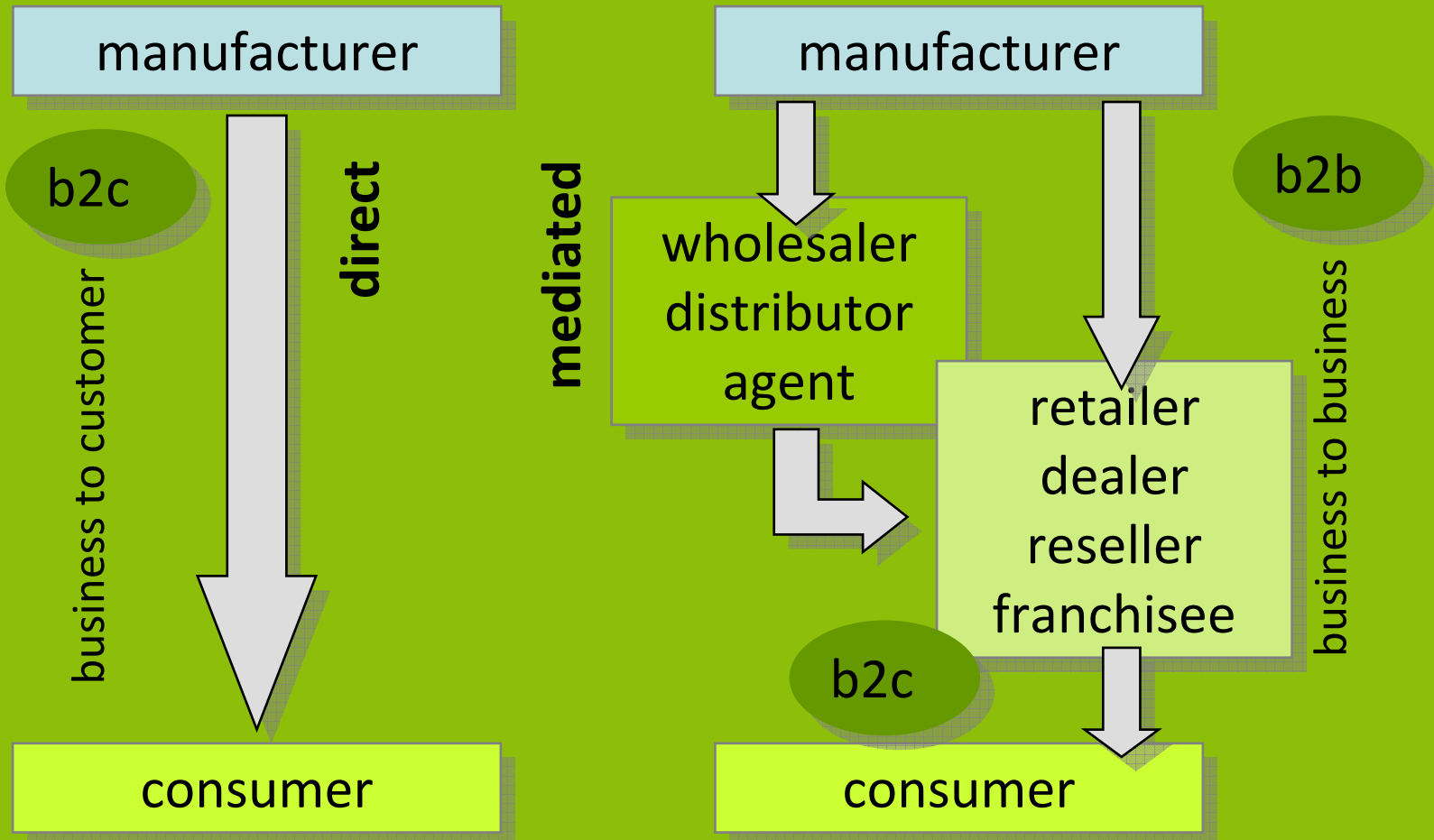


Social
media in
motor
industry
chain



product distribution channels



b2c direct use of social media

- build public interest
- create brand value

Home My Account Refer A Friend Stobart Shop Logout

Members Club

Member Number/Email:

Password:

[Join Now](#)

[About Us](#)

[News](#)

- > Stobart News
- > Stobart News (Archive)
- > Download Spot On & Newsletter

Stobart Shop

Stobart latest Products

- SIDNEY BEAR
- STOBART SILICON WATCH
- MEERKAT

1:50 Scania R Series Topline Drawbar

Eddie Stobart Limited Edition

[Click Here for Details](#)

Stobart Group now has Facebook page and Twitter blog

January 2010

We are pleased to announce the that the Stobart Group has now introduced both a Facebook page www.facebook.com/pages/Stobart-Group/245757863879 and a Twitter blog www.twitter.com/StobartGroup which will give you up to the minute news and stories from Eddie Stobart and Stobart Group. So why not click on the above links and become a Facebook fan or a Twitter follower of Stobart Group.

b2b use of LinkedIn

- create company page profile
- build contacts (policy?)
- seek business recommendations
- connect with advocates
- join groups and participate in discussion
- ask and answer questions
- take leadership role
- share unique content
- monitor employee use?
- research competitors
- seek suppliers and partners



Example presence

LinkedIn Account Type: Basic ▼ Heather Yaxley **Add Connections**

Home Profile Contacts Groups Jobs Inbox Companies News More

Companies ▾



Companies > Unipart



The Unipart Group employs more than 8,000 personnel worldwide and has an annual turnover of more than £1 billion. It is a leading third party logistics provider and consultant in operational excellence, operating across a range of market sectors, including automotive, leisure, marine, manufacturing, ... more

Unipart has **1,046** followers

Follow Company

Share

Your Network (5)

New Hires (5)

Employees (700)



Sales Director

Paul Brooks, Oxford, United Kingdom

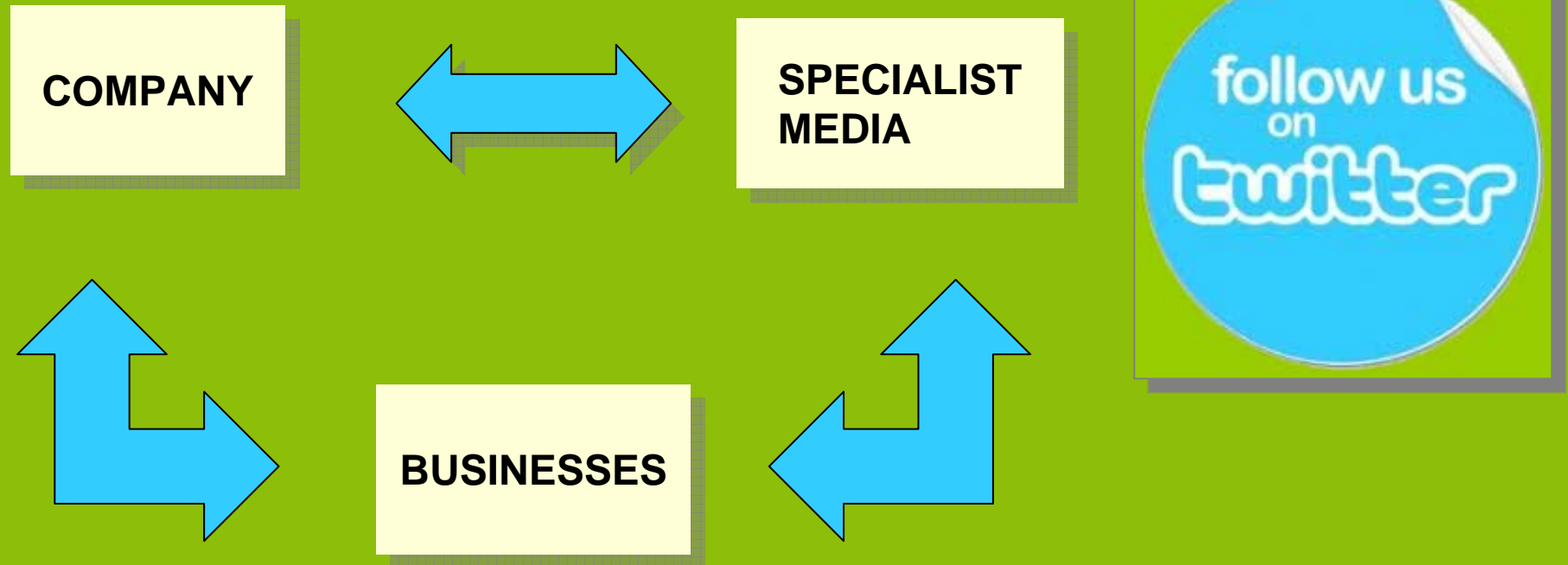
How you're connected to **Unipart**

0 **1st** Connections

5 **2nd** Employees in your network

700 Employees on LinkedIn

b2b use of Twitter



monitor – connect – comment

promote or add value?

Example on Twitter



The image shows a screenshot of the Twitter profile for Fleet News. The profile name is 'Fleet News' with the handle '@_FleetNews' and location 'Peterborough'. The bio reads 'Helping companies run effective and efficient fleets.' and includes the website 'http://www.fleetnews.co.uk'. The profile statistics are: 964 Tweets, 134 Following, 860 Followers, and 29 Listed. A banner at the bottom of the profile says 'Fleet News is on Twitter'.

Category	Count
Tweets	964
Following	134
Followers	860
Listed	29

- Why so few followers?
- What could it do better?
- What would be value to motor industry PRs?

Influence - Klout



MIPAA

UK

EXPLORER

Motor Industry Public Affairs Association: the world's largest professional motor industry communicators body



Influential about



Share

social media public relations
influence cars journalism

Influencer of (195)



Share



53



52



49



38



35



11

See more...

Influence - PeerIndex



Dashboard

PeerIndex
11

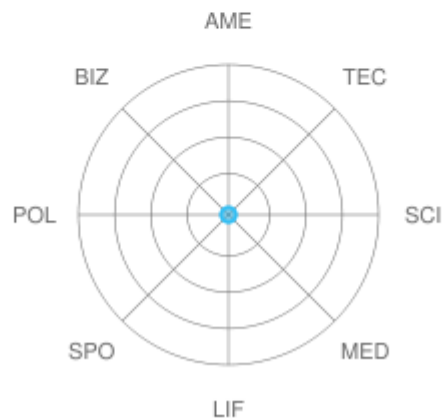
Cha Heather Yaxley!



[Dashboard](#) [Your Groups](#) [Your Topics](#) [Your Stats](#) [Your Sources](#) [Your Profile](#)

updated about a minute ago

Topic Fingerprint



AME arts, media and entertainment
TEC technology and internet
SCI science and environment
MED health and medical
LIF leisure and lifestyle
SPO sports
POL news, politics and society
BIZ finance, business and economics

Components

AUDIENCE 48
ACTIVITY 7
AUTHORITY 0



Direct – motor industry retail use

- Co-ordinated or free for all?
- What is purpose and who is connecting?
- Marketing or customer relations?
- Linkage to other media (web, offline, etc)
- Corporate or promotion?
- In-house or agency?
- Legacy issues

Tesco Cars



Tesco.com

We're here to help. Call
08443 814101



Home

Find A Car

Finance

Why Tesco Cars?

Testimonials

Help

Login

I know what I'm looking for...

Select a manufacturer

Select a model

£3136

£29973

PRICE BRACKET



We've teamed up with the RAC to be your expert eyes and ears

✓ Free RAC platinum warranty



Tesco Cars

@Tesco_Cars

+ Follow

About @Tesco_Cars

10 Tweets 97 Following 158 Followers 4 Listed

Following 97



Peugeotcare



PEUGEOT
MOTION & EMOTION

We're available from:

8.30am – 7pm
Monday to Friday

9am – 5.30pm
Saturday

www.peugeot.co.uk



PeugeotCare
@PeugeotCare

*The official home of customer care for Peugeot UK.
Today JessO is here to help. Get more from us at
[@PeugeotNews](#) & [@Peugeotrally](#)
<http://www.peugeot.co.uk>*

[+ Follow](#)

Tweets Favorites Following Followers Lists

PeugeotCare PeugeotCare
 [@djbretny](#) For advice on running in the engine please speak to the technical department at your local peugeot dealership to find this...
13 hours ago

PeugeotCare PeugeotCare
 Good Morning, Tweets - ^GaryK here to help with any of your Peugeot queries

About @PeugeotCare

119 Tweets 325 Following 201 Followers 10 Listed

Following 325

Connections

Followed by [@PeugeotNews](#), [@ToyotaPR](#), and [@LawsonClarke](#).

You both follow [@PeugeotNews](#), [@peugeotrally](#), [@ToyotaPR](#), and more.

Similar to @PeugeotCare · [view all](#)

BMW Direct on Ebay



Welcome! [Sign in](#) or [register](#)

[Buy](#) | [My eBay](#) | [Sell](#) | [Community](#) | [Contact us](#) | [Help](#)

[Home](#) > [eBay Shops](#) > [BMW Direct Store](#) > [All Categories](#)

[Save this seller](#) | [Sign up for Shop newsletter](#)

BMW Direct

[Home](#) [About BMW Direct](#) [Delivery](#) [Returns](#) [Warranty](#) [FAQs](#) [Terms and Conditions](#) [Contact us](#)

The Official BMW eBay store. Buy with confidence. All parts are 100% genuine, direct from BMW

Search:

Go

by Model:

Select Type

Select Sub Type

Go

Fetching

Powered by Sovaia

BMW Direct



The Ultimate Driving Machine

eBay

BMW Performance

[Aerodynamics](#)
[Light Alloy Wheels](#)
[Cockpit](#)

BMW Parts

[Filters](#)
[Brake Pads](#)
[Brake Discs](#)

Car Accessories

[Exterior](#)
[Interior](#)



apps and beyond...

The screenshot shows the AA website's mobile app section. At the top, there's a yellow header with the AA logo and the slogan "For the road ahead". To the right of the logo is a search bar with a "Search >>" button. Below the header is a navigation menu with categories: Breakdown Cover, Insurance, Financial Services, Travel, Motoring, Driving School, and Business. The main content area is titled "iPhone and Mobile Apps" and includes a sub-header "Available on iPhone, iPad, Android and Nokia devices". Below this, there's a paragraph of text and four app tiles. Each tile features a mobile device screen showing the app's interface, a title, a brief description, and a link for more information. The left sidebar contains a list of navigation links.

AA For the road ahead

Contact us Sign in

Search >>

Breakdown Cover Insurance Financial Services Travel Motoring Driving School Business

Home > Travel > iPhone & Mobile Apps >

Breaks in UK and Ireland

Short Breaks Abroad

Travel Essentials

Days Out

Atlases Guides & Car Accessories

- Maps and Atlases
- Travel Guides
- Car Accessories

iPhone / Android Apps

- Satellite Navigation Guide

AA Member Discounts

Route Planner


Maps

Traffic News

iPhone and Mobile Apps

Available on iPhone, iPad, Android and Nokia devices


New apps from the AA give you reliable information wherever you go. Have a look at the apps below for a closer look, with links to download on your iPhone, iPad, Android or Nokia device.



AA Sat Nav UK and Ireland

A turn-by-turn navigation app, with complete UK and Ireland street maps, UK postcodes and voice directions. Detailed maps on your phone, and no monthly fees.


[AA Sat Nav app info>](#)



AA Road Atlas


A clear set of scalable maps stored on your phone, with search for postcodes, towns, attractions, airports and services. Online search option for street names.

[AA Road Atlas app info>](#)



The AA

With our latest free app, we'll find your location wherever you've broken



AA Lifestyle Guides

The AA has four Lifestyle Guide apps to download for **free**. The