facebook

Ford

Mobile Marketing in a Connected World





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Trip 1
Average Fuel
28.6 MPG
SYNC-Media
SO:After Forever
AR:Biohazard
RADIO
GPS
MENU
OK
Ford


9:14 AM
Ford Mustang
Friday at 12:30 PM
Get your heart racing! Tomorrow night, 2015 Ford Mustang 50 Years Limited Edition No. 1964 is scheduled to cross the block at Barrett-Jackson Las Vegas. All proceeds from the sale of this special Mustang will benefit Get Your Heart Racing, a fundraising event supporting Henry... Continue Reading
3.2K Likes 69 Comments
Like
Comment
Share
Alex Palumbo
1 hour ago
News Feed
Requests
Messenger
Notifications
More

Connectivity

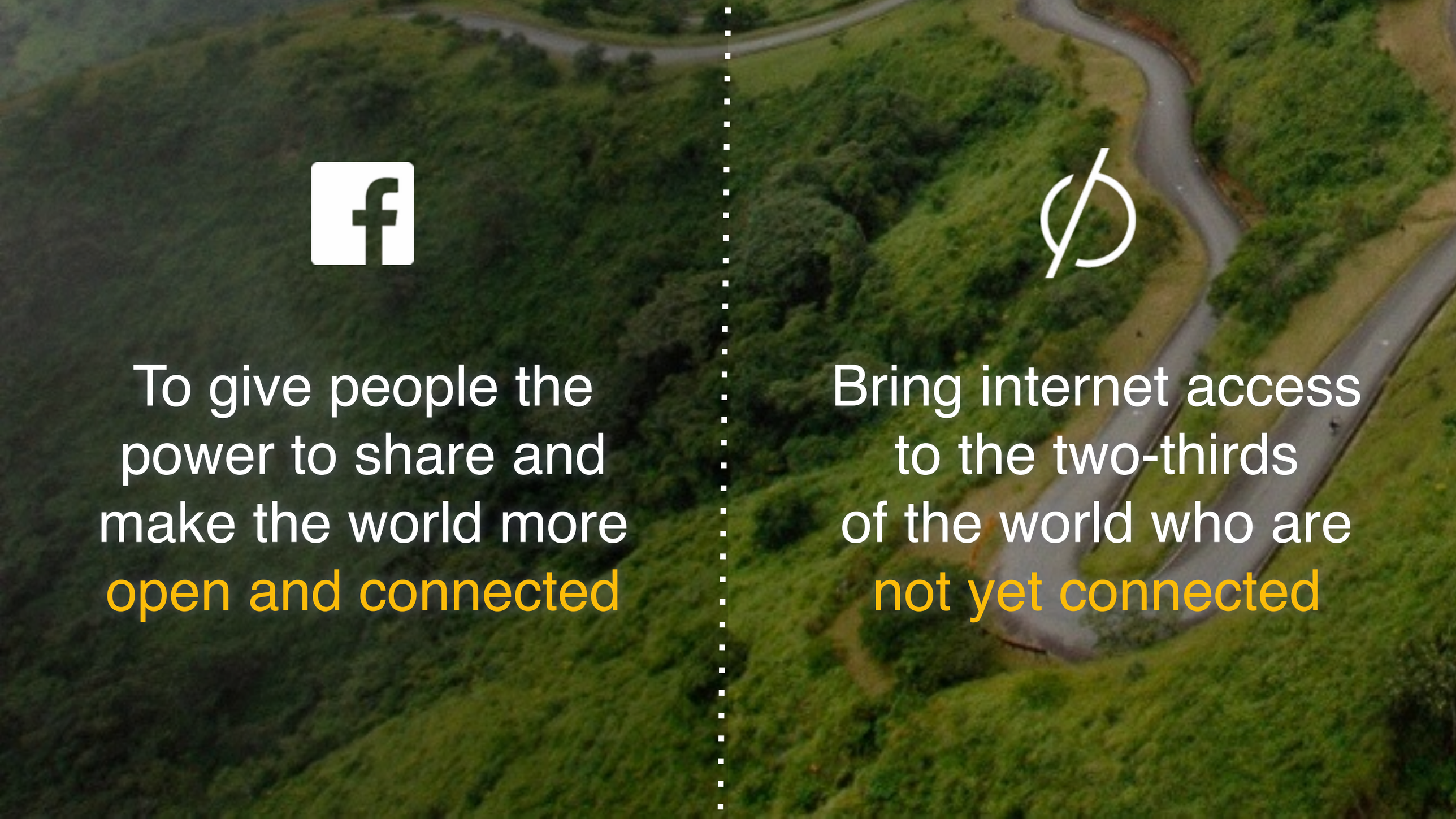
Personalization

Business results

Connectivity

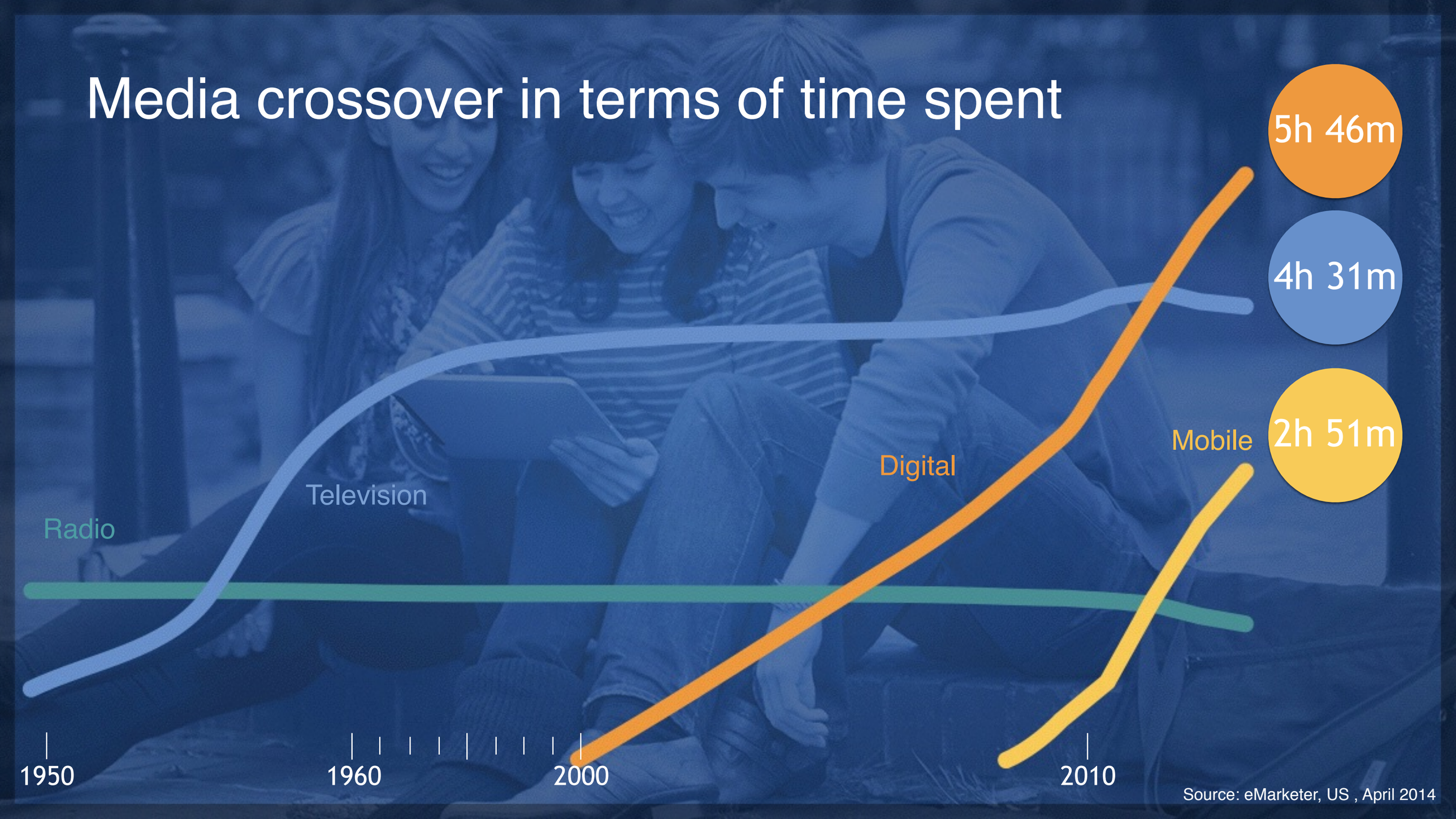
Personalization

Business results


To give people the
power to share and
make the world more
open and connected
Bring internet access
to the two-thirds
of the world who are
not yet connected


1.32B
people
monthly
1.07B
people monthly
on mobile
829M
people
daily
654M
people daily on
mobile
200M
people monthly
on Instagram

Media crossover in terms of time spent



Source: eMarketer, US , April 2014

68

PERCENT



of global mobile
Phone users sleep
With their mobile
Phone in easy reach.



82%

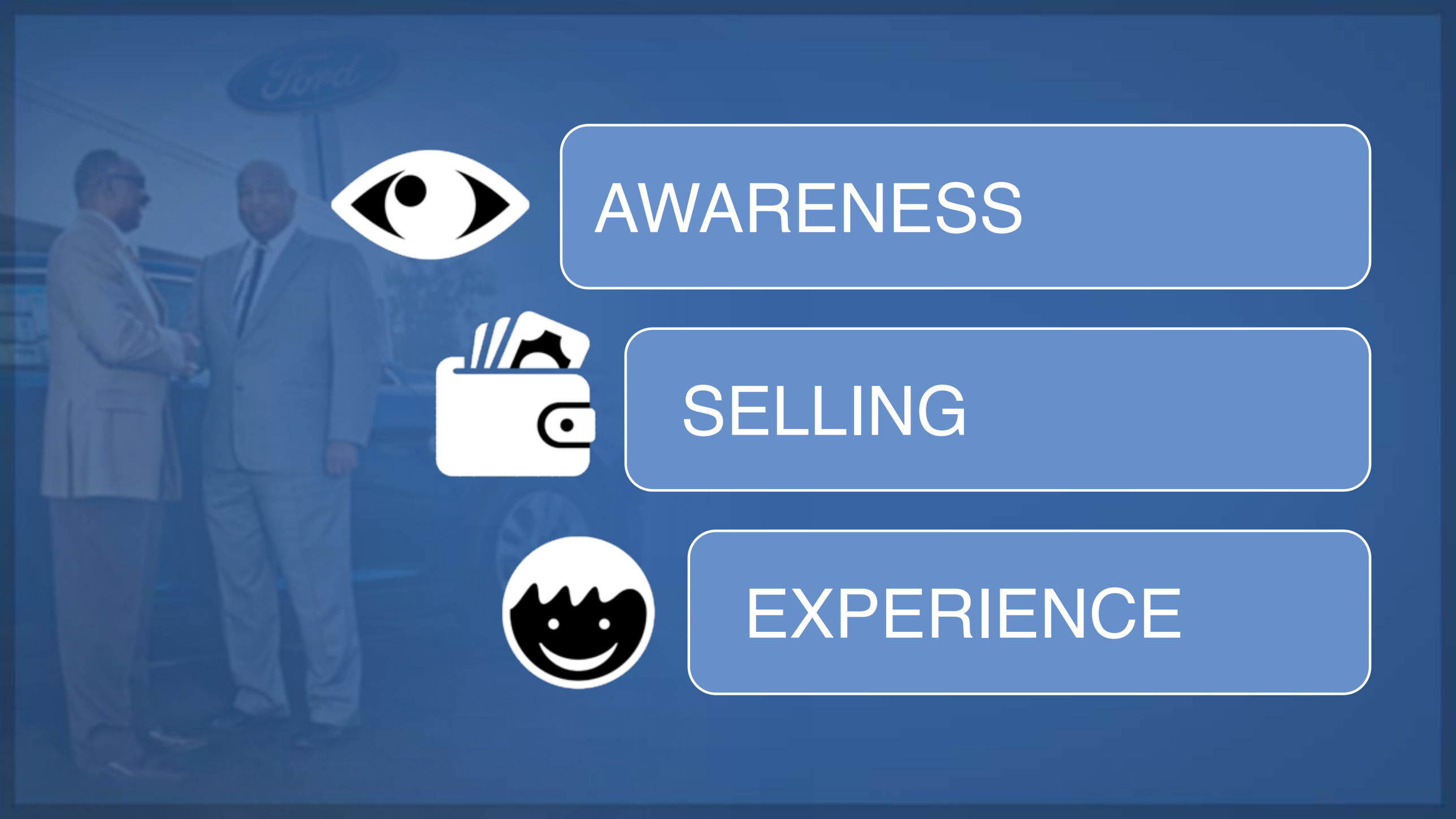
of U.S. and European consumers believe there is a mobile app **they can't go without,** for even a day.



1 out of every 6.7 people
on the planet owns a smartphone.



Mobile phones have become the
#1 gaming platform,
overtaking PCs and consoles.



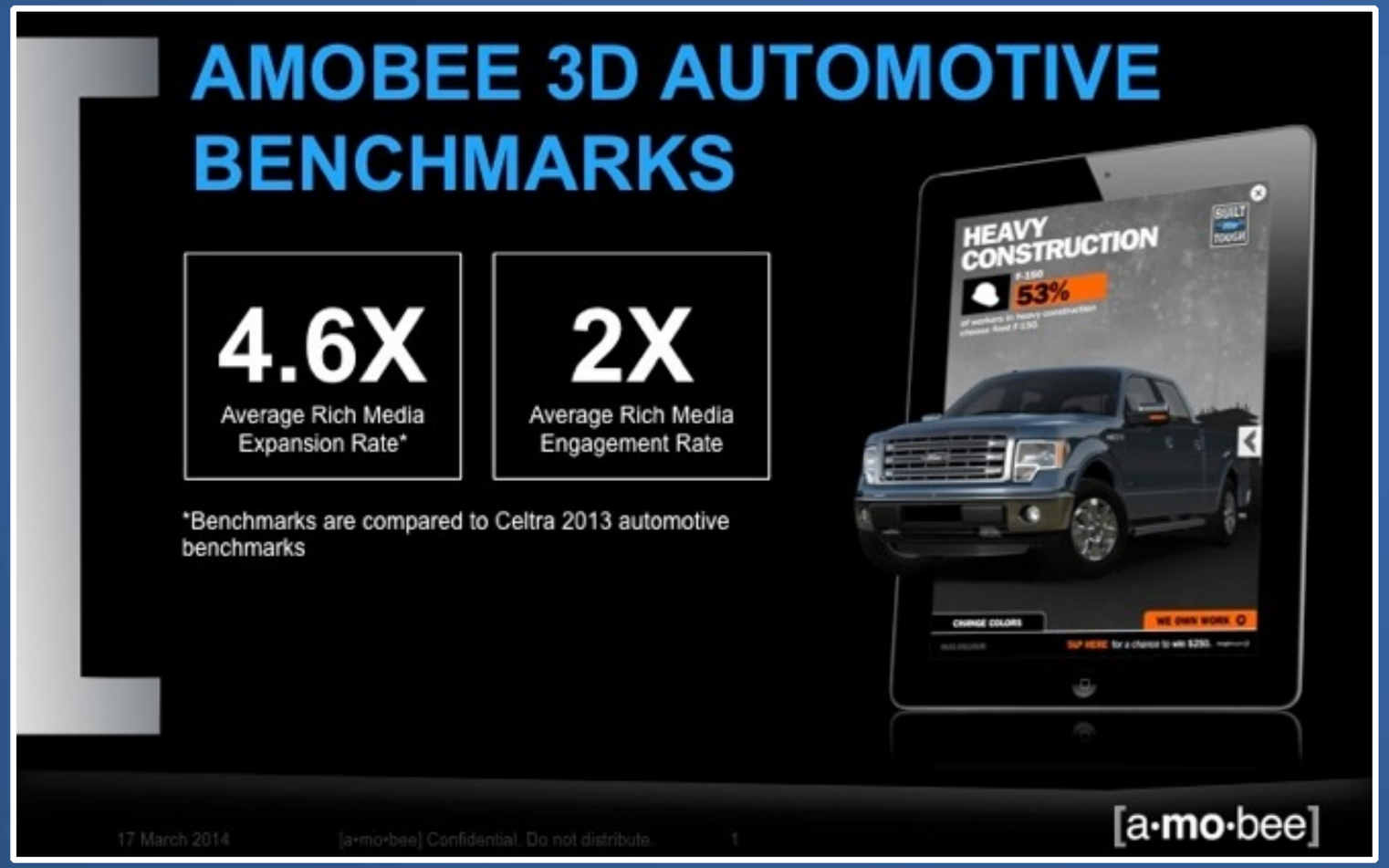
AWARENESS

SELLING

EXPERIENCE


THE ALL-NEW
2015 FORD MUSTANG
CUSTOMIZE YOUR OWN.
TAP OR SCAN BELOW THE SCREEN
CUSTOMIZE YOUR OWN.
TAXI
TRANSIT
connect
TAXI

3D Mobile Ad Campaign
“WE OWN WORK”





Ford Mobile Site

40%

Of Ford.com traffic comes from

MOBILE

29,000

Vehicles sold in 2013 from

MOBILE WEBSITE LEADS





Connectivity

Personalization

Business results


9:14 AM
Legacy Boxer Rescue
30 minutes ago
Wazowski, Male, Rescued by Legacy September 2014.
1,543 Likes · 27 Comments
Like
Comment
Share
Douglas Everson
News Feed
Requests
Messenger
Notifications
More



facebook



Like Comment

Beats by Dre
Sponsored

Run hard. Run for your family. Run for your country.



22,744 Likes 1,149 Comments

Like Comment

Lindsay Chopra
36 minutes ago



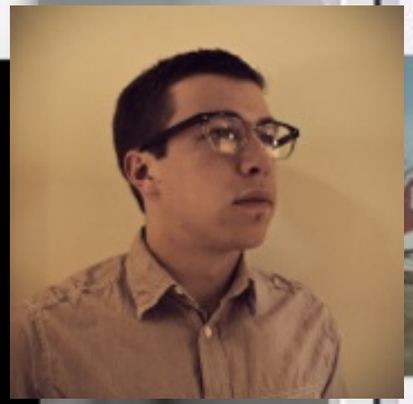
Wendy's
Sponsored

See why the upper crust prefers the Bacon Portabella Melt on Brioche.



30,734 Likes 2,042 Comments

Like Comment Share



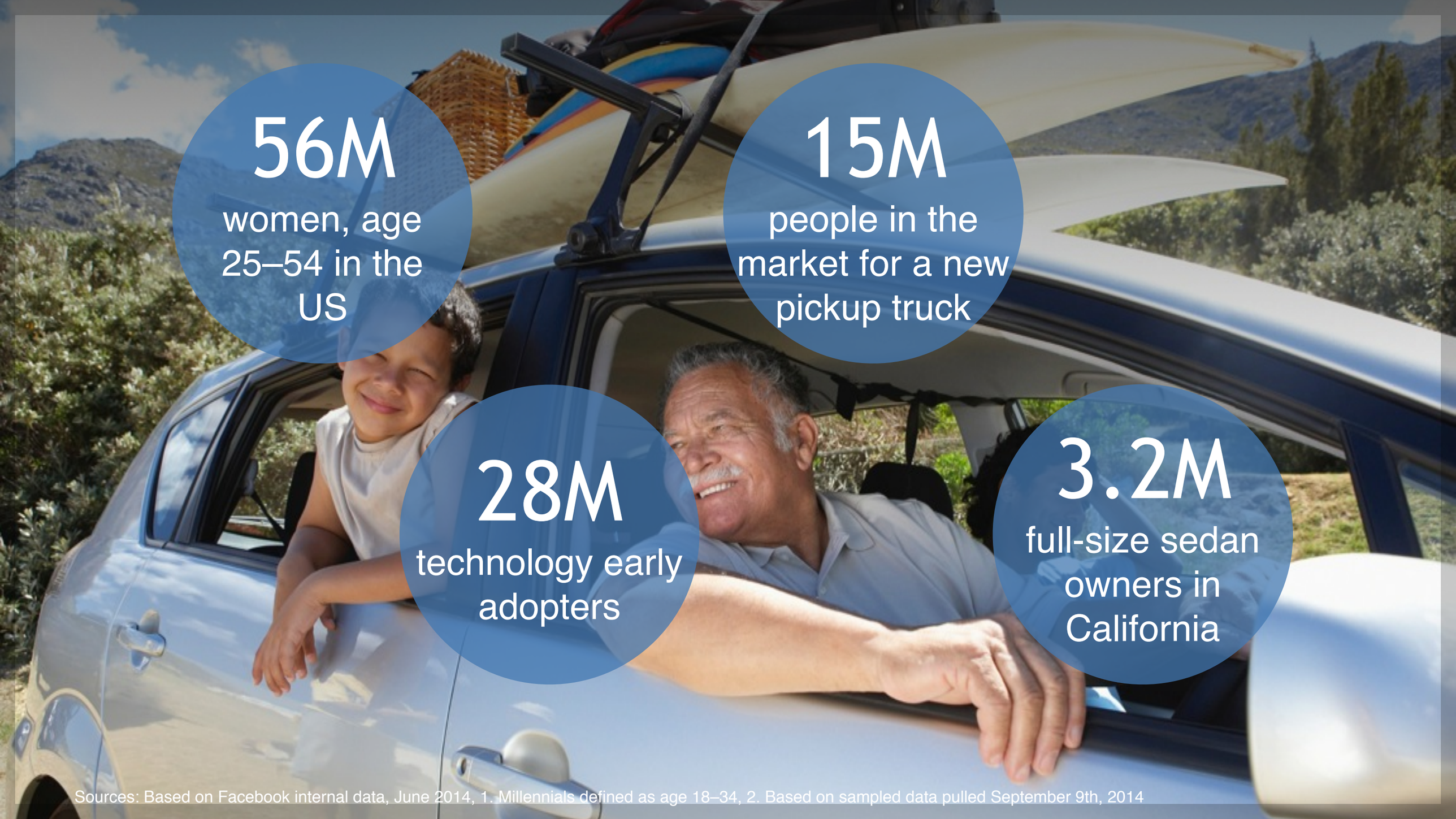
Ben & Jerry's
Sponsored

Justin cut his lunch break short to introduce Salted Caramel, one of our New Core flavors.



11,328 Likes 3,509 Comments

Like Comment Share

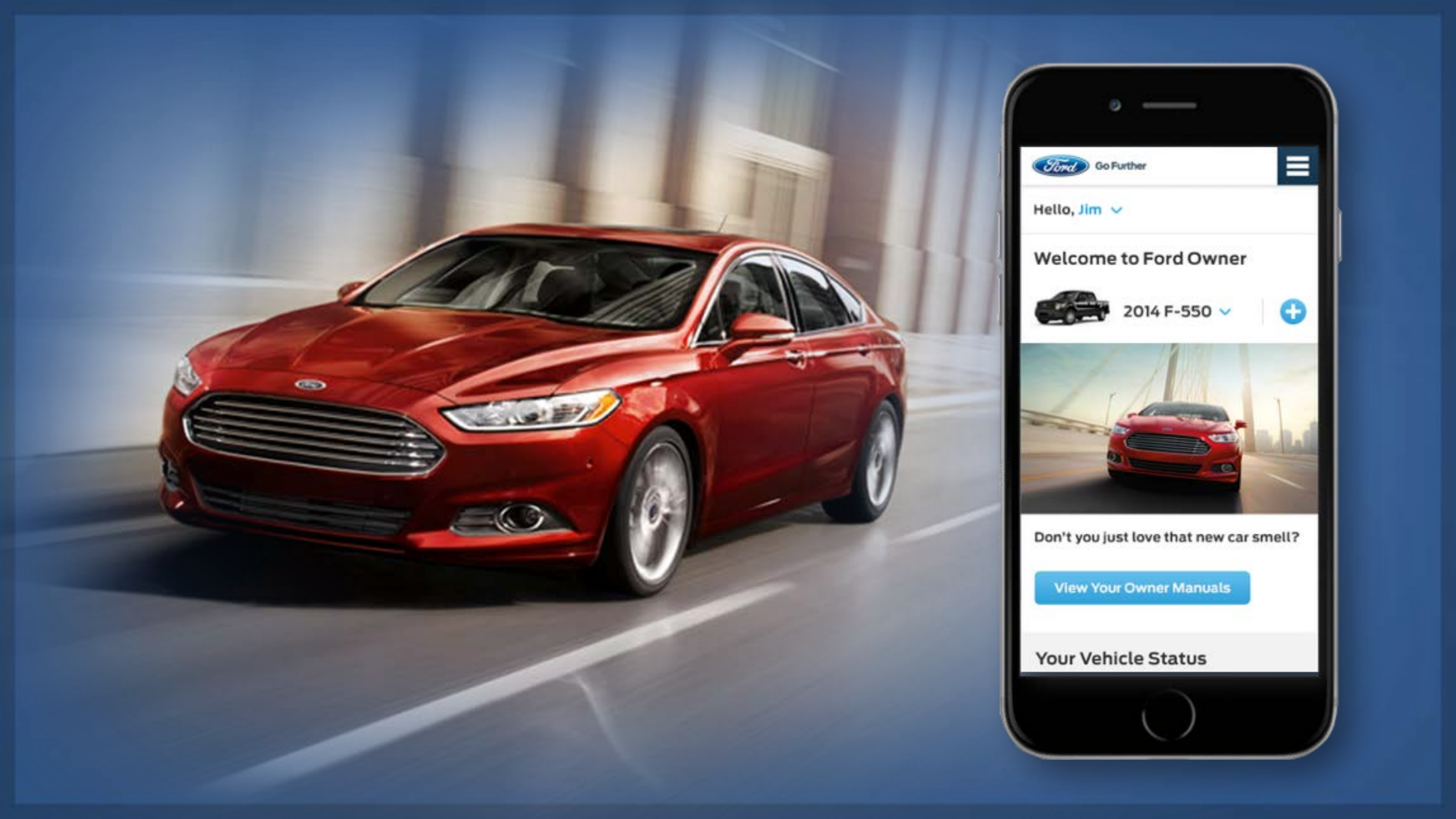


Sources: Based on Facebook internal data, June 2014, 1. Millennials defined as age 18–34, 2. Based on sampled data pulled September 9th, 2014

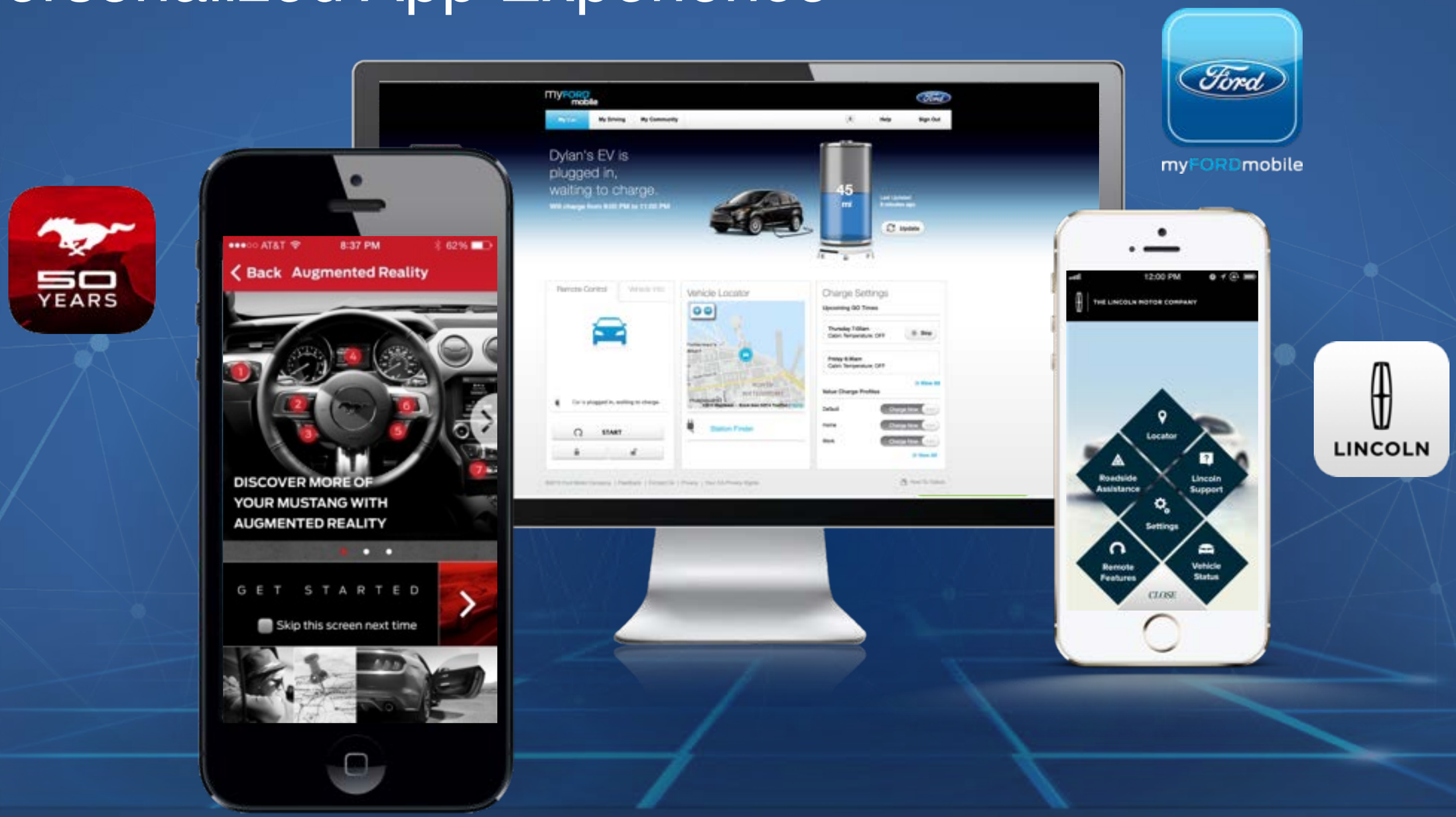

10:00 AM
100%
Facebook
Messenger
Instagram
Slingshot
Hyperlapse
Paper
Pages
Phone
Mail
Safari
Messages

PERSONALIZATION


Official Ford Owner Site | Schedule Vehicle Maintenance, Get Tips, Advice & Coupons
owner.ford.com/servlet/ContentServer?pagename=Owner/Page/HomePage
FORD OWNER
Log In
Shop for a Vehicle
Contact Us
SEARCH
VEHICLE BASICS
WARRANTY & SERVICE PLAN
PARTS & ACCESSORIES
SERVICE
ADVICE
FORD CREDIT
MY NEXT VEHICLE
GET COUPONS & REBATES
THE WORKS VEHICLE CHECKUP
$39.95
Suggested Retail Price*
Save on service at the dealership with money-saving offers
See all offers
VEHICLE HOW-TO VIDEOS
Learn more about Fuel Economy and your Ford
Watch videos
FIND THE RIGHT TIRES
Make sure your tires fit right with the new Tire Finder
Learn more
Use your Owner or SYNC Owner account information to log in.
User Name
Password
Password Help
Remember Me
LOG IN
Ford Service Credit Card
Special financing. See participating dealership for details.
Manage My Account.
Ford Goodwill Payment
Find out if your C-MAX, Fiesta, or Fusion qualify for a Goodwill Payment.
More Information.
My Ford Magazine
Tackle Utah's canyons in the Explorer, test out the 2015 Super Duty on a Kansas farm and cruise L.A.'s tech scene in a Fusion Hybrid.
Visit MyFordMag.com
Save Time
schedule service, pay your Ford Credit , access owner's manuals and SYNC® services
Save Money
get special offers on vehicle service and purchase
Protect your investment
track your service history and get maintenance updates & tips
ENROLL NOW


Go Further
Hello, Jim
Welcome to Ford Owner
2014 F-550
Don't you just love that new car smell?
View Your Owner Manuals
Your Vehicle Status

Personalized App Experience



Customer Lifecycle

"Customer First Approach"



Connectivity

Personalization

Business results

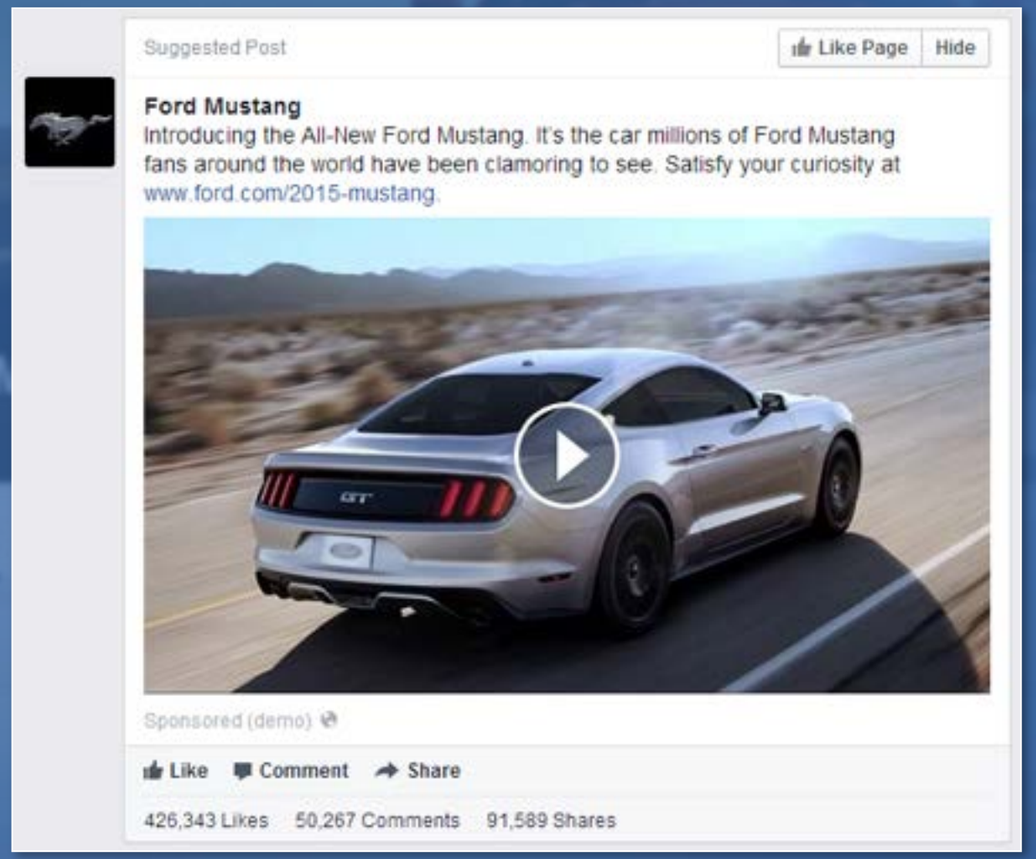
Global Mustang Reveal

GLOBAL

Reveal reached

70,000,000

Consumers





The Future of Our Mobile Space






Ford