

Social Marketing

Get continued benchmarking and strategic analysis of your brand, services or products.

Comprehensive social media marketing measurement, strategy revision recommendations, and reporting on brand performance, specific marketing campaigns and evolving trends. Learn what's impacting your target market and your brand's positioning within it.

DETAILS

- Analysis of past 30 days per report
- Evaluate top 3 competitors
- Assess brand sentiment, industry topics and identify audiences or influencers
- Findings reported in a 60 min. web conference

USEFUL FOR

- Drive marketing programs that perform
- Evolve your business with the market
- Continuously revise your approach to position your brand as a thought leader



Audience Personas

A snapshot of your audience segments and influencers



Fleet Owners
Small & Large Fleets

Owners of fleets comprised of 5-20 trucks are talking more online than those with more than 50. The small fleet owners are connecting on forums and LinkedIn. Large fleet owners are consuming content, but not discussing it. They are sharing industry studies, news, and blogs within industry groups on LinkedIn, as well.



Fleet Managers
Fleet & Supply Chain Managers

Fleet and supply chain managers of larger fleets are using forums and LinkedIn groups to find and discuss pain points of drivers and get input from their peers on purchase decisions. This group tends to focus on maintenance issues surrounding different brands and models.



Owner/Operators
Drivers & Decision Makers

This audience segment considers many factors when purchasing a new truck. They can approach a purchase from the viewpoint of a driver and an owner. This group understands the importance of total cost of ownership. Owner/operators are also often well-respected within discussions on



Drivers
End-users

This group is very vocal online, especially on social media and forums. While drivers are not the ones purchasing, they are influencing the decision makers with their input around the vehicles that they drive. Drivers discuss maintenance and comfort issues the most.

Client X Brand Analysis

Mentions have grown since the beginning of the year

Sentiment

With the recall of Brand X trucks, sentiment was more negative in April than in the previous months. The recall led to many mentions of Client X parts being made in Mexico and the brand being perceived as cheap. Sentiment was more favorable around the trade shows in March, most likely due to the positive press Client X received from the Mid-Atlantic Trucking Show.

Share of Voice

Mentions for Client X were highest in March during the trade shows, specifically the Mid-Atlantic Trucking Show. However, mentions dropped off considerably after each show. January had the highest amount of total mentions so far this year. This can be attributed to the announcement of layoffs at Parent Company plants.

Engagement

The majority of mentions around the trade shows in March were social shares of industry articles and releases. The shared content was not coming from Client X and there was little response from the brand on social channels in regards to mentions.

Client X Mentions by Month

