

INTERNET

Ferrari drives Web surfers to new microsite via social media blasts

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By TRICIA CARR

Italian automaker Ferrari tapping its social media feeds to promote F12berlinetta.com, a microsite created by the brand to display the engineering, style, dynamics and specifications of its new model.



Consumers of the luxury car brand can view the interior and exterior of the F12berlinetta on a separate Web site, F12berlinetta.com. Ferrari is heavily promoting the new site on its Facebook, Twitter, Google+ and YouTube accounts, but its Facebook promotion outdoes other digital promotions due to the opening F12berlinetta page and continual sharing of linked photos.

"Ferrari seems to be focused on two major goals: to grow consumer awareness by educating the audience about the new F12berlinetta and its features and to reinforce the strong Ferrari heritage," said Nick Drabicky, Fort Worth, TX-based client services manager at [iProspect](#).

"From a tactical standpoint, the separate site allows for a clean way to measure traffic and consumer behavior, which can help the marketing team learn more about the audience and create new strategies based upon how the consumer reacts to the different aspects of the sitelet versus the [branded] Web site," he said.

Mr. Drabicky is not affiliated with Ferrari, but agreed to comment as an industry expert.

Ferrari could not comment before press deadline.

Ferrari fever

The F12berlinetta microsite is found at <http://www.f12berlinetta.com>. It is a site separate from the brand's main site that allows users to explore the construction and features of the interior and exterior of the new model.

The site opens with a video set to music that shows close-up looks at parts of the F12berlinetta set to rock music.

Embedded Video: <http://www.youtube.com/embed/v5ML9ET7GJ0>

Opening video on F12berlinetta.com

At any time, a viewer can click to skip the remainder of the video and proceed to the site.

On the home screen, users can rotate an image of the exterior of the car with their mouse or use the menu bar on the bottom of the screen to do so in the interior view.



Interior view of the F12berlinetta

The details listed on the screen and the bottom menu can be used to navigate to the seven description pages on the site: performance, powertrain, architecture, bodywork, aerodynamics, vehicle dynamics and design and style.

Each section is accompanied by text, an image and a descriptive video.



Design and style page on F12berlinetta.com

Luxury consumers could view the site as the chance to explore a new vehicle without

traveling to the dealership.

The site may also encourage potential buyers to come in and test drive the car.

Light background music reminds users that the site is open on their computer. Users can opt out of the music if preferred.

"Microsites are quite effective for brands wanting to expose a major new product push by featuring the product on its own Web site," Mr. Drabicky said.

"The branding video, especially, is essential to exposing several different angles of the car and really gives a feel for the F12berlinetta in action, as well as how fun and advanced it is," he said.

Socially acceptable

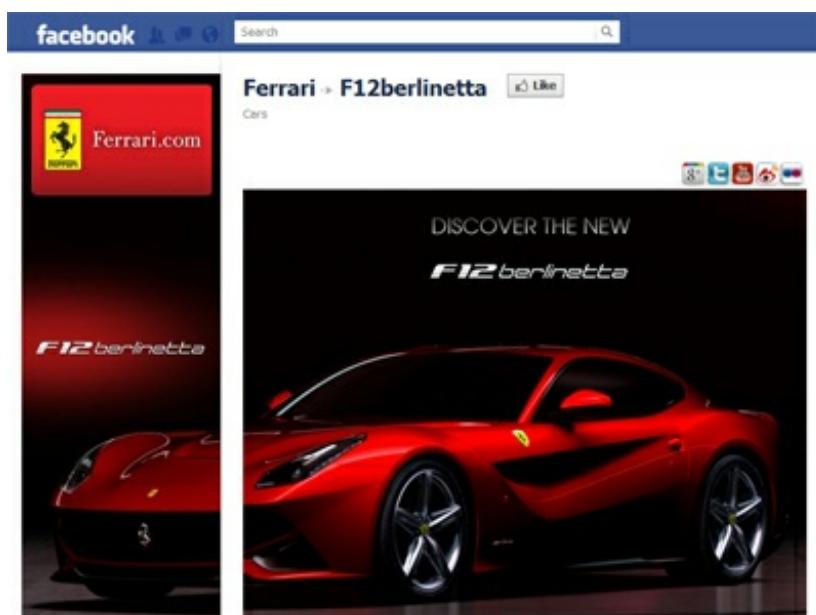
If a luxury consumer is a fan of the [Ferrari brand on Facebook](#), that person will get varied updates of F12berlinetta.com's content in addition to other Ferrari updates.

The automaker is using different aspects of the site to keep its Facebook posts varied.

For example, Ferrari posted a link directly to the exploration page for the vehicle dynamics.

Users who visit the Ferrari Facebook page for the first time will see an opening message that displays a large image of the F12berlinetta and links directly to its new Web site.

Ferrari is continually promoting the car model on Facebook by keeping the F12berlinetta as its main account picture and posting explanatory pictures that link to different sections of the site.



Ferrari's F12berlinetta.com page on Facebook

Many of these varied posts are refurbished for use on Ferrari's Google+ page.

Ferrari is attaching pictures to many of its Twitter posts about F12berlinetta.com and using

the hashtag #F12berlinetta in all of its posts.

Other luxury car brands are using specialized digital content for advertising purposes.

For example, the interactive Lexus advertisement for the 2013 GS overshadows other marketers with seven pages of photos and digital content in the digital car of the year issue of Robb Report ([see story](#)).

In addition, Bentley Motors premiered a short film called “In Search of Snow” at Aspen Fashion Week to add to its marketing efforts geared at luxury consumers that was promoted in Bentley’s social media accounts ([see story](#)).

"The sheer volume of [Ferrari's] fans on Facebook, the scale of its reach and natural interactions through likes and comments means Ferrari can excite and engage its fans in ways that traditional marketing tactics might not be able to reach," Mr Drabicky said.

"It has done a great job of leveraging its 7.7 million followers on Facebook to instantly grow awareness of the new F12berlinetta by driving fans to the microsite," he said.

Final Take

Tricia Carr, editorial assistant, Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/6t8LfwuU0_c

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