

OEC eMarketing: Your Dealership's **All-in-One** Parts Marketing Solution

OEC eMarketing provides a comprehensive solution for dealers looking to keep their shops engaged without additional staffing or resources. Fully integrated with RepairLink and CollisionLink, eMarketing automatically delivers targeted campaigns based on customer buying behavior. Each campaign features professionally designed ads and messaging that appear as if they come directly from your dealership. Increase parts sales, boost customer loyalty, and drive engagement – all with zero effort required on your end.

In October 2024, we surveyed our current customers to see how OEC eMarketing is impacting their dealership. Here are the top benefits they shared:

27%

saw eMarketing successfully re-engaging inactive shops.

Why is shop engagement important? On average, loyal customers spend **5.2x more annually**. eMarketing ensures consistent engagement to strengthen customer relationships and drive increased profitability.

21%

said eMarketing provides consistent engagement with limited resources.

With busy schedules and no in-house marketing team, eMarketing serves as your dealership's trusted marketing partner. Using customer data, we ensure the right audience receives targeted messaging every month—without requiring extra staff or training.

20%

reported no added workload for the team.

A truly hands-free solution, eMarketing requires no effort, training, or staffing from your team. We will handle the ins and outs of developing and executing campaigns. Plus, we'll share monthly reports with you showcasing your campaign's success.

13%

said it converts phone and fax orders to online orders.

eMarketing encourages shops to place orders through RepairLink and CollisionLink, reducing time-consuming calls and paperwork. Plus, with our Payments enhancement for RepairLink, you can easily collect funds and receive reliable weekly payouts.

Great value for the price.

eMarketing helps dealerships achieve successful marketing results without the added cost of hiring extra staff or investing in third-party services. From targeting the right audience, deploying campaigns, and reporting the results, it's the most cost-effective way to deliver consistent outreach without breaking the bank.



OEC eMarketing is ready to join your team!

To discover how your dealership can tap into customer loyalty for more profit, scan the QR Code or visit oeconnection.com/products/oec-emarketing