



REVOLUTIONPARTS

# MARKETING MADE EASY

WITH THE REVOLUTIONPARTS PLATFORM

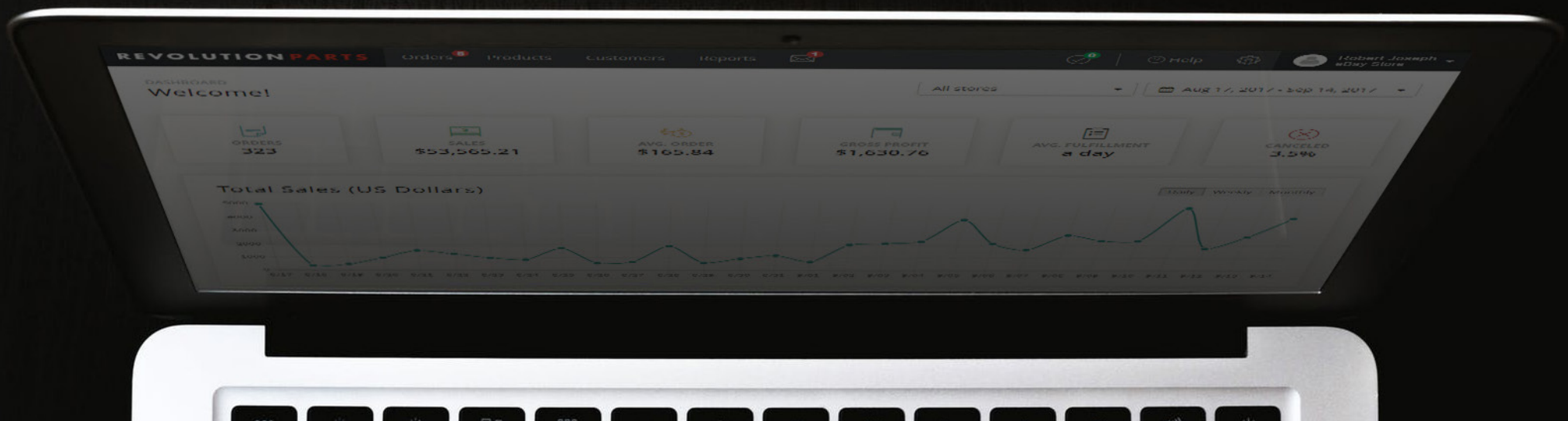


## Online part sales don't magically happen overnight.

Having a hands-on approach will skyrocket your sales, and with simple marketing tools on the RevolutionParts platform, selling online has never been easier.

While we definitely encourage you to set a marketing budget so a team can assist you (we have a highly skilled marketing agency within our company), the tools included with the platform itself are effective ways to get your feet wet in the world of marketing.

Familiarize yourself with these tools and you'll be marketing your site like a pro in no time!



# 01

## ABILITY TO GENERATE GOOGLE SHOPPING FEEDS

“  
**REVOLUTIONPARTS  
MAKES ADVERTISING  
EASIER AND SIMPLER  
THAN EVER.**



### **Promoting your parts on Google Shopping?**

RevolutionParts allows you to link your Google Merchant Center account with the platform to generate shopping feeds, making advertising easier and simpler than ever.

Creating a new feed is simple. Just use the drop down lists to specify the type of feed and which parts to include - for example, you can include parts only from a specific manufacturer.

Once you save your changes, you can upload the product feeds to your Merchant Center automatically from the platform.

If you need it, we have a guide for setting up a new shopping feed [right here](#). Of course, if you prefer to have the professionals do it, you can take advantage of the marketing services that RevolutionParts has to offer.

# 02

## UNIQUE CONTENT/ IMPROVING SEARCH ENGINE OPTIMIZATION (SEO)

### Dynamic SEO tools

Dynamic SEO pages are a great way for you to feature specific parts and direct more people to them. They are search-style pages that allow you to create keywords and gain search traffic.

**Meta Title** - When you look for something on Google, a meta title is one of the pieces that pop up in results. This is what someone will click on to get to a page.

**Meta Description** - This is a little longer and appears under the title. It gives more of a description as to what the page will be about.

While these elements don't affect how you rank on Google, they can play a huge role in whether or not people click to your page. If they aren't enticed to click, you'll have a hard time selling anything, so making these unique is key!

You can further customize your Dynamic SEO pages by adding unique content. This content doesn't have to be long (we recommend at least 50 words, no more than 100), but pages with well-written text are rewarded in search by Google.

As an example, if you have a Dynamic SEO page about floor mats, you could discuss the benefits of owning floor mats and mention what brands you have in stock. It's really that simple!

Dynamic SEO pages are relatively easy to create and they drive traffic to your Web Store if you use the tools correctly. For a more in-depth explanation on how to create these pages, [click here](#).



## Create Landing Pages

A landing page can be a great tool used with a marketing campaign. Your potential customers can be directed to a landing page instead of your general homepage so they can view specific information or promotions that are taking place.

It helps give you some power in showing your visitors a certain page, and can help them find something faster instead of trying to navigate through your home page.

Usually, your landing page is what appears after someone clicks on a search result or online ad. The landing page will give your customer a call to action. The goal is simple - while your homepage may feature many things, a landing page should focus on a specific goal.

**A**n effective landing page will result in your customer completing an action that you want them to take.

It can be anything from signing up for emails from your webstore (offering promotions or coupons is a great way to get people to do this) or buying a specific, discounted product.

The result from a successful landing page will be increased SEO and Pays Per Click (PPC).

**View this page** for a more detailed step-by-step to creating these pages.

# 03

## EMAILS

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**SENDING CUSTOMERS  
A REMINDER ABOUT  
WHAT THEY PUT IN  
THEIR CART IS A  
GREAT WAY TO GET  
THEM BACK ON  
YOUR PAGE!**



### **Abandoned Cart Saver Emails**

Sometimes, a customer may put items into their cart from your website that they intend to buy - but then they leave the page.

Maybe they had to log off and intend to come back later to complete their purchase, or maybe they were price comparing with other webstores. Whatever the reason, sending them a reminder about what they put in their cart is a great way to get them back on your page!

Also known as a drift marketing campaign, abandoned cart saver emails are a tool that you can use through the RevolutionParts platform that will prompt your buyer to complete the transaction. Setting up these emails is simple - and a successful email campaign may get customers to return to your store for continued business!

You can even add promotion codes to give them a greater incentive to come back! With drift marketing campaigns, you take a proactive step towards reducing abandoned carts and increasing sales.



## MailChimp Integration

Starting an email campaign to reach your customers can seem overwhelming. With RevolutionParts, it doesn't have to be!

RevolutionParts is partnered with MailChimp, allowing you to integrate their services with the platform to allow you to easily send email outreaches to all of your contacts.

Once you set up a MailChimp account, you can use this **walkthrough** to combine the two services and create email lists of people you want to send these campaigns to. If you don't have many contacts, MailChimp makes it easy for you to create a sign-up form to gain them.

You can then create a campaign using easy step-by-step instructions and pre-designed templates so you can put

your focus into getting the information out there without stressing about how the email will look. You don't have to be a design expert here - MailChimp takes care of it for you.

Another great tool included with MailChimp integration is the ability to track the engagement level with your campaign. See who opens an email, clicks, or unsubscribes. Use this as a way to decide what your next email will be and what you need to adjust.

It may take some trial and error before you figure out the best email campaigns for your web store, but once you do, this type of marketing becomes a great asset in helping to drive your online sales.

# 04

## DISCOUNTS/ COUPONS

“  
**RUNNING DISCOUNTS  
AND PROMOTIONS  
ARE A GREAT WAY  
TO GET SOMEONE TO  
COMPLETE AN ORDER.**”



### Cart Promos

With lots of competition out there, running discounts and promotions are a great way to get someone to complete an order with you. Under the “Marketing” section of your store is a section titled “Promotions.”

Once you click on this, you are able to click on a new campaign. Select a cart promotion to have this apply automatically at checkout when certain requirements are met. You can set the minimum subtotal an order has to have to qualify for the promotion.

For example, you may set a promotion to take 10% off someone’s order if they spend \$50.00 or more. The ball is in your court - decide what you can afford to offer and know that this will increase people wanting to order from you since they’re getting a discount!





## Promo Codes

Promotion codes work in a similar way as cart promotions, except this requires your customer to enter a special code on checkout.

For example, if you want them to be able to get free shipping on orders of \$100 or more, you could set a promo code like "FREESHIP100."

You then can decide if it is a single-use only code or if it can be used multiple times. If you are offering a deep discount, we suggest a single-use code so that customers don't abuse the special deal.

For both types of discounts, cart or promo codes, you are able to adjust many of the specifics so they make sense for your business!

These promos attract buyers and once they see you are a reliable seller, they will be back to order again - even if you aren't running a promo at the time.

**B**uilding a customer base and establishing repeat buyers is huge: give your shoppers a reason to never go to another competitor again.

# 05

## DESIGN FLEXIBILITY

**TIP: IF YOU SAVE CHANGES AND DECIDE YOU WANT TO REVERT TO THE DEFAULT LAYOUT YOU HAD, JUST HIT THE ARROW SYMBOL NEXT TO THE PENCIL.**



### Custom CSS & Design Tools

While we provide you with a site design and layout when using our platform, you may want to take customization to the next level. If you are an advanced user proficient in HTML and CSS, there are opportunities to do so.

Under “Store Settings” and “Design” you can select “Layouts” and edit individual page layouts by clicking the pencil icon. By clicking the wheel symbol, you can edit the layout in code form if you wish:



There are also many modules you can add to your page, and yes, these can also be customized with HTML coding. Modules include adding a header, banners, different navigation settings, etc.

With the RevolutionParts platform, there are tons of ways to customize your design if you wish and you are not “stuck” with the set layout that you get initially with your site.

We recommend [this article](#) for a more in-depth walkthrough and explanation of further design features.

# 06

## PRODUCT REVIEWS

“  
UTILIZING THE  
YOTPO FEATURE FOR  
CUSTOMER REVIEWS  
ENSURES THAT YOU  
HAVE BETTER RESULTS  
IN GOOGLE SEARCH.”

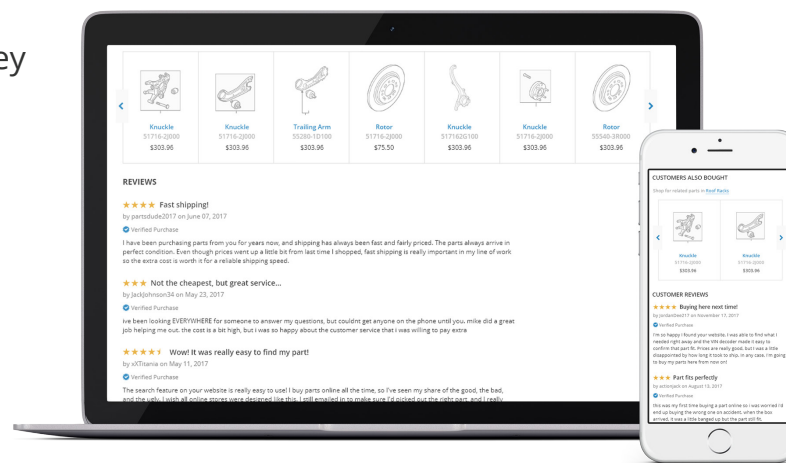
### Product reviews with Yotpo

RevolutionParts is partnered with Yotpo, the top-rated review tool available. What exactly does that mean for you?

Customer reviews are a great way to increase the performance of your Web Store. Think about how you shop online. A product with a customer review compared to one without tends to be more trustworthy.

Knowing someone else has purchased the product from a site gives future buyers comfort, which will make them more likely to order from you versus the other guy. This allows you to grow your customer base and earn repeat customers!

Utilizing the Yotpo feature for customer reviews ensures that you have better results in Google Search. Pages with customer feedback present are optimized for organic search results, since they have unique content in the form of reviews.





**These are just some of the built-in marketing tools that you can use when you sign up with RevolutionParts as your eCommerce solution.**

We are more than willing to help you take the next steps. We'll help you figure out a marketing budget that works for you so that you can get more and more visitors to your online parts site.

**FIND OUT MORE ABOUT  
OUR MARKETING SERVICES**

For more information on how RevolutionParts can help you, visit us at: [RevolutionParts.com](https://www.RevolutionParts.com)



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

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