



Mitchell1[®]

In your shop, at your side

SocialCRM

Shop Marketing with LocalSearch



“SocialCRM with LocalSearch connects me to my customers. I love seeing their faces light up when I greet them by name and thank them for the great review they gave our shop.”

Grow Your Business Automatically

Mitchell 1's SocialCRM service, now with LocalSearch, helps you bring your existing customers back sooner and more often, while also attracting new customers who are searching the web every day for auto repair services.

Our powerful combination of customer retention and acquisition tools gives you a comprehensive approach to building your business. SocialCRM with LocalSearch automates your marketing, reputation management, social media and customer communication efforts.

And because your success is our top priority, we include expert marketing support and a real-time view of your marketing results while you work in your Mitchell 1 Manager™ SE shop management system.

Why choose SocialCRM with LocalSearch?

The best marketing program is the one that works with your existing processes to deliver maximum results, while allowing you to focus on what you do best – fixing cars and providing stellar customer service. With SocialCRM and LocalSearch, your branded marketing emails and SMS text messages work seamlessly with your fully-optimized website to generate new and repeat business. And with just a few clicks in your Manager SE system, you can track your results and gain insights to help you maximize your marketing efforts for long-term growth.

Marketing your business for maximum results – made easy.

Features to Help You Grow Your Business

SocialCRM

Reach all your existing customers and attract new ones with a comprehensive marketing system that automates your campaigns for maximum engagement and results.



Email Communications -

SocialCRM emails are automatically and strategically delivered and optimized to reach the right customers at the right time.



Social Media - SocialCRM saves you time by automating and managing your social media content. You'll reach new customers while you increase your shop's online visibility.



Consumer Reviews - Reviews not only generate great word-of-mouth marketing, but they also create better search engine visibility, making it easier for customers to find you.



OwnerAutoSite.com - Each of your customers will automatically receive a customer loyalty welcome email with a link to their own personal vehicle service history website.

LocalSearch

Get premium features to help make your business more visible online. When customers can find you easily, you can build your brand, expand your selling and marketing opportunities and ultimately increase your bottom line.



Professional Business Website -

A well optimized website is not only the best way to communicate with online visitors to share your shop's great story, but it also helps new customers find you more easily when searching for auto repair services.



Automated Blog Content -

Your positive reviews and ROs are transformed into blog content, optimized for search engines.



Website Tracking and Reporting -

Track how your customers navigate and interact with your website to identify trends in behaviors or interests that can help you maximize ROI on your marketing dollars.



Call Tracking - Using unique local phone numbers for tracking, you can easily compare phone traffic from your marketing campaigns, monitor keyword searches and listen to recorded calls to gain insights about your shop's performance.



More Online Reviews - Boost your shop's visibility and reputation online by generating more Google and Facebook reviews. And use LocalSearch to text your customers an invitation to write a review after their visit.

“SocialCRM has done it again – this time with an amazing website and call tracking service. Until this breakthrough, never have I had so much traffic come through my website.”

B & C Auto Repair

Optional Features

Unlock the full potential of your marketing service with these add-on services:

AdWords

Go to the next level by maximizing your online presence with paid online ads through Google AdWords. The LocalSearch + AdWords package is a great way to target and reach potential customers who are in the market for your services. The SocialCRM team will help you with:

- ▶ Custom ad creation
- ▶ Online ad budget management
- ▶ Strategic demographic targeting
- ▶ Ongoing support
- ▶ Extensive reporting

Service Reminder Postcards

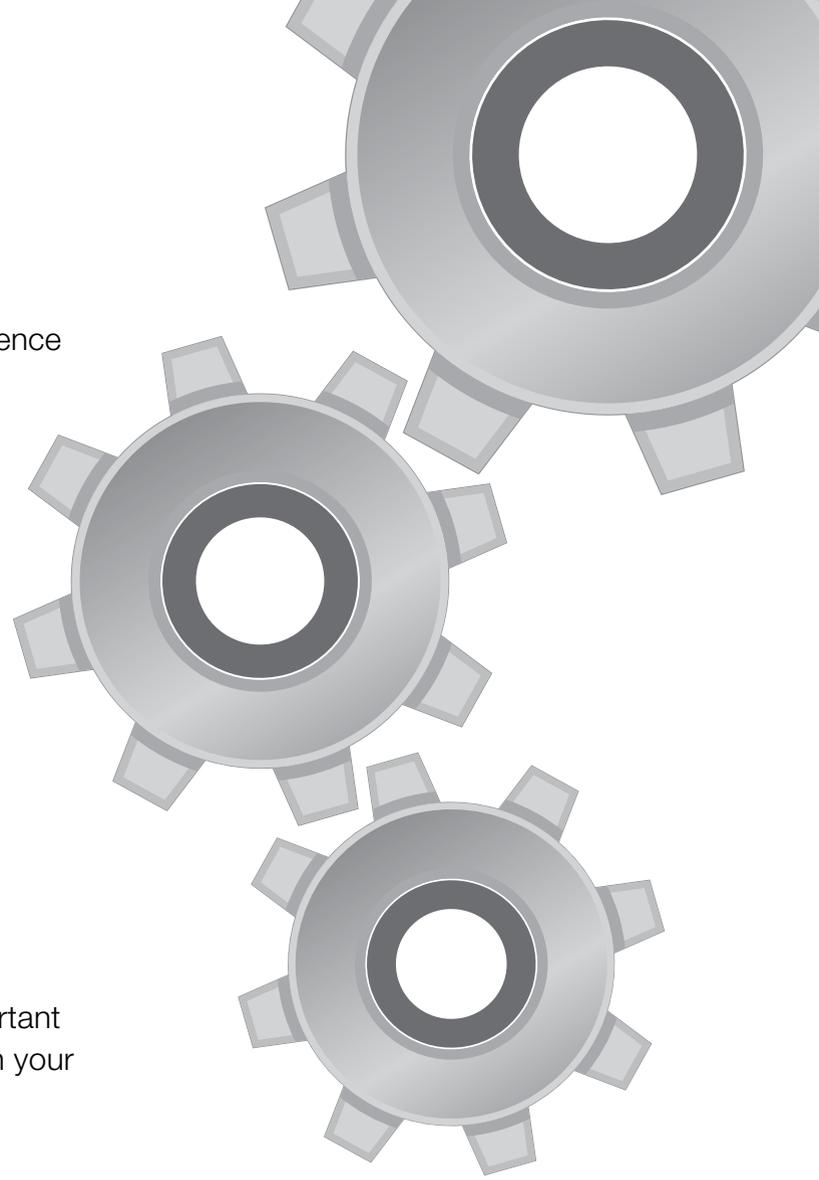
You can't always reach your customers by email. Our customizable postcards help you provide important vehicle service information to as many customers in your database as possible.

Manager™ SE

Fully integrated with SocialCRM, Manager SE sets the industry standard for shop management, helping shops streamline workflow and track activity from estimate to invoice. The tight integration of SocialCRM with Manager SE allows you to immediately access reports with customer details like marketing touch points by vehicle, corresponding invoices and reviews for specific customers, verification of vehicles owned, and customer e-mail address information.

Key features include:

- ▶ Real-time notification of new consumer reviews
- ▶ Ability to respond to or share a review quickly
- ▶ Dashboard of results
- ▶ Customer Detail screen listing all communications sent to consumer
- ▶ Customer Detail screen with lifetime consumer and per vehicle value



SocialCRM with LocalSearch

Building Better Customer Relationships

The SocialCRM service helps you engage with customers by seamlessly providing key consumer information at the point of sale.

“SocialCRM is by far one of the best and easiest CRM programs out there. Now, with the new website that you made for us, our social media presence is professional, simple and extremely productive.”

Robert's Auto Service

Social CRM is tightly integrated with Mitchell 1's Manager SE shop management system, so you can recognize and engage with your most valuable customers when it really counts. The system alerts you to your customer's review feedback from their previous visit, and additional customer history and insights are just a click away. You can bet they will be impressed when you not only remember their name, but also thank them for their positive review.

Attract New Customers

Your online presence is a critical element of your success. Not only is it how new customers find you, but it is also how you build your brand and expand your selling and marketing opportunities. SocialCRM with LocalSearch puts an optimized business website at the center of your successful marketing efforts and tracks results to help you continuously bring in new and repeat business.

Power up your marketing efforts with very little effort.





For more information:

Call us: 888-724-6742 | Visit us: www.mitchell1.com/socialcrm
Or find your local Mitchell 1 sales representative: www.mitchellrep.com