



Social Media Solution  
Toyota – Kingdom of Bahrain  
2013

# About Masterbook

**Masterbook** W.L.L. is a subsidiary from **Knockbook** a specialized company in online marketing , and specialized in social media management with vision to lead the applications, digital media and social media market in Gulf and the Middle East.

**We** are capable of engaging your brand with your customers differently and making your products and services likable, well-known and accessible to your targeted segments nontraditionally.



**Masterbook**

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- Social media in Bahrain
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- Scope of work
- Initial Social Media Plan 2013
- Mobile Apps
- Measurable Key Performance Indicators (KPIs)



# Social Media in Bahrain



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# Social Media in Bahrain

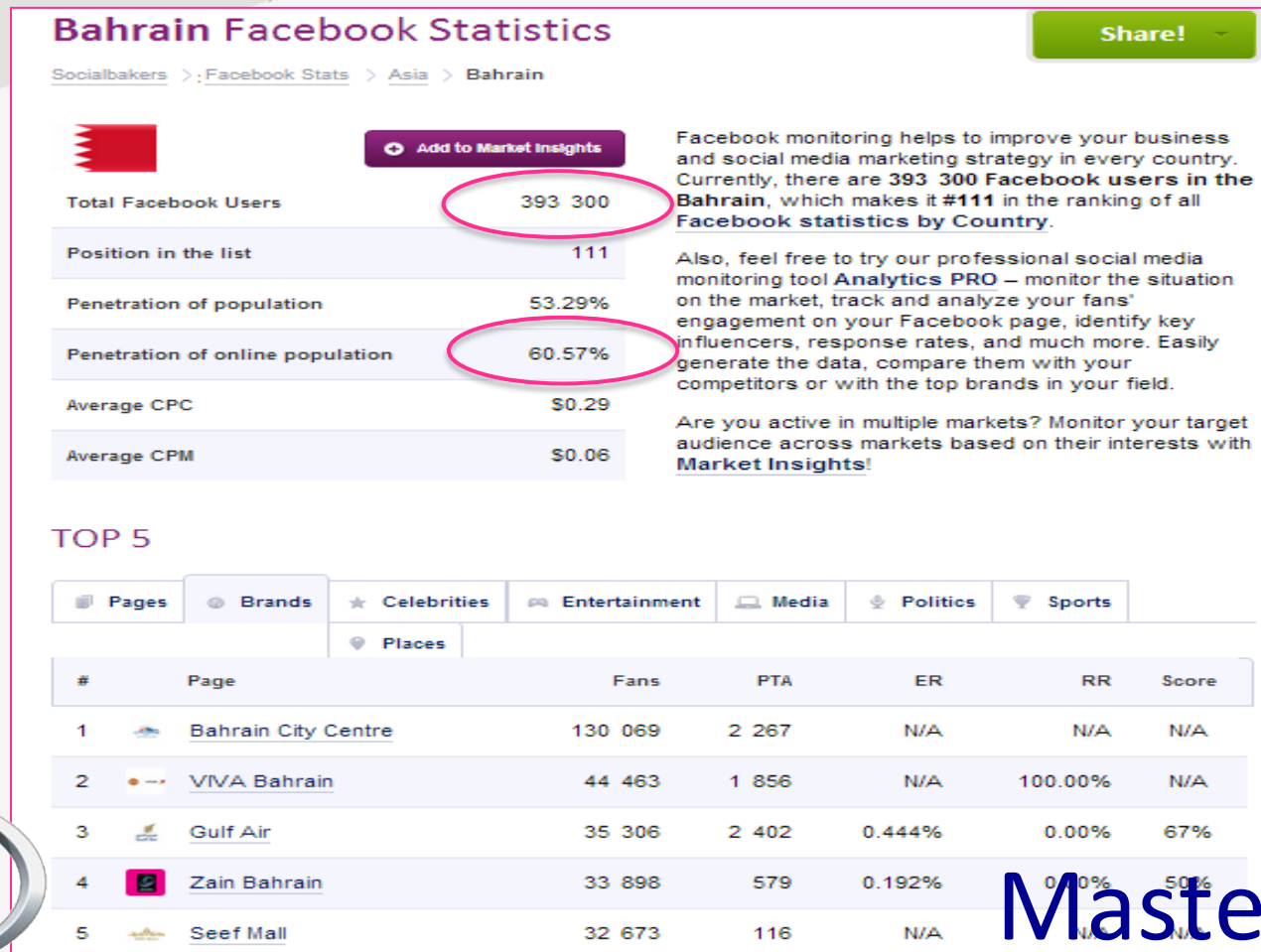
According to [www.alexa.com](http://www.alexa.com) , the top 7 websites in Bahrain are the following:

Top Sites in Bahrain 🇧🇭	
The top 500 sites in Bahrain. 🌐	
1	<b>Facebook</b> facebook.com A social utility that connects people, to keep up with friends, upload photos, share links and ... More ★★★★★ Search Analytics ► Audience ►
2	<b>Google.com.bh</b> google.com.bh Logos ©2008 Google www.google.com - Confidentialité - Conditions d'utilisation ★★★★★ Search Analytics ► Audience ►
3	<b>Google</b> google.com Enables users to search the world's information, including webpages, images, and videos. Offers... More ★★★★★ Search Analytics ► Audience ►
4	<b>YouTube</b> youtube.com YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... More ★★★★★ Search Analytics ► Audience ►
5	<b>Yahoo!</b> yahoo.com A major internet portal and service provider offering search results, customizable content, cha... More ★★★★★ Search Analytics ► Audience ►
6	<b>Windows Live</b> live.com Search engine from Microsoft. ★★★★★ Search Analytics ► Audience ►
7	<b>Twitter</b> twitter.com Social networking and microblogging service utilising instant messaging, SMS or a web interface. ★★★★★ Search Analytics ► Audience ►



# Social Media in Bahrain

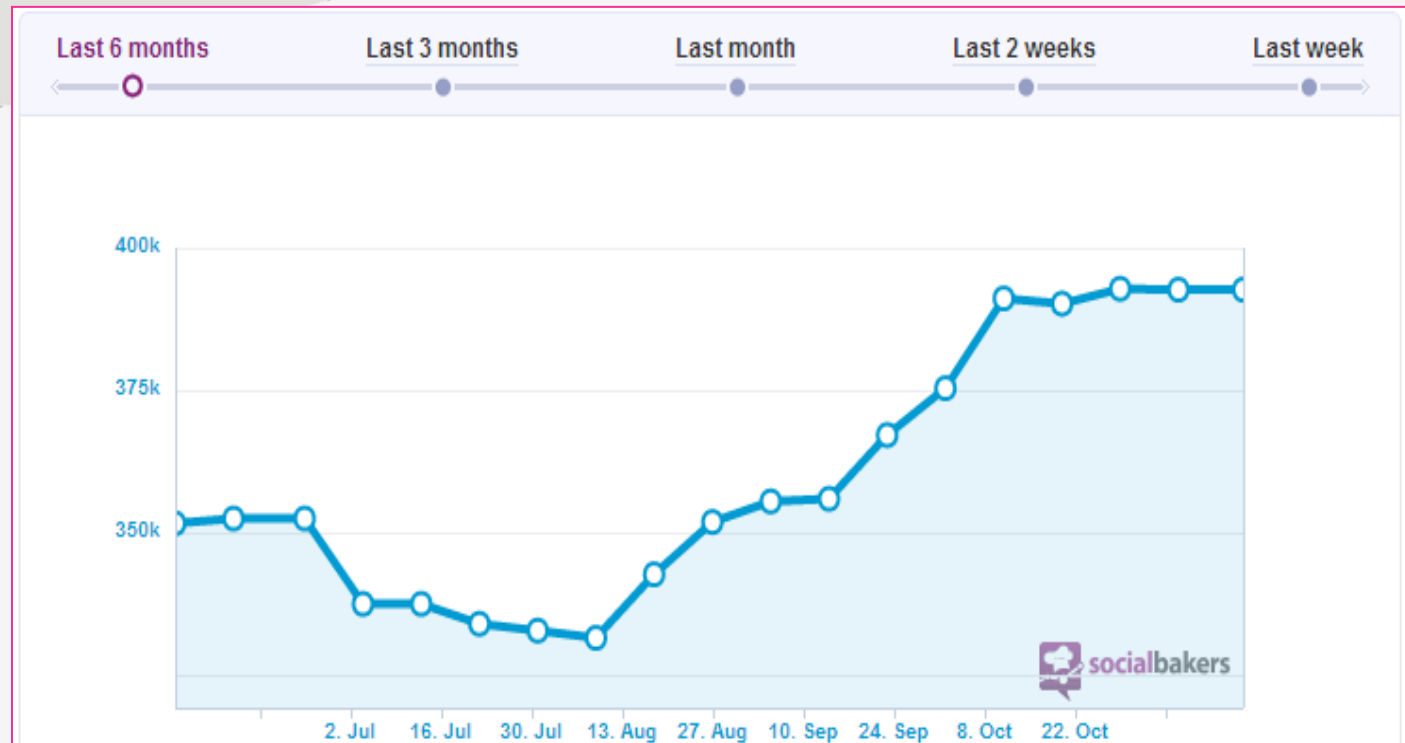
According to [www.socialbakers.com](http://www.socialbakers.com)



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# Social Media in Bahrain

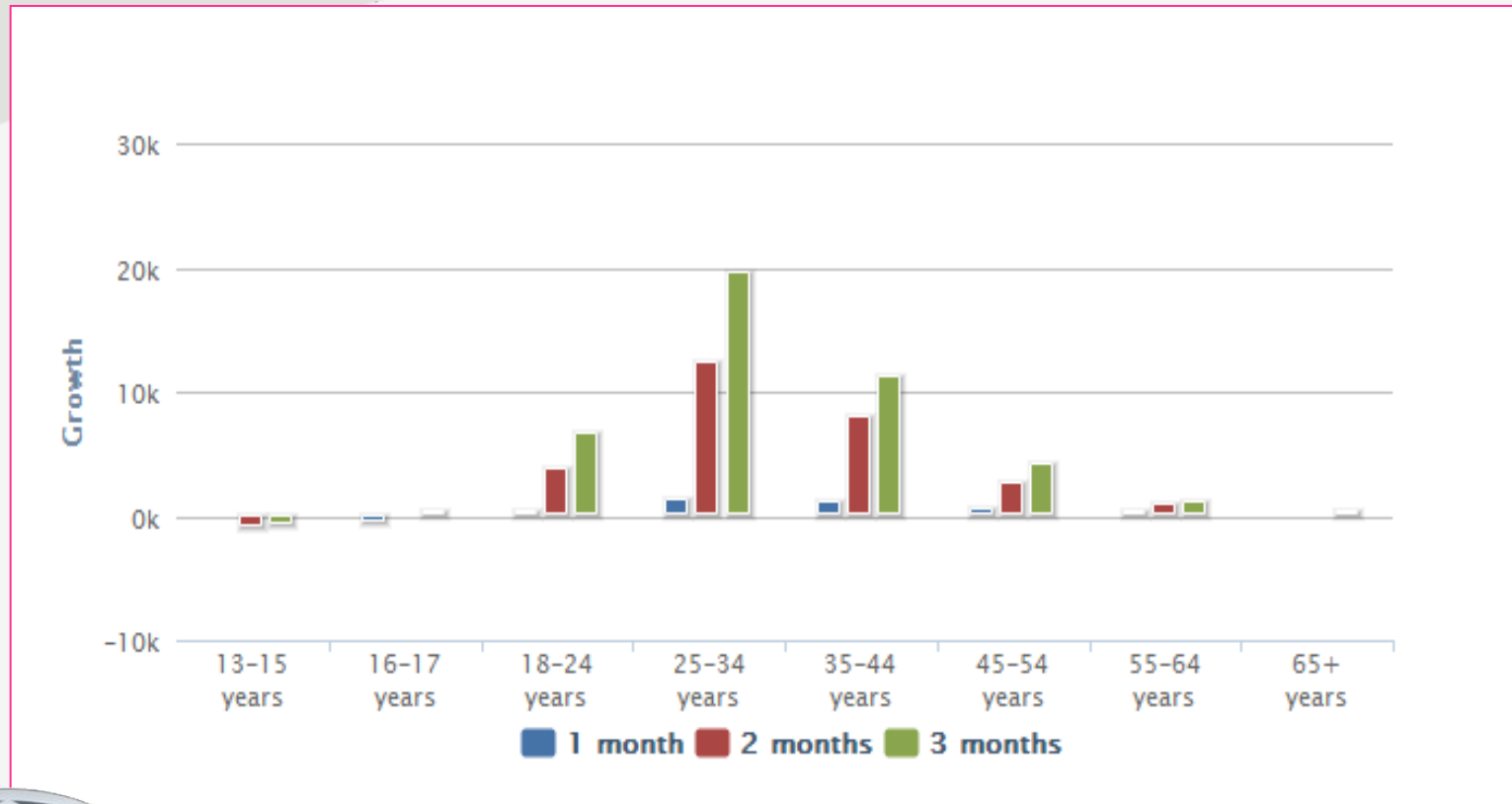
According to [www.socialbakers.com](http://www.socialbakers.com), the demographics are as follows



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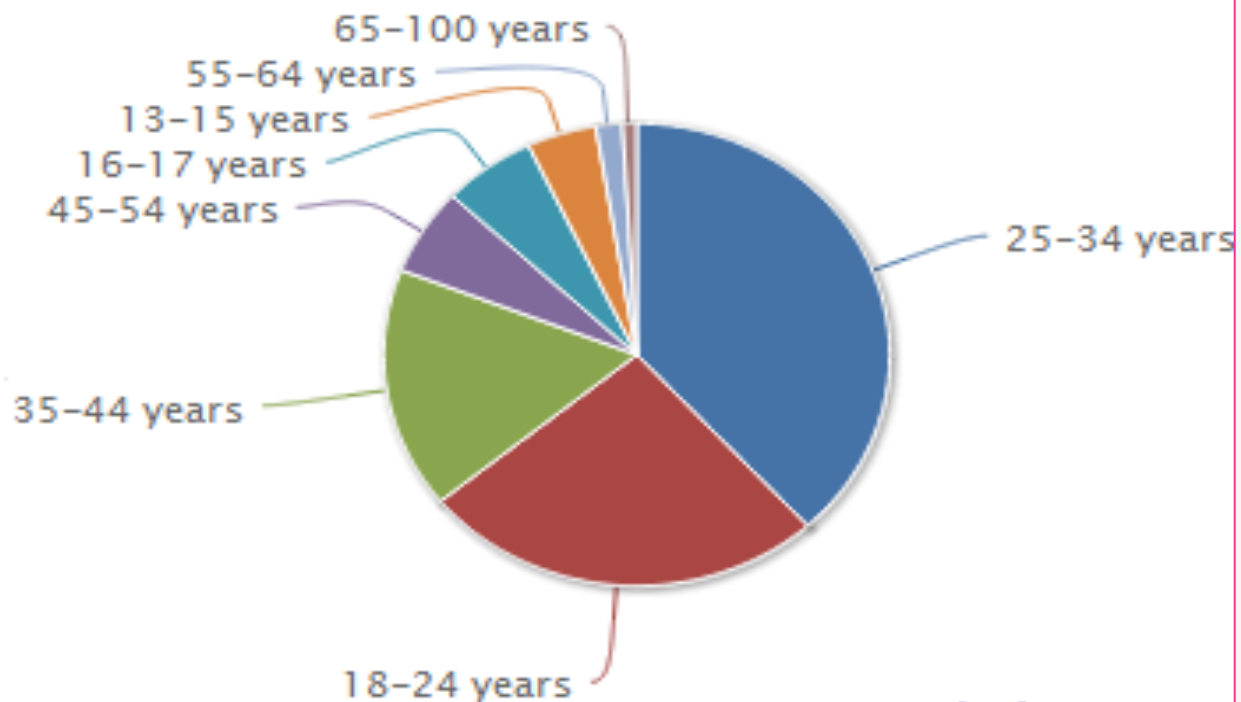
# Social Media in Bahrain

The age growth on facebook in Bahrain



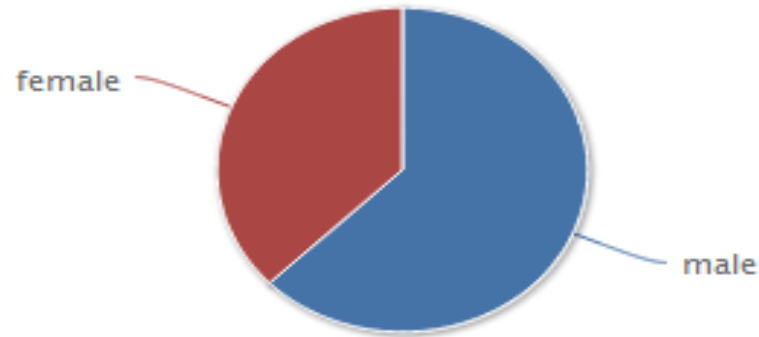
# Social Media in Bahrain

User age distribution on Facebook in Bahrain



# Social Media in Bahrain

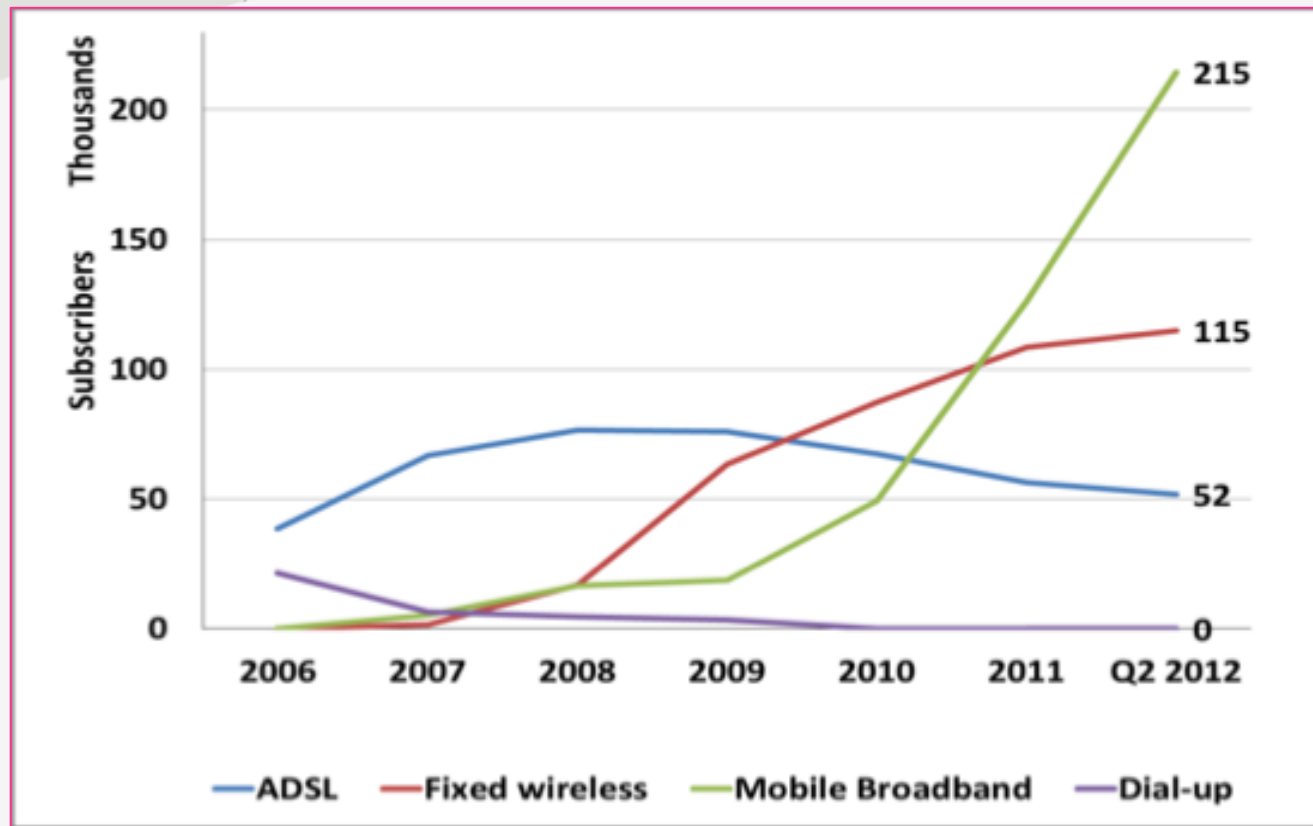
Male/Femaleser ratio on Facebook in Bahrain





# Social Media in Bahrain

Internet growth in Bahrain



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# Social Media in Bahrain

## Toyota and Lexus Facebook Fan Page



facebook Search for people, places and things Abdullah

**Toyota & Lexus Bahrain Club2012**  
146 likes · 3 talking about this

Community  
(Official Page Toyota and Lexus Club) الصفحة خاصة بالنادي تويوتا ولكزس

About Photos Likes



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# Social Media in Bahrain

Toyota Facebook Pages in the GCC: QATAR



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# Social Media in Bahrain

Toyota Facebook Pages in the GCC: KUWAIT



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# Social Media in Bahrain

Toyota Facebook Pages in the GCC: UAE



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# Social Media in Bahrain

Toyota Facebook Pages in the GCC: OMAN



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# Social Media in Bahrain

Bahrain auto dealers in the social media: KIA



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# Social Media in Bahrain

Bahrain auto dealers in the social media: KIA

## Recent Posts By Others



**Jek Magboo**

Is KIA Optima available here in Bahrain? I wanna know the Price please

Like · [Comment](#) · Wednesday at 1:26pm



**KIA MOTORS BAHRAIN** Good Day! yes it is available. Kindly visit our showroom for a test-drive. Price can be discussed with our Brand Manager. Happy driving!

Yesterday at 9:57am · Like



Write a comment...



Sales Lead

Customer Service



**Mahmoud Elbaz**

i just want to know when the new stuck from kia carens will come 1600 cc or already it present and the price is less or more 6000 bd . thank you .

Like · [Comment](#) · August 13 at 6:57am



**KIA MOTORS BAHRAIN** Dear Mahmoud, we appreciate your interest in KIA. We sell at 6800 OTR. However, I suggest that you leave your number so that a member of our sales team will be in touch with you to assist you with more information.

August 13 at 10:38am · Like



Write a comment...



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# Social Media in Bahrain

Bahrain auto dealers in the social media: MERCEDES



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# Social Media in Bahrain

Bahrain auto dealers in the social media: **MERCEDES**  
People showcasing their cars on facebook

 **Zein Alabdeen Shughry**  
انا هي سيارتي مرسيدس بنز 2010 180 كومبوسور.  
مو حلو؟



Like · Comment · Share · September 19 at 1:23pm

👍 8 people like this.


 **Mercedes-Benz - Bahrain** Dear Zein,  
Yes, your car is beautiful. Thanks for sharing images with us.  
September 23 at 2:26pm · Like · 👍 1

 **Zein Alabdeen Shughry** thanks bahrain you beautiful  
September 24 at 3:07pm · Like

 **Shar Khan**  
what is the price of the new c - class with various models? such as  
amg package, avantgarde, classic etc...

Like · Comment · September 20 at 1:25am

👍 Huzafa Ahmad likes this.

 **Mercedes-Benz - Bahrain** Dear Mr. Shar,  
Please provide us with your contact details, so we could provide you the  
details you requested by email or mobile.

Thank you.  
September 23 at 2:09pm · Like

 **Shar Khan** shakhan91@gmail.com thank you 😊  
September 23 at 6:39pm · Like · 👍 1

 **Bruce Doig** Wow - parents must be pretty happy with their boy!  
September 23 at 7:31pm · Like · 👍 1



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# Social Media in Bahrain

Bahrain auto dealers in the social media: MERCEDES



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# Our Services



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# Our Services: **facebook**

“The Real Value of Facebook isn’t your Likes or Fans” is an article published on November 20, 2012 by Krista Neher for ClickZ and argues that it is simply not enough to view the quantity of fans as a successful marketing campaign. However, she argues that the quality of the following factors is the necessity to gauge and reach success:

- Encourage interactions with content to build awareness
- Run contests or trivia where your fans reveal interesting things about their personality
- Ask customers to post photos on your Facebook
- Feature customers on your Facebook
- Provide incentives for sharing
- Build contests for sharing and social spread, not to maximize entries
- Create an extraordinary visual experience that customers want to share
- Build mass momentum with events



# Our Services: **facebook**

## Fan Page **Management**

- Create a fan page for your brand or manage existing one.
- Well trained dedicated team to interact with your fans.
- Responsible for posting all the news about the activities, offers, products, photos and ads of your brands.
- Replying to all fans posts and comments.
- Responsible for transferring all technical cases and detailed inquiries to your brand help desk and call center.
- Filtering all fans comments which your brand policies don't accept.
- Reporting the stats of the fans numbers and behavior on monthly basis.
- Promote your brand fan page by sending daily impressions, online campaigns and activities.
- Creating a custom promotion Tabs to display ads, latest offers and online campaigns.
- Providing weekly snap shot for all competitors' activities on social media.



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# Our Services:

## Fan Page Development

### ➤ Developing the fan page with the following features:

- Integrating website with fan page (same look and feel) .
- Customizing the tabs with logos.
- Creating an interactive content on tabs for fans interaction, in addition to wall interaction.
- Developing interactive flash based content on tabs.
- Creating and developing contact forms for inquiries and careers on the tabs.
- Sub tabs development.
- Flexibility to implement any idea to make the page distinguished and unique upon request.



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# Our Services: facebook®

Fan Page Development example



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# Our Services: facebook®

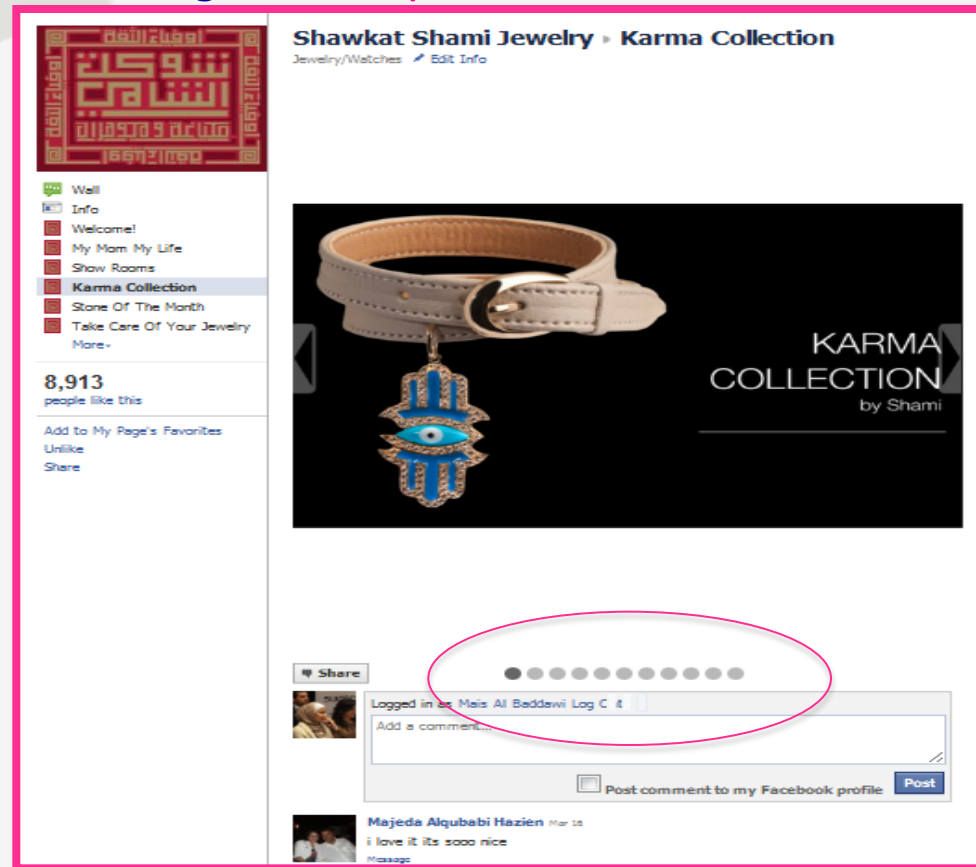
Fan Page Development example with Locations Tap



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# Our Services: facebook®

Fan Page Development Interactive Content



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# Our Services: facebook®

Fan Page Development Interactive Content



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# Our Services: facebook®

## Fan Page Development: Inquiry Forms



facebook

Keep me logged in | Forgotten your password? | Log in

On time | Welcome | Like

**COFFEE REPUBLIC**  
**CR**  
ROASTED IN MILAN

### Our History

Coffee Republic was founded in 1995 by brother & sister Bobby & Sahar Hashemi. First espresso bar was opened in the fashionable South Molton Street, London. Since then, more bars opened and Coffee Republic has grown to become one of the best known & acclaimed coffee chains in the UK. Their best seller book " Anyone Can Do It - Building Coffee Republic From Our Kitchen Table " became an inspiration role model for many .

### Contact Us

Name

Email

Message

**Send**



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# Our Services:

## Initiation and Management of **Contests**

- Master**book** team is professional in managing contests on Facebook as the team ran various contests and achieved great results in relative terms.
- Create and develop an interactive contest on the fan page, for different occasions during the year.
- The contests will generate more awareness for your brand, and will engage the fans with the brand.
- Making use of the contest impact to achieve good sales volumes as in the contest phase, the interaction part goes very high.
- This service requires extensive collaboration between Master**book** and service receiver.



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## Our Services:

A U.S. CEO from the financial vertical said:  
"We're approaching the stage when almost everyone will have to figure out how to use social to conduct business successfully."

Social Media Today, November 11, 2012 "Why 1700 CEOs are Wrong About Social Media"



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# Our Services:

## Twitter Account Management

- Twitter can be used to broadcast your brand's latest news and blog posts, interact with your customers, or to enable easy internal collaboration and group communication.
- Masterbook will:
  - Create a twitter account or developing an already existing account.
  - Tweeting activities, offers, products and ads.
  - The twitter account will be integrated with your brand fan page.
  - Tweet back and reply to your followers for any questions or inquiries.



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# Alex Fitzpatrick on @Mashable



## 5 Advanced Twitter Tips for Your Business (June 23, 2012)

According to Fitzpatrick: “The key to attracting followers on Twitter is to engage with users,” with careful attention to:

1. Don't schedule and split
  - a. Important to pay attention to responses
2. Sit in the stream
  - a. Get familiar with Hashtags and platforms related to your company
3. Don't rely on your handle
4. Don't be a social egomaniac
  - a. Be careful with spamming your followers
5. Stay on track



# Our Services: **You**Tube

You Tube Account **Management**

- **YouTube is a video sharing website on which users can upload, share, and view videos.**
- **Masterbook will:**
  - Create a YouTube channel for your brand.
  - Upload videos, ads, clips, of your choice and recommendations.
  - Channel will be integrated with your brand fan page.
  - Regular interactive sessions.



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# Our Services:



Instagram

Instagram Account Management

- **Instagram** for iPhone & android - Photo Feed **Instagram** for iPhone & android - Camera **Instagram**
- Master**book** will:
  - Create a instagram for your brand.
  - Upload , ads, clips,photos of your choice and recommendations.
  - Account will be integrated with your brand fan page.
  - Regular interactive sessions.



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# Our Services:



Instagram

## Social Media Examiner: 10 Creative Ways to Use Instagram for Business

October 3, 2012

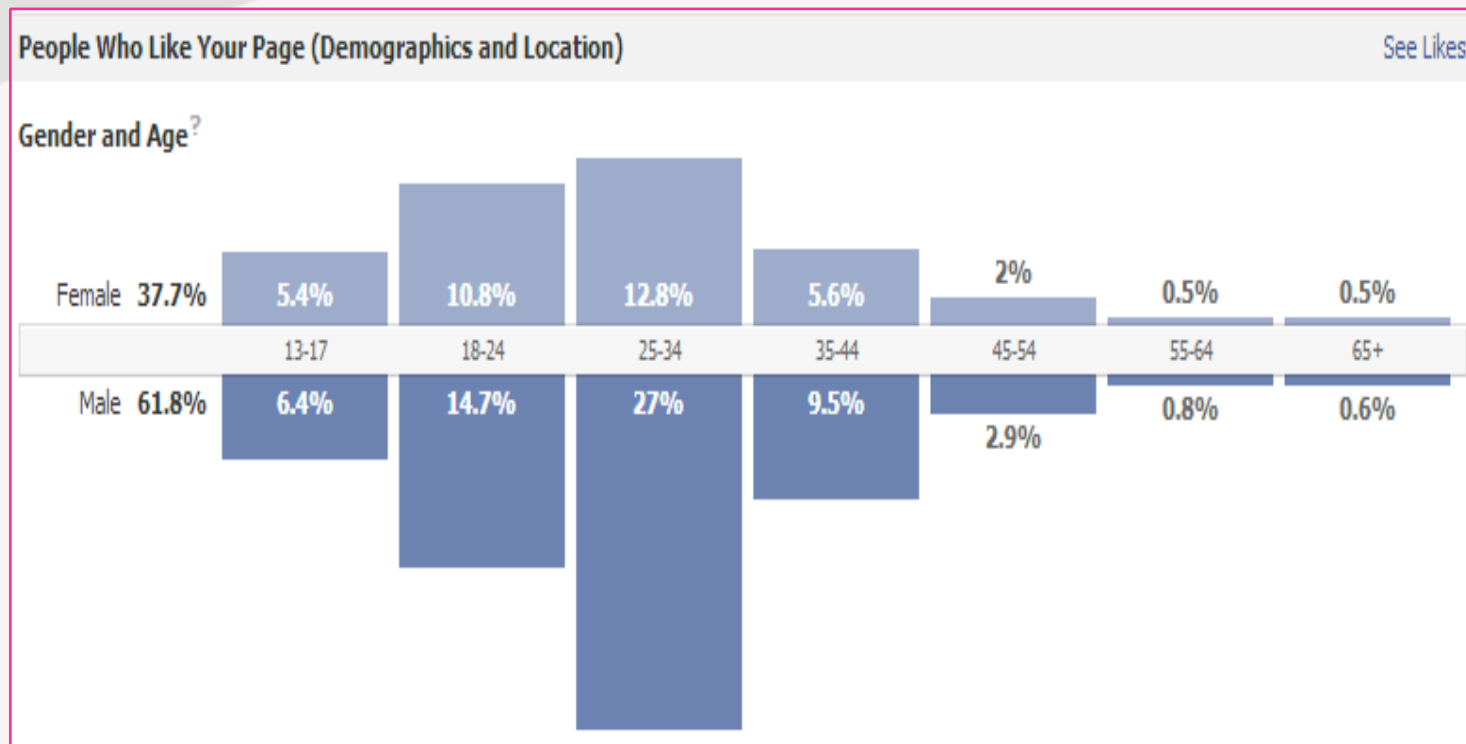
1. Show Your Products
2. Show How it's made
3. Go Behind the Scenes
4. Show What Your Product Can Do
5. Give a Sneak Peak
6. Show Your Office
7. Take Us With You
8. Introduce Your Employees
9. Share Celebrity Sightings
10. Share the Cuteness



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# Our Services: Reporting\*

Data on Fans: Gender and Age



*\*Reporting weekly or bi-monthly*

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# Our Services: Reporting\*

## Data on Fans: Location

Countries?	Cities?	Languages?
<b>5,793</b> Kuwait	<b>4,433</b> Kuwait, Al Kuwayt, Kuwait	<b>4,520</b> English (US)
<b>1,160</b> Egypt	<b>749</b> Cairo, Al Qahirah, Egypt	<b>3,138</b> Arabic
<b>354</b> Qatar	<b>423</b> Salmiya, Al Kuwayt, Kuwait	<b>936</b> English (UK)
<b>262</b> Saudi Arabia	<b>321</b> Doha, Ad Dawhah, Qatar	<b>84</b> French (France)
<b>196</b> Jordan	<b>256</b> Hawalli, Al Kuwayt, Kuwait	<b>24</b> Persian
<b>142</b> Philippines	<b>155</b> Amman, Irbid, Jordan	<b>22</b> Indonesian
<b>102</b> United States of America	<b>153</b> Al Farwaniyah, Al Kuwayt, Kuwait	<b>12</b> Turkish
<a href="#">More ▾</a>	<a href="#">More ▾</a>	<a href="#">More ▾</a>



*\*Reporting weekly or bi-monthly*

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# Our Services: Market Intelligence

- Our research/intelligence team continuously monitors developments and provide the necessary feedback on competitors activities to report on the following elements:
  - Customer Service
  - Prices
  - Coverage
  - Retaliation
  - Response
  - Probable campaigns
  - Any other issue



*\*Reporting weekly or bi-monthly*

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# Scope of Work



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# Scope of Work: Objectives

## Brand Engagement

Being Number one in Social Media in Bahrain  
among all cars pages

## Customer Insights

Increase online traffic

## Customer Care

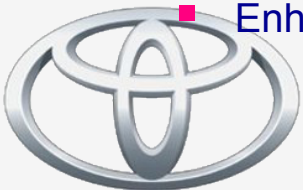
Driving Traffic to Toyota Showrooms



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# Scope of Work: Road Map

- Continue to generate higher levels of brand engagement for Toyota Bahrain, ultimately achieve positive top of mind status.
- Focus on differentiating the brand from every aspect possible.
- Position Toyota Bahrain as the number one choice brand for the youth segment.
- Further expand on Toyota Bahrain CSR activities and ensure consistent out of the box exposure for Toyota Bahrain activities. Position Toyota Bahrain as a social responsible organization with a clear vision.
- Further develop an emotional bond between the brand and its customers to increase the base of loyal and trusting customers.
- Lead in digital media and social networking
- Strategic positioning in Innovation
- Appeal and associate Toyota Bahrain brand with entrepreneurs and innovation initiatives
- Enhance perception through strategic initiatives: Tackle negative perception issues





# Scope of Work

- Masterbook will provide Toyota Bahrain with a comprehensive Social Media strategy to be implemented in the year 2013.
- Manage Toyota Bahrain Facebook Fan Page
- Page Design
- Different activities per year, competitions, applications...etc to help increase fan base & create hype around our fan page
- Daily Posts
- Users Inquiries management
- Reporting and analysis
- Account design



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# Scope of Work continued...

- Strategic campaigns which fits the twitter profile to help in building awareness, loyalty and increase perception
- Daily Tweets related to marketing and corporate communications.
- Tweets from within events and initiatives to maximize on Toyota Bahrain exposure
- Followers Inquiries management
- Hashtags design and content
- Account design
- Daily Tweets
- Followers Inquiries management
- Online Listening and monitoring



# Initial Social Media Plan 2013



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# Social Media: Quarter 1

## Objectives

- Building a solid presence on the social media platforms (Facebook, Twitter and linked in).
- Building a big fans base community at the whole social media platforms , specifically Facebook.
- Position the required brands being number one among its competitors within Q1.
- Customer care Channel.
- Feedback and real time reporting .



# Social Media: Quarter 1

## Implementation

- 1) Branding the pages/accounts reflecting the CI.
- 2) Customization .
- 3) Activating the impressions (banners) based on the targeted segment to each and every category, in the initiation phase.
- 4) Heavy campaign that will run for one month.
- 5) 24/7 a non-stopped dedicated team to cover the whole platforms .
- 6) Performing all projects and campaigns requested by the mother company.
- 7) Covering offline activities in the market .
- 8) Handling existing customers inquiries and concerns shortly in coordination with your management.



### Q1 Heavy campaign idea :

In this phase, we strongly recommend a very huge contest in terms of its prizes, simple in its idea, in order to drive tremendous entries and traffic .

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# Social Media: Quarter 1

## Implementation

### Required pages to exist on Facebook :

-Toyota Bahrain ----> Pimp my car tab (App), Bumper tab(App), Promotions tab and contact us tab (App), Used Cars ,Car rental.



### Required Accounts to exist on twitter :

Toyota Bahrain



### Required Accounts to exist on youtube :

Toyota Bahrain channel



### Required Accounts to exist on inastagram :

Toyota Bahrain account



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# Social Media: Quarter 2

## Objectives

- Brand engagement .
- Driving traffic to Showrooms.
- Generating sales leads to the brand new ones.
- Generating actual sales to the used cars ones.
- Increase the take up on the Accessories in all its forms.
- Creating more awareness on the whole services provided by your company.
- Customer care Channel.
- Feedback and real time reporting .



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# Social Media: Quarter 2

## Implementation

1) Masterbook has the necessary skills to establish a strong relationship with the fans, which (& according to our research) we strongly believe that no other social media company provides, and this stems from the following :

- Masterbook provides the best response time, which positively affects the fans, meaning that we professionally make the fan perceive careful attendance.
- 24/7 covering the pages and accounts with no holidays, we guarantee active pages throughout the year.
- Professional social media terminology that reflects the CI, with no rigidity or full formal attitude. This should reflect the target audience vis-à-vis the product.
- Masterbook will be introducing interactive content to let the fans choose Toyota page to share their experience , memories or interactive entertainment .



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# Social Media: Quarter 2

## Implementation

- 2) Masterbook will create campaigns on all platforms regarding the new cars, appealing specific targeted segments, consequently choosing the most appropriate platform that suits the targeted segment.
- 3) Masterbook will extensively and interactively promote used car on Facebook.
- 4) “Pimp My Car” tabs will exist for the new and used cars tab, while daily posts/tweets regarding Pimp my car products will take place on Facebook and twitter.
- 5) An interactive content will be used to trigger the potential customers within the registered fans to create curiosity and eventually generate sales



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# Social Media: Quarter 2

## Implementation

### Q2 Campaigns ideas:

Social Media campaigns in the second quarter should be identically in line with the other non-social media related marketing messages in order to raise the probability of penetration and target reach.



# Social Media: Quarter 3 & 4

- Expected momentum would have been created.
- Similar Q2 objectives and scope of work, but a renewed strategy should be set, thus new theme of activities and ideas should emerge, especially that the fans trends and behaviors are less unknown.
- This phase will focus on retentions and acquisitions plans, including marketing, sales and interactive activities.
- A top level meeting in the last month of Q2 must be held to draw the new social media strategy.



# Mobile Apps



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# Mobile Apps

Masterbook is capable of developing various types of mobile applications that will enrich the customer experience through increased interaction, entertainment and easy entrance to the supply market. This in turn allows the provider easier and instant access to the demand market, and with proper skills generates much higher sales.

Mobile applications differ and are uniquely created for iPhone, iPad, and Android users. We recommend the following applications and to initiate plans for users in Bahrain where traffic most exists. Ex.

- Pimp my ride app.
- Virtual Mall app (Used Cars).
- Brand New Car app.
- Car Rental app.



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# Key Performance Indicators (KPIs)

- KPIs should be assessed through both quantitative and qualitative mutually agreed upon factors, which can include.
  - Inquiry and concern response time.
  - Around the clock coverage.
  - No. of fans / followers (Quality)
  - Working hours
  - No. of tweets/posts replies (Unlimited)
  - Successful interactive campaigns (best Toyota photo etc.)
  - Customer and Toyota sales survey.





# Thank You

Prepared By  
Masterbook Social Media Marketing Team



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