

Insightive

Turning data into impact

**Social media
trends in the
automotive
industry**

How automotive brands are winning on social media



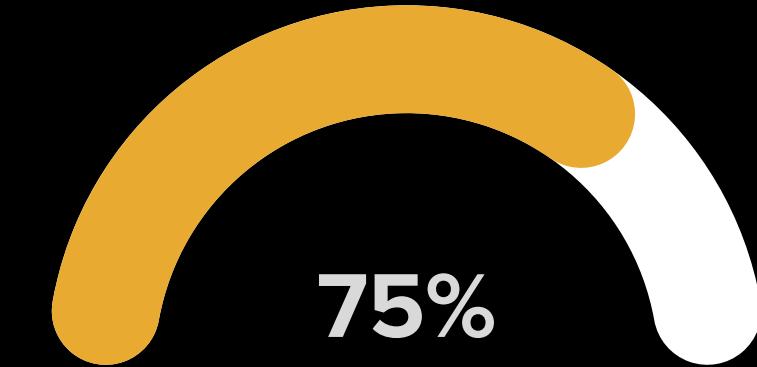
Executive summary

The automotive industry is undergoing a digital transformation, with social media critical for brand engagement. As **75% of car buyers** begin their journey online, digital platforms are vital for **discovery** and conversion. Key trends for 2024-2025 include:

- Dominance of **short-form video** on platforms like TikTok and Instagram.
- Importance of **sustainability**, with 72% of buyers favoring eco-friendly brands.
- **Real-time interactions** increase engagement by 40%.
- **Influencer marketing** yields 20-30% higher engagement than traditional ads.
- **Gamification and AR** improve brand recall through interactive storytelling.

By leveraging these insights, automotive brands can enhance marketing strategies and boost audience engagement.

The evolving role of social media in automotive marketing



More than **75% of car buyers** now begin their purchasing journey online, and social platforms are key touchpoints in shaping their decisions.
(Source: McKinsey, 2024)

The automotive industry is undergoing a rapid digital transformation, with **social media emerging as a critical battleground for brand differentiation, customer engagement, and sales influence**.

Automotive brands are no longer just advertisers; they are **content creators, community builders, and interactive storytellers**.

Short-form video, influencer collaborations, AI-driven personalization, sustainability messaging, nostalgia marketing, and gamification are among the dominant trends in 2025, transforming how consumers engage with car brands. This section explores the strategies that are defining the future of automotive social media marketing.

Social media as a platform for...

1

Using the power of visual storytelling

Social media platforms like TikTok, Instagram Reels, and YouTube Shorts are now indispensable for automotive brands. **Studies show that short-form videos drive 2.5x more engagement than static posts, making them the most effective content format for car marketing.**

(Source: HubSpot, 2024)

Key Insight: 68% of automotive consumers prefer watching a short video about a car over reading a long article

(Source: Wyzowl, 2024)

Example: Kia's TikTok campaign for the EV6 electric crossover featured influencer storytelling and dynamic visuals, resulting in a 35% increase in organic interactions.

2

Engaging the conscious consumer

As environmental awareness grows, electric vehicles (EVs) and sustainability initiatives have become central to automotive marketing.

Consumers now expect brands to demonstrate commitment to green practices, carbon neutrality, and eco-friendly technology.

Trend Impact: 72% of car buyers say sustainability is an important factor in their purchase decision.

(Source: Deloitte, 2024)

Example: Volvo's "Zero Emissions by 2040" campaign integrates sustainability messaging across all digital channels, increasing audience trust and engagement by 30% on LinkedIn.

3

Leveraging heritage for emotional connection

Consumers respond positively to brands that evoke **nostalgia, associating them with trust, authenticity, and heritage.** Automakers are capitalizing on this by reviving classic models, referencing retro aesthetics, and using storytelling to spark emotional connections.

Why It Works: 55% of consumers say nostalgic brand experiences increase their likelihood of making a purchase.

(Source: Deloitte, 2024)

Example: Volkswagen's launch of the ID.Buzz, a modern electric version of its iconic Microbus, leveraged nostalgic visuals and UGC campaigns, leading to a 200% spike in engagement on Instagram.

4

Turning conversations into engagement

Beyond pushing content, top brands are winning by actively engaging in comment marketing, using witty, strategic, and real-time interactions in the comments to boost engagement and brand likability.

Trend Impact: Brands that actively reply to comments see a 40% increase in engagement rates and 3x higher organic reach.
(Source: *Sprout Social, 2024*)

Example: Tesla's social media team consistently engages in viral conversations on X (formerly Twitter), often responding directly to users, reinforcing brand loyalty, and generating free publicity.

5

Interactive engagement for higher brand loyalty

Gamification is redefining engagement by encouraging participation through interactive content, challenges, and reward-based experiences.

Why It's Effective: Interactive content increases brand recall by 70% and boosts user engagement by 50%.
(Source: *Statista, 2024*)

Example: BMW's Instagram AR filter, which allowed users to "test drive" the BMW iX electric SUV in real-world environments, generated over 500,000 interactions in just one week.

6

Customizing content for higher conversions

AI is revolutionizing how automotive brands tailor content, ads, and engagement strategies to individual consumer behaviors.

Trend Impact: AI-driven social media ads achieve 35% higher conversion rates compared to traditional campaigns.
(Source: *Forbes, 2024*)

Example: Mercedes-Benz uses AI-powered algorithms to customize ad targeting, ensuring potential buyers see content aligned with their browsing behaviors, leading to a 22% increase in click-through rates.

7

The rise of influencer partnerships in car marketing

With 60% of consumers trusting influencer recommendations over traditional brand advertising, car brands are doubling down on influencer partnerships to build credibility and reach engaged audiences.

(Source: *Influencer Marketing Hub, 2024*)

Industry Data: Automotive influencer campaigns see 20-30% higher engagement rates compared to standard digital ads.
(Source: *Marketing Dive, 2024*)

Example: Hyundai's collaboration with European tech influencers to showcase the Ioniq 5 EV resulted in a 20% increase in organic reach on Instagram.

The social media race in the automotive industry



In the highly competitive automotive market, **brands are leveraging social media to differentiate themselves, drive customer engagement, and strengthen brand loyalty.** Understanding how premium, mass-market, EV-focused, and budget brands perform across different platforms provides valuable insights into the most effective digital strategies.

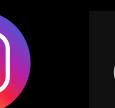
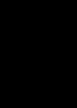
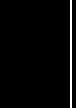
One notable aspect of social media strategies is that some brands maintain both global and local accounts, tailoring content to different markets, while others rely solely on localized pages for engagement. This impacts how brands interact with European audiences and the consistency of their messaging. In this report the analysis focuses on worldwide accounts to address the widest scope of the automotive industry social media landscape. The reason for some missing data resides in the fact that either some brands are not present on that specific platform, or they only have localized account, making the comparison with worldwide accounts unreliable due to the different sizes.

Additionally, different brands excel on different platforms, meaning that a hybrid approach is the best way to analyze the landscape. While some brands perform consistently across multiple platforms, others dominate specific channels. This section highlights the core brands that lead across social media while also recognizing standout performers on specific platforms.

Number of fans

Follower growth

Engagement rate

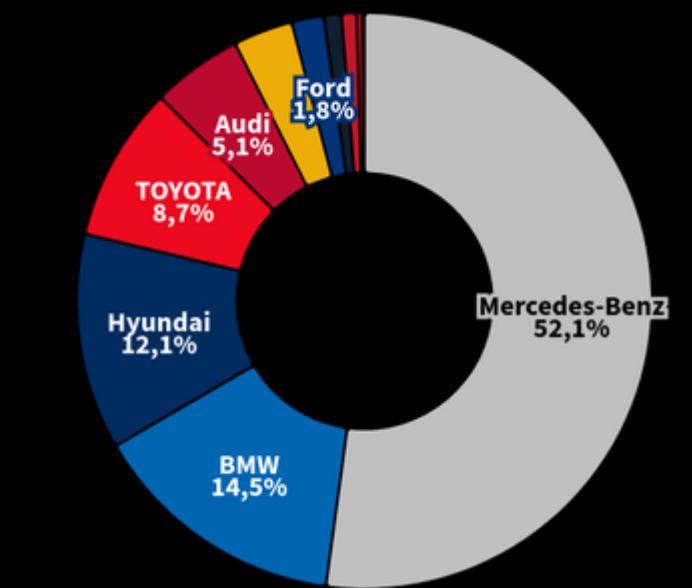
	Number of fans						Follower growth						Engagement rate			
																
Volvo	1.9M	1.8M	-	-	279K	-0,98%	4,3%	-	-	9,4%	0,046%	0,22%	-	-	-	
Peugeot	13.3M	1M	39K	179K	106K	1,2%	2,1%	220%	-0,16%	5,0%	0,0020%	0,19%	0,90%	0,036%		
Volkswagen	33.8M	10.9M	608K	204K	324K	0,92%	11%	413%	-1,70%	4,9%	0,00009%	0,64%	6,1%	-		
Kia	4.1M	692K	-	-	258K	-0,86%	-0,18%	-	-	7,5%	0,0052%	0,22%	-	-		
Mercedes-Benz	22.5M	39.2M	2.9M	-	2M	-0,84%	3,0%	32%	-	7,0%	0,059%	0,79%	0,45%	-		
Ford	4.7M	6.8M	695K	1.5M	2.4M	0,0035%	3,7%	41%	0,43%	0,84%	0,0099%	0,044%	0,37%	0,0099%		
Fiat	4.7M	610K	-	192K	72K	2,2%	0,81%	-	-0,20%	5,9%	0,0018%	0,12%	-	0,0083%		
Hyundai	5.6M	1.4M	1.1M	-	875K	8,5%	6,7%	2,8%	-	33%	0,059%	0,18%	0,11%	-		
BMW	20.4M	40.4M	4.2M	2.7M	1.6M	-0,73%	6,2%	91%	3,2%	8,3%	0,018%	0,85%	1,3%	0,035%		
Audi	1M	4.9M	-	-	306K	0,35%	28%	-	-	13%	0,13%	0,47%	-	-		
Polestar	572K	801K	-	-	88K	-	2,2%	-	-	10%	-	0,24%	-	-		
Tesla	-	9.7M	-	23.3M	2.8M	-	0,14%	-	8,7%	9,0%	-	0,19%	-	0,045%		
Toyota	21.2M	8.4M	-	-	-	-0,80%	22%	-	-	-	0,011%	0,35%	-	-		
Porsche	11.6M	32.3M	4.1M	2.3M	1.4M	-0,62%	10%	41%	3,9%	13%	0,031%	1,1%	1,4%	0,096%		

Interactions per channel landscape

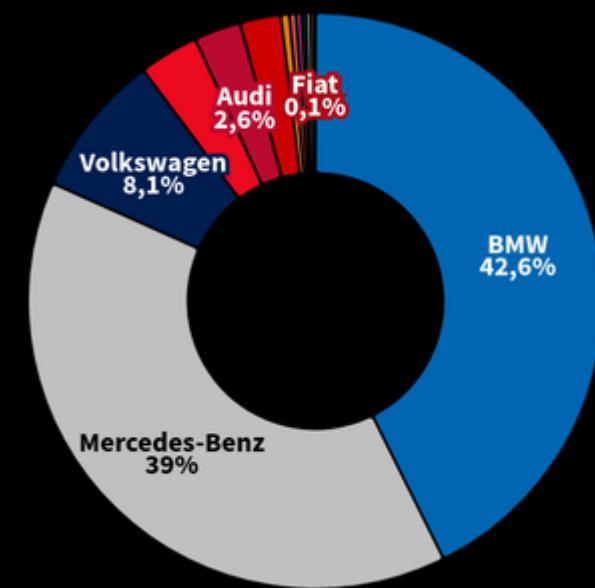
Automotive brands distribute their audience interactions unevenly across platforms, with Facebook, Instagram, and TikTok leading in total engagement.

- **Facebook:** Mercedes-Benz dominates with 52.1% of total interactions, leveraging frequent posts and a vast fan base.
- **Instagram:** Mercedes-Benz and BMW maintain high engagement volumes, while Kia and Tesla stand out for their high Post-Interaction Rate (PIR), which indicates strong content performance.
- **TikTok:** Porsche leads in audience engagement, while Peugeot and Volkswagen show high interaction rates due to their recent strategic growth on the platform.
- **X (Twitter):** Tesla maintains strong fan-driven engagement, with active discussions and thought leadership increasing its viral reach.
- **YouTube:** Hyundai achieves notable engagement, reflecting the strength of its content strategy in driving interactions. Audi generates consistently high engagement, Ford drives interactions through frequent posting, and Kia fosters an active comment-heavy community.

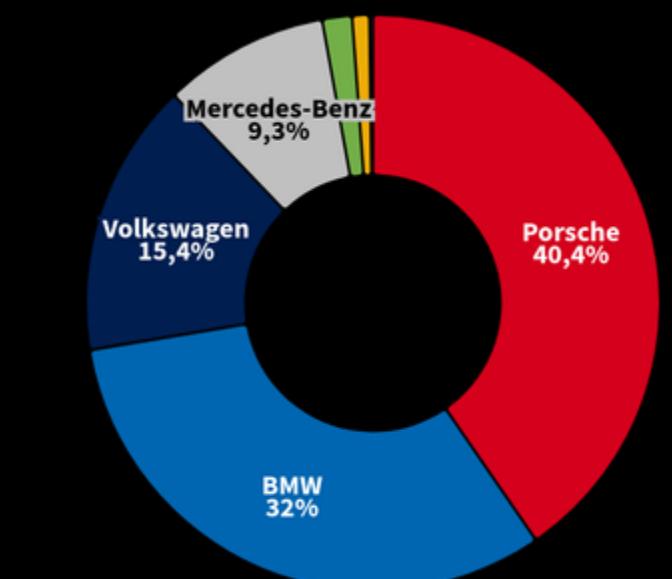
Facebook interactions share



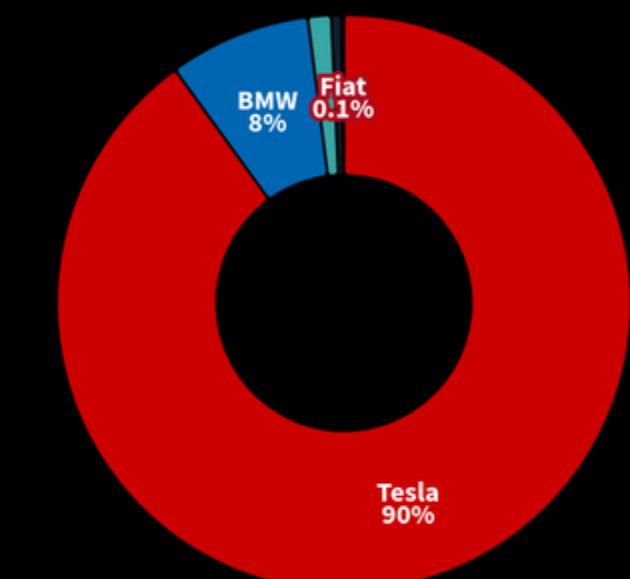
Instagram interactions share



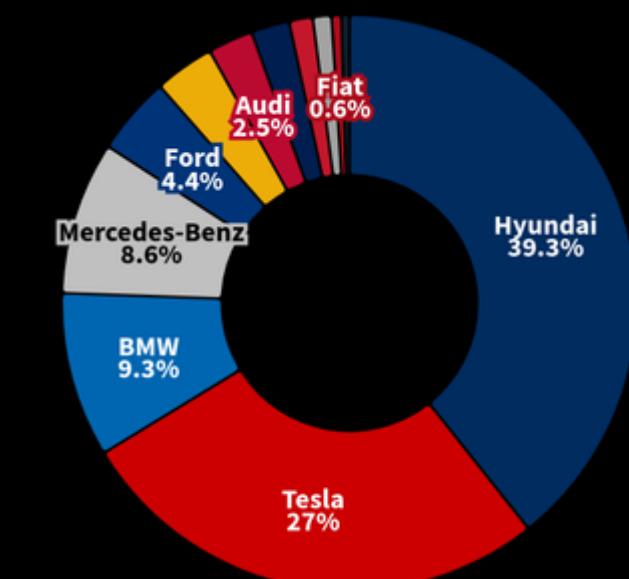
Tiktok interactions share



X interactions share



Youtube interactions share

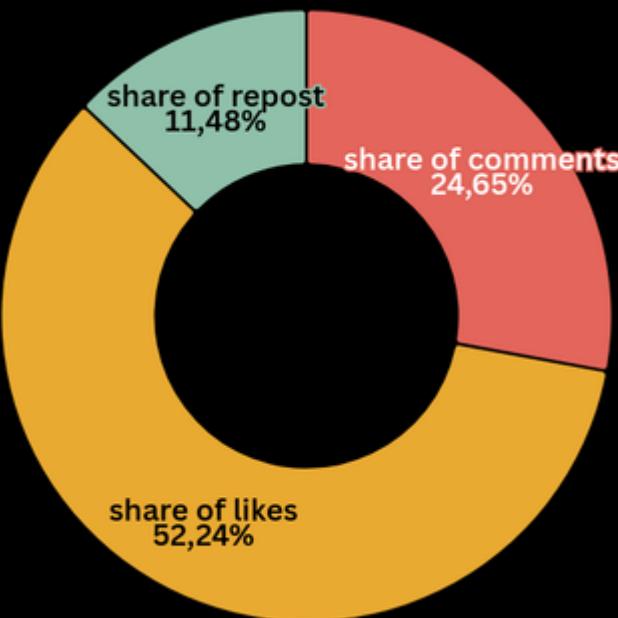


Interactions breakdown

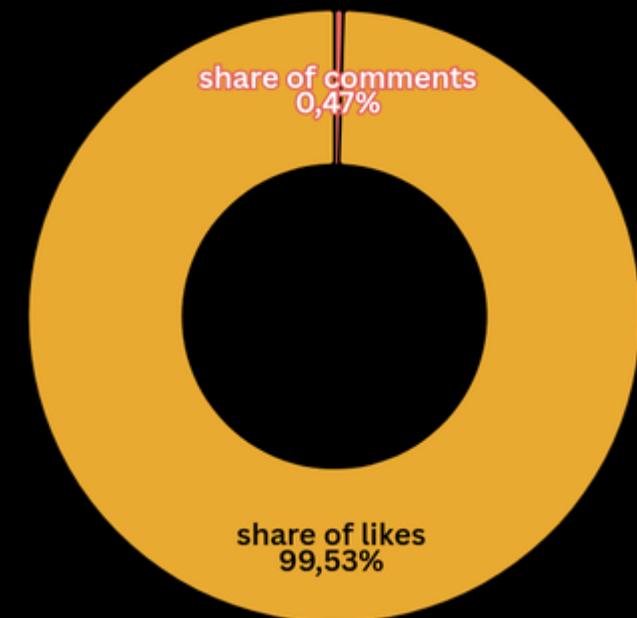
The nature of engagement varies across brands; some drive discussions, while others achieve higher likes and shares.

- **Facebook:** Ford stands out for comment-driven engagement, with 24.6% of interactions being comments, showcasing a discussion-oriented audience.
- **Instagram:** Engagement is primarily like-based, with Mercedes-Benz and BMW leading in high interaction rates per post.
- **TikTok:** Porsche thrives on shares and high engagement rates, while Peugeot and Volkswagen's recent growth highlights organic community interactions.
- **X (Twitter):** Tesla benefits from comment-heavy engagement, leveraging its active audience for real-time discussions.
- **YouTube:** Kia leads in comment-driven interactions, while Hyundai achieves high engagement through a balanced mix of content and audience discussions .

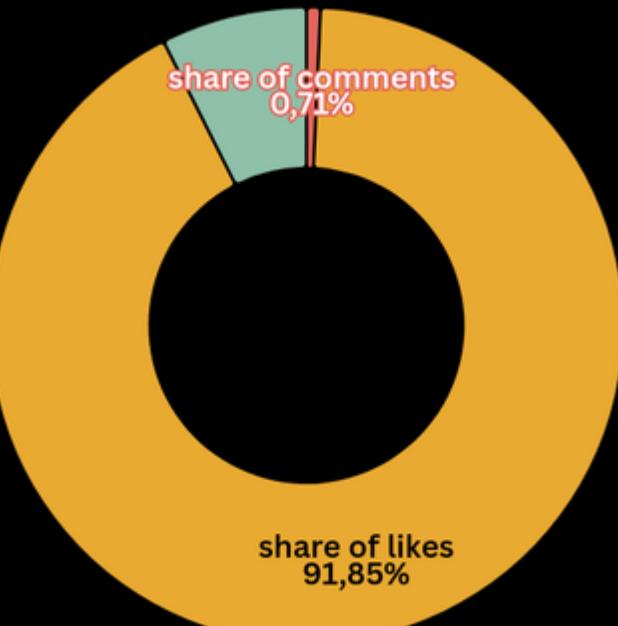
Ford's Facebook interactions breakdown



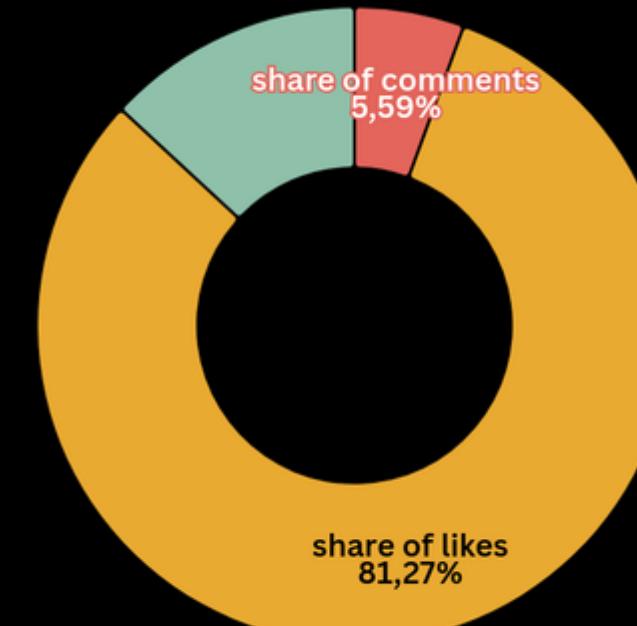
BMW's Instagram interactions breakdown



Porsche's Tiktok interactions breakdown



Tesla's X interactions breakdown



Understanding digital demand

	Cross-channel score	Google search	Google search variance	Youtube search	URL traffic
Tesla	100.00	10.4M	454.5K	9.1M	44.2M
BMW	93.55	6.5M	932.9K	46.9M	2.2M
Porsche	90.32	4.5M	469K	5.8M	26M
Ford	87.10	5M	335.7K	5.6M	33M
Volkswagen	83.87	5.4M	631.4K	6.7M	757.4K
Honda	80.65	5.1M	3.9M	5.2M	495.3K
Mercedes-Benz	77.42	3.4M	-445K	3.5M	4.6M
Audi	74.19	3.9M	2.5M	37.8M	8.8M
Toyota	70.97	9.9M	7.1M	13.3K	526.5K
Hyundai	67.74	5.5M	186.1K	4.8M	9.9M

Explanation

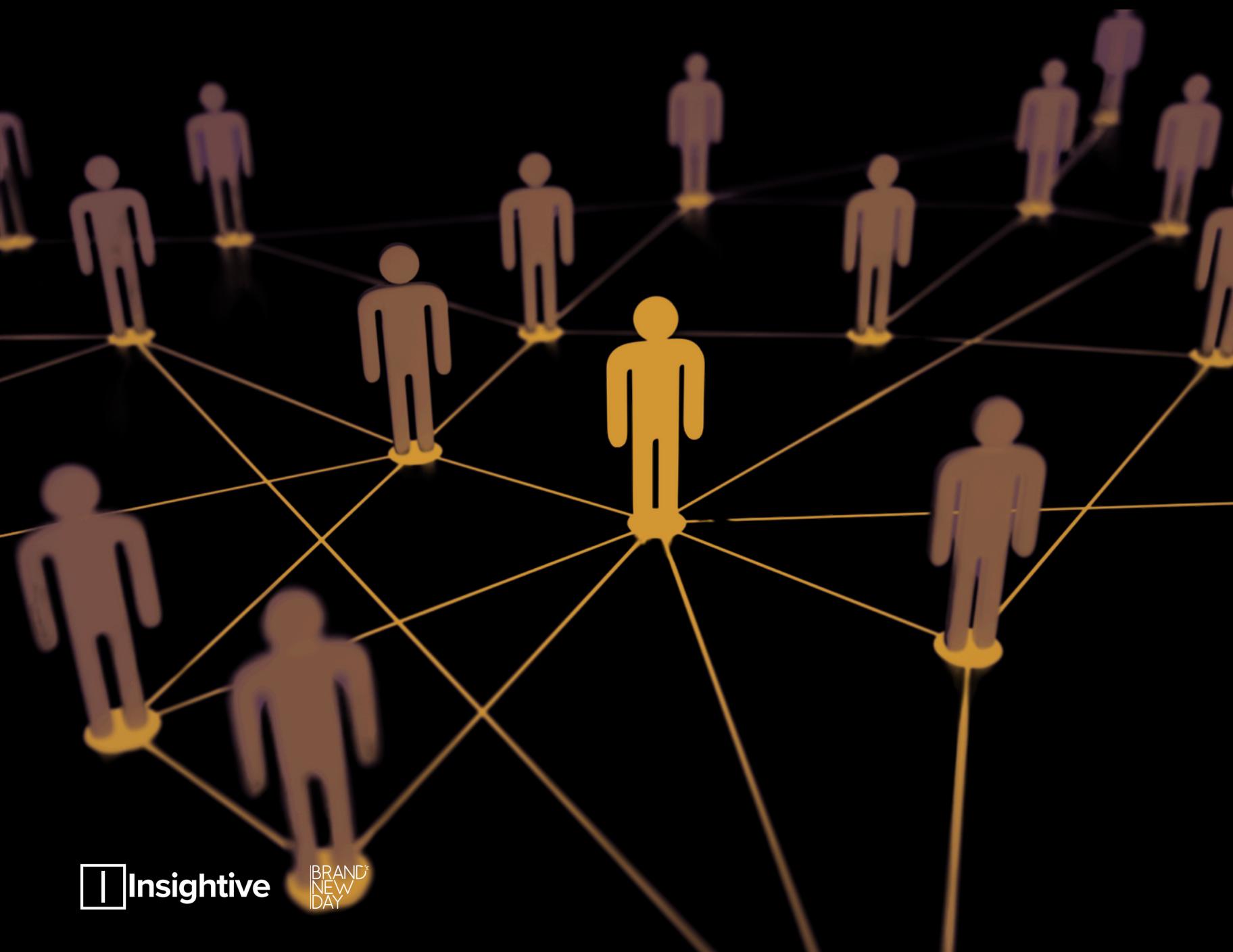
The accompanying table illustrates **the demand generated across various digital channels** for each brand. The cross-channel column reflects the weighted score for each brand, considering both the volume of searches on each channel and the number of followers on the primary platforms. The remaining columns present absolute values.

- The Google search column displays the average searches on the engine over the past 12 months.
- The Google search variance column indicates the search variance comparing months 13-24 to the last 12 months.
- The YouTube search column shows the average searches over the last 12 months.
- URL column tracks traffic from the previous month.

Ranking



Understanding automotive audience in 2024



Social media serves not merely as a distribution channel for automotive brands, but as a **vibrant engagement engine** where various audience segments interact with content in distinctive ways. It creates a dynamic environment where users actively participate through likes, shares, comments, and discussions, influencing brand perception in real time.

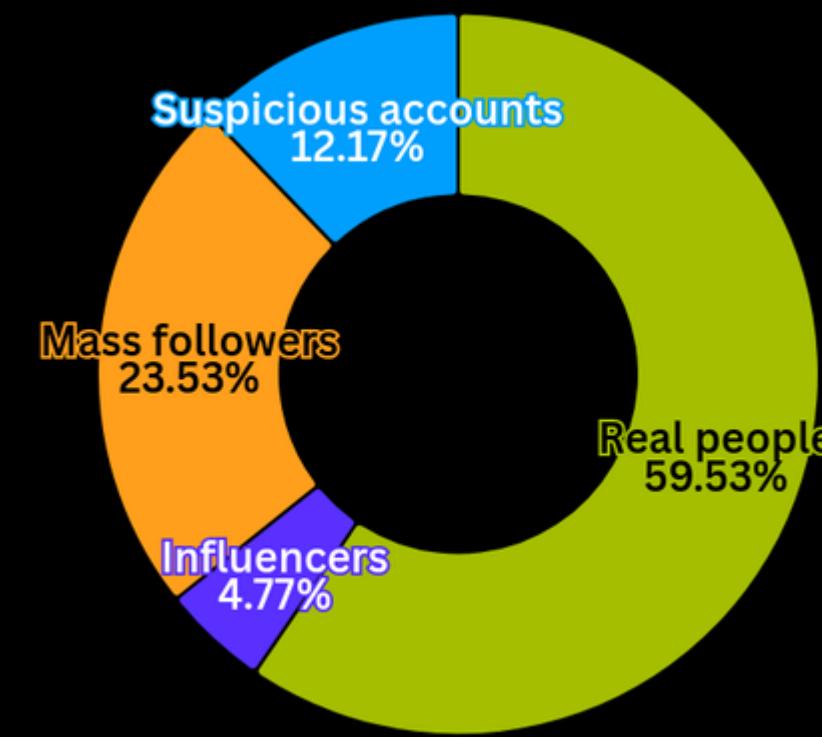
To develop effective digital strategies, it is **essential to understand who engages, how they engage, and on which platforms**. Each social media platform draws in different audience behaviors; some are drawn to visually immersive content, while others thrive on conversation-driven interactions. **By analyzing these behaviors, automotive brands can refine their messaging, enhance their content strategies, and improve audience targeting.**

This section provides an overview of audience demographics, behavioral insights, and engagement trends across platforms. The slides containing audience data illustrate the depth of analysis available, demonstrating how brands can utilize audience insights to boost engagement and foster brand loyalty.

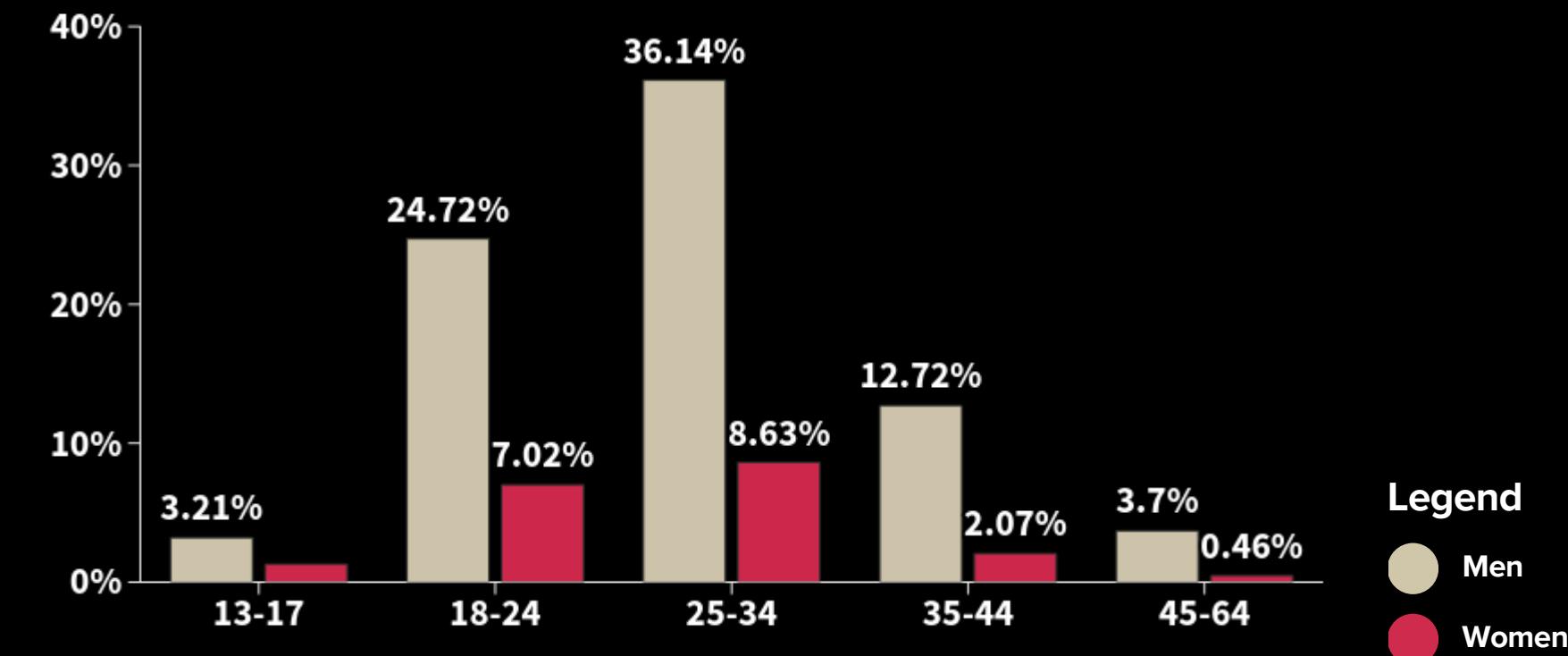


Mercedes-Benz Instagram audience

Audience



Age



Audience interests

Cars & Motorbikes	39.2%
Camera & photography	29.95%
Friend, family & relationships	29.61%
Clothes, shoes & accessories	29.35%
Travel, tourism & adventures	28.79%

Audience Brands

Mercedes-Benz	9.73%
Apple	9.13%
BMW	8.01%
Nike	6.73%
Audi	6.43%

Brand affinity

Petronas
Moncler
Riot Games
Maybach

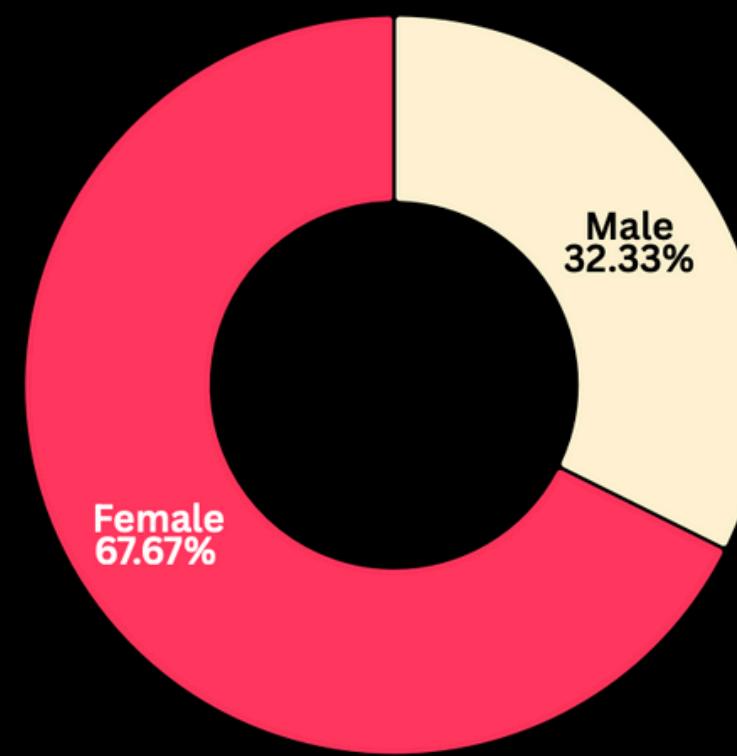
Location by city

São Paulo	0.96%
Moscow	0.91%
New York City	0.86%
Los Angeles	0.86%
Tehran	0.78%

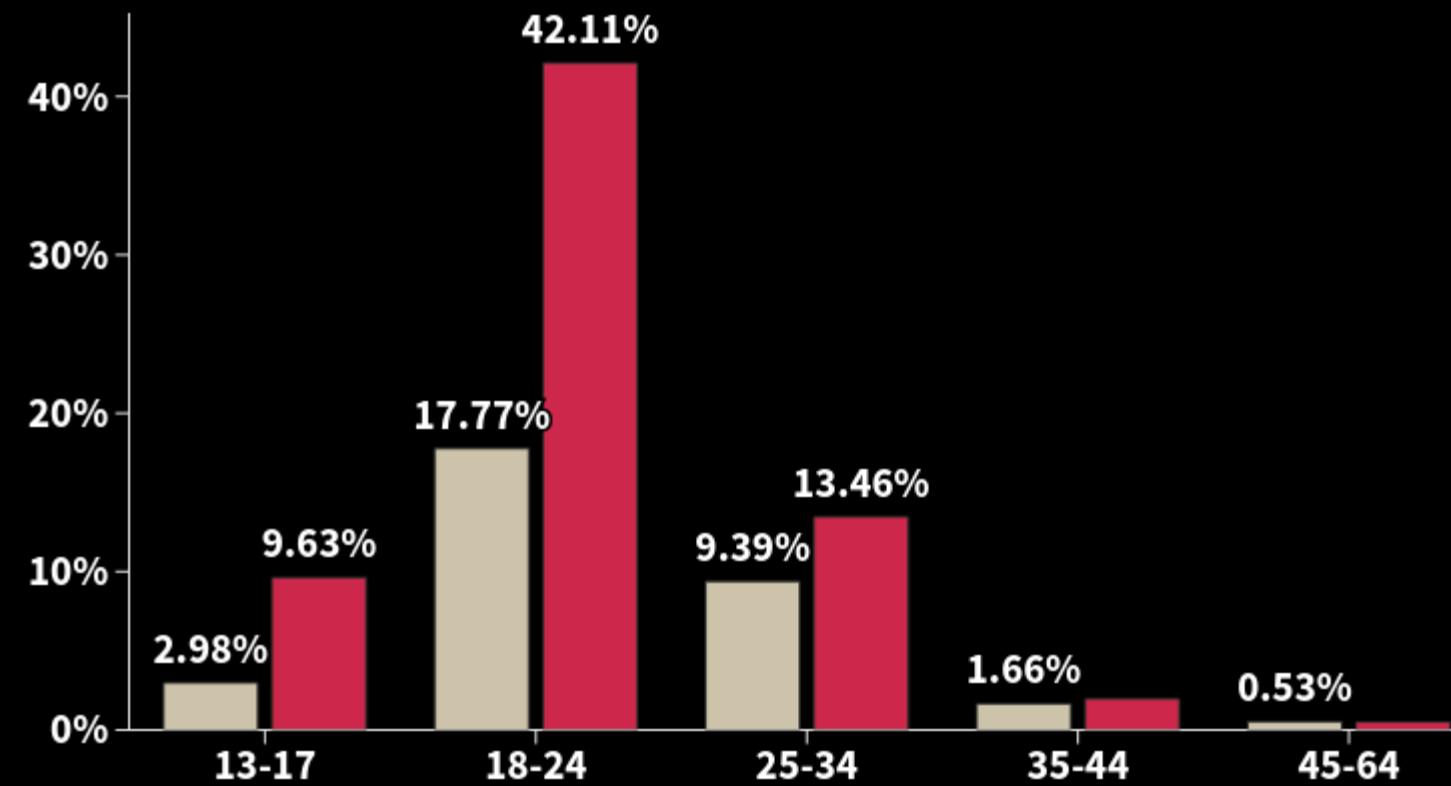


Hyundai Tiktok audience

Audience

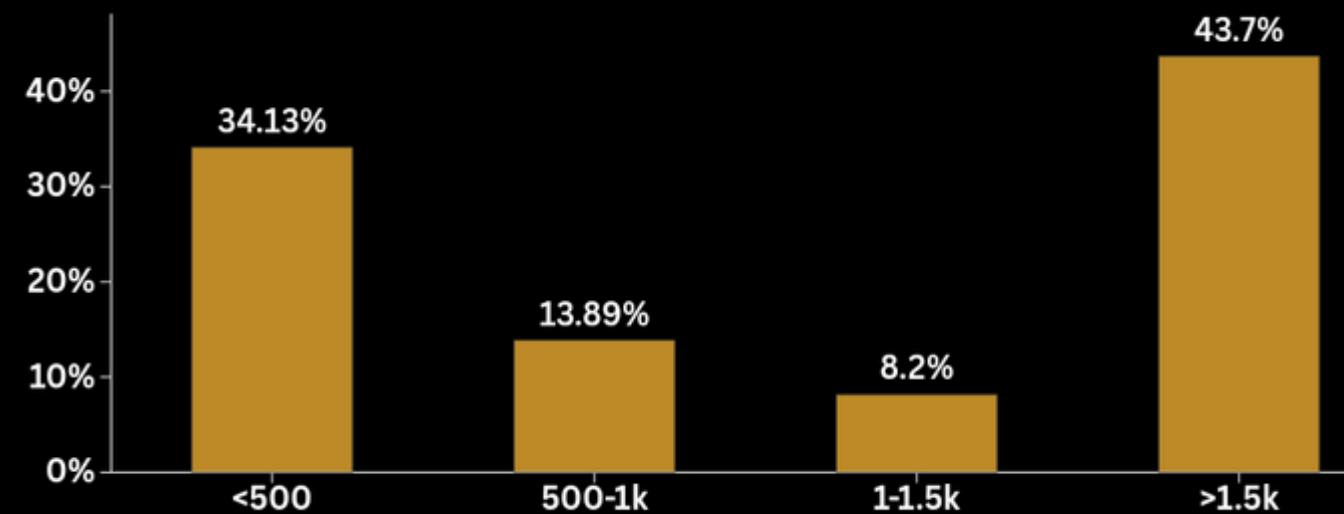


Age



Legend
Men (Yellow)
Women (Red)

Audience reachability



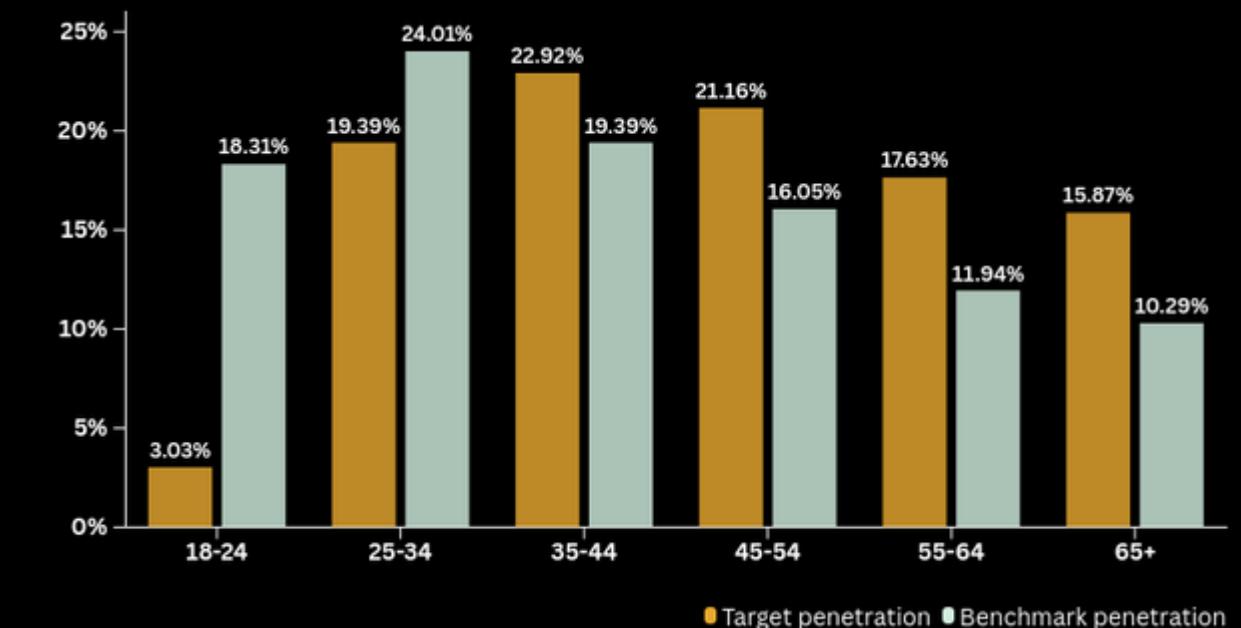
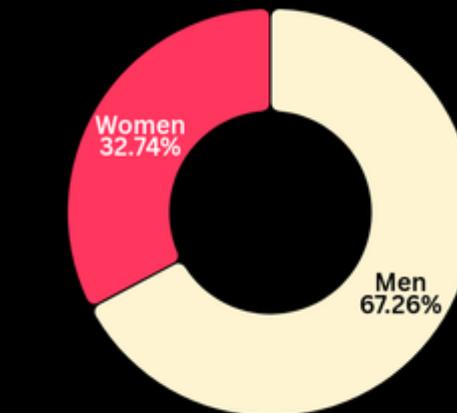
Shows percentage of followers that follow more than 1500 accounts, between 1000-1500, 500-1000 and below 500. Accounts following more than 1.5k accounts will most likely not see the sponsored posts.

Location by country

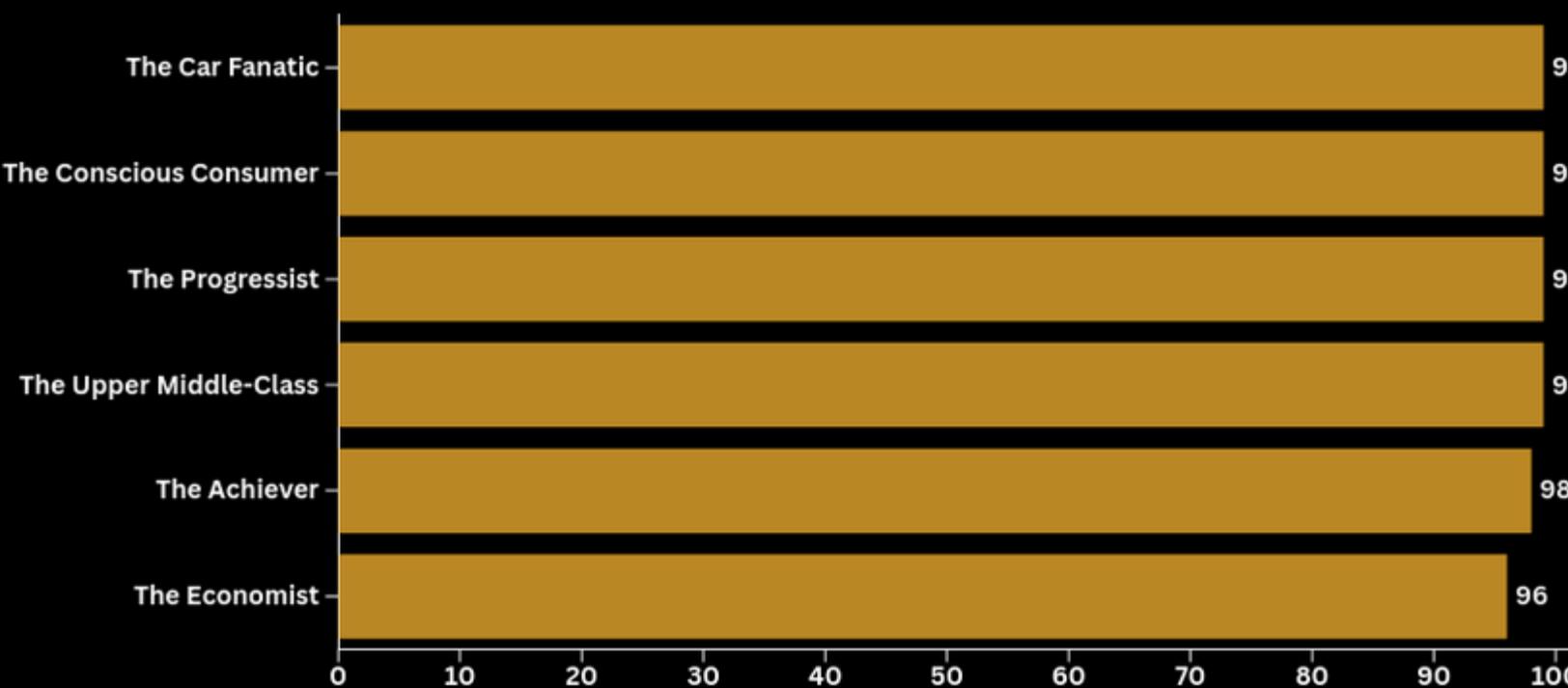
	Indonesia	16.27%
	Brazil	14%
	United States	6.56%
	Japan	5.65%

A focus on the EV buyer persona

The audience primarily consists of men aged 40 to 50. They are typically in relationships and most are parents. They appreciate a luxurious lifestyle and enjoy adventurous travel, often indulging in lavish resorts. These individuals are responsible investors with a passion for cars. They have a keen interest in motorsports, such as F1 and rally, and favor brands like The North Face and Hermès. As business professionals, they also enjoy activities like cycling and golfing.



Their mindset



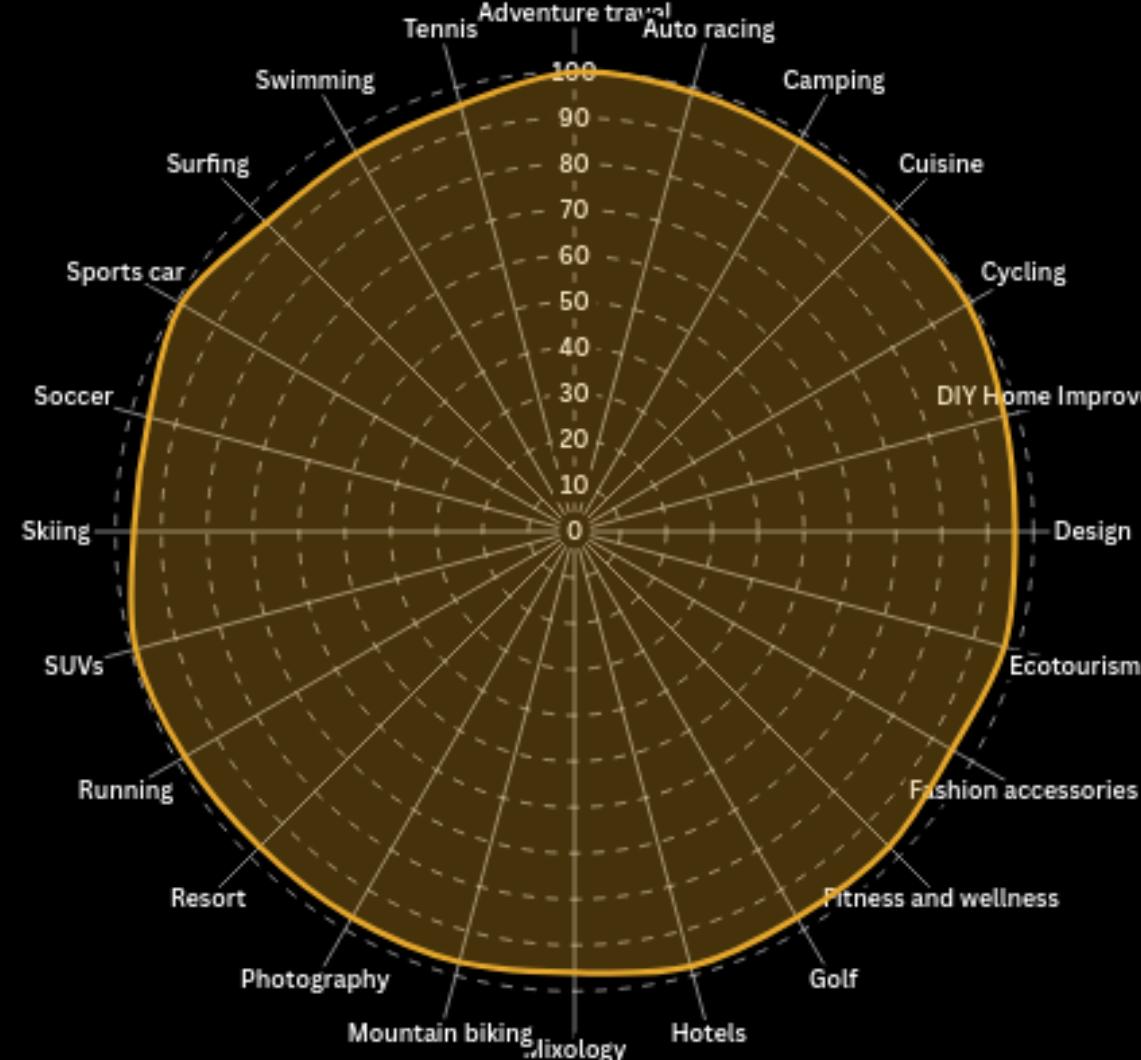
The EV Buyer Persona encompasses various mindsets. The Car Fanatic is drawn to high performance and the latest technology, whereas the Conscious Consumer emphasizes sustainability and ethical manufacturing. The Upper Middle-Class seeks prestige and luxury, while the Achiever prioritizes efficiency and success. The Economist relies on data-driven decisions, focusing on value and cost, while the Progressist champions innovation and social impact, backing brands that are shaping the future of mobility.

The chart showcases the top mindsets by opportunity score, meaning that these behavioural categories show the highest affinity with electric vehicles in the analyzed sample.

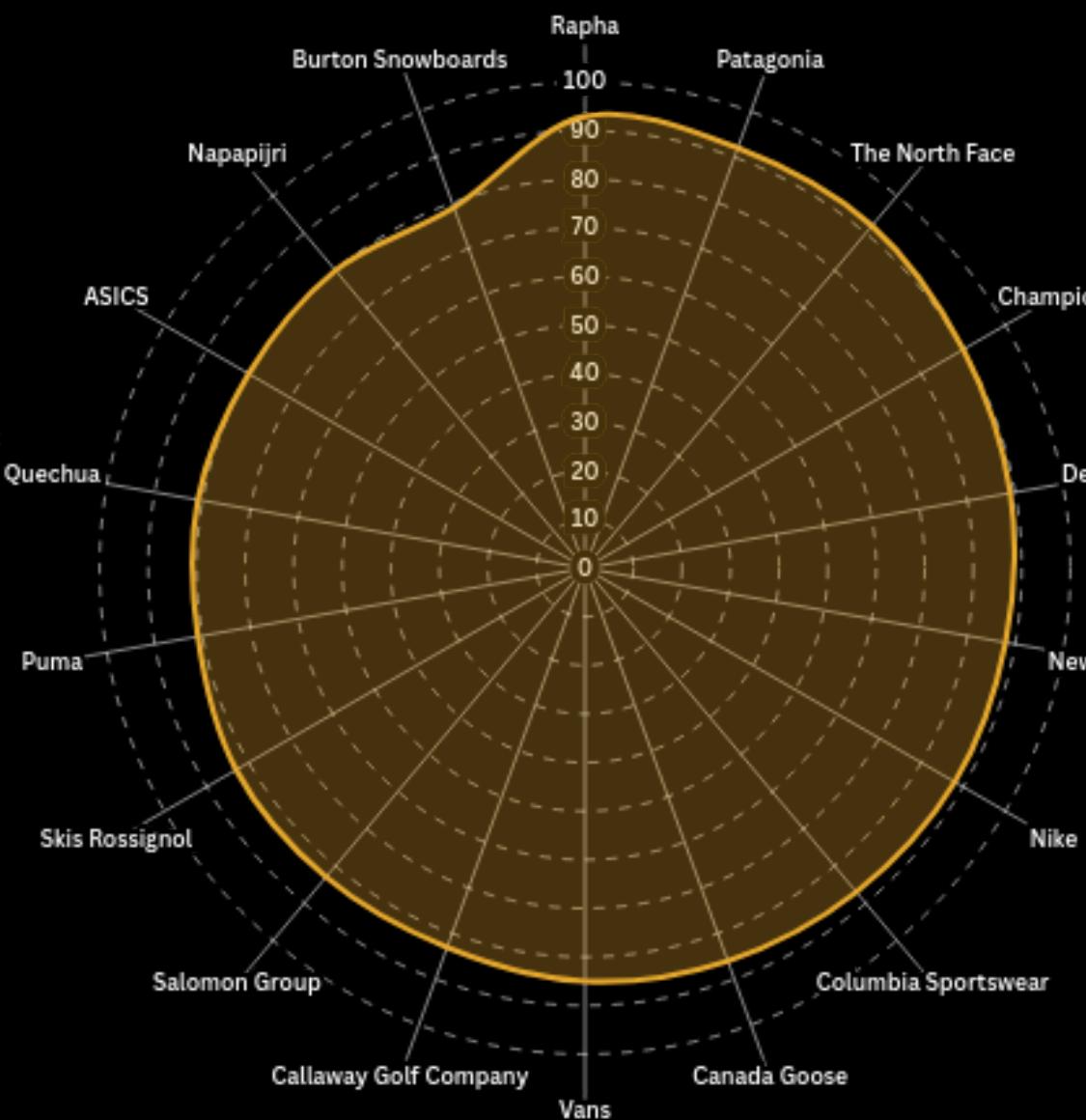
What they love

These charts highlight the affinity that the sample has with the brand with a score from 0 to 100.

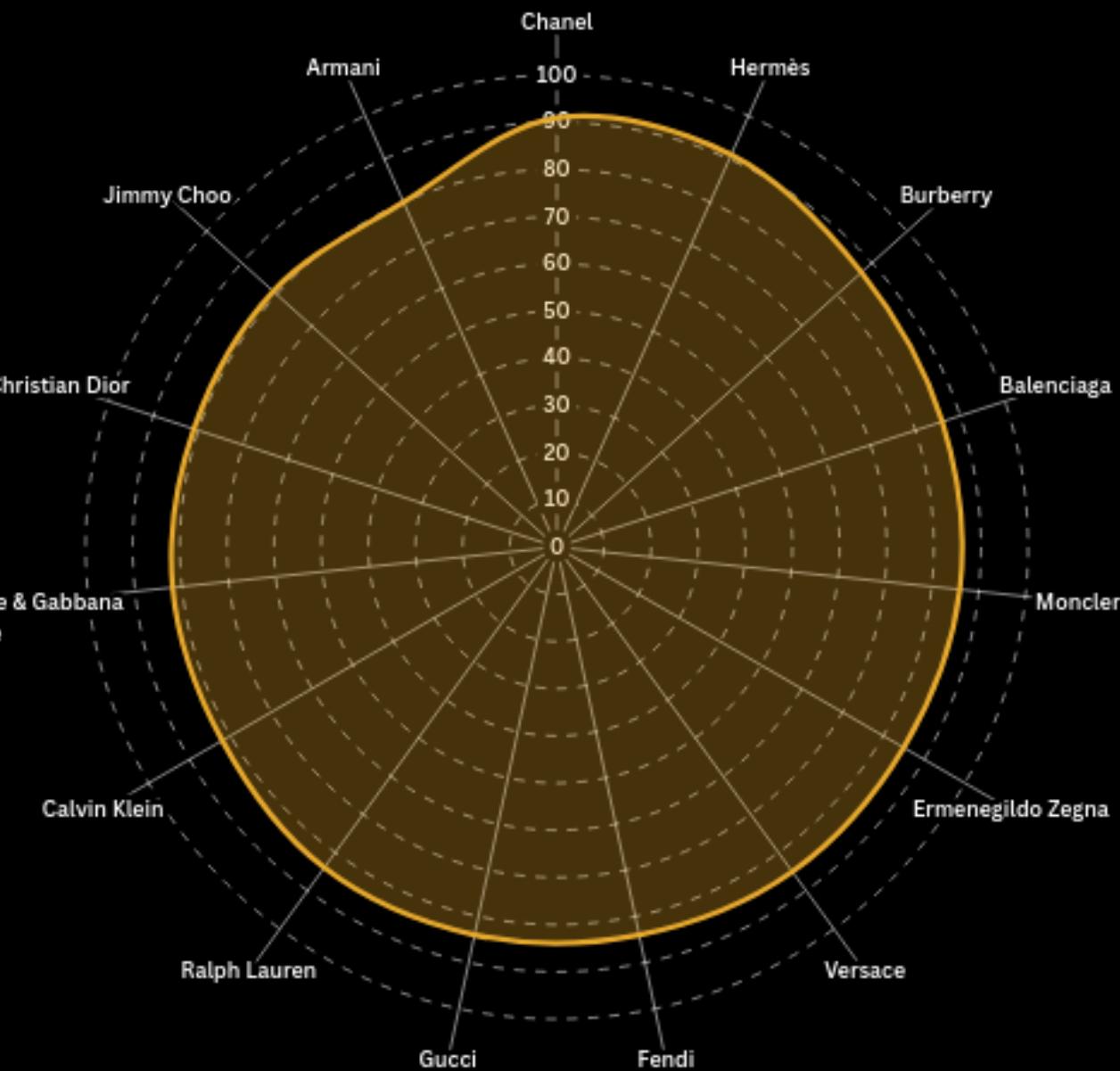
Their top interests



Their sport brands



Their luxury brands



Audience **Key take-aways**

- **Social media is an engagement engine**, not just a distribution tool. Automotive brands must analyze who engages, how, and on which platforms to refine their strategies.
- **Different platforms attract different behaviors**. Instagram and TikTok favor visual storytelling, while Twitter (X) and Facebook drive discussion-heavy engagement.
- **Demographics shape engagement**. Younger audiences (18-34) dominate TikTok and Instagram, while older, high-intent buyers are more active on Facebook and YouTube.
- **EV buyers have distinct personas**. The audience skews male (40-50 years old), luxury-oriented, and adventure-seeking, with interests in motorsports, premium brands, and sustainable investments.
- **Brand affinity extends beyond cars**. EV buyers also engage with fashion, technology, and outdoor brands, offering cross-industry marketing opportunities.
- **Regional insights improve targeting**. Knowing where audiences engage most (e.g., São Paulo, Moscow, New York) helps optimize marketing efforts.

Winning content strategies



As social media becomes the primary arena for brand-consumer interactions, automotive brands must adopt **data-driven content strategies** that align with audience preferences while defining a strong, cohesive **brand narrative**. From influencer-led campaigns to immersive experiences like AR and nostalgia-driven storytelling, the most successful brands leverage platform-specific best practices to maximize engagement and build lasting connections.

Authenticity, emotional resonance, and high-quality visual storytelling play a crucial role in shaping audience perception. Interactive experiences like gamification and AR deepen engagement, while user-generated content (UGC) fosters community involvement and relatability. A well-crafted narrative that blends these elements ensures consistency across platforms, making content more impactful and memorable, ultimately strengthening brand loyalty.

This section highlights the winning content strategies that drive interaction and engagement across leading automotive campaigns.

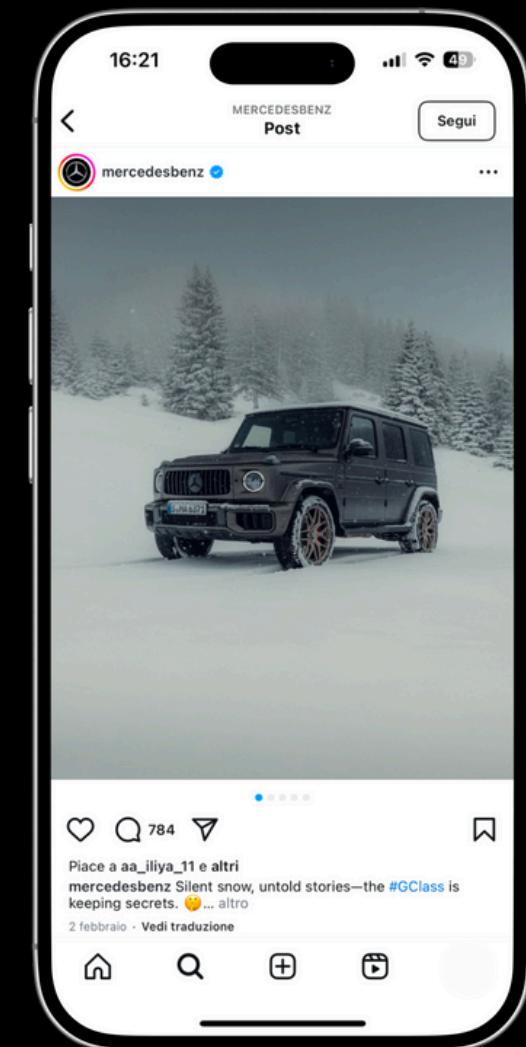
Smart influencer marketing

Brands like Porsche successfully leverage influencer collaborations on TikTok to create relatable, high-engagement content, driving organic reach and community interaction.



High quality visuals

Premium brands like Mercedes-Benz maintain a luxury perception by using cinematic imagery and minimalist captions, reinforcing aspirational brand positioning.



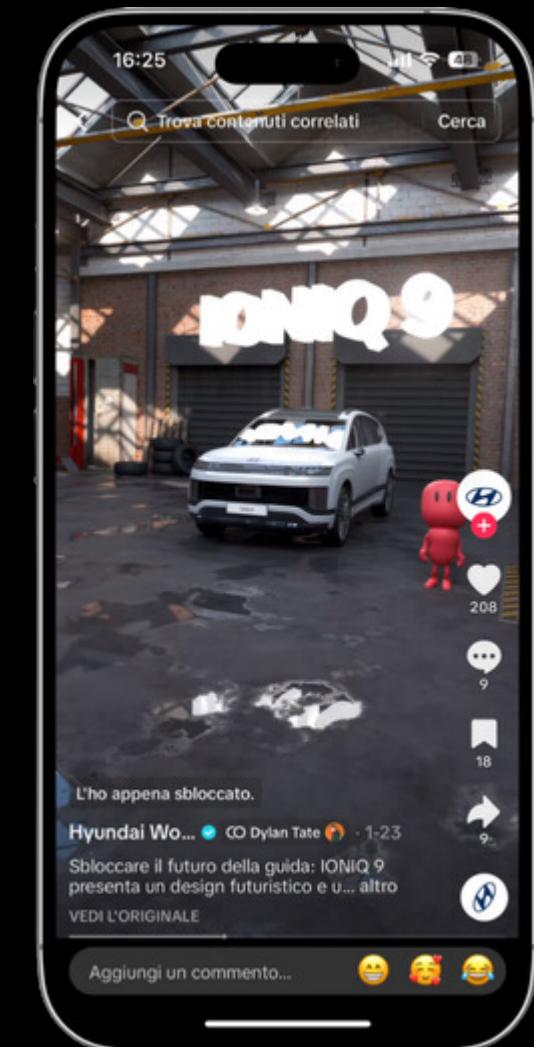
Iconic nostalgia marketing

Peugeot's #Peugeot106 campaign exemplifies the power of tapping into emotional connections with past models, boosting organic engagement and user sentiment.



A/R powered gamification

Hyundai's IONIQ 9 interactive experience shows how augmented reality enhances audience participation, increasing user time spent on branded content.



UGC lifestyle inspiration

Volkswagen integrates user-generated content (UGC) in lifestyle-driven storytelling, making brand engagement feel more authentic and community-driven.



Final thoughts

Social media has transformed from merely distributing content to being a **key engagement tool**, prompting brands to use data-driven strategies and authentic narratives. Successful automotive brands focus on **storytelling, interactive experiences, and real-time engagement to build loyalty** and enhance their impact.

To stay competitive, brands should:

- Use platform-specific strategies for **tailored content**.
- **Embrace innovation** through AR and gamification for unique experiences.
- Foster relationships with **real-time interactions** for trust and loyalty.
- Align content with **sustainability and cultural movements** for resonance.
- Craft a compelling brand narrative to build **emotional connections** and loyalty.

By combining data, creativity, and community engagement, automotive brands can enhance digital marketing. This report provides a strategic roadmap for CMOs to boost social media impact, improve audience engagement, and drive brand growth.

Unlock deeper insights for your brand



This report provides a **comprehensive overview of the key trends** shaping automotive social media in 2024-2025, but every brand's challenges and opportunities are unique.

- **Want to see how your brand compares to competitors?**
- **Need a tailored content strategy that maximizes engagement?**
- **Looking for audience insights specific to your market?**

Let's Talk. Get a custom market analysis and uncover the strategies that will drive your brand's success in the evolving digital landscape.

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