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Exploring Video Marketing: A Case Study Analysis about Verge Motorcycles.

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Abstract

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This thesis explores the importance of Videos as a marketing and brand development strategy instrument. It is intended to be a guide for implementing videos within marketing practices aligned with the organization's strategy. It analyzes Verge Motorcycles' video marketing efforts as an example company and, in the end, gives suggestions that Verge Motorcycles can implement.

A mixed methodology was used to gain a clearer insight into Verge Motorcycles's video marketing situation. The company's data and the interviews conducted enabled the necessary information to be acquired for the analysis.

The outcome of the analysis highlighted clear areas of improvement for the video marketing efforts of Verge Motorcycles. This helped narrow the focus toward giving suggestions to help the company get better engagement rates.

In conclusion, the suggestions for Verge Motorcycles were to strengthen the structures and frameworks of its video marketing efforts and focus on creating content that builds an emotional connection with the viewer to improve engagement rates.

Keywords: Video Marketing, Digital Marketing, Content Marketing.

The originality of this thesis has been checked using Turnitin Originality Check service.

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1 Introduction

In today's changing digital marketing environment, video content is crucial for engaging consumers and developing brand identity. The popularity of electric vehicles has surged due to fast technological progress and shifting consumer preferences. Similarly, electric motorcycles are becoming a popular eco-friendly option in the automotive industry. Verge Motorcycles, a manufacturer of electric motorcycles, seeks to utilize video marketing to boost its brand visibility and improve consumer interaction.

This case study examines Verge Motorcycles' video marketing tactics, exploring how they have enhanced the brand's visibility and contributed to its growth. The key areas of focus are marketing theories, digital marketing advancement, and video's significance in brand development. The analysis highlights Verge Motorcycles' commitment to creating high-quality visual content that effectively conveys the brand's unique selling propositions and connects with its target audience.

As the electric motorcycle market expands, Verge Motorcycles must stand out in a competitive environment. Video marketing is crucial for Verge Motorcycles' marketing strategy, providing a significant opportunity to showcase the distinct features of its motorcycles. This study aims to deliver strategic insights into effective video marketing tactics for the company, identifying opportunities for Verge Motorcycles to enhance its approaches to connect more effectively with potential customers.

This case study aims to evaluate Verge Motorcycles' video marketing initiatives and uncover actionable insights to enhance brand visibility and consumer engagement. The evaluation will examine both strengths and weaknesses, leading to specific recommendations for refining Verge's video marketing strategy.

This report is organized as follows: Section 2 examines the project's significance and relevance to marketing strategy. Section 3 investigates video marketing for electric motorcycles, comprehensively analyzing marketing theories and digital content strategies. Section 4 outlines the methodology, while Section 5 showcases the key findings and data-driven insights. Lastly, Section 6 proposes a developmental plan for Verge Motorcycles' video marketing strategy, along with recommendations aimed at enhancing brand visibility.

2 The Rising Demand for Electric Motorcycles: Market Significance

Competing for market share in the Electric Motorcycle industry is a challenge that benefits the customer. According to Statista (2024), the global motorcycle market is worth \$139.58 billion and is predicted to grow to \$176.28 billion by the year 2029. In the United States, there is forecasted to be a shift towards electric motorcycles because customers are becoming more environmentally conscious. Out of the global units sold, 12% are electric.

Global Market Insights (2024) claims that The Electric Motorcycle Market is valued at \$11.3 billion globally. The Market's value is projected to reach \$15.5 billion in 2032.

The growth in popularity of the products and the market are driven by raising concerns about climate change and environmental degradation. According to Winton (2024), The EU and the UK have set the requirement that 80% of manufactured cars must be EVs. This has driven governments and businesses to adapt and build the infrastructure that such requirements demand.

Electric Motorcycle Market Analysis

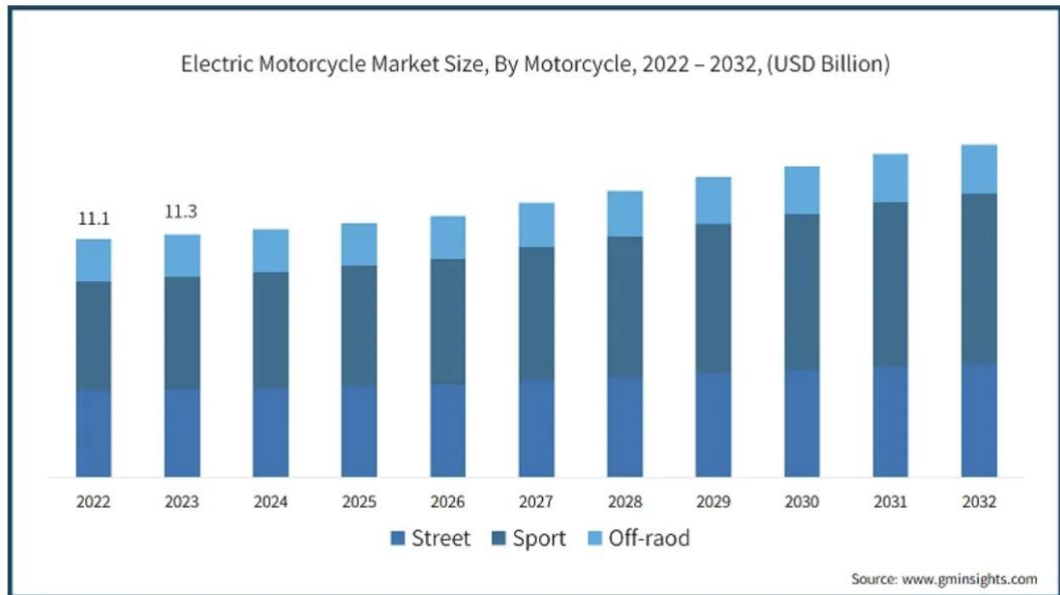


Figure 1: Bar chart showing electric motorcycle market size

One of the main companies in the electric motorcycle market is LiveWire, which was originally under the well-known Harley-Davidson. They have 3 different rode/sport motorcycle models and are one of the leading electric motorcycle companies globally, especially in the United States. The company struggles financially but claims to publish a new target segment in November 2024 (LiveWire, 2024).

Another major company in the electric motorcycle market is Zero Motorcycles, which started with a prototype in 2006. Zero has eight different models that cater to most motorcycle riding needs. Zero Motorcycles also offers police and security motorcycles with customizability options for different patrol applications. Zero Motorcycles has partner dealers, allowing it to have a good global reach to customers (Zero Motorcycles, 2024).

Energica Motor is an Italian-based company that offers customers 4 different road/sport bike models to customers. Energica Motor also has a presence in global motorcycle racing. Riders have competed with Energica motorcycles in MotoAmerica and MotoE racing. Energica was a strong competitor but as of October 2024, the company announced that it would file for bankruptcy (Energica Motor, 2024).

A rival for these companies is Verge Motorcycles. It is an electric motorcycle manufacturer founded in 2018 in Finland. Since 2022 it has been operating from Tallinn, Estonia. As of 2024, Verge Motorcycles has around 70 employees globally. Its headquarters and factory are in Tallinn, Estonia, and its flagship stores in Germany, the UK, and the USA. Verge Motorcycles has started deliveries to customers in Europe and the UK and is starting to deliver to customers in the USA. Financially, Verge Motorcycles has been mainly functioning out of crowdfunding and investors from around the globe. As of 2025, Verge Motorcycles will start its A round of investment. As Reiff (2022) explained in Investopedia series A, funding is required for the company to be valued at over 50 million USD. Typically, investors investing in series A funding are looking for companies with a great idea and a strong strategy for turning that idea into a successful, profitable business. This will allow the company to take the final steps to become publicly listed.

Since 2018, Verge Motorcycles has successfully navigated the difficult market of Electric Motorcycles, fighting the challenges of raising finances and getting type approvals for production. Since the beginning, Verge Motorcycles has made a strong statement that it will not build its electric motorcycles the traditional way. That's why Verge Motorcycles introduced the Hubless rim motor to the market. As seen in Figure 2, the Hubless rim motor has the stationary part of the electric motor and the rotational part of an electric motor inverted. This allows to remove the unnecessary mass from the middle of the motor and creates the hubless rim motor. This innovation has allowed Verge Motorcycles

to have specs that outperform the industry standards and to build a strong presence in the Market.



Figure 2: Blowup image of a Verge Motorcycle Motor

Verge Motorcycles faces strong competition, and many of its business practices strive to gain market share. Naturally, one of the ways it strives for a stronger market share is through its marketing efforts. By looking into the theory and literature supporting the topic of Video Marketing, it is possible to analyze the Video Marketing done by Verge Motorcycles properly. Having the relevant literature on hand will help reflect and compare the theory to the data of the actions and decisions that Verge Motorcycles has implemented in its video marketing. As a conclusion, this research will justify the suggestions given to Verge Motorcycles' video marketing strategies.

3 Video Marketing

The literature review is divided into five main sections. It begins with a broader perspective on marketing's foundations and then narrows down to video marketing.

Firstly, we will examine marketing by showing the fundamental theory that has been used to define it and its practices. This section quickly transitions into explaining how marketing has evolved into the digital space and age that we are living in.

Secondly, we then explore the topic of digital marketing and its strategies. Then, the research starts looking at Content marketing as a part of Digital Marketing. It opens the history of content marketing and, most importantly, its strategies.

Thirdly, we deep-dive into the topic of Video Marketing. The literature review begins by explaining where it lands in the bigger picture of Marketing. It will discuss its relevance and showcase the opportunities it opens. From there, the literature review transitions into the impact that Video Marketing has on Brand Building. It will look at its pros and cons. Finally, the review looks at the challenges of Video Marketing.

3.1 Introduction to Marketing

- Definition of Marketing

Marketing is a big and broad term, but according to Kotler and Keller (2016) Marketing can be defined as “the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.” Marketing is about deeply understanding customer needs, managing relationships, and developing products that provide more value in ways that benefit the organization and its stakeholders over the long term. Marketing is also about selling and promoting products.

Several theories have been developed to help understand Marketing and its practices. Most theories and concepts are built around creating customer value to achieve profitable customer relationships. To achieve this, the market segment must be defined. Market segmentation involves dividing a market into groups with distinct needs, characteristics, or behaviors. These segments may require different marketing strategies and are foundational to creating customer value (Kotler and Armstrong, 2018). When different segments have been identified, the process of Targeting can start, which means evaluating and selecting the best segment to serve, focusing on the segment that the company can deliver superior value to (Kotler and Keller, 2016). Finally comes the area of Positioning, which examines ways of creating a unique place for a product in the minds of the target customers. According to Kotler and Keller (2016), effective positioning emphasizes both current and future brand attributes to align with consumer needs.

Another theory that goes hand in hand with the principles of marketing is the Marketing Mix

- Evolution of the Marketing Mix

The concept of the Marketing mix was introduced by E. Jemore McCarthy in 1960 in his book “Basic Marketing: A Managerial Approach” The Marketing mix consists of “The 4Ps,” a foundational model in marketing that helps businesses design strategies to meet customer needs. It also helps the business recognize the key elements that can be controlled to influence customer purchasing decisions and meet the needs of its target market.

The 4Ps consist of Product, Price, Place, and Promotion. According to research (Kassab, 2023), the Marketing Mix has evolved in response to changing market dynamics, including globalization, technological advances, and the rise of digital platforms. Some scholars argue that adding three more Ps to the mix, People, Process, and physical evidence, would better address contemporary marketing challenges. The digital age that we are in today allows for easier Targeting of customers; using data analysis tools that are provided by social media platforms makes it easier for companies to identify and test the Place and Promotion.



Figure 3: 4Ps Circle Chart

3.2 Digital Marketing

- Impact of Digital Transformation on Marketing

Digitalization has changed the way everything functions, and marketing is no exception. The digital age has brought more complexity but also more opportunities to conduct marketing more efficiently. According to Chaffey and Ellis-Chadwick (2019), digital marketing strategies are essential for any business to survive in the modern market landscape.

- The Role of Digital Media in Marketing

In marketing, organizations must evolve quickly and keep up with customer behaviors. The idea is to influence the behaviors and to do that, as an organization, you have to stay on top of what's new. Digital Marketing uses different platforms to reach its customers, such as search engines, social media, and email marketing. Chaffey and Ellis-Chadwick (2019) introduce the 5D framework that illustrates how digital marketing integrates with traditional marketing to enhance reach and engagement. The 5D's stand for Digital Devices, Digital Platforms, Digital Media, Digital Data, and Digital Technology.

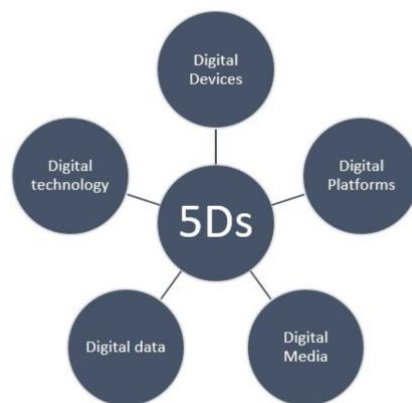


Figure 4: Visualization of the 5Ds

- Digital Marketing Strategies and Implementation

The beauty of the digital age is that there is a lot of data. Organizations can use this data to manage their marketing efforts more effectively. For example, using the proper Customer Relationship Management (CRM) tools and AI-based technologies can help gather insights into customer preferences and behaviors, which will help tailor marketing efforts more precisely. (Chaffey and Ellis-Chadwick, 2019)

- Digital Marketing Channels and Tools

There are many ways of strategizing and using different digital marketing tools. The most important element is that organizations use different tools, and by following established Key Performance Indicators (KPI's), the organization can develop its strategy. Some tools and examples are Search Engine Optimisation (SEO), which enhances organic search visibility, and Pay-Per-Click, which can quickly drive targeted traffic to a website. Email marketing is one of the most used Digital Marketing tools, and it allows sales teams to reach leads and maintain customer relations. Then social media platforms allow for customers to engage with the organization, and brand building (Chaffey and Smith, 2017).

3.3 Content Marketing

- Definition and Importance of Content Marketing

According to Content Marketing Institute, Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

Content marketing can be seen already as early as the 19th century. Some examples include John Deere's "The Furrow" magazine in 1895, which provided farmers with practical advice, and the Michelin Guide, first published in 1900, which offered motorists information on car maintenance, fuel stations, and places to stay (Patruti Baltes, 2015). Here we can see how strategic and valuable content has been made for the customer and how it builds the brand's reputation.

In the digital age we live in today, the same goal of creating valuable, relevant, and consistent content to maintain and build long-term customer relations is maintained. Now, organizations can create, deliver, and get turnover information on their content much faster.

- Objectives and strategies of content marketing

The objectives and, essentially, the content marketing strategy have to be aligned with the organization's goals. To successfully create a good content marketing strategy, the organization must understand the target audience, select the appropriate content types, and choose the right distribution channels. In addition, adding other digital marketing tools like SEO techniques can help enhance the success of the overall marketing efforts (Patruti Baltes, 2015).

- Impact of content marketing on consumer Engagement

Social Media platforms allow for content to reach a deeper level of customer engagement. Allowing customers to interact with the content through likes, comments and shares has enhanced the experience. According to research (Dong et al., 2023) shows that the content characteristics—such as relevance, emotional appeal, storytelling, and the timing of its release—significantly affect consumer engagement. Content that effectively matches the audience's interests and is emotionally engaging tends to result in higher levels of interaction and loyalty.

3.4 Video Marketing

- Impact on customer behavior

In the Digital age that we live in, Video Marketing has a big impact on customer behavior. Research done by Xie (2024) studied whether TikTok's video marketing increased product purchasing power. The study found that it increased their purchasing decisions, especially among Gen Z's. The personalized content that the algorithms would give to the viewer about certain products would build trust and encourage purchasing decisions. The efficiency of platforms like TikTok and Instagram Reels has helped build stronger brands and sales revenues through an enhanced digital presence. This makes it ideal and essential for organizations to use such platforms as part of their Marketing strategies.

- Video Marketing Strategies

The following subsection will provide a short examination of the effective strategies for different video marketing platforms.

Regarding short video content on platforms like TikTok, it has been found that Influencer Marketing is one key strategy with high turnover for companies. Organizations can collaborate with influencers that share the same target audience. By taking advantage of the fact that followers are loyal to a certain influencer and aspire to be like them. As a follower, seeing that the influencer interacts with and promotes a product automatically builds trust and influences the desire to purchase (Deng, Meng, and Zhao, 2024).

Secondly, organizations can use the platform's algorithm capabilities to create tailored content that follows trends. Localized content tailored to a certain culture has been found to be another way of gaining success in video marketing strategies (Deng, Meng, and Zhao, 2024).

As for organizations using YouTube as part of their video marketing strategies, there is a compelling study by Farsangi, 2021 that studied the content of YouTube's top 10 U.S. trueview for action ads of 2020. In the study, Farsangi looked at what similarities these 10 videos had and what were the key factors that caused their success. The first insight is that all the content was engaging, interactive, and easy to share. The second insight is that proper data-driven research was done beforehand to tailor the content and ensure relevancy. The third insight is that the most successful campaigns used creative storytelling techniques that resonated emotionally with the audience; this ensured a deeper connection and increased brand loyalty.

3.5 Impact of Video Marketing on Brand Building

- Influence of Short Video Marketing on Brand Attitude

As discussed earlier, video marketing, especially short video marketing, impacts consumer behavior and directly influences brand building. All video marketing content creates an image of the brand for the viewer, affecting customers' attitudes toward the brand. By constantly reinforcing brand perception and attitude, brands can build a stronger brand (Zhang and Landicho, 2024).

- User participation and interaction

Brands can build a deeper connection with customers by creating engaging and interactive content and using social media platforms for two-way communication. Allowing followers to comment and share their own experiences builds a deeper emotional connection with the brand. This fosters trust and credibility, which is essential for brand building (Zhang and Landicho, 2024).

- Red Bull example

Energy drink company Red Bull is a great example of the impact of video Marketing. Red Bull has a well-functioning Marketing strategy, with video marketing having a big role in it. A blog article published by a digital agency network opens up Red Bull's effective marketing strategy. The article covers Red Bull's marketing from a 4P's perspective. It states that part of its digital marketing strategy focuses mainly on two things: first, its target audience is young, active individuals interested in extreme sports. And the second is to create high-quality content that resonates (Onar, 2024). One of Red Bull's most successful campaigns is "Red Bull Stratos." It's a 30-second video where skydiver Felix Baumgartner skydives from near space back down to Earth. The campaign gained 1 billion views across YouTube, generating significant media attention and estimated media coverage with tens of millions of dollars (Red Bull, 2012). Red Bull has sponsored many extreme sports events and documented them; through these efforts, Red Bull has been able to keep its customers engaged and loyal to the brand, it constantly invests millions of dollars into these efforts to stay at the forefront of customers minds.

3.6 Pros and cons of In-House Content Production Team

- Cost Efficiency & Brand knowledge

According to research by Advertisers (2020), which interviewed the advertisers of 53 companies with an approximate annual global spend of 83 billion USD, they found that companies that moved their creative work in-house were delivering cost efficiencies of around 30%, better integration, and a significant increase in brand and business knowledge among the creative in-house teams. This report was from the year 2020, and it already projected growth in the popularity of having in-house creative teams.

- Flexibility and Adaptability

A paper published by Entrepreneur and written by Agrawal (2022) shows that having an in-house production team allows the team to function within the deadlines without sacrificing quality. This allows the brand to maintain the uniqueness of its products or services.

- Cons of an in-house production team

According to Agrawal (2022), a big downside to an in-house production team, if not managed and scaled well, is the cost. Hiring talent that can deliver the necessary content can be costly, but when done at the right time, it can end up being cheaper than outsourcing.

Managing workflows and project prioritization where challenges that most companies faced with having an in-house production team (Advertisers, 2020).

When reading through the literature on this issue it seems that most pros can turn into cons and vice versa. This goes to show that having proper management and a clear vision can help with ensuring better success on the matter.

3.7 Challenges in Video Marketing

According to research by Boman and Raijonkari (2017), Organisations face three main challenges to Video marketing. The first challenge faced is the costs involved, as video productions can be costly. These costs can include hiring professional videographers, gear, a producer, location rentals, and permits. Companies have the option to either have everything in-house or outsource the production. For SMEs that are just starting to do video marketing, producing video content for marketing is a big financial burden.

The second challenge is time consumption. Making quality videos that are relevant to the audience takes a lot of time. As mentioned earlier, having data-driven research beforehand is crucial for success in such marketing efforts. This falls into pre-production, and then there is the actual video shoot, post-production, and editing. For companies that don't have a dedicated team working on their video marketing, it's hard to allocate the time and resources to such efforts.

Lastly, companies face difficulty creating engaging content that resonates with their target audience. This is the challenge that all companies face and have to work hard to get right. In earlier sections, we have discussed what can help, but the key is to engage with your audience, study the audience, and learn from the mistakes. Building a brand takes time and requires consistency.

3.8 Key Performance Indicators

The following is a list of common Key Performance Indicators (KPIs) used to measure content performance in digital marketing.

- Engagement Rates

Engagement rates measure how actively your audience is involved with your content. Customers like, comment, or share the content if they are engaged. This metric helps measure the efficiency of a campaign because people who spend time interacting with the content are more likely to convert into paying customers (Sprout Social, 2024).

Verge Motorcycles uses this metric to analyze the quality of its content. An image or video might be good, but if its engagement rate is low, it doesn't create value.

- View-through rate

The view-through rate (VTR) is the percentage of people who viewed the entirety of an ad (Indeed, 2024). This KPI is mainly used with video marketing ads. It helps marketers see what ads have worked best for their target audience.

- Click-through rate

Click-through rate (CTR) is the percentage of individuals who view an ad and then click on it. According to Hayes (2022), a typical click-through rate may be only two users per 1000 views or 0.2%. This metric helps marketers measure their campaigns' effectiveness and better understand what works and what doesn't.

3.9 Digital Platforms

With the rise of the digital age, marketing has also evolved and adapted. Digital marketing is the new standard and normal. Some of the platforms where digital marketing happens are social media platforms, specific websites, and so on. The following is a list of common digital platforms, which are also used by Verge Motorcycles.

- YouTube

YouTube is an online video-sharing platform owned by Google. It is the second most visited website in the world, right after Google search (YouTube, 2024). This platform is the second most visited website, making it crucial for businesses to share video content through this platform. YouTube also allows viewers to like, comment, and share the content.

- Instagram

Instagram is a free photo and video-sharing app available on iPhone and Android. Like YouTube, this platform allows users to like, comment on, and share content. Instagram is one of the most used social media platforms (Instagram, 2024). According to Statista (2023), In 2021, Meta's Instagram had 1.21 billion monthly active users, making it over 28% of the world's internet population. By 2025, the platform will reach 1.44 billion monthly active users, making up 31.2% of global internet users. Businesses use this platform to build a digital audience, which increases the company's credibility. The tools in this platform allow customers to interact directly with the company.

- Tiktok

TikTok is the leading destination of short-form mobile videos, with 1.04 billion monthly users (TikTok, 2021). TikTok can be partly blamed for the rise in popularity of short-form video content. Making it one of the main platforms to share such content. Short-form video content has been proven to be an effective way if gaining better engagement rates (Dodds, 2024).

- LinkedIn

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find jobs and internships, connect with other professionals, and strengthen professional relationships. Companies use LinkedIn to recruit and share professional insights with different business areas (LinkedIn, 2023). According to (Bondar, 2023) , LinkedIn has over 900 million users. Making it one of the most popular social network platforms.

3.10 Conclusion of Literature Review

The literature on video marketing makes the importance of video marketing clear. It shows that it is a crucial part of marketing and that it's a result of our digital age. The platforms that are used for video marketing allow companies to engage with customers and build a deeper connection with them. These platforms offer a wide variety of data that allows companies to study their content and get a clearer picture of their customers. The literature review helps provide a foundation for the theory behind marketing, focusing on video marketing. The understanding gained from this review will be crucial to analyzing a company's video marketing efforts.

4 Methodology

I will use a mixed methodology to conclude a well-rounded analysis of this case study about Verge Motorcycles' video marketing strategies.

The quantitative section of the research will look at numerical data provided by Verge Motorcycles to better understand the performance of their social media channels during the last year. I will look at the stated numbers and determine the areas where Verge Motorcycles has performed. The data will also help identify areas that need development by providing numerical evidence. This will give clear insights into the effectiveness of their video marketing strategies. Verge Motorcycles also provided a target Group analysis that helps justify by data some of the decisions made by Verge Motorcycles' marketing team. This will help identify the type of content that has been made and published.

The qualitative aspect of the research will consist of interviewing the Chief Marketing Officer (Lauri Laukkanen) and the Vice President of Partnerships (Daniel Taipale). The interviews will help gather a deeper understanding of aspects that the quantitative research won't be able to shed light on. Here, I will be able to ask why the data shows proper performance and why, in some gaps of time, the performance is not as good. The interviews will function as a window to the decisions made by Verge Motorcycles regarding the video marketing efforts.

The combination of both methods will complement each other and, in the end, give a more realistic view of the actual situation regarding Verge Motorcycles' video marketing. Doing only qualitative research would give a wrong view of why the company is where it is. The vision and the mission of the company and its marketing efforts would be clear, but there would not be a realistic idea of where the marketing efforts actually take the company. It would make it hard to identify areas that need development and the areas that have been successful. On the other hand, if I had just used quantitative methods to conclude the research, the data would've not been able to provide the insights that help justify different actions made by the company.

The research intends to gain deeper insight into Verge Motorcycle's video marketing efforts and give suggestions to make it grow. Throughout the first part of the research, I will use mainly the provided data to start painting a realistic picture. Then, I will use the interviews to help fill in the gaps of information needed to understand the wholeness of the situation.

Some of the challenges the research faced were that some of the data, such as sales information, could not be accessed due to data protection and privacy issues.

Access to both the data and the people from Verge Motorcycles made it easy to opt for a mixed method to conclude the research. By mixing the methodology, I can formulate stronger suggestions and conclusions backed by the right data, theory, and insights.

5 Key Findings and Data-Driven Dynamics

The analysis will start by looking at Verge Motorcycles' bigger marketing plan. Then, we will see the video marketing strategy Verge Motorcycles has used for the past year. From there, we will look at Verge Motorcycles' ideal target audience to compare that information to the actual data of Verge Motorcycles customers.

Then we will look at data from Verge Motorcycles video marketing for the past year. From there, a comparison of the plan with the actual data will happen to determine where the strategy has gone. To end, this analysis hopes to find key insights that will showcase the strengths and weaknesses of the current video marketing strategy and, based on those, give several clear suggestions of what could be done to reach the goal of Verge Motorcycles Video marketing strategy.

To support and clarify the decisions made by Verge Motorcycles, interviews with the Chief Marketing Officer and VP of partnerships of Verge Motorcycles will be conducted.

5.1 Verge Motorcycles Ideal target group study

In 2023, Verge Motorcycles had market research done by a company named Dentsu. Dentsu is known for creating Consumer Connection System (CCS) studies. CCS is Dentsu's proprietary consumer study that helps to understand modern consumers and their attitudes, values, interests, buying behavior, media consumption, and much more.

Their CCS report provides detailed data about Verge Motorcycles' target group in Germany and California. Access to the report is limited due to privacy issues; parts of the report that are available are attached to the appendix of the thesis.

The executive summary goes as follows: Verge Motorcycle's target group is Tech-oriented first-movers who hunger to know the latest trends and news before anyone else. They seek high-quality products and are willing to spend money to save time. The Internet is a natural way to consume media, seek information, have discussions, relax, and socialize.

The executive summary also states 6 main key takeaways.

- The target group is passionate about cars and technology.
- They want to do things their way.
- Personal appearance says a lot about themselves.
- They are always among the first to try new products or services.
- They desire experiences.
- Gaming in all forms plays an important role.

Based on this report Verge Motorcycles started to make changes to the content that was being made and posted.

5.2 Verge Motorcycles Marketing Plan and Strategy

Interviewing Verge Motorcycles' Chief Marketing Officer gave good insight into the Marketing plan for the year 2023 and how it changed in 2024.

In 2023, the Marketing plan was divided into two main efforts. One was digital marketing, and the other was a European Tour and visiting motorcycle events in Europe and the USA. The main goal in 2023 was to raise awareness of the brand by being in events and organizing events around Europe. This was a perfect platform to make good content for their Digital Marketing strategy and build a strong digital presence. After the first half of 2023 passed, the goal of raising brand awareness and making a strong presence in the relevant places was reached. These marketing efforts also brought a big wave of pre-orders for the product and many new followers. The marketing team also noticed that there started to be many questions about the product among the new followers. This led the CMO to shift the marketing efforts and build content informing customers about the product and company to take down sales blockers simultaneously.

At the beginning of 2024, a shift in the business strategy of Verge Motorcycles happened when it decided to open Flagship stores. This decision also affected the marketing and required the CMO to re-direct marketing efforts and re-think the strategy that will be used. The goal for the year was to become A story of evolution and growth. Delivering bikes, expanding to new markets, opening flagship stores, offering test rides, and hiring globally. Strengthening our position as a technology leader (Lauri Laukkanen, CMO of Verge Motorcycles).

The plan now was to open 4 flagship stores in Los Angeles, San Francisco, London, and Oberhausen, Germany. This meant defining the store functions and figuring out how to support the success of the stores as best as possible. New digital marketing, social media, and content strategies had to be developed for the stores. This allowed Verge Motorcycles to start building localized media for each location and essentially building a deeper connection with local customers and audiences. Another challenge that needed to be overcome was to define the difference between the content of the main channels and the secondary local channels.

Overall, the strategy for video marketing has stayed the same throughout the changes and growth of the company. It has been to create content that excites and content that informs our customers. This is achieved by creating high-quality visuals and showcasing the design features and specs of The Verge Motorcycles line-up. To excite and inspire customers, Verge Motorcycles focuses its video marketing efforts on creating content that showcases the lifestyle around the product as well as the thrill and sensation of driving a Verge Motorcycle. Creating informative videos and showcasing customers interacting and giving their honest reactions towards the product helps build trust in the brand.

5.3 Verge Motorcycles Video Marketing Data

The full data report is found as an attachment in the appendix of the Thesis. Verge Motorcycles uses software called Sprout Social, which allows for easier social media management across all channels. It also gives access to the data and analytics of each social media channel linked to the service. This gives Verge Motorcycles the flexibility to follow and track the performance of each post as well as the overall performance of the whole social media presence.

This analysis will focus on the report that examines several KPIs from August 1, 2023, to July 31, 2024. It has linked all 15 of Verge Motorcycle's social media accounts from 6 different social media platforms. The following list explains all the KPIs that the report shows and why each KPI matters.

Audience Growth:

States how much the total audience has grown during the specific time gap. Essentially showing how many followers there are as a total and when the amount of followers has grown.

Message Volume:

States how many messages have been sent and received during the selected time. This translates to the amount of direct engagement Verge Motorcycles have received.

Impressions:

States how many views there have been across platforms in the selected time. This information directly shows us how the content has performed.

Engagements:

States how people are engaging with Verge Motorcycle's posts in the selected time. Engaging is considered as a like, share, or comment.

Engagement Rate (per impression):

States what percentage of impressions engage with the post. In other words, it states from all the single viewers what percentage of them like, comment, or share.

Video Views:

States the number of views posted videos have gotten across platforms during the selected dates. This KPI is essential to use in terms of analyzing the performance of Video Marketing.

At the end of the report, a resourceful table can be found. It compares the overall numbers to the numbers of the previous year. This table gives the growth in percentages, which can be used as benchmarks and goals for the following year.

August 2023 is also an important date for Verge Motorcycles' overall marketing, especially for the outcome of its video marketing. That's when Verge Motorcycles hired a Content Creator intern who later got promoted to Content Producer. This allowed Verge Motorcycles to have an in-house team to produce all the necessary content for its Video Marketing efforts.

When looking at the Impressions, engagement, and Video View Graphs of the performance report from Sprout Social, it can be noticed that other relevant factors caused several dips.

In the Impressions graph, we see a sudden stop in December and January. This had to do with a big part of the marketing Team taking a Christmas and New Year's break. Marketing efforts were kept to a minimum, which directly affected the outcome of impressions during that time. The video views had constant growth because videos were made beforehand and automatically posted during that time.

Another dip in the impressions graph occurred during March, which mainly related to internal organizational changes in the company. Therefore, Verge Motorcycles couldn't allocate the needed resources to such efforts.

The subsequent dip in the impressions, engagement, and video view graphs occurs at the end of the reported June – July period. This concerns all marketing efforts allocated to setting up the flagship stores in Los Angeles, San Francisco, London, and Oberhausen, Germany.

Another factor that must be considered is the nature of the business and the product globally. Fall and winter are quiet seasons because, in most places globally, riding a motorcycle is impossible. But then, in spring and summer, everything spikes up because it's the riding season. During the spring months, getting "viral" more views and engagement in content is common because customers are eager to start the riding season.

Taking a closer look at the Video Views graph, several interesting factors worth mentioning are: Instagram Reels has the most views, followed by Facebook, TikTok, and YouTube. LinkedIn and X have performed the worst but also have the fewest followers. Short-form video content has performed well on all the platforms to which it has been posted.

5.4 Interviews with the Chief Marketing Officer and VP of Partnerships

To achieve a stronger conclusion for the analysis, I conducted separate interviews with the Chief Marketing Officer and the VP of Partnerships. During the interviews, I presented them with the key insights from the data and focused primarily on the last page of the report. I showed them the statistics from the year before the recorded period and at the end of the recorded year. Additionally, I stated what the numbers would have been for the following year if the growth rate had remained the same. Stating the future numbers helped set a goal for the next year. Afterward, I explored the thoughts of each interviewee.

1. Looking back at the data from the past year, what do you think are two strengths that Verge Motorcycles has regarding their Video Marketing?
2. What are two changes you would make to Verge Motorcycles Video Marketing Strategy to ensure that Verge Motorcycles will be able to achieve the same results or even better results next year?
3. What are two video content ideas you think would help Verge Motorcycles achieve its Video Marketing Goals?

The questions have been formulated to get realistic answers that will help improve Verge Motorcycles' video marketing efforts. By doing 2 different interviews, I intend to get two sets of different answers that can give more

insight into suggestions that Verge Motorcycles can implement into their video marketing strategy. In the end, I will answer the same questions and draw a conclusion that will have clear suggestions for Verge Motorcycles to implement into their video marketing strategy.

Chief Marketing Officer:

This interview was conducted via teams with the Chief Marketing Officer, Lauri Laukkanen, and the following are his answers to the questions.

1. Looking back at the data from the past year, what do you think are two strengths that Verge Motorcycles has regarding their Video Marketing?

All the strengths discussed with Lauri Laukkanen, Chief Marketing Officer, had to do with the opportunity to have an in-house production team. Verge Motorcycles had previously worked with outside production teams, and they quickly realized that it would be more cost and quality-efficient for Verge Motorcycles to have its in-house production team. Having an in-house production team allows us to create content at a fast pace, for instance, when we notice that customers are asking the same questions about the product. We can, within a few days, plan if a photo or video about the question would be helpful, and our team can have a detailed video giving an answer to the question. Another benefit is that it is easier and quicker to test different types of content and find the style that works best for the audience.

2. What are two changes that you would make to Verge Motorcycles Video Marketing Strategy to ensure that Verge Motorcycles will be able to achieve the same results or even better results next year?

From a sales and brand perspective, I want to plan a better structure and framework around the whole marketing. For example, as simple as having a clear plan of what video material to post every week. And what video material we will shoot and when. Many things have been initiated out of a need or demand, which is common for start-ups. So far, we have been able to answer these demands and needs, but now is the time to change things. In this, I would also clarify the positioning of our product in the market and communicate that better to our customers.

The second change I would like to work on is our tone of voice and the type of material we make. We are now in a place where our customer base needs to be more educated about our product, and the best way to communicate the message is by being authentic. Allowing for the customer to feel that Verge Motorcycles as a brand is close to them and reachable. I think that we need to make more documentary-style video material instead of these corporate ads. This way, we build social proof to educate and excite our customer base.

3. What are two video content ideas you think would help Verge Motorcycles achieve its Video Marketing Goals?

We could make a documentary-style video series with an interview as the base or a video blog-style documentary series in which we embrace the faults and show authentic experiences with Verge Motorcycles.

The goal of the second content concept is to create as much hype and desirability around the brand and the product as possible, especially for

the group that is close to buying or saving up the money to buy it. We achieve this goal by making an Electric Motorcycle myth buster series. Here, we will tackle the myths that people have about electric motorcycles and simultaneously build trust around the brand.

VP of Partnerships:

This interview was conducted via teams with the VP of Partnerships, Daniel Taipale, and the following are his answers to the questions

1. Looking back at the data from the past year, what do you think are two strengths that Verge Motorcycles has regarding their Video Marketing?

The first strength is that Verge Motorcycle's products are unique in many ways. From a video marketing perspective, we have wanted to make unique content that people haven't seen and send a message that hasn't been heard before. Having a visually unique product allows us to do exactly that.

The second strength has been to have our in-house production team and the freedom to create. The bureaucracy of a business has not affected us. We have had freedom, flexibility, and trust from our superiors. Which has allowed us to create content and concepts at a fast pace.

2. What are two changes you would make to Verge Motorcycles Video Marketing Strategy to ensure that Verge Motorcycles will be able to achieve the same results or even better results next year?

The first change that I would make is to plan a better structure and framework for all the marketing. Having proper budgets, planning campaigns, and doing them. In the end, we also have the time and the framework to revise the work and the decisions that have been made so that we can learn and adapt quickly. This will help us set the relevant goals that will ensure constant development.

The second area that I would like to work on is clarifying our brand and visual presence. I want to take our video and content productions to the next level, not only with the visual quality but also with better storytelling.

3. What are two video content ideas you think would help Verge Motorcycles achieve its Video Marketing Goals?

One would be to make our video vlog series, where we take the bike to real-life situations and places and share the experience from the rider's perspective. To bring authenticity and relatability. It's like an in-house Top Gear series.

The second would be making more videos of our Stories Between Charges series. This series was Verge Motorcycles' attempt to build a series that tells the stories of its customers. We were able to create one video sharing a story but never were able to do it again. The concept worked but had a pause due to budgeting and resourcing, so I think this would be nice to continue. To be able to tell real customer stories will increase our social proof and will help people relate to and see who our customers are.

6 Development of Video Marketing Strategy

6.1 What is Working?

Verge Motorcycles has achieved good results considering the nature of the business and the market. Verge Motorcycles has gone from being a start-up to an SME in a new industry where many competitors have gone bankrupt. That means that the company's leadership had to do a lot of work managing resources. This also ends up affecting the resources allocated to marketing. Regardless, there has been good success.

Consistency is one of the key factors that has helped harvest good fruit in Verge Motorcycles' video marketing, and posting videos on a weekly basis has maintained the customers' engagement. We can see this by comparing the interactions graph with the video views graph; even though those interactions have decreased, the view count of videos has increased due to the constant posting of videos.

Verge Motorcycles has taken advantage of the product's uniqueness and visual appeal.



Photo 1: Verge Motorcycle in San Francisco

According to the CMO of Verge Motorcycles, every video posted that clearly shows the back wheel of the product has had a significant boost in views compared to those videos that don't. The same phenomenon can be seen in photos posted on Instagram. Photos 2 and 3 show the whole bike, but photos 4 and 5 show only the back wheel, and there is a major difference in likes and comments.

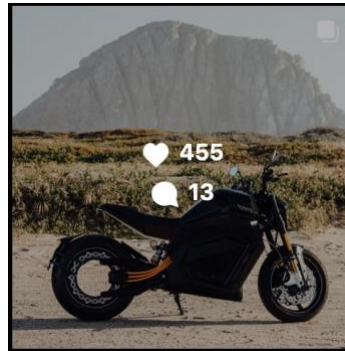
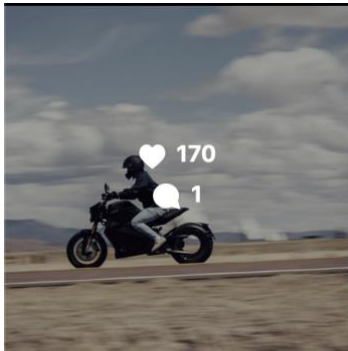


Photo 2: Instagram Post Photo 3: Instagram Post

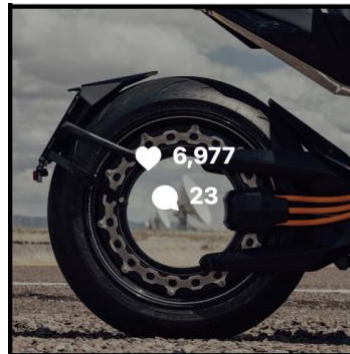
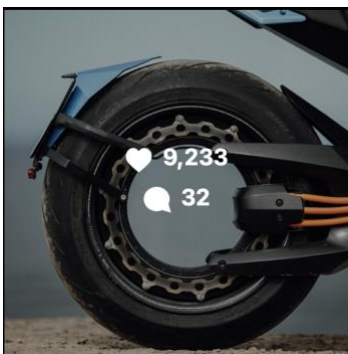


Photo 4: Instagram Post Photo 5: Instagram Post

This phenomenon has made Verge Motorcycles create good visual guidelines for all the content that gets created and presented. This visual consistency has helped create a stronger brand image and identity.

Consistency has also been seen in scheduling posts on social media channels. Verge Motorcycles has engaged its existing followers by consistently posting new photos and videos. This has brought natural growth to the social media channels and increased the brand's overall following and loyalty.

The business strategies used by Verge Motorcycles have helped turn it into the successful business that we see today. There is a factory that makes motorcycles and delivers them to customers; there are four stores around the globe that organize test rides and allow customers to interact with the product. All of these factors create credibility and drastically build the brand. This brings ease and value to video marketing because the product is not a prototype or a concept it is a fully produced product that can be found, tested, and bought.

6.2 What is not working?

Despite Verge Motorcycles' successes, some areas need development in video marketing. The main concern is the performance report's low engagement rate. The following are some insights on why it could be low and what can be done about it.

For instance, there has been a lack of use and application of the customer study. The study provides valuable insight into customer behavior. When looking at the videos published by Verge Motorcycles, it seems like Verge Motorcycles hopes to attract this customer group because the brand and product could fit their needs and wants. Only posting videos informing about the

product won't ensure that Verge Motorcycles will be found. Verge Motorcycles needs to fish for a specific customer group in the videos. Include visual hooks that will retain this specific customer group, support the videos, and boost them using the SEO tools that social media platforms provide.

Another area of improvement is to have proper marketing campaigns. Looking at the video content posted by Verge Motorcycles, we see that there is a lack of campaigns. Making campaigns can systematically increase sales and or visibility for the brand. Having campaigns, Verge Motorcycles can add clear goals to such campaigns and work on achieving them. Without goals, there is no clear space for improvement.

6.3 My Recommendations and analysis

I will begin by answering the same questions that were asked to the CMO and the VP of Partnerships. From there, I will briefly compare the answers and move on to making my final recommendations that will help Verge Motorcycles develop a stronger video marketing strategy.

1. Looking back at the data from the past year, what do you think are two strengths that Verge Motorcycles has regarding their Video Marketing?

One strength is that there is clear growth in the views when there is consistency in posting videos. This shows that there is a loyal follower base that is eager to watch new material. The second advantage is that the product does get attention. It is well made, especially the design. Whether it appears as a video or a photo post, it is an eye-catcher.

2. What are two changes you would make to Verge Motorcycles Video Marketing Strategy to ensure that Verge Motorcycles will be able to achieve the same results or even better results next year?

First, to have a clearer video marketing plan and better structure around it. It will be easier to have a goal and work toward it.

The second change I would make is to work toward more authentic videos and real content. Have people react to the motorcycle and film their reactions and experiences with the product. This will help drive up the engagement rate and build social proof.

3. What are 2 video content ideas you think would help Verge Motorcycles achieve its Video Marketing Goals?

One would be to make a video series that documents a motorcycle trip with a specific goal, using Verge Motorcycle's products. This way, Verge Motorcycles can show the motorcycle and the feelings the product produces to the rider and the people around. It gives a perfect platform to showcase the features seamlessly. I would keep the focus and style of the videos more as documentary content vs. an ad. This way, the viewer would get a better connection with the characters of the trip.

The other one would be to make a video from the perspective of the motorcycle, showcasing "What is life like?" for a Verge Motorcycle. In the video, there could be a voiceover that functions as the thoughts of the motorcycle. The bike's life goal could be, for example, to bring Joy, so it could be shown in different ways how it strives to bring joy. This would be able to build again an emotional connection with the viewer.

Question number two focuses on developing the video marketing strategy so that it will succeed. The answers to the question were relatively similar among all three who answered. All participants agreed on the need for better structure and frameworks. This would include budgets and a yearly, quarterly, monthly, and weekly plan. This would allow for setting proper goals and ways of measuring the success of Verge Motorcycles' video marketing efforts. Defining areas of development would be much easier.

The second area in which all participants agreed was increasing the quality in terms of visual aspect, storytelling, and engagement with the customer base. Working on building a better framework will also allow for space to develop quality.

During the past year, Verge Motorcycles has taken a big step forward as a business, which means changes and development in all practices. The changes that companies go through when they are shifting from being start-ups to Small and Midsize Enterprises (SMEs) can be hard and costly when done incorrectly. But when done correctly, it creates space to develop and create new ways of functioning, to look back at what has happened and learn from it, and to focus on the future. With video marketing, it's clear that Verge Motorcycles has to take a moment to build and decide on a better framework and plan.

6.4 Changes to the Structure and Framework

The following are areas that I would include in the structure and framework that Verge Motorcycles should implement in their video marketing.

Better engagement rates, more authentic content, and building social proof are all areas in which Verge Motorcycles wants to develop. Engagement rate is a KPI that, when high, indicates that something is being done correctly. Without proper engagement rates, it will be much harder to build social proof and authenticity because the content will not resonate with the viewer.

The message is not received. According to research by Farsangi, 2021, 3 key factors drive engagement rates. Curiosity and attention hook, driving curiosity and capturing the viewer's attention in the first second is key. If the viewer, within the first seconds, thinks that they will learn something new and beneficial, they are likely to watch longer and engage with the video. Verge Motorcycles should use the information obtained by the customer study to identify what information could be categorized as beneficial or new for this customer group specifically. Then this should be presented or teased at the beginning of the video to retain the viewer.

Storytelling is the second key factor that will drive engagement rates up. Using stories to communicate, Verge Motorcycles would be able to create a deeper emotional connection with the viewer instead of just presenting facts. The content ideas that all interviewees mentioned included documentary-styled videos of trips where myths would be busted, and the product would get tested. This is a clever way of obtaining authentic stories of the product and its users.

To top it off, the third key factor to driving engagement rates up is ensuring high

video and production quality. Verge Motorcycles has been doing this well by keeping a strong Brand presence and having good-quality videos, but there is always room for improvement.

Creating video marketing content that includes all 3 key factors will increase engagement rates. It is also important to create the time and space to revise the performance of videos, not to get blinded by just creating quantity but also stopping and ensuring quality.

After the content is done correctly, Verge Motorcycles should also focus on using the SEO tools provided by social media channels to better drive the content toward the correct target group. This will also help determine whether the content being created is retaining the correct target group. If it is not, then it is time to look back at what changes could be made to the content.

7 Conclusion

Verge Motorcycles' video marketing strategies have been in a good place and are giving out good results, but Verge Motorcycles has transferred from a start-up to an SME. This means everything has to evolve; Verge Motorcycles Video marketing efforts must give results, not only build hype or prove a concept.

Verge Motorcycles has done the correct studies and made monitoring how the content performs easy. Verge Motorcycles can see the areas of development regarding their video marketing. Through the interviews and the findings of this thesis, we can conclude that Verge Motorcycles' video marketing strategies will ensure future success if they work on building better structures and frameworks around their video marketing. From there, it will be easier to focus on the changes that need to be made to the actual content, and the overall results will be better.

Looking back at this case study, I am happy that there was much-needed help from Verge Motorcycles to be able to conduct it. Personally, the literature review was the most challenging aspect of the study; there was a lot of information and many directions to go toward. I had to keep the focus on the right topic even if it was harder to find proper information. One change that I would make if I did this research again is to compare the video marketing strategies of competitors to Verge Motorcycles to be able to bring a different perspective to the strengths and weaknesses of its video marketing. As a part of the case study, I would have liked to actually test some of the suggestions and see how they would affect the performance of the video marketing efforts.

Possible future studies for Verge Motorcycles' video marketing would be now that the company is working globally, and each country will have its own local content to study how each local market reacts to the corporate content. And what type of video content works best for each target audience. Another study would be if there is a new digital platform where Verge Motorcycles would start sharing content. Having to study if the target audience is using such a platform and what type of video content would work the best for such a platform.

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8 Appendix