3 Automotive Industry Trends Found Through Social Conversations

How to use these industry insights to fuel your strategy across the enterprise

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The automotive industry is big business. With so many options to choose from, automotive brands need to find ways to stand out in the minds of consumers. That's why many car brands spend millions of dollars each year on marketing efforts like sponsorships and commercial campaigns (some spots cost a million plus on their own—hello, Super Bowl). So how does Subaru or Mercedes-Benz know they're delivering what their consumers want? A common tactic is diving into social media. Are people talking about it? Automotive brands need to understand what's resonating in regards to their brand, their competition and their industry.

An easy way for an automotive brand like Subaru to find what's trending for its brand is to use word or text clouds, which are offered in some social media monitoring platforms—the uberVU via Hootsuite platform has conversation maps. Our exclusive technology listens to and analyzes social conversations from across more than 25 platforms and over 100 million potential data sources and synthesizes those results into an intuitive, user-friendly dashboard. Our conversation maps offer the broadest possible view of the keyword or phrase you're searching for, plus a percentage breakdown of those conversations, resulting in an easy-to-understand overview of the social conversations that matter most, in real time.

To showcase the insights conversation maps can uncover we compared brand-specific conversation maps for some of the top companies in the automotive industry*.

See what has social buzzing when it comes to the automotive industry

Brands studied include: Audi, BMW, Buick, Chevrolet, Chrysler, Fiat, Ford, General Motors, Honda, Hyundai, Kia, Lexus, Mercedes-Benz, Nissan, Porsche, Subaru,Toyota, Volkswagen and Volvo.

Social Trend #1: The Competition

People enjoy comparing car brands in social for multiple reasons, whether it be as an intent to purchase, or adding a dream car to their wish list.

The names of competitors consistently rank on the maps of automotive brands, especially on those of luxury brands. Competitors "Audi" and "Mercedes" often appear on BMW's conversation map and vice versa.

BMW
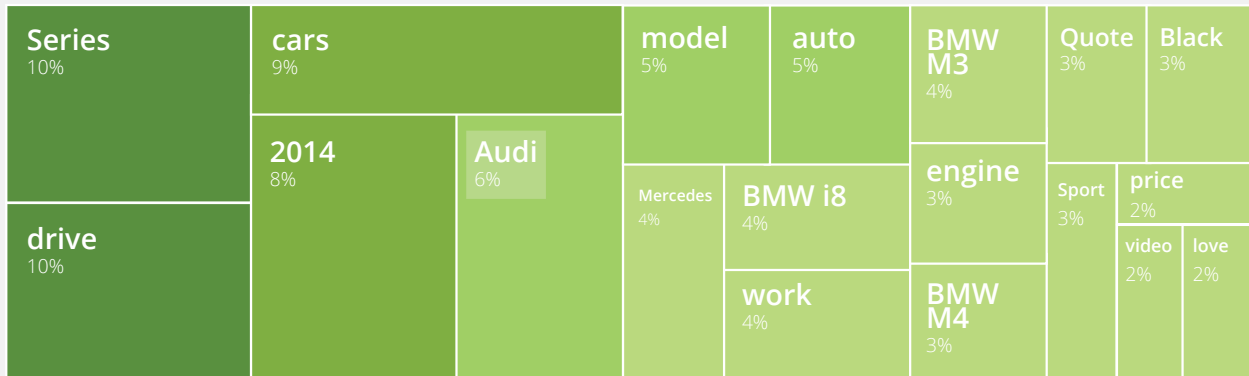
What this means for your brand:

Get Competitive
Set up monitoring plans for your competitors to follow what's being discussed about each one in relation to your brand. Are people comparing certain features? Is there incorrect information being shared? Use the answers to shape your marketing strategy.

Follow social conversations around your competitors and their individual models to gather intel for competitive campaigns that focus on what your brand has that your competitors don't (and social wants!).

Capitalize on Social Selling Opportunities
People are turning to social networks to leverage their peers' advice and reviews before making purchase decisions. Monitor the topics that revolve around your brand and assist where you can. Is someone looking to compare two car models? Reach out to assist in their research. Is someone tweeting about a specific feature they want in a car? Direct them to your nearest dealership.
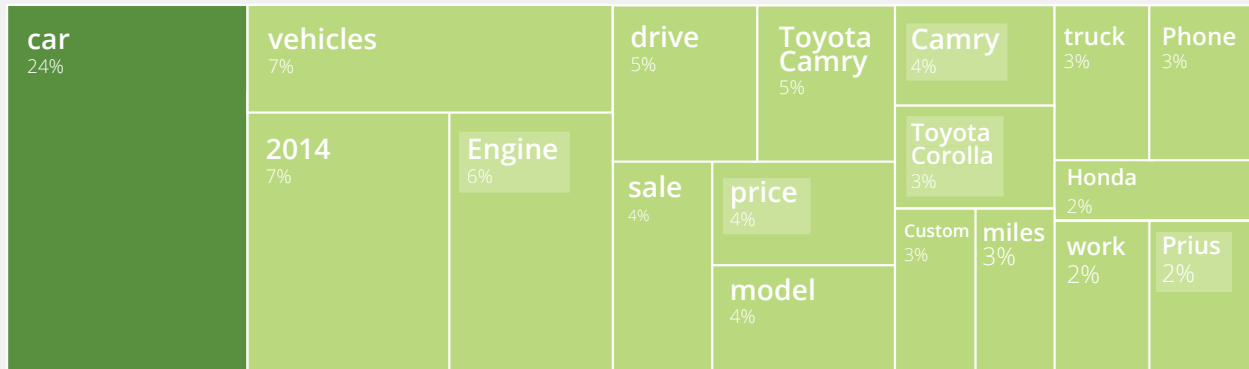
Social Trend #2: Models and Features

Car models and years of those models tend to be hot topics in social, as well as product features and popular colors. Car enthusiasts love to compare models for fun and others are researching a possible purchase, which is why the cost of certain brands and models is also a popular topic.

Words like "price" and "quote" show up on several conversation maps, especially on those of more affordable brands like Honda and Toyota. On Toyota's map, its models like "Camry", "Corolla" and "Prius" appear as well features like "price" and "engine."

Toyota

car 24%	vehicles 7%
	2014 7% / Engine 6%
drive 5%	
sale 4% / price 4%	
model 4%	
Toyota Camry 5%	
Camry 4%	
Toyota Corolla 3%	
Custom 3% / miles 3%	
truck 3%	Phone 3%
Honda 2%	
work 2% / Prius 2%	

What this means for your brand:

Arm Your Social Selling Team

Pay attention to emerging trends from social conversations revolving around your brand name and individual products and models. Ensure your social selling team is informed and ready to answer any questions in regards to specific models, features and price.

Inform Marketing Strategy

Use your conversation map and those of your competitors to find insight into what features buyers consider important and highlight those in your social marketing messages and campaigns.

Social Trend #3: Corporate News

The automotive industry plays a significant role in economic health, income and employment across the globe so it's no surprise that the industry gets a lot of attention in social media. With everything from CEO appointments to quarterly sales being discussed, hot topics for automotive brands tend to revolve around corporate activities.

When General Motors faced a public inquiry into a recall due to faulty ignition switches, the investigation was a hot topic in social with several related words ranking on the brand's map: "recall", "company", "problem" and "ignition switch."
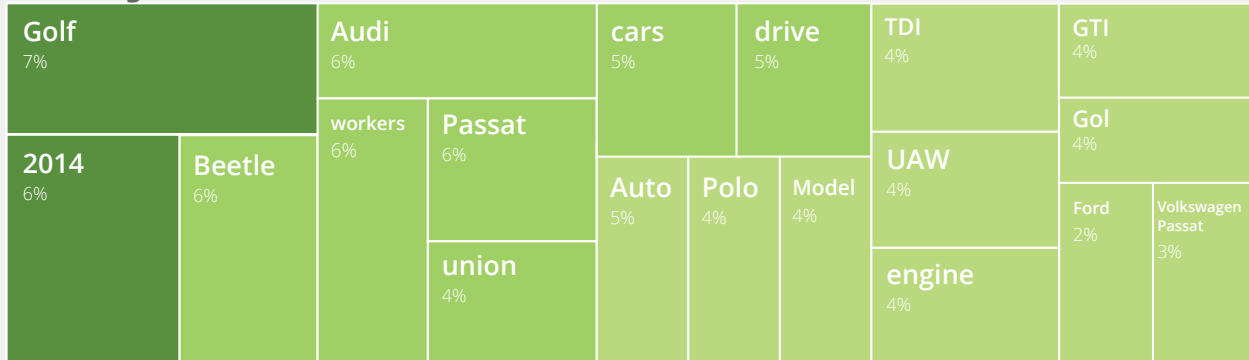
General Motors
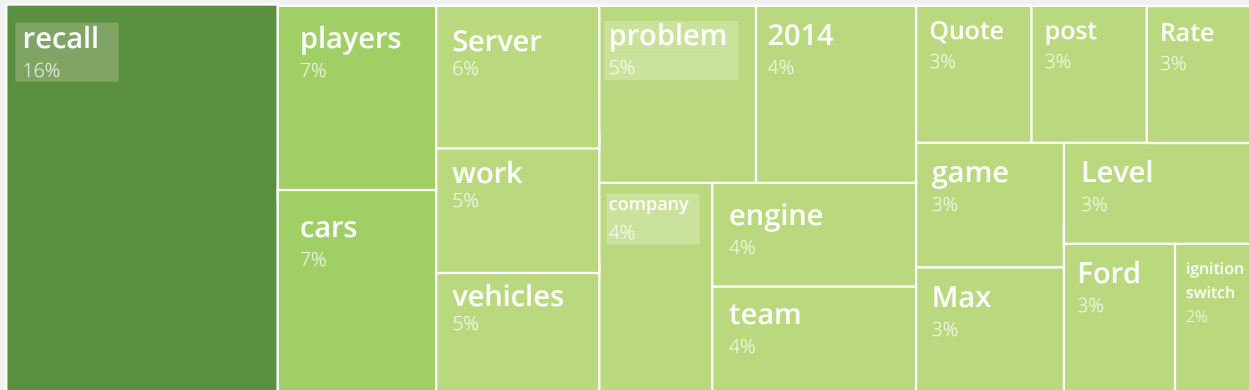
A Volkswagen plant in Tennessee caused a stir in social for voting against joining the United Automobile Workers union, only later to join the union—evident on the brand's map with "workers", "union" and "UAW."

Volkswagen

Golf 7%	**Audi** 6%
2014 6% / **Beetle** 6%	**workers** 6% / **Passat** 6%

cars 5%

drive 5%

TDI 4%

GTI 4%

Gol 4%

UAW 4%

Auto 5% **Polo** 4% **Model** 4%

union 4%

engine 4%

Ford 2%

Volkswagen Passat 3%

What This Means for Your Brand

Establish a Complete Monitoring Plan

Make sure you're monitoring your brand name and corporation as a whole so you're alerted when a story breaks. Follow your conversation map closely as the story evolves so you can monitor the impact on brand chatter.

Loop In PR

If a news story takes off in social you're sure to see the evidence on your conversation map. Follow the size of a story in real time and keep your publicity team up to date so they can help weather the storm or amplify a positive story. Keep an eye on the tone of your conversation map for any shifts in sentiment. If the story turns from news to outrage you need to be prepared for damage control.

Get Mapping

Comparing word clouds or conversation maps of several brands across your industry can offer key insights into your brand's reputation, marketing efforts, your standing in the industry and much more. Find out what generates the most conversations so you can deliver what your target audience cares about, whether that's the right content, customer service or new product initiatives.

To see live, real-time conversation maps for your brand, products and industry competitors. Contact us today.

social@ubervu.com | (800) 286-1624 | ubervu.com/demo
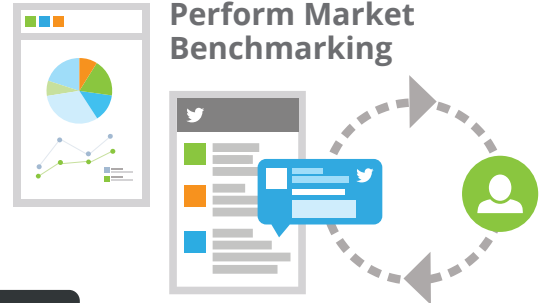
Hootsuite™   uberVU via Hootsuite

About uberVU via Hootsuite

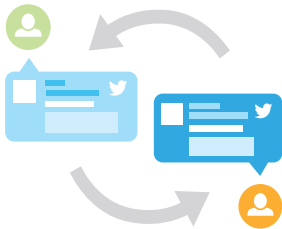**Better business decisions through social data**

Experience Deep Social Listening

Perform Market Benchmarking

Discover Real-Time Marketing Opportunities

Monitor Important Discussions

Social data can empower everyone. With our intuitive, easy-to-use social analytics platform, you don't have to be a data scientist to see the value of social media analytics. uberVU via Hootsuite's exclusive technology synthesizes results from across the social web (not just your owned channels!) into a user-friendly dashboard offering the broadest possible overview of the social conversations that matter most, in real time.

Hootsuite and uberVU via Hootsuite were built for business. Featuring the most advanced tools and services available for security, collaboration, engagement, and social media analytics, we're the trusted solution for 744 of the Fortune 1000, and for more than 1300 enterprise clients worldwide.

Request a custom demo today by visiting ubervu.com/demo

Trusted by 744 of the Fortune 1000

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