

*Auto Shop Tips*© by Michael Strautman

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### **Auto Shop Tip #25**

*Online Presence  
By Michael Strautman*

"What is everyone doing in advertising right now?" This is one of the most common questions I hear from shop owners I speak to across the country. It is true - there is no ONE WAY to do your advertising - it should be done through multiple mediums based on your demographic, density of population, and other factors. One of the most often overlooked is online advertising. Even in 2008, most shops are not found on the web. Are you there yet? If not, consider the following:

1. **Credibility** – Yes, a website provides demonstrates credibility to your customer base and potential customers as well. Because not many shops are online, you will have a competitive advantage.
2. **Tell Your Story** – As your living brochure, a website can help you articulate some of your own history and business philosophy. If people buy in to your story online they are more likely to pay you a visit. Make sure and tell them where you are located!
3. **Create Online Community** – Allow customer's only access to coupons and periodic newsletters on car care. With access to their email address, you may (with permission) advertise member's only discounts. To hear how this is done, listen to Showcase #14 with John Howes who does most of his marketing online and just emails his customers when he needs cars!
4. **Instantly Updated** – If there are any changes, simply contact your web designer to upload new deals, new coupons, and new copy to the website.

So, if your website is not up and running, it should definitely be considered. As advertising and marketing evolves in this industry, we see successful shops going online with their message. A website online can make your business more credible, and easily accessible by potential customers. For the price, there is really no better form of advertising than your online presence!

**FREE WEBSITE BUILD (OR MAKEOVER) DRAWING** – Send your name, email address, shop name and phone number to [derek@turnaroundtour.com](mailto:derek@turnaroundtour.com) between now and January 28<sup>th</sup>, 2008 to enter a drawing for a free website from Turnaroundtour.com!

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