

Why Google Ads Don't Work And What To Use Instead

If you've been disappointed by your results from expensive Google Ads, you're not alone. In fact, they're a bad investment for most repair shops. Here's the story.

\$\$\$ **Should You Use Google Ads? Probably Not.** \$\$

Google Ads are effective for many industries, and that's why they're so common. Unfortunately, most companies selling Google Ads don't explain them very well. Did you know that only 2% of all searches involve a person clicking on a Google Ad? Did you know that the average cost per lead is over \$50?

Nobody wants to pay \$50 for an oil change customer. The reality is that ads are generally only worth the cost for high-profit services such as those on transmissions, engines or major suspension repairs. The good news is that there are plenty of other effective advertising techniques, including online marketing.

— Consider These Techniques Instead —



Sponsor a Community Event

Independent businesses build goodwill and community awareness by sponsoring events like kids' sports leagues, charity events, or local fundraisers. When you support a cause that matters to somebody, they notice.



Reward Referrals and Loyalty

Unlike most advertising, you don't pay for referrals or loyalty rewards until a customer purchases your services. Instead of coupons, make them fun and interesting – customers could earn tickets to a movie or ballgame, or a car detail.



Have A Great Website

There's a big difference between a website and Google Ads. You don't pay each time a person clicks on your website, and your site doesn't disappear after you've used your "budget". Websites that search well earn far more clicks than ads.

Nobody counts the number of ads you run; they just remember the impression you make.

William Bernbach



<http://www.repairshopwebsites.com>



Call us at 1-855-345-6363