

RapLeaf Webinar

Social Media Research Driving Automotive Marketing



For Webinar Audio
Dial: **1-219-509-8222**
Access code: **122078**

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Agenda

- Social Overview
- Industry Examples
- Learning about your customers
- Creating one-off conversations
- Understanding social context
- Q & A

Please email questions
during webinar to
nscripps@rapleaf.com

Everything is Going Social

Facebook now accounts for 25% of online pageviews in the United States (vs. Google's 8%).

Business Insider, Oct 2009

Two-thirds of the world's Internet population visit social networking sites, accounting for 10% of all time spent online.

Nielsen, 2009

US Online Social Network Users by Age in 2008 & 2013 (in millions)

	2008	2013	% change
Child (3-11)	1.7	2.8	61.1%
Teens (12-17)	14.9	17.9	20.1%
Adults (18+)	62.8	93.9	49.5%

Source: eMarketer, February 2009

As young people become consumers, 'social' becomes pivotal

Sample of Social Sites

Social Networks

Bebo	LiveJournal
Blackplanet	Metroflog
CafeMom	Multiply
Care2	Myspace
Facebook	MyYearbook
Flickr	Plaxo
Flixster	Stumbleupon
Friendster	Tagged
Hi5	Twitter
Hyves	
Perfspot	
LinkedIn	

Commerce

Amazon
Amazon Wishlist
Costco
Hotels.com
TigerDirect

Media

DailyMotion
Pandora
Photobucket
Playlist
Youku

Blogging

Wordpress
Vox

News

NY Times
LA Times
Washington Post

Other

NBA.com
Match.com
Zimbio

Niche Automotive Communities



Catering to owners, women, shoppers, enthusiasts, tuners, and dealers

Listen to Likely Buyers

JALOPNIK

Detroit, 1:10 PM
Thu Nov 19
24 posts in the last 24
hours

JALOPNIK TEAM

Tip your editors:
tips@jalopnik.com

Editor-in-Chief:
Ray Wert | Email | AIM

Road Test Editor:
Wes Siler | Email

Weekend Editor:
Murilee Martin | Email

Associate Editor -
Houston:
Matt Hardgree

GM Aborts Buick Crossover After Negative Twitter Response



News today Buick will kill the planned Saturn Vue–platformed plug-in-hybrid–electric crossover comes as no surprise to the consumers and journalists who saw it in person. The "Vue-ick" was horrifyingly atrocious. Now we've uncovered news GM killed it because of Twitter.

Leverage Facebook Fans



Engage Brand Advocates



Ford's Latest Social Media Endeavor: The Ford Fusion Relay Race

October 21st, 2009 | by Jennifer Van Grove

5 Comments and 192 Reactions

244
tweets

retweet

19

f Share

Can social media sell cars? Ford Motors seems to think so.

Fresh off the [Ford Fiesta Movement](#), the American car maker is announcing another social media initiative designed to once again combine the passionate voices of happy Ford owners with the distribution opportunities made available through social

media channels.

[Fusion 41](#), part of the Ford Drive One campaign, is a brand new challenge and campaign seeking 8 passionate 2010 Ford Fusion or Fusion Hybrid owners with an active social media presence.



Data Shared on Social Sites

Demographics

- Name
- Age
- Gender
- Location
- Occupation / Title
- Company
- Industry
- Education

More options with low fill rate

Online Activity

- Earliest known activity
- Latest known activity
- Social network data:
 - Membership
 - Profile URLs
 - Photo URLs
- Twitter data
 - Followers
 - Following
 - Tweets analysis

Social Graph

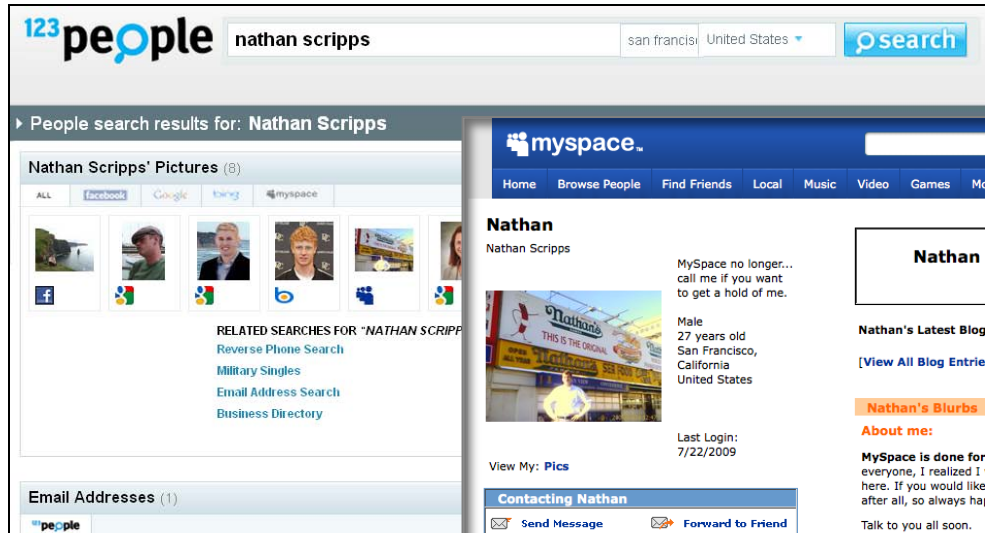
- Friend count on each social network
- Friend connections

Interests

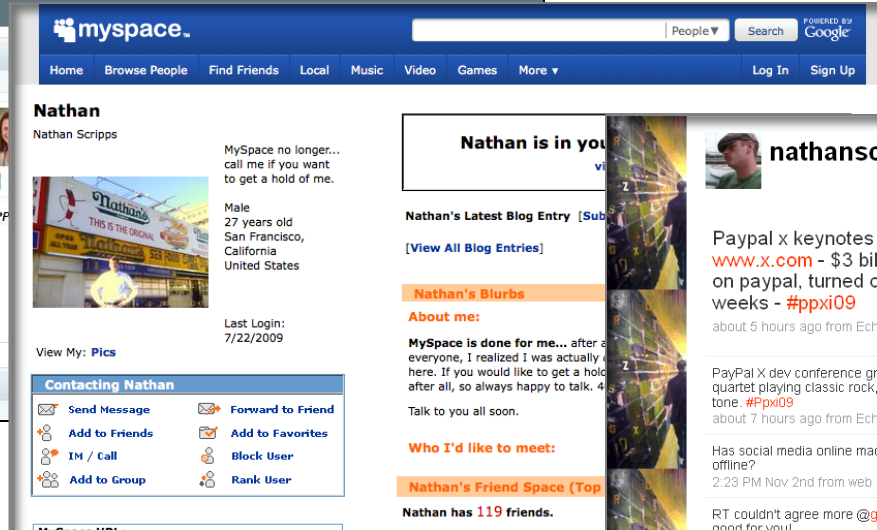
- General interests
- Favorite movies
- Favorite TV shows
- Favorite sports
- Favorite books
- other

Learn about your Customer

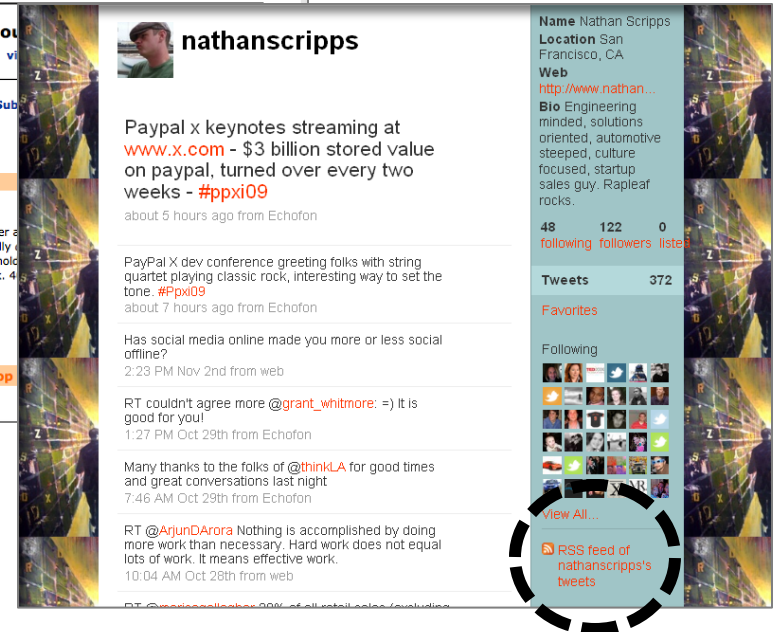
Searching



Scanning



Streaming



Low volume solution,
the cost comes in man hours

Speeding up the Search

Multi-source Searching

WebRecord

Home Services About Us Contact Us

Services Overview
Delivery Methods
Inputs
Contact Us

Delivery Methods

WebRecords currently provides data in 2 ways, a batch job or realtime API calls. A interface that allows your users to perform their own searches is also in development.

Batch Process

File Name	Size	Upload Date	Status
10	10MB	10/10/2010	Success
11	11MB	11/11/2010	Success
12	12MB	12/12/2010	Success

Send us a file and we'll

Web Service

John D
View social

Allow users to request

Central WebRecord logo with social media icons: YouTube, G+, Facebook, Digg, LinkedIn, MySpace, Twitter, and others.

Multi-site Summary

RapLeaf

Dashboard

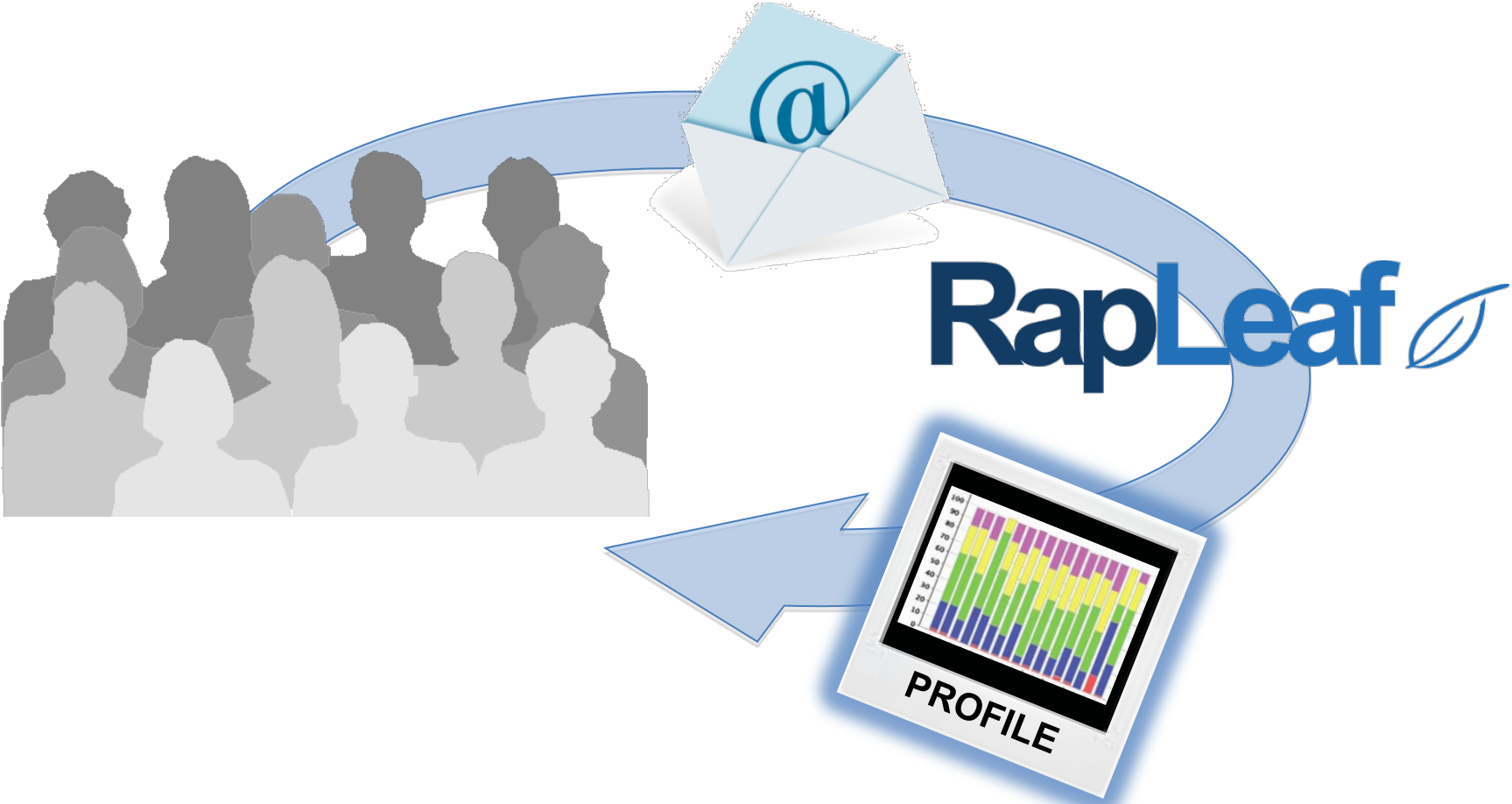
Account Overview | Billing | Email Search: Go

nathanscripps@gmail.com Found on 7 sites

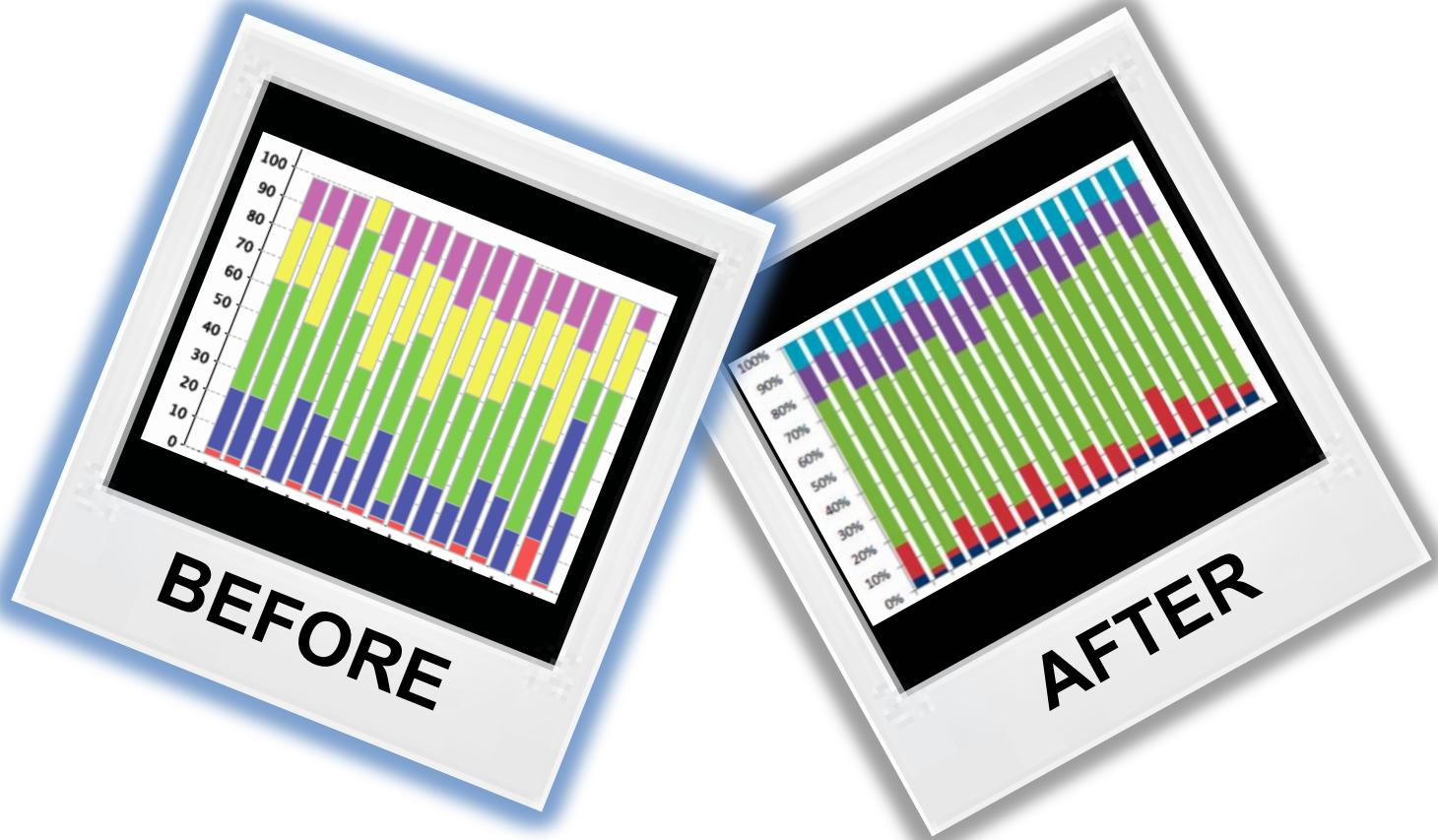
- Costco**
Searched: 2 months ago
- Flickr**
Friends: 0
First Activity: 2 Months Ago
Searched: 2 months ago
- LinkedIn**
Name: Nathan Scripps
Gender: Male
Location: San Francisco Bay Area
Friends: 218
Occupations: Business Development at Rapleaf, nathanscripps@gmail.com at Seeking Great Culture in need of Team Leadership
Links: My Portfolio, My Company, My Blog
First Activity: 3 Months Ago
Latest Activity: 2 Months Ago
Searched: 2 months ago
- MySpace**
Name: Nathan Scripps
Gender: Male
Age: 27
Location: San Francisco, California, United States
Friends: 121
Occupations: Engineering Co-op at General Electric Power Systems, Director of Sales at Jumpstart Automotive Media
First Activity: 4 Months Ago
Latest Activity: 3 Months Ago
Searched: About 1 month ago
- MyTimes**
Searched: 2 months ago
- Stumbleupon**
Searched: 2 months ago
- Twitter**
Name: Nathan Scripps
Gender: Male
Location: San Francisco, CA
Link: http://www.nathanscripps.com
RSS feed of nathanscripps tweets
First Activity: 8 Months Ago
Latest Activity: 28 Days Ago
Searched: 25 days ago

Medium volume solution,
low cost, huge time savings

Higher Volume Solutions



Campaign 'Before & After' Views



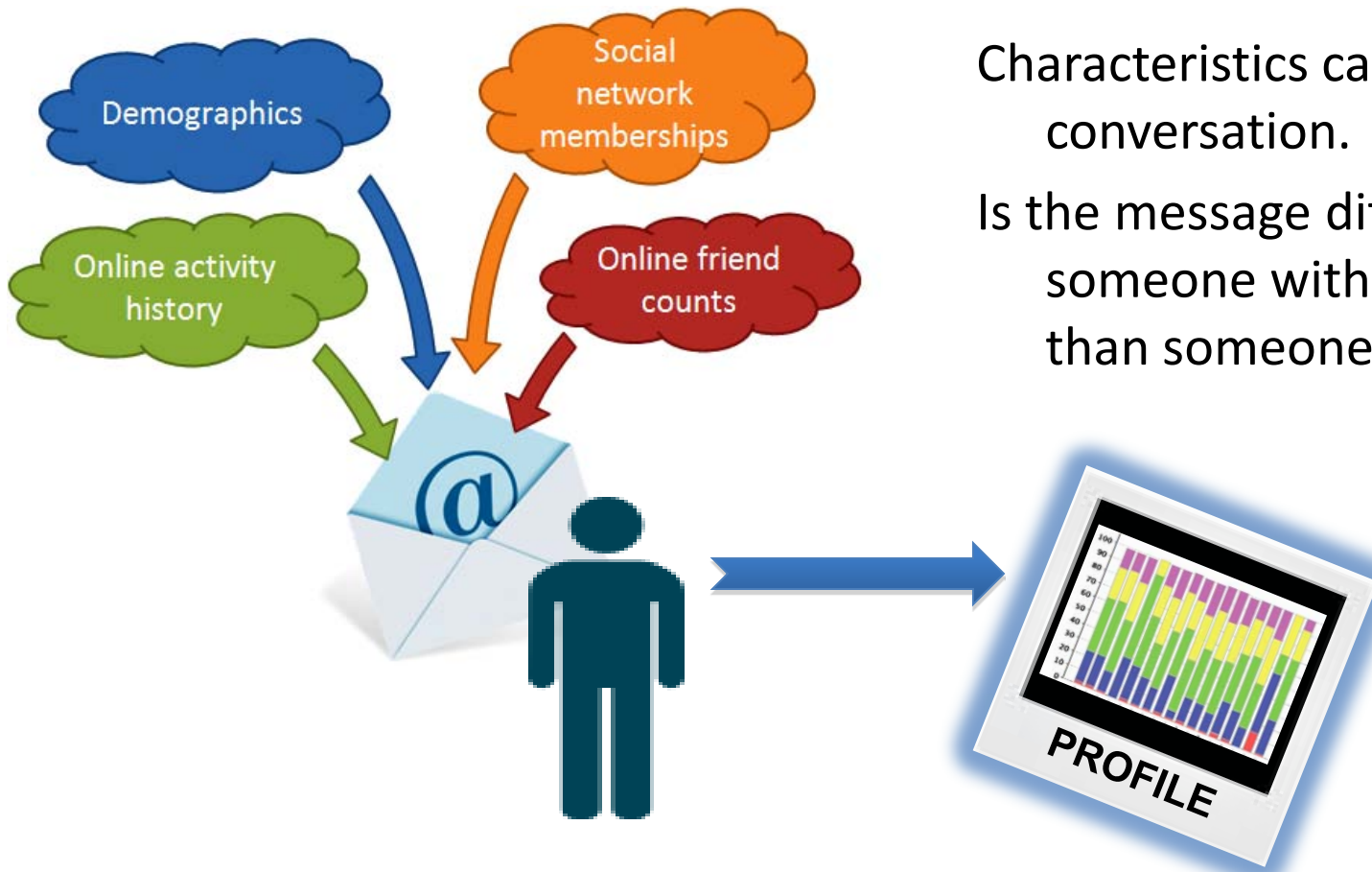
Periodically monitor the changes in your audience's social traits

Plan by Vehicle/ Location/ etc

Car	% Customers on Social Networks	% on MySpace	% on Facebook	Total % on MySpace & Facebook	Total Friends	Avg Friends / Customer	Avg Age	F/M Ratio
car1	60.6	35.2	30.7	45.7	375,490	103	29.3	56/44
car2	55.4	30.5	37.1	39.5	330,614	81	30.9	65/35
car3	51	37.5	28.2	38.5	297,613	86	28.4	43/57
car4	50.2	30.6	25.1	38.3	276,893	100	30.4	44/56
car5	48.9	28.7	27.2	38.2	267,226	90	32.4	45/55
car6	46	27.4	26.4	37.4	247,122	77	33.7	30/70
car7	35.4	18.4	13.5	26.3	199,678	73	31.9	21/79
car8	34.4	15.6	15.6	25.7	224,249	78	32	42/58
car9	28.2	15	16.2	25.6	239,173	77	34.5	46/54
car10	25.2	14.3	17.4	25.4	241,020	73	34.7	32/68

Target your media buys and creative executions by site by segment

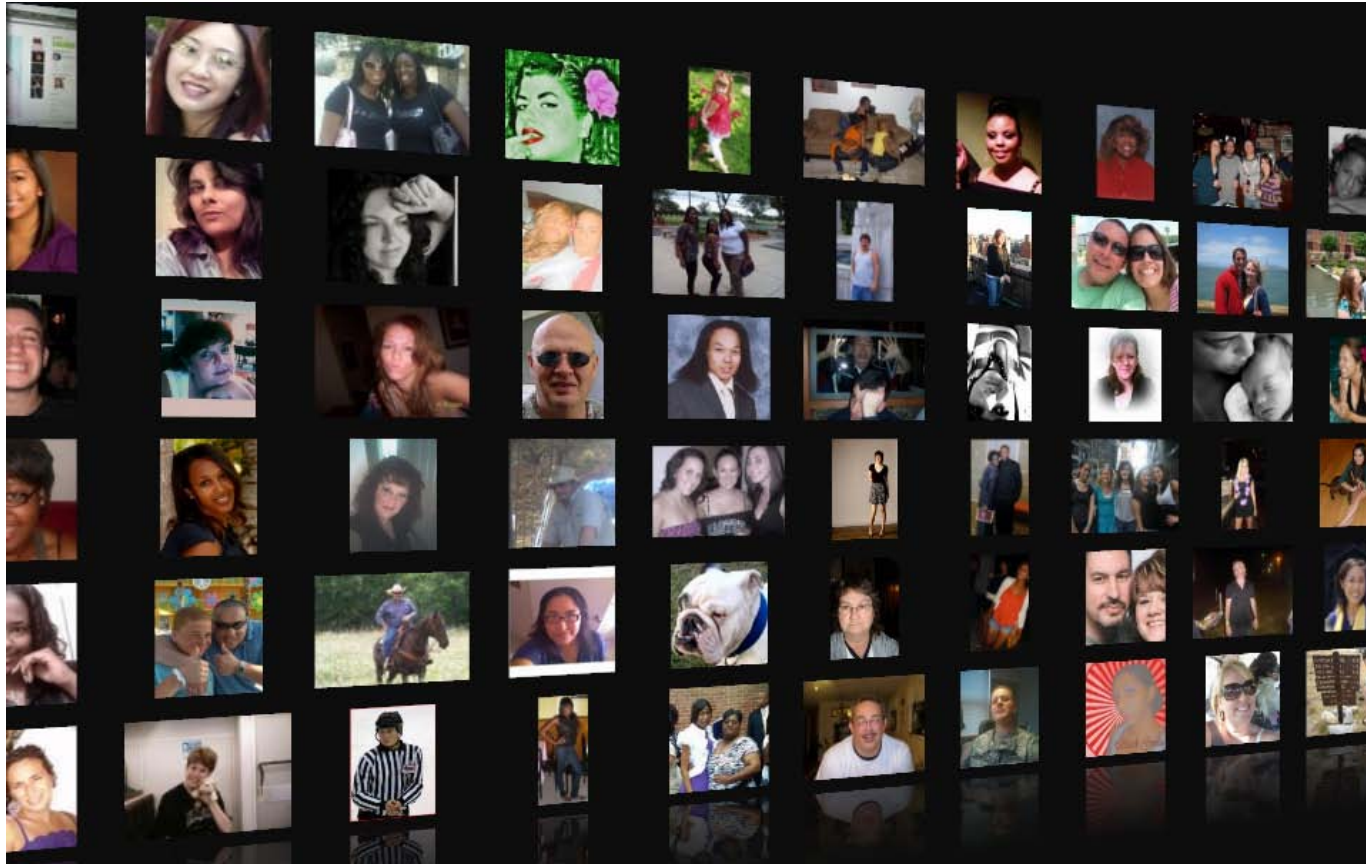
Individual View



Characteristics can change conversation.

Is the message different for someone with 5,000 friends than someone with 5?

'See' the Audience



Visualize the audience for which you are developing a creative strategy

Audience Segmentation



New and unique ways to segment your audience for strategy and execution

Identify Super Users



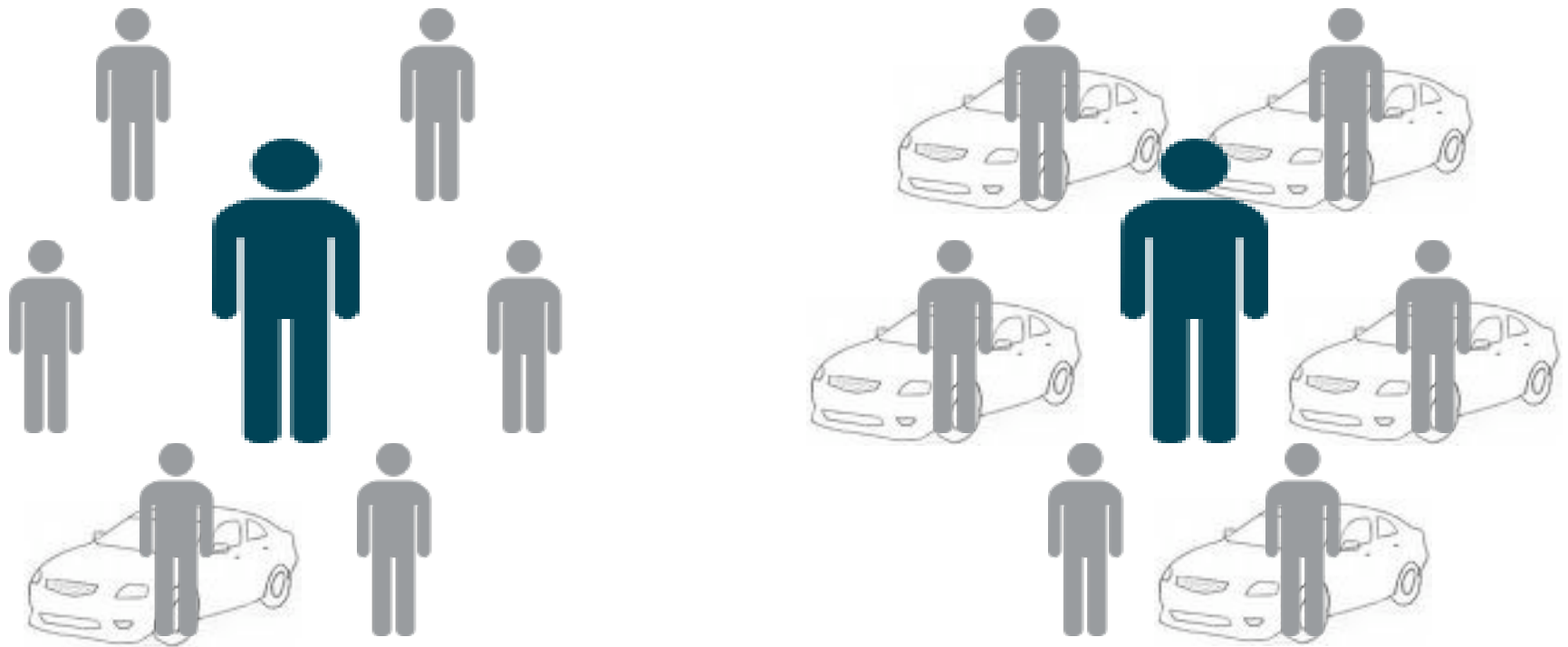
Your most connected, most vocal customers should be brand advocates

Social Circle View

- Report or API
- Returns list of emails for connections within audience
- Identify social groups within your audience
 - **Scale** points to influential groups or users
 - **Similar actions** typically occur throughout social groups
 - **API Access** allows you to match new users to existing groups

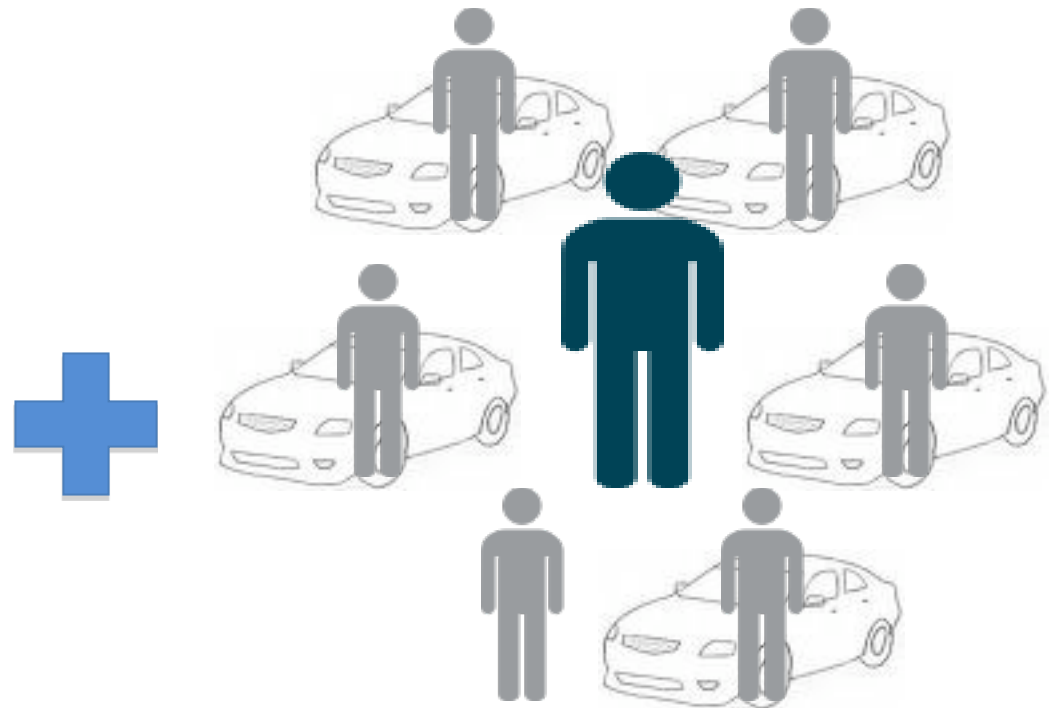
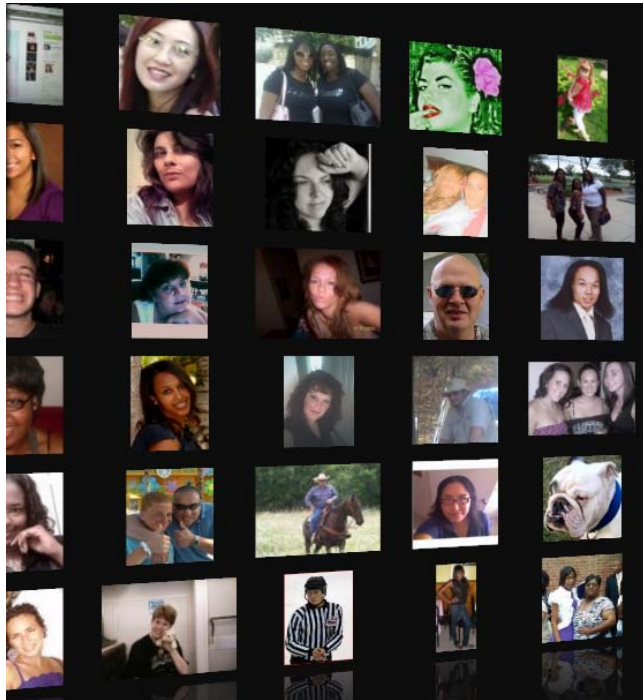


Contextual Relevance



Match message to the social context in which your brand exists for that shopper

Social Ads



Combine characteristics & connections to create engaging, personal content

Q & A



*The slides will be emailed to all registered attendees;
If you are unregistered, please email me for the slides.*

Please email questions
to nscripps@rapleaf.com