



# Engaging Communication

Increasing channel sales and awareness  
through communication programs

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## Increasing channel sales and awareness through communication programs

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A leading North American distributor of replacement automotive parts and accessories was able to increase awareness and channel sales among automotive shops nationwide through strategic communication and promotion campaigns.

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### Situation

As a provider of replacement parts, equipment, tools, accessories, paint, and other automotive products, the distribution company was invested in developing an incentive program to increase channel sales nationwide. The goal of the program was to become the preferred supplier of parts for 2,300 shops, which represented a significant installer base and a noteworthy impact to the distributor's brand.

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**Communication programs were essential to fostering effective partnerships that generated sales.**

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### Solution

Working in partnership with Hinda, a communication plan was developed to keep the distributor's brand top of mind and increase logins to the award program website. These campaigns were then supported by a marketing plan that balanced critical communication objectives with an effective cadence. The promotions ran on a monthly and seasonal basis. During these promotions, audience studies were conducted to validate messages and incentives to ensure the program remained relevant and engaging.

## Success

The monthly and seasonal communication campaigns experienced enormous success as they showed close correlations with e-commerce logins, sales increases, and award redemptions. With open rates of 20 to 30 percent, logins increasing as much as 152 percent, and redemptions increasing as much as 157 percent following promotional communications, it was clear that the target audience responded favorably to the incentive-based communication strategy. **In addition, the distributor experienced:**

- 25 percent login increases year over year, reaching as high as 36 percent
- 9.4 percent active participant growth year over year
- 82 percent target audience penetration

Through an effective channel partner strategy and supporting communications program, Hinda helped the distributor increase sales penetration and achieve positive business results.

**To learn more about how you can engage, inspire, and reward your employees and customers, get in touch with Hinda today.**

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Established in 1970, Chicago-based Hinda Incentives is one of the nation's leading specialists in motivating and engaging employees, sales forces and providing incentives to dealers, distributors and consumers. Hinda's web-based systems provide an efficient, immediate and effective way to manage incentive, recognition and loyalty programs. The Hinda Rewards Portfolio provides the most complete and engaging award offering in the marketplace, offering millions of engaging choices, including brand-name merchandise, instant, easy and intuitive digital awards, books and entertainment.

Learn more at: [www.hinda.com](http://www.hinda.com).

