

# Promotions that Drive 10X the Traffic

## The Challenge

Running a marketing promotion is a great way to attract new customers, retain existing ones, and generate additional sales. But running a successful promotional campaign can be difficult, unless you have the right partner to help you execute it.

## The Solution

Marketing promotions, including short-term sales events, can help drive website traffic and generate additional revenue for your business. However, like any other marketing campaign, promotions need to be planned and executed correctly. SimplePart has a team of experienced marketing professionals to help both OEMs and dealers run their marketing promotions successfully.

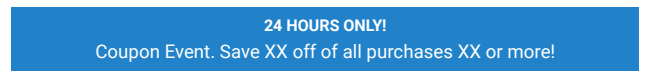
Well-crafted promotions go beyond just reducing prices. They help our clients start or grow existing relationships and increase revenue by stimulating repeat purchases. Effective promotions are integrated across multiple channels, including websites, email and search engine result pages, to generate maximum exposure.

SimplePart helps both OEMs and individual dealers with their promotional needs. Here are a couple of examples:

### OEM Promotional Campaign:

One of SimplePart's OEM partners wanted to run a 24-hour coupon event celebrating a milestone for their brand and their dealers. SimplePart worked closely with this OEM on an integrated marketing campaign that showcased the promotion and coupon on the Tier1 site to drive traffic and sales to individual dealer websites.

This marketing campaign included online promotional banners, social media posts and SEM (Search Engine Marketing). This promotion was particularly successful because the OEM subsidized the coupon, which enabled the dealers to offer incentives like rebates or free shipping.



### Results:

**60%**  
increase in  
OEM traffic

**130%**  
increase in the  
average basket size



### Results:

**400%** increase in sales during comparable time

### Individual Dealer Promotional Campaign:

SimplePart recently worked with one of its long-time clients to create and run a week-long two-step campaign, tied to a major sporting event.

The SimplePart Marketing Team brainstormed with the dealer to create a promotion featuring a discount coupon whose value decreased throughout the week. This created a sense of urgency in the minds of their customers, thus encouraging them to participate in the sale early to capitalize on the better deal. This promotion included banner ads and an email campaign to draw attention to the dealer's promotion.