

Ford Motors Company

Successful use of Internet marketing

Fords reasons for expanding into Internet market

- Improved tools and services for communication
- Collect data and reactions from potential consumers
- Reach potential consumers where they are most comfortable
- Use tools of the Internet to help sell cars without pressuring (Blogs, Social Networks)

Ford Fiesta Movement

- 100 young trendsetters will test drive and “live” with a Fiesta for six months, who will then relate their experiences through a variety of social media sites” (Ford Names, 2009).
- 4.3 million YouTube views, 500,000+ Flickr views, 3million+ Twitter impressions
- 50,000 interested potential customers, 97% of which didn’t currently own a Ford

Proven Blueprint

- The success of the Fiesta Movement provide Ford a proven blueprint
- Use collected data from blogs and social networks to make improvements

What's in the Future?

- Integration between all forms of media
- Experimentation with products over social mediums
- Continue the conversation
- Created text service for mobile users to contact local dealers