

## Five Questions To Answer Before Marketing Your Shop

To market your shop successfully, you need to give people a reason to select your shop instead of others in the area - ideally a reason other than a coupon that makes you the cheapest shop in town. Here's what you need to know in order to do that.



### Who Is Our Customer?

You need to know which customers you want to attract to your shop in order to appeal to them. Are you focused on certain car makes, or a certain part of town? Do you do high end repair, or focus on certain types of repair?



### When Do We Want a Call?

The most important part of marketing is asking a customer to do something. Ask for a call if customers need emergency repairs, maintenance, or other services.



### Why Should You Choose Us? (How Are We Different?)

People select a shop because they think it is a better option for them than any other shop near them.

What makes you better than other nearby shops? Until you identify this, you won't be able to achieve your best results with your marketing, or earn a premium price.

Once you've identified what makes you better than other shops, ask yourself if any other shop in town could claim this. In not, you have your differentiator!



### What Do We Promise?

Customers want to know you stand behind your work. If you offer a guarantee, mention it in your ad! If you have a nationwide warranty that's offered through your parts provider, make sure to mention that as well.



### Where Will We Market?

There are plenty of different ways to market a business, and some are more effective than others. Will you use a website, social media, emails, postcards, or traditional media?

*The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.*

Peter Drucker

