

# Digital Marketing Assessment Report: Speedway Motors

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## **Introduction**

Speedway Motors was founded by “Speedy” Bill Smith. Smith developed a passion for performance early on in his life. In 1952, Smith opened the Midwest’s first speed shop, Speedway Motors. Speedway Motors grew in popularity with its reputation for excellent service, quality products, and low prices. Today, Speedway Motors remains a family business, considering its customers as part of its family. They are still family-owned by Bill and Joyce’s three sons, Carson, Craig, and Clay Smith (Speedway Motors, 2015).

Speedway Motors offers more than 250,000 products (Duarte, 2022). These products have six categories: street rods and hot rods, muscle cars, trucks, racing, restoration, and lifestyle accessories. Speedway Motors aims to be a partner for your passion, which they do through the huge variety of products they offer (Speedway Motors, 2019). For services, they offer order assistance, tech support, the Museum of American Speed, and the Toolbox (Speedway Motors, 2025). Speedway Motors is positioned well in the growing market. Their estimated annual revenue is \$116.1 million (CompWorth, 2025). Today, they have 370 employees, an increase of 25% from the previous year. Speedway Motors focuses on high-quality automotive parts and racing products, which aligns with current trends, allowing growth and success for the company.

## **Situation Analysis**

Speedway Motors is a respected name in performance auto parts, serving both racing enthusiasts and street performance markets. While the company has a strong foundation, the digital landscape is constantly evolving, and there’s increasing pressure to modernize and stay competitive online.

One of Speedway's key strengths is its e-commerce platform, which offers a wide selection of parts alongside value-added content such as tech articles, how-to guides, and installation videos. These resources not only support customers but also build trust and authority. The brand also maintains an active presence across Facebook, Instagram, YouTube, and TikTok, sharing behind-the-scenes content, customer builds, and product announcements—helping foster community and brand loyalty. Their email marketing is consistent and helps drive traffic and repeat purchases.

However, there are areas that could be improved. The current website design and user interface feel outdated, particularly on mobile, which could negatively affect conversions. While their social media strategy is active and aligned with their brand, there is untapped potential in newer formats such as TikTok livestreams.

There are clear opportunities to strengthen Speedway's digital presence. Enhancing their TikTok strategy with DIY content and performance culture could attract a younger demographic. Developing a mobile app with features like personalized product recommendations or a digital garage could also enhance customer experience and loyalty. Additionally, exploring tools like Snapchat AR filters for 3D product views could help improve user interaction and conversion rates.

That said, competition remains a significant challenge. Competitors like Summit Racing and JEGS offer more modern digital experiences, including mobile apps and stronger influencer partnerships. Amazon is another major player, with unmatched convenience, fast delivery, and dominance in auto part search results.

In summary, Speedway Motors has built a strong digital presence, but continued growth will depend on updating their mobile experience, targeting a younger audience as well,

embracing emerging digital strategies, and investing in tools that make the customer journey more engaging and seamless.

### **Target Audience Profiling**

Speedway Motors primarily targets automotive enthusiasts, with a focus on hot rodders, muscle car lovers, classic car restorers, and racing participants. According to their social media marketer, the typical customer is often a middle-aged to older adult, predominantly male, who is deeply passionate about automotive projects. These individuals seek high-quality parts and accessories to support their hobbies or professional pursuits in the automotive world.

The customer base is diverse, specifically interested in street cars, muscle cars, rod applications, and motorsports. Hot rodders and muscle car enthusiasts are drawn to performance-driven upgrades, enhancing their vehicles' look and speed. Classic car restorers often search for original or hard-to-find parts to either bring vintage cars back to their original state or modernize them with upgraded components. Racers, ranging from amateur circle track competitors to those at a more advanced level, rely on Speedway Motors for performance parts that improve vehicle handling, durability, and overall race readiness.

The target audience for Speedway Motors is made up of individuals who have a deep commitment to working on their cars, whether for fun or as part of their profession. Many customers are experienced DIY mechanics or professionals in the automotive industry who enjoy getting their hands dirty building, restoring, and modifying cars. This group values the reliability and expertise that Speedway Motors offers, often choosing the company for its products' quality and the community of fellow enthusiasts.

For a buyer persona, we created Mark “The Gearhead” Thompson. Mark is 47, a construction manager with an income of \$75,000-\$100,000, and is from the Midwest. Mark is all

about cars — especially restoring old hot rods, building muscle cars, and getting into local racing. He is detail-oriented, independent, and competitive, but also has a nostalgic side that drives his passion for classic cars. In his free time, you'll probably find him in his garage working on a project, at a car show, or at a small-town racetrack. He values quality and performance regarding the parts he uses.

Mark's main goals are to fully restore classic cars, build performance race cars, and share his love for automotive projects with his kids. He's also looking to make a name for himself in the local car and racing community by showing off the projects he's proud of. Mark often struggles to find the parts he needs that meet his high standards and tight project timelines. With a busy work and family schedule, he doesn't have time to waste on low-quality parts or shipping delays. He's also always on the lookout for unique parts to make his builds stand out.

Mark prefers shopping online and trusts brands that other car enthusiasts recommend. He's willing to pay extra for top-quality parts but still likes to feel like he's getting a good deal. Once he finds a brand he likes, he usually sticks with it for the long haul. He regularly checks out websites like Speedway Motors, follows them on social media, and talks to other builders on car forums to stay in the loop

### **Digital Marketing Strategies: Website**

Speedway Motors has a website that starts on a main landing page with several navigation tabs that allow users to browse different content. They use an adaptive web design, including different layouts for various screen sizes and devices. Their website design is a bit busy and cluttered, potentially making navigation difficult for less tech-savvy consumers.

The website is optimized for conversions, including different calls to action on each page. For example, the main landing page includes calls to action such as "Shop Now" and "Learn

More”, while shopping tabs include ones like “Add To Cart” or “Buy Now”. While we did not find any links to social media accounts, we found a Speedway Motors company podcast and a page with links to informational articles written by their employees. This podcast and these articles are great examples of how Speedway Motors establishes expertise and provides value to consumers through its website. They also make subscribing easy, with multiple calls to action such as “Join Now” or “Learn More” on their website pages. Overall, Speedway Motors has a strong website that provides value to consumers while also helping them secure conversions.

### **Digital Marketing Strategies: Social Media Marketing**

Speedway Motors uses a multi-platform social media strategy to reach a wide range of automotive enthusiasts. While the brand voice and overall goals remain consistent, their approach is adapted for each platform to match audience behavior and platform strengths. Facebook is their largest platform, with over 1.2 million followers, and is used to drive traffic through direct links, promotions, infographics, vendor marketing, and event posts. Instagram leans heavily on visual storytelling, lifestyle imagery, short-form video, and collaborations. TikTok is used for trend-driven, entertaining short videos that showcase authenticity and humor. YouTube supports both short and long-form video content, making it a key platform for deeper storytelling, tutorials, and episodic content like car builds. LinkedIn is used mainly for employer branding, showcasing company culture, and sharing hiring-related content.

Across all platforms, Speedway Motors has a cumulative following of over 1.5 million. Each platform plays a distinct role in their broader strategy and helps them connect with different audience segments. Posts are created with specific goals, whether to drive sales, boost engagement, or grow reach. A good example is a recent post that ran on Facebook, Instagram, and TikTok, where the team asked fans to share the most unhinged ways they’ve tried to start an

engine (Figure 1.0). The post was humorous and drove conversation in the comments across all platforms. Another example focused on brand awareness, using a video from the Speedway museum that highlighted a historic car and delivered nostalgic, entertaining storytelling.

Speedway uses content to offer value through expertise, education, inspiration, entertainment, and community. Because many of their products are technical, they also use social content to help customers make informed buying decisions while reinforcing the brand's identity as a lifestyle and community-focused business. They use calls-to-action such as "Shop now", "Share your build", or "Comment below". High-performing engagement tactics include asking questions, showcasing user-generated content, and incorporating strong visual and audible hooks in video, like car revs or walking/talking intros. Their team actively responds to comments and engages in the broader automotive space to keep the brand relatable and community-focused.

### **Digital Marketing Strategies: Influencer Partnerships**

Speedway Motors uses influencer partnerships to expand its reach and connect with niche communities in the automotive space. They've collaborated with Dude Dad, a popular content creator who blends humor and car culture, and members of the famous Unser racing family, who bring authenticity and motorsports credibility. These influencers appear in Speedway's social media content and help deliver stories that align with the brand's voice and audience interests.

To grow their influencer strategy, Speedway could benefit from partnering with mid-tier influencers who have smaller but highly engaged audiences. These types of creators often deliver more relatable, authentic content and attract dedicated followings. Speedway can identify these influencers by monitoring relevant hashtags, watching for content on TikTok and YouTube, and tracking which creators already use or reference Speedway's products. Approaching influencers

with offers such as free parts, exclusive behind-the-scenes access, or collaborative content would create mutually beneficial relationships and keep the brand present in creator communities.

### **Digital Marketing Strategies: Content Marketing**

Speedway Motors uses content marketing to inform, inspire, and engage its audience through original video series and educational storytelling. The company has developed multiple branded content formats that showcase their expertise and humanize their brand. Tech Talks serve as how-to guides and product education, helping customers better understand and use the parts Speedway sells. Employee Rides features Speedway employees and their personal car builds, reinforcing company culture and shared passion. A standout project, the C10 Build Series, followed the full restoration of a classic truck in an episodic format that allowed fans to follow the build from start to finish.

These series help position Speedway as an industry expert and a community-driven brand. Content is repurposed smartly across platforms. A full tutorial or episode might run on YouTube, while short teasers or highlight clips appear on Instagram, TikTok, and Facebook. This cross-platform approach ensures content feels native to each audience while reinforcing consistent branding.

### **Digital Marketing Strategies: Email Marketing**

The intent behind emails sent out by Speedway Motors is to reach customers with promotional offers, product announcements, and other important information. They use four types of emails, including content, product, vendor, and promotion emails. Content emails are centered around providing information to consumers, such as how-tos and buyer guides that link back to their website. Content emails often have higher website traffic, but fewer sales conversions. Product emails are focused on promoting products and are often used as a

supplement for content emails. Vendor emails are similar to product emails, but they promote brands they carry that aren't theirs. The final type of email is promotion emails, which are primarily aimed at encouraging purchases and conversions. These emails often accompany a sale or promotion and have a call to action.

Although all emails are constructed differently, Speedway Motor's goal in sending emails is to increase conversions and revenue. Even their content emails intentionally include related products to encourage more conversions. Additionally, they include a strong call to action in all their emails. These call to actions range from "Join Now" or "Learn More" for content emails, or "Shop/Buy Now" for other emails. They also do a great job of maintaining a cohesive brand image across all email types by including their logo and similar design elements. Overall, Speedway Motors has extensive email marketing efforts aimed at increasing conversions.

### **Digital Marketing Strategies: SEO & SEM**

For Speedway Motors' SEO strategy, they focus more on keywords consumers would use when they are at the bottom of the funnel. To see how this strategy works for them, we searched various keywords to see what organic results we would get. When we used more generic/indirect keywords consumers would use at the top of the funnel, such as "race car service" or "race car parts", Speedway Motors did not appear in any of our organic search results. We then tested out some specific/direct keywords that would be used at the bottom of the conversion funnel. When we searched "Coker 14' race wheel", Speedway Motors was 7th in our organic search results, with several PPC ads related to the product (Figure 1.1).

Another thing we found while searching for different keywords was that they perform very well on location keywords. For example, when we searched "race car parts near me" and "race car service near me", Speedway Motors came up as the first and second result,

respectively. We also examined how Speedway Motors' SEO efforts compare with their competitors. Figures 1.2 and 1.3 in the Appendix show how their keyword counts compare with direct competitors such as Summit Racing, Pit Stop USA, and bigger competitors like Amazon and eBay.

We also looked at their SEM efforts. When we searched "Speedway Motors", the first result was a PPC ad (Figure 1.4). The PPC ad takes you to a landing page where you can navigate to any website page you desire. Additionally, a pop-up for joining their email list with a "claim rewards now" call to action came up when entering the landing page. We also found lots of PPC ads for specific car parts, as shown in Figure 1.1. Overall, Speedway Motors has extensive SEO and SEM efforts focused mainly on optimizing search results for direct keywords.

### **Evaluate**

For Speedway Motors, the most relevant KPIs are Engagement and Customer Loyalty. Engagement metrics like Organic Traffic Growth, Bounce Rate, and Session Duration reveal how effectively the company attracts and retains interest, especially through its Toolbox how-to content. Loyalty KPIs such as Repeat Purchase Rate and Customer Lifetime Value are vital, as their core audience, automotive restorers, often return for multiple purchases. With a \$20,000 digital marketing budget, we would allocate 30% to SEO and content improvements, 15% to User Experience improvements, 20% to email marketing, 10% to a loyalty program, 10% to Toolbox video content, 10% to data analysis, and 5% to A/B testing. Over a 90-day timeline, Weeks 1–4 would focus on SEO and email setup, Weeks 5–8 on content and loyalty soft launch, and Weeks 9–12 on retention campaigns and program expansion, with continuous performance monitoring throughout.

## **Conclusion**

In conclusion, Speedway Motors has demonstrated strong digital marketing capabilities. Some areas where they are currently performing well include their successful use of branded and long-tail keywords, strong email and social media marketing efforts, and high presence of PPC search engine results. However, to expand on its online presence, improvements are needed in the use of generic/short-tail keywords, adding their social media accounts, and targeting a younger audience. Building on these existing strengths and addressing the areas we stated need more work, Speedway Motors can strengthen its digital footprint and support long-term growth.

# Appendix

Figure 1.0



Figure 1.0 shows an example of a social media post that Speedway Motors ran on Facebook, Instagram, and TikTok, where the team asked fans to share the most unhinged ways they've tried to start an engine. The post helped increase engagement and comments across all platforms.

Figure 1.1

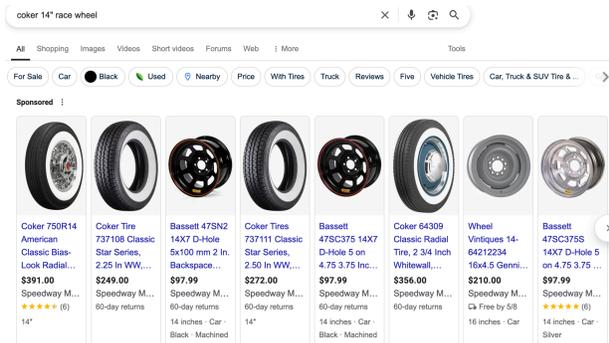


Figure 1.1 shows a large number of PPC ads that came up in search results when searching for a specific car part, highlighting Speedway Motors' SEM efforts.

**Figure 1.2**



Figure 1.2 shows Speedway Motors’ keyword count, in comparison to some of their direct competitors such as Summit Racing, Jegs, and Pit Stop USA. This keyword count highlights Speedway’s SEO efforts and shows how they compare to competitors.

**Figure 1.3**

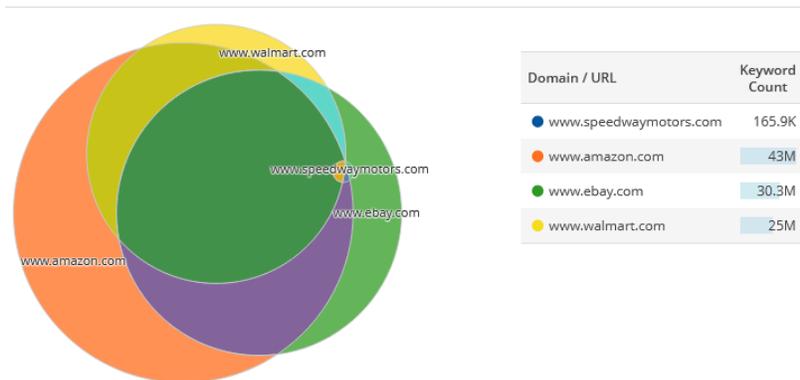


Figure 1.3 shows Speedway Motor’s keyword count, in comparison to some of their indirect competitors such as Amazon, eBay, and Walmart. This keyword count highlights Speedway’s SEO efforts and shows how they compare to competitors.

Figure 1.4

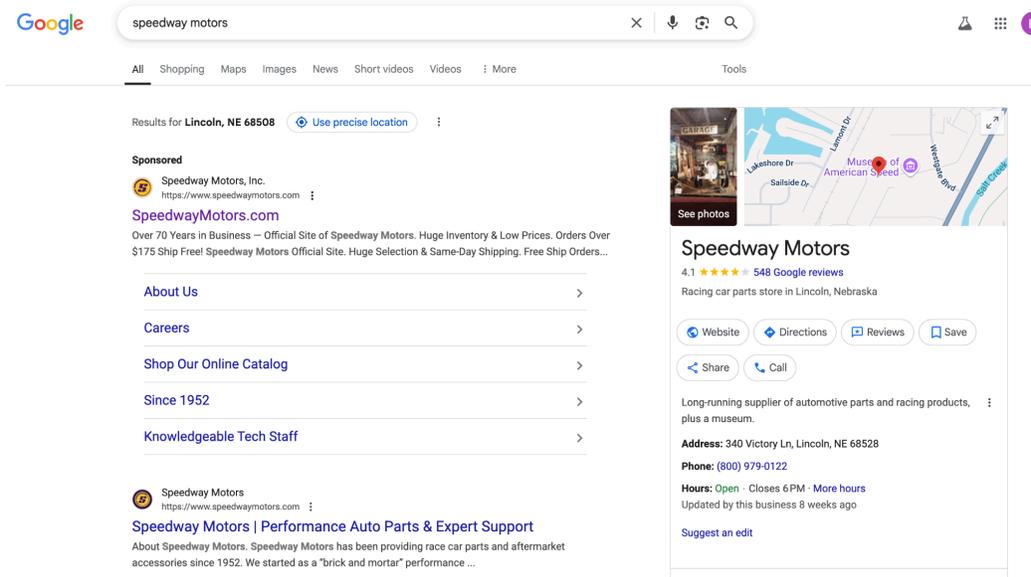


Figure 1.4 shows another PPC ad that appears under search results for “Speedway Motors”. This ad further highlights their strong SEM efforts.

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