



HEADSHOT
MEDIA

X



Decarbonising Heavy Trucking

Accelerating carbon neutrality with
'conscious corporates'

Campaign

Objective:

To highlight Greenline's contribution in reducing carbon footprints with the use of LNG powered trucks.

Proposal:

HSM's created a corporate film highlighting Greenline's commitment to a greener future, featuring a fleet of LNG trucks for safer freight transportation.

Moreover, we extended our support to Greenline by leveraging our in-house experts to provide social media management services. Additionally, we crafted an informative website to enhance their online presence and app branding. Our efforts also extended to managing the professional profile of Greenline's CEO, Mr. Anand Mimani, on LinkedIn

Campaign Highlights : Corporate Film



Social Media Management

Total Platforms:

LinkedIn



3

Total Formats :



Video



Post



Carousel

Activity Details:



Content creation



Online reputation management



SEO



Monthly Analysis



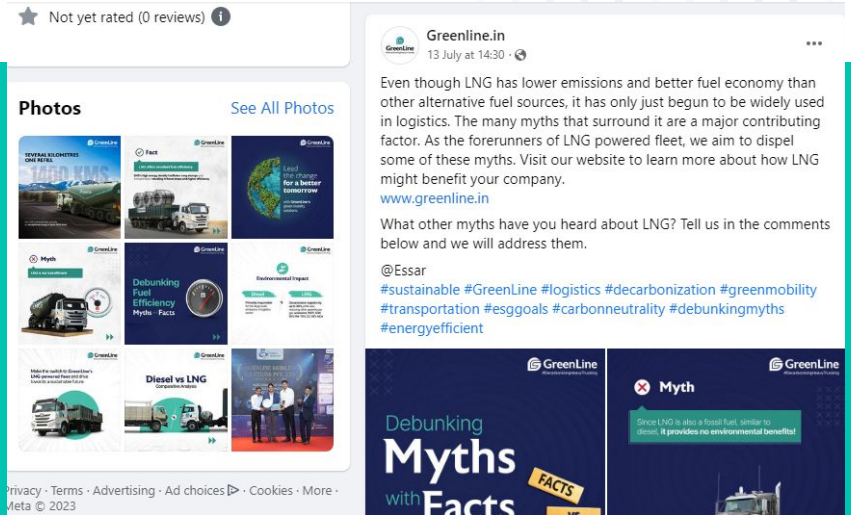
Website creation

Campaign Highlights : SMM

Instagram Page



Facebook Page



Campaign Highlights : SMM

LinkedIn Page

GreenLine
2,640 followers
3w · 🌱

On this National Statistics Day, we present the "GreenLine Tale" told through numbers. Witness our journey and embark on your own sustainable story with GreenLine's LNG-powered fleet, which can transform your business into a ...see more

THIS NATIONAL STATISTICS DAY
Let Us Celebrate The Power Of Numbers

0:36

👍 Like 💬 Comment 🔄 Repost ➦ Send

🌱 Akshal Choksi and 40 others 1 comment · 2 reposts

LinkedIn Page for CEO Anand Mimani

in 🔍 Search 🏠 Home 👤 My Network 📁 Jobs 💬 Messaging

GreenLine
#DecarbonisingHeavyTrucking

Anand Mimani · 2nd
CEO, GreenLine | India's First and Only Green Logistics Company | Building a Better Environment For The Future By Decarbonising Road Logistics

Talks about #startups, #logistics, #supplychain, #sustainability, and #decarbonisation

Mumbai, Maharashtra, India · [Contact info](#)

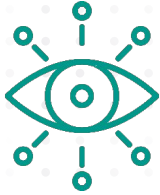
[Company Website](#)

1,867 followers · 500+ connections

👤 Akshal Choksi and Shalabh Upadhyay are mutual connections

[+ Follow](#) [Message](#) [More](#)

Performance Overview (Greenline LinkedIn)



519K+
Impressions



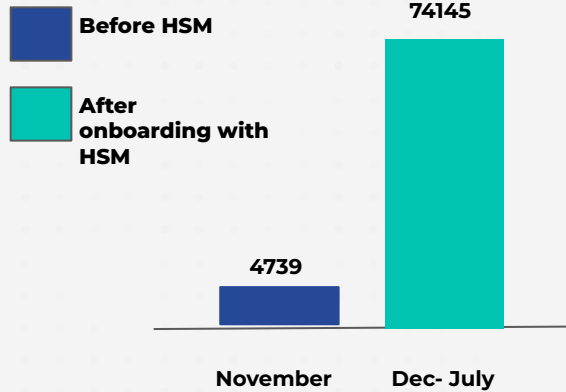
18K+
Page visits



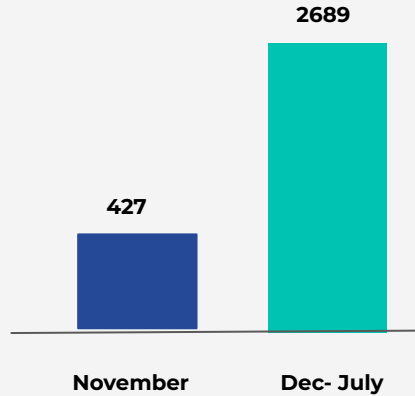
218%
Growth in Followers

Timeframe: 1st Dec'22 – 23rd July '23

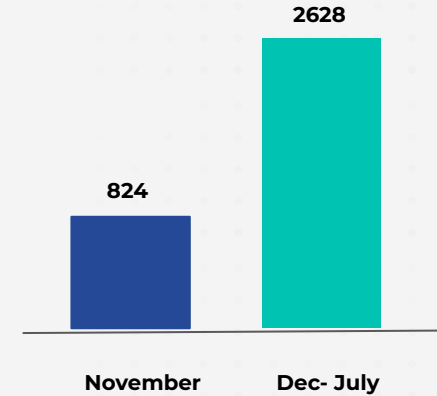
Avg. Impressions



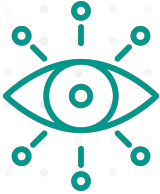
Avg. Page Visits



Avg. Followers



LinkedIn Overview (Anand Mimani)



51K+
Impressions



1100+
Engagement



115%
Growth in Followers

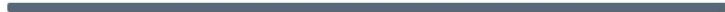
Top demographics

Seniority ▾

Senior · 22.9%



Director · 18.5%



VP · 15.2%



CXO · 12.4%



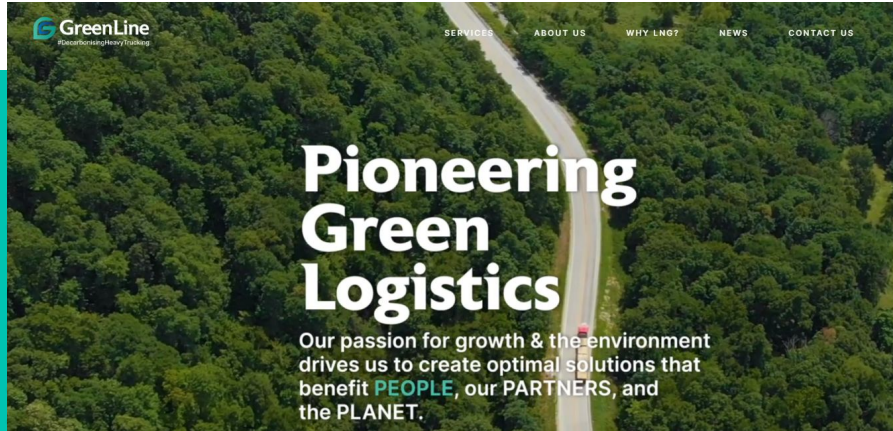
Entry · 8.7%



Have managed to build a community of senior stakeholders for Mr. Mimani

Campaign Highlights : Additional Services

Website
Development:



App
Branding:

