



## Toyota delights and informs global auto fans with Google+

### TOYOTA

#### At a Glance

##### About Toyota

- Founded in 1937 as Toyota Motor Corporation
- One of the world's leading automotive companies
- Headquartered in Toyota, Aichi, Japan

##### Results for Toyota's Google+ Pages\*

- More than one million followers
- Impressive metrics in 700+ posts:
  - 20,239 +1s (nearly 30 per post)
  - 4,910 total shares (7 per post)
  - 5,399 comments (nearly 8 per post)
- Most popular post:
  - 273 comments, 713 +1s, 309 reshares

*"We launched our Google +Page on the same day these pages became available ... [to] reach not only people who add us to their circles, but also the millions of people searching on Google every day."*  
 —Toyota Global team

#### Off to a fast start

Toyota has come a long way since introducing its first commercial passenger car in 1935. Today, as one of the world's largest automakers, its global reach extends to the information highway. Toyota turned to Google+ as soon as it launched to help keep its legions of fans informed and excited about new vehicles and engineering innovations. By building a large follower base and launching new car models through video conversations with world-class automotive engineers, Toyota is finding new ways to build its brand using Google+.

#### Create: Google+ Page

Headquartered in Tokyo, the Toyota Global team saw the potential of Google+ and knew that Toyota had to be on the platform right away. "We launched our Google +Page on the same day these pages became available," the Toyota team says. "Knowing that visuals are important for engagement on social-media platforms, we immediately used the panorama photo feature to show our latest car models. We rotated photos every few days, and continue to do so. We also recognized that by distributing content through Google+, we would reach not only people who add us to their circles, but also the millions of people searching on Google every day."

Toyota Global's Google+ page now has over one million followers, more than on any other Toyota social-media channel. The page is well known for continually changing graphics to display new car models.

#### Share: Hangouts and rich photography

The Toyota Google+ page introduces influential fans to the lead engineers



\*Source: Toyota Global Google+ Page

*Kouji Makino, project leader of the FT-Bh concept car, hangs out with Toyota fans in Europe and the U.S.*

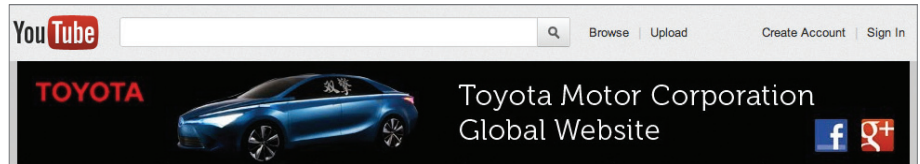
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## About Google+

Google+ brings the benefits of personal recommendations to Google Search and ads, delivering recommendations when people need them most and making it easy to start conversations with those that care about your brand. Linking your site to your page unifies your +1s across search, ads, your Google+ page, and your homepage. Google+ pages let you share your content with new audiences and connect with them in more engaging ways.

To learn more about Google+ Pages, visit [www.google.com/+business](http://www.google.com/+business)

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*Toyota utilizes social badges, including Google+, to gain followers from its YouTube channel.*

for some of the company's newest and most innovative models. In March 2012, for example, Toyota held a global Google+ Hangout on Air from Tokyo with Kouji Makino, project leader and engineer for the FT-Bh concept car. This ultra-light vehicle can go 112 miles per gallon of gas. Followers from the U.S. and Europe asked Makino about the car's features and the technology behind them. Many more watched the Hangout from home. This was the first Hangout by a major brand in the region.

Toyota regularly engages its followers with rich photos of sports cars and other autos from around the world. And with a global presence at such major exhibitions as the 2012 Auto China Show, Toyota brings the show experience to its fans by posting photos and frequent updates. Overall, Toyota has posted more than 700 times with Google+, averaging 1.5 photos per post.

### Promote: Using Google+ badges on websites and YouTube

Toyota gains about 4,000 followers per day by actively engaging the Google+ community and adding Google+ badges on its websites and YouTube channels. "To increase our follower base on social media, we need to invite people to follow us from wherever they might engage with Toyota," the Toyota team says. "The Toyota social-media team is excited by the potential of the Google+ platform. We plan to keep delighting our followers every day."

### Get your motor running: Toyota's Google+ best practices

- Post fresh, frequently rotated product imagery to keep users engaged
- Host Google+ Hangouts on Air to foster interaction among followers and star associates or celebrity spokespeople
- Use Google+ to report in real-time on events that matter to followers
- Increase followership with Google+ badges and YouTube channels

