# **FISKER OCEAN**

# Marketing Automation Plan

FISKER

Presented by Yael Fishman

### 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** 

after contents period ends



Tracking

**Data Source** 



### 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

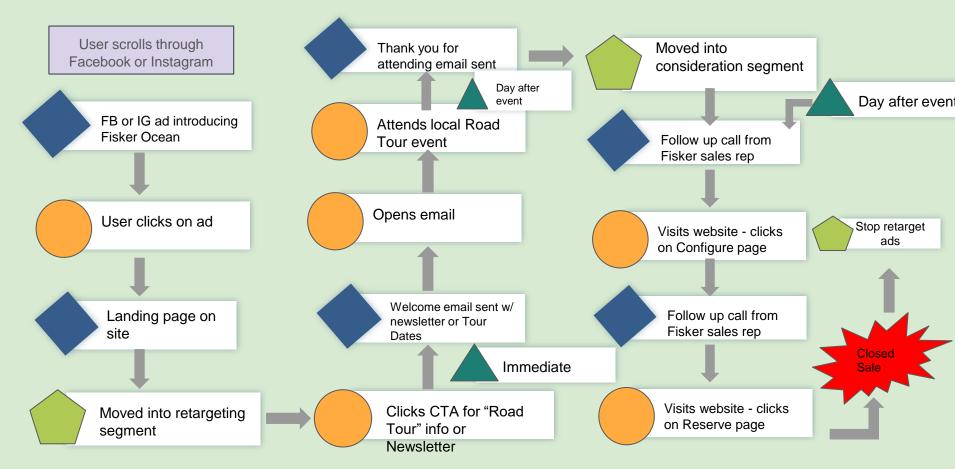
User Behavior	Tracking	Data Source
Click on an Instagram, Twitter, or LinkedIn Ad #2 (data capturing) "Follow us for a chance to win a Fisker Ocean"	Link click	Facebook or Instagram tracking code
Brought to/engages with FB/IG page	Link click	Facebook or Instagram tracking code
Clicks to enter contest	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



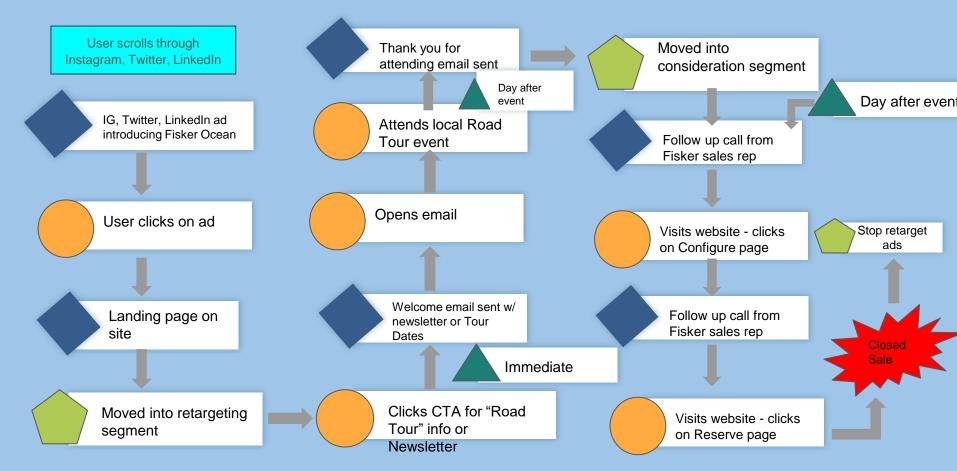
### Exchange of Data - Audience Segment #2 - Tech & Innovation Enthusiasts (Male)

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)



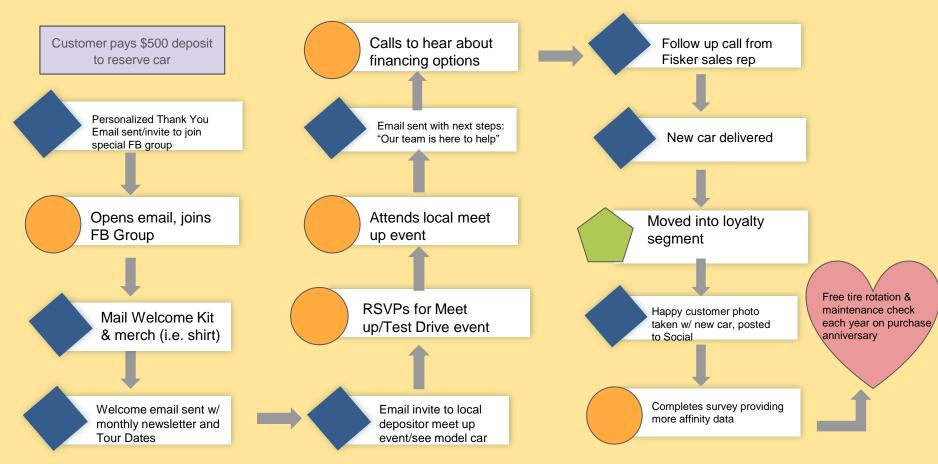
# Automation Workflow - Audience Segment 2 - Men



# Nurture workflow for Fisker Ocean depositors



# Automation Lead Nurture - Audience Segment - Converted



# Thank you!



