



Marketing Leadership On-Demand Manufacturing, Automotive Aftermarket

Company Profile

- Manufacturing, Automotive Aftermarket
- \$20M
- Privately owned

Position/Timeframe

- Marketing Project
- 2 months

Situation

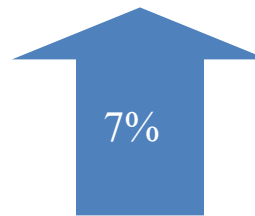
- Online marketing was under-performing
- More of a marketing engine was needed to drive more revenue from fewer products
- Marketing programs inconsistent from year to year
- High dependency on low-cost guerilla marketing tactics
- Shortage of resources in company to manage marketing programs

Implementation

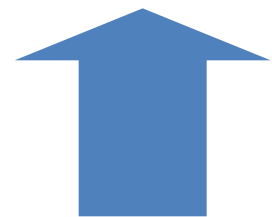
- Developed a measurable online marketing program the company owners can respect and trust
- Built a scalable, tightly controlled marketing program that directly drives revenue
- Ran and managed a pilot project for short period of time optimizing performance and measuring results
- Documented the best practices so the marketing department can generate improved results for subsequent campaigns

Results

- Improved website design that will generate 7% of revenue increase
- Product sales attributed directly to individual ads in pilot project
- Mathematical model to measure marketing program returns
- Techniques and results can be repeated internally



Attributed share of
revenue increase



Increase in marketing ROI