

AUTOMOTIVE

## Bentley brings news and behind-the-scenes content to Instagram

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*Bentley's communications office has a new Instagram. Image credit: Bentley Newsroom*

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is growing its social media presence with the debut of a new Instagram page.

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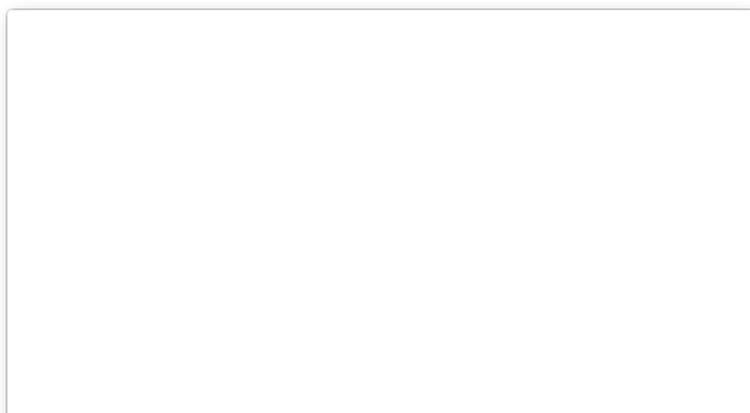
@BentleyNewsroom is intended to compliment the automaker's primary Instagram page, @BentleyMotors. The new page will focus on news from Bentley, including event coverage and behind-the-scenes content from the team at Crewe.

@BentleyNewsroom

While @BentleyMotors has more than 8.7 million followers and 1,800 posts, @BentleyNewsroom is starting out with less than 300 followers since the account began posting a week ago.

Thus far, the @BentleyNewsroom account has shared updates about the bespoke Continental GT and Bentayga Speed. One post was a vintage photograph of an original Bentley Boy and another showed the assembly of a modern Bentley Blower.

The content is similar to that shared on Bentley Communications' Twitter account, @BentleyComms. A general @BentleyMotors account is found on both Twitter and Instagram with more of a marketing strategy to its content.



[View this post on Instagram](#)

Today would be Dudley Benjafield's 133rd birthday. One of the original #BentleyBoys, photographed here (left) with Eddie Hall (right), finishing second placed in their #BentleyBlower in the 1930 Brooklands 500 mile race - the last significant race result for any vintage Bentley. #bentley #bentleymotors #bentleynews #bentleynewsroom #bentleyblower #birkinblower #classiccars #classicbentley #carsofinstagram #brooklands #brooklandsmotorcircuit #vintagecars

A post shared by Bentley Newsroom (@bentleynewsroom) o...

### *Instagram post from Bentley Newsroom*

Other luxury brands also manage multiple Instagram accounts, including Aston Martin, Rolls-Royce, Land Rover and Mercedes-Benz.

The pages will target different regions for instance, @LandRoverUSA and @LandRoverItalia or different audiences, as is the case for @SheMercedes. Rolls-Royce also has a news-centered account, @RollsRoyceMedia.

Instagram is not the only social media network that is valuable for automotive marketers.

According to data, social network Pinterest holds an audience of early adopter automotive buyers, making it a strong fit for new model debuts.

Pinterest users are more apt than non-users to buy a car within the first 90 days of its release, and they show significant follow-through on purchases. The platform's position as a source of inspiration for those looking to buy has turned into a prime opportunity for automotive marketers ([see story](#)).

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