

A pioneering digital platform for the UK automotive aftermarket

Supported by our Industry Partners

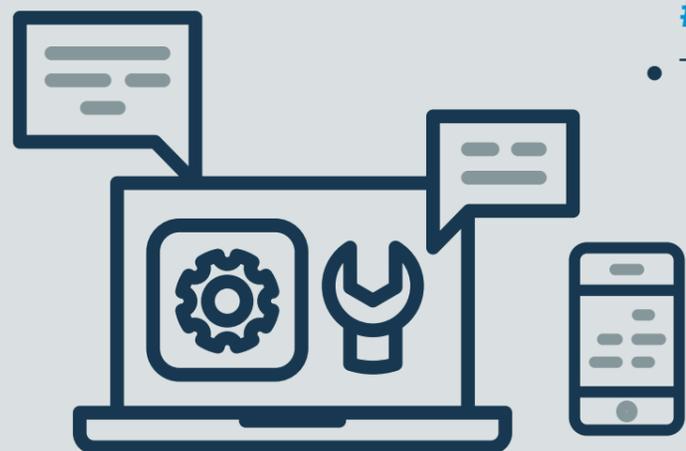


Founded on the needs of the UK aftermarket

Research conducted to over 12,000 automotive professionals told us there is a need to connect the industry in a new digital platform, 365 days of the year.

The aftermarket is going digital

- To keep up to date with technology & trends **#1 overall**
- To source new suppliers **#1 for motor factors**
- To find training & education **#1 for garages & end users**
- To seek product information



60% of aftermarket professionals look for **technological developments** and **innovation online**



60%

of garage businesses **prioritise training** in online searches



71%

of motor factors look for **new products** and **suppliers** digitally

Most popular digital content

- Training & Practical Guides
- Product Demos
- Business Management Advice
- Technical Trend Reports
- Latest Products & Services

75%

of users access online content from their mobile



93%

use a laptop or PC



Does the automotive aftermarket have a strong demand for a new digital platform?



Over

70%

would like a central digital platform to find technical and training advice

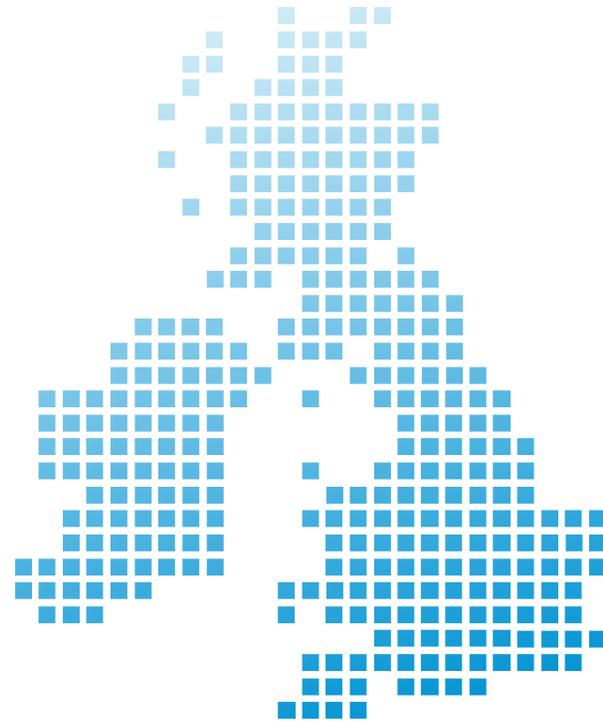
93%

of respondents suggest digital resources can be better

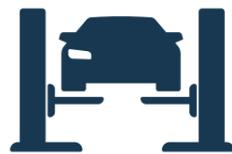
Meeting the needs of the UK aftermarket

It's no secret that content marketing is one of the most effective ways to reach new customers. It helps to establish thought leadership, strengthens brand awareness and captures engaged audiences.

auto:resource is favoured by leading brands in the aftermarket as the step to achieving successful digital marketing. The comprehensive resources platform enables you to reach target customers with your rich content, influence buying decisions and drive interest in your products and services in a competitive market.



Designed for your target customers



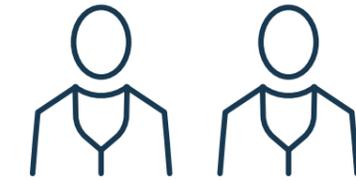
Business owners and technicians from:

- Garages
- Bodyshops
- Dealerships
- Autocentres
- MOT stations



- Motor factors
- Distributors
- Wholesalers

Engaging target audiences in a digital landscape



The Power of Content Marketing

- Give customers the resources to train and educate themselves, keeping your products at the forefront of their mind
- Help users to find, review and compare your products online
- Keep your customers up to date with what's new for your business
- Align yourself to market trends and keep your product in the minds of customers
- Enable your customers to find quick solutions for your products and services in one central hub



auto:resource
Informing : Training : Connecting

Direct marketing to your target market

Weekly newsletters and bulletins reach **25K aftermarket professionals** and highlight Training, Products, Promotions, Advice & Insights from suppliers.



Increase your digital reach to your target audience

25,000	Contacts in the automotive aftermarket
14,000	Followers 
500,000+	Impressions  

automechanika

Our unrivalled reach across the automotive industry is strengthened from delivering the established global exhibition Automechanika to the UK aftermarket.

Automechanika Birmingham welcomes over 12,000 automotive professionals to see the latest products

of over 500 leading suppliers. auto:resource is built from the success of connecting the UK market face to face and enables thought leading companies to take their marketing to the next level reaching new customers in a digital landscape.

Audience at a glance

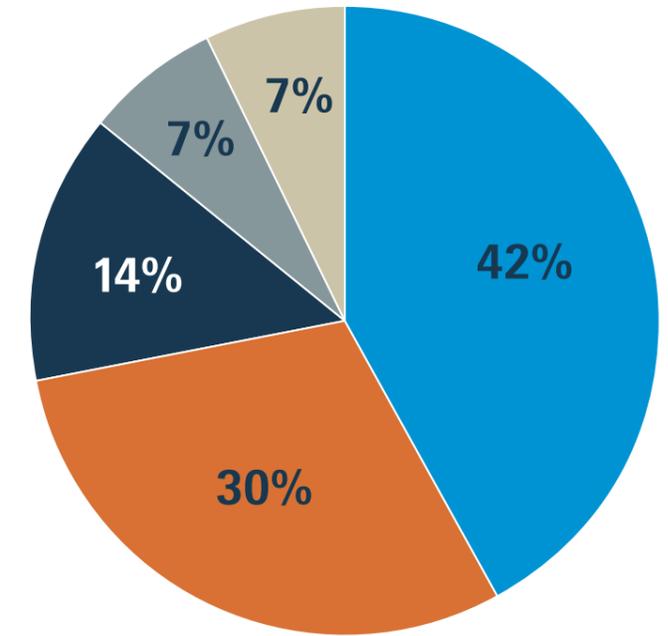
42% GARAGES/END USERS

30% MOTOR FACTORS/DISTRIBUTORS/WHOLESALEERS

14% OTHER

7% PROFESSIONAL SERVICES/TRAINING/ASSOCIATIONS

7% RETAILERS



Since the launch of auto:resource and in less than 3 months:

15,000	Users
23,000	Sessions
50,000	Page Views

Website visitors spend **2mins 45secs*** browsing supplier resources.

*industry average is 1.30min



Opportunities to harness the power of content marketing



Designed to meet your needs & objectives

Our most popular packages include the following but you can pick from our list of content marketing vehicles to tailor a bespoke package which best meets your needs.

CONTENT HUB PACKAGE

For suppliers with regular content; providing an unlimited and consistent presence on the auto:resource platform and communications; delivering ongoing brand awareness, engagement and positioning within the industry.

PACKAGE INCLUDES:

- Premium Profile and Content Hub 
- Unlimited content uploads 
- 14-month subscription for the price of 12 
- Preferential rates on sponsorship and advertising 
- Social media posts to boost profile and content 
- Dedicated Account Managers to schedule campaigns and assist with content management 

SPONSORSHIP PACKAGE

For suppliers with a specific campaign or promotion, with a focus on less content over a shorter time or to trial the platform; delivering a concentrated promotion to market for awareness and engagement.

PACKAGE INCLUDES:

- Access to the sponsorship inventory* 
- Content Hub - To host sponsored content only 
- Sponsored content promoted in weekly bulletin 
- Discounted rate to upgrade to Premium Content Hub 

*minimum package values apply

CAMPAIGN PACKAGE

For suppliers seeking continual presence on the auto:resource platform and communications; delivering ongoing brand awareness, positioning and engagement, with the added benefit of dedicated campaigns or promotions.

PACKAGE INCLUDES:

- Eligible when taking a 6-month or 12-month sponsorship campaign* 
- Premium Content Hub included as part of package 
- Unlimited content uploads 
- Social media posts to boost profile and content 
- Dedicated Account Managers to schedule campaigns and assist with content management 
- Preferential rates on sponsorship and advertising 

*minimum package values apply

Explore all options by visiting www.autoresource.co.uk

Opportunities to harness the power of content marketing

These marketing opportunities are designed to place importance on **what** you are saying and **how** you position yourself in the market, allowing the content to do the talking and lead you to digital marketing success.

CONTENT HUB

£2975
12-MONTH
SUBSCRIPTION

Create your **business profile** and make unlimited uploads of **products, training videos, demos** and **articles** onto the platform, allowing your marketing and sales assets to be freely accessed. Users will be able to search, discover and digest your content, generating direct engagement with your target audience.

Material uploaded will be shared across the website and actively promoted through social channels and weekly bulletins, increasing visibility to users.

THE 'VALUE':

- Brand Awareness
- Market Positioning
- Product Marketing
- Thought Leadership
- Direct Engagement

CHANNEL SPONSORSHIP

£725
/MONTH

Channel Sponsors will achieve premium branding and positioning on the main page of one of our five channel categories.

Only three exclusive positions are available on each channel, choosing from **Training, Products, Promotions, Advice & Insights** and **News** to boost your positioning, and engage the most relevant users to see your message.

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FEATURED CONTENT

£495
/MONTH

Featured Content will place the spotlight on a limited number of articles and videos on the Home Page.

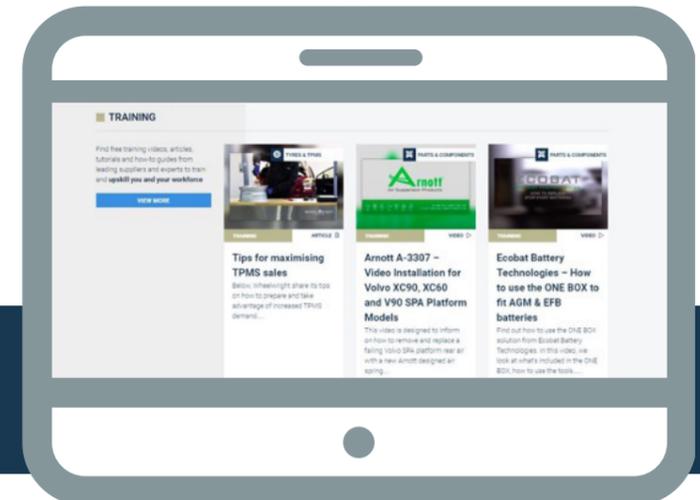
Your content will be positioned under one of the channel headings of **Training, Products, Promotions** or **Advice & Insights**.

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TECH BRIEFINGS

£1975

Tech Briefings provide a forward-looking rundown on the latest technologies to impact the aftermarket.

The premium editorial and branded presentation provide market positioning and promotes sponsors as industry leaders, to generate valuable engagement with a targeted audience.

THE 'VALUE':

- Brand Awareness
- Market Positioning
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- Thought Leadership
- Lead Generation

PREMIUM GATED CONTENT

£500 PER ASSET

Gated Content allows exclusive content to auto:resource to be accessed in full only when readers provide their details, creating a valuable lead generation opportunity. The content must be approved by the auto:resource team, be exclusive to the platform or have a high value in order to be effective. This will work best when supported by promoting it as a Featured Content to broaden the reach and engagement.

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BULLETINS & NEWSLETTERS

£995 /MONTH

Weekly **Bulletins** will provide recipients with a round-up of the latest content on auto:resource, while weekly **Newsletters** will provide a round-up of the most pressing stories from across the aftermarket.

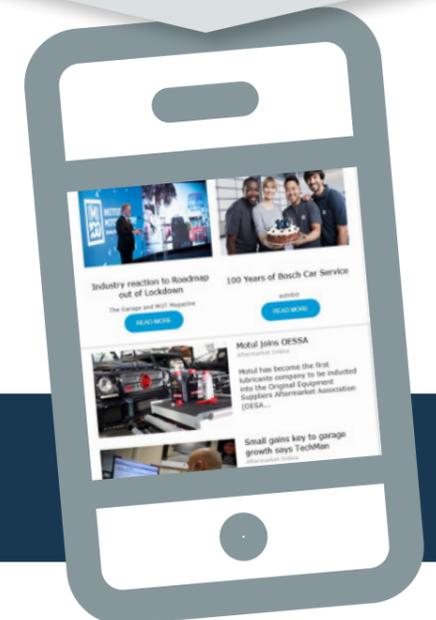
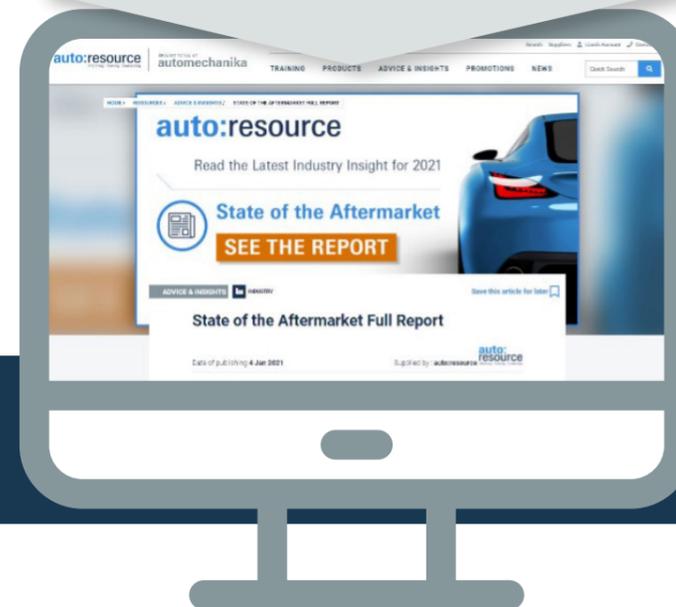
Sponsors will gain access to the inbox of over 25,000 recipients and drive readers directly to your marketing content.

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INTERVIEW

£1975

Interviews provide an opportunity to present thought leadership and market positioning insights to your audience.

The branded presentation provides brand awareness and promotes sponsors as industry leaders, to generate valuable engagement with a targeted audience.

THE 'VALUE':

- Brand Awareness
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WEBINARS

£2250

Quarterly Webinars address the hottest topics, bringing together the views and expertise of industry specialists.

Sponsors benefit from branding and extensive promotion, with the opportunity to sit on an expert panel to explore the big trends and developments impacting the sector. Recordings are hosted on-demand, providing a valuable and lasting piece of content and engagement for the audience.

THE 'VALUE':

- Brand Awareness
- Market Positioning
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BESPOKE OPPORTUNITIES

POA

Bespoke opportunities to partner with auto:resource for quality content are also available and include, but not limited to, **Podcasts, Polls, Surveys, Infographics, White Papers** and **Case Studies**. We also have options for you to utilise auto:resource as a **registration and hosting platform** for your own webinars, providing flexibility to best meet your requirements. We welcome the opportunity to discuss ways to create valuable content for our users - your customers.

THE 'VALUE':

- Brand Awareness
- Market Positioning
- Product Marketing
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Speak to our team to discuss your requirements and create a bespoke campaign that meets your objectives.

CONTACT

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