

BMW Motorrad on Facebook

BMW Motorrad has launched an official Facebook page to keep fans up to speed with all the latest news and developments from the manufacturer. Although many unofficial fan pages exist already on the popular social networking site, this will be the first time BMW Motorrad has ventured onto the platform.

The image shows a screenshot of the Facebook interface from 2010. At the top, the Facebook logo is on the left, and login options (Keep me logged in, Forgot your password?, Email, Password, Login) are on the right. Below the header, there is a 'Sign Up' button and a message: 'BMW Motorrad is on Facebook. Sign up for Facebook to connect with BMW Motorrad.' The main content area features the BMW Motorrad profile header with navigation tabs for Wall, Info, Get out there!, The S 1000 RR, Events, and Video. The central focus is a large promotional graphic with the text 'BMW Motorrad. BECOME A FAN.' and 'UNSTOPPABLE'. Below this, a text box reads 'GET OUT THERE! NOW A NEW SEASON BEGINS.' followed by a paragraph: 'You've all been waiting long enough. The winter is over. The motorbike season starts now! Time to say goodbye to those endless grey days and feel the temperature start to rise. This page is dedicated to all you passionate riders out there. Use it to stay up to date, share your impressions and talk about your adventures. So don't wait a moment longer. Put that winter coat away. Put your leathers on. Hit the road and share your experiences with us.' The graphic also includes several smaller images of motorcycles and riders, with labels for 'ENDURO', 'HIGH PERFORMANCE', 'TOUR', 'SPORT', and 'URBAN'. At the bottom of the page, there is a footer with 'Facebook © 2010 English (US)' on the left and a navigation menu (About, Advertising, Developers, Careers, Terms, Find Friends, Privacy, Mobile, Help Center) on the right.

Since being founded by student Mark Zuckerberg from his dormitory at Harvard University in 2003, Facebook has grown to become one of the most popular websites on the Internet. The site allows users to easily post pictures, join groups of like-minded people, send messages to friends and become fans of other pages. BMW's car division Facebook account has already attracted over 520,000 fans and it is hoped that BMW Motorrad's offering will prove just as successful.

"Our strategy is to be part of the community – not just to be the manufacturer," explains Tino Kuehnel from BMW Group's Marketing Innovations division. "First we

build the best motorcycles. Now we'll enter into dialogue with our fans and customers and encourage them to share their experiences, their passion and their opinions with us."

Tino also explains that social networking has presented an opportunity that's too good to ignore. "In the past marketing meant to talk to the crowd, today we have the unique opportunity not only to talk to the community but to listen and engage in conversation," he explains. "The communication culture has changed from the sender and recipient relationship to the principle of dialogue. The voices out there are much louder than ours can ever be. So the page won't be our page – it will be the page of our fans, originated and supported by us."

Fans joining the BMW Motorrad Facebook page can expect up-to-date information on BMW motorcycles, including the new S 1000 RR and details on forthcoming events. However, rather than stock the page itself, BMW Motorrad expects users to quickly populate the area with interesting content as they become more involved with the community. And because BMW riders are naturally adventurous, fans will be able to post and read about many interesting and exciting stories from the 'world of BMW', as well as get right up to speed on all the happenings, meetings and rides to events such as BMW Motorrad Days, which takes place on the first weekend in July.

In order to drive traffic to the page, Tino reveals that BMW Motorrad will be proactive and will take advantage of the popularity of social networking tools: "Our engagement in Facebook is not a campaign and not a single marketing measure," he explains. "It's part of our communication strategy so our social media activities will be connected and cross-linked to one another."

To become a fan of BMW Motorrad and part of this growing community, please visit www.facebook.com/BMW Motorrad

