

Selecting relevant research that addresses the variables in the research question...

[Science](#), [Statistics](#)



Social media channels such as Twitter, Facebook, You Tube and blogs have been found by research to increase the sales of Ford Motors, especially in this so called ‘Millennial Generation,’ born between 1970s through the late 1990s (Ford, 2012). It is evident that the growth of Smartphone and tablets is even higher than that of the new born babies. With this increase, the mobile element of the social media continues to spread the adoption as well as the widespread of the social media and digital marketing. The company finds get the digital platform very instrumental as they try to create awareness about their new products. Using the fiesta Movement in 2009 as an example, the company gave the new Ford Fiesta to 100 customers to drive and talk about it through the social media for six months. This made the company in 2010 to be the first company to skip the auto show and go straight to their fans to reveal all the Ford Explorers on Facebook. The company, as a result, recorded a tremendous increase in sales of its products more than it had been experienced earlier. This article therefore proves the hypothesis that there is a correlation in sales increase (DV) based on the digital advertising (IV). Hence, reject the H_0 hypothesis and accept the H_1 hypothesis.

The most innovative of the online media buys for this company were the ‘roadblocks’-ads that interrupted the homepages of portals AOL, Yahoo and MSN. This roadblock component of the media blitz came in during the NFL kickoff of September 2010. This also was promoted by the spikes during the premiere of the Television show, ‘24’, as well as during thanksgiving football games. The launch of the roadblock ad was so widely successful that Ford site registered 3, 800 hits per second that just sent the servers

crashing. The strongest correlation with sales came from the online searches that were made by online buyers that used roadblock ads. This was defined by Briggs magazine as “the ultimate opt-in.” With only 6 percent reach to its customers through the digital platform search, a 3 percent of all buyers were those who used the digital platform or searched and received information about particular products via the same digital media. This research also indicates that, people who have used these searches to find Ford Trucks online, are more than 4 times as likely to buy them than people who haven’t search the trucks online at all (Robyn, 2004).

In addition to the marketer-directed roadblocks and other online ads, there were other consumer directed actions used via the digital media that increased reach and sales of the Ford products. Magazines such as Briggs noted that, visits to the Ford sites had a strong correlation with sales. The same research indicated that, visits to the truck pages registered a moderate correlation with sales, while visits to the auto sites had a weak correlation with sales (Andy & Alisa, 2010). This shows clearly that there’s a correlation in sales increase (DV) based on its digital advertising (IV).

References

Andy, B., & Alisa, D. (2010). Regression Model Building with MS Excel: Using Excel’s

Multiple Regression Tool to Explore the Correlation Between Advertising Dollars and Sales Volume. *Journal of Applied Business and Economics* , 1-9.
<http://www.na-businesspress.com/jabe/jabe111/bertschweb.pdf>

Ford. (2012). People-Sustainability 2011/12. *Corporate Journal of Ford Motors* , 62-63.

<https://assignbuster.com/selecting-relevant-research-that-addresses-the-variables-in-the-research-questions-of-the-article/>

<http://corporate.ford.com/doc/sr11-people.pdf>

Robyn, G. (2004). Ford-F150 Drives Away With Online Success. ClickZ Marketing News and Expert Advice , 1-4.

<http://www.clickz.com/clickz/news/1712283/ford-f-150-drives-away-with-online-success>