

Engaging Communication - Increasing Channel Sales

SITUATION

A leading North American distributor of replacement automotive parts and accessories wanted to increase awareness and channel sales among automotive shops nationwide through strategic communication, promotion campaigns and an incentive program. 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.

By the Numbers

Our solutions increased sales, logins, award redemptions and active participants in programs.



25%
login increases
year over year



9.4%
active participant
growth year over year



82%
target audience
penetration

SOLUTION

We developed a communication plan to keep the distributor's brand top of mind with channel partners and increase logins to the award program website. The plan was supported by a marketing campaign that balanced critical communication objectives with a consistent messaging cadence. The promotions ran on a monthly and seasonal basis. During these promotions, audience studies were conducted to validate messages and incentives, and to ensure the program remained relevant and engaging to participants.

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



Communication
Plan



Consistent
Messaging



Audience
Studies

SUCCESS

Through an effective channel partner strategy and supporting communications program, Hinda helped the distributor increase sales penetration and achieve positive business results. The communication campaigns showed close correlations with e-commerce logins, sales increases and redemptions. With open rates of 20-30%, logins increasing as much as 152% and redemptions increasing as much as 157% following promotional communications, it was clear that the target audience responded favorably to the incentive-based communication strategy.