

EFFECTIVE MOBILE & DIGITAL MARKETING

In the automobile industry the Land Rover is a brand of its own. The company has a huge amount of customers who are loyal to the brand for their luxury SUV's, which are famous amongst car aficionados. In 2013 the New Models of Range Rover's were marketed by the use of not only the usual marketing methods but also mobile and digital marketing. Land Rover used Social Networking and other well renowned sites to market and advertise its' new product range.

The sites which were specially used, for the purpose of not only increasing sales but advertisements and creating product demand were YouTube, Land Rover's own website and Google. Google plus and Google search played a very important role in increasing brand visibility and customer exposure to the land rovers new Range Rover model .

GOALS:

- To increase product and brand exposure
- To use different channels for increasing sales
- To gain more customers

APPROACH:

- Use a multiple channel system to reach the customers and shoppers
- To partner with Google and YouTube put up advertisements
- To reach customers more easily using mobile systems
- Using the brand's own webpage for advertisements and information

RESULTS:

The strategies employed by the company were very successful in not only communicating with the customers more easily through a multiple channel system but it also helped increase its customers as compared to the previous numbers. The impressions gained by the exposure Land Rover gained from its multiple adverts on Google and YouTube, in addition to the brand own homepage and Google Plus, reached high numbers, that is, 100M impressions. The search rate raised drastically along with the Click-through-rates of the ads, at 10%.

The sales were exponentially increased and the cost was decreased due to the relief on the physical showrooms. The advertisements that were spread through a digital medium and by the use of internet had more success due to the lack of limitations and boundless almost viral exposure. The customers and shoppers were better informed as well. The sale interest obtained through mobile and digital channels were of a significant number, adding to that achieved from traditional methods. The company was not handicapped by the lack of or difficulty of setting up showrooms or simply by the difficulty in setting up physical shops. Due to mobile, digital marketing and sale the company benefitted greatly from the profits so much so that the 15% of the company's sale were generated from the online sales (Cross-Channel Marketing Drives Land Rover's Digital Sales, 2014).

Looking at the above mentioned fact we can say that mobile and digital marketing has proved to be very beneficial for the Land Rover brand, it has not only helped the seller but the customer as well. The loyal customers can get more easily updates through these methods and are kept in the loop. Furthermore, due to the fact all the markets and sales are digitised its easier for customers and buyers to do business in this manner, the engagement rates on YouTube (12%) and others sites used for advertisement proved the success and positive response of this strategy (Digital, 2014).

CONCLUSION:

From the success of the marketing and sales strategy employed by the brand it can be easily deduced that for a company to play to its complete strength and for it to perform competitively in the market apart from presenting a good product, a definitive and engaging sales and marketing strategy is a prerequisite. Digital sales and marketing is the best way for dominating the market, not only does the brand/company gain better exposure but the sales rate also face a dramatic rise. In the age of Social networking and Media marketing putting your product and company on the map requires engaging with the customers through these methods. The engagement rates, search rate for the product and the advertisement CRTs helps in not only popularising the products and analysing their success but also they are beneficial in forecasting and predicting the future sales.

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