

MOBILE

## Aston Martin boosts exposure via Instagram account launch

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By JOE MCCARTHY

British automaker Aston Martin launched an Instagram page to visually portray its activities via social media and reach a younger, tech-savvy audience.

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The brand has made the logical transition onto Instagram likely because users on other social media platforms such as Facebook and Twitter often overlook new updates. Although Instagram harbors less users than other platforms, the photo-sharing platform allows brands to resonate with fans specifically looking for compelling images.

"The brand makes effective use of the bio section by calling out that this is the official brand page, give a succinct explanation, and provides a direct link to the brand's Web site," said Christine Kirk, CEO of **Social Muse Communications**, Los Angeles.

"Social media strategy is about going where your audience is," she said. "If a luxury brand knows their target audience is using a particular platform, then they should have a presence there to engage with that audience."

Ms. Kirk is not affiliated with Aston Martin, but agreed to comment as an industry expert.

**Aston Martin** did not respond by press deadline.

More to see

The [@astonmartinlagonda](#) page currently has 750 followers and 14 posts.

The brand claims that the page will celebrate "a Century of Power, Beauty, Soul," owing to the fact that this is the brand's centenary.



*Astonmartinlagonda Instagram image*

Photos from the Pebble Beach Concours d'Elegance can be viewed, along with images of the V12 Vanquish S, fictional character James Bond's DB85 and the Aston Martin Centenary Celebration.

The brand has been broadcasting the launch of the new page via its other social media sites.

On Facebook, the brand has invoked the importance photography has played for the brand's overall image.



*Aston Martin Facebook post*

## Less clutter

Many automakers rely upon recurring contests and trivia to remind consumers of their legacies and build social communities, but could these posts dilute their reputations?

Since resource-intensive social media ventures can not be staged every day, it can be helpful for brands to broadcast history with fast-paced trivia. However, it is important to ensure that this practice doesn't slide into a gimmicky sideshow that distracts from the brand's luxury status ([see story](#)).

Instagram has been shown to promote strong brand engagement levels.

Instagram is becoming a core platform for brands to engage with consumers since it registers consumer engagement 18 times that of Facebook and 48 times that of Twitter, according to the latest report from L2 Think Tank.

The "Intelligence Report: Social Platforms" found that the visual component of Instagram has helped the platform grow to 100 million users with the average luxury brand having 100,000 followers. Other visual platforms such as Vine, Pinterest and YouTube have grown significantly and continue to be platforms for brands to deeply engage with consumers ([see story](#)).

For a brand with such an extensive history, social media in its many forms can be leveraged to depict buried brand achievements in fresh ways.

"With over a billion users worldwide, Facebook has a much larger audience than Instagram, so it is essential for a brand's social strategy to include Facebook, to garner the highest level of exposure," Ms. Kirk said.

"However, Instagram's platform is built as a photo-sharing application with it's primary focus being digital photography – so a luxury brand, especially, can capitalize on showcasing their high quality products in this visual format," she said.

## Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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