Cupra x PHD

Marta Nores

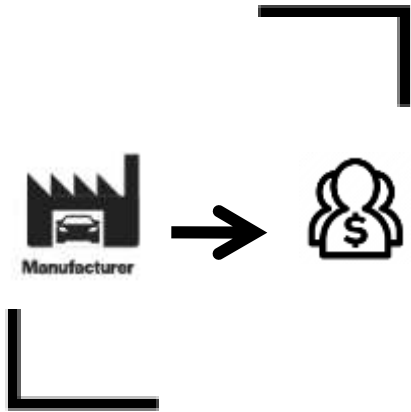# SUMMARY

1. 2024 CUPRA CHALLENGES

NEW SALES DIRECT TO CONSUMER MODEL
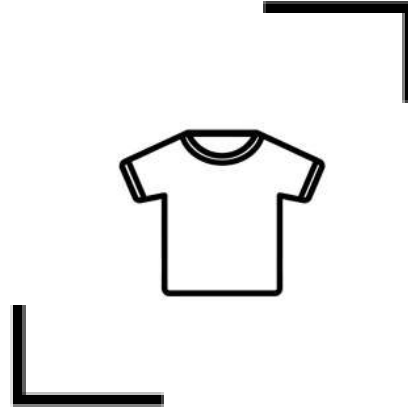
NEW PRODUCT LINE LAUNCH

STRONG COMPETITION

1. 2024 CUPRA CHALLENGES

BEFORE

2024 FUNNEL

BRAND AWARENESS - DISCOVERY

CONSIDERATION

CONVERSION

NURTURE

BRAND AWASRENESS - DISCOVERY

CONSIDERATION

CONVERSION

NURTURE
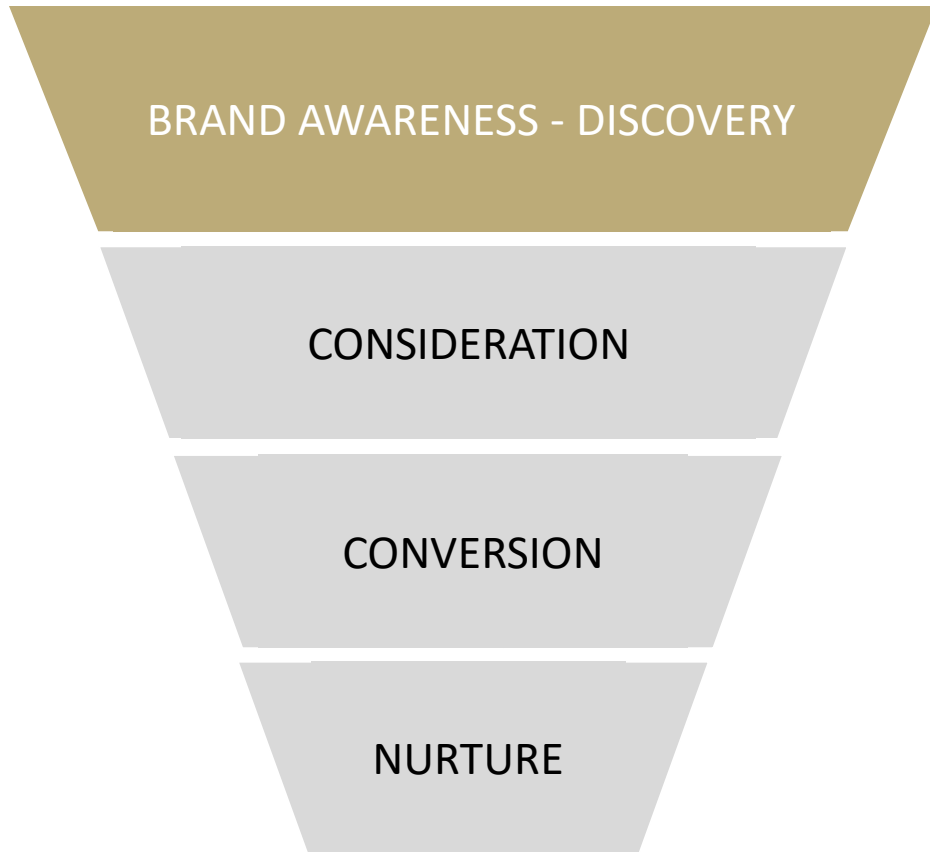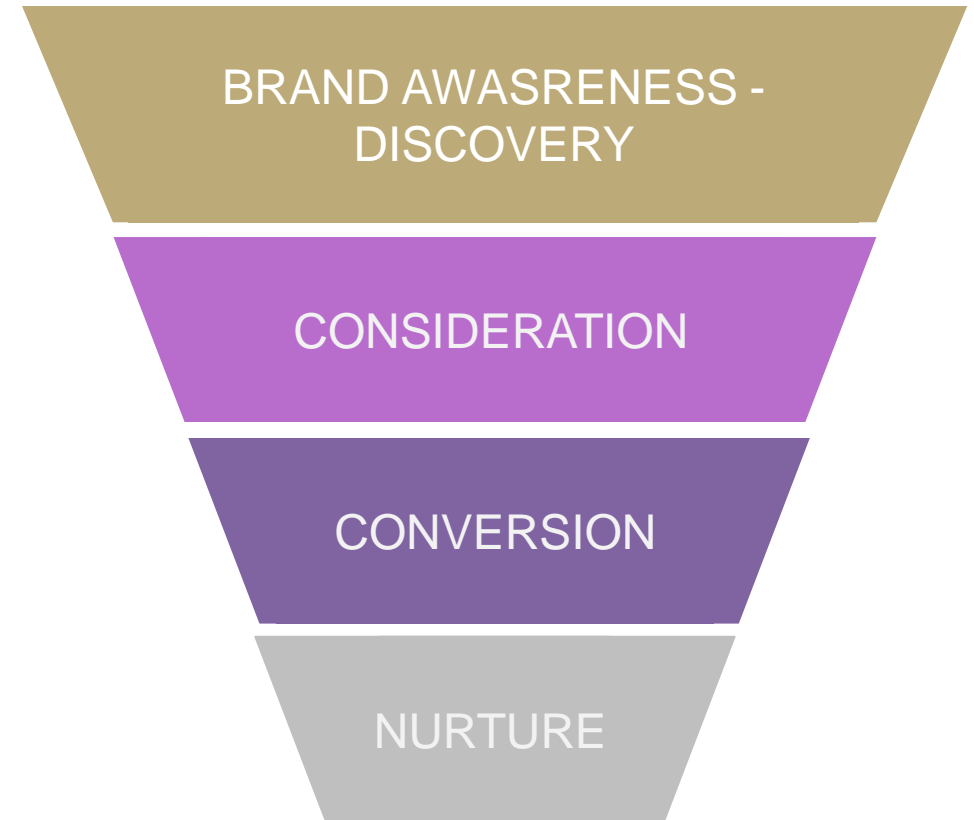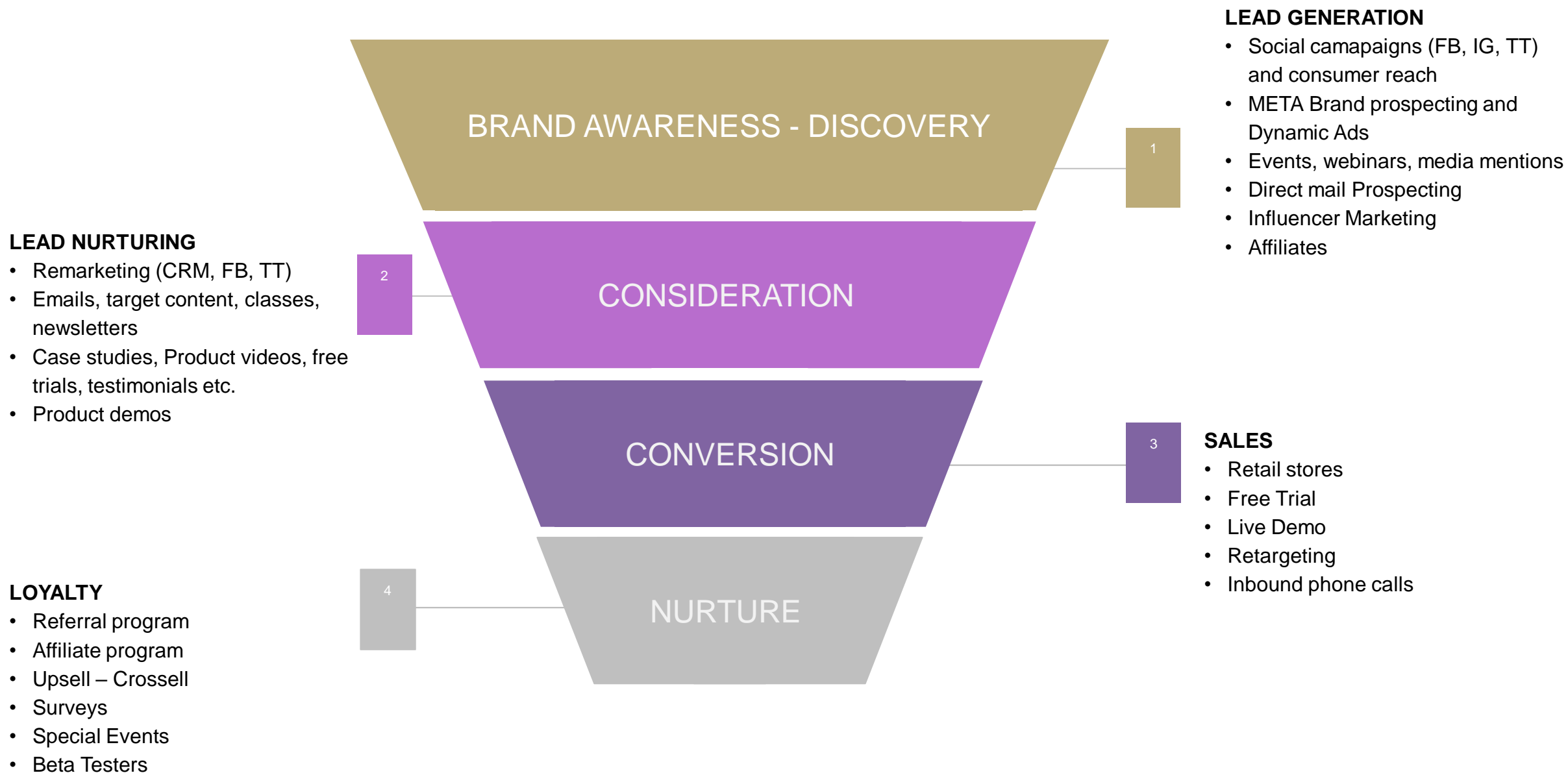
The Challenge for 2024 is the full visibility of the funnel with the launch of the E-commerce site

1. 2024 CUPRA CHALLENGES

BRAND AWARENESS - DISCOVERY

CONSIDERATION

CONVERSION

NURTURE

LEAD GENERATION
- Social camapaigns (FB, IG, TT) and consumer reach
- META Brand prospecting and Dynamic Ads
- Events, webinars, media mentions
- Direct mail Prospecting
- Influencer Marketing
- Affiliates

LEAD NURTURING
- Remarketing (CRM, FB, TT)
- Emails, target content, classes, newsletters
- Case studies, Product videos, free trials, testimonials etc.
- Product demos

SALES
- Retail stores
- Free Trial
- Live Demo
- Retargeting
- Inbound phone calls

LOYALTY
- Referral program
- Affiliate program
- Upsell – Crossell
- Surveys
- Special Events
- Beta Testers

2.DIGITAL LANDSCAPE

¿WHICH PLATFORMS DRIVE HIGHER IMPACT?

Broad (Cold) Audiences
(Discovery phase)

1

1. Reach, brand and traffic campaign goals
2. Broad Interest targeting audiences
3. Top View and Brand Takeover TikTok ads
4. FB&IG carousel & reels for brand awareness
5. Influencer Marketing

1. Remarketing
2. LAL audiences
3. In feed TikTok ads
4. FB&IG sponsored ad + link to demo

2

Prospecting (Warm) Audiences
(still deciding – some conversion intent)

Hot Audiences
(High conversion intent)

3

1. Retargeting
2. LAL audiences
3. In feed TikTok ads
4. Direct contact via DMs

4

Existing Customers

1. Customer & dynamic list targeting
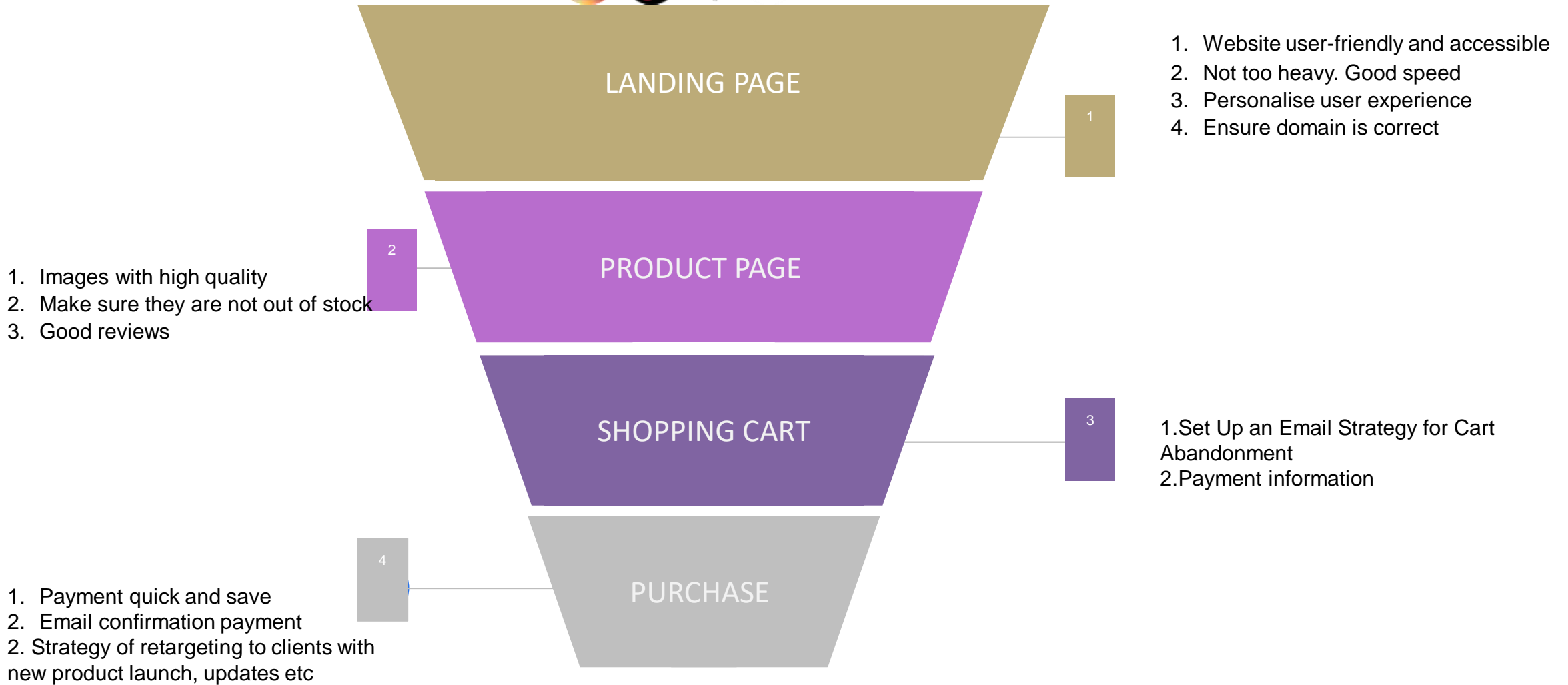
Anex: Slide 14 and 15 for best practive and Ad formats

3.ECOMMERCE LANDSCAPE

¿WHICH PLATFORMS DRIVE HIGHER IMPACT?

LANDING PAGE

1. Website user-friendly and accessible
2. Not too heavy. Good speed
3. Personalise user experience
4. Ensure domain is correct

PRODUCT PAGE

1. Images with high quality
2. Make sure they are not out of stock
3. Good reviews

SHOPPING CART

1. Set Up an Email Strategy for Cart Abandonment
2. Payment information

PURCHASE

1. Payment quick and save
2. Email confirmation payment
2. Strategy of retargeting to clients with new product launch, updates etc
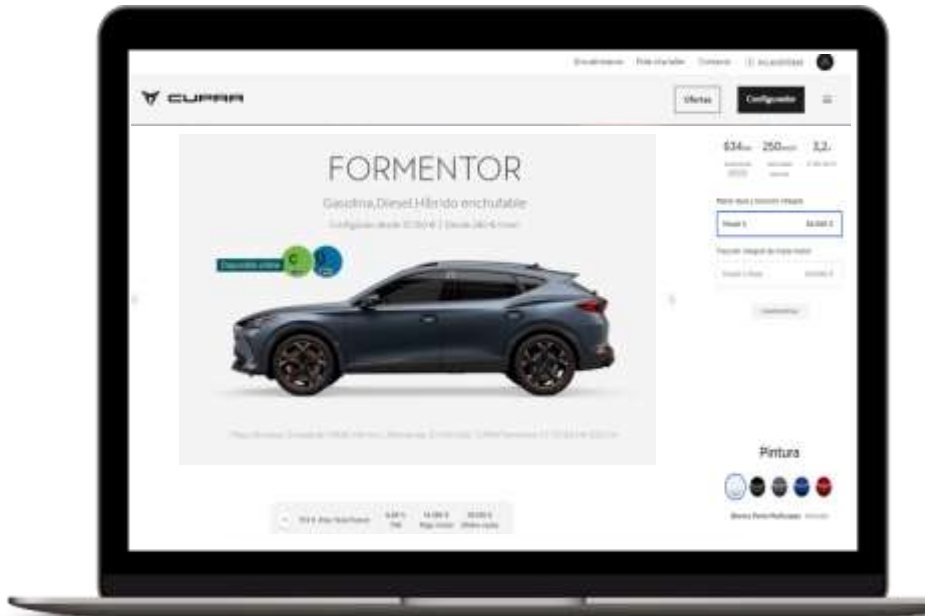
Anex: Slide 16 for best practive

3.ECOMMERCE

SALES MODEL B2C

CUPRA

Website user-friendly and accessible.
Set Up an Email Strategy for Cart Abandonment
Acknowledge customers experiences.
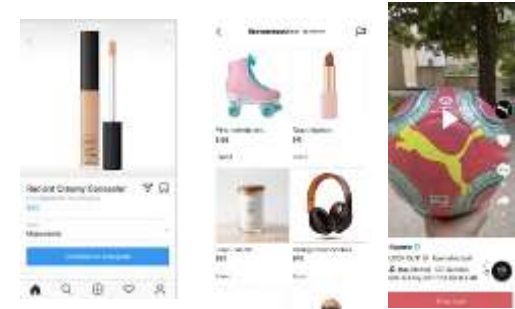Payment and card method processing correctly

MERCHANDISING

SHOPPING CAMPAIGNS

Showcase products on TikTok and Instagram to drive traffic to their online store

CUPRA STORE

•Cross-selling strategies

AMAZON STORE

•Create a Amazon store to showcase a collection of products and elevate their brand
•Use a 3r party tool (Quatro link) to drive traffic from IG and FB to Amazon store

4.SUMMARY OF CHANNELS

Unaware

Discovery

People who are currently looking for something in a related category or taking some action that might bring them into the client category soon

Explore

Guide me

People with questions about the products or the category

Evaluate

Convince

These people are looking to make a decision based on the features of a product or decide between a range of options

Buy

Convert

These people are looking to purchase now, showing a strong intent to buy

Return

Reward me

These people are looking to purchase now, showing a strong intent to buy

Affiliate

Influencer Marketing + events

Facebook

Instagram

Tik Tok

Events

Facebook

Instagram

Tik Tok
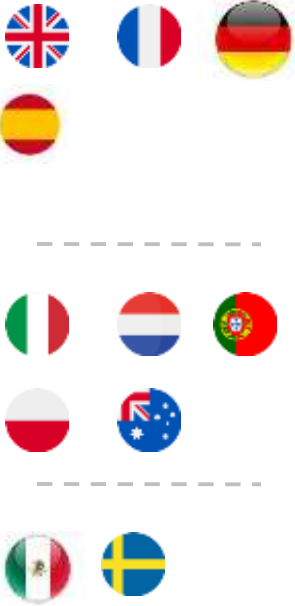
CUPRA Stores

Amazon

5. PLANING 2024

MARKETS	OBJECTIVE	CHANNELS	SEASONALITY	COMPETITION

MARKETS (flags): UK, France, Germany, Spain — Italy, Netherlands, Portugal, Poland, Australia — Mexico, Sweden

OBJECTIVE

Budget Allocation

- Awareness   Conversions

SEASONALITY

New line product launch in Q2´2024

No sales season

Special event in June 2024 with Influencers

Special event for loyal costumers on September 2024

COMPETITION

High CPMs in FB and IG

High demand of Tesla

Tesla only competitor with Lifestyle store

Which markets have other strong players

Anex: Slide 17 and 18 for Competition analysis

5. PLANING 2024

Markets	Media Cost	Total Social	Total Tik Tok	Total Affiliates	Total Influencer
UK	2.000.000 €	1.110.000 €	740.000 €	50.000 €	100.000 €
DE	2.000.000 €	1.110.000 €	740.000 €	50.000 €	100.000 €
FR	2.000.000 €	1.110.000 €	740.000 €	50.000 €	100.000 €
ES	2.000.000 €	1.110.000 €	740.000 €	50.000 €	100.000 €
IT	1.000.000 €	580.000 €	350.000 €	20.000 €	50.000 €
NL	1.000.000 €	580.000 €	350.000 €	20.000 €	50.000 €
PT	1.000.000 €	580.000 €	350.000 €	20.000 €	50.000 €
PL	1.000.000 €	580.000 €	350.000 €	20.000 €	50.000 €
AU	1.000.000 €	580.000 €	350.000 €	20.000 €	50.000 €
MEX	500.000 €	320.000 €	150.000 €	10.000 €	20.000 €
SWE	500.000 €	320.000 €	150.000 €	10.000 €	20.000 €
Totals	14.000.000 €	7.980.000 €	5.010.000 €	320.000 €	690.000 €

50%

50% of the budget is allocated to the top perfoming matrkets

92%

92%% of the budget is allocated to FB&IG&TT. Those platformars will have Awareness and conversiones goals

ANEX

2. DIGITAL CAMPAIGNS

OBJECTIVES

CORE OBJECTIVES
1. Increase revenue
2. Decrease cost

STRATEGIC OBJECTIVES
1. Brand Awareness
2. Prospect &lead
3. Customer Service
4. Event support

CONTENT OPTIONS

IMAGES

LIVE VIDEO

INFLUENCER MARKETING

VIDEO

1. FB & IG: reels, carrousel, IG stories

2. TT:brand takeover Top View,In feed ads

AUDIENCE ACTIONS

ENGAGE
1. Likes
2. Comments
3. Shares

CONSUME
1. Views
2. Plays

PARTICIPATE
1. New followers
2. Polls
3. Entries
4. Offer claims

GOALS

WEBSITE
1. Site visit
2. Reservation
3. Make an appointment
4. Create an account
5. View product/ service details
6. Find a location
7. Email subscription
8. Dowload
9. Time spent on site
10. Media views

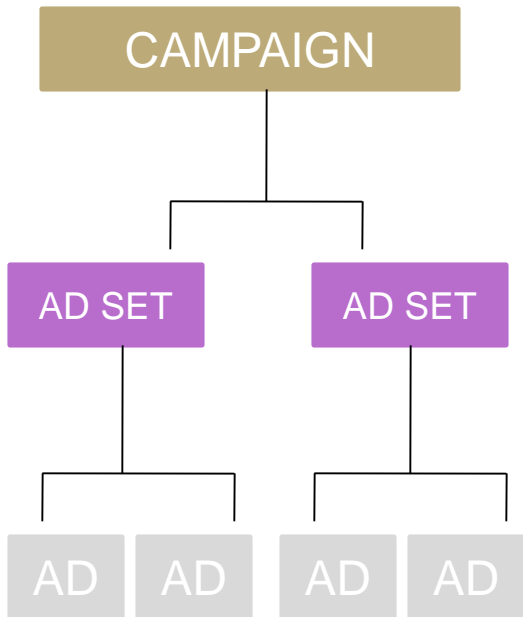**PHYSICAL LOCATION**
1. Purchuase
2. Meet
3. Attend

CONTACT
1. Sale or Lead
2. Customer service

2. DIGITAL CAMPAIGNS

BEST PRACTICE

CAMPAIGN

AD SET — **AD SET**

AD AD AD AD

Checklist
1. Choose an objective
2. Create an ad set

Checklist
1. Build /choose audience
2. Set a budget &schuedle
3. Set a bid (optional)
4. Placements
5. Start creating an ad

Checklist
1. Upload image, video
2. Fill in detaills of the ad (text, header etc)
3. Ensure final URL is fine

TYPE OF ADS

PHOTO   VIDEO

Carrousel: ads with two or more images or videos. When people see your ad, they can swipe through each image or video. Best for shops that sell multiple products.

Photo: You simply upload the photo you would like to use and fill in the text that should run in the caption (Facebook recommends 125 characters)

Video: single video ads that feature a single video. You select and upload your video and specify a URL if needed for your objective

Reel: Provide an immersive, built-for-mobile opportunity to reach high-intent audiences engaging in entertainment through their interests.

Brand Takeover   Top View   In-Feed (Account)

Top View: This type of ad appears at the top of For You Page when users first open the app and allows you to post a video ad for up to 60 seconds.

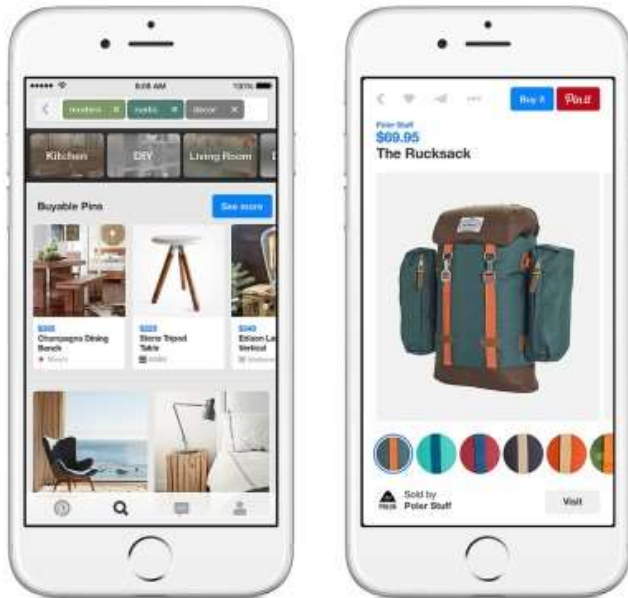**In –Feed** : allows to embed your video commercials to auto-play on For You Page (max 15 sec)

Collection ads : allows to showcase multiple products in a single ad

Shopping ads : e-commerce businesses to showcase products on TikTok and drive traffic to their online store.

2. ECOMMERCE CAMPAIGNS

BEST PRACTICE

Website
1. Not too heavy. Good speed
2. Personalise user experience
3. Website user friendly
4. Payment and card processing correct
5. Domain
6. Have a search bar

Products
1. Images with high quality
2. Make sure they are not out of stock
3. Good reviews

User
1. Have an account
2. Payment quick and save
3. Payment information
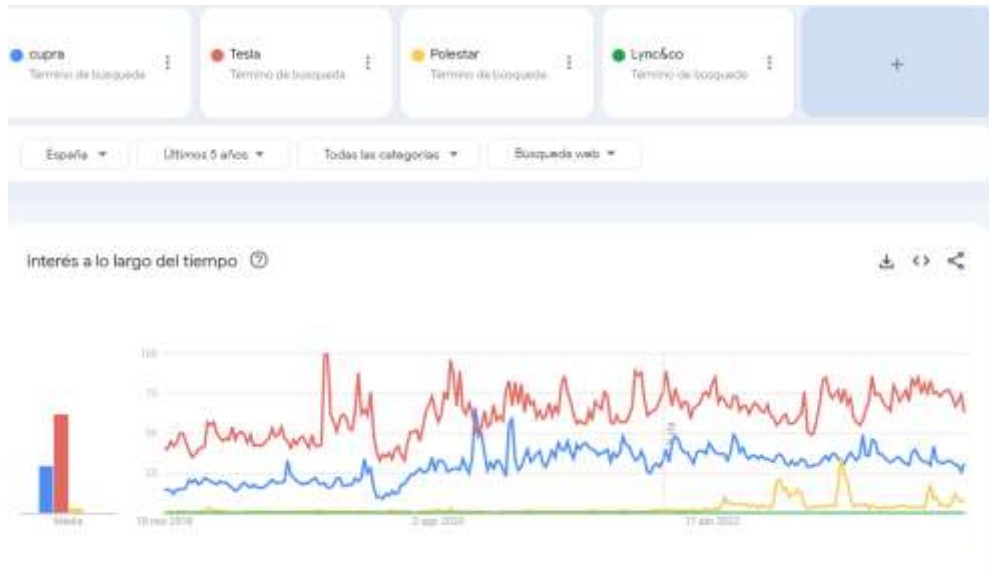4. Set Up an email strategy for cart abandonment
5. Order confirmation

CTA
1. Free shipping
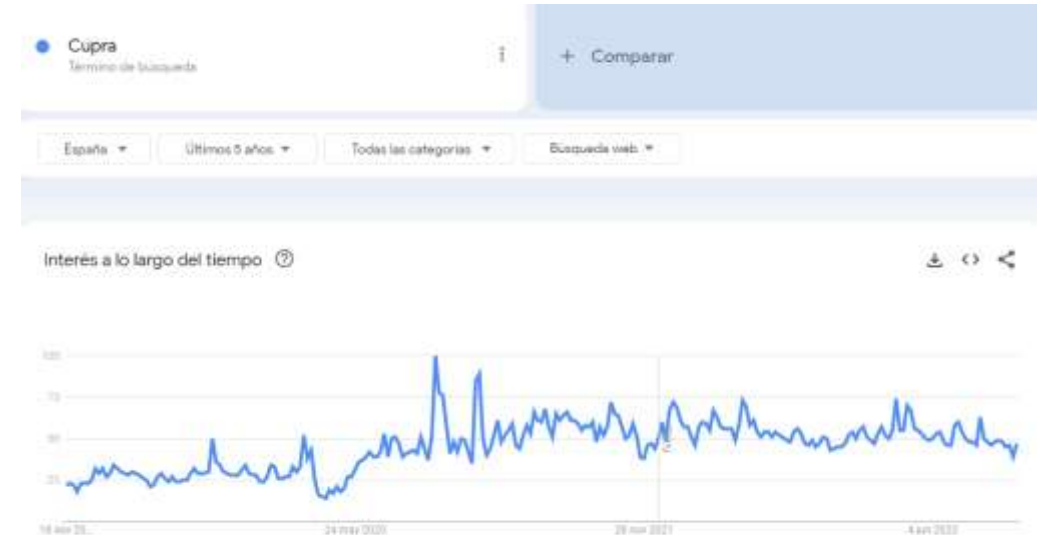2. Delivery next day

3. COMPETITORS LANDSCAPE

We have taken as an example ES market. This exercice should be done across all markets as well as see the insight on the Facebook planner

Tesla is the only competitor in ES that has more presence than Cupra.

Polstar and Lync&Co are in early stages of the spanish market showing a low demand.

Cupra have seen a increase in demand on the last years

3. COMPETITORS LANDSCAPE

All competitors have alredy implemeted the B2C model, however, Tesla is the only player that has an online store with Lifestyle accesories.
This could be an opportunity as there are not so many competition at the moment on the store site

	Electric car	B2C Model	Lifestyle store
Tesla	✅	✅	✅
	✅	✅	❌
LYNK&CO	✅	✅	❌

All competitors have presence in the different digital channels.
This will result in high competition across the different platforms with high CPMs

	Facebook / Instagram	TikTok	YouTube	Twitter
Tesla	✅	✅	✅	✅
	✅	✅	✅	✅
LYNK&CO	✅	✅	✅	✅
Cupra	✅	✅	✅	✅

4. ES – PLANNING

Channel	Objective	Audience	Reach	Reach %	Impressions	Freq	Media Spend	Clicks	CTR	CPM	CPUV	Unique Visits	CPA	CR	Conv
Facebook/IG	Traffic	29.000.000	17.165.511	59%	68.662.043	6,00	€ 274.648	357.043	0,52%	€ 4,0	€1 ,0	274.648			
	Conversions	4.000.000	2.147.854	54%	12.887.125	5,00	€ 103.097	21.908	0,17%	€ 8,0	€ 4,	25.774	52,97€	8,88%	1.946
					93.836.243		€ 426.893	402.296				333.188			9.106
TikTok	Traffic	11.000.000	7.159.091	65%	78.750.000	8,00	€ 126.000	559.125	0,71%	€ 1,60	€ 0,6	210.000			
	Conversions	11.000.000	6.666.667	61%	40.000.000	6,00	€ 84.000	168.000	0,42%	€ 2,10	€ 0,7	120.000	255,0€	0,20%	329
					135.350.000		€ 293.000	1.316.425				496.000		0,07%	968
Affiliates					113.976		€ 23.870	4.308	3,78%	€ 209	€ 6,96	3.430			
Influencers					84.591		€ 65.000	12.219	14,45%	€ 768	€ 7,5	8.602			
Total					212.784.811		€ 725.763	1.145.949				675.219			15768

Not finised. Dont look to numbers