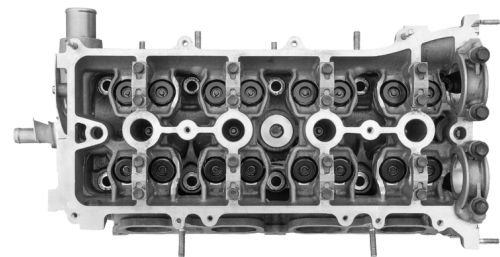
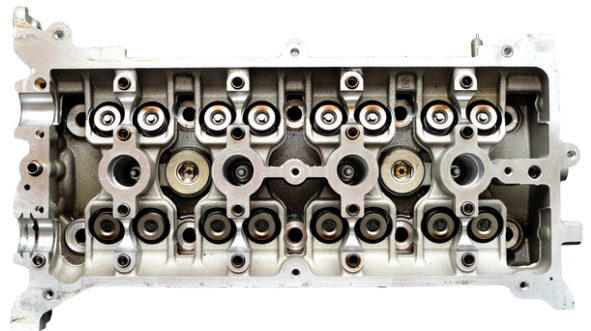


# ZADA ZADA

**Case Study**  
by  
ZADA ZADA

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**Prepared**  
for  
Alliedmotorparts.com



## **DRIVING DIGITAL SUCCESS FOR AlliedMotorParts.com**

Time Period from 1 July 2023 to 30 August 2023

# CONTENTS



04 Part One  
**Introduction**



05 Part Two  
**SEO RESULTS**



06 Part Three  
**Search Engine  
Optimization (SEO)**



07 Part Four  
**Search Engine and Social Media  
Paid Marketing (SEM & SMA)**



08 Part Five  
**Email Marketing**



09 Part Six  
**Conclusion**



# INTRODUCTION

Part One

In the rapidly evolving landscape of online automotive retail, AlliedMotorParts.com sought to establish itself as a prominent player in the industry. Through a strategic blend of Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Email Marketing, the company embarked on a journey to enhance its online visibility, drive traffic, and boost conversions. This white paper delves into the comprehensive digital marketing approach undertaken by AlliedMotorParts.com and highlights the key strategies and results achieved.



Driving Digital Success for AlliedMotorParts.com

# SEO RESULTS:

Part Two

## SEO RESULTS:

 **55%**  
Increase in Revenue

 **20.83%**  
Increase in Conversion Rate

## PAID ADS RESULTS:

 **43%**  
Increase in Revenue

 **23%**  
Uptick in Traffic



## CHALLENGES

### Visibility and Competition:

The automotive parts market is highly competitive, with numerous players vying for consumer attention.

AlliedMotorParts.com needed to stand out amidst the sea of competitors.

### Website Traffic:

Generating consistent and quality traffic to the website was essential to increasing brand exposure and sales.

### Conversion Rate

### Optimization:

While driving traffic was crucial, converting visitors into customers presented its own set of challenges.

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# SEARCH ENGINE OPTIMIZATION (SEO)

Part Three

## STRATEGIES AND IMPLEMENTATION:

### CHALLENGES:

Despite getting decent traffic, the website does not convert well, and bounce rates are too high.

### SOLUTIONS:

- The plan for fixing site health issues was initiated.
- Monitor user engagement and bouncing points with heat map tools in order to optimize content better from a conversion standpoint.

### RESULTS:

- The overall website health score has been improved, tags have been optimized with relevant keywords, and the site has been updated. Following the optimization, keyword ranking improved dramatically, and revenue increased by **55.79%** compared to the previous month, as well as **18%** from the previous year.
- To increase conversions, heat map tools were used to monitor user engagement and behavior, and search options were added for products on relevant blogs so users could more easily find what they were looking for. This resulted in an increase of **20.83%** in conversion rate.

# SEARCH ENGINE AND SOCIAL MEDIA PAID MARKETING (SEM & SMA)

Part Four

## CHALLENGES:

- The client expressed a desire to boost sales for their online store.
- Targeting brand terms in combination with model names was not feasible due to trademarks held by the respective brands. This presented a significant obstacle in keyword-based advertising.
- The client's cylinder heads products faced stiff market competition due to their competitive pricing.
- There was a need to transition to new automated campaigns, specifically Performance Max, which had never been implemented on this account before.
- The coming and going of industry trends further complicated the marketing landscape.

## SOLUTIONS:

### Platform Selection:

We identified advertising platforms and audiences that could potentially maximize revenue.



**Trademark Workaround:**

We discovered opportunities to promote the products without infringing upon trademarked keywords.

**Diverse Advertising Platforms:**

We tapped into Google Ads, Facebook ads, and Bing Ads, ensuring a broader reach to potential customers actively in search of automotive parts.

**Product Promotion Strategy:**

Focus was shifted towards promoting products that could deliver higher sales at a lower Cost Per Acquisition (CPA).

**Campaign Flexibility & Optimization:**

Our approach involved trying various campaign types. Constant monitoring allowed for real-time tweaks to optimize sales and ROI.

**ACTIONS UNDERTAKEN:****Bidding Strategy:**

We transitioned to automated bidding while maintaining control to ensure optimal spending and results.

**Product Segregation:**

Products were categorized based on inventory, revenue, profitability, and ROI. Campaign strategies were then aligned accordingly.

**Audience Targeting:**

We crafted and targeted diverse audiences on social media platforms. This included interest-based groups, lookalikes, and existing customer lists to pinpoint potential customers.

## Upgrades & Remarketing:

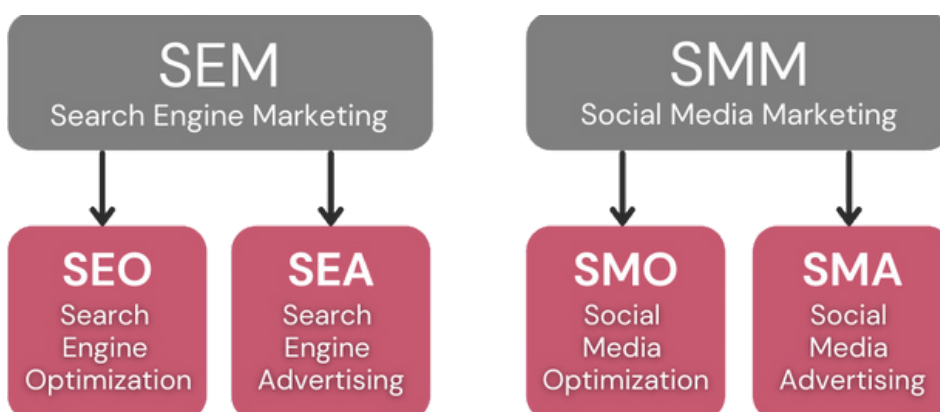
We transitioned to Performance Max campaigns to harness their potential. Additionally, remarketing campaigns were set up on both Google and Facebook to retarget varied audience segments.

## Ad Content:

We generated compelling ad copies that underscored competitive pricing, superior product quality, and unmatched customer satisfaction. Moreover, we developed and incorporated eye-catching images and videos to bolster user engagement.

## RESULTS:

- The Search Engine Marketing (SEM) campaigns we orchestrated witnessed a remarkable increase in revenue. Specifically, there was a 43% rise over the past three months compared to the prior quarter and a 45% surge relative to the previous year.
- Notably, these SEM campaigns also drove a substantial uptick in traffic. We recorded a **15%** jump in ad clicks in the recent three months versus the preceding quarter. Year-on-year, the increase stood at **23%**





## CHALLENGES:

- **Customer Segmentation:** We have segmented the email list based on user behavior, purchase history, and preferences. This enabled personalized and relevant email content delivery.
- **Engaging Content:** We have sent out regular newsletters featuring product updates, special offers, and industry insights. Interactive content like "How-To" guides and customer testimonials were also included.
- **Abandoned Cart Recovery:** Automated emails were implemented to remind customers about their abandoned carts, offering incentives to complete their purchases.

## RESULTS ACHIEVED:

### **Organic Traffic Growth:**

SEO efforts resulted in a steady increase in organic website traffic, positioning AlliedMotorParts.com as a trusted source for automotive parts information.

### **SEM - Improved Visibility and conversions:**

SEM campaigns significantly improved the website's visibility on search engines, driving targeted traffic and contributing to higher conversions.

### **Conversion Rate Enhancement:**

A combination of SEO, SEM, and email marketing efforts led to a notable improvement in the website's conversion rates, translating into increased sales.

### **Customer Engagement:**

Email marketing campaigns fostered greater customer engagement, with open rates and click-through rates surpassing industry averages.

## CONCLUSION:

Part Six

Through a holistic digital marketing approach that combined SEO, SEM, and email marketing, AlliedMotorParts.com successfully navigated the challenges of the competitive automotive parts market. The company's strategic efforts led to enhanced online visibility, increased traffic, and improved conversion rates. This case study showcases how a well-coordinated and data-driven digital marketing strategy can drive tangible results and establish a brand's foothold in the digital landscape.



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