

Digital Marketing in the Automotive Industry - China - December 2015

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"Digital marketing plays a very important role in the auto industry since online media channels are more effective in grabbing consumers' attention. In order to stand out, auto brands and marketers can be more creative or interactive by developing activities which can fit into people's busy working schedules."

— Yujing Li, Senior Research Analyst

This report looks at the following areas:

- Let digital marketing campaigns become more creative in auto industry
- Increasing consumer engagement in social media marketing campaigns
- Auto brands need to engage through social networks during moments of crisis
- Building up auto brands' official websites

For auto brands and marketers, it is particularly important to look into consumers' online media habits and fit into their cyber lifestyle as nowadays people are living in a digital era in which they can easily access information and connect with others, especially when purchasing cars.

This report provides information on the behavior of current car owners and potential car buyers. It goes into detail to understand which information channel consumers will use and which information they will look for when buying cars. The report also looks into consumers' preference towards auto advertisements.

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Specialist auto websites and TV are most effective in garnering attention

High-tech and visually impressive are most attractive advertising elements

Interests in Car-related Activities

Consumers have enthusiasm for car-related activities organised on social networks

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