FISKER OCEAN

Marketing Automation Plan

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Audience Segment #1: The Environmentally Conscious

Attributes:

Demographic: Women, age 32-45

Income: $90,000+

Career: Professional, career-minded, marketing, medical, education

Education: Bachelor to Masters level

Geographic Location: California, Chicago, North Carolina, and the Northeast

What's important to them: Being proactive, self-care, socializing, fitness, outdoor recreation, adventure, career progression, and doing their part in taking care of the environment

Why does this car appeal to them? They've been curious about EVs (Electric Vehicles), prices start lower than a Tesla, excellent safety features, intriguing sustainability features

Behaviors:

Pages they'll visit on the site: Home page, Brand, Configure, and Reserve

Clicks on: Financing info, warranty info, Solar Sky feature, California Mode and Limo Mode info, Fisker Pear info on Reserve page

Social media channels they are they following: Facebook, Instagram, TikTok, Pinterest, Podcasts

Stage of the funnel: Interest and Consideration

Proposed incentive to provide more data: Follow us on IG for a chance to win the Fisker Ocean Sport

What might persuade them to move to the next step? Invitation to test drive a Fisker Ocean at one of our Road Tour stops

Audience Segment #2: Tech & Innovation Enthusiasts

Attributes:

Demographic: Men, age 35-50

Income: $100,000+

Career: Career-track minded professionals in finance, law, medical and small business owners

Education: Bachelor, Masters and extended education level

Geographic Location: California, Chicago, Atlanta, Charlotte, Washington DC, and the Northeast

What's important to them: Financial acquisition and mobility, emerging technology, politics, fitness, participating and spectating sports, outdoor recreation, adventure, career progression

Why does this car appeal to them? They've familiar with Tesla, have heard about Fisker's launch in the U.S. They love anything on the cutting edge of technology.

Behaviors:

Pages visited on site: Home page, Brand, Gear Configure, and Reserve

Clicked on: Financing info, Solar Sky feature, Future Forward Features, Fisker Ocean Sport and Ocean Ultra, Reserve page, Newsletter sign up.

Social media channels they are they following: Facebook, Instagram, Twitter, LinkedIn, YouTube, Podcasts

Stage of the funnel: Consideration, Intention, Evaluation

Proposed incentive to provide more data: "Follow us on Instagram or Twitter for a chance to win the Fisker Ocean Sport"

What might persuade them to move to the next step? Invitation to test drive a Fisker Ocean at one of our Road Tour stops

Exchange of Data

Strategy:
- Paid Social A/B Test with 2 ads:
  - One branding ad, one w/ data capture incentive - "Follow us for a chance to win a Fisker Ocean"
    - Facebook and Instagram to Audience Segment 1 (Women)
    - Instagram, Twitter, and LinkedIn to Audience Segment 2 (Men)
- Google Ads and YouTube Ads on affinity sites and pages for both segments
- Remarketing ads to both segments for any site visitor who exits without newsletter sign up or reserving
- Retargeting ads to anyone who engages with a Social page using tracking code
- Newsletters with valuable content sent 1x month
- Site visitors who click on the Configure or Reserve pages without converting are segmented as Consideration stage and should be lead nurtured with specific content geared for those closer to converting with a special offer (financial incentive, upgrade on trim level, etc.) and lead nurture workflow
- Site visitors who click on the "Reserve Your Ocean" convert to the depositor segment, with a "Congratulations" "Welcome to Your Ocean" workflow of emails
- Tracking mechanism for Paid Social ads would be integration. Tracking mechanism for sign ups for Road Tour event, newsletter, and reserving a Fisker would be through API. Retargeting would be done through tracking codes.

Audience Segment #1 - Environmentally Conscious Women

Exchange of Data - Audience Segment #1 (Environmentally Conscious Women)

User Behavior	Tracking	Data Source
Clicks on Facebook or Instagram ad # 1 (promoting Fisker Ocean)	Link click	Facebook or Website
Brought to Landing Page, clicks	Link click	Website analytics
Click on CTAs: "Road Tour Dates", Newsletter sign-up"	Link click	Website analytics
Opens welcome email	Link click	Email data
Attends Road Tour event	Event tracking	Live event
Opens thank you email	Link click	Email data
Receives sales call to follow up	CRM Lead Nurturing	CRM
Visits Configure page on site	Link click	Website analytics
Visits Reserve page on site	Link click	Website analytics

Exchange of Data - Audience Segment #1 (Environmentally Conscious Women)
Source: Paid Social

User Behavior	Tracking	Data Source
Click on a Facebook or Instagram **Ad #2 (data capturing) "Follow us for a chance to win a Fisker Ocean"**	Link click	Facebook or Instagram tracking code
Brought to/engages with FB/IG page	Link click	Facebook or Instagram tracking code
Clicks to enter contest	Link click	Website analytics
Brought to landing page on site, submits data	Link click	Website analytics
Clicks "submit" and is brought to Home page on site	Link click	Website analytics
Visits site pages to familiarize with brand	Link click	Website analytics
Sees retargeting ads, visits site, receives emails	Link click	Website analytics & Email data
Clicks on Configure and Reserve pages after contents period ends	Link click	Website analytics

Exchange of Data - Audience Segment #1 (Environmentally Conscious Women)

User Behavior	Tracking	Data Source
Click on a Google (Affinity sites) or YouTube Ad (Influencer page)	Link Click	Website or YouTube
Brought to Landing page, clicks	Link click	Website analytics
Clicks on CTAs: "Check out our Road Tour Dates", Newsletter sign-up	Link click	Website analytics
Opens welcome email	Link click	Email data
Attends Road Tour event	Event tracking	Live event
Opens thank you email	Link click	Email data
Receives sales call to follow up	CRM Lead Nurturing	CRM
Visits Configure page on site	Link click	Website analytics
Visits Reserve page on site	Link click	Website analytics

Audience Segment #2 - Tech & Innovation Enthusiasts (Male)

Exchange of Data - Audience Segment #2 - Tech & Innovation Enthusiasts (Male)

User Behavior	Tracking	Data Source
Clicks on Instagram, Twitter or LinkedIn ad # 1 (promoting Fisker Ocean)	Link click	Instagram, Twitter, LinkedIn
Brought to Landing Page on site, clicks	Link click	Website analytics
Click on CTAs: "Road Tour Dates", Newsletter sign-up"	Link click	Website analytics
Opens welcome email	Link click	Email data
Attends Road Tour event	Event tracking	Live event
Opens thank you email	Link click	Email data
Receives sales call to follow up	CRM Lead Nurturing	CRM
Visits Configure page on site	Link click	Website analytics
Visits Reserve page on site	Link click	Website analytics

Exchange of Data - Audience Segment #2 -Tech & Innovation Enthusiasts (Male) - Paid Social

User Behavior	Tracking	Data Source
Click on an Instagram, Twitter, or LinkedIn **Ad #2 (data capturing) "Follow us for a chance to win a Fisker Ocean"**	Link click	Facebook or Instagram tracking code
Brought to/engages with FB/IG page	Link click	Facebook or Instagram tracking code
Clicks to enter contest	Link click	Website analytics
Brought to landing page on site, submits data	Link click	Website analytics
Clicks "submit" and is brought to Home page on site	Link click	Website analytics
Visits site pages to familiarize with brand	Link click	Website analytics
Sees retargeting ads, visits site, receives emails	Link click	Website analytics & Email data
Clicks on Configure and Reserve pages after contents period ends	Link click	Website analytics

Exchange of Data - Audience Segment #2 - Tech & Innovation Enthusiasts (Male)

User Behavior	Tracking	Data Source
Click on a Google Ad or YouTube Ad (Affinity sites or pages)	Link Click	Website or YouTube
Brought to Landing page, clicks	Link click	Website analytics
Clicks on CTAs: "Check out our Road Tour Dates", Newsletter sign-up	Link click	Website analytics
Opens welcome email	Link click	Email data
Attends Road Tour event	Event tracking	Live event
Opens thank you email	Link click	Email data
Receives sales call to follow up	CRM Lead Nurturing	CRM
Visits Configure page on site	Link click	Website analytics
Visits Reserve page on site	Link click	Website analytics

Automation Workflow - Audience Segment 1 (Women)

User scrolls through Facebook or Instagram

FB or IG ad introducing Fisker Ocean

User clicks on ad

Landing page on site

Moved into retargeting segment

Clicks CTA for "Road Tour" info or Newsletter

Immediate

Welcome email sent w/ newsletter or Tour Dates

Opens email

Attends local Road Tour event

Day after event

Thank you for attending email sent

Moved into consideration segment

Day after event

Follow up call from Fisker sales rep

Visits website - clicks on Configure page

Stop retarget ads

Follow up call from Fisker sales rep

Visits website - clicks on Reserve page

Closed Sale

Automation Workflow - Audience Segment 2 - Men

User scrolls through Instagram, Twitter, LinkedIn

IG, Twitter, LinkedIn ad introducing Fisker Ocean

User clicks on ad

Landing page on site

Moved into retargeting segment

Clicks CTA for "Road Tour" info or Newsletter

Immediate

Welcome email sent w/ newsletter or Tour Dates

Opens email

Attends local Road Tour event

Day after event

Thank you for attending email sent

Moved into consideration segment

Day after event

Follow up call from Fisker sales rep

Visits website - clicks on Configure page

Stop retarget ads

Follow up call from Fisker sales rep

Closed Sale

Visits website - clicks on Reserve page

Nurture workflow for Fisker Ocean depositors

Automation Lead Nurture - Audience Segment - Converted

Customer pays $500 deposit to reserve car

Personalized Thank You Email sent/invite to join special FB group

Opens email, joins FB Group

Mail Welcome Kit & merch (i.e. shirt)

Welcome email sent w/ monthly newsletter and Tour Dates

Email invite to local depositor meet up event/see model car

RSVPs for Meet up/Test Drive event

Attends local meet up event

Email sent with next steps: "Our team is here to help"

Calls to hear about financing options

Follow up call from Fisker sales rep

New car delivered

Moved into loyalty segment

Happy customer photo taken w/ new car, posted to Social

Completes survey providing more affinity data

Free tire rotation & maintenance check each year on purchase anniversary

Thank you!