

No Time or Staff to Effectively Market Your Parts Department to Your Shops?



OEC® eMarketing promotes your parts department to your shops – for you!

Did you know it is more cost effective to retain current customers than to try and gain new business? In fact, the average loyal repair shop's annual spend is 5.2x more than new ones.* That's why OEC launched eMarketing: an efficient, turnkey solution designed to create targeted marketing campaigns to help you retain your customers!

OEC eMarketing Allows Your Parts Team to:

- Promote your dealership to your current customer base - plus re-engage customers who have not bought from you in a while
- Avoid the hassle & time investment of running in-house marketing campaigns
- Boost customer interactions, drive sales, and keep mechanical & collision shops connected to your parts counter

*Source: OEC eCommerce data 2022-2023

For more information on how OEC eMarketing makes customer engagement and retention the easy part, reach out to the OEC experts.

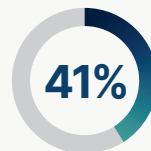


Call 888.776.5792, option 2, or email sales@OECConnection.com
go.oecconnection.com/oec-emarketing

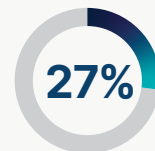


Top Benefits of eMarketing, According to Customer Feedback**

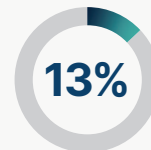
Our customers value eMarketing for its ability to reengage inactive shops and provide consistent results with minimal effort. These are just a few reasons why OEC eMarketing is a trusted solution for parts departments.



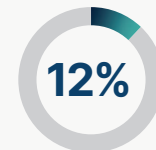
Saves team resources



Reengage inactive shops



Boosts online ordering



Provides results reporting

**Insights gathered from eMarketing customers highlight these key benefits.

Keep Your Shops Connected to Your Parts Department

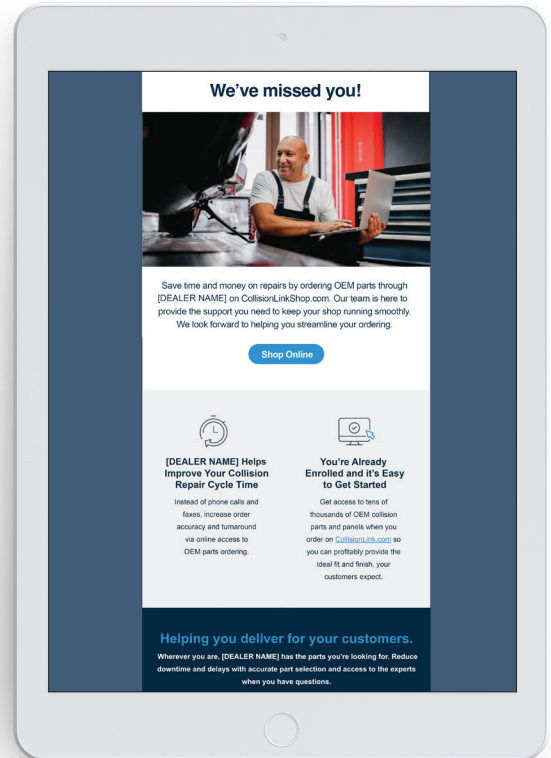


A Truly Turnkey Solution

OEC harnesses professional marketing expertise to create campaigns that continuously engage your existing shop customers on behalf of your dealership.



- Seamlessly integrates professionally crafted marketing campaigns using our data analytics engine
- Offers efficient dealership marketing to engage your shops, maintain your customer relationships, and improve your bottom line through increased part sales, engagement, & retention
- Leverages the power of RepairLink and CollisionLink data to precisely target buyers
- Utilizes polished, uniform messaging to encourage customers to use your dealership for their parts needs
- Extends your sales efforts with no-touch marketing to keep you top of mind
- Only requires you to provide your wholesale parts department contact information



For more information on how OEC eMarketing makes customer engagement and retention the easy part, reach out to the OEC experts.



Call 888.776.5792, option 2, or email sales@OEConnection.com
go.oconnection.com/oec-emarketing