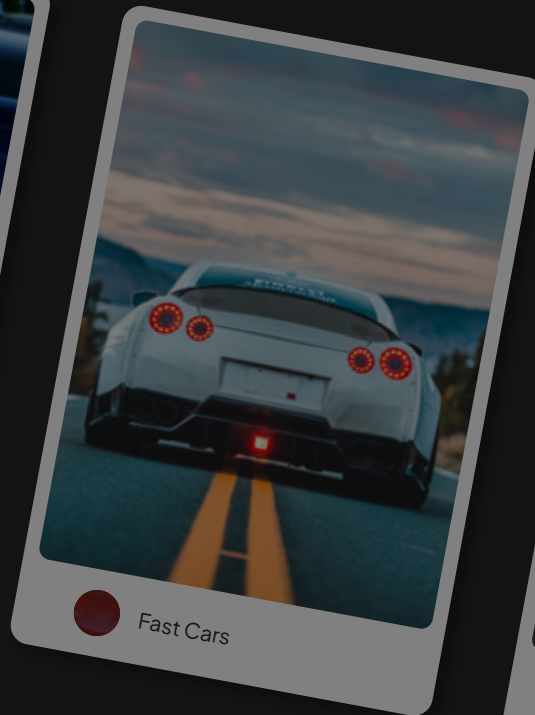


REVVING UP SOCIAL:

# Automotive Influencer Insights and Strategies



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## Introduction

The way automakers market their vehicles hasn't caught up with the way they design and engineer their vehicles. We're well into the smartphone era, which ushered in a meteoric rise of powerful new content platforms. And these rapid market shifts have left automakers with a crucial next step:

***Leverage the genuine creative energy of influencers in a world that's increasingly distrusting of brand messaging.***

After one quick look at the numbers, you come to the obvious conclusion that there's a huge amount of untapped potential here. According to Influencer Marketing Hub's [2023 Benchmark Report](#), the influencer marketing industry is set to grow by \$21.1 billion in 2023, with 23% of marketers set to spend more than 4 out of every 10 dollars on influencer campaigns.

This should come as no surprise, really. Consumers trust their peers more than anyone, and they have direct access to them 24/7/365 through social media. According to Google's estimates, [9 out of 10 shoppers](#) depend on online research throughout their car-buying journey.

These numbers are meaningful enough for established players in the auto industry – with their established brands and established marketing practices dating back decades – to learn how to leverage these hyper-growth, new-age platforms and partner with their top users. Large purchase prices or long buying cycles doesn't mean the auto industry can't get in on the action and take advantage of influencer content's unique ability to build trust among their target consumers.

This report shows you how to use the right data (pulled from Tagger's Social Intelligence Engine, [Signals](#)) to:

1. ***Leverage influencer partnerships to create content that leads to genuine car buying decisions.***
2. ***Step out of your marketing comfort zones and embrace creator-collaborations.***

Let's dig in. >>

# Where Do Influencers Talk about Cars Online?



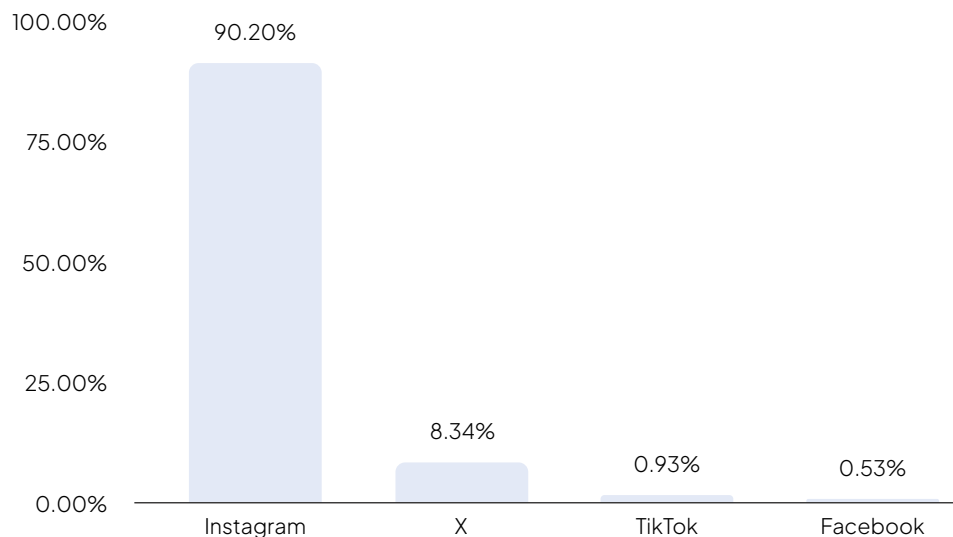
The good news is that the automotive industry's post-worthy products and sleek designs make them ideal for influencer content.

In fact, the **Auto & Vehicles** category ranks #1 in terms of number of posts and potential reach.

CATEGORY	POSTS	PROFILES	ENGAGEMENT RATE	ENGAGEMENT	POTENTIAL REACH
Auto & Vehicles	66.6K	6.13K	2.02%	166M	8.18B
Fashion & Style	38.8K	13.2K	1.67%	66.2M	3.96B
Sports & Fitness	26.2K	6.91K	1.80%	41M	2.27B
Outdoor Activity	13.8K	3.68K	2.40%	19.7M	819M
Photography & Film	11.7K	3.57K	3.22%	27M	839M
Beauty	8.08K	4.02K	1.07%	9.93M	928M
Media & Publications	7.94K	2.62K	1.01%	21.6M	2.14B
Travel	6.84K	2.83K	2.32%	10.9M	471M
Technology	6.62K	1.73K	1.31%	4.05M	310M
Pets & Animals	6.16K	2.12K	4.01%	13.6M	339M

Q1 2023 saw over 424,000 influencer posts across top social channels referencing the auto industry and cars. Instagram reigns supreme accounting for over 90% of post volume, with X as a distant second place with 8.34%. YouTube is not far behind X, but most surprising is where TikTok ranks, accounting for less than 1%.

## Volume of Posts by Social Platform

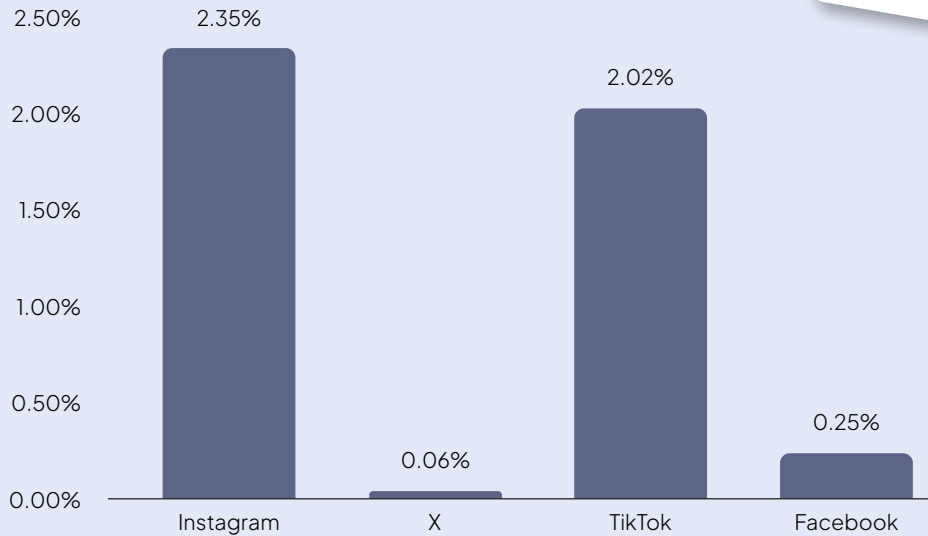


## Where Do Influencers Talk about Cars Online? - Continued

While TikTok might rank as the third most used platform for posting in the auto industry, it does have a similar engagement rate of 2.02% to Instagram's at 2.35%, with a significant dip in engagement rate for Facebook and X.

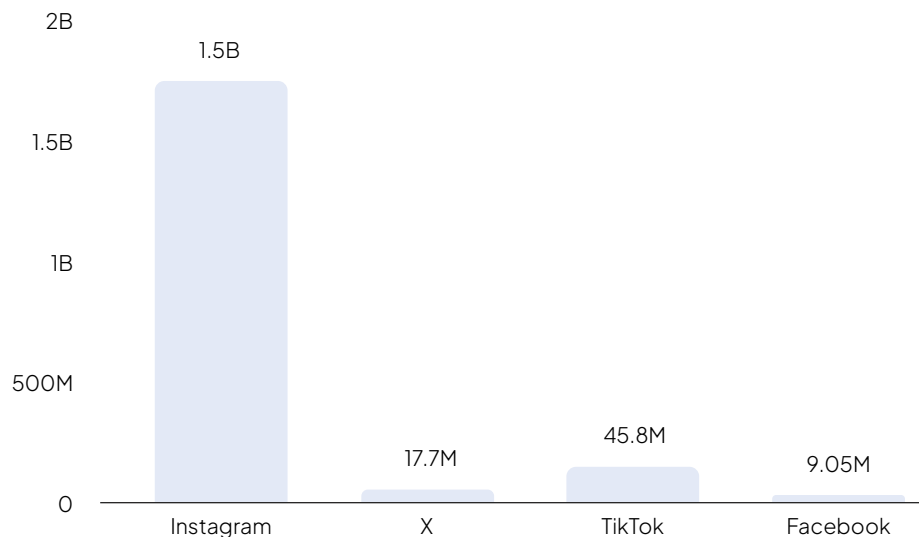


### Engagement Rate by Social Platform



Not surprisingly, the bulk of Earned Media Value (EMV) is attributed to Instagram and TikTok.

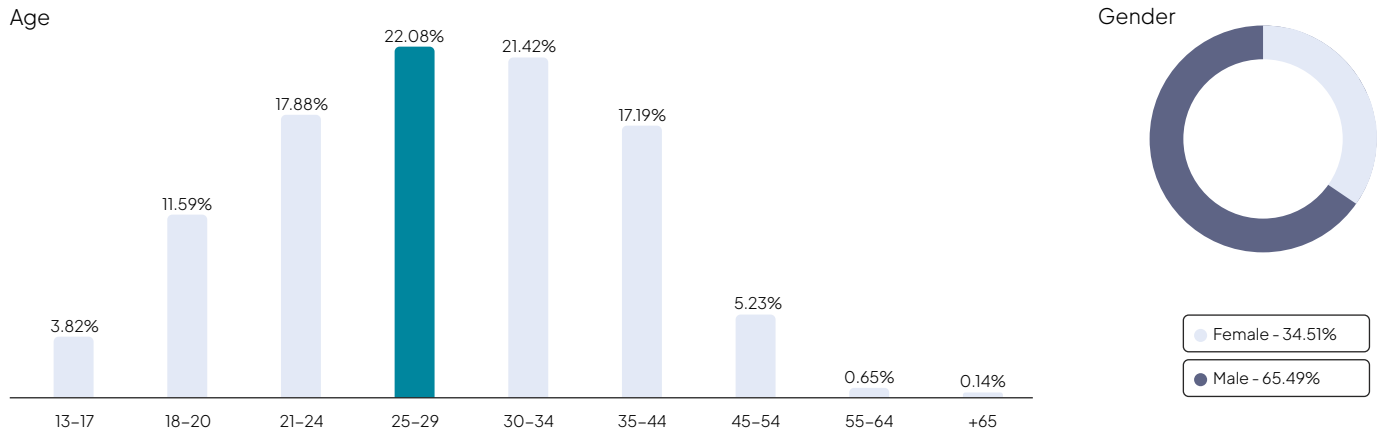
### Earned Media Value (EMV) Automotive EMV for 2023 Q1



# Digging into Demographics



The sweet spot for auto brands lies in the 18–44 range and skews male.



When we look at worldwide conversations, the United States is the clear leader in conversations around the auto industry. However, we see more diversity globally when we break it down by cities.

## Top 10 Countries and Cities Discussing the Auto Industry

COUNTRY		CITIES	
NAME	VALUE	NAME	VALUE
United States of America	33.09%	New York City, New York, United States	7.78%
India	10.69%	Los Angeles, California, United States	5.62%
Brazil	8.86%	London, United Kingdom	5.05%
Indonesia	6.33%	Paris, France	4.03%
United Kingdom	5.7%	São Paulo, Brazil	3.63%
France	4.47%	Chicago, Illinois, United States	1.81%
Canada	2.59%	Mumbai, India	1.67%
Mexico	2.49%	San Francisco, California, United States	1.61%
Italy	2.44%	Rio de Janeiro, Brazil	1.59%
Germany	1.9%	Jakarta, Indonesia	1.44%

# Finding the Right Influencers



Obvious to most in the industry, partnerships with auto influencers are lucrative, but consideration should be given to those partners with content that may align more with other industries. Those influencers have worked hard to build a loyal audience and cultivate relationships with their followers.

In fact, **Fashion & Style** influencers far outranked **Auto & Vehicles** influencers in the number of posts, unique profiles, and, surprisingly, engagement rate:



CATEGORY	COUNT OF POSTS	COUNT OF PROFILES	ENGAGEMENT RATE	TOTAL ENGAGEMENT	ESTIMATED REACH/IMPRESSIONS
Fashion & Style	44.4K	19.4K	1.58%	94.8M	5.99B
Auto & Vehicles	34.4K	4.11K	0.81%	122M	15.1B
Sport & Fitness	24.2K	9.56K	1.54%	51.1M	3.32B
Technology	21.9K	4.91K	0.52%	16.9M	3.22B
Media & Publications	16.8K	4.81K	0.56%	31.1M	5.57B
Lifestyle	14.1K	5.84K	1.63%	80.4M	4.92B
Beauty	14K	8.18K	1.48%	31.5M	2.13B
Health	13.3K	4.2K	0.67%	4.84M	717M
Gaming	11K	2.9K	0.37%	24M	6.66B
Musician	10.3K	4.25K	0.87%	36.9M	4.24B

The insight here is that, as an auto brand, you don't have to only target auto enthusiasts.

The vast majority of your target audience wouldn't claim to be "enthusiasts" or follow enthusiast content. But that doesn't mean they don't intend to buy cars in the next decade.

This goes especially for Gen Z, who are gradually entering the market for their first car and are consuming more content than any other demographic.

Just because you won't see them obsessing over performance numbers or vehicle specs doesn't mean they don't represent **a huge percentage of potential car buyers**.

## Finding the Right Influencers - Continued

Different influencers have different audiences with their own nuances – from sports to lifestyle to fitness to beauty. While many may not think they are interested in anything car-related, seeing their favorite influencer talk about a car brand can and does pique their interest.

With a solution like [Signals](#), you can drill down into the demographics of followers for these types of influencers to truly understand their affinity to your brand, even if they don't follow a single auto influencer.

Hence why it's important to look beyond just the initial use case for the content an influencer might create.

Sure, that content is now posted for their thousands of followers to see, but there are so many more use cases for a brand.



### The Top 10 Auto Brands with the Most Influencer Chatter

BRAND	PROFILES POSTING	POSTS
Ferrari	7,950	17,500
Porsche	7,500	19,400
Honda	7,490	19,400
Toyota	6,390	18,000
Volkswagen	5,600	13,780
Audi	4,910	12,700
Lamborghini	3,980	8,970
Nissan	3,460	9,820
Jaguar	2,700	4,190
McLaren	2,410	5,190

Now let's take a look at the **types of creative brands and influencers** are using to reach these target demographics.

# Q2 Automotive Industry Report Data



Tagger's inaugural Automotive Industry Quarterly Report for Q1 highlighted the challenges faced by automakers and dealers in collaborating with influencers. The report provided insights into influencer content trends, popular social platforms, audience demographics, and the top 10 automotive brands that dominated discussions in Q1.

## Q2 Highlights (April – June 2023):

- Social Posts: The automotive sector saw 1.37 million posts.
- Engagement Rate: The overall engagement rate stood at 0.64%.
- Platform Preferences:
  - Instagram remained the top platform for automotive content.
  - Facebook surpassed X to become the second most popular platform, despite its lower engagement rate.
  - TikTok, while having fewer posts, boasted the highest engagement rate among all platforms.



## Platform Insights

PLATFORM	TOTAL POSTS	ENGAGEMENT RATE
Instagram	958K	1.38%
Facebook	230K	0.06%
YouTube	99.9K	0.51%
X	46K	0.05%
TikTok	40K	2.82%

## Content Analysis

Videos, especially short-form content, continue to engage audiences the most. While YouTube's longer videos lag in engagement, platforms like Instagram and TikTok thrive with shorter, "snackable" content.

Brands might consider focusing on brief 30–60 second feature highlights instead of extensive 20–30 minute reviews.

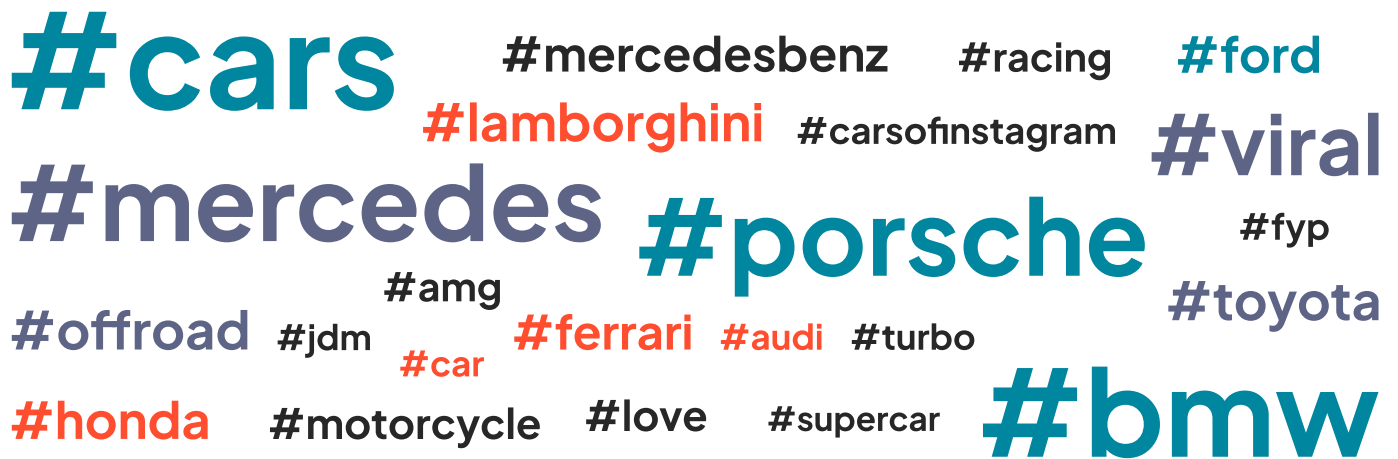


### Content Breakdown

PLATFORM	CONTENT TYPE	TOTAL POSTS	PROFILES POSTING	ENGAGEMENT RATE
TikTok	Video	40K	1.23K	2.82%
Instagram	Reel	354K	19.1K	1.81%
Instagram	Carousel	254K	18.1K	1.18%
Instagram	Photo	341K	18.8K	0.92%
YouTube	Video	99.9K	2.78K	0.51%
Facebook	Video	39.4K	1.87K	0.09%
Facebook	Photo	136K	2.72K	0.06%
X	Link	20.3K	450	0.04%
Facebook	Link	52.5K	1.26K	0.02%
X	Text	16.3K	473	0.01%

### Hashtag Trends

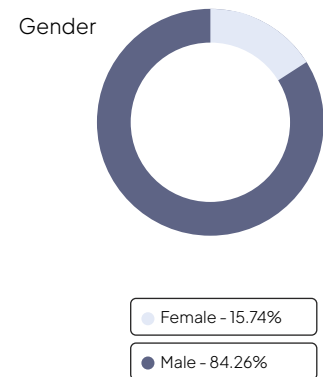
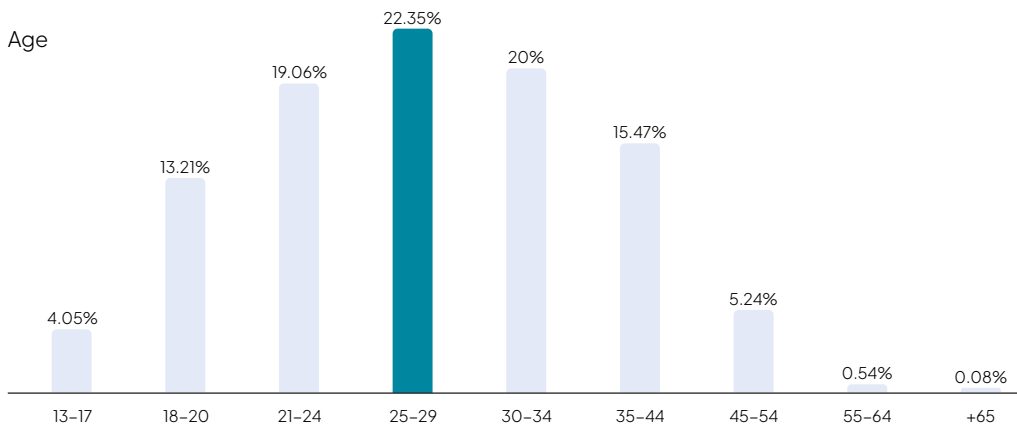
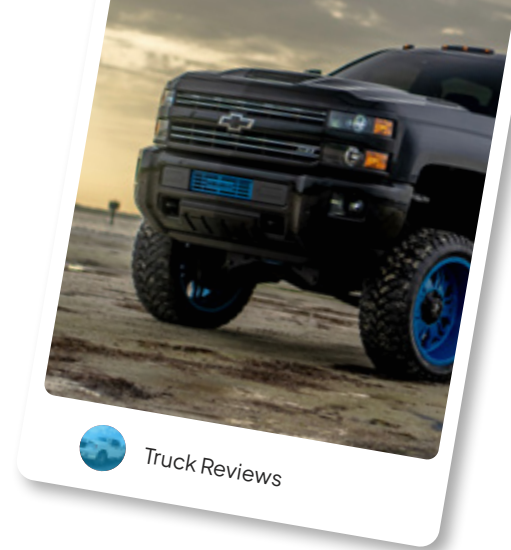
Automotive influencers tend to use brand-specific hashtags more than in other sectors like fashion or beauty. In Q2, hashtags related to BMW, Porsche, Ford, Toyota, and Mercedes were prominent.



## Q2 Automotive Industry Report Data - Continued

### Demographic Insights

- **Gender:** The primary audience remains males aged 18–44. Notably, there was a decline in female influencers discussing the automotive industry this quarter.
- **Geographical Distribution:** The US leads in content creation, with São Paulo being the top city for automotive discussions.



### Geographical Breakdown

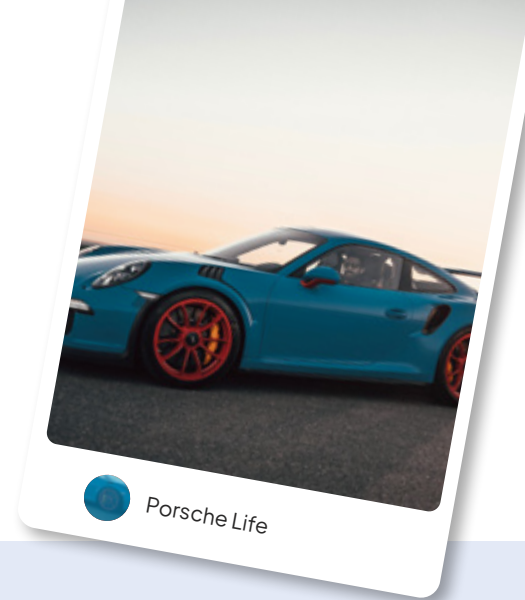
The US continues to produce the most industry content in terms of country, with São Paulo leading the way for cities.

COUNTRY	% OF POSTS	CITY	% OF POSTS
United States of America	26.98%	São Paulo, Brazil	7.40%
Brazil	16.99%	Los Angeles, California, United States	5.57%
India	6.88%	London, United Kingdom	4.09%
United Kingdom	6.24%	New York City, New York, United States	3.58%
Indonesia	5.20%	Istanbul, Turkey	2.33%
Italy	4.67%	Dubai, United Arab Emirates	1.97%
Mexico	3.28%	Rio de Janeiro, Brazil	1.58%
Egypt	2.48%	Jakarta, Indonesia	1.53%
Germany	2.43%	Belo Horizonte, Brazil	1.52%
Russia	2.40%	Panama City, Panama	1.39%

## Q2 Automotive Industry Report Data - Continued

### Top Brands of Q2

Porsche continued its dominance, while McLaren made its entry into the top 10, possibly due to the ongoing Formula 1 season.



BRAND	PROFILES POSTING	TOTAL NUMBER OF POSTS
Porsche	2.47K	16.1K
Audi USA	1.7K	10.6K
Toyota	1.64K	8.95K
Ferrari	1.58K	7.69K
Honda	1.55K	7.16K
Lamborghini	1.26K	6.12K
Nissan Global	1.05K	5.67K
McLaren	844	3.06K
Volkswagen USA	834	3.54K
Chevrolet	808	3.9K

### Strategic Insights from the Data

Having delved deep into the data, it's evident that the automotive industry's digital landscape is vast and ever-evolving. But raw data alone isn't the endgame. The real value lies in how brands interpret and act on this information.

With a clear understanding of the current trends and audience preferences, let's pivot to actionable strategies. These strategies, rooted in the insights we've gathered, will guide brands in harnessing the power of influencer marketing to its fullest potential.

# Example Content & Campaigns



## Test Drives & Product Reviews

Before car buyers make their official decision, you can bet they've done at least some online research through social media.

Partnering with creators during this crucial step of the process is so powerful that it can steer consumers away from competing brands and towards yours.

This allows your brand to show up in their feeds during that research phase with content they relate to and trust.



## Test Drives & Review Campaigns Examples

2023 BMW XM  
\$159,000  
2023 BMW XM  
#BMWPartner

Pushing Pistons - BMW

Views	Engagement Rate
5,081,116	16.74%

Earned Media Value  
\$473,918.12

#teslamotors

Dani Drives - Audi

Views	Engagement Rate
657,107	3.87%

Earned Media Value  
\$144,438.50

#Momcarreview

Timur Scher - Lamborghini

Views	Engagement Rate
142,797,090	163,439%

Earned Media Value  
\$10,437,131.63

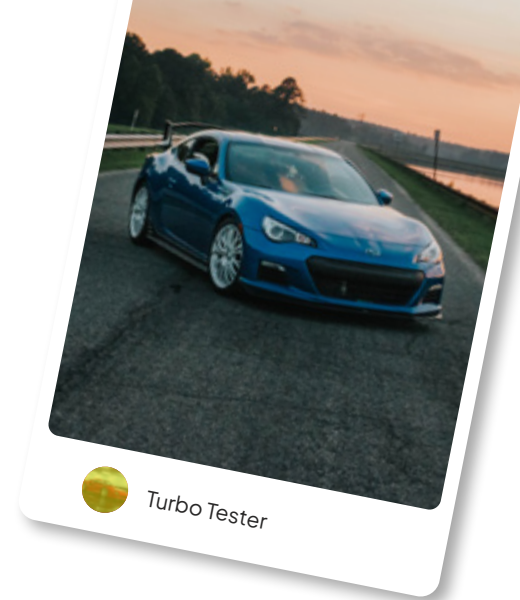
## Example Content & Campaigns - Continued

### Current Owner Campaigns

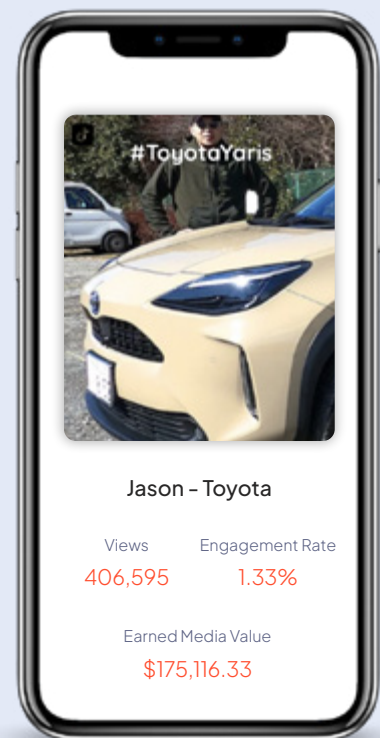
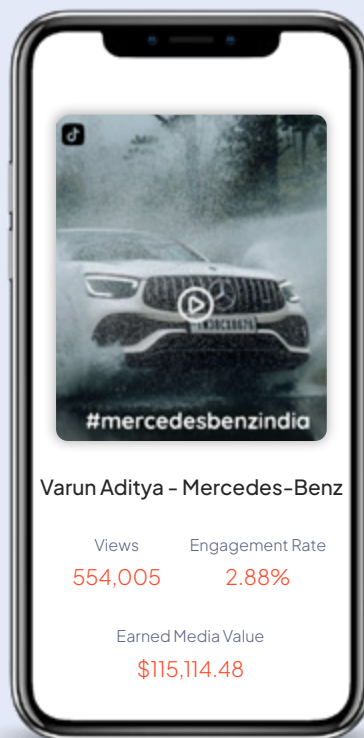
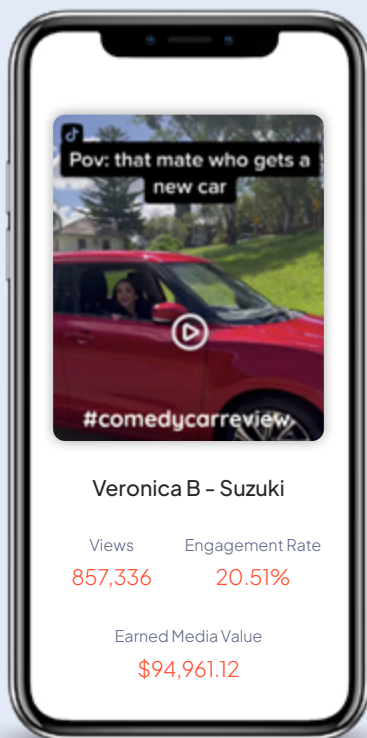
We mentioned this earlier but it bears repeating: **Consumers trust their peers more than they trust brands.**

If your brand shows up organically in their feed through influencer content they deeply trust already, you've just given yourself a huge advantage.

Smart auto brands are partnering with creators who own their vehicles to produce content for their audiences.



### Current Owner Campaigns Examples



## Example Content & Campaigns - Continued

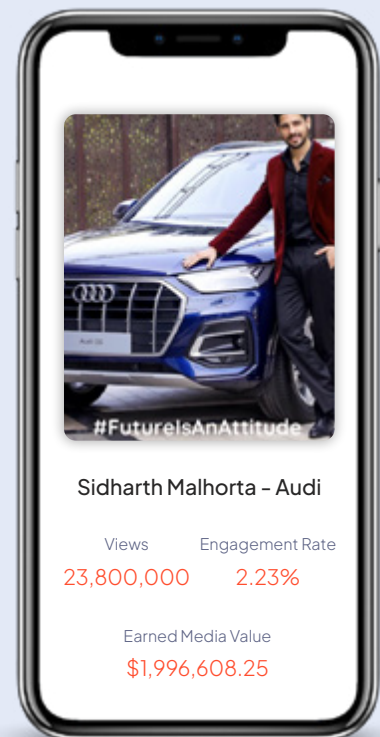
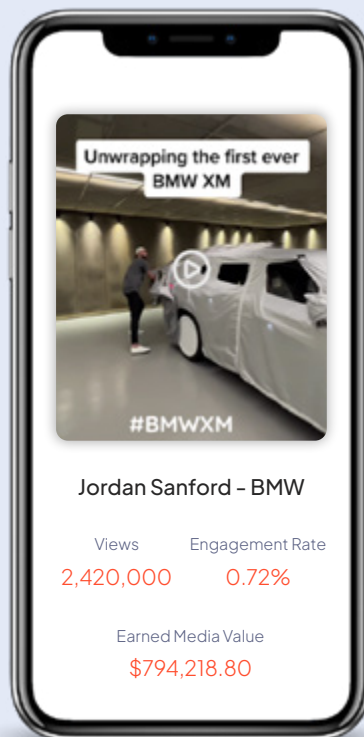
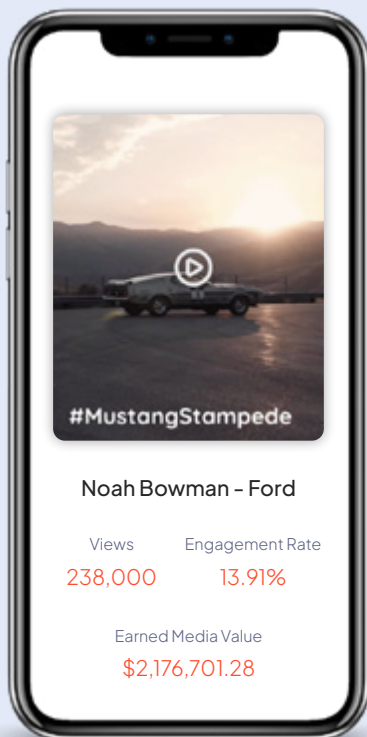
### Sponsored Content

Sponsored content – the kind that’s paid for by the brand, but created and shared by the influencer – is thriving on social platforms. When you get this content type right, any mention of your brand feels organic in the feed instead of feeling like another annoying ad.

Consumers walk away feeling like they learned something new, which makes your brand seem credible and memorable. And the top-performing auto marketers are taking advantage of this content type.



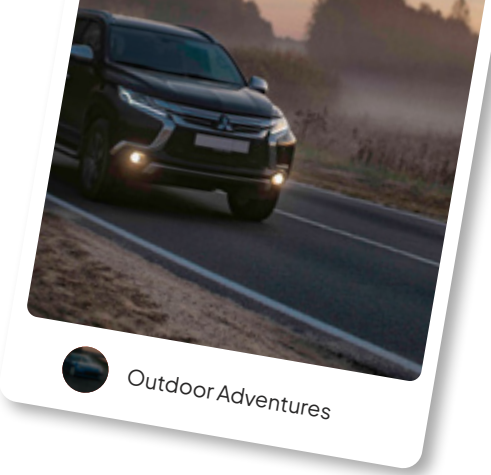
### Sponsored Content Examples



**Brands often re-use the content generated through influencer agreements to extract every last ounce of ROI by:**

- Reposting on the brand’s owned channels
- Utilizing the content for digital ads
- Utilizing the content for testimonials
- Using in additional content marketing efforts

# Earned Media Value (EMV)



Tagger's Earned Media Value (EMV) solution allows users to more closely attribute the value of an earned post with real market values found in digital media (i.e., "media value"), whether through media buying or historical costs paid to Creators.

With support for 30 currencies and 7 platforms with customizable tiers, Tagger has **two models to calculate EMV**:

1. (Default) **Value per Metric** is a method that uses values informed by relevant benchmarks from digital media buying (i.e., CPE, CPV, etc.) that best relate to your campaign objective or KPI. Users can leverage Tagger benchmarks from a 3rd party ([Ayzenburg](#)) or utilize their own.
2. **Value per Content Type** identifies a "flat rate" per post. This is based on what users would compensate a similar creator for a similar output. Leverage your own internal compensation benchmarks to inform this calculation.

For a more in-the-weeds explanation for how Tagger calculates EMV, [go here](#).

## Conclusion

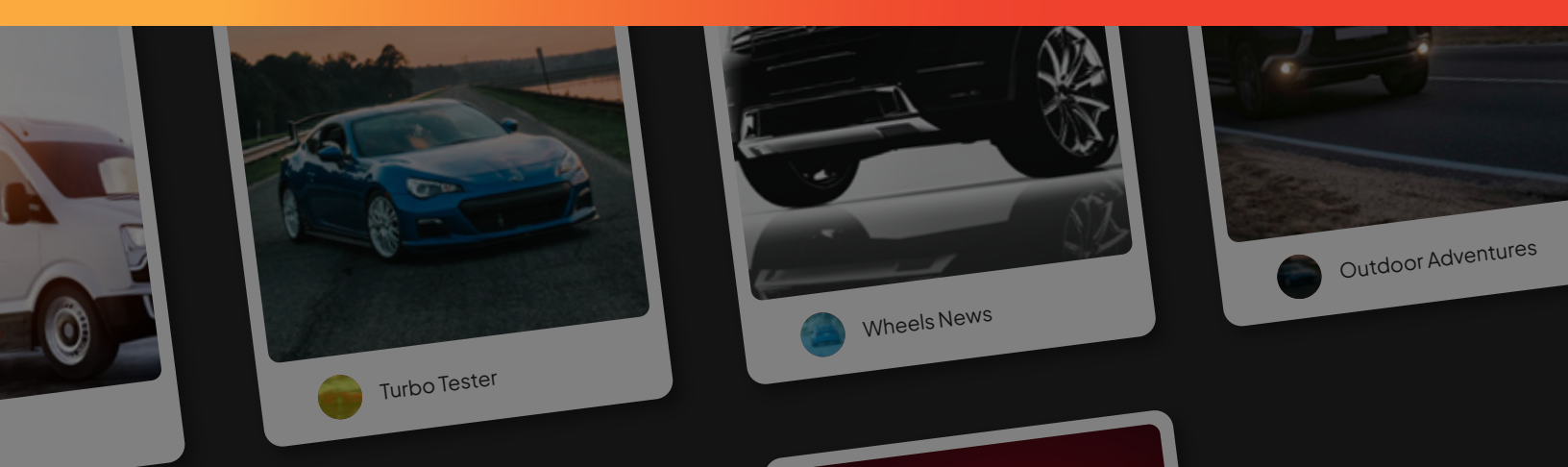
Don't feel like you have to go at this alone.

With this rapid progression towards social media creators over the last decade, it's clear automakers have only scratched the surface.

Social platforms are still growing, influencers are constantly nurturing their audiences with trusted content, and auto brands are still evolving what their influencer programs will look like.

But if there's one thing that's crystal clear, it's that this new online world is here to stay.

The data doesn't lie, and if you're an automaker trying to find your way in these constantly-shifting market conditions, Tagger can help you figure it out.



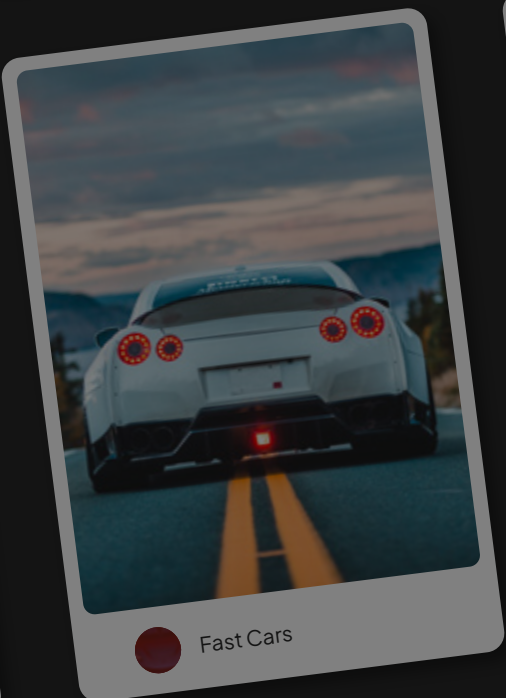
Turbo Tester

Wheels News

Outdoor Adventures



Mercedes Fan



Fast Cars



City Racers



Truck Reviews



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