

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief
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Business Story: **Tesla, New York Model 3**

What relevant actionable segments exists?

- People looking for an electric driving experience.
- People interested in modern technology.
- People looking to save operating costs by replacing traditional fuel with more efficient electric operation.
- People interested in the environment.

Which ones should we pursue and why?

All of them. The company aims to provide a distinctive driving experience that combines cutting-edge technology and environmental sustainability, making it appealing to those looking for an advanced solution in personal transportation

Customer Story

Where is our target audience? Tesla's target audience is often found among individuals who value high-performance electric cars and advanced technology. This includes regions with a strong interest in electric vehicles, sustainability, and innovative transportation solutions. In particular, urban and suburban areas with developed charging infrastructure and a progressive mindset toward environmental concerns are likely to be key markets for Tesla. However, the appeal of Tesla vehicles extends globally, and the company has a presence in various countries around the world.

Where is our effort?

- Owned media – Tesla website, social media channels.
- Paid media – Digital advertising, traditional advertising.
- Earned media- media coverage, user generated content.

How effective is our effort?

- 1. Innovation and Product Appeal:** Tesla's focus on electric vehicles with cutting-edge technology, high performance, and long-range capabilities has resonated well with consumers seeking sustainable and advanced transportation.
- 2. Word of Mouth and Enthusiast Community:** The strong community of Tesla enthusiasts and satisfied owners has played a significant role in spreading positive word-of-mouth. User-generated content and testimonials contribute to a powerful form of marketing.
- 3. Digital Presence:** Tesla leverages its digital presence effectively through its official website, social media channels, and online forums. This enables direct communication with consumers and facilitates quick dissemination of information.
- 4. Media Coverage:** The company often garners extensive media coverage, benefiting from positive reviews, news features, and discussions in various publications. This helps build brand visibility and credibility.
- 5. CEO's Influence:** Elon Musk, Tesla's CEO, is known for his active presence on social media and unconventional approach. His communication style often attracts attention and contributes to the overall narrative around Tesla.
- 6. Environmental Awareness:** With a growing global emphasis on sustainability and environmental concerns, Tesla's commitment to electric vehicles aligns well with current trends and consumer preferences.

Where should we focus changes?

1. Enhance Consumer Education:

Increase efforts to educate potential customers about the advantages of electric vehicles, addressing misconceptions and emphasizing long-term benefits.

2. Focus on Affordability and Accessibility: Continue making electric vehicles more accessible by exploring affordability options and financing solutions to attract a broader consumer base.

3. Strengthen Community Engagement and Localization:

Foster a sense of community among Tesla enthusiasts, tailor marketing strategies to local preferences, and engage in innovative campaigns to capture diverse markets.

What should we do, now or later?

Immediate Actions:

1. Boost Digital Marketing
2. Launch Localized Campaigns
3. Highlight Customer Testimonials

Long-Term Strategies:

1. Educational Initiatives
2. Affordability Programs
3. Community Building
4. Product Diversification
5. Global Engagement
6. Innovation Showcases

Testing and Learning Plan

What should we study further? **Consumer Behavior Analysis:**

Understand motivations and preferences to tailor marketing strategies. Market

Segmentation- Identify unique consumer segments for targeted approaches.


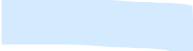




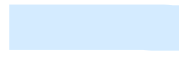


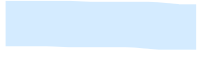

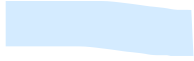














Competitor Analysis - Stay informed on competitor strategies and market trends.

Customer Satisfaction Surveys - Gather feedback for continuous improvement and innovation.

What should we try? **Interactive Online Experiences and Targeted Social Media -** Develop interactive online experiences and implement targeted social media campaigns to engage potential customers and highlight key features. **Educational Initiatives and Localized Events -** Host educational webinars, create informative content, and organize localized events to inform and allow firsthand experiences for potential customers. **Influencer Collaborations and Referral Programs -** Collaborate with influencers, establish referral programs, and build community engagement platforms to leverage advocacy and word-of-mouth marketing for a wider reach.

Purchase Process

Channels

	Awareness →	Interest →	Desire →	Action →	Post Action
Website					
Search					
Display					
Facebook					
Instagram					
Email					
Twitter					
Blogs					
Affiliate					

Testing and Learning Plan

What analysis and data do we need?

- Market research and consumer insights.
- Sales and conversion analytics.
- Digital marketing analytics.
- Customer journey analysis.