



# BMW PERFORMANCE MOTORS SINGAPORE

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Facebook **Market Audit** 1 August - 31 August 2021

# EXECUTIVE SUMMARY

## POSITIVES

Comments

↗ 450%

Shares

↗ 260%

## NEGATIVES

Audience Growth

↓ 111%

Engagement Rate

↓ 76%

Engagement

↓ 11%

# THE SCOREBOARD

Mercedes-Benz Singapore



Audi Singapore



Performance Motors (BMW SG)



## STATE OF THE LANDSCAPE

- The total market size is at 369,284 followers. The landscape has grown by 0% in the last month.
- Performance Motors (BMW SG) has 22% of the total audience in the competitive landscape. The brand grew 1% slower in August than the average growth in the landscape.
- Performance Motors (BMW SG) stood for 28% of all the new posts in August and the sentiment was 28% more negative than the average sentiment in the landscape.
- Performance Motors (BMW SG) share of engagement stood for 10% of all engagement in the landscape.

# ACTIVITY



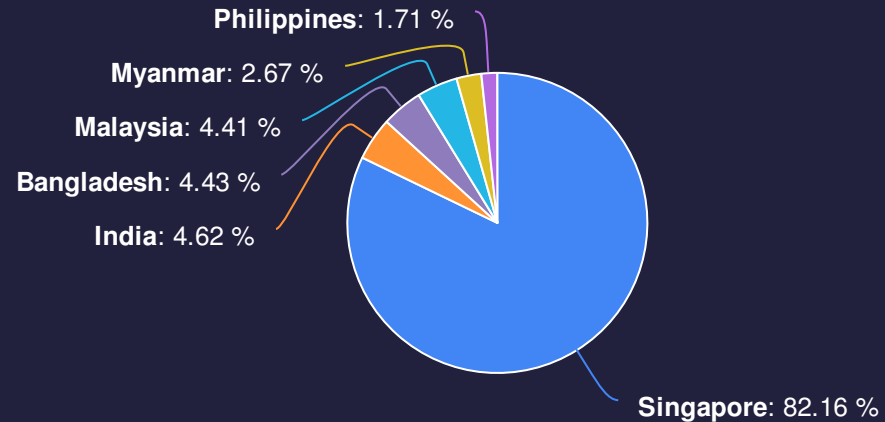
12 VIDEO	0.02% ER
6 LINK	0.03% ER
2 PHOTO	0.42% ER

- Performance Motors (BMW SG) posted 21 times, which is a 5% decrease compared to July.
- The most used post format were videos with 57% of all posts. Photo was the post format with the highest average engagement rate at 0.42%.
- The average post engagement rate was at 0.06%, which is 76% lower than in July.

# AWARENESS

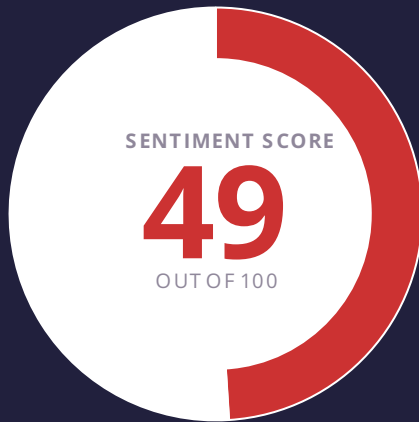
AUDIENCE GROWTH **-10**

TOTAL ENGAGEMENT **53,581**



- Performance Motors (BMW SG) audience is at 82,524 with Singapore being the top country with 82% of audience.
- The brand dropped by 0.01% in August. The predicted growth for September is 0.5%.
- There were 53,581 engagements in total which is a 22% decrease compared to last month.

# WHAT PEOPLE ARE SAYING



centre cost food stall  
**singapore**

servicing market shared years found

# SENTIMENT SCOREBOARD

Mercedes-Benz Singapore



Audi Singapore



BMW Performance Motors Singapore





# CONTENT KEYWORDS

## Performance Motors (BMW SG)

Keywords That Work

stalls



spirit



love



journey



Mediacorp

Mike Kasem

companion

BMW 4 Series Convertible

## Performance Motors (BMW SG)

Keywords That Don't Work

vehicles



Singapore



range



beauty



## Competitors

Keywords That Work

KEYWORD SCORE



KEYWORD SCORE



KEYWORD SCORE



KEYWORD SCORE



# POST WITH THE HIGHEST NUMBER OF LIKES

## Performance Motors (BMW SG)



**Photo** on 📅 06/08/21 at 19:57 HRS

For Singapore's 56th birthday, we invite you to celebrate our shared love for local hawker...

**309** Likes

**93** Comments

**133** Shares

**535** Engagement

**984** Clicks

**0.65%** Engagement Rate

**BMW Performance Motors Singapore**



76% higher than the average likes in the landscape.

# POST WITH THE GREATEST NUMBER OF COMMENTS

## Performance Motors (BMW SG)



**Photo** on 📅 06/08/21 at 19:57 HRS

For Singapore's 56th birthday, we invite you to celebrate our shared love for local hawkker...

**309** Likes

**93** Comments

**133** Shares

**535** Engagement

**984** Clicks

**0.65%** Engagement Rate

**BMW Performance Motors Singapore**



3,119% more comments than the average post in the landscape.

# POST WITH THE GREATEST NUMBER OF SHARES

## Performance Motors (BMW SG)



**Photo** on 📅 06/08/21 at 19:57 HRS

For Singapore's 56th birthday, we invite you to celebrate our shared love for local hawker...

**309** Likes

**93** Comments

**133** Shares

**535** Engagement

**984** Clicks

**0.65%** Engagement Rate


**BMW Performance Motors Singapore**



1,496% more shares than the average post in the landscape.

# POST WITH THE HIGHEST NUMBER OF LIKES

## COMPETITORS



**Photo** on 📅 27/08/21 at 10:00 HRS

The EQA is our newest compact athlete to join the Mercedes-EQ fleet of all-electric vehicl...

**2,863** Likes  
**77** Comments  
**43** Shares  
**2,983** Engagement  
**2.36%** Engagement Rate


**Mercedes-Benz Singapore**



7,530% higher than the average Performance Motors (BMW SG) likes.

# POST WITH THE GREATEST NUMBER OF COMMENTS

## COMPETITORS



**EQA**  
Coming soon.

**Photo** on 📅 27/08/21 at 10:00 HRS

The EQA is our newest compact athlete to join the Mercedes-EQ fleet of all-electric vehicl...

**2,863** Likes  
**77** Comments  
**43** Shares  
**2,983** Engagement  
**2.36%** Engagement Rate

**Mercedes-Benz Singapore**



1,370% more comments than the average Performance Motors (BMW SG) post.

# POST WITH THE GREATEST NUMBER OF SHARES

## COMPETITORS



Album on 📅 12/08/21 at 05:47 HRS

A change of geometry. Design can change the way we look at the world. The Audi skysphere c...

1,099 Likes

20 Comments

160 Shares

1,279 Engagement

20,175 Clicks

0.8% Engagement Rate

Audi Singapore



1,974% more shares than the average Performance Motors (BMW SG) post.