



BERLIN SCHOOL OF BUSINESS & INNOVATION

Essay Title: Digital Marketing Strategy Plan Of Mercedes Benz

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INTRODUCTION

Mercedes-Benz is one of the world's most iconic and renowned luxury automobile brands. With a rich history dating back to 1886, Mercedes-Benz has long been at the forefront of innovation and design, both in terms of its vehicles and its marketing campaigns and Mercedes is a German multinational automobile company headquartered in Stuttgart, Baden-Württemberg. The company was founded in 1926 as the Mercedes-Benz brand by Daimler-Motoren-Gesellschaft (DMG) and Configuration of the board. Bertha Benz financed Karl Benz's creation of the first petrol-powered car, the Benz Patent Motorwagen, which was patented in 1886. The first Mercedes-Benz brand name vehicles were produced in 1926, following the merger of Karl Benz's and Gottlieb Daimler's companies into Daimler-Benz. Throughout its long history, Mercedes-Benz has been known for its luxury vehicles, engineering innovations, and sponsorship of motorsport. The slogan for the brand is "the best or nothing".

The Mercedes-Benz line of vehicles is designed to meet the needs of a wide range of lifestyles and budgets. Whether you're looking for a sporty convertible or a spacious SUV, there's a Mercedes-Benz model that's perfect for you. And with a reputation for safety and reliability, you can rest assured that your Mercedes-Benz will provide years of driving enjoyment. Mercedes-Benz has a long and storied history, dating back to 1886 when Karl Benz patented the first gasoline-powered car. Throughout its history, the company has developed some of the most iconic cars and trucks on the road.

- **Strategic Plan** :Mercedes-Benz is also a leader in strategic planning, marketing and communication, distribution sales and customer service. In recent years, the company has been working to streamline its operations and focus on core competencies in order to better compete in an increasingly competitive marketplace. This has included investing in new technologies, such as electric vehicles, and expanding its global reach through partnerships and joint ventures. As a result of these efforts, Mercedes-Benz is well-positioned for continued success in the future.
- **Strategic direction:** Mercedes-Benz has been pursuing a policy of active expansion since the early 1990s. In 1995, Daimler Benz and Chrysler Corporation joined forces to become DaimlerChrysler AG. This was followed by a series of acquisitions and partnerships: in 1999 with Mitsubishi Motors, in 2002 with Korea's Kia Motors, in 2004 with China's Fujian Motor Industry Group Co., Ltd. (FJG), and again in 2005 with Russia's Gaz Group.
- **marketing and communication:** Mercedes-Benz was one of the first automobile brands to be recognized as a global brand. According to Interbrand's "Best Global Brands" report for 2013, Mercedes-Benz was the 19th most valuable brand in the world, with a brand value of \$30.1 billion. The company invests heavily in sponsorship agreements;

it is a major sponsor of Formula One racing as well as other sporting events such as golf and tennis. It also sponsors high-profile lifestyle events such as the Cannes Film Festival and the Elton John

- **distribution sales and customer service:** in order to further solidify its position as a leading luxury car manufacturer. Here is a closer look at each of these areas: Strategic Direction: Mercedes-Benz has a clear vision for the future of the automotive industry and is investing heavily in research and development to bring about new technologies and design concepts that will shape the next generation of vehicles.

CHAPTER 1

Technical Aspects: Mercedes is well known for its technical features like Accident Investigation. Mercedes-Benz takes pride in offering some of the most notable safety features in the industry. Night view assist, active lane keeping assist, Active blind spot monitoring and Adaptive high beam assist. Karl Benz patented the first gasoline-powered car. Benz & Cie., which was founded in 1883 by Benz and his business partners Gottlieb Daimler and Wilhelm Maybach, began selling cars in 1889. In 1896, Daimler acquired the license to sell cars under his own name from Benz & Cie., which subsequently became known as Daimler-Benz AG following a merger with Chrysler Corporation in 1998. Today, Mercedes-Benz is one of the most recognizable automotive brands in the world and enjoys a strong reputation for quality and luxury. The brand faces several challenges when it comes to marketing, however, including reaching younger consumers and adapting to changing media consumption habits.

- **Digital and mobility:** Mercedes-Benz has been highly successful in marketing its vehicles over the years. The company has consistently ranked as one of the most valuable luxury brands in the world. Additionally, Mercedes-Benz has won numerous awards for its marketing campaigns, including several Grand Prix awards at the Cannes Lions International Festival of Creativity. In terms of market share, Mercedes-Benz is the second-largest seller of luxury vehicles globally after BMW. In terms of revenue, Mercedes-Benz is also the second-largest automaker globally after Volkswagen Group. Despite its large size and global reach, Mercedes-Benz faces several challenges when it comes to marketing its products. Firstly, the company must appeal to a wide range of consumers with different needs and preferences. This can be a challenge when it comes to creating advertising and marketing campaigns that resonates with all target audiences. Additionally, Mercedes-Benz must also compete with other luxury brands that have a strong presence in the market. In order to differentiate itself from these competitors, Mercedes-Benz must create unique and innovative marketing campaigns that emphasize its core values and strengths. Despite these challenges,
- **Research and development:** Mercedes-Benz research and development has always been at the forefront of automotive innovation. One of their most notable achievements came in 1993 when they introduced the world's first airbag system as a standard feature in their vehicles. They have also been working on developing alternative fuel sources such as electric and hybrid vehicles as well as autonomous driving technology. All of these advancements allow Mercedes-Benz to maintain their position as one of the leading luxury car brands in the world. The brand is known for its innovative technology and safety features. Mercedes-Benz has been involved in motorsport since the pre-war era, achieving great success in a variety of disciplines including Grand Prix racing, Formula One, sports car racing and rallying.

Marketing Analysis: As one of the world's most popular luxury car brands, Mercedes-Benz faces some unique marketing challenges. First and foremost, the company must appeal to a wide range of consumers with different tastes and preferences. This means creating a diverse range of marketing campaigns that target specific consumer groups. Additionally, Mercedes-Benz must also stay ahead of the competition by constantly innovating its marketing strategy. For example, the brand has been a pioneer in content marketing, using platforms like Instagram and Snapchat to reach young audiences. Finally, Mercedes-Benz must continuously strive to exceed customer expectations in order to maintain its luxury status. By meeting these challenges head-on, Mercedes-Benz is able to remain one of the most successful automotive brands in the world. In order to better understand the challenges and opportunities that come with marketing Mercedes-Benz vehicles, it is important to first understand the consumers that purchase them. There are those who see Mercedes-Benz as a status symbol and are willing to pay a premium for the badge. Then there are those who view the brand as being too expensive and inaccessible. As such, one of the key objectives of the company's marketing efforts is to ensure that potential customers perceive Mercedes-Benz as being within their reach. In order to achieve this, Mercedes-Benz has undertaken a number of initiatives, including content marketing. This involves creating and sharing engaging content across various channels in order to attract potential customers and build interest in the brand. So far, these efforts appear to be paying off, with sales of Mercedes-Benz vehicles increasing in recent years.

CHAPTER 2

Customer portfolio

A customer profile is a description of a customer's characteristics. It includes demographic information, such as age, gender, income, and geographic location. It also includes psychographic information, such as lifestyle, personality, and values. Mercedes-Benz has a wide range of customers worldwide. The company's customer base is diverse in terms of age, income, and geography. The company's products and services are also diverse, ranging from luxury cars to commercial vehicles. To meet the needs of its diverse customer base, Mercedes-Benz offers a wide range of services. These include financing and leasing options, extended warranties, and roadside assistance programs. The company also offers an international profile service for customers who live outside their home country. This service provides assistance with things like customs clearance and shipping arrangements.

Mercedes-Benz offers a world-class customer profile service that is tailored to the specific needs of each and every customer. No matter where in the world you are, our team will work with you to understand your individual automotive requirements and provide a service that is second to none. Our international profile means that we are able to offer a truly global service, providing support and assistance wherever you may be. Mercedes-Benz is an international customer profile service provider that offers a wide range of services to its customers. These services include customer support, technical support, product information, and much more. The company has a strong international profile and is well-known for its quality products and services.

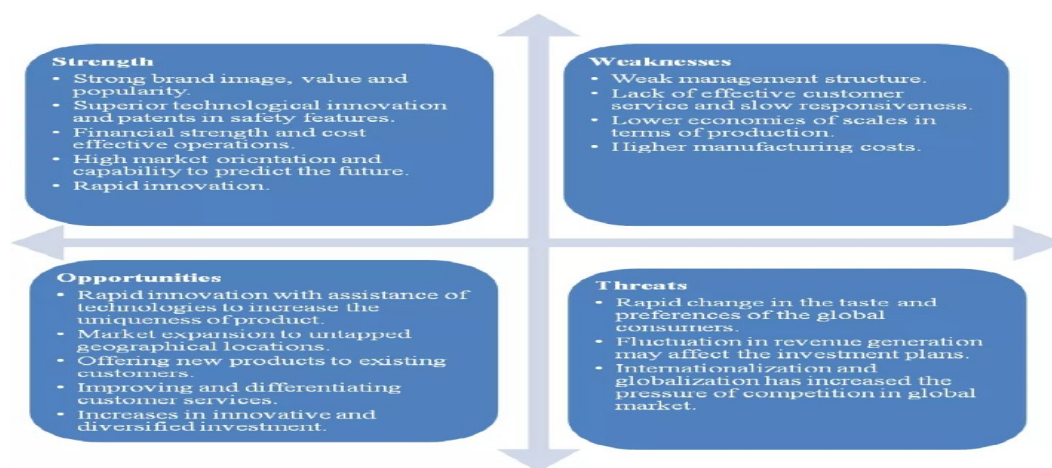
Analytical company Market : To meet the needs of its diverse customer base, Mercedes-Benz offers a wide range of services. These include financing and leasing options, extended warranties, and roadside assistance programs. The company also offers an international profile service for customers who live outside their home country. This service provides assistance with things like customs clearance and shipping arrangements. Also there are some strategies of marketing as given below,

- **Marketing mix:** One important aspect of this new marketing strategy is the use of the marketing mix. By carefully considering each element of the marketing mix, Mercedes-Benz is able to better target its advertising and promotional efforts. They make sure to put their cars in front of potential customers through various channels, including advertising, public relations, and personal selling. In addition to using traditional marketing methods, they also make use of digital marketing tools such as social media and their website. This allows them to reach a wider audience and build up their brand awareness. Another important aspect of their marketing strategy is their focus on understanding their target market. They carry out research to understand what potential

customers are looking for in a car. This helps them cater to the needs and wants of their target market, which ultimately leads to more sales. And SWOT and STEEPL analysis gives a boost as explained below, as the use of SWOT and STEEPL analysis has allowed the company to develop a more comprehensive understanding of its strengths, weaknesses, opportunities, and threats.

- **SWOT and STEEPL:** Marketing mix, SWOT and STEEPL are important analytical tools that can be used to assess the performance of Mercedes Benz. Marketing mix is a tool that can be used to understand the 4Ps of marketing, which are product, price, place and promotion. SWOT analysis is a tool that can be used to understand the strengths, weaknesses, opportunities and threats of a company. STEEPL analysis is a tool that can be used to identify Political, Social, Economic, Environmental and Legal factors that may impact the business. All three of these analytical tools can be used to help marketing professionals develop strategies to improve the performance of their company. Mercedes Benz has always been known for its quality and luxury. The company uses a very analytical approach when it comes to marketing mix, SWOT, STEEPL. This allows them to understand the needs and wants of their customers deeply. As a result, they can produce vehicles that are not only appealing to people's aesthetic senses, but also fulfill their functional needs. For example, their recent introduction of the Maybach line was very well-received by consumers who were looking for a luxurious yet practical vehicle. In addition to producing high-quality products, Mercedes Benz is also very good at marketing themselves. They use a variety of channels to reach potential customers, and they are constantly coming up with new and innovative marketing campaigns. For example, their "A-Class" campaign was very successful in attracting young and trendy buyers. The company's strong focus on customer needs has allowed them to become one of the most successful automotive brands in the world. They have a loyal customer base that continues to grow, and they are constantly expanding into new markets. With their analytical approach to marketing mix, SWOT, STEEPL, there is no doubt that Mercedes Benz will continue to be a leading player in the automotive industry for many years to come.

SWOT ANALYSIS OF MERCEDES BENZ AUTOS.



STEEPL ANALYSIS OF MERCEDESE BENZ

PEST Analysis of Automobile Industry



Political

- In most countries, governments have issued regulations regarding the production of automobile parts to ensure the safety of passengers.
- The administrations are also keen to restrict the ample usage of fossil fuels which create more pollutants.



Economic

- The income of people from stable and emerging economic zones are increasing day by day.
- Many countries have imposed taxes on luxury items which have increased their price, and hence a specific section of buyers may not choose to buy one.



Social

- Cars are not only vehicles but are fashion statements.
- Population distribution of a country also impacts the sales of cars.



Technological

- The automobile industry is hugely dependent on innovative technology to ensure the safety of the people.
- The companies need to concentrate on the reduction of emissions.



Environmental

- As emission from the vehicle is a concern for the environmentalists and government.
- The governments of the countries are more willing to take up environmental policies to decrease the pollution level.



Legal

- Many countries have strict laws to decrease the number of vehicles on the street, which can help them to lower the air pollution level.
- During the forensic test of an accident, if it is proved that there was any problem with the faulty parts or airbags, the company may have to face legal proceedings.



CHAPTER 3

Customer and Consumer of Mercedes benz: The consumer is the one who buys the Mercedes Benz. He can be a person or an organization. The consumer base includes the people who are buying vehicles, but it also includes those who are not buying any vehicle at this time and will do in future, but they want to own a car one day. Similarly, there are many organizations that have made their choice of buying a new vehicle. The customer is the one who sells his product to his customer base. It could be any company or organization that he represents in his daily life and work. His job is to sell products to his customers and he gets paid for doing so. He makes money out of selling a product to his consumers and making profits from it as well. They have a lot of customers and customers who buy their cars. These people are called consumers which means "people who consume". The consumers are the people who buy the car and use it to get from place to place. They are also known as the users of the product. The consumers purchase Mercedes Benz because they want to be comfortable while driving around in their car.

Campaign Strategies, The key to success of any campaign is the strategy. A good strategy will help you define your objectives clearly, identify your target audience and develop a plan to reach them. Your marketing campaign should be based on one or more clear, well-defined marketing goals. The goal of a marketing campaign is to create awareness for your product or service, increase sales and/or improve your brand image. Marketing campaigns can be divided into two categories:

- **Direct response:** These are campaigns that use direct mail, telemarketing, ecommerce, social media and other methods to reach potential customers who have indicated they are interested in your product or service.
- **Product launch:** This type of campaign involves introducing a new product or service to the marketplace. It includes all activities that occur during the product launch phase including advertising, packaging design, pricing strategies and promotion planning.

Buyer Persona: The buyer personas are the people who will purchase your product. If you are selling a car, the buyer personas are likely to be drivers; if you are selling a computer, it may be gamers.

All products have users as part of their target market, but not all products have buyers that can be identified by personality type or lifestyle. For example, many computer games and software applications appeal to a wide range of user types, from single parents to students to retired individuals. However, the target audience for a car is much more narrowly defined: those who want to drive one.

To create buyer personas for each of your products, you need to know what motivates them and how they feel about their current situation. You also need to know what actions they might take if they feel frustrated or unfulfilled in some way (e.g., if they are looking for something new).

The easiest way to identify your buyer personas is by asking yourself “who would buy this product?” The answer will reveal a great deal about what motivates those people, what problems they might have in life, and how they might respond when things go wrong (or right). In the United States, sales of large luxury cars have been strong for a few years now. Mercedes Benz of North America has been one of the top-selling brands in this segment, with the G-Class SUV being one of its best sellers.

Mercedes is one of the most highly regarded car companies in the world and is known for its ultra-luxury vehicles that are popular among wealthy buyers. The company has sold more than 12 million vehicles globally since its founding in 1926. Mercedes has a long history of producing cars that are well-known and highly regarded among consumers, but there are several reasons why it's worth looking into this brand if you're planning on buying a new vehicle.

CONCLUSIONS

Mercedes-Benz is the best car brand in the world for three reasons: it has a very high quality product, it has a good marketing strategy and it has good customer service. Mercedes-Benz is not only known for its luxury cars but also for its engineering and design. The company was founded by Daimler-Benz in 1926 as a producer of engines and other mechanical parts. In 1929, they started producing their first car, which was called Mercedes 300. The brand name Mercedes-Benz comes from the German word meaning “man’s master” or “to serve with dedication”, which reflects their dedication to their customers and to the company itself. Mercedes-Benz has an image of being an upmarket manufacturer that does not compromise on quality or service.

Mercedes-Benz became a part of the Volkswagen Group in 1999. Today, Mercedes-Benz sales are over time. The brand's current range comprises the C-Class (W222), E-Class (W212), S-Class (W221), GLK-Class (X204) and GLC-Class (X204). In addition to its internal combustion engines, Mercedes has marketed diesel engines for use in its trucks since 1971, which have gained worldwide acceptance among taxi and lorry owners. Since 2004, Mercedes has also produced BlueTec natural gas powered vehicles with an output of up to 150 kW (201 PS; 179 hp) per tonne CO₂ emissions. And this shows the growth of Mercedes benz with its daily improving technology and also with a huge and genuine consumer and customer support

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