**Tesla Marketing**

Tesla marketing strategy is based on the following principles:

**1. Marketing through customer experience**. Telsa referral program effectively enhances customer experience by offering USD 1000,00 credit and additional accessories and perks. These include Solar Roof, 21” Arachnid Wheels for Model S or 22” Turbine Wheels for Model X and VIP invitation for Tesla Unveiling events, among others.

**2. Effective use of social media**. CEO Elon Musk has evolved as the face of Tesla and his direct engagement with customers via social media attracts media attention with generally positive implications for the brand. Musk uses his social media accounts as efficient tools for Tesla marketing strategy.

**3. Cross-promotional opportunities**. Tesla CEO Elon Musk also owns and runs other businesses, namely, SpaceX and Solar City. These companies benefit from unique cross-promotional opportunities. For example, Space X launched Tesla Roadster with a dummy driver named “Starman” into the space in 2018 attracting an extensive worldwide media attention to both brands – Space X and Tesla.

<https://research-methodology.net/tesla-marketing-strategy-a-brief-overview/>

Here are some strategies used by Tesla for marketing its product.

**Status Driven Product**

Tesla built its business i.e. electric car over the concept of status-driven business which always provides an upper hand in the market. Such status-driven products derive the customers towards them instead of investing funds to grab their attention.

## **Social Media Marketing of Tesla -:**

Tesla’s CEO Elon Musk has provided a great boost to the presence of Tesla in the market. He is socially active over social media and is always into little controversies. His idealistic personality attracts many followers and his social platform becomes a platform for the marketing of Tesla. Every tweet of Elon Musk creates a change in the stock exchange. Such a social presence is beneficial for Tesla in the end for promotion.

Elon Musk has always been into creating buzz all over the internet. His latest buzz was his window glass test of the newly launched cyber truck that was not supposed to break, but it made a great buzz for Tesla, which turned out to be a promotion for Tesla’s cyber truck.

### ****Sales Centers****

Tesla does not work as any general auto company does. It does not have any franchises to offer to investors. They have created sales centers that work for sales and service at the same time. Sometimes these franchise owners work more for the incentives rather than for the brand. These centers are run by Tesla itself, therefore, cutting the incentive-based performance of franchise owners.

### ****After-Sales Service****

Tesla provides world-class service support to its customers with facilities to enhance the experience of any Tesla car owner and let them drive their vehicles without any worries. This level of service support turns around into customer loyalty and support.

### ****Engages with Audience****

Tesla is always loud and clear about what it is planning and true to its audience. Their launch events with crazy car tests and communicating with the audience throughout online platforms makes the brand active in the market.

Electric vehicle market overview

Analysis of some of the most credible recent forecasts indicate that BEVs could account

for as much as 53% of all electric vehicle sales through 2020 and 5% of total global

automobile sales (Ashtiani et al., 2011; Week in Review, 2010). (See Figure 1.)

At this stage of BEV industry development, forecasting future sales volumes is

complicated and speculative. The sales prospects of the market are highly contingent upon

various market drivers, which are discussed later. In any event, two leading studies

detailing projected BEV production by the Boston Consulting Group and Deutsche Bank,

predict annual sales of up to one million BEVs by 2015 in North America alone

(Cunningham, 2009). Table 1 highlights several additional, credible medium-term average

annual BEV global sales estimates.

It should be noted that the above forecasts reﬂect fairly conservative projections since

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