

Sponsored by:

A photograph of two men in a garage setting. The man on the right, wearing a red work jacket, is smiling and pointing towards a car in the background while holding a clipboard. The man on the left is looking at the clipboard. The entire image has a red tint. Decorative gear icons are overlaid on the left and right sides of the image.

The **MARKETING MACHINE**

▶ A SHOP OWNER'S GUIDE
TO BUSINESS GROWTH

SPECIAL PROMOTION

TABLE OF CONTENTS

INTRODUCTION

UNDERSTAND YOUR MARKET OPPORTUNITIES

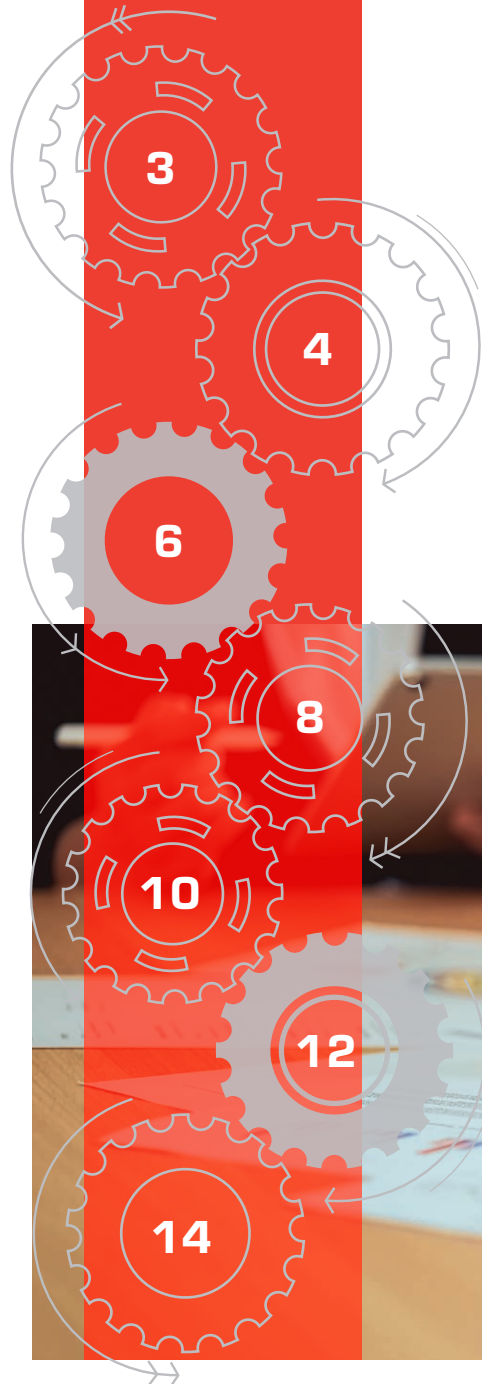
IDENTIFY AND DEFINE THE TARGET CUSTOMER

IDENTIFY MARKETING TACTICS & BUDGET

CRAFT A STRATEGIC MARKETING PLAN

ANALYZE YOUR RESULTS

MARKETING PLAN TEMPLATE



Sponsored by:



MARKETING.

For some, it's the part of their job they enjoy the most; for others, just the word can be intimidating and even scary. But in order to experience growth, businesses can no longer solely rely on old-fashioned word-of-mouth. A sound marketing strategy with clear objectives and tactics has to be put in place, and those tactics have to target the correct audience to obtain optimal return on investment.

Whether you have been focusing on your shop's marketing for decades, or you are just starting out, taking a deeper look at your marketing strategy can only improve your business. *Ratchet+Wrench* has partnered up with AutoZone to create a supplement that will guide you through each step of the marketing process in a digestible and easy to understand manner, with specific strategies and actionable tips you can implement in your business today.

UNDERSTAND YOUR MARKET OPPORTUNITIES

Increased profitability stems from discovery activities to identify where and how you can forge ahead

START BUILDING YOUR MARKETING MACHINE BY USING THIS SECTION TO LEARN HOW TO:

- ▶ Define strengths, weaknesses, opportunities, and threats
- ▶ Assess competition and identify your key differentiators
- ▶ Survey employees and customers
- ▶ Assess current marketing efforts

Increasing car count and the bottom line isn't as simple as throwing open your doors and installing a guy in a sandwich board out front with a sign that reads, "Quality Repair\$ Today! Come In\$ide!"

Car owners today need to establish trust, forge a relationship with a shop and see the value of that relationship through transparency of business, ease of access and quality of repairs. More repair orders and higher car count does not necessarily mean more profits (but it may mean more headaches when it's time to analyze the ledger).

Your market is out there—you just have to find it. A little research is all it takes to find your customers—and that may yield a *lot* of business.

UNDERSTAND YOUR POSITION

Before taking a deep dive into marketing, you must understand your position within the existing auto repair market. Take note of your business's strengths, weaknesses, opportunities, and threats to optimize the best your business and the current environment has to offer, and mitigate the worst.

Begin by spelling out all your internal business strengths and weaknesses—your business may have the best technicians for miles, but not the best customer service. Also, consider the opportunities and threats you don't have control over—you may have a classic car show held annually in your area that creates a business opportunity, but the poor economy is a serious threat to your local clientele.

Use your opportunities and strengths within the industry to guide your messaging and use as the pillars upon which you build your marketing strategy. Meanwhile, find ways to improve, work around, or avoid highlighting and implementing initiatives tied to the weaknesses of your business or the threats of your external environment.

OWN YOUR MARKETING

Many shop owners struggle with how to market their business effectively; many still only rely on word-of-mouth and deliberately choose not to invest in marketing because there's no guarantee the time, effort and money will bring in more customers. The real issue, however, isn't the marketing itself—the real issue is failing to properly understand the best tactics or marketing tools to drive the right results. To fix this mental roadblock, it begins the same way diagnosing a vehicle does—by looking within.

Ask yourself the following questions:

- Does my marketing net as many new customers as I want?
- Does my marketing help retain as many existing customers as I want?
- Does my marketing help win back as many lost customers as I want?

If you answered "no" or "yes, but..." to any of the questions above, you've identified the marketing roadblock. Use those three questions to evaluate and diagnose the true marketing needs of your business. Many shop owners focus

MARKETING PLAN 101

To set the tone for your marketing plan, consider the following:

- ▶ What is my competitive landscape?
- ▶ What can we improve upon?
- ▶ What are the competitors' strengths and weaknesses?
- ▶ What problems can I resolve?
- ▶ What are our best opportunities for scale and/or market share?
- ▶ Which problems does the customer and/or industry face that I can resolve?



on just one of these questions, but a well-rounded approach will help you achieve your full potential through effective marketing.

IDENTIFY COMPETITORS

Sometimes it's easy to acquire tunnel vision in a small market or when you're the top shop—when everyone looks like an ant from the mountaintop, what's to worry about?

Quite a bit, it turns out. Competition keeps you sharp and hones your focus for every decision and client. If your average repair order (ARO) or car count is slipping, it could be because complacency in management is creating opportunities for your competition, and they're taking advantage.

To do the same, study your competitors—those who offer the same offerings as you and appeal to the same customers. What are their strengths? What do they advertise? What is their clientele like? Find an opportunity to fill an advertising or repair space that they haven't. If they've cornered the market in a certain segment, *do not* simply repeat their strategy; you'll look unoriginal at best and like a market imposter at worst.

Competition makes you stronger and focusing on what sets you apart will cause clients to turn your way; for example, advertise your pickup and delivery services online when everyone else is using newspaper ads. When everyone's flying a box kite, the dragon kite on the horizon is a lot more alluring.

TAKE ACTION

Use the following checklist to ensure you understand your market.

- ☐ Make a list of your shop's strengths, weaknesses, opportunities, and threats.
- ☐ Make a list of your shop's primary services, repairs and unique abilities, or offerings.
- ☐ Make a list of several competitors' primary services, repairs and/or unique abilities and offerings, as well as what and where they're advertising.
- ☐ Cross out all repeat items, then think about what you can add to your shop to further stand out from the crowd.

GO TO THE SOURCE

It's easier to fish when you know where they are. In marketing and data terms, that means consulting the customers already patronizing your business before casting about for new ones, or viewing your community activities/philanthropy as further marketing opportunities. Understanding how and why clients choose to walk through your doors will help lead you to more like them. Why not ask them in an email or optional over-the-counter survey? Also, your staff probably sees customers a lot more than you do, so be sure to ask for their input as well.

- How did your current customers initially hear about your shop?
- Which services are most popular?
- How often do they come in for repairs?
- What kind of vehicles do they bring in for repairs?
- What do they enjoy most about your shop?
- What would they like to see more of?

Consolidating the information you already have means you can look toward a more informed future. Look for similarities in their responses—a few outliers are OK over time, but if the majority of your questions yield similar answers, congratulations—your targeted marketing efforts are reaching your ideal customers. And now that you have them, be sure that they're aware of ALL of your services — they may come to you for quality oil changes and be wholly unaware of your other key offerings, such as brake repair or premium exhaust repair capabilities.

IDENTIFY AND DEFINE THE TARGET CUSTOMER

Zero in on the “correct” customer for your shop

CONTINUE BUILDING YOUR MARKETING MACHINE AND LEARN HOW TO:

- ▶ Leverage CRM and existing information
- ▶ Segment your information and gain insight
- ▶ Define your marketing radius

Imagine a favorite character in a book or movie—what’s their gender, age, relationship status, class level, profession; how do they spend their money; and what are their priorities? How do all these characteristics shape how this person’s storyline progresses?

Using the same scope of zeroing in on specific human characteristics, take a look at the people that patron your shop.

Your business’s market is full of all different people, with different lives and traits. And although it is impossible to narrow down the face of your customer-base to a single “type” of person, specific commonalities can be identified to create your own target customer or customer segment.

A customer segment is about piecing together the most common characteristics to help form a representation of a specific target audience. This information will then help to create a marketing plan specifically targeting the individuals most likely to spend money at your shop, reducing the risk of investing in ineffective marketing.

Once you’ve accomplished identifying your target customers, remember the 80/20 rule: Eighty percent of your shop’s business comes from the top twenty percent of your customers. After that, roughly 60 percent of your customers account for some of the remaining 20 percent, while a handful of price-shopping, often one-time customers make up the difference.

Why waste money serving the bottom or even middle spenders of your customer pool? Spend money to target the customers who take care of their vehicles regularly—your “Star Customers”—and they will reward sound repairs with repeat business.

TAKE ACTION

Use the following checklist to start uncovering your shop’s target customer.

- ☐ Write down the demographics of your target customer (age, gender, household income).
- ☐ Take note of repeated vehicle types and model years throughout the week.
- ☐ Ask your customers where they are driving in from.
- ☐ Assess the demographic breakdown of the area your shop is located.
- ☐ Learn more about your top customers’ lives and identify opportunities to communicate to other potential customers.

LEVERAGE EXISTING DATA

To begin the process of discovering your shop’s ideal customer, first take an in-depth look at who currently enters your doors. Start by looking at your customer relationship management (CRM) system, this database will showcase vital information about who your customers are. If you are not currently using a CRM tool, free ones are

available online—Hubspot.com can be a good place to start with their tool allowing shops to build, store and manage customer information. Information from your CRM can be used to cluster together and identify the most common age of your customers, along with their car make and year, and ARO.

The customers spending the most at your shop will want to be specifically recognized. What percentage of your most profitable customers are women? What age range do they generally fall into? Is there a specific car brand they tend to drive?

Answering the above questions begin to create a general image of your top customer, and make finding and talking to more of those top customers, easy.

A shop in an upper-class neighborhood in Florida, may have a target audience of 35-40-year-old moms driving high-end SUVs. Whereas a shop in a larger city of California may have a target audience of 30-35-year-old men with more than one vehicle.

MAP IT OUT

Discovering the geographic area your top customers live in is extremely helpful in the process





TAKE AN OUTSIDE LOOK

The further you define your customers, the more you'll be able to serve existing customers and target new ones who will relate to your shop's core services and strengths.

Try asking yourself these questions:

- **WHO** is your target customer? What is their age, gender, income level, location and general demographic?
- **WHAT** are they looking for when considering a repair shop?
- **WHEN** do they typically need to repair or service their vehicles?
- **WHERE** do they look for shops in their area?
- **HOW** do they prefer to make appointments?
- **Most importantly, WHY** would they go to your shop?

of pinpointing where your shop should target for the ideal customer.

First, identify the zipcodes of where your top customers live, and then take a closer look at what those communities look like. There are plenty of online tools available to break down certain zip codes into concrete demographics including gender, income, age, and marital status. A popular website that can be used to gather all types of information and data by zip code is the United States Census Bureau, or [census.gov](https://www.census.gov).

This helps to give a larger view of the area your current ideal customers live, and allows for further information on how to attract more customers similar to them.

Geographics also ultimately serve as a location point direct mail can be sent to when a marketing plan is put together and executed.

ASK QUESTIONS

As helpful as the information from maps and a CRM system can be, they really only provide basic demographics. Psychographics are equally as important as physical traits, and provide even

more information. Psychographics dig deeper than who a buyer is, and instead look at why the customer is buying.

In order to learn more about your target market, take a list of some of your top and most trusted customers, call them to ask a bit more about who they are:

"What do you do in your free time?"

"What do you value most in a business?"

"Where are your favorite places to go in your community?"

These questions will help narrow in on what drives your customers, as well as the best ways to reach them.

Maybe the stay-at-home moms of Florida enjoy winery visits with friends on the weekends. Or the young men in California spend most of their time on their computers.

Discovering this information allows you to find ways to immerse your business into their lifestyle.

This deep dive into your customers' demographics and psychographic should be an ongoing process, and your shop's target customer should be constantly evaluated.

IDENTIFY MARKETING TACTICS & BUDGET

Knowing your customer base is only half the battle; customizing how to reach them will help you win it

CONTINUE BUILDING YOUR MARKETING MACHINE AND LEARN HOW TO:

- ▶ Set marketing goals based on strategies
- ▶ Set a marketing budget
- ▶ Establish measurable tactics to reach your core audience

The way we communicate is ever in flux; from telephones to pagers to email and now texts, there are multiple ways to convey information (and for would-be clients to learn about your shop). Reaching them doesn't have to be a technological breakthrough—just an informed one.

To do so, you may have to change how you communicate as well.

IDENTIFY YOUR MARKETING GOALS

The marketing objective should coincide with your overall strategies and help define the tactics to reach your core audience in the right medium at the right time with the right message.

First, what is your goal? Are you trying to capture new customers and grow market share, diversify business offerings and offer the best deals and services, or simply appear as a trustworthy business among many competitors in an effort to maximize profit? Your goal will inform how you market, and to whom.

There are three basic ways to categorize your marketing objectives as they relate to customers—bringing new ones in; retaining first-time and existing clients; and finally developing an image and brand that informs all else.

As you zero in on your goal, build it out with a clearly stated objective, the exact increase or improvement you hope to see, the timeframe in which you hope to achieve it, how you will measure its success, the strategies that coincide with it, and the audience you are targeting. A sample objective could be: Increase repeat business by 50% as seen by the number of booked appointments from previous customers

between the months of March and June.

Throughout the objective curation process, be sure you have a clear understanding of what overall strategic business goal your marketing objectives are fulfilling, what potential customer you are trying to reach, what your strongest offerings are that appeal to them, and how you can best achieve your goal.

ESTABLISH TACTICS TAILORED TO YOUR CORE AUDIENCE

Carefully picking which tactics to invest in can be overwhelming at first. By taking a closer look at your overall strategic goals and core audience, you will have the clarity needed to pick the right marketing tactics.

If your strategic goal is to reach new customers and grow market share, focus on using tactics targeting potential customers. First-time customers are likely to search the internet for service first so ensuring you're highly visible on the web is pivotal. Verify your listing on Google is updated with all your information, including the contact information, address, hours, and business services.

The first facet of your business new customers will see is your website (aka your most basic marketing tool) whether they're looking for a new shop or simply trying to find your contact info. Employ a professional service to design your website and keep it updated; many services offer attractive packages to automate all the digital detritus that goes into a contemporary website. Your shop signage, windows and greeting area might be the cleanest around, but if your website is shoddy or doesn't

SET YOUR MARKETING BUDGET

Now that you have a goal and are prepared to spend some money on marketing, what is the proper amount? Again, this comes down to your ultimate goal; start small, and start scalable. If you want to increase your car count by 3 percent per year, why not devote 3 percent of your revenue to marketing? You'll be able to quickly see if you're ahead or behind of your curve, allowing you to tweak the plan as needed to get the most bang for your buck.



work, customers will have no way of knowing that. And then they'll go elsewhere.

For these first-time clients, direct mail is a great way to generate trial business or resurrect old business with special offers and incentives. Give them a look into how stellar your service really is and, for customers you have lost, remind them how much you value their consideration. If you've done your research, you can reach these people in any number of ways via postcard, flyer or even billboard or street sign.

Existing customers don't need to see your fancy website or special business incentives, though—they've already employed your services. If your strategic goal is to maximize profit with current customers, work to retain everyone you've captured before and find new ways to engage them. Thank-you cards, annual shop updates, or even the occasional handwritten letter as you've grown to know their habits (and possibly families or careers) will go a long way toward keeping them coming back for more, month after month, year after year. Time your direct mail to take advantage of tax-deferred maintenance and seasonal opportunities; instead of a holiday card in December, send it out in October, welcoming them back to ensure a smooth and safe holiday season. Offer coupons and incentives for those who have shown loyalty in the past; many customers, having put aside some money for repairs, will be prepared to spend more if incentivized.

TAKE ACTION

Use the following checklist to help you assess your website for maximum visibility, ease of access and customer capture opportunity.

☐ Take a good hard look at your website on both desktop and mobile devices.

☐ What's good about it? What's bad? What needs to change?

☐ Is anything outdated or desperately needs updated information?

☐ Is your contact info and location easily visible?

☐ If this exercise is stressful, it may be time to call a professional web designer or service to get you where you need to be.

Finally, issue regular service reminders and/or follow-up calls or messages. Is the car running properly? What did your technicians recommend for future service? Now is the time to remind them that safe car repair isn't about just fixing the current problem—it's about preventing future ones, which is often less expensive anyway.

POSITION YOUR BRAND MESSAGING

As for marketing and branding, this is a less concrete, though no less important, tightrope to walk. What makes your shop unique, different, enticing? Capitalize on that and showcase it in your storefront, website, signage, ads, and marketing to demonstrate your business has more to offer than just auto service. To enhance your overall brand image even more, consider new ways you can stand out. For example, how can you contribute to the community your clients know and love? Can you sponsor a sports team or a nonprofit event for charity? What issues affect your business as well as your clients' lives, such as Mothers Against Drunk Driving (MADD)?

STAY CONSISTENT IN TIMING AND PLACEMENT

You don't get to the deep end of the pool with a single stroke; most swimmers have a preferred, consistent technique, and only after many strokes do they get to where they want to be. Marketing is the same way.

Be consistent and regular in your timing, frequency and volume of ads. If you anticipate your best customers are typically online in the morning in some capacity, pursue online ads in the morning coffee hours. A younger audience may be more active on social media at night, so maybe some twilight posts will reach them in the place and at the time they're most likely to be online.

Finally, the best time to market is when business is hopping—sure, it can be a headache and may seem an unwelcome distraction to the vehicles lining up outside, but how did your customers get there in the first place?

They responded to your marketing efforts, and there's no guarantee that line will be there tomorrow. No matter what, remember everything you do must suit your needs. Keep your goals in mind and pursue the marketing tactics that will help you and pass on any ideas or initiatives that don't support the end goal. As in all media, content is king, and once you know your customer types, you'll learn the best ways to reach them to increase your bottom line.

CRAFT A STRATEGIC MARKETING PLAN

Develop strategies and communicate them to your staff to keep you on track

CONTINUE BUILDING YOUR MARKETING MACHINE AND LEARN HOW TO:

- ▶ Create your marketing strategy
- ▶ Schedule out your marketing communication
- ▶ Communicate your marketing strategy

Every January 1st, millions of hopeful individuals voice a New Year's resolution. And it is no secret many of these resolutions are never followed through, and broken only a few weeks into the year.

But what about the people who were able to see their goals through? Why were they able to succeed? On top of dedication and willpower, they likely had something else on their side, a fully thought out and scheduled strategic plan.

In order to successfully reach your marketing goals and ensure your previous steps in the marketing process were worth your time, a strategic marketing plan needs to be put into place. Similar to plans without specific steps or strategies that may go to the wayside in your personal life, the same proves to be true for plans within your business.

To ensure you are on target for strategic success, define your strategies. The strategy should be the overall approach you take to reach your goal, such as growing your referral network or improving the customer experience.

If your marketing plan is not strategic, written down or consistently followed, your goal may never come to fruition. In addition, having a detailed marketing plan helps you effectively track and analyze your efforts later in the process.

TAKE ACTION

Use the following checklist to create your full, strategic marketing plan.

- ☐ Ask each customer who calls your shop how they heard about your business.
- ☐ Make a list of your past marketing efforts, circle the strategies that seemed to work and cross out those that didn't.
- ☐ Put up a large paper calendar in your office, start blocking off key busy and slow weeks.
- ☐ Include discussion about your marketing in your weekly staff meetings, and emphasize your goal with each team member.

BUILD YOUR PLAN

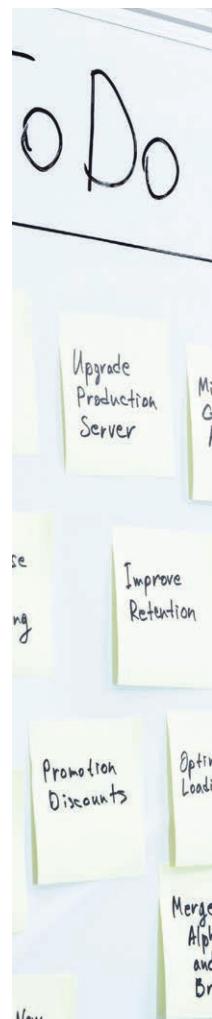
You have already reviewed past efforts, identified your strongest offerings and messaging, pinpointed the prime target audience, and determined the tactics and budget needed. Now with a firm understanding of your strategic direction in place, it's time to button up the details and launch your plan for communication.

Consider the following when laying your marketing communications plan out:

- What needs communicating?
- Who needs to receive the communication? Internally? Externally?
- Which communication channels should be used?
- When does the communication need to occur?
- How are we going to measure our efforts?

PUT IT ON A CALENDAR

After developing your marketing communication plan for the upcoming year, the plan needs to be fleshed out and broken down into easy to follow steps. This is where a detailed calendar comes into place. Every marketing campaign and effort





should be placed on your calendar, on the exact day you plan to roll out the marketing piece or execute the internal change.

Your calendar includes the tactics previously outlined in your plan. The calendar may include a note to send out a newsletter to current customers on the first of each month, a direct mail campaign to be sent out to a set of specific zip codes in the middle of March and again in May, weekly interactive social media posts, and a website redesign in October.

GET YOUR STAFF INVOLVED

No goal is achieved without everyone on board and working together. Although you may be the

only person in your shop directly deciding your marketing efforts, those working in your business should also be aware of your plan.

Before ever moving forward on your full annual plan, it might be helpful to share your ideas and strategies with your leadership team. This allows you to collect feedback and further insight on how internal and external marketing efforts may perform.

Bits and pieces of your plan should also be shared with your service advisors, technicians, and other staff inside your shop. That way, everyone in your business knows what goal they are all working together to accomplish, as well as what changes they can look forward to.



ANALYZE YOUR RESULTS

Taking the time to analyze your marketing efforts will lead to better marketing campaigns—and a more profitable shop

FINISH BUILDING YOUR MARKETING MACHINE AND LEARN HOW TO:

- ▶ Define your marketing KPIs based on goals
- ▶ Analyze customer data
- ▶ Create a marketing tracking system

Because critical analysis of marketing efforts is new to many owners, some prefer to make decisions based on their gut feelings rather than through quantitative data. Sometimes owners get lucky—their market is small, their presence large, and they experience an uptick in car count and AROs for a few months. Most shops, however, do not enjoy that luxury.

Circle back to your marketing strategy and original goals and the metrics you set for success. Using those as a guide to analyze your overall efforts will give you a clear picture of where your business stands. And to truly understand the effectiveness of your individual marketing efforts, paying attention to customer data will help inform future marketing plans. Once you know what you are looking for, collecting and analyzing data will undoubtedly help you find new customers, retain existing ones and win back lost ones, all while saving money.

Clever data analysis gives you answers specific to your shop and local market. Check out your website analytics, customer database, work order systems and even who's commenting on your social media pages—these are all clues to help discover higher profits. There are several shop metrics that may also indicate your marketing is working:

- Higher average weekly or monthly car counts
- Increased technician productivity and/or efficiency
- Higher CSI scores
- Increased ARO

- Increased web traffic
- Higher social media engagement

GET TIME ON YOUR SIDE

The shop that continues to analyze its marketing habits is the shop making the most of its acquired data over time. Comparing past and present data will offer a glimpse of where to go (and what to

DEVELOP A TRACKING SYSTEM

Track your efforts using a spreadsheet or your shop's management software (many systems have built-in programs for this effort). Do what works for you—if a dedicated legal pad and some Saturday inventory and light math is your style, by all means do that. Tracking your spend is key to tweaking it, as you may be able to save money in one area when you need to bolster another.

Begin by tracking these items:

- ▶ Campaign type/medium (including ad, social media, and email efforts)
- ▶ Frequency of output
- ▶ Length of time since campaign start
- ▶ Estimated engagements/responses
- ▶ Cost versus ROI

In other words, if you don't track where your darts hit the board, how will you keep score? Your indicators should directly connect to your marketing goals. Now that you've executed your marketing plan, you can assess your labor rates, stay competitive and continue to turn toward increased profitability.



TAKE ACTION

Use the following checklist to analyze and learn from your marketing efforts.

- ☐ Create a “Marketing Analysis” spreadsheet using a computer program or pen and paper.
- ☐ Create rows and columns for ALL your marketing efforts.
- ☐ Create rows and/or columns for medium, spend, messaging, word count, campaign length, and estimated ROI.
- ☐ Update this spreadsheet every week for three months.

spend) in the future. When you have analyzed your endeavors and the responses from your customers, you might find a specific marketing campaign has provided you with more new customers now than it has in the past. Without comparing data over time, however, you can't evaluate how your changes affected your visibility, business and revenue.

Don't get tunnel vision on any specific campaign or data set; if you focus too much on the here and now, you could end up making the same mistakes you've made in the past. If you focus too much on the past, you could miss new opportunities. Balance how you consider past and present data, and remember that “everything in moderation” applies to your marketing efforts because there are several different levers that can be adjusted within your marketing machine, and it is important to understand which actions drive certain changes for your business and how that moves customers into—or away from—your shop.

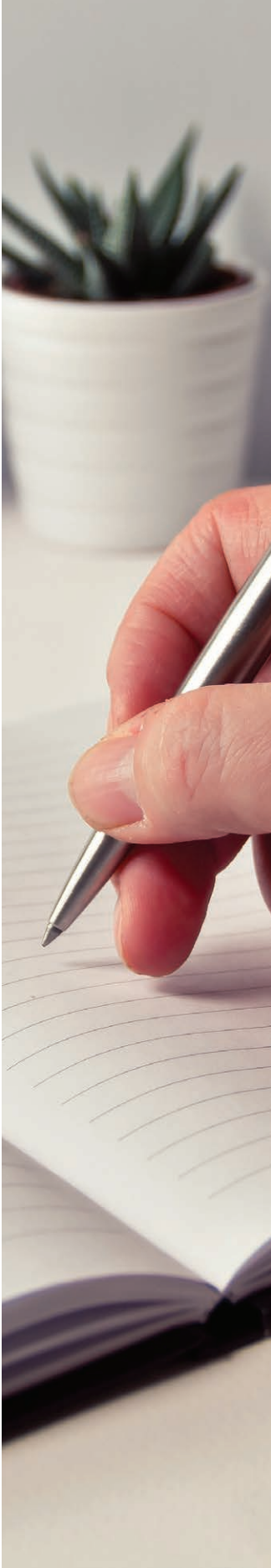
Any shop that uses direct marketing has all sorts of data waiting to be mined for future profits. Even the smallest taconite pebble must be refined to become the steel that holds your business together, and so it is with data; it's just a matter of being aware of it, taking responsibility for it and using it in the right way. Sound marketing analysis will help you uncover new opportunities, increase car count, improve customer satisfaction and look forward to a more profitable future.

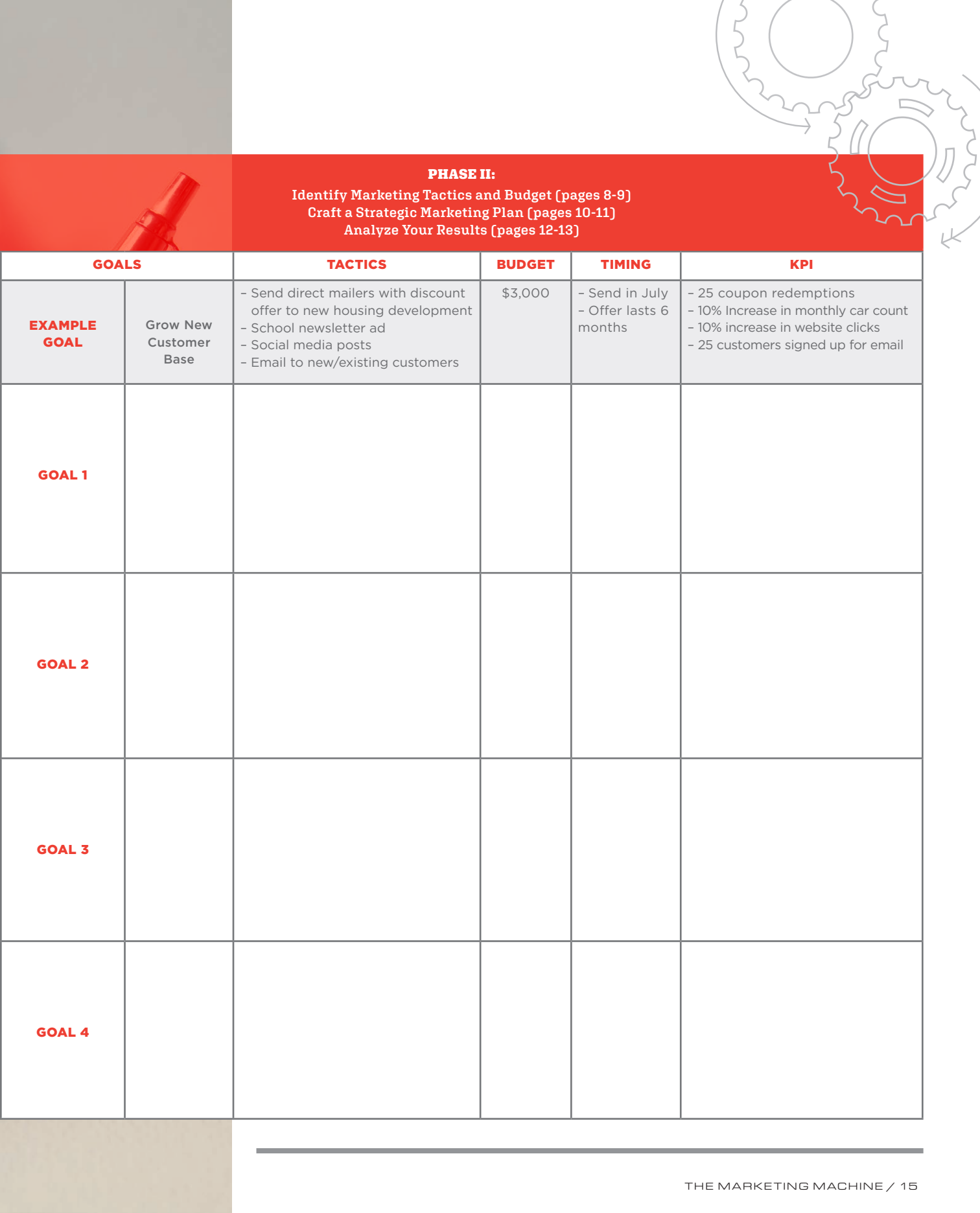
MARKETING PLAN TEMPLATE

Mapping out your marketing plan doesn't have to be difficult

To get started, use this sheet to help you understand your business, market, and customers and help you identify the goals, tactics, and measurements needed to move your business forward.

PHASE I: Understand Your Market Opportunities (pages 4-5) Identify and Define Your Target Customer (pages 6-7)	
STRENGTHS	VS WEAKNESSES
(Ex: ASE certified staff)	(Ex: No website)
OPPORTUNITIES	VS THREATS
(Ex: New housing development nearby)	(Ex: Local repair shops)
CURRENT MARKETING EFFORTS	
(Ex: Store signage)	
CUSTOMER PROFILE	
(Ex: 35-55 years old, not knowledgeable about car repairs, mid \$70K income)	





PHASE II:
Identify Marketing Tactics and Budget (pages 8-9)
Craft a Strategic Marketing Plan (pages 10-11)
Analyze Your Results (pages 12-13)

GOALS		TACTICS	BUDGET	TIMING	KPI
EXAMPLE GOAL	Grow New Customer Base	<ul style="list-style-type: none">- Send direct mailers with discount offer to new housing development- School newsletter ad- Social media posts- Email to new/existing customers	\$3,000	<ul style="list-style-type: none">- Send in July- Offer lasts 6 months	<ul style="list-style-type: none">- 25 coupon redemptions- 10% Increase in monthly car count- 10% increase in website clicks- 25 customers signed up for email
GOAL 1					
GOAL 2					
GOAL 3					
GOAL 4					



MORE BUSINESS & SHOP RESOURCES

To boost traffic to your shop and increase your profits, visit AutoZonePro.com/growyourbusiness



STAY INFORMED

Innovative concepts, best business practices, and tools continue to evolve over time. Stay informed by visiting ratchetandwrench.com/autozone where you can expand your auto repair knowledge and uncover the components your business needs to thrive, today and in the future.



MORE MARKETING RESOURCES

To further develop your marketing machine and build upon the insights uncovered in this guide, turn to ratchetandwrench.com/marketingtips