

TVS Motor Company

Scaling dealer-level digital marketing across Northeast India

A comprehensive account of our campaign strategy, operational execution, influencer collaborations and performance outcomes.

Client	TVS Motor Company
Industry	Automobile
Geography	Northeast India
Engagement	September 2023 onward
Primary services	Meta advertising campaigns and lead generation
Agency	Liyaana Ad World

Executive overview

We began working with TVS Motor Company in September 2023 after an introduction through a mutual contact. Our initial assignment covered 80 dealerships across Northeast India. The mandate grew rapidly as early campaigns generated a strong response, and we expanded into a large-scale, dealer-focused digital marketing operation. Alongside regional and dealer-level Meta advertising, we built lead-tracking processes, supported dealership onboarding, developed hyperlocal campaigns and collaborated with regional influencers to broaden awareness and encourage inquiries.

Our work required more than advertising execution. We had to connect digital activity to dealership sales, coordinate a geographically dispersed dealer network, resolve platform restrictions and create a sustainable follow-up process. The reported results include 66,523 leads, 113,063,758 in reach and 284,848,516 impressions, alongside a 16-creator influencer initiative that recorded 2,146,551 views and 79,653 interactions over two months.

1 | Client acquisition and early onboarding

We officially onboarded TVS Motor Company in September 2023 through a mutual contact. We started with a trial covering 80 dealerships across the Northeast. Our early performance and response rates encouraged rapid expansion. Our dealer network grew rapidly from 80 dealerships to more than 150 dealerships.

The scale of this early expansion changed the nature of our engagement: instead of managing a limited trial, we were building a repeatable digital marketing system that could support a large network of dealerships while retaining local relevance.

2 | Initial challenges and strategic resolutions

Our early Meta campaigns were performing strongly on reach and engagement, but inconsistent feedback from individual dealers made it difficult to connect those platform metrics to actual sales and calculate return on investment (ROI). Without a consistent dealer-level feedback loop, we could see campaign activity but could not reliably trace the full path from inquiry to sale.

We responded by introducing a structured data-collection process for dealer-level leads, conversions and sales. By the third month, our internal account describes the ROI feedback pipeline as established and operating smoothly. With this structure in place, we reported average conversion rates of 5–6%. This was a significant improvement in our ability to assess campaign performance.

3 | Expansion, dealer trust and hyperlocal campaigns

As our work gained traction, dealers in different districts began approaching us directly for individual campaigns in addition to master campaigns organized through the main dealership groups. We responded with hyperlocal advertising tailored to each dealership's geography, available offers and target customers. This approach enabled us to combine centralized execution with locally relevant messaging.

This strengthened our relationship with TVS and established us as a trusted digital marketing partner, including exclusive campaign responsibilities for multiple dealerships.

4 | Innovations in Influencer Marketing

As our regional campaigns expanded, we added influencer marketing to the dealer-led advertising strategy. We collaborated with 16 content creators, including creators in Assam, to increase awareness of TVS models and extend campaign reach through local audiences. Their videos introduced products in familiar regional voices, supported organic amplification and helped attract audiences who could progress from awareness to inquiry.

Our two-month influencer initiative delivered measurable visibility and audience engagement across the region. We paired creators with TVS models including Jupiter, Raider, Ntorq, Ronin and Apache.

16

INFLUENCERS

21,46,551

VIDEO VIEWS

79,653

INTERACTIONS

These results were achieved in just two months through collaborations with 16 regional creators.

Name	insta id	Model name
Sheeyapa Maheswari	sheeyapa_maheswari	Jupiter
Yasmin	yasmin_jahan	Jupiter
Soubhik Rajkhowa	rajkhowsoubhik	Raider
Onte Syiemlieh	ontesyiemlieh	Ntorq
Dr Kham Chyrmang	kham	Ronin
Imlisen Pongen	imleeeseen	Jupiter
Pinky Nylla Lyngkhoi	pinky_nylla_lyngkhoi27	Ntorq
Salma Nasrin	afoodieslife__	Jupiter
Rabbani Soyam	rabbanisoyam	Apache
Shivam Pallab	shivampallab	Ronin
punam gogoi	punamgogoiofficial	Jupiter
Nilakshi R Sarma	nilakshi_reflects	Jupiter
Shantanu Saikia	shantanu_saikia1	Ronin
Parbin Sultana	parbinsultana7	Ntorq
Kabyashree Deka	foodieforeverandever23	Jupiter
Aryan Lahon	ahombeast	Raider

Influencer collaborations: creator handles and featured TVS models.

The creator roster covers campaigns for Jupiter, Raider, NTORQ, Ronin and Apache. Our influencer campaign also featured video content supporting model awareness and regional engagement.

5 | Managing scale: Meta challenges and platform mastery

Managing more than 150 simultaneous Meta campaigns exposed us to frequent ad disapprovals, page restrictions and account blocks. These interruptions made campaign continuity a significant operational concern, particularly when many dealerships depended on timely advertising and lead flow.

Within eight months, our advertising spend crossed Meta's annual ad-spend threshold, unlocking priority-level support and faster issue resolution. We used that support to address platform problems and maintain approximately 150 live, optimized campaigns.

6 | Challenges faced by Liyaana Ad World

Coordinating more than 150 dealerships with a lean team

The assignment involved digital marketing for more than 150 TVS dealers across Northeast India. While the campaign was not especially creative-heavy in its day-to-day operations, it demanded sustained coordination, manpower and fast execution. Because our core team was occupied with other projects, one dedicated team member initially handled the rollout.

Auditing Facebook pages and obtaining access

We created a centralized Google Sheet listing dealerships and began auditing each dealer's Facebook presence. Some dealers already had pages, so we contacted them to obtain administrative access. Others needed to create pages from scratch. Guiding approximately 150 people individually by telephone through page creation and agency access proved slow and difficult to scale.

Replacing repetitive calls with onboarding videos

We produced two step-by-step explainer videos: one demonstrated how to create a Facebook page, and the other showed how to grant access to our agency. We distributed both videos through the official TVS WhatsApp group. Dealers could follow the instructions at their own pace, reducing repetitive calls and accelerating campaign readiness.

Launching campaigns across three zones

After onboarding, we needed to launch dealer campaigns within a short timeframe despite limited resources. Our team worked late during the rollout, with the final campaign reportedly going live as late as 11 p.m. We completed the launch across all three zones, giving the participating dealers an active Meta advertising presence.

Lead distribution and the follow-up bottleneck

We continued using the centralized Google Sheet to record and manage incoming leads. Each dealer received access by email to their own lead data, allowing them to monitor inquiries independently. However, distributing a lead was not the same as converting it into a sale. Consistent telephone follow-up and closure tracking became the next operational bottleneck, especially while one person was coordinating the entire process.

Training support and strengthening the team

To increase capacity, we recruited a team member who was new to digital marketing and trained her from the ground up. Through hands-on mentoring, she learned campaign management, lead-sheet administration and dealer coordination. Telephone-based follow-up remained her main challenge. We subsequently hired a digital marketing specialist to manage

ad launches, budgets, lead distribution and follow-up coordination. This revised structure made our ongoing workflow more organized and better suited to the size of the dealer network.

7 | Campaign creative and regional communication

Our campaign creatives combined dealership-specific offers, model-led advertising and seasonal messaging to connect with customers across Northeast India.

Dealer advertising: product and festive offers



Asian TVS, Jorhat | Product offer



H. Das & Sons, Dhubri | Christmas offer



Joyshree TVS | Festive offer



TVS Apache | Product and finance offer

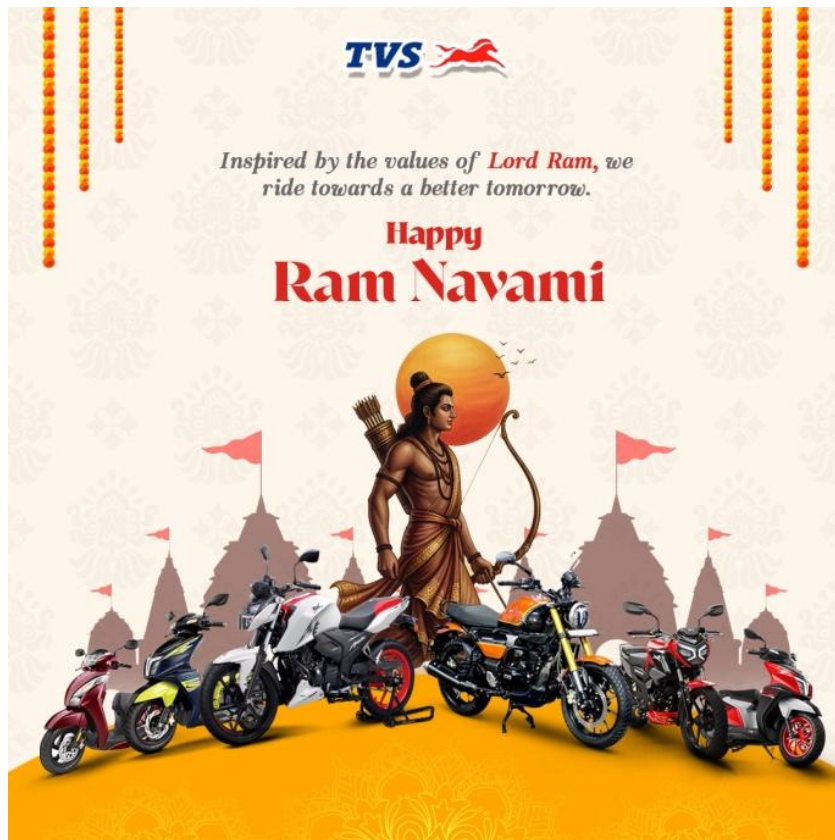


TVS NTORQ | Independence Day offer

Social-media creative: cultural and seasonal relevance



Republic Day social-media creative showcasing the TVS product range.



Ram Navami social-media creative featuring TVS vehicles.



Eid Mubarak social-media creative featuring TVS vehicles.

Together, these examples show our mix of performance-oriented dealer advertising and broader brand communication tied to festivals and national occasions.

8 | Performance highlights and milestones

September 2023	Onboarded TVS with an initial trial of 80 dealers.
October 2023	Expanded to 150+ dealers based on immediate performance.
Average conversion rate	5–6%.
Peak conversion rate	More than 10% during peak campaign months in the September 2023–February 2024 period.
Sales milestone	Highest reported TVS sales volume in the Northeast during September 2023–February 2024.
Total leads	66,523
Total reach	113,063,758
Total impressions	284,848,516
Influencer campaign	16 influencers; 2,146,551 views and 79,653 interactions over two months.
Dealer relationships	Trusted campaign management, including exclusive digital campaign control for multiple dealerships.

Our 16-influencer campaign across the Northeast generated more than 21 lakh views in two months.

9 | Long-term impact and relationship

This engagement helped us develop a scalable operating model for high-volume, multi-dealer advertising. We learned to manage platform interruptions, organize dealer access, systematize lead distribution, train new team members and combine master campaigns with dealership-specific messaging. Our relationship evolved beyond a conventional vendor–client arrangement into a strategic partnership supporting brand growth and dealer-level performance.

Our campaigns continue to support participating dealerships. The project demonstrates how disciplined coordination, local relevance, continuous optimization and consistent follow-up can turn a complex regional dealership network into a coordinated digital marketing program.

Closing perspective

We began with an 80-dealer trial and built an operation capable of supporting more than 150 dealerships across Northeast India. The central lesson from our TVS work is that campaign performance depends on the systems behind the ads: dealer onboarding, trustworthy reporting, localized creative, platform support and prompt lead follow-up. Our reported reach, lead volume and influencer engagement reflect the scale of the initiative, while the operational changes we introduced made that scale manageable. This is the foundation on which we continue to develop our work with TVS dealerships.

Over the course of the campaign, our team delivered **exceptional results** driven by strategic targeting, continuous optimization, and consistent follow-ups. The link has been attached below for your reference –

<https://docs.google.com/spreadsheets/d/1rJdb6acup9tRGArbzwDkpr4VxPJB4zYYmNvUH7Y1RvI/edit?usp=sharing>