

Auto Repair Marketing Playbook

A Comprehensive Guide by Optymizer

Local Shop Visibility Checklist

Marketing Guide for Auto Repair Shops

■ Google Business Profile Optimization (Local Pack Dominance)

Complete Your Profile (100% Completion Score)

- [] **Primary category:** "Auto Repair Shop" (NOT "Car Dealer")
- [] **Services:** List ALL (oil change, brakes, transmission, etc.)
- [] **Service areas:** Add all cities you serve
- [] **Business description:** Include "ASE certified" and years in business
- [] **Attributes:** "Veteran-owned," "Women-owned," "Online estimates"

Photo Strategy (Upload 3+ Weekly)

- [] **Exterior:** Shop front with signage
- [] **Interior:** Clean service bays, waiting area
- [] **Team:** Techs with tools (builds trust)
- [] **Completed work:** Engine repairs, brake jobs, etc.
- [] **Customer pickup:** Happy customers with vehicles

Google Posts (Weekly Updates)

- [] **"\$20 Off Oil Change"** promotion (What's New)
- [] **"Summer AC Check - \$39"** (Seasonal Offer)
- [] **"Meet Our ASE Master Technician"** (Team Spotlight)
- [] **"Thank You [Customer Name]"** (Social Proof)

■ Trust-Building Strategy (Overcome Industry Skepticism)

Transparent Pricing

- [] **Flat-rate labor guide** on website (no surprises)
- [] **Parts markup disclosure** (builds trust)
- [] **Online appointment booking** with service selection + pricing
- [] **Free estimates** for all repairs over \$500

Video Inspections

- [] **Record video** of issues found during service
- [] **Text to customer** before recommending repairs
- [] **Explain on camera:** "Here's what we found and why it needs fixing"
- [] **Customer approval** before any work (no pressure)

Review Generation

- [] **Post-service text:** "How did we do?"
- [] **Google review link** in text message
- [] **Incentive:** Oil change discount on next visit
- [] **Goal:** 10+ reviews per month

■ Service Menu Optimization (Maximize Average Ticket)

High-Margin Services to Promote

- [] **Brake service** (\$300-600, 60% margin)
- [] **Transmission service** (\$150-300, 70% margin)
- [] **Engine diagnostics** (\$100-150, 80% margin)
- [] **AC recharge** (\$150-250, 65% margin)

Service Bundling (Upsell Strategy)

- [] **Oil change + tire rotation** (\$69 bundle)
- [] **Brake inspection + fluid flush** (\$399 bundle)
- [] **Full vehicle inspection** with oil change (free upsell opportunity)

Maintenance Reminders

- [] **Email/text** at 3,000-mile intervals
- [] **"It's been 6 months since your last oil change"**
- [] **Seasonal reminders** (winter tires, summer AC)
- [] **Book online** link in every reminder

■ Fleet Account Strategy (Recurring Revenue)

Target Businesses

- [] **Delivery companies** (pizza, Amazon, etc.)
- [] **Landscaping companies** (trucks + trailers)
- [] **Real estate agents** (maintain professional appearance)
- [] **Small businesses** with 3-10 vehicle fleets

Fleet Pricing

- [] **10% discount** for fleet accounts
- [] **Priority scheduling** (no wait times)
- [] **Monthly invoicing** (not per-service billing)
- [] **Fleet manager portal** (track all vehicles)

■ Mobile-First Website (70% of Traffic is Mobile)

Homepage Must-Haves

- [] **Click-to-call button** at top (huge, unmissable)
- [] **Online scheduling** widget (Book Now CTA)
- [] **Live availability** ("Next available: Today at 2pm")
- [] **Service menu** with pricing
- [] **Google reviews** widget (social proof)

Landing Pages by Service

- [] **Oil change** page (most common search)
- [] **Brake repair** page (high-value service)
- [] **Check Engine Light** page (urgent need)
- [] **State inspection** page (recurring revenue)

■ Google Ads Strategy (High-Intent Keywords)

Urgent Repair Keywords

- [] **"brake repair near me"** - High intent, book today
- [] **"check engine light [city]"** - Urgent diagnostic
- [] **"car won't start [city]"** - Emergency service
- [] **"transmission repair near me"** - High-value service

Maintenance Keywords

- [] **"oil change [city]"** - High volume, low cost
- [] **"car inspection [city]"** - Seasonal (state inspections)
- [] **"tire rotation near me"** - Quick service upsell

Ad Extensions

- [] **Call extensions** (click-to-call on mobile)
- [] **Location extensions** (show on map)

- [] **Promotion extensions** (" \$20 off oil change")
- [] **Sitelink extensions** (services, pricing, booking)

■ Metrics That Matter

Track Weekly

- **Average ticket value** (goal: \$350+)
- **Customer return rate** (aim: 65%+)
- **Google Maps ranking** for "auto repair [city]"
- **Online booking rate** (target: 30%+)

■ Quick Wins (Implement This Week)

1. **Upload 10 photos** to Google Business Profile
2. **Add online scheduling** to website
3. **Set up review request** text automation
4. **Film 60-second "Meet the Team"** video
5. **Create \$20 off oil change** Facebook ad

This checklist is used by 167+ successful auto repair shops.

Ready to fill your service bays?

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