

TESLA, INC.

A Company Marketing Campaign by Nick Swan



TESLA



What is Tesla, Inc.?

Tesla, Inc. is an American company founded with a vision for a greener and more efficient planet, manufacturing solely electric vehicles, solar panels and roof tiles, and even house battery systems.



The Face of Tesla, Inc.

Current CEO, Elon Musk, who also has a hand in companies, such as OpenAI, Solar City, SpaceX and much more, continues building on the founders of Tesla's visions by pushing the boundaries that no one else dares to.

My Plan to Market TESLA

For my project, I plan on doing the following 5 documents:

- *Blog: WordPress*
- *Brochure*
- *Fact Sheet*
- *Advertising*
- *Pinterest Page*

SAVANT SWAN



HOME ABOUT CONTACT BLOG



TESLA

Customize Edit Stats ...

The Blog

The main focus, and first document, is the blog. I chose to use WordPress not only for its intuitive organizational abilities, but also because of its more professional and creative format. The website consists of four pages, including a home, about, contact, and a blog page.

Home page: [Link](#)

Blog: [Link](#)

What is included in the website?

- The main blog.
- Links to various Tesla and Elon Musk social media accounts and my Pinterest.
- Contact page for both me and the Tesla corporate office (links included).
- An official RSS feed for Tesla Motors Financial Releases.

• PRODUCTS TO
BETTER YOUR LIFE
AND THE PLANET

Electrify your commute, solarize your home, and backup your power. With the products and services Tesla, Inc. offers, you can do all of the above and more, and in style.

Tesla's available products fit most, if not all, individual, family, and commercial needs while being eco friendly. Renewable energy is not only the future, it is the present. So stay up to date and kick those fossil fuels to the curb.

The planet is knocking, will you answer the door?

For more, visit: www.tesla.com



• TESLA,
INC.

*The Future
IS NOW, AND
SO IS
ELECTRIC.*

TESLA, INC.

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3500 Deer Creek Road
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The Brochure

- Formated as a tri-fold, doublesided, document.
- Side 1: Company name, contact info, and strong closer.
- Created in Microsoft Publisher.

The Brochure (cont.)

Back side of document:

- Focuses on Automobiles.
- Introduces home charging options.
- Displays at home sustainability options.

GET A LUXURY EXPERIENCE IN AN ELECTRIC VEHICLE

At Tesla Motors, we currently offer two of the best fully electric vehicles which are suited for different needs: the Model S and the Model X.



Fully equipped with Self-Driving Mode, you can let your Model S or Model X take over your daunting commute so you can sit back, relax, and focus on your presentation in today's conference call.

Don't worry about automation, our vehicles have Active Safety built in, allowing your Tesla to read the road and its environment, keeping you and others safe while it gets you to your destination.

CHARGING OPTIONS

Don't have a charging station near you? No problem. Why not bring one to your home?



With the purchase of your vehicle, you can include either a 75kW/h or 100kW/h wall charger for your vehicle.

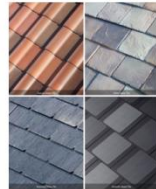
Within an estimated 6 to 9 minutes of charging time, you Tesla will go from empty to full in less time than it takes to get ready for the day.



However, if a wall charger is not your style, why not go for a sleek super-charger?

Not only will it be a great addition to your garage, it can give your Tesla a full charge within 2 minutes.

BRING SOLAR TO YOUR HOME



Solar panels with style, durability, and a modern feel. Upgrade your home's roof with a power source that can withstand whatever nature throws at it.

Store that energy in a Tesla Power Pack or Powerwall and ensure your home will not lose power during storms or emergency situations. Forget noisy generators; these power backups are quiet and integrated right into your home, providing a seamless operation and peace of mind.

Tesla, Inc. is striving for a clean, sustainable, and electric world. Help us realize that dream and become a part of it.

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Nissan Leaf VS Tesla Model 3



\$36,790 Starting MSRP* *SL Model	Price	\$35,000 Before Incentives
107—112 Miles est.	Range	220—310 Miles
Vehicle Dynamic Control and Traction Control System only	Safety Features	Electronic stability & traction control and auto emergency braking and avoidance
9—10 Seconds est.	0-60	5.1—5.6 Seconds
5 Adults	Seats	5 Adults
Push Button Start, HomeLink Transceiver* and NissanConnect* *Not available for every model	Key & Mobile Features	Wi-Fi and LTE Internet Connectivity, keyless entry and remote climate control*, voice activated controls standard. *with mobile app



The Fact Sheet

- Simplistic design.
- Displays a competitor's car with one of Tesla's
- Compares performance, safety, and convenience features of both vehicles.

The Advertisement

- Best consideration for advertisement platform: YouTube.
- Vague but intriguing, captures attention and leaves audience wanting more.
- Link to video: [Tesla Commercial](#)

The Pinterest

- My first time interacting with this social media site.

- Features boards relating to Tesla vehicles, solar panels, and CEO Elon Musk.

- Link to Pinterest: [Tesla & More](#)

Nick Swan

0 Followers

5 Following

plus.google.com/111521...
While attending Boylston University, I set up this Pinterest in order to build my promotion plan for Tesla, Inc.



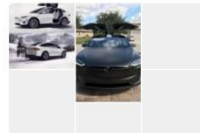
Boards Pins Tries



Create board



Elon Musk
4 Pins



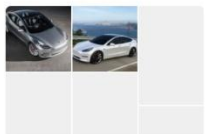
Tesla Model X
2 Pins



Solar Panels/Roof
8 Pins



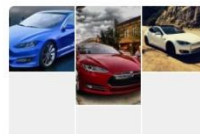
Tesla Roadster
5 Pins



Tesla Model 3
2 Pins



Tesla (general)
7 Pins



Tesla Model S
3 Pins

Goals and Hopes for this Project

- To successfully create an interesting and professional marketing campaign for my chosen company.
- To have a better understanding of this field and the work associated with it.
- To continue on with this project or keep it alive after the fact.