



**Mitchell1<sup>®</sup>**

*In your shop, at your side*

**SocialCRM**

Shop Marketing with LocalSearch



**“SocialCRM with LocalSearch connects me to my customers. I love seeing their faces light up when I greet them by name and thank them for the great review they gave our shop.”**

## **Grow Your Business Automatically**

Mitchell 1's SocialCRM service, now with LocalSearch, helps you bring your existing customers back sooner and more often, while also attracting new customers who are searching the web every day for auto repair services.

Our powerful combination of customer retention and acquisition tools gives you a comprehensive approach to building your business. SocialCRM with LocalSearch automates your marketing, reputation management, social media and customer communication efforts.

And because your success is our top priority, we include expert marketing support and a real-time view of your marketing results while you work in your Mitchell 1 Manager™ SE shop management system.

## **Why choose SocialCRM with LocalSearch?**

The best marketing program is the one that works with your existing processes to deliver maximum results, while allowing you to focus on what you do best – fixing cars and providing stellar customer service. With SocialCRM and LocalSearch, your branded marketing emails and SMS text messages work seamlessly with your fully-optimized website to generate new and repeat business. And with just a few clicks in your Manager SE system, you can track your results and gain insights to help you maximize your marketing efforts for long-term growth.

***Marketing your business for maximum results – made easy.***

# Features to Help You Grow Your Business

## SocialCRM

Reach all your existing customers and attract new ones with a comprehensive marketing system that automates your campaigns for maximum engagement and results.



**Text Message Communications** - Take control of your customer communication with text messages sent to your customers automatically to remind them of their upcoming appointment and thank them after the visit.



**Marketing Text Campaigns** - Expand your selling opportunities by creating on-the-fly or pre-scheduled personalized marketing text messages sent directly from your SocialCRM dashboard. Promote exclusive deals and share important information with the click of a button!

Using unique phone numbers for tracking, you can easily compare phone traffic from your marketing campaigns, monitor keyword searches and listen to recorded calls to gain insights about your shop's performance.

## LocalSearch

Get premium features to help make your business more visible online. When customers can find you easily, you can build your brand, expand your selling and marketing opportunities and ultimately increase your bottom line.



**Professional Business Website** - A well optimized website is not only the best way to communicate with online visitors to share your shop's great story, but it also helps new customers find you more easily when searching for auto repair services. Call tracking included.



**Automated Blog Content** - Your positive reviews and ROs are transformed into helpful blog content, optimized for search engines.



**Email Communications** - SocialCRM emails are automatically and strategically delivered and optimized to reach the right customers at the right time.



**Consumer Reviews** - Reviews not only generate great word-of-mouth marketing, but they also create better search engine visibility, making it easier for customers to find you.



**Social Media** - SocialCRM saves you time by automating and managing your social media content. You'll reach new customers while you increase your shop's online visibility.

**“SocialCRM has done it again — this time with an amazing website and call tracking service. Until this breakthrough, never have I had so much traffic come through my website.”**

B & C Auto Repair



**Website Tracking and Reporting** - Track how your customers navigate and interact with your website to identify trends in behaviors or interests that can help you maximize ROI on your marketing dollars.



**Google Reviews** - Boost your shop's visibility and reputation online with more Google and Facebook reviews. Use LocalSearch to text your customers an invitation to write a review after their visit.

## More Ways to Enhance Your Marketing

Unlock the full potential of your marketing service with these additional services:

### Online Appointment Requests

Save time and make it more convenient than ever for your customers to schedule an appointment at your shop. You get notified every time a customer requests an appointment and with the click of a button, the Online Appointment Requests feature adds the new appointment to the Manager SE scheduler. Appointment requests arrive at your shop automatically, so you can manage your shop calendar more efficiently and ensure your bays stay full.

### Google Ads

Go to the next level by maximizing your online presence with paid online ads through Google AdWords. The **LocalSearch + AdWords** package is a great way to target and reach potential customers who are in the market for your services. The SocialCRM team will help you with:

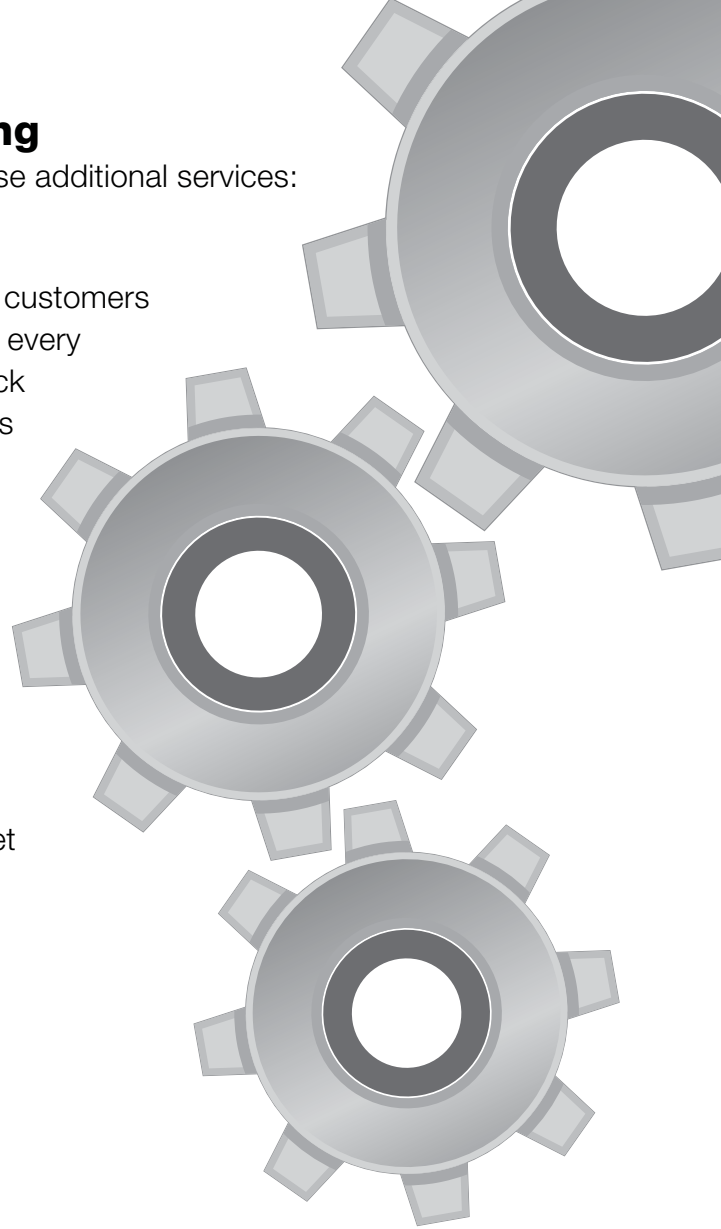
- ▶ Custom ad creation
- ▶ Online ad budget management
- ▶ Strategic demographic targeting
- ▶ Ongoing support
- ▶ Extensive reporting for better business decisions

### Manager™ SE

Fully integrated with SocialCRM, Manager SE sets the industry standard for shop management, helping shops streamline workflow and track activity from estimate to invoice. The tight integration of SocialCRM with Manager SE allows you to immediately access reports with customer details like marketing touch points by vehicle, corresponding invoices and reviews for specific customers, verification of vehicles owned, and customer e-mail address information.

#### Key features include:

- ▶ Real-time notification of new consumer reviews
- ▶ Ability to respond to or share a review quickly
- ▶ Dashboard of results
- ▶ Customer Detail screen listing all communications sent to consumer
- ▶ Customer Detail screen with lifetime consumer and per vehicle value



## **SocialCRM with LocalSearch** **Building Better Customer Relationships**

The SocialCRM service helps you engage with customers by seamlessly providing key consumer information at the point of sale.

**“SocialCRM** is by far one of the best and easiest CRM programs out there. Now, with the new website that you made for us, our social media presence is professional, simple and extremely productive.”

Robert's Auto Service

Social CRM is tightly integrated with Mitchell 1's Manager SE shop management system, so you can recognize and engage with your most valuable customers when it really counts. The system alerts you to your customer's review feedback from their previous visit, and additional customer history and insights are just a click away. You can bet they will be impressed when you not only remember their name, but also thank them for their positive review.

### **Attract New Customers**

Your online presence is a critical element of your success. SocialCRM with LocalSearch puts an optimized business website at the center of your successful marketing efforts and tracks results to help you continuously bring in new and repeat business. Enhance your online presence even more with paid search ads geared to help you get new business from local customers searching the internet for auto maintenance and repair services.





**For more information:**

Call us: 888-724-6742 | Visit us: [www.mitchell1.com/socialcrm](http://www.mitchell1.com/socialcrm)  
Or find your local Mitchell 1 sales representative: [www.mitchellrep.com](http://www.mitchellrep.com)