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Introduction
Price
Social Media is used to generate conversation and recognition. There is a high cost in order to sustain the needed commitment of time and staff.

Product
Aesthetic design is important to consumer interaction and market success. It matters what an advertisement and product looks like.

Promotion
Marketing communications is part of the promotion element. Social media, such as Twitter and Instagram, allow companies to provide a two-way communication channel and strategic problem solving in advertising.

Place
Place is important in shaping promotion and delivery of a product/brand. It is how a product/brand is shown and market looks like.

Comparative Analysis of Honda and Ford’s Social Media

Methodology
Twitter and Instagram posts were collected and analyzed starting on January 22 and ending on March 31 from both Honda’s and Ford’s accounts. These posts were analyzed based off the text, number of retweets, likes, comments, content topic, whether or not a link was accounted for, and use of hashtags, the use of graphics/videos/pictures, and the time of day.

Data from Honda and Ford was compared based off of topics utilized per social media platform. Data was further analyzed to determine the average user interaction per social media platform.

Analysis

Twitter Topics

<table>
<thead>
<tr>
<th>Topic</th>
<th>Avg. User Interaction on Tweets</th>
<th>Avg. # of Like on Instagram Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational</td>
<td>Twitter-Honda</td>
<td>Instagram-Honda</td>
</tr>
<tr>
<td>Tips</td>
<td></td>
<td></td>
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<tr>
<td>Shortcut</td>
<td></td>
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<tr>
<td>Call to Action</td>
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<tr>
<td>Announcement</td>
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<td></td>
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</tbody>
</table>

Honda Social Media (@Honda)

Twitter: joined May 2009; 973,000 followers; following 1,582 accounts; 202,000 Tweets. Instagram: 3.4M followers; following 143 accounts; 1,802 posts.

Ford Social Media (@Ford)

Twitter: July 2009; 1.17M followers, following 31,000 accounts, 41,483 Tweets. Instagram: 3.5M followers; following 313 accounts; 1,421 posts.

Twitter and Instagram are two popular media platforms utilized by companies. Honda had more posts on both platforms and was able to cover more topics over the time period analyzed. While Ford had less number of posts and topics covered, on Twitter they received a higher user interaction (retweets, likes, comments). On Twitter, the highest topic covered for Honda was Call to Action, while for Ford it was Announcements. On Instagram, the highest topic covered was Informational for Honda, while for Ford it was Informational and Call to Action. Based off the data collect, it showed that on Twitter more users interacted with Tweets through likes versus retweets or comments.

References

Call to Action

Public Trust

Public trust in a company is what facilitates growth. Consumer’s perception of social media marketing is influenced by their relationship with a company and their sense of belonging in the community. Ford has a significantly higher level of public trust based off of their number of followers. Honda needs to develop their public trust and identity first in order to increase their social media interaction.

Social Media Rule of Thirds

This rule states that 1/3 of content should promote the business, 1/3 should share ideas and stories, and 1/3 should involve personal interactions with followers. A company can utilize this strategy by asking questions and responding to them, creating highly shareable content, using personal stories from user’s who have their products, and adding more interactive content (polls, quizzes, and graphics).

Call to Action

Call to Actions are generally found at the end of posts and they ask the viewer to take action on something. They can be asked to click on a link, talk about a specific message, or answer a poll. To get the most response with Call to Actions, create incentives, use emotions, and show transparency. These create a level trust and understanding with an audience.

Future Research

Future research needs to be completed to analyze time of day when posts received highest and lowest interactions. Another area to analyze could be looking at posts during product release times and comparing strategies between the two companies. Incorporating a third company can help create a baseline for comparison as well.