

REPORT

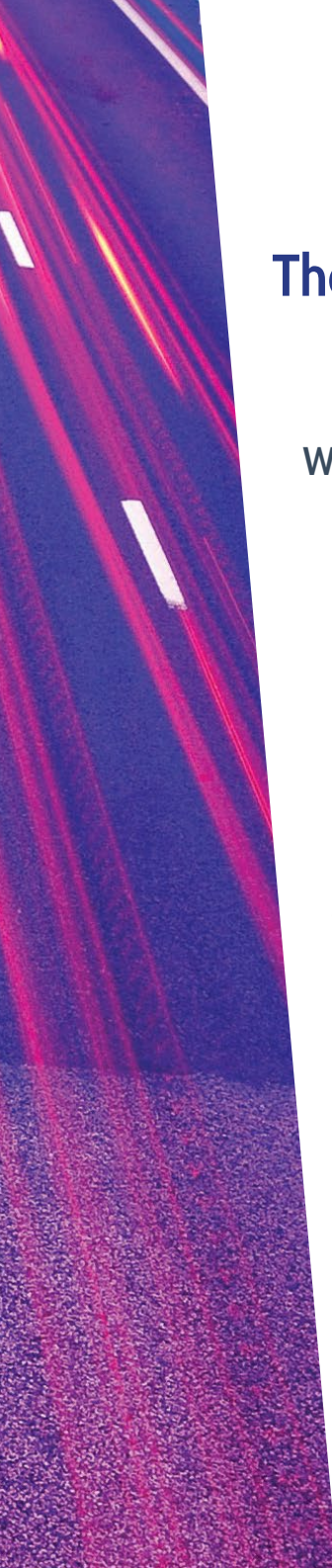
Driving Your Brand on Social

Automotive Industry
Ranked on Social Media



TALKWALKER.COM





The answers to all your questions...

Which brand is the champion of hybrid?

Which auto brands are rocking Instagram?

Lamborghini vs Maserati:
who's winning the luxury likes?

Where's BMW in the race for autonomous driving?

What brand do marketers prize?

Do journalists prefer Chrysler or Cadillac?

Brands Steering Their Strategies On Social

With consumers spending 59% of their time researching online as to which car to buy ☑, brands have to be active and engaging on social media.

- **71% of social media users** ☑ are more likely to buy from brands they follow
- **63% of consumers** ☑ who search online are more likely to buy from businesses sharing on social
- **45% of online shoppers** ☑ make their buying decisions based on feedback, reviews, and comments
- Roughly **90% of millennials** ☑ are on social media

It's predicted that millennials - the fastest growing segment of car buyers - will represent 40% of the US automotive market by 2020. Are dealers ready for this deluge, are they using social media effectively?

The automotive industry has not shied away from social media, many brands have embraced it and have a rapidly growing online presence. This report studies the social media presence of 29 leading automotive brands.

Automotive brands that don't use social listening - social intelligence - won't see that self-healing paint is trending, they'll target customers via Twitter when their customer base is on Facebook, or they'll dismiss image-based Instagram - a network that could have been designed for sharing photos of shiny new cars.

Looking Under The Hood

We chose 29 big brands from the automotive industry and took a snapshot of their presence on social media: their performance, their competitors, and the behavior of their followers.

Insights and data were collected over a four week period - 23 July 17 to 19 August 17 - using our social listening platform.

Here's what we pulled out:

- **Social Media Ranking** - Facebook, Instagram, Twitter
- **Engagement Rates Across The Channels**
- **Who's Looking?** - Followers and fans
- **Pioneering Tech | Accessories | Standards** - From electric and hybrid to night vision and self-healing paint
- **Instagram Shows its Colors** - Which network works best for the automotive industry

Toyota

Honda

BMW

Audi

Alfa Romeo

Mercedes-Benz

Hyundai

Mini

Volkswagen

Porsche

Bentley

Ferrari

Fiat

Lamborghini

Ford

Cadillac

Kia

Land Rover

Chrysler

Tesla

Chevrolet

Vauxhall

Rolls-Royce

Volvo

Citroen

Peugeot

Renault

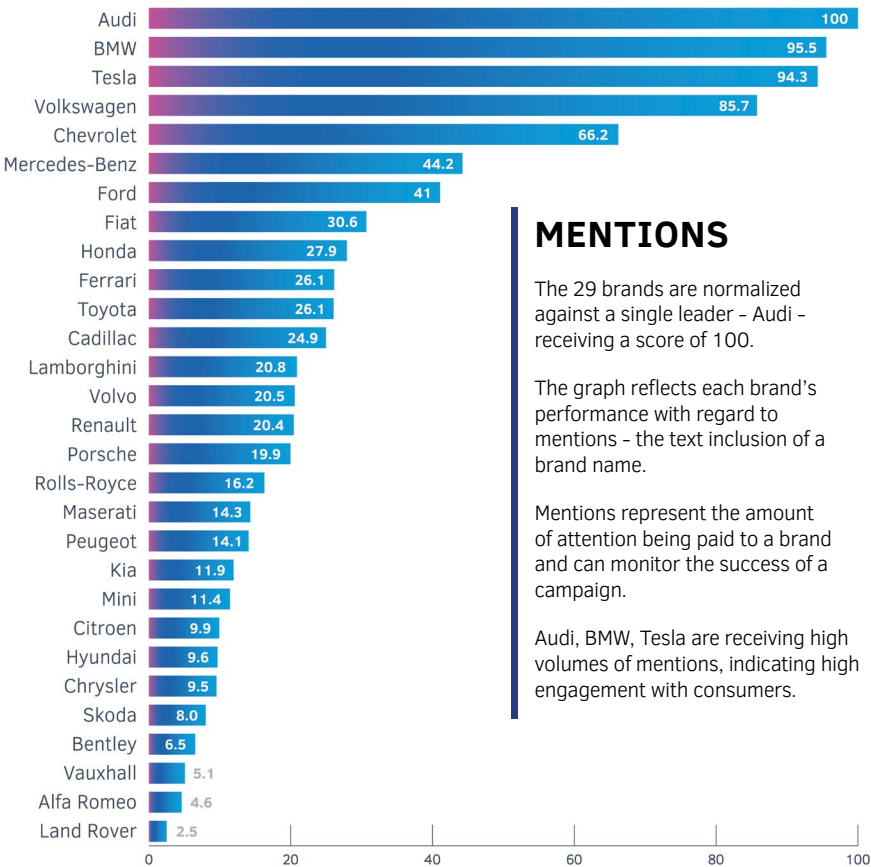
Skoda

Maserati

Social Media Ranking

The following results show how the automotive brands are ranking on social media for the following factors:

- **Mentions** - Facebook, Instagram, Twitter
- **Followers** - Facebook, Instagram, Twitter
- **Engagement** - The Twitter Podium
- **Engagement & Followers** - Instagram Top 10



MENTIONS

The 29 brands are normalized against a single leader - Audi - receiving a score of 100.

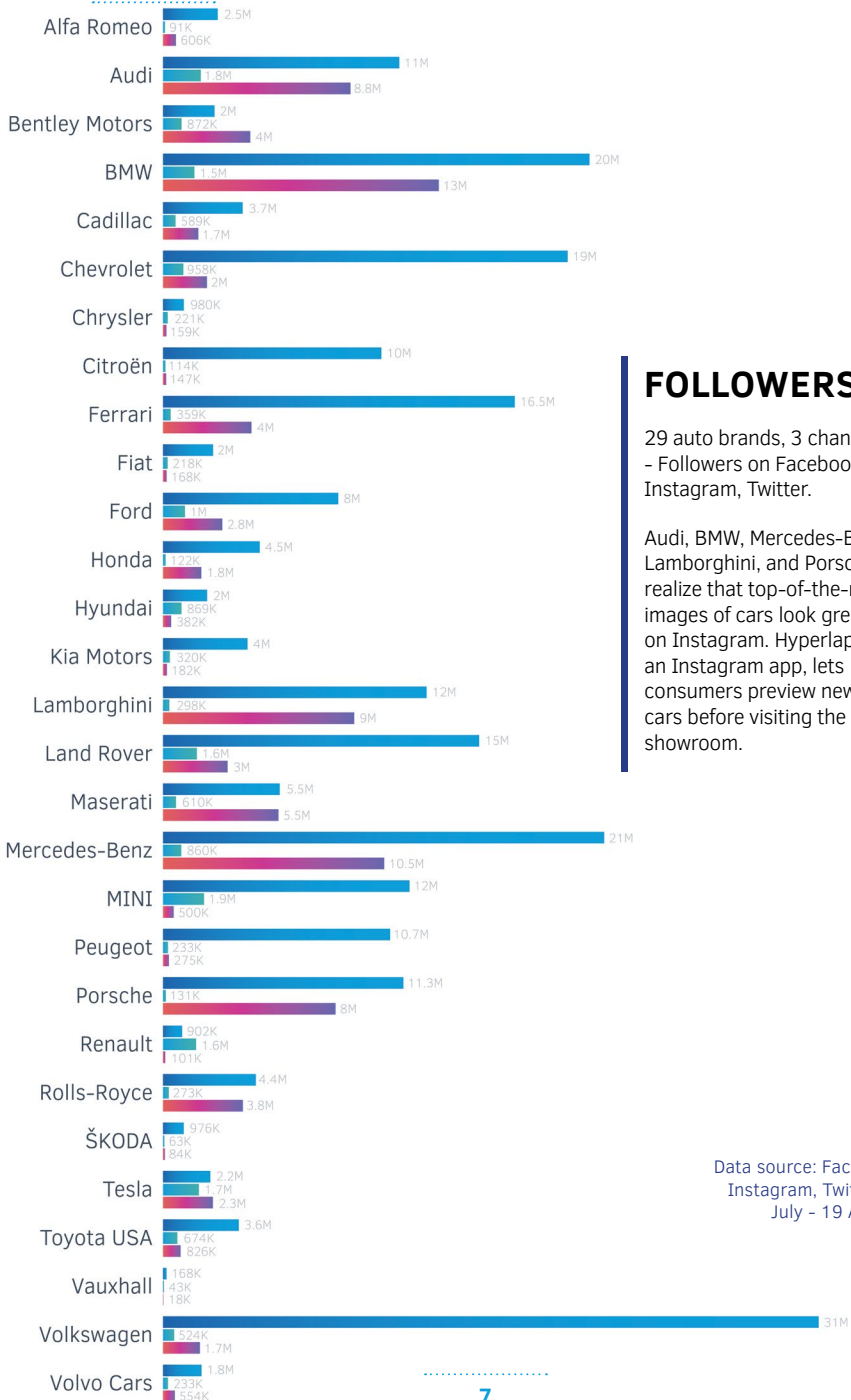
The graph reflects each brand's performance with regard to mentions - the text inclusion of a brand name.

Mentions represent the amount of attention being paid to a brand and can monitor the success of a campaign.

Audi, BMW, Tesla are receiving high volumes of mentions, indicating high engagement with consumers.

Data source: Facebook, Instagram, Twitter 23 July - 19 August

DRIVING YOUR BRAND ON SOCIAL: AUTOMOTIVE INDUSTRY RANKED ON SOCIAL MEDIA

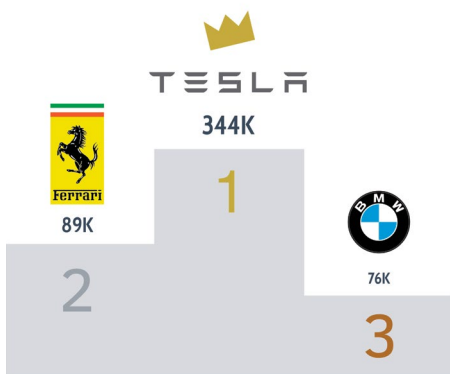


FOLLOWERS

29 auto brands, 3 channels
- Followers on Facebook,
Instagram, Twitter.

Audi, BMW, Mercedes-Benz,
Lamborghini, and Porsche
realize that top-of-the-range
images of cars look great
on Instagram. Hyperlapse,
an Instagram app, lets
consumers preview new
cars before visiting the
showroom.

Data source: Facebook,
Instagram, Twitter 23
July - 19 August



Data source: Twitter, 23 July - 19 August

ENGAGEMENT THE TWITTER PODIUM

The Twitter Engagement Podium crowns Tesla as the number one brand, closely followed by Ferrari and BMW.

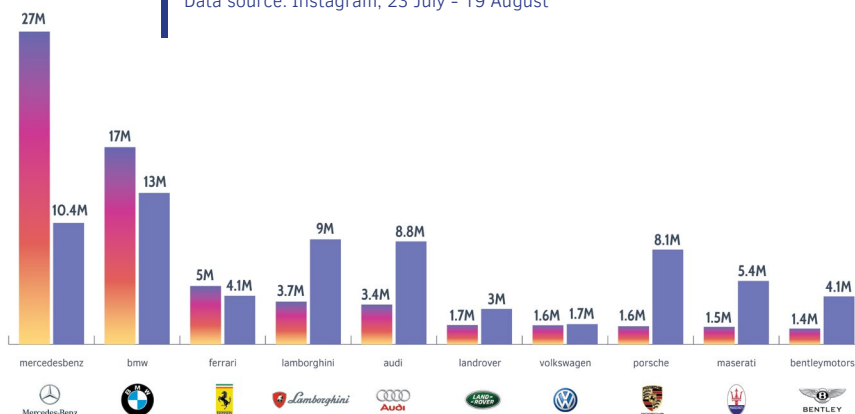
Engagement on Twitter represents every like, retweet, impression, mention, reply - how followers are interacting with your brand.

You can evaluate your brand's performance, with high engagement leading to feedback, sales opportunities, understanding your followers, and finding brand advocates.

ENGAGEMENT & FOLLOWERS INSTAGRAM TOP 10

On Instagram, the top 10 brands by engagement are led by Mercedes-Benz, followed by BMW, Ferrari, and Lamborghini. Handsome cars are photogenic and perfect for image-based Instagram.

Data source: Instagram, 23 July - 19 August



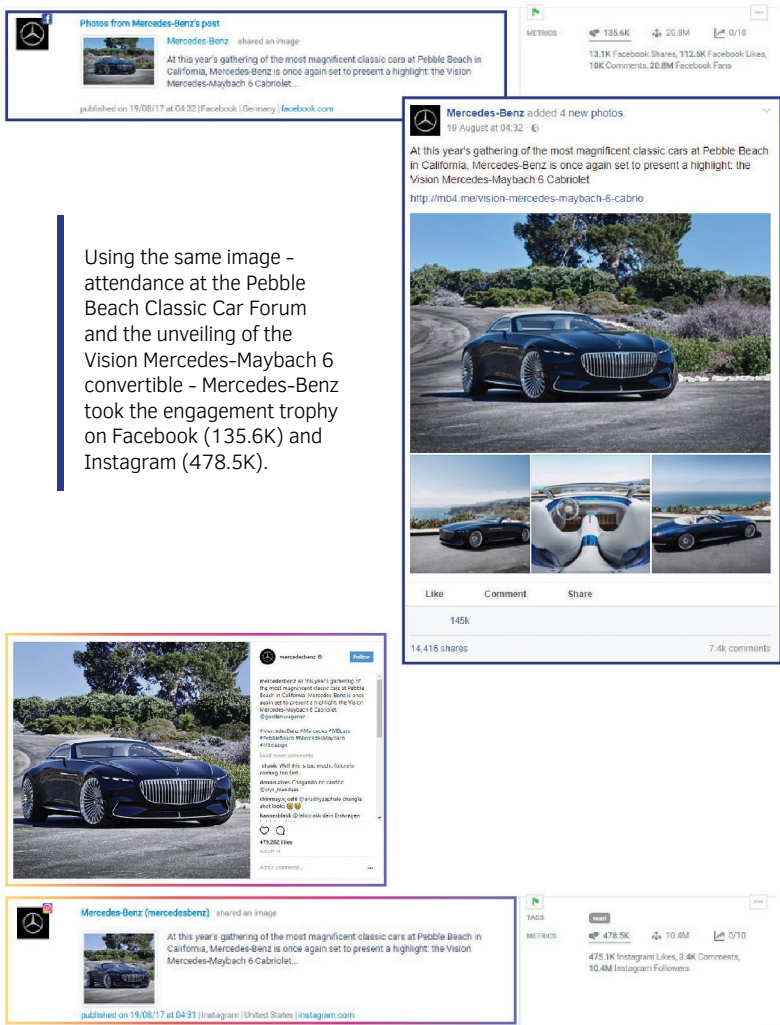
DRIVING YOUR BRAND ON SOCIAL: AUTOMOTIVE INDUSTRY RANKED ON SOCIAL MEDIA

BY JEFFREY M. HARRIS



Engagement Rates Across The Channels

Most Popular Posts On Facebook, Twitter, & Instagram



Tesla takes the lead on Twitter with an engagement score of 47.8K.

On 28 July, Tesla launched a new electric vehicle - the Model 3. A live feed from the Tesla website unveiled the car and streamed the launch around the globe.

The company live tweeted during the event, with this tweet - the S, 3, and X model on a bridge - receiving 36K likes and 12K retweets.



69% of millennials
experience a fear of
missing out when
they see friends share
pictures of new cars
on social media.

Top 10 Performers on Facebook

Although it only has 979K followers on Facebook, Skoda leveraged user-generated content to tease its flagship model, the Superb. And it worked! Their 3.6% engagement rate for this post dwarfed Facebook giants like Mercedes-Benz and Ferrari.



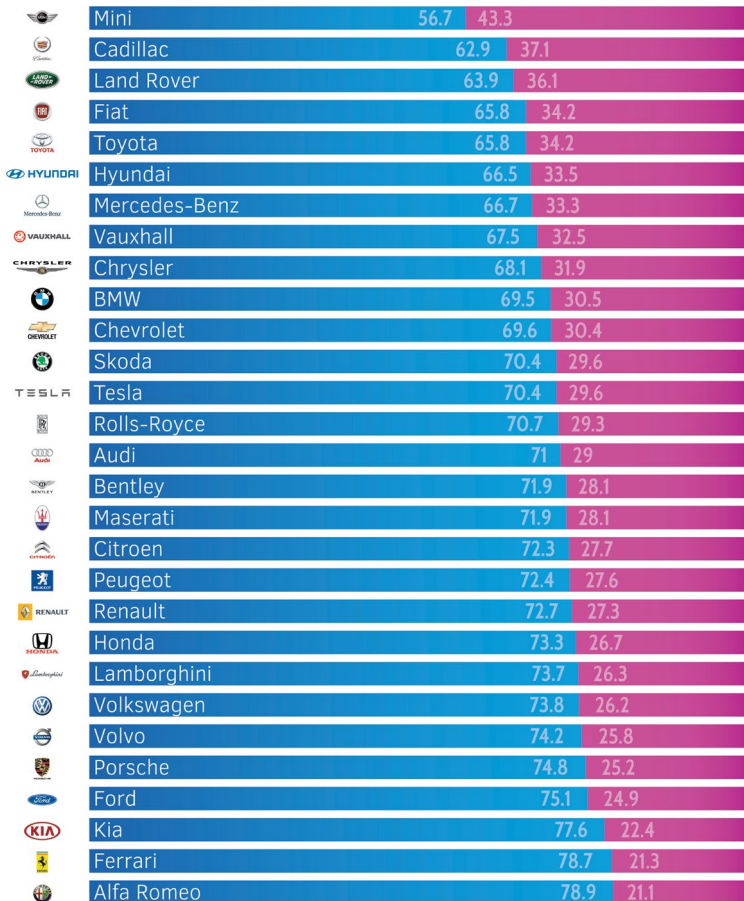
Data source: Facebook, 23 July - 19 August

Who's Looking?

If brands don't listen to their fans, how can they understand what they want? Are they male or female, students or lawyers, favoring Instagram or Twitter? Tracking this data will help brands create targeted marketing campaigns - engaging with consumers in their language.

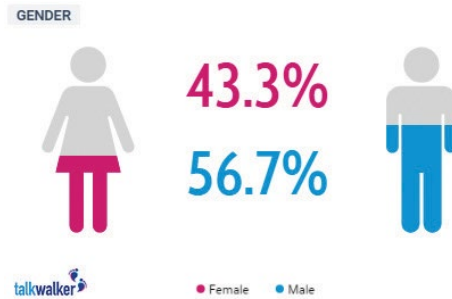
Male vs Female

I kinda hoped I'd be surprised by the results, but no - the crowd discussing automobiles, is predominantly male.

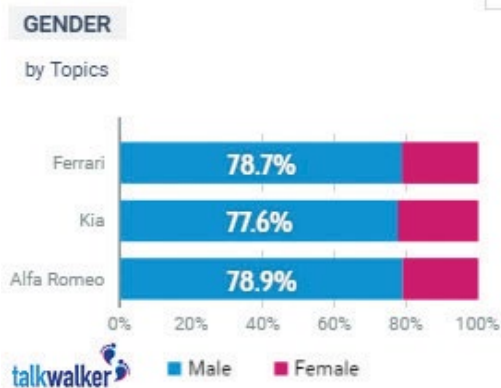


Data source: Facebook, Instagram, Twitter, 23 July - 19 August

Mini floats the ladies' boat. Does that mean that size is, after all, important?



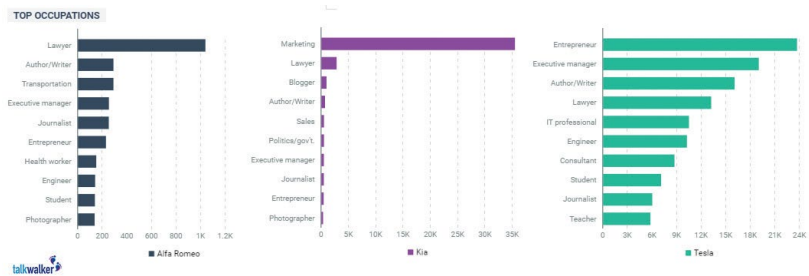
Whilst, the men in the audience favor Alfa Romeo (79%), Ferrari (79%), and Kia (78%).



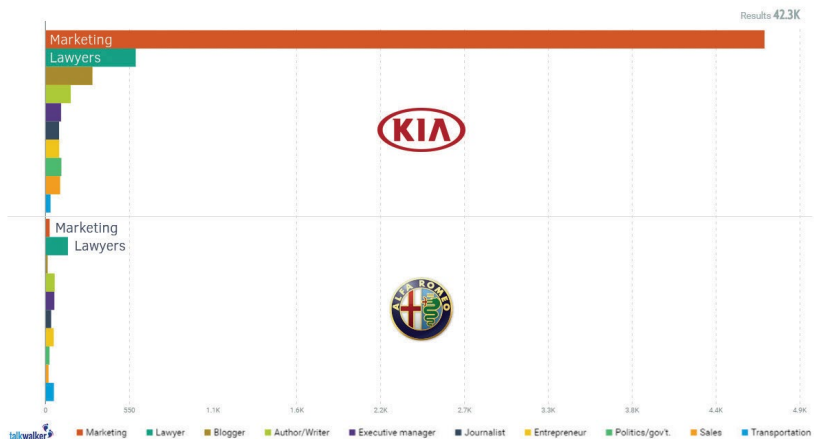
Occupation

Determining the occupation of your followers enables targeted campaigns with higher engagement. If your followers are lawyers, hit the websites that they visit.

The insights below reveal the occupations of consumers interested in Alfa Romeo, Kia, and Tesla. The more expensive – Alfa Romeo – is favored by lawyers. Kia, a more affordable brand, appeals to marketers. Tesla has fans across the board, with entrepreneurs topping the list.



The graph below compares the occupation of those favoring a Kia, with those favoring an Alfa Romeo. The top orange bar is marketers, loving their Kia. Whilst the top occupation of the Alfa Romeo set is lawyers, the number is considerably smaller.

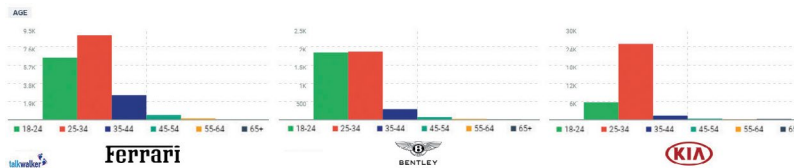


Data source: Facebook, Instagram, Twitter, 23 July – 19 August

Age

When looking at the age of your online audience, remember that a portion don't use social media much, or at all. It means you're missing consumers that don't post photos of their Lamborghini on Instagram, or search for reviews of the latest Volvo on Facebook, or rant on Twitter about poor customer service.

Regardless of brand, the 18-34 age group, is predominant. But, this is also the largest group of consumers using social media.



Data source: Facebook, Instagram, Twitter, 23 July - 19 August

The biggest buying segment remains the 50 - 60 year-olds. But, millennials or Gen Y - born 1980s to early 2000s - are the **fastest growing group of consumers in the automotive industry** [↗](#), accounting for 29% of the US market. After a slow start due to the recession in the late 2000s, millennials are more digitally aware than Gen X and the Baby Boomers. They want more than a radio CD combo. They want full smartphone functionality, they want Android Auto or Apple CarPlay - and brands that want to succeed, must meet this demand.

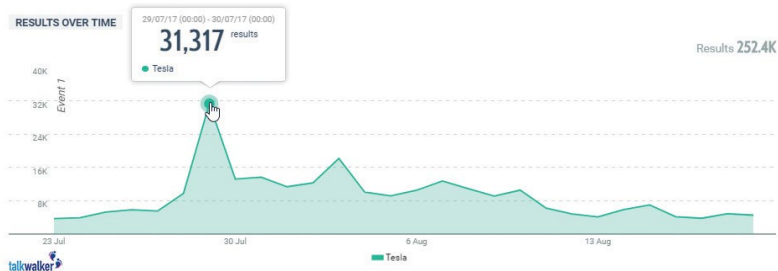
Pioneering Tech | Accessories | Standards

Pioneering Tech | hybrid, electric, autonomous

Electric vehicles kick ass in the pioneering tech race, with the Tesla brand way out in front.

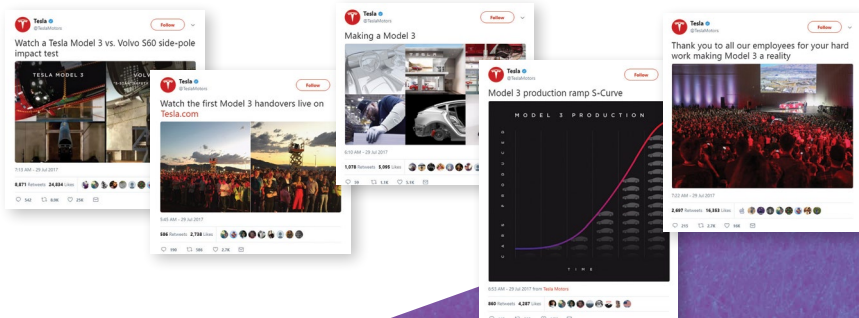
The size of the electric vehicle (EV) market is growing year on year, along with consumer interest - particularly amongst the young. Electric vehicles are less damaging to the environment and they're cheaper - \$36,000 for the Model 3 - both considerations influencing purchases.

Tesla's mass-market EV - the Model 3 - launched on 28 July. Pre-orders went through the roof, with \$10 billion worth of deposits within 36 hours. Tesla has succeeded in driving electric vehicles into the public consciousness.

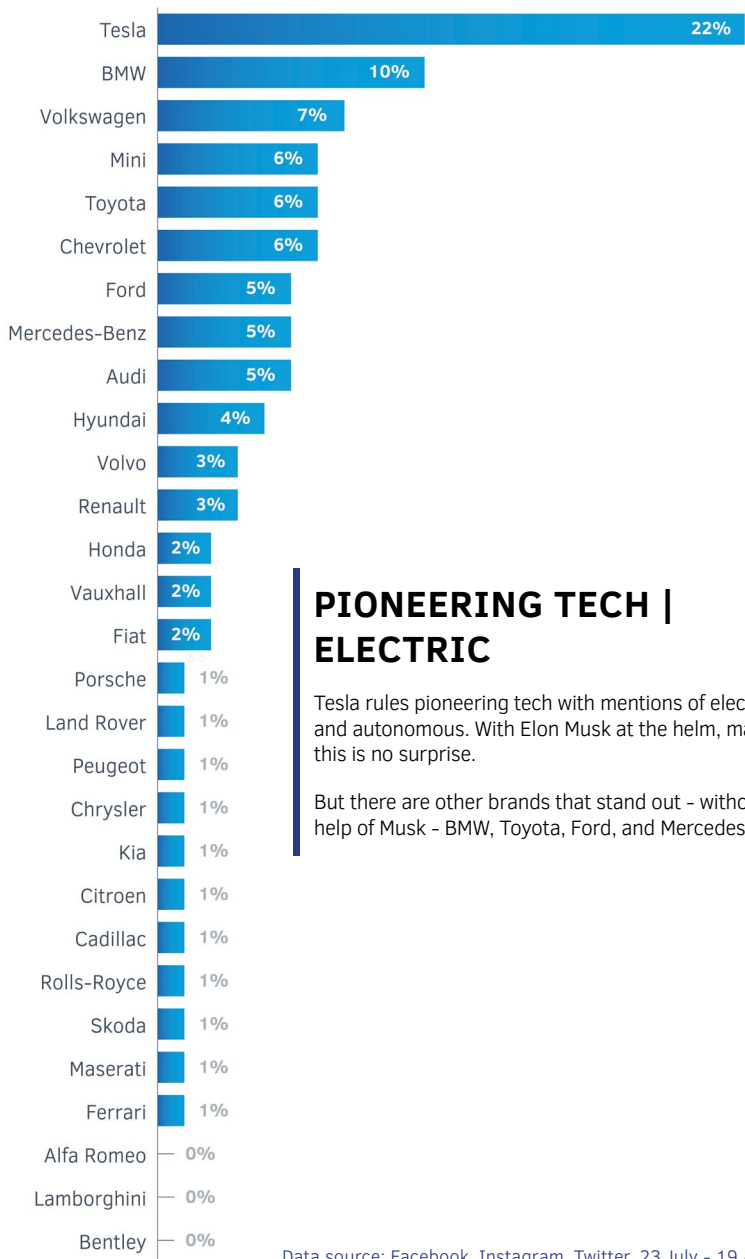


Data source: Twitter, 23 July - 19 August

The launch was livestreamed from the Tesla website, with the company tweeting 10 times throughout, and Elon Musk retweeting each one to his 12M followers.





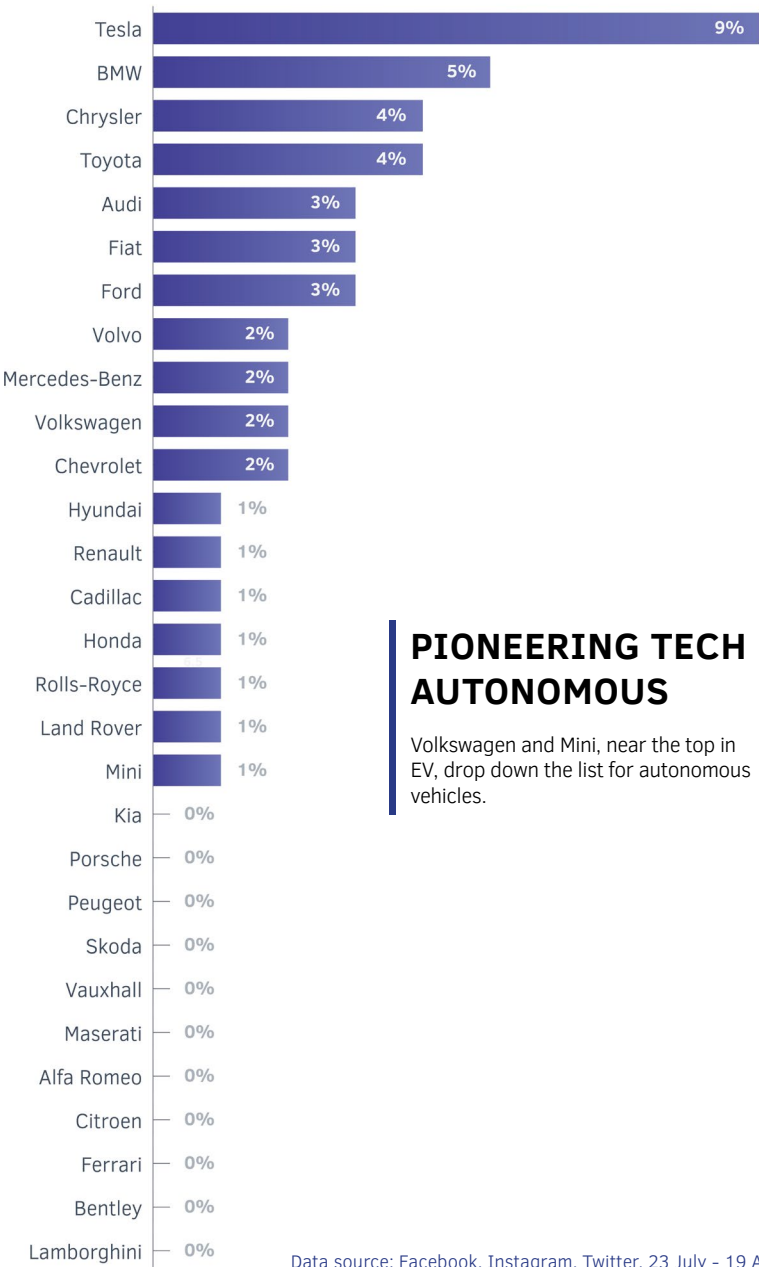


**PIONEERING TECH |
ELECTRIC**

Tesla rules pioneering tech with mentions of electric and autonomous. With Elon Musk at the helm, maybe this is no surprise.

But there are other brands that stand out - without the help of Musk - BMW, Toyota, Ford, and Mercedes-Benz.

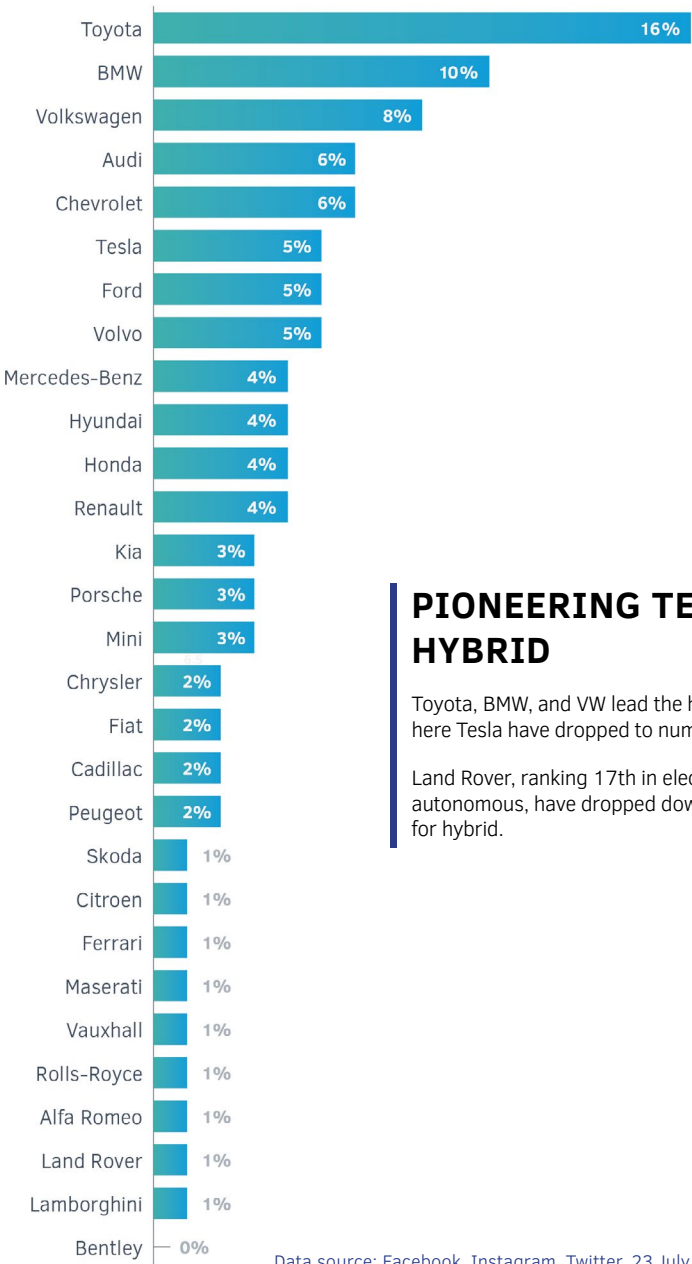
Data source: Facebook, Instagram, Twitter, 23 July - 19 August



**PIONEERING TECH |
AUTONOMOUS**

Volkswagen and Mini, near the top in EV, drop down the list for autonomous vehicles.

Data source: Facebook, Instagram, Twitter, 23 July - 19 August



**PIONEERING TECH |
HYBRID**

Toyota, BMW, and VW lead the hybrid race, but here Tesla have dropped to number six.

Land Rover, ranking 17th in electric and autonomous, have dropped down to 27th place for hybrid.

Data source: Facebook, Instagram, Twitter, 23 July - 19 August

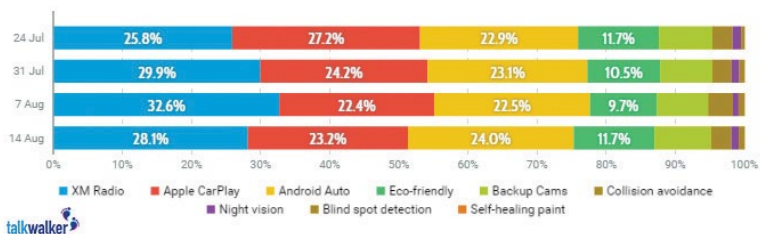
Accessories & Features

Mercedes-Benz gets it! Consumers are looking for smartphone integration.

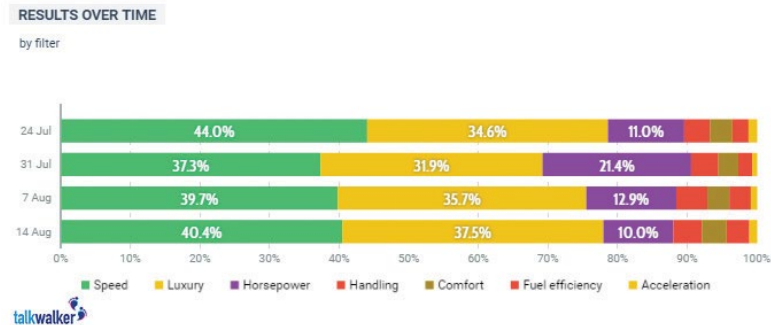


RESULTS OVER TIME

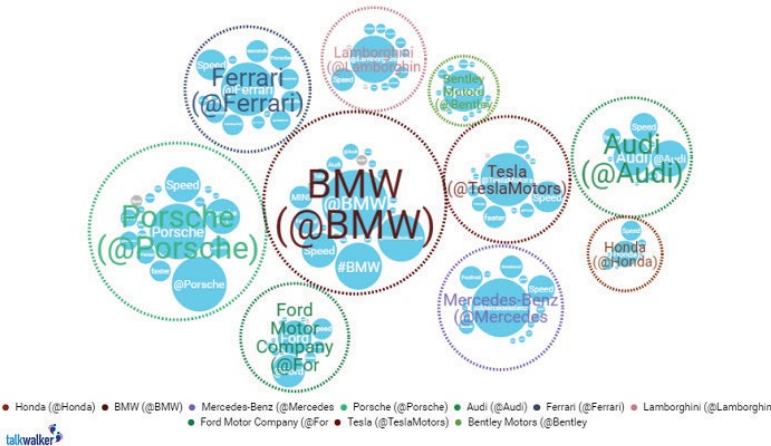
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Accessories



With speed being what consumers are looking for when purchasing a car, BMW and Porsche race to the front.



Networks

45% of online shoppers make their buying decisions based on feedback, reviews, and comments.

Brands must have a social media presence. The automotive industry is selling a product designed to look good, dare I say - sexy. Social networks like Instagram and Pinterest feed our freaky obsession with sharing images of what we're eating, ninja cats, and shiny things we've bought.

Instagram has become the social media network of choice for automobile brands. Remember those Mercedes-Benz figures earlier? 847,171 likes in a single day!

Many automotive brands are using Instagram as an extension of their showrooms, meaning customers all around the world can view.



There are over 1.8 million images posted on Instagram with the hashtag #newcar

Instagram

Volvo introduced 'Take a Thumb Drive', which allows customers a virtual test-drive, before even entering the showroom.



Conclusion

On the whole, the automotive industry is proving itself a master of social media, but there is a big divide between those at the top, and those at the bottom. In the US alone, it's predicted that millennials will represent 40% of the new-car market by 2020. Will the industry be ready?

What we learned:

- Audi, BMW, Tesla, and Volkswagen top the mentions chart. This means that these brands have the highest volume of conversation surrounding their brands. Monitoring mentions uncovers valuable feedback, influencers, and campaign performance.
- Tesla sits on top of the Twitter engagement podium, meaning the brand has the most likes, retweets, impressions, mentions, and replies.
- Instagram is an image-based social network, recognized by Mercedes-Benz, BMW, Ferrari, and Lamborghini as the ideal place to share images of their luxury products.
- Tesla is the undisputed hero of EVs, also leading the way with autonomous vehicles. Twitter is the platform that works for Tesla, with its pioneering CEO, Elon Musk retweeting every tweet to his 12M followers.

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ANALYSE
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187 Languages

150 M Websites

850 K News Sites

10 + Social Networks



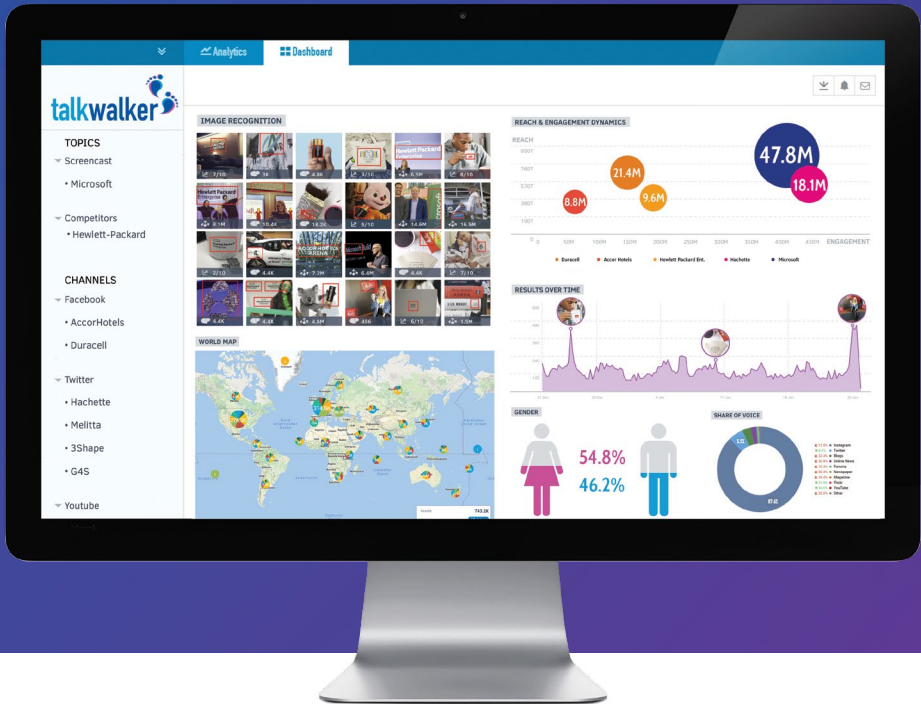
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