



**TomTom**  **TELEMATICS**

**social media**





## Objectives

- Increase LinkedIn and Twitter following by at least 25%.
- Achieve 4,500,000 impressions for content posted on social networks.
- Drive website conversions.
- Improve social media engagement among UK sales team to take advantage of their collective reach.

## Results

- Social following increased 44% year-on-year.
- Average monthly conversions from social media activity increased 300% year-on-year.
- Owned social activity achieved 2,839,493 impressions, a 45% year-on-year increase.
- A two-week campaign around the international IAA transport exhibition resulted in 297,856 Twitter impressions, 5,120 Twitter engagements, 129 new Twitter followers, and three lead conversions (requested product demo).

*“Cameron Wells’ understanding of our market, paired with their expert copywriting skillset, is what really makes them excel amongst the competition. I’ve worked with many PR agencies over the years and the quality of their content ensures we get the required cut through. All this with the added bonus that they’re a lovely bunch of people to work with.”*



**Alain Castle**, Marketing Manager, TomTom Telematics



# What we did Content was king...

The social campaign success was rooted in the creation of original and engaging content.

- **White van man driver insights:** to give UK van drivers a 'voice' and deconstruct traditional stereotypes, we engaged the (unpaid) support of the Freight Transport Association who endorsed the research and helped promote the findings in newsletters and on social channels. The results – communicated across social media via an infographic and blogs – highlighted the van sector's commitment to raising professional standards and the important role of telematics in helping achieve this.
- **TomTom Traffic Index for Business:** TomTom creates a Traffic Index each year calculating congestion levels in cities across the world. We suggested this activity be tailored to provide relevance for business fleets. Using data from the Index, DVSA and ONS, we calculated the financial impact of traffic congestion on UK businesses with an infographic and blog highlighting the figures for 25 UK cities shared on social.

**Company vehicle or foot of the road?**

When many first hear of HMRC's new rules on the tax treatment of company cars, they often assume that the rules are only for those who use their cars for business. In fact, the rules apply to all company cars, whether they are used for business or not. This means that many employees who use their company cars for private use will also be affected by the new rules.

The new rules will mean that many employees who use their company cars for private use will have to pay tax on the value of the car. This is because the new rules will mean that the value of the car will be treated as if it were a benefit in kind. This means that the value of the car will be added to the employee's taxable income and they will have to pay tax on it.

There are a number of ways to avoid this. One way is to use a company car for business only. Another way is to use a company car for private use but to have it registered as a company car. This means that the value of the car will be treated as if it were a benefit in kind and the employee will not have to pay tax on it.

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Year	2015/16	2016/17
Low benefit	£3,100	£3,100
High benefit	£8,100	£8,100

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**Vehicle Benefit in Kind: a top tips guide for fleet operators**

**What is Benefit in Kind?**

When you use a company car for private use, you will have to pay tax on the value of the car. This is because the value of the car will be treated as if it were a benefit in kind. This means that the value of the car will be added to the employee's taxable income and they will have to pay tax on it.

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**THE BUSINESS COST OF CONGESTION**

Traffic congestion is costing UK business millions each year and it's only getting worse. The average level of congestion in the UK has risen from 25% in 2010 to 30% in 2016 according to the TomTom Traffic Index. This average commercial driver wastes more than three working weeks sat in traffic each year.

**COST OF CONGESTION TO BUSINESS: £915m**

**WORKING DAYS LOST IN TRAFFIC PER VEHICLE EACH YEAR: 16**

This infographic shows a map of the UK with 25 cities highlighted. Each city has a circular icon representing its congestion level. The cities and their congestion levels are: Belfast (25%), London (30%), Manchester (28%), Birmingham (27%), Glasgow (26%), Cardiff (25%), Liverpool (24%), Leeds (23%), Newcastle (22%), Nottingham (21%), Bristol (20%), Edinburgh (19%), Aberdeen (18%), Glasgow (17%), Belfast (16%), London (15%), Manchester (14%), Birmingham (13%), Glasgow (12%), Cardiff (11%), Liverpool (10%), Leeds (9%), Newcastle (8%), Nottingham (7%), Bristol (6%), Edinburgh (5%), Aberdeen (4%), Glasgow (3%), Belfast (2%), London (1%), Manchester (0%), Birmingham (0%), Glasgow (0%), Cardiff (0%), Liverpool (0%), Leeds (0%), Newcastle (0%), Nottingham (0%), Bristol (0%), Edinburgh (0%), Aberdeen (0%), Glasgow (0%), Belfast (0%).

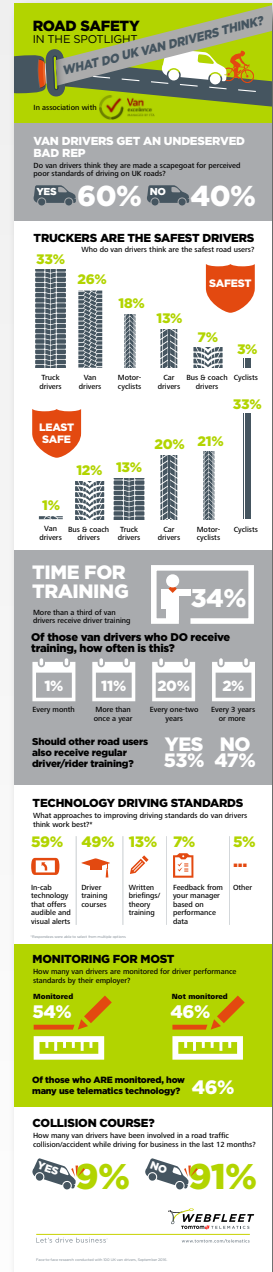
**PEAK CONGESTION PERIODS**

Morning peak: 04:00-06:00 (100%), 06:00-08:00 (100%), 08:00-10:00 (100%), 10:00-12:00 (100%), 12:00-14:00 (100%), 14:00-16:00 (100%), 16:00-18:00 (100%), 18:00-20:00 (100%), 20:00-22:00 (100%), 22:00-24:00 (100%).

Evening peak: 04:00-06:00 (100%), 06:00-08:00 (100%), 08:00-10:00 (100%), 10:00-12:00 (100%), 12:00-14:00 (100%), 14:00-16:00 (100%), 16:00-18:00 (100%), 18:00-20:00 (100%), 20:00-22:00 (100%), 22:00-24:00 (100%).



- Motoring driver safety standards:** an infographic and blog on motorists' attitudes to other drivers, their vehicles and the reputational effect of poor driving on businesses.
- Construction logistics:** an infographic and blog investigating logistics challenges on construction sites, conducted in association with the Chartered Institute of Building for additional credibility.
- Video case studies were produced, detailing innovative technology uses for high-profile clients.
- Blog posts were compiled covering hard-hitting industry issues. These included:
  - Engaging video content with industry leaders on topics such as 'the role of women in the fleet industry' and 'van regulation'.
  - 'Fact or fiction' quizzes around topics such as transport legislation and fuel saving techniques – keeping people on site longer and aiding data capture.
  - Disruptive commentaries on matters such as the future of the fleet manager.
  - Best practice posts linked to advice guides, drafted on topical issues such as Benefit in Kind taxation.





## Social strategy

- To enhance social activity effectiveness, the wider TomTom Telematics team was provided with engagement packs containing posting guidelines, content and suggested messaging to share.
- This was combined with paid 'seeding', using Outbrain to help blog content reach a wider mainstream audience, while using Twitter and LinkedIn Ads to reach highly-targeted audiences based on interest, seniority, job and industry.





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