

Marketing Case Study Analysis

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Volkswagen (VW) India Case Study Analysis

Case Overview

This case study evaluates the marketing strategies of Volkswagen (VW) India. Volkswagen is an internationally recognised automobile production company (LikedIn, 2011). The current trends in marketing strategies and creating brand awareness have been enhanced by social media marketing. VW India utilised this strategy via LikedIn to market its brands to the working professionals. The innovativeness utilised worked effectively with 2,700 product recommendation in 30 days, 2,300 new followers on VW India Company page and 960,000 viral updates on VW car models (LikedIn, 2011). The aspect of utilising a social media platform consisting of professionals can be termed strategic as the market share is potential, as well as it offers a platform for interacting with others and thinks about their work.

Analysis



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Innovativeness in marketing strategies works effectively towards brand awareness; however, the innovativeness ought to be strategic and unique (Hunt and Madhavaram 2006). With a goal of targeting the working professionals, build loyalty and aspiration and finally enhance decision making, VW India established a VW-branded Company Page on LikedIn. VW India made unique move marketing on LikedIn social platform which resulted into great brand awareness of their new models. The table below outlines a SWOT analysis of the case study through the strengths (Internal Factors/ Positive Influence), weaknesses (Internal Factors/ Negative Influence), Opportunities (External Factors/ Positive Influence) and Threats (external factors/ negative influence) (Tukwell, 2007).

Strengths	Weaknesses	Opportunities	Threats
VW is a globally accredited and well-known brand that is a force to reckon with in the automobile industry.	Inefficient cash inflow	With experience in LikedIn to create brand awareness, VW can utilise the experience and create sites exclusively to display their brands and market the page through other social media platforms.	Competitors utilising other social media platforms to reach far and wide market share.
The use of LikedIn by creating a marketing page and vast experience in electronic marketing.	New entrant into Indian automobile market which is growing fast.	Being a pioneer marketer in India with LikedIn, they can link their Company Page with other social media sites and use existing customers as source of brand loyalty	The changing trends in social media are unpredictable.
One of world's leading automobile manufacturers and the largest car maker in Europe.	Lack of established market base in India	The growth of ICT will ensure VW models are showcased globally through social media even to markets yet to be ventured.	Competitive prices in the automobile industry.
First company in India to utilise LikedIn for marketing and create extensive brand awareness (LikedIn, 2011).		India's automobile industry is growing tremendously, thus creating confidence from customers globally.	

Conclusion and Recommendation

The strategy of marketing taken by VW India was aimed at enhancing their brand awareness by creating increased exposure in relative new market share among the working professionals. With the option of social media and the ever increasing following coupled with time utilised on social media, this channel offered a perfect platform to create VW brand awareness come a reality. The venture innovated and timed strategically realised a viral

component which emphasised the loyalty of existing customers and enhanced effective decision making.

This marketing strategy brings out a great lesson of creating a customer community around a company's brand. It is the initiative of the organisation to bring the products to the customers and not the customers to learn of it on their own, thus, effective marketing strategies are imperative. Creating workable and achievable goals ought to be the first step of strategic marketing venture. With the widespread use of social media globally, utilising the various platforms to create brand awareness is a noble venture. It only calls for innovativeness to come up with unique features that will attract more users and acquire viral status.



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References

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