

An audit on innoson website and social media channels.

Innoson Vehicle Manufacturing Co. Ltd., shortened as IVM, is a Nigerian automobile and bus manufacturing company. It was founded by Innocent Chukwuma Nwala, and runs a plant in Nnewi in the state of Anambra. Innoson Vehicle Manufacturing is nicknamed Pride of African Road.

ADVANTAGES OF INNOSON WEBSITE AND SOCIAL MEDIA CHANNELS

- The Innoson Vehicle Manufacturing Co. Ltd (IVM) have blended their brand into the pop culture to reach the youth and have gained creative minds from the social platform “Twitter” ; The IVM logo was a simple design of the word “IVM” around an ellipse. In May of 2019 a young Nigeria designer, Osuolale Farouq designed a brand new logo for Innoson on a speculative basis. He shared it on Twitter and asked for it to be retweeted until it got the attention of Innoson. The online presence of IVM was able to trigger the above effect. IVM effort into blending with pop culture sponsored the reality TV show Big Brother Naija which till the last day it aired kept trending nationwide and gave the Bbnaija 2019 winner Mercy Eke to be its brand ambassador and an IVM G40 SUV worth ₦25 million. The type of appeals used “Endorsement Appeal” and “Popularity Appeal”. The type of Executional Framework applied is “Spokes characters” because celebrities can be effective endorsers.
- They are active on both Instagram and Twitter. For Instagram they use a lot of graphics to attract people who come across their page and engage their followers with quotes, riddles, sometimes it has nothing to do with a car it could be about a football game just to get their followers active with them and pick up whoever they lost. For Twitter they also post a lot of pictures but are more active with normal tweets where they reply to every tweet involving them which helps information circulation in the sense that any information you get its coming from them.

DISADVANTAGES OF INNOSON WEBSITE AND SOCIAL MEDIA CHANNELS

- The IVM website is plain and boring, if the website could get the same enthusiasm a shopping website would during web creation it would attract a lot of people to visit the website even though they don't necessarily want to buy a car, the website would be better with a different font and font size, text color, and background light.
- Too much information causes noise; the Twitter page looks very rowdy and disorganized, you open their page and you don't know exactly what you are looking at.
- The Instagram page isn't aesthetically pleasing which is what a lot of people look out for its either blue or dull, it need to follow a color sequence which also helps with the rowdiness.

CHALLENGES OF INNOSON WEBSITE AND SOCIAL MEDIA CHANNELS

- Organic Reach: this challenge didn't generate from IVM but social media itself, you can't organically reach your followers especially on Instagram you have to reach them by investing in heavily paid ads.
- Influencer Marketing: the influencers online do a better job of reaching the target audience than the company does most times, cause they understand their followers better although IVM bring a lot information to that target audience using influencer marketing will get better results.

HOW TO SOLVE THE CHALLENGES OF IVM WEBSITE AND SOCIAL MEDIA CHANNELS

- For the organic reach they need have a consistent posting frequency which they already do but need to work on how it should be posted in an aesthetic pleasing manner and the posts need to have quality'
- For influencer marketing IVM needs to get the influencers with authority on your niche and with followers who are similar to their target audience. To find out the influencers who will bring value and use the social media tools

An Audit on PAN Nigerian website and social media channels

Peugeot Automobile Nigeria Limited, which has remained a milestone in Nigeria's automobile industry, was conceived in 1969 by the then Federal Military Government under the leadership of General Yakubu Gowon. And in the build-up to actualize the dream, 16 reputable vehicle manufacturing companies were invited to tender their proposals for the establishment of a vehicle assembly plant in the country. Thus, with the high acceptability and demand of Peugeot vehicles in the country, the proposal of Automobile Peugeot France (AP France) scaled through on May 7, 1971.

ADVANTAGES OF PAN NIGERIAN WEBSITE AND SOCIAL MEDIA CHANNELS

- Peugeot's online twitter page has beautiful images depicting the style and detailing of the cars that attract possible buyers to it
- They are fairly active and always posting giving the followers a beautiful insight and keep them updated
- They do polls for their followers to drop their opinions on what they prefer and expect from their cars or any car related questions , this bring insight and lets the company know what more people want or prefer, which model will have a higher demand or not

DISADVANTAGES OF PAN NIGERIA WEBSITE AND SOCIAL MEDIA CHANNELS

- They don't engage well with their followers on Twitter neither do they try to educate the followers consistently.
- They do not have an instagram page and that's a social media platform where your followers can find what interests them through pictures
- They have a lot of programs going on but they are not making good use of the social media platforms to share and engage their followers or gain new followers.
- They have plans but they are not using the right media strategy, executional framework and appeal.

CHALLENGES OF PAN WEBSITE AND SOCIAL MEDIA CHANNELS

- Follower Engagement: Pan need to build its own community on social media which is a challenge. keeping them engaged which is an even bigger challenge
- Consistent Brand Voice: basically brand voice is the personality of the brand it needs to be engaging and it should be reflected in content lack of long term content planning stifles the consistency in your brand voice.

HOW TO SOLVE THE CHALLENGES OF PAN WEBSITE AND SOCIAL MEDIA CHANNELS

- For follower engagement the simplest tactic you can use is to ask questions to get feedback, you can ask your followers to leave questions or use inbuilt polls feature most platforms provide.
- Run Contests: ask your followers to participate in any contest by tweeting or using a hash tag or commenting or sharing the content and giving rewards in returns

HIGHLIGHT WHAT INNOSON IS DOING RIGHT TO REACH AND REGAIN HER TARGET MARKET

- The use of pop culture as a media strategy to gaining followers.
- Using the right executional framework and appeals
- Having very active social media accounts and interacting with followers.
- Being the constant source of dissemination of information on all social media platforms especially Twitter

HIGHLIGHT WHAT PAN NIGERIA IS NOT DOING (WELL) AND WHAT THEY CAN TAKE FROM INNOSON

- They have poor online presence; they can examine the way innoson relates with their online followers and do better
- They need to have an instagram account, every active social media platform is vital for the growth and expansion of a business; they can follow the footsteps of consistency IVM has shown with their online presence
- They need to infuse pop culture in their campaigns to get better attention and interest from the viewers; adopting the use of pop culture from IVM
- They should adopt the system IVM uses, just letting the newspapers (online) give all the information; it's safer and wiser if they are the ones always informing their followers.

SUGGEST TWO ORIGINAL IDEAS THAT PAN CAN IMPLEMENT TO CREATE AWARENESS

1. PAN can start an online competition for a photographer who would take aesthetic pictures of a vintage Peugeot car regardless of the condition it's in. there a lot of Nigerians driving vintage Peugeot cars so its accessible for people to see, the pictures with the most likes using an online platform either Twitter or Instagram gets a reward (company's choice) but preferably a good deal that promotes their career, it will bring out the best effort and creative mind.
2. PAN could do a giveaway for the ,most effective and active follower who opened their instagram page and tags people to follow it and the challenge lasts for 3 days, the next month a new Peugeot challenge for only those following to win something that way the following goes up and the account activity is at its best.