

INTERNET

Land Rover reinforces off-roading abilities via Facebook initiative

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By TRICIA CARR

Land Rover North America is reinforcing that its vehicles are meant for on-and off-road traveling by offering its consumers adventure advice via Facebook throughout the month of June.

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Luxury Daily

The automaker is giving its Facebook followers advice on how to put a vehicle to the test on different types of terrain. Land Rover is encouraging engagement by asking consumers to submit personal stories and photos, which could heighten brand association with summer travel and adventure.

“Authenticity and engagement are a key focus for us on our social channels,” said Kim Kyaw, digital marketing and social media manager at [Land Rover North America](#), Mahwah, NJ. “Land Rover vehicles are built with purpose and we continually reinforce that messaging regularly on our social channels through storytelling and education.

“We think our off-road content will appeal to the adventurers out there and those looking to push themselves and their vehicles beyond the ordinary,” she said.

“We want dreamers and owners alike to feel confident that their vehicles can do more and go almost anywhere.”

Off the beaten path

Land Rover North America is using its **Facebook Timeline** as its venue for an off-roading month initiative to share with and engage consumers regarding a vehicle's off-roading capabilities on different types of terrain.



Land Rover Facebook Timeline

The automaker is using advice, stories, images and videos to reiterate the message that Land Rover vehicles are suited for off-road travel.

The campaign began June 1. Land Rover asked consumers where their favorite off-roading site is in the United States.



The official start of summer is a few weeks away, but we're kicking it off early by sharing stories, photos and video featuring adventure, exploration and off-road tips and tricks. Before we get started, we want to hear from you first.

Tell us: Where is your favorite off-roading spot to drive in the U.S.?



Facebook post

Land Rover focused on rock crawling in its post June 4. It posted a video and a link to a

guide on overcoming off-roading obstacles.



Land Rover USA shared a link.

Monday

We know you know what off-roading is, but are you familiar with the different types of off-roading challenges?

Throughout the month we are giving you the details on how you can put your Land Rover vehicle to the test on different types of terrain.

First up? Rock Crawling.

Watch our video of a Defender stepping up to the challenge, and then visit <http://www.facebook.com/notes/land-rover-usa/off-road-and-exploration-month-tip-1/440888532602758> to get tips on how to best operate your vehicle while driving off-road.

Stay tuned for more tips during the month of June.



Defender 90 Rock Climb at the Land Rover Experience Driving School | Land Rover USA

In this video, a Land Rover Defender 90 takes on a rock climb at the Quail Lodge Land Rover Experience Driving School in

Facebook post

Tips included walk the ground before you actually drive on it, approach ridges straight on, approach a log, rocky step or ditch diagonally so that three wheels always retain contact with the ground, and make sure tires are fully inflated to road pressures for rocky ground.

The video showed a Defender 90 model on a rock climb course at the Quail Lodge Land Rover Experience Driving School in Carmel, CA.

Defender off-roading video

On June 5, Land Rover used Facebook's poll function to ask consumers what their favorite

type of terrain for off-roading is. Choices included snow/ice, rocks, sand, water, mud and asphalt.

Meanwhile, the automaker is asking its [Facebook](#) and [Twitter](#) followers to participate in the Land Rover Adventure Story Challenge.

Consumers can enter by sending two photos taken during an adventurous trip in a Land Rover as well as a 150-word description about the trip and the model and year of the car driven.

Challenge winners will be featured in an upcoming Land Rover enewsletter. Responses must be emailed by June 15 to lrsocial@landrover.com to qualify.

“Land Rover vehicles have a rich heritage grounded in capability and performance,” Ms. Kyaw said. “We wanted to explore that capability message by offering off-road content throughout the summer that not only reinforces what our vehicles can do, but also educates our fans on how they can get explore that capability using their own Land Rover vehicles.”

Daily Facebook routine

Some luxury brands are using daily Facebook campaigns to reiterate a message to their followers.

For example, German fashion label Hugo Boss is pushing its Boss Orange watch collections via a Facebook contest that lets users set the time on a virtual timepiece and enter to win a watch each day for 50 days, while adding consumers to its social media and email lists ([see story](#)).

In addition, Mandarin Oriental, New York, is marketing its property with a Facebook campaign that shares photos and qualities of its location and home city each day for one year during which the brand hopes to reach out to past guests and aspirational consumers ([see story](#)).

These types of campaigns can raise engagement on a social media channel, which means that the brand message shared has the potential to reach more consumers.

Land Rover seems to be showing fans that it values their feedback by posting personal stories via its enewsletter.

“Our Facebook fans are a vibrant and deeply engaged audience,” Ms. Kyaw said. “We listen to what our fans are saying, what they like and what they do not like and we craft content that we feel resonates with what they are looking for.

“Many times this content finds its way to our other social channels and owned properties,” she said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

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