



LECTURA
it's good to know

VOLVO

CAT



HITACHI

Kubota

LIEBHERR

SOCIAL MEDIA PERFORMANCE

Top 10
Construction
Manufacturers
01/2020

JCB



HYUNDAI



Bobcat

CASE
CONSTRUCTION



STORYCLASH

data powered by

KOMATSU



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Social media today

Social media is neither a trend nor a hype. Within 10 years, the social media usage amongst global users has soared from ca. 1 to 3bn individuals. Social media routines are by now deeply rooted in the minds of people - independent from differentiating "B2B vs B2C". It's just a world on its own that most of us take part in everywhere we go. 52% of the world's population uses internet services on mobile.

The most important media

- **Facebook** dominates social media usage: 30% of all global internet users use Facebook daily [source](#)
- **YouTube**: 27% of all global internet users use YouTube daily [source](#)
- 19% of all global internet users use **Instagram** daily [source](#)

The challenges of social media for companies

While social media is one of the largest channels for businesses, they usually encounter the following challenges and topics when executing social media in 2019.

Measuring the return on your brand

How is your brand impact on social media? Which channels, formats and posts are delivering which results? Many questions are still unanswered for most businesses.

- **Uncertainty**: 20% of companies are uncertain about the effectiveness of their social media activities.
- **Cross-platform**: Monitoring the brand impact across channels and platforms is a great pain for many companies.
- **Documentation**: 51% of companies have no documented social media strategy.

Marketing reporting becomes more complex

Social media reporting is complex, time-consuming and usually requires quite some manual effort. If outsourced, it's expensive.

- **3,5 hours** per week are spent on average on marketing reporting

- **Manual work**: In most companies, reporting on social KPIs is a manual, therefore time-consuming, effort.
- **Expensive**: Brands pay agencies and suppliers a lot of money for social media reporting.

Influencer marketing

Do you know the "advocates of your brand"? Many businesses don't have a specific strategy when it comes to influencer collaboration, yet.

- 62% of companies have no experience working with influencers.
- 23% of brands are not convinced by the impact of influencer marketing.
- 88% of brands that do it, continue to invest in influencer marketing.

A data-driven approach to social media (reporting)

Social media is clearly evolving and one of the best ways to stay ahead of the competition is to benchmark it. Comparing yourself to the rest is a proven method to spot differences which, in the mid & long run, can substantially cater to improving your brand.

The scope of this monthly performance report helps you to identify and benchmark your global social media activities at a glimpse. The most important performance indicators to consider for a successful brand impact are

1. Reach

Social media reach is a media analytic metric that refers to the number of users who come across particular content on a social platform. [source](#)

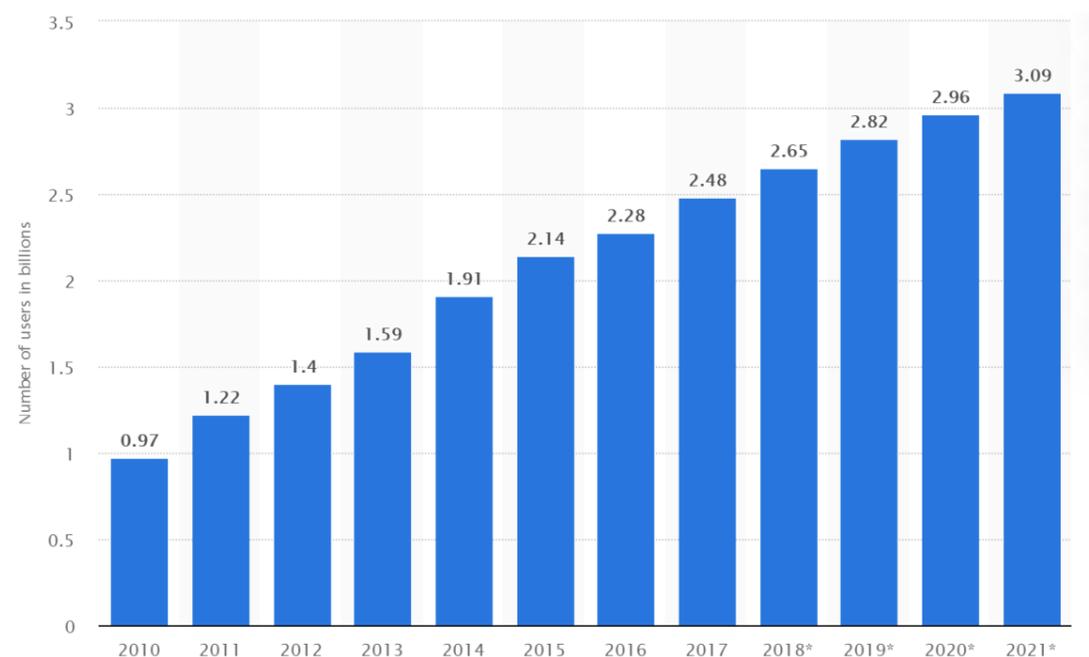
2. Interactions / engagements

Engagement and interaction metrics such as likes, comments, shares and reactions have become the defacto standard for measuring social media engagement. The benefit: Interaction metrics give you better insights on your engagement with your followers (in

comparison to follower statistics for example) and allow you to easily compare them across all platforms.

3. Media Value

A media value calculation allows you to measure the success of your social media activities and marketing campaigns. Usually, a media value can be calculated per owned media (= all your social media activities), earned media (= the media value of received mentions on social) and paid media (= the media value for your paid campaigns, e.g. influencer collaborations).



The Top 10

The following table gives you the Top 10 ranking of best performing social media performances of 10 selected OEM (why those 10, see below under "methodology") in November 2019. The table is ranked by the gross number (#) of observations. Additional measures that we took into account are the # of video views, total posts and total fans - counting for all analyzed social media channels. The "meta ranking" [insert a "medal" here] gives you an insight about how the company comes off regarding the latter three social key performance factors.

Methodology

This document serves as a sample report in order to showcase the analytical potential of LECTURA and Story-clash that could be beneficial for your business. That's why we limited it by 10. Those 10 companies in the ranking were neither randomly nor subjectively chosen, but ultimately user driven. We used the Top 10 performing manufacturers on our website LECTURA Specs (500k global users per month) so that we compiled the report based on the highest brand perception on the part of the user and ensure a 100% neutral standpoint at the same time.

Top 10 construction manuf. on Specs	
1	Caterpillar
2	Komatsu
3	Volvo CE
4	JCB
5	Bobcat
6	Liebherr
7	Hitachi
8	Kubota
9	Case
10	Hyundai

Rank	Company	# of interactions ▼	# of video views 📺	# of total posts	# of total fans
1	JCB	440 429	2 220 465 ●	969 ●	10 055 624 ●
2	Caterpillar	128 895	330 854 ●	400	2 936 540 ●
3	Liebherr	120 487	1 269 893 ●	616	984 492
4	Volvo CE	109 627	280 239	716 ●	1 323 483 ●
5	Hitachi	91 016	208 601	318	745 520
6	Komatsu	90 536	325 693	824 ●	745 494
7	Bobcat	81 511	81 934	150	656 346
8	Kubota	48 539	28 920	457	680 286
9	Hyundai	25 313	121 011	333	186 628
10	Case	18 268	26 921	218	463 396



Interested in your individual social media profile?

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Changes in % relate to the previous 31-day period

10 Case

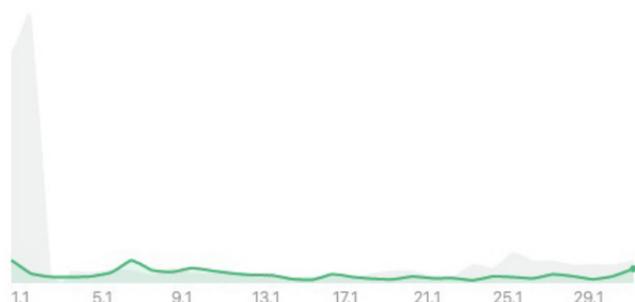
TOTAL INTERACTIONS

18.268
-62,3%

NEW POSTS

100
+4,2%

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	⚡ All Interactions (+Web)	-62,3%	18.268
<input type="checkbox"/>	👍 Facebook	+41,5%	191
<input type="checkbox"/>	📷 Instagram	-63%	17.731
<input type="checkbox"/>	🐦 Twitter	-18,4%	346
<input type="checkbox"/>	📺 Youtube	=	0

VIDEO VIEWS

<input type="checkbox"/>	👁️ All Video Views	-76,3%	26.921
<input type="checkbox"/>	👍 Facebook Video Views	+2,8%	1.047
<input type="checkbox"/>	📷 Instagram Video Views	-77,1%	25.874
<input type="checkbox"/>	📺 Youtube Views	=	0

FACEBOOK POST

<input type="checkbox"/>	↪ Shares	+25,9%	34
<input type="checkbox"/>	💬 Comments	+∞%	11
<input type="checkbox"/>	👍 Like	+12,6%	143
<input type="checkbox"/>	❤️ Love	-50%	1
<input type="checkbox"/>	😂 Haha	=	0
<input type="checkbox"/>	😱 Wow	+∞%	2
<input type="checkbox"/>	😞 Sad	=	0
<input type="checkbox"/>	😡 Angry	=	0

INSTAGRAM POST

<input type="checkbox"/>	❤️ Instagram Likes	-63,3%	17.526
<input type="checkbox"/>	💬 Instagram Comments	-3,8%	205

TWITTER POST

<input type="checkbox"/>	🐦 Twitter Retweets	-61%	39
<input type="checkbox"/>	🐦 Twitter Comments	-75%	3
<input type="checkbox"/>	❤️ Twitter Likes	-2,6%	304

TOP POSTS

1		East Coast Abatement and Demolition is ready for anything with this "demo spec"...	3.161
2		O escritório de quem tem o pé na obra é a bordo da cabine de uma bruta! E quem...	1.109
3		Heading into the new year with beautiful snowy views from the Wood River Valley ...	854

BRIEF SUMMARY

During the reference period, the company enlisted 18.268 interactions, which is 62,3% less than the previous period under review. All interactions were detected in 100 posts in total which practically levelled the last reference period (+4,2% decrease). The best performing platform is clearly Instagram, counting 17.731 interactions (-63%). The remaining social media channels count a negligible number of interactions; Facebook 191 (+41,5% growth), and Twitter 346 (-18,4%), YouTube activity seems non-existent.

Social channels offer an additional way of drawing the attention of visitors towards the company products and services – videos. CASE reached over 26.921 video views altogether. The -76,3% decrease compared to the previous reference period signals that CASE recently invested less resources into video technology. Instagram is by far the best performing channel with 25.874 video views (that means a notable decrease of -77,1%). The second place is occupied by Facebook that managed to gain 1.047 video views (+2,8%). Similarly to social media interactions, no YouTube activity can be tracked.

The most read social posts contain the following keywords and context:

East Coast Abatement and Demolition with "demo spec", O escritório de quem tem pé na obra é a bordo da cabine, snowy views from the Wood River Valley, #fanfotofriday on the Potomac river, new CASE open canopy option

Interested in your individual social media profile?

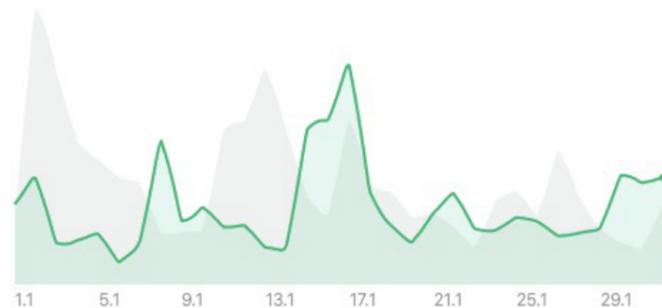
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9 Hyundai

TOTAL INTERACTIONS
25.313
-26%

NEW POSTS
167
-16,5%

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	All Interactions (+Web)	-26%	25.313
<input type="checkbox"/>	Facebook	-30,9%	19.798
<input type="checkbox"/>	Instagram	+1,1%	5.211
<input type="checkbox"/>	Twitter	-61,8%	60
<input type="checkbox"/>	Youtube	-2,4%	244

VIDEO VIEWS

<input type="checkbox"/>	All Video Views	-10,7%	121.011
<input type="checkbox"/>	Facebook Video Views	-44,9%	52.837
<input type="checkbox"/>	Instagram Video Views	+67,3%	38.8...
<input type="checkbox"/>	Youtube Views	+77,7%	29.288

YOUTUBE VIDEO

<input type="checkbox"/>	Youtube Likes	+0,9%	219
<input type="checkbox"/>	Youtube Dislikes	+11,1%	20
<input type="checkbox"/>	Youtube Comments	-66,7%	5

FACEBOOK POST

<input type="checkbox"/>	Shares	-34,2%	2.120
<input type="checkbox"/>	Comments	-5,7%	897
<input type="checkbox"/>	Like	-30,8%	16.029
<input type="checkbox"/>	Love	-28,9%	351
<input type="checkbox"/>	Haha	-63,9%	13
<input type="checkbox"/>	Wow	-10,3%	201
<input type="checkbox"/>	Sad	-80%	1
<input type="checkbox"/>	Angry	+∞%	2

INSTAGRAM POST

<input type="checkbox"/>	Instagram Likes	+7,8%	5.111
<input type="checkbox"/>	Instagram Comments	-75,7%	100

TWITTER POST

<input type="checkbox"/>	Twitter Retweets	-73,3%	8
<input type="checkbox"/>	Twitter Comments	-100%	0
<input type="checkbox"/>	Twitter Likes	-57,7%	52

TOP POSTS

1		[#HyundaiEnC #NEWORDER] Hyundai E&C wins US\$730 million worth order to build ...	1.422
2		[#HDEC #NEWORDER] Hyundai E&C Wins US\$530 mln deal from Qatar 3, Jan,...	1.398
3		[#HDEC #NEWORDERS] Hyundai E&C won a construction deal worth \$250 million to...	1.214

BRIEF SUMMARY

With 25.313 total interactions within the reference period, Hyundai's social media reach decreased by 26% compared to the previous month; the number of total posts is 167 (meaning 16,5% decrease). Neglecting the content, one possible explanation could be the fact that Facebook appears to be the only substantial channel for interactions on the part of Hyundai (19.798 of 25.313 total interactions). There are also some (5.211) Instagram interactions - YouTube and Twitter however are completely neglectable.

Effective brand-building and shaping with video views: YouTube is the fastest growing channel (+77,7%), it reveals a viewer performance of 29.288 monthly video views. Facebook videos state the 1st pillar of Hyundai's video marketing / branding strategy. With 52.837 views, however, this month reveals a decrease of almost 45% in comparison to the previous month. It appears that the traffic stays solely on Facebook. Similarly to YouTube, even the number of Instagram video views has grown: more than 38.800 views which means an increase of 67,3%.

The most read social posts contain the following keywords and context:

US\$750 mln worth order for Hyundai, US\$530 mln deal from Qatar, construction deal worth US\$250 mln, 1.5 trillion worth overseas orders for Hyundai, Happy New Year 2020

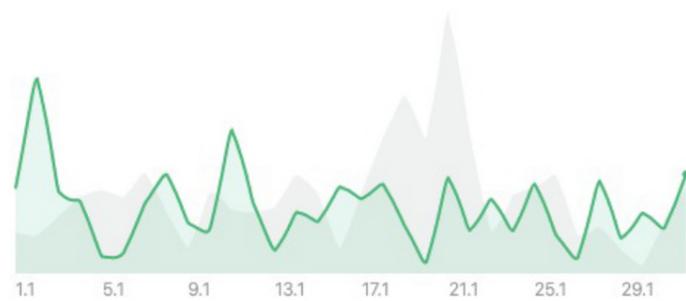
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TOTAL INTERACTIONS
48.539
 -17,7%

NEW POSTS
192
 +46,6%

● We 01.Jan - Fr 31.Jan



INTERACTIONS

INTERACTIONS

<input checked="" type="checkbox"/>		All Interactions (+Web)	-17,7%	48.539
<input type="checkbox"/>		Facebook	-43,2%	17.617
<input type="checkbox"/>		Instagram	+10,3%	30.020
<input type="checkbox"/>		Twitter	+14,8%	902

VIDEO VIEWS

<input type="checkbox"/>		All Video Views	-45,6%	28.920
<input type="checkbox"/>		Facebook Video Views	-53,9%	21.701
<input type="checkbox"/>		Instagram Video Views	+18,3%	7.219
<input type="checkbox"/>		Youtube Views	=	0

FACEBOOK POST

<input type="checkbox"/>		Shares	-64,2%	2.509
<input type="checkbox"/>		Comments	-90,3%	395
<input type="checkbox"/>		Like	-25,8%	14.125
<input type="checkbox"/>		Love	-31%	493
<input type="checkbox"/>		Haha	-74,1%	14
<input type="checkbox"/>		Wow	-48,6%	57
<input type="checkbox"/>		Sad	-71,4%	2
<input type="checkbox"/>		Angry	-33,3%	8

INSTAGRAM POST

<input type="checkbox"/>		Instagram Likes	+10,4%	29.887
<input type="checkbox"/>		Instagram Comments	-6,3%	133

TWITTER POST

<input type="checkbox"/>		Twitter Retweets	-12,6%	216
<input type="checkbox"/>		Twitter Comments	-57,7%	11
<input type="checkbox"/>		Twitter Likes	+31,6%	675

TOP POSTS

1			CONTEST ALERT Have you heard, we are the title sponsors of the...	2.614
2			Field tested, farmer approved. #KubotaM7 #KubotaProud #MyKubotaCan...	1.790
3			Powerful machinery. Picturesque scenery. (Dutch Fowler) #KubotaProud...	1.357

BRIEF SUMMARY

The company achieved 48.539 total interactions within the reference period, downsizing its social media reach by -17,7% compared to the previous month. On the other hand, the number of total posts does not correspond accordingly - 192 posts were published, which is almost twice as much as in the previous period. Facebook appears to have undergone diminishing activity as the number of 17.617 interactions means -43,2% compared to the preceding period. The Instagram performance counts over 30.000 interactions (+10,3%), Instagram is still a substantially growing source of user interaction for Kubota. Twitter and YouTube interactions are neglectable with almost no user interactions at all. Twitter appears to have "just started" to become a channel (902 interactions), whereas no Youtube presence at all could be found.

Regarding brand-crucial social video views, Youtube usually makes up for rather low amounts of interactions (Youtube naturally is chiefly about "views"). Since Kubota appears to have no presence here, yet the most significant video distribution was achieved via Facebook. 21.7k of 28.9k total views originated from video posts on Facebook, which produced 53.9% less total video views for Kubota than in the previous period but still underlines the intense focus on Facebook. The remaining 7.2k views in the equation originate from Instagram videos; 18.3% increase on those videos also hint at a "newly played" channel on the part of Kubota.

The most read social posts contain the following keywords and context:

Contest alert, Kubota M7, powerful machinery, silage - Kubota hay tools, location is everything for Kubota

[Interested in your individual social media profile?](#)

[Get in touch at marketing@lectura.de](mailto:marketing@lectura.de)

7 Bobcat

Changes in % relate to the previous 31-day period

TOTAL INTERACTIONS
81.511
-38,8%

NEW POSTS
71
-50%

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	All Interactions (+Web)	-38,8%	81.511
<input type="checkbox"/>	Facebook	-26,2%	53.255
<input type="checkbox"/>	Instagram	-53,9%	27.458
<input type="checkbox"/>	Twitter	-45,8%	798

VIDEO VIEWS

<input type="checkbox"/>	All Video Views	-86,7%	81.934
<input type="checkbox"/>	Facebook Video Views	-84,3%	80.797
<input type="checkbox"/>	Instagram Video Views	-98,9%	1.137
<input type="checkbox"/>	Youtube Views	=	0

FACEBOOK POST

<input type="checkbox"/>	Shares	-35,7%	1.914
<input type="checkbox"/>	Comments	-44,5%	380
<input type="checkbox"/>	Like	-28,8%	49.9...
<input type="checkbox"/>	Love	-32,8%	887
<input type="checkbox"/>	Haha	-70,4%	16
<input type="checkbox"/>	Wow	-56,8%	146
<input type="checkbox"/>	Sad	+250%	14
<input type="checkbox"/>	Angry	-33,3%	2

INSTAGRAM POST

<input type="checkbox"/>	Instagram Likes	-53,7%	27.380
<input type="checkbox"/>	Instagram Comments	-76,1%	78

TWITTER POST

<input type="checkbox"/>	Twitter Retweets	-56,4%	105
<input type="checkbox"/>	Twitter Comments	-66,7%	14
<input type="checkbox"/>	Twitter Likes	-42,8%	679

TOP POSTS

1		Bobcat is working on new Quad Tracks for loaders. Are you as excited as we are abo...	9.104
2		Used equipment shopping have you stressed? We have a solution for you. Link...	8.744
3		Bobcat is offering a three year/3000-hour warranty as standard for all telescopic...	6.233

BRIEF SUMMARY

The company achieved a total number of 81.511 interactions via its social media channels, decreasing by -38,8% compared to the previous reference period. Those interactions were mostly obtained via Facebook; actually 53.255 interactions came from Bobcat's primary social platform. The second largest platform, Instagram, gained 27,458 interactions. This however means a decrease of -53,9%. On the other hand, Twitter obtained an insignificant number of interactions; 798. This is clear evidence that Bobcat focuses all his marketing resources on Facebook in recent days.

Bobcat's video campaign takes place almost exclusively on Facebook. The company managed to acquire 80.797 video views via Facebook, losing -84,3% in comparison with the previous month. Activities on other video platforms such as YouTube or Instagram are quite non-existent. Only Instagram gained 1.137 video views (-98,9%).

The most read social posts contain the following keywords and context:

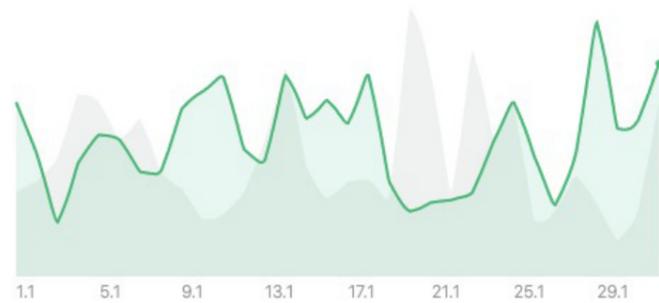
Bobcat working on new Quad Tracks for loaders, used equipment shopping solution, Bobcat offering a 3 year/3000-hour warranty for all telescopic loaders, Bobcat's manufacturing plant in Dobris, mini excavators working close to walls and obstructions

Interested in your individual social media profile?

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6 Komatsu

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	All Interactions (+Web)	+14,3%	90.536
<input type="checkbox"/>	Facebook	+8,6%	53.991
<input type="checkbox"/>	Instagram	+25,4%	34.600
<input type="checkbox"/>	Twitter	-26,7%	697
<input type="checkbox"/>	Youtube	+38,5%	1.179

VIDEO VIEWS

<input type="checkbox"/>	All Video Views	+40,8%	325.693
<input type="checkbox"/>	Facebook Video Views	-59,7%	30.677
<input type="checkbox"/>	Instagram Video Views	+400%	55.592
<input type="checkbox"/>	Youtube Views	+66,1%	239.000

YOUTUBE VIDEO

<input type="checkbox"/>	Youtube Likes	+45,5%	1.120
<input type="checkbox"/>	Youtube Dislikes	-14,3%	48
<input type="checkbox"/>	Youtube Comments	-56%	11

TOTAL INTERACTIONS

90.536
+14,3%

NEW POSTS

362
+8,1%

FACEBOOK POST

<input type="checkbox"/>	Shares	+4,5%	3.601
<input type="checkbox"/>	Comments	+15,9%	694
<input type="checkbox"/>	Like	+22,9%	46.931
<input type="checkbox"/>	Love	+7,6%	1.241
<input type="checkbox"/>	Haha	-37,1%	22
<input type="checkbox"/>	Wow	+2,5%	331
<input type="checkbox"/>	Sad	=	5
<input type="checkbox"/>	Angry	+25%	5

INSTAGRAM POST

<input type="checkbox"/>	Instagram Likes	+25,3%	34.476
<input type="checkbox"/>	Instagram Comments	+47,3%	193

TWITTER POST

<input type="checkbox"/>	Twitter Retweets	-50,5%	93
<input type="checkbox"/>	Twitter Comments	-44,4%	10
<input type="checkbox"/>	Twitter Likes	-20,3%	594

TOP POSTS

1		#Komatsu PC360LCi-11 and PC210LCi-11 intelligent excavators in action -...	3.470
2		#Komatsu D375A-8 Large Dozer has been delivered to GEODEM (Italy) The Komatsu...	3.392
3		#Komatsu PC390HRD-11 High Reach Demolition excavator The PC390HRD-11...	2.290

BRIEF SUMMARY

The company obtained 90.536 total interactions, increasing the number by 14,3% compared to the previous month. Komatsu produced 362 posts (+8,1%). Facebook and Instagram are the two most important media channels in terms of interactions, scoring 53.991 (+8,6%) and 34.600 (+25,4%) respectively. Even the remaining two platforms, Twitter and YouTube seem to be growing a little bit (697 and 1.179 interactions), however, they seem inappreciable in comparison with Instagram and Facebook.

On the one hand, all Komatsu social media interactions are constantly growing, but on the other hand the company's video views rate is increasing as well. The video platforms reached 325.693 views altogether, which means a growth of 40,8%. Youtube is the strongest video views platform for Komatsu, counting over 239.000 views, which is an increase of 66,1%. The second place was seized by Instagram videos (55.592 views and a remarkable increase of 400%) and the third biggest channel in terms of video views is Facebook (30.677 views and -59,7% decrease)

The most read social posts contain the following keywords and context:

Komatsu PC360LCi-11 and PC210LCi-11 intelligent excavators in action, D375A-8 Large Dozer delivered to GEODEM (Italy), PC390HRD-11 High Reach Demolition excavator, next generation WA475-10 wheel loader, engine power of HD1500-8 rigid dump truck

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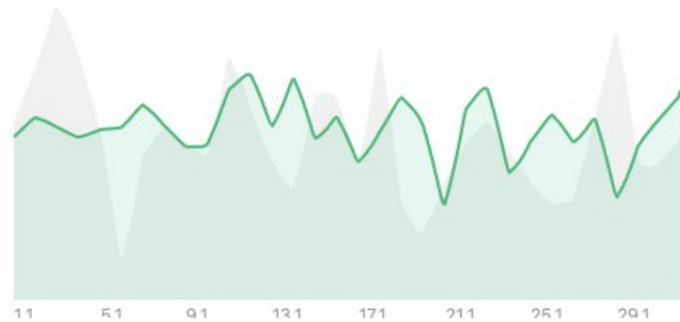
5 Hitachi

Changes in % relate to the previous 31-day period

TOTAL INTERACTIONS
91.016
 +6,1%

NEW POSTS
159
 -3,6%

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	All Interactions (+Web)	+6,1%	91.016
<input type="checkbox"/>	Facebook	+6,2%	34.427
<input type="checkbox"/>	Instagram	+6,4%	55.656
<input type="checkbox"/>	Twitter	-11,4%	933

VIDEO VIEWS

<input type="checkbox"/>	All Video Views	-6,6%	208...
<input type="checkbox"/>	Facebook Video Views	-1,8%	98.169
<input type="checkbox"/>	Instagram Video Views	-10,6%	110.4...
<input type="checkbox"/>	Youtube Views	=	0

FACEBOOK POST

<input type="checkbox"/>	Shares	-4,2%	1.301
<input type="checkbox"/>	Comments	-18%	306
<input type="checkbox"/>	Like	+2,4%	32.009
<input type="checkbox"/>	Love	-10,8%	700
<input type="checkbox"/>	Haha	-57,9%	8
<input type="checkbox"/>	Wow	-33,8%	94
<input type="checkbox"/>	Sad	=	3
<input type="checkbox"/>	Angry	-85,7%	1

INSTAGRAM POST

<input type="checkbox"/>	Instagram Likes	+6,5%	55.492
<input type="checkbox"/>	Instagram Comments	-15,9%	164

TWITTER POST

<input type="checkbox"/>	Twitter Retweets	-33,3%	82
<input type="checkbox"/>	Twitter Comments	+100%	10
<input type="checkbox"/>	Twitter Likes	-9,1%	841

TOP POSTS

1		"Shout out to all of my fellow #heavyequipment operators," says...	3.052
2		Five new #Hitachi #excavators have been delivered to NSC UK Ltd in #Derry,...	2.986
3		Can you guess which country this #Hitachi ZW310-6 #wheelloader is working in? We...	2.299

BRIEF SUMMARY

The manufacturer gathered 91.016 total interactions, increasing by +6,1% compared to the previous reference period. This number was reached via 159 posts (-3,6%). A slight growth happened both on Facebook and Instagram. Facebook achieved 34.427 interactions (+6,2%), whereas Instagram reached 55.656 interactions (+6,4%). Twitter is a negligible channel for Hitachi with only 933 interactions.

Regarding the video views marketing potential, Hitachi claimed 208.601 views in total, which represents a decrease of -6,6%. The whole share of views comes from Facebook and Instagram. Facebook scored 98.169 video views and almost equaled the performance of the previous month (-1,8). The second most important platform for Hitachi is Instagram, reaching 110.432 video views (-10,6%). YouTube videos do not even appear in Hitachi's marketing strategy.

The most read social posts contain the following keywords and context:

A shout out to all #heavyequipment operators, 5 new excavators delivered to NSC UK Ltd in Derry, Guess the country where this ZW310-6 wheel loader works, How it's done at Hitachi Construction, Spot the Hitachi excavator

Interested in your individual social media profile?

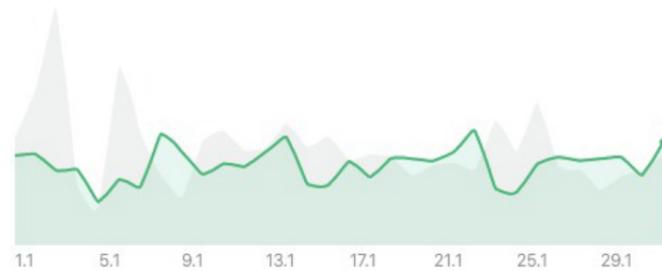
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4 Volvo CE

TOTAL INTERACTIONS
109.627
 -17,1%

NEW POSTS
328
 -32,6%

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	All Interactions (+Web)	-17,1%	109.6...
<input type="checkbox"/>	Facebook	-19,1%	60.224
<input type="checkbox"/>	Instagram	-14%	48.195
<input type="checkbox"/>	Twitter	-44,2%	740
<input type="checkbox"/>	Youtube	+1,3%	468

VIDEO VIEWS

<input type="checkbox"/>	All Video Views	-43,3%	280....
<input type="checkbox"/>	Facebook Video Views	-35,3%	224....
<input type="checkbox"/>	Instagram Video Views	-78,1%	25.846
<input type="checkbox"/>	Youtube Views	+2,4%	30.087

YOUTUBE VIDEO

<input type="checkbox"/>	Youtube Likes	+0,9%	441
<input type="checkbox"/>	Youtube Dislikes	-25%	9
<input type="checkbox"/>	Youtube Comments	+38,5%	18

FACEBOOK POST

<input type="checkbox"/>	Shares	-33,3%	3.486
<input type="checkbox"/>	Comments	-73,6%	699
<input type="checkbox"/>	Like	-18,4%	53.578
<input type="checkbox"/>	Love	-19,7%	1.452
<input type="checkbox"/>	Haha	-65,2%	57
<input type="checkbox"/>	Wow	-47,5%	246
<input type="checkbox"/>	Sad	-10%	9
<input type="checkbox"/>	Angry	-36,4%	7

INSTAGRAM POST

<input type="checkbox"/>	Instagram Likes	-13,8%	48.0...
<input type="checkbox"/>	Instagram Comments	-42,2%	186

TWITTER POST

<input type="checkbox"/>	Twitter Retweets	-64,2%	140
<input type="checkbox"/>	Twitter Comments	-60%	10
<input type="checkbox"/>	Twitter Likes	-35,2%	590

TOP POSTS

1		90-ton BIG excavator launch!	3.553
2		Off to the next job! EC300E, a machine built to work in tough job sites. Where are you...	2.791
3		It's freezing outside! Photo by @mario.marini #VolvoceXSnow...	2.156

BRIEF SUMMARY

Totalling 109.627 interactions in the period under review with 328 total social media posts (-32,6% decrease) detected in the given time period. Compared to the previous month, Volvo CE dropped by 17,1% in total interactions. The strongest interaction channels for Volvo CE this month are 1. Facebook (60.224 interactions, -19,1% compared to previous month), 2. Instagram (48.195 interactions, -14% compared to previous month) and 3. Youtube (468 interactions, +1,3% compared to previous month).

Well-concepted videos are a common and neat way to drive potential customers via social channels towards one's products and often functions as a brand shaper and builder. Regarding videos viewed in the period under review, Facebook is incontestably the strongest channel for Volvo CE (over 224.000 views, -35,3% compared to the previous period). Volvo must have significantly increased spendings and/or activities with the period under review. YouTube-video views rank as 2nd best performing platform (ca. 1/8 of the Facebook results, with an increase rate of +2,4 % compared to the previous month). With "only" 25.846 video views (>78% decrease compared to previous month), Instagram seems to be the worst performing video platform for Volvo CE with lower marketing importance. This very channel has reached statistical significance, but can still be improved - especially since Instagram is currently the fastest growing social medium in the short and mid run

The most read social posts contain the following keywords:

90-ton excavator launch, EC300E machine for tough work sites, it's freezing outside, Operator Coaching application for Volvo Co-Pilot, Volvo loader snow mover

[Interested in your individual social media profile?](#)

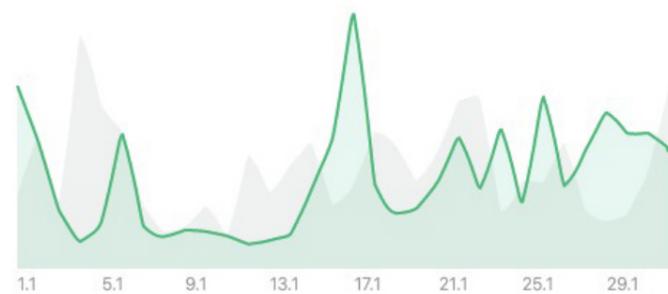
[Get in touch at marketing@lectura.de](mailto:marketing@lectura.de)

3 Liebherr

TOTAL INTERACTIONS
120.487
 -12,2%

NEW POSTS
269
 +13%

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	⚡ All Interactions (+Web)	-12,2%	120.4...
<input type="checkbox"/>	👍 Facebook	+6,1%	49.631
<input type="checkbox"/>	📷 Instagram	-31,8%	58.290
<input type="checkbox"/>	🐦 Twitter	-1,8%	943
<input type="checkbox"/>	📺 Youtube	+188,1%	11.623

VIDEO VIEWS

<input type="checkbox"/>	👁️ All Video Views	+36,6%	1.269...
<input type="checkbox"/>	👍 Facebook Video Views	-35,5%	283.1...
<input type="checkbox"/>	📷 Instagram Video Views	-59,7%	56.177
<input type="checkbox"/>	📺 Youtube Views	+165,3%	930....

YOUTUBE VIDEO

<input type="checkbox"/>	👍 Youtube Likes	+180,2%	10.666
<input type="checkbox"/>	👎 Youtube Dislikes	+231,5%	358
<input type="checkbox"/>	💬 Youtube Comments	+399,2%	599

FACEBOOK POST

<input type="checkbox"/>	↪ Shares	-24,6%	3.209
<input type="checkbox"/>	💬 Comments	+14,6%	897
<input type="checkbox"/>	👍 Like	-0,7%	36.874
<input type="checkbox"/>	❤️ Love	-34,3%	1.046
<input type="checkbox"/>	😂 Haha	-78,4%	19
<input type="checkbox"/>	😱 Wow	-32%	415
<input type="checkbox"/>	😞 Sad	-14,3%	6
<input type="checkbox"/>	😡 Angry	=	4

INSTAGRAM POST

<input type="checkbox"/>	❤️ Instagram Likes	-31,8%	58.112
<input type="checkbox"/>	💬 Instagram Comments	-41,4%	178

TWITTER POST

<input type="checkbox"/>	🐦 Twitter Retweets	+10,1%	185
<input type="checkbox"/>	🐦 Twitter Comments	-88,9%	3
<input type="checkbox"/>	❤️ Twitter Likes	-1,3%	755

TOP POSTS

1		Liebherr - G-BKF armoured rescue crane	10.238
2		Being an offshore crane of the 3rd generation, the Liebherr BOS crane stand...	6.714
3		Liebherr - Geschütztes Bergekranfahrzeug G-BKF	6.083

BRIEF SUMMARY

The company reached 120.487 total interactions during the reference period, corresponding to a loss of -12,2% compared to the previous period. Nevertheless, Liebherr produced 269 posts, which means an increase of +13%. Instagram is the most popular channel for Liebherr with 58.290 interactions (-31,8%). The second place was seized by Facebook, reaching 49.631 interactions, with an overall gain of +6,1% in comparison with the previous month. YouTube ranked as the third strongest channel with 11.623 interactions and an increase of +188,1%. Twitter remains the least popular channel, counting just 943 interactions (-1,8%).

Videos published on social channels are an interesting way of improving the company's profile and a chance to draw the attention from potential customers. Videos from all social media generated 1.269.893 views (+36,6%) in total. The strongest channel for Liebherr videos is YouTube, which generated over 930.000 views (+165,3%). The second strongest is still Facebook with 283.100 video views, but even so, its importance seems to be declining (-35,5%). The fact is that Instagram generated the lowest number of views (56.177), it also displays the biggest decrease; -59,7% compared to the last period.

The most read social posts contain the following keywords and context:

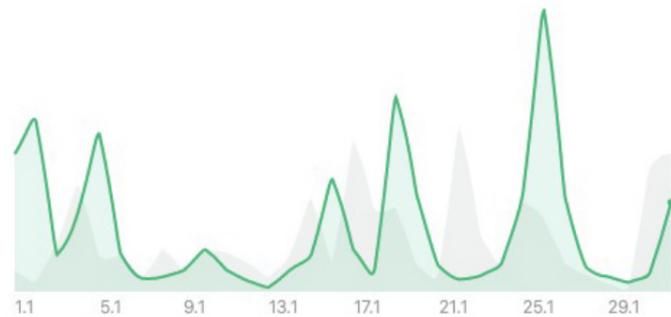
Liebherr G-BKF armoured rescue crane, offshore BOS crane of 3rd generation, Geschütztes Bergekranfahrzeug G-BKF, 20 Liebherr reach stackers delivered to Guatemala last year, snapshots of LH 30 M

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2 Caterpillar

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	⚡ All Interactions (+Web)	+9,9%	128.8...
<input type="checkbox"/>	👍 Facebook	+24,5%	25.628
<input type="checkbox"/>	📷 Instagram	+8%	100.1...
<input type="checkbox"/>	🐦 Twitter	+4,2%	2.607
<input type="checkbox"/>	📺 Youtube	-66,5%	513

VIDEO VIEWS

<input type="checkbox"/>	👁️ All Video Views	+3,8%	330....
<input type="checkbox"/>	👍 Facebook Video Views	-32,9%	99.773
<input type="checkbox"/>	📷 Instagram Video Views	+94,3%	170.3...
<input type="checkbox"/>	📺 Youtube Views	-26,3%	60.719

YOUTUBE VIDEO

<input type="checkbox"/>	👍 Youtube Likes	-65,6%	465
<input type="checkbox"/>	👎 Youtube Dislikes	-75,6%	21
<input type="checkbox"/>	💬 Youtube Comments	-71,6%	27

TOTAL INTERACTIONS

128.895
+9,9%

FACEBOOK POST

<input type="checkbox"/>	↪ Shares	+18,3%	2.835
<input type="checkbox"/>	💬 Comments	+0,9%	469
<input type="checkbox"/>	👍 Like	+6%	16.202
<input type="checkbox"/>	❤️ Love	+27,4%	1.136
<input type="checkbox"/>	😂 Haha	+52%	38
<input type="checkbox"/>	😱 Wow	+39,1%	192
<input type="checkbox"/>	😞 Sad	+28,6%	18
<input type="checkbox"/>	😡 Angry	-100%	0

INSTAGRAM POST

<input type="checkbox"/>	❤️ Instagram Likes	+7,9%	99.567
<input type="checkbox"/>	💬 Instagram Comments	+23,4%	580

TWITTER POST

<input type="checkbox"/>	🐦 Twitter Retweets	+10,4%	276
<input type="checkbox"/>	🐦 Twitter Comments	+248,5%	115
<input type="checkbox"/>	❤️ Twitter Likes	-0,1%	2.216

NEW POSTS

179
-15,6%

TOP POSTS

1		Go with the brand that can do it all! 🤖 #LetsDoTheWork #DollyPartonChallenge	16.014
2		Raise a glass to the start of a very happy and prosperous New Year!...	10.235
3		It's #NationalTriviaDay! Here's one to test your Caterpillar smarts... We rang the...	10.073

BRIEF SUMMARY

The company's social channels registered 128.895 total interactions with an increase of 9,9% compared to the previous period. Despite this, the number of new posts is decreasing; 179 (-15,6%). The most active platform for Caterpillar is Instagram, counting more than 100.100 interactions, moreover, the number is higher by 8% compared to the previous month. On the other hand, Facebook interactions have grown by almost 24,5% to the total number of 25.628 interactions. Twitter and YouTube seem to be much less important social media channels as they gained 2.607 (+4,2%) and 513 (-66,5%) interactions respectively.

Regarding the video views, which is a popular brand-promoting tool, Caterpillar acquired 330.854 views in total. Similar to social media interactions, Instagram is the main platform with approximately 170.300 video views, and there is an increase of +94,3% compared to the previous period. The company hit 99.773 Facebook video views, reaching a decrease of -32,9% than previously. YouTube seems to be currently an important video platform for Caterpillar as well with 60.719 views that represent a slight decrease considering the different video marketing focus in the previous months (-26,3%).

The most read social posts contain the following keywords and context:

A brand that can do it all! #DollyPartonChallenge, Raise a glass to the New Year, NationalTriviaDay testing your CAT smarts, construction's largest trade show is coming - see the latest CAT products, a snow day for CAT #LetsDoTheWork

Interested in your individual social media profile?

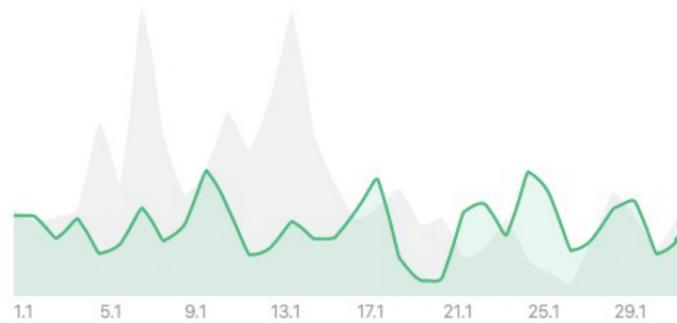
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1 JCB

TOTAL INTERACTIONS
440.429
 -35,5%

NEW POSTS
369
 -35%

● We 01.Jan - Fr 31.Jan



INTERACTIONS

<input checked="" type="checkbox"/>	⚡ All Interactions (+Web)	-35,5%	440...
<input type="checkbox"/>	👍 Facebook	-44,2%	103...
<input type="checkbox"/>	📷 Instagram	-32,6%	328...
<input type="checkbox"/>	🐦 Twitter	-32,9%	4.349
<input type="checkbox"/>	📺 Youtube	+12,7%	4.385

VIDEO VIEWS

<input type="checkbox"/>	👁️ All Video Views	-36,9%	2.22...
<input type="checkbox"/>	👍 Facebook Video Views	-68,5%	608...
<input type="checkbox"/>	📷 Instagram Video Views	-48,9%	246...
<input type="checkbox"/>	📺 Youtube Views	+23,6%	1.364...

YOUTUBE VIDEO

<input type="checkbox"/>	👍 Youtube Likes	+14%	3.378
<input type="checkbox"/>	👎 Youtube Dislikes	+14,4%	967
<input type="checkbox"/>	💬 Youtube Comments	-52,4%	40

FACEBOOK POST

<input type="checkbox"/>	↪ Shares	-49,2%	4.227
<input type="checkbox"/>	💬 Comments	-57,9%	1.633
<input type="checkbox"/>	👍 Like	-41,5%	94.995
<input type="checkbox"/>	❤️ Love	-31,9%	1.632
<input type="checkbox"/>	😂 Haha	-60,2%	88
<input type="checkbox"/>	😲 Wow	-22,1%	331
<input type="checkbox"/>	😞 Sad	+246,7%	52
<input type="checkbox"/>	😡 Angry	-75%	7

INSTAGRAM POST

<input type="checkbox"/>	❤️ Instagram Likes	-32,5%	3274...
<input type="checkbox"/>	💬 Instagram Comments	-46,2%	875

TWITTER POST

<input type="checkbox"/>	🐦 Twitter Retweets	-48,9%	672
<input type="checkbox"/>	🐦 Twitter Comments	-52,2%	110
<input type="checkbox"/>	❤️ Twitter Likes	-27,8%	3.567

TOP POSTS

1			Casually parking your #Fastrac 8000 Series on the driveway, before the tractor...	23.437
2			Easy to operate and easy to maintain, the JCB JS205 moves more material for less...	16.725
3			Making life easy in a hard world with the toughest equipment. Here is a Telehandle...	15.795

BRIEF SUMMARY

Totalling 440.429 interactions in the period under review, JCB marks a decrease of 35,5% interactions compared to the previous month. This number of interactions was generated from 369 posts in total (-35%). Instagram is the strongest channel for JCB, which generated over 328.000 interactions (-32,6% compared to the previous month). The second largest channel seems to be Facebook that achieved more than 103.000 interactions (-44,2%). The remaining two channels have significantly lower impact: Twitter reached 4.349 interactions (-32,9%), whereas YouTube gained 4.385 interactions that marked a notable decrease compared to the previous period (+12,7%).

Company-related videos are an optimal opportunity to acquire more visibility and present the company's products or news to visitors/customers, especially via social media. JCB achieved 2.220.465 video views in the reviewed period (-36,9% compared to the previous period). The most important video channel has been by far YouTube with more than 1.364.000 views, which means a comparably large increase of 23,6%. Facebook video views rank second, counting over 608.000 views, however, showing a decrease of -68,5%. Instagram video views generated the lowest number of views in total (246.000), however, the number decreased by 48,9% compared to the last month.

The most read social posts contain the following keywords and contexts:

#Fastrac 8000 series on the driveway, easy to operate and maintain - JCB JS205, swipe for stealth #220X #XSeries, versatile #Fastrac works around the clock 9 to 5

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List of sources

The detailed analysis of this report is powered and compiled by [Storyclash](#) - a new, encompassing social media performance "gatherer" that basically searches the entire web for your activities and the user's / influencer's reaction to them. The sources used for this report are activities from social media accounts that officially belong to the OEM or its subsidiaries. The chosen channels are provided by the software itself. In case you are missing social media sources for your company, that we didn't cover, please feel free to contact us with updates - although we made properly sure that we cover everything of relevance.

1. *Bobcat Atlantic*
2. *Bobcat Brasil*
3. *Bobcat Company*
4. *Bobcat Equipment*
5. *Bobcat India*
6. *Case CE*
7. *CASE Construction Equipment*
8. *CASE Construction Equipment*
9. *CASE Construction Equipment*
10. *CASE Construction Equipment*
11. *CASE Construction Equipment*
12. *CASE Construction Equipment BR*
13. *Case Construction India*
14. *Case Construction SA*
15. *CASE Europe*
16. *Case İş Makineleri*
17. *CASE North America*
18. *Caterpillar Careers*
19. *Caterpillar Global*
20. *CaterpillarIndia*
21. *Caterpillar Indonesia*
22. *Caterpillar machinery construction*
23. *Caterpillar Machines*
24. *CaterpillarThailand*
25. *Caterpillar uae*
26. *CGT Caterpillar*
27. *Hitachi CM Americas*
28. *Hitachi CM Europe*
29. *Hitachi Construction*
30. *Hitachi Construction*
31. *Hitachi Construction Machinery Australia*
32. *Hitachi Construction Machinery Loaders America Inc.*
33. *Hitachi Construction Machinery Middle East Corporation FZE (HMEC)*
34. *Hyundai Construction Equipment Americas*
35. *Hyundai Construction Equipment Europe*

36. *Hyundai Construction Equipment India*
37. *Hyundai Construction Equipment Philippines*
38. *Hyundai Construction Equipment Worldwide*
39. *Internet trends 2019. <https://www.bondcap.com/report/itr19/>*
40. *JCB Africa*
41. *JCB Agriculture*
42. *JCB Australia*
43. *JCB Backhoe Loaders*
44. *JCB Brazil*
45. *JCB Deutschland*
46. *JCB Galadari*
47. *JCB Global*
48. *JCB Latinoamérica*
49. *JCB Maquinaria Espana*
50. *JCB Middle East*
51. *JCB North America*
52. *JCB Owners & Operators*
53. *JCB Peru*
54. *JCB Russia*
55. *JCB South East Asia*
56. *JCB Tools & Workwear*
57. *JCB Turkey*
58. *Komatsu Australia*
59. *Komatsu Brasil International*
60. *Komatsu Construction*
61. *Komatsu Ecuador Fan Page*
62. *Komatsu Equipment*
63. *Komatsu Europe*
64. *Komatsu Forest*
65. *Komatsu Forest AB*
66. *Komatsu Forest BR*
67. *Komatsu Forest US*
68. *Komatsu Forklift U.S.A.*
69. *Komatsu México*
70. *Komatsu Mining*
71. *Komatsu New Zealand*
72. *Komatsu Operación Latinoamérica*
73. *KomatsuPart*
74. *Komatsu Poland*
75. *Komatsu Rental*
76. *Komatsu Spain*
77. *Kubota Canada*

78. *Kubota Canada*
79. *Kubota Greece*
80. *Kubota in Europe*
81. *Kubota in Europe*
82. *Kubota México*
83. *Kubota NZ*
84. *Kubota South Africa*
85. *Kubota UK*
86. *Liebherr Construction*
87. *Liebherr Construction*
88. *LiebherrConstruction*
89. *Liebherr GB*
90. *LiebherrGB*
91. *Liebherr - Great Britain*
92. *Liebherr Karriere*
93. *Liebherr Maritime*
94. *LiebherrMaritime*
95. *Liebherr Maritime JCB India*
96. *Liebherr Mining*
97. *Liebherr Mining*
98. *Liebherr-Sverige AB*
99. *Liebherr Tower Cranes*
100. *Pacific JCB*
101. *Social media reach. https://en.wikipedia.org/wiki/Social_media_reach*
102. *Volvo CE Brasil*
103. *Volvo CE Finland*
104. *Volvo CE, India*
105. *Volvo CE Indonesia*
106. *Volvo CE Italia*
107. *Volvo CE Korea*
108. *Volvo Construction Equipment*
109. *Volvo Construction Equipment Brasil*
110. *Volvo Construction Equipment Deutschland*
111. *Volvo Construction Equipment - Europe, Middle East and Africa*
112. *Volvo Construction Equipment Finland*
113. *Volvo Construction Equipment France*
114. *Volvo Construction Equipment Hispanoamérica*
115. *Volvo Construction Equipment Indonesia*
116. *Volvo Construction Equipment North America*