



# Online Sales Promotions with VW & SimplePart

VW dealers can participate in national promotions across multiple channels to attract new customers, retain existing ones and generate additional sales.

## National Promotions that Drive Sales

SimplePart and Volkswagen partner regularly to run **national** promotions for Volkswagen dealers, which often generate **3x to 4x** our clients' typical order volume. These promotions, including short-term sales events, can generate additional revenue for your dealership. Integrated marketing campaigns can showcase national promotions and coupons on the national Volkswagen site which then drives traffic to individual dealer websites.



When dealers run national promotions, they see **increases** in:



Site Traffic



Orders



Average Basket Size



Sales

National promotions go beyond just reducing prices. They help dealers start or **grow existing relationships and increase revenue** by stimulating repeat purchases.

## Support From SimplePart

When you participate in a Volkswagen national promotion, you can benefit from the following:

- **Marketing guidance & coupon support**
  - For example, SimplePart creates specific landing pages with promotion information that can be linked to dealer websites.
  - Promotional banners on dealer websites
- **Search Engine Marketing (SEM)**
- **And more!**

Every dealer is different with their own business needs and goals. For more information about getting started, reimbursement or invoicing, contact our **Client Services** team at [support@simplepart.com](mailto:support@simplepart.com) or **(888) 843-0425**.

SimplePart ■■■



## Support From Volkswagen

When VW dealers engage in national promotions, they are fully reimbursed for all promotion expenses. National promotions also include robust support from Volkswagen:

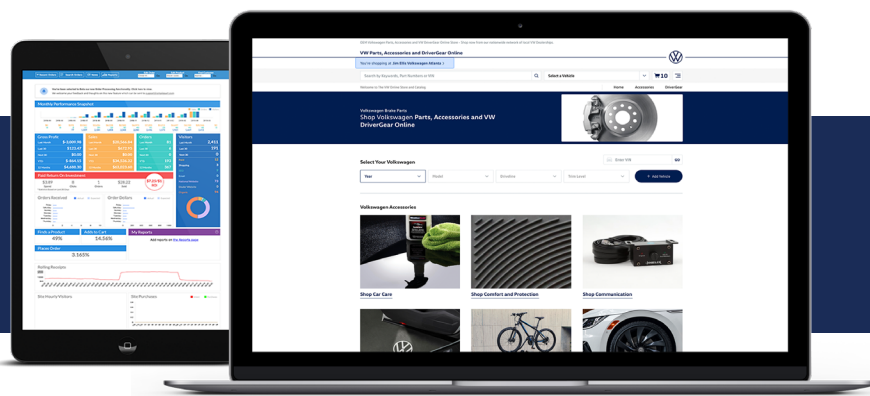
- Email marketing campaigns
- Banner ads
- Landing pages
- Dealer social posts
- Ongoing Search Engine Marketing support



## Custom Promotions that Drive Sales

For Advanced and PRO dealers, there are additional custom services available to you, including dealer strategy sessions and the ability to run **custom promotions**. Dealers will meet with **Marketing** and **Strategy** teams to discuss goals. The Marketing and Strategy teams will then create a custom multi-channel promotion.

For example, if a dealer wants to drive traffic to their website, our teams will guide them on the type of coupon they can run and the marketing channels they can use to maximize their reach.



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