



MARKETING REPORT

April 2014

Overview of ETI Marketing Projects



- Equipment and Tool Institute News
- Market Research
- Social Media
- ETI Website

Equipment and Tool Institute News



- We have gone to a blog format for News
 - Benefits include:
 - Timely access to important information
 - Immediate email alert on new posts
 - Connecting with ETI on Industry Issues
- You must subscribe to the blog at <http://www.eti-home.org/Blog/>
- There is also a link under Quick Links on the etools home page

Market Research



- Collision Repair Research Survey

- ETI will email a link to the completed survey and all reports next week to all ETI FULL MEMBERS.
- ETI Associate Members can purchase the report for \$2,500
- Members of the Media will be able to download the presentation on findings from ToolTech

Social Media



■ Linked In

- ETI – 344 Members
- Subgroups
 - STG – 94 Members
 - MSG – 6 Members
 - CRG – 9 Members
 - SMG – 10 Members

■ Facebook

- 190 Likes
- All Pictures from ToolTech will be available on our Facebook Page

ETI Website



- Metrics for the Past 30 Days
 - 2,892 visitors
 - 7,707 page views; 2.45 average pages
 - Keywords
 - 853 Not provided
 - 7 etools
 - 5 etools.org
 - 5 equipment and tool institute
 - Popular pages
 - Shop Layout
 - ToolTech Home
 - ToolTech Schedule
 - ToolTech Speakers
 - ToolTech – Fairmont Mission Inn
 - Full Membership FAQ
 - Equipment Checklist
 - OEM Licensing

ETI Marketing Report



Questions?