

# Growing your sales with social media

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Example of a social media post

Now that more people are turning to social media when deciding what products to buy and where to buy them, a presence on **social media is essential** to keep parts stores profitable. According to Clover, **32 percent of US internet users** say that social media has become an important source for making product choices.

Not only is social media marketing a relatively inexpensive way to advertise your store and services, it also gives you the opportunity to **run your own promotions and engage directly** with your target customers.

So where should you start? As an enrolled dealer, you could be eligible to receive **promotional material** you can use on your dealership's social media, free of charge. You can use these premade templates to create your own custom posts for Facebook, Twitter and Instagram and get more clicks to your online store.

Remember: social media marketing **keeps your parts department at the forefront of your local customers' minds**. This encourages them to seek you out first instead of searching for aftermarket options for their next part or accessory purchase. So if you're looking to rev up your sales, consider examining your presence on social media as the first stop.

To find out more, contact a member of our Client Services team at [support@simplepart.com](mailto:support@simplepart.com) or 1-888-843-0425.

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