**BMW Takes Content-Led Approach to Marketing**

BMW is focusing on providing mobile experiences and engaging content for consumers as part of its marketing efforts, while its global head of digital marketing, Jorg Poggenpohl, notes the goal is to increase engagement in the upper sales funnel. Poggenpohl says, "Based on data-driven insights we wanted to create relevant and snackable content in helpful and entertaining ways."

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<https://www.marketingweek.com/2019/02/25/bmw-content-sales-funnel/>