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Marketing Strategy Creation

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Marketing Tactics

General Motors has a variety of products in the market. Therefore, to compete effectively with other competitors, they need to develop better and efficient marketing tactics. Employing better marketing tactics will play a vital role in promoting the products, maximizing sales, and maintaining a competitive product (Medarac et al., 2016). The same source added that promotion strategies are tactical activities that control the elevation of a product to inspire specific advertising goals. The first strategic marketing tactic to be used in General Motors is Native advertising and Advertorials. General Motors can use advertorials for marketing their products using television, radios, and other print media sources. Moreover, the company can develop an article explaining the product or create talks that will be easier to read and grasp. They are essential when the customer is expecting a sales pitch. Similarly, native advertisements are also vital in General Motors because they will utilize modern strategies. Medarac et al. (2016) claimed that native advertising creates a new customer experience because they feel they get valuable knowledge. Although it will aim to assist the reader, General Motors will use it when introducing a new product, for instance, the autonomous car, in the market hence creating more awareness.

Another marketing strategy that is critical to General Motors is social media. The world is changing tremendously, and people and businesses are also adapting to the variations. General Motors can use social media ads to market its products. For instance, the company can record the car moving and state the features and benefits of the product and improvements, including how ecofriendly the vehicle is and fuel consumption. General Motors will tag influencers and brands to gain more exposure because the target population can be found. For instance, General Motors can tag the influencers such as people who review cars because posts with hashtags always get

more engagement and create attention. Moreover, since General Motors faces weaknesses of pollution and safety issues, they can use social media by going live and presenting the product with new features that have eliminated the problems of defective engines and pollutions. Video content is popular now than ever, and brands are eager to push their products using live video on social networks such as Facebook and YouTube.

Characteristic of Market-driven Strategy

General Motors already has the strength of being the major automobile maker and enjoys the largest market share. Therefore, selecting the market strategy to ensure the message arrives at the intended target group will be a great success. Selling cars and auto parts have changed significantly, and thus, companies need to adjust their strategies depending on the flow of potential customers. Customers are taking more roles in the buying process than before because of technological advancement, which gives them a lot of information at their exposure; General Motors needs to adopt a digital marketing strategy. The strategies used are video marketing because many customers believe in seeing and using online reviews to maintain their online reputation. Alalwan et al. (2017) stated that before customers could make a purchase decision, they always seek information online. They will probably go for a product with a positive review. Also, positive thoughts and video marketing will develop a positive perception of the product.

The marketing strategies implemented have several market-driven characteristics. For instance, both video marketing and online reviews are market-oriented. Kumar & Reinartz (2018) claimed that market orientation is where the company places the customers at the core of their total operations. Therefore, General Motors will do this because, throughout the design process and other functions, they have developed a culture committed to ensuring continuous value creation to the customer. General Motors continuously collects information from their

customers to understand their needs, and through this, they can decide on ways to deliver customer value that will ensure they are satisfied. Another feature is the remarkable capacity in the marketing strategy employed. General Motors already has distinguishing power, such as procedures, skills, and accrued knowledge and assets. Therefore, they can design, develop and provide what their customer wants.

Market Product Boundaries

General Motors has a vast product market structure. However, the main issue that will make the organization continue operating is the products that satisfy customers' needs and want. While the company enjoys a promising market and offers a variety of product mixes such as automobiles, auto parts, financial services and commercial vehicles, they need to take advantage of their diverse product mix. For instance, car market has reduced tremendously since the coronavirus pandemic; there has been a significant increase in the sale of trucks in 2020. Also, many countries are moving to cars that are environmentally friendly and are autonomous. Therefore, General Motors should take advantage of this prevailing opportunity and create self-driving cars that do not pollute the environment.

The end-user plays a vital role in the company's development and success. For instance, General Motors is involved in various product lines and makes more than seven million sales in one hundred and twenty nations. By developing safe cars, their end-user will comprise individuals from all age groups, countries or origins, and incomes. Furthermore, through developing different automotive operations in North America, Europe, South America, and International Operations, they can cover every region of the potential customers.

General Motors competes with other automotive companies that design and manufacture cars and auto parts across the world. Although the company has operated for over a decade, they can incorporate other related companies to avoid producing similar products. One of the competitors General Motors is facing is Toyota since it is the largest automotive company globally. Therefore, coronavirus has resulted in an economic recession in many countries, and people will need affordable cars with high performance. Toyota has managed to handle this because General Motors is specialized in making big sturdy cars. However, the company should advance even further to creating an autonomous vehicle with significant growth potential.

Marketing Segmentation Strategy

Type of segment	Description
Geographic	North America, South America, Europe, and International
Demographic	
Age	All age groups
Family	Both couples and single individuals
Income	Low, middle, high
Education	All levels of education
ethnicity	All races across the world
psychographic	Value of impressive products, racing hobbies, lovers of high social status
Behavioral	Environmental aware, just getting around

The market segmentation strategy above indicates how General Motors will divide their customers. The geographic segment of customers is based in four divisions. The North America is the most significant, accounting for almost seventy percent of the sales. Europe is the second with nearly twelve percent then Northern America and the international market. The demographic is among the most recognized type of market segments. General Motors' demographic segment for customers is to make cars that individuals from all races, levels of education, income, and whether they have a family or not can have their preferred product. The psychographic segment will help General Motors develop products that meet their customers' needs, especially those that deserve a high social status, love racing, and are interested in impressive products. Finally, the behavior segment is the group of customers that need cars based on their behavior; for instance, General Motors can develop an eco-friendly vehicle for environmentally aware customers.

Customer Relationship Management Strategy

General Motors needs to ensure they maintain a good relationship with the customer to win their loyalty. Therefore, they will utilize the customer relationship management (CRM) software, which is vital in collecting information from several elements of the company, including the sale, customer support, and marketing departments. Kumar & Reinartz (2018) stated that CRM intends to focus and improve the acquaintance concerning customers and use the knowledge to enhance and customize the association with clients to preserve the long-term relationship. General Motors will make quick decisions that improve product quality based on customers' reactions because of improved communication.

Moreover, General Motors will utilize CRM in improving the customer experience because they can quickly examine their information. For instance, the management team will

gather appropriate financial, customer discussion, and past purchase data. This will enable General Motors to categorize customers based on their tastes and preferences. Also, CRM will aid in retaining the existing customers, hence maximizing competencies and regulating on satisfying clients by creating quality products (Kumar & Reinartz, 2018). General Motors will benefit from marketing automation capabilities and contemporary solutions, making the company have more referrals because they have developed a good reputation.

Strategy for Collecting Information on Prospective Customers

Several strategies will be used in the collection of customers information by General Motors. For instance, interviews are one of the strategies. Medarac et al. (2018) claimed that customers are a primary resource to every company that needs attention. Therefore, General Motors will interview the present customers concerning their experience with their cars and their services. Consequently, the management team will have decision-making insights, collect case study information and inspire buyers to continue using the vehicles.

Another strategy to be used in the collection of data is social media. Alalwan et al. (2018) claimed that individuals take around five hours per day on social media. Therefore, since individuals spend most of their time, General Motors can utilize it to their benefit. Customers can view social media content and share it with other people (Alalwan et al., 2018). General Motors can collect the information to understand the reason that prompts customers to share the social media content or click on certain links. Finally, General Motors can collect customer information by assessing their events on the company website. The company can evaluate the most viewed pages by the client. Hence managing the information that customers are more interested in. organizations need to critically evaluate the activities of their clients on the website, mainly if they do not frequently communicate with the company after visiting the site (Medarac et al.,

2018). Furthermore, evaluating customers' activity online increases online gratification and more understanding of the buyers.

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