

VMC Chinese Parts grows online business with streamlined SEO strategy.

Situation

With over 5000 sku's for replacement parts for Chinese built powersports products, VMC Chinese parts needed to beef up their SEO program to get more prospects to their online catalog. Bryan Black serves as the Managing Partner at VMC, and he was tasked with executing the company's marketing strategy, including basic Search Engine Optimization (SEO). He needed to free up his time to focus on other initiatives to ensure that VMC emerged from the 2020 disruption in a stronger position than they were before.

Solution

IMEC regularly hosts events that offer guidance, best practices, and resources to help Illinois manufacturers address current challenges. Aware of the need to improve their marketing strategy, it was a no brainer to take up IMEC on the invitation to attend the timely and appropriately titled "Sustained Sales Growth - Do More with Less in an Online World" event. Strat Marketing Group (StratMG), the IMEC Third Party Resource who presented the information, left a strong impression on Black. They spoke the language Black needed to hear and he saw an opportunity to strengthen VMC's SEO program and delegate that task to a reputable team. "We all understood what we were doing when it came to SEO, but we needed someone who can do it better," said Black. He consulted with the IMEC business growth expert, who facilitated the relationship with VMC and StratMG, which marked the start of what would become an ongoing partnership.

The experts at StratMG were able to formulate a plan that leveraged SEO techniques to drive qualified leads to VMC's website, coupled with Conversion Rate Optimization best practices to monetize the qualified traffic on the company website. The results have been phenomenal, including a 44% increase in sales without using external retail platforms like Amazon and Ebay. Black and his team wanted a long-term SEO strategy that would bring residual results - continuous qualified web traffic over time - so they can have consistent growth in online sales. After seeing successful results during one year of a streamlined SEO strategy, VMC decided to ditch the external retail platforms they were previously using and retain StratMG and IMEC. Going forward, VMC will continue leveraging IMEC and StratMG to increase online sales.

Although there were several inconveniences and some staff had challenges adjusting to the new standards, everyone eventually got on board to ensure that MAS remains compliant. "All CUI digital and printed data is organized and stored in one central location with limited access to select individuals. Procedures are in place for non-authorized staff to request the data necessary to their job functions. We are now able to retain jobs and grow our business locally which will be a benefit to our community." Thanks to Johnson and his team's commitment to achieving their compliance goal, expert support from IMEC, and the guidance from Alpine Security, Midwest Aero Support is now up to standards with DoD security requirements, and their success positively impacts the community.

Results

- 44% increase in sales without retail platforms
- 1300% increase in cart conversion rate
- 172% year-over-year increase to VMC contact page
- 175% increase in year-over-year revenue growth
- 211% increase in top 10 keywords
- 139% increase in year-over-year organic traffic growth
- 122% year-over-year increase in page views

"Working with IMEC and StratMarketing Group allowed us to responsibly delegate our SEO strategy and see fantastic results - great partners in an online world"

Bryan Black, Managing Partner -VMC Chinese Parts