



WOLF MOTO CASE STUDY

WOLF
PERFORMANCE TUNING
www.wolfmoto.com



About the Company

The company was started by 3 auto enthusiast with a passion towards automobiles and reverse engineering of the factory ECU codes. "Rajiv" the brain behind Wolf (wolfmoto.com) started his ECU remap career relatively recently.

Customer requirement

The client has done an R&D in the Fiat 1.3 MultiJet and VW Engines and came up with a product called Switchable ECU remap on Aug 2013 through the Reverse engineering of FIAT ECU Program. The company was very new with no brand presence and visibility in the market wanted to sell this product across India, UK and selected European countries. WolfMoto was badly in need of brand identity, trust and online enquiries for the product.

All the initial work was done on a Skoda VRS (1.8T), starting with a simple remap of the car he quickly progressed to doing complex remaps. His Eureka moment was when he successfully implemented switchable maps on his VRS. His learning was from a community called Nefmoto (<http://nefariousmotorsports.com/forum/>) and his entire switch code is available publicly at Nefmoto.





Promotional Activities by Reach360

We devised a promotional activity which aimed to make the customers as the brand advocates for this unique product. Since the product and brand was new in the market and the client was on a shoe string budget, the best suited approach was content marketing, blogging and making the customers speak and share their experience and feedback about the product. So in parallel with the sales activity we made the client share their experience on automotive forums and Facebook groups where automobile enthusiast network and socialize.

We focused and followed just two methods

1. Content is the King
2. Follow the customer...
Join Target Customer Forums, Groups, Blogs and Channels.
3. Make the customers brand advocates

Result

Two year from now, the client is the leaders in FIAT car re-coding services. They are the number one with the maximum number of reviews and customer feedbacks from various social channels. They receive at-least 10 enquiry calls from across India through email, Facebook, WhatsApp and direct calls.

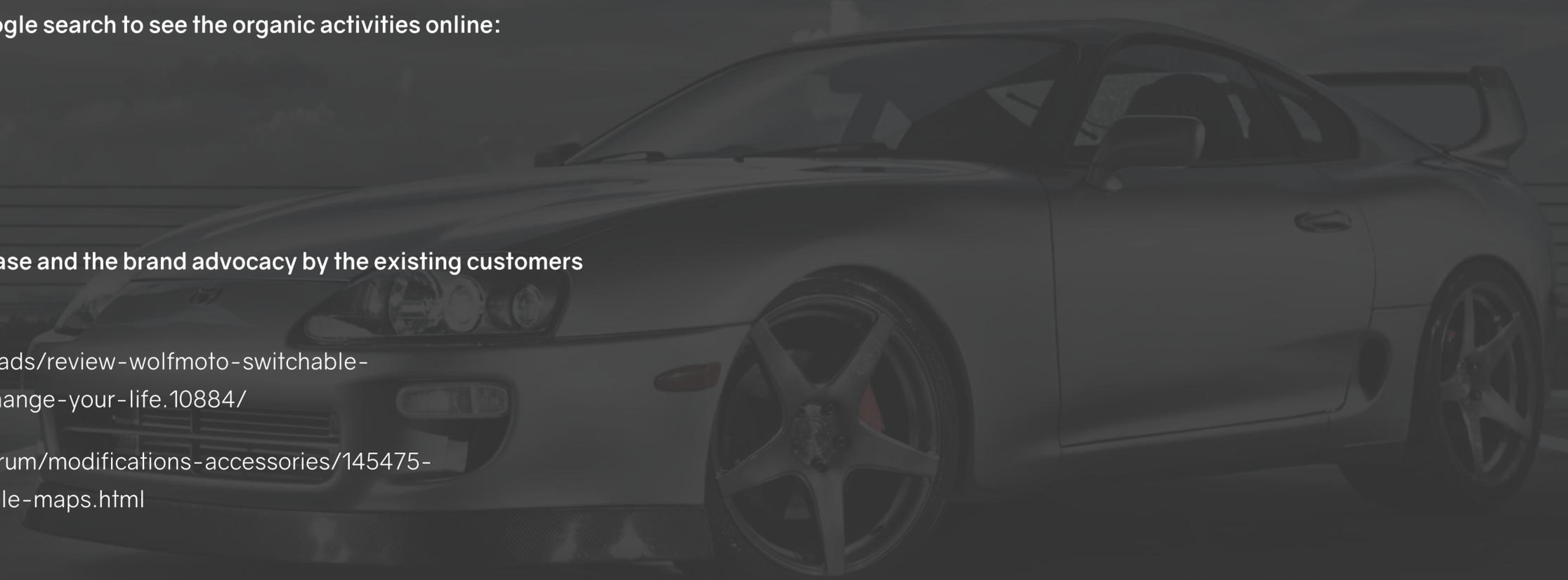
Check for the following in Google search to see the organic activities online:

1. FIAT remap
2. Linea Remap
3. Switchable remap

To see the earned customer base and the brand advocacy by the existing customers see the forum activities:

<http://www.teamfiat.com/threads/review-wolfmoto-switchable-remaps-a-remap-that-can-change-your-life.10884/>

<http://www.team-bhp.com/forum/modifications-accessories/145475-remapped-fiat-linea-switchable-maps.html>





What the customer gained?

During the first one year all enquiries were regarding the trust worthiness of the brand, the years of experience, reliability of the product. From the second year onwards the enquiries were for getting the appointment with the master tuner and the availability of the services at the customer location.

1. Trust
2. Brand identity
3. Online enquiries
4. Sales conversions

