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TESLA'S MARKETING STRATEGY

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INTRODUCTION

Tesla is an alternative vehicles manufacturer that combine innovation and technology by providing electric vehicles and energy efficient product such as batteries solar panel. Powerwall, powerpack and solar roof. In account of the climate change and the Paris agreement which is a treaty on climate change between 196 countries, tesla's mission is to create an efficient and sustainable transport by bringing electric cars to mass market as soon as possible (tesla.com, n.d.)

In 2007, tesla launched tesla roadster that it was entirely electric with an innovation battery that achieved about 394 km with a single charge. However, tesla roadster it was a kind of model for a niche market by considering the high cost that it had. Since launch of model S in 2012 tesla has turned its strategy towards a different market by making its brand more accessible in term of price. Furthermore, this model represents a turning point of electric cars by creating a competitive advantage among the principal competitors such as, BMW, Audi, Mercedes.

Tesla market strategy doesn't Shows his brand through the classic advertisement such as, TV, Radio, newspapers but its communication strategy is based on word of mouth through the social media network. Unlike the other companies, tesla doesn't sell the products through third dealers but the consumers can purchase the products only on tesla's web site. However, tesla allowing them to see and trying the products only in its stores

As a result with experian's research , tesla has the highest loyalty customers of all brands of 80,5% even more than Ford and Subaru (experian.com, 2018). One of the reason of such result, tesla's customer journey focus in each element of the customers' experience from the purchase to after purchase through the services and a loyalty programme which give them some advantages to encourage his customers to continue to buy the products.

1 THE MARKETING COMMUNICATION

The marketing communications regard the main means which the company adopted to send message to the customers about the brand and the products. it create the brand awareness among the customers to put on their mind the right image of the brand. (C., 2002)

Marketing communication involves a message from the sender that represent a company or brand to a receiver that could be a target group or who you want to target your message (Kotler P., 2015). The communication process presents 2 kind of model:

Macro-model- that has 9 key factors that are essential for effective communication of the message which represent the core of this model that is being send from sender which can be a company or brand about his product to a receiver that could be a target group (Tom M., April 1998)

Macromodel of the Communications Process

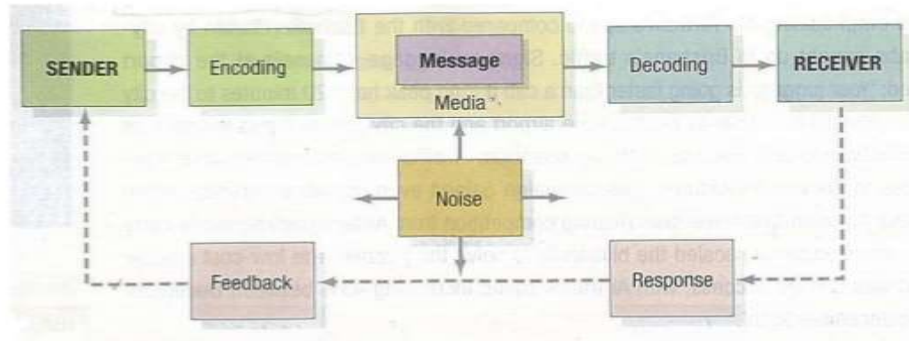


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Hierarchy models(micro-model) – unlike the macro-model in the micro-model concentrate on the consumer specific response to the communication. The figure below summarizes 3 response. All these models suppose the buyer passes through cognitive, affective and behavioural stages: (Abderrahim C., 2016)

- In the cognitive phases the consumer is getting aware about the product i.e the consumer become aware about the product.
- The affective phase is a kind of an internal-emotion reaction as the good impression that the consumer have on the first impact with the product.
- Finally, the behaviour stage where the consumer, company or recipient of the message acts on that message.

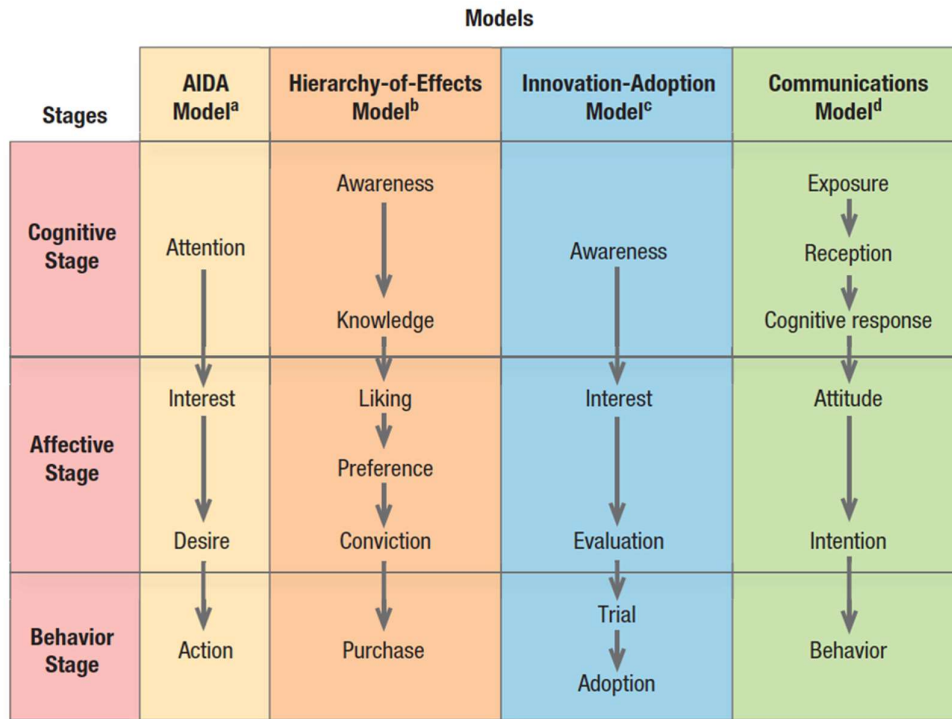
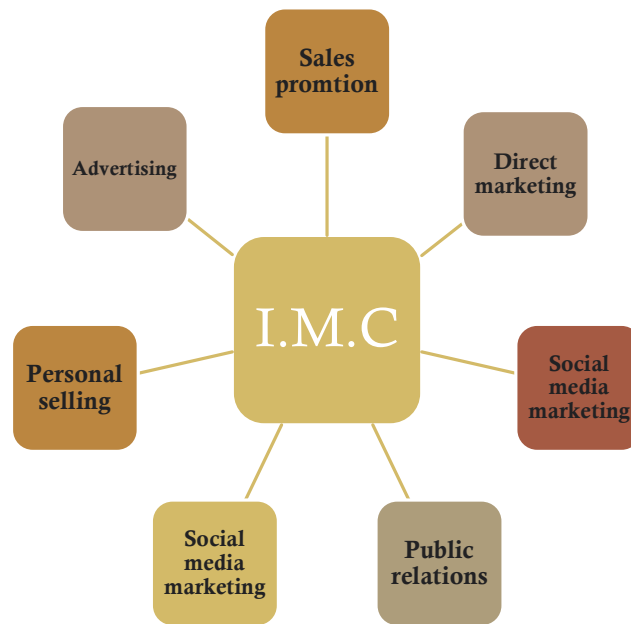


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The marketing communication has a different tools which create awareness among the potential customers: advertising: sales promotion: event and experiences, public relation and publicity: direct marketing: interactive marketing: word of mouth marketing: personal selling (Kotler P., 2015). Furthermore, the marketing communication could be combined with the integrated marketing communication Which represents the result of a natural evolution from the use of mass-marketing advertising to more targeted message strategies (James w.Peltier, 2003)

1.2 Integrated marketing communication

The integrated marketing communication(I.m.C) is a concept that the company links its many communications together so that can create a clear message to the customers through the use of the media tools such as online marketing, public relation, direct marketing ,event experience, social media marketing. . In the ImC the communication take place in a broader context which include other communication efforts, product and service encounters (S.moriarty, 1997). Unlike the marketing communication concept In which the sender convey the message through the classic process of marketing communication model (Vakratasas, 1999), marketing communication integrated focus just on the receivers.



1.3 Tesla's marketing communication

Tesla use different ways of marketing communication mix for differential potential segments in order to maximize the efficiency of marketing communication for each segment of customer

Advertisement

the advertisement is the promotion of a brand or product so that to attract customers (Kotler P., 2015). Unlike the others brands tesla doesn't rely on classic media such as radio, TV but Tesla encourages the tesla's owners to share their experiences in full public view on the tesla site so that it can provide a rich base of contents on view of future buyers. The tesla website offer a wide range of information both each tesla model and the range of products of energy storage such as solar panel, and batteries. (scienzeifrevenue.com, 2013)in other words, tesla make its advertisement through the social media as well as its official blogs relying on word of mouth.

Direct Marketing

the direct marketing rapresents the direct distribution of product by having an interaction with the consumer through the different means for sale and direct relation (Jobber. D and Lancaster. G, 2009). tesla sells directly to consumers through its showrooms, generally in downtown location and online. Tesla doesn't have a properly stores, therefore, the customers can only purchase online. Thus, the purpose of tesla store is just to have interaction with the product and

to get enough information as well as to try a car through the test drive. (thenewswheel.com, 2017)

Event marketing

the event marketing is an event to communicate to target market particular new products or update in some kind of existing product such as software (Kotler P., 2015)tesla presented many of its products both at cars show in many places and by organizing some events to demonstrate to the public new products even using the social media such as youtube. Furthermore, the CEO of tesla Elon Musk owns other business such as Space X which can get the cross-promotional opportunities. One of important event in which two brands were being advertised It was the launching of the tesla roadster auto into space by using at the same time another product of other business in this case the rocket of space X (marketingstrategy.com, 2019).



Public Relations

the marketing public relations is a comprehensive campaign directed to a specific target so that influence sales or use of a company's products or services. This kind of element of marketing mix is important both of the process of launching a new product or the repositioning and a mature product. (Henry, 1995) Tesla has a public relations strategy that focuses on sharing information. In generally tesla has its public relation through annual report, speech as well as press release. In addition, The CEO's tesla Elon Musk use his account twitter which has 8 million of followers to share information or release news regard some update upon products or for example the state of development of a kind of model of car (prsuperstaruk.medium.com, 2020).



Sales promotions

The sales promotions are any activity to which persuade the consumers to buy the products in a limited period of time. Usually, the sales promotions give more value to the product such as bonus packs, samples or premiums, and other promotions decrease the cost through some discounts. (Mended, 2015)

Tesla created its referral program so that the customers can advertise the brand in exchange to get something from the brand itself. For example, the loyalty customer that convince his friend to get a car from tesla can receive 1000 miles of free supercharge or to win some awards that tesla put in this kind of program. (Tesla.com, 2019)

Recommendation of new promotion's strategy

tesla is a brand that has a very high recognition and reputation regard his products as well as to get a huge quantity of mentions from the press and online. Hence, Tesla based its advertising just through the word of mouth avoiding the classic media such as radio, TV and newspapers . by allowing tesla to spend exactly 0\$ on advertising and focus just on production and innovation. However, the brand loyalty can be accentuated by having more balance between traditional media marketing and social media channel. In fact, by making advertising also on traditional media drive to raise up the brand's visibility and consumer awareness to catch further market segments.

2 BRANDING AND BRAND EQUITY

The branding is a name, symbol or design that the company creates ad is easily identifiable from customer and help the consumers to organise their knowledge about products and services so that can clarifies their decision-making to provides value to the firm (Kotler P., 2015). The branding is a process that give special meaning at product so that they can result to consumers in a different way from similar products. indeed, when a brand adds differentiation and perception on his products this imply to create a huge value and competitive advantage by creating a preference on the customers' mind (sheehan, 2011)

companies tend to use different tools to create and shape a brand:

- **brand definition,**
- **brand positioning statement**
- **brand identity**
- **Advertising and communication**
- **Sponsoring and partnerships**
- **Product and packaging design**

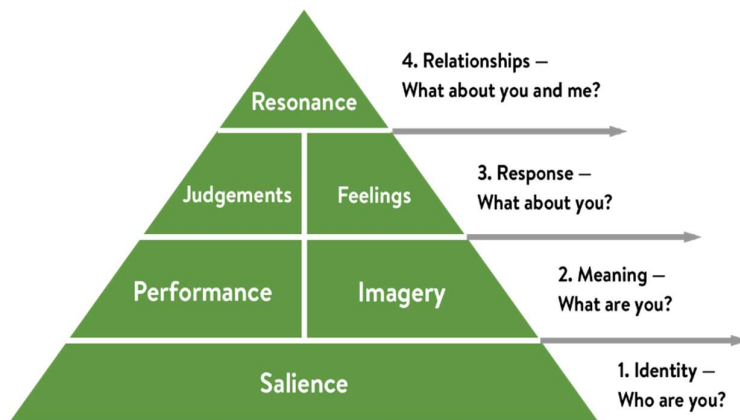
The brand equity is a value premium that the company generate to make his product recognizable to customers so that the customer willingly spend a high price than other products from a different competitor such as coca cola, apple , Mercedes, Microsoft, ect. (Wensley, 2002). On the other hand, the brand equity improved the shareholder equity i.e the people who have a

shares on the company can get a great return on his investment (sheehan, 2011). Growing brand equity it means be able to create favourable associations and feeling on target consumers (Falkenberg, 1996) and take a huge competitive advantage on the market.

2.2 Keller's Brand Equity

Keller defined the brand equity as a starting of knowledge of the customers. In other word, how customers feel and think about the product (Keller, 2003)

Keller's brand equity is a model that display the brand's effect on consumers and what the costumers think about the brand's product and what is the perceptions concerning the brand.. The model illustrates the 4 major steps to build a strong brand equity (Kotler P., 2015)



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Step 1 Brand identity

the first step regards the relationship between the customer and the brand. In other word, the purpose is to create a strong brand awareness so that the customer could associate it with a specific product class or need. In according to Keller, the awareness is the ability of the customer to recognize and identify the brand by linking it to some associations in his memory. (Keller, 2003)

Step 2 -Brand meaning

The brand meaning is to linked tangible and intangible associations. This step is being applied through two blocks:

- **Performance**: the performance defines how the product is going for the customers needs
- **Imagery** : refers how the product is going for the customer's needs regard the social and psychological level

Step 3- Brand response

The brand's response step present 2 categories:

- **Judgement**: the customer make judgement about products in 4 key factors: quality , credibility, consideration and superiority of brand
- **Feelings** : the response of the customer depend how the brand makes them feel. They can respond at brand in an emotionally and positive way.

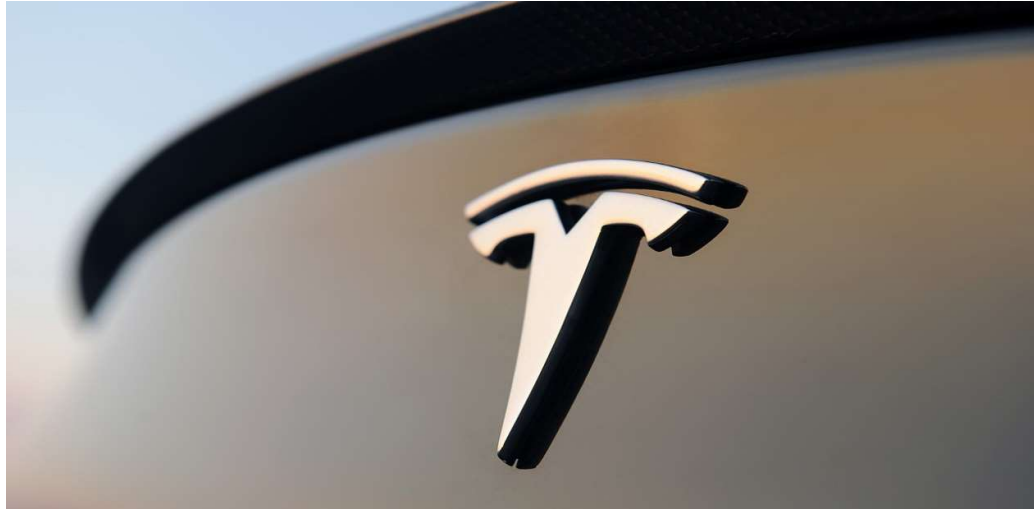
Step 4- Brand resonance

This step is being located at the top of pyramid because is the most difficult level to reach for a brand. In this level the customers become faithful and advocates of the brand by creating a lasting relationship between customers and brand. In this level the relationship between customer and brand has 4 elements: sense of community, behavioural loyalty, attitudinal, attachment and active engagement (Keller, 2003)

2.3 Tesla Brand equity

-Brand identity

The tesla car represents the pioneer brand of the electric cars that use innovation, futurism and minimalist luxury. These elements create a right image of a brand pioneer of quality and appeal on the mind of consumers regards the electric cars. In addition, tesla is one of the world's most eco-friendly company that combine innovation and sustainable energy. (Tesla, 2019)s



-Brand meaning

- **Performance:** tesla's product using a high-quality of technology such as autopilot, high quality of batteries, as well as elegant and sober innovative design and high quality of materials. Furthermore, tesla is a brand of sustainable energy that produce even high-quality of solar panels and efficient products for home energy storage.
- **Imagery:** tesla is an environmentally brand that produce elegant and luxury sport cars that is considered from the mind of the consumers a luxury brand leader friend of the environment and product of sustainability products that combine innovation technology and high-quality of materials.

-Brand response

- **Judgement:** the majority of consumers believe that tesla is a prestige brand that provide electric cars environmental sustainability as well as the high-performance of technology installed on the cars.
- **Feelings:** the quality of tesla's products are outstanding for the consumers. in fact, tesla has received the highest owner-satisfaction score of 90% in consumer report's annual survey. (usatoday.com, n.d.). In addition, the people feel great to have a tesla because they help the environment by using the tesla's product.

-Brand resonance

Tesla has received the highest owner satisfaction score of 80 % in account of the innovation of products and the high-quality of technology that tesla use on its cars. (evannex.com, n.d.) In addition, tesla support its customer through the social media by communicating with them by giving them the right information by keeping transparency which represent the key to keep the customer's loyalty. In fact, any times Elon musk respond to customers directly on his twitter account. Moreover, tesla offer his customers a referral programme which allow to attract new potential buyers by offering them a discount on the price.

3 TESLA'S CUSTOMER JOURNEY

Customer journey describe the consumption experiences when the customer become aware of the product until the decision to purchase it. According to Hamilton, the consumer-based strategy draw the strategy to understand the consumers and how they select, use, adapt and discard products and services so that they meet needs of the consumers and accomplish goals (Hamilton, 2019). The customer's journey path has 5 different steps:

- Awareness:
- Evaluation and consideration:
- Decision:
- Retention :
- Advocacy :

Awareness

In this stage of awareness, the customer is looking information about the product by using either online or offline tools. in this case, tesla sells direct to consumers through showrooms, generally in location in which the customer can see the product. Furthermore, the customer can receive many information that he need to, on the tesla's website which offer a forum of customer experiences that have already had the experience with the product as well as a lot of information about the electric cars such as the technology that is installed on vehicles as well as all information concerning the methods of purchase . In other word, tesla stand out right away with a strong digital presence both through the original website and the social media. (renerepkp.com, 2020, january)

Evaluation and consideration

The customer make an evaluation and considerations of a variety of products to make a decision. In this phase the customer is comparing the product with other products on the market. when the customer has narrowed down his options he want to make an evaluation by trying it. Tesla offer a test drive at customer by booking on tesla's website which allow him to try the product in the tesla's stores. after test driving car the potential tesla customers are being sent a link that they can

configure their car and learn about pricing and so make a decision by comparing it with other products. (qualtrics.com, 2018, august)

Decision

This phase is the final decision which the customer become the potential buyer. Tesla's customer can purchase either in-store digital design center with a salesperson that drive them to entire process or on a tesla's website from his own home. Furthermore, tesla has a delivery team that drive the customer through payment, document signing, and delivery. Finally, the customer can collect his order either at a dealership or he can choose a convenient location for the customer which tesla will delivery it. (qualtrics.com, 2018, august)

Retention

The retention state regard the ability of company to keep their customers, after they become loyal through regular usage of product. The key to create a lasting relationship with the customers is the transparency by keeping an open communication with them. Tesla support its customers through social media and its own blog such as twitter, even with personal responses from Elon Musk with honest updated about any problems (Manecuta, 2018, November). In addition, tesla has built a great network of supercharging stations around unites states and Europe to allow his customers to charge their cars by giving them a high-quality of service. (Tesla, 2019)

Advocacy

The advocacy when the customer become supporters of company's brand and share the positive experience of the company with other people. The customers in this stage using a positive word-of month through some communication means such as social media and web forums . Tesla it was identified as of the best brands that turn the customers into advocates with referral marketing programmes which gave both the referred person and the existing customer an amazing discount for both of them on a new order. (tesla.com, 2020)in fact, tesla has the best customer satisfaction that other brands.



Customer touchpoint

When consumers embarked on journey this consider a variety of channel and multichannel in which the consumers could be involved. The conceptual model described by Lemon and Verhoef presents 4 types of touch points (Lemon, 2016):

- Brand owned
- Partner owned
- Customer owned
- Social and external touch point.

The customer touchpoint is a set of interaction between the brand and customer which can take place on some channels online and offline before, during and after purchase. There are 4 kind of touchpoint that can be controlled by the brand (De Keyser.A, n.d.):

- -Company created touchpoint: The company create a message marketing through, promotional tools, website and packaging.
- -intrinsic touchpoint: these kinds of touchpoint take part when the customer consumers buy the offering and when the consumer using the offering. in this case the brand cannot have a full control to these touchpoint
- unexpected touchpoint- the unexpected touchpoint such as, viral marketing, word-of mouth ect., in which the brand cannot be controlled directly
- -customer initiated touchpoint; these touchpoints including the direct contact between the customer and brand, through a telephone conversation or a meeting to the shopping center.

3.2 Tesla's customer touchpoint

The tesla customer's has a different touchpoint online and offline through his purchase:

Before a purchase

- -showroom: tesla doesn't have a dealerships but has own tesla stores where the customer can see the products.
- -website: tesla has a broad-site to which the customer has access a large amount of information on the tesla's products
- -social media: unlike the other companies' cars tesla has no advertising, no ad agency and no dealer network but only through word of mouth in the social media or community of passionate fans discussing to market tesla.
- -company events: tesla introduce its products through some annual events which are being broadcast on social media. For instance, tesla's event cybertruck , where tesla has introduced the first pickup truck that was followed from millions of people on its canal youtube.

During a purchase

- -Product review: the customer could review the product on store tesla where the representative's company introduce him to product. Furthermore, the customer can have a test drive of car by booking it through tesla's website.
- -website: after done the driving test, the customer can use the website in which can configure the car by personalizing it based on his preferences.



After a purchase

- Mobile Service: Tesla allow its customers to have a mobile service with a technician to resolve any issue regard the product. (Tesla.com, 2020)
- Supercharging stations: the customers can benefit of tesla's supercharging stations scattered in all world that allow customers to have a fast-charging technology for their electric-cars as well as some further services such as wi-fi connection and the restaurants (tesla.com, 2020).



Customer journey map

Customer Journey Map	Awareness	Evaluation	Decision	Retention	Advocacy
website	Get information on tesla's web site	Customization Product	Purchase's process		
Store	Tesla's stores, showrooms	Test and view of the products	Withdrawal of the product		
Social media		Tesla's social media accounts		Tesla's customer support	
events	Tesla's events				
Mobile service				Advancing mobile service technician	
Other services				Supercharging stations	Tesla' referral programme
Web forum	Information on loyalty customer's web forum				Loyalty Customer review

4 TOTAL ENGAGEMENT CUSTOMER MODEL

Unlike, to traditional concepts that regards involvement and participation, the customer engagement indicates the customers' relationship with the brand. In according to Brodie et al. the customer engagement is a “psychological state that occurs by virtue of interactive, co-creative customer experience with a focal agent/object” (Brodie, 2013)

The total customer engagement draws the key factors which identifies how the customers have to be engage to deliver positive recommendations of brand to achieve an exponential growth. The model focuses on key elements that link engaged employees and engaged customers. (Kotler P., 2015)

- -Customer Value preposition(CVP) that represent the value that brand offer to his customers:
- -Brand of company that indicate who the company is:
- -internal culture to refer the internal aspect of the human resource in the organization such as values and behaviours.
- -customer experience is emotional elements to which the customers interact with the brand and the organization

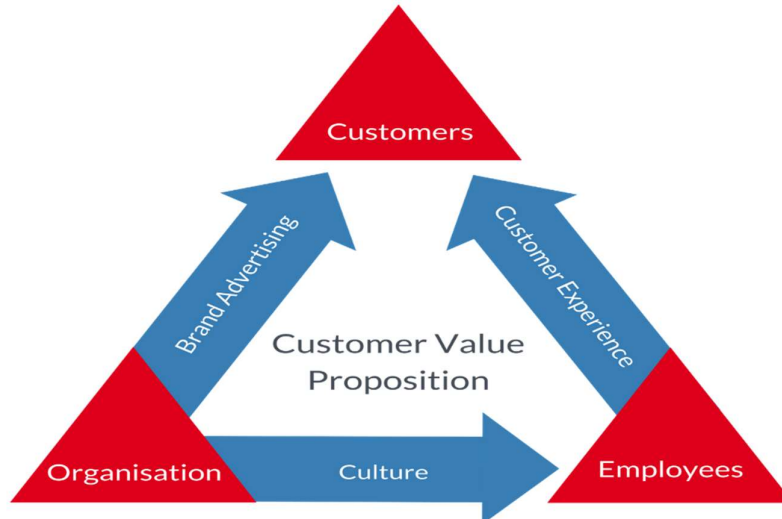


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4.2 Tesla's engagement customers

Customer value proposition

-tesla is a premium electric cars that have an high-quality and environmentally friend cars. The design of cars is outstanding which was and still is a big problem of other manufacturers that produced electric cars.

-The range of tesla's electric batteries is also impressive compared to most others electric cars and this is a key point in this market. in fact, tesla

- the supercharge network stations which allow to customers cross the U.S and E.U without bother about the battery.

-the Advance technology that tesla uses in his cars such as autopilot and on-board computer with internet connection.

-Tesla product one of the best high quality energy storage products such as solar panels, powerpack and powerwall

Branding

Tesla is an electric's cars company that believe the world moved towards a zero emission future. Apart from the electric cars that represent the main market , tesla builds also product scalable clean energy and storage products such as new generation batteries and solar panel by merging with solar city company. In addition, tesla use a high-innovation technology by making the brand appealing to customers (Tesla, 2019). Unlike the others cars' company, tesla use social media and the word-of mouth to advertise his brand, by avoiding the traditional advertising to invest just in product improvement.



Internal culture elements

The Tesla organizational culture creates a human resource who are able to support the innovation by empowering them to search a solution that make the brand stand out in the automotive sector. In particular, Tesla uses an innovate-problem solving organizational culture which motivates his employees to develop profitable solutions to make the customer experience as better as possible. Furthermore, this kind of cultural make the company abreast with technological progress which is a key factor to customer's needs and preferences (panmore.com, 2019, february). Tesla has 6 main features of its organizational culture;

- Move fast
- Do the impossible
- Constantly innovate
- Reason from First Principles
- Think Like Owner
- We are All In

Customer experience

Unlike the traditional dealership, Tesla sells the cars directly with its own stores. Most of the companies are partner with dealership to sell cars which put customer experience on a third party. Tesla create a high-quality customer experience by driving them through the journey from start to purchase. The customer experience continue after the purchase through some services which the customers can use such as the supercharging stations across the United States and Europe to make the charge easier for customers around the world. According to Experian

research that finds tesla has the most loyal customer of any car company by having an overall satisfaction rating of 80%. (Forbes.com, n.d.)

CONCLUSION

Tesla motors is considered one of the best brand of electric cars. in 2007 tesla become more attractive than the beginning with tesla Model S that represent the turning point of the company towards its current success. Nevertheless, Tesla is expanding its consumers demand toward other countries such as, China, India and Singapore by having an high demand of customers going forward in the next years. The increasing of demand require that tesla invest in development and research so that it can stay ahead the main competitors by producing a high quality and innovation products. Moreover, tesla is investing to build more Gigafactories to cope the high-demand of customers and to increase the massively productivity rate request. Finally, In consideration of the climate change, tesla will have to cope more players of the mass market that they may produce electric vehicles at a very affordable price than tesla. In this case tesla either may throw itself in a new challenge going forward or merely remain a niche-market brand such as Lotus, Ferrari, ect.

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