

Achieving Ambitious Online Sales Goals

EverDrive: An Internet Marketing Case Study

www.everdrive.com

EverDrive's Unique Situation...

EverDrive is a leading supplier of used automotive parts, supplying genuine used parts made by the original manufacturer of many vehicles made since 1980. Everdrive wanted to significantly increase their online sales. They already had an e-commerce site and did a fair amount of online business. They were doing online marketing within the company, but wanted to look outside for a marketing partner to achieve significant sales increases. They called on us to assist them to achieve this goal.

Challenges in Creating their Marketing Plan...

- EverDrive's goal was to increase sales by 14 times present level on an already meaningful sales base - an ambitious goal regardless of the situation.
- Realizing the necessity to increase the marketing budget, another objective was to lower marketing costs as a % of sales.

The screenshot shows the EverDrive website interface. At the top, there is a navigation bar with the EverDrive logo, phone number (1-866-448-3904), and a '7 Days A Week' badge. Below the navigation bar, there are several promotional banners: 'SAVE UP TO 50% COMPARED TO NEW OEM PARTS', '3 YEAR WARRANTY ON ALL PARTS', 'FREE SHIPPING IN THE CONTINENTAL US', 'NEVER A CORE CHARGE', 'ORDER ONLINE OR BY PHONE', and 'PARTS FOR ALL MAKES AND MODELS'. In the center, there is a search section titled 'FIND THE PART YOU NEED NOW' with dropdown menus for 'Make', 'Model', 'Year', and 'Part', and a 'SEARCH' button. Below the search section, there are links for 'DON'T SEE THE PART YOU NEED? Click Here' and 'NEED ASSISTANCE? Email Request'. At the bottom left, there is a section titled 'Why buy Used Auto Parts from EverDrive?' with a small paragraph of text.

Overcoming Challenges with Solutions...

Several varied strategies and tactics were implemented to achieve our objectives. By establishing and monitoring a series of metrics, we tracked a variety of sales activities on their website. These metrics were reviewed weekly and told us whether increases in marketing investments were paying off. Their online marketing program was refined accordingly, while gradually increasing their marketing budget. Continuing to refine their online marketing program, we constantly experimented to achieve the best balance between sales and costs.

After studying online conversion data and conducting website usability studies, several page design changes were implemented. Also, a database driven landing page strategy was implemented, which had a significantly positive impact on sales. Finally, an organic search optimization campaign was launched to assist in increasing long term web traffic while reducing marketing costs.

Results, Feedback and Client Satisfaction...

Since beginning our work with EverDrive in October 2007, internet marketing initiatives have exceeded EverDrive's sales goals. Online sales have increased 1600%, while marketing costs as a percent of sales have decreased.

"Partners like WSI have been instrumental in making EverDrive a success. Neal and his team have worked closely with us to achieve our online sales goals."

Joey Woodfin, President of EverDrive



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