

YOUR PERSONAL
PARTS E-COMMERCE

TACTICAL MARKETING PLAN



REVOLUTION PARTS

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INTRODUCTION

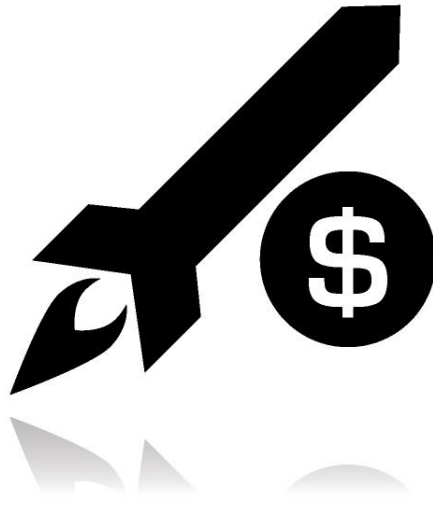
Why Marketing?

The Power of Marketing

With so many options flooding the online market, customers have the luxury to pick the cream of the crop when it comes to online shopping.

But it's not impossible to set up a successful online parts store. With site optimization and the right marketing tools, you can draw in new and repeat customers and make a name for yourself in the online world.





So what's the plan?

You might already be implementing some forms of marketing, whether it's Google Adwords or Facebook and Twitter accounts. But are you reaching your full potential? If you want to take this year by storm, you need to start your parts eCommerce year off on the right foot: with a plan.

In the following pages, we'll break down all the steps to making your very own parts eCommerce marketing plan.

STEP ONE

Set your Goals

Set your Goals

Whether you're new to eCommerce or looking to expand, give yourself something concrete to reach for. Once you know what you want to accomplish, it will be easier to assess where you have opportunities for marketing improvement.

So, what do you want to accomplish over the next 6 months?



Get started with eCommerce?



Expand across more eCommerce channels?



Increase sales goals, margins, or order volume?

Which goals sound the best for your dealership? If all three sound exciting, pick one and save the other two for the future. You'll find the most success with one key area to focus on.

Get started with eCommerce:

Maybe you've heard about eCommerce parts stores, but haven't set one up yourself. If you're new and just want to get started, you can start by [picking an eCommerce provider](#).

Expand across more eCommerce channels:

Which ones? You can [sell on eBay](#), Amazon, or a dedicated parts website—or all of them at once! This is a great option for expanding your customer reach on a national and even global level.

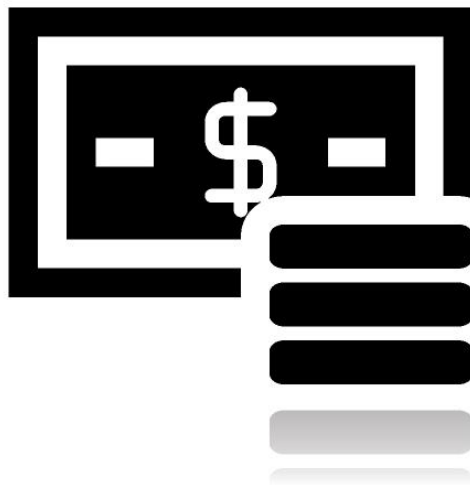
Increase sales goals, margins, or order volume:

If you're already set up online, the next step is improving your success by focusing on key areas. Picking one or two things to aim for will help you better prepare your 2016 marketing strategy.

You're on your way!

Once you've decided on your method, it's time to do your research. Read up on eCommerce, Marketplaces, or optimization strategies to get your head spinning with ideas.

No matter which direction you choose, marketing is a must. However you choose to spread the word, you need to let shoppers know that you're open for business and eager to serve.



STEP TWO

Your Marketing Strategies



Set your Marketing Strategies

If you're already selling online, you likely already have some marketing strategies in place. If that's the case, take a moment to think about what has been working for you, and what hasn't.

There are four key areas to focus your marketing strategy: **content marketing & SEO, social media, email marketing, and advertising**. If you've tried marketing in one of these areas without much success, maybe you haven't optimized your strategy. That's where chapter 2 comes in handy, since we'll break down each area and what you need to do in order to find success.

You can tackle all four at once if you'd like, or choose one to be your main focus while you simply dabble in the rest. This is YOUR marketing strategy—make something that works for you! If you are too overwhelmed to do marketing yourself or have been trying and finding that it's not your forte, it might be time to outsource it to a reliable marketing partner.



Content Marketing & SEO

The textual content on your website plays a huge role in how search engines find your site. Even though the exact algorithm for Google search rankings is unknown, we do know something for sure: original content matters. A lot.

With the right content on your page, updated at the right frequency, you'll be amazed how much you can improve your search engine optimization (SEO) and shoot your page to the top.

Onsite Optimization

It begins with creating the *right* content to improve your SEO, and by extension, your Google rankings. One of the best ways to do this is with auto part descriptions.

Think about a category of auto part (breaks, pumps, filters, etc), and write up a brief description of that part. What does the part do? How important is it to a vehicle's functionality? When does a driver know it's time to replace that part?

Still not sure? [This article](#) has a more detailed breakdown of how to write parts descriptions.



Onsite Optimization (cont.)

Each high-traffic and top-selling part should have customized product descriptions. You should also have unique content for each top category of parts.

For example, you should have descriptions for spark plugs, sensors, [braking systems](#), and other highly-searched terms. It may take some time to write, but it'll drive more traffic to your website.

You can snowball this into even more sales by adding related parts for sale beneath your description. Here's an example:


Search Everything | Part Number(s), Keywords, or VIN | Welcome! | Your Account | MY CART

Home > Volkswagen > Beetle > Beetle Water Pumps





BEEBLE WATER PUMPS

When replacing the Volkswagen Beetle's water pump, the drive belts and/or timing belt may need to be removed. The belts should be replaced if they show signs of wear or coolant damage. The entire cooling system—including all the coolant hoses and fittings, radiator, coolant fan(s), and fan clutch (if equipped)—should be inspected when replacing the water pump. To help prevent future issues, we recommend replacing the thermostat when the cooling system has been opened for repairs (e.g. water pump or radiator replacement) or during a system flush.

Volkswagen Beetle water pumps require replacement if they begin to leak coolant or become noisy. Leaking water pumps can result in damage to the drive and timing belts. A failed water pump can be caused by problems in the cooling system, such as a failing thermostat, radiator, or head gasket.



Q Refine your search | Any Year | Volkswagen | Beetle

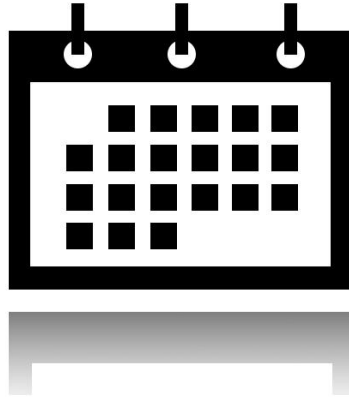
	WATER PUMP Part Number: 06L-121-005-A	\$119.98 \$89.99 ADD TO CART
	WATER PUMP Part Number: 06K-121-011-B Replaces 06K-121-011	\$157.00 \$117.75 ADD TO CART
	WATER PUMP Part Number: 06J-121-026-BG Notes: 2.0L Gas Replaces 06J-121-026-AT, 06J-121-026-BB	\$219.00 \$164.25 ADD TO CART
	WATER PUMP Part Number: 06H-121-026-DD Notes: 2.0L Gas Replaces 06H-121-026-AF, 06H-121-026-BA, 06H-121-026-CF, 06H-121-026-CQ	\$286.65 \$214.99 ADD TO CART

Advanced tip: You can use tools like Google Keyword Planner to see an estimate for how many people search for certain terms.

[Want to learn more?](#)

Frequency

How often are you adding unique content to your site, if at all? Google gives preference to sites that are frequently updated—the more frequent, the better. Make a goal to update at least twice a month, but once a week is ideal.



Blog

What's more original than starting a blog? With a blog, you can create and cultivate a group of loyal customers and increase site traffic at the same time.

If it sounds intimidating, don't worry—it's easier than it sounds. Look up similar blogs ([here's an example](#)) to give yourself some ideas. When brainstorming blog topics, ask yourself how useful each article would be if you were one of your customers. Short and unhelpful posts won't get you far. Constantly ask yourself how you can take your blog to the next level.

Consistency is incredibly important. Whether you write the articles yourself or assign them to your writer, create a schedule and stick to it. You can [download a content calendar here](#) to plan out your content for the year.



Social Media

Social media has taken the world by storm in the last 10 years, and it remains one of the fastest and easiest ways to keep in touch with your customer base. Facebook, Twitter, and LinkedIn accounts are all free to create and an ideal way to send out information and updates.

Purpose

It's no surprise that businesses have jumped on the opportunity to promote their products with social media.

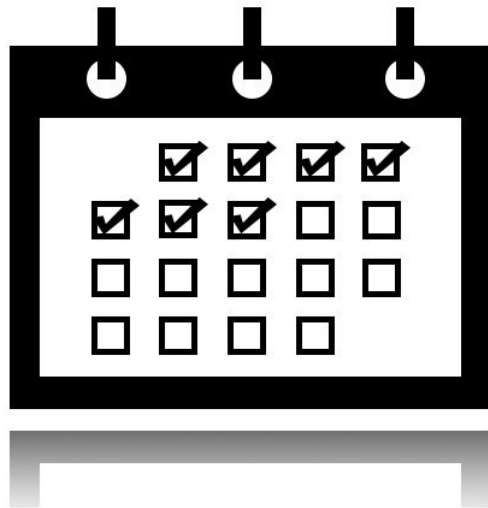
Except believe it or not, you shouldn't be on social media for the sole purpose of promoting your business. Make a goal to *engage* your audience with non-promotional content from time to time, such as posting or linking to helpful or interesting information and photos. Post fun and inspirational photos of cars or helpful videos for DIYers wanting more info on installing certain parts they can buy from you.

This will improve customer opinions of your parts store, and by extension, make your parts store a more favorable choice the next time a customer needs to shop. People want to listen to a real person, not a sell bot.



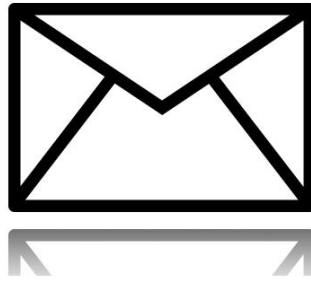
Consistency

Here's a quick quiz: go through your posts from the last 12 months and examine the posting dates. How frequently and consistently did you post?



Posting or tweeting on a regular basis is a wonderful habit to have when you want to build your audience. If you're going to do it, do it right. Try to stay on schedule by adding social media posts to your content calendar and sticking to your plan.

Does that mean you need to get on your social media accounts every day at the same time? Of course not! You can automate the scheduling of your social media posts with tools like [buffer](#). Spend half an hour scheduling enough posts to cover the next week, and you can save yourself a lot of time.



Email Marketing

If you haven't started building a customer mailing list, it's not too late to start. Collecting customer emails is a great way to keep in touch with past shoppers and promote repeat purchases.

There are a lot of online tools such as [MailChimp](#) which can help you create quick and professional emails, whether it's a newsletter, promotion, or something else.

Promotions

Reengaging past customers is a great way to drive repeat purchases. If they had a positive experience with you, they'll be more likely to buy from you again—especially with a little incentive.

Whenever you have holiday sales, promotions, or coupons, make sure to let the shoppers on your email list know.

You can also use promotions as a way to gather customer emails in the first place. Have them sign up in order to get the promotional code or coupon.



Abandoned Carts

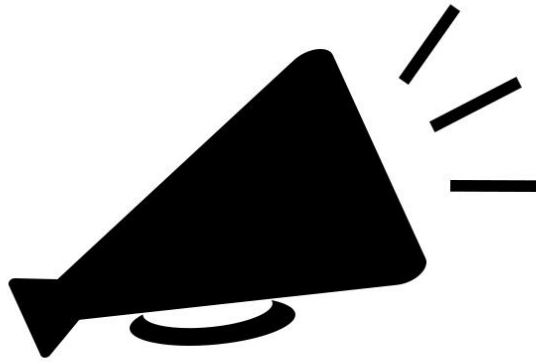
According to studies, nearly 90% of customer abandon their shopping carts and don't complete their purchase. But actually, that doesn't mean these sales are lost. If you managed to get their email address before they left, there's still hope.

Sometimes parts shoppers will abandon a cart because they are unsure that they've chosen the right part. By sending an email with relevant information (such as reviews or how-to videos), you can reassure them of their purchase. It's also helpful to include your contact information so they can ask questions, if necessary.

Read up more about [saving abandoned carts with our article!](#)



Important: You should ALWAYS make it easy for customers to unsubscribe from your mailing list, otherwise you will upset shoppers and lose their business for good.



Advertising

It takes money to make money, and you might assume advertising is a good example of that. However, when it comes to online advertising, you don't always need to break the bank to get your name out.

The great thing about digital advertising is that you can start small and grow your budget as you figure out what works and what doesn't. Unlike expensive traditional print and billboard advertising, you can start with small investments!

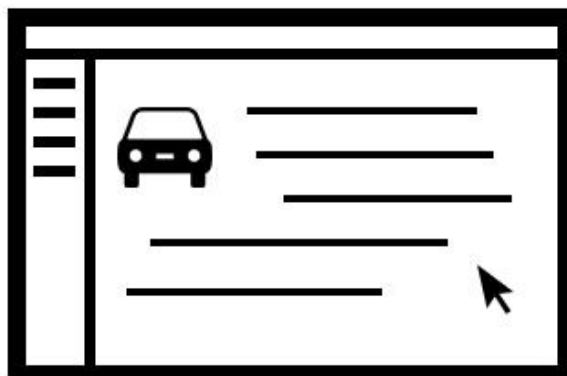
Search Marketing

With **Google AdWords**, you can bid on specific keywords in order to display your text-based ads at the top of Google's search results. AdWords is extremely valuable because it allows you to get in front of ready-to-buy shoppers who are actively looking for products you sell.

If you are totally new to advertising, we suggest you hire an expert for AdWords search campaigns or skip this and start off with Google Shopping campaigns which are easier to setup and typically have lower costs (skip to the next page to learn more).

If you are running AdWords campaigns already, take an audit of your existing account structure and performance. Ad groups with too many keywords, for example, should be broken down into smaller, more specific topics. The more precise, the better your success in finding interested customers. You should have no more than 10 keywords in an ad group. The fewer the better!

You should also be creating multiple ads to test them against each other and optimize your results. Small differences in your ad can make a surprising difference on CTR! [See a full AdWords auditing checklist here.](#)





Search Marketing (cont.)

Google Shopping is another effective tool when it comes to advertising, and tends to have higher returns on average than other PPC channels. Google Shopping PLAs tend to convert so well because of the pictures—people prefer clicking images over reading text ads.

So, look into your Google Shopping campaign performance. Are you taking advantage of all 3 campaign priorities (low, medium, and high)? Are you running search query reports to find and set negative keywords? Are you optimizing the title, description, and images for each of your products? Your product feed is especially important and should be kept up-to-date.

Thankfully, Google posts plenty of helpful and insightful [video tutorials](#) to help you optimize your shopping campaign.

Retargeting

Once you're bringing in customers, the next step is to keep them coming back. Yet again, Google puts another great tool at your disposal: **Google Remarketing**.

With Google Remarketing, you can show ads to users who have already visited your online parts store—meaning you can continue to reach your target audience, even if they leave your page. Just make sure to update your retargeting ads with new messages and designs every few months. You should also test out different calls to action to improve your CTR. You can also use RLSAs



Keeping Track

No matter which advertising methods you choose, always keep track of your key performance metrics. This can include cost per conversion, CTR, quality score, and so on.

When you follow these trends in your business to gauge how well you're performing, you'll have a better idea of where you need to focus next. If one ad finds remarkable success while another one flops, perhaps you can track down the difference in order to improve the quality of your advertising overall.



And don't stop there!

There are a million and one ways to market your parts store. You can get creative with your ideas, too! Always be looking for new ways to promote.

For example, marketplaces like eBay or Amazon have promotion options available to help boost your visibility. You can also take quality product photos to improve customer interest and CTR. Some dealers will even include goodies in their shipments (T-shirts, stickers, business cards, etc) to drive repeat purchases.

On a local level, you can market at your brick and mortar dealership. Print out business cards to hand out to new car buyers and let them know that they can go online to accessorize their car long after they've driven off the lot.

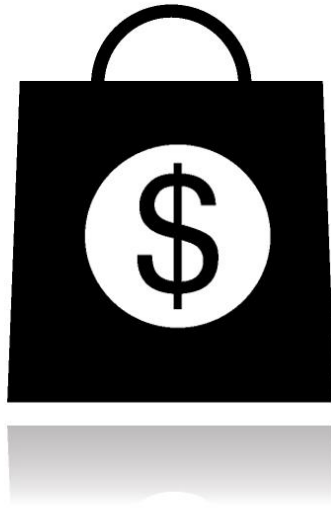
There are also plenty of automotive forums where you can get involved in the online community and start building relationships. Just don't go around posting your site link—it takes more time and effort than that! You can read more about forum marketing [in this article](#).

Confused by any of this marketing jargon?

Sign up [here](#) to get notified when our Free Parts Marketing 101 course launches to teach you the ropes and define all of the mumbo jumbo acronyms are pretty confusing.

STEP THREE

Make it Happen



Make it Happen

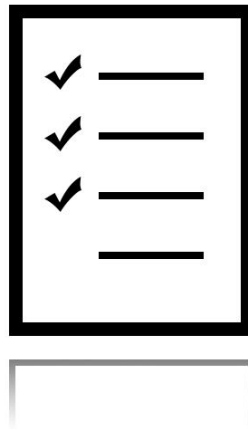
Maybe you've set goals in the past, but only a few weeks into your bright expectations, other tasks take priority and your marketing plan falls apart. The actual marketing part isn't hard, but setting good habits might be.

Part of it is because marketing won't make you an overnight success—you have to maintain your efforts throughout the year in order to see some real improvement.

So how can you keep your energy going?

Break it Up

Once you decide on your future goals, decide what you're going to focus on for the next few months. Think about your staff and budget. What will you do yourself, and where do you want to outsource to a marketing solution provider?

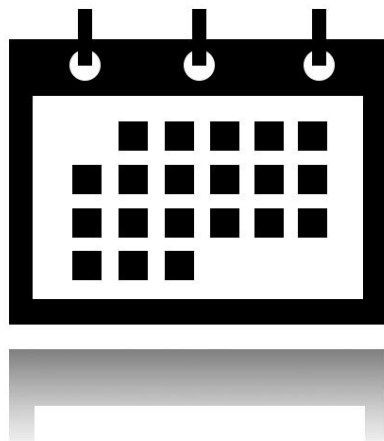


After that, break each major goal into manageable pieces. Set measurable, quantifiable goals whenever possible (such as one blog post a week). It's best to write up and print out a checklist for each smaller step, so you'll remember your goals every time you see it.

Schedule

We've set it before, and we'll say it again. Make a schedule and do your best to keep to it. Whether you use an Excel content calendar or just write your tasks into a wall calendar, find a system that works for you. It'll get easier the longer you keep it up—build a good habit for success!

Most importantly, make sure that each of your deadlines is achievable. If you set unrealistic goals, you'll only be more likely to slack off.



Accountability

Setting some accountability for yourself will help encourage you to hit the deadlines. How you do this is up to you, since different strategies will be more effective for different people.

Here are some ideas:

- Print out a monthly chart of your progress and post it somewhere visible.
- Write your monthly stats on a whiteboard at your workplace.
- Share your goals verbally with coworkers and have them ask you about your progress monthly.

If you're feeling especially ambitious, change "monthly" updates to "biweekly" or "weekly" !



Going Forward

With a goal in mind and high hopes for the future, you should start to feel energized about taking your business to the next level. You'll quickly find that a schedule is easy to keep if you get yourself into a habit of it—just don't use that feeling as an excuse to slack.

Nothing can beat the feeling of watching the numbers start to rise as you see your efforts finally pay off!

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See the platform in action that has powered \$160 million in parts sales for dealers.

