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## Marketing in the Digital Age and CSR: Marketing strategy in the digital age for BMW iV

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### Abstract

This paper analyses the integration of luxury, sustainability, and innovation in BMW's iV electric car marketing strategy. It analyses CSR procedures critically, points out changes, and stresses how they affect brand identity. Brands must develop efficient digital marketing strategies to enthrall and educate their audience. The focus of BMW's strategy for the BMW iV is on targeted, immersive engagement online. With social media, online advertisements, and influencer marketing, BMW hopes to develop a unified story that appeals to consumers looking for luxury and sustainability. Online video is the main form of advertising, and it is strategically shared on social media sites like Twitter, LinkedIn, Instagram, and YouTube to ensure a wide audience reach. The brand will be able to create lasting connections with its audience by utilizing the ethos of the BMW iV by fusing the history of BMW's brand reputation with the modernity of the digital age.

**Keywords :** Marketing, digital, BMW iV, CSR.

## Introduction

BMW, a stalwart in the luxurious automobile production world, has constantly epitomised innovation, overall performance, and elegance. Founded in ۱۹۱۶, Bayerische Motoren Werke AG (BMW) has become a significant global automotive powerhouse (Garg, ۲۰۲۳, p.۴۷). With a marketplace presence spanning over a century, BMW's dedication to engineering excellence and top-class craftsmanship has solidified its function as one of the main luxurious vehicle manufacturers globally (Mateen et al., ۲۰۲۳, p.۳۰). An outstanding brand reputation and exceptional sales figures have characterised BMW's trajectory. The company enjoys a sizable market position in the luxury automotive sector due to its consistent commitment to quality and innovation. Recent industry assessments claim that BMW remains a strong competitor with other industry titans in the luxury car sector (Mateen et al., ۲۰۲۳, p.۳۰). The BMW i۷ electric car stands out as a symbol of advancement in this dynamic environment.

The BMW i۷ takes centre stage as the car industry experiences a seismic shift toward Sustainability and eco-consciousness. This high-end electric vehicle epitomises BMW's dedication to technological innovation and offers a driving experience combining great performance and environmental friendliness. Digital marketing is essential in today's economic environment for attracting target audiences. Brands must develop efficient digital marketing strategies to enthrall and educate their audience using digital platforms, social media, and online interactions. The focus of BMW's strategy for the BMW i۷ is on targeted, immersive engagement online. With social media, online advertisements, and influencer marketing, BMW hopes to develop a unified story that appeals to consumers looking for luxury and sustainability. Online video is the main form of advertising, and it is strategically shared on social media sites like Twitter (X), LinkedIn, Instagram, and YouTube to ensure a wide audience reach. The brand will be able to create lasting connections with its audience by utilising the ethos of the BMW i۷ by fusing the history of BMW's brand reputation with the modernity of the digital age (Wuori, ۲۰۲۳, p.۱۵). This study analyses the integration of luxury, sustainability, and innovation in BMW's i۷ electric car marketing strategy. It analyses CSR procedures critically, points out changes, and stresses how they affect brand identity. The digital strategy redefines luxury, combines it with environmental awareness, and increases brand identification in the rapidly changing automotive sector.

## Segmentation and Targeting

### *Segmentation*

Segmentation entails separating discrete groups of consumers with comparable requirements, tastes, and behaviours from a heterogeneous market. The first group of consumers, called Environmental Enthusiasts, includes those prioritising Sustainability and eco-friendliness (Lee et al., ۲۰۱۹, p.۲۶۵). Not only are these people early adopters of electric vehicles, but they also voluntarily spend money on goods that support their goal of lowering their carbon footprint. The BMW iV is desirable in this market because of its eco-friendly features and dedication to green technology. By focusing on these eco-aware buyers, BMW can present the iV as a premium car that not only exudes elegance but also helps to create a better future. The second identified segment, Tech-Savvy Professionals, consists of those closely connected to the innovation and technological worlds (M.A.S.S.O.U.D., ۲۰۲۰, p.۳). The BMW iV perfectly matches their desire for cutting-edge technologies, smooth connection, and futuristic styling. This demographic favours innovation that easily fits into their technologically advanced lifestyles. BMW can pitch the iV as a car that represents refinement, elegance, and modernity thanks to the advanced electric drivetrain, clever technologies, and interactive interfaces that cater to this demand.

Moreover, the Affluent Luxury Seekers sector includes high-income people looking for the ideal fusion of luxury and performance (Garcia et al., ۲۰۱۹, p.۶۹۲). Owning a premium brand like BMW represents status and sophistication for this segment. The iV's electric high-performance capabilities and the classic BMW emblem combine to make a special offering. Luxury still plays a significant role, but the iV's remarkable performance potential and cutting-edge technology also pique the interest of this market. By focusing on this discerning clientele, BMW can use its brand name and reputation to blend grandeur and exhilarating performance.

### *Targeting*

The intersection of environmentally concerned consumers, technology enthusiasts, and luxury seekers makes up the core target market for the BMW iV. This crossroads perfectly embodies the luxury, performance, and innovation hallmarks of the BMW brand. The recommended targeting technique for this discerning demographic is a well-rounded mixture of carefully curated methods.

First, BMW will tailor its digital content through data-driven insights. To do this, it is necessary to specifically resonate with the values and interests of the target audience while creating social media postings, blog posts, videos, and other digital assets. Highlighting the iV's cutting-edge technology, elegant amenities, and eco-friendly characteristics will create a captivating story that naturally fits consumers' tastes who value technology, the environment, and luxury (Chen et al., ۲۰۲۲, p.۲۰۱). Additionally, BMW intends to work with influencers to strengthen the legitimacy and authenticity of the brand's messaging. The brand wants to further amplify its message by collaborating with well-known figures in the luxury, technology, and sustainability industries. These partnerships will help the iV reach a wider audience while giving it a credible and real endorsement that resonates strongly with the target demographic. In addition, advertising on social media is a crucial component of the plan.

Additionally, BMW aims to distribute painstakingly crafted, visually stunning commercials that speak directly to the specified segments by carefully leveraging websites like Facebook, Instagram, and LinkedIn. These commercials will captivate the target audience by showcasing the iV's flawless design, outstanding performance, and the clear environmental benefits of driving an electric car (Chen et al., ۲۰۲۲, p.۲۰۱). Furthermore, BMW wants to provide virtual experiences in recognition of the audience's tech-savvy propensity. Prospective buyers can take virtual tours and test drives of the iV using cutting-edge augmented reality (A.R.) and virtual reality (V.R.) systems. This strategy appeals to the audience's demand for cutting-edge experiences by appealing to their technological biases and giving them an immersive experience with the car.

### ***Positioning and Branding Strategy for BMW iV***

BMW's upcoming iV positioning and branding strategy was thoughtfully developed to position the automobile as a distinguishing symbol of sustainable luxury, ground-breaking innovation, and thrilling performance. This tactical strategy aims to satisfy a modern consumer base with changing demands by balancing grandeur and environmental awareness. The strategy expertly revitalises the brand's main pillars by deftly expanding BMW's underlying principles of luxury, performance, and innovation to accommodate the dynamics of the digital world. By effortlessly extending the brand's core values of luxury, performance, and innovation to meet the changing needs of the digital era, this strategic alignment strengthens the brand's core pillars of innovation, performance, and luxury.

## **Brand Image and Consumer Perception**

The BMW iV's brand image is being carefully developed to reflect a seductive fusion of understated beauty and a deep commitment to environmental responsibility. This marketing presents the iV as a model of eco-friendly luxury, successfully meeting the basic desire for sumptuous transportation while also sincerely addressing the growing ecological issues throughout the world. The iV represents a thoughtful decision for buyers who want grandeur and environmental responsibility. It is more than a luxurious car (Patsioti-Tsacpounidis, ۲۰۲۳, p.۵). BMW also sees the iV as a technological masterpiece that flawlessly satisfies people's practical and useful needs with a natural taste for cutting-edge technologies and seamless connection. In addition, what distinguishes the iV in the competitive luxury car market is its amazing capacity to harmonise qualities frequently seen opposing one another, such as luxury, innovation, and eco-consciousness.

## **Positioning Statement**

The BMW iV's distinctive positioning statement, "BMW iV: Where Luxury Meets Sustainability and Performance," systematically captures the essence of the vehicle's posture. This brief but powerful message captures the essence of the iV and invites people to enrich their driving experience by interacting with the pinnacle of electric innovation. The statement appeals to a crowd looking for a unique fusion of opulent design, cutting-edge technology, and a persistent dedication to creating a greener future. This positioning statement is a compass for the brand's story and connects with customers who value the synergy between luxury and Sustainability.

## **Positioning Map and Differential Strategy**

A positioning map is a useful tactical tool in the dynamic market for luxury electric vehicles since it shows where important players stand about each other and consumers. Tesla and Audi are BMW's toughest rivals in this market (Dai, ۲۰۲۰, p.۸). BMW differentiates itself by perfectly fusing sumptuous luxury with Sustainability, unlike Tesla, a technology innovator in the electric vehicle market. Audi, however, has developed a reputation for stylish design and powerful performance. The BMW iV boldly asserts itself at the intersection of these rivals in this complex market by skillfully fusing characteristics from both ends of the range (Mitterfellner, ۲۰۲۳, p.۴۷). The iV's unique posture enables it to provide a compelling blend of grandeur, cutting-edge technology, and

environmental stewardship, satisfying the discriminating needs of customers who long for luxury delicacy while supporting ecological responsibility.

### **Online Brand Awareness and Personality**

BMW adopts a comprehensive strategy that makes the most of the immersive capabilities of digital platforms to build a strong online brand awareness strategy. BMW's iV social media advertisements are methodically planned to highlight the vehicle's complex design, game-changing technology, and innate eco-friendliness. They are envisioned as a symphony of alluring graphics and fascinating storylines. BMW creates a thriving online community with engaging updates, enticing behind-the-scenes peeks, and user-generated content support. Eco-conscious luxury aficionados congregate in this digital space to celebrate a particular car and a shared ideology that fuses sophistication with Sustainability. The iV's brand personality embodies that of a trailblazing innovator (Dwivedi et al., ۲۰۲۲, p.۲۴). The iV is a pioneer in electric luxury and exudes sophistication and technical prowess. This dynamic demeanour promotes the iV as an innovator while keeping a traditional elegance, which tech-savvy audiences love.

### **Brand Ambassadors and Advocates**

In keeping with its overall branding strategy, BMW understands the need to partner with influential individuals to magnify its message of luxury and Sustainability. This takes the form of potential partnerships with proponents of green living, influential figures in technology, and representatives of opulent lives. By adding authenticity and trustworthiness, these carefully selected brand ambassadors support BMW's dedication to grandeur and environmental awareness. These alliances are carefully chosen to reflect the ideals and principles of the target market, solidifying the iV's position as the pinnacle of high-end, sustainable options (A.T.T.I., ۲۰۲۳, p.۶۷). These supporters weave the iV's story into sustainability and luxury arguments, emphasising the brand's unique position at the intersection of luxury and environmental concerns.



## Communication Strategy for BMW iV

### *Digital Platforms and Target Market*

To achieve resonance with the brand's central goals and overarching vision, a careful process of platform selection and alignment has been employed in developing the communication strategy for BMW iV's digital marketing push. Strategic decisions have been taken in the dynamic and constantly changing world of digital communication, with Instagram and YouTube emerging as crucial platforms to exert a significant influence. Instagram is a powerful platform for the BMW iV due to its inherent visual attractiveness and ability to produce fascinating photos. This platform allows for a visually immersive presentation of the vehicle's exquisite design, highlighting it with state-of-the-art technology and eco-friendly features. The audience responds strongly to this visual storytelling, conveying the brand's uniqueness. In addition, YouTube, a website known for its immersive video content, provides a priceless platform for BMW iV's communication efforts (Seridaran & Noor, ۲۰۲۱, p.۳۴). This shows the brand's commitment to storytelling. Responding to consumers' quest for thorough understanding, an immersive experience explains the car's finer details. YouTube becomes a virtual showroom, letting users explore the vehicle's features, performance, and brand dedication to Sustainability. This effectively fosters a symbiotic relationship between the brand and the consumer.

### **Advantages and Disadvantages of the Medium**

The benefits of utilising these digital platforms are numerous and strongly align with the communication strategy's strategic objectives. First, because of these channels' extensive reach, BMW can spread its story across a wide range of audience segments. This increases the opportunity to engage with existing fans of luxury and catch the interest of others who might be about to adopt the brand's mentality. The platforms' demographic and interest-based filters enable precision targeting, ensuring that the message reaches the target group and has the most impact. BMW may also use these platforms' aesthetically stunning films, breathtaking photos, and interactive posts to tell stories that resonate with audiences. However, this tactical decision does not come without difficulties (Vaidya & Dua, ۲۰۲۳, p.۸۲). These digital platforms' benefits and possible downsides result from the same characteristics. These platforms have a competitive environment, with a glut of

content fighting for consumers' attention. As a result, unless the business can stand out from the competitors with exciting and unique content, there is a danger that its message could get lost amid the digital noise. The challenge of content saturation calls for a deliberate strategy that goes above the norm and genuinely engages the audience. BMW must create storylines that authentically resonate with the target demographic to stand out in this competitive market.

### **Effectiveness of Key Message and Communication Purpose**

The core theme, "BMW iV: Where Luxury Meets Sustainability and Performance," is highly effective and strongly aligns with the brand's positioning. This statement expertly captures how the iV's blend of luxury, innovation, and environmental awareness defines its soul. The statement shows how the iV's D.N.A. blends elegance, cutting-edge technology, and environmental responsibility. This captures BMW's commitment to reinventing luxury in the digital age and tells a compelling tale that resonates with the target consumer. This message strategy's communication goal is strategic and meaningful at the same time. The messaging attempts to promote the iV as a ground-breaking luxury electric vehicle, focusing on increasing brand awareness and uniqueness (Fusté-Forné & Noguer-Juncà, ۲۰۲۳, p.۳۲). By promoting the iV as the only option for people who want to combine grandeur and ecological awareness in their lifestyle choices seamlessly, this introduction intends to create a lasting connection between the brand and its discerning clientele. This advertising effort aims to indelibly stamp the iV's unique personality on consumers' minds, promoting it as an environmentally sustainable luxury.

### **Message Appeal and Communication Method**

The attraction of the main idea is multifaceted, cleverly appealing to the target audience's emotional, practical, and moral preferences. Inviting to indulge in luxury while positively impacting a greener, more sustainable future makes the message emotionally compelling and appealing to those who value the environment while seeking luxury. Functionally, the message makes a remarkable claim about the marriage of performance and cutting-edge innovation, which perfectly aligns with modern luxury car standards. The message appeals to customers' moral aspirations by allowing them to make decisions consistent with Sustainability and environmental responsibility. The suggested form of communication is participatory to be consistent with this powerful message (Fusté-Forné & Noguer-Juncà, ۲۰۲۳, p.۳۲). The brand allows customers to actively participate as stakeholders in

the dialogue by promoting interaction and encouraging audience participation. This engaging strategy fosters a sense of community and loyalty while also improving the customer experience. People form bonds with the iV and its basic values when they actively interact with the brand and one another, going beyond simple business transactions.

### **Online Value Proposition**

The delivery of a rich and immersive digital journey that harmonises with the very essence of the brand's basic values is the focus of the painstakingly designed online value proposition for the BMW iV. The provision of immersive virtual tours and test drives made possible by cutting-edge augmented reality (A.R.) and virtual reality (V.R.) systems is at the heart of this claim. This interactive experience enables potential customers to see the iV's luxurious interior, cutting-edge technologies, and remarkable performance in a dynamic environment. To complement this comprehensive experience, blog entries and interesting films explore the iV's environmental attributes and cutting-edge technology (Swiderski, ۲۰۱۹, p.۳۲). BMW skillfully underlines its constant commitment to the pillars of elegance, innovation, and Sustainability by providing this multifaceted digital experience. This comprehensive online proposition, carefully tailored to the target audience's tastes, cements the iV's position as a leading luxury electric vehicle in the digital era.

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### **C.S.R. and Ethical Issues in BMW iV**

#### *Critical Assessment of BMW's Current C.S.R. Practices*

A thorough examination of BMW's current Corporate Social Responsibility (C.S.R.) programs demonstrates the company's notable advancements in ethics and Sustainability. With its enthusiastic support of electric vehicles (E.V.s), illustrated by the ground-breaking BMW iV, BMW has solidly established itself as a leader in the effort to achieve Sustainability. This tactical choice demonstrates the company's unwavering dedication to solving urgent environmental issues and actively participating in coordinated efforts to reduce carbon emissions (S. Ahmed & F. Shereif, ۲۰۲۳, p. ۹). Additionally, BMW actively incorporates renewable energy sources into its manufacturing facilities, underscoring a deliberate attempt to reduce its operational carbon footprint. Thanks to these measures, BMW is moving in the right direction, but there is still an opportunity for growth.

To do so, the firm must embrace a more holistic strategy that takes a broader view of Sustainability and ethical issues. Such a strategy would strengthen BMW's position as a pioneer in moral business conduct and environmentally conscious innovation.

### **Evaluation of Sustainability and Ethical Efforts within BMW**

BMW demonstrates a comprehensive approach to Sustainability and ethics beyond its commitment to electric vehicles (E.V.s), spanning several aspects of its operations. BMW's commitment to ecological responsibility is evident in its public disclosure of environmental performance, encompassing explicit reduction objectives and actions. This demonstrates the company's readiness to accept responsibility for its ecological footprint. Transparency indicates ethical conduct within corporations and fosters a perception of reliability and trustworthiness among individuals and groups with a vested interest in the organisation (zu Ermgassen et al., ۲۰۲۲, p.۱۴). Moreover, BMW's involvement in local communities through many initiatives, including educational and skill enhancement programs, highlights the brand's overarching ethical dedication to societal well-being. These projects not only provide a beneficial contribution to the communities they engage with but also bolster BMW's reputation as a socially responsible organisation. To foster a more extensive ethical framework, BMW must acknowledge and rectify deficiencies within its supply chain and production procedures.

### **Identification of Existing Issues and Shortcomings**

BMW has made great strides in its C.S.R. initiatives, but a closer look reveals several areas that need attention and development. Procuring raw materials, particularly cobalt and lithium used in E.V. batteries, is a significant concern. Mining these necessary commodities is frequently linked to unethical behaviour and breaches of human rights, casting doubt on the supply chain's moral integrity. BMW's sustainability report also shows the company's dedication to environmental concerns but falls short in appropriately addressing social and ethical issues (Barman et al., ۲۰۲۳, p.۳۳). To guarantee the treatment of workers fairly and ethically, the report should cover labour practices throughout the company's supply chain. In addition, the lack of an open and thorough end-of-life strategy for cars raises concerns about the brand's dedication to Sustainability after the first sale. The absence of precise car recycling and appropriate disposal standards undermines BMW's claim of a comprehensive moral and ecological behaviour strategy.

### **Recommendations for Improving C.S.R. Practices**

A diverse approach is essential to support BMW's C.S.R. initiatives. The business should act swiftly to resolve the moral issues raised by sourcing raw materials. This can entail establishing strict requirements for suppliers and emphasising ethical and responsible mining operations. Cooperative relationships with vendors that share BMW's dedication to moral principles can aid in ensuring the ethical exploitation of resources like cobalt and lithium. BMW should also improve its sustainability reporting by adding social and ethical considerations (Deberdt & Billon, ۲۰۲۱, p.۱۰). To ensure fair working conditions, competitive pay, and the treatment of employees according to moral standards, transparency in labour practices across the supply chain is crucial. BMW can improve its reputation as an ethical company and demonstrate a dedication to human rights throughout its operations by providing thorough insights into its labour practices. BMW must also prioritise creating an open and thorough end-of-life policy for its vehicles.

This entails designing cars with component reuse and recycling in mind. BMW can ensure that a significant number of the parts that make up its vehicles are reused, repurposed, or correctly recycled by working with recycling facilities and investing in cutting-edge recycling technologies (Deberdt & Billon, ۲۰۲۱, p.۱۱). Customers should be given clear instructions on how to dispose of their vehicles responsibly, encouraging responsible conduct among owners and emphasising BMW's commitment to Sustainability after the initial purchase. Such a strategy would ensure that BMW cars' entire lifecycles align with the brand's ethical and sustainable ideals, minimising their impact long after reaching the end of their useful lives.

### **Examination of Ethical Manufacturing Practices for BMW iV**

The BMW iV demonstrates a commitment to ethical manufacturing practices beyond using an electric motor, including all facets of its production process. Maintaining ethical work standards is essential to production. Thus, BMW must ensure everyone involved in creating the iV receives respect, safe working conditions, and fair compensation. The supply chain's transparency is equally important because it's a critical factor in determining the provenance of the parts needed to build the vehicle (Muhammad et al., ۲۰۲۳, p. ۱۸). Transparency should extend past tier-one suppliers to guarantee that other links in the supply chain follow moral guidelines.

BMW's ethical manufacturing standards must cover hiring procedures, supply chain regulations, and responsible material sourcing. This all-encompassing strategy includes crucial substances like cobalt and lithium, which are necessary for E.V. batteries. Their extraction and acquisition must undergo careful scrutiny to prevent any negative social or environmental repercussions. Transparency, responsibility and a strong commitment to moral standards form the basis of such a strategy. With the construction of the BMW iV, BMW can further solidify its position as a pioneer in ethical manufacturing by implementing these principles.

### **Discussion on Product Recyclability and Sustainability Efforts**

The BMW iV's sustainability measures must consider its active lifespan and end-of-life process. To ensure efficient resource recovery, it is essential to design components with recyclability in mind. To ensure that the components utilised in the iV can be effectively recycled and reused, BMW should work closely with recycling facilities. This entails creating ways for component disassembly and looking into cutting-edge recycling procedures. Equally important is educating consumers about ethical disposal methods. BMW can promote responsible vehicle disposal by providing detailed instructions on recycling or disposing of the iV at the end of its useful life (Asef et al., ۲۰۲۱, p.۱۳). BMW may extend its commitment to Sustainability past the moment of purchase by interacting with customers and advocating eco-friendly disposal techniques. BMW's efforts to make the iV sustainable and recyclable demonstrate the company's commitment to environmental stewardship and serve as a model for the luxury auto sector.

The iV can be a benchmark for morally and environmentally responsible premium cars, demonstrating that excess and accountability coexist. BMW raises the iV to a luxury symbol that aligns with the growing values of today's environmentally conscious consumers by highlighting responsible manufacturing methods, transparency in the supply chain, and supporting appropriate end-of-life management. This all-encompassing strategy guarantees that the iV's environmental effect is reduced and its reputation as a respectable and morally upright premium vehicle is cemented.

### **Conclusion**

To meet the changing demands of today's consumers, BMW has developed a complete marketing plan for the iV electric vehicle that successfully combines the worlds of luxury, Sustainability, and

innovation. BMW produces a powerful brand identity that engages the target audience through a seamless fusion of emotional appeal and useful functionality through the strategic use of digital channels. In addition, the company's dedication to improving its Corporate Social Responsibility (C.S.R.) practices provides a way to strengthen initiatives for Sustainability and ethical commitment, seamlessly integrating them with BMW's longstanding reputation for excellence and good corporate citizenship. This all-encompassing strategy places BMW and the electric iV automobile as trailblazers in a field of progressive companies. BMW's ability to combine luxury and environmental awareness is precisely in line with the evolving preferences of modern consumers, who increasingly demand cutting-edge innovation and an uncompromising dedication to environmental stewardship. BMW reveals a brand that strongly resonates with the digital era's ethos—a period characterised by the convergence of Sustainability, technical advancement, and luxury experiences—as it weaves these convoluted strands into a compelling story. The BMW iV electric vehicle, which is well-placed at the nexus of luxury, Sustainability, and innovation, is central to this strategy.

It exemplifies BMW's commitment to making cars that go beyond basic transportation and become an expression of individual values and goals. The iV is a testament to the seamless blending of extravagance and environmental awareness, reflecting BMW's commitment to imagining a time when driving will be more than just getting from point A to point B; it will be an expression of personal identity, a journey towards a greener, more abundant, and technologically advanced future. By making such careful efforts, BMW revolutionises the auto industry and demonstrates its dedication to bringing about constructive change.

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