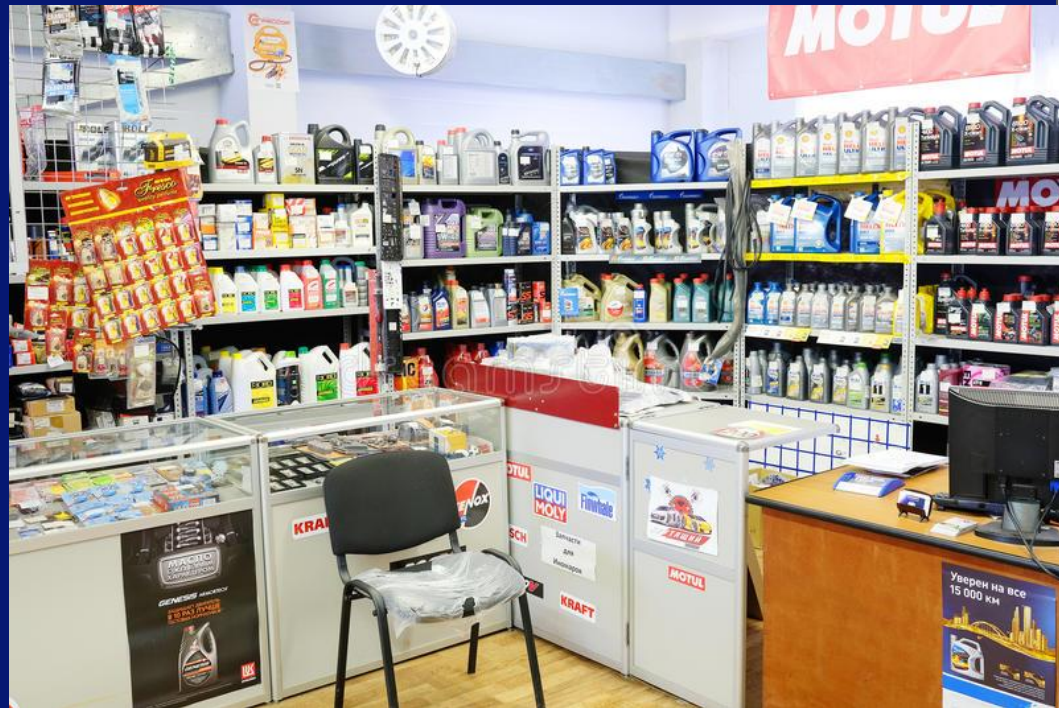# MAHLE Auto Marketing Strategy

Create Awareness, Attract Customers, Build Relationships

Persona 1

The local community members represent the largest share of MAHLE Auto customer base, and are the best opportunity for repeat customers.

This car owner can't afford not to have a car for hours at a time

Car Owner

Marketing Channel: Social Media, Outbound

Bio
A trip to the auto shop shouldn't stress this client

Goals/Needs
Needs a one stop trusted spares shop that sells quality products that are reasonably priced

Biggest Challenges/Frustrations
Finding quality spares that are reasonably priced

Messaging Angle

Marketing messaging should communicate one or more of the following:

- ☑ Safe and convenient

- 🙂 Impeccable customer service

- 👍 Trusted and solves all their problems

- 💵 Reasonable prices

- 🎯 Quality products

The Strategy - Out of Home

Out of Home(OOH)

OOH also known as outdoor promotion strategy is a marketing technique that reaches out to potential clients outside their homes. You can't hide a billboard the way you close a popup window. This makes outdoor advertising inevitable. It includes billboards(mobile, digital, static), street posters, retail signage…. We'll also add point-of-sale to this mix.

Strategy #1: Take The Road Less Traveled

Goal: Reach new customers as efficiently as possible.

Approach: Run ads in underutilized markets, away from where every other spares shops. Use Static and Digital Billboards

Strategy #2: Share the (Brand) Love

Goal: Make a big brand splash.

Approach: Run unforgettable ads on freeways. They aren't necessarily designed to drive immediate conversion as they are to simply tell consumers, "We exist and you should get to know and love us because we are the best of the best." Use Static (including 3D) and Digital Billboards.

Strategy #3: Follow the Consumer

Goal: Reach a specific target audience.

Approach: Use audience data and filters to surface the most audience-relevant ad units. Distribute flyers, insert flyers in newspapers, road shows, megaphones at store

The Strategy – Digital Marketing

Digital Marketing is easy , affordable, and effective. The **main objectives** of MAHLE Auto's digital marketing strategy include:

Creating Awareness

Creating Buzz

Creating a strong brand

Generating interest

Disseminating information

The Strategy–Digital Marketing–Social Media

General Strategy to Achieve Goals:

- Craft visual identity for all pages
- Adjust all bio and information on all channels to improve search
- Add themes and details to content calendar for the year
- Monitor conversations
- Client to add social media addresses to email signatures, all print marketing materials
- Train staff on posting and social media basics for each platform including any third-party apps
- Monthly reporting on numbers, engagement and influence

FACEBOOK

Facebook allows for real-time updates and interactions, while offering space for longer posts and add-ons such as event pages, groups, and applications. Facebook is where MAHLE Auto's personality will shine!

- ✓ Set up and branding of profile
- ✓ Add iFrames to Facebook - link to relevant website pages
- ✓ Create "Calls to Action"
- ✓ Post once daily, 4-7 days per week
- ✓ Share relevant articles
- ✓ Share photos

- ✓ Tag other like-minded organizations
- ✓ Create YouTube tab to share videos
- ✓ Advertise $5 - $10 per day for first five days after initial launch
- ✓ Reassess after five days of advertising
- ✓ Look at Return On Investment
- ✓ Determine next steps

The Strategy – Digital Marketing – Content strategy

The way in which people seek, consume and engage with information online varies depending on the platform being used. The following guidelines have been developed to ensure Mahle Auto provides relevant and useful information on all digital platforms.

Platform	Content Type
Website	All written content lives here. This is the information hub – the heart of the Mahle Auto's online presence. Include blogs and website copy
Google My Business Service	Related information (e.g. contact details, opening hours, services, reviews).
Facebook	Videos and curated content primarily targeting residents. Links (URLs) back to the website to drive website visitation.
Instagram	Aesthetically appealing, high resolution photos and videos. More organic (spur of the moment) content is suitable for Stories and Reels.
LinkedIn	Business to business (B2B) information. Professional and topical content. Images and video valuable.
Twitter	Topical news, trending issues, unique insights and thought leadership content.
YouTube	All video content lives here. Live and pre-recorded.

The Strategy – Digital Marketing – Content strategy

Frequency and length of content

There is no standard for the frequency at which MAHLE Auto should upload content as it will differ depending on the platform. The frequency at which content is published will be based on the analytics, which will be reviewed regularly to determine when stakeholders are online.

There is also no golden rule when it comes to the length of digital marketing content, but research shows that shorter content tends to get better interaction. For social media, generally 100 characters or less increases the chance of engagement.

Platform	Ideal Post Length (Characters)
Website update/blog	500-1500
Facebook post	40 - 80
Instagram caption	100 - 150
LinkedIn update	50 – 100
Twitter post	71 – 100
YouTube video	8 minutes

The Strategy — Digital Marketing- SEO

On-Page SEO

New Page Creation
- Create or update pages according to persona, keyword, & competitor research.
- Create or update geocentric, solution, industry, press, reviews/testimonials, referrals, privacy/terms, policies, thank you, & other important pages.
- Implement structured data opportunities specific to your industry (reviews, URL breadcrumbs, knowledge graph, & more).

On-Page SEO
- Revise all titles, meta descriptions, & headers.
- Add, improve, & optimize images while defining keyword-rich image filenames & alt attributes.
- Improve anchor text for internal & outbound linking.
- Improve content through keyword research & best practices.
- Improve readability & content segmentation.

Conversion Rate Optimization (CRO)
- Evaluate forms, CTAs, smart content, & other possibilities including live chatbots & pop-up offers.
- Add trust symbols available near forms, footer, & conversion areas.
- Assist with A/B & multivariate testing.Create an update schedule to maintain freshness.
- Add user engagement features, like progress indicators, to increase dwell time.

The Strategy – Digital Marketing- Email

Email Marketing Strategy

Email marketing goals:

- Increasing conversion
- Building brand trust
- Decreasing churn
- Driving engagement

To start the process, signup with a professional email marketing service. The most common are:

- HubSpot
- Mailchimp
- Constant Contact
- SendinBlue
- Wordpress plugins

The Strategy – Digital Marketing- Email

Effective list building strategies

- ✓ Use Multiple Signup Forms on website(Sidebar, popup, floating)
- ✓ Use an Exit-Intent Popup on website
- ✓ Add Fully or Partially Gated Content in WordPress
- ✓ Start blogging (brings people to the site and boosts SEO)
- ✓ Run Giveaways and Contests
- ✓ Create Multiple Lead Magnet Pages (offer something free eg ereport)
- ✓ Use Discounts and Deals
- ✓ Answer Quora/Reddit questions with link to lead magnet pages
- ✓ Use Contact Form to Grow Your Email List
- ✓ Add Sign Up Call to Action on Your Facebook Page
- ✓ Answer questions in Facebook groups with link to signup page
- ✓ Use Twitter Lead Generation Cards
- ✓ Use YouTube Call to Action Cards
- ✓ Use After Post and In-Line Optin Forms
- ✓ Add Polite Slide-in Scroll Forms
- ✓ Use Prominent Headers With Call to Action
- ✓ Use Social Proof to Encourage More Sign Ups
- ✓ Use Gamified Campaigns (Coupon spin a wheel)
- ✓ A/B Test Your Optin Forms

Building Your Email List
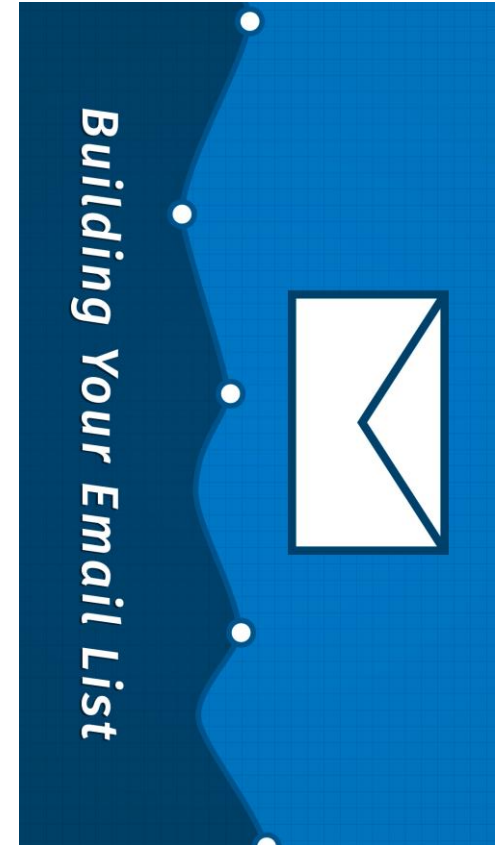
The Strategy – Digital Marketing- Reporting

Reporting Structure

Monthly digital marketing report

On a monthly basis, MAHLE will prepare a summary of results for the previous month.
This data will be extracted directly from each platform's inbuilt insights, Google Analytics
or automatically generated via Hootsuite.

Internal benchmarking

For benchmarking purposes, MAHLE Auto will compare its digital marketing activity (increase and decreases to key metrics) month on month. In addition, 6 and 12 month targets should be set for each of the metrics above. As a general guide, MAHLE Auto should aim to increase its current (results) activity by 5 – 10% each year.