



[PRESS RELEASE]

Land Rover Australia leaves other luxury car brands in the rear-view as it claims social media top spot.

But social media index findings show a mixed bag of approaches when it comes to building automotive brands on social media, and an underutilisation of platforms outside of Facebook, especially Instagram.

Sydney, May 17, 2021- Advocate, a full-service Marketing Agency based in the City has released the findings of its inaugural Social Media Index for the Luxury Car Market in Australia. The intent of the SMI is to build a reputation as a key quarterly tracker of the social media performance of nine luxury brands: Alfa Romeo, Audi, BMW, Jaguar, Land Rover, Lexus, Mercedes-Benz, Porsche, and Volvo. And across key social media platforms: Facebook, Instagram, YouTube, LinkedIn, and Twitter.

Over the January to March period (Q1), Advocate analysed more than 21 million automotive social media post engagements using technology and their own data specialists to develop a score-based ranking for each key social media platform, as well as an overall Q1 social media ranking.

'Land Rover's success in topping the rankings of our first SMI report for the luxury automotive sector is testament to their strong focus on putting out quality, relevant and frequent content on social media'. Comments Mark Milner, MD of Advocate.

RANK	BRAND
1	LAND ROVER
2	JAGUAR
3	BMW
4	PORSCHE
5	MERCEDES BENZ
6	AUDI
7	VOLVO
8	LEXUS
9	ALFA

Table 1: SMI Report Q1 - Overall Brand Ranking.

'Land Rover displayed a good mix of local Australian content, supported by global content - not the other way round - an approach that we as an agency advocate as being critical in

understanding, building, and creating long-term engaged audiences and ultimately first and repeat car purchases', continues Milner.

The SMI report also uncovered some key areas that brands could improve on.

'What we've seen from this Q1 SMI report is that the luxury car brands are missing out on the power of Instagram.' states Milner.

'While Facebook recorded a total of 839,463 engagements across all brands in Q1 compared to Instagram's total of 426,006, if you strip out the total number of engagements achieved by Porsche (665,459) due to the global nature of its Facebook page, Instagram (where all brands have Australian focussed accounts) then leads the way with a total of 426,006 vs. 174,004 post engagements, against a backdrop of 571 vs. 529 posts (respectively).'

'Given the level of social media post engagements achieved on Instagram over Q1, all brands need to spend more time building their followers on this social media platform. As an example, Mercedes-Benz who top the Instagram page rankings has 137,000 followers, but 600,000 followers on Facebook. With higher engagement rates being achieved on Instagram, putting more effort into growing followers on this platform through quality, relevant and frequent content could reap massive rewards for brands.'

The rankings report also showed an inconsistent approach to LinkedIn and an almost complete abandonment of the use of Twitter.

'Neglected social media accounts aren't neutral. They can seriously erode consumer confidence in a business and the automotive sector is no exception. Social media helps to drive online findability and with the main platforms almost operating as their own search engines, ignoring any of them means a lost opportunity to be seen and engage with potential customers. And with 65% of new car buyers in Australia buying a brand different from their last vehicle*, there is a lot of business up for grabs.' states Milner.

'Even though Google and other search engines may not crawl the number of followers and other metrics on social media pages, you can rest assured that social media plays an ever-increasing role in helping brands get found. A healthy and robust social media presence helps create and build authority in a sector or niche. And from there, consistent interactions with social media pages and a brands website enforces that reputation, leading search engines like Google to rank websites higher in relevant search engine results.'

The SMI report also highlighted the need for luxury car brands to utilise the power of video more across all social media platforms.

'Depending on the social media channel, between 74% and 96% of all content posted by the luxury car brands in Q1 was image based.' Notes Milner.

'With 70%* of Australian car buyers saying online videos convinced them to think positively about an automotive brand, and 65%* saying online videos introduced them to a new vehicle they had not considered before – the luxury car brands are missing out on the compelling power of video content in their social media strategy.'

Online videos have become a crucial resource at every step of the journey. More than half (58%)* of all car buyers watched online videos at some point during their research – including three out of four first-time buyers – and 75% said YouTube was their primary source.

'It's not just about social media channel selection though when it comes to video content, it's also about frequency and relevancy of the content created. With all brands only posting a total of 111 times on YouTube in Q1, and with the overall amount of video content used, there is a lot of room for improvement.' said Milner.

*Source: Think with Google Automotive Report 2019/20

- Ends -

About the Social Media Index (SMI) Report Methodology

- The SMI report focuses on the performance of corporate social media accounts for 9 luxury brands. Alfa Romeo, Audi, BMW, Jaguar, Land Rover, Lexus, Mercedes-Benz, Porsche, and Volvo - across the key social media platforms of Facebook, Instagram, YouTube, LinkedIn, and Twitter.
- No individual brand dealership pages have been analysed as part of this report.
- The Q1 SMI report looked at social media post activity between Jan 1 and March 31, 2021.
- The SMI report created a ranking table for each social media platform, across three core categories: Number of Followers (or equivalent), Total number of Engagements and Average Number of Engagements Per Post. Scores for each core category were awarded and used to determine the ranking position for each social media channel. The ranking for each social media channel was then used to determine the overall ranking results.
- Only publicly available posts and engagements were reviewed.
- Image and video posts were reviewed.
- Engagements recorded included - likes, dislikes, video views, emoji's, comments, and shares. The reported figures have aggregated total engagements rather than highlighting the number of engagements by type. Where certain engagements have not been recorded this is due to social media page/account access restrictions. For example, Facebook does not publicly display video views by post so engagements of this nature (on this social media channel), were not recorded.
- The SMI report does not distinguish between PAID and ORGANIC posts as this information is not publicly available.
- If results were tied, the total number of post engagements figure was used to determine overall ranking order.

- Special notes: Porsche has a single, global Facebook and YouTube page, both of which were included in this analysis as they are promoted to the local Australian audience. Where this is not the case, such as with Alfa Romeo and Mercedes Benz on Twitter they have not been included. Alfa Romeo, for example has a global Twitter and LinkedIn page but both are not actively promoted locally within Australia.

About Advocate

Advocate, a full-service marketing agency that was born out of Covid, is on a mission to grow ambitious brands by creating unified marketing experiences customers love.

Unified marketing is our customer centric, data driven approach to helping businesses grow. We develop seamless marketing across digital, physical and communication touchpoints that earn the attention, engagement, and loyalty of our client's customers in the most personal and immersive manner.

Founded in 2020 and with a particular focus on data driven strategy development for brands, Advocate is powered by a team with decades of relevant, success driven expertise.

We work with ambitious founders to build, launch, and grow early-stage companies from scratch, partner with existing companies to focus and evolve brands for their next phase of growth, and engage with established companies on new initiatives that disrupt categories, ensuring their relevance and leadership.

For more information, please visit our website weareadvocate.com

Further information

For further information and to purchase a copy of SMI report for Q1 contact:

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Notes:

The Advocate Q2 Social Media Index for the Luxury Car Market (Australia) is due to be released in July 2021.

[For further data analysis and findings please refer to page 5 onwards.](#)

Overall Ranking Results & Key Findings

For a ranking's breakdown of all the social media channels and categories reviewed: Number of Followers (or equivalent), Total number of Engagements and Average Number of Engagements Per Post, refer to the file: **Advocate Social Media Index Q1**

RANK	BRAND
1	LAND ROVER
2	JAGUAR
3	BMW
4	PORSCHE
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6	AUDI
7	VOLVO
8	LEXUS
9	ALFA

Table 1: SMI Report Q1 - Overall Brand Ranking.

- Overall Land Rover ranked in poll position on Advocate's inaugural SMI report, followed by Jaguar and BMW. Alfa Romeo came last.
- Key social media platform results:
 - Porsche ranked number 1 for Facebook, Lexus came last.
 - Mercedes-Benz ranked number 1 for Instagram, Porsche came last.
 - Porsche ranked number 1 for YouTube, Alfa Romeo came last.
 - Land Rover/Jaguar ranked number 1 for LinkedIn, Alfa Romeo came last.
 - Land Rover ranked number 1 for Twitter, Alfa Romeo came last.
- Instagram attracted the greatest number of posts in total over Q1 (all brands).
 - Instagram recorded 571. BMW posted the most.
 - Facebook recorded 529. Porsche posted the most.
 - LinkedIn recorded 214. Mercedes Benz posted the most.
 - YouTube recorded 111. Porsche posted the most.
 - Twitter recorded 165. Porsche posted the most.
- YouTube achieved the highest number of engagements in total over Q1 (all brands). Looking at all brands and total engagements:
 - YouTube recorded 21,446,875 engagements. Porsche achieved the most.
 - Facebook recorded 839,463 engagements. Porsche achieved the most.
 - Instagram recorded 426,006 engagements. BMW achieved the most.
 - LinkedIn recorded 41,109 engagements. Mercedes Benz achieved the most.
 - Twitter recorded 907 engagements. Land Rover achieved the most.

Interestingly, while Facebook recorded a total of 839,463 engagements across all brands compared to Instagram's total of 426,006, if you strip out the total number of engagements achieved by Porsche (665,459) due to the global nature of its Facebook page, Instagram then leads the way with 426,006 vs. 174,004 against a backdrop of 571 vs. 529 posts (respectively) during Q1.

- The number of posts made across Facebook by the 9 brands analysed varied widely over Q1. From as little as 25 for Lexus to 113 for Porsche. This trend continued across Instagram, as well as YouTube and Twitter - with significant differences recorded across LinkedIn. Here, Mercedes-Benz made 113 posts during Q1, compared with just 6 for the likes of Volvo.
- Image based posts were the most dominant across all social media platforms and for all brands in Q1:
 - On Facebook, appx. 74% of posts were image based, 26% video based.
 - On Instagram, appx. 91% of posts were image based, 9% video based.
 - On LinkedIn, appx 76% of posts were image based, 24% video based.
 - On Twitter, appx 96% of posts were image based, 4% video based.
- The single most popular social media post of Q1 was by Porsche on YouTube - gaining 3,932,444 engagements. Although it is worth noting that Porsche has just one global brand page on YouTube (others have country focussed pages). Other popular posts included:
 - On YouTube, the second most popular post was from Volvo (1,607,509 engagement). BMW had the third most popular post with 522,606 engagements.
 - On Facebook, the most popular post was from Porsche. It attracted 22,049 engagements (likes, comments etc). The second most popular post was from Audi and achieved 10,862 engagements. Land Rover had the third most popular post, racking up 3,384 engagements.
 - On Instagram, the most popular post was again made by Porsche. It attracted 10,921 engagements: a surprising result given the size of its follower base on this channel. The second most popular post came from Jaguar (10,332 engagements), and the third most popular post was from Mercedes Benz (6,889).
 - On LinkedIn, the most popular post was made by Land Rover/Jaguar (who share a single Australian page). It attracted 24,816 engagements. The second most popular post was from Audi (15,368), and the third most popular post was from BMW (2,423).

- On Twitter, the most popular post was made by Porsche. It attracted 52 engagements. The second most popular post was from Land Rover (39), and the third most popular post came from Jaguar.

Ranking by individual Social Media Channel

// FACEBOOK

RANK	BRAND
1	PORSCHE
2	LAND ROVER
3	JAGUAR
4	AUDI
5	MERCEDES BENZ
6	BMW
7	ALFA
8	VOLVO
9	LEXUS

Key Facebook Findings

- Overall, Porsche ranked number 1 across the three categories researched - Followers, Post Engagements and Average Engagements Per Post (EPP). 2nd place went to Land Rover and 3rd place to Jaguar. Lexus ranked last.
- However, Porsche has one official global Facebook page that covers all geographies. Land Rover and Jaguar have dedicated Australian Facebook pages but display global follower and like numbers on each of their pages. These factors have contributed to Porsche's ranking.
- Mercedes Benz, Audi, BMW, Lexus, Volvo, and Alfa all have dedicated Australian Facebook pages.
- Interestingly, Mercedes Benz has more than twice as many page followers and likes than the next highest brand (with a dedicated Australian Facebook page) Audi. Alfa Romeo ranked last for page followers and likes.
- Unsurprisingly, when looking at the level of Post Engagements by each brands Facebook page, Porsche ranked 1st with more than 600,000 post engagement over the January to March (Q1) period. In second place was Land Rover (67,648) and third Audi (60,872). Both Land Rover and Audi who operate Australian Facebook focussed pages had more than 4 times the level of engagements than Jaguar and Mercedes Benz, and nearly 10 times more than BMW. Lexus ranked last for total number of engagements.

- Porsche had the highest number of page posts over the period reviewed, followed by Land Rover and BMW. Porsche also had the highest average engagements per post, recording 5,889. This was followed by Audi who recorded an average of 2,341 engagements per post, against a total number of posts made during the period of 26. Its worth noting that only one brand had less posts during this time period and that was Lexus (who came in last for average engagements per post). Land Rover who ranked 3rd posted 101 times to record an average of 670 engagements per post. The difference between the brands for this category is stark with Lexus recording an average of just 37 engagements per post at one end and at the other end Porsche recording an average of 5,889.

// INSTAGRAM

RANK	BRAND
1	MERCEDES BENZ
2	BMW
3	JAGUAR
4	LAND ROVER
5	AUDI
6	ALFA
7	LEXUS
8	VOLVO
9	PORSCHE

Key Instagram Findings

- All the brands reviewed in this report have dedicated Australian Instagram pages.
- Overall, Mercedes Benz ranked number 1 across the three categories researched - Followers, Post Engagements and Average Engagements Per Post (EPP). 2nd place went to BMW and 3rd place to Jaguar. Porsche ranked last.
- In stark contrast to the Facebook results, Porsche ranked last when it came to number of followers on Instagram with just 13,000. Mercedes Benz ranked first with 137,000, followed by Audi with 111,000 and BMW with 102,000
- In terms of total number of post engagements on Instagram, BMW ranked 1st with more than 97,000, followed by Mercedes Benz and in third place was Alfa Romeo with 51,037 post engagements. The number of engagements for Alfa Romeo is notable given the account only has 23,000 followers, compared to Mercedes Benz' 137,000 followers and BMW' 102,000.
- When looking at the average number of engagements per post, Mercedes Benz ranked 1st with more than 1,500, followed by Jaguar with 1,218 and Land Rover with 960. Lexus came in last with 395 recorded engagements. Its noting that although BMW recorded an average of 532 engagements per post, this brand posted more than 3 times the amount that Mercedes Benz did over the same period.

// YOUTUBE

RANK	BRAND
1	PORSCHE
2	BMW
3	VOLVO
4	LAND ROVER
5	LEXUS
6	MERCEDES BENZ
7	AUDI
8	JAGUAR
9	ALFA

Key YouTube Findings

- All the brands reviewed in this report have dedicated Australian YouTube pages other than Porsche, which has a single, global page.
- Overall, Porsche ranked number 1 across the three categories researched - Followers (subscribers), Post Engagements and Average Engagements Per Post (EPP). 2nd place went to BMW and 3rd place to Volvo. Alfa Romeo ranked last.
- In terms of number of subscribers, Porsche topped the list. Land Rover led the Australian specific brand pages with 100,000 subscribers, five times more than third place BMW. Jaguar ranked last with just 895 subscribers.
- Unsurprisingly, Porsche ranked in first position when it came to total engagements over the Q1 review period, followed by Volvo (with more than 5 million engagements), and in third place BMW with more than 500,000 engagements. Interestingly, Volvo only posted five times over Q1, but three of their five posts attracted more than 1 million views each (the highest receiving more than 1.6 million views). Alfa Romeo ranked last with no posts made over the review period.
- Regarding average engagements per post, Volvo ranked first (with 1,050,226), followed by Porsche with (228,332), and in third place BMW (75,143). Interestingly, the number of engagements achieved per post by BMW was more than 6 times of fourth placed Lexus.

// LINKEDIN

RANK	BRAND
1	LAND ROVER
1	JAGUAR
2	AUDI
3	MERCEDES BENZ
4	BMW
5	LEXUS
6	VOLVO
7	PORSCHE
8	ALFA

(*If tied, total number of post engagements used to determine overall ranking order).

Key LinkedIn Findings

- All the brands reviewed in this report have dedicated Australian LinkedIn pages other than Alfa Romeo. Land Rover and Jaguar share a single page.
- Overall, Land Rover/Jaguar ranked number 1 across the three categories researched - Followers, Post Engagements and Average Engagements Per Post (EPP). 2nd place went to Audi and 3rd place to Mercedes Benz. Alfa Romeo ranked last.
- In terms of number of followers Mercedes Benz has more than twice as many (55,306) than the number two brand, BMW (24,963), and more than 10 times the number of followers that Porsche has.
- Interestingly, Land Rover/Jaguar recorded nearly double the number of total engagements over the Q1 review period, than Mercedes Benz who came in second in this category with 14,640 and Audi, third with 5,199. Volvo and Alfa ranked second to last and last, respectively.
- Regarding average engagements per post, Land Rover/Jaguar came in first with (2,997), followed by Audi (473) and BMW (405). It is worth noting here though that Mercedes Benz posted 10 times more over the period reviewed (102 in total) than the Land Rover / Jaguar page (10 in total). Also, Porsche recorded an average engagement per post of 37, but posted 55 times over Q1.

// TWITTER

POSITION	BRAND
1	LAND ROVER
2	JAGUAR
3	BMW
4	PORSCHE
5	VOLVO
6	LEXUS
7	AUDI
8	MERCEDES BENZ
9	ALFA

Key Twitter Findings

- All the brands reviewed in this report have dedicated Australian Twitter pages other than Mercedes Benz and Alfa Romeo.
- Overall, Land Rover ranked number 1 across the three categories researched - Followers, Post Engagements and Average Engagements Per Post (EPP). 2nd place went to Jaguar and 3rd place to BMW. Alfa Romeo and Mercedes Benz ranked last.
- In terms of number of followers Land Rover ranked first (16,900), 16746 more than Audi. In second place was BMW with 15,100, and in third place was Volvo with 11,000. It is worth noting here though that no tweets are visible on the BMW page, potential followers need to request access to the page and wait to be approved.
- Mercedes Benz, BMW, Volvo, Audi, Alfa Romeo, and Lexus recorded NO engagements on Twitter during Q1, driven by the fact that these brands did not post any content. This left Land Rover to top the rankings on post engagements with (409), followed by Jaguar (278) and Porsche (220).
- Regarding average engagements per post, Land Rover placed first, with Jaguar second and third, respectively. Interestingly, Land Rovers average engagement per post on Twitter of 8.89 is considerably lower than any other average engagement per post score recorded across any other social media platform (for any of the brands). The next lowest (recorded) average engagement per post was recorded by Lexus on Facebook (37) and Porsche on LinkedIn (37).