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MARKETING MANAGEMENT ASSESSMENT 1

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Executive summary

This report has made an effective analysis of the customer journey associated with Aston Martin. Therefore, this report has made an effective identification of the organisational profitability and the employees they are proceeding with. Moreover, this business report has suggested new marketing plans for the firm to improve its customer base and engagement.

Integrated marketing communication and the *Shannon and Weaver Model of Communication* are critically evaluated in this report to make an effective analysis of the different changes that the selected firm needs to implement in their firm. *Keller's Brand Equity Model* has also been analysed to make effective improvements in the brand engagement rate of businesses.

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1. Introduction

Customer satisfaction is associated with their journey with the brand. Management of the businesses has to effective changes over their customer journey in terms of enhancing their customer satisfaction at the end. Appropriate communication with the customers and developing efficient promotional activities to enhance brand awareness helps the brands to improve their ultimate customer journey. This report is making analysis of the customer journey and brand equality model of *Aston Martin Lagonda Global Holding PLC* with their existing marketing strategies analysis. This report has developed new online and offline marketing strategies for the selected brand to enhance their customer journey and the ultimate experiences of the customers.

2. Company Background

"Aston Martin Lagonda Global Holding Plc" is the world's only independent car manufacturer which is designing automated vehicles for the past 100 years. This luxury car developer is following significant sustainable strategies such as analysing the environmental changes and investing in people and developing opportunities for them (Astonmartinlagonda.com, 2023). Designing green sports cars and delivering “*world-leading sustainable Ultra-Luxury*” are the sustainable goals that are followed by Aston Martin with their 19,646 employees (Astonmartinlagonda.com, 2023). The business of Aston Martin Lagonda is based on a transparent organisational structure while they are following the ethical values set by the UN.

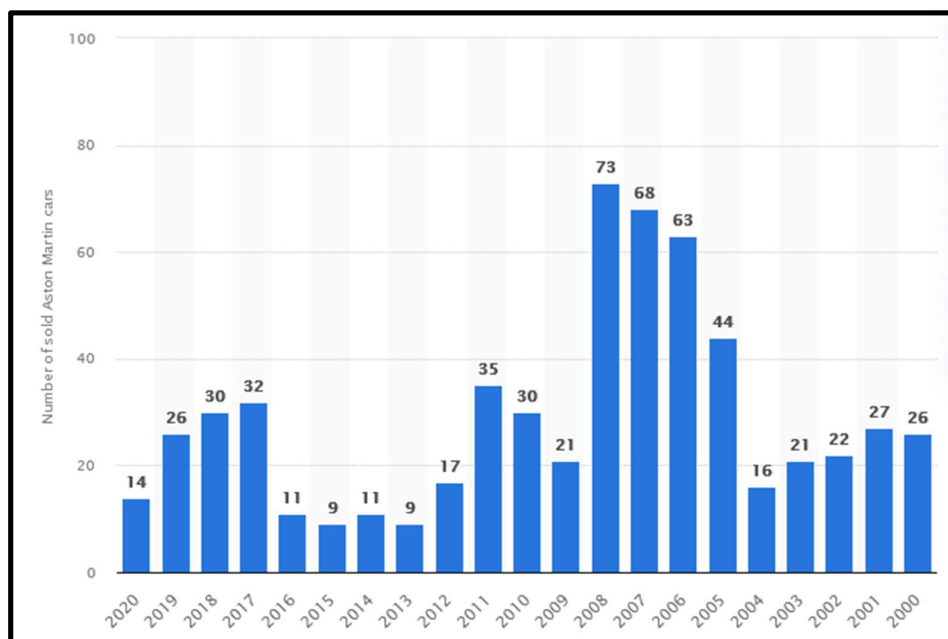


Figure 1: Market share of Aston Martin Lagonda

(Source: Carlier, 2023)

The profitability of the firm is aligned effectively with its business process. £141.8 million has been generated by Aston Martin Lagonda in the business year 2022 while in the year 2021, it was £76.5 million (Astonmartinlagonda.com, 2023). However, the market share of the firm is deteriorating as only 14 cars have been sold per month in the year 2020 while in 2019 this rate was 26 cars per month (Carlier, 2023). Profitability rate improvements are dependent on the improvements in sales margin. Therefore, in the financial year 2021, the sales margin of the selected firm was 6,178 units while in 2022 it has become 6,412 units (Astonmartinlagonda.com, 2023). Based on this, the management the successful management system of the business has been reflected.

3. Definition of Communication

The act of sharing and importing information orally, in writing, or through any other means is referred to as communication. According to Hancock et al. (2020), this process entails communicating verbally and non-verbally as well as sending and receiving information and messages. A solid knowledge of the organisational values must be created both within the organisation and in other settings.

3.1 Communication in the marketing process

Communication marketing is essential for brands to develop effective channels for delivering their products and services from the manufacturers to the ultimate users. Communication-based marketing helps customers to gain awareness about different products and services and engages them with the brands which affect their purchase decisions (Butkouskaya et al. 2020, pp.1-18). Therefore, the strategies of marketing communications are essential for business improvements. Marketing communication with appropriate promotional messages by different digital media such as FaceBook, YouTube and Instagram customer relationships becomes effective for business promotions.

3.2 Shannon and Weaver Model of Communication

"Shannon and Weaver's Model of Communication" is a mathematical theory of communication which includes different mediums of communication such as source, transmitter, channel, receiver and destination. As opined by Rohayatin et al. (2022, pp.963-969), according to this theory the sender encodes the message and forwards it to the receiver through a technical channel which convert messages into codes. This can state that the implementation of "Shannon and Weaver's Model of Communication" will help Aston Martin Lagonda to decode the customer demands and create noise based on the feedback. Therefore,

this can state that the management of the businesses is able to make improvements to their product based on the customer's demands and their feedback after efficiently decoding all the messages.

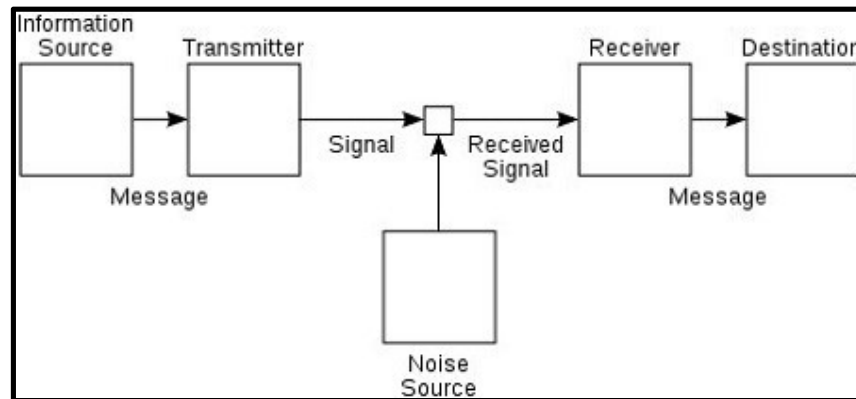


Figure 2: Shannon and Weaver Model of Communication

(Source: Influenced by Rohayatin et al. 2022, pp.963-969)

Significant channels have to be used by the management of the businesses in terms of developing their efficient communication structure with the customers. As per the view of, Shaw (2019, pp.105-126), it can state that the management of the brands has to make appropriate utilisation of their communication channels such as websites and social media pages of the brands to communicate. This will be adequate for Aston Martin Lagonda to improve its communication system with the customer to enhance its customer brand awareness.

3.3 Integrated marketing communication

Direct marketing and public relations management are acknowledged to be "Integrated marketing communication". As commented by Muhammedrisaevna et al.(2020, pp.5-7), the American Marketing Association states that integrated marketing communication is a planned procedure which is able to assure that all the brand contacts received by a consumer for a service or product are relevant for the individual. Based on the integrated marketing communication model can state that the brands have to stay aware of the products and service deliveries and have to make them relevant over time. On the other hand, Laurie and Mortimer (2019, pp.231-252) have stated that personal selling, direct marketing and promotional sales of the brands help them to develop efficient public relations to promote their products effectively.



Figure 3: Integrated marketing communication

(Source: Influenced by Laurie and Mortimer 2019, pp.231-252)

Specific tools are able to get used by the management of different organisations in terms of developing integrated communication-based marketing structures regarding their products and services. Therefore, mobile marketing, social media marketing, and sponsorships are able to be efficient tools for public relations management and integrated communication-based marketing development (Widjaja, 2022, pp.48-62). Aston Martin Lagonda is able to set a continuous flow of messages with its customers to maintain a unified brand experience for the customers. Therefore, adopting this strategy will be beneficial for the management of Aston Martin Lagonda as it will facilitate their foundational marketing concepts. Additionally, they development of their public relations strategies to maintain a balance in their marketing management capabilities. Based on this pain communication with the customers will be beneficial for the management of Aston Martin Lagonda in terms of enhancing the brand awareness of their customers regarding sustainable sports cars.

4. New promotional strategies to increase brand awareness

4.1 Offline

In terms of effective marketing mixing the new offline and online marketing strategies are beneficial for businesses. *Sending out seasonal cards and gifts* will be beneficial for the business management of Aston Martin Lagonda. As commented by Suleiman et al. (2020, pp.164-179), sending offer coupons to the customers helps the brand to let their customers remember about the brand presence and reduce the load of customers spending a lot of time on occasion. Therefore, Aston Martin Lagonda will become able to make effective personal connections with its customers while offering coupons to them on special occasions. This will

help the management to personalise the customer experiences regarding brand management and enhance the brand recognition level of the customers. Based on this strategy the firm will degenerate more effective brand awareness and engage the customers more significantly with the brand.

4.2 Online

In terms of effective customer satisfaction developing unique online marketing strategies will be beneficial for the brand. *Content marketing strategies with leading influencers* will be beneficial for the management of Aston Martin Lagonda in terms of enhancing the level of brand awareness among the customer. As narrated by Haenlein et al. (2020, pp.5-25), an influencer marketing strategy helps the brands to utilise the follower base of the influencers and makes improvements to the brand trust level. Therefore, this is beneficial for managing the reputation of the organisation while merging with the positive brand reputation of the influencers. Moreover, the management of Aston Martin Lagonda has to deal with its brand reputation and connection with the customers to develop a positive customer experience. The implementation of an influencer marketing strategy is beneficial for saving time and enhancing the trust of customers in the brands. Enhancing the customer trust level is essential for improving the business performance in the luxurious car segment.

5. Brand equity model

5.1 Keller's Brand Equity Model

Brand equality is known as the premium values that an organisation generates from a specific product or service with a recognisable name while it is compared with a generic equivalent. Organisations can create effective brand equality with the help of easily recognizable, memorable and superior-quality products and services (Shay and Van Der Horst, 2019, pp.24-44). Developing effective customer-based brand equity is essential for the management of Aston Martin Lagonda to deal with their market presence and improve competitive advantages. In terms of proceeding in the luxurious sports car segment the management of Aston Martin Lagonda have to be aware about the brand equity to deal with their competitive market values. Therefore, the customer-based brand equity model was designed by Keller in his own book on strategic customer base management. As commented by Tran et al. (2020, pp.2053-2062), Keller's Brand Equity Model suggests that the management Aston Martin Lagonda have to make an adequate identification of their brand position at the market of luxury sports cars. Additionally, the management of Aston Martin Lagonda have to identify their own responsibilities for their customers to build-up transparent relationships with their consumers. This can be attributed to the disadvantages of this model as it focuses on

generalised compared to specifications. Based on this theory it can comment that the management of the businesses is able to identify the significant requirements of the customers to locate their products within the market and take responsibility for resolving the issue of the customers.

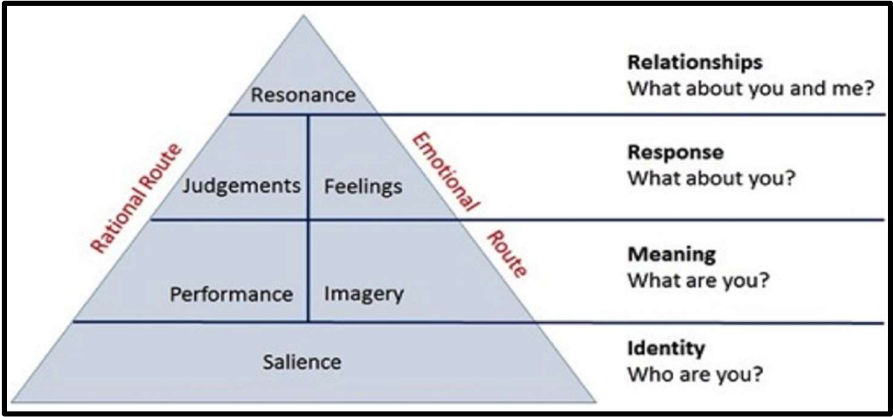


Figure 5: Keller's Brand Equity Model

(Source: Influenced by Shay and Van Der Horst, 2019, pp.24-44)

The management of the businesses identifies the meaning of the business and the developed products and services to stay loyal to their customers. In addition to this, TRAN et al. (2020, pp.213-221) have stated that developing adequate brand meaning is efficient for the management of the business to deal beyond the products that the business is offering. Aston Martin Lagonda has to take care of their proper justification for the uses of their cars and aligned with the market. Therefore, the advantage of this model for Aston Martin Lagonda is to shape the way their customers think about their business. However, this model is unable to highlight the individual brand manufacturers it highlight the entire organisation. Moreover, Jeon and Yoo (2021, pp.369-389) have commented that to manage brand equality on the global platform the brands have to make an analysis of the responses that the customers are generating after purchasing products and services. Therefore, the management of Aston Martin Lagonda has to make an appropriate analysis of the customer's responses in terms of developing the business for the customer's well-being. This will be also beneficial for Aston Martin Lagonda to manage its brand name on the global platform. Furthermore, this will be effective for managing the brand reputation on the international platform. Hence, the implementation of the brand equity model in the business management of Aston Martin Lagonda will be effective in improving their business performance.

5.2 Advantages and Disadvantages of Keller's Brand Equity Model

Advantages:

Keller's Brand Equity Model is a popular framework used to analyze and manage brand equity. The model's primary advantage is its holistic approach, which incorporates all aspects of a brand's identity, from its logo and packaging to its customer experience and marketing messaging (Kim & Hyun, 2011).

- **Holistic Approach:** Keller's Brand Equity Model is a comprehensive strategy for managing brands that takes into account all facets of a company's identity, from its logo and packaging to its customer service and advertising messages.
- **Consumer-Focused:** The model strongly prioritises the consumer and how they view the brand. This is significant because how people view a brand ultimately determines its success.
- **Clear Structure:** The model's straightforward structure makes it simple to comprehend and use. It gives brand managers a clear road map to follow and aides them in determining where they should concentrate their efforts.
- **Flexibility:** The model is adaptable to many brands and sectors of the economy. Because of this, brand managers can adjust the model to suit their own requirements.

Disadvantages:

However, the model has some limitations. The model focuses primarily on consumer perception and may not take into account other factors that can impact a brand's success, such as industry trends, competition, or economic factors (Alsem et al., 2016).

- **Complexity:** Keller's Brand Equity Model can be complex, with many interrelated components. This can make it difficult to implement and requires a significant amount of time and resources.
- **Limited Focus:** The model's primary focus is on consumer perception, and it could overlook other aspects of a brand's performance including market trends, rivalry, or economic reasons.
- **Subjectivity:** Because the model focuses on customer perception, it is inherently subjective and sensitive to a variety of influences, such as personal experiences and individual prejudices.
- **Limited Measurement:** The approach offers a framework for calculating brand equity, but it does not give a complete picture of how well or how well-performing a company is. This might make it less effective for brand managers as a tool.

6. Stages in the Customer Journey

A customer journey is the end to end experience a customer has with a brand. This experiences are classified in to 5 stages when customer first discover Aston Martin Lagonda Brand.

Awareness;At this point, the client is made aware of the Astro Martin brand and their products. Through advertisements, social media, word-of-mouth, or other forms of marketing, they might become aware of the brand. **Research:** After learning about Astro Martin, a customer can begin looking into the company's products. To learn more about the product, they might go to the brand's website, read reviews, watch videos, or contrast it with other companies that are similar. **Consideration;** The customer may move on to the Consideration stage after doing their research to see whether the Astro Martin product would meet their demands. They might take into account the product's qualities, pricing, and other important aspects. **Purchase;** After deciding to acquire the Astro Martin product, the consumer will move forward with the transaction. They can buy the item at a dealership, online, or through other sales channels. **Support;** The customer moves into the support stage after acquiring an Astro Martin product. They might need assistance with installation, upkeep, or problem-solving. They can ask for assistance from customer service or look up specifics on the brand's website or literature.

7. Customer Touchpoints

7.1 Pre-purchase

Customers intended to identify the different information about the products that they are planning to buy. As commented by Ludwiczak et al. (2021, pp.22-35), during the pre-purchase consumer journey individuals are intended to collect product information based on their gender, educational qualification and risk associated with the cars.

Customer Touch points that Astro Martin Lagonda clients come across before putting an order include;

- 1) Advertising: Astro Martin design marketing campaigns that are aimed at prospective clients and inform them about the Lagonda model. These advertisements appear on a variety of media platforms, such as social media, television, and billboards.
- 2) Website: Astro Martin's website give comprehensive details on the Lagonda model, such as its characteristics, cost, and accessibility.

- 3) Reviews and Ratings: Customers frequently use online reviews and ratings to guide their purchasing decisions. The Lagonda model's stellar ratings and favourable reviews to sway the opinions of potential consumers and raise the likelihood that they will make a purchase.
- 4) Social Media: Published customer testimonials, provided images and videos of the vehicle, and answered questions from customers is also utilized by potential clients.
- 5) Test Drives: Potential buyers take test drive of the Lagonda model, test drives is effective pre-purchase touchpoint.

7.2 During the purchase

During the purchasing stage the customers are also intended to finish their decision-making process based on the gathered information and they are intended to accomplish their purchase. As opined by West et al. (2020, pp.275-297), during the purchasing period the customers prioritise the specific brand above the other available company and take decisions based on the price and risk associated with their selected brands.

Astro Martin Lagonda engages with customers using a variety of activities like as event sponsorship, personalised emails, direct mailing of customised magazines, and product catalogues to create awareness, pique interest, aid in choice-making, and encourage purchases. The touch points in this case are **free delivery, flexible financing, and interior customization.**

6.3 Post-purchase

After purchasing the products, the customers intended to have a significant amount of communication with the customer care executives of the brand whenever facing any kind of issues. As highlighted by Santoso et al. (2019, pp.18-30), in the post-purchase consumer journey the brand is able to ask the customers to give them feedback and share their honest reviews on the social media platform to maintain their brand reputation.

Astro Martin Lagonda offers a range of post-sale services to its customers. This service aids in fostering and sustaining client engagement. Below are a few post-purchase touchpoints:

- Three-year unlimited Vehicle Warranty
- Ten-year unlimited mileage Anti Perforation Corrosion Warranty.
- Transferable warranty.

As stated by West et al. (2020, pp.275-297), the after-sale services of the brands are capable to make improvements in their brand reputations. Which makes customer brand loyal sometimes customer do marketing for company in their social groups.

7. Customer Persona

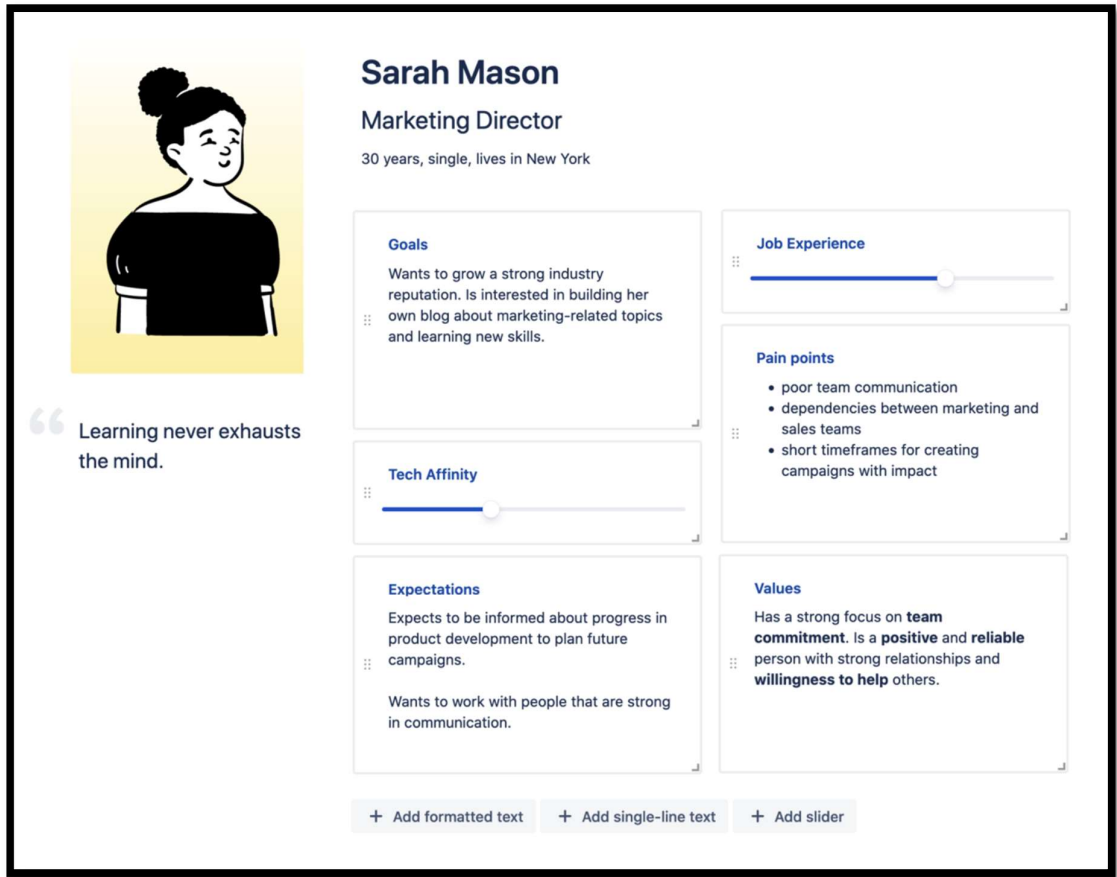


Table 2: Customer Persona
(Source: Created by author)

Product



Source: caranddriver.com/aston-martin/dbx
Astro Martin DBX

8. Customer journey Map

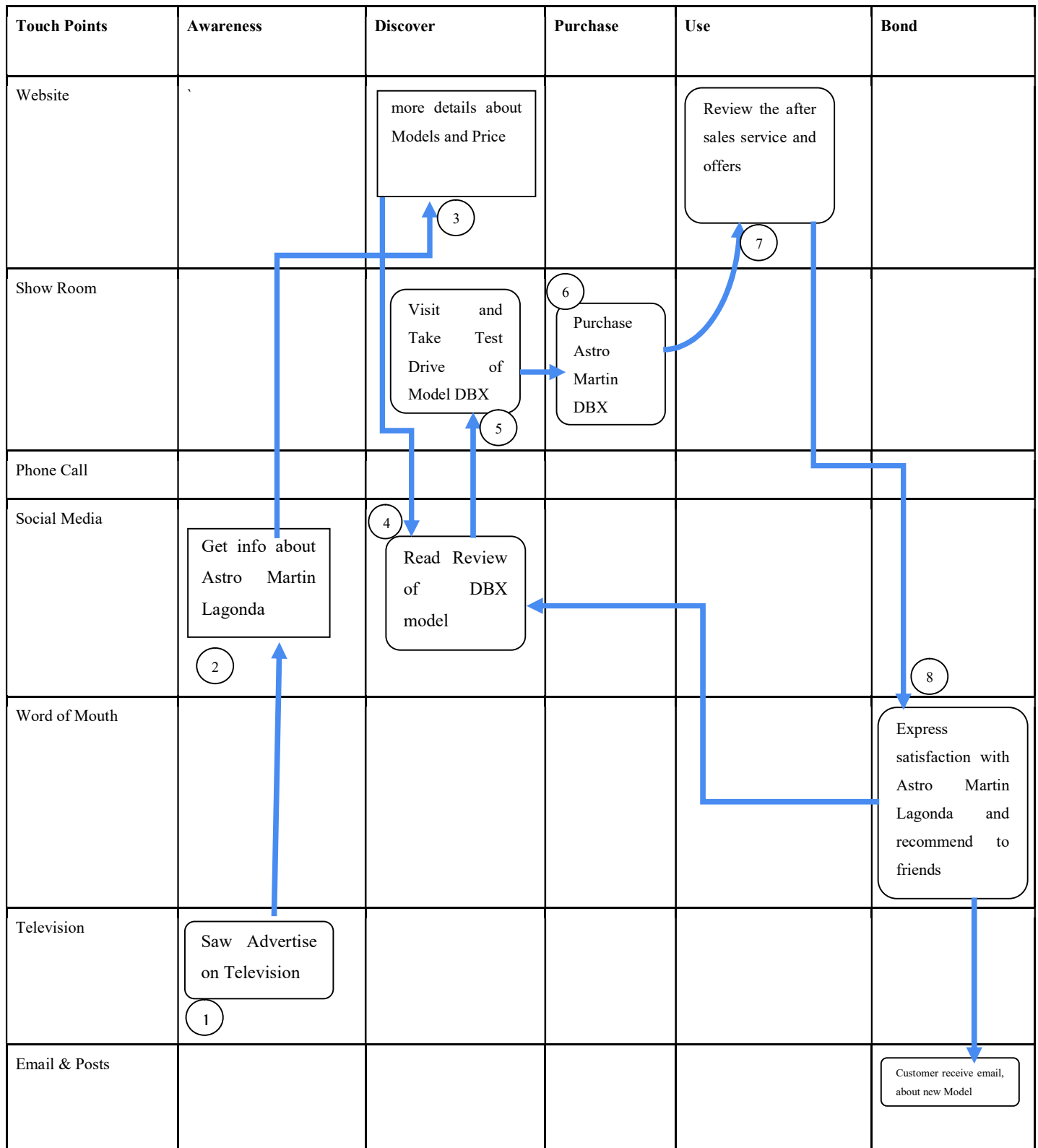


Table 1: Customer Journey map of Astro Martin Lagonda

(Source: Created by author)

The customer journey map of Astro Martin Lagonda includes the purchase of a new product along with product reviews through different customer touch points and marketing channels. Continuous connection with customers through website and social media is all taken around the generation of awareness and discovery section. Existing customers receive an email about new product lunch.

8.1 STRENGTHS OF ASTRO MARTIN LAGONDA CUSTOMER JOURNEY MAP

Website: The Astro Martin Lagonda website is a useful communication tool for the business. Reviews on goods and services can be spread by customers.

Showroom: The showroom is another highly successful touchpoint since it allows customers to connect physically with the business and its products. Customers typically make their purchasing decisions here.

Social media: The online medium is also effective. Customers can learn about new events, products, lunch dates, etc. via this source.

Word of mouth: Because of the nature of its target market, this touch point is the most successful.

Email: This is also one of the company's primary touchpoints. It deprives clients of the current product selection and after-sale services. Additionally, one of the main medium of communication between customer and company.

8.2 WEAKNESS OF ASTRO MARTIN LAGONDA CUSTOMER JOURNEY MAP

In this report, I am unable to identify any touchpoints that need improvement. However, generally speaking, the customer journey map has the following drawbacks.

Require Cross-Functional Support: Complex processes involving numerous departments and teams are common at luxury automobile businesses. Cross-functional help or collaboration can have a detrimental effect on the customer experience if it is not taken into account in the customer journey map. For instance, if several departments are needed to fix a client issue but they are not properly coordinated, it may cause frustration and discontent.

Hidden Documents: Luxury car manufacturers frequently offer a variety of papers, such as warranties, service records, and manuals. The customer experience may suffer if these materials are hard to find or access. If customers are unable to access the information they require, this may cause confusion and lower customer satisfaction.

Uncoordinated Journey: Uncoordinated customer journeys can lead to misunderstandings and harm a brand's reputation. Customers may have a disjointed and disconnected experience, which could have a negative effect on the customer experience and brand loyalty, for instance, if the experience at a dealership is very different from the experience online.

Need More Than One Map: Complex client journeys for luxury vehicle manufacturers can entail numerous physical and digital touchpoints. The customer experience may suffer if the customer journey map does not take into consideration all of these touchpoints or if it does not offer several maps for various client categories or phases. For instance, a customer who is interested in purchasing a car may have a different journey than a customer who needs to service their car.

7. Total engagement model

The total engagement model is associated with aligning the customer with the brand values, advertisements, culture and customer experiences. Based on this theory the brands have to make a proper analysis of their customers to develop effective organisational values and these values are also required to be reflected through the brand advertisements. As opined by France-Harris et al. (2019, pp.21-39), in term of analysing the total engagement rate of the brands the management have to divide the total number of engagement power post by the reach per post and multiply it by 100. Aston Martin Lagonda is able to make an effective analysis of its customer engagement rate while making an effective analysis of its social media reach. This strategy will be beneficial for the management of the firms to make an effective analysis of the emotional, social, convenience and contextual engagement rate of the customers with their brands.

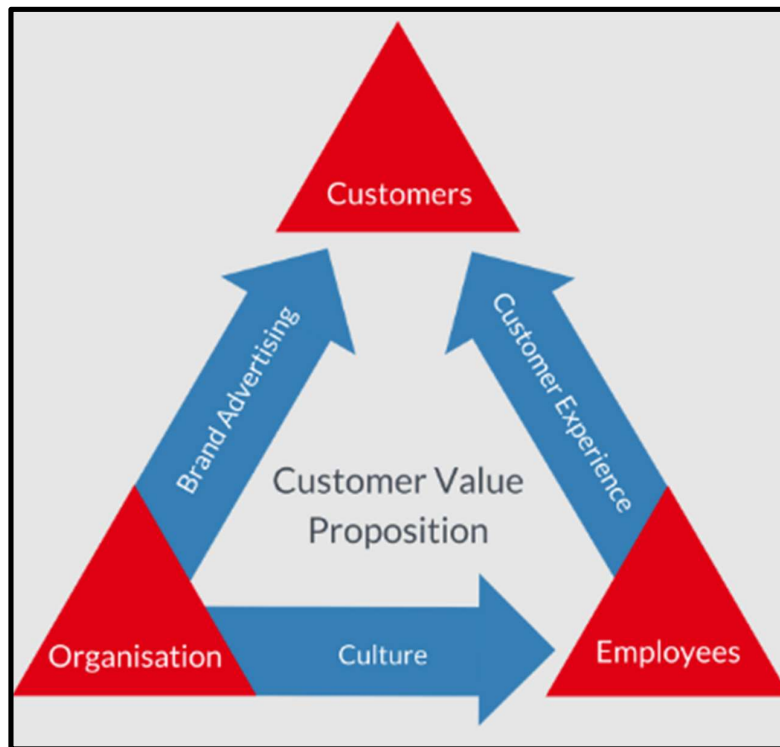


Figure 7: Total engagement model

(Source: Influenced by France-Harris et al. 2019, pp.21-39)

The engagement model is a customer-centred model and makes an effective analysis of the social-emotional cognitive and convenience engagement of their target customer with the brand and its products. Therefore, active social media marketing is essential for enhancing the rate of customer engagement with the brands. As narrated by Suguitan et al. (2019, pp.602-615), exploring the requirements of the customers and anticipating their responses towards the products are essential to managing the brand engagement rate of the firms. Aston Martin Lagonda has to make an effective analysis of the changing demands of its customers based on the changing regions. Therefore, this will be beneficial to proceed with international business. Based on this it can state that the management of the business has to make an effective analysis of the changing customer demands and change the contents of the advertisement according to its demands. This strategy will be beneficial for enhancing the customer engagement rate with the firm. Customer value propositions have to reflect through effective advertisements to enhance their brand engagements.

8. Recommendations

As discussed above, this aspect focuses on developing marketing strategies for a company named Aston Martin. This company focused on managing both offline and online aspects to deliver multiple marketing factors. In addition, Aston Martin will focus on its marketing

aspects through online and offline strategies. *“Sending out seasonal cards and gifts”* is going to be beneficial for marketing aspects managed by Aston Martin.

- Aston Martin needs to focus on developing engaging content to manage marketing factors for further reference. It can develop share-worthy content for Aston Martin.
- Aston Martin Lagonda needs to consider the target audience to deliver significant aspects as a part of its online marketing strategy.
- Incorporation of a behavioural analysis helps in managing online aspects for companies. It will help in developing an online agenda for Aston Martin Lagonda's marketing strategy. In addition, the usage of a conversational marketing strategy can manage online marketing factors for organisations (Martin et al. 2022, pp. 1-11). *“Content marketing strategies with leading influencers”* will help in developing more marketing aspects for Aston Martin’s success. Developing long-term strategies can help in enhancing aspects related to content marketing.
- As discussed above, this organisation is going to focus on managing *“content marketing by incorporating influencers”* to generate effective marketing outcomes. Managing consistency in terms of brand voice can help in managing the influencer marketing strategy for organisations (Benbya et al. 2021. pp. 1-10). The development of various content types can help Aston Motion to change its marketing procedure.
- Aston Martin needs to develop major marketing goals to enhance the effectiveness of outcomes. As an organisation, it is responsible for identifying influencers to enhance its marketing factors. Aston Martin also needs to reach out to influencers to incorporate influencer marketing as an online strategy.
- In this context, the incorporation of multiple factors such as monitoring, measuring and improving can be effective in managing influencer marketing (Wickert et al. 2021, pp.297-320). It will help Aston Martin to develop engaging content with the help of social media influencers.
- Usage of business cards can help in managing offline marketing aspects for Aston Martin. *“Sending out seasonal cards and gifts”* can be beneficial to enhance offline marketing strategy for organisations (Khorsheed et al. 2020, pp.2221-2235). Apart from this, it will help in developing advantages through offline marketing factors for this organisation.
- Usage of marketing campaigns can help in managing aspects for maintaining deliverance quality for organisations. On the other hand, creating impressive

exhibition stands can help in enhancing offline marketing aspects for Aston Martin. It can help in managing effective communication between organisations and customers.

- In terms of offline marketing, Aston Martin needs to provide good conditions to manage a better connection with its potential customers. The incorporation of a segmentation strategy can help in managing marketing factors for Aston Martin. Apart from this, the incorporation of multiple promotional factors can help in developing offline marketing factors for Aston Martin.
- Monitoring and evaluation will play an effective role in managing necessary offline facets for organisations like Aston Martin to deliver effective outcomes.

9. Conclusion

Based on the entire analysis of the marketing strategies and the customer journey of Aston Martin Lagonda it has been identified that the brand needs to adopt significant changes to make improvements. Therefore, the brand reputation management system has to be well maintained by the organisation to make improvements in their customer engagements. In addition to this, the brand equity management system makes also makes an effective impact on the business management system of the brands. In this report, the appropriate utilisation of Keller's Brand Equity Model has been described in terms of managing satisfied customer experiences. Moreover, this report has analysed the customer journey map to make an analysis of the factors that affect the satisfaction level of the customers. Hence, this can comment that the management of the brands has to make effective modifications to their businesses to make improvements in their customer journey to keep the customers satisfied.

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11. Appendix: Luxurious car market shares

