

U.S. Automotive Social Media Brand Ranking April 2019

7 May 2019

Luxury brand Porsche extends its Social Media leadership

MIAMI, FLORIDA, 7 May 2019 – Social Media Marketing (SMM) is vital to advertisers and the success of their brands. As a no-to-low-cost platform for connecting with consumers, SMM allows brands 24-7 access to communicate with consumers, share product news, and grow powerful earned media.

“Porsche is very active on social media, continuously attracting new fans, helping to lift its year-over-year score from 96.5 to 100.7 and remaining number one in the rankings,” said **Mike Weil, President, Global Automotive Research and Insights at Insights 4 Less, LLC**. “Ford is the Non-Luxury brand leader, despite slipping from 95 to 93.1 in the latest rankings. Key strengths for Ford include YouTube while Instagram is an opportunity to be more active.”

Following are some of the US Automotive Social Media rankings for April 2019:

- Despite shutting down its Facebook page, Tesla (79) has added a massive 13 points to its overall social media score since April 2018.
- Jeep (35.7) is steadily building social media strength, now ranked number nine, up two spots from year ago levels.
- Luxury maker Mercedes-Benz (34.1) has strengthened and is also up two spots from year-ago levels.

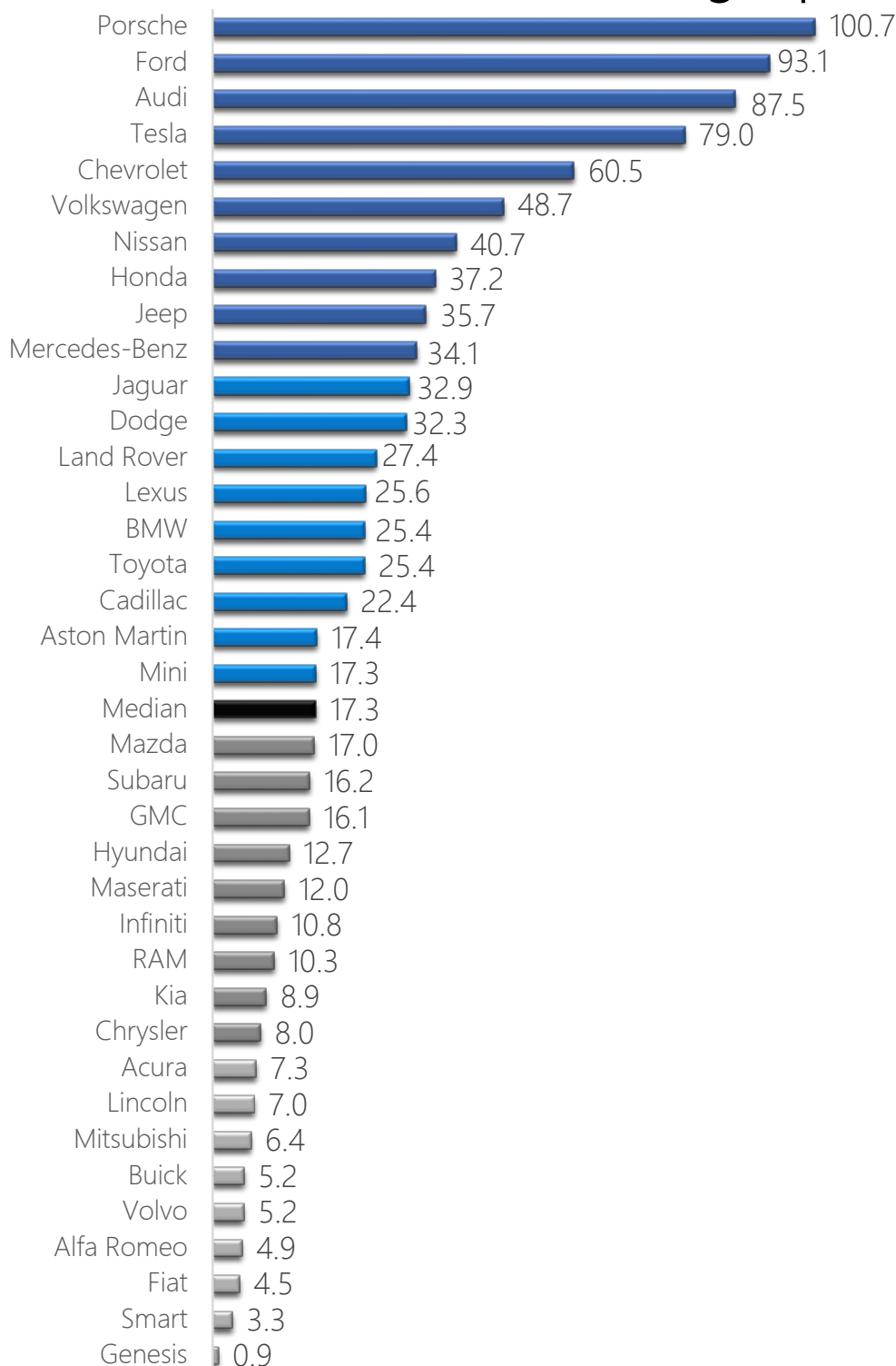
The Social Media Marketing study is designed to help marketers quickly understand their brand strength among fans vis-à-vis competitors across core social media platforms. The complete study provides platform-by-platform metrics, helping marketers understand brand strengths, challenges, and the opportunities that can lead to greater overall love for the brand.

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

U.S. Automotive Social Media Brand Ranking April 2019

7 May 2019

U.S. Automotive Brand Social Media Ranking (April 2019)



Excluding Exotics Rankings scale: 1,000 pts. across core Social Media channels