HYUNDAI SOCIAL AUDIT & STRATEGY

DATE:06/27/2022

AGENDA

- CURRENT ANALYSIS
- GOALS | OBJECTIVES | STRATEGY | TACTICS
- COMPETITIVE ANALYSIS
- SOCIAL FRAMEWORK
- TARGET AUDIENCE
- REPORTING
- NEXT STEPS

HYUNDAI
MATERIAL HANDLING

Summary

This presentation focuses on an analysis on Hyundai Material Handling' social presence, including a competitive analysis, and a strategic plan to leverage the organic and paid initiatives.

CHANNELS ROLE AND SCOPE

Facebook - largest social platform
68% adults; most used channel for paid social. MAU 3B

Visually oriented, focused on engagement. MAU 2B

Primarily B2B professional networking hub; brand portfolio; helps ranking on Google. MAU 250M

News-like platform, allows info to be shared quickly. Primarily used for raising awareness. MAU 400M

YouTube - connected TV. The scope is to engage viewers to keep watching more videos and take actions at the end of the video. MAU 2.2B

CURRENT ANALYSIS

25 Followers

Created Meta Business Suite
Created the Ads Manager
Added LKH&S as a partner

262 Followers

Business profile set up correctly
Connected FB and IG In the Business Suite

2,497 Followers

Most active profile
ER: 5.86%
CTR: 2.81%

30 Followers

No account for HMH
1 Account for HFA

CURRENT ANALYSIS

HYUNDAI MATERIAL HANDLING PAGES

2 Personal Pages

Hyundai Material Handling

0 Followers - created by FB

Hyundai Material Handling
Lives in Atlanta, Georgia · 77 followers

77 Followers
3,195 Friends - based on approval requests

2 Business Pages

Hyundai Material Handling

Unpublished by FB for security reasons.

Hyundai Material Handling Inc

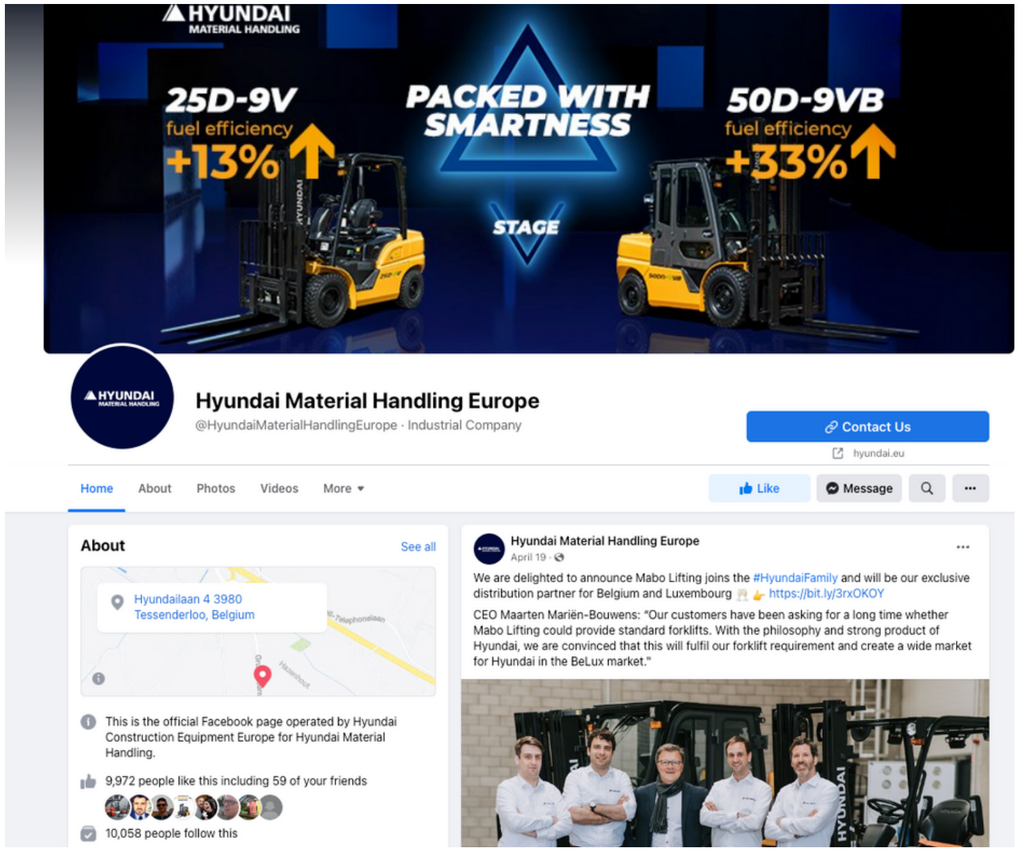
Official Page:
Hyundai Material Handling Inc.
Handle:
hyundaimaterialhandlingusa

CURRENT ANALYSIS

HYUNDAI MATERIAL HANDLING
AROUND THE WORLD

Europe

- 10K followers
- Active presence on FB
- Same content on FB and IG
- @HyundaiMaterialHandlingEurope

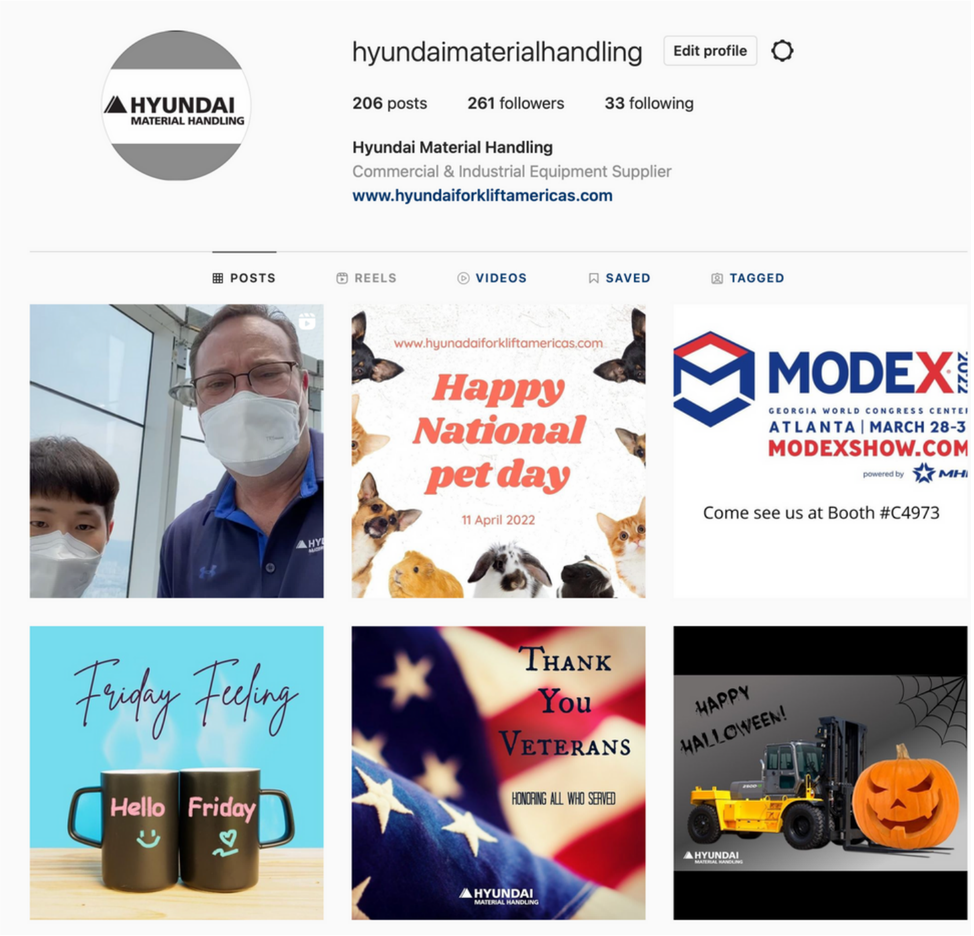


CURRENT ANALYSIS

HYUNDAI MATERIAL HANDLING

1 Business Account

- 263 Followers
- 205 posts
- Same content on FB and IG
- The video with Lewis in N Korea had the most engagement so far
- Profile page needs to be updated
- 55 mentions by overseas companies
- Need to update the handle to "hyundaimaterialhandling.usa" to avoid confusion with other countries
- Hashtag #HyundaiMaterialhandling - 1.5K posts



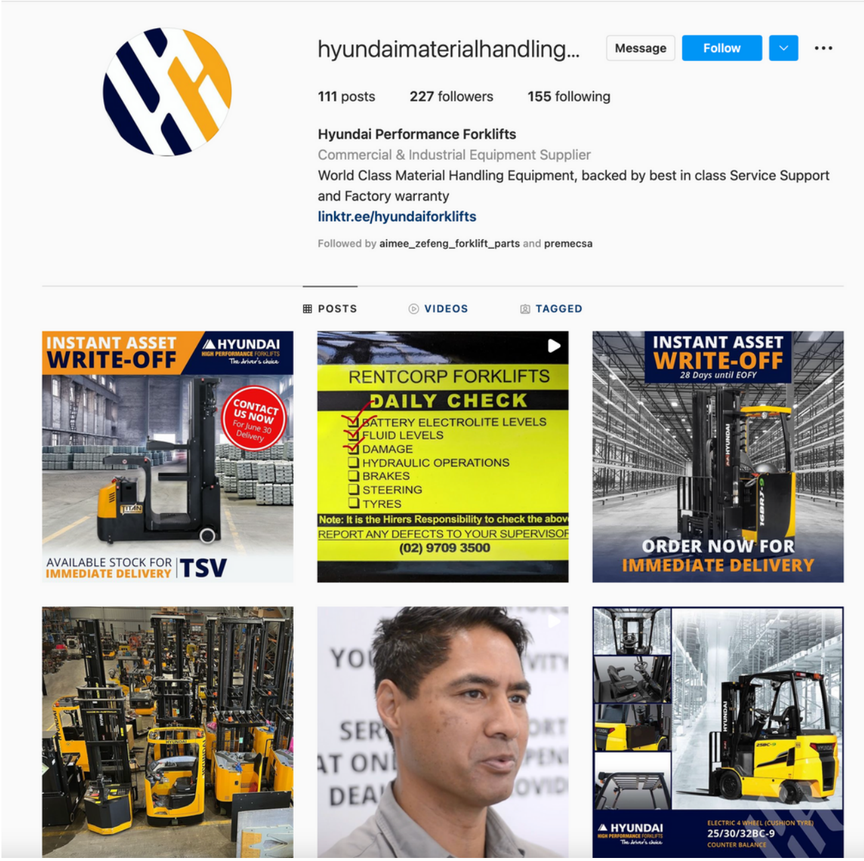
CURRENT ANALYSIS

HYUNDAI MATERIAL HANDLING AROUND THE WORLD

Australia

Active presence

handle: hyundaimaterialhandling.au

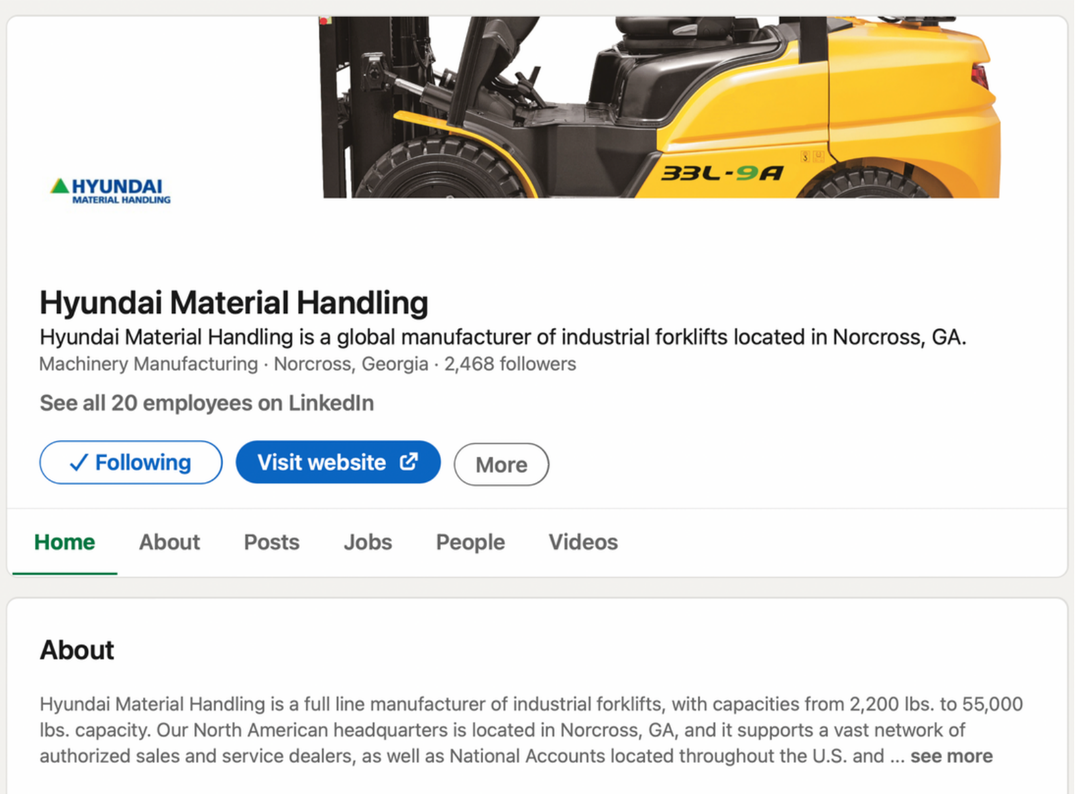


CURRENT ANALYSIS

HYUNDAI MATERIAL HANDLING

2,468 Followers

- **1 Professional Account**
- **Same posts on all accounts**
- Engagement: 2-6%
- CTR: 2.81%
- **Needs profile update with a CTA button**

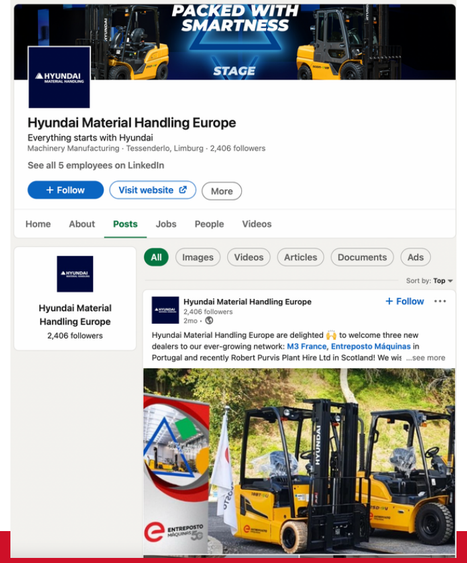


CURRENT ANALYSIS

HYUNDAI MATERIAL HANDLING AROUND THE WORLD

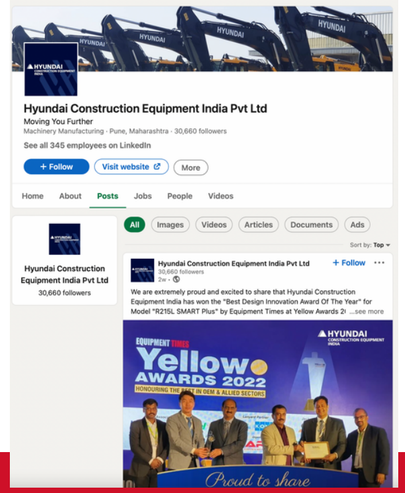
Europe

- Over 2K followers
- Posts once a month



India

- 30K Followers
- Active presence
- Great engagement

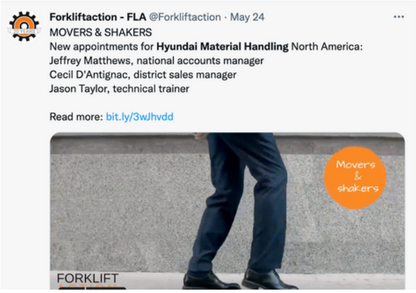


CURRENT ANALYSIS

HYUNDAI MATERIAL HANDLING

No Hyundai Material Handling Account

- **Mentions from magazines and dealers**
- **Forkliftaction and M H Wholesaler**



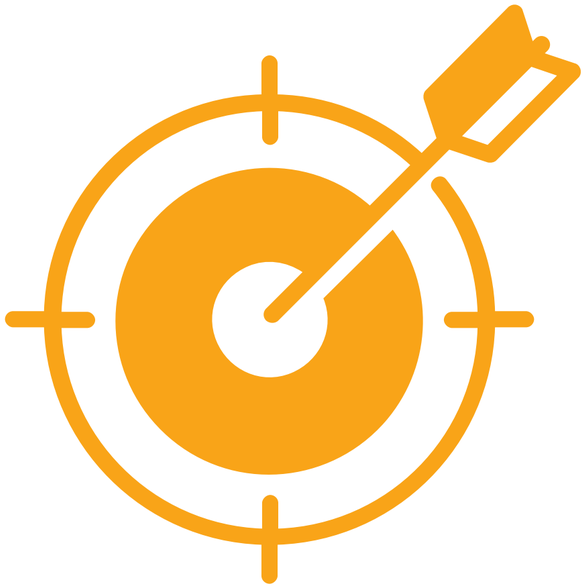
1 Account for Hyundai Forklift Americas

- **30 Followers**
- **Inactive for 1 year**

GOALS

OBJECTIVES
STRATEGY
TACTICS

GOALS



Improve

Overall social presence

Humanize the brand with real behind the scenes scenarios

Promote

HMH brand

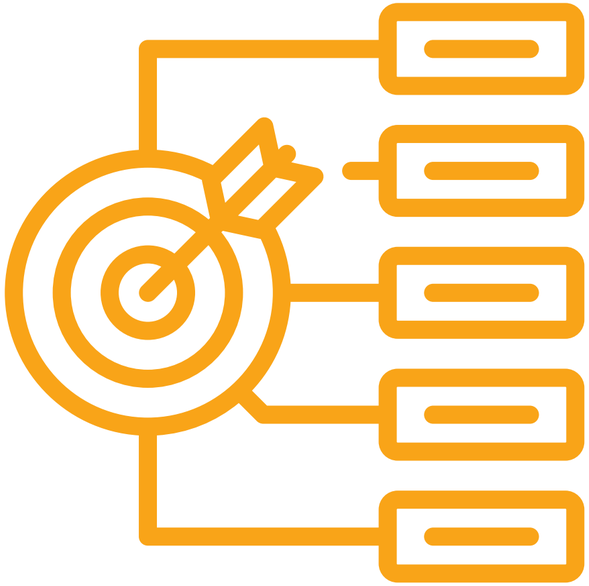
Provide customers the opportunity to explore the breadth of HMH offerings

Build

Social community

to allow dealers and brand advocates to engage on HMH social networks.

OBJECTIVES



	KPI
Increase Awareness	Reach and Impressions Increase Page Likes
Increase Traffic	Click Through Rate: 2 - 4%
Increase Engagement	Engagement rate: 2%
Increase Conversions	Conversion rate of downloads, contact us forms, etc.

STRATEGY

1. **Create consistency and build trust**

2. **Provide relevant content** → that connects with the audience

3. **Leverage organic presence** → with paid initiatives

4. **Integrate social with other marketing initiatives**

EVENT STRATEGY

Actively participate in conversations such as live tweets

1. **Post before the event: announcements**
2. **Post during the event: event/booth videos**
3. **Post after the event: thanks, surveys**
4. **Leverage organic presence with paid initiatives: Boost the most engaged posts**
5. **Focus on Keynote speakers | sponsorships**

DEALER PARTNERSHIP STRATEGY

Position Hyundai Material Handling on the market by strengthening the relationships with dealers

1. **Announce Partnerships "Dealer of the Month" (photo Contest)**

2. **Create consistency by keeping the graphic consistent**

3. **Engage on their pages with comments, likes, shares and mentions.**

Paid Strategy

Start with Increase Followers on Fb and IG

LinkedIn

Awareness + Consideration + Conversions

Increase followers
Drive Traffic
Promoted posts

Facebook + IG

Awareness + Consideration

Drive Traffic
Increase fanbase
Boosted posts

Twitter

Awareness

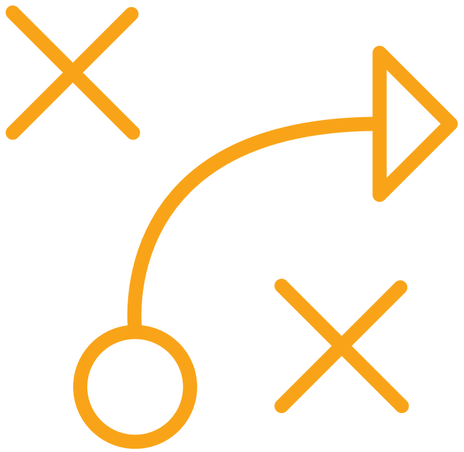
Impressions

YouTube

Awareness + Consideration

Views
Drive Traffic

TACTICS



Awareness

Increase overall activity
Schedule posts 1 month in advance: 2/w
Organic invites
Paid Campaigns

Traffic

Website traffic
Include website link in posts
Paid campaigns

Engagement

Encourage audience to participate in conversations by asking questions, polls, tag and mention dealers.

Conversions

Send traffic to the website to download forms, documents, contact forms

SOCIAL AUDIT

COMPETITIVE ANALYSIS
COMMONALITITES

FOLLOWERS & SUBSCRIBERS

	LinkedIn	Facebook	Instagram	Twitter	YouTube
Hyundai	**2.5K**	**27**	**264**	**30**	**-**
Crown	**37.7K**	**14.5K**	**-**	**6.4K**	**6.6 K**
Raymond	**16K**	**4K**	**-**	**1.6K**	**3.4K**
Yale	**10K**	**456**	**-**	**8K**	**601**
Toyota	**41.4K**	**13.8K**	**4.8K**	**6K**	**12.4K**
Mitsubishi	**2.3K**	**No US Account - International Accounts**	**-**	**-**	6 videos - **no subscribers**

Paid Social - competitive analysis

CROWN

- Paid campaigns on Awareness.
- Talk about their experience

RAYMOND

- Promote jobs and events.
- Active on Fb and twitter (events)

YALE

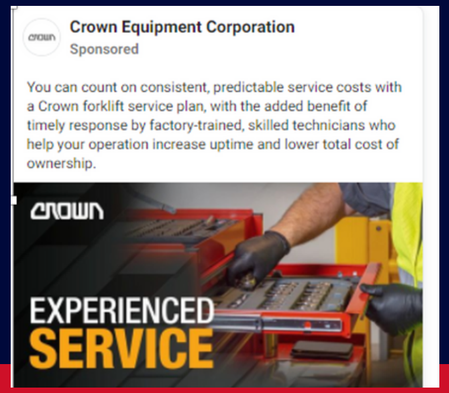
- Paid campaigns on Awareness and Conversions.
- Connects lift trucks to specific iindustries

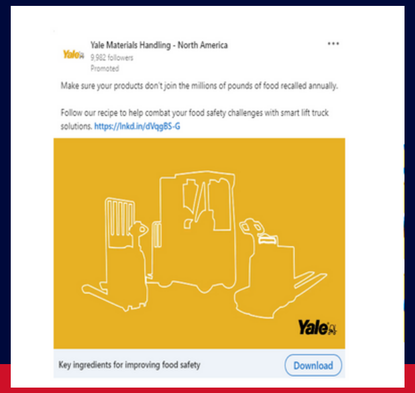
TOYOTA

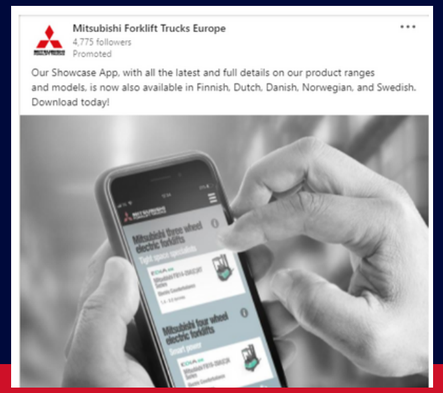
- Promotes posts on In.
- Focuses on Awareness and Traffic

MITSUBISHI

- Disorganized promotion
- No CTA







COMMON COMPETITIVE TRENDS

Channels	Facebook, Instagram, LinkedIn, Twitter, YouTube
Frequency	2-4 / week. Yale, Crown and Raymond are the most active
Strategy	Integrate Organic and Paid campaigns
Paid	Facebook and LinkedIn: Awareness and Conversions
Topics	Industry related, events, job postings, holidays, employee shout-outs, dealer spotlights, safety
Format	Pictures, videos, links

COMPETITIVE ANALYSIS

FB PUBLISHED POSTS/MO

Raymond: 21

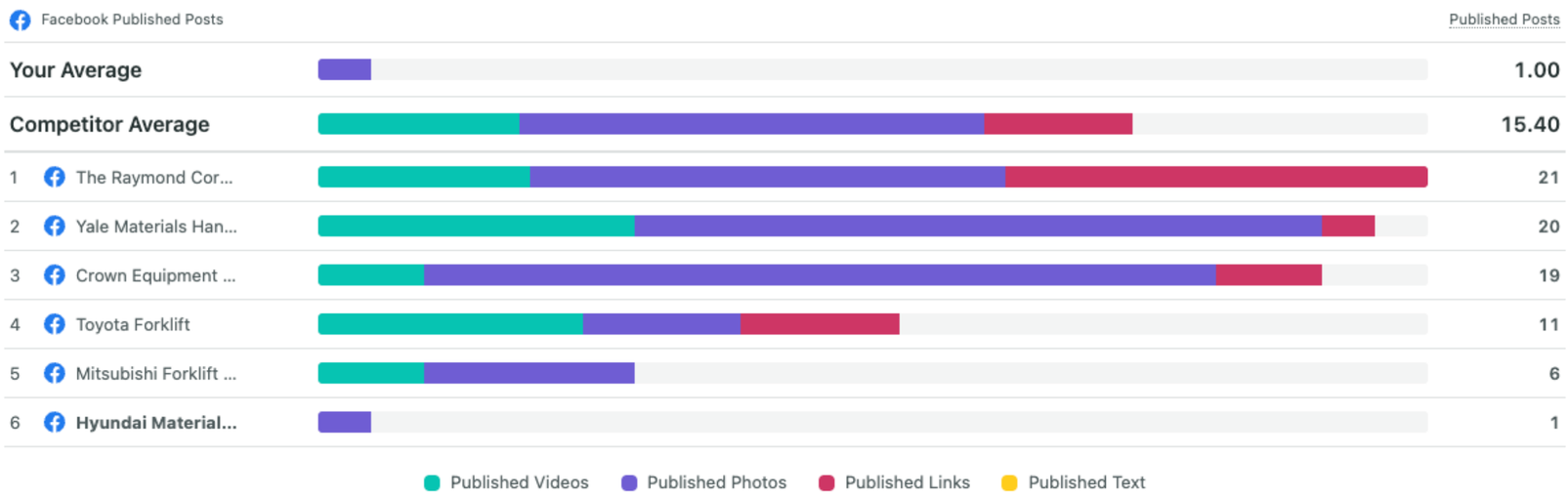
Yale: 20

Crown: 19

Toyota: 11

Mitsubishi: 6

Hyundai



SOCIAL FRAMEWORK

TARGET AUDIENCE

Social Framework

Frequency: 2-3 posts/week

Purpose

Improve overall social and online presence

Voice

Formal - business (announcements)
Humane and approachable (behind the scenes)

Brand Social Personality

Professional
Friendly
Supportive
Hard working

Content

Share content that will help build the HMH brand and bring the forklift community together.

Content Criteria

- Dealership announcements
- Company announcements: holidays, newsletters
- Events | Tradeshows | Sponsorships
- Trends that resonate with the audience
- Website info
- Videos
- Industry specifics: food processing
- Equipment & Parts

Call to Actions

Awareness

Learn More
See More
See How
How to

Engagement

#LinkInBio Share this post Ask Qs Surveys

Conversions

Contact us
Download Now
Submit
Subscribe

| @

#materialhandling
#Hyundaimaterialhandling
#Hyundaiforklift
Mention dealers | magazines | events | sponsorships

Target Audience

B2B

Industries:	Food & Beverage	Precast Concrete	Warehouse	Steel	Transportation	Wholesale Trade

Dealerships

Decision Makers:

Purchasers
Owners
Managers

Influencers:

Drivers
Forklift users

3 PL

REPORTING

NEXT STEPS

Reporting

Google Analytics

Traffic
User Flow

Sprout Social

Integrate social channels with Sprout
Integrate GA with Sprout Social
Add Competitors

Social Channels Insights

Integrate Pixels with the website

Reporting

Sample Post Reporting

hyundaimaterialhandling
Tue 6/14/2022 11:49 am CDT

Hyundai is proud to join with the material handling industry in celebrating #NationalForkliftSafetyDay. At Hyundai...

Impressions	36
Reach	36
Engagements	3
Engagement Rate (per Impression)	8.3%

Hyundai Material Handling
Tue 6/14/2022 11:13 am CDT

Hyundai is proud to join with the material handling industry in celebrating #NationalForkliftSafetyDay. At Hyundai...

Impressions	333
Engagements	36
Engagement Rate (per Impression)	10.8%

Hyundai Material Handlin...
Tue 6/14/2022 11:02 am CDT

Hyundai is proud to join with the material industry in celebrating #NationalForkliftS Hyundai, our first priority is always the sa

Impressions	17
Reach	17
Engagements	7
Engagement Rate (per Impression)	41.2%

INSTAGRAM

REEL PERFORMANCE

Post performed really well organically

50 likes and 3,317 views

LINKEDIN

POST PERFORMANCE

Engagements: 423

ER: 7.9%

Impressions: 5,353

Hyundai Material H...
Thu 5/19/2022 11:08 am CDT

Hyundai Material Handling is proud to be a sponsor of the Jimmy Rane Foundation. Learn...

Impressions	801
Engagements	48
Engagement Rate (per Impression)	6%

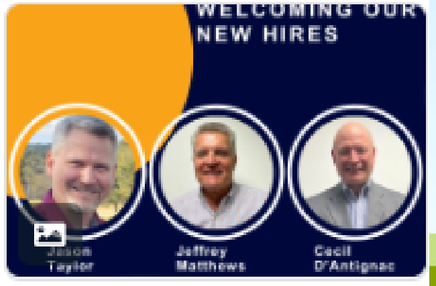
Hyundai Material H...
Fri 5/6/2022 3:31 pm CDT

We just started working with OneCharge Lithium Forklift Batteries, testing Lithium-Ion...

Impressions	2,376
Engagements	222
Engagement Rate (per Impression)	9.3%

Hyundai Material H...
Wed 5/4/2022 10:53 am CDT

We're excited to announce 3 new hires joining Hyundai Material Handling team to deepen our...



Impressions	2,005
Engagements	149
Engagement Rate (per Impression)	7.4%

PROFILE PERFORMANCE

IN, FB, IG

Audience Growth: 61

Impressions: 5,416

Engagements: 423

Engagement Rate: 7.8%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period May 1, 2022 – May 31, 2022	**2,721** —	**61** ↗45.2%	**4** ↗300%	**5,416** ↗1,920.9%	**423** ↗4,130%	**7.8%** ↗109.3%
Compare to Apr 1, 2022 – Apr 30, 2022	—	**42**	**1**	**268**	**10**	**3.7%**
Hyundai Material Han...	2,459	59	3	5,361	423	7.9%
Hyundai Material Han...	0	0	1	51	0	0%
hyundaimaterialhandl...	262	2	0	4	0	0%

NEXT STEPS

NEXT STEPS

Unify → Align messages and profiles with the same content, logo and handles

Calendar → Schedule posts one month in advance

Website Integration → Add pixels

Personalize → Background pictures, highlights

Paid Cmapaigns → Start FB ad campaigns to increase followers; Boost posts on FB and In

Next Steps

UPDATED

- Connected with IG
- Set up Meta and Ad Manager
- Delete Personal page

UPDATE PROFILE

- Update logo
- Create Highlights

UPDATE PROFILE

- Add a CTA button
- update logo

SET UP ACCOUNT

- Include in the overall strategy

SET UP ACCOUNT

- Upload relevant Videos from Vimeo

THANK YOU