



Marketing Management (LCMB 7001)



Student Name :Albana Luzi

Student Number: 1954022

Lecture: Tushara Blendran

Submission Date: 5 Jan 2021

Wordcount: 3500

1. Introduction	3
2. Communication Channels.....	3
3. Valuesacross Cultures.....	4
4. Communication Tools Used.....	6
5. Effectiveness.....	8
6. EffectivenessAssessment.....	9
7. Strengths.....	10
8. Weaknesses.....	11
9. Market Segments.....	11
10. Media Strategy.....	11
11. Maintaining Brand Image.....	12
12. TeslaInc Keller Brand Model and Customer Touch point.....	15
13. Research approach.....	17
14. Analysis and findings.....	18
15. Tesla Inc brand equity pyramid.....	23
16. Customer TouchPoint	24
17. TeslaInc EngagementModel.....	25
18. Conclusion.....	26
19. References.....	27

Introduction

A poor internal organizational communication strategy is the main reason for the insufficiency of communication channels. However, values across cultures are the main hindrance of organizational culture for the driver's cultures lead to different values which play a vital role in decision making, leadership styles, and personality (Zakaria, N., Amelinckx, A., & Wilemon, D. 2004). Tesla Inc. is one of the companies affected by both communication channels and values across cultures. I aimed to analyze these factors and suggest a possible solution

Marketing Communications is the process that takes place when an organization conveys, collects, and analyzes data. Marketing Communication tools are essential players in every marketing and advertising strategy. Each communication tool is designed to obtain the consumer's attention; the messages are sent over different methods. Some communication channels

Communication Channels

Communication is passing information and the process through which meanings are exchanged with the goal of understanding. Communication is either verbal- putting across a message by speaking or nonverbal- use signs such as frowning, yawning, crossing to communicate (DeVito, 2000). Tesla Inc. frequently uses formal communication channels that provide guidelines for sending, receiving, and recording messages through the use of emails, letters, telephones, memos but to mention a few.

There are four ways communication flows in Tesla Inc. they include; intragroup- interactions of people in a small group like a department, interpersonal- communication between people, for instance, a Manger and an employee for it is usually facing to face, intergroup-this is information

sharing between groups e.g. department and department, public or mass communication- this is targeted to the public and makes use of media i.e. tv, radio, websites and newspaper (Postmes, T., Tanis, M., & De Wit, B. 2001).

Internal organization communication is not only limited to a few communication channels such as memos, emails, noticeboards, newsletters, and staff meetings but includes all communication that conveys meaning. It is with a good communication channel that internal communication of Tesla Inc. can be fostered. Internal communication is a great asset in enhancing employee morale, promoting transparency, binding an organization, and reducing attrition. Well-informed employees feel more satisfied and involved in the fate of the company thus contribute more to its success.

A good communication channel will enable employees to know the right decisions and make them since they know and also tools in knowing on what right decisions to be in line with organizational objectives and goals. Departments tend to share resources and information freely if a good communication channel and a great Internal organization communication strategy are in place. This will reduce conflicts since most of the conflicts within an organization arise from conflicting ideas on what is important to the organization. An ineffective organizational communication strategy and channel lead to a lack of understanding of the business strategy, lack of a common direction, lower productivity of employees, and employee dissatisfaction. As a result, the organization may suffer reduced efficiency and increased operating costs

Values across Cultures

Values influence cultural practices as every country has cultural practices and a unique value system. A value is a conception distinctive of a group or an individual character. Values mainly

influence ethical or unethical behavior in Tesla Inc (Henriques, 2020). thus the values of employees in upper and middle management bears a significant impact on the ethical climate of the organization as the employees are likely to follow in the footsteps of their leader. The world is now a global village and people from different walks of life with different values and cultures work together in organizations.

Tesla Inc. has a challenge of understanding the differences of these employees because values and cultures differ and the differences help predict and explain the behavior of employees from these different countries. (Fang, T. 2003).

Geert Hofstede analyses the variations among cultures and found the following five variations in values of national culture; short-term versus long-term versus orientation. He noticed that people living in long-term oriented cultures look to the future and value persistence and thrift while a short-term orientation culture values the past and present with an emphasis on fulfilling social obligations and respect for tradition. The second variation is the power distance. This is the extent to which people in a country acknowledge that power in organizations and institutions are distributed unequally.

People with a low power distance orientation are of the view that power is relatively equal while their counterparts- high power distance cultures are of the extremely unequal view. The third variation focuses on individualism versus collectivism. Individualism is the extent to which people in a country choose to act as individuals rather than a group, collectivism has a group sense. It is low individualism. The fourth group is the achievement versus nurturing cultures people in achievement cultures have a degree of prevalence of values such as material goods, money acquisition, assertiveness, and competition. Nurturing cultures value relationships and are sensitive with a concern for others' welfare. The final group, uncertainty avoidance is a people

who prefer structured over unstructured situations. In countries that have a high score on uncertainty avoidance, people have a higher level of anxiety, manifesting itself in stress, aggressiveness, and great nervousness.

Every successful company has in place an Integrated Marketing Campaign and uses marketing communication tools; this is composed of many different areas that work independently for a common goal, like a watch. Marketing communication tools are the bridge between the consumer and the organization; this is the way Tesla Inc. can listen to their consumer's needs and wants and also is the way they offer their products, services, and educates the public about new offerings. Tesla Inc. Evaluates the target market's behavior and with this, they can use the proper communication channels. Not every communication channel works for every organization, and this is because every target market is different. Choosing the correct communication tools is imperative for an organization's success.

Communication Tools Used

Tesla Inc. has a great reputation and has earned its customer's loyalty to the brand throughout the years. Both organizations have been building a strong foundation from the beginning, by focusing on the customer more than on Return on Investment (ROI) they both have become leaders in the financial industry. They both do so by forming a community, by knowing their customer, by learning their wants and needs, both organizations have a strong foundation that speaks for itself, and card members become loyal and emotionally attached to the brand. This is how you make everlasting relationships, by providing great service.

Tesla Inc. has used and depends on various communications tools; they have very similar strategies, they almost seem to mimic each other sometimes. Both organizations use advertising

as a communication tool; they advertise in TV, Newspaper, Radio, and Billboards (Henriques, 2020). Advertising is an effective tool to help to reach a larger crowd in a short amount of time. Advertising is not used expecting to be the decisive factor for a sale but helps spread the brand's name amongst potential customers and the rest of the population; even non-customers know Tesla Inc. brand.

Tesla Inc. brands use Direct Marketing, and this is when this organization has sent what seems to be a personalized email, catalog, email, text message, or a letter offering a promotion. In the case of Tesla Inc., the experience is that both send pre-approved credit cards with great introductory offers.

Tesla Inc. does the personal selling, and there is a specialized unit that generates outgoing phone calls to potential customers to offer those products and services that could meet their current financial needs. Tesla Inc. Has specialized in forming relationships with customers, by knowing detaining about their business the organization knows better how to meet the card member's expectations and they have the opportunity to design a product that will suit the cardmember best.

Tesla Inc. also uses the Sales Promotion tool; many of the credit card offers come with generous introductory offers and promotions. In Tesla Inc.'s case, some examples are additional membership rewards when approved for a new credit card after spending X amount of money within a Y amount of time, the first year of the annual membership fee for free. Discover, to give some examples offers introductory low APRs and additional features like a reward system using cashback.

In the case of Tesla Inc., the use of Public Relations started around the when. Decided to start publishing; Tesla Inc. realized that they did not wish to be a simple credit card that people use to pay for things, but they wanted to be seen more like a lifestyle. What Tesla Inc. did to turn this around was to publish about their card member's life and lifestyle (Farjam, 2015). One example of Tesla Inc. is the magazine "Travel and Leisure". Travel and Leisure magazine reflects luxury, class, culture, and power; all this reflects what Tesla Inc. can give to its cardmembers. With Publishing Tesla Inc was able to promote their products and services directly to their target market. Discover does not seem to have a publishing unit, nor any published magazines.

Moving away from the most traditional communication tools, Tesla Inc. Has adapted to the technological advances, and their presence on the Web is strong as it also is in Social Media channels. Keeping up with technology allows these organizations to remain in touch with their customers, it helps them build a communication channel where their users can voice their opinions, and they can both partner together.

Effectiveness

Tesla Inc.'s communication strategies have been exceptionally effective. Tesla Inc. Has been effective thanks to the end goal they have in common; both organizations have realized that building long-lasting relationships are better thanks focusing only on short-term return on investment. Both organizations know the power of the brand, customer loyalty, and partnership.

Less effective marketing communications strategies failed or came short is because they were aiming for immediate revenue. Tesla Inc. does not aim to the instant revenue but a long-lasting relationship with their cardmembers. Loyal customers are less likely to leave the

company, and they are more likely to spend more on the cards, are more likely to use other products or services, and are very likely to recommend the brand.

When Tesla Inc. launched one of the most effective long-lasting marketing campaigns called "Small Business Saturday"; this was an extremely effective campaign because it targeted members and non-members. Equally, they offered to help with business questions, concerns, and guidance. They even have an open forum where people discuss and share better business practices. These services are provided free of charge to everyone with access to the web, and this has been effective because it exposes people who are non-members to the Tesla Inc. experience, once they have experienced a taste of what the "Membership" has to offer they are more likely to become card members.

Effectiveness Assessment

Different types of marketing communication tools serve different purposes; some are designed to spread the message to the masses while others are directly targeted to specific demographics. The effectiveness of each marketing communication tool cannot be completely isolated from the other forms of communication tools; this is because even when one communication tool is working independently it also takes part of bigger machinery where all piece's movements complement each other.

Some examples of ways to measure the effectiveness of communication tools are: analyzing the website traffic and reviews, observing the number of follower's social media accounts like Facebook and Twitter each company has, observing how many responded to direct mail offers by becoming card members (Henriques, 2020). Other communication tools like an

advertisement are meant to reach a wider audience but not precisely expecting a sale out of it; advertisement helps spread the brand's reputation even amongst non-card members.

Brand strategy is how a company chooses to define a product or service through marketing. If a company chooses to use black polka dots for their marketing, then that is what they will be known for, and it will be easy to recognize what product is being promoted without a name or picture of the product (Farjam,, 2015). A brand strategy includes the company's slogans, colors, and even catchphrases. Marketing communication comes in about where the brand strategy will be seen, heard, or read. Will the company, use social media, television, or direct mail? The five marketing communications and brand strategy that will be discussed in the following will be

1. Vision, Mission, Values
2. Strengths and Weaknesses
3. Market Segments
4. Media Strategy
5. Maintaining Brand Image

Tesla Inc., Vision is "We believe that we are on the face of the earth to make great products, and that is not changing (Mission Statement Academy, 2020)." The Mission is ": bringing best of the consumers' experience to their loyal customers by innovative software, hardware, and services. (Mission Statement Academy, 2020)" Tesla Inc. Values are Accessibility, Education, Environment, Inclusion & Diversity, Privacy, and Supplier Responsibility (Apple, Inc., n.d.)."

Strengths

Most valued brand. According to Interbrand, Tesla Inc. is the number one most valuable brand for the seventh consecutive year, with their brand being valued at two hundred and thirty-four billion.

Tesla Inc. Is it an iconic brand across the globe? Tesla Inc. following is almost cult-like with it having millions of brand loyalists, and it is one of the most reliable companies.

Tesla Inc. is a top-ranking company, as they were the first to introduce some of the products we have today.

When it comes to what businesses want for their products and their company to use, Tesla Inc. is the first choice. They cater to businesses and offer specific products and services to help businesses run more efficiently and efficiently.

Tesla Inc. does its research to understand what customers and business needs and wants are.

Tesla Inc. offers a variety of services

Weaknesses

Premium prices for their products, and sometimes customers consider the products luxury item. Little to nonexistent advertising because Tesla Inc has a huge loyal following. The company relies on its storefronts to attract customers.

Tesla Inc. is started to expand into areas that it may or may not have the right competencies to take those services to the next level.

Market Segments

a. Business Professionals: Tesla Inc. products appeal to business professionals because they are safer and harder to hack. Thus, larger companies and businesses alike use Tesla Inc. products and give their employees to use.

young Adults and Students: Tesla Inc. products appeal to this segment because of peer pressure

c. Middle/Upper Income: This segment has more money and demand better products and sees it as a status thing to own Tesla Inc.

d. Media/design Professionals: Tesla Inc. makes software that can be used across any of its products. This is especially helpful for people on the go (Henriques, 2020).

Media Strategy

Tesla Inc. does truly little advertizing. However, the advertising they do is very strategic. Watching television or movies, we can see most actors and actresses use the iPhone in the movies and television shows. Even if it is not seen on the phone itself, the notifications or ringtones are evident that are only available on the products. Influencers promoting their products using the products are pushing Tesla Inc. products also. It also utilizes media buzz. "Schiller, in the discussion of the product, said that Tesla Inc. decided in not paying to do any of the advertisement during the brief time since when the device was introduced in January 2007 and when it was released for sale in the same year (NEILPATEL, 2020).

Maintaining Brand Image

Tesla Inc. brand appeals to customers' emotions, right from the start. When the product was first unveiled, the product was new, and there was nothing like it on the market. This appealed to customers a sense of freedom to have a device that could change almost everything their computer did without having to carry it around with them. "The starting point is how Tesla Inc.'s product experience makes you feel. Tesla Inc.'s brand personality is about lifestyle; imagination; liberty regained; innovation; passion; hopes, dreams, and aspirations; and power-to-the-people through technology.

Tesla Inc.'s brand personality is also about simplicity and the removal of complexity from people's lives, people-driven product design, and being a humanistic company with a heartfelt connection with its customers. Through these qualities, Tesla Inc. is positioned as being extremely helpful to people (and businesses) as they strive to achieve their goals. (Marketing M Marketing interchanges comprises of five key variables, influence and data, destinations, contact focuses, partners, and advertising communication exercises. Firstly all advertising's communication will likely induce their intended interest group to change their demeanors and conduct towards the association. There are numerous approaches to convince the intended interest group, for example, advertisers can give substantial thinking and huge actualities that can change customer conduct fundamentally.

Listening and reacting to any inquiries to the association can go far in the driving achievement of the association. Making the intended interest group feel uncommon and knew about can immediately change their feelings and sentiment of the association. Advertising communication can work without a target. By and large making brand mindfulness, conveying data, instructing the business sector and a propelled positive picture for the association can likewise induce the intended interest group. Contact focuses must require overseeing and organizing a marketing message. Contact focuses can extend from stores where clients can physically encounter the item and see it for themselves, client calls where the hotline will have the capacity to help all clients in need and notice through TV, online networking, and others. ends, n.d.)"

Tesla Inc. is ideally the same in retail; they don't target only one specific target market. According to Knol (2012), "Marketing communications are how firms attempt to inform, persuade, and remind consumers - directly, or indirectly - about the products and brands that they sell." (Kotler and Kellter)" (para. 1). Communication channels evolve from a strategic marketing

plan that then forms the beginning of an Integrated Marketing Communication plan. Choosing communication channels are part of defining marketing objectives as this initiates targets and goals, for instance, increasing sales, brand awareness, customer engagement, etc.

Each company has a way of utilizing certain communication channels that establish instant communication before, during, and after any regular or special event going on with the company. Each communication channel can be an effective way to relate to consumers, whether they are verbal or nonverbal (Farjam,, 2015). That could mean public relations, personal selling, television, web content designs, blogs, email lists, social media and, etc.

They also have an online interactive web store. The web design is outstanding; you can either order a vehicle from the site or custom build one from the options given. This type of marketing allows you to put yourself into the vehicle of your making. Tesla Inc. publishes its own Tesla Inc. magazine and has customers post their photos and experiences with their product on Twitter and Facebook. The web content is also pretty clean; the visuals of breaking each category down are easy for you to find what you are looking for. They have blogs and personal photos of inspiring stories from actual customers as well.

Along with that, they also offer up \$500 incentives to select groups such as veterans and active-duty military, college students, and of course first responders. Those are some good incentives, and they also offer other incentives like 0% apt for qualified buyers along with a \$1,000 retail bonus cash and \$1,000 smart bonus. These are offered when you visit their website or the dealership (Tesla Inc.Company, 2015).

Tesla Inc. has communication channels and the tools they use are pretty basic and simple but still very effective. One unique thing they have is the automatic discount percentage that is added at the time of the online order placement. An additional incentive to purchase is the free

shipping on certain products but only for a limited time. This causes a sense of urgency for the customers to complete the order. Tesla Inc. has also developed an affiliate program in which they post their banners on an affiliate's website and pay 3% of sales generated from that banner to that affiliate (Tesla Inc., 2016).

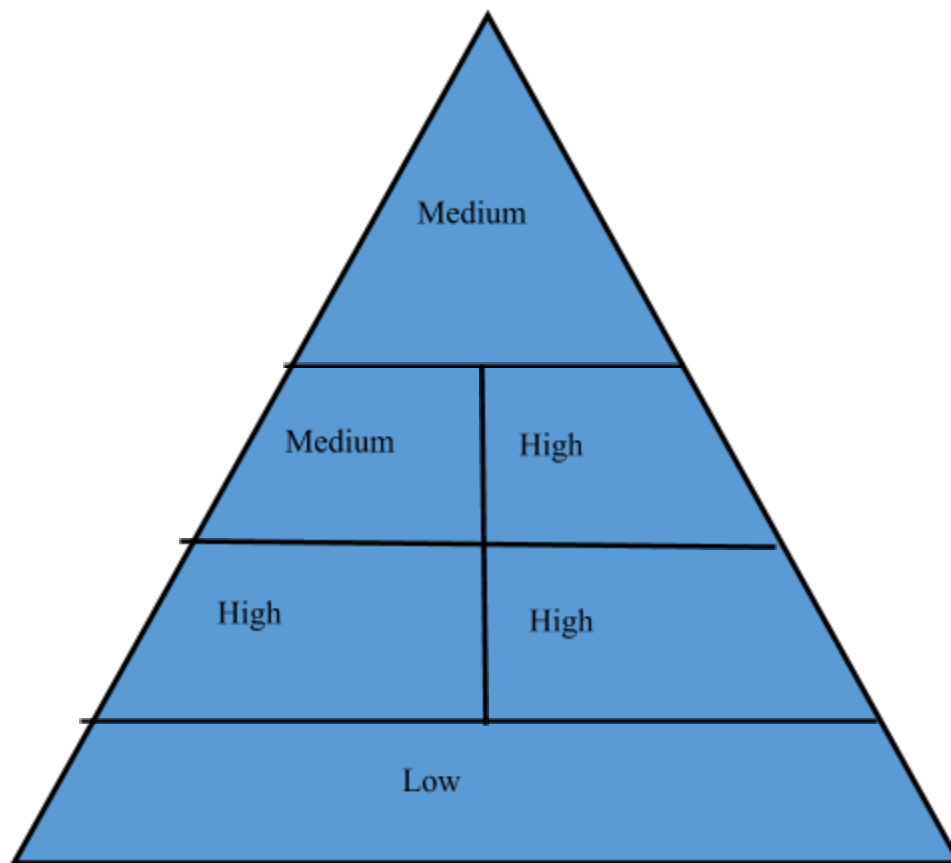
Tesla Inc. is involved with their customers offering online chat to explain products and any promotional sales and events in-store and online. This can come in handy because photography equipment can become an expensive hobby or profession. Although it can be expensive, these promotions and sales are a great way for consumers to purchase a high-quality product for both personal and business essentials.

The way they have their affiliate stores set up also makes you feel like you are in the right department not guessing where to find their products. They have their cameras and printers in stores like Tesla Inc., Target, and Sears. Each major store with its electronic department along with online stores where a consumer can locate and purchase the canon product. Print advertising is also done by all three stores along with sending email specials to all individual customers who sign up for their newsletter.

Going back to online shopping, they make it easy for you to get what you want and at the price. Tesla Inc. has a great product service presence, whether it be online or holding it for you at the store. All of the designed new features which are shipped from Store may be found in the Store and also Reserved Into the Store -- illustrate what Tesla Inc. philosophy and IMC marketing strategy, as the experience concerning the online shopping of a personal computer, tablet or a smartphone and also in-store shopping which are combined into one experience.

Tesla Inc Keller Brand Model and Customer Touchpoint

A product may tend to generate value because of its recognizable name, such products are said to have better brand equity. Consumers seem to have a direct impact concerning the product's brand equity; thus it becomes vital to the extent that their effect is measured then calculated in return. One of the models of the product may easily be used to calculate what is known as the consumer-based brand equity which is based on Keller's model in this instance, It is used in calculating the brand equity of Tesla Inc. Through the designed model, each of the dimension must be measured in terms of, medium, low or high, and also each of the recommendations in each dimension is given out in the report below.



Concerning pride of Tesla Inc is based on how differentiated and unique their products seem to be different from their other competitors; this is one of the key attributes which ensures

that the company gets to the broader and better market to sell their products. But this has been one of the led to the organization's success since one of them is apt skills in marketing.

The organization's marketing strategy forms one of the critical elements which have led to their high brand equity. Customer-based brand equity refers to how customers' attitude concerning the specific brand eventually tends to affect organizations' success. In measuring a company's brand equity, the CBBE (customer-based brand equity) must have to be keenly be measured and known since one cannot perform without depending on each other. The company's CBBE for more efficiency has to be measured and also calculated to justify how huge the brand equity it has.

Research approach

Qualitative research specifically aims at dealing with how the company's target population seems to feel concerning specific research objects. This research model greatly helps the researcher in understanding the attitude of the research individuals concerning the organization.

Quantitative research helps in dealing with the acquiring of data that may be quantified in performing statistical operations which enables them to answer a particular phenomenon or theory.

To measure the CBBE of Tesla Inc's organization, the top-notch available research models have to be incorporated. Some of this model includes both quantitative and qualitative research model's data and also secondary information which tends to be derived from specific sources (Farjam,, 2015). The report is used in adopting Keller's brand equity model, which is

known to have four significant levels which include the brand meaning, brand response, brand identity, and lastly the brand resonance.

The first level of Keller's brand equity models helps in dealing with issues concerning the brand identity; this level is concerned in seeking how to find out how the consumer of the company's products views a particular product. In this level, qualitative analysis forms one of the best suited.

The second level aims at looking for the brand meaning; in this level, it involves two sub-levels, known as; brand imagery and brand performance. The brand performance mainly focuses on product reliability, functionality, piece, and durability. The imagery of the brand seeks in understanding how customers tend to view the company's product and if they tend to meet their psychological and social needs.

The third levels help in looking for the brand response; the response refers mainly to how customers feel concerning the company's product.

The fourth level helps in measuring the brand resonance; in concern with the layman terms, this refers to the loyalty shown by the customer towards the company's particular product. The simplest method in measuring this level is by net promoter score, which is used in measuring the likelihood of loyal customers recommending the product to another individual.

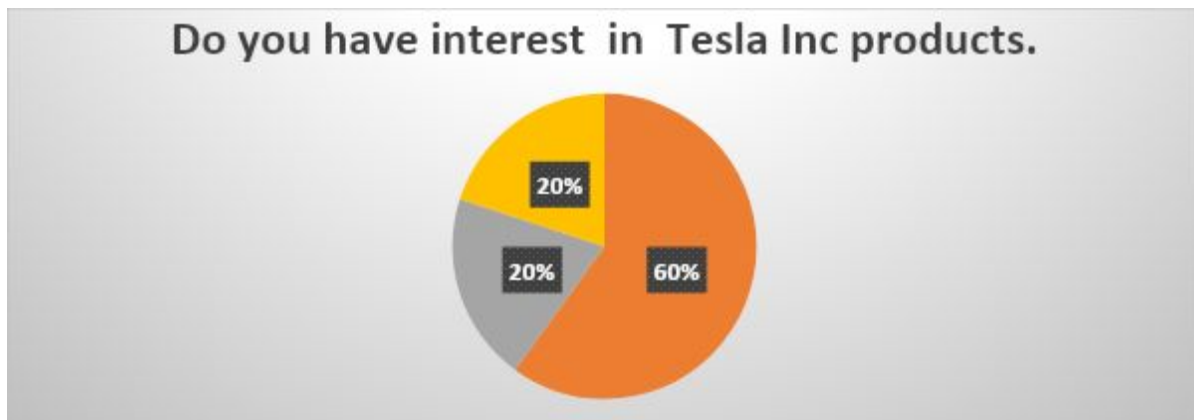
Analysis and findings

The qualitative sector in the study included the use of survey questions and interviews as methods in the collection of data. The researcher chose five individuals from the circle of friends who showed affiliation concerning Tesla Inc and the products.

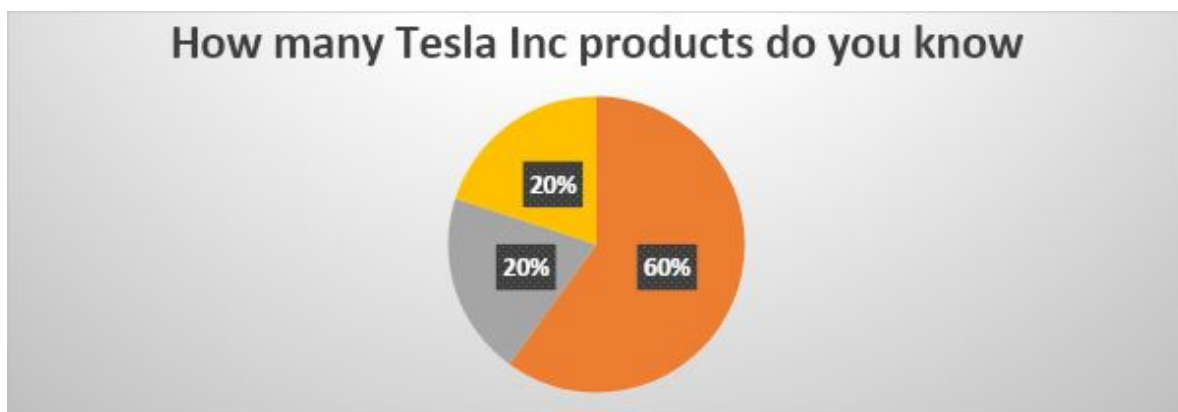
Findings

Questions used were three which used to measure in the first level in the Keller's model of brand equity and obtained

results are depicted in the pie charts below.



Three out of five respondents like Tesla Inc and their products, as observed in the chart above.



Level two was concerned mainly with imagery and brand performance. In this section concerning the equity brand dimension, the researcher responsible did not only interview the individuals but also, the researcher looked at the customer's comments plus feedback given

concerning the Tesla Inc social media sites including Twitter and Facebook. The seven out of the first ten given comments which were made concerning the Coca-Cola website seemed to be mainly positive in the comments section. Thus 70% of the individuals loved products and the company (Shiddiq, 2020). In Twitter, results seemed to be the opposite since five out of the ten first comments made on Twitter were positive.

In response to respondents, most of them seemed to choose Tesla Inc products since their uniqueness and price when they were compared with other companies. The respondents depict that they didn't love the product's taste since it was much and also on how they were packaged.

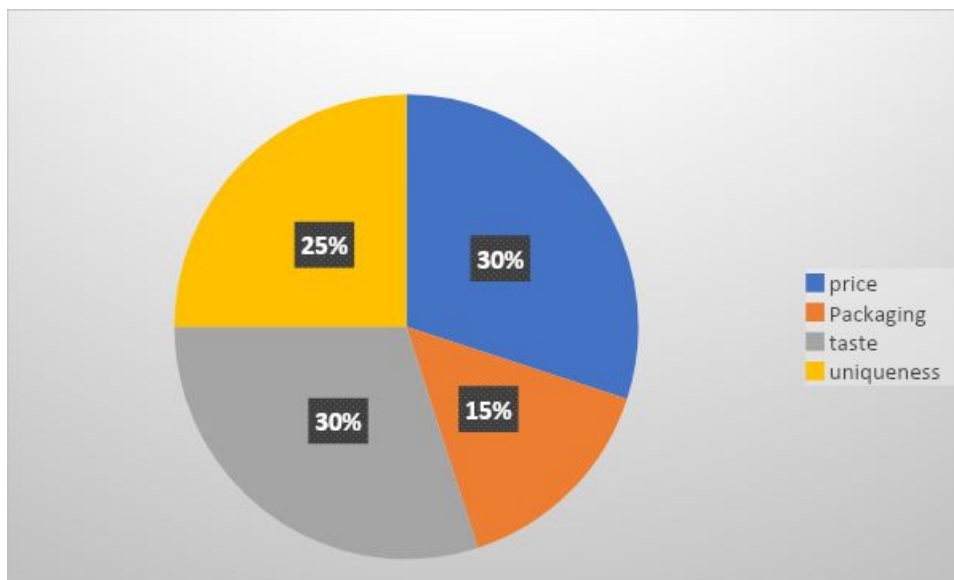


Figure 4judgement on the company's product.

The third position, it mainly focuses on the consumer's feedback about the organizations brand since the decision cannot tend to be even quantified since the researchers made and came with some of the series of quizzes which mainly looked at main human characteristics which is four and includes actions, emotions, cognition, language. The researcher seemed to have used

some of the nine quizzes and ten in the finding the participant's attitude concerning the Tesla Inc brand

The fourth level focuses on brands' resonance; it refers to how loyal the customers are concerning the brand of your products. In this situation, the researcher tends to employ have implemented using net promoter and score, where the twenty individuals in the scenario are chosen. Results were presented in form of a pie chart as shown below.

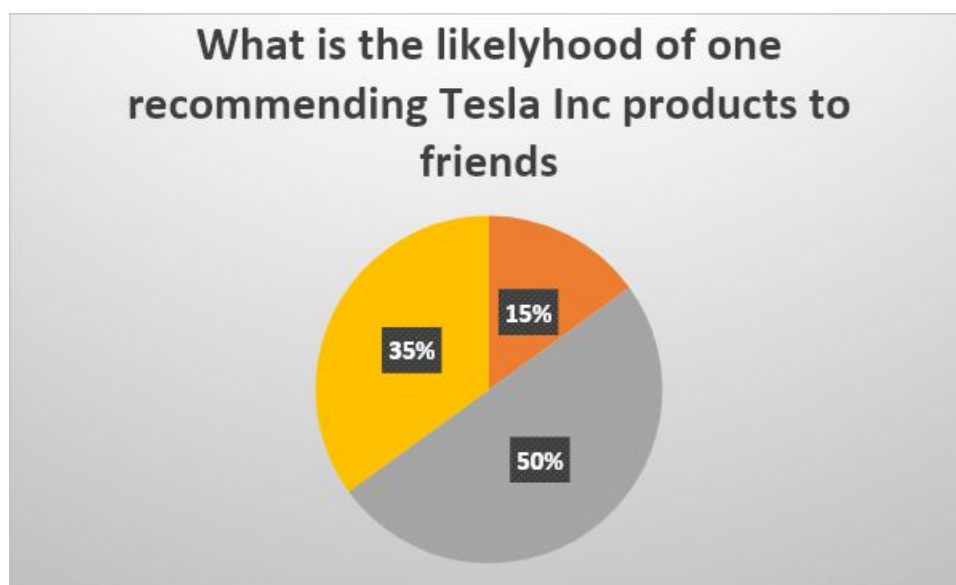


Figure 5likelihood for recommending Tesla Inc products.

The chart above displays 85% of twenty participants who were likely to recommend the Coca-Cola products by advertising them to friends and relatives.

Twenty of the individuals were mainly asked if they were willing to take part in the Tesla Inc organization in promotion events, and the collection of results have been displayed below.

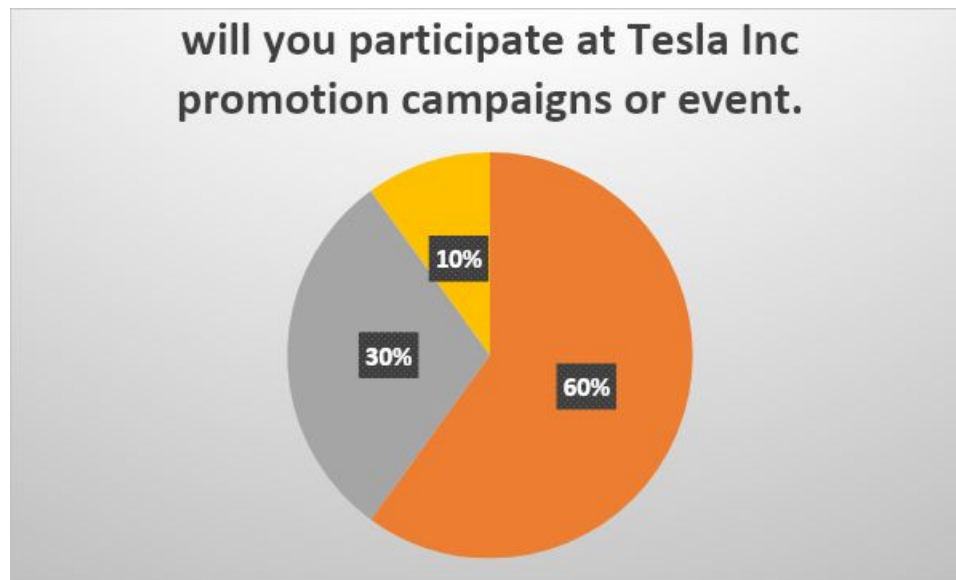
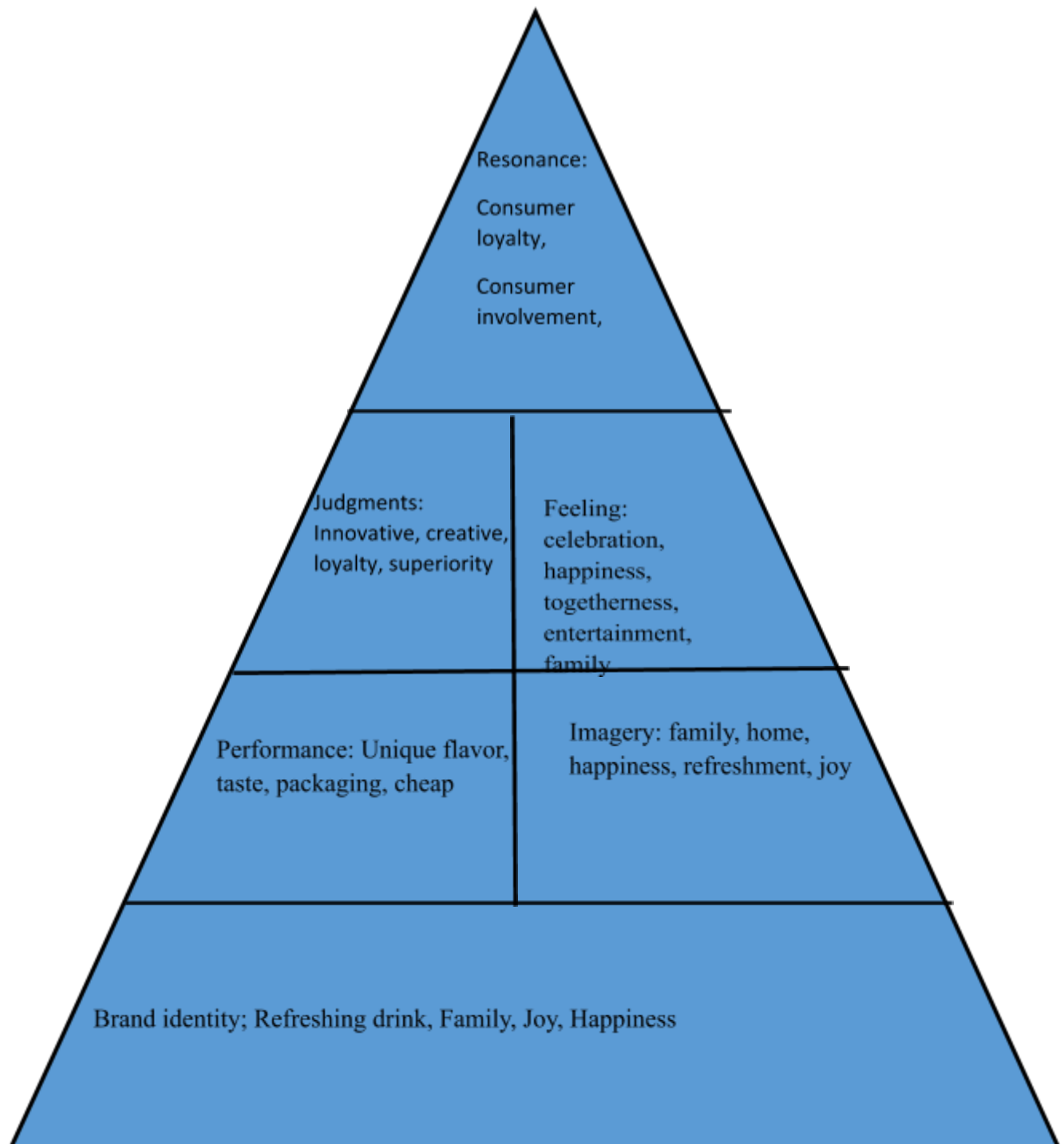


Figure 6level of participation

With the interstation in the chart, most of the 20 participants who form 60% seem to be in their willingness in taking part in the Tesla Inc promoted campaigns and even events.

Tesla Inc brand equity pyramid

The majority of the participants know and liked the organizations and their products. The chart of figure number three seems to show all individuals loved the organization's products, and also some of them only knew less than three products of the organization (Henriques, 2020). Because the performance of the organization seems to be based on Keller's model which is on level one that depicts the performance of the company is medium.

The second portion concerns firm visualization and performance. In figure 4, the brand seems to be famous because of its taste, adorability, and uniqueness. In this case, uniqueness arises from the high-end marketing plan and strategies which may include entertainers and popular artists.

The responses towards the Coca-Cola brand are situated on the third level where viewed based on the user's feelings and judgment. The majority of individuals seemed to have a positive attitude towards the product following the word cloud as per appendix 4. Individuals were happy when using words like joy, happiness refreshing, and others in describing how better the product was. Having a good number of positive responses and feedbacks concerning the products, the organization seemed to have a high score at Keller's equity model brand (Farjam,, 2015).

The fourth stage tends to look for the organization's involvement and brand resonance; which is a measure of product consumers' loyalty to you. The first measure of loyalty is the willingness of the loyal buyers to refer firms' products to friends and other people. Eighty-five percent of the participants were ready and willing less aimed to recommend Tesla Inc products to colleagues and friends.

Customer Touchpoint

The one dimension seems to have a higher score because of the brand's resonance, this is justified by several available loyal buyers of an organization that it has with other significant factors previously discussed. The organization needs to ensure that the resonance grows, it's one part of the buyer's brand equity which in return needs to have a lot of protection. The consumer's loyalty seems to have many positive effects, which includes free marketing since when they started recommending the company's product to their close individuals for free. It tends to be imperative for the company to ensure that its resonance always is high because when one loses loyal customers, the ultimate impact results in losing major shares of the income.

The brand identity which was scored had a low score because of the of ideas that the organization more than five hundred known brands and most of the participants tend to know only two types (Shiddiq, 2020). The organization should improve and try its brand awareness to the public in order of increasing its target market and identity.

Tesla Inc Engagement Model.

Tesla Inc company seemed to be doing all of the processes right in terms to ensure that its brand is at the tops tier always in terms of brand equity. Therefore for the company to stay up there for more years to come the company needs to improve the number of things which includes their brand value. This can be achieved by setting and coming up with plans that can purposely improve their monthly income. Some of this plan and strategies include coming up with products which the consumers might term as a basic need rather than a want.

The organization need also to increase its engagement with modern consumers, different consumers who want to feel valued and feel like they were involved in coming up or building a

certain goods product (Henriques, 2020). Tesla Inc must thus ask for their dedicated consumers by communicating with them on their social media platforms concerning what kind of beverages they mostly prefer, also in the company's website must include software programs which are designed to allow the end-users to select different packaging methods which they preferably like due to their taste.

Finally, the organization must selectively be able to participate in different worldwide campaigns or demonstrations which helps in seeking for better the human race which includes the fight against global warming. This type of initiative would help in drawing the consumers even closer to the company and thus results and products and the results have maximum profits which may even increase brand equity and brand value.

Conclusion

If an organization has a great product but lacks a channel to communicate with the public and tell them about the product they have just created will be catastrophic for any business. Every business should have a marketing communication strategy in place to help them reach certain goals. A marketing communications strategy is that bridge between the customer and the business; this is the way not only an organization can tell the consumer about products and services available, they can also educate them, and they can build long-lasting relationships.

References

- Aaker, D. A. (2009). *Managing brand equity*. Simon and Schuster.
- Arab, N. (2018). Relationship between dimensions of Brand Equity and 4Ps of Marketing Mix-Place, Product, Promotion, & Price: Tesla Inc -Consumer Based Qualitative Survey.
- Clow, K. E., & Baack, D. (2014). *Integrated Advertising, Promotion, and Marketing Communications* (6th ed.). Retrieved from <https://phoenix.vitalsource.com/#/books/9781323105061/cfi/6/2!/4/2@0:20.2>
- Clow, K., & Baack, D. (2015). *Integrated Advertising, Promotion, and Marketing Communications* Retrieved from [http://phoenix.vitalsource.com/#/books/9781323105061/cfi/6/52\[;vnd.vst.idref=P7000481691000000000000000000009813\]](http://phoenix.vitalsource.com/#/books/9781323105061/cfi/6/52[;vnd.vst.idref=P7000481691000000000000000000009813]).
- Farjam, S., & Hongyi, X. (2015). Reviewing the concept of brand equity and evaluating consumer-based brand equity (CBBE) models. *International Journal of Management Science and Business Administration*, 1(8), 14-29.
- Henriques, R.J.F., 2020. *Tesla, Inc.-Equity Research* (Doctoral dissertation).
- Knol, (2012). *Marketing Communication: Channels and Promotion Tools*. Retrieved from <http://museum-madness.blogspot.com/2011/12/marketing-communication-channels-and.html>.
- Integrated Marketing Communication Tools (2015). Retrieved from <http://www.managementstudyguide.com/integrated-marketing-communication-tools.html>

Shiddiq, M., 2020. Case Study of Tesla, Inc. as Dynamic Organization in Automotive Industry and How It Acts Amidst COVID-19 Epidemic. *Inc. as Dynamic Organization in Automotive Industry and How It Acts Amidst COVID-19 Epidemic (April 30, 2020)*.

Younas, S. (2017). Impact of Social media brand communication on Brand Knowledge: Mediating role of Brand Image & Brand Awareness Application of CBBE model theory of Keller. *Journal of Management Info*, 4(4), 12-18.

Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*.