EXECUTIVE SUMMARY

POSITIVES

- Comments: \(450\%\)
- Shares: \(260\%\)

NEGATIVES

- Audience Growth: \(-111\%\)
- Engagement Rate: \(-76\%\)
- Engagement: \(-11\%\)
THE SCOREBOARD

Mercedes-Benz Singapore
BRAND SCORE 55 OUT OF 100

Audi Singapore
BRAND SCORE 52 OUT OF 100

Performance Motors (BMW SG)
BRAND SCORE 30 OUT OF 100
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.
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.
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

SENTIMENT SCORE
49
OUT OF 100

singapore
food
market
shared
years
found
servicing
centre
cost
stall
SENTIMENT SCOREBOARD

Mercedes-Benz Singapore

SENTIMENT SCORE
75
OUT OF 100

Audi Singapore

SENTIMENT SCORE
62
OUT OF 100

BMW Performance Motors Singapore

SENTIMENT SCORE
49
OUT OF 100
BMW Performance Motors Singapore Facebook Market Audit 1 August - 31 August 2021

CONTENT KEYWORDS

Performance Motors (BMW SG)
Keywords That Work
- stalls: KEYWORD SCORE 99 OUT OF 100
- spirit: KEYWORD SCORE 98 OUT OF 100
- love: KEYWORD SCORE 98 OUT OF 100
- journey: KEYWORD SCORE 98 OUT OF 100

Performance Motors (BMW SG)
Keywords That Don’t Work
- Mediacorp: KEYWORD SCORE 8 OUT OF 100
- Mike Kasem: KEYWORD SCORE 8 OUT OF 100
- companion: KEYWORD SCORE 9 OUT OF 100
- BMW 4 Series Convertible: KEYWORD SCORE 21 OUT OF 100

Competitors
Keywords That Work
- vehicles: KEYWORD SCORE 97 OUT OF 100
- Singapore: KEYWORD SCORE 97 OUT OF 100
- range: KEYWORD SCORE 91 OUT OF 100
- beauty: KEYWORD SCORE 76 OUT OF 100
POST WITH THE HIGHEST NUMBER OF LIKES
Performance Motors (BMW SG)

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

76% higher than the average likes in the landscape.
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

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

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

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

Mercedes-Benz Singapore
POST WITH THE GREATEST NUMBER OF COMMENTS

COMPETITORS

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

Photo on 27/08/21 at 10:00 HRS

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

1,370% more comments than the average Performance Motors (BMW SG) post.
POST WITH THE GREATEST NUMBER OF SHARES

COMPETITORS

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

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