

DSMN8

The UK's Most Active Automotive Professionals on Social - July 2023

Industry at a glance:

Average Score:
6.86%

Total Companies:
26

Global Industry Average:
4.94%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages? Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, and future employees.

Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

So, how active are your employees currently on social? And how does this compare to the rest of your industry? Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see a minimum of **30-40%** of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at [DSMN8.com](https://www.dsmn8.com)

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	Marshall Motor Group	https://www.linkedin.com/company/marshall-motor-group/	United Kingdom	1,727	210	12.16%	▲ 2
2	Vertu Motors	https://www.linkedin.com/company/vertu-motors/	United Kingdom	1,936	234	12.09%	▲ 0
3	Jardine Motors Group	https://www.linkedin.com/company/jardine-motors-group/	United Kingdom	1,158	133	11.49%	▲ 2
4	Aston Martin Lagonda	https://www.linkedin.com/company/aston-martin-lagonda/	United Kingdom	2,718	283	10.41%	▲ 2
5	McLaren Automotive	https://www.linkedin.com/company/mclaren-automotive/	United Kingdom	2,399	246	10.25%	▼ -2
6	Jaguar Land Rover UK	https://www.linkedin.com/company/jaguar-land-rover-uk/	United Kingdom	1,151	116	10.08%	▲ 1
7	Triumph Motorcycles	https://www.linkedin.com/company/triumph-motorcycles/	United Kingdom	1,451	137	9.44%	▲ 8
8	Bentley Motors	https://www.linkedin.com/company/bentley-motors/	United Kingdom	3,690	297	8.05%	▲ 3
9	Group Lotus	https://www.linkedin.com/company/group-lotus/	United Kingdom	1,993	151	7.58%	▲ 0
10	Arrival	https://www.linkedin.com/company/arrival/	United Kingdom	1,149	86	7.48%	▲ 2
11	Inchcape	https://www.linkedin.com/company/inchcape/	United Kingdom	1,654	122	7.38%	▼ -1
12	Bristol Street Motors	https://www.linkedin.com/company/bristol-street-motors/	United Kingdom	1,063	77	7.24%	▼ -4
13	JLR	https://www.linkedin.com/company/jlr/	United Kingdom	33,110	2,225	6.72%	▲ 5
14	Lookers	https://www.linkedin.com/company/lookers/	United Kingdom	2,395	160	6.68%	▼ -1
15	The AA	https://www.linkedin.com/company/the-aa/	United Kingdom	3,245	211	6.50%	▲ 2
16	GKN Automotive	https://www.linkedin.com/company/gkn-automotive/	United Kingdom	8,112	484	5.97%	▲ 0
17	BCA UK	https://www.linkedin.com/company/bca-uk/	United Kingdom	1,852	104	5.62%	▲ 2
18	Audi UK	https://www.linkedin.com/company/audi-uk/	United Kingdom	1,086	60	5.52%	New Entry
19	Mercedes-Benz in the UK	https://www.linkedin.com/company/mercedes-benz-in-the-uk/	United Kingdom	2,646	137	5.18%	▼ -5
20	Evans Halshaw	https://www.linkedin.com/company/evans-halshaw/	United Kingdom	1,536	77	5.01%	▲ 3
21	Euro Car Parts	https://www.linkedin.com/company/euro-car-parts/	United Kingdom	3,115	149	4.78%	▲ 1
22	SEWS-E	https://www.linkedin.com/company/sews-e/	United Kingdom	1,532	71	4.63%	▼ -1
23	Arnold Clark	https://www.linkedin.com/company/arnold-clark/	United Kingdom	4,110	164	3.99%	▼ -3

24	Vauxhall Motors	https://www.linkedin.com/company/vauxhall-motors United Kingdom	1,614	33	2.04%	▲ 2
25	Kwik-Fit UK	https://www.linkedin.com/company/kwik-fit-uk United Kingdom	1,010	19	1.88%	New Entry
26	Car.co.uk	https://www.linkedin.com/company/car-co-uk United Kingdom	2,834	6	0.21%	▲ 1

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](#) [our contact us at support@dsmn8.com](#)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

