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**COIMBATORE INSTITUTE OF TECHNOLOGY**

**(AN AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY)**

**DEPARTMENT OF COMPUTING**

**M.Sc., DECISION AND COMPUTING SCIENCES**

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SUBJECT NAME : DIGITAL MARKETING

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**KIA MARKETING STRATEGIES**

**INTRODUCTION:**

KIA, the renowned automotive brand, has been captivating the hearts and minds of drivers worldwide with its impressive lineup of vehicles, innovative design, and unwavering commitment to excellence. Kia Corporation was founded in May 1944 and is Korea’s oldest manufacturer of motor vehicles. From humble origins making bicycles and motorcycles, Kia has grown – as part of the dynamic, global Hyundai-Kia Automotive Group – to become the world’s fifth largest vehicle manufacturer.

**KEY COMPONENTS OF THE STRATEGY:**

1. **Driven by purpose**

**2 .Diverse and dynamic**

**3 .Designing the future**

**4. Marketing and sales**

**5. Elevating the customer experience**

**6. Manufacturing and Future of KIA**

**VISION & MISSION - KIA:**

**VISION:**

**We are committed to a vision of operational excellence and unwavering focus on ensuing our customer always review the best in what we have to offer. This vision will always keep our customers driving forward.**

**MISSION:**

**Our mission is to provide a high level of employee and customer engagement by providing a positive and professional work environment while also meeting our customer's needs, wants, and expectations. Our core values and processes are in place to guarantee a one of a kind car ownership experience that cannot be replicated anywhere in the automotive industry.**

**STRATEGIES IN DIGITAL MARKETING USED BY KIA:**

**Driven by purpose: KIA’S core values**

**KIA is constantly pushing the boundaries of automotive design and technology, delivering vehicles that exceed customer expectations.Kia will tackle challenges head on through mutual cooperation and respect while fulfilling our pledges and embracing talent and diversity to build a distinct corporate culture.**

**Diverse and Dynamic:**

**KIA's sedans, such as the Forte and Optima, offer a perfect balance of style, performance, and practicality.** **KIA's SUV and crossover models, including the Sorento and Sportage, provide spacious, versatile, and adventure-ready vehicles.**

**Designing the future:**

**Design : Kia’s design philosophy, known as "Opposites United," drives its approach to vehicle aesthetics. The company has design centers in Korea, the United States, and Europe that work to create distinctive and innovative vehicle designs. Brand Identity: The design of Kia vehicles plays a crucial role in shaping the brand’s identity, emphasizing a balance between style, practicality, and cutting-edge technology.**

**Marketing sales:**

**Kia employs targeted marketing strategies to cater to different regional markets, often focusing on the brand’s reliability, advanced technology, and value for money.**

**Elevating customer experience:**

**Kia places a strong emphasis on after-sales service, offering warranties, maintenance programs, and customer assistance to enhance the ownership experience.**

**Manufacturing and future of kia:**

**Kia has manufacturing plants in various countries, including South Korea, the United States, Mexico, China, and Slovakia. These facilities are responsible for producing a wide range of vehicles for different markets. The future strategies of kia are electrification, Autonomous and Global expansion.**

**USP OF KIA:**

* **Advanced Technology**

**Kia vehicles often come equipped with the latest technology and safety features, even in their more affordable models. This includes things like infotainment systems, driver assistance features, and connectivity options.**

* **Comprehensive Warranty and Eco friendly**

**Innovation and Technological Leadership**

* Microsoft consistently invests in research and development, driving innovation in areas such as artificial intelligence, cloud computing, and quantum computing. This keeps them at the forefront of technological advancement.

**INFERENCE:**

* Microsoft places a strong emphasis on personalization and targeted marketing to different user segments. By tailoring messages and offers to specific groups, they increase the relevance and effectiveness of their campaigns.
* Content marketing, including blogs, videos, and webinars, plays a crucial role in Microsoft's strategy. They invest heavily in educational content to help users understand and maximize the benefits of Windows.
* Microsoft uses discounts, special offers, and loyalty programs to incentivize upgrades and purchases, particularly targeting long-term users and enterprise clients.
* The use of feedback loops and real-time engagement allows Microsoft to quickly adapt their strategies based on user input and market trends.
* A robust support system, including forums and direct customer service, is a key component of Microsoft's strategy. They prioritize resolving user issues and gathering feedback.
* Microsoft maintains an active and responsive presence on social media and through their own platforms. This enables them to directly interact with users, address issues promptly, and gather real-time feedback.
* A robust support system, including forums and direct customer service, is a key component of Microsoft's strategy. They prioritize resolving user issues and gathering feedback.

**CONCLUSION:**

Microsoft’s direct marketing strategy for Windows is data-driven and emphasizes personalization, content value, active engagement, and continuous optimization. These elements contribute to their success in maintaining a strong user base and driving adoption of their operating system.