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9 Top Automotive Marketing Trends Fueling the Industry

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[9 Top Automotive Marketing Trends Fueling the Industry](#)



By Intelligent Relations Team

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Automotive marketers face many challenges due to the nature of the industry and changing consumer preferences.

Let's look at just a few.

First, consumers now conduct extensive research before visiting dealerships. Automotive marketers need to provide experiences both online and on-site.

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On top of that, vehicles are increasingly complex with emerging products and features. It's important to market these features while avoiding overwhelming consumers with information.

Want more?

Growing environmental concerns have led to a shift in consumer preferences. It's crucial to address these concerns with sustainable options to build a positive reputation for your brand.

With all these challenges how does anyone make their marketing strategy work?

One way is to stay current with the latest automotive marketing trends.

Be among the first to adopt innovative strategies, and you capture the attention of potential customers before your competitors do.

They also allow you to optimize marketing efforts, potentially reducing costs and improving ROI.

So where do you start? We've compiled 9 of the most relevant automotive marketing trends below, so you can stay ahead of the curve.



Want to get a head start on launching your PR and marketing campaigns?

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Let us help. Book a free consultation with one of our PR and marketing experts. We'll help you find out where you could benefit from adopting the latest automotive marketing trends.

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Our 9 Top Automotive Marketing Trends 2024

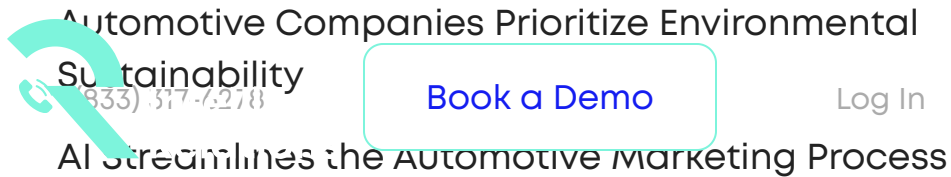
Automotive PR Enhances Public Perception

Automotive Thought Leaders Share Valuable Industry Insights

Mobile Automotive Marketing More Relevant Than Ever

Video Content Captivates Customers

Augmented and Virtual Reality Bring Potential Buyers Right to the Showroom



Omnichannel Marketing Offers Multifaceted Customer Experience

Local SEO Drawing Buyers Into the Showroom

1. Automotive PR Enhances Public Perception

With [automotive public relations](#) (PR), you're not just in the driver's seat. You're the navigator of your narrative and public perception.

PR efforts can shape the public's perception of an automotive brand's safety, innovation, and environmental responsibility.

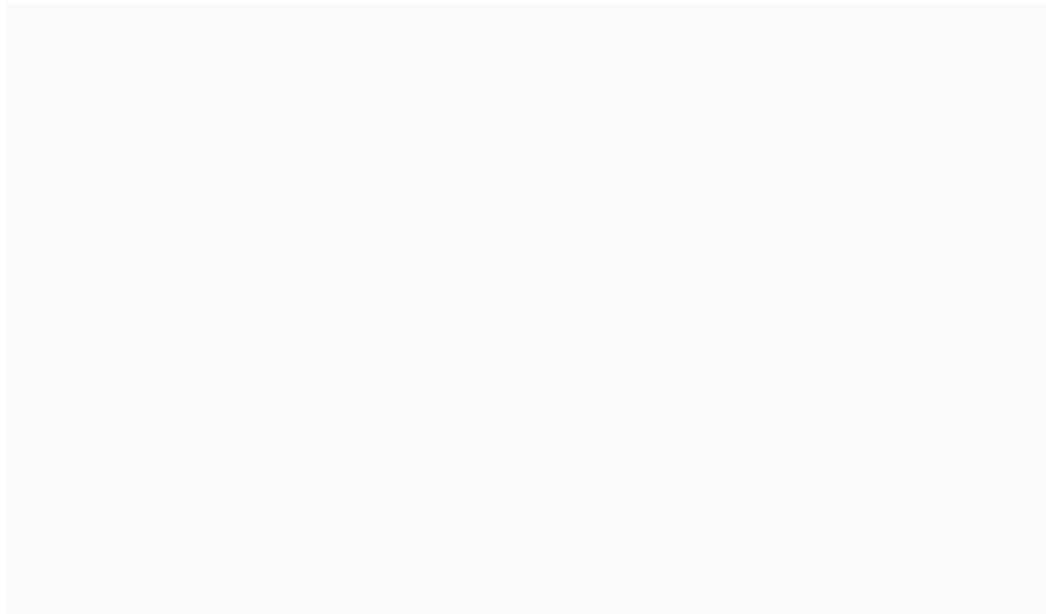
Plus, it can help automotive companies navigate crises, address product recalls, and communicate with stakeholders, ensuring transparency and accountability.

Storytelling is a potent tool for automotive PR. Instead of focusing solely on technical specifications, share engaging narratives about your automotive brand's journey. Include your innovations or the people behind the products.

Also, highlight real-world success stories, customer experiences, or unique design and engineering challenges.

Want an example of what it looks like to adopt PR as one of your automotive [pres. release reqs.](#) Check out this [Log In](#) [ment](#) between BMW, Ford, and Honda:

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Pro Tip: Maintain an active presence on social media channels, where you can showcase your automotive brand’s personality and PR content. Consider creating engaging video content, such as behind-the-scenes looks, product demonstrations, or educational content.

Want more information on how to blend social media and PR? Check out our comprehensive guide: [Social Media PR – 6 Easy Ways to Connect with Your Target Audience](#)

2. Automotive Thought Leaders Share Valuable Industry Insights

What makes thought leadership one of the most current automotive marketing trends? [Book a Demo](#) [Log In](#)

For the automotive industry, thought leadership is about more than just steering the conversation. It's about taking the wheel and paving the way for innovation.

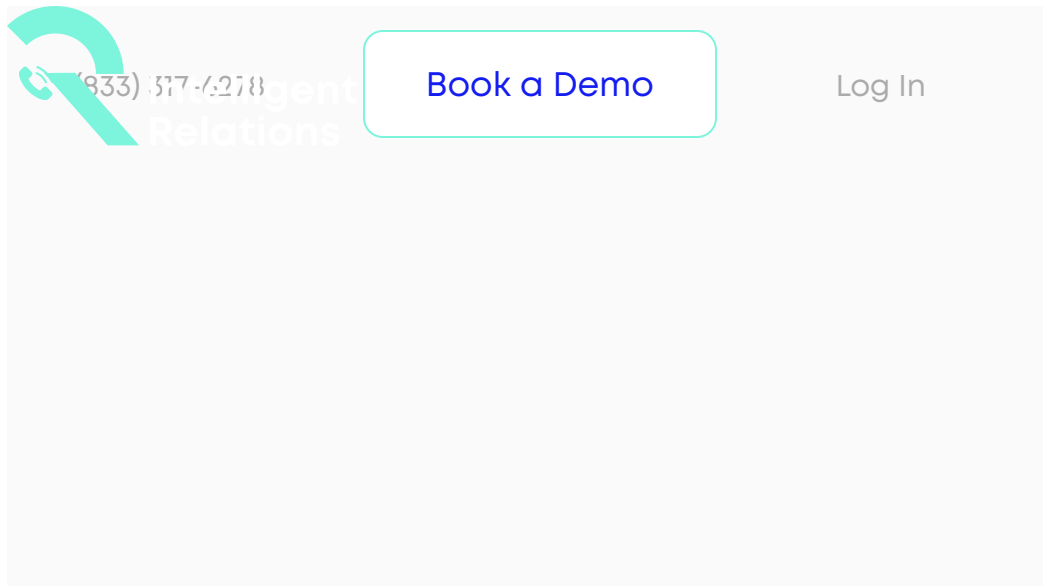
When you consistently provide valuable information, innovative perspectives, and industry expertise, you set yourself apart as a go-to source for information and solutions.

Plus, potential buyers are more likely to consider your products and services when they perceive your brand as knowledgeable and reliable.

To leverage thought leadership, don't just promote your brand. Offer solutions, share innovative ideas, and provide practical advice that resonates with your target audience. Also, address automotive industry challenges, trends, and consumer pain points.

Want to know how other brands are employing thought leadership as one of their top automotive marketing trends?

This [thought leadership article](#) on automotive industry changes provides a perfect example:



Pro Tip: Diversify your content strategy and consider the preferences of your target demographic. Choose the formats that resonate with them. For example, create informative videos for tech-savvy audiences or in-depth articles for those seeking in-depth knowledge.

Find out how to rev up your automotive thought leadership efforts by reading our article: [**Unlocking the Power of Thought Leadership Marketing \(Benefits + Best Practices\)**](#)

3. Mobile Automotive Marketing More Relevant Than Ever

Mobile-first is one of the most innovative automotive marketing trends for 2024. With the use of mobile phones

becoming so prevalent, why hit the dealership when you can just hit the couch?
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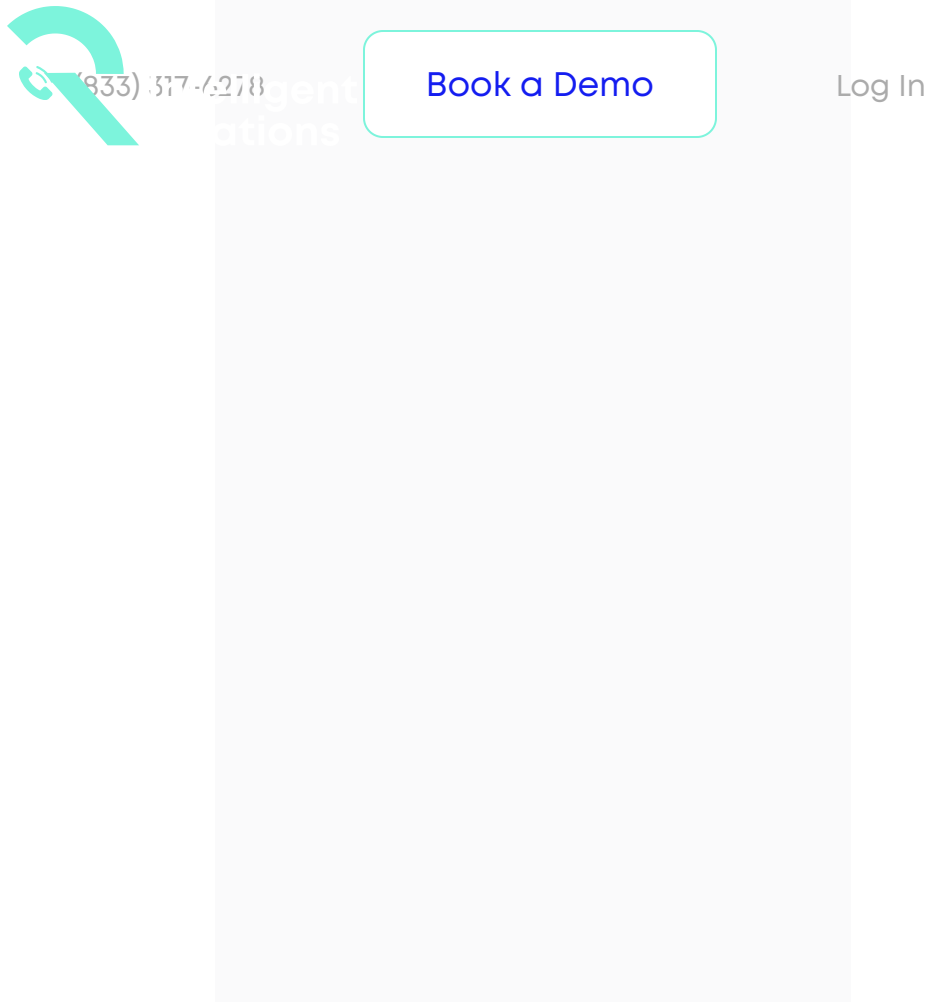
Consumers looking for cars realize this more than ever. In fact, research shows that more than [65% of traffic](#) to automotive e-commerce websites in 2022 came from mobile devices.

Consumers today use mobile devices to compare prices, read reviews, and access information on the go. Having a strong mobile presence allows you to meet customers where they are. Plus, mobile devices offer the opportunity for precise location-based marketing.

You can provide instant access to crucial information and engage customers effectively throughout their buying journey.

Optimize your automotive website and landing pages for mobile devices. Mobile users expect a seamless and fast experience. Your site should load quickly, have a mobile-friendly design, and be easy to navigate on smaller screens.

Here is an example of how to adopt mobile optimization as one of your key automotive marketing trends:



Pro Tip: Compress images, minimize code, and use browser caching to improve page load times. [Google's PageSpeed Insights](#) tool can help identify performance bottlenecks for both mobile and desktop versions of your website. Plus, it provides optimization recommendations.

Want to take things a step further and make mobile part of your automotive marketing strategy? See our article: [**8 Mobile Marketing Trends to Upgrade Your Strategy in 2024**](#)

4. Video Content Captivates Customers

One of the top automotive marketing trends is to make video content the heart of your brand's marketing efforts.

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Video marketing will allow you to showcase the aesthetics and features of vehicles in an engaging way.

Plus, video has already influenced [75% of online automobile shoppers](#). That alone places it among the top digital automotive marketing trends.

Among other things, video allows you to provide virtual product demonstrations and test drives. You can give potential buyers a firsthand experience of a vehicle's performance, safety features, and interior amenities.

When creating automotive marketing videos, include compelling storytelling. Instead of just showcasing product features, focus on the emotions and experiences associated with your cars.

Highlight how your vehicles can enhance the lives of your customers. This can be an adventurous road trip or a heartwarming family journey.

Want an example? Check out Nissan's video on the 2024 Sentra driver assistant features:



Pro Tip: Don't limit your video content to a single product. Produce a variety of videos. Diversify your content to cater to

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different stages of the customer journey.

Consider producing a variety of videos. This can include product walkarounds, how-to guides, test drives, and customer testimonials.

Want to learn more innovative ways to leverage video content? See our article: [Top 10 Video Marketing Trends for 2024 \[+ Tips\]](#)

5. Augmented and Virtual Reality Bring Potential Buyers Right to the Showroom

Imagine trying out a new car without leaving your living room. This isn't science fiction, it's augmented reality (AR) and virtual reality (VR). And it's one of the best automotive marketing trends in 2024.

That's because a [large percentage of people](#) all over the world already use AR and VR for shopping purposes. That includes shopping for cars. AR and VR allow consumers to take virtual test drives, customize interiors, and experience new features firsthand.

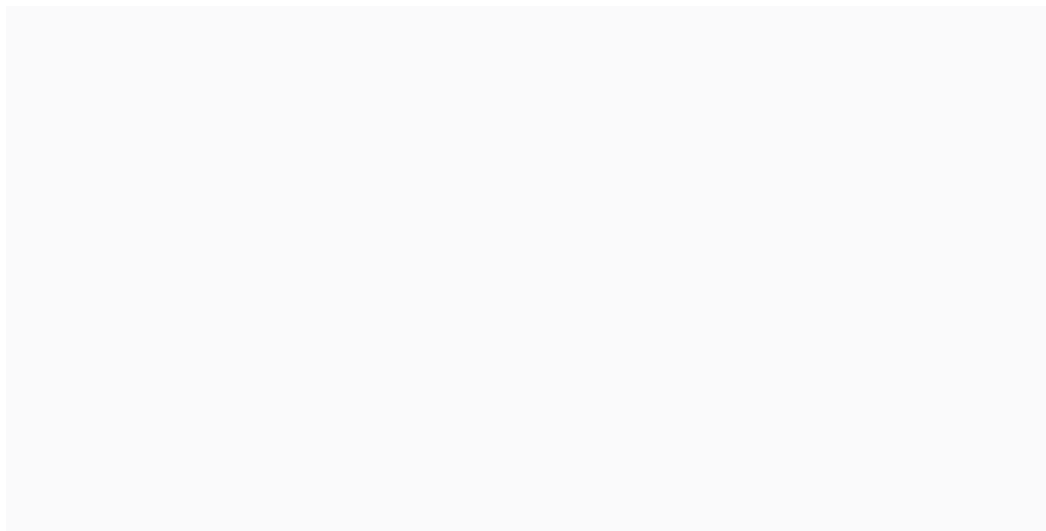
Create interactive AR or VR product configurators that allow customers to personalize their vehicles. This should enable users to choose colors, trims, features, and accessories. Some tools worth adding to the showroom include [Unity](#), [Unreal Engine](#), and [360 media](#).

Also, develop VR simulations that offer virtual test drives and experiences. Create realistic driving scenarios, such as city streets or urban environments.

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Need an example of why AR and VR are among the top automotive marketing trends? See the sample of a 2024 Nissan Altima:



Pro Tip: Use AR and VR to educate customers about your vehicles' features, safety technologies, and maintenance procedures. Create immersive tutorials or guides. This helps customers understand the value of your products.

6. Many Automotive Companies Prioritize Environmental Sustainability

Many automotive companies are doing more than just driving change. They are moving towards a greener tomorrow.

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Research shows that the green initiatives taken by the automotive industry are [driving down CO2 emissions](#). That includes creating hybrid and electric vehicles, as well as incorporating cleaner manufacturing and packaging practices.

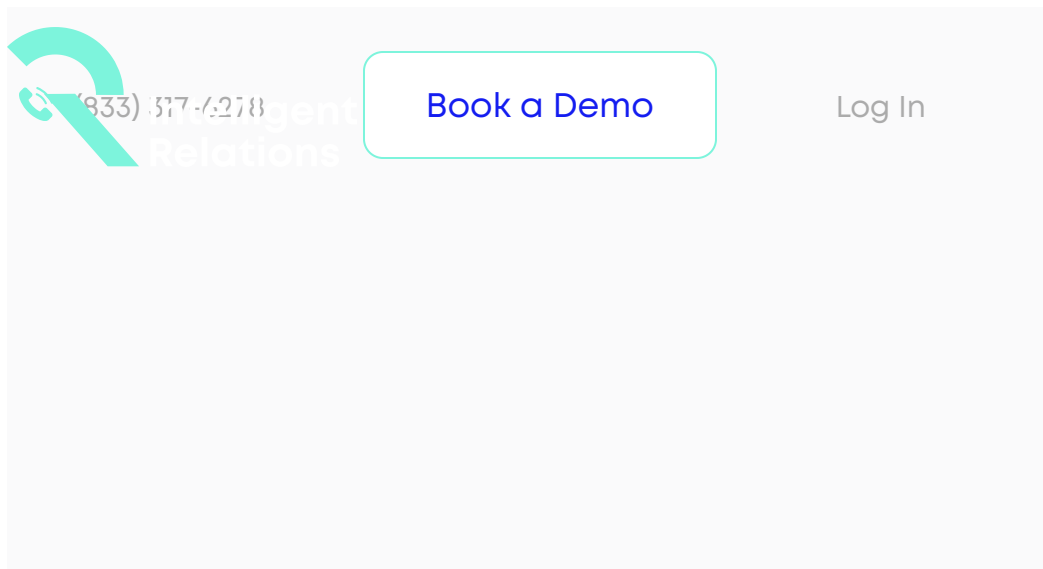
Plus, about a [third of consumers](#) are increasingly making eco-conscious choices. This demand for greener options has forced automakers to pivot towards sustainability to stay relevant.

To join the green automotive revolution, create a narrative that highlights your brand's journey toward sustainability. Share the milestones, challenges, and triumphs along the way.

Collaborate with environmental organizations, NGOs, or sustainability advocates. These partnerships lend credibility to your sustainability efforts and demonstrate a commitment to meaningful change.

Just remember, greenwashing isn't sustainability. Adopting this as one of your automotive marketing trends means doing the work with authenticity and transparency. Otherwise, there's a good chance this can backfire.

The example below from Toyota demonstrates how one of the bigger brands is embracing the sustainability trend:



Pro Tip: Provide educational content to help consumers understand the environmental impact of their choices. Explain the benefits of eco-friendly technologies like electric vehicles, hybrid systems, or fuel-efficient engines.

7. AI is Streamlining the Automotive Marketing Process

AI isn't just one of the top automotive marketing trends, it's a top digital marketing trend.

Studies show that [64% of marketers](#) in general use AI. Another 44.4% use it for content production. And it's already streamlining marketing efforts for many automotive companies.

To best use AI for automotive marketing, start by employing [predictive analytics models](#). This will help you predict the purchase intent of online shoppers or

forecast demand for specific vehicle models and options.

Tools like Power BI help you do binary models.

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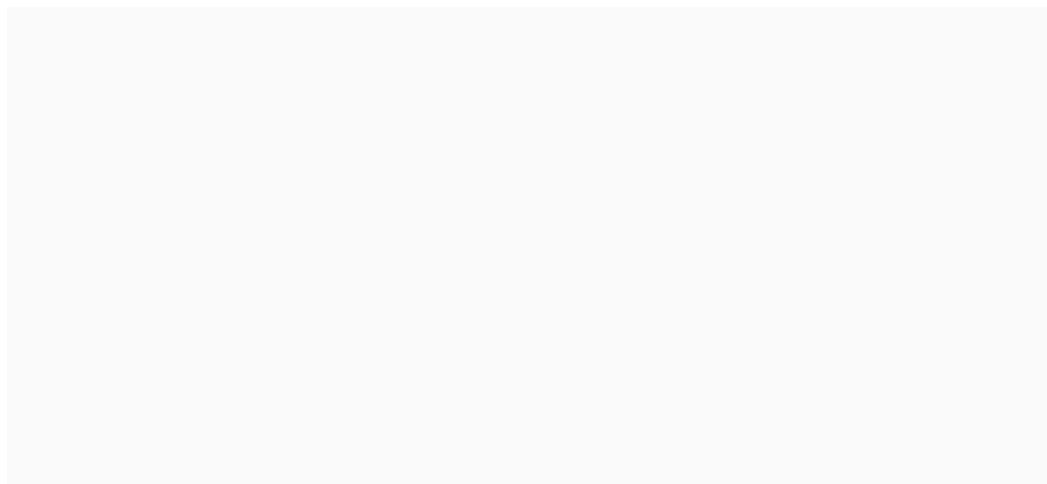
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You can also use AI to optimize pricing strategies based on market trends, demand fluctuations, and competitor pricing.


If that sounds like a lot, there are less intense ways to leverage the technology. Consider using automation tools with built in AI. For example, chatbots. AI-powered chatbots and virtual assistants help provide instant and tailored responses for common customer inquiries.

This AI-powered chatbot from CarMax demonstrates how one company is using the trend to automate tasks that can often create bottlenecks for brands:



Pro Tip: Use AI-driven data analytics to gather insights into customer preferences, behaviors, and purchase history. Then, create personalized marketing campaigns that cater to individual interests and needs.

Interested in automating more of your marketing strategy? Then you'll want to check out our marketing automation trends list: [10 Emerging Marketing Automation Trends for 2024](#)



Omnichannel Marketing Offers a Multifaceted Customer Experience

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Omnichannel marketing still remains one of the best automotive marketing trends for a reason.

That's because it's all about providing a seamless customer experience from the showroom to the mobile screen.

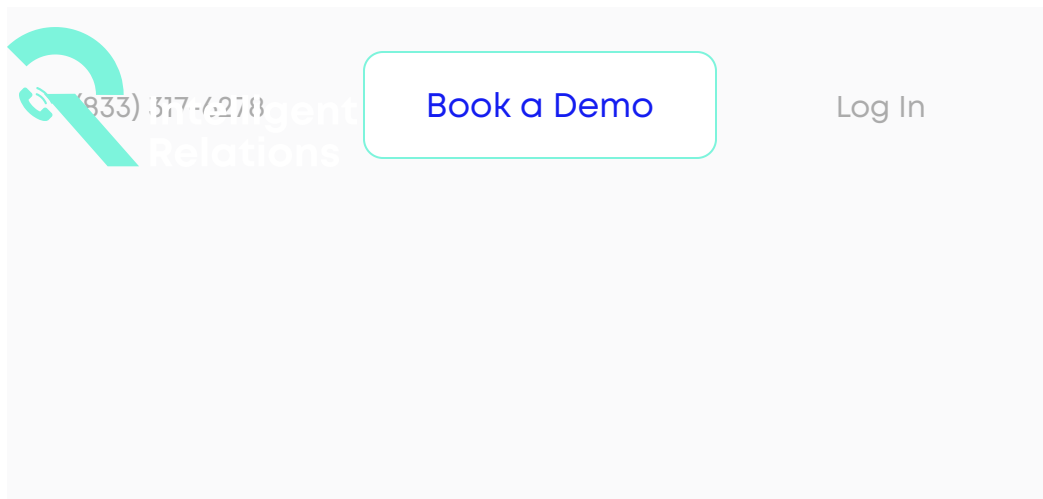
Car buyers expect a smooth and consistent experience across all touchpoints. With omnichannel marketing, you can provide information, support, and engagement at every step of the buyer's journey.

When using omnichannel marketing, you want to give potential buyers plenty of options. Ensure that your online presence is just as informative and engaging as your on-site showroom.

Also, keep track of all customer interactions and data from all touchpoints. You can use a centralized database to store and retrieve this data for marketing purposes.

Want to see how other brands are making this one of the leading automotive marketing trends?

See the example from AutoNation below. You'll notice that the home page offers options to search for cars online, use a chatbot, or find a store near you:



Pro Tip: Maintain a consistent brand identity and messaging across all channels. That includes your website, social media, call center, and showroom. This helps build trust and recognition.

The best way to maintain consistent brand messaging is to have a great content strategy in place. Learn more here: [7 Top Content Marketing Trends 2024 \[+ Tips and Tricks\]](#)

9. Local SEO Draws Buyers Into the Showroom

Why is Local SEO one of the leading automotive marketing trends? It's like a fine-tuned engine for your automotive marketing efforts. It helps rev up your online presence and draw local buyers into your shop.

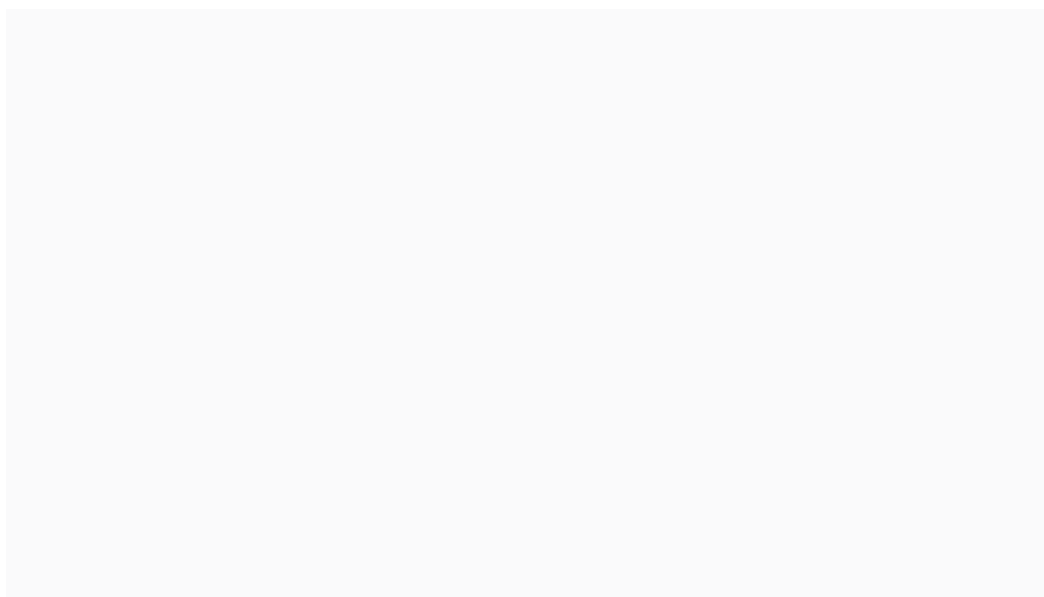
Research shows that [four out of five local searches](#) on mobile devices result in sales across a variety of

industries.

To use local SEO, you [Book a Demo](#) and optimize your Google My Business (GMB) listing. Make sure that all NAP (Name, Address, Phone Number) information on your GMB is up-to-date and accurate. Make sure it is also written the same across all your channels.

Encourage customers to leave reviews on your GMB listing. This can help boost your local ranking. Additionally, keep your GMB listing fresh with posts and images related to your products and services.

Here is an example of why local SEO is one of the most important automotive marketing trends:



Pro Tip: Create content that resonates with your local audience. This can include blog posts, videos, or social media content that discusses local events, news, and automotive trends.

Want to learn how blending PR and SEO gets better results for both strategies? Learn more here: [PR SEO: Synergy for Success \[Tips, Tactics, and Best Practices\]](#)

Key Takeaways on the Latest Automotive Marketing Trends

The automotive marketing landscape is highly competitive, and consumer behavior is evolving. To succeed, you need to adapt to these changes by providing experiences that cater to the needs of informed consumers.

Adopting these automotive marketing trends is a great starting point. Trends like video, AR, VR, and mobile allow you to market the more complex features of new vehicles effectively. Other strategies lean into compelling brand storytelling that's not overwhelming.

Whichever automotive marketing trends you decide to adopt, just remember that brand trust is increasingly important for consumers. Be sure that your efforts are authentic, transparent, and relevant to your expertise. That's how you attract and build consumer trust and loyalty.

Still not sure how to incorporate these trends into your marketing and PR mix? Let us help! Simply [book a free consultation](#) to get expert insight into how to improve your current strategy.

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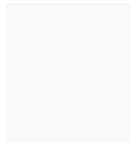
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