

marketingguide

Everyday we get a number of questions related to marketing and this guide will provide our dealers with some features to promote your new website. We have broken the guide into two sections. The first section covers all of the organic techniques you can utilize to grow traffic to your site over time and the second section covers paid options for improving performance immediately. We encourage you to use both organic and inorganic methods for the quickest and most powerful results, but keep in mind that this guide is a courtesy to our customers and does not guarantee the success of an e-commerce website.

organic
marketing
features



part one

driftmarketing

This feature enables you to send email campaigns to customers that have either abandoned the cart or have not completed the checkout process after you've sent them a custom quote. Just click the link above to view screenshot instructions for setting this up!

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TIP: You can offer a promotional code within these emails in order to entice a customer that left the cart to come back and place their order.

TIP: *If you have overstock, you can feature these parts on the homepage and offer a discount to encourage purchases.*

promotionalcodes

We encourage you to offer promotions and discounts based on items you are overstocked with or that pertain to seasonality.

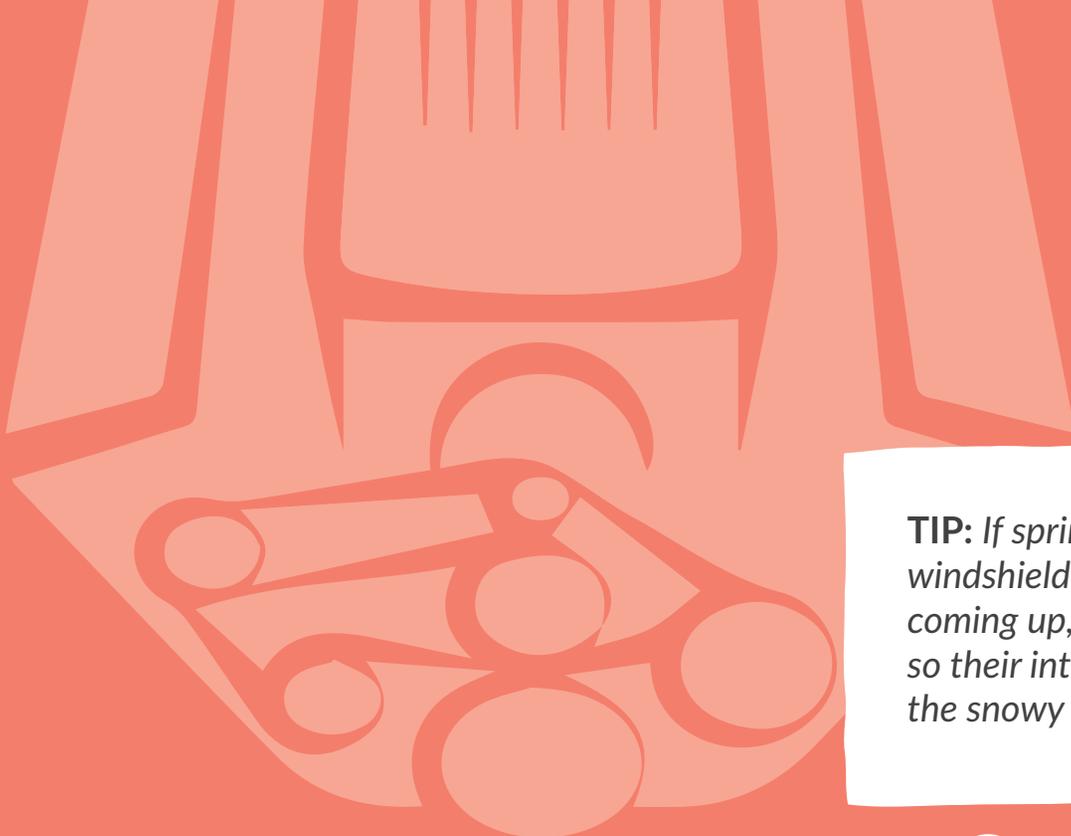
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productpage settings

You can add relevant content, to every product page within the catalog, by adding a store and manufacturer description under the “descriptions” tab. This will update the product pages as well as add relevant content to the site in one very simple step.

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TIP: We suggest reiterating your differentiators in the store description and warranty information within the manufacturer description.



TIP: *If spring is approaching, try offering windshield wipers on sale and if winter is coming up, offer floor mats to customers so their interior is protected throughout the snowy season.*

featured parts

You can select specific parts to display on the homepage of your site and even feature them as a “Hot Deal” using this tool. This will provide an update to your site as well as offer seasonal items to customers currently on the site.

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TIP: Use high-ranking keywords within your page descriptions whenever possible.

seo settings

If you have not already done so, completing the meta descriptions within the various site pages will update the page description on Google search results.

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socialmedia

Building an online network of followers can be valuable and RevolutionParts has a section in the control panel specifically for your Facebook, Twitter, [Google+](#) and eBay pages. Using social media to communicate and interact online can be valuable for making offers, proving legitimacy and building your reputation.

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TIP: *If you do only one form of social media and have little time for updating content then creating a Google+ page is the best place to start.*



dynamic catalog pages

You can use this feature to add unique content to the pages within the parts catalog. This will help build fresh content to boost organic SEO. You can also use this feature for cross-linking to other catalog areas and driving traffic to specific pages that pertain to the search content a user might be looking for.

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dynamicseo

This feature can be used to create smart categories for users to easily access a specific set of parts and all related components. It can also be used to drive traffic to targeted areas within an AdWords campaign.

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TIP: *If you have catalog pages that are not getting searched, you can force Google to index them by targeting keywords and driving traffic to these pages.*

TIP: *The emails can offer a promo code, helpful car care tips or even featured seasonal parts and accessories.*

mailchimp integration

Using an email software will allow you to send monthly or quarterly emails to your past customer database. The important part of email marketing is that it keeps your company in the spotlight!

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A red speech bubble with a white outline, containing the text "part two".

part two

paid
marketing
features

googleanalytics

This FREE tool can help you to understand your customers, what drives them to purchase and where your traffic is coming from. It is highly recommended to have analytics setup during the launch of your website and continue to track trends throughout marketing using various Google tools.

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TIP: [Landing Pages](#) can be created using our text editor tool to create unique pages formatted specifically for targeted keyword searches.

adwordscampaigns

You have the ability to run paid search ads on Google using keywords that will drive traffic to your website and increase the number of pages indexed on Google. It is highly recommended that you use a marketing company to monitor your ad performance unless you have internal Internet marketing personnel.

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google shoppingfeeds

A paid data feed comprised of your automotive parts that run across the top of pertinent Google and search network providers. Google Shopping Feeds can be a great way to gain more conversions through exposure of your products to customers shopping online.

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