# Google+

## Fueling discoverability and engagement for automotive brands

Making the most of consumer interests, relationships and sharing across the web



#### IGNITING THE PATH TO PURCHASE

Social media is influencing Auto purchase decisions in a variety of ways



of social network

users follow Auto brands to get advice on purchases **PURCHASI** 

of Auto purchase decisions are influenced by **social media** – more than any other industry



of vehicle buyers find social networks useful



## GOOGLE+, A VALUABLE STOP IN THE AUTO PURCHASE PROCESS

Google+ is driving qualified shoppers to the Auto industry



**Google+ traffic resulting** in a KPI\* (i.e. locate a dealer, request a quote, build your own and payment estimator) for Auto manufacturers is up

Google+ traffic resulting in a KPI (i.e. add to cart, appointment, product page) for Parts & Service

**281%**<sup>†</sup>

sites is up



SITES





**PURCHASE** 

### THE FAST TRACK TO SALES

Surfacing recommendations at the moment of intent is driving ad performance



**5-10**% increase in CTR on

average, across all industries, when **social annotations** appear in ads

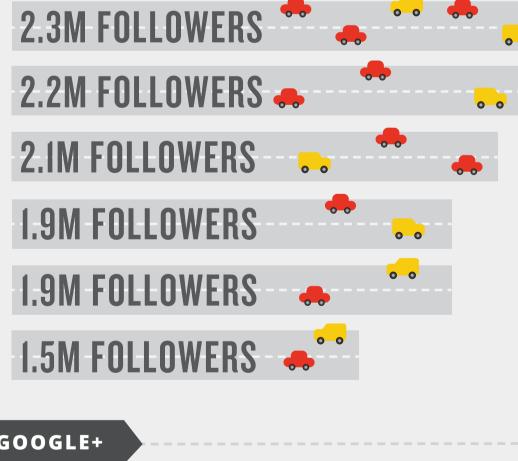
lift in conversion rate

for non-brand Auto terms when social annotations are present on ads

# Millions are engaging with Auto brands with Google+

**TOP AUTO BRANDS ON GOOGLE+** 

# **MERCEDES-BENZ MAKE THE MOST OF GOOGLE+**



## Real-world examples from the Auto industry show the advantage of going the extra mile

**IMPLEMENT SOCIAL CONNECT WITH ENGAGE PROMOTE YOUR GOOGLE+ FACE-TO-FACE EXTENSIONS TO** YOUR CUSTOMERS

### **ENABLE BETTER** DISCOVERY Surface endorsements for your vehicles and

brand at the moment of intent



**Auto brands can** experience a 5-10% average CTR lift by linking Google+ with

their Search campaigns

### THROUGH HANGOUTS Host behind-the-scenes tours of a production facility or dealership,

**WITH CUSTOMERS** 

launch new products in person or simply say thank you to your customers

Fiat used Hangouts to

launch the new Panda

car live to a room-full

of brand enthusiasts

## THROUGH GOOGLE+ Create real-world groups of Auto

enthusiasts and have conversations around shared interests

their vehicles via the

**Ford Photo Community** 

**Ford** encourages followers to upload and share photos of

### **CHANNELS** Add the Google+ badge to your website, include the +1 button on all

**PAGE ACROSS** 

content and promote your G+ page on email, receipts and business cards



**Auto brands drive** followers by promoting the Google+ badge on their website

Google

ROI Research Inc., "S-Net: A Study in Social Media Usage & Behavior" sponsored by Performics, August 2011 Compete/Polk/TNS, "Constant Consideration: New Vehicle Path to Purchase", September 2012 Google/Compete, "Google+ & Auto Industry Study", October 2012

Key Performance Indicator (KPI) † Google/Compete, "Google+ & Auto Industry Study", October 2012, % growth September 2011 – June 2012