

## 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>



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