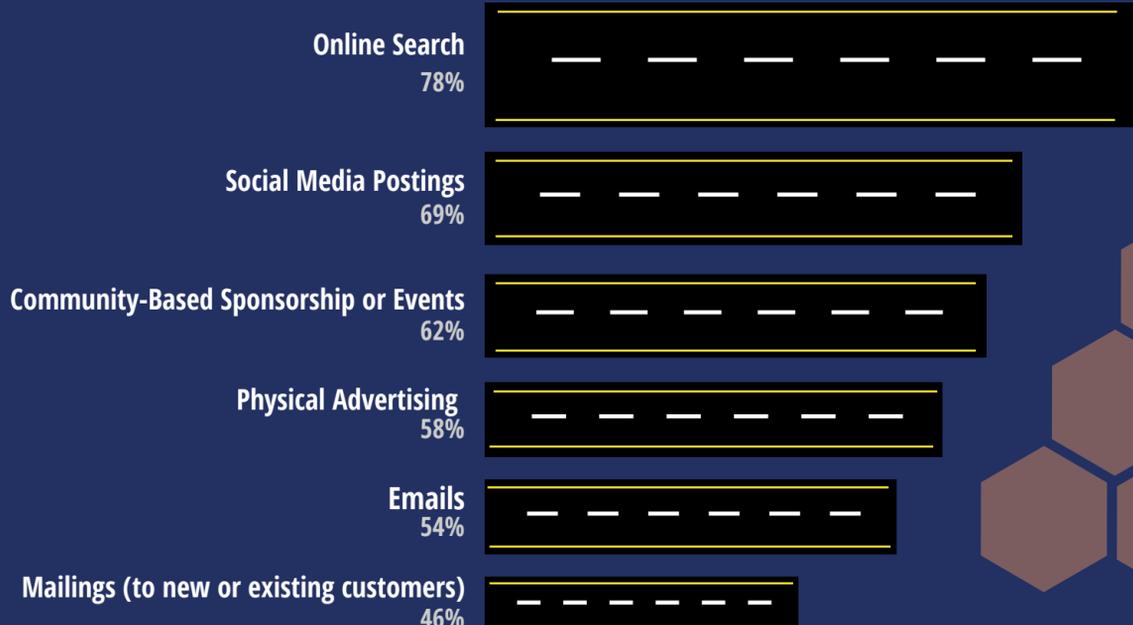


2nd Annual National Independent Auto Repair Shop Marketing Survey

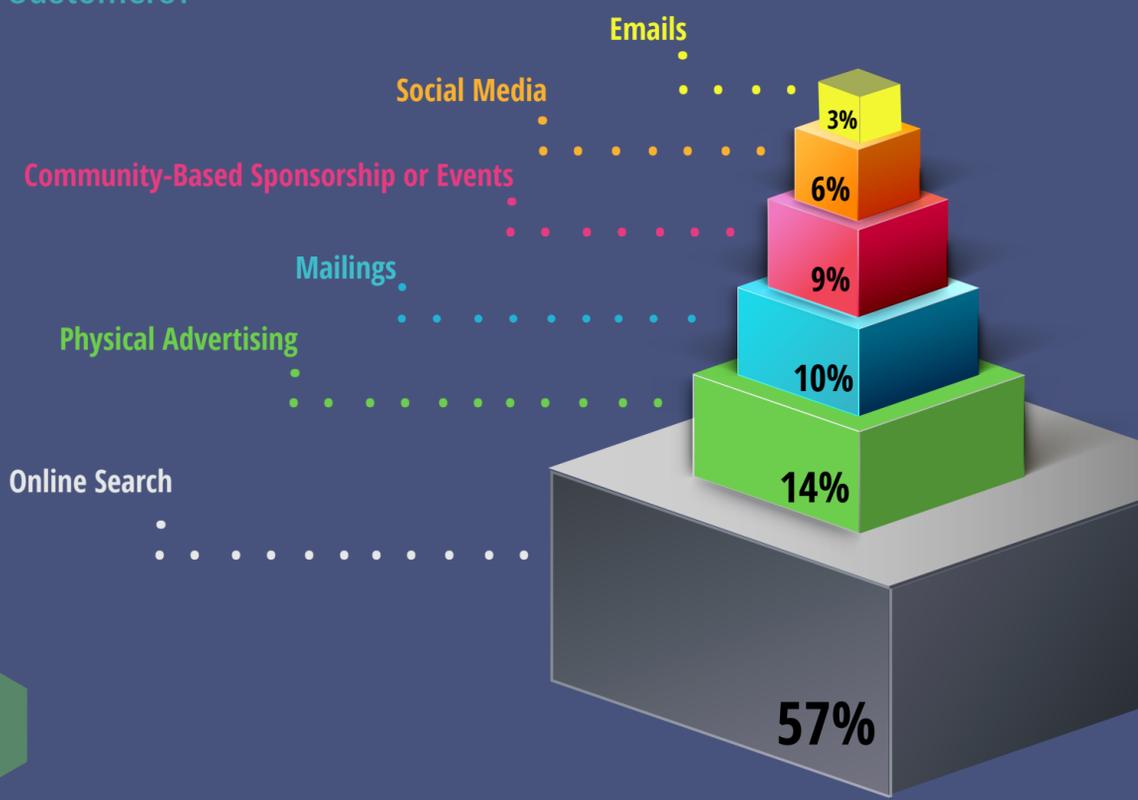
We surveyed 160 general automotive independent Repair Shop owners from all over the U.S. to find out how they are marketing their shop. We asked them about their most effective marketing techniques and they told us...

Presented By:
REPAIRSHOP
WEBSITES

Which Marketing Techniques Does Your Shop Use?



Which Marketing Technique is Most Effective at Bringing In **New** Customers?



Which Marketing Technique is Most Effective at Bringing In **Existing** Customers?



Which Factor is Used Most Frequently In Your Marketing?



How Does This Compare to Last Year?

- Online search** grew as the most effective technique for bringing in new customers, from **48%** in **2018** to **57%** in **2019**.
- Traditional advertising** grew slightly from **10%** in **2018** to **14%** in **2019**.
- As far as being most effective for bringing in existing customers, **online search** jumped up from **22%** to **36%**.
- Traditional advertising** also gained, from **6%** in **2018** to **17%** in **2019**.
- When it comes to the factor that is emphasized most frequently in marketing, **“work quality”** and **“customer service”** were **number one and two** both years by a wide margin. Surprisingly, **“convenience”** dropped from fourth most emphasized in 2018 to last in 2019.
- If you'd like to talk through this data and how your shop may be able to leverage more of our survey findings to your advantage, please contact Martin Morgan, our marketing director, at martin.morgan@repairshopwebsites.com or **919.600.5166**