

AUTOCARE INSIGHT



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The Shop of Tomorrow – Today



Meet Ron and Sonja Tinner in their "Shop of Tomorrow."
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Find out how Sparks Tire & Auto in St. Charles, MO, is planning for the future.

“Web Is Where It’s At,” Says Owner

He doesn’t describe himself as “tech savvy.” In fact, he just recently joined Facebook and didn’t get his first smartphone until a couple of years ago. Nevertheless, Wayne Gunter, owner of Gunter Automotive, a four-bay facility in Lawrenceville, GA, has built an enviable presence online. Today, he seems as comfortable discussing Google Analytics as he does talking over the automotive service-repair industry. Gunter credits his Internet-based activities, mostly using NAPA CarCareCONNECT, Demandforce and Constant Contact, for producing some truly eye-popping results, even transforming his shop from a repair-oriented business into a more profitable maintenance-focused operation.

“Everybody shops online these days – our industry is no exception. If you want your shop to be busy, you’d better have a website and consumers better be able to easily find it,” says Gunter, who is also president of the 58-member Atlanta Business Development Group. Whether



Wayne Gunter, owner of Gunter Automotive, Lawrenceville, GA

consumers find his website from a desktop or laptop computer, a tablet or smartphone, Gunter says his Internet site has prompted an average of 20 calls a month from local consumers in the last six months. What’s more, during the first quarter his online efforts produced a ticket average of \$762, with a second quarter average of \$429.

Before signing up for NAPA CarCareCONNECT’s turnkey online marketing services in 2009, Gunter bought an Internet marketing manual to educate himself about basic online marketing concepts including terms like “search engine

optimization,” or “SEO,” and “search engine marketing,” also known as “SEM.” CarCareCONNECT furnished Gunter with an optimized website including SEO and SEM services. With the help of CarCareCONNECT, Gunter is now in the know about how to leverage his free Google+ page, how to use Facebook and blogging to drive more traffic to his website, why it’s important to get listed on popular online directories like YellowPages.com and which pages of his website generate the most views.

CarCareCONNECT also manages the Atlanta Business Development Group’s site, which is linked to Gunter’s site and the national NAPA AutoCare site. “Linking to the national AutoCare site is more important than you might think. As a local business, you want your site linked to a quality national site because that boosts your rankings on the major search engines so local consumers see your business listed first,” explains Gunter.

And once they find you, they want to know if they can trust you, he continues. That’s where online reviews come in. Gunter depends on Demandforce to cultivate customer reviews and then circulate them across the Internet.

Call 1-800-591-8675, ext. 3325 to Get a FREE Website Analysis and a 10-Page Evaluation Report.



He also uses Demandforce for online appointment scheduling on his website and Facebook page. What's more, around 120 of Gunter's customers, some 70 percent of them female, have opted to receive service reminders via text message through Demandforce. He also relies on Constant Contact email services to stay in touch with customers.



Michelle Greeson, Gunter Automotive's service manager

To further build customer relationships, Gunter Automotive's service manager Michelle Greeson posts on the shop's Facebook page at least three times a week. Most posts center on current NAPA Sales Driver promotions and BDG happenings like AutoCare Cares campaigns. Other posts feature family photos, photos of customers' cars that are in the shop for a few days, news about local sports teams and holiday greetings. Finding material to share and posting it on Facebook is simple, says Greeson. "Facebook is very user friendly."

Greeson also puts out a quarterly blog with the free WordPress blogging tool where she posts much of the same information.

The consumer of today shops online for everything – including auto services. If you want a busy shop, you need a website and an easy way to find it. Take advantage of NAPA's Web Marketing Tools!

Gunter describes his Internet marketing as "very cost effective." In fact, he boasts, it "far outperforms" any of his other marketing efforts, including the next-best-performer, radio. He emphasizes that all his marketing works together to build his local brand.

After seeing other local businesses spend a lot of money for poor Internet marketing results, Gunter is grateful for his partnership with

NAPA AutoCare. "NAPA AutoCare has done the research. You can trust CarCareCONNECT, CRM/MechanicNet or Demandforce and ConstantContact. They're a safe bet and you'll get what you pay for."

After all, he concludes, "If you want to be a top shop," online marketing "is what it takes these days."

To learn more, click the "Business Development" header on the home page of the NAPA AutoCare member website at NAPAAutocare.com. While you're on the home page, you can also check out the new "Web Marketing Tools" section.

To Boost Your Growth, Boost Your Online Presence

Right now, consumers in your area are searching online for a trustworthy collision repair shop. Travelers through your area are searching too. When they Google “body shop” or “auto body repair,” will the name of your Collision Center appear among the top search results? Or, will they see your competitors listed instead? According to *Consumer Reports*, more than 240 million smartphones and tablets will be sold this year. There’s no denying today’s consumers spend much of their time online – and they expect to find your business there as well. Fortunately, NAPA AutoCare Collision members have access to something most small businesses don’t: an easy, affordable way to take charge of your local online market.

How ‘Responsive’ Is Your Website?

Some of your favorite websites might be sporting a new look these days and for very good reason: the rapidly rising use of mobile devices, like smartphones and tablets, to access Internet sites has led to something called “responsive website design.”

Using special coding and design features, responsive website design allows a website to adapt or “respond” to the electronic device accessing it. A responsively designed site is easier to view and navigate – especially on the smaller-sized screens of smartphones.

Developing and coding a website to be “responsive” to the size of the device accessing it is more difficult and time consuming than traditional Web design. Luckily, NAPA AutoCare Collision members are able to take advantage of today’s responsive website design at very affordable prices courtesy of their NAPA CarCareCONNECT benefits.

A Web presence that drives sales and growth involves more than a good looking website. To be effective, a website must be marketed to the various search engines like Google and Yahoo. Free social media, local directories, blogs and customer reviews play a role too. Today, 61 percent of consumers report using social media to receive retailer discounts; 84 percent of these consumers also consult online reviews before they make a purchase decision.

Businesses of all sizes market online because it works. But if you think online marketing sounds expensive, time consuming and a bit overwhelming, you’re not alone, says Web marketing expert Vu Hoang of NAPA CarCareCONNECT. “Like a car, there are many parts and components to successful Internet marketing,” explains Hoang. NAPA AutoCare Collision members may select from a variety of CarCareCONNECT packages, designed to fit virtually every budget. All packages include professional website design and hosting, online marketing services, site traffic and data analysis plus tools and support. Users may cancel with no penalty at any time.

NAPA CarCareCONNECT features all the current Internet marketing essentials including leveraging your Google+ page and online reviews, maximizing your search engine rankings, getting your business listed with all the right directories, marketing with social media, pay per click advertising, website analytics, blogging and more.

“Blogging can increase your Web traffic 55 percent on average,” says Hoang. And more



traffic generally correlates with more sales.

NAPA CarCareCONNECT uses a systematic approach to Internet marketing. Your NAPA CarCareCONNECT website will be linked to the NAPA AutoCare Collision national site to boost your Web traffic. Your CarCareCONNECT website will also work in conjunction with your Facebook page and other marketing efforts to help create a stronger local brand.

Hoang and his team aim to “support and empower” those with CarCareCONNECT websites, he says, so users can get the most from their site. Among the most popular features are analytics reports, which help users glean information about who is visiting their site, how long they stay and what information they view. Sites are also easy to update. “If you can use Microsoft Word, you can update your site and then push the update out to your Facebook page, Twitter and blog,” explains Hoang.

When consumers search these days, it’s most likely on the Internet. And if you want to capture their business, the Internet is the place to be.

How Effective is Your Website?

Get your FREE Website Analysis and 10-Page Evaluation Report by calling 1-800-591-8675, ext. 3325 or visit the Marketing tab and click on “Custom Websites” on the Member Page.