MARKETING STRATEGY

WANDER
WHEELS

Introduction

Wander Wheels is committed to redefining the camper van rental and sales industry by integrating Augmented Reality (AR) and interactive 3D modelling into the customer journey. Combining cutting-edge technology with exceptional customer service, the brand aims to differentiate itself in a competitive market while appealing to modern adventure seekers.

Target Audience

Demographics
- Primary Age Group: 25-45 years old
- Secondary Audience: Travel enthusiasts of all ages interested in road trips and van life
- Income Level: Middle to high-income individuals who prioritize experiences over possessions

Psychographics
- Tech-savvy individuals who appreciate innovation in travel
- Adventure seekers who desire flexible, independent travel experiences
- Sustainability-conscious consumers interested in eco-friendly camper van options

Consumer Behaviour
- Active users of digital platforms and social media
- Rely on online research and virtual experiences before making purchase or rental decisions.
- Engage with interactive and immersive content that enhances their buying experience.

Market Analysis

Industry Trends & Growth
- Rise in Experiential Travel: Studies show that millennials and Gen Z prioritize experiences over material possessions, fuelling the demand for camper van rentals.
- Shift to Digital & AR-Enhanced Shopping: A 2023 report by Deloitte found that 70% of consumers prefer brands offering digital product visualization, reinforcing Wander Wheels' focus on AR.
- Sustainability Movement: The shift toward eco-conscious travel has increased interest in camper vans, especially among remote workers and digital nomads.

Competitive Analysis
- Key competitors: Traditional camper van rental companies relying on static imagery and physical showrooms
- Competitive Advantage: Most competitors lack immersive digital experiences, giving Wander Wheels a first-mover advantage in AR and 3D customization for camper vans

Brand Positioning

Unique Selling Proposition (USP)
Wander Wheels bridges the gap between adventure and innovation by offering AR-enhanced camper van exploration and interactive 3D customization, providing an engaging, user-friendly, and personalized experience.

Brand Messaging
"Hit the road with Wander Wheels – where adventure meets eco-technology!"
This tagline reinforces the brand's fusion of freedom, travel, and digital innovation.

Marketing Objectives

1. Increase brand engagement through interactive AR and 3D viewing experiences.
2. Position Wander Wheels as an industry leader in tech-driven camper van sales.
3. Enhance brand recognition and memorability through unique AR experiences.

Marketing Channels & Strategies

1. Digital Marketing & Social Media
- Instagram & TikTok Reels: Showcasing AR previews, 3D animations, and user testimonials.
- Facebook & Google Ads: Targeted campaigns promoting Wander Wheels' immersive van customization experience.
- YouTube Demonstrations: AR walkthroughs and "How to Customize Your Dream Van" tutorials.

2. Augmented Reality & 3D Technology
- QR Codes on Brochures & Billboards: Direct users to AR previews of Wander Wheels vans.
- Mobile App AR Integration: Users can view different layouts and explore their dream van in real-world environments.

3. Traditional Marketing & Outdoor Advertising
- Billboards near travel hotspots with a QR code leading to the AR van tour.
- Brochures at road trip-friendly locations (campgrounds, travel agencies, and rental hubs) emphasizing tech-driven van exploration.

4. Email Marketing & Retargeting
- Personalized newsletters with exclusive deals on rentals, customization options, and AR experiences.
- Retargeting ads for users who interacted with AR experiences but have not booked yet.

5. Influencer & Community Engagement
- Collaborate with van life influencers to promote Wander Wheels through immersive AR content.
- Launch a #MyWanderWheels campaign, where users share their custom-built AR camper van designs on social media.

Metrics & Key Performance Indicators (KPIs)

- App/Website Traffic & Engagement: Track visits, session duration, and bounce rate.
- AR & 3D Viewership: Monitor the number of users engaging with AR van experiences.
- Conversion Rates: Measure bookings and purchases after engaging with digital experiences.
- Social Media Performance: Analyse reach, engagement, and user-generated content.
- Customer Feedback: Collect data through post-purchase surveys and app reviews.

Review & Adjustments

- Quarterly Marketing Analysis: Evaluate campaign performance and optimize based on insights.
- Customer Feedback Loops: Incorporate direct feedback to refine AR usability and engagement.
- Emerging Technology Integration: Stay updated on new AR and AI marketing tools to enhance customer experience.