

Unprecedented Growth Through the Internet

oped and executed providing the expected rate of return. Otherwise, a Dealer could be wasting a lot of money.”

Dealers choose a variety of ways to make their mark in the nearly infinite land of the Internet.

Some become active in promotional endeavors. Others, like Regency Platinum Direct Jobber Dave Mann from Michigan, get involved in online, interactive discussion chats or automotive forums where they establish their credibility as experts and are able to recommend specific AMSOIL products for specific applications.

“I started by building a basic website,” said Mann, “and continued to add material to keep it up to date. I began by finding specialty sites with enthusiasts and shared links with them and formed relationships.”

Still other Dealers put banner ads on websites that cater to people seeking information about motor oils and lubricants for different types of machinery or vehicles, which drives traffic to their AMSOIL website and the link to the AMSOIL Online Store.

Newman said Internet marketing is often more successful when a Dealer’s site has good placement on Internet search engines such as Google and Yahoo!, to name only a couple of a vast array of search engines available online.

“High placement is an effective way of driving traffic to a particular site,” Newman said. The AMSOIL website also has information for Dealers concerning search engines in the Dealer’s Zone.

Newman and Shalin agreed, however, that the Internet is not for everyone.

“As I stated before, find what you like, learn how to do it, and do it well,” Shalin said. “I have talked to other large Direct Jobbers, and they said the Internet wasn’t ‘their cup of tea.’ They would rather work shows. In other words, Dealers need to find their niche. The Internet takes commitment which many may not be able to do, especially when they travel.”

Newman agreed: “The Internet is not for everybody. However, racing isn’t for everybody . . . there are differences for each Dealer. However, it’s never too late to start learning new skills that will enhance your income earning potential in the future.”

But for those who want to make the commitment in time and energy, the Internet is an effective and lucrative tool for independent AMSOIL Dealers.

In addition to the information available to Dealers on the AMSOIL website, there’s lots of information online to help Dealers better market AMSOIL to customers and

potential customers. And much of that information is free.

ClickZToday, at www.clickz.com, a weekly e-mail newsletter, offers columns and categorized articles on e-commerce and Internet marketing. The services section allows users to advertise.

As a jumping off point, ClickZToday can put Dealers in touch with experts in Internet marketing that will turn browsers into buyers on their website. It also gives readers the power to tap into the expertise of several columnists and publishers who make their living teaching people how to sell online.

Many e-mail newsletters give up-to-date information on what’s happening in Internet marketing, and how to cash in on the growth of the industry, free of charge.

Many of these experts warn that Internet shoppers are increasingly inundated with junk mail and information they don’t want. Web shoppers are suspicious of e-mail they didn’t ask for, and most of the time won’t open an unfamiliar e-mail. But, when they are shopping, looking for a particular product, the easier it is for them to get to the point of purchase, the more likely they are to make the decision to make the purchase on that website.

With that in mind, AMSOIL continues to upgrade its website to offer Dealers even more resources.

“I see continued success,” Newman said. “We’re continually upgrading the website so it’ll be easier to place orders. There’s continued improvement on leading shoppers to purchases. Online training for Dealers will be available in the future.”

The company is working on its website infrastructure to allow Dealers to manage their accounts live through the Internet, Newman said. That means Dealers will be able to get online and see the status of their account at anytime, rather than wait for the monthly statements that are mailed to them now, he explained.

New resources are being added that will increase the value of the content on the AMSOIL website, Newman said.

A “Look-up Zone” is in the works that tells Dealers specific applications such as which filters to use or which oils or greases, and their amounts, are appropriate for specific machinery.

While the Internet has proven to be a useful tool for many Dealers to grow their businesses, independent AMSOIL Dealers across the country use many venues, such as trade shows, Retail-on-the-shelf accounts and commercial accounts to grow their businesses at an unprecedented rate.

“The Internet is a good venue. However, as with any other business strategy, it needs to be planned, developed and executed providing the expected rate of return.”

– Regency Gold Direct Jobber Tom Shalin