

Creating A Marketing Analytics Brief

TESLA Inc

Electric Cars, Solar & Clean Energy

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Analyzing TESLA 3: Marketing Brief

Analytics Brief

Pricing
Customer Story
Business Info

Purchase Process

Buyer's Journey
Various Social Media Platforms
Metrics & KPIs

Business Story

Further Analysis
Future Considerations
Path to Purchase

BUSINESS STORY: TESLA

What relevant actionable segments exists?

- ❖ Buyers who are interested in electric powered cars
- ❖ Scientists & Engineers who are deeply interested in the Tesla technology platform and infrastructure and at the same time enjoys driving luxury cars
- ❖ Business executives who are between 45 to 64 years, 77.3% of which have salaries of over \$ 100,000
- ❖ Families where couple are high earners
- ❖ The TESLA 3 appears to have veered more towards high earning 35 to 46 year old entrepreneurs, techpreneurs and managers



TESLA: Which Ones Should We Pursue and Why?



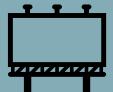
I would highly suggest to pursue the entire market audience segment. Since TESLA itself is already a “niche market” type of product, it would make more sense to be very maximal in our approach.



It would also enable me and my entire marketing/ business analytics team to look at all their customer journeys and buyer behaviours



This would further open more opportunities once data has been analyzed & visualized.



Focusing on the entire market segment enables us to have a wider audience and yet, focus on such a niche market

Customer Story

- ❖ Where is our target audience?

Our target audience are scattered globally, but since they are a ‘highly specialized niche’ market, it is easy to ‘zero-in’ on our audience. Their exact demographics were mentioned in the previous slides.

- Where is our effort?

TESLA 3 is an over-all mixture of :

- a. High earning professionals who earns an average of US \$100k annually
- b. Majority of them are working in the technology , finance and energy sectors
- c. Some of them are either full time or part time entrepreneurs
- d. A great percentage are engineers and scientists
- e. ** such marketing channels would be: Google Ads, Facebook Ads, YouTube Marketing and possibly LinkedIN

Customer Story: Continuation

- ❖ How effective is our effort?

Elon Musk does not believe in traditional advertising methods. He strongly believes he can do MUCH BETTER by using his Twitter Account of 35 Million. Elon wants entrepreneurs to funnel all their cash on continuous product improvement.

Source: <https://www.forbes.com/sites/larrylight/2020/06/01/the-natural-elon-musks-non-traditional-approach-to-tesla-advertising/?sh=47804acc512a>

As of September 2020, Tesla has a total revenue of USD \$ 20.79 billion. Tesla made a profit of \$ 331 M in 2020's 3rd Quarter alone. During this quarter, the company delivered 139k vehicles.

Source: <https://www.theverge.com/2020/10/21/21525006/tesla-q3-2020-earnings-profit-revenue-elon-musk>

Customer Story: Continuation

- ❖ Where should we focus changes?

TESLA, being a pioneer in the technology & automotive arena, appears to be doing well. Our President and CEO Mr. Elon Musk is not just an entrepreneur but was also a dedicated and talented programmer. He knew how code works. How cloud works. How back end works.

As a marketing analyst being hired by Mr. Musk himself, I would implement to also be more pro active on certain partnerships that may eventually open more opportunities for more revenue. But then again, TESLA is a pioneer and is already a MAJOR BRAND on its own.

- How effective is our effort?

As of now, efforts have been totally effective at all. With the high revenues from the past year, plus Elon Musks's other efforts last year like Space X, this itself also indirectly advertises TESLA. Also, being an outspoken business man and being on the news almost every 2 weeks, Elon himself is a 'walking and breathing' advertising platform.

Customer Story: continued

- ❖ What should we do now or later?

As of now, it would be good to further explore using the usual platforms such as Google Ads, Facebook Ads and Youtube. Having literally NO COMPETITION in the market, the only thing that we have to do is have an ongoing open channel with the Research & Development team. This way, we can launch ads that we think would cater to certain groups.

* I would also highly suggest the R & D team to possibly look at utilizing drones.

Testing & Learning Plan

- ❖ What should we study further?
 - a. Metrics from previous year and each quarters. We could further establish specific metrics and then compare them with each performance KPIs
 - b. Look closely on how the UX and CX surveys are. I would highly focus on this as this would play a huge role whether we maintain to be a pioneer and a global leader in this industry.
 - c. Possibly look further and maybe have a ‘Flying Taxi’ service someday.
 - d. Possibly look into drone monitoring and/or drone deliveries someday.
- What should we try?
 - a. Ramp up marketing efforts that would keep the public interest alive
 - b. Have some ‘advertising teasers’ that would peek the interest of the current and potential target audience
 - c. Possibly create more partnerships with ‘self driving’ course content creators. Since this is one of our products, why not monetize the skill sets of our engineers and developers while at the same time, further representing the ‘brand’ and image of TESLA.

TESLA's Purchase Process

Purchase Process

Channels

	Awareness →	Interest →	Desire →	Action →	Post Action
Website		✓	✓	✓	✓
Search		✓			
Display					
Facebook		✓			
Instagram					
Email					
Twitter		✓	✓		
Blogs					
Affiliate					

Testing & Learning Plan

❖ What analysis and data do we need?

1. Further analysis of data that would be driving changes and improvement on the purchase process:

Pricing & Discount Model

- A comparison of past & current price offerings would be ideal. It's some sort of 'A/B' testing where we compare the best results among the pricing models and promotions. I would also compare on both yearly and quarterly sales purchases.

2. Analysis of pricing & performance metrics on the specific purchase process:

- The Awareness Stage -> Analyzing the views & impressions on social media sites. It is common knowledge that Elon Musk ; as of this writing (Jan 16th, 2021) has 42.4 Million followers. Analyzing all the social media platforms would be very ideal and optimal
- Post Action Stage -> Monitor all the feedback after purchasing a car has been done. Also apply some text and sentiment analysis on the reviews. It would be very optimal to have both quantitative & qualitative data ready for future analysis.