



Socialbakers Report:
Paris Motor Show 2012 featured
Car Brands on French Facebook













The Paris Motor Show (Mondial de l'Automobile) is a biennial auto show that takes place in Paris. It is one of the most important motor show exhibitions in Europe. Every time this event takes place it brings world car premiers, dozens of technical news and innovations, celebrities, models, buzz and atmosphere that attracts interest of both media and car enthusiasts. In 2012 it was held between September 29 and October 14.

In this short study we take a look at 30 French Facebook pages of car brands that presented at the motor show. We paid particular close attention to their Fan Growth and how successful they were at Engaging (Interactions) and Communicating (Response Rates) with their fans during the show.

Car Brands by number of fans (1-10)



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Name	Fans	Fan Growth	Moving Average of Post ER	Interactions	People Talking About	Response Rate Questions
 BMW France Automobile	408 453	+17 276 +4,42%	0,8039 %	50 472	21 905	25 % 2/8
 Audi France Automobile	394 294	+4 258 +1,09%	0,3474 %	18 257	7 148	33,33 % 2/6
 Citroën France Automobile	274 701	+4 182 +1,55%	0,1882 %	11 775	5 008	22,22 % 2/9
 MINI France Automobile	268 326	+8 277 +3,16%	0,1392 %	1 892	4 661	0 % 0/4
 Mercedes-Benz France Automobile	153 644	+13 830 +9,89%	1,8189 %	43 596	24 051	0 % 0/2
 Peugeot France Automobile	108 948	+2 701 +2,54%	0,7423 %	34 766	8 640	50 % 6/12
 Ford France Automobile	107 373	+8 640 +8,75%	0,3103 %	5 223	6 708	10 % 1/10
 Toyota France Automobile	97 545	+9 197 +10,41%	0,4024 %	2 389	6 784	33,33 % 2/6
 Volkswagen France Automobile	87 584	+4 134 +4,95%	1,7601 %	12 381	8 082	16,67 % 2/12
 Nissan France Automobile	71 545	+7 874 +12,37%	0,6448 %	22 430	8 748	75 % 3/4

Car Brands by number of fans (11-20)













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	KIA France Automobile	83 573	-129 -0.2%	0,0742 %	962	1 827	80 % 3 / 5
	Renault France Automobile	54 625	+15 439 +39.4%	1,4425 %	11 448	12 064	28,57 % 4 / 14
	Fiat France Automobile	44 176	+19 510 +79.1%	0,3219 %	880	10 105	20 % 1 / 5
	Hyundai France Automobile	39 656	+70 +0.18%	0,2096 %	1 206	1 272	0 % 0 / 10
	Dacia France Automobile	33 789	+13 326 +65.12%	1,2776 %	6 926	8 453	52,17 % 12 / 23
	smart France Automobile	31 473	+735 +2.39%	0,5628 %	785	307	16,87 % 1 / 6
	Jeep France Automobile	26 207	+38 +0.15%	0,0092 %	1 137	496	0 % 0 / 2
	OPEL FRANCE Automobile	25 484	+185 +0.73%	0,3719 %	769	709	66,67 % 4 / 6
	Mazda France Automobile	24 811	-46 -0.19%	0,2232 %	1 513	326	N/A 0 / 0
	Chevrolet France Automobile	20 347	+280 +1.4%	0,9184 %	3 538	803	16,87 % 1 / 6

Car Brands by number of fans (21-30)

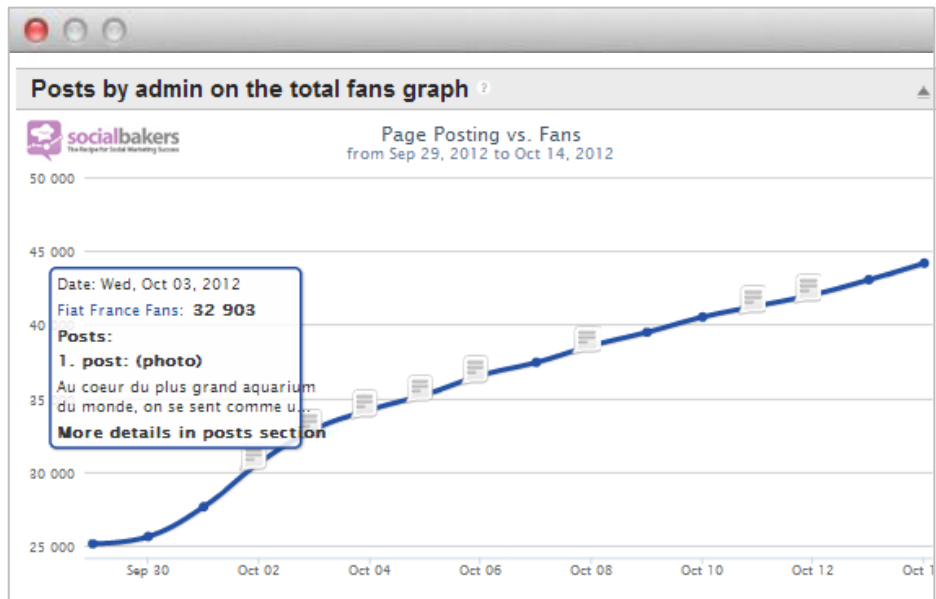


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	Skoda France Automobile	19 204	+233 +1,23%	0,2245% ↗	312	293 ↘	0 % 0 / 7
	Alfa Romeo France Automobile	19 189	+272 +1,44%	1,3885% ↗	2 973	1 493 ↗	0 % 0 / 2
	SEAT France Automobile	13 760	+1 305 +10,48%	1,0096% ↘	3 352	2 073 ↗	30 % 3 / 10
	Jaguar France Automobile	10 727	+2 507 +30,5%	1,7382% ↗	3 258	1 969 ↗	N/A 0 / 0
	Subaru France Automobile	8 336	+5 499 +193,83%	0,5023% ↗	337	4 097 ↗	N/A 0 / 0
	Volvo Automobiles France Automobile	5 865	+1 958 +50,12%	4,3619% ↘	1 803	851 ↘	57,14 % 4 / 7
	Mitsubishi Motors France Automobile	5 536	+3 700 +201,53%	0,8457% ↗	263	1 410 ↘	N/A 0 / 0
	Honda France Automobile	3 851	+44 +1,16%	2,3942% ↘	331	134 ↘	N/A 0 / 0
	Infiniti France Automobile	3 071	+447 +17,04%	0,5117% ↗	723	135 ↘	N/A 0 / 0
	Lancia France Automobile	1 755	+171 +10,8%	0,9816% ↗	216	106 ↘	N/A 0 / 0

Fan Growth

It is always easy to identify the largest pages by number of fans. However, when you are trying to establish a connection with real events it is **much more important to focus on the growth rather than the absolute number**. So which were the top 5 fastest growing pages during the Paris Moto Show?



» The pages with largest growth:











- 1) Fiat France (+19,510)
- 2) BMW France (+17,276)
- 3) Renault France (+15,439)
- 4) Mercedes-Benz France (+13,830)
- 5) Dacia France (+13,326)

» The pages with fastest growth:

- 1) Mitsubishi Motors France (+201.53 %)
- 2) Subaru France (+193.83 %)
- 3) Fiat France (+79.1 %)
- 4) Dacia France (+65.12 %)
- 5) Volvo Automobiles France (+50.12 %)

If we were looking for winners – Fiat and Dacia France were doing pretty well as they experienced impressive growth in both absolute numbers and percentage.

Interactions

Name	Fans	Fan Growth	Moving Average of Post ER	Interactions	People Talking About	Response Rate Questions	
 BMW France Automobile	408 453	+17 276 +4,42%	0,8039 %	50 472	21 905	25 % 2 / 8	
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One of the most important clues to whether or not the brand is communicating well on Facebook, is their ability to encourage fans to interact with their content. In this part of the study, we decided to have a look at 5 car brands with the highest number of interactions (the sum of likes, comments and shares). **The most successful on this field was BMW France**, followed by Mercedes-Benz, Peugeot, Nissan and Audi.

The Most Engaging Post

The post with the most interactions was made by BMW France on October 4. It presented the new BMW M6 (V8 TwinPower Turbo M) and it received in total almost 7000 likes, 1000 Shares and 300 Comments – which is a really nice score!

However, if we take into account the size of the page and Engagement Rate, we will see that actually the most engaging post (with engagement rate of 5.4433 %) was a photo posted by Infiniti France – thanking one of their fans for an Instagram photo.



Are the brands Socially Devoted?



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SOCIAALLY DEVOTED

WHAT DOES IT MEAN?

- 1 OPENING YOURSELVES TO YOUR FANS**
Making sure your **Fan Page** has an **open wall**.
- 2 RESPONDING TO FAN QUESTIONS**
Responding to **at least 65% of questions** on your Fan Page.
- 3 COMMUNICATING IN A TIMELY FASHION**
Responding **on time** to your fans is crucial.

When we look at the response rates of French car brands, we see that more than two-thirds of the pages are open for fan posts, which is a good sign. Unfortunately none of the brands qualify for being truly Socially Devoted (responds to their fans *at least* 65% of the time). The highest Response Rate shows Dacia with 37.98%. When we look at Response Rates to questions (fan posts including question mark), we see that score is lead by Nissan France, although, with a fairly low number of questions (75% RR of 4 questions). Dacia did not do too bad with 52.17% (out of 23 questions) - same goes for Peugeot's 50% (out of 12).

French Facebook Car Benchmark



At Socialbakers, we believe benchmarking is one of the best features that our Analytics tools offer. It helps brands understand business performance from their company in the context of the overall market. Marketers and industry analysts often look for benchmarks, which enable them to compare and contrast their own Facebook page to the entire relevant industry.

So, what did an average car brand on French Facebook look like between September 29 to October 14? Here we go:



Number of Fans: 73,936

Fan Growth: +2,265

Interactions: 4,593 (3,842 likes, 270 comments, 481 shares)

Posts made by page: 20

Most popular post type: photo (17)

Response rate for User posts: 18.38 %

Response rate for Questions: 34.46 %

We hope you enjoyed this **exclusive report on car brand's social performance on French Facebook.**

If you have any further questions, please do not hesitate to contact us:

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