

Marketing Fundamentals

Blogging to communicate



Student Name: Radoslava Hristova

Student ID: 2021 1095 21

Tutor Name: Mohammad Rahman

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Introduction

Bloggging is defined as the two-way process for the improvement of communication of marketing. It is the simplest and the easiest way for developing rapport with the existing and the prospective base of the customers. There has been the inclusion of company blogs, personal blogs, microblogging along with podcast and video sharing. This is important for understanding online communication to adapt to the changing standards of the organisation (Magnet *et al.*, 2019). There will be choosing different blog posts for communicating with the target audience. The main aim will be to create and increase awareness between Mercedes-Benz with the target audience through the medium of different blog posts. Mercedes-Benz is a luxury car manufacturing company that employs 170000 employees throughout the whole world. It is based on the principle of sustainability (Mercedes-Benz, 2021).

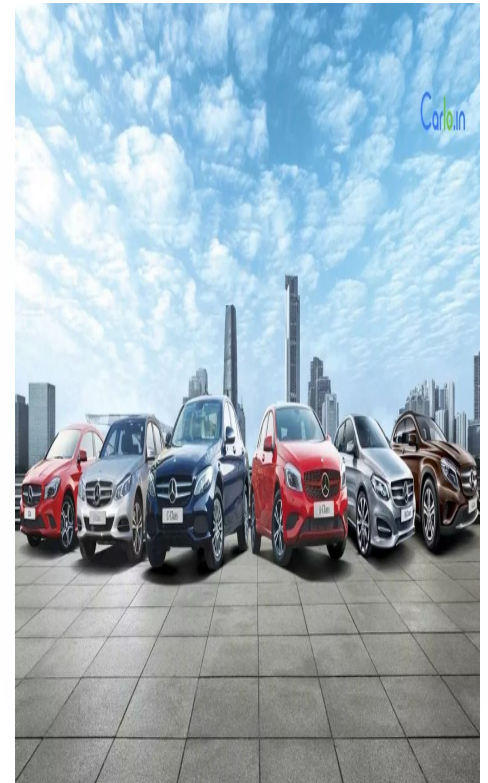
Blog 1

Theory of marketing mix

Effective communication is necessary for the development of a proper plan of communication. Communication is necessary for preserving the image of the brand along with improving the sales for improving the profitability of the organisation.

1. Analysing of the standing out of the plan (Products)

The top competitors of Mercedes-Benz include JAMA, Audi, BMW, Maserati and so on (Zoominfo, 2021). The company to keep its place in the competitive market produces various ranges of luxurious cars that with the first company to create an electric vehicle for redefining the segment of vehicle. It belongs to the executive class company with the improved architecture of the cars. There has been the fusion of design, technology, connectivity along functionality.



It is based on the design of aerodynamic that aims to reduce pollution and maintain sustainability and achieve the cd value of 0.20. Other products of the company are Mercedes-AMG, Mercedes-Maybach, smart, camper vans and so on. The company has made effort to improve the mobility solutions along with the implementation of an innovative budget to improve the strategies they provide to the customers (Daimler, 2021). This can act as an effective idea for communicating with the partners, clients, employees and the other owners of the business. The idea of utilising biofuel and other alternative fuel sources with the introduction of electric cars would be able to add value to the customers and they will be able to collect feedback to understand the features that they can add to improve the quality of products produced.

The company produces sustainable products that are based on the loyalty of the customers and upgrades the features of the products through the implementation of innovative software for making them more useful. Thereby, it produces the ***potential products*** of Levitt's model.

Blog 2

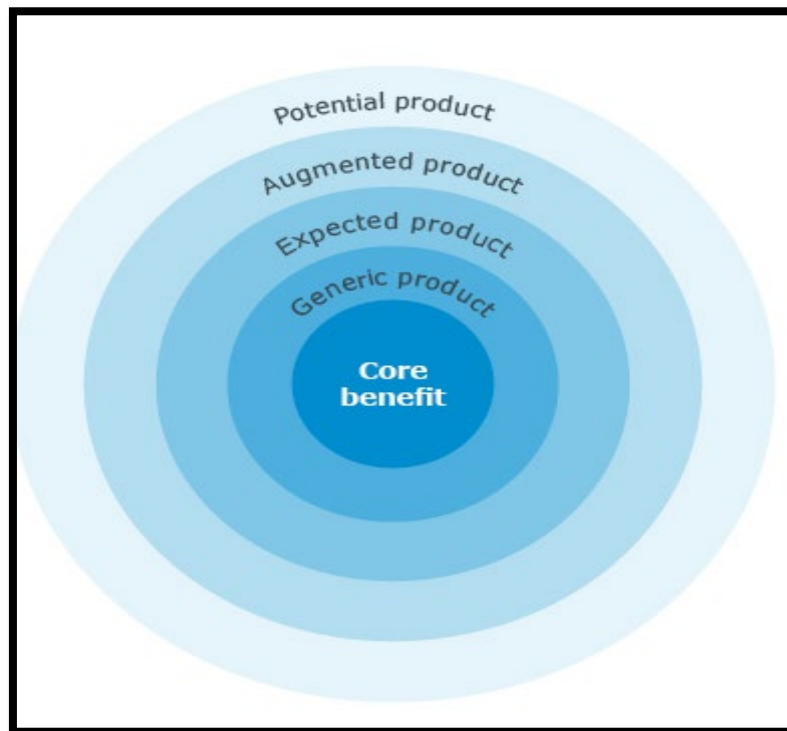


Figure 1: Levitt's Model

(Source: CGMA, 2021)

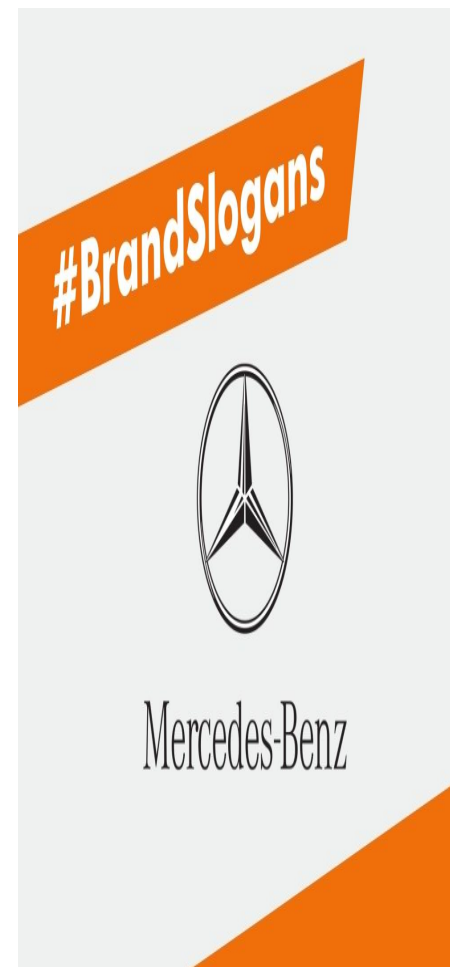
Levitt's model

This model is essential for targeting the different segments of the customers and analysis of the aim of the model to evaluate the types of products that are produced by Mercedes-Benz for attaining profitability in a structured way. Moreover, it focuses on the different operational processes like planning, sales, logistic, marketing and sales (CGMA, 2021).

Blog 3

Development of the tagline (Physical existence)

Tagline generation is essential for describing the uniqueness of the business along with understanding the proposition of the value. This helps in understanding the communication effort of the organisation with the target audience of the company. The message spread through the tagline would help an organisation to describe the effectiveness of branding of the products and broadening the customer range through exclusive methods of appealing (S  raphin *et al.*, 2019). The vision of Mercedes-Benz is to provide an exceptional working environment for individuals to work. It is based on the creation of a premium and transparent atmosphere with the inventory outlook and providing customer care that is individualised. It is the first company to introduce electric cars to hold its responsibility towards the environment and promote innovation, growth and relationship. The company is offering products of automobiles that are of premium qualities along with promoting individualised care for the customers. It enables individuals to choose the right products that are suitable for improving the lifestyle of the individuals and setting free contact (Mercedes-Benz, 2021). The slogan used by the company includes ***Best or Nothing*** (Mercedes-Benz of Arrowhead, 2021). This provides the main message of providing an improved experience to the customers and is the first car to create cars that are unique.



Blog 4

Choosing of the target audience (Pricing and positioning)

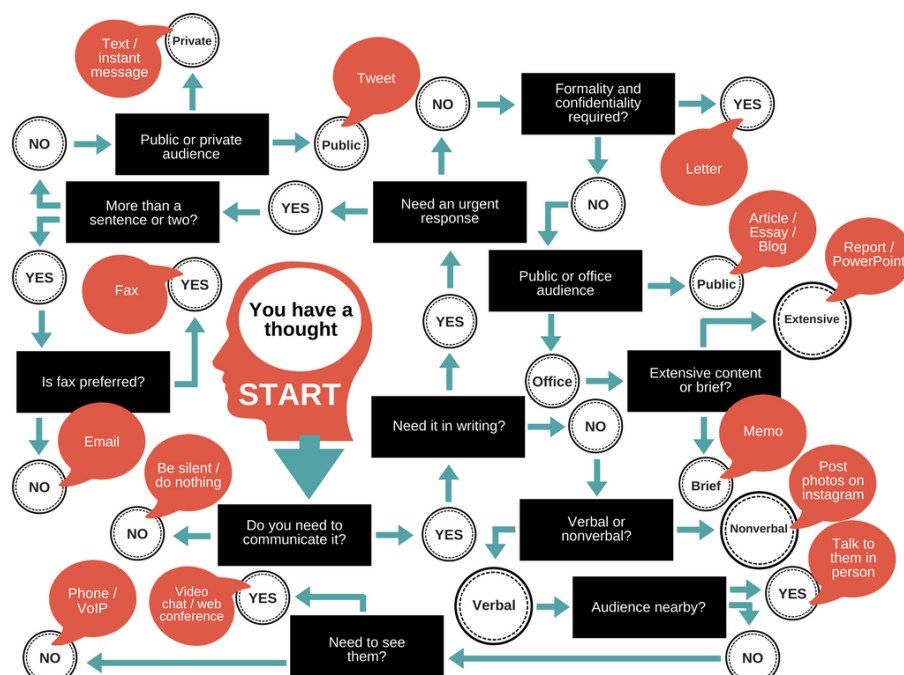
Choosing the target audience of the company would be essential for understanding the perspective of the customers and enhancing the bonding with the partners of the business, employees along the whole community. There has been a need for effective research of the market to understand the segments of the target. There have been more than 65 units of production along with 9000 different channels of distribution of Mercedes-Benz (Daimler, 2021). The price range of the company ranges from £23,160 to £198,845 and the A-class cars of the company are the cheapest products. On the other hand, SL-Roadster is the most expensive car that is sold by the company (car pages, 2021). This provides an indication that the company utilises the *premium strategy of pricing* and has been *positioning* its composition in the competitive market as the company selling improved quality products at high prices. Thus, the high social group are mainly the target market and audiences of Mercedes-Benz. However, the prices are subject to changes in accordance with the changes in the legislative segment of the organisation. There has been the availability of click and collect options along with the system of home delivery. The company has been targeting the demographic process of *segmentation* of the market by attracting the income group and age of the customers.



Blog 5

Selection of the channel of communication (Promotion)

An effective channel of communication is necessary for reaching the target market and using an analysis that is cost-benefit along with the introduction of advertising methods like tradeshows, social media, advertising and other relation to improve the tactics of marketing. *One of Us* has been implemented as the new format of video for communicating. Advertisements are also available on the YouTube page of the company. It provides details of the exclusive scenes and outlook of the cars. The channels of YouTube are present in different languages with German and English subtitles to attract customers internationally and improve the sales of the products. Thereby there will be an increase in the revenue and the profit percentage of Mercedes-Benz. Instagram channels are present with the latest pictures format of the moving cars. This would act as a trending ground for the company for improving corporate communication and spotting the people who are responsible for maintaining the brand image of the organisation (Daimler, 2021).



Blog 6

Defining the objectives (People and place)

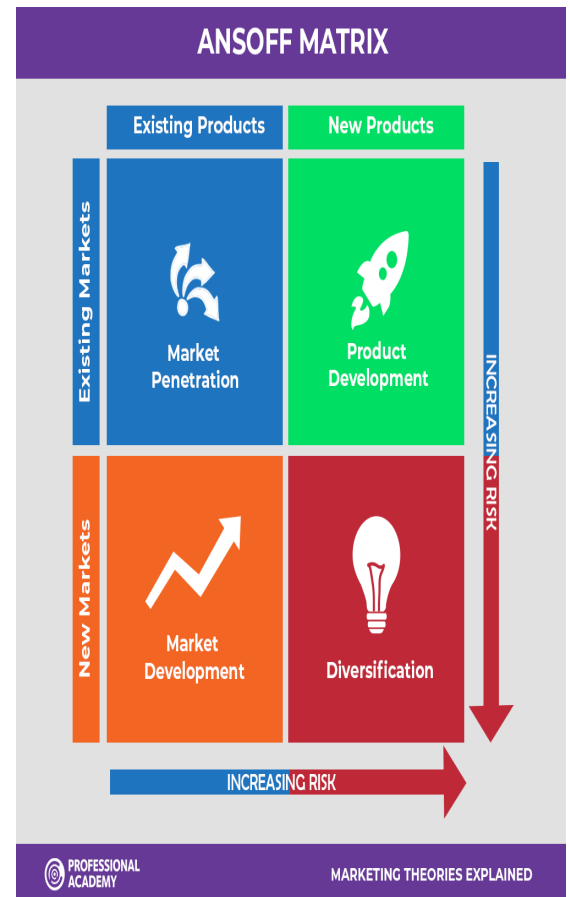
The company has been pushing its growth to transform the carbon dioxide and maintain neutral packages to achieve the goals of the climate. There are approximately 2000 suppliers of the company and its ambition is to produce a neutral fleet vehicle with the implementation of green products by 2039. There are different tracking components that help the company in checking the overall emission of carbon dioxide and how it can be reduced over time. The most essential objectivity of Mercedes-Benz is to protect the climate and maintain sustainability and upstreaming the value chain for providing driving that is emission-free. There has been a production of different battery cells that are based on maintaining neutrality and preserving the interest of the future generation. The goal of the company is to help in the reduction of raw materials and are non-renewable and thereby, increasing the utilisation of the secondary products that help in the development of plants that would act as a role model. This would enable the company to reduce the overall footprint of carbon by more than 30% (Daimler, 2020).



Blog 7

Ansoff matrix theory

This is a strategic tool for adopting different measures to improve the strategies that are required for the growth of the organisation. There are various segments through which the company can enhance its productivity (CFI, 2021). Mercedes-Benz can utilise *market penetration* that would enable the company to improve the quality of products thus, aiming to expand the market share by increasing the strategies of distribution and promotion efforts. The incorporation of analyst conferences and virtual investors would help the company to raise its portfolio and develop the software of electric cars for the convenience of the customers (Cision, 2020). This would enable the company to achieve high profitability with the development of the footprint of the industry.



Comments:

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Ask Any Query:

Conclusion

It has been analysed through the marketing theory that Mercedes-Benz produces improved quality products with the involvement of technology and R&D to improve the designing strategies and produce products that have the potential for improving the services of the customers and protecting the environment as a whole. The company follows the premium type of pricing strategy that serves mainly the upper social class. Moreover, demographic segmentation has been implemented by the organisation to increase the sale of different products. Instagram, blogs and YouTube have been selected as the mode of digital marketing that helps Mercedes-Benz to improve its relationship with its customers. It follows the market penetration stage of the Ansoff matrix to improve the sale of different products.

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