

BMW Public Relations Focus on Social Media

HFT 3594

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I. Brief History

Bayerische Motoren Werke AG (BMW) is a car manufacturer. It designs, builds, and distributes vehicles, motorbikes, replacement parts, accessories, and engines. In addition, the corporation provides deposit services, retail customer and dealer finance, insurance, fleet business, and automobile leasing. BMW was founded in 1917 by Rapp-Motorenwerke in Munich. In 1920, the firm was merged with Knorr-Bremse AG before being renamed BMW AG in 1922. It was the successor of the 1916-founded Bayerische Flugzeugwerke AG. As a result, 1916 is regarded as BMW's inception year. The BMW Group, through its brands, is one of the world's top luxury manufacturers of vehicles and motorcycles, as well as a provider of premium financial and mobility services. BMW has a long history. The revolving blades of an airplane represent the company's early heritage of aviation technology at the center of the BMW emblem. BMW has published several planes, boats, and vehicles, which have proven to be among the most luxurious and reliable car brands in the world.

II. Executive Summary

Mobility is a critical component in today's environment. The automobile industry is made up of thousands of enterprises that produce for various market groups. Because the business is dynamic and unpredictable, participants must constantly review and adapt their positions. The corporation, whose initials stand for Bayerische Motoren Werke AG, was founded in 1916 and is headquartered in Munich, Germany. It has a top listing on the Frankfurt Stock Exchange and is valued at over USD 197 billion as of 2015. The corporation primarily competes in the premium brands area of the market as the parent company of BMW, Mini, and Rolls-Royce. The group's key performance metrics reveal that it generated 80.4 billion

Euros in sales and 8.707 billion Euros in operating income in 2014, with 2.118 million vehicles sold.

BMW USA Sales 2014–2019

■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019

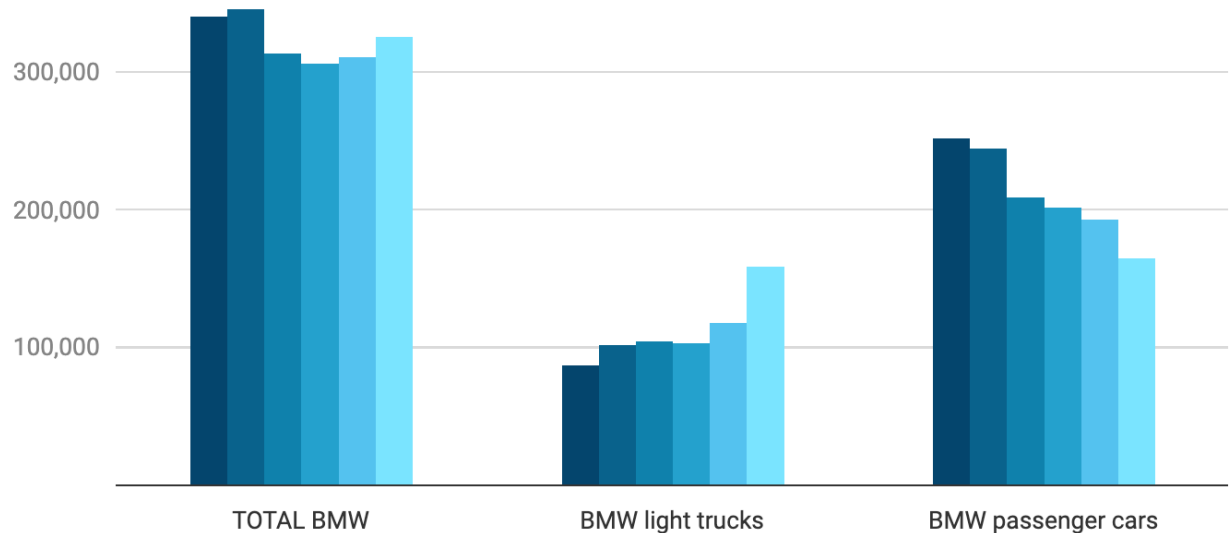


Chart: CleanTechnica • Source: BMW, CleanTechnica

(<https://cleantechnica.com/2020/01/11/bmw-usa-sales-2014-2019-getting-slammed-by-tesla-or-not/>)

Sales of BMW in the United States alone from 2014-2019.

BMW Social Media

Regarding social media, there are several variables to consider for every company or organization. People use social media to have fun or to communicate messages since it is their account, and they may do or say anything they want. People see it as a location where they may use their right to free speech and express themselves. As an organization, my brand name is the most significant, and maintaining my brand name is more vital than freedom of expression. That is why BMW should consider recruiting employees in social media who are aware of trends and buzz but do not seek to hurt or misrepresent the

company. This will eliminate numerous threats and restrict the conspiracy outside and within the office. Social media helps with brand image and many other things, as 82 percent of workers believe that social networking will improve professional relationships. Again, 60% say that social networking facilitates decision-making by allowing people to cooperate, exchange ideas, and solve difficulties.

III. A Situational Analysis

The internet and social media have altered customer behavior and how businesses operate. Organizations may benefit from social and digital marketing by lowering expenses, increasing brand recognition, and increasing revenues. However, poor electronic word-of-mouth and obtrusive and unpleasant online brand presence pose substantial obstacles. To overcome these obstacles, you have many to consider taking:

1. Interaction with posts and fans related posts
2. Standing out from other car brands' social media competitors.
3. Communication within the team and department

These are many people's significant factories, but considering communication can assist restore the entire firm and have an agreement, especially in other areas. Maintaining an excellent and healthy workplace connection can attract more social media fans with the posts provided by all departments. Marketing and advertising are excellent ways to reach many people worldwide, and each advertisement has its target demographic. Investing small money in sponsored social marketing is one of the finest strategies to expand your audience and acquire more visibility. Paid social advertisements, when done correctly, may help you promote your content, improve conversions, and reach new people. BMW employs a clever social media approach to engage with its fans and followers worldwide. From Facebook to

YouTube, Linked In, and Instagram, the corporation has used all social media platforms for marketing and promotions, as well as to draw the attention of its customers to a wide variety of themes such as innovation, technology, sustainability, and passenger safety. The situation of the CEO Jim O'Donnell, who didn't believe that electric cars won't be the future, made the world rethink it, especially having to release and announce a new and upcoming electric car within a couple of days.

IV. Goals and Perspective

BMW's aim is "uniqueness through risk-taking, leadership, and diversity." This vision statement reflects both the company's mindset and its strength. The firm has established itself as a premium category leader over the years, taking on tremendous risk in the process, but all evidence point to the fact that the company is finally living to fulfill its goal. The BMW Group strives to be the most successful and long-lasting premium producer of individual mobility vehicles. To attain this lofty aim, we are developing several complete sustainability solutions. Having established the goal for BMW, the public relation team has to cooperate with BMW's goals and perspective in maintaining a premium manufacturer for individual mobility.

Twitter is the only social media network that springs to mind when discussing microblogs. BMW is always involved with its fans, and if there are any worries about a scenario, they will identify the problem and provide a competent remedy. Many more firms and organizations use other microblogging strategies. Still, because they are a vehicle company, they like to keep everything a secret or a surprise; time and much teamwork to produce a new automobile design, and teasing the fans will leave them scratching their heads. After the

statement was released from Jim, there were no microblogging responses. After the same, they announced a new electric vehicle, the second one from BMW, released in April 2011. BMW CEO Jim O'Donnell issued a statement in which he spoke nothing but the truth in his opinion. Still, regardless of how true this is, it impacts the market and the audience for an electric automobile. At the same time, a remark like this might have several meanings. For example, BMW does not regard environmental health or global events, and its primary goal is to sell vehicles. This may affect the brand's reputation. Jim has stood up to publicly apologize respectfully and appropriately for what he told the media about electric vehicles, often known as EVs.

BMW should have taken this matter seriously and made it known once the remark was made. They could have published a comment or informed their supporters on several other sites, including Wired.com.

When it comes to a situation where a big statement, such as this one, is talked about and stated by the CEO of BMW in North America, where the company BMW is much bigger than focusing on one region, it is still a big statement. As for the company, they should consider Jim O'Donnell's statement and think of an action where they can limit him to the press.

BMW's social media presence is modest. The firm only sends one to two posts every day. However, this is sufficient for maintaining a strong relationship with followers. Instagram has the highest amount of user engagement. On exceptional occasions, the company's staff interacts with followers. It is usually done to keep them informed about vital topics.

To avoid this behavior, a firm like BMW may have significantly limited each of its CEOs and their viewpoints because these creative and inventive items would influence people's beliefs.

V. Strategies, Tactics, and Activities

When it comes to targeting an audience, it's all about age and generation. Different ages and generations have different lifestyles and different approaches to life. Their purchasing power makes them excellent targets for automakers, mainly because, according to Experian Automotive, millennials and Gen Z members are the only two cohorts now contributing to auto-industry development. However, millennials only sometimes browse for vehicles at dealerships.

Encourage innovative thinking and active participation as part of overall public relations activities related to the specific complications given by various types of social media. A public relations strategy assists a company in developing, organizing, and measuring the efficacy of its public relations techniques over time. It is distinct from a marketing plan but should aid in marketing activities. A public relations plan might include a whole year of marketing or focus on a specific aim, such as a product introduction. BMW is well-known worldwide, not because of its advertisements, but because of the quantity of word of mouth that this automobile brand has acquired worldwide, making this a good ploy for the future. The future is bright; what we need to help promote the incoming electric or EV automobiles is to see future stars making a buzz in the globe and a present start that is already buzzing. For this advertisement for the upcoming electric car, I chose Zendaya because of her fame and because she is a person who cares a lot about the environment. For the current star, I would have to go with Leonardo DiCaprio because he always has an opinion about what is

happening in the world, environmentally. This will target all the environmental activists and the fans of the electric and the upcoming cars BMW.

VI. Key Messages

The organization must decide how to effectively respond to the circumstance at hand, as well as constantly assess the structure and efficacy of its social media policy. To overcome the concerns, you must establish a social media policy to assist with leaks and fan involvement. Maintaining a modest profile regarding the firm is advantageous for the company's secrecy. It is done at your own risk, and you will be held accountable for anything posted or published by your account or any other account.

A challenge in social media that can corporate with communication and Public Relation professionals has to be managing clients' expectations. Clients frequently need a better grasp of what is involved in meeting their requirements as you do, and this gap may become a significant source of frustration. No matter how much the team shares about the process and identify how much time it takes, clients would still want immediate results, and if there aren't any, they will be unhappy with the product. Public Relations doesn't happen in a matter of seconds. It takes many months and years to build up the media's presence. Openness and transparency are the ideal policies, combined with a clear description of realistic goals and timetables from the start of any client collaboration. BMW is one of the world's most well-known brands. All large corporations have competitors, such as Mercedes and Audi. Policies in different industries are not the same as in the automotive sector, where most of them share the same policies owing to not providing their competitors preferential treatment.

Social media has changed the world, and many people have seen it as positive or negative. In less than a decade, social media has progressed from direct electronic information exchange

to a virtual meeting place, shopping platform, and critical 21st-century marketing tool.

Marketing is unique, and it is now easier than ever to market with the press of a mouse.

BMW has more tools than any other corporation, and the facilities that have them may work with more staff to guarantee they have the necessary postings and that everything is running well on social media. To maintain an effective social media policy, BMW must establish corporate confidentiality, remember that you represent the firm, and be transparent.

VII. Conclusion

Respecting the company is one of the most crucial policies that should be applied since you have to remember that you are being taken care of by the same company that you are going to represent. Every employee has the right to work in a respectful environment. Employees must follow these behavior and polite communication standards to establish and preserve a workplace where all workers are treated with respect and dignity regardless of status. Social media has changed the world of PR, and it's for the better. Listening and talking are equally important aspects of social media. This implies that your public relations plan must encompass what you will communicate and how you will listen to, engage with, and reply to postings and comments. Plan how you will utilize and evaluate the data you acquire. Because social media is about involvement, the typical limits approach policy development does not translate effectively.

Social listening is a great way to monitor and implement online content. Social listening is monitoring social media platforms for brand mentions and conversations, then evaluating them for insights to identify chances to respond. This will help first monitor as well as collect data. Social media listening allows you to understand better what your target audience

expects from your company. This will also benefit the company BMW in the long run, which will help with audience interaction and engagement.

BMW has been controversial, especially in 2011, when the North American CEO stated there would be no future for electric cars. Still, no matter the statement, this company has a more prominent reputation and loyal customers. Word-of-mouth marketing is a strategy for generating spontaneous discussions and recommendations about a product or organization. This marketing aims to get others to speak about your brand, product, or business. Because the suggestions originate from a trusted friend, word-of-mouth referrals help companies create trust with new consumers more successfully than traditional advertising.