

Google+

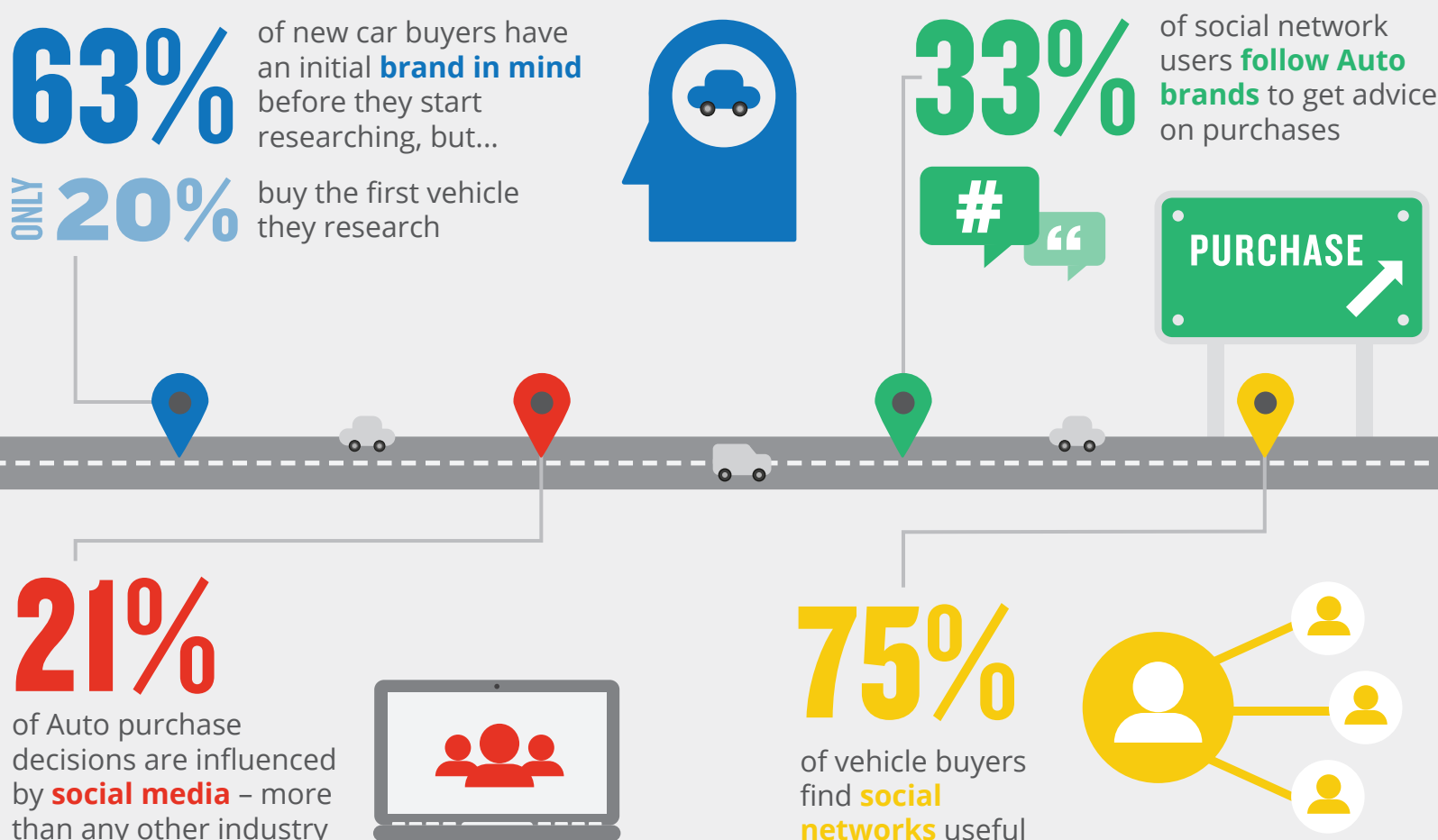
Fueling discoverability and engagement for automotive brands

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



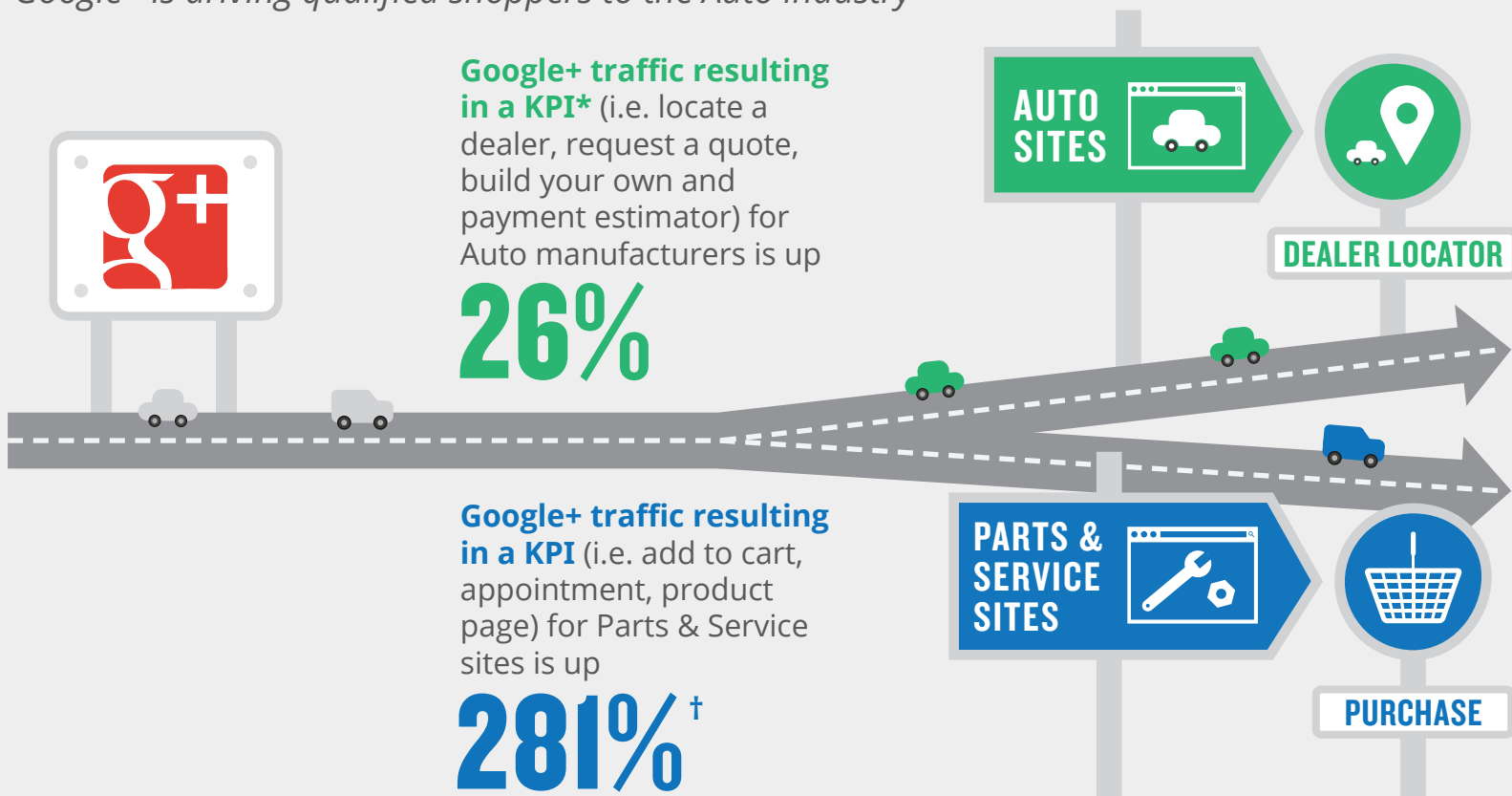
IGNITING THE PATH TO PURCHASE

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



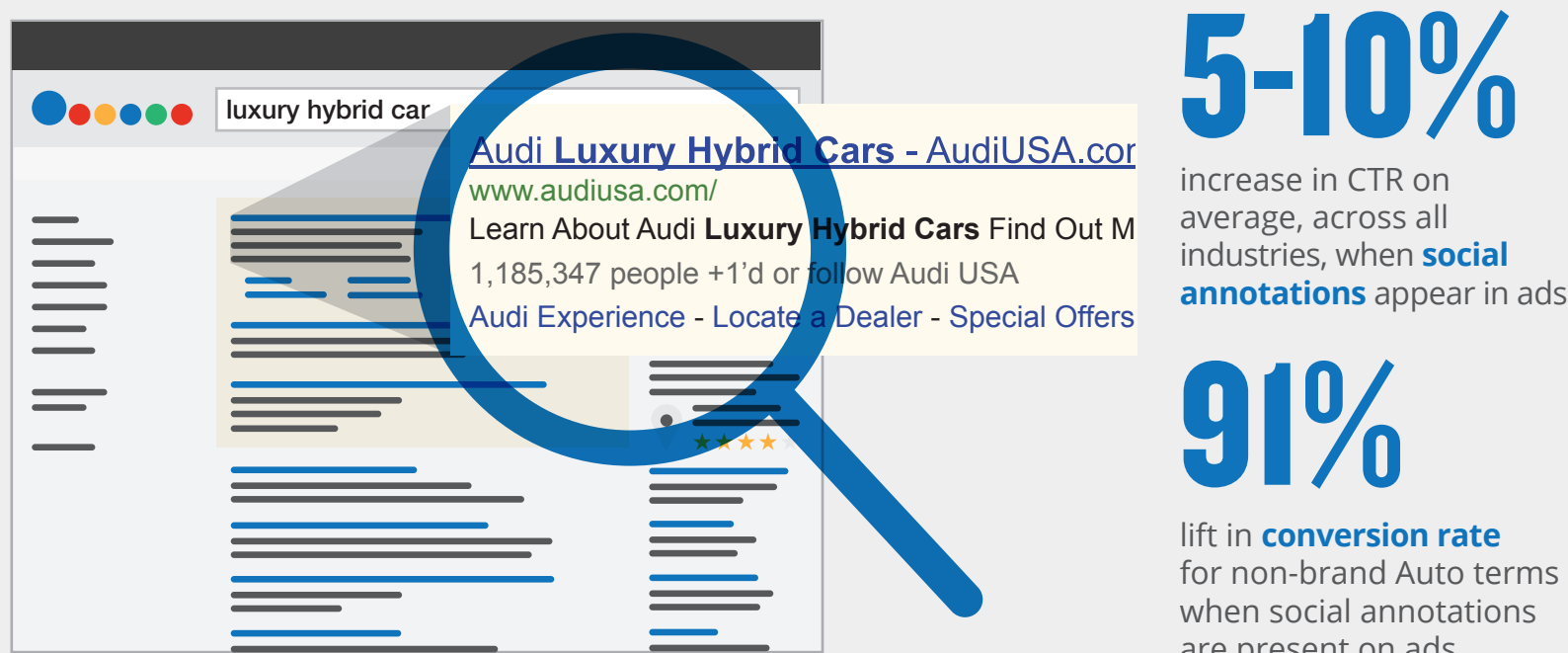
GOOGLE+, A VALUABLE STOP IN THE AUTO PURCHASE PROCESS

Google+ is driving qualified shoppers to the Auto industry



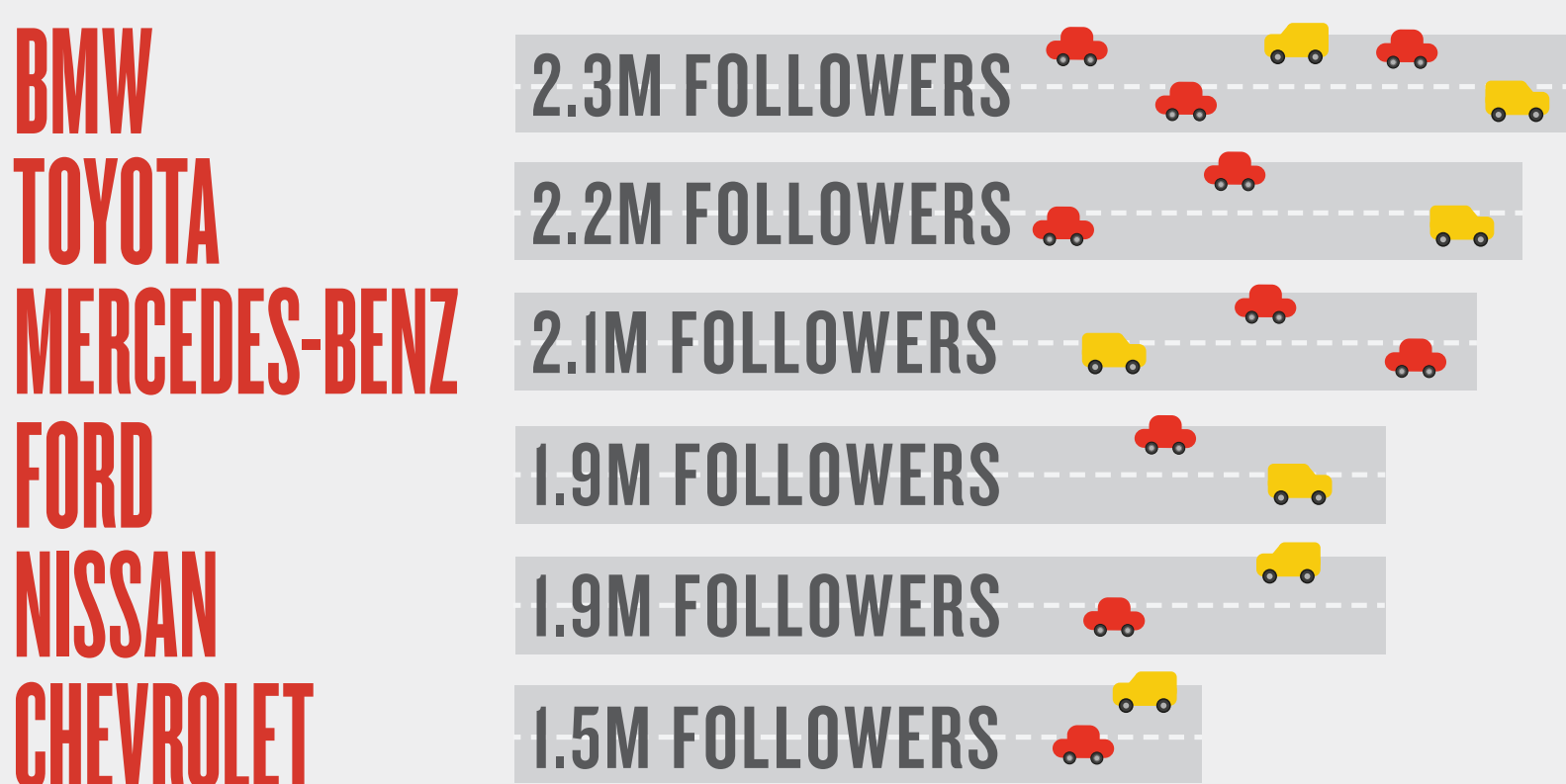
THE FAST TRACK TO SALES

Surfacing recommendations at the moment of intent is driving ad performance



TOP AUTO BRANDS ON GOOGLE+

Millions are engaging with Auto brands with Google+



MAKE THE MOST OF GOOGLE+

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

IMPLEMENT SOCIAL EXTENSIONS TO 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

ENGAGE FACE-TO-FACE WITH CUSTOMERS THROUGH HANGOUTS

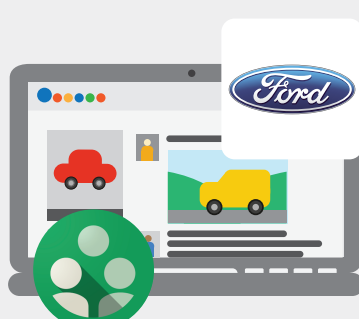
Host behind-the-scenes tours of a production facility or dealership, launch new products in person or simply say thank you to your customers



Fiat used Hangouts to launch the new Panda car live to a room-full of brand enthusiasts

CONNECT WITH YOUR CUSTOMERS THROUGH GOOGLE+ COMMUNITIES

Create real-world groups of Auto enthusiasts and have conversations around shared interests



Ford encourages followers to upload and share photos of their vehicles via the Ford Photo Community

PROMOTE YOUR GOOGLE+ PAGE ACROSS CHANNELS

Add the Google+ badge to your website, include the +1 button on all content and promote your G+ page on email, receipts and business cards



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

* Key Performance Indicator (KPI)

† Google/Compete, "Google+ & Auto Industry Study", October 2012, % growth September 2011 – June 2012

SOURCES

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