



Marketing Management Assessment 1

MARKETING MANAGEMENT OF TESLA

Module code: LCMB7001

Lecturer name: Tushara Balendran

Student name: Ravinder Singh

Student id : 2216782



TABLE OF CONTENTS

Introduction	3
Communication.....	3
Integrated Marketing Communication	5
New promotional strategies Tesla can use to raise awareness of the brand.....	6
Branding and brand equity	7
Keller's Brand Equity model	8
Customer journey and customer touchpoints for Tesla	10
Total Engagement Model.....	15
Recommendation and conclusion	16
References	18

INTRODUCTION

Tesla, Inc. is an American firm that specialises in the production of electric vehicles and sustainable energy. Its headquarters are located in Palo Alto, California. Although Elon Musk, the business's current co-founder and CEO, joined in 2004, the company was established in 2003 by Martin Eberhard and Marc Tarpenning. Nonetheless, the company is most commonly connected with Musk because of his role as CEO (tesla.com, 2023).

 **Company:** TESLA, Inc.
 **CEO:** Elon Reeve Musk
 **Founders:** Elon Musk, Marc Tarpenning, Martin Eberhard, Ian Wright, JB Straubel
 **Year founded:** 2003
 **Headquarter:** Palo Alto, California
 **Type:** Public
 **Ticker Symbol:** TSLA
 **Revenue (2021):** US\$53.8 Billion
 **Profit | Net income (2021):** US\$5.6 Billion

(Source: bstrategyhub.com. 2023)

The mission statement of Tesla is to hasten the world's transition to sustainable energy. This ambition is reflected in the company's product offerings, which include electric cars, energy storage systems, solar panels, and other products and services that are relevant to these areas of focus. Tesla's purpose is to assist diminish the world's dependence on fossil fuels and to avert climate change by making renewable energy more accessible and affordable to customers. This will be accomplished by improving Tesla's electric vehicles and battery storage technology (bstrategyhub.com, 2023).

DISCUSSION

COMMUNICATION

The term "communication" refers to the process of conveying information from one person to another, whether verbally, in writing, through nonverbal cues, or through the use of visual aids. An essential element of every successful communication is mutual comprehension of the message and its intended recipient (Carradini, 2020).

A communication model is a diagrammatic depiction of the conversational flow. There are a number of components necessary for good communication to take place within it. The Shannon-Weaver model is a popular communication model that incorporates the following parts (Xu and Zhang, 2021):

Sender: The sender is the one who starts the communication.

Encoding: The sender converts the message into a format that is capable of being transmitted through a communication channel, such as spoken aid, written assistance, or visual assistance (Miazga and Królikowska, 2020).

Message: The information or concept that the sender is attempting to convey is known as the message.

Channel: The medium through which the communication is sent, such as a phone call, email, or in-person discussion, is referred to as the channel (Miazga and Królikowska, 2020).

Decoding: The receiver translates the symbols or signs used by the sender to decode the message.

Receiver: The recipient of a message is referred to as the receiver.

Feedback: Feedback is the recipient's reaction to the sender's communication, indicating whether or not the message was successfully interpreted and received (Miazga and Królikowska, 2020).

Noise: Any interruption, such as distractions from the environment or language obstacles, that could interfere with the message's transmission or reception is referred to as noise.

The Shannon-Weaver model shows how information is transported from a source (the sender) to a destination (the receiver) over some medium (the channel). There are multiple points in the communication process when noise might interfere and diminish its efficacy (Miazga and Królikowska, 2020).

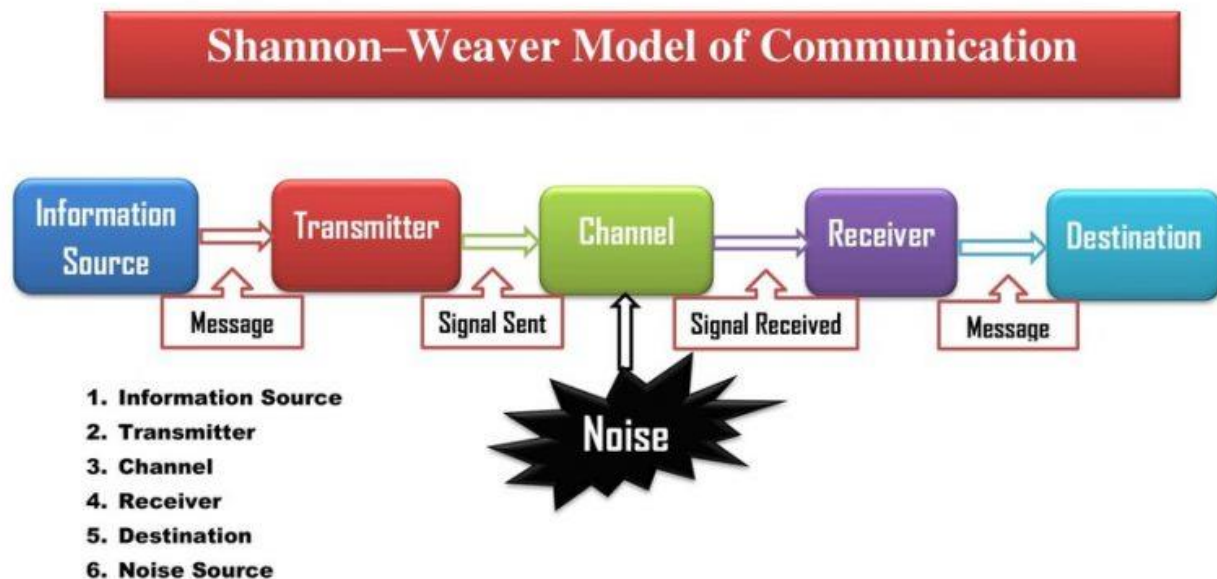


Fig 1: Shannon-Weaver Model

(Source:

<https://newsmoor.com/s>)

INTEGRATED MARKETING COMMUNICATION

Muhammedrisaevna *et al.* (2020), strategically coordinating and integrating numerous marketing communication methods and platforms to deliver a unified and engaging message across all of them is the goal of Integrated Marketing Communications (IMC). Integrative marketing communications (IMC) takes a 360-degree view of marketing by coordinating multiple channels of communication (such as traditional and online ads, PR, personal selling, and direct marketing) into one unified strategy. The purpose of IMC is to make sure that brand's marketing efforts are consistent and coherent across all channels of communication. A successful marketing campaign that connects with the intended audience and produces the required outcomes can be developed with the aid of integrated marketing and communication (IMC).

A crucial part of IMC is the feedback loop, which assesses how successful each communication method has been and how it may be used to enhance the overall marketing effort. A more powerful and successful marketing campaign can be achieved through the coordinated use of multiple marketing communication methods (Laurie and Mortimer, 2019).



Tesla's Integrated Marketing Communications (IMC) approach is well-known for being among the best in the business. Tesla's IMC approach aims to produce a unified and effective marketing campaign by combining a number of different marketing communication tools and platforms (Muhammedrisaevna *et al.* 2020).

IMC efforts:

To market its brand, products, and services, Tesla employs an IMC strategy that integrates a wide variety of promotional tactics across several channels of communication. Specifically, Tesla's IMC consists of the following parts:

Ads: Tesla promotes its products using a number of mediums, including traditional print ads, TV commercials, and social media (Muhammedrisaevna *et al.* 2020).

Public Relations: To maintain positive ties with journalists, opinion leaders, and the media at large, Tesla employs a formidable public relations department. To further strengthen company reputation and foster goodwill, Tesla also participates in community engagement programmes (Noveriyanto, 2021).

Sales Promotion: Tesla regularly runs sales and price reductions on its products and services to encourage consumers to make purchases (Noveriyanto, 2021).

Direct Marketing: With email and traditional mail, Tesla can reach out to certain demographics with tailored promotions.

Personal Selling: Direct sales staff at Tesla interact with consumers one-on-one to demonstrate products, answer questions, and seal the deal (Raja, 2020).

Social Media: On the social media scene, Tesla is well represented, with numerous active profiles across the most popular networks. Tesla's social media accounts serve as hubs for customer support, company updates, and product promotion (Raja, 2020).

NEW PROMOTIONAL STRATEGIES TESLA CAN USE TO RAISE AWARENESS OF THE BRAND

Although Tesla's name recognition is high over the world, the corporation may always benefit from expanding its reach. In order to expand its customer base, Tesla should think about implementing the following advertising strategies:



Influencer marketing: Tesla can team up with users who already have a sizable fanbase on popular video sharing sites like Instagram, TikTok, and YouTube. When influential people talk about their positive experiences with Tesla cars, they generate excitement and draw more attention to the company (Chopra *et al.* 2021).

Interactive digital campaigns: Engaging customers and potential buyers with interactive digital campaigns is a strength of Tesla's marketing efforts. Tesla, for instance, could design a video game that mimics the sensation of driving one of their cars or a virtual reality experience that allows users to explore the interior of a Tesla (Chopra *et al.* 2021).

Cause-related marketing: Aligning the Tesla brand with a social or environmental concern and running campaigns to bring attention to that cause is an example of cause-related marketing. As an example, Tesla may highlight its dedication to sustainability by teaming up with groups that advocate for better treatment of the environment (Kopalle *et al.* 2022).

Event marketing: Through event marketing, Tesla may introduce its wares to potential buyers at special events. For instance, Tesla may host a product launch party or pop-up store where customers can try out the company's latest offerings before they go on sale.

Product placement: By coordinated efforts with film and television production companies, Tesla may have its goods included in a variety of settings, thereby raising brand recognition. A Tesla automobile, for instance, might appear in a major motion picture or television drama (Tu *et al.* 2021).

Tesla can employ these updated marketing approaches to pique the interest of potential buyers, expand its consumer base, and deepen its bonds with current patrons.

BRANDING AND BRAND EQUITY

Branding is the practise of giving an item (or an organisation) a special name, logo, or symbol in order to set it apart from similar items on the market and to encourage consumers to choose it over alternatives. It's an essential part of marketing since it helps people remember about the brand and its offerings (Hunt, 2019).

Brand equity describes the additional worth that consumers place on a product or service because of the brand's name or logo rather than the product's basic qualities. What a brand is worth to a firm is the sum of the benefits it provides through advertising, word-of-mouth, and

other channels. Awareness, perceived quality, affiliations, and loyalty are all parts of what contribute to a brand's equity over time (Hunt, 2019).

KELLER'S BRAND EQUITY MODEL

Keller is credited with developing the idea of brand equity, which is today a well-known business approach for establishing and sustaining successful organisations. It is constructed on the basis of four pillars, which are brand salience, brand performance, brand imagery, and brand judgments/feelings/resonance (Stukalina and Pavlyuk, 2021).

A brand's "salience" is its ability to be recognised by its target audience and to create favourable connotations in the minds of those consumers. The success of a brand can be evaluated based on how well it achieves the goals it set out to accomplish, as well as on the basis of the reliability, consistency, and durability of the goods and services it offers (Stukalina and Pavlyuk, 2021). The image that consumers' brains and senses conjure up when they think about and experience a brand is the sum total of the brand's imagery. "Judgments" or "feelings" regarding a particular brand refer to the ideas, beliefs, and emotions of customers in connection with that particular brand. These assessments and feelings are formed based on a range of factors, such as personal experience, advertising, word of mouth, and the reputation of the brand, and they can be positive, negative, or neutral. Personal experience is one of the most influential factors (Stukalina, and Pavlyuk, 2021).

Brand Equity of Tesla

Brand salience: When thinking about a specific type of product, the degree to which buyers are able to readily recall the brand in their minds. Because of its reputation for manufacturing eco-friendly automobiles, Tesla enjoys a high level of brand recognition

Brand performance: What this means is that consumers can trust that the brand will do what it says it will do. Innovative technology and exceptional quality are credited for Tesla's excellent performance (Long *et al.* 2019).

Brand imagery: In this context, "intangibles" relate to characteristics of the brand that are difficult to measure, such as its character, values, and connotations. Images of Tesla evoke notions of opulence, technological advancement, and eco-awareness (Martini, 2020).

Brand judgments/feelings: This is how consumers rate and assess the brand as a whole, taking into account how it functions and how it looks. The technology, aesthetics, and ecological



impact of Teslas are all viewed favourably. Customers' feelings towards and attachment to the brand are what this term alludes to. Tesla's remarkable technologies and mission to hasten the world's transition to sustainable energy evoke deep feelings of connection and admiration (Martini, 2020).

Brand Resonance: it describes the highest level of customer dedication and involvement with a company, in which consumers eagerly seek out the brand's offerings and enthusiastically participate in brand-related activities. Dedicated Tesla supporters regularly participate in brand-related activities including social media campaigns and live events (Long *et al.* 2019).

Keller's Brand Equity model has many benefits, one of which is that it takes a holistic and all-encompassing approach to creating successful brands. The approach can aid businesses in crafting a more complex and efficient brand strategy by taking into account multiple elements of brand equity. In addition, the model highlights the significance of intangibles like customer sentiment and perception, which are growing in relevance in the modern business environment (Cruz-Milán, 2023).

Certain drawbacks exist, though, and they should not be overlooked. Oversimplifying the complicated and multidimensional nature of brand equity is one possible complaint. However, the model may overlook the fact that different industries and businesses confront distinct difficulties and opportunities when it comes to constructing and maintaining their brands (Cruz-Milán, 2023).

As a whole, Keller's Brand Equity model can serve as a helpful foundation for understanding and creating strong brands; applying it to Tesla can reveal the company's effectiveness in establishing a memorable and respected reputation among its target audience.

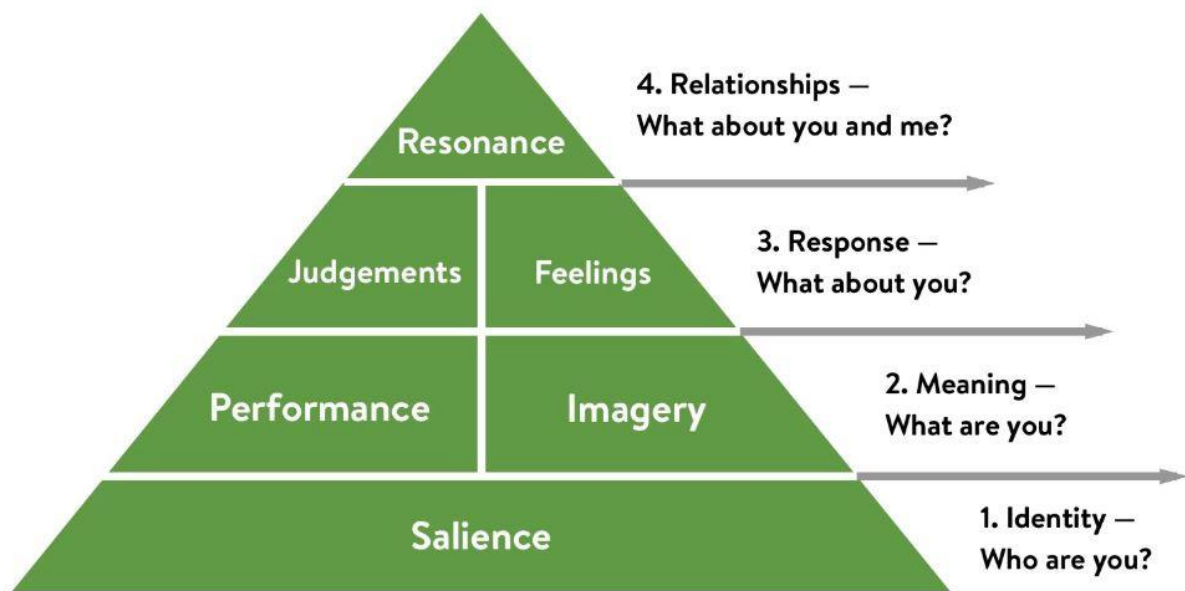


Fig 3: Brand Equity Model

(Source:

<https://medium.com/@>)

CUSTOMER JOURNEY AND CUSTOMER TOUCHPOINTS FOR TESLA

The customer journey is the cumulative sum of a customer's interactions and experiences with a business and its offerings over time. At the outset of their Tesla's customer experience, consumers learn about the company and its products through marketing, recommendations from friends and family, or independent investigation. After a customer becomes familiar with Tesla, they may look into the company more by visiting the Tesla website or a brick-and-mortar store (Tueanrat *et al.* 2021).

Customer touchpoints are any point at which a customer interacts with a company, including but not limited to research, purchase, and post-buy follow-up. Every time a consumer interacts with a company, whether virtually or in person (e.g., when they learn about a new product, read about a promotion, or call customer service), this is considered a touchpoint (Wilson-Nash *et al.* 2020).

A customer's experience with a company or its products or services can be depicted graphically using a "customer journey map." It shows the customer's progression through the journey and the associated feelings, behaviours, and consequences at each stage (Alvarez *et al.* 2020).

Stages

Awareness: The customer is made aware of the company and its offerings at this point. This can occur via a number of channels, including commercials, social media, personal recommendations, and web searches. At this point, the focus is on attracting the customer's attention and piqueing their interest in the product or service (Dal Colle, 2022).

Consideration: Here, the prospective buyer does some preliminary research into the service or commodity in question. Consumers might check out brand websites to see what others have to say, to see what other options they have, and to make a comparison. Educating the customer on how the product or service may provide a solution to their problem and set them apart from the competition is a primary focus at this point (Patti *et al.* 2020).

Purchase: A customer decides to buy anything at this point. A customer has the option of making a purchase either directly from the vendor, through a third-party reseller, or via the internet. At this point, the focus is on minimising obstacles for the buyer (Patti *et al.* 2020).

Retention: A customer enters the retention stage once they have made a transaction. At this point, the consumer has the greatest opportunity to become satisfied, loyal, and an advocate for the brand. Supporting the customer, suggesting more products or services, and maintaining open lines of communication are all part of this phase's overall mission to maintain the customer's interest and satisfaction (Dal Colle, 2022).

Advocacy: In the advocacy phase, the customer enthusiastically promotes the product or service to others. A satisfied consumer could share their opinion online, spread the word to their network, or interact with the company on social media (Dal Colle, 2022).

Businesses may boost their income and growth by focusing on customer happiness, loyalty, and advocacy at each point of the customer experience.



Fig 4: Customer journey stages

(Source: <https://www.techtarget.com>)

The customer journey for Tesla typically involves the following stages:

Awareness: In the first phase, known to the industry as "awareness," potential buyers learn about Tesla and its offerings for the first time. Tesla raises brand recognition through a number of mediums, including social media, online advertising, live events, and PR campaigns (Dal Colle, 2022).

Consideration: Customers at this point are beginning to think about purchasing Tesla products seriously. Tesla uses a wide variety of marketing strategies to attract new buyers, including email marketing, tailored content, and test drives (Wiesel, 2022).

Purchase: At this point, customers make a purchase of Tesla equipment. Tesla's online store, physical showrooms, and mobile app all work together to create a streamlined and customised purchasing experience (Rishi and Popli, 2021).

Retention: Tesla's goal is to keep its consumers happy long after they make a purchase from the company. Tesla's commitment to its customers is reflected in the breadth of its after-sale services, which includes frequent app and software updates in addition to routine maintenance (Wiesel, 2022).



Advocacy: By delivering first-rate goods and services, Tesla hopes to inspire its patrons to enthusiastically spread the word about the company. Customers of Tesla are encouraged to voice their opinions and experiences on various online platforms such as social media, message boards, and blogs. In addition, Tesla has referral programmes to reward existing customers who bring in new business for the company (Rishi and Popli, 2021). The Tesla customer experience, in general, is oriented towards cultivating long-term relationships with its clientele by means of providing customers with high-quality products and services, tailored interactions, and dependable back-up and maintenance (Wiesel, 2022).

Potential client touchpoints:

Tesla website: Visitors to the Tesla website can read about the company's offerings, check out the prices and customization choices, and place an order.

Tesla showrooms: Customers may learn more about Tesla and try out the brand's automobiles at one of the company's showrooms (tesla.com, 2023).

Tesla mobile app: The Tesla smartphone app is where owners can access their vehicles, see their trip data, and book maintenance (tesla.com, 2023)

Social media: The Tesla brand has a robust social media following, with users able to engage with the company on platforms like Twitter, Instagram, and Facebook (tesla.com, 2023).

Tesla customer service: Tesla's customer care is available by email, phone, and live chat, so customers may receive answers to their queries and concerns in a variety of ways (tesla.com, 2023).

Tesla service centers: Tesla service facilities are locations where owners can bring their cars for routine upkeep or unexpected repairs (tesla.com, 2023).

Tesla's great brand equity and devoted fan base come in part from the company's skillful management of these points of contact.

Stage	Touchpoints	Emotions	Actions
Awareness	Social media, digital advertising, events, public relations	Curiosity, intrigue, interest	Research and gather information about Tesla and its products
Consideration	Email marketing, personalized content, test drives	Excitement, enthusiasm, desire	Explore Tesla's products in more detail and consider purchasing
Purchase	Website, showrooms, mobile app	Confidence, satisfaction	Purchase a Tesla product
Retention	Mobile app updates, software updates, maintenance services	Trust, loyalty, satisfaction	Use and maintain the Tesla product, engage with Tesla's customer service for ongoing support
Advocacy	Social media, forums, referral programs	Advocacy, enthusiasm, loyalty	Share positive experiences and refer others to Tesla

Table 1: Customer Touchpoints

(Source: Researcher)

Key touchpoints for Tesla in the awareness stage include online advertising and word of mouth in addition to social media outlets like Twitter, Instagram, and Facebook. Customers in the consideration stage can engage with Tesla via its website, showrooms, and mobile app. Customers can compare Tesla products to those of other companies and learn more about them at these touchpoints. Customers can order a Tesla through any of these channels: the website, the showroom, or the mobile app. Customer support (through email, phone, or chat), service centres, the mobile app, and online communities all play a role in Tesla's after-sale interaction with their customers (forums, social media). Customers can receive answers to their questions, arrange for service, and network with other Tesla owners at these points of contact. Tesla's great brand equity and devoted fan base come in part from the company's skillful management of these points of contact (tesla.com, 2023).

TOTAL ENGAGEMENT MODEL

The Total Engagement Model (TEM) is a method for improving the customer experience. It centres on the consumer's most important contacts with a brand, and how those interactions may be used to boost the customer experience and the company's bottom line (Kim *et al.* 2020).

There are four parts to the TEM:

Touchpoints: When a client interacts with a company in any way—whether it is to browse the website, make a purchase, ask for help, or provide feedback—these encounters are known as touchpoints (Godovykh and Tasci, 2020).

Channels: Customers can reach these points of contact in a variety of methods, or channels, including but not limited to the following: online, in-store, and mobile.

Data: Data is the information a company gathers about a customer's activities and interests. Customers purchase record, web-surfing habits, demographics, and comments are all examples of such data (Kim *et al.* 2020).

Insights: Insights are gained from analysing and interpreting this data in order to get knowledge about client behaviour and locate areas for development. By using insights, businesses may enhance their customers' interactions across all channels (Godovykh and Tasci, 2020).

To better understand the customer journey and find opportunities to improve the CX, firms can use the TEM framework. Boosted customer happiness, loyalty, and word-of-mouth marketing can lead to expanded markets and higher profits for any business.

TEM of Tesla

Tesla is a good example of a corporation that uses the Total Engagement Model (TEM) to provide its customers with exceptional service. Here's Tesla's TEM implementation:

Touchpoints: Tesla's many lines of contact include the company's website, physical stores, customer service, social media, and special events. The brand's aesthetic, feel, and functionality are all uniform across all points of contact (Kim *et al.* 2020).

Channels: Tesla takes a multichannel approach, enabling customers to engage with the company in a variety of ways (online, in-store, and through mobile devices). In this approach,



consumers can get the services they need in a way that suits their needs and preferences (tesla.com, 2023).

Data: Tesla stores a wealth of information about its users, including their buy history, web browsing activities, and reviews. With this information, they are able to better serve their customers' needs and recommend and support the products they are interested in (Ramaswamy and Ozcan, 2019).

Insights: Tesla makes use of data analysis and insights to enhance the numerous customer touchpoints and channels they provide, which ultimately results in a more gratifying and less stressful experience for the customer. To better serve their customers, they implement a number of strategies, such as collecting and analysing consumer feedback and using data to pinpoint problem areas in their physical stores (Santos and Gonçalves, 2022).

By prioritising the quality of the customer experience across all of Tesla's touchpoints, the company has been able to build a customer base that is both enthusiastic and committed to the brand.

RECOMMENDATION AND CONCLUSION

Since buyers commonly contact with Tesla online before making a purchase, it's crucial that the online experience be streamlined and user-friendly. As an example, they could streamline the steps involved in placing an order for Tesla products online and make the site more user-friendly overall. Tesla has made great efforts in increasing its physical presence with showrooms, service facilities, and Superchargers, but the company could do more (Santos and Gonçalves, 2022). By opening more showrooms in high-traffic areas, Tesla might give potential buyers a better chance to experience the company's vehicles up close and personal through things like test drives and one-on-one conversations with sales staff. Customers utilise the Tesla app from the time they are first made aware of the brand until a significant time after they have purchased a vehicle. Improvements to the app's usability, visual design, and the introduction of exciting new features have the potential to greatly improve user experience and loyalty (Musonera and Cagle, 2019).

Tesla may use customer data to improve communication with customers at every point of the customer journey by tailoring their messages to each individual's needs and interests. This may include, for instance, leveraging client data to personalise the online experience or sending targeted emails about Tesla's products and services. Tesla already has a sizable following on



social media and may grow that audience and their commitment to the brand by increasing their use of these platforms. To do so, Tesla might do things like use user-generated material to promote the Tesla community, reply faster to consumer comments and questions, and produce more interesting content. Increased brand loyalty and advocacy might result from Tesla putting these suggestions into action, which would enhance the consumer experience and encourage more interaction with the brand at various points of contact (Jaymes, 2022).

Tesla customer journey is one of a kind due to the company's focus on digital touchpoints throughout the entire process, from initial research through online purchase to satisfied post-purchase follow-up. Tesla's success can be attributed to the company's innovative products, emphasis on environmental responsibility, and dedication to providing a positive customer experience. Tesla may increase its customer engagement and loyalty by raising the quality of its online and offline touchpoints, tailoring its communications with customers, making use of social media, and releasing a more feature-rich mobile app. Tesla is well-positioned for sustained success in the auto sector thanks to its loyal customer base and dedication to innovation.

REFERENCES

Alvarez, J., Léger, P.M., Fredette, M., Chen, S.L., Maunier, B. and Senecal, S., 2020. An enriched customer journey map: how to construct and visualize a global portrait of both lived and perceived users' experiences?. *Designs*, 4(3), p.29. From <https://www.mdpi.com/2411-9660/4/3/29> [Retrieved On:28-02-2023]

bstrategyhub.com. 2023. Tesla Mission Statement, Operational Goals, & Culture (2023). From <https://bstrategyhub.com/tesla-mission-statement-operational-goals-a-culture/> [Retrieved On:28-02-2023]

Carradini, S., 2020. A comparison of research topics associated with technical communication, business communication, and professional communication, 1963–2017. *IEEE Transactions on Professional Communication*, 63(2), pp.118-138. From <https://ieeexplore.ieee.org/abstract/document/9099940/> [Retrieved On:28-02-2023]

Chopra, A., Avhad, V. and Jaju, A.S., 2021. Influencer marketing: An exploratory study to identify antecedents of consumer behavior of millennial. *Business Perspectives and Research*, 9(1), pp.77-91. From <https://journals.sagepub.com/doi/pdf/10.1177/2278533720923486> [Retrieved On:28-02-2023]

Cruz-Milán, O., 2023. Assessing the role of venturesomeness in a destination consumer-based brand equity model. *Journal of Hospitality and Tourism Insights*, 6(1), pp.324-343. From <https://www.emerald.com/insight/content/doi/10.1108/JHTI-09-2021-0264/full/html> [Retrieved On:28-02-2023]

Dal Colle, L., 2022. Phygital. Where and how we could intervene in the customer journey to provide a better customer experience. From <http://dspace.unive.it/handle/10579/22390> [Retrieved On:28-02-2023]

Godovykh, M. and Tasci, A.D., 2020. Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, p.100694. From <https://www.sciencedirect.com/science/article/abs/pii/S2211973620300611> [Retrieved On:28-02-2023]

Hudson, S., Matson-Barkat, S., Pallamin, N. and Jegou, G., 2019. With or without you? Interaction and immersion in a virtual reality experience. *Journal of Business Research*, 100, pp.459-468. From

<https://www.sciencedirect.com/science/article/pii/S0148296318305514> [Retrieved On:28-02-2023]

Hunt, S.D., 2019. The ethics of branding, customer-brand relationships, brand-equity strategy, and branding as a societal institution. *Journal of Business Research*, 95, pp.408-416. From <https://www.sciencedirect.com/science/article/abs/pii/S0148296318303643> [Retrieved On:28-02-2023]

Jaymes, A., 2022. NOVEL TECHNOLOGIES AND THEIR EFFECT ON THE CUSTOMER JOURNEY: CUSTOMERS' SENTIMENT WITH TESLA APP. From <https://scholarworks.lib.csusb.edu/etd/1599/> [Retrieved On:28-02-2023]

Kim, B., Yoo, M. and Yang, W., 2020. Online engagement among restaurant customers: The importance of enhancing flow for social media users. *Journal of hospitality & tourism research*, 44(2), pp.252-277. From <https://journals.sagepub.com/doi/abs/10.1177/1096348019887202?journalCode=jhtd> [Retrieved On:28-02-2023]

Kopalle, P.K., Krishna, A., Rajan, U. and Wang, Y., 2022. How does regulatory monitoring of cause marketing affect firm behavior and donations to charity?. *International Journal of Research in Marketing*, 39(3), pp.947-966. From <https://www.sciencedirect.com/science/article/pii/S0167811622000039> [Retrieved On:28-02-2023]

Laurie, S. and Mortimer, K., 2019. How to achieve true integration: the impact of integrated marketing communication on the client/agency relationship. *Journal of Marketing Management*, 35(3-4), pp.231-252. From <https://www.tandfonline.com/doi/full/10.1080/0267257X.2019.1576755> [Retrieved On:28-02-2023]

Long, Z., Aksen, J., Miller, I. and Kormos, C., 2019. What does Tesla mean to car buyers? Exploring the role of automotive brand in perceptions of battery electric vehicles. *Transportation Research Part A: Policy and Practice*, 129, pp.185-204. From <https://www.sciencedirect.com/science/article/abs/pii/S0965856419300060> [Retrieved On:28-02-2023]

Martini, E., 2020. The brand equity model: a comparison between private label and national brand. From

<https://www.repository.unipr.it/bitstream/1889/4074/1/MARTINI%20ELISA.pdf> [Retrieved On:28-02-2023]

Miazga, M. and Królikowska, J., 2020. Assessment of Security of Water Supply for Benissa Municipality, Spain Employing the Shannon-Weaver Model. *Rocznik Ochrona Środowiska*, 22. From

<https://yadda.icm.edu.pl/baztech/element/bwmeta1.element.baztech-4e3ed7dd-4c90-45da-86bb-d11d5bf8d237> [Retrieved On:28-02-2023]

Muhammedrisaevna, T.M.S., Bayazovna, G.N. and Kakhramonovna, D.A., 2020. Goal and objectives of integrated marketing communications. *Economics*, (2 (45)), pp.5-7. From <https://cyberleninka.ru/article/n/goal-and-objectives-of-integrated-marketing-communications> [Retrieved On:28-02-2023]

Musonera, E. and Cagle, C., 2019. Electric Car Brand Positioning in the Automotive Industry: Recommendations for Sustainable and Innovative Marketing Strategies. *Journal of Strategic Innovation & Sustainability*, 14(1). From

<https://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=17182077&AN=136451182&h=acSfDAHOZ2uL1JPZEneAuMC%2BbWaN5%2BztLHpKDMA6YhXncFIjvxOXTuIwu%2Fz3nIe1tRGLmfVhxo63pG%2F36Xm77Q%3D%3D&crl=c> [Retrieved On:28-02-2023]

Noveriyanto, B., 2021. Digital Integrated Marketing Communications (DIMC) Activities of Digital Products Financial Technology (FINTECH)“ALAMI”. *Profetik: Jurnal Komunikasi*, 14(1), pp.60-74. From

<https://ejournal.uin-suka.ac.id/isoshum/profetik/article/view/2017> [Retrieved On:28-02-2023]

Patti, C.H., van Dessel, M.M. and Hartley, S.W., 2020. Reimagining customer service through journey mapping and measurement. *European Journal of Marketing*, 54(10), pp.2387-2417. From

<https://www.emerald.com/insight/content/doi/10.1108/EJM-07-2019-0556/full/www.nexogy.com/blog/www.destinationCRM.com> [Retrieved On:28-02-2023]

Raja, M.A.S., 2020. Digital Integrated Marketing Communication (Dimc) and It's Logical Relationship with Co-Branding and Brand Values with Reference to Coke Studio. *Academy of*

<https://search.proquest.com/openview/29f4dbefefaa407513e40cb0de4d6f1a/1?pq-origsite=gscholar&cbl=38744> [Retrieved On:28-02-2023]

Ramaswamy, V. and Ozcan, K., 2019. Digitalized interactive platforms: turning goods and services into retail co-creation experiences. *NIM Marketing Intelligence Review*, 11(1), pp.18-23. From

<https://sciendo.com/article/10.2478/nimmir-2019-0003> [Retrieved On:28-02-2023]

Rishi, B. and Popli, S., 2021. Getting into the customers, shoes: customer journey management. In *Crafting Customer Experience Strategy* (pp. 21-45). Emerald Publishing Limited. From <https://www.emerald.com/insight/content/doi/10.1108/978-1-83909-710-220211002/full/html> [Retrieved On:28-02-2023]

Santos, S. and Gonçalves, H.M., 2022. Consumer decision journey: Mapping with real-time longitudinal online and offline touchpoint data. *European Management Journal*. From <https://www.sciencedirect.com/science/article/abs/pii/S026323732200127X> [Retrieved On:28-02-2023]

Stukalina, Y. and Pavlyuk, D., 2021. Using customer-based brand equity model in the higher education context: simulating the current university's brand. *Business, Management and Economics Engineering*, 19(2), pp.272-288. From <https://www.ceeol.com/search/article-detail?id=1039006> [Retrieved On:28-02-2023]

tesla.com. 2023. Tesla. From <https://www.tesla.com/> [Retrieved On:28-02-2023]

Tu, Z., Yu, X., Wang, Y., Birkbeck, N., Adsumilli, B. and Bovik, A.C., 2021. RAPIQUE: Rapid and accurate video quality prediction of user generated content. *IEEE Open Journal of Signal Processing*, 2, pp.425-440. From <https://ieeexplore.ieee.org/abstract/document/9463703> [Retrieved On:28-02-2023]

Tueanrat, Y., Papagiannidis, S. and Alamanos, E., 2021. Going on a journey: A review of the customer journey literature. *Journal of Business Research*, 125, pp.336-353. From <https://www.sciencedirect.com/science/article/abs/pii/S0148296320308584> [Retrieved On:28-02-2023]

Wiesel, T., 2022. Value creation measurement and management in times of radical social and technological change. *Journal of Creating Value*, 8(2), pp.171-183. From <https://journals.sagepub.com/doi/abs/10.1177/23949643221117678?journalCode=jcva> [Retrieved On:28-02-2023]

Wilson-Nash, C., Goode, A. and Currie, A., 2020. Introducing the socialbot: a novel touchpoint along the young adult customer journey. *European Journal of Marketing*, 54(10), pp.2621-2643. From <https://www.emerald.com/insight/content/doi/10.1108/EJM-07-2019-0555> [Retrieved On:28-02-2023]

Xu, H. and Zhang, L., 2021, July. Urban Interactive Installation Art as Pseudo-Environment Based on the Frame of the Shannon–Weaver Model. In *Culture and Computing. Interactive Cultural Heritage and Arts: 9th International Conference, C&C 2021, Held as Part of the 23rd HCI International Conference, HCII 2021, Virtual Event, July 24–29, 2021, Proceedings, Part I* (pp. 318-336). Cham: Springer International Publishing. From https://link.springer.com/chapter/10.1007/978-3-030-77411-0_21 [Retrieved On:28-02-2023]