



InCarExperts.com

Web Marketing FAQs

What is the premise of the incarexperts.com (short version)?

The premise of the website is two steps. One is to qualify the consumer as a purchaser who is seeking an expert and favors quality and value over low price. Second is to point them to the **ONE** retailer who meets their criteria.

What is the message of the website?

There are five main messages the website delivers.

- 1)As a consumer there is a bunch to know and you probably are not qualified to make the decision of what is best for your vehicle.
- 2)You should buy from authorized retailers only.
- 3)You should buy from somewhere that allows you to Touch, Feel and Hear before purchasing.
- 4)There are a bunch of mobile retailers in the country, but this 3rd party website points out the best in your area.
- 5)Quality of Installation is the most important aspect of having your vehicle worked on.

How did the website come about?

The website came about due to ICE retailer's frustration with the low quantity of qualified store traffic. Retailers expressed that conventional advertising was casting too wide of a net and in turn did not attract THEIR type of customer.

What do you mean, "too wide of a net"?

For years now the industry has been discussing how the public's desire for aftermarket mobile electronics has been reduced to almost zero. That being said, conventional advertising advertises to everyone. That means almost all of your advertising dollars are going to people who have no interest in what you sell. That also means that even when it hits those who DO have interest, many of them will be shopping online and will make purchases based on price. This leaves just a fraction of customers who have interest in what your store brings to the table beyond a good price; however you paid to advertise to EVERYONE. This can never be cost effective.

So how is incarexperts.com marketed differently?

The website is marketed in areas of the web where you would find consumers who prefer a high quality experience and high quality product over price, unlimited selection and convenience.

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Well, I just googled “car stereo” and incarexperts.com did not come up?

Sorry to say, you missed the point. Casting a wide net means paying for people who will never come to you and if they do, they will be shopping on price alone. InCarExperts.com is HIGHLY targeted. 100% of its marketing dollars go into this target. You are more likely to find an incarexperts.com link in a high-end watch forum than you are in the Honda Civic(all about price and DIY) forum.

I still don't understand?

Ok. Let's say you own a fishing company and were hired to search for a very specific low population fish. What strategy would be best? Should we hire thousands of fisherman to randomly drop their rods into waters across the globe, and as they catch fish take the time to examine each before they can determine if the fish was worth catching...OR should we hire a dozen fisherman to strategically place their rods in the areas of water where the fish you are searching for is known to occupy. I think the answer is obvious. Better results, more bang for the buck and less time consuming.

Ok, I get it so where can I see incarexperts.com ads?

If we told you that, we'd have to kill you. Seriously, ICE has several marketing firms who specialize in very targeted marketing. They are experts and in turn, we don't tell them how to do it HOWEVER, what we do make sure of is that we are getting conversions?

What are conversions?

In the web world a conversion is a sale. When a consumer enters a website and then a retailer's contact information is displayed, it is considered a conversion. That being said, our conversion statistics go even deeper and we can tell when the phone number, directions, website or email was clicked to view.

What good is it if they entered a zip code, but did not click for a deeper conversion?

I am glad you asked. Remember, those who are brought to the site are already the specific target customer described above. If they see your store name, it is a win because they now know of you. If they already knew of you, it reaffirms that you are the best and one could argue that they were NOT really your customer or they would not be out on the web searching about mobile electronics or searching for an alternative.

So how many new customers can I expect from the site?

The number of customers is based on your geographic region, however the cost to be involved in ICE marketing was based on assuring participation is a no brainer. The average minimum sale in a mobile electronics store nets about \$150 in profit.

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Additionally, that sale will lead to future sales and referrals. This means that even if you only get ONE new customer a month from the website, you are well into the positive.

Well how can I even tell if I get ONE?

If you are being given the opportunity to be on the site then ICE has determined you are a high quality retailer. Most high quality retailers make sure their staff is asking how the customer heard about them. However, we also offer call to action options which are tracked by ICE.

What else is special about the website?

The website also has a “live chat” feature for consumers. This chat is NOT TO GIVE THEM THE ANSWERS TO THEIR QUESTIONS. This chat is staffed by industry veterans who are trained to help the consumer just enough for them to realize they are in over their head and need to know where to find an expert. Currently, the live chat is staffed about 8 hours a day, but that will increase to almost 12 hours a day.

I notice there are brands featured on the website, but I don't sell these brands?

It doesn't matter! You are a specialist. Once a consumer comes through your door (for whatever reason), they will buy what you tell them to buy. Getting them through the door is the hard/expensive part. These brands have chosen to financially support the site so that your cost is minimal.

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