

## Five Ways to Attract New Drivers To Your Shop

New drivers tend to be young, meaning that they can provide a trusted shop with decades of business. How can your shop attract them to visit and win them as a customer for life?

*"If brands are shrinking in importance, social media is growing. Millennials are turning to their online networks when making purchasing decisions."*

Goldman Sachs, "Millennials Coming of Age"



### Be Where They Are

Millennials value referrals but get them online. Shops use Facebook and encourage online reviews because 88% of millennials use Facebook and 96% read online reviews before buying things for the first time.



### Listen To Them

Big businesses spend millions to recommend things millennials like - but can't provide personal service. Successful shops use personal relationships to do both.



### Make It Easy

Young people do much of their shopping online and are used to immediate information. These customers will not wait hours for quotes or scheduling - if service is not available quickly, they'll call someone else.



### Add Value

Consider a new driver class to differentiate your shop. This could include how to use jumpers, information on brake and tire wear, and how to handle a wreck.



### Be Authentic

Young shoppers distrust marketing slogans - they value authenticity and hate hollow promises. Whatever your marketing promises - great service, low prices, extensive knowledge - make sure you are prepared to deliver it!



<http://www.repairshopwebsites.com>



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