



# ***Power-up Your Marketing***



**SOCIALCRM**



**MARKET**



# ***Grow Your Business Automatically***

Having an effective marketing program is essential for auto repair shops looking to boost sales and outperform competitors. But you don't need to be a marketing expert to execute a successful program. With Mitchell 1's SocialCRM shop marketing services, you'll reach customers when they need you most, on devices and sites they use the most.

**✚ RETAIN EXISTING CUSTOMERS AND ACQUIRE NEW ONES.**





★ ★ ★ ★ ★  
UNFRIENDLY STAFF.  
WON'T BE  
RETURNING.

★ ★ ★ ★ ★  
FAIR PRICE, BUT  
COMMUNICATION  
NEEDS WORK.

★ ★ ★ ★ ★  
TREATED ME LIKE  
FAMILY! I WILL FOR  
SURE BE BACK

## INTRODUCING REVIEW INSIGHTS

# *Insights to Drive Growth*

### COLLECTED REVIEWS



### AUTOMATED AGGREGATION

Collects reviews from  
SureCritic, Google, and  
Facebook

### HIGHLIGHTS



### OPPORTUNITIES



### REVIEW SUMMARIES

Presents feedback into  
two sections: Highlights  
and Opportunities

### TOOLBOX



### ACTIONABLE SUGGESTIONS

Provides recommendations  
based on review summaries

Introducing Review Insights — your all-in-one solution for smarter feedback and sharper decisions. This exclusive feature within Mitchell 1's SocialCRM LocalSearch services consolidates verified customer reviews from platforms like Google, Facebook and SureCritic®. With automatic updates every 30 days, AI-driven analysis, and a dashboard built for action, Review Insights gives you the clarity to understand what's working, what's not, and exactly how to improve — all in one place.



# Why Choose SocialCRM Marketing Services?

Boost visibility and retention with automated marketing that works with Manager™ SE shop management system to attract customers, build loyalty and drive growth. Choose SocialCRM or LocalSearch, with add-ons available to expand your reach.



## TEXT MESSAGE REMINDERS

### Stay Connected Automatically

Send timely texts for appointments, thank-yous, and more — all automated to keep your shop top of mind.



## VERIFIED REVIEWS

### Boost Trust and Visibility

Collect verified reviews that drive word-of-mouth and improve your shop's search ranking.



## TEXT CAMPAIGNS

### Promote With a Click

Send personalized, pre-scheduled marketing texts directly from your SocialCRM dashboard.



## SOCIAL MEDIA AUTOMATION

### Stay Active Without the Effort

Your social content is created and managed for you — saving time and building awareness.



## EMAIL COMMUNICATIONS

### Smart Timing. Better Reach.

Deliver branded emails to the right customers at the right moment — automatically.



## MANAGER SE INTEGRATION

### Connected Tools. Unified Results.

SocialCRM syncs with Manager SE to track customer activity, view service history and access insights.



# Go Beyond Shop Marketing

Mitchell 1's full suite connects the repair bay, front office and customer inbox — for a smarter, more profitable operation.

## MANAGE | MANAGER SE



### Run Smoother. Grow Smarter.

The industry's most trusted shop management system — built to streamline workflows, track repairs, and drive smarter decisions from estimate to invoice.

## REPAIR | PRODEMAND



### Faster Diagnosis. Smart Repairs.

Access real-world fixes, OEM data, wiring diagrams and more — all designed to help you diagnose and repair vehicles faster.

# Expand Your Marketing Impact with Smart Add-Ons

Take SocialCRM even further with add-ons that drive more traffic, make scheduling easier, and put your business in front of the right customers at the right time.

## +LOCALSEARCH



### CUSTOM WEBSITE

#### Professional Design, Custom-Built

Launch a modern, mobile-optimized website tailored to your shop's brand and services.



### GOOGLE OPTIMIZATION SUITE

#### Rank Higher. Look Better.

Ensure online success with tools that optimize Google review management and customer interactions.



### AUTOMATED BLOG CONTENT

#### Turn Feedback into SEO

Positive reviews and ROs become helpful blog content to fuel your search performance.



### WEBSITE ANALYTICS

#### Track What Matters

See how customers navigate your site to improve engagement and ROI.



### CALL TRACKING

#### Measure What's Driving Calls

Use unique phone numbers to monitor marketing campaign performance and staff interactions.



### ONLINE APPOINTMENTS

#### Book Online. Fill More Bays.

Let customers request appointments 24/7 — instantly added to your Manager SE scheduler for faster, easier scheduling.

## +GOOGLE ADS



### CUSTOM AD CREATION

#### Ads That Match Your Brand

Professionally designed, personalized ads made just for your shop — ready to run on Google and Facebook.



### BUDGET MANAGEMENT

#### Spend Smart, Automatically

Set your budget and let the system optimize spend across campaigns for maximum impact.



### OPTIMIZED TARGETING

#### Reach the Right Customers

Pinpoint audiences based on location, service history, and more — ensuring your ads hit home.



### PERFORMANCE REPORTING

#### Clear Results. Real Insights.

Track clicks, calls, and visits in one dashboard — so you always know what's working.



**I'm new to social media marketing, so I really appreciate having a support agent dedicated to helping me stay on top of my social media presence.** ”

— Burnsville Motors





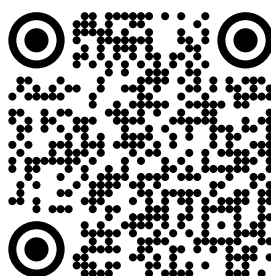
# Features at-a-Glance

See what’s included with SocialCRM and how to expand your reach with LocalSearch and Google Ads. Use this chart to compare features and choose the tools that best fit your shop’s goals.

FEATURES	SOCIALCRM	SMART ADD-ONS	
		+ LOCALSEARCH	+ GOOGLE ADS
Expert Marketing Support	✓	✓	✓
Manager SE Integration	✓	✓	✓
Social Media Automation	✓	✓	✓
Email Communications	✓	✓	✓
Verified Reviews	✓	✓	✓
Text Campaigns	✓	✓	✓
Text Message Reminders	✓	✓	✓
Custom Website		✓	✓
Website Analytics		✓	✓
Suggested Review Responses		✓	✓
Google Optimization Suite		✓	✓
Google Campaigns		✓	✓
Automated Blog Content		✓	✓
Online Appointments		✓	✓
Review Insights		✓	✓
Call Tracking		✓	✓
Custom Ad Creation			✓
Budget Management			✓
Optimized Targeting			✓
Performance Reporting			✓



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OR **REQUEST A DEMO**



**FOR MORE INFORMATION**

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