



# POWER SHIFT:

## A New Manufacturer / Consumer Relationship

Technology, and the ways people use it, are powering major social and business shifts. Parts manufacturers need to either participate or be left behind.

[Click to watch the video](#)

### Parts Manufacturers Have Let Others Control Their Brands

In the '90s manufacturers ceded much of the control of their brand equity to distributors. Some went as far as allowing distributors to put other parts brands in their box and delivering it to repair shops. This practice eroded confidence in quality and diminished brand value. Ceding brand equity to the distributors also may have contributed to issues such as extended terms.

In the 2000s, manufacturers began developing marketing programs focused on shops and technicians. The equation was pretty simple: if you influenced the shop you sold more parts. That's because for the most part, the repair shop controlled most parts buying decisions.

This was a smart approach, but while it helped put emphasis back on quality and brand, it still ignored the person who ultimately pays for the part: The Consumer.

Some manufacturers understood the value of advertising to consumers but for most it was simply too expensive and could rarely deliver positive ROI.

**Technology has powered four major shifts that have changed the auto aftermarket equation**

### *The Evolution of Auto Parts Marketing:*

#### **1990s:**

Market to the Distribution Channel



1990

#### **2000s:**

Market to Trade Channel  
(the technician who throws the box away)



2000

#### **Today:**

Market to ALL Channels  
including the consumer who pays for the part



2010

Today

## Power Shift 1: Consumers Research Everything

Consumers research before they buy. This includes vehicle service issues and the parts installed in their vehicles. Google documented the importance of this omni-search trend in their groundbreaking ebook "Winning the Zero Moment of Truth" first published in 2011. The explosive growth of smartphone usage has accelerated this. New data indicates that 81% of consumers research online before buying and 93% of millennials use smartphones to research problems and find solutions for just about everything.

There is a significant and growing number of consumers who research problems or issues with their vehicle and who care very much about the parts that get installed. These **empowered consumers will take control of parts buying decisions**. They won't rely on the shop to make a recommendation, and once educated they won't accept just any part.

Thanks to online resources like Amazon, consumers have the ability to research parts and prices at a very granular

level. This leads to price transparency; which is both a challenge and an opportunity for parts manufacturers.

Amazon and other online sellers are brand agnostic. They really don't care whose part gets purchased. That means that you, the manufacturer, have to be your own brand advocate. In today's omni-search world you need to take control of the messaging going to consumers for the parts you sell.



Consumers  
Research Online  
Before Buying

Millennials Use  
Smartphones to  
Research Problems

## Power Shift 2: Reaching Consumers is Now Efficient

New data targeting tools give marketers the ability to zero in on those consumers most likely to care about quality parts. This is done by crunching through terabytes of data to **detect search patterns and other online behaviors**. Things like:

- A propensity to care about safety
- A history of purchasing quality brands
- The tendency to research durability and function

Sophisticated data marketers can use this information to identify people most likely to care about the quality of the parts installed on their vehicle.

Advanced marketing tools also allow you to reach these same people as they research a repair issue, in other words, how they are behaving online now. Google calls this **Intent Marketing** and it's very powerful. Reaching a consumer during the time they intend to purchase, or "intent period", is proven to drive brand preference.

So, what does this mean for auto parts manufacturers? Think of it this way; at any given time there might be a few hundred thousand people who need your part and are predisposed to care about quality.

Technology allows you to find and affordably communicate with them.



Target the consumers  
most likely to care

## Power Shift 3: Video Rules

There is no doubt that in 2018 and beyond, the best way to educate consumers is with video.

Videos that educate are called Explainer Videos. They are very powerful brand building tools. **A well-made explainer video can be as effective as a personal recommendation.**

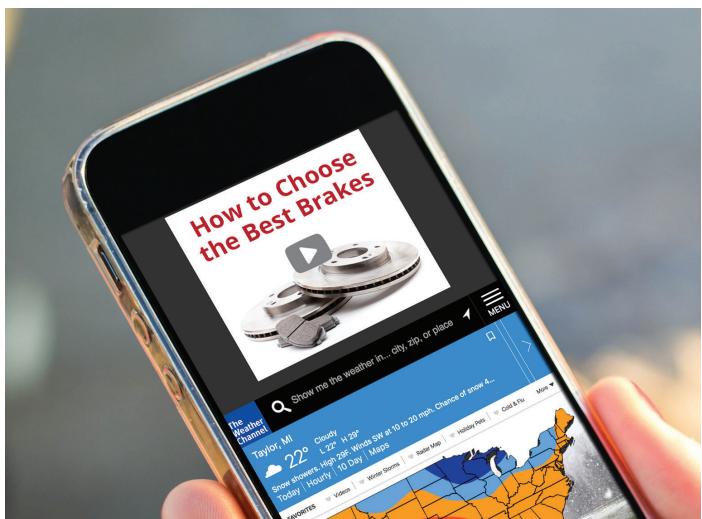
Here are facts about video content used by consumers:

- *Video on a landing page can increase conversion by 80%\**
- *90% of users say an explanation video helped them make a purchase decision\*\**
- *Mobile video consumption rises 100% every year†*
- *Video creates a memorable experience‡*

**90%**

*of consumers that viewed an explainer video say it helped them make a decision‡*

Creating and distributing explainer videos is the most effective way to gain preference for your brand with consumers.



**Explainer videos are powerful brand-building tools**

\*Unbounce 2017 \*\*Forbes Sept 2017 ^Inc Magazine December 2016 †Forbes Sept 2017

## Power Shift 4: Repair Shops Want Videos that Educate

Explainer videos have the added benefit of being perfect for use by repair shops.

Time was the average consumer had a pretty good idea of how a car worked or, if they didn't, they trusted their repair guy and his recommendation. Those days are gone.

Shops are increasingly affected by two trends; growing online research by consumers for service / maintenance issues, and parts price transparency. In forums, focus groups, and owner panels, shops say they want content from manufacturers to help steer consumers away from price and towards quality.

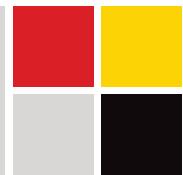
**Shops want content to educate consumers on the importance and value of quality parts and service.** The best content to accomplish this is video content. Quality explainer videos are simply too time consuming and complicated for shops to produce on their own. This is a big opportunity for manufacturers.

Developing videos that can be used by repair shops will grow a manufacturer's brand equity with the shops that spec the parts, and the consumers who ultimately pay for them. It also gives the manufacturer's channel partners content they can share with their shop customers. It's a win for everyone in the distribution channel.



**Video Makes Repair Shops Your Advocate**

# Take Control of Your Brand



## The Traditional Rules No Longer Apply

*Connect with the people who pay for your parts*

Consumers have the power, and they want videos that explain why they should choose quality parts.

In 2018 and beyond, manufacturers that thrive will be those who increase brand equity at every step of the parts buying process. It's not just the distributors you have to sell, or

the shops you have to connect with, it's also the consumer who ultimately pays for the parts you make.

**Parts makers who build consumer relationships will win the automotive aftermarket race now and in the future.**

*VideoSellsParts.com*



*MontAd Media is a data marketing company serving the auto aftermarket. Their "Auto Aftermarketing" process uses big data to reach aftermarket audiences.*



*AutoNet TV creates award winning custom videos and 3D animations to help automotive manufacturers educate and entertain consumers who visit auto service centers.*