

## 5.3 PPC Strategy

### 5.3.1 Paid Search Campaign Plan

Suzuki’s paid search campaigns are structured to align with the customer journey stages:

- **Awareness Stage:** Utilizing broad match keywords to capture a wide audience interested in automotive solutions.
- **Consideration Stage:** Implementing phrases match keywords to engage users comparing different car models and features.
- **Decision Stage:** Employing exact match keywords targeting users ready to make a purchase, focusing on specific models or dealership locations.

This tiered approach ensures that Suzuki’s ads are relevant to users’ search intent at each stage, enhancing engagement and conversion rates.

### 5.3.2 Keyword Strategy (PPC Table)

Match Type	Keyword Example	Intent Level	Notes
Broad Match	Affordable cars	Awareness	Captures a wide audience seeking options
Phrase Match	Suzuki car features	Consideration	Targets users comparing car features.
Exact Match	Buy suzuki swift Islamabad	Decision	Focuses on users ready to purchase.

### 5.3.3 Budget & Bidding Strategy

#### Budget Allocation:

Distribute the budget based on campaign performance and business priorities. For instance, allocate a higher percentage to campaigns targeting high-converting keywords or regions with higher sales potential.

#### Bidding Strategies:

- **Manual CPC:** Provides control over individual keyword bids, allowing adjustments based on performance data.
- **Enhanced CPC (eCPC):** Automatically adjusts manual bids to maximize conversions.
- **Target CPA (Cost Per Acquisition):** Focuses on acquiring customers at a specific cost, ideal for campaigns with clear conversion goals.
- **Maximize Conversions:** Automatically sets bids to help get the most conversions within the budget.
- **Bid Adjustments:** Modify bids based on device, location, time of day, and audience demographics to ensure ads are shown to the most valuable segments.

## 5.4 Social Media Marketing

### 5.4.1 Platform Selection

- **Facebook:** Primary platform for customer engagement, featuring product launches, promotions, and customer testimonials.
- **Instagram:** Showcases visually appealing content, including car features and lifestyle imagery, to attract a younger demographic.
- **Twitter:** Used for real-time updates, customer service interactions, and sharing news related to Suzuki.
- **YouTube:** Hosts detailed videos on vehicle features, customer reviews, and promotional campaigns.
- **TikTok:** Engaged younger audiences through creative campaigns like the #SuzukiSuccess challenge, encouraging users to share their “success” moments with Suzuki vehicles.

### 5.4.2 Content Calendar

Suzuki maintains a consistent content calendar that includes:

- **Product Highlights:** Regular posts about vehicle features, new launches, and special editions.
- **Customer Stories:** Sharing testimonies and experiences from Suzuki owners to build community trust.
- **Festive Campaigns:** Aligning content with regional festivals and national holidays to resonate with local audiences.
- **Interactive Posts:** Polls, quizzes, and contests to engage followers and encourage participation.

### 5.4.3 Engagement Strategy

- **Community Building:** Encouraging user-generated content and featuring it on official channels to foster a sense of belonging.
- **Responsive Communication:** Timely responses to customer inquiries and feedback across platforms.
- **Localized Content:** Creating region-specific posts to cater to diverse linguistic and cultural audiences.
- **Dealer Collaboration:** Empowering local dealers to share branded content, ensuring consistent messaging and broader reach.

### 5.4.4 Influencer/Community Marketing

Suzuki leverages influencer and community marketing by:

- **Collaborations with Celebrities:** Partnering with public figures like Fawad Khan to promote models, enhancing brand visibility.
- **TikTok Campaigns:** Launching challenges like #SuzukiSuccess to engage users in creating content that highlights personal achievements associated with Suzuki vehicles.
- **Employee Advocacy:** Encouraging employees to share company content, thereby extending reach through personal networks.

## 5.5 Content Marketing

### 5.5.1 Content Types and Topics

- **Video Content** – Vehicle walkthroughs, customer stories, and promotional campaigns.
- **Social Media Posts** – Product features, festival greetings, limited-time offers, user shoutouts.
- **Blog Articles** – Tips on car maintenance, travel guides, Suzuki history, and innovation highlights.
- **Email Newsletters** – Product launches, special promotions, and service reminders.
- **Interactive Content** – Polls, contests (like “My Suzuki My Story”), and quiz-style posts.

### 5.5.2 Content Funnel Strategy

Suzuki’s content aligns with a traditional marketing funnel:

- **Top of Funnel (Awareness):**
  - Broad content to introduce products.
  - Brand story videos, lifestyle posts, influencer collaborations.
- **Middle of Funnel (Consideration):**
  - Product comparison posts, customer testimonials, feature highlights.
  - Blog articles and carousel posts explaining benefits.
- **Bottom of Funnel (Conversion):**
  - Promotions, call-to-action posts for bookings, EMI calculators.
  - Virtual test drives and dealership locator content.
- **Post-Purchase (Retention):**
  - Service updates, community activities, and customer appreciation posts.
  - Loyalty content and UGC encouragement.

### 5.5.3 Content Calendar

While a comprehensive content calendar is not publicly available, Suzuki Pakistan’s social media platforms provide a glimpse into their content strategy. Their posts often align with cultural events, product launches, and promotional campaigns. For instance, they have organized events like the Suzuki Exchange Fest and participated in auto shows, which are promoted through their social media channels. Additionally, campaigns such as “My Suzuki My Story” indicate a focus on user-generated content and community engagement.

Here’s a sample monthly content calendar strategy:

Week	Theme	Content Type
Week 1	Fuel Efficiency	Reel on fuel-saving tips with Suzuki
Week 2	User Engagement	Poll: “Which Suzuki car suits you best?”
Week 3	Customer Stories	Feature a real story from #MSMS campaign
Week 4	Services & Support	Reminder post for Suzuki maintenance

### 5.5.4 Creative Examples

In the annexure, include:

- Screenshots from the “My Suzuki My Story” campaign.
- Instagram post visuals from Suzuki Pakistan’s verified account.
- Sample promotional emails (from newsletters).
- Poster from any showroom launch or event campaign.
- Example of a blog title like “*5 Reasons Why Suzuki Cultus is the Perfect Family Car.*”

## References:

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