




CASE STUDY

AUTO REPAIR



SUCCESSFUL MARKETING GROUP

CASE STUDY: Car-X Tire & Auto Golden Valley, MN



PROBLEMS:

1. No distinct, or competitive, online presence
2. No placement in Google Maps (vital to mobile searches)
3. None to limited organic Google pg 1 rankings for keyword searches
4. None to outdated online reviews to be trusted
5. No active social media presence
6. No online marketing strategies
7. No industry loyalty - 1 in 3 drivers uncommitted to certain provider
8. 43% of drivers search online for service provider - with no clear winners, it's critical to connect whenever and wherever they are searching for their next service
9. 92% of consumers read online reviews for local businesses
10. No marketing innovation or strategic messaging
 - Offers/deals are important to drivers for vehicle service, but even more important is great customer service they can rely on.
 - 81% of drivers agree that quality service is more important than price.

SOLUTIONS: PHASE 1:

- Comprehensive/Multi-Layer Local SEO Ranking Strategies
- Proprietary Rating & Reviews System
- Reputation Marketing (web, social, video, syndication)
- opt-in programs: VIP Service Program; Coupons
- Ashby's Promise innovation created
- Press Release SEO Media Citations & Syndication

SUCCESES:

- #1 Google Maps position in major keywords searches (same in mobile)
 - best auto repair shop in golden valley
 - auto repair golden valley
 - brake repair golden valley
 - golden valley brakes
 - transmission repair golden valley
- Google keyword rankings = 27 Page 1 keyword rankings
- 4.3 Star Google Rating (36 reviews) • 4.9 Star Facebook Rating (11 reviews)
 - Get Reviews = Golden Valley Job Completed Form (via text)
 - Get Reviews = Online Review Form (directly to Google & Yelp)
 - Review videos
- April Calls from Internet = 136
- May Calls from Internet = 164
- June Calls from Internet = 251
- 194 Media Citations, including NBC, ABC, CBS, FOX, CW, StarTribune

All this strategically planned success lead to a fast & **powerful 20% Sales Increase** during those 1st 3 months