

4-STEP PARTS

ECOMMERCE TACTICAL MARKETING PLAN



REVOLUTION **PARTS**



When it comes to profitably selling auto parts online, the #1 mistake we see dealers make is with marketing.

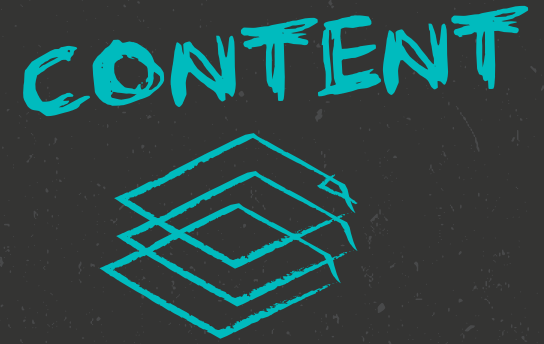
More specifically, a complete *lack* of marketing.

Online shoppers need to know your web store exists before they can buy anything! That's why we put together this **4-step marketing plan** so you can launch a successful web store right off the bat.



STEP ONE

CONTENT & SEO



1

If you know anything about online marketing, you know that content is KING.

That's what puts it into the Step 1 spot!

Here's a breakdown of all the ways you can add unique content to your site to boost SEO and make it into the top pages of Google search results.

Product Descriptions & Photos

Short descriptions of the parts you're selling online will help shoppers find your site.

Think about what information a buyer might want to know. Someone buying air filters might want to know how to tell an air filter needs replacing, the benefits of a fresh air filter, or how to replace an air filter.

There are a LOT of parts out there though, and it'll take time. We recommend starting with your top 10 or 20 best-selling parts.

On a related note, taking photos of the parts helps too. Photos help SEO, and they also give your buyer a better idea of what you're selling them.



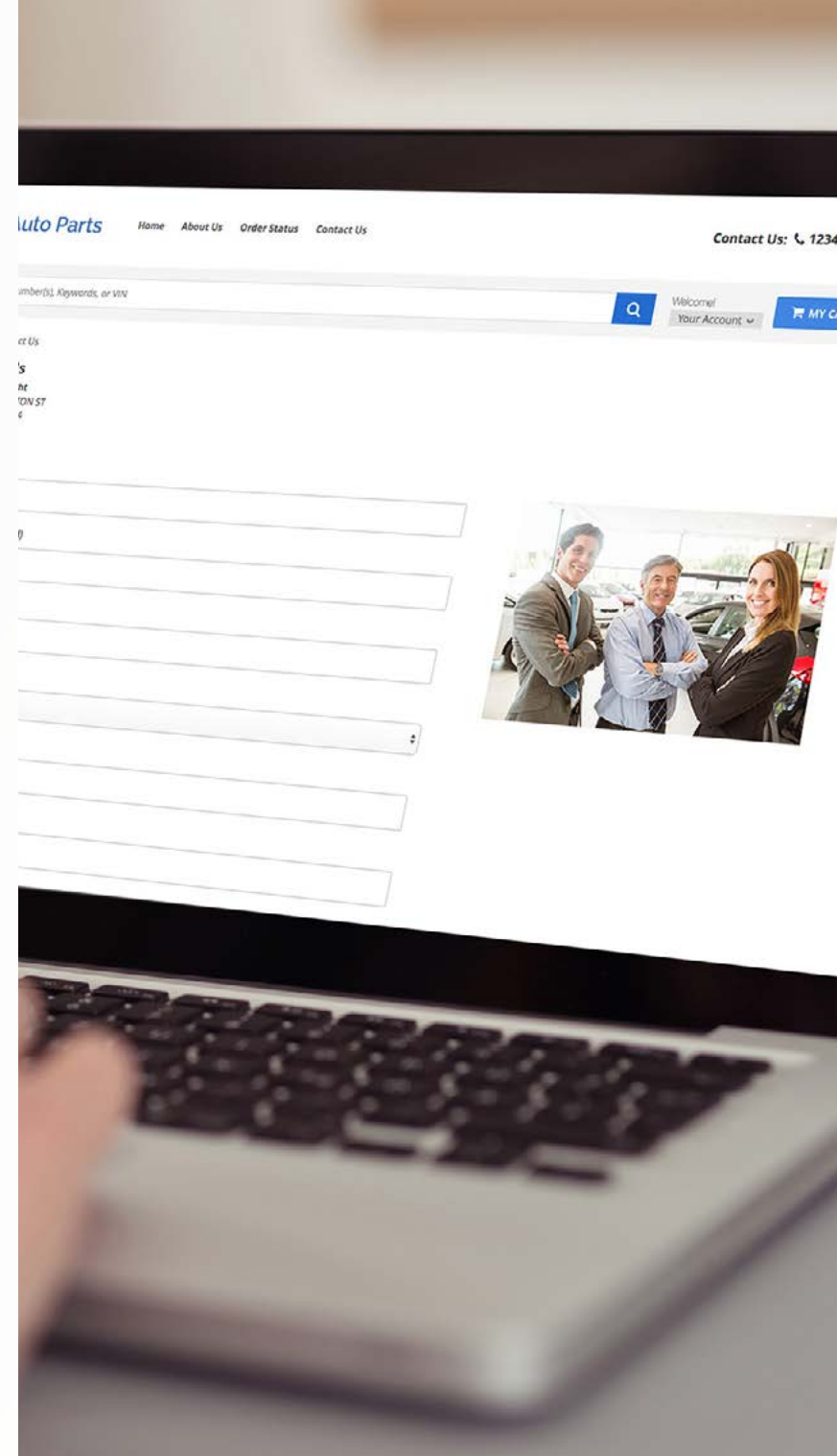
Default Pages

At launch, a lot of sites stick with the default, templated version of their “about,” “contact,” and “store policies” pages.

Since Google penalizes duplicate content, this is a hit against your site. Personalizing those pages improves your site SEO and shows personality.

For example, adding photos of your team to the “About Us” page shows that you’re a group of real people. Shoppers will see someone they can relate to, and it makes them more willing to trust you with their order.

Photos also help site SEO, so it’s a double win!



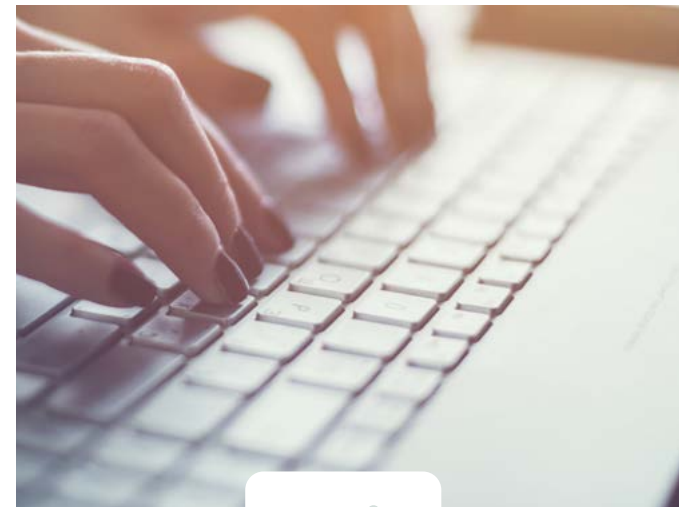
Unique Pages

Outside the standard pages every site has, adding new ones is an easy way to stand out!

- A **“Clearance” page** where you list some parts on sale. You can even share a promo code that shoppers can use for a discount.
- A **“Why Buy OEM Parts?” page**. Some shoppers aren't sure if buying OE parts is worth it compared to aftermarket. Writing a paragraph or two can explain to them why it's smart to buy genuine parts, earning you a few more sales!
- A **“Community Involvement” page**, if your dealership is involved in any community events or charities.

There's also the staple of online unique content: a blog.

Whether you write articles yourself or outsource it, publishing a short 300-word article about something in auto industry is a great way to keep your site content fresh!



In your blog, write about:

- Industry trends.
- A first look at new vehicles, parts, or accessories on the market.
- Vehicle, auto part, or accessory reviews.
- Educational content, like installation guides, auto term definitions, or advice for maintaining a vehicle.

Other Optimizations

If you can adjust meta tags and descriptions AND you know what you're doing, then go for it! Adjusting these site settings can help differentiate your site from the templated version.

There are optimizations you can do outside your site, too. Strong inbound links to your new parts website will bump the site higher in search results.

One of the easiest and most authoritative inbound links is a link directly from your main dealership website! Your main dealership site likely has a lot of strength and trust in Google's eyes, so it's a worthwhile link for SEO. It might even draw some buyers from local customers looking for a way to buy parts.

Other than that, you can set up social media accounts for your parts website. Adding links to your parts website in your social profile pages will count for something.

Website Structure

Once you're signed on with an eCommerce solution, this one is out of your power... but it's something to consider when you're just getting started.

Choose wisely when selecting a company to build and host your parts website. They'll handle the technical side like website reliability, mobile-optimization, site speed, and so on.

Since those are all factors that affect your overall SEO, they matter!

STEP TWO

EMAIL MARKETING



2

These days, nearly everyone has an email address. It's a common and effective way to communicate with your shoppers, and there's little to no cost involved.

Email marketing comes in a few different flavors, and each one can be a powerful addition to your marketing strategy.

Cart Saver Emails

Customers might abandon their cart for a number of reasons. Maybe they got distracted, maybe their computer froze up, maybe their power went out.

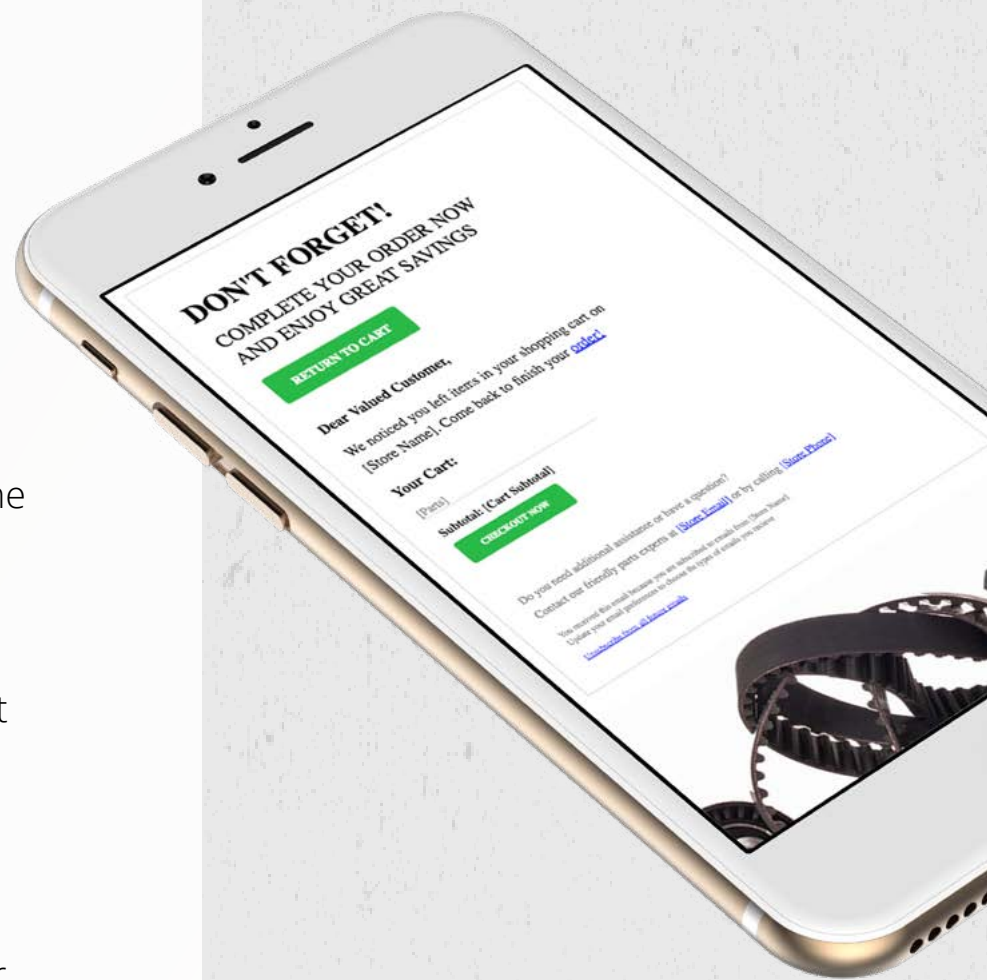
In any case, they added those parts to their cart for a reason! They were shopping for parts.

That's why Abandoned Cart Saver emails can be so effective!

Once set up, this email will automatically trigger to send to the shopper who left without completing their purchase. It will remind the shopper that their parts are waiting for them!

Sometimes, shoppers will abandon their order because they were comparison shopping and found a better price. While you don't want to sell at a loss, the Cart Saver emails can save you here too. Some dealers will add a promo code to the Cart Saver email for a small discount, like 5% off.

There's nothing to lose by setting up a Cart Saver email. The shopper left your site anyway, so this is your best chance to get them back.



Transactional Emails

Believe it or not, your everyday transactional emails can be another way to engage with shoppers!

An email confirmation can do more than just confirm the shopper's order. Tweak the messaging to show a little personality and offer additional value.

Try including one or more of the following:

- Thank the shopper for their order
- Share your contact information and offer your help if they need it
- Invite them to follow your parts website on social media





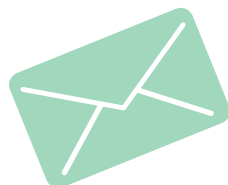
Promotional Emails

What better customer base to start with than those you've already served?

Past shoppers have already made the choice to trust you with their purchase. That means they're more likely to trust you again, and come back to you the next time they need parts!

RevolutionParts integrates with MailChimp. Once you set it up, it will start automatically collecting the emails of your shoppers. Spend a few minutes creating an email template, and then you're set.

Once you set up an email template in MailChimp, promo emails are a simple matter of plugging in the new email message and sending.



STEP THREE

SOCIAL MEDIA

3

Your dealership is probably already set up with social media accounts for Facebook, Twitter, and LinkedIn. Your parts website can benefit from accounts, too!

Facebook and Twitter are easy to set up and maintain. They provide inbound links to help your site SEO, and when you have a bit of a following, they can be used for ongoing promotion and brand engagement.

Getting Followers

Growing a following takes time, so be patient. Social media will have a snowball effect. Once you get a few followers, more will come over time as they share and engage with your posts.

Unfortunately, shoppers will rarely seek out your social media pages on their own. You have to ask them to follow you.

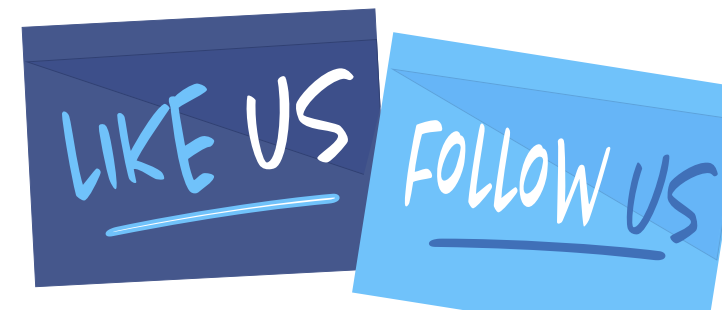
To start, invite shoppers to follow you using email. Add an invite to your promotional emails or invite them in a follow-up email after purchase.

Another option: include a slip of paper in every order that goes out. On the paper, you can include a coupon code for their next purchase and an invitation to follow you online.

Make sure to let them know the benefits of following you. Namely, the promotions and coupons you'll send out via social media!

Facebook will let you pay to promote your Facebook page, but do so with caution. If you don't know much about paid social media ads, you don't want it to turn into a costly waste of money. Look up some best practices before you get started.

That said, Facebook will sometimes give new business pages a free ad credit for \$20 or \$30 that you can use however you'd like. Just don't spend it all in one place! It's best to spread it out and test which posts work best.



Promotional Posts

One of the more obvious benefits of a social media following is its value as a promotional tool.

Most of your followers are going to be past customers, meaning they're more likely to buy from you again. They know you're a trustworthy seller, and they liked their interaction with you enough to follow you online.

Whenever you run sales or promotions, let them know!

Pictures are a MUST. If you run a Halloween-themed promotion, post your announcement with a picture of a jack-o-lantern, a ghost, a monster, etc.

You can make these pictures with a website like [Canva.com](https://www.canva.com), even if you have non-existent design skills. Simply upload a picture and use the software to add info about your promotion.



STEP FOUR

DIGITAL ADVERTISING

4

While the other marketing strategies covered can help you build a foundation for growth, sometimes you need to invest a little to get a lot back.

Google AdWords and other ad networks can drive buyers to your site faster and with more reliability than other types of marketing. Of course, this comes at a price.

The cost is worth it. Dealers who entrust their paid marketing to RevolutionParts average \$6-\$8 Return on Investment. **That means for every \$1 invested in ad spend, they get \$8 back in sales!**

Some dealerships do even better, seeing ROIs of \$11x or more. It all depends on your brand, pricing, and selling strategy.

Best yet, Pay-Per-Click ads mean you only pay for the ad if someone clicks on it. In other words, you only pay if it works! Not every click will lead to a purchase, but it shows you're at least attracting buyers to your site.

Google Search Ads

These are basic text-based ads which show up in Google search results depending on the keywords you bid on.

If you bid on the keyword “Nissan Altima brakes,” there’s a chance your ad will appear in the search results. Some keywords will be more expensive to bid on than others.

The benefit of these ads is that people are actively searching to buy! If someone types “Nissan Altima breaks” into Google, there’s a good chance they’re searching because they need to buy brake parts.

When writing these ads, think about what your customers might be interested in. Free shipping? A discount? Fast service? Try including phrases like this in your advertisement to draw in more clicks.

AD MARK

Helps customers recognize a sponsored result.

CUSTOMIZABLE INFO

Draw in customers with information that appeals to them.

SEARCH CAMPAIGN ADS

About 2,340,000 results (0.35 seconds)

Nissan Brakes | Explore Current Nissan Offers
Ad www.nissanservicenow.com/Brakes ▾
Schedule Brake Repair at a Nissan Dealer. Get Back on the Road with Confidence.
Competitive Prices · Drive With Confidence · Genuine Nissan Parts · Innovation That Excites

Nissan Rotors | USA Engineered - Long Lasting | r1concepts.com
Ad www.r1concepts.com/Performance/Brake-Rotors ▾
★★★★★ Rating for r1concepts.com: 4.8 - 3,098 reviews
Brake parts Ship within 2 days & Free Shipping. 1 Year Warranty on Rotors & Pads
Highlights: One-Stop Shop, Over 10 Years Of Experience, Comprehensive Brake Catalog...
Brake Rotors · Brake Kits · Brake Pads

The Official Nissan® Site | Experience The All New Lineup
Ad www.nissanusa.com/ ▾
Research Your Next Nissan Car, SUV or Truck Today. View All Vehicles Now!
Luxurious Comfort · Exhilarating Power · Advanced Safety · Leading Technology · Dynamic Design

Sears Auto Center® | Up To \$50 Savings on Brakes | searsauto.com
Ad www.searsauto.com/Brake/Service ▾
Get Up To \$50 Savings on Brakes! Schedule an Appt Online or Call Us Today.
Pricing & Packages · Brake Evaluation · Schedule an Appointment · Find a Store

Nissan Brake Pad Set, Nissan Rear Brake Pads | CarParts.com
<https://www.carparts.com> ▸ Nissan ▾
When you need to order a new Nissan Brake Pad Set, we're here 24/7. Our vast selection is ready to be sent out today; place your order now!

ORGANIC SEARCH RESULTS

Google Shopping Ads

If pictures are worth a thousands words, then Google Shopping Ads are the way to go!

These are image-based ads which show a picture of your product along with key information (such as product name, price, special offers, and reviews).

Shopping Ads compare your products side-by-side with your competitors, meaning some dealerships will benefit more than others. If your prices are outrageously high compared to competitors, shoppers will notice!

You can stand out in other ways. Even if your price is a little higher than the others, you can win the click through product reviews or a Google Trusted Store badge.

Product Image

Product Name





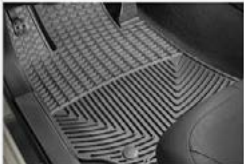

Product Price

Seller

Product Promotion

When you run sales event, update your product feed to let customers know in the ad.

Shop for Toyota Flo... on Google Sponsored ⓘ

 <p>WeatherTech Floor Mats for... \$179.90 WeatherTech.com</p>	 <p>Genuine Toyota RAV4 Carpet... \$54.78 OEM Part World Special offer</p>	 <p>WeatherTech Cargo Liner for... \$109.95 WeatherTech.com</p>
 <p>Genuine Toyota 4Runner Carpet... \$52.38 OEM Part World Special offer</p>	 <p>WeatherTech Floor Mats \$44.95 AutoAccessories.. Free shipping</p>	 <p>2007-2011 Toyota Camry... \$49.78 OEM Parts To You</p>

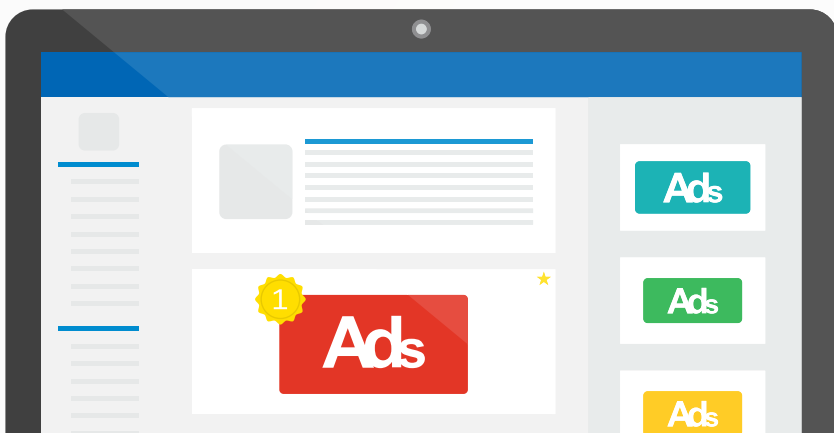
Google Trusted Store

This badge marks you as a trusted seller through Google Shopping.

Remarketing

Remarketing lets you reach shoppers even after they've left your site. This is a great way to keep your parts website on the top of their mind so they don't forget!

Display ads like this do require a little more graphical prowess in order to do well. You or a designer will have to make a handful of ads in different sizes. Make sure to test different ad designs and different messages to find what attracts the most clicks.



Optimizing Your Campaigns

Focus your ad groups into small, specific topic with precise keywords to reach your target audience. Testing multiple ads against each other is another powerful way to see which messages work best.

You shouldn't just set and forget your ad campaigns. Check up on them regularly to see how they perform!

[See a full AdWords auditing checklist here](#) to find areas of improvement in your ad campaigns.

CONCLUSION:

WHAT'S NEXT?

Marketing won't bring overnight success—you need to keep up your efforts throughout the year to see amazing results.

This guide doesn't include everything. You can try out other ways to market, like participating in an auto forum or creating shipping inserts to add to every order.

Luckily, if you manage anything marketing-related for your dealership website, a lot of that knowledge will carry over. It's just a matter of tweaking it to focus on parts, like learning new keywords and channels that appeal to part buyers more than car buyers.

Keep at it and make sure to track your metrics so you know what's working best!

PARTS ECOMMERCE MARKETING PLAN CHECKLIST

HERE'S A QUICK SUM-UP OF THE GUIDE, CONDENSED INTO A SIMPLE CHECKLIST.

CONTENT & SEO

- Write 10 parts descriptions for top-selling parts
- Take 20 parts photos for top-selling parts
- Update default pages (about, contact, store policies)
- Create a unique page (clearance page, brand info, community involvement, blog)
- Link from your dealership site

EMAIL MARKETING

- Set up automatic Abandoned Cart Saver emails
- Integrate your eCommerce solution with MailChimp or another email software
- Create a promo email template
- Schedule your first promotional email

SOCIAL MEDIA

- Set up accounts for Facebook and Twitter
- Set up your social media profile pages
- Schedule 5-10 non-promotional posts to go out over the next month
- Announce a promotion or sale over social media

DIGITAL ADVERTISING

- Do some keyword research for top-selling parts
- Ensure your site is set up with Google Analytics
- Set up Google AdWords campaigns
- Generate Google Shopping feeds

READY TO LAUNCH A PROFITABLE WEB STORE FOR PARTS?

Leverage the power and versatility of the RevolutionParts platform to sell more auto parts online.

- **Pain-free promotion** - Generate sitemaps and Google Shopping feeds, create promo codes, and set up custom pricing and discounts
- **Easy email marketing** - Integrate with MailChimp and set up automatic Cart Saver emails
- **Time-saving tools** - Automate tasks, eliminate manual data entry, and set up canned email responses
- **Manage everything from a single dashboard** - Set up and sell across multiple online channels with no added hassle

[SEE A DEMO](#)



For more information on how RevolutionParts can help you, visit us at:

[RevolutionParts.com](https://www.RevolutionParts.com)

REVOLUTION PARTS

THE #1 WAY FOR NEW CAR DEALERS TO SELL PARTS ONLINE

RevolutionParts.com | 480-525-5177