

Volvo Marketing Strategies

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Communication definition

Communication is exchanging information, ideas, thoughts, opinions, and emotions through speech, writing, gestures, or other signals. It is the basis of all human interactions and relationships and is essential to personal and professional success (Cornelissen, 2020). Communication is a two-way process that involves an individual sender and an individual receiver. For communication to be successful, the sender must accurately convey the message to the receiver, and the receiver must understand the message sent by the sender. Communication can occur in various forms, such as verbal, non-verbal, written, digital, and physical. All forms of communication involve both a sender and a receiver and the transmission of information. Communication is essential for the functioning of any organization, as it allows for the exchange of ideas, information, and feelings. It is also important for building relationships, understanding, and resolving problems.

Communication Models

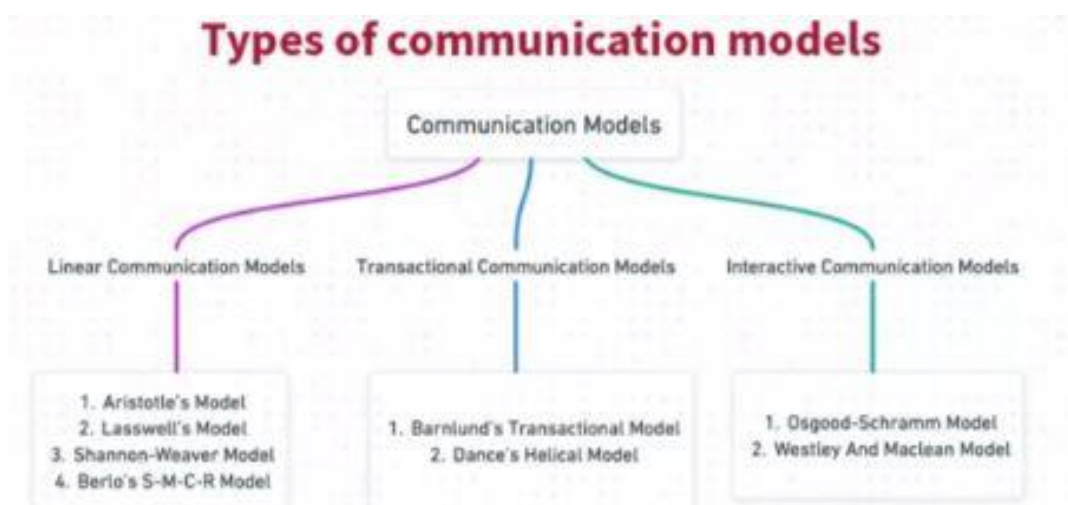


Figure 1 Types of Communication Model (Engati 2021)

A communication model is a theoretical construct explaining how two or more parties transmit, receive, and understand information. Communication models explain the interaction between sender and receiver in communication. They provide a framework for understanding how communication works and how it can be improved. Common communication models include the linear model of communication, the interactive model communication, and the transactional model of communication.

The linear communication model is a one-way, non-interactive model in which the sender transmits a message, which is received and interpreted by the receiver (Cornelissen, 2020). It is based on the assumption that the sender has all the knowledge and the receiver has none and that the receiver accurately interprets the sender's message.

The interactive communication model is a two-way, interactive model in which both the sender and receiver are involved in the communication process. This model is based on the assumption that both the sender and receiver have some knowledge and contribute to the communication process.

The transactional communication model is a three-way, interactive model in which the sender, receiver, and context are all involved in the communication process. This model acknowledges that communication is a dynamic process and that the context in which the communication takes place affects the communication process.

The Linear Model of Communication

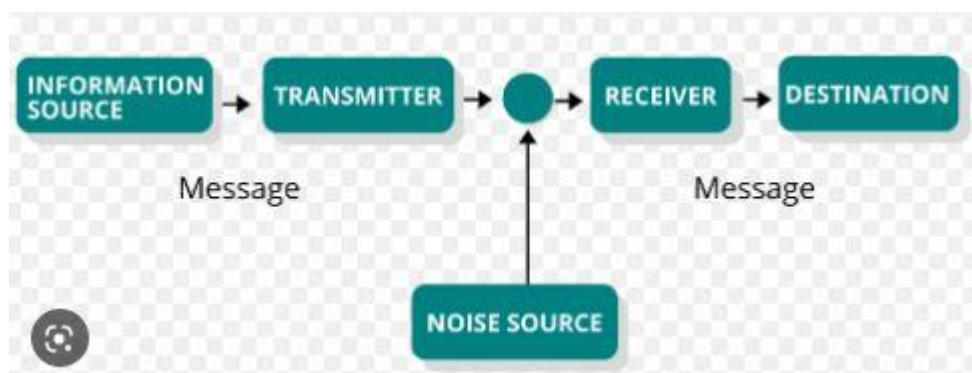


Figure 2 The Linear Model of Communication (Deborahbobrenee 2003)

The linear communication model is a one-way, non-interactive model in which the sender transmits a message, which is received and interpreted by the receiver. It is based on the assumption that the sender has all the knowledge, the receiver has none, and the receiver accurately interprets the sender's message.

In the linear communication model, the sender creates and transmits the message. The sender must ensure that the message is clear, concise, and appropriate for the intended audience. The sender must also ensure that the message is delivered most effectively, considering the medium used and the receiver's needs.

The receiver is responsible for interpreting the message. The receiver must decode the message, evaluate it, and take appropriate action. The receiver must also ensure that the message is understood and interpreted in the way intended by the sender.

The linear model of communication has some advantages. It is a simple, straightforward model that works well in situations where the sender and receiver are familiar with each other. It is also effective in situations where there is a high degree of trust between the sender and receiver, as the sender can be sure that the receiver accurately interprets the message.

However, the linear model of communication also has some limitations. It is ineffective when there is a lack of trust between the sender and receiver, as the sender cannot be sure that

the receiver will accurately interpret the message. Furthermore, it is ineffective in situations where the sender and receiver are unfamiliar with each other, as there is no opportunity for back-and-forth dialogue.

The Shannon weaver model

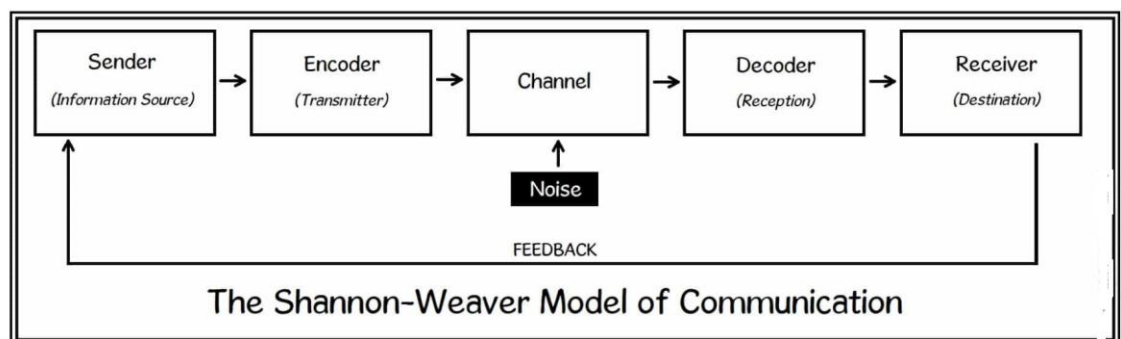
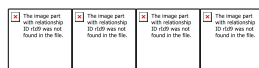


Figure 3 The Shannon -Weaver Model of Communication (Vaccare 2008)

The Shannon-Weaver Model of Communication is a linear model of communication that was created by Claude Shannon and Warren Weaver in 1949. The model describes the process of communication as a linear, one-way process that consists of five distinct elements: sender, message, channel, receiver, and feedback (Shanker et al., 2021). The sender is the person or entity that sends the message. The message is the information that is sent by the sender. The channel is the medium through which the message is sent, such as a telephone line, email, or radio signal. The receiver is the person or entity that receives the message. Finally, feedback is the response from the receiver to the sender, letting them know that the message was received and understood. This model provides an effective framework for understanding the communication process and how its elements interact.

Volvo could use the Shannon-Weaver Model of Communication to inform their marketing strategies by focusing on each element of the communication process. For example, they could develop an effective message that conveys the benefits of their products to their customers. They could also use various channels to deliver the message, such as social media, email, and traditional advertising. They could also focus on connecting with their customers through feedback by encouraging conversations and reviews. By understanding how each element of the communication process works together, Volvo can create marketing strategies that protect the consumer's end-to-end journey.

Integrated Marketing Communications

Integrated Marketing Communications (IMC) is a term used to describe a holistic approach to marketing communications and advertising. IMC is an approach to creating a unified and seamless brand experience for customers across multiple touchpoints (Muhammedrisaevna, Bayazovna & Kakhramonovna, 2020). It consolidates all forms of marketing, such as advertising, public relations, direct marketing, sales promotion, and digital marketing, to communicate a consistent message and create a unified customer experience. IMC allows organizations to create a comprehensive and coordinated plan to reach and interact with customers, making it easier for them to understand the brand and its offerings. IMC helps organizations to build relationships with customers, increase brand awareness, and increase customer loyalty.

The primary pro of Integrated Marketing Communications (IMC) is that it helps organizations to create a unified and seamless brand experience for customers across multiple touchpoints. This can help to build stronger relationships with customers, increase brand awareness, and improve customer loyalty (Muhammedrisaevna, Bayazovna & Kakhramonovna, 2020). IMC also allows organizations to create a comprehensive and

coordinated plan to reach and interact with customers, making it easier for them to understand the brand and its offerings.

However, there are also a few potential cons associated with IMC. The first is that it can be costly to implement, as it requires organizations to invest in multiple marketing channels simultaneously. Additionally, there is a risk of oversaturation or over-messaging, which can be off-putting to customers and diminish the effectiveness of IMC efforts (Muhammedrisaevna, Bayazovna & Kakhramonovna, 2020). Additionally, IMC requires great coordination, planning, and monitoring to ensure that messages are consistent across all channels. Finally, IMC can be time-consuming, requiring ongoing maintenance and monitoring to ensure messages are aligned with the brand and its objectives.

Overall, Integrated Marketing Communications can be a very effective tool for organizations looking to build stronger relationships with customers, increase brand awareness, and improve customer loyalty. However, it is important to understand the potential costs and risks associated with IMC to ensure that it is implemented effectively and efficiently.

In order to gain the best out of Integrated Marketing Communications (IMC), companies must first understand their target audience and develop a comprehensive and coordinated plan to reach and interact with them (Muhammedrisaevna, Bayazovna & Kakhramonovna, 2020). This plan should include multiple channels, such as advertising, public relations, direct marketing, sales promotion, and digital marketing. Companies should also ensure that their messages are consistent across all channels and aligned with the brand and its objectives. Additionally, companies should utilize analytics and data to monitor and measure their efforts to ensure they are reaching the right audience and achieving desired outcomes.

In addition, companies should invest in training their staff on IMC so that they are well-equipped to handle their responsibilities and understand the importance of delivering consistent and unified messaging. Companies should also allocate resources to implement and maintain their IMC efforts to ensure that their messages are up-to-date and relevant. Finally, companies should strive to create an engaging and interactive customer experience to build stronger customer relationships and increase customer loyalty.

New Promotional Strategies Volvo Can Use to Raise Awareness of The Brand

Social Media Marketing: Volvo should create a comprehensive social media strategy that involves the creation of content across multiple platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn. This content should be carefully crafted to appeal to a wide range of target audiences while highlighting Volvo vehicles' unique features and benefits (Bekimbetova, Erkinov & Rakhimov, 2021). Additionally, Volvo should use paid social media advertising to reach even more potential customers.

Influencer Marketing: Volvo should partner with influencers in the automotive industry to promote their vehicles. These influencers can help spread the word about Volvo vehicles and create content that appeals to their followers. Volvo should also incentivize influencers to share content and offer their followers exclusive offers or discounts.

Content Marketing: Volvo should create educational and entertaining content to engage potential customers and help them learn more about Volvo vehicles. This content should be tailored to different audiences and promote Volvo vehicles' unique features and benefits. Volvo should also ensure that this content is optimized for various search engine platforms and is easily accessible to potential customers.

Traditional Advertising: Volvo should also invest in traditional advertising methods such as television, radio, and print. This can help to reach potential customers who may need to be connected to the internet or active on social media (Bekimbetova, Erkinov & Rakhimov,

2021). Volvo should ensure that the content they create is carefully crafted to appeal to their target audience and promote the features and benefits of their vehicles.

Events and Experiences: Volvo should create events and experiences that will allow potential customers to interact with their vehicles and learn more about them hands-on. These events should be tailored to different audiences and feature unique activities and experiences that will draw in potential customers.

Branding And Brand Equity

Brand Equity

Brand equity is the value of a brand and is based on consumer perception of a particular brand. It considers all aspects of the brand, such as its name, logo, reputation, and customer loyalty. Brand equity is determined by the consumer's awareness, recognition, and preference for a particular brand (Keller & Brexendorf, 2019). It also considers how well the brand performs compared to its competitors and the overall image of the brand in the marketplace.

Branding

Branding is creating and maintaining a unique, recognizable identity for a product, service, or business. It involves creating a name, logo, slogan, and design elements that distinguish a company from its competitors (Keller & Brexendorf, 2019). Branding is also about creating an emotional connection with the consumer so that the consumer associates the brand with certain values and feelings. Branding aims to create a long-term, positive relationship between the consumer and the company.

The most successful brands are those that have a strong, positive emotional connection with their customers. This connection can be created through advertising campaigns, endorsements, or creating unique customer experiences. Brands also benefit from having an effective and consistent communications strategy (Parium, Smith, & Armstrong, n.d). This

includes using the same message across all communication channels, from advertising to public relations to social media.

Brand equity and branding go hand-in-hand. Strong brand equity can help a company create a competitive advantage in the marketplace, while effective branding can help create a positive and lasting impression in the minds of consumers. The two concepts are integral to the success of any business, and it is important to understand how they work together to create a successful brand.

Keller's Brand Equity

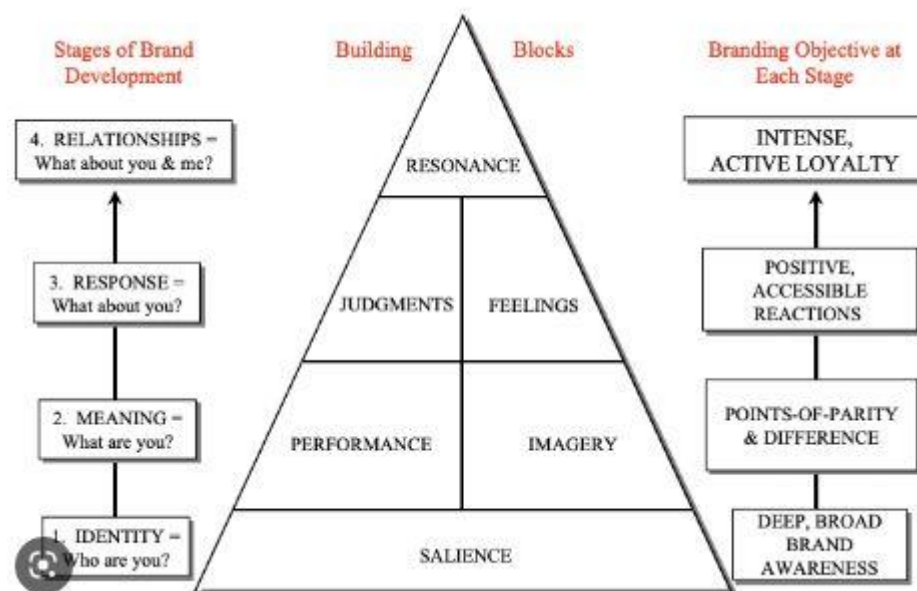


Figure 4 Customer-Based Brand Equity model pyramid (Keller, 2009)

Keller's Brand Equity model is a framework designed to help organizations understand and measure the value of their brand. It is based on the idea that the value of a brand is determined by its ability to create value for customers and to generate higher levels of satisfaction and loyalty (Adhikari & Panda, 2019). The model consists of four components: brand salience, brand performance, brand imagery, and brand judgments.

Brand salience is the first component of the model, and it refers to the degree to which a brand is recognized or remembered by customers. This includes factors such as brand awareness, recall, and recognition. Brand performance is the second component, and it refers to the degree to which a brand meets the needs and expectations of customers. This includes factors such as product quality, customer service, and price.

Brand imagery is the third component of the model, and it refers to how customers perceive the brand. This includes factors such as brand personality, values, and associations. Brand judgments are the fourth component, and they refer to the overall evaluation customers make of the brand. This includes factors such as customer loyalty, brand loyalty, and brand preference.

The Keller Brand Equity model is a useful tool for organizations to measure and understand the value of their brand. By understanding the four components of the model, organizations can better identify ways to enhance their brand in order to increase customer satisfaction and loyalty.

Advantages of Keller's Brand Equity Model

The advantages of Keller's Brand Equity Model are numerous. First, it provides a comprehensive framework for understanding and measuring the value of a brand. Breaking down the components of brand equity into four distinct categories makes it easier to identify areas where a brand may be lacking and areas where it can be improved (Laurie, & Mortimer, 2019). Additionally, it provides a structure for creating marketing strategies that will help maximize the value of a brand. Second, the model is based on the idea that the value of a brand is determined by its ability to create value for customers and to generate higher levels of satisfaction and loyalty. This helps organizations focus on creating a positive customer experience, which can lead to increased sales and profits.

Finally, by understanding the model's components, organizations can better identify ways to enhance their brand to increase customer satisfaction and loyalty. This can lead to increased market share, better customer retention, and higher profits.

Disadvantages of Keller's Brand Equity Model

Despite its many advantages, there are some drawbacks to Keller's Brand Equity Model. First, it can be difficult to accurately measure the model's components. For example, measuring brand awareness and brand recognition can be difficult, as these are subjective measures (Hunt, 2019). Additionally, the model does not consider external factors, such as economic conditions or industry trends, which can affect the brand's value.

Second, the model can be time-consuming and expensive to implement. Organizations will need to invest in research and data collection in order to accurately measure the various components of the model. Additionally, the model does not provide a way to measure the effectiveness of marketing strategies, so organizations will need to invest in other tools to measure the success of their efforts.

Finally, the model does not provide an actionable plan for enhancing a brand. While it can provide insight into areas of improvement, it does not offer specific strategies for achieving those goals (Hunt, 2019). Organizations will need to develop their own plans for enhancing their brands.

How VOLVO Company Implement the Keller's Brand Equity Model.

Volvo can implement Keller's Brand Equity Model by first measuring the current status of its brand's equity. This can be done by researching to measure brand salience, brand performance, brand imagery, and brand judgments (Laurie, & Mortimer, 2019). This research can be used to identify areas of strength and areas of improvement.

Once the research is complete, Volvo can use the results to create a strategy for enhancing its brand. This may include adding new features to their products, improving customer service, or creating a more positive brand image. Additionally, Volvo can create marketing campaigns to increase its brand awareness and strengthen its brand image.

By implementing Keller's Brand Equity Model, Volvo can maximize the value of its brand and gain a competitive edge in the market (Milev, & Solongo, 2020). The model can help Volvo identify areas of improvement, create strategies for enhancing its brand, and measure the effectiveness of its efforts. This can lead to increased customer satisfaction, higher customer loyalty, and higher sales and profits.

Volvo's Customer Journey and Touch Points

The Volvo customer journey is a process that begins when a customer first hears about the brand and ends when they become an advocate for it. The customer journey typically begins with an awareness stage, as the customer learns about Volvo through various channels such as advertising, events, or word of mouth (Zhu, 2020). During this stage, customers gather information and decide if Volvo is right for them.

Once customers have decided to purchase or lease a Volvo, they enter the consideration stage. During this stage, customers research different models, compare features, and look at prices. Volvo offers a variety of resources to help the customer during this process, such as online research tools, dealership visits, and test drives. Once the customer has made their selection, they enter the purchase stage. During this stage, customers are completing the paperwork and make the payment. Volvo has various payment options, including financing, leasing, and cash. The next stage is the ownership stage (Zhu, 2020). During this stage, customers are taking delivery of their Volvo, learning to drive it, and familiarizing themselves with the features. Volvo offers a variety of resources to help customers during this stage, such as maintenance and repair services, warranty information, and vehicle safety information.

(Stylidis et al., 2020). The final stage is the advocacy stage. During this stage, customers engage with the Volvo brand and share their experiences. This can be done through reviews, social media posts, or word of mouth.

Overall, the Volvo customer journey is a comprehensive process involving various customer touchpoints. During each stage, customers interact with the Volvo brand in different ways, such as online research, dealership visits, test drives, and vehicle maintenance (Zhu, 2020). Volvo's goal is to ensure customers have an enjoyable and successful experience throughout the journey.

Volvo Customer Journey Map

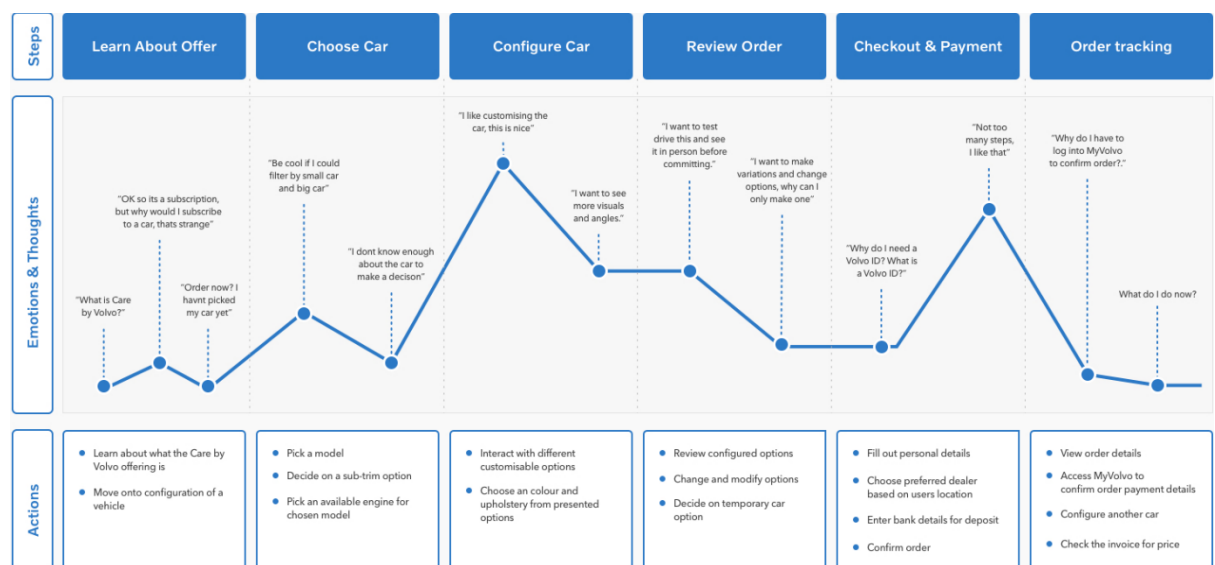


Figure 5 Volvo Customer journey Map Sidhu(2009)

The Total Engagement Model

The Total Enlargement Model (TEM) is an approach to automotive design developed by Volvo to create larger, more luxurious, and more powerful vehicles than their predecessors. TEM was first introduced in 2004 when Volvo unveiled its new S80 sedan. The S80 was the first Volvo to feature a longer wheelbase, wider body, and larger interior than the previous model (Zhu, 2020). This larger size allowed for more interior space, including a larger trunk

and more legroom. The goal of TEM was to create a larger, more luxurious vehicle that was still recognizable as a Volvo (Stylidis et al., 2020). To achieve this, Volvo increased the size of the S80's body and interior while still maintaining the same core design elements that had made Volvo vehicles so recognizable. This included the iconic Volvo grille, the signature diagonal lines of the body, and the rounded edges on the headlights and taillights.

Since the introduction of the S80, Volvo has continued to use the TEM approach for its vehicles. The XC90, for example, was an even larger vehicle that featured an even larger interior (Stylidis et al., 2020). The XC90 offered more space for passengers and cargo but still maintained the signature Volvo design elements.

The TEM approach has allowed Volvo to remain competitive in the luxury market. By increasing the size of their vehicles, they are able to offer a more spacious interior, larger cargo capacity, and more luxurious amenities (Adhikari & Panda, 2019). This has helped Volvo remain relevant in a constantly shifting and evolving market.

The Total Enlargement Model has been successful for Volvo and continues to be used in their vehicles today. By creating larger, more luxurious vehicles, Volvo has been able to remain competitive in the luxury market. The TEM approach has allowed Volvo to remain relevant and continue to offer both stylish and practical vehicles.

Recommendations Based on New Customer Touchpoints.

VOLVO is a world-renowned automaker with a reputation for providing quality vehicles and outstanding customer service. In order to protect the end-to-end journey of its consumers, several new customer touchpoints can be implemented.

The first touchpoint is an online customer portal. This portal would allow customers to access information about their vehicles, including maintenance records and warranty

information. This portal would also serve as a platform for customers to communicate with the Volvo team, ask questions, and receive technical support.

The second touchpoint is an interactive virtual showroom. Customers could explore Volvo models, compare features, and even schedule test drives (Laurie, & Mortimer, 2019). This showroom would be available on the Volvo website and through a mobile app.

The third touchpoint is an advanced customer service system. This system would include features like chatbots and AI-assisted customer service agents. This would allow customers to quickly get the help they need with any questions or concerns.

The fourth touchpoint is a comprehensive vehicle tracking system. This system would allow customers to track their vehicles in real-time, locate nearby service centers, and receive notifications when they need maintenance.

Finally, the fifth touchpoint is a rewards program. This program would reward loyal customers with discounts and special offers on Volvo products and services. (Laurie, & Mortimer, 2019) By implementing these five touchpoints, Volvo will be able to ensure a safe, secure, and enjoyable customer experience. These touchpoints will help protect its consumers' end-to-end journey and ensure that their needs are being met.

Conclusion

Overall, Volvo can use the Keller Brand Equity and Total Engagement Models to come up with marketing strategies that will protect the customer end-to-end journey. By using these models, Volvo can provide a holistic customer experience that is both engaging and memorable. Additionally, the models can create a strong customer-brand relationship that will help Volvo increase customer loyalty and foster customer loyalty in the long run. Therefore, Volvo can use the Keller Brand Equity and Total Engagement Models to create successful marketing strategies to protect the end-to-end customer journey.

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