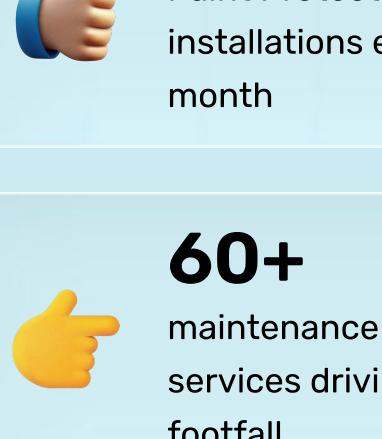




PROFITCAST X

THE
DETAILING MAFIA
PERFECTION IS IN THE DETAIL

How did we build a predictable sales engine for TDM OMR delivering 5-10 PPFs, 10-12 Ceramic, and 60+ Washes every month



About the Client

The Detailing Mafia OMR is a newly acquired franchise operating in one of Chennai's most competitive detailing corridors. Despite offering premium services, the outlet struggled with low walk-ins, poor local trust, and inconsistent lead quality due to fragmented digital visibility and non-strategic past marketing efforts.

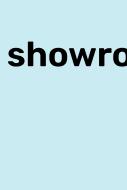
The Results

5-10



Paint Protection Film installations every month

10-12

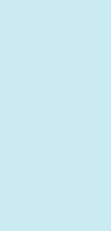


Ceramic Coating jobs consistently closed monthly

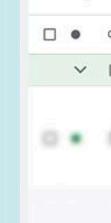
60+



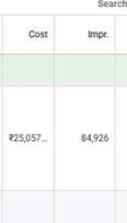
maintenance and wash services driving daily footfall



High-ticket services converting instead of stalling



Franchise positioned as one of the fastest-growing units in the city



Competitors displaced from top local search positions

Key Metrics

- Google Ads Conversion Rate: 35.1%
- Search Enquiries Generated: 2,200+ from Google Ads alone
- Meta Ads Conversations: 250+ WhatsApp conversations per month
- Cost per Lead (Meta): Sub-₹100
- Primary Channels: Google Search, Google Maps, Meta WhatsApp
- Lead Quality: Pre-qualified before showroom visits

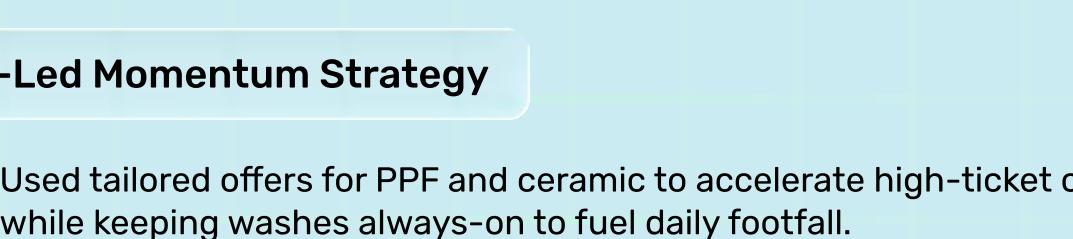
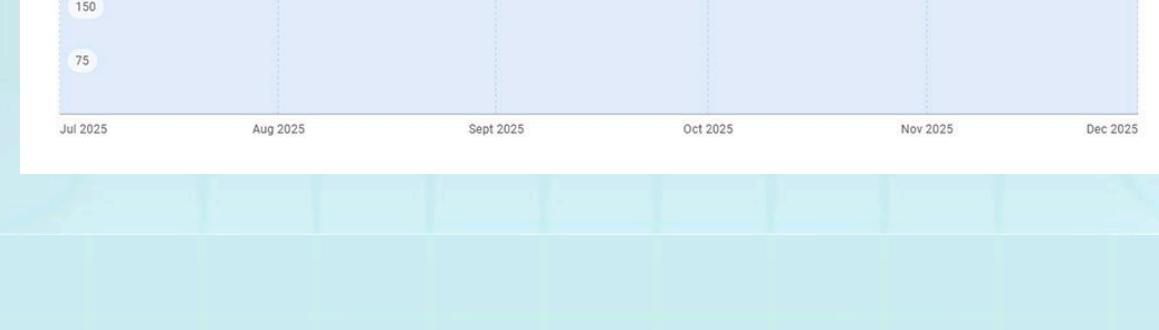
How We Solved It

Conversion-Focused Local Landing Page

Built a mobile-first, local SEO landing page with service segmentation, proof of work, and strong CTAs to establish authority and drive enquiries.

High-Intent Google Ads Engine

Launched Search and Performance Max campaigns targeting PPF, ceramic, wash keywords with location modifiers, driving ready-to-buy traffic.



Meta Ads with WhatsApp Pre-Qualification

Deployed lead and WhatsApp campaigns using testimonials and time-bound offers to filter serious buyers before showroom visits.

Offer-Led Momentum Strategy

Used tailored offers for PPF and ceramic to accelerate high-ticket closures while keeping washes always-on to fuel daily footfall.