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## A Study of Marketing Strategies of Tesla Motors'

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### ABSTRACT –

This report provides strategies employed by Tesla Motors, analyzing how they contribute to the brand prominence in the electric vehicle market. By exploring Tesla's marketing mix, customer engagement tactics and pricing strategies, brand positioning, this document identifies key elements that distinguish Tesla's approach in a highly competitive automotive landscape. The study uses primary as well as secondary data sources to understand consumer perceptions, brand impact, their value and strategy that influencing their market.

### INTRODUCTION –

Tesla's strategy is unique, bold and unconventional; it departs from traditional rules of automotive marketing. Marketing plays a critical role in creating awareness, driving sales and building brand loyalty. Tesla has a unique marketing model by relying on zero traditional advertising spending. It leverages organic marketing through social media influence. The research mainly focuses on the 4 Ps:

- Product
- Price
- Place
- Promotion

Of Tesla's market mix and its impact on market penetration and brand loyalty.



It is a revolutionary American automotive and clean energy company that has redefined the global electric vehicle industry. Tesla was founded in 2003 with the bold mission 'to accelerate the world's transition to sustainable energy'. Led by the revolutionary leader Elon Musk, specializing in electric vehicles, clean energy solutions and autonomous driving technology with the key models Model S, Model X, Model 3, Model Y, and Cybertruck.

It reported \$54 billion in revenue with a good profit margin underlying the success of its premium pricing and innovative driven model. It is moving into great heights to provide great technology and energy innovation helping in sustainability and conservation of the environment.

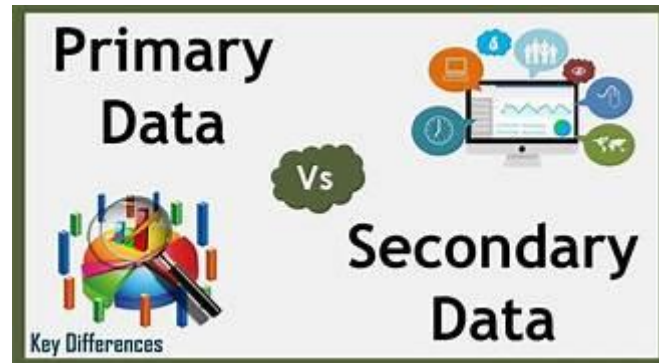
With leading to market strategies of Tesla, it helps in environmental sustainability and conservation:

- Reducing carbon footprint
- Solar and clean energy solutions
- Sustainable manufacturing practices

- Long terms vision towards sustainable ecosystem

Thus is helping in innovation and providing great technology by not harming environment and leading to sustainable growth of firm .

## Research methodology



Type – descriptive and analytical

Data source – primarily secondary data from company website , industry publications and stock analysis portals . thus being more reliable and accurate to provide brief understanding of the company and understand it

Tools – marketing framework analysis ,survey data interpretation

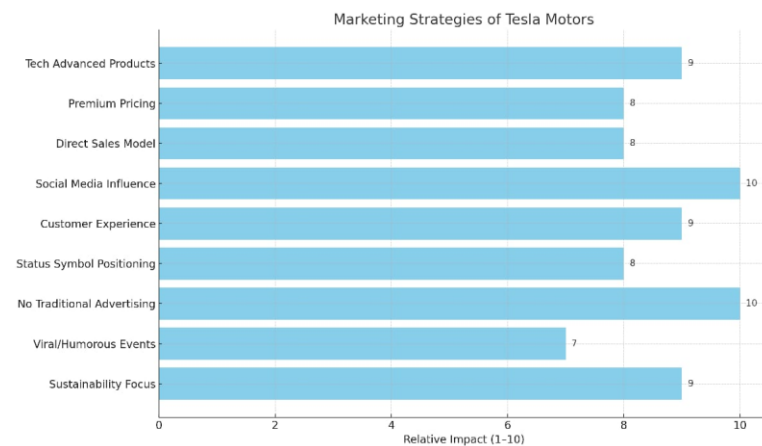
Sample tool – structured questionnaire focusing on awareness ,perception, and purchase intention towards tesla products .

These tools giving more impactful information strengthening the research report to make best use of findings.

## OBJECTIVE OF THE STUDY

- To assess the effectiveness of tesla marketing strategies
- To identify the strength and weakness of tesla marketing approach
- To explore consumer perception and decision making influencer
- To evaluate tesla use of digital and experiential marketing
- To assess competitive positioning in the global ev market
- To asses the brand positioning though social media to increase advertise

Bar graph representing the marketing strategies used by tesla motors



Strategy | scale on (1–10) |

1) Technologically advanced products | 9 |

2) Premium pricing	8	
3) Direct-to-consumer sales model	8	
4) Social media influence	10	
5) Customer experience	9	
6) Status symbol positioning	8	
7) No traditional advertising	10	
8) Viral/humorous events	7	
9) Sustainability focus	9	

- from the above graph we could conclude that major promotion of the product comes from social media attracting large number of audience with their product and brand value they have earned over a period of time . they have great no. in terms of marketing strategies.
- As the product is popular and due to its more innovation and technological advancement theier is more popularity among the people due to which it is also one of then reason for the marketing of tesla .
- Customer experience are so good that It iniate more pleasure and more comfort among the consumer making it more reliable and trust worthy brand . The more products quality are good the more consumer attracts due to its quality and refineness that other company lacks in to provide in the same segment .
- There is no traditional marketing stratgies or no new penny is spend in advertising the product the products itself contains immense brand value and quality in it that people come to purchase by their own and drive the comfort and passion .
- Direct sale and pricing are average in terms of the contribution of sales of tesla products thus this also helps in the more driven of the product.

Tesla use social media as key tool to strategies it sales and cover large audience that helps in brand popularity in world wide . the products are not sell due to advertising thorough social media but they contains brand quality or quality products which helps customer to trust and be more reliable.

## HYPOTHESIS

- significant impact of body construction on tesla sales
- body construction significantly impact tesla sale
- marketing strategies are traditional but let the firm to have great impact of it
- marketing strategies positively impact tesla revenue
- more impsct in the revenue section year per year

## MARKET STRATEGY ANAYSIS

### Marketing mix

- Product – technological adavanced eco friendly evs withb unique feature like autopilot and solar integration.
- Price – premium pricing to reflect innovation and exclusivity tesla avoids discounts to preserve brand equity .
- Place – direct to consumer sales model viaonline platform and tesla operated showroom no any third party involvement
- Promotion – social media influence ,viral events

### Strategic elements

- customer experience – high satisfaction from tech innovation and after sale service
- status symbol positioning – tesla products appeal to environmental conscious elites
- social media marketing – elon musk online persona significantly boosts tesla media presence
- sales centres – in house control allows consistency in branduing and customer handling
- humour and buss creation – non traditional promotional events create viral attention
- no negotitiatioin policy – reinforce exclusivity and protect reseale value

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## DATA ANALYSIS AND INTERPRETATION

- Survey conducted included that high consumer awareness of tesla and positive brand perception is there
- 300 % growth rate which is a great percentage .
- From 3200 units to 350000 in 2018 signifies the demand of the product
- Use of social media at its best use having word of mouth on purchase intention
- Premium pricing seen as justifies due to quality and innovation
- Key purchase drivers include sustainability advanced technology and status
- More impactful questionnaire to have more people engagement and more reliable data source to produce .

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## CHALLENGES

- Limited market reach – focus on upper class limit market share
- Competitive threats – emerging ev brands and traditional automakers increasing market pressure
- Market dependence on ceo influence – elon musk persona is the both an asset and risk
- Price – it is also a challenge to meet lower section of people
- Enrolling its effectiveness to people on environment – sustainability and eco system.

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## LIMITATION

- Limited primary data due to tesla absence in india
- Tesla specific insights may not generalize across industries
- Market data based on secondary sources may include biases
- No more strategies to target economical class
- Not enough data to incur sales or marketing level in india with diversified field

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## Conclusion

Tesla marketing strategy is distinct blend of premium positioning ,innovative products and media mastery . its customer centric model and strategic focus on digital platform ,direct sale and zero advertising spend have re defined automotive marketing .its sustainable approach has also been a key role in flourishing the firm to this level . its has immense strategy to have more impact on the market eradicating petrol and diesel in coming years. Its innovation and technology are immensely have great impact of its growth in recent years . thus help in strong marketing positioning of it . with due time more innovation and advancement will have great future to have good globalised market with low affecting the environment. Its models as well as its approach is irresistible from the rest of car manufacturing company . it does have great impact over the environment making more stronger point that it will not go from market easily .

It thus have strategies its policy which in turn do not harm the environment and can be great producing great technology .

In the world of globalisation in few years tesla would more revolutionize the car industry with its market strategy and great technology making it no 1 in the coming years

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