

SOCIALCRM



Google Optimization Suite



Mitchell1

In your shop, at your side

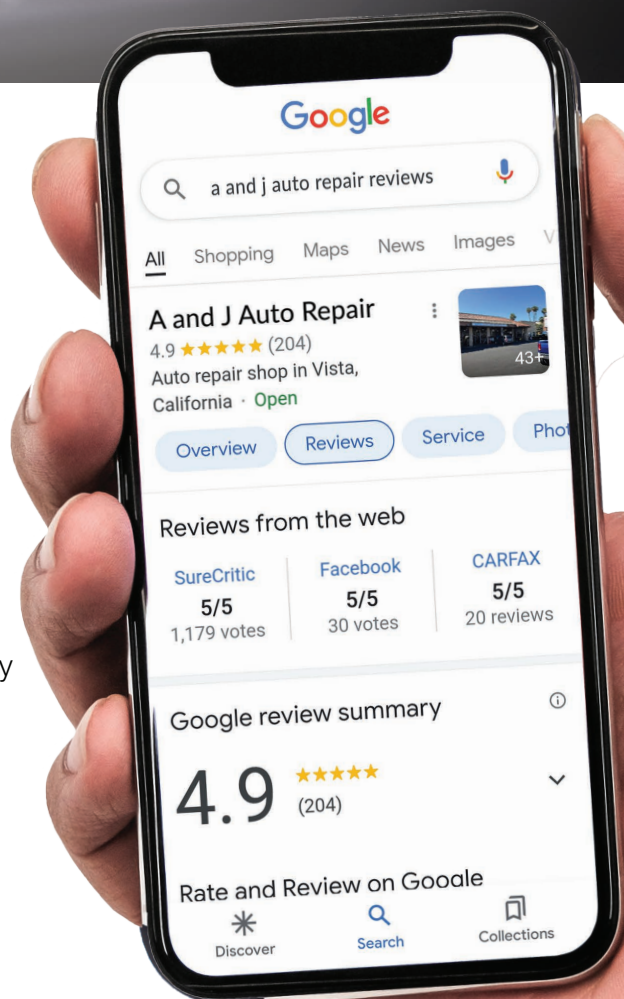


YOUR ALL-IN-ONE TOOLBOX TO BOOST ONLINE VISIBILITY

Take your shop's marketing efforts to the next level with the new Google Optimization Suite from Mitchell 1, a powerful toolkit designed to boost your auto repair shop's online presence and drive new business.

Now seamlessly integrated within SocialCRM's LocalSearch services, the suite equips you with robust tools to effortlessly manage your shop's online reputation, engage with customers, and optimize your search engine results.

With the SureCritic™ review service at its core, the suite gives you full control over your online presence, so you can unlock the full potential of your shop and grow your business, with just a click.



INTRODUCING THE GOOGLE OPTIMIZATION SUITE



Google Reviews

Collecting and sharing trustworthy consumer reviews is one of the most powerful ways to get search engine visibility. With the Google Reviews feature, shops can easily track and share authentic customer feedback. They can also send automated personalized invitations to customers via text messages, encouraging them to review their shop on both Google and Facebook.

- ▶ Ensure authenticity and credibility of reviews through automatic verification services
- ▶ Share customer reviews across multiple platforms to expand your reach
- ▶ Track the quantity, quality and velocity of customer reviews to ensure transactions took place



Suggested Responses

The Suggested Responses feature simplifies how auto repair shops respond to Google and SureCritic customer reviews. These automated and personalized replies are tailored to individual reviews, allowing shops to easily customize and manage their responses directly from their SureCritic dashboard.

- ▶ Streamline response management to Google and SureCritic customer reviews
- ▶ Instantly create automated, personalized replies tailored to individual reviews
- ▶ Customize and manage responses from the SureCritic dashboard



Google Campaigns

Google Campaigns makes it easy for shops to create and publish real-time content on their Google Business Profile and Facebook pages. Shops can share offers, announcements and other engaging content with publish start and end dates, ensuring timely promotions. Plus, they can effortlessly promote positive customer reviews on their Google Business page with just a click of a button.

- ▶ Boost your shop's online presence through automated content creation
- ▶ Share offers and announcements with publish start and end dates
- ▶ Promote positive customer reviews with a click of a button



Google ReScore

Concern resolution helps ensure a healthy online reputation. Google ReScore® empowers shops to transform negative reviews into positive customer experiences. In the case of a negative review, shops have the option to send a ReScore request from their SureCritic dashboard, asking for an updated review once the issue has been resolved. The updated review then replaces the initial negative one.

- ▶ Transform negative reviews into positive customer experiences
- ▶ Seamlessly manage Google reviews from SureCritic dashboard
- ▶ Send ReScore requests to customers with bad reviews for updated feedback



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