

EMD CONFERENCE – SOCIAL MEDIA BEST PRACTICE

18.10.17

59% of New Zealand Car Owners use social media more than 30 mins a day (~20% spend more than 2hrs a day).

SOCIAL MEDIA USE AND ENGAGEMENT

Visitors / Users

Which of the following sites / applications have you visited or used in the past month via your PC/Laptop, Mobile or Tablet?

Audience key:

car owners

| Answer Option | Data point % | Universe | Index | Responses | Audience % |
|------------------------------------|--------------|----------|-------|-----------|------------|
| YouTube | 0.1% | 684k | 125.3 | 968 | 83.9% |
| Facebook | 0.1% | 669k | 130.3 | 954 | 82.1% |
| Facebook Messenger (Since Q1 2016) | 0.1% | 451k | 135 | 659 | 55.3% |
| LinkedIn | 0.1% | 283k | 133.5 | 373 | 34.8% |
| Pinterest (Since Q2 2015) | 0.1% | 253k | 134 | 369 | 31.1% |
| Instagram (Since Q2 2015) | 0% | 232k | 73.9 | 338 | 28.5% |
| WhatsApp (Since Q1 2016) | 0% | 216k | 70.1 | 284 | 26.5% |
| Twitter | 0% | 189k | 61.7 | 254 | 23.1% |
| Snapchat (Since Q1 2016) | 0% | 123k | 82.1 | 188 | 15.1% |
| Reddit (Since Q2 2015) | 0% | 89k | 80.2 | 121 | 10.9% |

Engagers / Contributors

Which of the following services have you actively engaged with or contributed to in the past month via any device?

Audience key:

car owners

| Answer Option | Data point % | Universe | Index | Responses | Audience % |
|---|--------------|----------|-------|-----------|------------|
| Facebook | 0.1% | 459k | 169.1 | 652 | 56.4% |
| Facebook Messenger (Since Q3 2015) | 0.1% | 348k | 166.4 | 501 | 42.7% |
| YouTube (Since Q4 2012) | 0.1% | 341k | 139.7 | 481 | 41.8% |
| LinkedIn | 0.1% | 172k | 130.5 | 224 | 21.1% |
| None of the above | 0.1% | 160k | 95.3 | 231 | 19.6% |
| WhatsApp (Since Q2 2015) | 0% | 159k | 86.6 | 204 | 19.5% |
| Pinterest | 0.1% | 143k | 129.8 | 206 | 17.6% |
| Instagram (Since Q2 2013) | 0% | 124k | 76.6 | 183 | 15.3% |
| Neighbourly (New Zealand Only, Since Q4 2016) | 48.8% | 148k | 88165 | 155 | 13.6% |
| Twitter | 0% | 108k | 62.8 | 148 | 13.2% |
| Google+ | 0% | 94k | 72.6 | 138 | 11.6% |
| Snapchat (Since Q2 2015) | 0% | 88k | 78.9 | 138 | 10.8% |

WHAT ARE THEY DOING ON FACEBOOK?

- 61% – Clicked the like button
- 46% – Watched a video
- 42% – Read an article
- 39% – Logged in to see what was going on
- 27% – Visited a company, brand or products Facebook page

WHAT ARE THEY DOING ON YOUTUBE?

- 38% – watched a music video
- 32% – watched a tutorial video
- 29% – watched a film trailer
- 27% – watched a TV show or clip
- 23% – watched a news clip or story

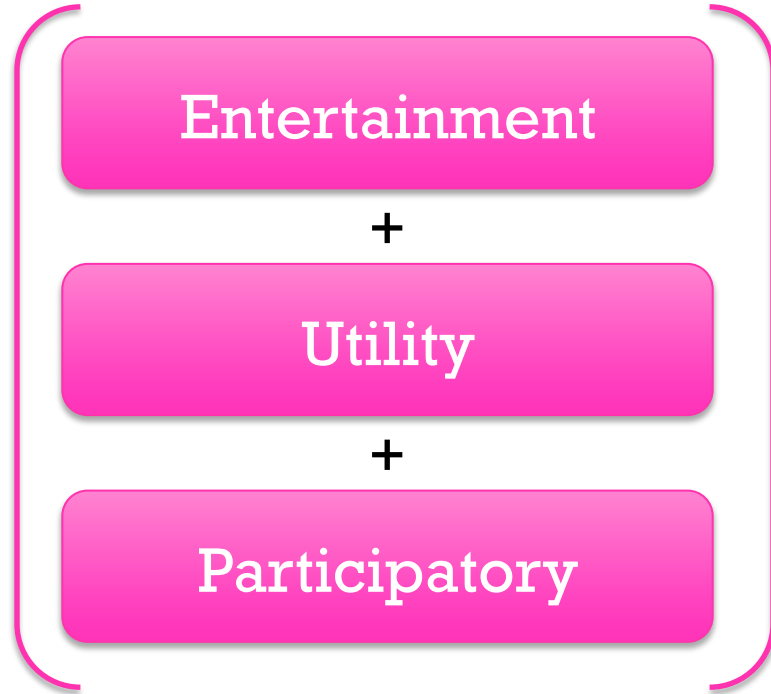


SAVE TIME

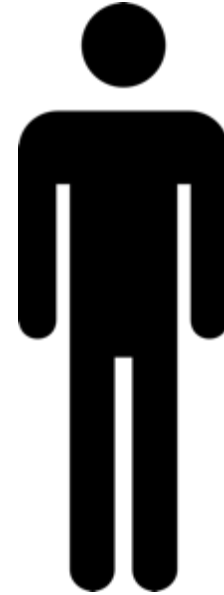


WASTE TIME

BUT ABOVE ALL THEY ARE LOOKING FOR VALUE



X



Relevance

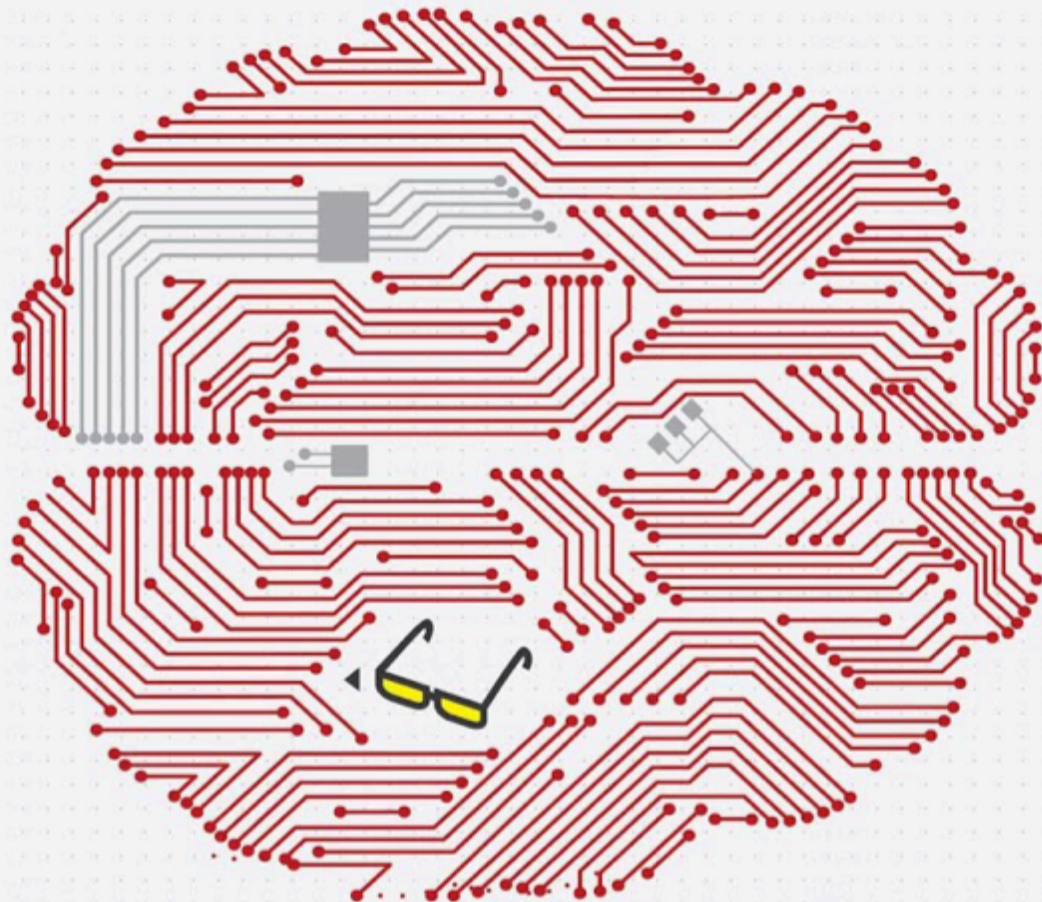
90% ▶

OF INFORMATION TRANSMITTED
TO THE BRAIN IS **VISUAL.**

VISUALS ARE PROCESSED

60,000X

FASTER IN THE BRAIN THAN TEXT.



DATA: VISUAL



DATA: TEXT

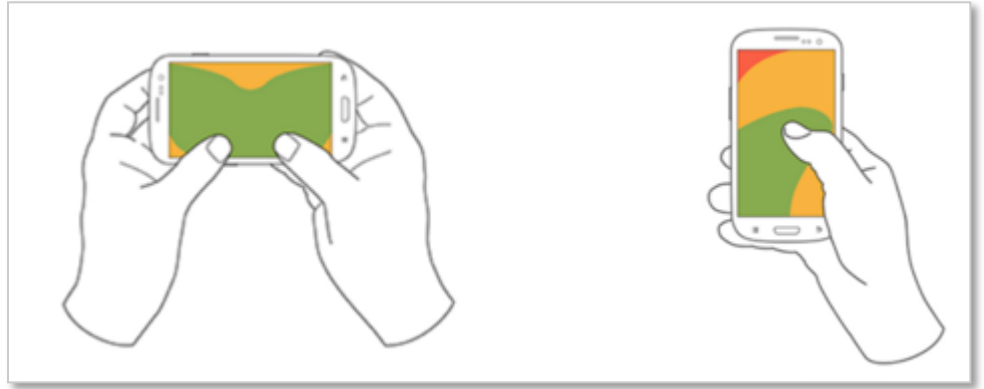
SOURCE: FORRESTER CSO INSIGHTS 2012

linjaCOM, from The Noun Project

THINK MOBILE FIRST

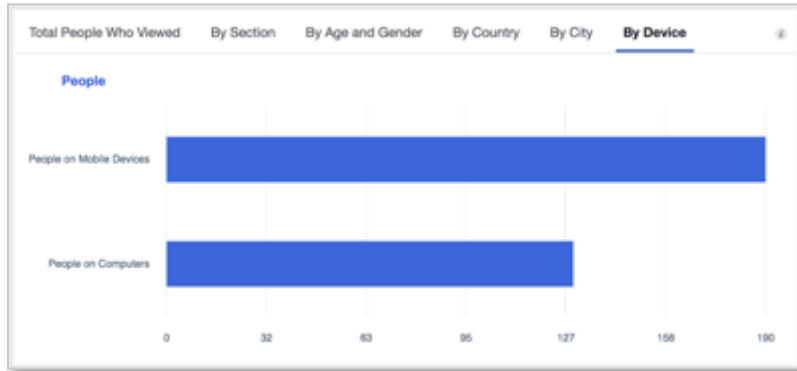
Our audience are viewing our content primarily on mobile.

With the majority of users preferring to look at a mobile screen in portrait we should look to create more portrait first content.



6%

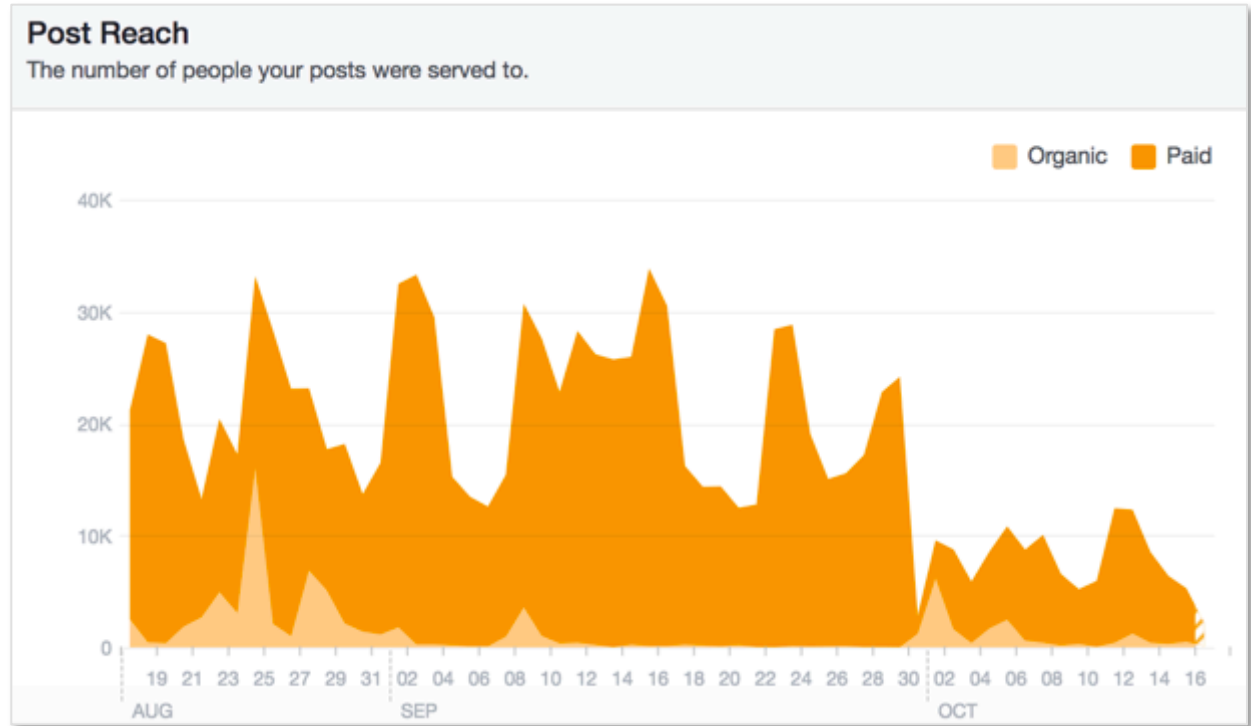
94%



PAID MEDIA IS CRUCIAL

Organic posts achieved **only 8%** of the reach achieved through paid media

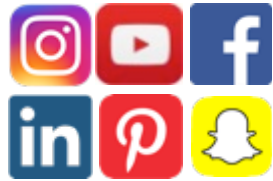
And organic reach is in decline: 2-6% reach this year versus 2-10%



DELIVERING SOCIAL ACROSS THE CDJ



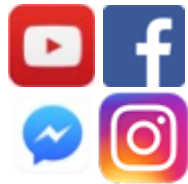
DELIVERING SOCIAL ACROSS THE CDJ



Emotive video, gifs,
cinemagraphs,
stories, & imagery etc
driving desire



Asking questions,
reading comments,
defining needs



Infographics, tips
and tricks, handy
information, add-ons
and value add



Carousel and lead gen
ads, promoted pins,
Snapchat discover,
messenger bot



Contact details,
reviews and lead
generation ads



Facebook
#hivemind



Showing off
their new cars



USING THE CHANNELS EFFECTIVELY



Facebook – Primary channel for creating desire and leads. Multiple in platform advertising opportunities. Can automate retargeting + leverage 1st party data



YouTube – 2nd largest search engine. Opportunity to target individuals who have a propensity to purchase through True-view and Bumper Pre-rolls



Instagram – Visual platform for inspiration and passions. Like Facebook is used for creating desire and, to a lesser extent, leads. Multiple advertising opportunities



LinkedIn – Professional platform but successful for automotive launches especially for commercial vehicle. Multiple advertising opportunities



Pinterest – Female orientated platform for passions and projects. Used for storing and sharing information. Limited advertising opportunities

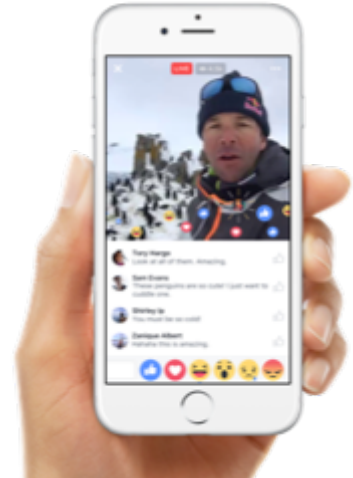
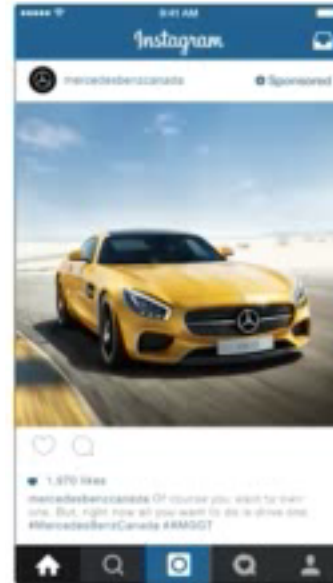


Snapchat – Younger audience platform. Opportunity to inspire and excite this audience. Paid for opportunities through Snap Ads, Filters and Lenses. And through Snapchat discover.

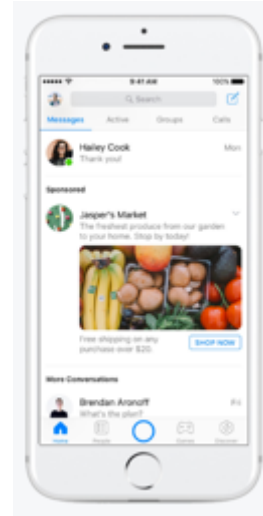
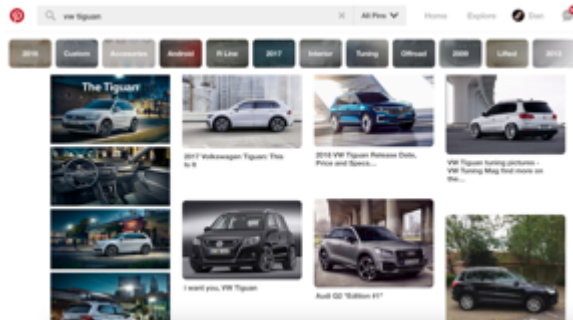
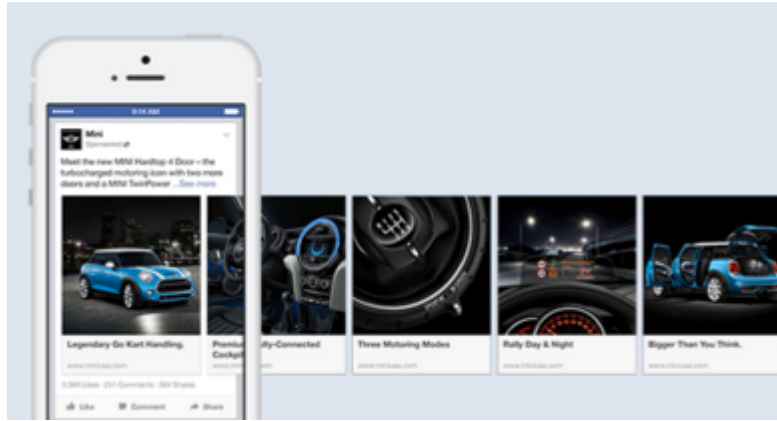


FB Messenger – The number 1 messaging app in NZ. Opportunity to do in app advertising, drive engagement to your messenger and include ads in conversations

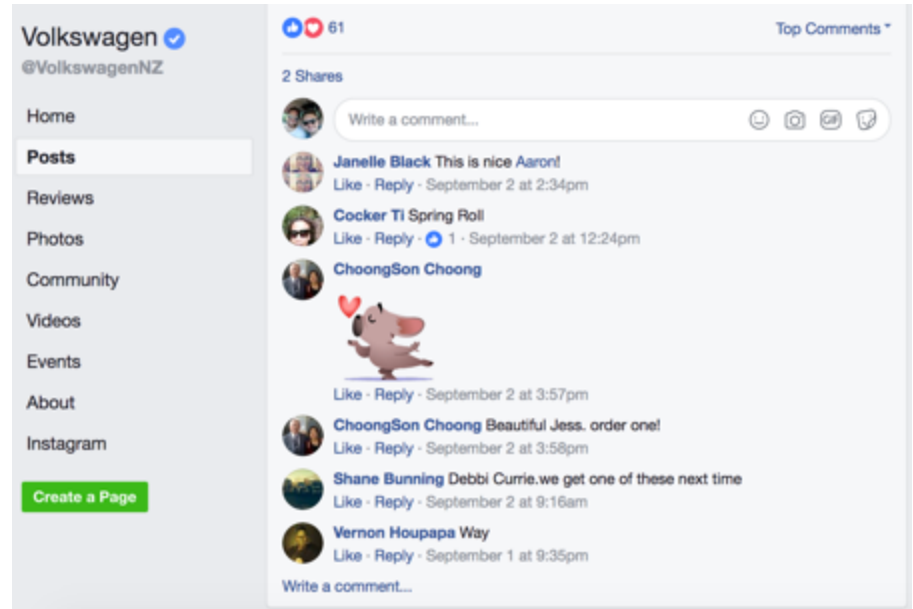
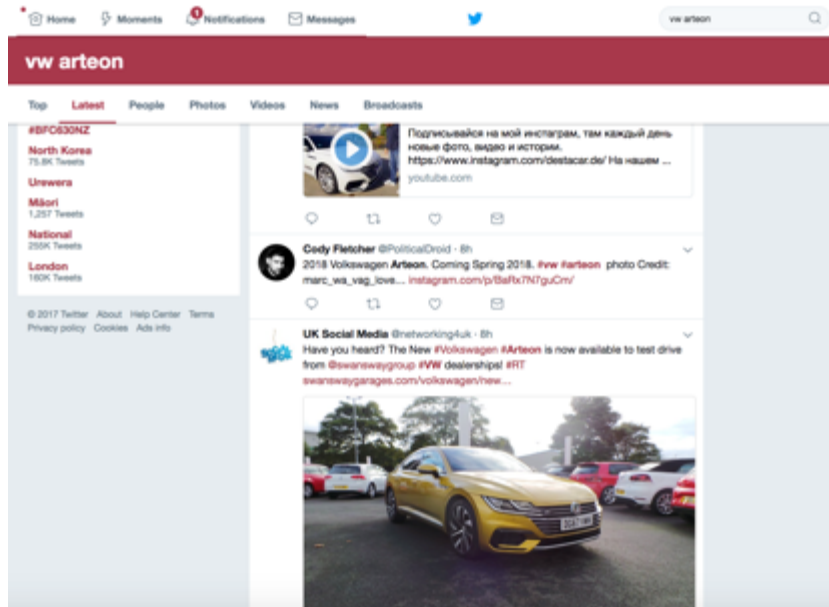
DRIVING AWARENESS, LOYALTY AND AFTER SALES



DRIVING LEADS

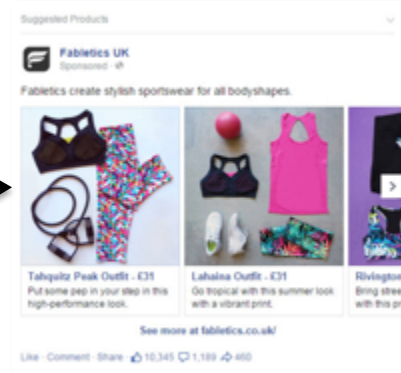
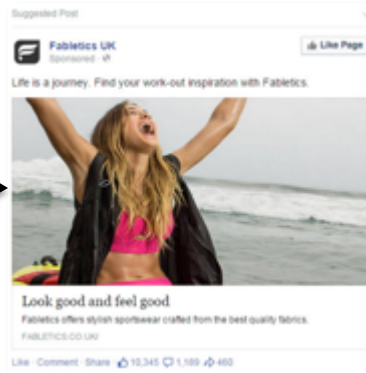
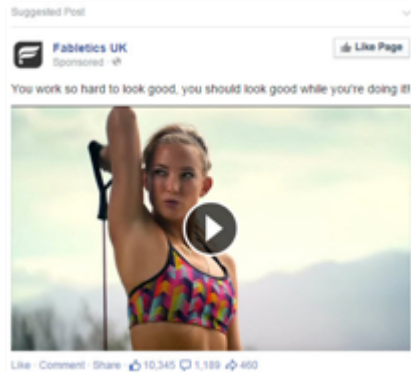


CUSTOMER RESEARCH



FACEBOOK TARGETING

- **Custom lists** = Target ads/content to your existing audience database/ web visitors/ app usage
- **Look-a-Likes** = Target ads/content to individuals who's online behaviour and interests mirror your existing audience
- **Interests** = Target ads/content to individuals with specific interests
- **Retargeting** = Target ads/content at individuals who have already engaged with your existing content which allows for Sequential story telling
- **Others** = Demographic, job title, employers, language, page likes, location history



**COMMUNITY
MANAGEMENT -
REMEMBER
THEY ARE
SOCIAL
PLATFORMS**



VW NZ SOCIAL

Volkswagen (NZ)
October 5 at 6:30pm · 🌐

Gearing up for summer and heading a little off the beaten path. Can you guess where in NZ the Tiguan is?



Like Comment Share

Volkswagen (NZ)
September 1 · 🌐

Roll on Spring. Open the panoramic sunroof in the V8 Touareg and let the sun filled road trips begin.



11K Views

Helen Higgins Ah, many a fond memory of road trips as a child, listening to Dad's latest iteration of his mix tape, which inevitably featured Traveling Wilburys, John Farnham, Queen etc!

Like · Reply · 1 · August 26 at 9:21pm

Volkswagen Hi Helen thanks for sharing - mix tapes, dads and road trips all seem to go hand in hand 😊 We simply loved reading all the stories shared, so we have one extra Lego Kombi set to give away which you have won! Congratulations - please private message us with your address so we can get this on the way to you for the family to enjoy. Cheers Samantha, Volkswagen NZ

Like · Reply · 2 · September 1 at 11:37am

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Volkswagen [@VolkswagenNZ](#)

Home Posts Reviews Photos Community Videos Events About Instagram

Create a Page

Arteon

Like Follow Share Shop Now Message


Status Photo/Video

Write something on this Page...

Posts

Volkswagen (NZ)
October 12 at 6:15pm · 🌐

When you're in the Golf R launching to uncharted destinations is for certain. Even to one that could be mistaken for Mars...



844 Views

Motor Vehicle Company in Auckland, New Zealand
4.3 ★★★★★

Community See All

- Invite your friends to like this Page
- 31,410,785 people like this
- 31,408,897 people follow this
- John Mark Fitzpatrick and 25 other friends like this

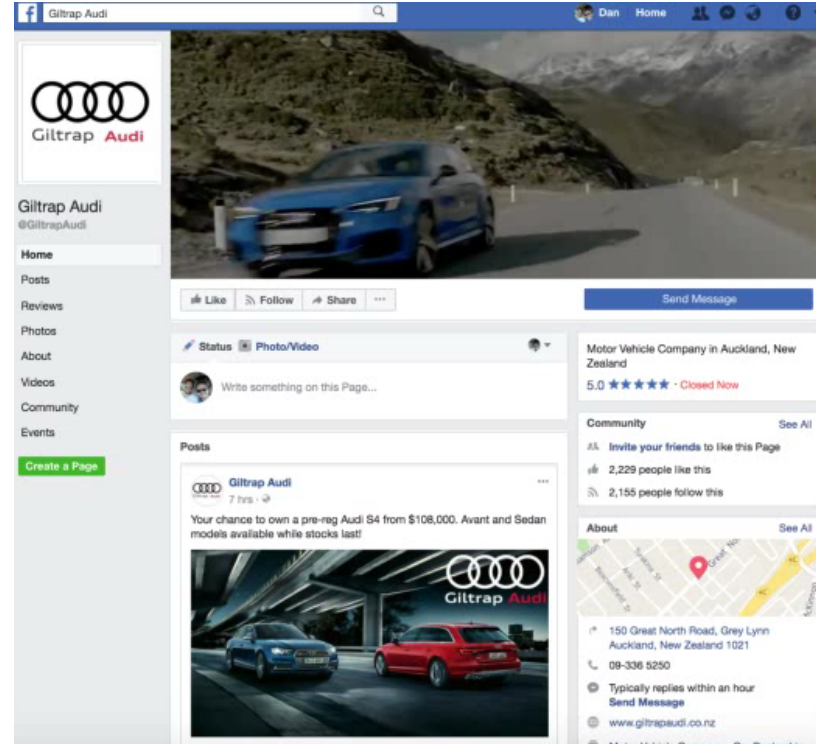
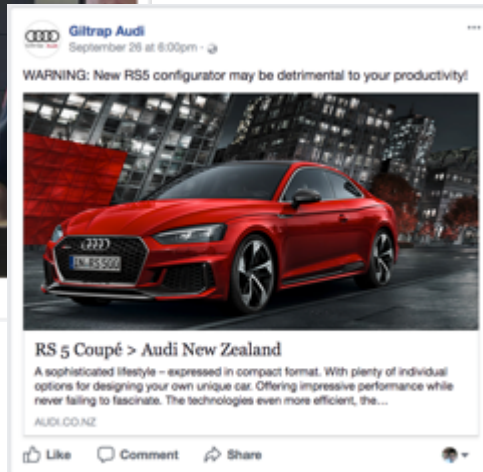
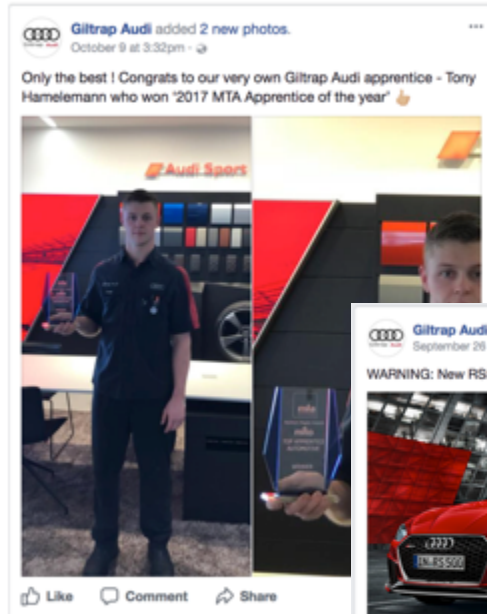
About See All

- 1 Nixon Street Auckland, New Zealand 2012
- Typically replies within a few hours
- Send Message
- www.volkswagen.co.nz
- Motor Vehicle Company · Cars · Product/Service

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- Fieldsays

GILTRAP AUDI SOCIAL



NOT
NOR
MAL



<https://vimeo.com/77633372>



<https://www.youtube.com/watch?v=WxU-F0zzRlA>

THE BOTS ARE COMING



7 KEY TAKEAWAYS

1. Be visual and keep text to a minimum
2. Quality trumps quantity
3. Add value – entertainment, participation and utility
4. Maintain a consistent Tone of Voice and Look and Feel
5. Use targeted Paid Media to engage your audience (FCB can advise on the best approaches)
6. Use custom lists, retargeting and sequential storytelling to move your audiences down the customer journey
7. Listen to your audience and act accordingly