testing	9090909090	aartikr.services@gmail.com	0	0	0	Active	<a href="#">Edit</a>
48	THL HOLDINGS	0662545831	harriettebogo@gmail.com	0	0	0	Active	<a href="#">Edit</a>
49	TRACURE IT SOLUTION	9424052424	tracureitsolution@gmail.com	0	0	0	Active	<a href="#">Edit</a>
50	Tranquil Trail Odisha	7008294792	tranuiltrailodisha@gmail.com	0	0	0	Active	<a href="#">Edit</a>

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
51	Unnati CONSULTANTS	7525903222	unnatilucknow@gmail.com	0	0	0	Active	<a href="#">Edit</a>
52	Vipin enterprise	9369839051	enterprisesvipin36@gmail.com	0	0	0	Active	<a href="#">Edit</a>

In addition, with the help of implemented different strategies and performed multiple activities we've increased search engine rankings on search engines (Google & other) and achieved rank no. 1 on some competitive keywords (mentioned below) –

KEYWORDS	Google.Com		Google.In		BING	
	Page Postion	Page Rank	Page Postion	Page Rank	Page Postion	Page Rank
Affordable PPP consultant delhi	1st	1	1st	1	1st	1
Government projects consultancy	1st	1	2nd	1	12th	2
government contract consulting services delhi	1st	1	1st	1	1st	1
Implementation Advice for PPP projects	1st	1	1st	1	1st	1
Concession Agreement Consultancy	1st	1	1st	1	11th	2
Government Projects Consultants in Delhi	1st	1	1st	1	1st	1
Consultants for Government Projects in Delhi	1st	1	1st	1	1st	1
Implementing Advice for PPP Projects	1st	1	1st	1	1st	1
Government Consultancy Projects	2nd	1	1st	1	14th	2
Government Projects Management Consultants in Delhi	2nd	1	1st	1	12th	2

And, the overall traffic increased same like as we planned (mentioned below)

