

Analysis of the Commercial Operation of Automotive Video Accounts in the Era of New Media

Meng Zhang, Dingyi Yuan, Jianshu Li

China automotive media (Tianjin) Co., Ltd, Tianjin, China

Abstract: In the contemporary digital era, new media has become an integral component of marketing strategies across industries, particularly in the automotive sector. This paper explores the transformative role of video marketing within automotive brand strategies on new media platforms such as YouTube, TikTok, and Bilibili. With consumer decisions increasingly influenced by online content, automotive video accounts play a pivotal role in shaping brand perception and driving sales. The analysis covers various successful marketing strategies employed by leading automotive brands, including Tesla's innovative showcases, BMW's emotional marketing, Audi's interactive experiences, and Ford's educational content. Each case study illustrates how automotive brands leverage video content to highlight their technological advancements, design excellence, and performance capabilities, effectively deepening consumer engagement and enhancing brand loyalty. The paper also addresses significant challenges faced in this dynamic landscape, such as intense market competition, the need for content innovation, platform algorithm changes, maintaining user engagement, and navigating data privacy regulations. Through a comprehensive study of these elements, the paper provides strategic insights and recommendations aimed at optimizing video marketing efforts in the highly competitive field of automotive sales. This research contributes to a deeper understanding of the impact of new media on automotive marketing and offers a blueprint for leveraging video content to achieve commercial success.

Keywords: Automotive Industry, New Media Marketing, Commercial Operations.

1. Introduction

In today's rapidly advancing digital and information age, new media has become an indispensable part of corporate marketing strategies. This is particularly evident in the automotive industry, where consumer purchasing decisions increasingly rely on online content. Video marketing, with its intuitive and compelling characteristics, has become a crucial tool for brand communication. The performance of automotive video accounts on social media platforms such as YouTube, TikTok, and Bilibili not only directly shapes brand image but also significantly impacts sales performance. This paper aims to analyze the commercial operation strategies of automotive video accounts in the era of new media, examining their key success factors and the challenges they face. Through case studies of different automotive brands' video accounts, this research will provide in-depth insights into new media marketing trends, offering strategic guidance and recommendations for marketers in the automotive industry [1].

2. Related Research

2.1. Development of New Media Marketing

With the widespread adoption of the internet in the 1990s, global communication and information exchange underwent revolutionary changes. This transformation brought new opportunities and challenges to the marketing domain, giving rise to the initial forms of new media marketing. Since then, we have witnessed an evolution from email marketing and website advertisements to the current era of social media and video platform marketing.

In the early days of the internet, email became a vital tool for rapid communication between businesses and customers. Due to its low cost and direct reach to the target audience, email quickly became a favored method for businesses to

promote products and services. Companies began collecting email addresses to send regular newsletters, promotional information, and customer care messages, marking the beginning of digital direct marketing [2].

Entering the 21st century, the rise of social media fundamentally changed the way people communicate and redefined the relationship between brands and consumers. Platforms such as Facebook, Twitter, and Instagram became venues for two-way interactions between brands and consumers. Businesses were not only able to post updates but also listen to consumer voices and engage in dialogues, more effectively building brand loyalty and user engagement.

2.2. Case Analysis of Automotive Video Marketing

Automotive video marketing, a significant component of new media marketing, utilizes the visual and auditory effects of videos as well as interactivity to uniquely showcase automotive brands' technology, design, and performance. Below are several successful case studies of how different automotive brands have leveraged video marketing:

2.2.1. Tesla's Innovative Showcasing

Tesla eschews traditional advertising, opting instead to promote its products through the social media influence of its founder, Elon Musk, and a series of innovative videos. Tesla's videos often highlight the unique features of its cars, such as autopilot capabilities, acceleration tests, and battery technology. For instance, Tesla's "Autopilot Demonstration" videos showcase the sophistication of its self-driving system, allowing viewers to witness firsthand the vehicle's capabilities in various settings, such as city streets and highways. Additionally, Tesla frequently releases content about its battery technology, emphasizing the endurance and charging speed of its batteries, like the advancements presented during its "Battery Day" event, further solidifying its leadership in electric vehicle technology [3].

Through these videos, Tesla not only showcases the advanced technology and environmental features of its cars but also successfully communicates its brand's innovative spirit and vision for the future, shaping its image as a high-tech innovator. The high-quality visual effects and vivid demonstrations allow audiences to directly appreciate the unique appeal and technical superiority of Tesla cars.

Tesla's videos are widely shared on social media, attracting significant viewership, enhancing brand recognition, and increasing consumer interest in purchasing. Tesla's social media accounts, like Twitter and YouTube, have become crucial platforms for brand communication, with Elon Musk's personal Twitter account often becoming a focal point in the media, drawing millions of followers and interactions worldwide. Tesla's video content is not limited to product showcases but also includes user experience stories, technical explanations, news releases, etc., creating a diverse content ecosystem that greatly enhances the brand's visibility and influence.

Furthermore, Tesla often presents its video content in innovative and entertaining formats, such as humorous skits and engaging challenges, to attract a younger audience. This light-hearted and fun approach makes the Tesla brand more relatable and accessible to consumers, further expanding its global market influence and consumer base. Through these varied marketing strategies, Tesla has successfully intertwined its brand image with consumers' emotional connections, enhancing customer loyalty and brand identification, and propelling its rapid growth in the global electric vehicle market.

2.2.2. BMW's Emotional Marketing

BMW's video marketing strategy is meticulously designed to establish deep emotional connections with consumers, emphasizing the "joy of driving." This strategy is not only reflected in the visual presentation of the ads but also through narrative storytelling that resonates emotionally. BMW's video advertisements showcase the car's exceptional performance and handling under extreme conditions like rain or snow, while cleverly integrating themes of family reunions, adventure trips, or personal and professional achievements to emotionally connect viewers with the brand.

For example, one advertisement might depict a family driving a BMW on a weekend getaway, traversing picturesque country roads, emphasizing the comfortable driving experience and the joyful moments among family members. Another ad might focus on a professional achieving career success and purchasing the BMW of their dreams as a symbol of this success, highlighting the social value of a BMW as a symbol of achievement and status [4].

This strategy of emotional resonance greatly promotes BMW's vehicles because it sells not just a car but a lifestyle and emotional experience. BMW effectively strengthens consumer loyalty and emotional connection to the brand through this approach, as consumers see not only the functionality of the product but also feel an emotional resonance with the brand.

Additionally, BMW often incorporates innovative technology into its video content, such as showcasing its latest eco-friendly technologies or advanced driver-assistance systems, to emphasize BMW's leadership in automotive technological innovation. Through these technological showcases, BMW not only attracts consumers interested in high-tech features but also solidifies its position as a premium automaker.

In summary, BMW's video marketing strategy successfully shapes the brand image and enhances its competitive edge through a dual resonance of emotion and technology, allowing it to maintain a leading position in the competitive automotive market.

2.2.3. Audi's Interactive Video Marketing

Audi cleverly employs augmented reality (AR) and virtual reality (VR) technologies in its video marketing, aiming to create immersive interactive experiences for consumers. This innovative marketing strategy not only showcases Audi's leading position in technological applications but also provides consumers with unique and memorable brand experiences.

For example, Audi has launched a VR application that allows users to simulate driving an Audi car in a virtual environment. Users can experience the driving feel of different models in a realistic virtual world, from city streets to country roads to highways. Various driving scenarios are vividly presented. This immersive experience enables users to fully understand the vehicle's performance and handling before a test drive, thereby enhancing their trust and anticipation for the brand.

Additionally, Audi utilizes 360-degree video technology to comprehensively showcase the interior and exterior designs of its cars. Through these videos, viewers can freely rotate their perspective to observe every detail of the car's interior and exterior. This presentation method not only overcomes the limitations of traditional static images and textual descriptions but also makes viewers feel as if they are in a physical showroom, providing a more intuitive and realistic view.

These immersive experiences not only improve users' understanding and interest in the products but also significantly increase user engagement and purchase intent. By employing AR and VR technologies, Audi successfully presents complex technology and design in a simple and intuitive way, making its marketing content more appealing and interactive. This not only helps strengthen the brand image but also effectively converts potential customers, increasing sales conversion rates.

Moreover, Audi incorporates these technologies into brand events and launches. For instance, at new car launches, attendees can use VR equipment for virtual test drives, experiencing the features and performance of new models firsthand. This innovative launch format attracts significant media and consumer attention, greatly enhancing the event's interactivity and participation [5].

In summary, Audi's application of AR and VR technologies not only opens up new possibilities in video marketing but also provides consumers with unprecedented interactive experiences. This combination of technology and marketing successfully connects consumers closely with the brand, boosting brand loyalty and market share.

2.2.4. Ford's Educational Content

Ford Motor Company utilizes its YouTube channel to deliver a wide range of educational content, aiming not only to provide practical information but also to enhance consumer recognition and trust in the Ford brand. The content spans several areas, including safe driving tips, car maintenance knowledge, and introductions to new technologies, offering a comprehensive resource for automotive-related knowledge.

For instance, in the area of safe driving tips, Ford has released a series of videos that detail how to drive safely under different weather conditions, the correct use of seat belts, and

how to handle emergencies. These videos, through vivid demonstrations and detailed explanations, help drivers improve their safety awareness and driving skills, thus reducing the likelihood of accidents.

Regarding car maintenance, Ford's videos cover the importance of regular maintenance, as well as how to perform simple vehicle checks and repairs. Examples include videos that teach users how to change oil, check tire wear, and replace air filters. These practical maintenance tips not only help extend the life of the vehicle but also enable owners to save on repair costs.

Additionally, Ford has produced numerous videos introducing new technologies, showcasing its latest advancements in automotive technology. These videos explain the workings and benefits of Ford's latest hybrid technology, electric vehicle technology, and autonomous driving systems. By doing so, Ford not only demonstrates its leadership in technological innovation but also provides consumers with a deeper understanding of future automotive technologies.

Through this valuable information, Ford successfully establishes its image as an industry expert and strengthens its connection with consumers. Viewers can gain valuable insights from Ford's videos and feel the brand's commitment to enhancing user experience and safety. This blend of knowledge sharing and brand values significantly increases consumer trust and loyalty towards the Ford brand.

These cases illustrate that through video marketing, automotive brands can not only showcase the features and advantages of their products but also establish deeper connections with consumers through emotional appeal, technological innovation, and educational content. The visual and interactive characteristics of video marketing make it a powerful tool for automotive brands to convey their value propositions and attract potential customers.

Overall, Ford's well-planned and executed video marketing strategy not only effectively enhances its brand image but also establishes the brand as professional and trustworthy in the minds of consumers. This approach of engaging with consumers through educational content not only boosts brand loyalty but also helps Ford gain more attention and support in a competitive market.

3. Challenges Faced

In the era of new media, the commercial operation of automotive video accounts faces multiple challenges. These challenges stem not only from intense market competition and ongoing technological changes but also from the need to comply with legal regulations, innovate content, and maintain user engagement and loyalty. Below are some of the primary challenges and their impacts:

3.1. Highly Competitive Market Environment

As more automotive brands recognize the marketing value of new media platforms, the competition intensifies. Each brand strives to highlight the uniqueness and advantages of its products with eye-catching video content. This competition forces brands to continually innovate and improve the quality and creativity of their video content to maintain their attractiveness and competitive edge.

3.2. Challenges of Content Innovation and Differentiation

In video marketing, content is king. Automotive brands need to continually create content that is not only engaging but also clearly conveys the brand message. However, innovation is challenging, especially when the market is saturated with similar content, making it difficult to break traditional molds and create distinct content.

3.3. Changes in Video Platform Algorithms

The algorithms of social media and video platforms frequently change, directly affecting the visibility of content and user engagement. Brands must constantly adapt to these changes and optimize their content strategies to ensure their videos reach as many target audiences as possible.

3.4. Maintenance of User Engagement and Loyalty

Establishing and maintaining user engagement and loyalty are key to new media marketing. Automotive video accounts need to maintain viewer interest through continuous interaction and high-quality follow-up content. Moreover, as audience expectations rise, how brands remain innovative and responsive in their interactions and content updates becomes a crucial issue.

3.5. Data Privacy and Compliance Issues

With the strengthening of data privacy laws and regulations, such as the EU's General Data Protection Regulation (GDPR), automotive brands must be more cautious in collecting and using user data. Compliance issues not only concern legal responsibilities but also affect brand reputation and consumer trust.

3.6. Investment in Technology and Resources

High-quality video production requires expensive technology and skilled professionals. For small and medium-sized automotive enterprises, producing effective video content within a limited budget is a significant challenge.

These challenges demand that automotive brands not only focus on creativity and quality in their commercial operations but also engage in meticulous strategic planning and adjustment. By effectively managing and responding to these challenges, brands can stand out in the competitive new media environment and achieve their commercial objectives.

4. Conclusion

In the era of new media, the commercial operation of automotive video accounts has become a vital component of effective marketing strategies. Through platforms like YouTube, TikTok, and Bilibili, automotive brands can reach a wide audience and engage consumers with visually appealing and interactive content. The case studies of Tesla, BMW, Audi, and Ford illustrate the diverse strategies that brands employ to harness the power of video marketing.

Tesla's innovative use of videos and social media presence, spearheaded by Elon Musk, effectively showcases its advanced technology and environmental commitment, building a strong high-tech brand image. BMW's emotionally charged content emphasizes the joy of driving, connecting with consumers on a deeper level and fostering brand loyalty. Audi's application of AR and VR technologies provides immersive experiences that allow potential customers to

virtually interact with their vehicles, enhancing engagement and purchase intent. Ford's educational videos serve to inform and build trust with consumers, positioning the brand as an industry expert and strengthening its connection with the audience.

However, the commercial operation of automotive video accounts also faces significant challenges. The highly competitive market environment demands continuous innovation and quality improvement in video content. The rapidly changing algorithms of social media platforms require brands to adapt their strategies to maintain content visibility and user engagement. Moreover, maintaining user loyalty and trust in the face of increasing data privacy concerns and compliance issues is crucial. The need for substantial investment in technology and resources further complicates the landscape for small and medium-sized automotive enterprises.

In conclusion, while video marketing presents numerous opportunities for automotive brands to showcase their products and connect with consumers, it also requires meticulous strategic planning and adaptation to overcome the inherent challenges. By leveraging innovative technologies, creating emotionally resonant content, and providing valuable educational resources, automotive brands can effectively use video marketing to build strong, loyal relationships with their consumers and achieve commercial success in the new media

era.

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