

Mercedes-Benz G600 Maybach Marketing Plan

Mission Statement

To redefine luxury and performance in the SUV market by delivering an exclusive, high-end driving experience that combines the rugged capabilities of the Mercedes-Benz G-Class with the unparalleled luxury and sophistication of Maybach.

Marketing Objectives

1. *Increase Brand Awareness:* Achieve a 25% increase in brand awareness within the ultra-luxury SUV market segment over the next year.
2. *Sales Target:* Sell all 99 units within 12 months of launch.
3. *Customer Satisfaction:* Maintain a customer satisfaction rate of 95% or higher.
4. *Market Penetration:* Capture 10% of the ultra-luxury SUV market within the first year.
5. *Digital Engagement:* Increase digital engagement (website visits, social media interactions) by 30% within six months.

Marketing Mix (Product)

1. *Product:* The Mercedes-Benz G600 Maybach combines the off-road capabilities of the G-Class with Maybach's luxury features. Key features include a 6.0-liter V12 engine, exclusive interior materials (leather, wood, metal), advanced infotainment systems, massaging rear seats, and a retractable soft top for the rear compartment, Advanced suspension for off-roading.
2. *Price:* Being a luxury car, the Mercedes Benz G600 Maybach is priced at a premium. The pricing strategy is based on its features and competition. The brand caters to a niche segment who value quality more than the price.
3. *Place:* Mercedes Benz cars, including the G600 Maybach, are available worldwide. The brand has dealerships and service stations across various countries.
4. *Promotion:* Mercedes Benz uses all media channels like TV, print, online, billboards, etc., for promotion. The brand focuses on delivering an exceptional customer experience as part of its overall marketing strategy.

Positioning

"The Mercedes-Benz G600 Maybach is positioned as the pinnacle of luxury and performance in the SUV market, offering discerning customers a unique blend of rugged off-road capability and unparalleled opulence."

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Target Market

- *Demographics*: Ultra-high-net-worth individuals aged 35-65.
- *Geography*: Major metropolitan areas globally, with a focus on markets in North America, Europe, the Middle East, and Asia.
- *Psychographics*: Individuals who value exclusivity, luxury, and high performance. They seek status symbols and are willing to invest in unique, limited-edition products.

Marketing Funnel

Awareness Stage: Potential customers become aware of the product. For the Mercedes-Benz G600 Maybach, this could be through car shows, advertisements, social media campaigns, or word of mouth.

Interest Stage: Potential customers begin to express interest in the product and start to research more about it. They might visit the Mercedes-Benz website or read reviews about the G600 Maybach.

Desire Stage: Potential customers start to see how the product fits into their lives and how it meets their needs. They might start comparing the G600 Maybach with other luxury cars and envisioning themselves driving it.

Action Stage: The potential customer decides and completes the purchase.

Customer Journey Maps:

Two possible customer journey maps for the Mercedes-Benz G600 Maybach:

1. Online Purchase Journey:

- *Research*: The customer visits the Mercedes-Benz website, reads about the G600 Maybach, and checks out its features and specifications.
- *Comparison*: The customer compares the G600 Maybach with other luxury cars in terms of price, features, and reviews.
- *Purchase*: The customer decides to purchase the G600 Maybach and completes the transaction on the Mercedes-Benz website.
- *Post-Purchase*: The customer receives the car and might leave a review or recommend it to friends.

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2. **In-Person Purchase Journey:**

- Awareness: The customer sees the G600 Maybach at a car show or in a Mercedes-Benz showroom.
- Test Drive: The customer schedules a test drive at a local dealership to experience the car firsthand.
- Negotiation: The customer negotiates the price and financing options with the dealership.
- Purchase: The customer decides to purchase the G600 Maybach and completes the transaction at the dealership.
- Post-Purchase: The customer drives the car home and might return to the dealership for maintenance or service appointments.

Metrics & KPIs

1. *Brand Awareness*: Measure through surveys and social media reach metrics.
2. *Sales*: Track number of units sold.
3. *Customer Satisfaction*: Use surveys and feedback forms.
4. *Market Share*: Analyze industry sales data.
5. *Digital Engagement*: Monitor website traffic, social media metrics, and online ad performance.

Marketing Tactics

1. *Website*: Create a dedicated microsite for the G600 Maybach with high-quality visuals, detailed specs, and interactive features like 360-degree views and virtual tours.
2. *Social Media*: Utilize platforms like Instagram, YouTube, and Facebook for high-impact visual content. Collaborate with influencers and luxury lifestyle bloggers for broader reach.
3. *Email Marketing*: Send personalized emails to prospects and existing customers highlighting exclusive events, new features, and special offers.
4. *Events*: Host exclusive launch events in major cities, partnering with luxury brands for a premium experience.
5. *Public Relations*: Gain coverage in top-tier automotive and luxury lifestyle publications.
6. *Advertising*: Invest in targeted digital and print advertising in luxury magazines, websites, and social media platforms.
7. *Sales Promotions*: Offer limited-time incentives like bespoke customization options or exclusive experiences with the purchase.

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8. *Customer Service*: Provide white-glove service, including personalized sales consultations, dedicated support lines, and tailored maintenance plans.

By aligning these components, Mercedes-Benz can effectively market the G600 Maybach to its target audience, emphasizing the unique blend of rugged capability and luxury that sets it apart in the ultra-luxury SUV market.

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