

U.S. Automotive Social Media Effectiveness

19 September 2019

Porsche maintains Social Media Share of Voice Leadership, followed by Ford

MIAMI, FLORIDA, 19 September 2019 – Social Media Marketing continues to gain momentum as more brands shift bigger chunks of their budgets into digital marketing.

The Social Media Effectiveness Study measures brands' Share of Digital Voice among online consumers across multiple channels.

"Digital has leveled the playing field of opportunity, allowing brands to increase their Share of Voice, which can significantly influence top of Funnel metrics like Ad Recall and Awareness, **said Mike Weil, President, Global Research & Insights at Insights 4 Less, LLC.** The very top of the Funnel is a key piece of any brands success, helping to carry momentum toward equity building, and eventually sales."

Summary of results:

Porsche (101.9) continues to increase its share of digital voice, gaining 3.2 points over year ago levels. Second in the rankings is Ford (90.5), losing 3.2 points in the last year. Despite Ford's growth on Instagram and YouTube, other key brands are growing at a faster rate, slowly squeezing Ford's presence.

Tesla (83.3) Social Media Effectiveness score has been growing at a rapid pace, up nearly 15 points since year ago levels and this is without a Facebook page.

Chevrolet (59.8) is position five in the rankings, slipping 6.2 points since year ago. Nissan (40.1) slips 2.9 points and trails Volkswagen (50.3).

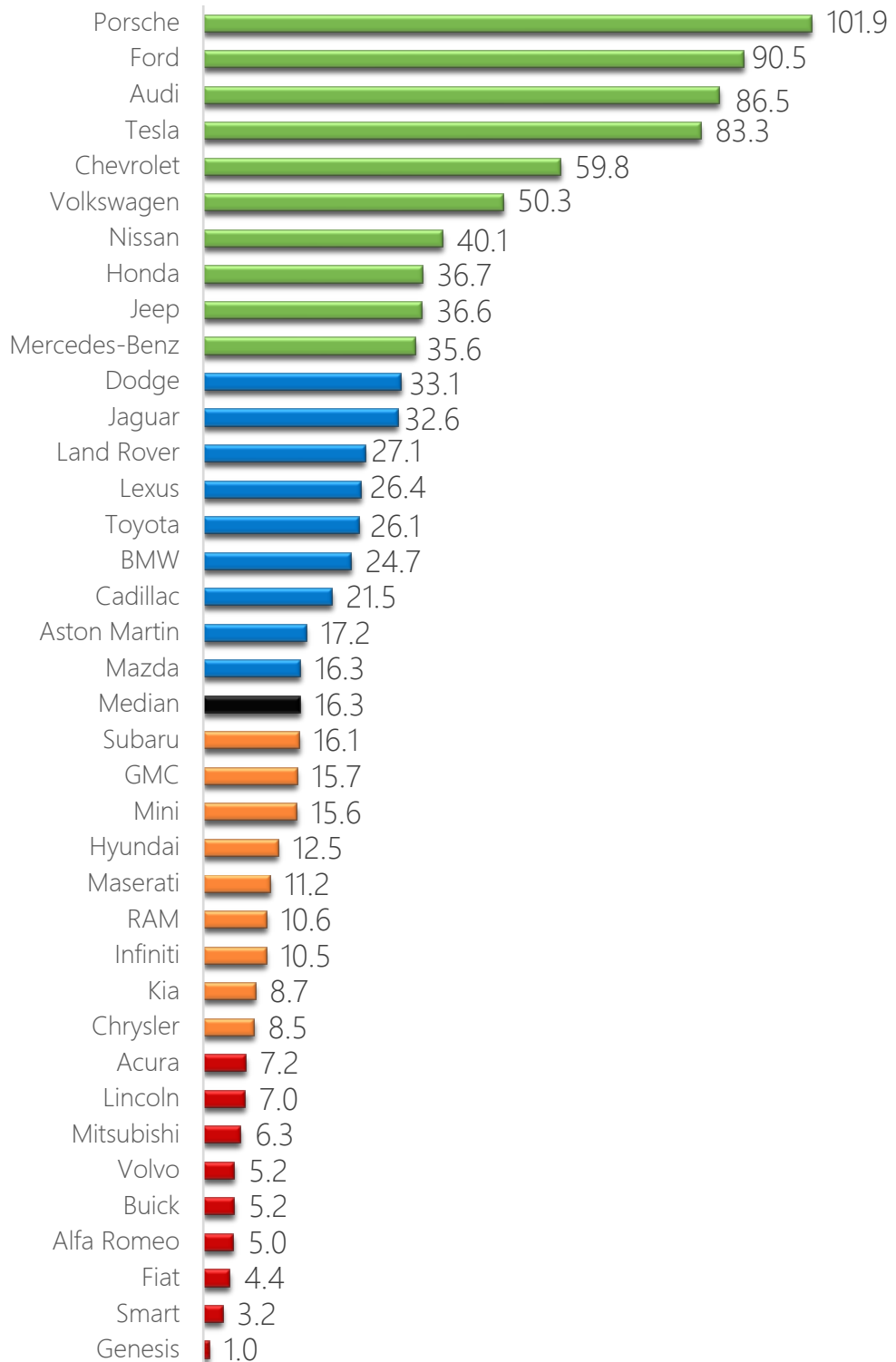
Jeep (36.6) is at an all-time high, adding 3.1 points from year ago. Mercedes-Benz (35.6) gained 3.2 points from year ago and is tenth in the rankings.

For complete study details, contact:
Mike.Weil@insights4less.com | +1 760 691 0000

U.S. Automotive Social Media Effectiveness

19 September 2019

U.S. Automotive Social Media Effectiveness Rankings (August 2019)



Excludes Exotics. Scale: 1,000 pts.