



Scott Monty Keynote – Head of Social Media Ford Motor Company

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Trust down 62% globally in companies, instead people trust in people like them.

ADD = Attention Def...hey look it's a butterfly

We live in a 140 character world

Ford recognised globally by 95% of the population, and we are working on the other 5%

There once was a face representing the Ford brand, Henry Ford. Why can't there be one (or many) again.

Ford's biggest problem is perception (highest customer satisfaction of any automaker)

Goal is to distance from US Big 3 and position as a global company.

Bill Ford Jr describes Ford not as a car company but "a green, global, high tech company that is improving people's lives".

90% of social media is just showing up. The other half is hard.

Transparency – customers like to see what is going on inside the company, makes them feel like they are a part of something bigger.

Strategy: to humanise the company by connecting customers with Ford employees and each other when possible, providing value in the process.

Digital Snippets – shortened PR for digital

Fish where the fish are

Twitter – 10 different Ford accounts based on product/segment

Race on Sunday, sell on Monday

CEO on Twitter, video to show personality

Thefordstory.com – submit your story good or bad

Mustang films – Fathers day

Mustang customiser – 750,000 create customised Mustang and share

Wedding Road Trip – Customers drive out to wedding guests instead of inviting them. Got married and changed name to Mr and Mrs Ford.

Fiesta Movement – give car to bloggers for 6 months to do whatever they want with it. ROI 4.3 million views on YouTube, 50,000 hand raisers, 97% not currently ford customers. 38% awareness achieved before any advertising.

Cross training staff, rolling it out to other functions

Going for 1% of employees in social media

It's all about paid, earned and owned all working together