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Marketing Committee Report

Jessie Korosec

Overview of ETI Marketing Projects

- Announcements, Press Releases, and other PR
- ETI Industry Update
- Market Research
- Social Media
- ETI Website
- As an aid to the Technical Committee
 - Summer Tech Week 2013
 - Winter Tech Week 2013

ETI Industry Update

- 75% like receiving the newsletter monthly
- 95% read it immediately or within one week
- 90% find ETI Exclusives valuable
- 90% find the Industry Insights valuable
- 85% find the Business Buzz valuable
- 80% find the Leadership Messages valuable
- 90% think the newsletter provides valuable information to the ETI Membership
- 70% forward the newsletter to 1-5 people

ETI Industry Update

What you would like to see covered in the Newsletter

- More about what's going on at the OE level and impacts to service info and diagnostics
- Aggregate questions asked to or of the OEMs and the answers
- More information on OEM activity
- Business Opportunities
- Case studies or an occasional 'customer perspective' article ... that shares how working with an ETI member(s) and/or ETI resources helped improve the customer's business
- Industry issues such as knock off produces from China
- More about what Charlie Gorman is doing. Telematics, Heavy Duty data, RTR, etc.
- Telematics updates
- Technology trends
- More on the collision repair side of the house
- Market information similar to content found in the greensheet's service executive

Market Research

- Projects To Date
 - Information Access
 - Flash Reprogramming 2013
 - A/C Systems Equipment and Repair
 - Alternate Powertrain/Battery
 - Collision Repair
 - TPMS/Telematics
 - Flash Reprogramming 2008

Social Media

- Facebook
 - 153 Likes
- Linked In
 - ETI – 312 Members
 - Subgroups
 - STG – 85 Members
 - MSG – 8 Members
 - CRG – 9 Members
 - SMG – 7 Members
- Linked In Discussion Groups

ETI Website March – April Metrics

- 2,638 visitors
- 6,659 page views; 2.49 average pages
- 2:52 average time on site
- 1,116 direct referrals; 833 Google referrals
- Keywords
 - 431 Not provided
 - 58 etools
 - 33 etools.org
 - 23 equipment and tool institute
 - 10 Newsletter
- Popular pages
 - TT Schedule
 - Shop Layout
 - ToolTech
 - TT Showcase Layout
 - TT Registration
 - TT Speakers

ToolTech 2014

Sonoma, CA

April 29 – May 1, 2014

Fairmont Mission Inn Sonoma

