



STRATEGIC OBJECTIVES

- Drive interest in tools by putting them in the hands of bloggers
- Demonstrate tool features and applications with video reviews
- Direct readers to Amazon.com purchase pages

INDUSTRIES SERVED

- Vehicle Services

RESULTS



23 blogger reviews posted



120,000 unique monthly visitors



200,000 social media impressions



44% of the reviews drove readers to Amazon



1,128 enthusiasts entered to win tools via blogger giveaways



Blogger Campaign Generates Product Reviews and Drives Consumers to Ecommerce

A global power tools manufacturer in the automotive repair industry sought to educate vehicle service technicians about the value of the brand's tools and differentiators to consider when purchasing a new power tool. The company relied heavily on a two-tier distribution channel, yet, recognized the opportunities to expand online sales. Amazon.com remains in the top ten leading retailers worldwide, with global online purchasing reaching \$2.3 trillion in 2017². Thus, the company decided to explore online sales to drive young technicians and "do-it-yourself" auto repair consumers to purchase tools on Amazon.com.

To drive consumers to ecommerce sites, Portavoce PR recommended the brand tap into influential bloggers in the automotive industry to educate buyers about their options when purchasing new tools. Portavoce PR created a blogger campaign to generate video and written reviews from everyday tool users to raise awareness about the brand's new tools and to highlight the fact that they are the only tools specifically developed for the vehicle service technician.

The campaign was designed to extend the brand's reach beyond traditional new product editorial placements, which can include a reprint of a press release or fact sheet, a short product description or an overview of the product. This coverage doesn't provide a dynamic, in-depth analysis and demonstration of the tool the way a video can bring to life the features and benefits of a product.

Portavoce PR identified bloggers with audiences who work in auto repair shops or are avid "do-it-yourself" car enthusiasts. This audience keeps up with what is being said online about the automotive industry and is highly engaged on social media. Most automotive technicians purchase their own tools, so seeing how the products work in real life applications and gathering trusted third-party product endorsements from the blogger reviews can be the tipping point in the buying process.

REAL-LIFE REVIEWS PRODUCE REAL RESULTS

During a high-profile product launch, the PR team invited bloggers to evaluate the

new tool in advance of the launch date. This provided select bloggers with a “first exclusive” coverage opportunity and bloggers jumped at the chance to be the first to cover the new equipment.

Working with the company’s marketing team, Portavoce PR provided bloggers the tool for review along with media materials and visuals and offered power tools experts to provide commentary on the tools. The agency team maintained frequent correspondence with each blogger to ensure a good experience with the review tool and to answer any questions about specific applications for the tool.

The blog coverage Portavoce PR secured included images and video of the tool in use in real-life applications in a shop, alongside meaningful commentary from experts about what the tool does and its applications.

Most automotive technicians purchase their own tools, so seeing how the products work in real life applications and gathering trusted third-party product endorsements from the blogger reviews can be the tipping point in the buying process.

Since beginning to work with the automotive bloggers, Portavoce PR has strengthened relationships with each blogger and increased social media engagement mentioning the brand. Bloggers frequently reach out to the agency team with requests to review additional tools and engage the brand in coverage, and the quality and frequency of blogger coverage has greatly increased due to seamless execution of product deliveries for review. The program also caught the attention of new bloggers who now proactively request review tools.

Source:

¹ <https://www.statista.com/statistics/266595/leading-20-retailers-worldwide-based-on-revenue/>



WE HAVE ONE FOCUS

ADVANCING CLIENT BUSINESS GOALS THROUGH STRATEGIC, QUALITY COMMUNICATIONS.



INCREASE THE UNDERSTANDING OF YOUR SOLUTION

Whether you’re a B2B or B2C company, we’ll get the right story in front of the right people. We’ll also help maximize returns by implementing or recommending strategies to expand and amplify the stories we create across all paid and owned channels.



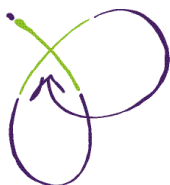
RAISE YOUR BRAND OR COMPANY AWARENESS

We’ll position your executives as thought leaders in the industry by developing original content that communicates their novel ideas and your brand’s unique approaches and solutions. Then we place the content in strategic channels to target your markets.



TAKE YOUR PR EFFORTS TO THE NEXT LEVEL

Whether public relations is a new part of your marketing mix or you are looking to expand the capacity of your communications team, we’ll tailor an experience just for you—only a nimble, PR-focused agency can.



PORTAVOCE
PUBLIC RELATIONS

Portavoce@PortavocePR.com
www.PortavocePR.com
760-814-8194

Connect with Portavoce

