



OC DAVIES

Digital Marketing Social Media Tool plan for O.C DAVIES

Digital Marketing (SBUS5106)

Adekoyejo Sobola (1601748)

(Social Media Examiner, 2012)

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1. Terms of Reference and introduction

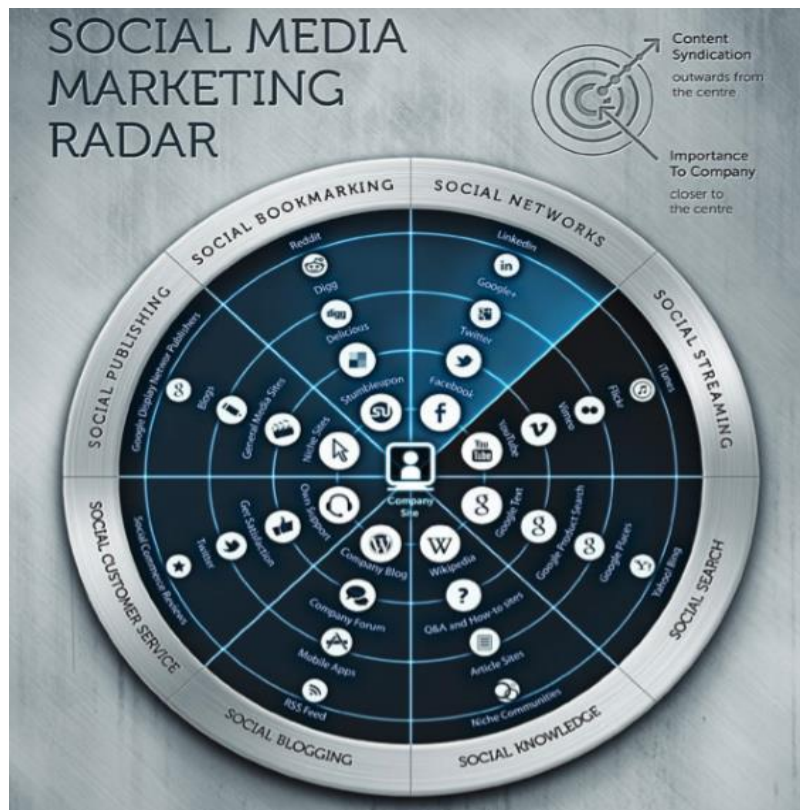
Numerous authors have tried to describe digital marketing (DM), however, HubSpot, (2018) defined digital marketing as an umbrella term for all online marketing efforts. The goal of digital marketing is to increase brand awareness, drive traffic, and generate leads for business, more so, DM enables the measurement of the effectiveness of your marketing efforts (HubSpot, 2018). A digital marketing strategy is crucial in benefiting from the increasing opportunities from social media (Smartinsights, 2018a). This project will evaluate the effectiveness of the company's current digital plan (DP) and a new social DP will be developed. The social marketing plan (SMP) will involve researching the buyer persona and the buyer journey. These activities will influence the SMP. (Fig 1&1.1) shows types of social media.

Fig 1 Types of SM



(Theidm.com, 2018)

Fig 1.1 Types of SM



(SmartInsights, 2018d)

With the advent of web2.0, companies need to communicate with their customers and communication is now possible with customers through online that is SM (fig 2).

Fig 2 the lines of communication



(SmartInsights, 2018e)

Communication tools that allows customers to respond immediately. Customers now see themselves as co-creators of content; this is a form of prosumers and users add value (Mangold & Faulds , 2009).

2. Analysis of MG O.C Davies

Fig 3 OC Davies



(Sobola, 2018)

O.C Davies is a new Car franchise in Carmarthen. The company started operation December 2016. The parent company is in Cardigan with many franchises at several locations. The Franchise in Carmarthen is MG; and MG is making a comeback into the British market. Appendix 2 reveals OC Davies MG SWOT analysis. The vehicles are equipped with latest gadgets, fuel efficient, and with seven years warranty (fig 3&3.1).

The company already has an on-line presence, but one of the limitations with the company's website is that it does not link to any social media for interaction or customer engagement and did not have a web chat nor a review page. (Dealermarketing, 2013) Argued that customers want to see online review Sites, and many areas willing to drive farther to a car dealership with positive reviews. The company should cultivate their online reputation and capitalise on the good reputation of the parent company. See appendix 3 & 4. Conversely, Appendix 5& 6 shows a competitors interactive and engaging website. The engagement of the audience is key in Social media marketing (SMM), and SM has become a platform that provides customers and potential customers getting quick answers in real-time (Smartinsights, 2018b). Fig 2 shows how communication flows from Company to customer and vice versa and social communication

between customers. Consumers socialise with brands and hang out with others who like these brands. Consumers go online to socialize, learn, learn from each other, have fun, shop and do business (SmartInsights, 2018d). Furthermore, there is no SM links on O.C Davies webpage. DianeV, (2018) argued that a website must be designed in a way that potential customers and sales leads can identify with it.

Fig 3.1 MG cars



(Facebook, 2018)

Another criticism is that MG OC Davies failed to utilise numerous videos available to them through the Franchisor. Again, another notable weakness was on google search engine (appendix 7), MG OC Davies' information was just basic compared to Cawdor (appendix 8) that revealed how busy the franchise is at any time, and reviews are clearly visible. This organisation can benefit from an improved Social media plan.

2.1 Buyers persona

Fig 3.3 shows the buyers persona of recent car buyers at OC Davies. A key aspect of managing understanding customers is to determine the customer's persona. A customer's persona is the ideal customer (Buyerpersona.com, 2018). Of the ten records examined, education did not affect purchase, as 60 percent of Buyers surveyed did not have a third level education and are

male. Exactly 50% of the survey were in employment. However, 50% were over 50s and according to (Cross-check.com, 2014), this group have the money and they generally buy more new cars than young adults do. It is worthy to note that the over 50s buys cars because they want to, for comfort or leisure but on the contrary, the younger generation the under 30s buy cars because of 'need'. Just 20% of the survey lives in the town, 80% lives in the rural areas, and therefore we can conclude fuel efficiency plays a key role in their decision.

Fig 3.3 Buyers Persona

Buyer Personas and the Buying Journey										
customers	A	B	C	D	E	F	G		I	J
Car Make	MG ZS	MG3	MG ZS	MG3	MG ZS	MG3	MG3	MG3	MG ZS	MG ZS
Background										
education	0	1	0	0	0	1	0	1	1	0
persona's company	Employed	Employed	Self Employed	Employed	Retired	Employed	Retired	Student	Self Employed	Employed
DEMOGRAPHICS										
Gender	M	F	F	M	M	F	M	M	M	F
Age Range	67	29	65	51	56	47	70	20	48	40
Income	M	M	M	M	M	M	H	M	M	M
urban, suburban, or rural	Rural	Town	Rural	Rural	Rural	Town	Rural	Town	Rural	Town
IDENTIFIERS										
safety	1	0	0	0	0	0	0	1	1	1
economy	1	0	1	1	1	0	0	1	1	1
free maintenance	0	0	1	1	1	0	0	1	1	1
want a touchscreen interface	0	1	0	1	1	0	0	1	1	1
integrated smart phone	0	1	1	1	1	0	0	1	1	1
Others	mobility	visual with graphic design		Price		Price		1st Car	Upgrade	Upgrade
GOALS										
Persona's primary goal	comfort	work	Leisure	Upgrade	Upgrade	Warranty	Leisure	Insurance	SUV	Upgrade
Persona's secondary goal			work	Leisure	Leisure	Finance	Upgrade	Sporty	Price	SUV
CHALLENGES:										
Primary challenge to success	SUV	Price	Finance	Finance	Finance		Hatchback	Insurance	Finance	Price/cheaper
Secondary challenge to success	mobility	Warranty		Price	Price		Grand kids		Price	Finance
HOW WE HELP:										
How you solve your persona's challenges	Right car Price	Pointed to right car	Warranty and Finance	*Style with design	Comfort					
REAL QUOTES:		excited	excited		excited					
note	previously owned new cars but changed because of warranty									

(Sobola, 2018)

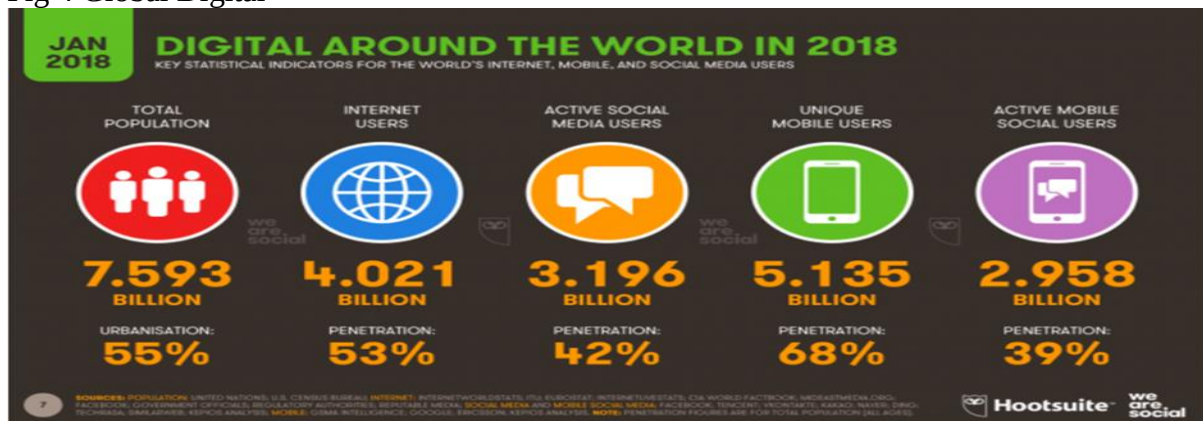
From the survey, 60% suggested that price and finance were huge factors when buying new cars; they want an extremely efficient purchase process. However, the behaviour of the buyers was like the survey by (Cross-check.com, 2014); car buyers want vehicles with high MPG, cheaper to maintain, touchscreen interface and integrated smart phone applications. These buyers will not decide until they have researched especially online and asked questions before

purchase. The new customers want to establish a long-term relationship, will not buy unless they are confident that their dealer will be there for them for as long as they own their vehicle.

2.2 The Mobile Revolution

(Statista , 2018) Argues that the usage of smartphones and mobile devices has increased across the world and social networks can be accessed anywhere on any mobile phone and tablet fig 4.

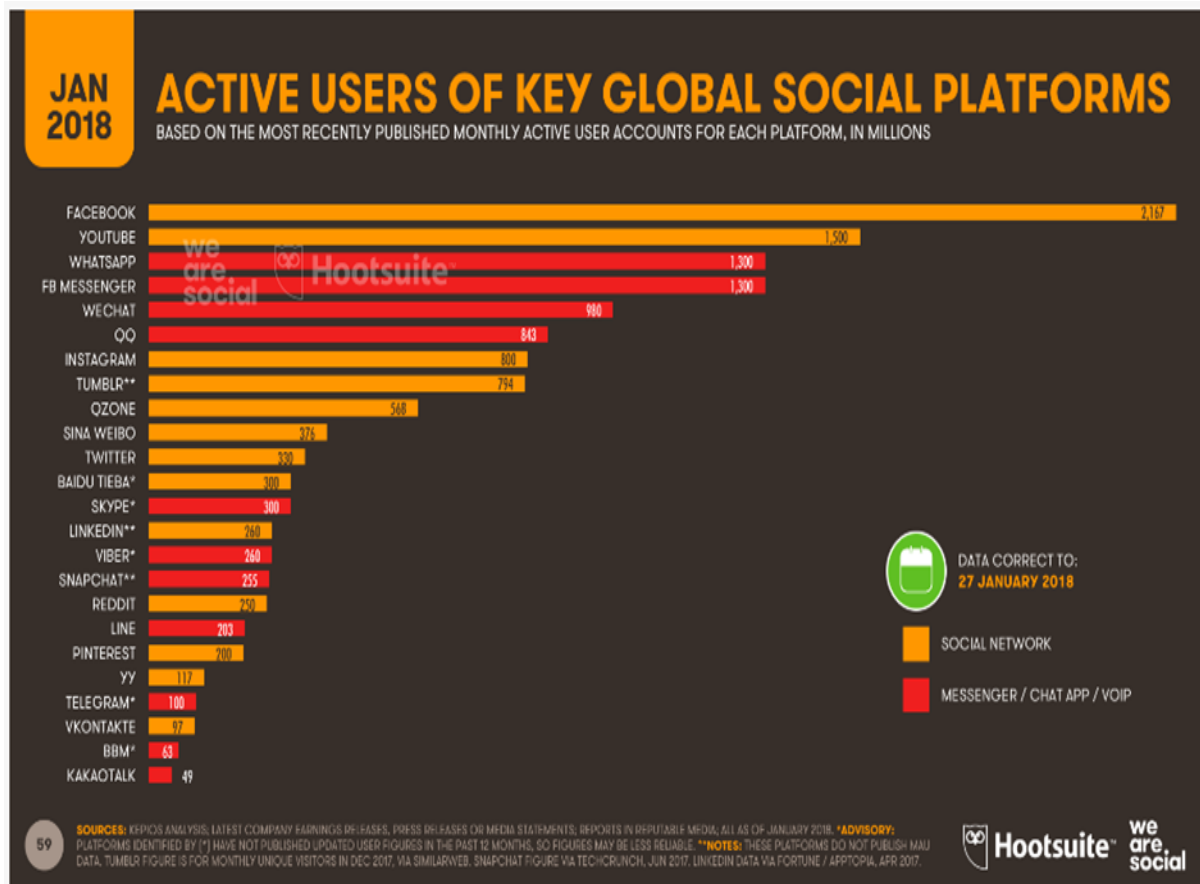
Fig 4 Global Digital



(Wearesocial, 2018a)

Thereby, enabling consumers to browse anywhere at any time. A study by ComScore, (2017) suggested that mobile devices account for more than 60% of digital time, an instant Messaging and Social users prefer mobile platforms (appendix 9). The study concluded that the smartphones and tablets are the default equipment for internet users. Again, Dealermarketing, (2013) supposed companies had better make their website mobile ready to create responsive website if they want to take advantage of the increasing and dominant mobile platforms. Website must be responsive by adjusting their size to the size of the screen (See Appendix 8). Figure 4 reveals that there has been a steady rise the number of social media users in the world. More than 3.196 billion are using SM users in 2018 up 13 percent, and the number of mobile phone users in 2018 is 5.135 billion. Facebook's core platform is the global leader in the global social scene with almost 2.17 billion users as at the start of 2018 (fig 4.1) (Wearesocial, 2018).

Fig 4.1 Active users of social media



(Wearesocial, 2018b).

3. Justification and Evidence for Social Media plan

According to a definition provided by (Lifewire, 2017),

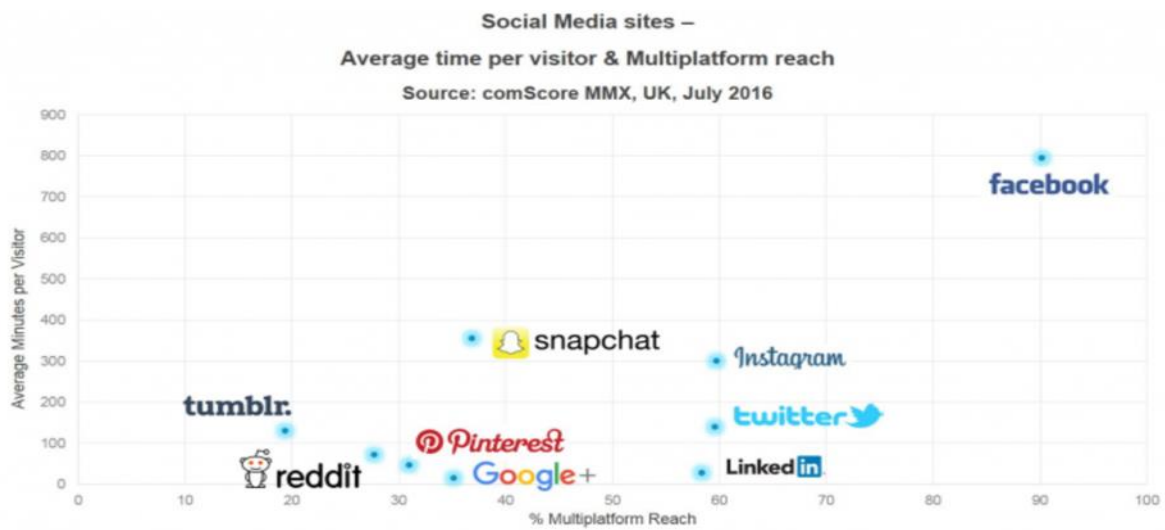
“Social media marketing is the process of marketing through social media sites like Twitter, Facebook, and YouTube. By utilizing the social aspect of the web, social media marketing is able to connect and interact on a much more personalized and dynamic level than through traditional marketing.”

The number-one benefit of SMM is generating more business exposure (Socialmediaexaminer, 2012).

3.1 Why Facebook?

(ComScore, 2018), ComScore has compared the engagement in the UK among Facebook vs Twitter vs Instagram vs Pinterest vs Snapchat see fig 5.

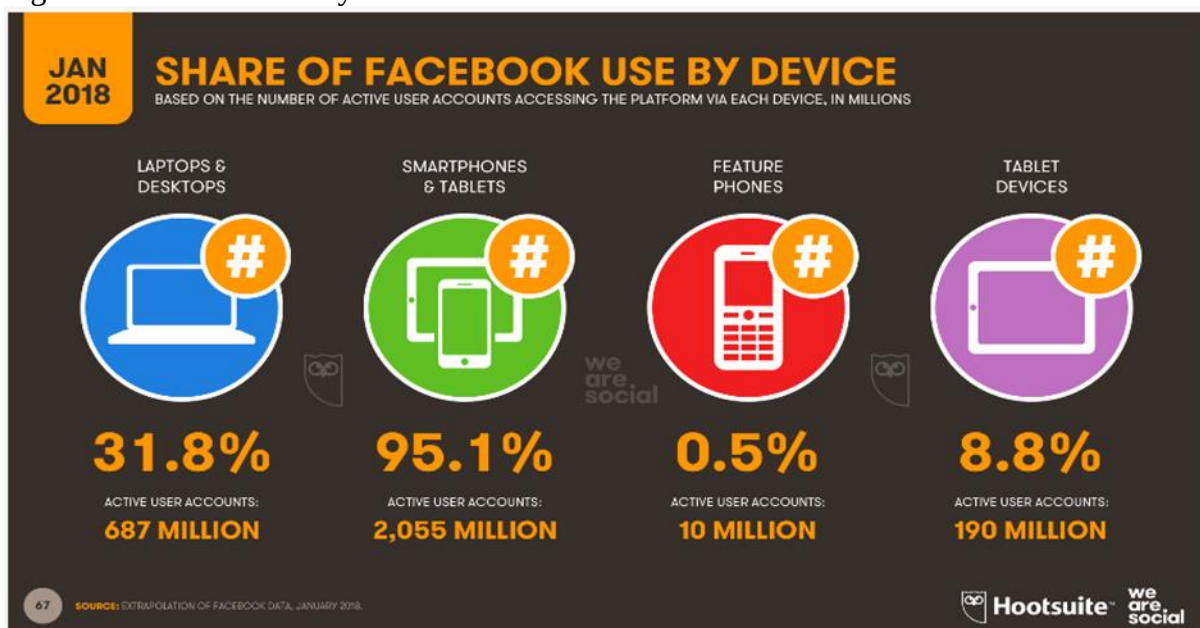
Fig 5 Facebook vs the rest SM



(Smartinsights, 2018c)

Smartphones are the world's preferred choice for going online too, accounting for a greater share of web traffic than all other devices combined (Wearesocial, 2018e). Facebook is currently the market leader in terms of reach and scope; SM users continue to increase because it is one of the most popular online activities with very high user engagement rates and ever-increasing new app developments and possibilities (fig 6).

Fig 6 share of Facebook by device.



(Wearesocial, 2018c)

There are wide range of digital sales marketing available but due to limited budget and O.C. Davies already possesses a Facebook page (appendix 12). Unfortunately, the Facebook is not engaging, it could be better if they had utilised the videos contents available from MG.

(TheGuardian, 2015) Re-stated Facebook COO Sheryl Sandberg advice to SME business that the social network can help business reach specific audience. OC Davies needs to reach audience especially in Carmarthenshire, as the company is relatively unknown. 3.2 The Power of Picture

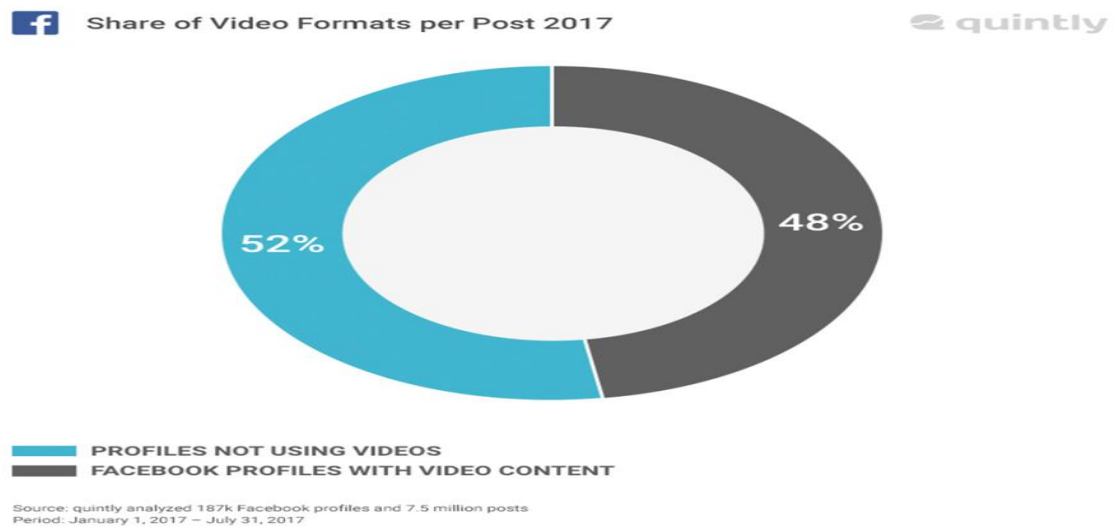
Komal Helyer of pure360.com was quoted by (Digitalmarketingmagazine, 2018) saying that “visuals increase user engagement by as much as 94%”, and over 61% of British consumers expect to see photos or images in any marketing message. The use of images may encourage consumer initial engagement especially when it grabs their attention.

Helyer further suggested that images encourage visitors to stick around and explore content in detail and concluded that good imagery can influence brand advocacy.

3.3 Facebook Recorded Video

According to Socialmediaexaminer (2012), 76% of marketers intend to increase the use of YouTube and video marketing. (Quintly, 2017) Concluded in their recent research that thousands of videos are shared on Facebook timeline every day. Although there are various types of video formats, Facebook native video is on the rise. What is striking in Quintly’s chart in fig 7 is the phenomenal growth of video content sharing on Facebook 48%. Nearly half of very second Facebook profile uploaded a video to their timeline. In addition, the usage of YouTube video is on decline.

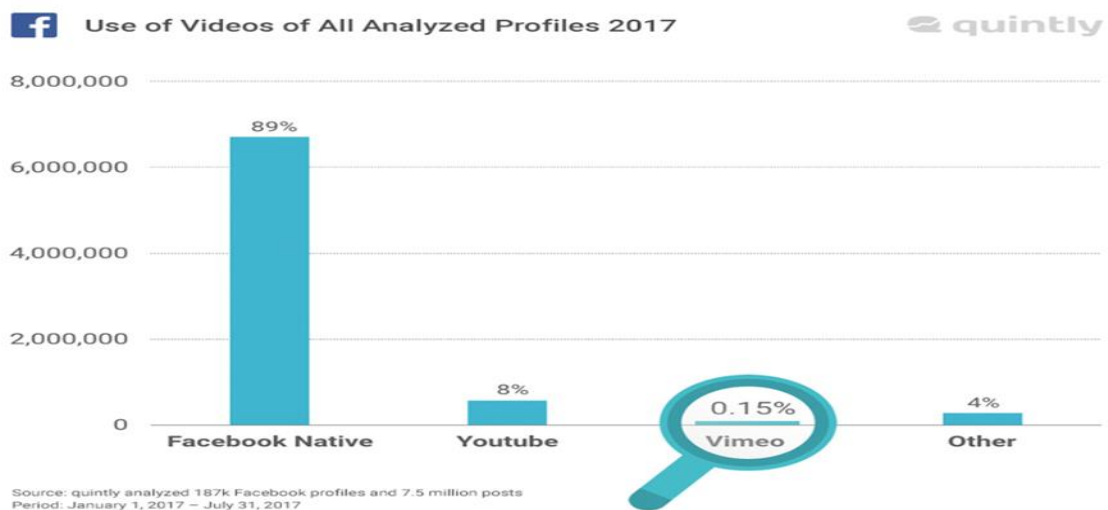
Fig 7 Facebook native video



(Quintly, 2017a)

Notwithstanding, all videos will be made available on YouTube to extend reach. Further evidence from the study shows over 530% more comments on Facebook Native videos than YouTube. Eight-five percent of video posts by volume are Facebook videos, and there was up to 8x times more comments on Facebook native videos compared to YouTube (fig 8) (Quintly, 2017). Facebook could serve goal of increasing Facebook Reach to create awareness and generate sales.

Fig 8 Facebook native video



(Quintly, 2017b)

Facebook content enables the utilisation of videos and images. The production of this content need not be professional produced as consumers want original content, not staged once. Consumers prefer original DIY-style pictures and videos; these videos enjoy more success than professional images (TheGuardian, 2015).

Facebook have many benefits (fig 9) and it has advantages and disadvantages (fig 10).

3.4 Top 10 Benefits of a Facebook Business Page

Fig 9 Facebook's|benefits

1. Increased Exposure to Potential Customers
2. Gather More Leads
3. Lower Your Marketing Expenses
4. Reach a Targeted Audience
5. Use Facebook Insights (see Appendix 14)
6. Build Brand Loyalty
7. Increase Your Web Traffic See Appendix 15)
8. Boost SEO
9. Be Mobile Ready (See Appendix 16)
10. Spy on Your Competition! (Postplanner, 2018)

Fig 10 Facebook's advantages and disadvantages

 Advantages and Disadvantages of Facebook Marketing	
Advantages	Disadvantages
1. Free, cheap and flexible budget advertising 2. Page can hold all business information, location and even include a shop to directly retail to consumers 3. Mass audience 4. Target specific section of users 5. Reviews mean you can check reliability of organisation before you use 6. Useful search facility 7. Facebook insights data analysis tools really useful 8. Mobile friendly 9. The use of videos, photos and live video 10. Messaging system	1. Pages can be set up by anyone, meaning there could be many incorrect pages 2. Review process puts the control back to the consumer 3. Irrelevant or inappropriate adverts 4. Lower Click through and conversions rates than adwords 5. Business name may already have been taken by another business

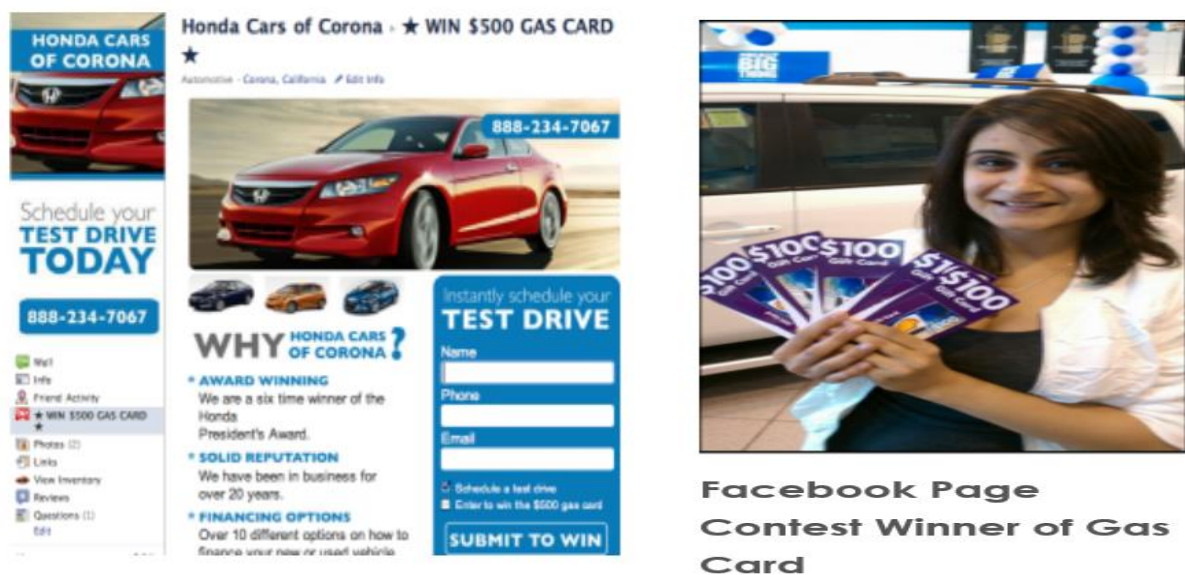
(Bell, 2018)

4. [How other organisations use Facebook in their digital marketing plan](#)

Before proceeding to examine SMP implementation, it is important to examine how other companies have used Facebook successfully. Nike conducted a she run Digital Campaign. Female runners were not wearing Nike shoes, and Nike set out to change this (AdNews , 2013). Nike used Facebook for registration for training. Nike used the Facebook to monitor participant, this allows for two-way dialogue with consumer, was a huge asset to Nike. (Cowan, 2013). See Appendix 13. The SMP will seek to adapt Nikes Facebook campaign with another idea from a car dealership SSM campaign.

Like O C Davies with a Facebook account, Honda Cars of Corona wanted to attract a larger audience on Facebook and sell more cars through Facebook. The dealer decided to give away \$500 fuel voucher to one of the people liking the Facebook Fan Page. For anyone to participate, the person must join the page by clicking like and signing up for a test drive (Brandingpersonality, 2011). A random winner was drawn after the page reached 1,000 likes see fig 11

Fig 11 Facebook marketing



(Brandingpersonality, 2011a)

5. Implementation of the plan new digital marketing campaign

5.1 Building a Marketing Plan

Determine what you are able to invest

MG O C Davies has a small quarterly marketing budget (appendix Z) that actually influenced the SM campaign investment. More sales may be possible if people are aware of the brands resurgence and close proximity to them. Furthermore, the present SM campaign is not effective enough therefore the SM campaign is targeted at creating awareness.

Identify the biggest gap in your marketing

From the buyer's personas, people in this area want fuel-efficient cars, with ease of getting finance, the company also has cars that could be personalised and this could create a niche market.

Find opportunities to bridge that gap

Buyers need to be aware of the vehicles comeback and the vehicles potentials such as the internal technologies, fuel efficiency and the seven years warranty these are USP. The General Manager said half of their recent sales was a result of public space display. There is huge need to create awareness.

Prioritize opportunities

The priority in the plan is to target both old and your people. The older people has a lot of disposable income and the young ones because of need. Nevertheless, these groups have one thing in common that is easy finance, and OC Davies can offer this.

Measure results

Facebook allows for analytics, the traffic generated by the SM advertisement are measurable to determine its effectiveness. If the new SMP is not effective nor driving engagement and ROI is not up to the desired level, then adjustments is necessary (ThriveHive, 2018).

5.2 Off-line event to create a buzz through a Facebook Contest

Before proceeding to examine the offline buzz, it is important to remember users add value. Therefore, it is important to for the company to generate increased amount of natural traffic towards business through Social search.

Fig 12 Posing with a vehicle



(Facebook, 2018)

The call to action is customers are asked to send in a selfie/photo of themselves posing with a brand new 2018 MG series that they could find on any road or car park in Carmarthenshire win a prize (fig 12). Secondly, they have to like MG OC Davies Facebook and tag three people.

Price include either £500 or a weekend Holiday for two at a Hotel in Carmarthenshire, Cardigan, Neyland, and Pembrokeshire. In addition, the winner receives a test drive, a free car

service and car detailing at any of MG O C Davies in the above-mentioned locations. It is advisable to collaborate with a Hotel chain.

The aim of this process is to capture and convert social traffic into customers by interacting with potential and existing customers. For the company to make the most of the opportunity for visibility within SM the company will hope to create awareness and generate interest and potentially customers that will make a buying decision by acting. See fig 13 the goal of the SM campaign is create brand awareness, attract and convert customers. The SMD campaign aims to drive Meaningful Interactions in Facebook Groups

Fig 13 The Awereness to action



(B2bmetric, 2018)

5.3 How to use Facebook to win customers

Having discussed how to create a buzz on Facebook, the final section of this paper addresses ways of how to use Facebook to win customers. The SMP advocates publishing correct business information, and business information must include facts and attributes about the company including location, reviews, promotions, videos and photos (Digitalmarketingmagazine, 2017). MG corporate has many pictures and videos and this ought to be fully utilised. Regular posting of videos and picture is vital, as user need content to keep

engagement going. It is important to include praise and positive reviews from customers as these reviews do influence customers.

With regard to managing SM profiles, posts on social networks can be a full-time, and OC Davies may need to hire to a full-time social media manager like other big Franchisees (Dealermarketing, 2013).

(ThriveHive, 2018) Proposed DIY- style pictures and videos as this enjoy more success. Turning now to social care, (Dealermarketing, 2013) suggested social care is customer service via social media. Customer service is important to customers and now it is moving to on-line for car dealerships. Consumers want company to respond to on-line queries or email quickly.

The Classic MG owners club Carmarthen branch could be used as influencers if need be. In addition, their detail activities could be posted on Facebook whenever they embark on the road trips.

Conclusion

The goal of the SMP is to create a brand awareness and consequently increase sales. The purpose of the planned buzz is to generate customer engagement and build a rapport with potential leads that may lead to sales and by establishing rapport and a strong following; it might be possible to make connections with people that may further promote the business

One major shortcoming of the buyers persona developed for the digital marketing plan was that it was not possible to determine whether the customers/ buyers have Facebook account, this paper could not determine Facebook influence on buyers. Since the social media information was not attainable, therefore in future exercise; efforts at obtaining this information will be

vital. OC Davies could encourage customers to engage and write reviews of the company's Facebook.

Furthermore, 50% of the buyers were not educated, it would be difficult to predict their level of using social media and if they would be able to write a review. By consumers writing a review, they will be adding values to the brand and answering some potential customer's questions.

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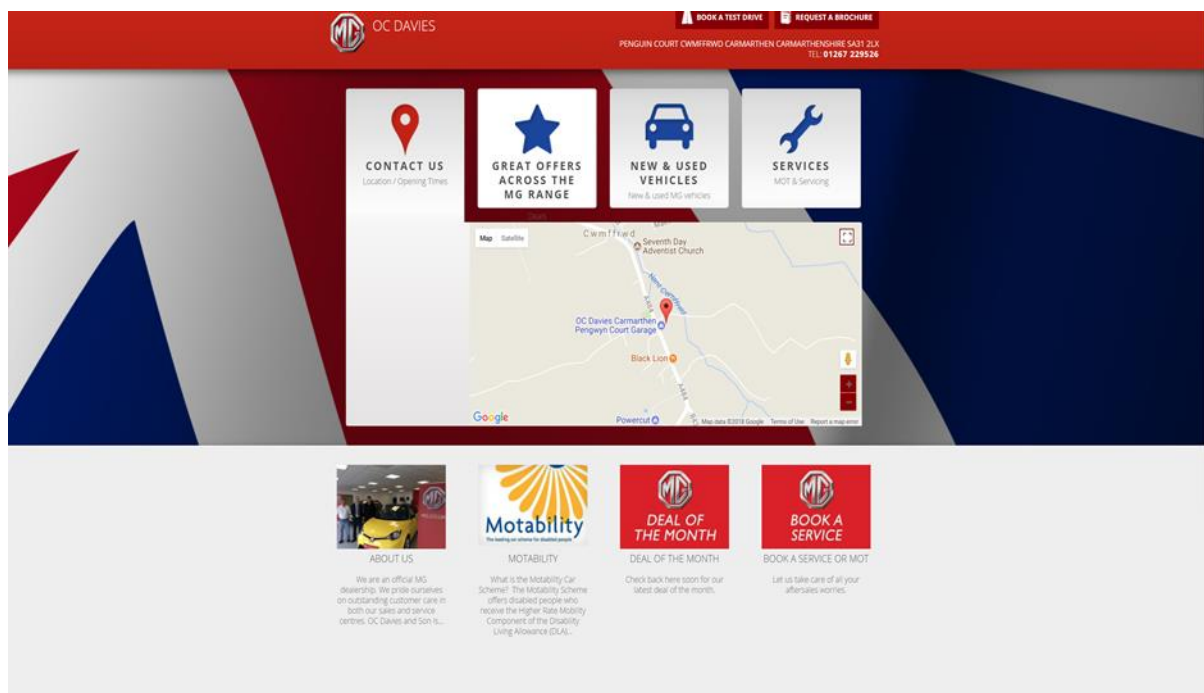
Appendices

Appendix 2 MG O C Davies SWOT Analysis

<u>Strength</u> • Price • Warranty 7 years • Car finance • Service • Staff • Efficiency • Motor Tax • technology	<u>Weakness</u> • New in the location • Lack of public awareness of presence • New product though old brand name • Location is farther from town center • website
<u>Opportunity</u> • Young drivers • Custom car styling • Government green regulation • Green cars • Brand name	<u>Threats</u> • Old established car franchises • Brexit • Other cheap cars • Big brand's Big sales

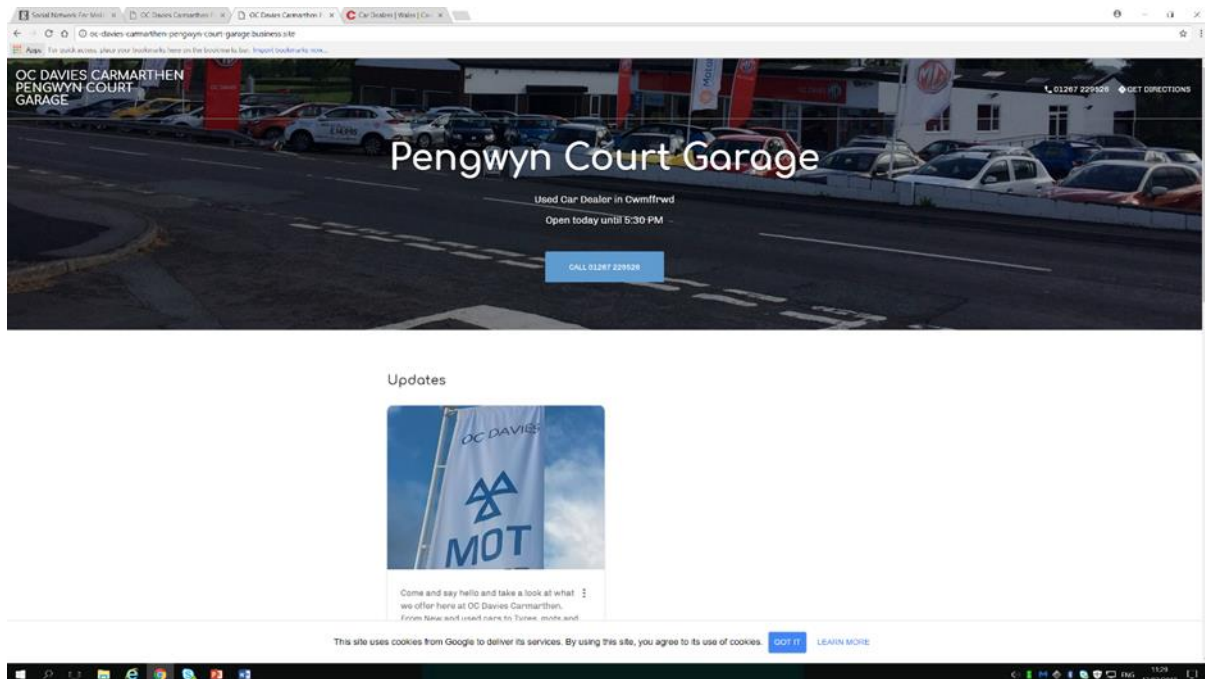
(Sobola, 2018)

Appendix 3: MG OC Davies



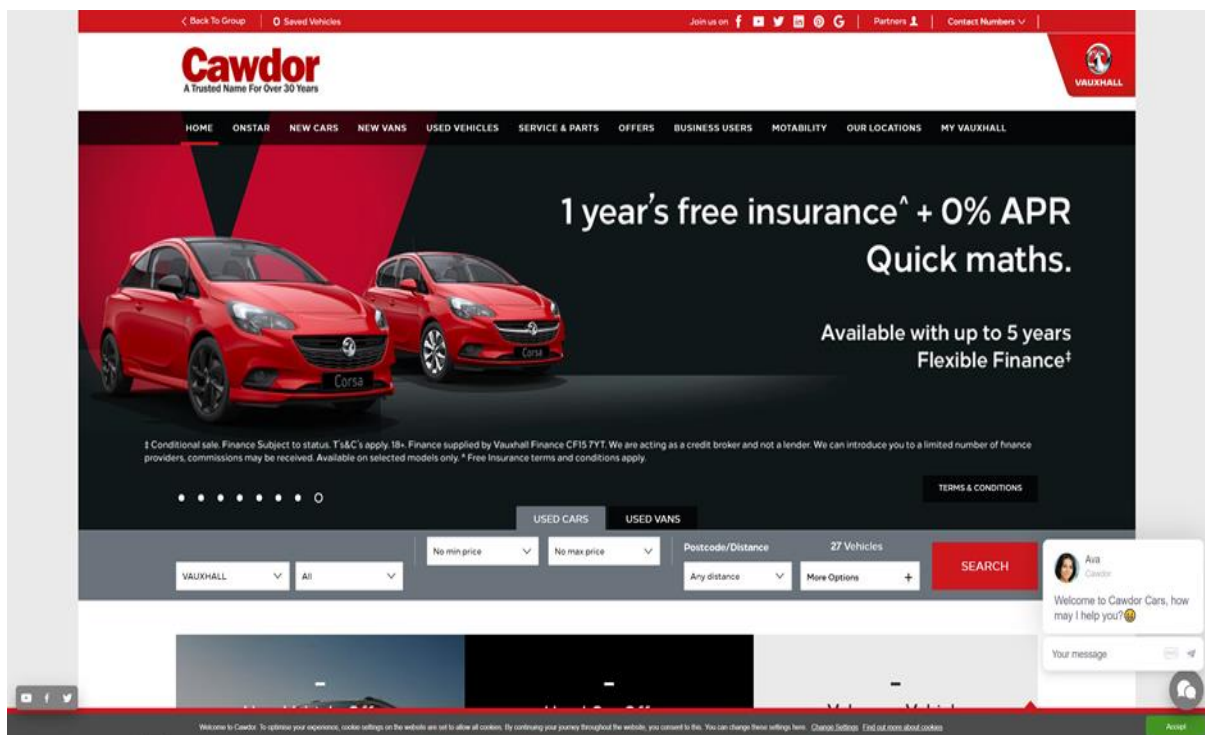
(Ocdavies.mg, 2018)

Appendix 4: OC Davies



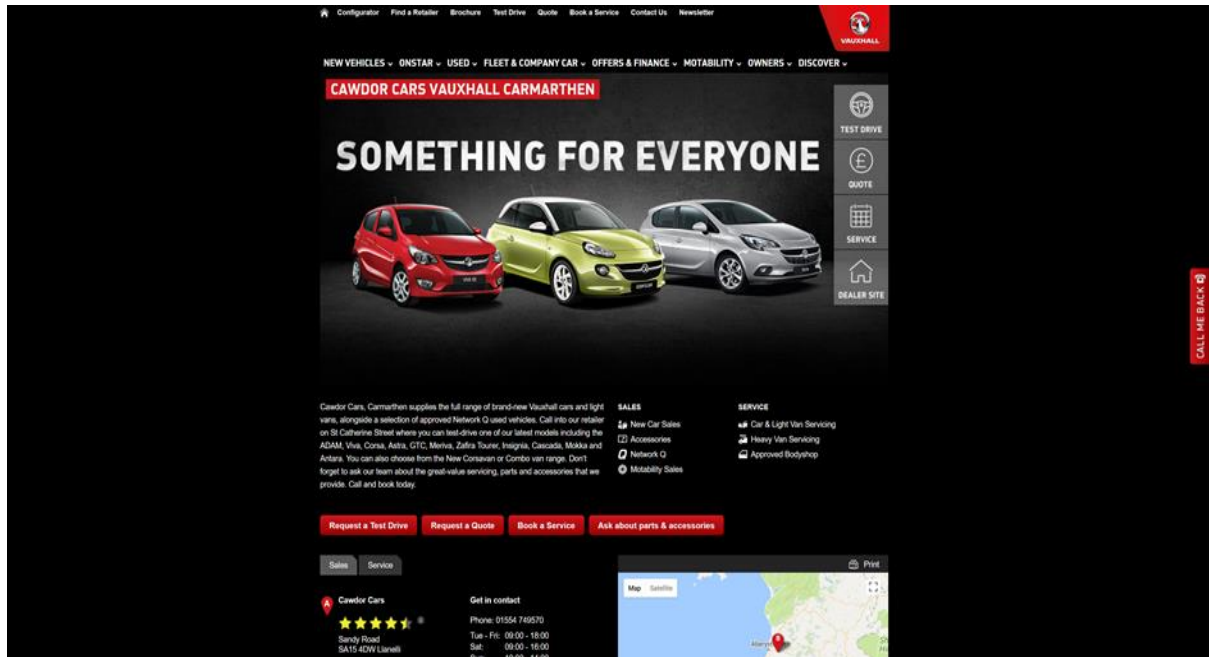
(OC DAVIES, 2018)

Appendix 5: Cawdor's web page



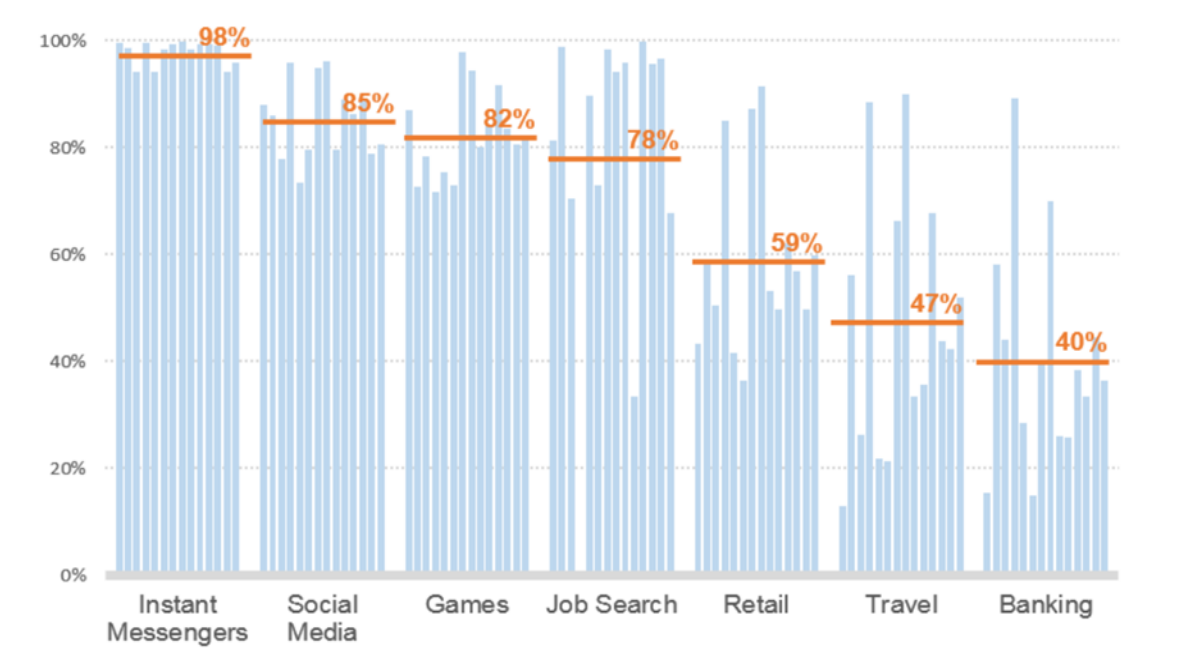
(Cawdor, 2018)

Appendix 6: Cawdor's web page



(CAWDOR, 2018a)

Appendix 7



(ComScore, 2017b)

Adekoyejo Sobola (1601748)
DIGITAL MARKETING SOCIAL MEDIA TOOL PLAN FOR O.C DAVIES

Appendix 7 OC Davies on google

The screenshot shows a Google search for 'OC Davies'. The top results include 'Welcome to O C Davies Group', 'Used Cars at Penguin Court', 'Quality Used Cars form', 'View at: OC Davies Carmarthen', 'Penguin Court Carmarthen', 'OC Davies', 'OC Davies - MG Motor UK Ltd', 'Welcome to OC Davies a'r Mab, Dealers for Honda, Renault, MG and ...', 'O C Davies', 'O.C Davies & Son Ltd, Cardigan | New Car Dealers - Yell', and 'OC Davies Carmarthen - 51 photos - 2 reviews - Car dealership ...'. On the right, there is a detailed listing for 'OC Davies Carmarthen Pengwyn Court Garage' with a 1.0 star rating, address, hours, phone, and a 'See outside' photo.

(Google, 2018)

Appendix 8 Cawdor on Google

The screenshot shows a Google search for 'Cawdor'. The top results include 'Contact the specialist Vauxhall dealers, Cawdor in Carmarthen for all of your Vauxhall needs.', 'Vauxhall Dealers | Cawdor Aberystwyth, Cawdor Carmarthen, Cawdor ...', 'Cawdor Cars Carmarthen | Vauxhall Dealer', 'Contact Us in Carmarthen | Cawdor Cars', 'Cawdor Cars: Car Dealers | Wales', 'Used Cars | Wales | Cawdor Cars', 'Cawdor Carmarthen, cars for sale in Carmarthen, Dyfed | Parkers', 'Cawdor Cars (Carmarthen) - Used car dealership in Carmarthen', 'Cawdor Carmarthen | Local Dealers | Motors.co.uk', and 'Cawdor Carmarthen - RAC Cars'. On the right, there is a detailed listing for 'Cawdor Carmarthen' with a 4.1 star rating, address, hours, phone, a 'Popular times' graph, and several reviews.

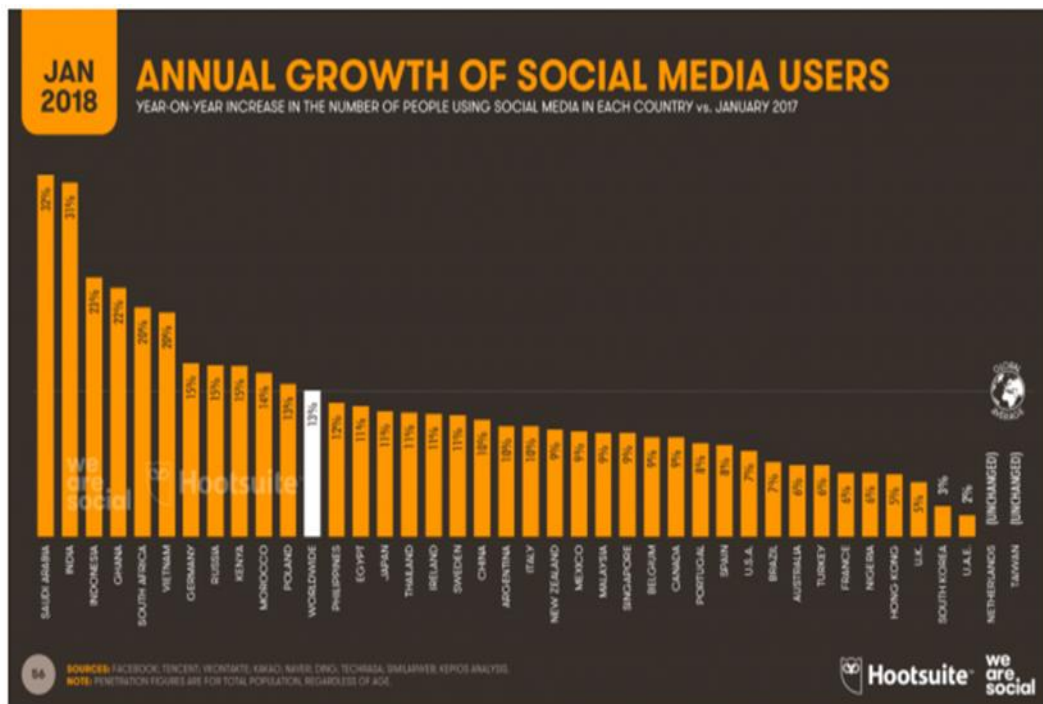
(Google, 2018)

Appendix 9 Mobile Ready



(Getty Images, 2018)

Appendix 10 SM growth



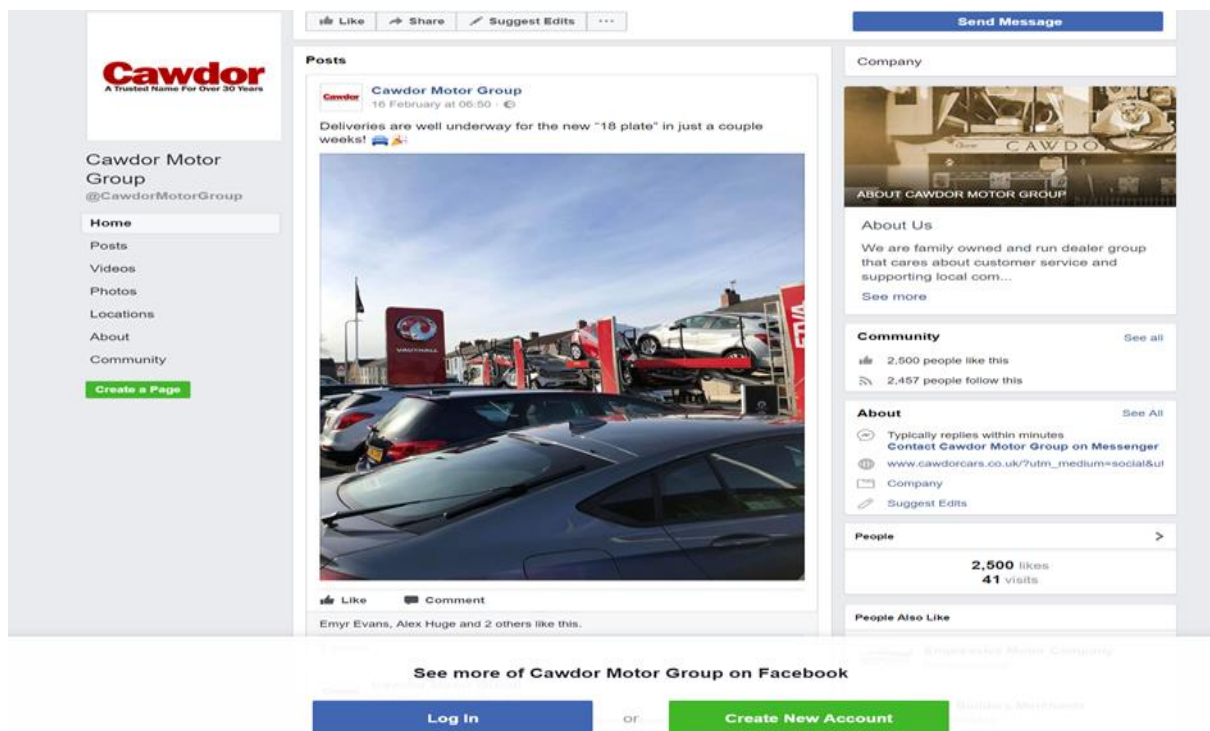
(Wearesocial, 2018d)

Appendix 11 MG O.C Davies Facebook



(Facebook, 2018)

Appendix 12 Cawdor Facebook



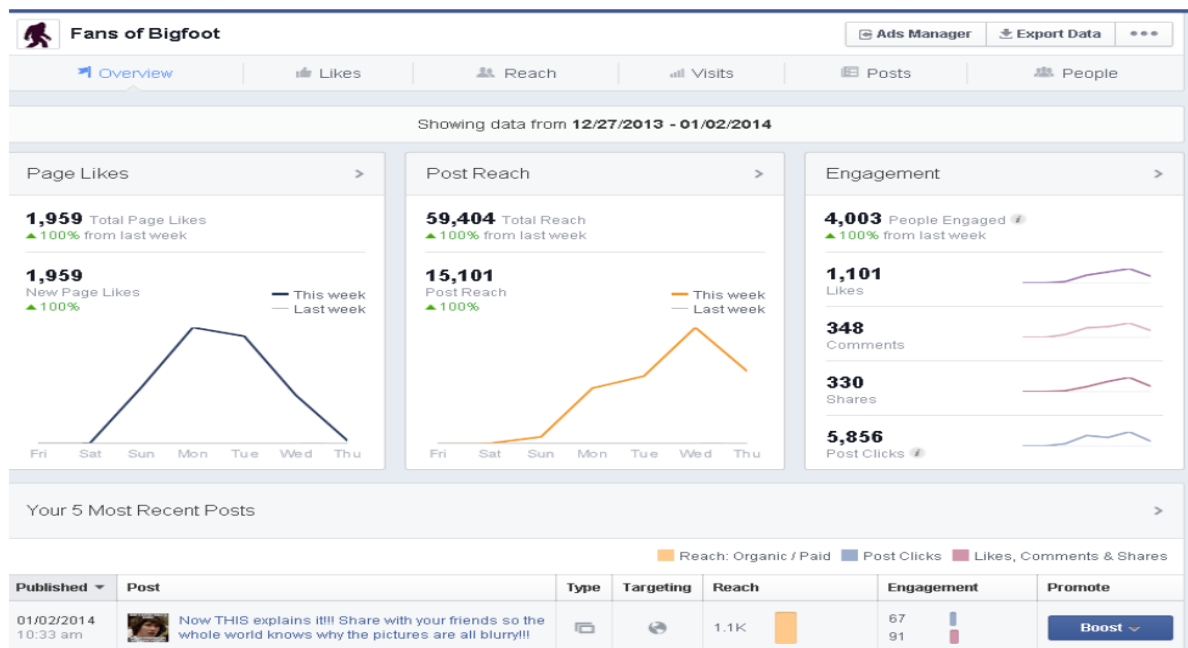
(Facebook, 2018)

See Appendix 13.



(AdNews, 2013a)

Appendix 14 Use Facebook Insight



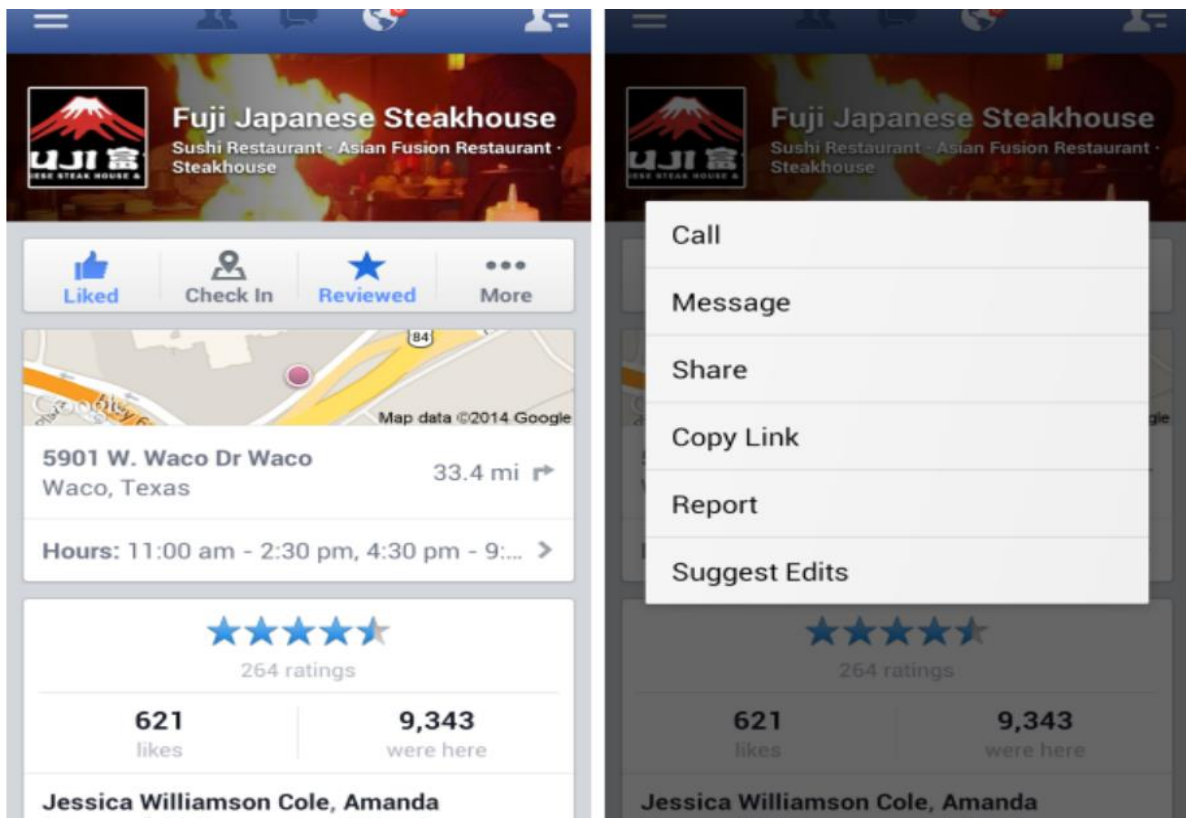
(Postplanner, 2018)

Appendix 15 Increase web traffic

	Source / Medium ?	Acquisition		
		Visits ?	% New Visits ?	New Visits ?
		200,403 % of Total: 100.00% (200,403)	70.74% Site Avg: 70.68% (0.09%)	141,758 % of Total: 100.09% (141,637)
☐	1. google / organic	106,610	83.65%	89,181
☐	2. (direct) / (none)	27,333	76.00%	20,774
☐	3. Post Planner Newsletter / email	21,273	31.49%	6,699
☐	4. facebook.com / referral	17,595	41.63%	7,325
☐	5. m.facebook.com / referral	12,893	58.64%	7,561

(Postplanner, 2018)

Appendix 16 Be mobile ready



Adekoyejo Sobola (1601748)
DIGITAL MARKETING SOCIAL MEDIA TOOL PLAN FOR O.C DAVIES

(Postplanner, 2018)

Appendix Z OC Davies Marketing Budget

Marketing Planner 2018

Activity	Description	Models	Jan					Feb					Mar				
			3	6	13	20	27	5	12	19	26	5	12	19	26		
Quarterly Retail Focus																	
DEALER Marketing plan																	
Two Carmarthen Product Placement	New Vehicles on display in carpark 3 days	MG ZS + MG3					184										
Facebook Boosts	New Campaigns	AB	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
South Wales Evening Post	Paper Advert New Campaigns	AB														200	
South Wales evening post online	Online Page Skip	AB								270							
Radio Carmarthenshire Advert	Radio Advert	TBC															
Carmarthen town center	New Cars	MG ZS + MG3					200										
Local Authority about Carmarthen guide for 12 months	New Mgs	AB						486									
Llanelli Shopping Center	New Vehicles on display in center 3 days	AB								300							
St Clears Agricultural show (18th June)	Stand at show	AB															
Wales Online		TBC															
Planned quarterly spend:																	
Planned quarterly spend:																	
communicate accessories & servicing																	

(OC Davies, 2018)