

Ford Test Drive Social Media, Avoid Head-on Legal Crash

In an attempt to avert a “potential PR nightmare” Ford Motor Company read the social media signs and avoided a head-on legal crash, where their reputation would have felt the full force of the collision.

Sure, it's a given Ford would have won the legal battle, had things gone that way. But in winning the battle, Ford would have risked losing the social media war. And on the web, the survivability of a brand is all to do with winning the hearts and the minds of the very people you're appealing to. Scott Monty, Ford Motor [Company's social media strategist](#) knew this only too well:

“Ford was threatening to sue The Ranger Station, a fan website run by Jim Oakes that was selling counterfeit products using Ford's logo. Ford was demanding that The Ranger Station surrender its website URL and pay Ford \$5,000 in damages.”

What happened next was all too predictable; Jim Oakes used his social media smarts to whip up a storm of protest against Ford's heavy-handed approach:

“Ford instantly felt the backlash as the fan community quickly caught wind of the lawsuit and began blogging and tweeting angry comments. Monty jumped on Twitter, followed the chatter and sent tweets to his 5,600 followers saying “I'm in active discussions with our legal department to resolve it. Please retweet.””

And the moral of this story is? Be responsive and attentive to your customers, to your potential customers and to your brand, wherever that brand may be. Because in this day & age, [Super Advocates](#) — those that speak the loudest and are the most listened to — come in all shapes and sizes.

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*consumer services. To his clients, Wayne is considered more of a **business** partner than a supplier. He has earned several qualifications, including an honours degree in industrial design, product design, and electronic media.*

As a business owner especially in the current climate - you'll know how important it is for your business to have a strong online presence.

It's vital you understand the importance of getting your website listed within the search engines when relevant keywords are typed in. After all, most users do not look past page 1 so, if you aren't there you are not harnessing the potential of the web for your company.

Of course it takes a fair bit of effort and understanding in order to achieve desired results and to master SEO.

Let our experts guide you through the basics and help you kick start your SEO journey at [Hit Me!](#) [An Introduction To Internet Marketing](#) - Government Grant Available