



# Unleash Tangible Growth with Cutting-Edge Digital Automotive Marketing Mastery

Experience the Difference: Real Results, Proven Expertise

Thomas Orenz | Automotive Digital Experience Advisor | September 2023 V2.1

# The Current Challenges of Digital Automotive Marketing

- Navigating the Shifting Automotive Landscape:

## Adapting to Evolving Consumer Expectations and Competition

The automotive industry faces challenges in digital marketing due to increased competition, evolving customer expectations, and the need for personalized experiences.

Over 60% of car buyers now prefer seamless digital touch points over visiting OEM websites during their car buying journey (COX Automotive).

# The Current Challenges of Digital Automotive Marketing

- Revolutionizing Automotive Marketing:

## Embracing Innovative Strategies for Digital Success

Traditional marketing approaches often fall short in capturing the attention and interest of digitally savvy consumers. To succeed, automotive companies must adapt to the changing landscape and embrace innovative strategies that create meaningful connections and drive conversions.

# Solutions and Consultation

As an Automotive Digital Experience Advisor, I offer comprehensive solutions and consultation services to tackle the challenges of digital automotive marketing.



## **Unleashes sales growth**

Experience the Difference:  
Real Results, Proven  
Expertise

# Solutions and Consultation

My expertise lies in developing integrated interactive marketing strategies that leverage immersive experiences and interactive technologies.



## **Unleashes sales growth**

Partner with the Leading  
Automotive Marketing  
Expert.

# Solutions and Consultation

I specialize in designing customer-centric journeys that captivate audiences, enhance engagement, and drive conversions.

By bridging the gap between physical and digital retail, I create seamless experiences that resonate with today's consumers.



**Unleashes sales growth**  
Comprehensive Analysis  
and Results-Driven  
Strategies

# Global Automotive Market Size

How big is the global automotive industry 2030?

- The automotive industry is set for significant growth, with new business opportunities expected to reach \$6.5 trillion by 2030, up from \$3 trillion currently. This transformation is driven by the shift from ICE vehicles to CASE technologies, creating emerging value pools that will experience rapid expansion (PWC).
- This market size demonstrates the immense potential for automotive brands to leverage digital strategies and technologies to capture a significant share of the market.
- By embracing cutting-edge marketing approaches, companies can position themselves at the forefront of industry trends and gain a competitive edge.

# Consulting Approach

I provide strategic guidance and consultation to automotive brands, elevating their digital presence. I also offer valuable services to agencies working with automotive brands, maximizing their impact in the digital landscape.



## Consult to Convert

Harnessing the power of omnichannel marketing for enhanced customer engagement and conversions.



## Digital Customer Journey

Leveraging my expertise in 3D configurators and immersive experiences to create personalized customer journeys.



## Data Driven Marketing

Utilizing data-driven insights to optimize marketing campaigns and maximize return on investment (ROI).



# Competitor Analysis

In the competitive landscape of automotive marketing consulting, I stand out with unique expertise and capabilities.



Unparalleled expertise in immersive digital experiences and interactive technologies.



A proven track record of delivering tangible results and driving sales growth for clients.

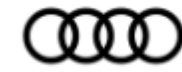


A deep understanding of the automotive industry and emerging trends, allowing me to provide strategic insights and guidance.

# Served Customers

Over the past two decades, I have had the pleasure of successfully serving major OEMs across the globe.

Some of the esteemed clients I have worked with include:



**SAMSUNG**



LUCID



**AIRBUS**



**STELLANTIS**

**HONDA**



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