

**Automotive Repair & Maintenance**

**Making Sense  
of Online Marketing**

**The**



# **DOWN LOAD**



**THE OFFICIAL CONSTANT CONTACT  
MARKETING ADVISOR PLAYBOOK**

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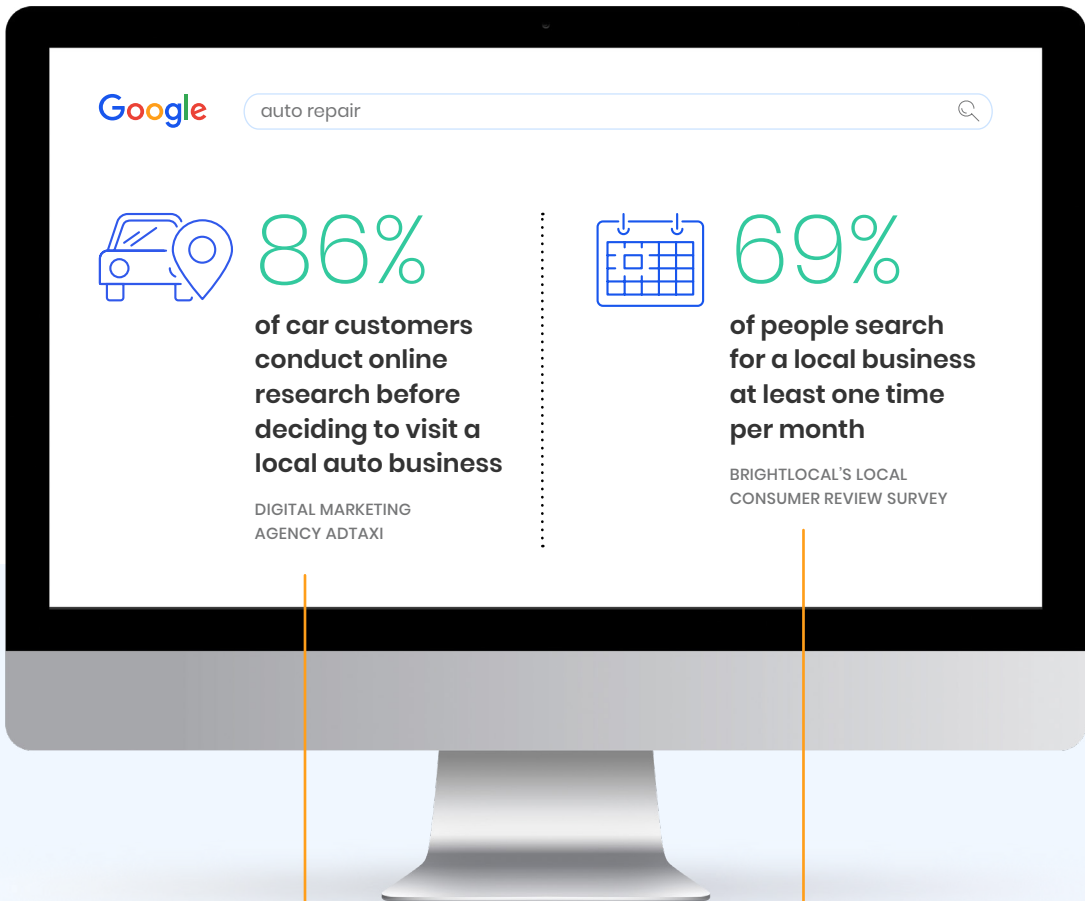
### **How online marketing can work for you**

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



# Introduction

**When people need to get their vehicle repaired,  
they turn to search engines like Google to  
look for businesses that can help them.**



That's because a car is one of the most expensive purchases most people make. And that puts repair and maintenance as one of the most important things most consumers will need each year.

That means that there's potential for people to find your business when they go looking.



**People are looking for auto shops that are close by, easily accessible, have great reviews, and have professional websites.**

---

If your local repair and maintenance shop is not displaying in the top few results of a Google search, you are losing potential customers.



**Global eCommerce sales for the automotive aftermarket are projected to grow at a compound annual rate of**

**18.9%**

from 2017 to 2022, reaching \$49.5 billion in 2022

ACCORDING TO TECHNAVIO



**It is recommended that people get their cars serviced every**

**5,000 to 7,000 miles**

ACCORDING TO AAA

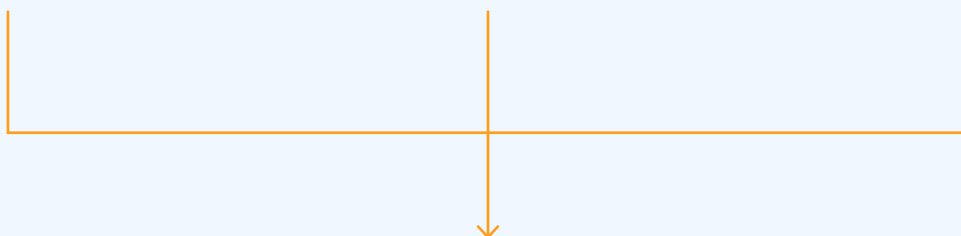


**Business that are online are seeing growth.**

**43%**

experience significant growth with online sales

ACCORDING TO AN INSUREON POLL



**That means that there's potential to do more business.**



If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.

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## **You're not alone.**

If you're like many Constant Contact customers, you're busy trying to run and grow your business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

# What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're an automotive business owner by trade and a marketer by necessity.

**This guide is designed to give you practical advice.**

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



**There's something else that's important to note.**

As a local business owner, you have a huge advantage over big businesses because you actually know your customers and your community. You interact with them on a daily basis and learn their needs and wants in a way big businesses cannot. It's that intimate knowledge that can keep your auto shop top of mind and give you an edge.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



**TIP**

**Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.**

## Keep this in mind about online marketing.

If you were asked where most of your business comes from today, what would you say? Many small businesses tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business.

As you know, business is built on relationships. Online marketing also allows you to strengthen existing relationships with current customers and build new ones.



### Here's what we're going to cover:

**Chapter 1:** How people find you online

**Chapter 2:** How to set yourself up for success

**Chapter 3:** How it all comes together

**Chapter 4:** How online marketing can work for you

## Now let's get to it!

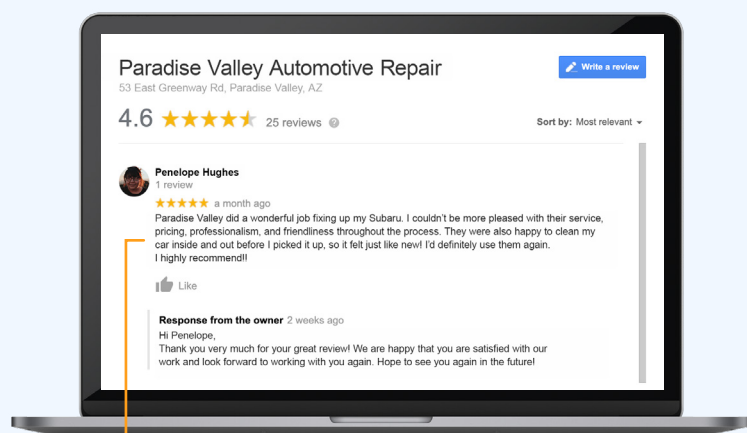


# How people find you online



## We've mentioned that word of mouth now happens online.

People are talking up their favorite auto shops directly; they're consuming and sharing content they find useful or entertaining from those businesses, and they're asking connections for recommendations because they are looking to find an auto shop they can actually trust to care for their vehicle and depend on time and time again.



# 80%+

**of customers trust small businesses because of their reputation**

ACCORDING TO BETTER BUSINESS BUREAU

**Because of this, reviews for your auto repair business are more important than ever.**

People looking for a repair and maintenance shop are no different. They want to know what others are saying about you. Can you be trusted? Did you help them? Did you have top-notch customer service? Were you priced fairly?

Auto shops that have the most reviews tend to have higher traffic rates to their website and tend to have more customers and referrals because customers are more comfortable hiring them over competitors. The higher number of reviews and engagement you have, the more a customer will trust you.

## But it's not enough to just get reviews. You need to read and reply to them too.

Responding to reviews, mentions, tags, and comments shows that you value your customers and the feedback they leave about your business.

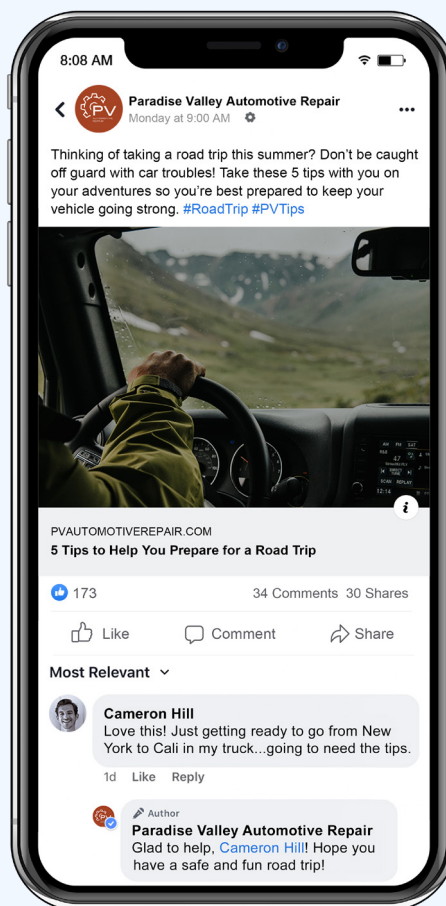
You have an opportunity to be part of more of these conversations.

The more you can do to keep your business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

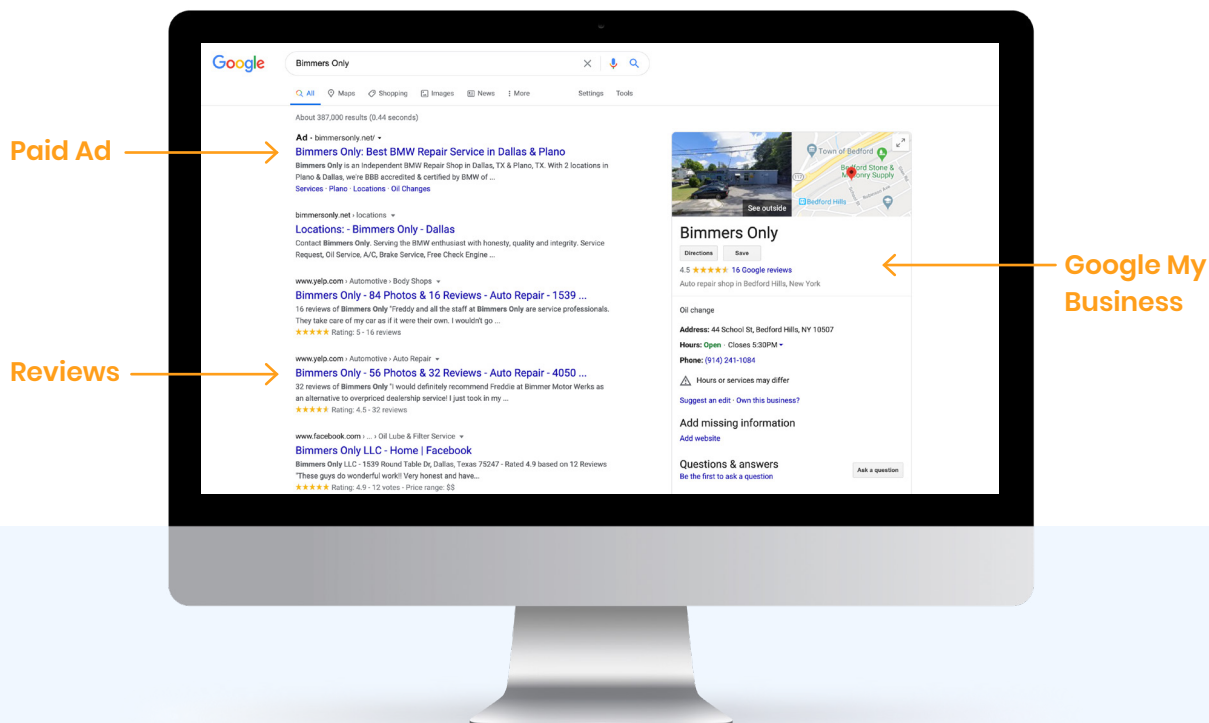
Beyond being part of the conversation, you must understand what people may find when they go looking for your business specifically by name, or by something your business offers.

.....

**And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your business even exist?"**



# What do people find when they go looking online for your business?



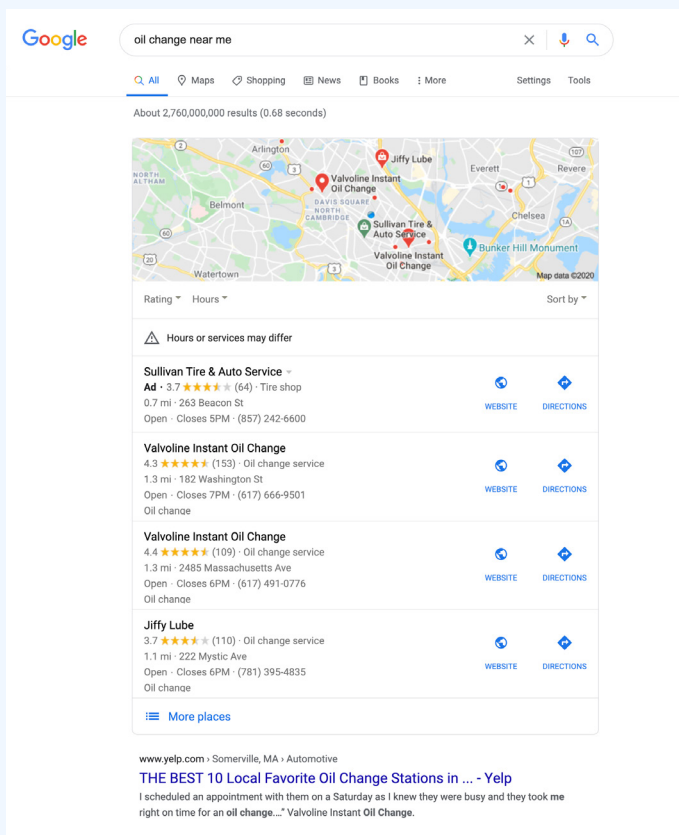
Example using "Bimmers Only" as the search term

It's no secret that people looking for auto repair shops turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Photos
- Reviews
- Info from other sites

# What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business — “Bimmers Only” — by name. But, people don’t always search by name. Sometimes they know they want to buy a product or a service, but they don’t know who offers it. Then they type in a more generic search term, like “oil change” or “repair shop near me.”



## Let's take a look at an example.

Imagine your check-engine-light came on and you realized you are long overdue for an oil change. So you jump on your computer or mobile device and search “oil change near me.”

Here's an example of what may come up — of course, your actual results will differ.

Notice that “oil change near me” brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

**Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of the auto shops near your location in the search results.**

If we apply these results to what may show up for your business, your customers may find:

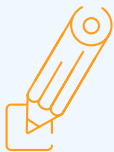
- Your website
- Social media accounts
- Photos
- Review sites
- Business listings
- Competitor listings

**Review Site**

**Competitor Listing**

The screenshot shows a Google search for "oil change near me". The search bar at the top contains the text "oil change near me" and the Google logo. Below the search bar, there are tabs for "All", "Maps", "Shopping", "News", "Books", and "More". The search results are displayed below the tabs, showing "About 2,760,000,000 results (0.68 seconds)". The first result is from "store.vioc.com" and is titled "Oil Change & Coupons for Somerville | Valvoline Instant Oil ...". The second result is from "www.yelp.com" and is titled "THE BEST 10 Local Favorite Oil Change Stations in ... - Yelp". The third result is from "www.valpak.com" and is titled "Valvoline Instant Oil Change Somerville| Oil Changes - Auto ...". The fourth result is from "www.mikesauto.com" and is titled "Oil Change Somerville, MA - Somerville Auto Repair". The fifth result is from "www.jiffylube.com" and is titled "Oil Change Near Me | Jiffy Lube". The sixth result is from "www.meineke.com" and is titled "Oil Change Near Me | Fast Oil Change Services - Meineke". The seventh result is from "www.midas.com" and is titled "Oil Change | Oil Change Service | Oil Change Near Me - Midas". At the bottom of the search results, there is a section titled "Why regular oil changes are important" with three sub-questions: "How much does an oil change cost?", "How long does an oil change take?", and "Show more".





## ACTION STEPS



### **Search for your business.**

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



### **Search for the generic terms for your business.**

Is your business there in either an organic or paid perspective?



### **Make a list of results that show up on the first page in both scenarios.**

## Here's the reality for auto repair shops: If you're not online, prospects can't find you.

---

Whether people search for your business by name or something related to your business, your customers and prospects should be able to find you. You'll want to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers may have.

As people visit your website and click through from various search results, they're starting to form opinions about your business. Ultimately, they're asking themselves, "Is this the right business for me?"

If your business is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your business and choosing you.



**The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.**



# How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business specific listings



*Especially a Google My Business profile*

5

A way to easily create content





## A mobile-responsive website: Your online hub.

---

Yes, your business should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential customers are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



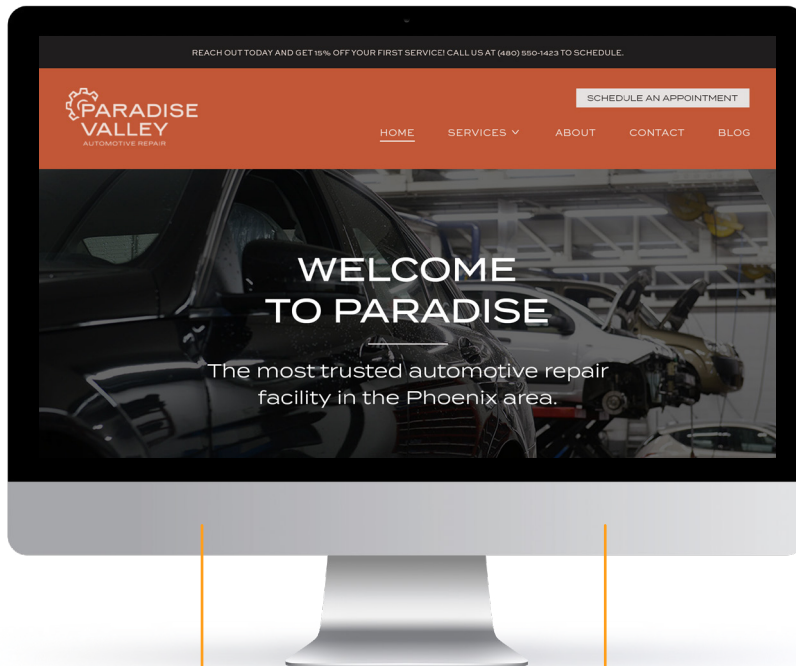
### TIP

**Buy a domain name for your website to match your business name.**

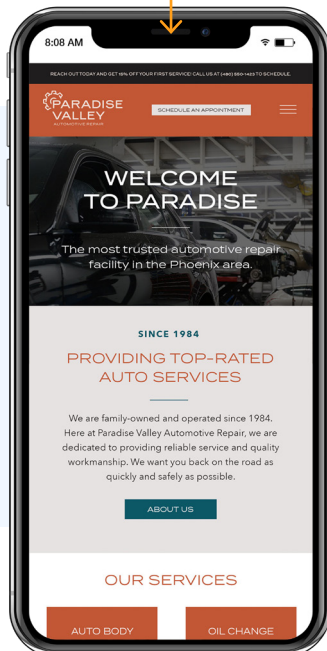
In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.



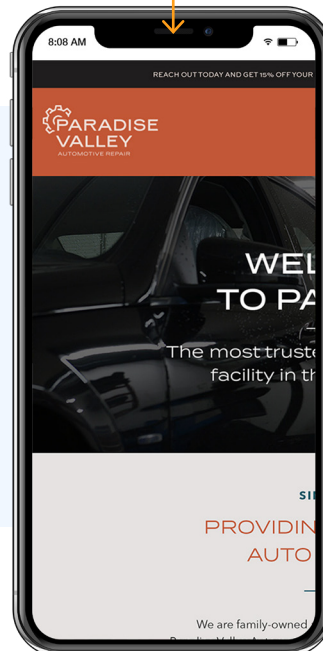
With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



**Responsive**  
website  
on mobile



**Non-responsive**  
website  
on mobile





**DID YOU KNOW?****Want a custom designed site?**

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

**Need a logo?**

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

## Your website should have at least four pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



← **HOMEPAGE**  
*Your front door*



← **SERVICES PAGE**  
*Your opportunity to showcase what you offer*



← **ABOUT PAGE**  
*Your story*



← **CONTACT PAGE**  
*Your chance to connect*

Think about your business specifically to add additional pages. For example, an auto shop should have a different page for each type of service they offer along with pages dedicated to the types of vehicles they specialize in. Most local auto shops also benefit from having blog functionality on their site as well (more on that later).

**What should you put on those four core pages?**  
**Let's take a look.**



## HOMEPAGE

### What questions should you answer on your Homepage?

#### Do you offer the type of service I need for my car?

People don't have a lot of time. Be clear and specific about the types of auto repair you offer.

#### Is this auto shop for me?

The visitor is asking, "Are you for me?" Do you service my type of vehicle? Make it clear who your product or service is for.

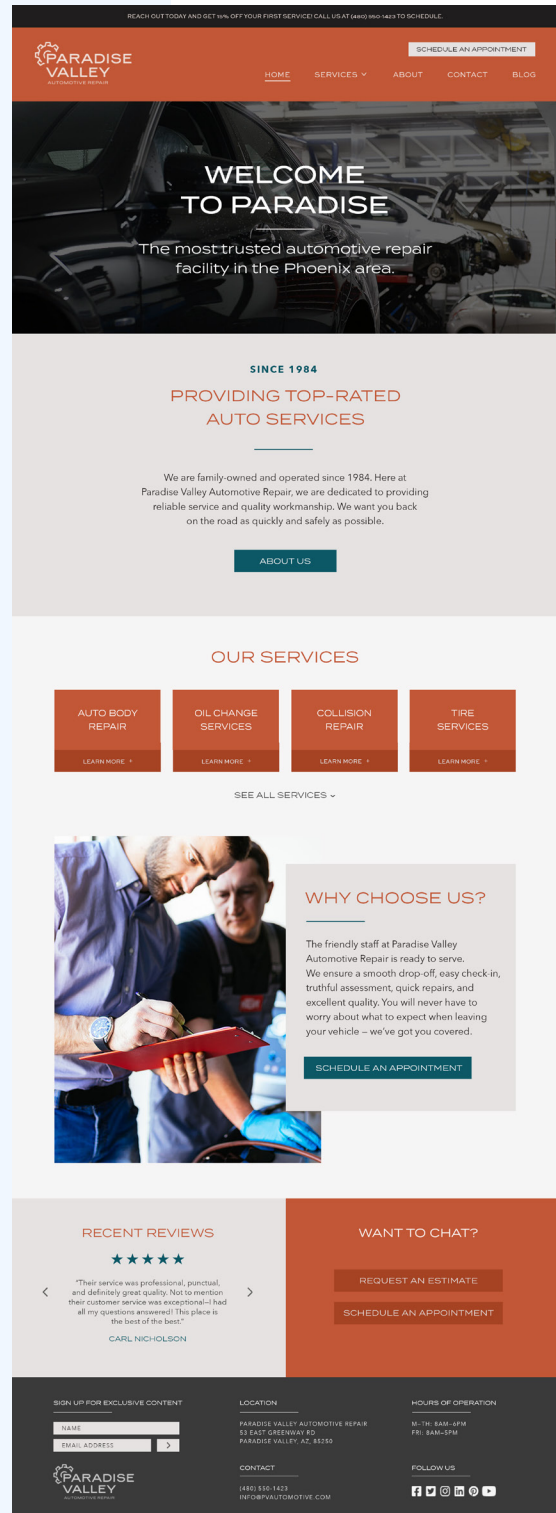
#### So what?

Why would your potential customer care? Why should they choose you? Is there something about your auto services that make you unique?

#### What should visitors do next?

Book an appointment? Contact you? Request an estimate? Make it clear what action people should take as their next step.

*Homepage example*





## ABOUT PAGE

# What questions should you answer on your About page?

### What is your story?

What auto repair problems are you trying to solve for your customers? What obstacles did you face and overcome trying to solve this problem? Why is your business important to you?

### Why should people care about your auto repair services?

How will potential customers benefit from working with you? How will you solve their car problems and give them peace of mind? Do you have testimonials to support?

### What makes your auto shop different?

What are you better at than anyone else? How will you use your skills to help your customers? What's your plan for them?

About page example


REACH OUT TODAY AND GET 10% OFF YOUR FIRST SERVICE! CALL US AT (480) 890-1483 TO SCHEDULE.

**PARADISE VALLEY**  
AUTOMOTIVE REPAIR

SCHEDULE AN APPOINTMENT

HOME SERVICES **ABOUT** CONTACT BLOG

## OUR STORY



**MEET OUR FOUNDER**  
**FROM HUMBLE BEGINNINGS**

At the young age of 19, Arizona native Robert Freeman turned his passion for fixing cars into a successful business. Growing up with a pretty handy father, Robert has taken what he learned and is now showcasing his expertise within the community. Around the area he's a household name, synonymous with quality and dependability.

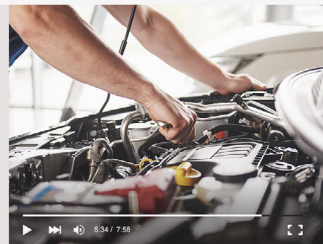
## OUR MISSION

Paradise Valley Automotive Repair aims to combine every customer experience with exceptional service. As a family company, we provide honest repairs and maintenance on any vehicle at fair prices, and create an environment where every one of our team members is empowered with an opportunity to succeed. We are dedicated to providing reliable service and quality workmanship, and plan to get you back on the road as quickly and safely as possible.

**SERVICES WE OFFER**

**WE PROMISE**  
**WE'RE NOT LIKE THE OTHERS**

We pride ourselves on honest inspections and assessments, highly-trained and knowledgeable team members, and friendly customer service. Watch our insider video for more!



## WHAT OUR CUSTOMERS ARE SAYING

★★★★★  
"Best car service experience I've ever had, hands down. They stayed in contact with me the whole time and told me exactly what needed to be done."  
WENDY RICHARDS

★★★★★  
"Friendly, thoughtful, thorough, and diligent every time I've had a service done. I'd recommend them to anyone in the area!"  
MARK HERNANDEZ

★★★★★  
"No one likes unexpected car repairs. Doing business with a company as great as Paradise Valley makes it as easy as it's going to get, though!"  
RILEY MORRIS

**NEED AN ASSESSMENT OR REPAIR?** **SCHEDULE AN APPOINTMENT**

**SIGN UP FOR EXCLUSIVE CONTENT**

NAME

EMAIL ADDRESS

**PARADISE VALLEY**  
AUTOMOTIVE REPAIR

**LOCATION**

PARADISE VALLEY AUTOMOTIVE REPAIR  
53 EAST GREENWAY RD  
PARADISE VALLEY, AZ

**CONTACT**

(480) 890-1483  
INFO@VIAUTOMOTIVE.COM

**HOURS OF OPERATION**

M-THU: 8AM-6PM  
FRI: 8AM-5PM

**FOLLOW US**

[f](#) [t](#) [i](#) [y](#) [p](#)



## SERVICES PAGE

### What questions should you answer on your Services page?

#### What different services does your shop offer?

Do you offer what I need and have the experience to do so?

#### What is the process for customers to get their vehicles fixed?

Do you provide a step-by-step process so I know what to expect?

#### What makes you stand out from other automotive shops?

Is there anything special about you that stands out from your competitors?

REACH OUT TODAY AND GET 9% OFF YOUR FIRST SERVICE! CALL US AT (480) 556-1423 TO SCHEDULE.

PARADISE VALLEY AUTOMOTIVE REPAIR

SCHEDULE AN APPOINTMENT

HOME SERVICES ABOUT CONTACT BLOG

## SERVICES

YOU CAN COUNT ON US

Don't worry, we have 40 years of experience under our belt. We provide complete auto body repair for all makes and models. Look below for information on some of the services we offer.

REPAIRS -

MAINTENANCE +

DON'T SEE WHAT YOU NEED?

We can handle it. Call or email us to find out if it's in our wheelhouse!

CONTACT US

REPAIRS WE OFFER:

- Axle Repair
- Brake Check & Repair
- Electrical Systems
- Exhaust Systems
- Heating & A/C Repair
- Hybrid Vehicle Maintenance & Repair
- Transmission Repair
- Frame Repair
- Engine Repair

SCHEDULE APPOINTMENT

### SERVICE IN 5 EASY STEPS

When you come to Paradise Valley Automotive Repair, we offer complete transparency during the process.

- DROP-OFF**  
We'll park your car in a safe area and make sure it is taken care of.
- CHECK-IN**  
You'll check in with our friendly staff and give us your information.
- ASSESSMENT**  
We'll make a truthful assessment and let you know of our findings.
- REPAIRS**  
We aim to have repairs done as quickly as possible.
- PICK-UP**  
You'll be able to pick up your car hassle-free.



WANT MORE BEHIND THE SCENES INFO?

READ OUR BLOG

SIGN UP FOR EXCLUSIVE CONTENT

NAME

EMAIL ADDRESS

PARADISE VALLEY AUTOMOTIVE REPAIR

LOCATION

PARADISE VALLEY AUTOMOTIVE REPAIR  
55 EAST GREENWAY RD  
PARADISE VALLEY, AZ

CONTACT

(480) 556-1423  
INFO@PAUTOMOTIVE.COM

HOURS OF OPERATION

M. TH. 8AM-6PM  
FR. 8AM-5PM

FOLLOW US

[f](#) [t](#) [i](#) [y](#) [p](#)

Services page example



## CONTACT PAGE

### What questions should you answer on your Contact page?

#### Where can I find your auto shop?

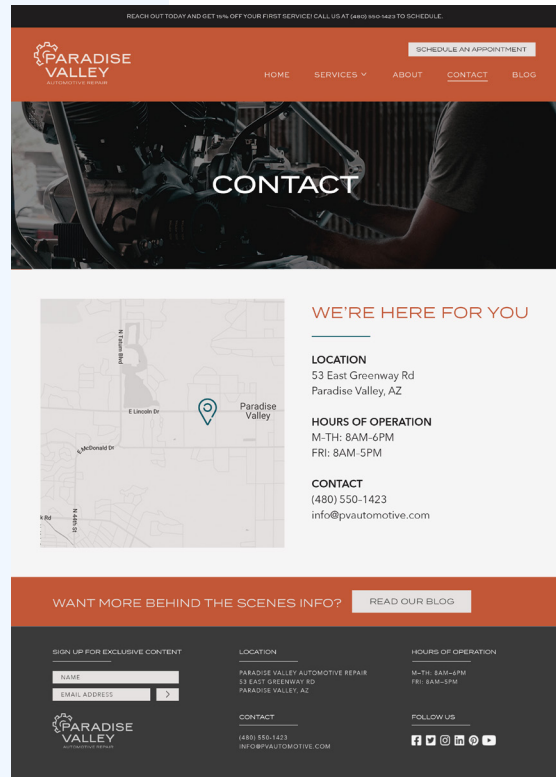
Do you have a physical location(s)?  
Where is your shop based? Which  
social media channels do you use?

#### When can I reach you?

What are your hours of operation?  
Are all locations the same? Are  
there different hours for support?  
Other functions?

#### How can I contact you?

Is there more than one way?  
Start with your preferred method.  
What should they expect in terms  
of a reply?



Contact page example





## Tips for using images on your website.

People love to feel a personal connection. Because of this, it's important to use images throughout your website. From photos of the owners to the physical location of your auto shop to your technicians and "behind the scenes" work, the more personal photos you have on the different pages of your auto repair website, the better.

Overall, use high-quality images whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.



### HOMEPAGE

Show what success looks like for someone using your product or service. Showcase things like reviews and before and after images.



### ABOUT PAGE

Use professional images of yourself and your staff that show your personalities, also show action shots. You want people to imagine what it would be like to work with you.



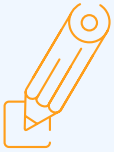
### SERVICES PAGE

Show photos of your crew "in-action," and photos inside your auto shop to make customers feel connected to you.



### CONTACT PAGE

Show your physical location, especially if it's not in an obvious place. Include a map.



## ACTION STEPS



### Create a simple website.

Don't have a website?  
[Create one with Constant Contact](#) in minutes!



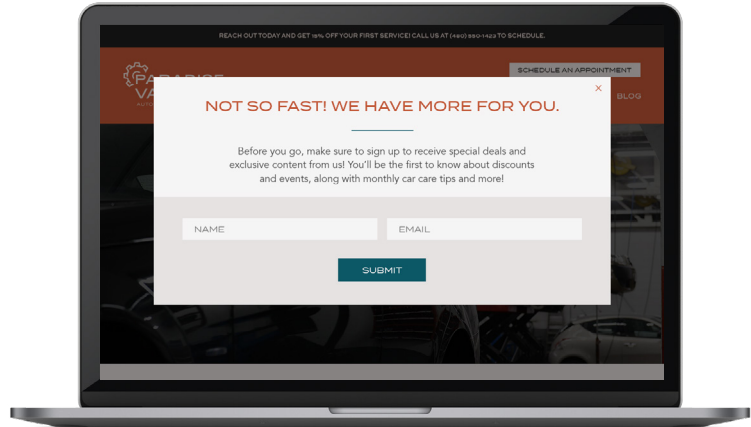
### Review your website for the appropriate pages.



### Make sure you're answering the questions suggested above.



### Add sign-up forms to your website.



## What happens if someone visits your website and doesn't book an appointment?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses — like a coupon for an oil change or other service — to get more people joining your list.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.



## Email marketing: It's how you drive business.

---

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



### TIP

**Create a simple series of emails to welcome people to your email list.**

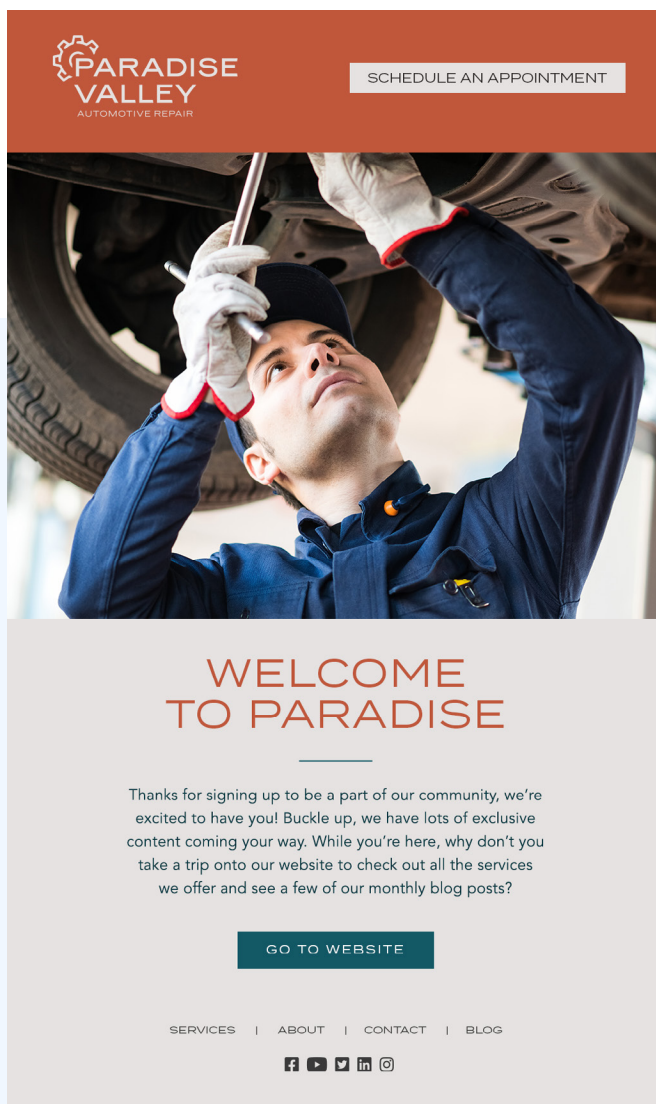
More on the next pages.

Here are two emails to include in your automated welcome series.

#### WELCOME SERIES EMAIL ONE

## Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.



EMAIL MARKETING

*Welcome email example*

## WELCOME SERIES EMAIL TWO

### Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you — this will most likely be on your social channels — so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

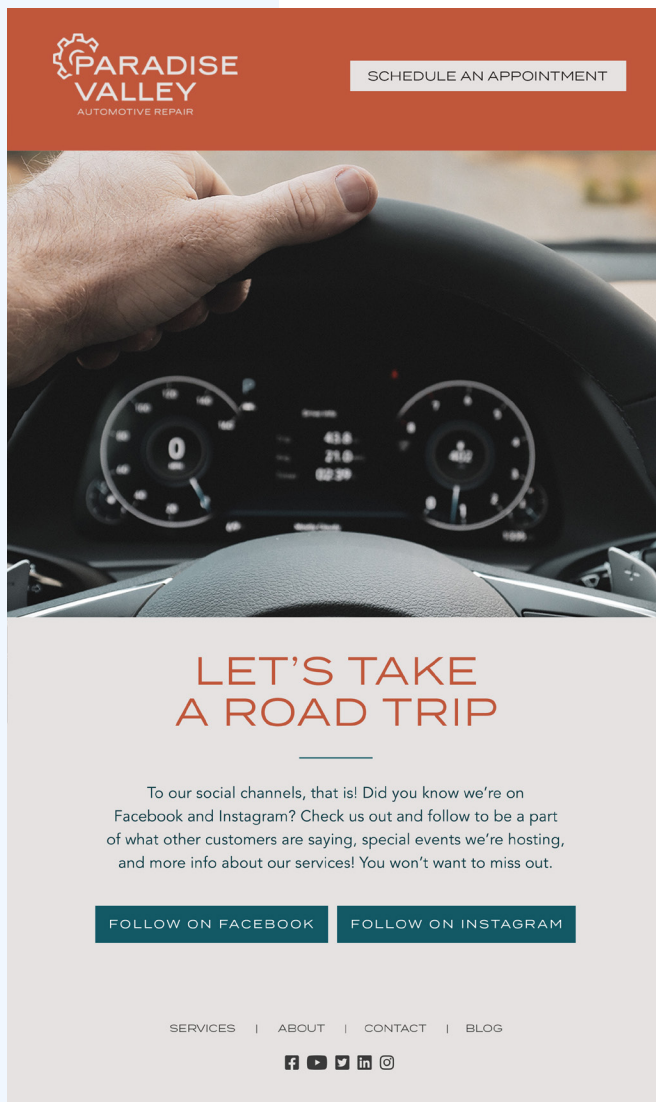
And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your business.



#### TIP

**Use email automation to save time and get new and repeat business. Need some ideas?**

[Find some here.](#)



*Let's Connect email example*

## ONGOING COMMUNICATION

### Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be a new location opening, national holidays, car meetups, or events specific to your business. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.



#### DID YOU KNOW?

**Constant Contact offers powerful, easy-to-use email marketing tools.**

[Find out more.](#)



**PARADISE VALLEY**  
AUTOMOTIVE REPAIR

SCHEDULE AN APPOINTMENT

**LET'S MEET FOR CARS & COFFEE**

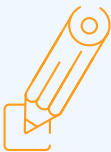
If you're a car enthusiast like we are, you'll want to join us at the Scottsdale "Cars & Coffee" annual meetup at the end of this month! You can fine-tune your automobile appreciation and network with like-minded admirers, all while sharing a cup of joe. Mark your calendars for Saturday the 27th at 9am! Be sure to register by this Sunday.

REGISTER NOW

SERVICES | ABOUT | CONTACT | BLOG

f y t in @

*Promotional email example*



## ACTION STEPS



Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



EMAIL MARKETING



*Resource email example*



In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.



# 3



## Social media: It doesn't have to overwhelm you.

---

If you're like many of the small business owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your business name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your auto shop.

Ideally, choose a primary social channel based on the customers you're trying to reach. For automotive shops, Facebook tends to work the best. Also, consider what channel you're most comfortable using and how it fits with the personality of your business.



**Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.**



### TIP

**Choose the right social media platform for your business.**

[Find out how.](#)



## Each social channel also has its own personality.

**You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.**

Whether you're a small business owner or a social media manager for a large company, your main goal is to connect with your followers, gain new ones, and stay active online.

Social media is essential to maintaining an active and trusted online presence by allowing you to build your brand. Cross-posting the same content across your Facebook, Instagram, Twitter, and other social accounts can be very tempting. It not only keeps you active, which typically leads to a higher popularity rate, but it saves you time and it allows you to share your content across a wider audience. It seems like the best strategy, right? *Wrong.* Let's take a look at why.



*Netflix Facebook post*



*Netflix Instagram post*



**Things like vocabulary, caption length or character count, image and video formatting, and calls-to-action vary depending on the platform.**

#### **VOCABULARY**

For example, Twitter allows you to “retweet” to your followers, while Facebook allows you to “share.” If you create content that invites your followers to retweet and then cross-post it to Facebook, or vice versa, you’re inviting them to take an action that’s not possible or specific to that platform – causing confusion and disengagement.

#### **CAPTIONS AND MENTIONS**

The same goes for caption lengths and mentioning other businesses. Let’s say you craft a beautiful and well-written caption on Instagram that successfully mentions, or tags, another relevant account. What happens when you go to cross-post it to Twitter, that has a significantly lower character-count limit and where that tagged handle doesn’t exist? You end up sharing content with your followers that has only part of its caption and a tagged handle that is unclickable and no longer relevant to your original post. How do you think that looks?

The result is content that looks spammy and lacks attention to detail. Your followers will notice and it will lead to your brand becoming untrustworthy – causing your followers to disengage and ultimately unfollow your account.



**Now let’s take a look at each channel’s personality.**

## EACH SOCIAL CHANNEL IS UNIQUE

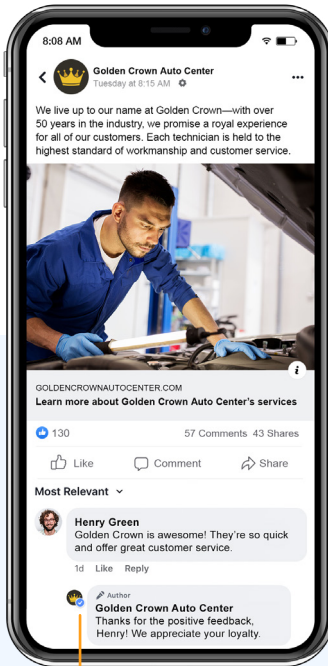


In the news feed, you'll be competing with friends, family, and local and world headlines.



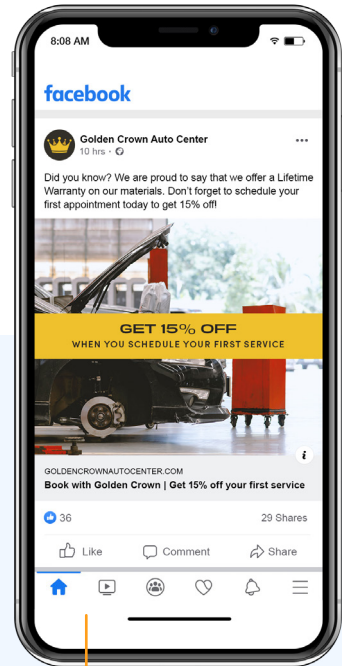
### AWARENESS

Post content your audience may want to engage with by liking, commenting, and sharing.



### CUSTOMER SERVICE

Respond to comments from potential customers to provide a good experience and top-notch customer service.

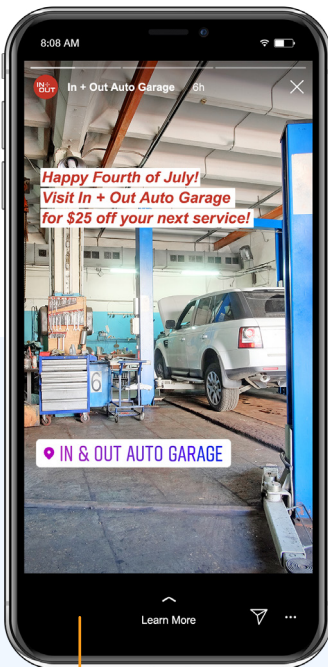


### DRIVING ACTION

Drive awareness and sales by letting people know about upcoming offers.

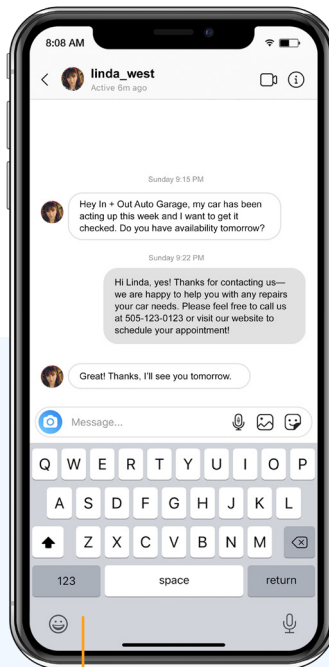
## Instagram

A highly visual network. Let people see what's happening with your business to drive action.



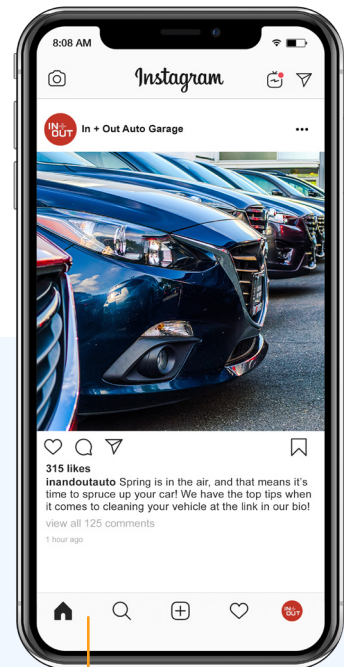
### AWARENESS

Let people know about your specials.



### CUSTOMER SERVICE

Respond to direct messages from potential customers.



### DRIVING ACTION

Send people to your website with a link in your bio.

## EACH SOCIAL CHANNEL IS UNIQUE



Public news feed of what's happening now.



### AWARENESS

Let followers know about your other social channels.



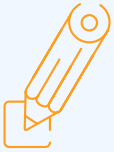
### CUSTOMER SERVICE

Make sure to respond to questions.



### DRIVING ACTION

Let followers know how to take advantage of special offers.



### ACTION STEPS



**Determine which social channel makes the most sense for your business.**



**Set business goals for this primary channel across three categories.**

- Awareness
- Customer service
- Driving action



**Create a plan for this channel to reach your business goals.**



### DID YOU KNOW?

**Want to know more about social media marketing?**

[Get started with our Social Quickstarter.](#)

## Keep focused on how social media can help you with business goals such as awareness, customer service, and driving action.

Engage with people on social media so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



**Don't forget social media isn't the only place where people may find and engage with your business.**

# 4



## Listings and review sites: Provide accurate information and respond appropriately.

---

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

As the business owner, you're able to take control of these listings by claiming them — which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose business.



### TIP

**Once you've claimed a listing, you're able to update the information on those pages for accuracy.**



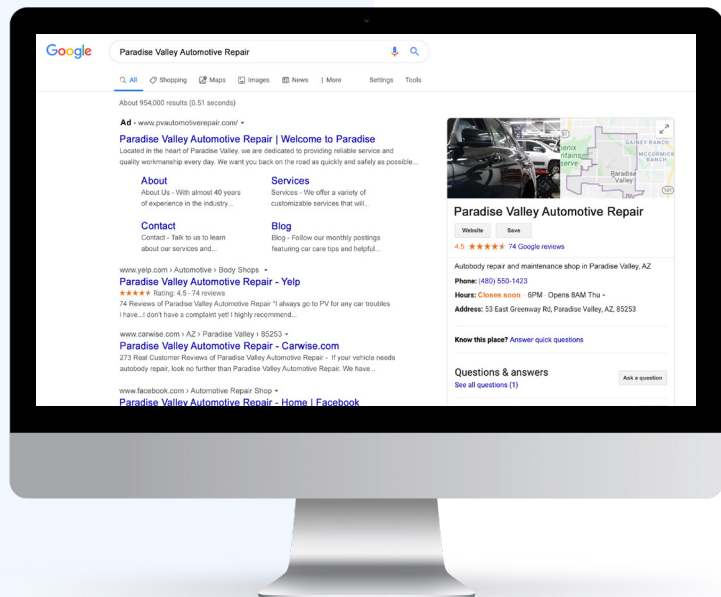
## Facebook Business Page

Your Facebook page should provide all the correct information about your business.

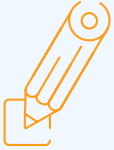


## Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.







## ACTION STEPS

✓  
Claim your Facebook business page, Google My Business profile, and Yelp listing.

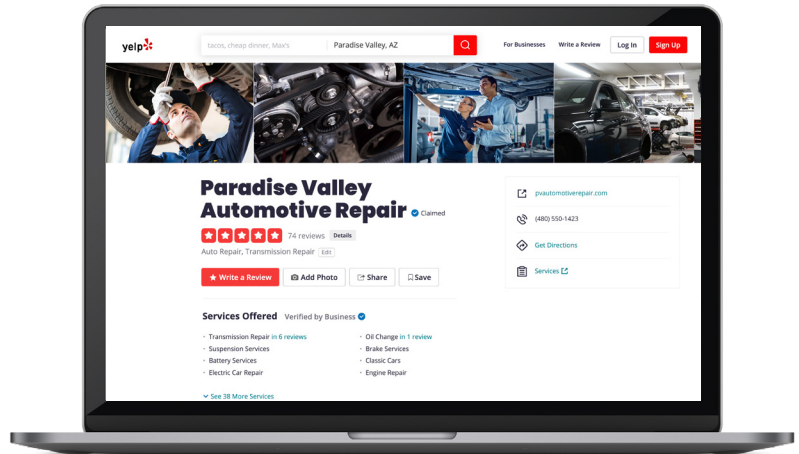
✓  
Identify any other key listings that may be important for your business.

✓  
Make sure all information is correct on all sites.



## DID YOU KNOW?

Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.



## Yelp Page

Many people use sites like Yelp to find businesses around them. The more robust your listing, the better your chances are of standing out amongst competitors.



**At the very least claim your Facebook business page, Google My Business profile, and Yelp page. And if there are other listing sites important in your industry, claim your business' information there too.**

# 5



## Create content: Increase your chances of getting found.

---

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who will also share your content.

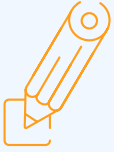
This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog makes it easy to add content, or posts to your website on a regular basis. Whereas your website contains information about products and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers. Create blog posts with "how-to" instructions, lists with what should be in every person's vehicle, videos showing the best way to check your oil, and any other items you think your customers should know.



### DID YOU KNOW?

**A blog allows you to create helpful content for your audience directly.**

**ACTION STEPS**

**Add a blog to your website domain.**



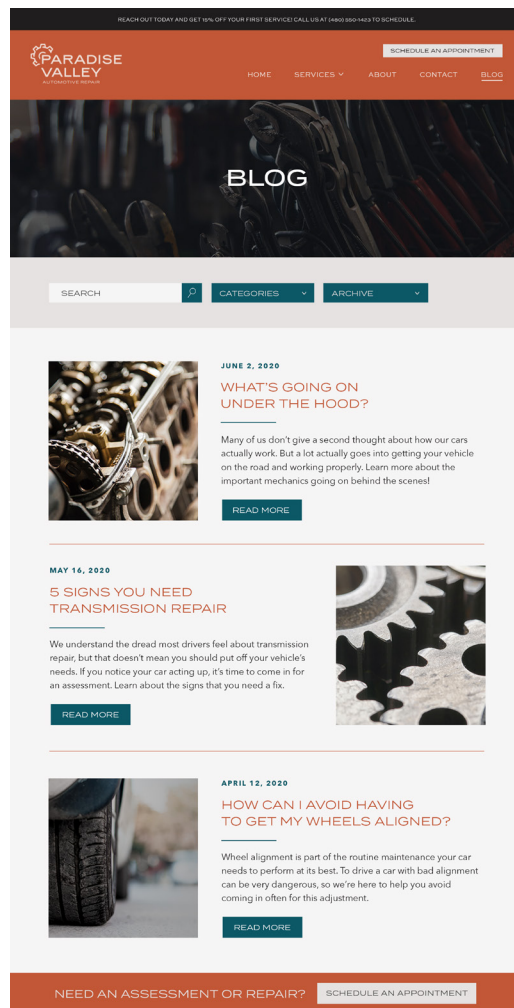
**List the top questions you get from prospects and customers.**



**Create a calendar to regularly publish content that answers those questions.**

## Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.





## How to amplify your efforts.

---

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results.

In many cases, you'll have to pay to reach people.

**That's not bad. You just want to do it in a smart way.**



## Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

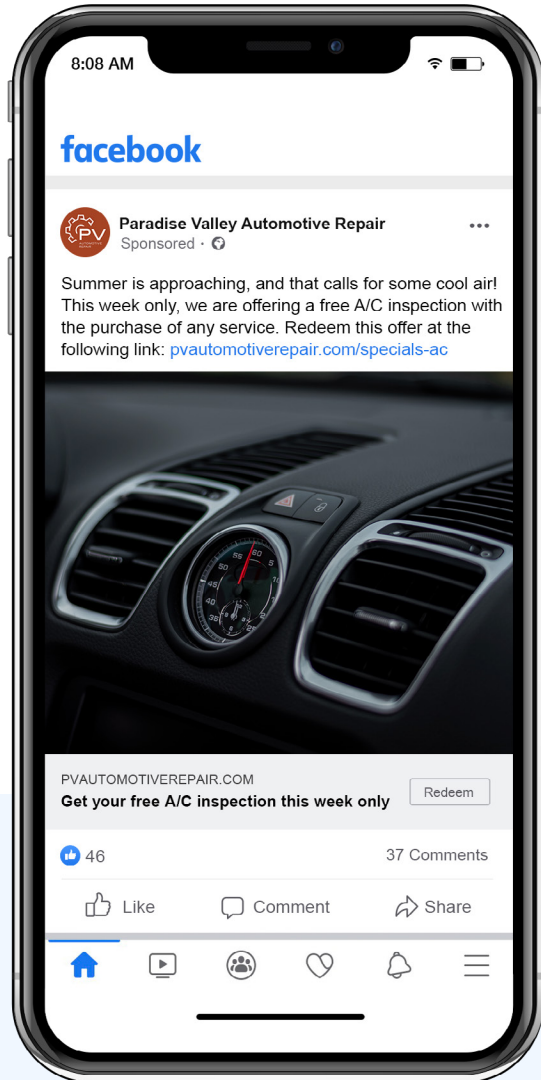
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.

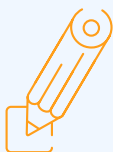
### DID YOU KNOW?



**Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.**

[Find out more.](#)





## ACTION STEPS

✓  
**Set aside a budget of \$35 a day to experiment with paid advertising.**

✓  
**Drive traffic to top-performing pages on your website.**

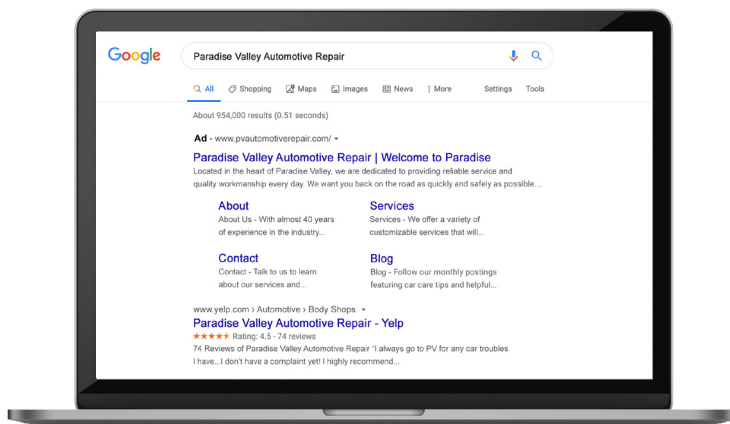
✓  
**Use ads to get new signups for your email list.**



## DID YOU KNOW?

**Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.**

Find out more about growing your business with [Google Ads from Constant Contact](#).



## Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

## How much should you spend on ads?

When you're first getting started, set aside \$1,000 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more business.



# How it all comes together

**Now that you have a better sense of how consumers are finding businesses online and the tools you'll need to position yourself for success.**

**How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.**

## Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

## Experience

Wherever your prospective customer is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

## Entice

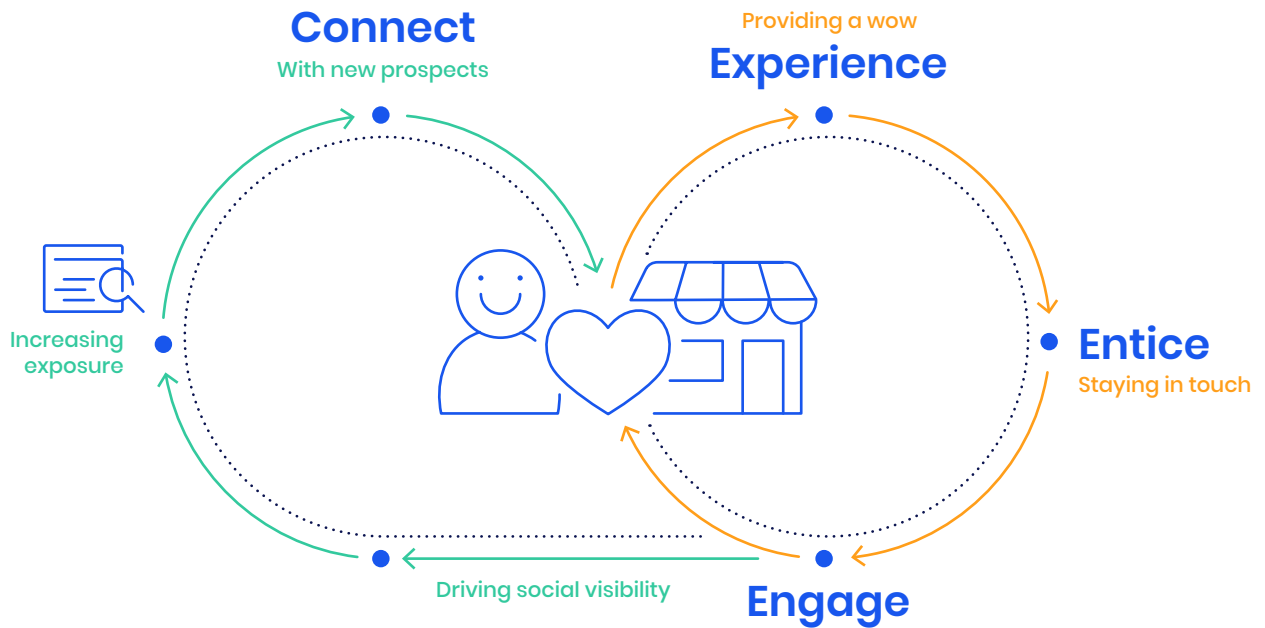
At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

## Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and brings more people to your door.





When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

#### And that's how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a small business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and social visibility that brings new customers through the door.

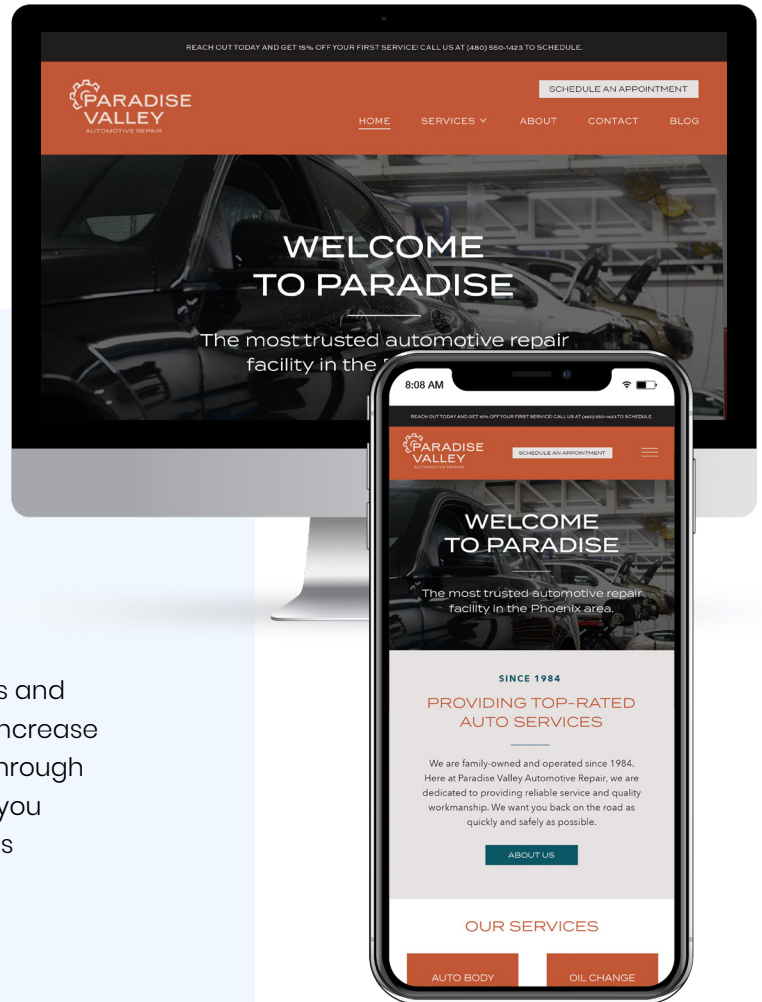
## TO RECAP

**Here's how you  
can take action:**



**Create a mobile-  
responsive website  
as a resource for  
potential customers.**

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



## TO RECAP

Here's how you  
can take action:



## Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.

REACH OUT TODAY AND GET 15% OFF YOUR FIRST SERVICE! CALL US AT (480) 950-1423 TO SCHEDULE.

SCHEDULE AN APPOINTMENT

BLOG

**NOT SO FAST! WE HAVE MORE FOR YOU.**

Before you go, make sure to sign up to receive special deals and exclusive content from us! You'll be the first to know about discounts and events, along with monthly car care tips and more!

NAME

EMAIL

SUBMIT

SINCE 1984

PROVIDING TOP-RATED  
AUTO SERVICES

We are family-owned and operated since 1984. Here at Paradise Valley Automotive Repair, we are dedicated to providing reliable service and quality workmanship. We want you back on the road as quickly and safely as possible.

ABOUT US

OUR SERVICES

AUTO BODY REPAIR	OIL CHANGE SERVICES	COLLISION REPAIR	TIRE SERVICES
LEARN MORE +	LEARN MORE +	LEARN MORE +	LEARN MORE +

SEE ALL SERVICES v

WHY CHOOSE US?

The friendly staff at Paradise Valley Automotive Repair is ready to serve. We ensure a smooth drop-off, easy check-in, truthful assessment, quick repairs, and excellent quality. You will never have to worry about what to expect when leaving your vehicle – we've got you covered.

SCHEDULE AN APPOINTMENT

## TO RECAP

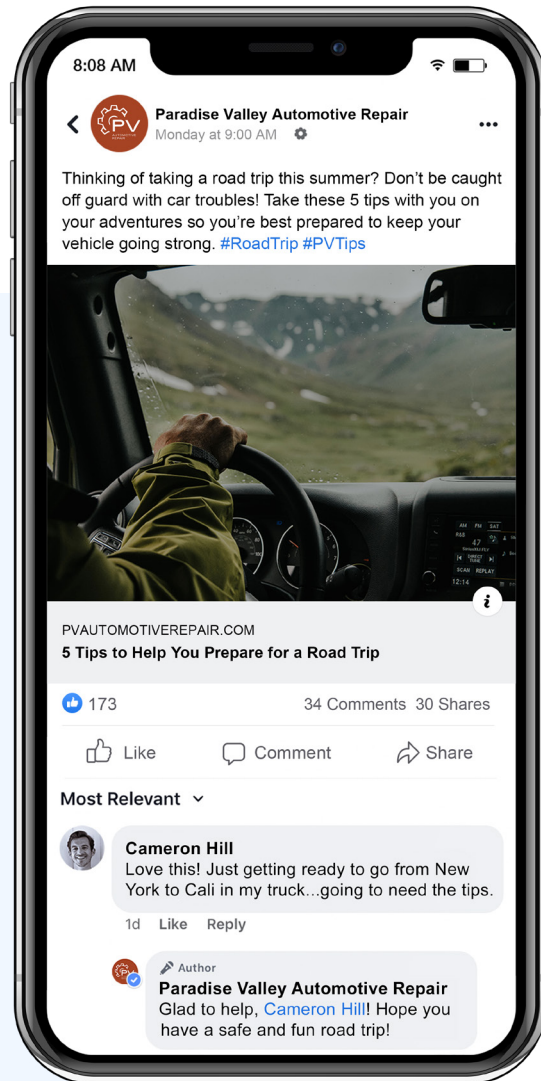
Here's how you  
can take action:



## Interact and engage on social.

Remember it's called **social media** for a reason.

Social works best when you're not just asking people to purchase your products. Use social to generate awareness, support customer service, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



## TO RECAP

Here's how you  
can take action:



## Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

The screenshot shows a Yelp profile for "Paradise Valley Automotive Repair". At the top, there's a search bar with the text "auto repair, transmission repair" and a red search button. Below the search bar are category filters: "Restaurants", "Home Services", "Auto Services", and "More". The business name "Paradise Valley Automotive Repair" is prominently displayed, followed by a "Claimed" status. Below the name are five red stars and the text "74 reviews". Underneath, it says "Auto Repair, Transmission Repair". There are four buttons: "Write a Review", "Add Photo", "Share", and "Save". To the right of the business name, there are links for the website "pvautomotiverepair.com", a phone number "(480) 550-1423", "Get Directions", and "Services". Below the business information is a section titled "Recommended Reviews". It includes a search bar for reviews and a "Sort by Yelp Sort" dropdown. The first review is from Eugene Floyd, a user from Scottsdale, AZ, with 19 friends and 3 reviews. The review is dated 7/16/2019 and has five stars. The text of the review is: "The staff here was so professional and made the process of getting my repairs done pretty pleasant. I appreciate the effort and friendly service. I would definitely recommend them, and will use them for future repairs!". Below the review is a comment from Ross Holden of Paradise Valley Automotive Repair, dated 7/16/2019. The comment says: "Thank you for taking the time to share your experience, Eugene! I am happy to hear that you are satisfied with the work we do and look forward to seeing you again soon!".

## TO RECAP

**Here's how you  
can take action:**



**Use email marketing  
to provide exclusive,  
helpful, and  
promotional content.**

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information they won't receive in other places. Email can also drive action on your social channels.

[SCHEDULE AN APPOINTMENT](#)



## LET'S MEET FOR CARS & COFFEE

If you're a car enthusiast like we are, you'll want to join us at the Scottsdale "Cars & Coffee" annual meetup at the end of this month! You can fine-tune your automobile appreciation and network with like-minded admirers, all while sharing a cup of joe. Mark your calendars for Saturday the 27th at 9am! Be sure to register by this Sunday.

[REGISTER NOW](#)

[SERVICES](#) | [ABOUT](#) | [CONTACT](#) | [BLOG](#)

[f](#) [y](#) [t](#) [in](#) [@](#)

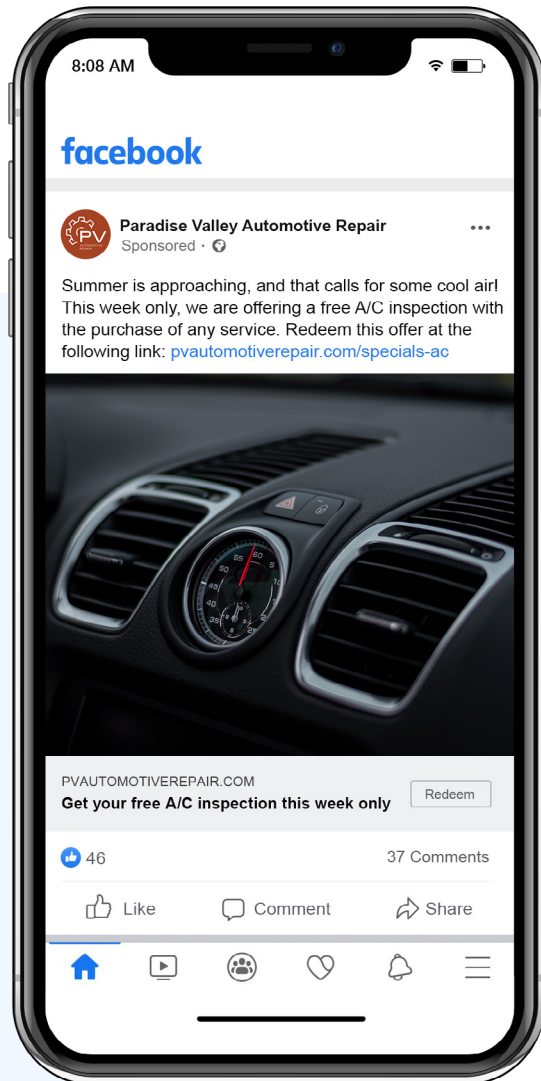
## TO RECAP

Here's how you  
can take action:



## Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.



# How will you know your online marketing efforts are working?

---

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

## Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people clicking your ads?
- Are people joining your email list?
- Are people contacting you?
- Are people making purchases?

## How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

### REMEMBER

**Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.**

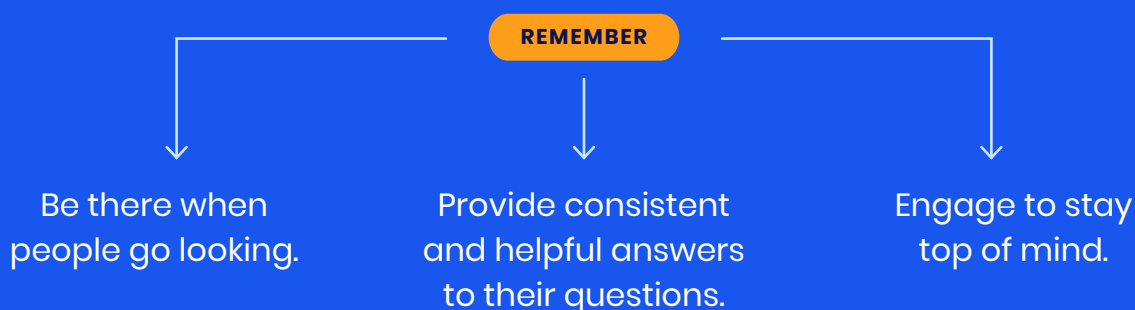
- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.





# How online marketing can work for you

**With your knowledge of how to make  
online marketing work for your business,  
you're ready to take those next steps.**



By doing these things you'll get the word out about your business, drive more people to your website, and do more business.

**You've got this. You've got us.**

**CONSTANTCONTACT.COM**

## Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

**(888) IDK-MKTG**  
**(888) 435-6584**

Do you have a logo for your shop?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive so consumers can schedule appointments from their cars?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these four pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Services Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery of cars and repairs throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
<b>Are you using an email marketing tool to stay in touch with customers and prospects?</b>	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

<b>Are you using social media channels for your business?</b>	<input type="radio"/> YES	<input type="radio"/> NO
Have you reserved your business name on the major social channels?	<input type="radio"/> FACEBOOK	<input type="radio"/> INSTAGRAM
	<input type="radio"/> TWITTER	
Have you chosen one channel as your primary area of focus?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people trying to interact with your business on this channel?	<input type="radio"/> YES	<input type="radio"/> NO
Have you set business goals for your social activity across the three categories?		
<i>Awareness</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Customer Service</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Driving Action</i>	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written social plan to achieve those goals?	<input type="radio"/> YES	<input type="radio"/> NO
<b>Have you identified the listings and review sites that are important for your business?</b>	<input type="radio"/> YES	<input type="radio"/> NO
Have you claimed your business on these listings and sites?		
<i>Google My Business</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Facebook</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Yelp</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Other Listings</i>	<input type="radio"/> YES	<input type="radio"/> NO
Have you confirmed the information is accurate on these sites?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people on these platforms?	<input type="radio"/> YES	<input type="radio"/> NO

---

**Do you have a way to easily create content on your website such as a blog?**

☐ YES ☐ NO

---

Have you made a list of commonly asked questions from your prospects and customers?

☐ YES ☐ NO

---

Do you have a written plan to publish answers to those questions on a consistent basis?

☐ YES ☐ NO

---

**Are you currently doing any paid advertising?**

☐ FACEBOOK  
☐ INSTAGRAM  
☐ GOOGLE  
☐ OTHER

---

Have you set aside a small budget to test your paid advertising efforts?

☐ YES ☐ NO

---

Do you have a written plan for paid advertising efforts?

☐ YES ☐ NO

---

**Do you have a key metric that's important for your business?**

☐ YES ☐ NO

---

**Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business?**

☐ YES ☐ NO

---

Are more people visiting your website?

☐ YES ☐ NO

---

Are more people joining your email list?

☐ YES ☐ NO

---

Are more people contacting you?

☐ YES ☐ NO

---

Are more people visiting your location?

☐ YES ☐ NO

---

→ Find more powerful tools, marketing advice, and how to win with online marketing at [constantcontact.com](https://constantcontact.com)

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed — all in one place.



Headquarters  
Reservoir Place  
1601 Trapelo Road  
Waltham, MA 02451

**[CONSTANTCONTACT.COM](https://www.constantcontact.com)**