

# Insights to Social Media & its Impact on the Auto Care Industry

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# The Auto Care Industry is About....

**Repairs**

**&**

**Relationships**



# What Exactly Is Social Media?

Web-based tools that enable people or businesses to interact with each other by sharing and consuming information.

- ✓ **“Social”** = Interactions between people
- ✓ **“Media”** = Method of communication (i.e. the internet)



# Social Media in business?

It's one of the most cost-effective digital marketing methods to help businesses share content/information and connect them to their consumers and prospects.

1. Increase Brand Recognition & Loyalty (Retention)
2. More Opportunities for Conversions
3. Customer Experiences & Feedback (Reviews)
4. Internet Search Ranking

# Popular Social Media Sites

- Facebook: Post, Like & Share



- Twitter: Happening Now



- Instagram: Post Photos



- YouTube: Use Video



# Social Media in Business

**84%**



84% of consumers say they trust recommendations from family, friends and colleagues, making peer recommendations the highest-ranked information source for trustworthiness.

**60x**  
**per week**

The average consumer mentions specific brand names 60 times per week in conversations.

**400%**



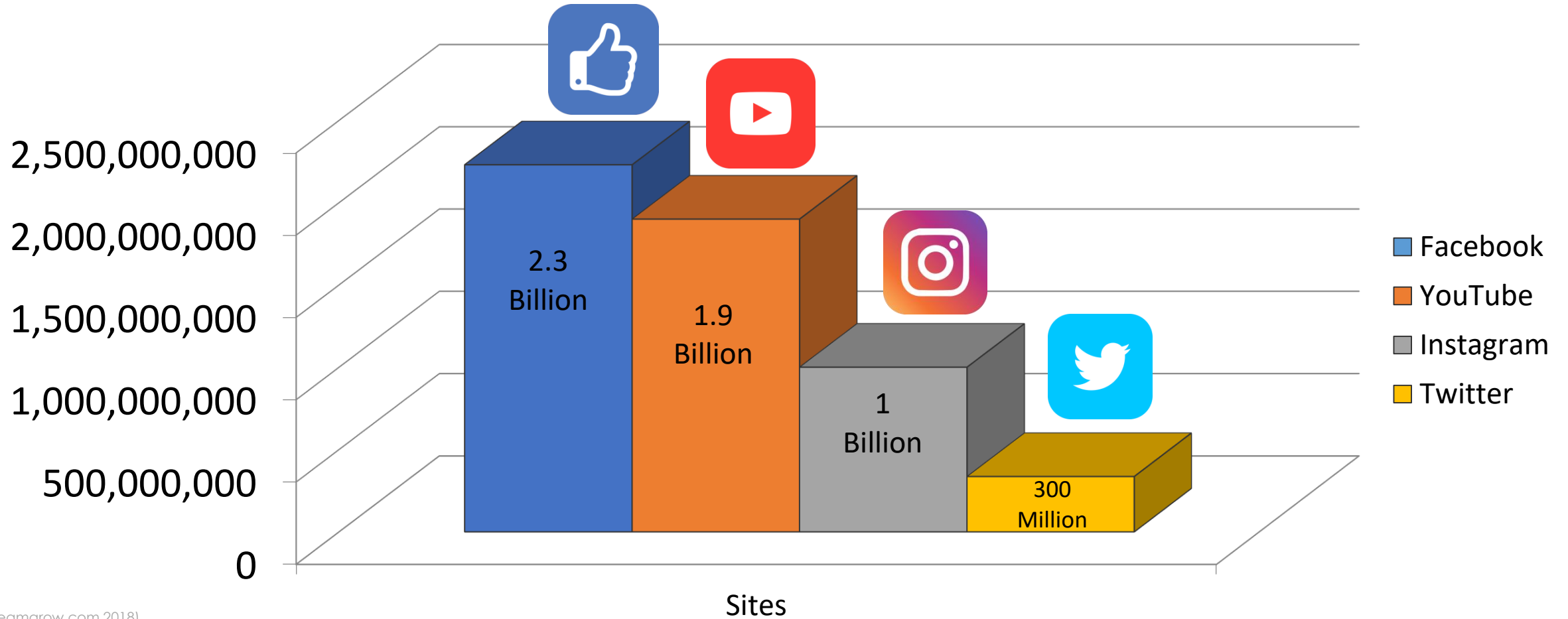
Referred customers are 400% more likely to refer customers to your brand than non-referred customers.

**43%**



43% of social media users report having purchased a product after sharing or favoriting it on Facebook, Twitter or Pinterest.

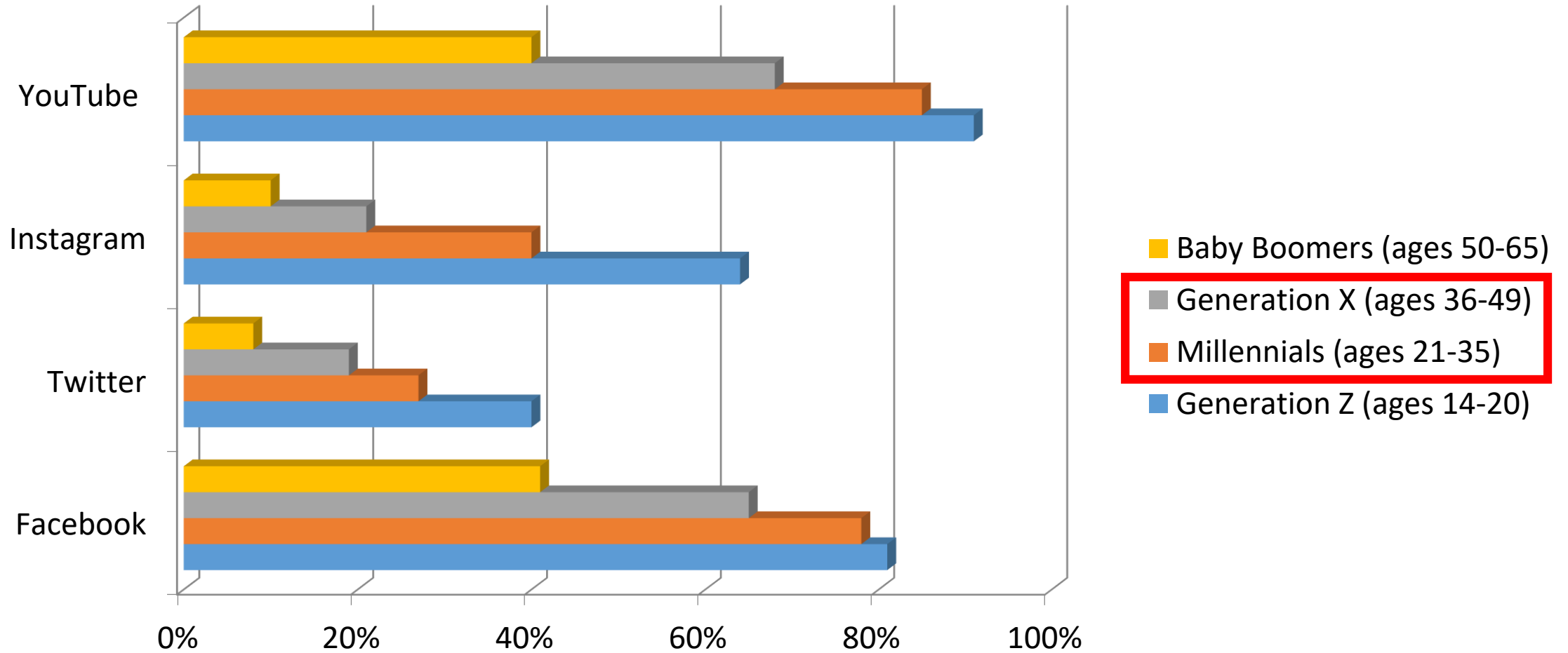
# 2018 Active Users



(Dreamgrow.com 2018)



# Users By Generation





# Social Media Sites: Facebook

## Facebook:

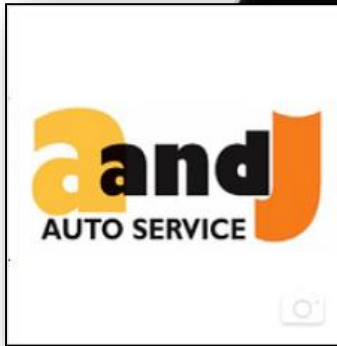
- Customize
- Post, Share & Engage
- Schedule Appointments
- Reviews
- Use Ads (and Boost)
- Facebook “LIVE”



# Social Media Sites: Facebook

Customize

Profile  
Photo



Cover  
Photo

Appointments

Book Now

# Social Media Sites: Facebook

Post, Share & Engage

The image is a composite illustrating Facebook social media interactions. It features a laptop screen showing a Facebook news feed. The feed includes a post from 'Modern Motorcars' dated 'Yesterday at 12:35 PM' with the text: 'Just traded in! 2016 GMC Yukon Denali with 38k miles! Power Running Boards, 22's, Navigation, Sunroof, Rear DVD, and way more! Headed to our Service Center, Detail and then will be live on the web!'. Below the text is a photo of a silver GMC Yukon Denali parked in front of a building with a sign that reads 'MODERN MOTORCARS.COM 417.881.3080'. The post has 10 likes, 1 comment, and 1 share. To the left of the laptop, a horizontal bar contains six large, colorful icons: a thumbs up (Like), a heart (Love), a laughing face (Laugh), a shocked face (Wow), a sad face (Sad), and an angry face (Angry). To the right of the laptop, a detailed view of the Facebook sharing menu is shown. The menu is titled 'What's on your mind, Marcus?' and includes options to 'Photo/Video', 'Tag Friends', and 'Feeling/Activ...'. Below these are 'Share To' options: 'News Feed' (selected) and 'Your Story'. The 'Share To' section also includes a 'Public' dropdown menu and a 'Friends' dropdown menu. At the bottom of the menu is a large blue 'Share' button. Below the 'Share' button, a list of sharing options is displayed: 'Share Now (Public)', 'Share...', 'Send as Message', 'Share in a Group', 'Share on a friend's timeline', and 'Share to a Page'.

Elite<sup>TM</sup>  
PRO SERVICE  
A PEER GROUP OF THE INDUSTRY'S TOP SHOP OWNERS

# Social Media Sites: Facebook

## Ads:

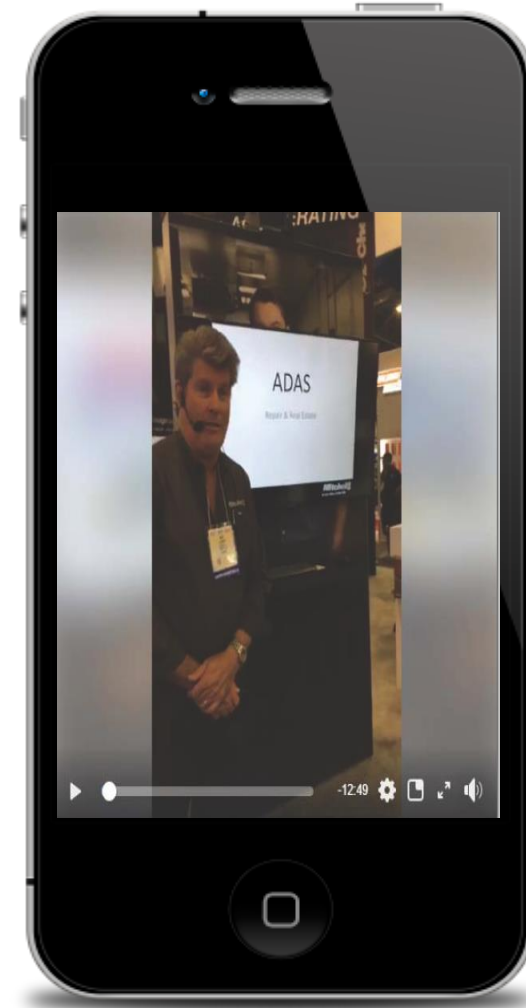
- Organic Reach is Tough
- Expand Your Reach
- Cost Effective (Boost)
- Target Prospects
- Remarketing
- Turn Visitors into Leads



# Social Media Sites: Facebook

## Video: Facebook LIVE

- Unique-Timely Content
- Cost-Effective
- Creates Excitement
- Direct Audience Connection
- Drives Traffic
- Increase Engagement



# Social Media Sites: Instagram

## Instagram:

- Mobile Focus
- Be Visual
- Use Video
- Look, Listen & Respond
- Use #hashtags
- Run Contests





# Social Media Sites: Instagram

## Be Visual:

- Easily Understood
- More Attractive than text
- Better Engagement
- Shared More
- More Memorable

35 views

fivestarrocklin Santa Claus at Five Star Auto Center?



Watch the video to see what gift he has waiting for you! 🎁 #fivestarrocklin

View all 2 comments  
2 DAYS AGO

Watch the video to see what gift he has waiting for you! 🎁 #fivestarrocklin

View all 2 comments





# Social Media Sites: Twitter

## Twitter:

- More with less....Often
- Be the Expert/Leader
- Retweet & Link to Other Tweets
- Look, Listen & Respond
- Use #hashtags
- Use Video

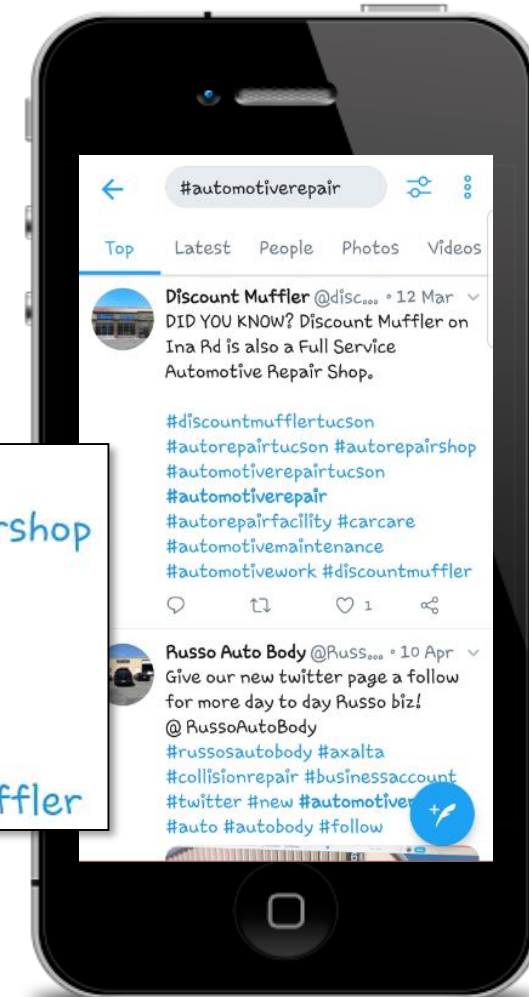


# Social Media Sites: Twitter

## Use #hashtags

- Keep Your Tweets Organized
- Helps Target
- Helps Spread the Word
- Increase Retweets
- Increase Followers
- **Don't Overdo It**

#discountmufflertucson  
#autorepairtucson #autorepairshop  
#automotiverepairtucson  
#automotiverepair  
#autorepairfacility #carcare  
#automotivemaintenance  
#automotivework #discountmuffler



# Social Media Sites: YouTube

## YouTube:

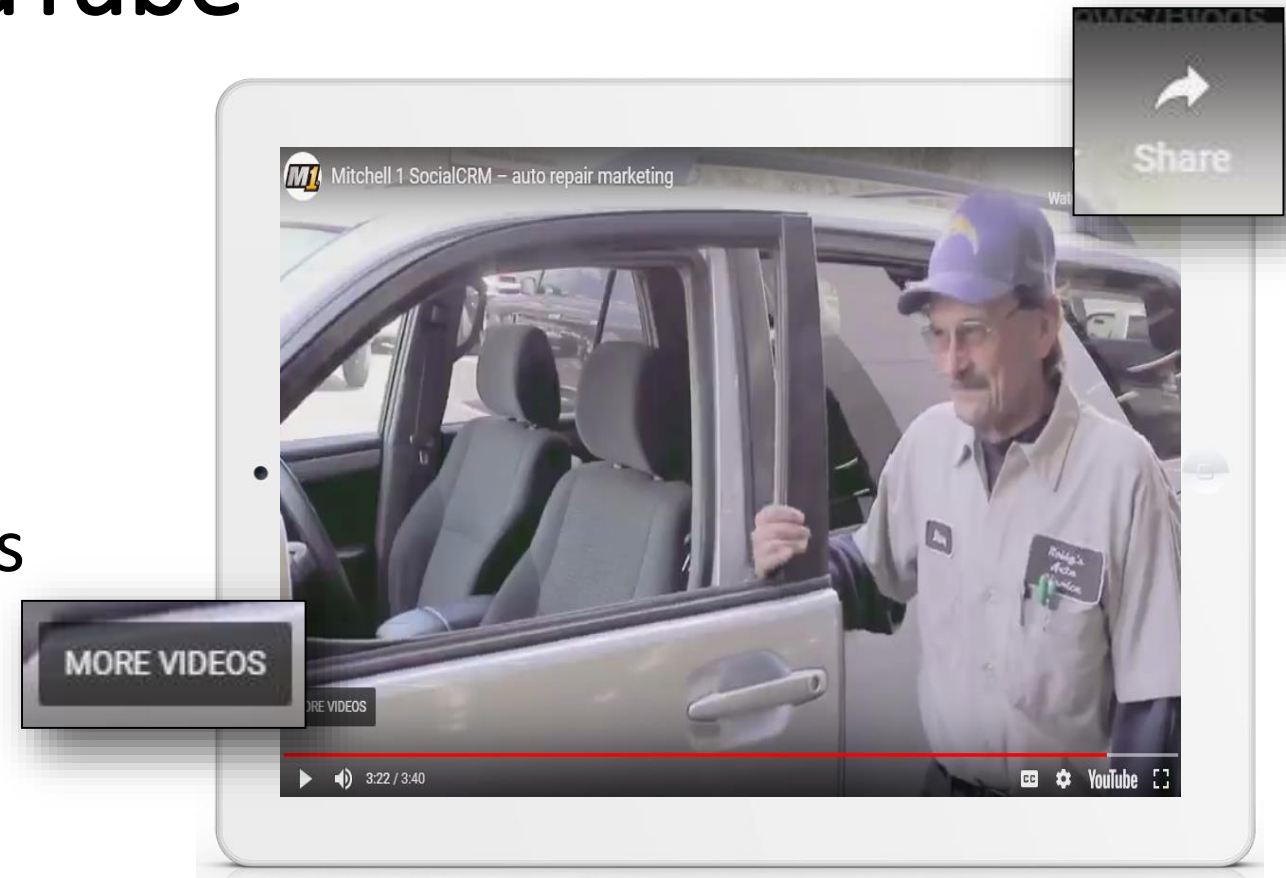
- Tell Your Story
- Capture More Attention
- Increase Traffic
- Increase Sales
- More Likely to Be Shared
- SEO Benefit



# Social Media Sites: YouTube

## Tell Your Story:

- Customer Interactions
- Tips
- Success Stories
- Community Events/Charities
- Introduce Your Team
- Commercial



# Other Social Media Sites & Strategies

○LinkedIn



○Snapchat



○Pinterest



○Consumer Reviews (Feedback)



○Google Ads



# Other Social Media Strategies: Reviews

## Consumer Reviews

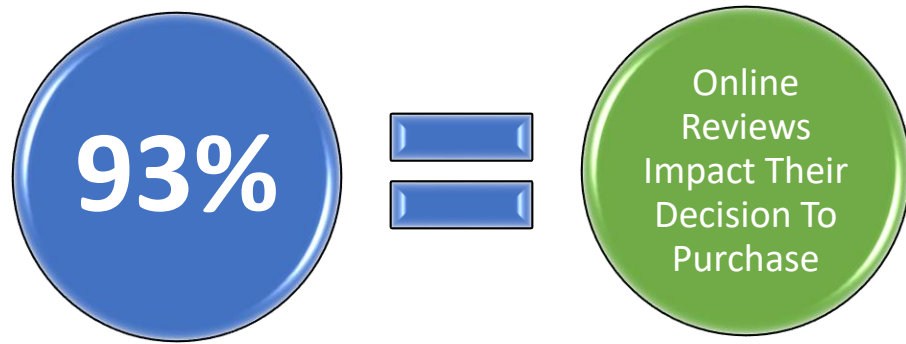
- Increase Sales
- Improve Search
- Increase Website Traffic
- Concern Resolution
- Build Credibility
- Stay Informed
- Spread the Word



Experience: Was S#\$%!

# Other Social Media Strategies

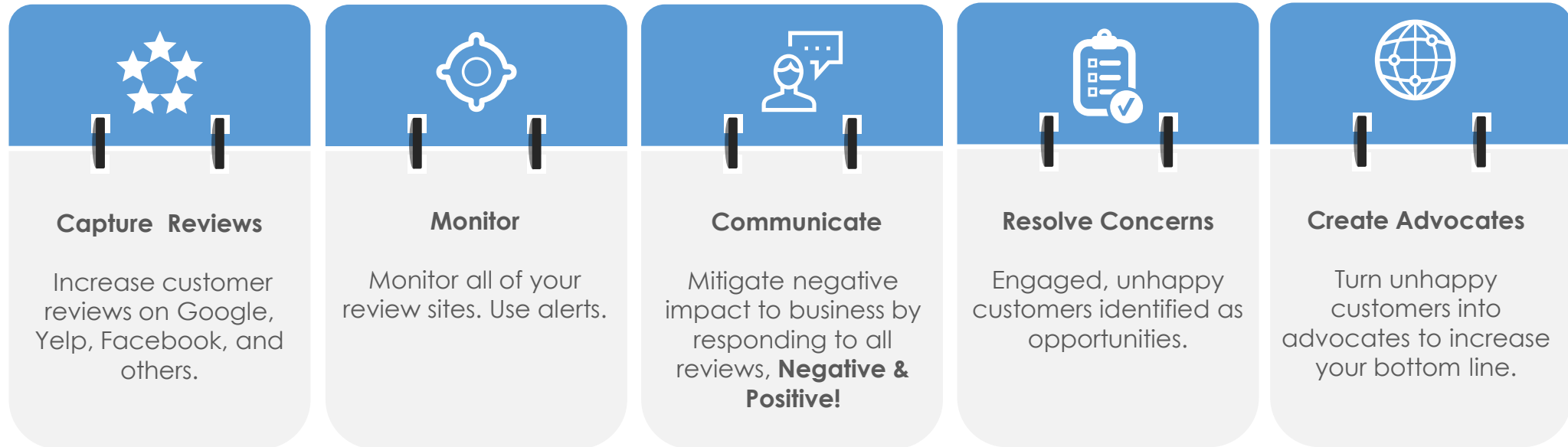
## Impact of Reviews





# Other Social Media Strategies

## Consumer Reviews: Successful Workflow!



# Social Media Sites: “Don’ts”

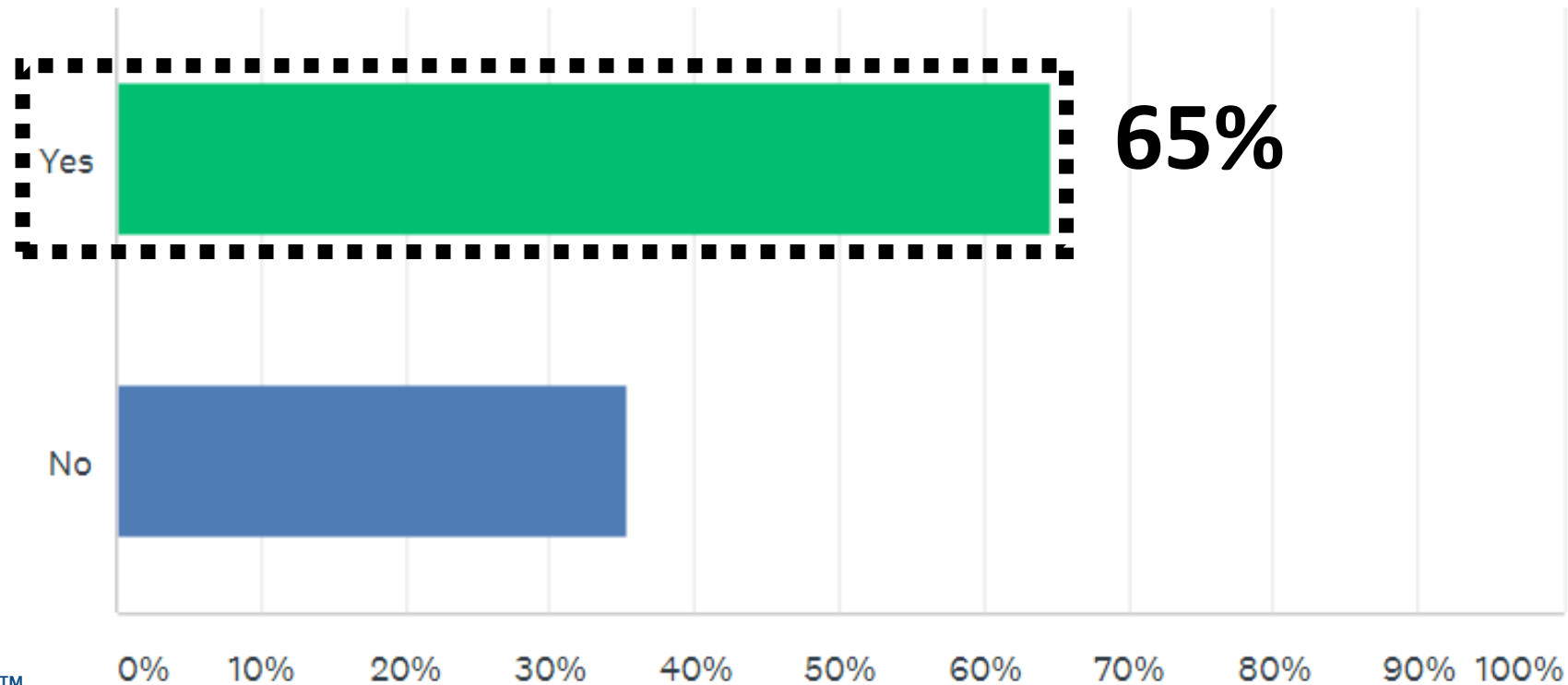


- ...Forget to connect with influencers
- ...Ignore comments
- ...Delete comments
- ...Forget about privacy



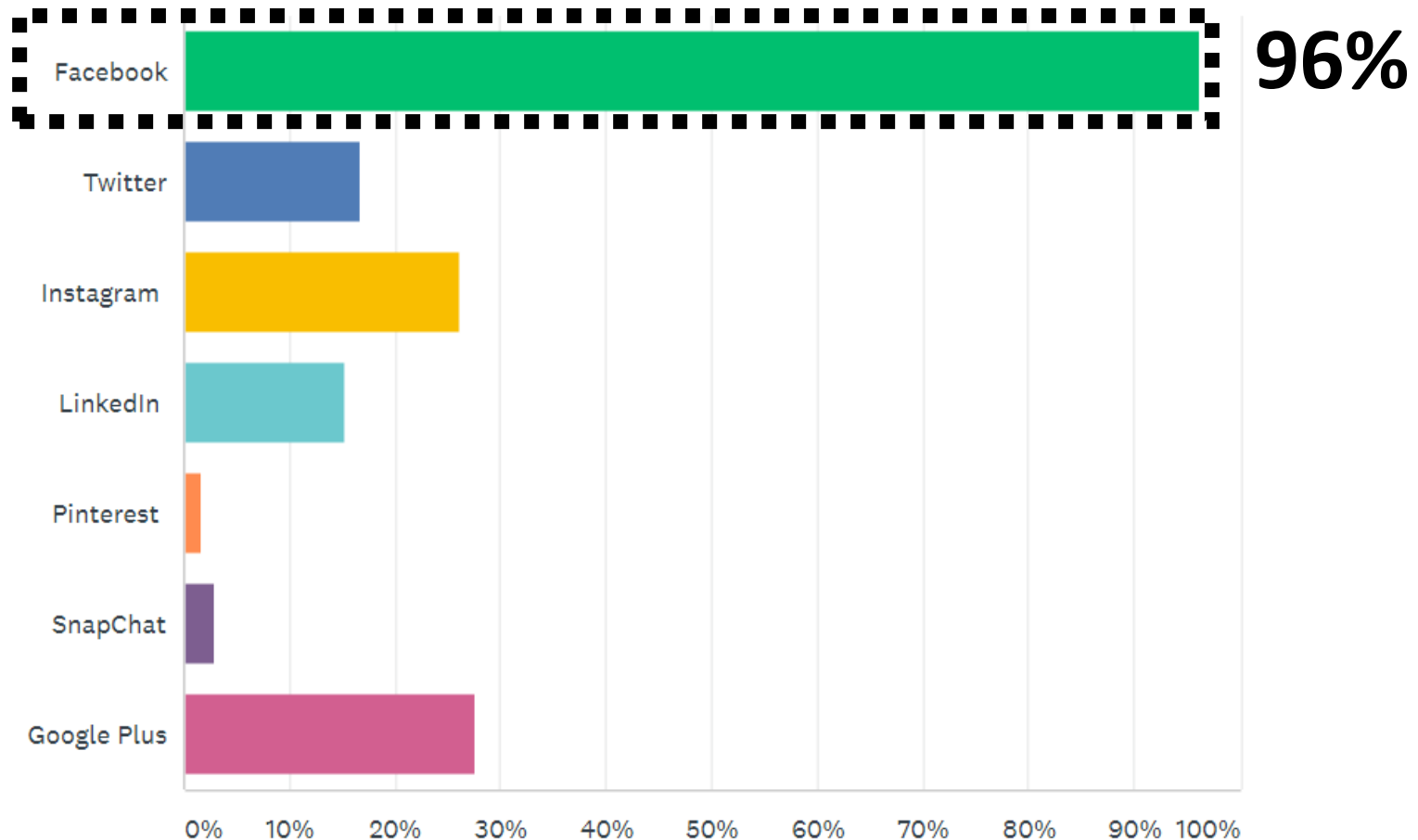
# Survey: Social Media Stats in AutoCare Industry

Are you using social media for your business?



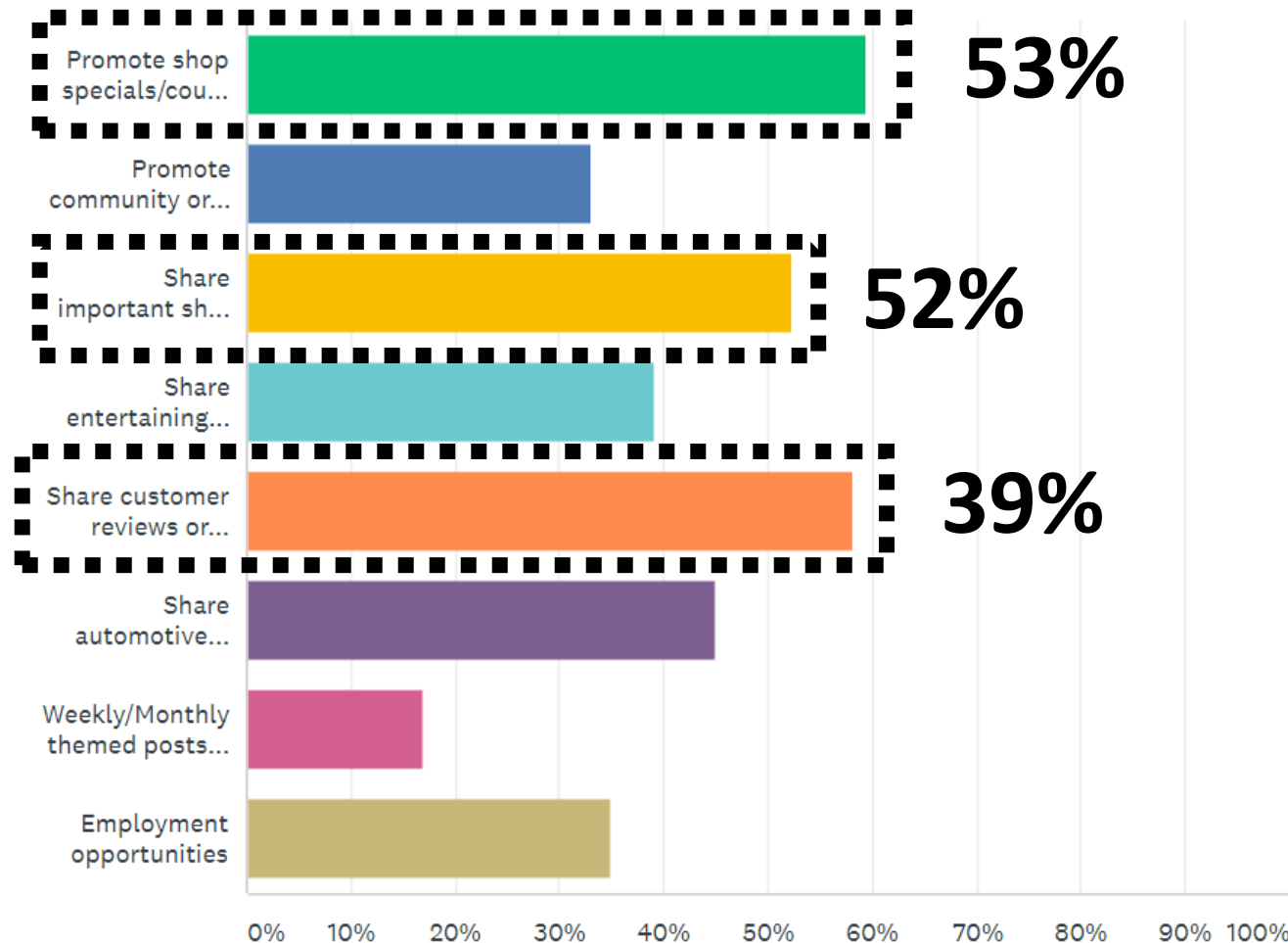
# Survey: Social Media Stats in AutoCare Industry

## What social media platforms?



# Survey: Social Media Stats in AutoCare Industry

## How are you using social media?

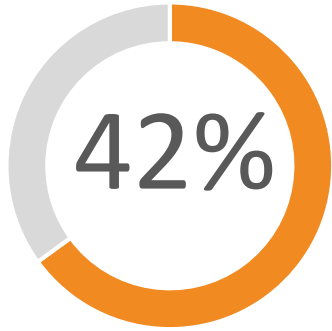


# Survey: Social Media Stats in AutoCare Industry

General comments on social media?

updates rated page things Google engaged vehicles Posting jobs using  
Posting daily Promoting need community Staying new informed  
much promote specials Keeping enough Facebook pics  
Advertising website shop sure reviews run  
customers social media posting promotions

# 2018 Social Media Stats & Trends



of the population is active on social media.



There are over **50 million** small businesses using **Facebook** to connect with consumers. **4 million** pay for advertising through **Facebook**. (Facebook 2018)



# 90+%

**of consumers read online reviews before visiting a business.**

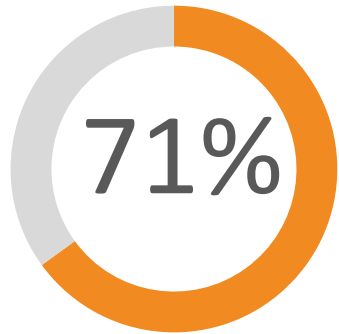
Including [Google](#) & [Facebook](#) reviews.  
(invesp 2018)



(Dreamgrow.com & Forbes.com (2018))



# 2018 Social Media Stats & Trends



of consumers who had a positive social media experience with a business are more likely to recommend others.

**KNOW YOUR AUDIENCE.** Adults between 18 – 34 are more likely to follow a brand via social media. And are more likely to make a purchase with the influence of social media.

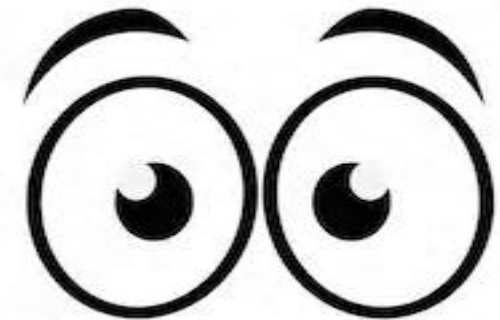


(Dreamgrow.com & Forbes.com (2018))

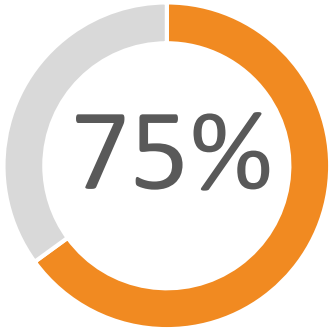
Visual content is more than

40<sub>times</sub>

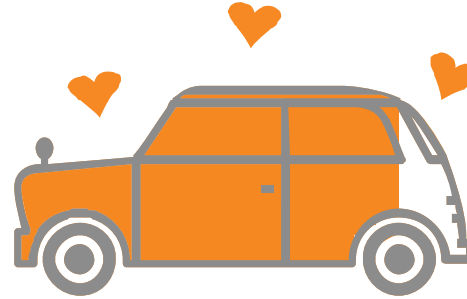
more likely to get shared on social media. (



# 2018 Social Media Stats & Trends



of consumers that complain about a brand on Twitter expect a response within an hour.



PEOPLE LOVE THEIR SERVICE WHEN ASKED.

95%

Will rate their service experience a 4 or 5 star with a **4.8 stars avg.**

(SureCritic 2018)

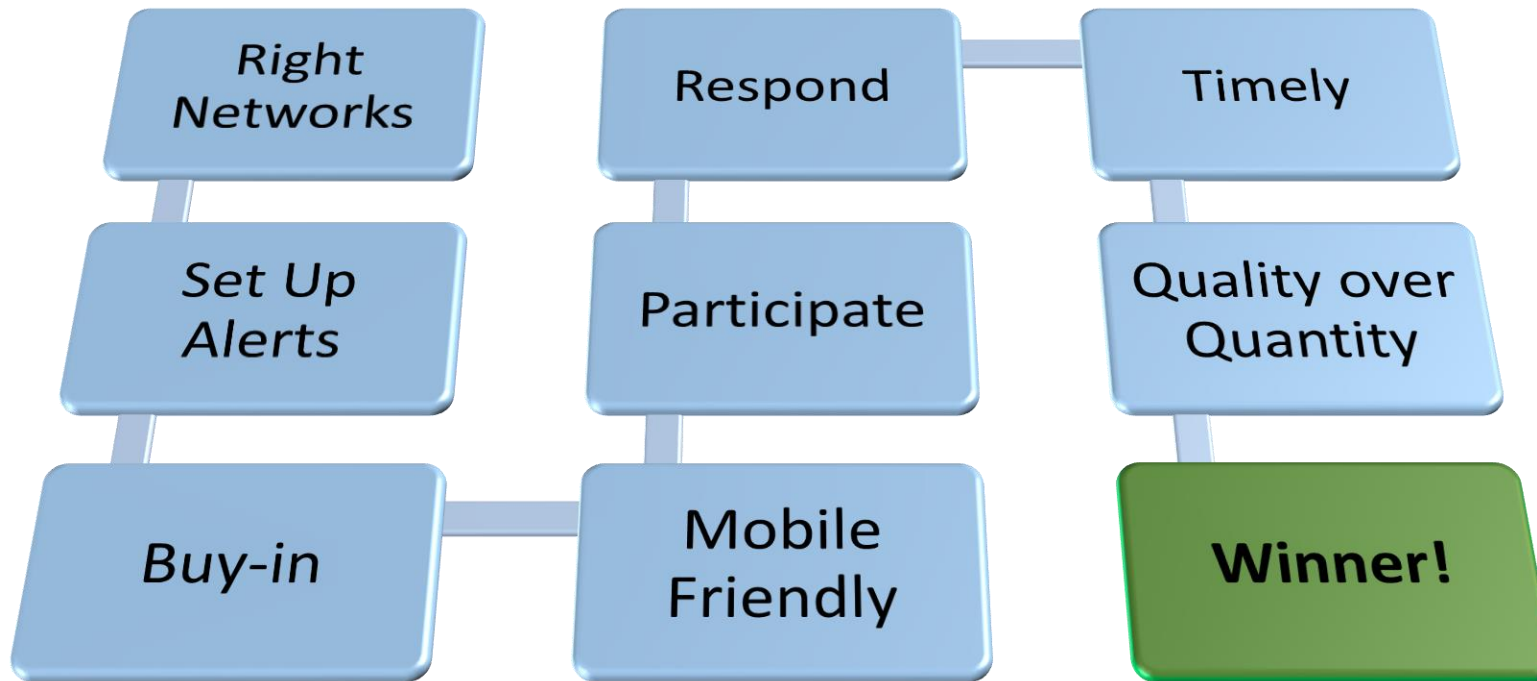
## Followers



**Instagram.** Businesses on Instagram are seeing a per follower engagement rate of **4%** which is over **50%** higher than **Facebook** and **120 times** higher than **Twitter**. (Hootsuite).

# How To WIN...

...With Social Media



# Once You WIN...



# 2019 Social Media Trends

## What's Next?

- Social Listening
- More Video Content
- Micro-influencers
- Personalization
- Timeliness



(Socialmediatoday)

# Social Media Sites: Final Thoughts

- ✓ Sign Up!
- ✓ Observe!
- ✓ Do It!