Abstract

Businesses, be it large corporations or small, and medium businesses are today hard pressed to find ways to effectively reach out to consumers. The simple reason for this is the advancements in technology. The Internet is forcing marketers to adopt new methods of engagement. Thus, businesses are jumping on the social media bandwagon. However, presence on social media networks does not necessarily equate to interactivity and engagement with consumers. This research examines three automobile companies for interactivity and engagement using thematic analysis and a multi-platform interactivity analysis. The conclusions drawn from this research are: (1) companies are good at interacting or engaging but are seldom good at both, and (2) companies do not necessarily utilize their online resources on multiple platforms efficiently.