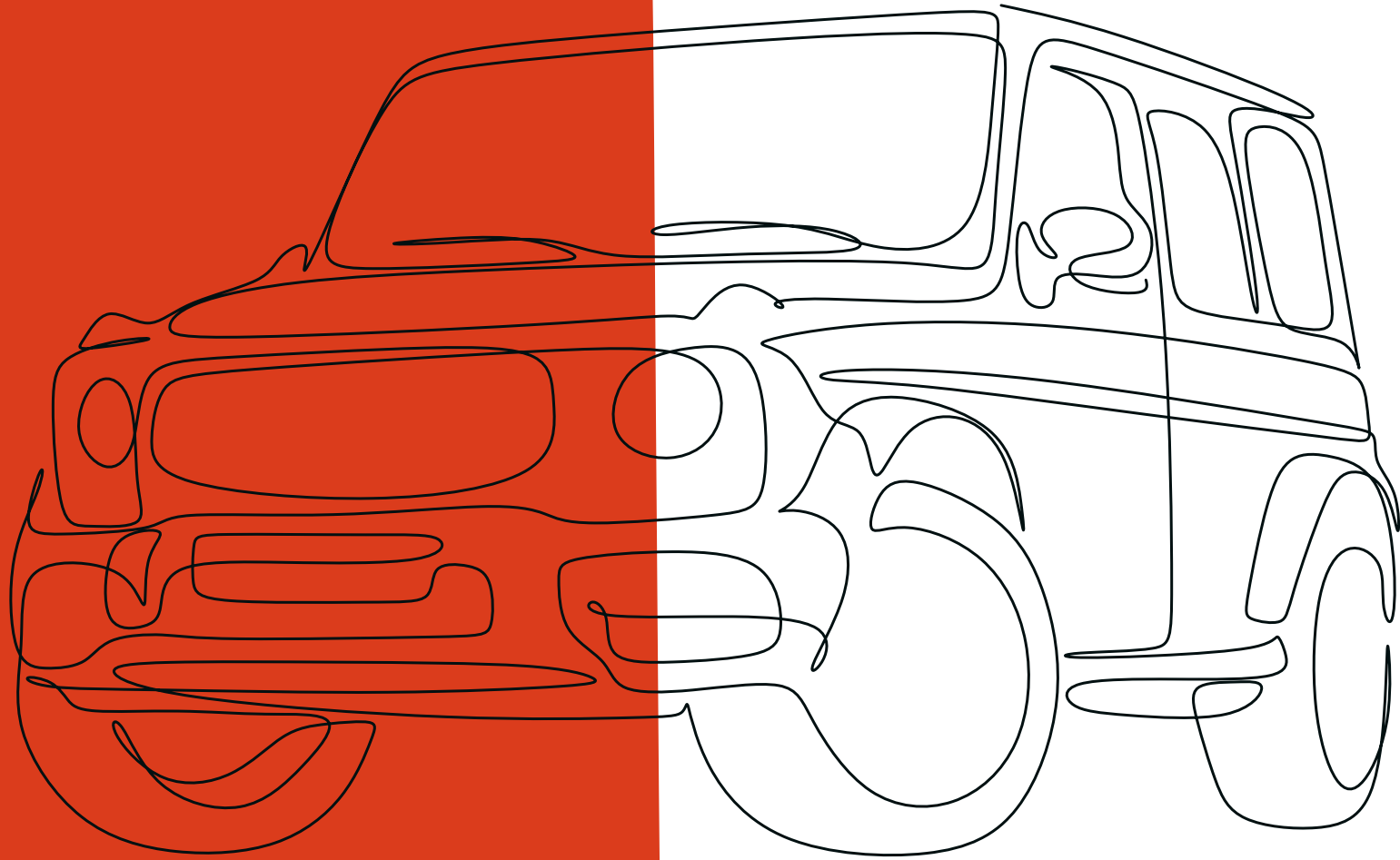




**AARYA PREMIUM AUTO**

**آریا بریمیوم اوتو**

#add life to your car



AUTHENTIC MARKETING LASTING

CONNECTIONS WITH



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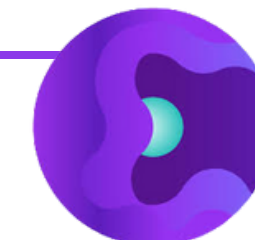
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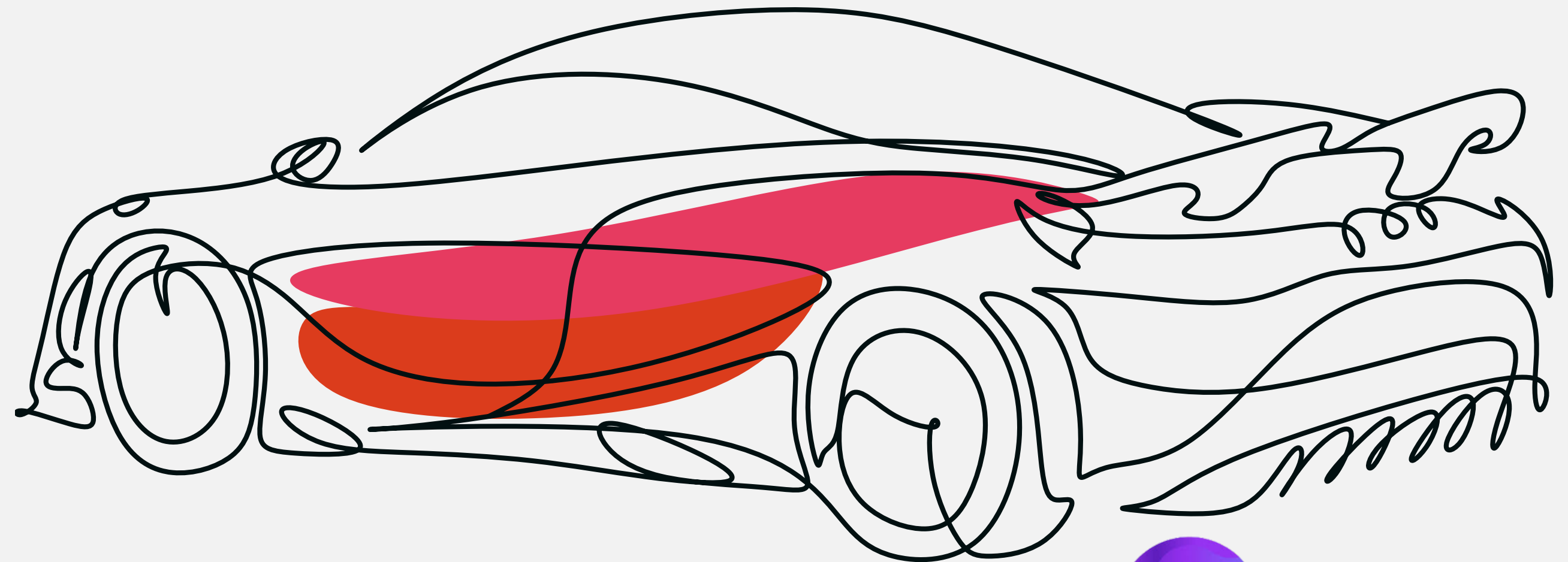


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# VISION & MISSION

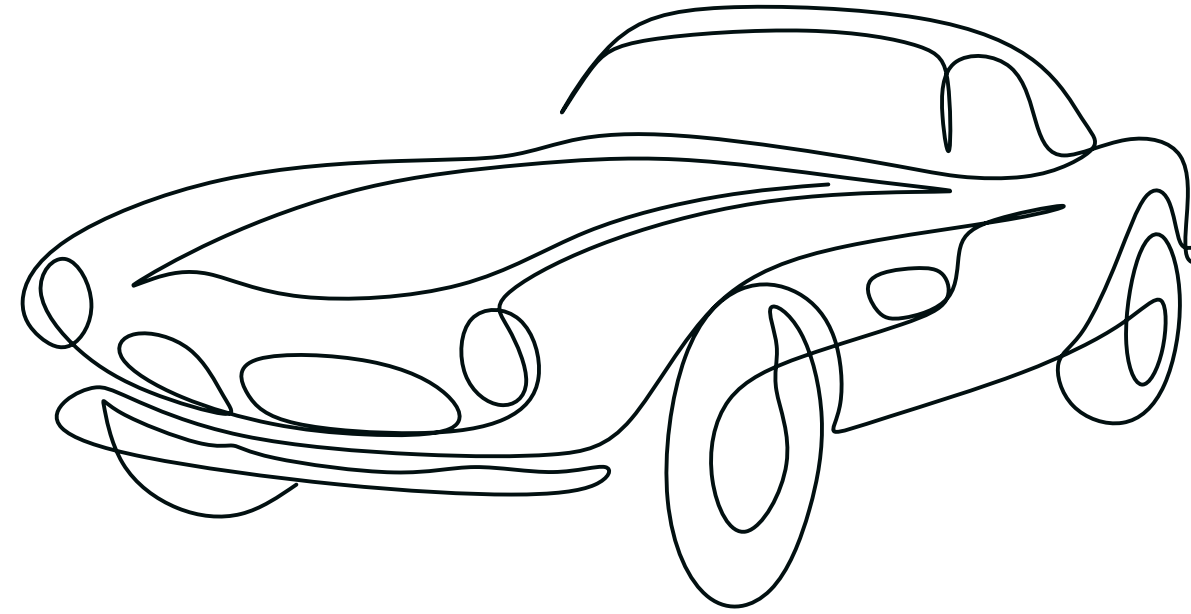


Our Objective is to bring true luxury in your life, not only behind the wheel of our vehicles, but also in everything that you deal with.

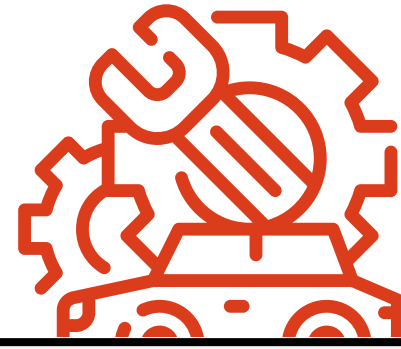


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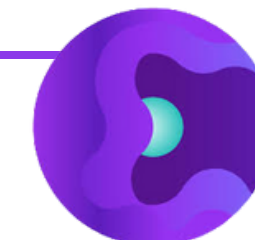
# AUDIENCE & SERVICES



- Premium car owners
- Corporate managers
- Expats & Diplomats
- Insurance Brokers
- Used & Rental Dealers



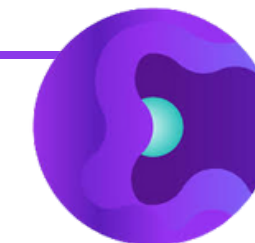
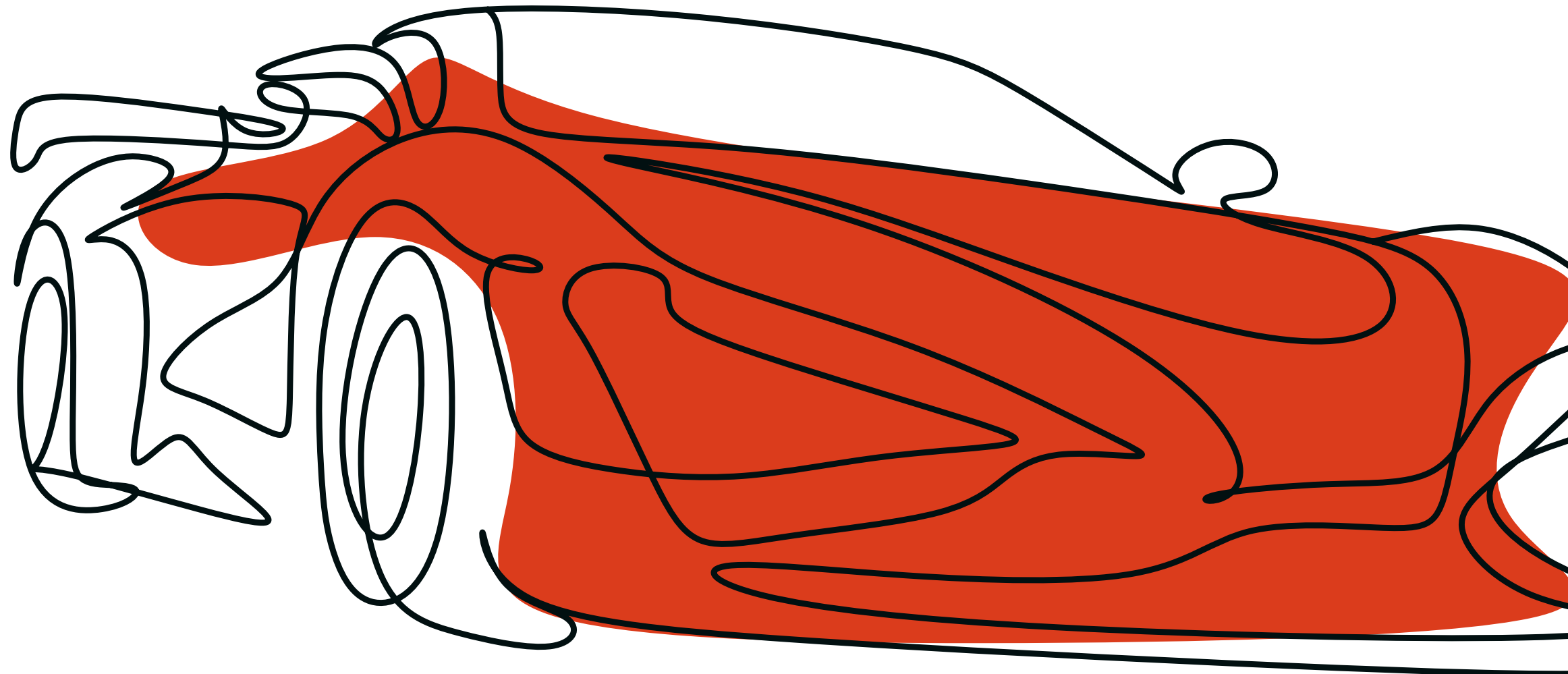
- Mechanical works
- Electrical works
- Body Works
- Insurance Claiming
- Car Wash
- Car spa & cleaning
- Denting & Painting
- tyres & Wheel Care
- Windshield & Lights
- Clutch & Brake
- Battery
- Oiling



# COMPETITORS



- Al-Zaabi Auto Care
- Exotic Auto Services
- Premier Motors Services
- Royal Vision Expert Car
- Missak Auto Garage
- Swiss Auto Services



# SWOT



## Strength

- 360 level services for all brands
- Professional services & mechanics
- Ev car maintenance
- Pickup and drop off
- Reasonable Pricing

## Weakness

- Less online & social presence
- Lack of strategies (4Ps)
- Poor Web UX
- Lack of call to actions

## Opportunity

- Appointments and Scheduling
- Detailed service listing
- Review and ratings
- Tech driven & personalised appr.

## Threat

- Ai and tech adoption
- Non transparency
- Lack of UGC content
- Lack of Retention







# ONLINE PRESENCE

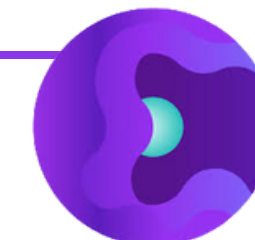
- Less online presence due to a zero-optimized website, limited directory and business listings, and no engagement on forums (since 2018).
- Social Performance: Poor in terms of followers, engagement, and content quality.
- Facebook: 1.6K followers, max reach 22K.
- Instagram: 6K followers, max engagement 22.7k.





# CONTENT ANALYSIS

- Volume: 413 total posts on social media, with over 500 photos on Google Business Profile (GBP).
- Utilizing employee-generated content.
- Using AI-generated captions which are affecting performance and are CCR-based, needing improvement.
- Lack of hooks and multi-tier community engagement.
- No collaborations or tagging, even in influencer's posts.
- Need for quality video and proper lighting.

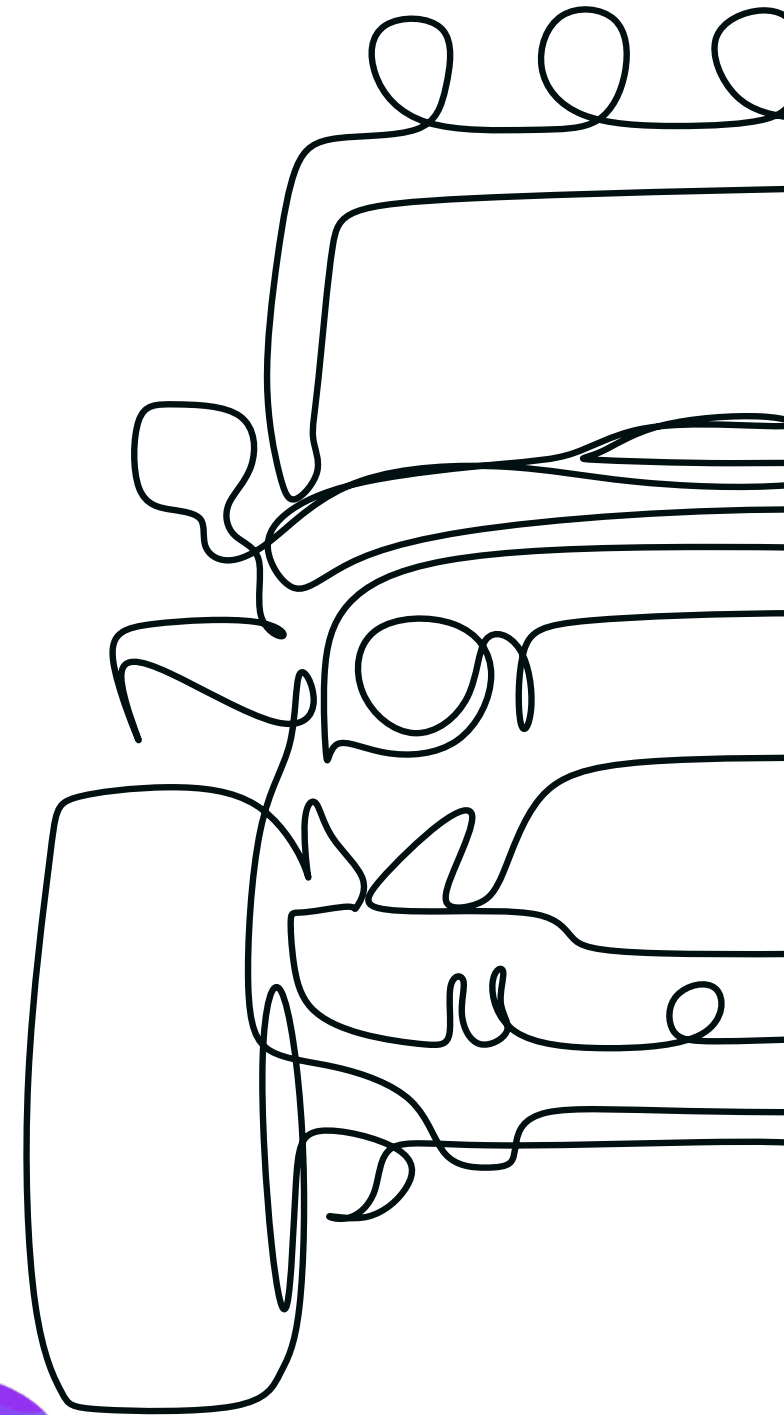




# Site Audit



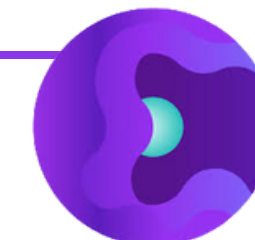
- Backlinks: 76, Domain Authority (DA): 1.8
- Single-page website with zero blogs.
- Needs optimization from scratch.
- Unstructured layout and theme.
- Thin and non-optimized content.
- No meta title & description, or OG tags.
- Analytics and KPI tools are not implemented.



# CONCLUSION



- Aarya Auto, with over 15 years of legacy in caring for premium cars, has the potential to thrive by leveraging its strengths and opportunities through digital media.
- SEO will be a great investment and should be maximized.
- Focus on User-Generated Content (UGC), human-centric content, and consistency.
- Implement marketing and promotional strategies.





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*Thank You*