



Online marketing in the Automobile Company

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Abstract

Learning outcome: This teaching case will familiarize the students marketing with the types of advertisements and enable them to design advertisements as an effective promotional tool.

Case Overview: Mr. Manish, a marketing manager working at XYZ Company, is assigned a job related to promotions. The company is using traditional advertising methods. Mr. Manish after evaluating and merits and demerits of online advertisement wants to go for online advertisement.

Complexity Academic Level: It is useful for graduate and postgraduate students of management

Keywords: Marketing, Advertisement, Online advertisement, traditional advertising methods

There is a company whose name is XYZ and that company dealing with the marketing of motorbikes, and there is a marketing manager whose name is Manish, who is working in the department of advertising, and that person is using a different type of advertising (traditional advertising) like newspaper, pamphlets, and hoarding, radio and so on.

The person whose name is working as a marketing manager and deal with the advertising aspect, and that person is working and approached customer through traditional advertising but after online advertising, the advertisement department is changed completely after coming of online advertisement, so in that condition, Manish who is the marketing manager dealing with the advertisement department, advertisement affects by geographical condition (climate, weather), demographic (age, family, background, and many more) psychological (attitude, behaviour, mind set-up and so on) physical aspect of customer and so on, there are different aspects which affect advertising decisions of product and services that focus on product/service nature, price customer, customer background and so many things.

After online marketing, everything has changed, in this condition Manish has the opportunity as well as challenges, and now how the marketing manager Manish will take this technology as a boon or bane, new technology not only

affects the advertisement department but also change how to approach our prospective customer and how to make new customers with existing customers, so how and which types of advertisement media will influence and attract new customers, and maintains existing customer also.

Manish who is the marketing manager, how will take this new technology and if XYZ company wants to fight neck to neck with its competitors so in this condition how he (Manish) will take this situation as a boon or not?

E-commerce is also a part of online marketing and all organisations are taking advantage of online advertisement at this time, how Manish will select, which types of advertisements should opt for that organisation, and what things should be kept in his mind before deciding on online advertisement.

There are many online tools for advertisement but which one is more effective for the motorbike department, we are mentioning advertising tools-

- 1) internet advertisement
- 2) television advertisement
- 3) E-commerce

In this condition, which type of strategy Manish should select for choosing an appropriate medium of advertisement for the automobile sector which is very key for the sale of products and that is very important for revenue generation and increasing the value of the share market and how we should give more profit to our employees.

Digital marketing is the area of marketing that promotes goods and services using the Internet and other online-based digital technology like desktop and mobile computers, as well as other digital media and platforms. Its growth in the 1990s and 2000s altered how companies and brands use technology for marketing. Search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, and social media marketing are all components of increasingly popular digital marketing strategies. This is a result of the growing incorporation of digital platforms into everyday activities and marketing initiatives.

Digital marketing refers to the use of digital media on platforms other than the Internet, such as television, mobile phones (SMS and MMS), callback, and on-hold ringtones. Digital marketing is distinct from online marketing in that it utilises methods that are not Internet-based.

Questions:

1. Which types of advertisements should Manish take?
2. Should Manish focus on both offline and online markets? If yes, so why?
3. What do you know about digital advertising and how this will influence the sales of a company?