

Analysis of Build Your Dream's Marketing Strategy

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Abstract. With the continuous progress of science, environmental pollution is becoming more and more serious. Environmental problems are paid more and more attention by people. Under the premise of actively advocating new energy vehicles and green development, BYD (BYD) new energy vehicles in the context of green development, people began to gradually pay attention to the energy issues of the automotive industry. At the same time, the goal is to replace the traditional energy vehicle industry. However, China also strongly supports the development of the new energy vehicle industry. China has ambitious goals for developing new energy vehicles. At present, the Chinese government's subsidies for new energy automobile enterprises are very large, so the subsidies for new energy automobile enterprises within 1, BYD enterprise performance is particularly outstanding, it can be said that China's new energy leader. The research goal of this paper is to analyze the marketing strategy of BYD Company and get the research results that BYD is a seed player in China, with many uninspiring potential. The increase in green travel also makes environmental protection more advanced.

Keywords: BYD; market strategy; industrial development.

1. Introduction

In the context of low-carbon economic development, energy utilization efficiency continues to improve, but also gradually reduces carbon-based energy, and gradually increases the proportion of renewable clean energy consumption. Various energy-saving technologies, renewable energy technologies, and emission-reduction technologies have been continuously innovated and applied. As the problem of environmental pollution becomes more and more serious, the national government and individuals resonate with the issue of environmental protection, which also provides market demand for the development of a new energy industry [1].

The goal of the low-carbon sustainable development concept is to reduce and control greenhouse gas emissions from carbon-based energy and achieve sustainable economic and social development. To promote the transformation of a low-carbon economy, the key is to promote the continuous reduction of carbon emissions in economic and social development through necessary ways and means. Among many administrative, market-based, and technical emission reduction methods and means, carbon financial market trading is a market-based emission reduction method with relatively common standards and emission reduction effects in the world at present. The economic essence of low-carbon development is to reduce energy consumption and pollutant emissions, establish a new energy structure, solve the energy crisis, slow down the deterioration of climate, and promote sustainable development of mankind through technological and institutional innovation. Change the traditional high-carbon energy system, and establish a new environmental protection, green, and low-carbon technology system. The emergence of a low-carbon economy is to change the concept of human development, establish a system of policies and regulations for the development of a low-carbon economy, and cultivate a market mechanism to promote low-carbon development. Finally, under the guidance of the concept of sustainable development, through various means, we should reduce the consumption of high-carbon energy such as coal and oil as much as possible, reduce greenhouse gas emissions, achieve a win-win economic development form of economic and social development and ecological environmental protection, and also realize the low-carbon ecological production and living activities of human beings, and promote the improvement of the balance of the global ecosystem.

Tesla has a lot of competitors in the electric car market. In China's local brands BYD, Geely Auto, BAIC New Energy, and so on. These brands have strong strength in production scale and research and development capabilities and are actively catching up with Tesla's technological and market advantages.

Second, with the new power of car manufacturing. Weilai, Xiaopeng, ideal car, etc. These brands have achieved remarkable success in the field of new energy vehicles, successfully attracting a large number of young consumers.

Third, traditional car manufacturers. Such as Volkswagen, Toyota, and so on. These brands have deep technical accumulation and a wide customer base in the field of automobile manufacturing and are gradually transitioning to the electric vehicle market, which is also the first choice of many people.

Finally, for the tech giants, Apple, Google, etc. These companies enter the automotive field and use their advantages in software, artificial intelligence, and other fields to pose a potential threat to the electric vehicle market.

Tesla also faces competition from international brands such as BMW and Neo, as well as cheaper Chinese brands such as Wuling.

2. Analysis of BYD automobile marketing environment

2.1. BYD Company Introduction

Founded in February 1995 and headquartered in Shenzhen, Guangdong Province, China, BYD's industries include electronics, automobiles, new energy, and rail transit. As of December 2023, BYD's cumulative sales of 3,024,400 vehicles in 2023, an increase of 62.3% year-on-year, exceeded the annual sales target of 3 million vehicles. As a company with new energy vehicles as its core business, BYD is committed to providing green, unique, and efficient mobility solutions for the global market. Driven by technological innovation, BYD has been at the forefront of the new energy vehicle industry. The company has the world's leading power battery technology and electrification platform and continues to introduce high-performance, high-quality new energy vehicle products. Whether it is a pure electric model or a hybrid model, BYD is always committed to providing a longer range and a safer driving experience. Byd as the pride of Chinese manufacturing, product quality has been widely recognized by the market. The company has a complete gas field industry chain from research and development, and manufacturing to sales and after-sales service. Byd always adheres to the pursuit of excellence and quality to provide consumers with reliable and safe automotive products.

Byd is not only a car manufacturer, but also an environmental pioneer. The company actively advocates the concept of green travel and contributes to the global energy environment through the popularization and promotion of new energy vehicles. Because BYD always believes that environmental protection and business can be balanced, while providing users with high-quality automotive products, you can also pay attention to energy conservation and protection.

2.2. Development of BYD's Energy Vehicle Market

In 2023, China's new energy automobile industry reached a new high, and China's automobile industry achieved revenue of 10,097.6 billion yuan, an increase of 12%. According to the statistical analysis of the China Association of Automobile Manufacturers, the total sales volume of Chinese automobile enterprises in 2023 reached 30.9 million, with a growth rate of 12.4%. In 2020, BYD sold 427,700 cars as a whole, while BYD's new energy vehicles sold 189,700 cars within a year, ranking first in China within five years. In May 2021, BYD's cumulative sales reached 45,176 cars, showing an increase of 45.3% [2].

Data show that in 2013, China's new energy vehicle sales completed 949.5 units, and the penetration rate reached 31.56%, an increase of 5.8% compared with 2022. According to the data, sales of new energy commercial vehicles in 2023 accounted for 11.1% of commercial vehicle sales, and sales of new energy passenger vehicles accounted for 34.7% of passenger vehicle sales. In 2023, the top 10 enterprises in China's passenger car sales are BYD, FAW-Volkswagen, Chery Automobile,

Geely Automobile, Changan Automobile, SAIC Volkswagen, Great Wall Motor, SAIC General Motors, SAIC Passenger Cars, and GAC Toyota. Byd Auto remembers the advantages of new energy to achieve rapid development, according to statistics, 2023 sales completed 3.013 million. It ranks first in passenger car sales in China, with a market share of 11.8 percent. From the perspective of new energy passenger vehicles, the top ten enterprises in 2023 sales are BYD, Tesla China, Geely Automobile, GAC, SAIC-GM-Wuling, Changan Automobile, Ideal, Shanghai Passenger Car, Great Wall Automobile, and NiO Automobile. Among them, BYD, as a leading domestic new energy vehicle enterprise, has the advantage of scale. Accounting for 33.9% of the industry share, the industry status is higher

2.3. BYD's Carbon Economy

Byd is a leading carbon planning company in the automotive industry. According to the 2020 report data, BYD's investment in the environment is 450 million yuan. Byd's corporate investment direction is green technology transformation, equipment upgrading, and environmental assessment. On the other hand, to better build a low-carbon economy, BYD has adopted a variety of emission reduction methods. They do this by saving energy, using recyclable materials, recycling and reusing waste, creating green parks, etc., to better and sustainably reduce their own resource consumption and unit CO₂ emissions. According to some reports in 2021, BYD has also gained some international recognition in terms of sustainability. At the 26th United Nations Climate Change Conference in 2021, BYD was invited to participate in several related activities and gave a panel discussion and keynote speech. Byd Pure Electric is also the official shuttle bus representative of the United Nations, providing green travel services for representatives of more than 190 countries and regions.

3. Marketing Status and Existing Problems of BYD's New Energy Vehicles

3.1. Marketing Status of BYD's New Energy Vehicles

Byd has always taken green environmental protection as the core of the sustainable development of the brand, actively advocated low-carbon travel, and better promoted the development of new energy vehicles. This marketing status has won the recognition and love of more and more consumers. Byd is adept at using advertising to strengthen its brand image and influence. Byd will invite some well-known stars to endorse BYD's new energy vehicles, and attract more consumers' attention and purchase desire through the appeal and influence of stars, which is also BYD's marketing status quo. Byd is at the forefront of new energy vehicles, BYD's new energy vehicle market is hot, and the trend of "green consumption" in the automotive industry is obvious. According to some surveys, men are more concerned about new energy vehicles. Among users aged 25-35 who are single or at the new family stage, they are also more concerned about environmental protection and new technologies. To some extent, they also prefer to use new energy vehicles. With the development of mobile applications, BYD has carried out diversified and multi-content advertising on various platforms. Short video platform marketing enhancement, different content platform marketing emphasis is different, in a software "Tiktok" revealed the demand for live marketing. In addition, in terms of marketing, it can also cooperate with e-commerce platforms such as Taobao and Jingdong. At the same time, BYD's new energy vehicle products can be added to the transmission and promotion of the "618" and "Double 11" shopping festival [3].

Byd will carry out customized marketing strategies for the market needs of different countries and regions. They will further understand the preferences and needs of local consumers, BYD can provide products and services in line with the local market, and can also better enhance the competitiveness of products. In addition, BYD also pays special attention to cooperation with overseas partners, and will further strengthen channel construction and brand promotion in overseas markets by establishing joint ventures with local enterprises. The cooperation model will help boost BYD's share and sales network in overseas markets. Better seek opportunities and market expansion in overseas markets. Byd will expand its visibility and market share in overseas markets by participating in international

exhibitions, holding promotional activities, and establishing local sales and service networks. The reasons for BYD's success in overseas marketing lie in its good brand reputation, strong technical strength, meeting global needs, customized marketing strategies, partnerships, and market expansion capabilities. These factors have contributed to BYD

The new energy vehicle market is hot, the "green consumption" trend of the automotive industry is obvious, the consumption of new energy automotive supplies is considerable, and the new energy vehicle charging pile has become the most popular single product in the past year. The new energy vehicle industry chain adopts a vertical integration strategy, covering the key links of the industry chain such as power batteries, car-level chips, chassis manufacturing, and vehicle R & D and manufacturing so that the company has outstanding performance in technology, product innovation, cost control, and supply chain security. In terms of technology, pure electric hybrid dual-platform, three-point technology is the world's leading. Byd blade battery has high safety, high mileage, power density increased by 30%, and the maximum efficiency of electronic control is 99.7%. On the other hand, from the cost point of view, the use of vertical integration depth layout, the cost advantage is unbreakable. In the case of the concept of green development, the value of the enterprise is about the profitability of the enterprise to a certain extent in the future, and the good or bad development ability is the premise of realizing the maximum profit of the enterprise [4].

The industrial chain is in the upstream state, BYD uses investment, non-ferrous smelting, bidding for lithium mines, midstream through the five Fordi company and BYD semiconductor, BYD electronics layout, downstream through BYD sales, BYD auto finance, to create car sales, consumption amount and after-sales service after the market layout. In terms of innovation. Efficient research and development of the whole industrial chain, leading the electrical intelligent revolution. The company's independent research and development and investment areas involve semiconductors, equipment, lithium battery materials, materials, mining, etc., the better consumer-oriented vehicle provides optimization ideas for the upstream link, and the accumulation and collision of the upstream link accelerates the development of new technology for the vehicle, forming a virtuous cycle of "flywheel effect", finally, from the point of view of the channel, wide coverage, and sinking layout. Sales efficiency leading. In recent years, BYD has made great efforts to reform sales and service, cultivate sales capabilities that match the company's products, strengthen the training system for sales and service personnel, and compete in different war zones.

3.2. Problems in the Marketing of BYD's New Energy Vehicles

This marketing strategy also has potential risks. The internationalization process is not as good as expected. Language problems, localization management, policy differences, non-standard brand acceptance and after-sales service, and fierce international competition may hinder BYD's internationalization process. From capacity expansion to less than expected, although the company has given optimistic battery and automotive production expansion guidance, and the delivery volume is gradually improving, the actual capacity may be less than expected, and there is a large probability of delivery delays. When costs are lower than profits, profits may be lower than expected. Although the company has given certain expectations under certain premises, the power battery industry and the new energy vehicle market are still in the early stages, to occupy a larger market share, BYD wants to achieve the expected effect better, it is likely to make more and more sacrifices in price with a high probability, and the improvement of profit margins may not be as expected. As far as BYD's growth is concerned, BYD's industry growth may not be as expected compared with other auto manufacturers.

The penetration rate of new energy vehicles in China is often lower than expected, which also makes the company's performance miss expectations. In the case of such an active new energy vehicle market, major industries are developing and progressing in new directions and new ideas, which has also led to a significant increase in industry competition. Driven by the rapid development of new energy vehicles, in this case, Tesla's price reduction, traditional car companies vigorously develop new energy vehicles, new forces to launch new models, and BYD as the key to the new start of new

energy, or will make the industry more competitive. Excessive marketing can lead to many problems. From the first point of view, advertising saturation may make consumers feel bored and tired, and have negative emotions about advertising response, thus affecting the effective communication of advertising and the establishment of brand image. On the other hand, over-marketing sometimes exaggerates the advantages of a product or service, making consumers misunderstand the true effect and value of the product or service. Third, excessive publicity will also make consumers disgusted, excessive marketing behavior may make consumers feel uneasy and pursue, and even make consumers feel uncomfortable. Fourth, excessive marketing will also generate unnecessary costs, and may also lead to excessive promotion costs, and can not get the corresponding return on investment. Finally, excessive marketing promotion may leave consumers too commercial. After more than 10 years of development, new energy vehicles have become the largest marketing point of auto dealers [5].

To better control your risk strategy, diversify your investments. Reduce the experience risk of a single product or service, and expand the main business to other new energy fields or related fields. Strengthening technology research and development to better face industry risks can continue to carry out technological innovation and improvement, further improve product quality, performance, and function, and can also better face multiple technical risks. Secondly, to better avoid the risk of policy differences, we can strengthen the analysis and research of policies and regulations, actively communicate with the government, deeply understand the direction and purpose of policy adjustment, and better avoid risks such as blind investment. In terms of marketing, you can talk about marketing, through brand shaping, product improvement, channel development, and other means, you can further improve market competitiveness, and create more market space and opportunities. Now, under the influence of the strengthening of capitalism, it is more necessary to control the financing risk of the capital market, scientifically evaluate the risk of the capital market, control the level of leverage, and maintain a cautious attitude to financial risk control. Finally, the most important purpose is to make the best use of everything, improve efficiency, control the problems existing in marketing, reduce enterprise costs, and improve the scale effect of production efficiency.

4. Conclusion

Through research, this paper finds that marketing strategy refers to the marketing objectives and the plans and programs to achieve the objectives formulated by enterprises for survival and development. Therefore, if enterprises want to obtain long-term development and long-term goals, they must carry out unified planning and management of the entire marketing activities of enterprises, and formulate and implement marketing strategies. Generally speaking, different enterprises adopt and use different marketing strategies in different stages and different periods. To achieve long-term and long-term development, it is necessary to carry out unified planning and management of the entire marketing activities of the enterprise and formulate and implement marketing strategies. Behind this confidence is the rise of Chinese car-making brands. Behind the big pattern, in addition to the content of big brands that make it easier to make big narratives, there is also the way of dialogue and the grasp of real-time. The main contribution of this paper is that BYD's green industry has always led and actively responded to the national strategy, but also actively responded to the trend of The Times. Promote "carbon neutral" development goals across the country. For the suggestion, BYD can increase the charging pile outside, going out to charge is not so convenient, and maybe some places of charging piles are bad. Actively advocate the response to global climate change, promote the development and application of low-carbon technologies, achieve green development, and better protect the changing environment, while reducing carbon dioxide emissions. The current research products are in line with the development trend of green travel. The reason why BYD is particularly popular in the market is also because of the popularity of BYD's new energy vehicles, which are also conducive to the trend of green travel in the current era, and have been recognized by environmentalists and consumers. In terms of core competitiveness, BYD has strong strength and

certain innovation ability in new energy technologies such as battery technology and vehicle manufacturing rectification, so BYD's new energy vehicles have leading and strong competitiveness in overseas markets.

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