

BMW Marketing Innovations
OWM Fachtagung
11.11.2010
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Unternehmenserfolg in der digitalen Welt. Beispiel BMW: 1 year in social media.



Why Social Media?

The Internet from a Customer Perspective.



If you want to reach people...



Fish where the Fish are.



Social Media.

What does this mean for our brand?

IT'S NOT ABOUT WHAT **WE** SAY IT IS.



Social Media.

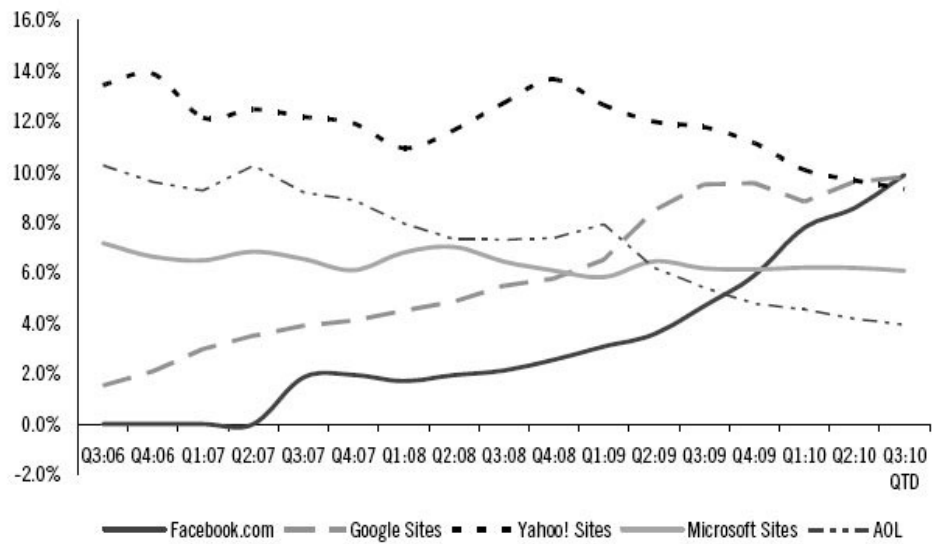
It's the consumers voice that matters.



BMW Group goes social. Why did we get started?

September 2010

Figure 4. % of Time Spent vs. Total Internet (U.S.)

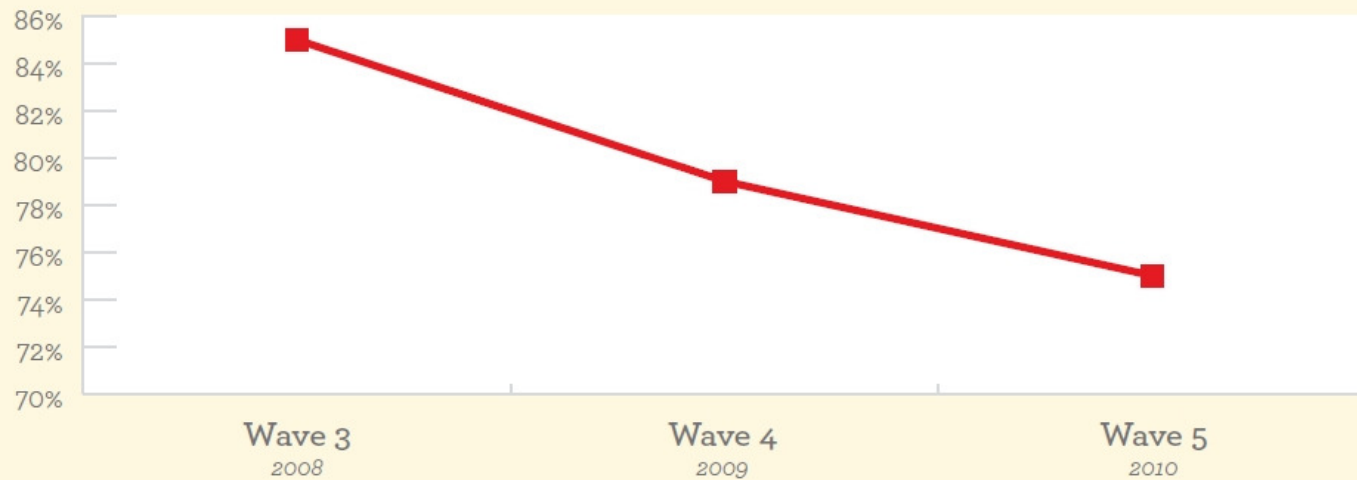


Source: comScore MediaMetrix, Citi Investment Research and Analysis

BMW Group goes social. Why did we get started?

October 2010

Figure 20: "Thinking about using the internet, have you visited an official brand/company website in the last 6 months?"

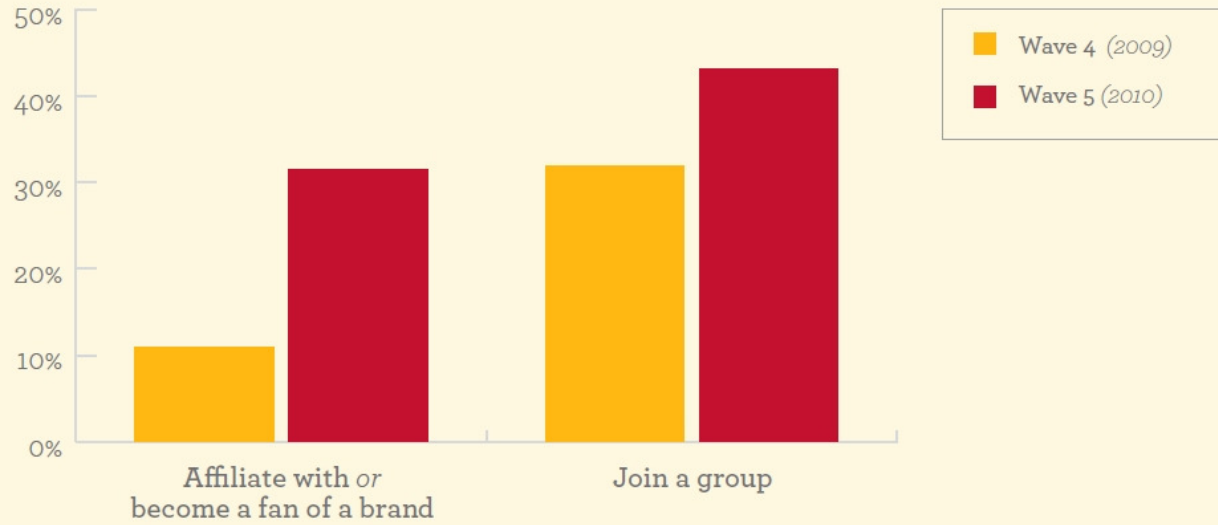


Universal McCann. Wave 5. Oktober 2010.

BMW Group goes social. Why did we get started?

October 2010

Figure 21: "Which of the following have you done with your social networking profile?" - Amongst those who have used a social network in the last 6 months"



Universal McCann. Wave 5. Oktober 2010.

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BMW Group goes Social. Strategy Development.



Educate the company. Center of Competence & Service.



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Fish where the fish are.



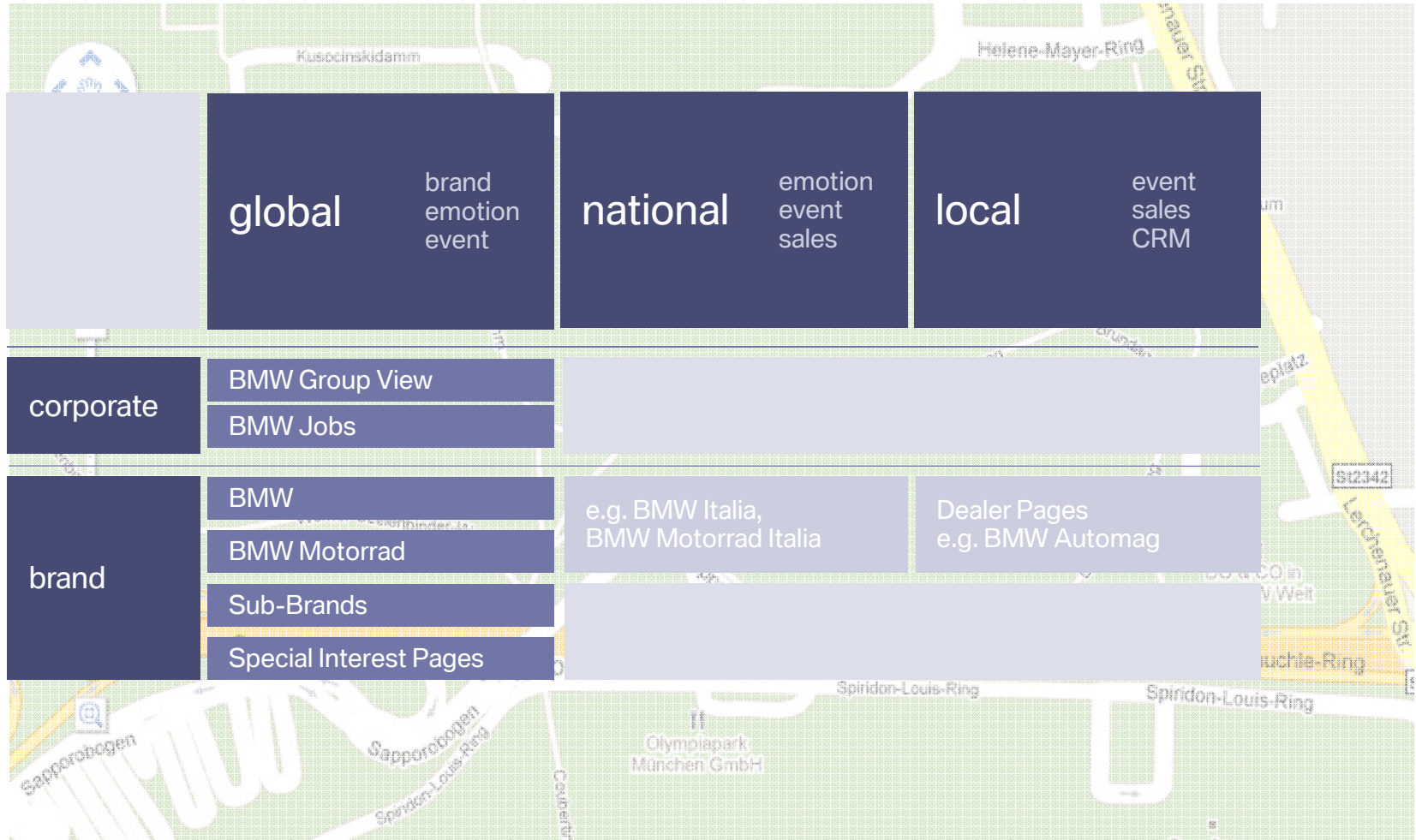
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Dialogue first.



Brand strategy vs. product focus.

Global. National. Local.



BMW Group goes social. But even Social needs Targets.



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Strategic Targets.



Target setting. Balanced Score Card.



Target setting.

Daily targets.



Target setting. Balanced Score Card 2010.



Target setting. Balanced Score Card 2010.



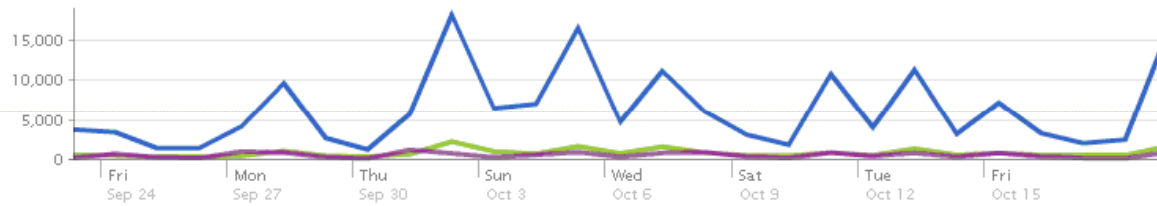
#1 automotive brand

Target setting – learn and improve. Monitor and Track.

Daily Post Views **1,653,023** ↑7,500%
 Daily Post Feedback **4,087** ↑16%

Daily Story Feedback²

Likes Comments Unsubscribes

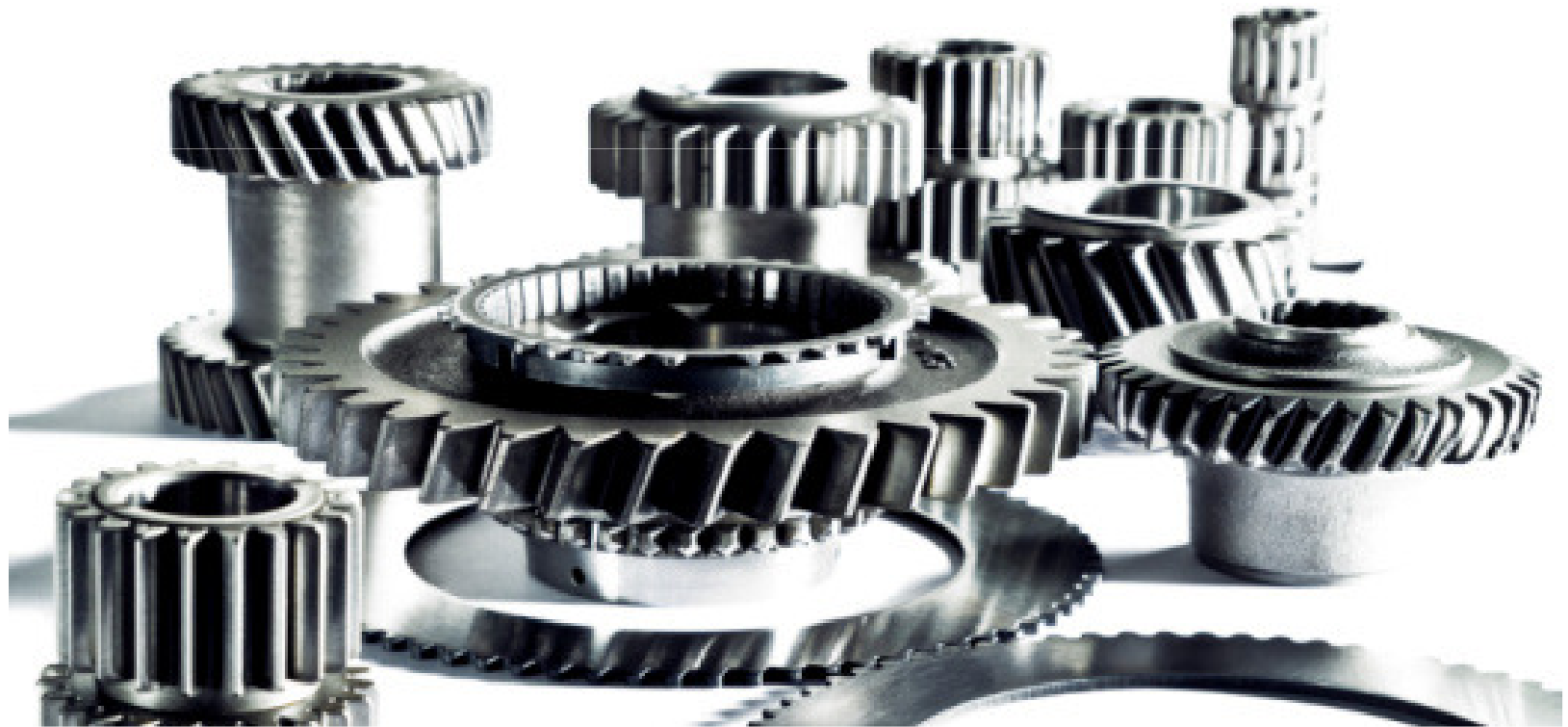


Most Recent Posts

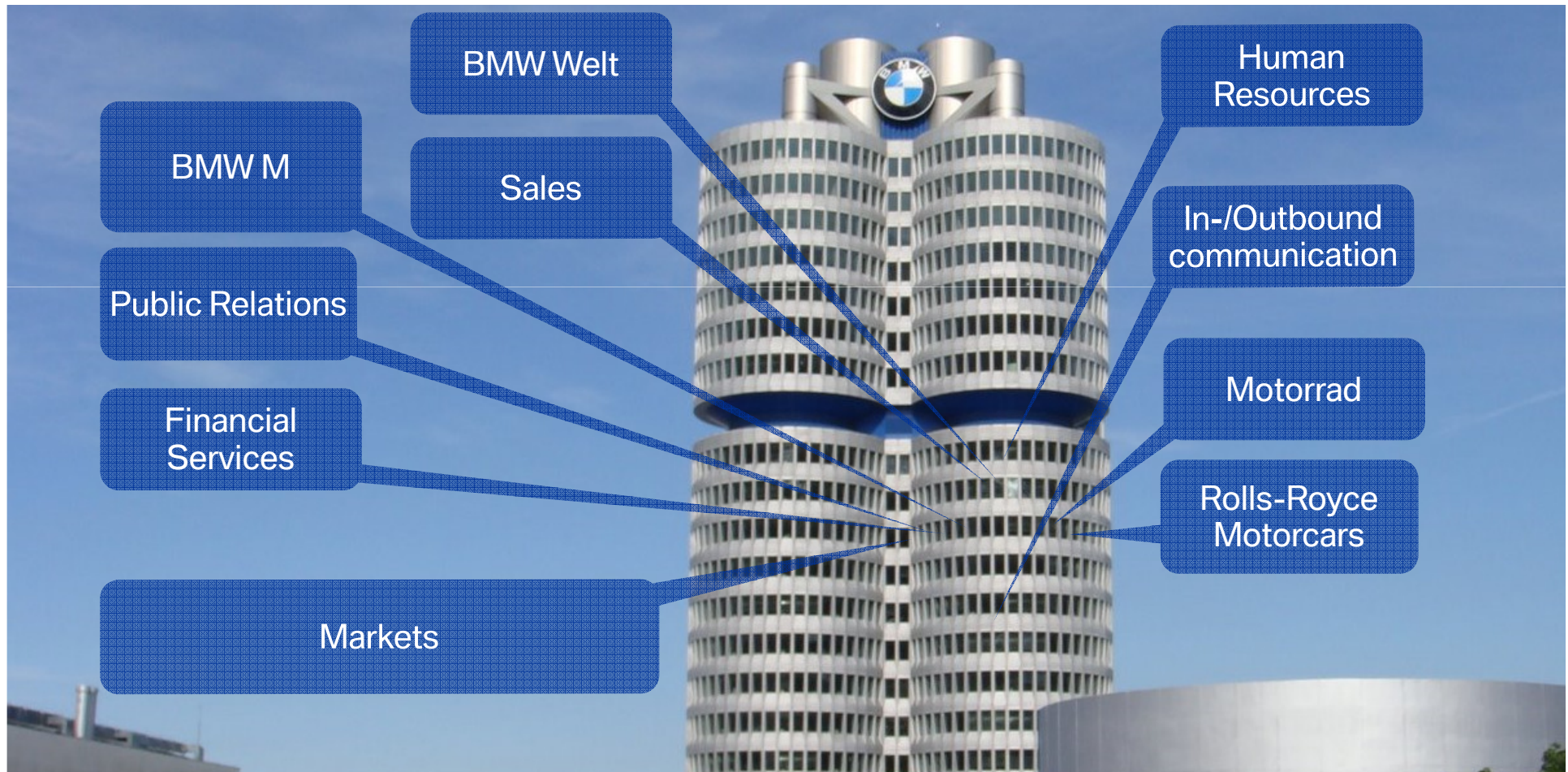
Message	Posted	Impressions	Feedback
In a dark world you need true heroes who will even...	59 minutes ago	0	0%
Now on Facebook - The official fan page of BMW Hungary. If...	8 hours ago	9,746	0.40%
The 17th BMW Art Car has arrived at the BMW Museum...	Tuesday at 19:07	2,093,752	0.52%
BMW und Sixt: Autovermietung testen gemeinsam den ersten...	16 October at 20:06	299,181	0.10%
BMW will be back in the German Touring Car Championship!...	15 October at 18:07	1,985,401	0.34%
Have you already taken your chance? Our mysterious car from...	13 October at 18:30	7,960	0.70%
Have you already taken your chance? Our mysterious car from...	13 October at 18:17	47,394	0.60%
Have you already taken your chance? Our mysterious car from...	13 October at 18:12	303,181	0.51%
Have you already taken your chance? Our mysterious car from...	13 October at 18:06	556,493	0.47%
Have you already taken your chance? Our mysterious car from...	13 October at 17:56	850,091	0.41%

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BMW Group goes social. The „how to“.



Prepare the Company. Involve all relevant departments.



Synergies and Roll-Out. Social Media Center.

The screenshot shows the BMW Social Media Center dashboard. At the top left, there is a '[BETA]' label. The main header reads 'Social Media Center. Activities and Assets.' with a 'Dashboard' link below it. On the right, the 'BMW Group' logo is displayed above a search bar. A navigation bar contains links for 'Welcome Thehartworker', 'Update Status...', 'Recently Viewed', 'Settings', 'Administration', and 'Log Out'. The main content area is titled 'Dashboard' and 'Your Guide to Social Media Activities and Assets'. A 'Quick Start' section features a globe with social media icons (Facebook, Twitter) and a laptop. A word cloud contains terms like 'Video', 'Photo', 'Text', 'Like', 'Follow', 'Retweet', 'Favorite', 'Comment', 'Share', 'Rate', 'Download', 'Send to friend', and 'Read'. A 'Highlights' section on the right lists two items: one dated 10/12/2010 about Facebook features, and another dated 09/29/2010 about the BMW global Facebook page reaching 2 million fans.

[BETA]

Social Media Center.
Activities and Assets.

Dashboard

BMW Group

Search

Welcome [Thehartworker](#) | [Update Status...](#) | [Recently Viewed](#) | [Settings](#) | [Administration](#) | [Log Out](#)

Dashboard

Your Guide to Social Media Activities and Assets

Quick Start

Rate Like Send to friend
Video Follow
Download
Share **Photo** Retweet
Comment Read Favorite
Text

Highlights

Check out our social media highlights! We're also looking forward to hearing your latest news.

10/12/2010

Some important new Facebook features
[Read More](#)

09/29/2010

BMW global Facebook page hits 2 million fans
[Read More](#)

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Strategy come alive.
Just do it.



Launch BMW global fanpage. November 2009.

Registrieren

BMW ist bei Facebook.

Registriere dich für Facebook, um mit BMW in Verbindung zu treten.



Welcome to the official BMW
Facebook page!

BMW

 Gefällt mir

[Pinnwand](#)

[Info](#)

[Fotos](#)

[BMW TV](#)

[Video](#)

[Welcome](#)



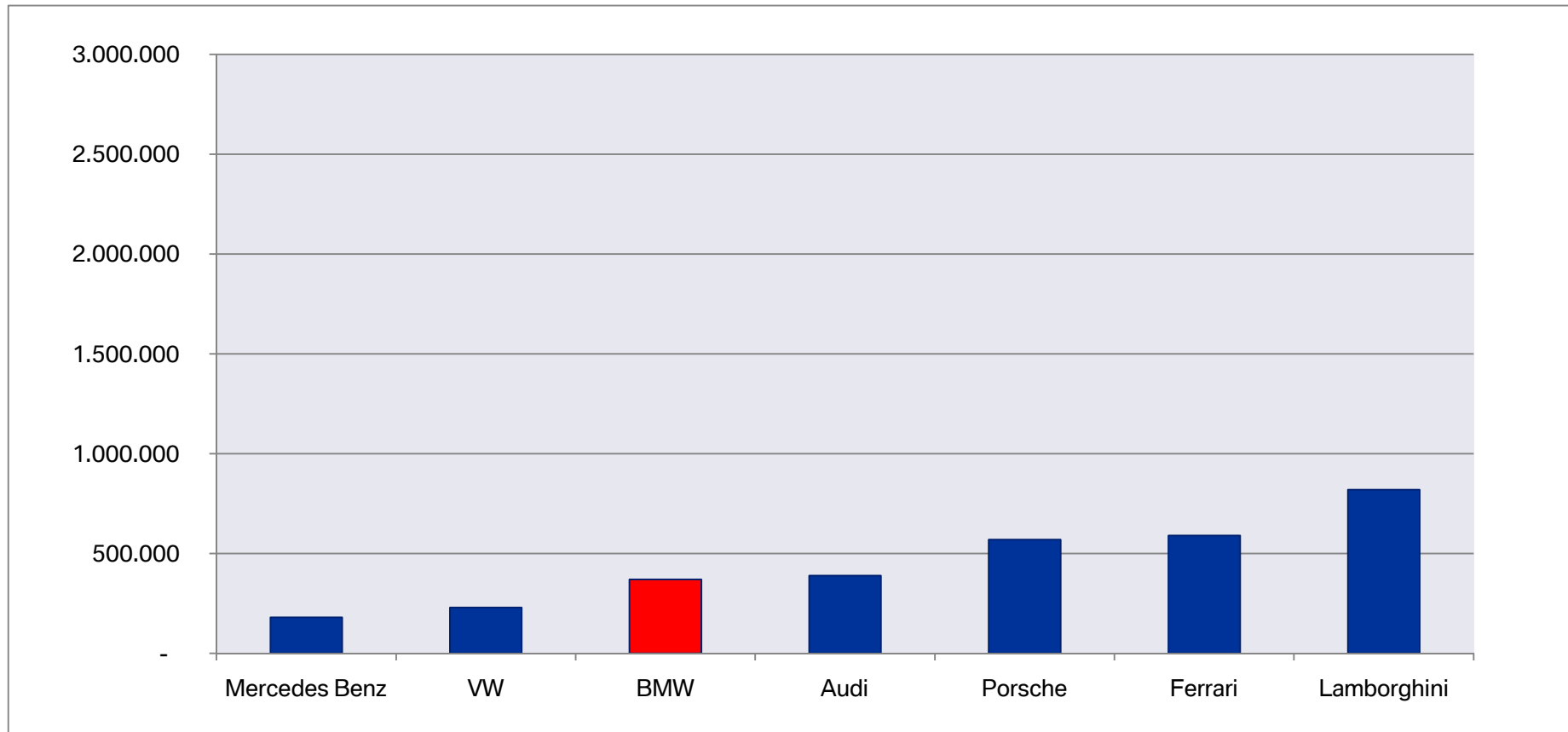
**The official Facebook Page
of BMW.**

**CLICK ON THE BUTTON
ABOVE TO 'LIKE' BMW.**

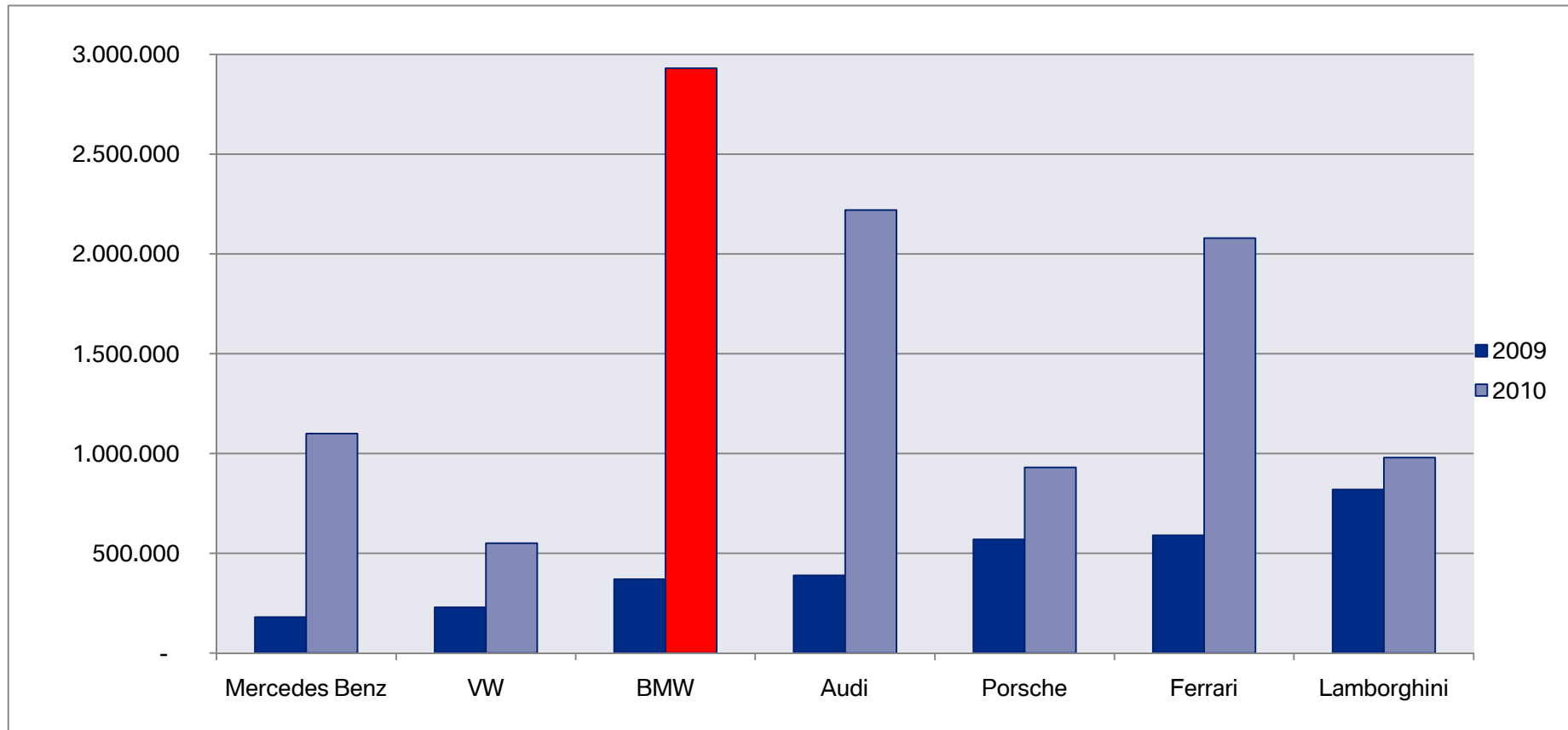


Get the **LATEST NEWS**, meet **OTHER DRIVERS**, **SHARE YOUR PHOTOS**, learn about **NEW BMW MODELS** and **PROTOTYPES**, follow the latest **LIFESTYLE TRENDS** and get invited to **BMW EVENTS**.

BMW International Branded Facebook Page. 12/2009.



BMW International Branded Facebook Page. 11/2010.



Status BMW global fanpage. November 2010.

Registrieren BMW ist bei Facebook.
Registriere dich für Facebook, um mit BMW in Verbindung zu treten.

BMW

Pinnwand Info Fotos BMW TV Video Welcome >>

3.046.445

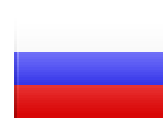
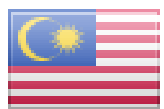
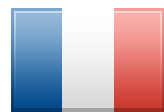
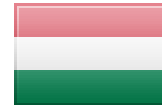
The official Facebook Page of BMW.

CLICK ON THE BUTTON ABOVE TO LIKE BMW.

Welcome to the official BMW Facebook page!

Get the **LATEST NEWS**, meet **OTHER DRIVERS**, **SHARE YOUR PHOTOS**, learn about **NEW BMW MODELS** and **PROTOTYPES**, follow the latest **LIFESTYLE TRENDS** and get invited to **BMW EVENTS**.

Go National. Oktober 2010.



Go National. Oktober 2010.

25
markets live
500.000
people like this.


A grid of 25 national flags, each rendered in a pixelated, mosaic-like style. The flags are arranged in a roughly rectangular pattern around the central text. The flags include: Mexico, Australia, Italy, Hungary, Poland, France, Germany, USA, UK, South Africa, Malaysia, Romania, Russia, Switzerland, and Spain.

Go Local. Oktober 2010.

BMW of Freehold
4225 US Highway 9
Freehold, NJ 07728


[HOME](#) [CONTACT US](#) [ABOUT US](#) [SITE MAP](#)

BMW of Freehold
Authorized
Center




The Ultimate
Driving Machine

- Internet Only Specials
- Browse New BMWs
- Certified Pre-Owned BMWs
- Other Pre-Owned Vehicles
- 2011 X3 Preview
- BMW Ultimate Protection
- BMW Diesel
- The BMW Purchase Experience
- For BMW Owners
- The Deal of The Month!!
- What is RealDeal?
- Financing
- BMW Service
- BMW Parts
- Photos and Videos
- BMW Owners Speak
- About Us
- News & Events
- Refer a Friend
- BMW Performance Center
- Bimmer Blog
- Podcast




If you like BMW's as much as the people in this NJ BMW dealer then you're going to want to follow us.


Follow us, friend us, join our groups, watch our videos, become a fan and more. BMW of Freehold is using the latest and most popular social networking sites to keep our current and future BMW customers informed and up to date.



Friend us on
Facebook



Follow us on
Twitter



Watch us on
Youtube

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BMW Group goes social. Other Launches.



BMW Group goes social. Facebook.com/BMWKarriere.

facebook [Startseite](#) [Profil](#) [Freunde finden](#) [Konto](#)

BMW Karriere

[Pinnwand](#) [Info](#) [Karriere](#) [Job Channel](#) [Video](#) [Veranstaltu...](#) [»](#) [+](#)

Was machst du gerade?

Anhängen: [Teilen](#) [Optionen](#)

Turgay Taner Eryigit Sehr geehrtes Bmw Karriere Team

Ich habe diesen Sommer meine Ausbildung als Konstrukteur/Designer in der Firma Alstom CH beendet. Ich wäre sehr interessiert bei Ihnen eine Karriere, in der gleichen Branche, zu starten. Wäre dies möglich?

Danke und Gruss
...
[Mehr anzeigen](#)
vor etwa einer Stunde · [Kommentieren](#) · [Gefällt mir](#) · [Melden](#)

BMW Karriere Hallo Taner, vielen Dank für deine interessante Frage. Aktuelle Stellenausschreibungen dazu gibt es in unserem JobChannel hier auf Facebook. Am besten, du schaust selbst mal nach, ob für dich etwas Interessantes dabei ist. Viel Spaß!

Beste Gr...
[Mehr anzeigen](#)
vor etwa einer Stunde · [Gefällt mir](#)

Maxi Hellmann Sehr geehrtes BMW Karriere Team, warum wurde denn meine Frage ignoriert? Ich stell sie einfach nochmal.

Zukunft gestalten.

[Seite bearbeiten](#)
[Mit Werbeanzeige bewerben](#)
[Zu den Favoriten meiner Seite hinzufügen](#)
[Freunden vorschlagen](#)

Willkommen auf der offiziellen Karriereseite der BMW Group auf Facebook für...
...Schüler,
...Studenten,
...Berufseinsteiger
...und Berufserfahrene.

[Statistiken](#)

Werbeanzeige erstellen

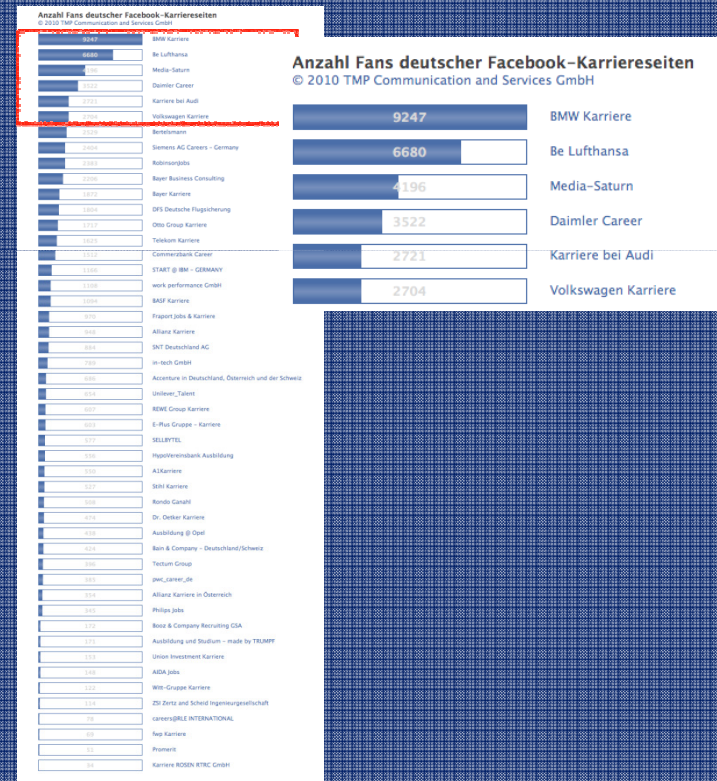
Tritt mit weiteren Freunden in Verbindung

Teile deine Facebook-Erfahrungen mit weiteren Freunden. Verwende unsere einfachen Einladungswerkzeuge, um mit diesen in Verbindung zu treten.

[Weitere Werbeanzeigen](#)

BMW Group goes social. Facebook.com/BMWKarriere.

Leading German career page



BMW Group goes social. What might be next?



BMW Group goes social. What might be next?



„If I had to guess, social commerce is the next area to really blow up“

Mark Zuckerberg, Co-founder, CEO and
President of Facebook

CONVERSATION

Stay social!

This is never the right choice.
Open your eyes and ,listen‘ to their voices!

