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AUDI CARS – BLOG REFLECTION

Marketing

Fundamentals

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TASK B

The blog contains several factors related to the brand Audi and its two premium cars which are Audi A3 and Audi A1. Audi is a German automobile manufacturing company which primarily sells luxurious and expensive cars across the world. However, the logo of Audi basically represents four interlocking rings which symbolize four manufacturers. It is associated with Horch, DKW, Wanderer and Audi itself. The initial ring from the very left represents Audi.

Audi A3 and Audi A1

This blog is basically written in order to attract audience and reach billions of people. Furthermore, through this several opportunities are created that can help the brand Audi at reaching new heights. Through this blog the customers will get ample of information which will help them to know many factors of Audi as well as its two cars which are A3 and A1. The first part of the blog is related to Audi A3 which is launched in the market in three different generations. Whereas a huge amount of information was collected in order to cover each and every aspect related to Audi A3. Main information collected regarding the features which Audi A3 has. Several resources are carefully analysed in order to cover each important aspect under the blog. Proper digital analysis was conducted in order to know the digital marketing strategic tools which Audi has adopted in order to make the brand aware into the potential market. It basically makes use of Instagram, YouTube and several social media sites. Through these strategies the potential customers are attracted toward the brand.

Moreover, the second part covers Audi A1 which was launched by Audi in 2010. This is the cheapest under the luxurious brand. Under this information is gathered in order to know how exactly the car A1 was launched by

the company under several parts of the company. Audi followed integrated activities in order to effectively launch company's product into the potential market. Through these integrated approach the company was able to create brand awareness around the world. Analyses was conducted in order to find out the several variants which the car have. Moreover, it was analysed that target customers for Audi A1 is basically professional women. The company makes use of STP marketing strategy in order to capture good market share. Audi plan is to fight back with its competitors by introduction high performance cars under the market so their overall profitably increases and company tends at attaining sustainable share.

Audi R8

Planning and developing of the blog that will help the overall marketing campaign.

By planning and developing it is more helpful to grow the audience .so while planning and developing the blog for the development of the overall market campaign there is need of the write the conversationally .for the engagement of the readers pretends that talking to the imaginary friend and then start the conversation. as avoid the robotics or corporate like use short sentences also feel free to start the sentences with the aid, but, because and use the or. The most important is use the word I (Assenova, 2018.). As its resemblances like to face to face conversation. Pose the questions in the text. Never use the adjectives as well as adverbs. While writing the blog it is not an easy writing as it shines the personality of an individual. they also used the metaphors above in the Blog as they make the issues simpler. Inspire the readers by sharing the cooking content which create say as well as tasty tips which are

easy for the implementation and feels the reader better. metaphor inspired such as the personal hobbies such as football, soccer, basketball (Kaikati, J.G., 2016) at the end the inspirational paragraph is used. Create an enemy which is common to all as it is not necessary just share only the lessons which learned but also tell the mistakes which is committed show readers that blog writer is also the human being.

It is very easy to think that blogging is a one-way traffic that while writing, publishing and the sharing the blog post. blog is not always about the success of the blogger but all the journey of the reader's journey. while answering the comments don't leave the reply such as the casual thank you but can give the advice or the complements or simply ask the question.

Forget about the viral as don't think about the visits as well as share and the comments (Dijkstra, 2018)

Audi A6

The company has always been an active follower of advertising the product. Advertising is done through various mediums like Television, social media, Newspapers and direct mail. In the past the company has also been following public relation technique to promote the car but there has not been a significant improvement in its sales. Moreover, the cost of promotion is very high and is nothing less than a liability for the AUDI A6 Motors.

Lately, the company has been observing the latest trend of marketing a product, be it big or small, the best way to promote is by writing a BLOG!! Yes, you read that w rite, a blog. Main reason for considering writing blog is that it is super cheap and it can reach to literally anyone at no cost through internet(Shaw, 2016).

All you need is a motto blogger. First and foremost, it is important for the company to realize its target audience then write an attractive blog mentioning how it is better than its competitors, writing down the key highlights of the car and do not forget to mention necessary details like price, mileage and the booking date of the car.

As a result, it will increase the awareness about AUDI A6, people will become curious and would want to know the speciality of the car.

Blogging is a super cheap and simple way to create awareness for a product, drive traffic to the company's site and ultimately selling the product. It is not only cheaper but also time efficient as compared to TV advertisements and newspaper classifieds. The concerned time can be used by company for more productive purpose.

Even an average person who knows typing can write a blog and the main reason that no one will ever tell you is that, PEOPLE TRUST BLOGS!! And that's the most important reasons of why blogs are so successful as compared to advertisements.

Lastly, blogs were an important reason for making AUDI A6 the best selling luxury car of 2018 and not only it maximized their turnover but also minimized their advertising cost which they wasted on advertisements for several years(Chaffey and Smith, 2017).

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