Tesla Marketting

Introduction

**Facts and history of Tesla**

* Mention supporting companies (Eg:- space x )

**Development scope and revolutionizing technology**

* Tech incorporated in the car (Game feature in car )
* Safety features in car (Self driving comes as standard in all Tesla’s)
* Specification of the car (reporting with unheard figures Eg:- 0-60 in 1.9 seconds)

**Statistics**

* Advertising budgets
* Comparing with other carcompanies

**Marketing strategies and tactics**

* Through electrifing the future he hops to reduce the cost of tesla cars
* Supporting countries with reasources such as power …..

**Methodologies used compared to existing methodologies**

Eg:-

Tesla roadster to space

<https://youtu.be/tF9r9LrOb70>

free media promotion (provide interesting stories for media to cover)

Marketting by car reviewers on You Tube