

# Mercedes *Case* Study



Presented by: Drivers Marketing

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# Mercedes *Overview*

Mercedes-AMG, the high-performance subsidiary of Mercedes-Benz, has carved out a distinct identity within the luxury automotive market. This case study explores how Mercedes-AMG's unique marketing strategies, brand positioning, and innovative campaigns have contributed to its reputation as a leader in performance and luxury vehicles.



# Challenges & Objectives

## *Challenges*

- Low Digital Engagement
- Brand Perception Shift
- Economic and Market Fluctuations
- Technological Advancements

## *Objectives*

- Increase Social Visibility
- Increase Sales
- Gain Social reach for customers
- Enhance Social Media Platforms

# Our *Strategy*

To elevate Mercedes's market presence, boost brand recognition, and enhance customer loyalty by leveraging strategic marketing initiatives and created fully CG Generated advertisement.



# Our Complete *Solution*

Strengthen Mercedes-Benz's position as a leader in luxury automotive innovation and drive increased brand engagement and sales:

- Innovative Brand Positioning
- Targeted Digital Engagement:
- CG Generated Advertisement
- Enhanced Customer Journey
- Sustainability and Innovation



# Our Execution

By following these execution pointers, Mercedes can effectively implement their marketing strategy, driving growth and establishing themselves as a market leader.

1. Launch Interactive Digital Content
2. Targeted Digital Engagement
3. Social Media Strategy
4. Experiential Marketing
5. Exclusive Events and Test Drives
6. Influencer Collaborations
7. Enhanced Customer Journey



# Our Outcomes

1. Enhanced Brand Perception
2. Increased Brand Visibility
3. Strengthened Brand Loyalty
4. Elevated Customer Engagement:
5. Higher Interaction Rates
6. Improved Digital Metrics
7. Higher Sales Volumes
8. Expanded Market Reach



# Site & Search Results

- Impressions: +89K
- Ad Clicks: +9.7K
- Landing Page Views: +7.8K
- Unique Impressions: +9.6K





# Results

Our data-driven social media marketing strategy massively improved Mercedes's social media presence, engagement, and conversion rates.

The results we got with Mercedes were incredible and performed exceptionally well.

# Results

+45% Increase in brand mentions across digital and traditional media channels.

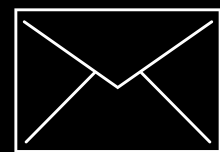
+53% Increase in Average Engagement Time on Site

+41% Rise in the Number of Engaged Sessions per User

+49% Boost in Organic Search Traffic to Product Pages

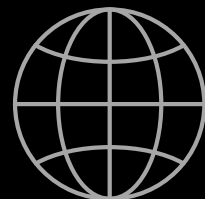
63 Non-brand keywords have climbed to a top 10 position in Google search results

# Get *In* Touch



## *Email*

Info@driversmarketing.co.uk



## *Website*

www.driversmarketing.co.uk



## *Social Media*

@driversmarketing

