Creating a Social Media Marketing Plan for Electric Car Lease in Nordic Countries

Joris Pajuojja
This thesis was made for a company with between 10,000 and 20,000 employees, located in the Nordic countries. One of the company’s services is leasing electric cars and, for this, the case company has asked the author to produce a social media marketing plan. The plan should focus on how to market to high income households with, or without, kids.

The theory suggests that the target group uses Facebook, Instagram, and LinkedIn, and that they use them daily, mainly in the afternoon and especially in the evening. It also states that the main aspects for choosing an electric car are price, mileage, performance, and availability of charging ports.

To confirm the validity of the theory a questionnaire was carried out among the target group. The results of the questionnaire corroborated the theory. It also explained further that male consumers are more likely to read articles on LinkedIn, and female consumers are more likely to look at pictures on Instagram.

The results of the questionnaire, paired with the theory, were then aggregated into a social media marketing plan.
# Table of contents

1 Introduction ..............................................................................................................1  
1.1 Background and Case Company ........................................................................1  
1.2 Project Objective ...............................................................................................1  
1.3 Project Scope .....................................................................................................2  
1.4 Benefits .............................................................................................................3  
1.5 Key concepts ....................................................................................................3  
1.6 Abbreviations ..................................................................................................3  
2 Marketing Knowledge base ..................................................................................4  
2.1 Social Media Advertising Concepts ..................................................................4  
2.1.1 Goals and Objectives ..................................................................................4  
2.1.2 Audience and Targeting ............................................................................5  
2.1.3 Facebook Content Types ...........................................................................5  
2.1.4 Instagram Content Types ..........................................................................7  
2.1.5 LinkedIn Content Types ..........................................................................7  
2.1.6 Pricing .........................................................................................................8  
2.2 Social Media Strategies .....................................................................................9  
2.3 Electric Car Marketing Concepts and Strategies ..............................................12  
2.3.1 Concepts ..................................................................................................12  
2.3.2 Strategies .................................................................................................12  
2.4 Conclusion ......................................................................................................14  
3 Research Methods and Data Collection ..............................................................15  
3.1 Social media usage .........................................................................................15  
3.2 Content and timing ..........................................................................................17  
3.3 Car attributes ..................................................................................................19  
3.4 Research conclusion and comparison with theory ...........................................21  
4 Writing the Marketing plan ..................................................................................22  
4.1 Goals and Objectives ......................................................................................22  
4.2 Social Media Platforms ...................................................................................22  
4.3 Audience and Targeting .................................................................................22  
4.4 Content Types ................................................................................................22  
4.5 Engagement ....................................................................................................23  
4.6 Pricing ............................................................................................................23  
4.7 Evaluation with the Case Company ..................................................................23  
4.8 Finalizing the Marketing Plan .........................................................................24  
5 Discussion ............................................................................................................26  
5.1 Key Outcomes ................................................................................................26  
5.2 Recommendations ..........................................................................................26
5.3 Feedback from Case Company ................................................................. 26
5.4 Project Evaluation .................................................................................. 26
5.5 Reflection of learning ........................................................................... 26
References .................................................................................................. 28
Appendices .................................................................................................. 31
  Appendix 1. Questionnaire ...................................................................... 31
  Appendix 2. Analysis results ................................................................. 33
  1
1 Introduction

1.1 Background and Case Company

Electric cars are still a relatively new product, and they are trying to find their place in the market. This also counts for the car leasing market; while they are available, they are not yet popular. The case company, a Nordic financial institution, is here to make a change in that. They offer electric car lease in a lot of options and are aiming to increase the market share of electric cars in the lease market.

Unfortunately, electric cars are still expensive, so the target segment they can be marketed towards is also rather limited. The case company has therefore defined their target segment to be highly educated couples with or without kids. This segment is most likely to have the need for and the income to support a second car, which now can be an electric one.

Marketing electric cars towards this segment however still proofs some difficulty, and therefore the case company wants to employ social media marketing. This thesis will aim to create a social media marketing plan for this case.

The case company is a financial company with between 10,000 – 20,000 employees, located in the Nordic countries. The case company does not allow to publish the full marketing plan, but all the outcomes are still discussed in chapter four.

1.2 Project Objective

The project objective is creating a social media marketing plan for electric car lease for highly educated couples with, or without, kids in Nordic countries for company x. Which will be achieved with the following objectives:

PT 1. Developing knowledge base
  .1 Social media marketing strategies
  .2 Car marketing strategies

PT 2. Researching previous aspects
  .1 Researching content types
  .2 Researching engagement
PT 3. Creating social media marketing plan
   .1 Creating plan
   .2 Evaluating the plan with company
   .3 Revising plan
   .4 Presenting the plan to the case company

PT 4. Evaluating the project management and project outcome

Table 1 below presents the theoretical framework, project management methods and outcomes for each project task.

Table 1. Overlay matrix

<table>
<thead>
<tr>
<th>Project Task</th>
<th>Knowledge base</th>
<th>Project Management Methods</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>PT1 Developing knowledge base</td>
<td>Theories on social media marketing</td>
<td>Desktop research</td>
<td>Framework for social media marketing and car marketing</td>
</tr>
<tr>
<td></td>
<td>Theories on Car marketing</td>
<td>Literature Web-analytics</td>
<td></td>
</tr>
<tr>
<td>PT2 Researching previous aspects</td>
<td>Situation analysis, Segmentation, Engagement and content type</td>
<td>Quantitative survey</td>
<td>marketing strategies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Desktop research</td>
<td></td>
</tr>
<tr>
<td>PT3 Creating the Social Media Marketing plan</td>
<td>Goals, Strategies, Tactics.</td>
<td>All of the above</td>
<td>Social media marketing plan</td>
</tr>
<tr>
<td>PT4 Evaluating the project management and project outcome</td>
<td>All of the above</td>
<td>Analysis on process outcome and result</td>
<td>Feedback and recommendations for further related projects</td>
</tr>
</tbody>
</table>

1.3 Project Scope

The scope of this project will only include electric car lease in Nordic countries, for the selected target segment. This means households with highly educated couples with or without kids. The thesis will not focus on marketing other types of cars, it will not focus on marketing this in other countries than the Nordic countries, and it will not include marketing strategies other than for Facebook, Instagram, and LinkedIn.

The thesis will be focused on the creation of the marketing plan, and not the implementation of it. The final product will be a social media marketing plan, and the implementation of the plan is left to the case company. This means the thesis will not be able to do the evaluation of the plan after it has been implemented, which will be further explained in the last chapter of the thesis under the subchapter project evaluation.
1.4 Benefits

The case company will benefit from this thesis because it will leave them with a social media marketing plan for one of the services they offer. This thesis will relieve them from the work that would need to be done otherwise, and it will give them a fresh insight on what current trends are.

I will personally benefit from doing this thesis because it will give me a good insight in how to create a marketing plan. It will also let me develop my marketing mind-set and will give me insight in real life application of the social media courses that I have followed.

1.5 Key concepts

Social media marketing
The biggest changes in marketing since social media was introduced are, being completely online, it is available in real-time, which means responses to live events can be produced immediately, and it is constantly evolving alongside technology (Dunklin & Loftus 2017.)

Social Media Engagement
According to BigCommerce (2017), “Social media engagement measures the public shares, likes and comments for an online business’ social media efforts.”

(Car) leasing
As found in the glossary of The Finance & Leasing Association (2017), “where a company buys and owns an asset under a commercial agreement. The customer then hires the asset, paying rental over a fixed period. At the end of the contract, the customer usually has a choice of extending the lease, buying the asset or simply returning it”

1.6 Abbreviations

For the benefit of readability, the thesis will utilize the following abbreviations often repeated concepts:

CV = Conventional Vehicle
EV = Electric Vehicle
2 Marketing Knowledge base

In this chapter theories and concepts related to social media marketing and car marketing will be discussed. The case company has predefined the target market as highly educated couples with or without kids and has chosen to market towards this segment utilizing Facebook, Instagram, and LinkedIn. The concepts of advertising on Facebook, Instagram, and LinkedIn will be discussed first, after which marketing strategies for said platforms will be analyzed. Following the social media strategies will be an analysis of electric car marketing strategies. The strategies will be concluded at the end of this chapter.

After the strategies are analyzed there will be certain assumptions on the content type and engagement for the marketing plan. These assumptions will used to form a questionnaire which will be carried out among the target market to see how the assumptions compare against survey results.

2.1 Social Media Advertising Concepts

This subchapter will discuss the aspects of marketing on Facebook, Instagram, and LinkedIn. The aim is to get a clear overview what goals and objectives can be placed in a marketing campaign, what type of audience can be targeted, what content types are available, and how the pricing works. Because Instagram is part of Facebook, the advertising structure is similar, with some difference in the content type. LinkedIn has its own structures in place.

2.1.1 Goals and Objectives

There are three types of goals in Facebook advertising: creating awareness for your business, finding potential customers, and driving sales. (Facebook 2017g) The last goal is the one that is relevant for this thesis, because the aim of the marketing plan is to increase the amount of car leases. To complement this goal there are four objectives.

1. Engagement. Creating an ad with a discount code or a coupon for special deals
2. Application installations. Getting customers to install your app
3. Conversions. Getting existing app users to interact with the app more
4. Messages. Creating an ad to connect with customers and driving them from purchase interest.
   (Facebook 2017g)

The objectives that this thesis would want to focus on is engagement and messages. There is no application available for this project, which leaves the two app related objectives obsolete, and the aim of the marketing plan is to get more customers, which makes the former two objectives relevant.
For LinkedIn, the goals can be to Hire, Market, Sell, or Learn. (LinkedIn 2017c) Hire and Learn are not applicable for this thesis, but to Market and Sell are, the solutions for these goals are utilized in the other segments.

2.1.2 Audience and Targeting

Facebook allows for very specific targeting with the ability to reach audiences based on demographics, location, interests, and even behaviors. (Facebook 2017e) These segments are individually even more customizable, every piece of information that someone might put in Facebook can be used to target them in a marketing campaign. For demographics, this means:

- Age
- Gender
- relationship status
- education
- workplace
- job titles
- etc.

(Facebook 2017e)

The location can be focused to only the area of business and or a range around e.g. contact areas. Interest can be specified as hobbies, favorite entertainment, and more. Segmenting by behavior can be targeted to purchasing behavior as well as usage of the device.

For LinkedIn targeting is more related to its respective social media function: work places. Ads can be targeted to

- Age
- Gender
- Location
- Companies or company sizes
- Industry
- Job titles/functions
- Years of experience
- Education in
  - Levels of school
  - Degrees
  - Field of study

(LinkedIn 2017d, 5)

2.1.3 Facebook Content Types

Each content type available for Facebook advertising serves its own purpose, which will be explained briefly in this subchapter. The objectives discussed above will play a role in
how the purpose of the content types are explained, e.g. how to increase sales, and not how to increase app installs. The content types are Video, Carousel, Canvas, and single Image. (Facebook 2017f)

**Video**
Video ads can differ a lot in format; short videos are meant for catching attention and creating awareness, e.g. introducing new products, while longer videos are meant for a more in-depth message with a more informative message. Placing a video together with product images in a carousel can create more interest. (Facebook 2017l) This can be utilized in the marketing plan in the form of promotional videos about the EVs that are available for lease and instructional videos on how EVs work.

**Carousel**
A carousel can show multiple products in a slideshow it can have different media as well; this is useful for a video combined with a couple of product related to the video. (Facebook 2017d) This could be used in the marketing plan for showing the different kind of EVs that are available for leasing.

**Canvas**
The subcategory in this type that is aimed on selling products is the grid layout, this shows one larger media with a couple of relevant smaller medias underneath. The larger media, e.g. a video, is there to catch attention, while the smaller ones evoke engagement. (Facebook 2017c) Like the Carousel, this could portray the different kind of EVs that are available for leasing while showing a promotional video.

**Slideshow**
For when making a video is too time consuming and/or too difficult to make. A slideshow can portray the same messages as a video but is easy and quick to make. (Facebook 2017k) Anything material that is used in promotional videos can be quickly rearranged in a slideshow to have a different angle on the same promotion.

**Single Image**
Much like traditional printed advertisement a single photo can be used to advertise on Facebook. It is a simple format can raise awareness for products or promotions. (Facebook 2017j) This can be used in the marketing plan to engage the target market with a question related to EVs or to provoke interest in the page.
2.1.4 Instagram Content Types

Instagram advertising is done through the Facebook business profile, and thus Facebook an Instagram ad campaigns can run parallel with each other, relying on the same material. Like Facebook, Instagram allows for Photos, videos, and Carousels, but it also has its own unique medium called stories. (Instagram 2017)

Instagram Stories lets you share multiple photos and videos per day that are put together in a slideshow. These media are kept on the profile for 24 hours, after which they will disappear completely. In the application, these stories will appear in the top bar, and not in the feed. There are no likes, and no comments. These posts can be used for limited offers or an insight in your company. (Instagram 2016) This can be useful in the marketing plan when promoting limited offers, or to show short relatable videos that feature EVs.

2.1.5 LinkedIn Content Types

LinkedIn allows for several types of advertising, these are sponsored content, sponsored InMail, dynamic ads and text ads. and can target towards location, demographics, skills, interests, and work history. This allows for very specific targeting. (LinkedIn 2017b; LinkedIn 2017d, 7.)

Sponsored Content
Sponsored content allows for native advertising, posting content otherwise available on the platform with the goal to generate sales. This could be writing an article related to the advertised product/service and then paying for it to be in the top of the consumer’s LinkedIn feed. (LinkedIn 2017d, 26.) This can be useful to promote articles that give insight in the any aspects of EVs.

Sponsored InMail
This form can be utilized to send a personalized message directly to the target market, it uses a design which keeps the call to action button on screen while users scroll through the message. (LinkedIn 2017d, 29.) The marketing plan can utilize this for sending personalized offers to potential clients.

Dynamic Ads
Dynamic ads can target a very specific audience, allowing you to select the target market’s company, work history, groups, and interests. It can utilize the users profile picture and name to create a completely personalized ad which will be displayed on the side of their LinkedIn feed. (LinkedIn 2017d, 34.) This can be used much like the sponsored InMail but on a more broader scale with less specific offers.
Text Ads
Text ads are simple sidebar ads with a small picture and text which will link to the desired page. They can be promoted as intricate as the other types of ads but provide a more simple and generic look. (LinkedIn 2017d, 35.)

2.1.6 Pricing

Facebook has budgets and spending limits. There is a daily budget, which is the amount spend on an ad set per day, and a lifetime budget, which is the amount spend on an ad set over the duration of the ad set. These amounts are averages, which means one day might be more expensive than the other, but in the end the average budget will be maintained. They then provide a campaign spending limit, which is the maximum amount spend on an entire campaign, and an account spending limit, which is the lifetime limit for the ad account. (Facebook 2017a; Facebook 2017h; Facebook 2017i) These options create a clear overview on how much money is spend on which account for which campaign with which ads.

Minimum amounts spend on Facebook for foreign currencies range from $0.50 to $20. When an ad gets charged for impressions the minimum daily budget must be at least $0.50, when the ad gets charged for clicks, likes, views, or post engagement, the minimum daily budget must be at least $2.50, and at least $20 for events or app installs. These minimum values are valid for automatic bidding on ad space, when manually bidding on ad space the values must be at least five times bigger. (Facebook 2017b)

Facebook offers TRP buying, but because this is not offered in the Nordic countries this is not a concept that will be further discussed in this thesis.

LinkedIn does not have a minimum budget amount, you can set a total budget, a daily budget and set the maximum bid for the amount you are willing to pay for clicks. Clicks can be paid for on basis of either cost-per-click (CPC), cost-per-1000-impressions (CPM), or cost-per-send (CPS). With CPC you pay when your ad is clicked, for CPM this is when the ad has been seen, and CPS is when Sponsored InMail is delivered successfully. CPC is meant for driving more traffic to a site, or to generate leads. CPM is used to create awareness. CPS is for driving highly qualified leads. (LinkedIn 2017a)

While the case company has not stated a marketing budget, this information is still useful to consider while creating the marketing plan. It will allow to get a better insight in how the eventual budget can be spend, and suggestions can be made.
2.2 Social Media Strategies

Social networks, like Facebook and LinkedIn, and microblogs, like Instagram and Twitter, are the most used social media. Establishing presence on these platforms has proven most beneficial for attitude towards the brand (Alves, H., Fernandes, C. & Raposo, M. 2016, 1032-1033). While it is important to have a presence on twitter, it does not mean it is needed for marketing purposes. Twitter presence is best used for customer service, business networking, and research. (Avocado Social 2017) This means Twitter marketing will not be discussed in this thesis.

“Social media can be used to generate increase sales, return on investment, word of mouth, and spread information about brands” (Alves & al. 2016, 1033). These different functions should be utilized and addressed in the social media marketing plan.

To get an insight in the use of social media by the target market Google’s consumer barometer has been used to by compiling data on the target market; highly educated 45+ men and women in the Nordic countries. Google’s consumer barometer pulls data from their questionnaire, and a connected consumer study, where the questionnaire focusses on the adult online population, and the consumer study enumerate the total adult population used to weight the results from the questionnaire. (Google 2017)

![frequency of watching videos](image)

Looking at the data presented in figure 1. It appears that most consumers watch videos either daily or weekly.
Combining those statistics with the genre of videos watches, presented in figure 2, I can see that 17% of those videos watched were about automotive and vehicles. Which is still a significant amount and indicates that video marketing would have a positive effect. This also gives a certain insight into the kind of (social) media usage the target market has.

Figure 2 Google Consumer Barometer 2017

Looking at the statistics provided on which time of day videos are views, the conclusion is that for both weekdays, figure 3, and in the weekend, figure 4, most videos were viewed in the afternoon and in the evening.

Figure 3 Google Consumer Barometer 2017
These statistics give an insight in when the target market is active online and provide a base assumption that social media post will have a higher engagement when posted later in the day or early in the evening. This assumption will be used to form the questionnaire questions and any differences will be discussed in the conclusion.

Figure 4 Google Consumer Barometer 2017

Figure 5 represents the length of the videos that were being watched, and shows that short videos, under 5 minutes, were most popular.

Figure 5 Google Consumer Barometer 2017
This indicates that shorter videos, or any content that requires a shorter attention span would be most effective as a marketing tool for the target market.

2.3 Electric Car Marketing Concepts and Strategies

This subchapter will discuss concept and strategies related to EV marketing. First general concepts will be discussed, after which the related strategies will be analyzed.

2.3.1 Concepts

Carley (2014), subcategorizes EVs in the following three categories:

1. Battery Electric Vehicle (BEV), using only an electric motor and a battery
2. Hybrid Electric Vehicle (HEV), using a gasoline engine with a fuel tank together with an electric motor and a battery which charges from regenerative braking
3. Plug-in Hybrid Electric Vehicle (PHEV), using a gasoline engine with a fuel tank together with an electric motor and a battery which charges from the electricity grid

Unlike HEVs, which can be driven as CVs, BEVs and PHEVs require a behavioral change, because they need charging (Liao F., Mollin E. & Van Wee, B. 2017, 253). This means marketing HEVs needs a different approach than marketing BEVs and PHEVs. Because of that, and the fact that the case company does not offer HEVs, this thesis will keep its focus on marketing BEVs and PHEVs.

The preference of EVs can be analyzed by looking at financial, technical, infrastructure, and policy attributes, and dynamic preferences. Besides those social-economic and demographic characteristics are to be considered (Liao & al. 2017, 254). While the case company has already predefined the target segment, the thesis will still look at how the literature aligns with the social-economic and demographic aspects.

2.3.2 Strategies

Liao & al. (2017) did a literature review on all current research done on EV purchase. While the thesis aims to create a social media marketing plan for EV lease, the concepts discussed in this research are still relevant to EV lease as well.

Liao & al. (2017, 257) state that purchase price had a big influence in consumer’s choice for vehicle purchase; EVs are still more expensive than CVs, and this is also true for lease prices, and that affects the amount of sales negatively. They also conclude that persons with higher income are less sensitive to this. Which means the assumption of the target market is right in targeting highly educated couples.
One of the barriers for choosing an EV is the short drive range, and recharge time plays a large role (Liao & al. 2017, 259). Marketing the EVs as a second car would thus prove beneficial, as the main car of the household would can make long-range trips, e.g. a holiday.

Performance of EVs, e.g. acceleration time or maximum speed, is, much like CVs, an important factor when choosing a vehicle (Liao & al. 2017, 260). Portraying the performance statistics like any traditional CV advertisement should thus be a good approach.

Being able to charge at home or at work is a positive attribute to EV lease, for people prefer this to having to refuel at gas stations (Liao & al. 2017, 260). Advertising the charging possibilities would enforce these feelings.

Technological advances and the amount of adoption in consumer’s social circle cause dynamic preferences. Being unsure about technological advances has a negative effect, and vice-versa. (Liao & al. 2017, 263). Ensuring consumers that EVs are constantly improving and in fact already a sound product would help ensuring consumers that they can get an EV without troubles.

Having experience with EVs has a positive effect on the perspective on EVs but does not influence intentions on purchase (Liao & al. 2017, 266). Having more customers, or more consumers with experience will not influence the amount of sales. But it will create a better overall image of EVs, which will increase the overall market. Creating experience can be achieved with test drives.

A Norwegian research on incentives for EV purchase show that exemption of purchase tax and VAT are the most critical incentives, after that exemption on road tolls and driver's license fee reduction play a significant role. Free parking, bus lane access, and free ferry tickets only play a small part in motivating EV purchase (Bjerkan, K., Nørbech, T. & Nordtømme, M. 2016, 175). While the most critical incentives are not applicable for Finland or leasing, it is still good to know that if these incentives would be introduced in the future; marketing them would not have a major impact on sales.

The data on the impact of socio-economic and demographic characteristics on EV purchases is currently still inconclusive (Liao & al. 2017, 263). While certain assumptions can be made on the above-mentioned results, different models from the same date have proven completely different results. This means that while certain aspects of the assumed
target market my correlate with the results mentioned above, it does not mean that this segment is definitive, however it also does not mean the assumption is wrong.

2.4 Conclusion

The previously discussed material can conclude that for social media regarding Facebook the goals will be engagement and messages. For LinkedIn the goals will be to market and sell. The intricate level of targeting audiences on both Facebook and LinkedIn mean that the target market of households with highly educated couples with or without kids can be precisely targeted. The most useable content types for Facebook seem to be Video, Carousel, Canvas, and Single Image, to be able to portray different aspects of EVs. This content would be able to run simultaneously on Instagram. Besides the same content as Facebook, Instagram can also be utilized for quick offers through Instagram Stories. LinkedIn can be used for writing articles with the Sponsored Content type, and then be followed up with Sponsored InMail to send targeted offers. The case company will have to set a budget, for Facebook they will need to have a minimum of $0.50 per day for impressions, $2.50 for clicks, likes, views, or post engagement, and $20.00 for events like offer claims. LinkedIn will not need any minimum budget, and will be charged by CPC, CPM, or CPS.

Following the Google Consumer Barometer 2017 the suggested target market should be able to be targeted daily or at least weekly. They are most interested in short videos, i.e. below 5 minutes, and are most likely to watch them in the afternoon or evening.

The theory on electric car lease suggests that price is an important factor regarding deciding between EVs and CVs. Recharge time and drive range are also decisive on choosing for a EV, either disproving negative connotations or advertising EV as a second car would be beneficial. Portraying the performance statistics is just like CVs proofed important to consumers. Availability of charging ports and improvement of technology has shown to be important deciding factors in choosing an EV. Offering test drives in EVs will not increase sales but does improve the image of EVs.

To further research these aspects of the marketing plan there will be a sponsored survey among existing clients and the target market. The survey, appendix 1, will be promoted via Facebook and to the predefined target market.
3 Research Methods and Data Collection

To evaluate the conclusion on content type and engagement for the target segment, a short survey has been conducted with the target segment on which content type they and which type of engagement they prefer. The survey has been constructed to yield qualitative results with emphasis on when the respondents use social media, what kind of content they prefer to see, and what they find important when choosing a new car.

The questionnaire was run on Facebook for a month and yielded 102 responses. Out of these 92 had previously owned/rented or are currently owning/renting a car, the other 10 respondents will not be considered in this study because they will not have the relevant view on the matter at hand. There were 80% male respondents and 20% female respondents, 1 respondent preferred not to disclose their gender and their result will be left out of the analysis to get a clearer overview. The age group distribution of respondents was 33% in 20 – 40 years old, 42% in 40 – 60 years old, and 25% in 60+ year old.

3.1 Social media usage

Facebook was the most used social media, 99% of all respondents said they were active on Facebook. Usage of other social media, i.e. Instagram, LinkedIn, and Twitter, can be seen in figure 6, figure 7, and figure 8 respectively.
Instagram is more popular among the 20 - 40 year old respondents, and in general more popular among female respondents, where the share of users in the 40 – 60 year old group is almost as high as the 20 – 40 year old group.

LinkedIn is most popular with the male 20 – 40 year old respondents, although the male 40 – 60 year old respondents still have a significant share with 33 percent. None of the 60+ year old female respondents reported to use LinkedIn.

Figure 7 LinkedIn usage per age group in % of total

Figure 8 Twitter usage per age group in % of total
About 20% of overall respondents use twitter, and for 60+ female respondents there was no reporting of using twitter.

3.2 Content and timing

When asked for which single type of content they preferred, the male respondents overwhelmingly preferred articles by 71%, as seen in figure 9. Second to that was photos, with 22%, and videos were only preferred by 8% of male respondents.

Figure 9 Male preference for content

Female respondents preferred articles and photos, with 42% and 53% respectively. As seen in figure 10. Videos were preferred by only 5% of female respondents.
When given a choice at what time of the day the respondents would use social media the majority reported to be using social media in the evening, with male respondents reporting a 66% preference and female respondents reporting a 53% preference.

As seen in figure 11 and figure 12, for both male and female respondents the afternoon still had a higher preference than the morning. Where almost a third of the female respondents, and 22% of male respondents, preferred the afternoon.
3.3 Car attributes

The overall most decisive factor in deciding on which lease car to choose is price, which had the greatest overall percentage both male and female respondents in all age classes.

Figure 12 Female preference for time of day

The morning was only preferred by a small percentage of male and female respondents, with 12% and 16% respectively.
Looking at figure 13, male respondents reported that the second most important attribute for the 20 – 40 year old group was appearance. For the 40 – 60 old group this was performance, and for the 60+ group this was mileage.

The least important attribute for male respondents was mileage for both the 20 – 40 year old group and the 40 – 60 year old group. For the 60+ year old group this was performance.

For female respondents the second most important attribute for all age groups was mileage, as seen in figure 14; where mileage and brand had the same percentage for the 60+ age group with 50%.

Appearance was the least important attribute for female respondents, where the 60+ age group reported it had no deciding factor at all.

![Female deciding attributes for car lease](image)

**Figure 14 Female deciding attributes for car lease**

Other attributes that respondents said played a role in deciding which car to lease or buy were the following, in order of times mentioned:

- Eco-friendly
- Accessories
- Four-wheel drive
- Safety
When asked whether the respondents would consider buying or leasing an EV the majority, around 90%, said yes. The respondents that reported that they would not consider leasing or buying an EV were prompted to give an explanation on why not, the following answers were given in order of times mentioned:

- Technology not ready
- Few charging ports available and range of the car
- Expensive
- Wanting to be able to fix the car themselves
- Tricky to use

3.4 Research conclusion and comparison with theory

The theory suggested that Facebook, Instagram and LinkedIn should be used as marketing platforms, the results from the questionnaire are confirming that Facebook is overall used most, Instagram is somewhat more popular among female consumers, but in general Instagram and LinkedIn are both often frequented platforms that can be utilized for marketing.

The theory only revealed video content related statistics, and while the timing of viewing content still correlates with the results of the questionnaire, i.e. in the afternoon and especially in the evening, the most viewed content from the questionnaire was articles for male consumers and photos for female consumers, video content only had a very small share of mentions in the questionnaire answers.

In alignment with the theory, the questionnaire showed that price was the most decisive aspect in deciding on leasing or buying a vehicle. Mileage was also a decisive aspect across the board in the answers from the questionnaire, like the theory predicted. Performance and appearance was a lot more important to male consumers than female consumers, this is something to consider in targeted advertising. Brand also played a significant role in deciding which car to lease or buy, so targeting consumers that have shown interest in a particular brand on Facebook with advertisement for those brands should proof fruitful. Eco-friendliness also was an important factor for consumers across the board, the marketing plan should thus also emphasize this aspect in EVs. The biggest reasons against getting an EV were that the technology is not good enough, that there are too few charging ports available, that the range of the car is still too short, and that EVs are expensive. These are points that need to be emphasized in the marketing plan, showing the modern state and the quality of the technology, how many charging ports are actually available, how long the range on the cars is, and how the pricing of EVs compares to CVs.
4 Writing the Marketing plan

In this chapter, the definite aspects of the marketing plan will be set. After the plan has been compiled, it is evaluated with the company to align their wishes with the actual plan.

4.1 Goals and Objectives

The goals of this marketing plan are to increase EV leases. To achieve this the objectives are to increase product and service awareness and in turn grow the market share. To increase the product awareness posts targeting different aspects of EVs will be promoted on several social media platforms, targeting the specified target group. Raising awareness of the product in combination with the availability of the service should increase the market share in EV leases.

4.2 Social Media Platforms

The social media platforms that will be used are Facebook, Instagram, and LinkedIn. Using Facebook for targeting all consumers, and especially using LinkedIn for targeting male consumers, and Instagram for targeting female consumers. Instagram is part of Facebook advertising; therefore, these platforms should be looked at as a unit in some respects.

4.3 Audience and Targeting

The target audience is households with highly educated couples with or without kids. This has been predefined by the case company, and the theory and questionnaire results have proven this is a good approach because price is still a very important aspect.

4.4 Content Types

The main type of content should be articles and pictures. Especially using articles to target male consumers and pictures to target female consumers. The focus of these posts should be the following:

- Price, showing how affordable leasing an EV can be even compared to CVs.
- Mileage, emphasizing how long the current ranges of EVs are, and how many charging ports are available.
- Performance, showing the capabilities of EVs in terms of speed and torque.
- Brands, targeting consumers interested in specific brands with advertisements for EVs from that brand.
- Eco-friendliness, focusing on how environmentally friendly it is to drive an EV compared to CVs.
- Technological advancements, showing how advanced EV technology has become and how it does not limit your driving abilities.
Price will play an important role for the whole target group. While for male consumers the performance will play a bit more important role than mileage, mileage will still be important to market to the whole target group.

For Facebook this will include Video, Carousel, Canvas, and Single Image, and these will be mirrored to Instagram. After gathering impressions viewers will be targeted with Instagram stories

On LinkedIn this means placing articles via Sponsored Content, then after gathering impressions targeting the viewers with Sponsored InMail with offers or more information.

4.5 Engagement

Posts should be made in the afternoon or evening to get the highest reach. Especially posting articles on LinkedIn for the evening to target male consumers and posting pictures to Instagram in the afternoon and evening to target female consumers. Both media will also be linked or posted to Facebook, where Facebook will serve as the base for the Instagram marketing.

4.6 Pricing

The overall budget is not made available by the case company, nevertheless the budget should be adjusted separately for LinkedIn and Facebook. Where the Facebook budget needs to also include the Instagram. For LinkedIn the total budget, the daily budget and a set maximum bid for clicks should be agreed upon by the case company. Regarding Facebook this will be a minimum of $0.50, $2.50, or $20.00 per day for impressions, clicks, or events respectively.

4.7 Evaluation with the Case Company

The case company felt that, especially in Finland, for people that live in remote places mileage will play an even bigger role. This should be considered when targeting the audience, because EVs might not be viable for people living more than 50km from a city.

Using an EV as a second car has been mentioned in the theory but has not been mentioned in the marketing plan. This should be considered as an aspect in the content.

The timing of using social media was only mentioned as an overall statistic. The case company was curious about the statistics regarding age groups. This will be looked at and implemented in the engagement.
The case company was intrigued whether LinkedIn could be a viable medium to market EVs. They have used Sponsored Content before but have not tried to follow it up with sponsored InMail. The viability is something the theory and questionnaire result suggest being viable, but only the implementation of the marketing plan will be able to prove this.

4.8 Finalizing the Marketing Plan

Adjustments to the marketing plan have been made according to the comments from the case company. The audience has been adjusted so that people that live more than 50 km from a city are excluded. The content has been updated so that marketing EVs as a second car is one of the key aspects. Statistics for timings have been added to more specifically target age groups.

Figure 15 Male preference for time of day per age group

Where figure 15 shows the preferred time of day for male consumers, which shows little difference with the overall figures.
And figure 16 shows the female consumer’s preference, where interestingly for the 60+ age group the morning has the same preference for the morning as for the afternoon.

**Figure 16 Female preference for time of day per age group**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 - 40</td>
<td>0%</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>40 - 60</td>
<td>11%</td>
<td>22%</td>
<td>67%</td>
</tr>
<tr>
<td>60+</td>
<td>25%</td>
<td>25%</td>
<td>50%</td>
</tr>
</tbody>
</table>
5 Discussion

The purpose of this chapter is to evaluate the process and outcome of the project.

5.1 Key Outcomes

The key outcomes of this project are that leasing EVs still prove difficult because of some negative connotation to the quality and range of EVs, as well as their price. Yet there is still a large interest in being more environmentally friendly. Marketing EVs to households with highly educated couples with or without kids means utilizing Facebook, Instagram, and LinkedIn, posting articles and pictures and addressing the previously mentioned aspects.

5.2 Recommendations

After implementing the marketing plan another study should be done on whether any of the aspects that are impacting the choice for leasing EVs have changed. And when the price and technology of EVs have improved, more research need to be done in how to market EVs to lower income families and singles.

5.3 Feedback from Case Company

The case company was very understanding regarding the timeframe the project was finished in. The case company felt that the quality of the outcome was good and interesting and are interested in the implementation of the findings of the thesis.

5.4 Project Evaluation

The project went rather smoothly, the communication with the case company was easy, but the overall period the thesis took to complete was too long and it should have been finished in a shorter time span. Both sides have played a role in this, the time it took to implement the questionnaire after the theory was ready could have been less, but the time it took to finish the project after the results from the questionnaire was in should have been a lot shorter.

5.5 Reflection of learning

Learnings regarding the process of the project would be that setting a recurring appointment to discuss the progression of the thesis would have made the whole process gone a lot quicker. This would have given the project a better structure and given both sides reason to perform.
Making the thesis has taught me how intricate it is to do market research and how much work goes into the smallest detail on how to present a product or service. Being able to implement the marketing plan would have allowed me to get even more familiar with social media marketing, but this aspect has been left to the case company to fulfill.
References


LinkedIn 2017d. The Sophisticated Marketer’s Guide to LinkedIn.
Appendices

Appendix 1. Questionnaire

Page 1: Deciding participation relevancy

Do you now or have you ever owned/leased/rented a car?

- Yes → PAGE 2 Continue with the survey
- No → PAGE 4 “Thank you for your participation!”

Page 2: Social Media Usage

Gender [1 answer]

- Male
- Female
- Prefer not to say

Age [1 answer]

- < 20
- 20 – 40
- 40 – 60
- 60 +

Which Social Media do you use most often? [multiple answers possible]

- Facebook
- Instagram
- LinkedIn
- Twitter
- Other

When do you prefer to use Social Media? [1 answer]

- In the morning
- In the afternoon
- In the evening

What do you prefer to see on Social Media? [1 answer]

- Videos
- Photos
- Articles
Page 3: Car Preferences

What is most important to you when deciding which car to get? [multiple answers possible]

- Price
- Performance
- Mileage
- Functionality
- Appearance
- Brand
- Other aspects: ……………………. [mandatory field when selected]

Would you consider getting an electric car?

- Yes
- No, because: ………………………… [mandatory field when selected]

Page 4

Thank you for your participation in this survey!

If you want to have a chance at winning a movie ticket, leave your email address below!

............
Appendix 2. Analysis results
Se että kaikki sillä hankitessa olikaa.

Selit on arvostaa menestyvän auton suurin osa. Lahjakuntoista olikaa ja sen tarve varasta. Tekemäsi täällä paremmat tarjoamat.