

5 Ways to Upgrade Your Business' Content Strategy

Agenda

In this seminar you will learn:

1. Claim and optimize your social media and review sites
2. Use Facebook, Instagram and Twitter to stay top-of-mind
3. Boost Facebook content to reach more customers
4. Collect emails and get your social media followers to subscribe
5. Craft thoughtful and engaging email campaigns



Geoffrey Brown
Sr. Local Outreach Rep.

Claim and optimize your social media and review sites

Claim your free listings

Local auto services that don't claim their free listing on any review sites earn 26% less revenue

Auto service businesses that reply to 50% or more of their reviews earn 19% more than average

Auto services are more impervious to low ratings than other businesses—2.5 to 3 star businesses earn more than any other rating

Local auto service businesses with more than the average number of reviews bring in 13% more in annual revenue

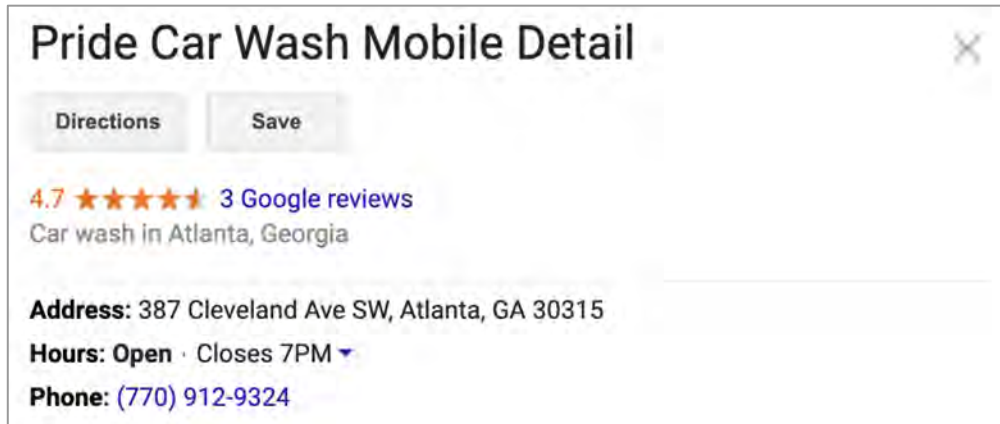
Shops whose total number of reviews are 25-35% negative earn 26% more revenue than those whose are 0-5% negative

What is in a star rating?

POP QUIZ: What is the best rating:

- A. 4.7 stars**
- B. 4.3 stars**
- C. 5.0 stars**
- D. 3.9 stars**

Answer: 4.7 stars!



Optimize, optimize, optimize

Pavilion Car Wash, Quick Lube & Detail Center ✓ Claimed

★★★★☆ 446 reviews

Car Wash, Auto Detailing, Oil Change Stations [Edit](#)

Location & Hours



2334 Fair Oaks Blvd
Sacramento, CA 95825

[Get directions](#)

Mon	8:00 am - 6:00 pm
Tue	8:00 am - 6:00 pm
Wed	8:00 am - 6:00 pm
Thu	8:00 am - 6:00 pm
Fri	8:00 am - 6:00 pm
Sat	8:00 am - 6:00 pm Open now
Sun	8:00 am - 6:00 pm

[Edit business info](#)

[pavilioncarcare.com](#)

[\(916\) 925-8533](#)

[Get Directions](#)
2334 Fair Oaks Blvd
Sacramento, CA 95825

Optimize, optimize, optimize

Known For



Accepts Credit Cards **Yes**



Wi-Fi **Free**



Gender Neutral Restrooms **Yes**

Services Offered

Verified by Business

- Carpet Cleaning
- Hand Wash
- Tunnel Car Wash
- Wheel Cleaning
- Waxing Services
- Towel-dry
- Vehicle Upholstery Cleaning

From the business

Specialties

At Pavilion Car Care, we're dedicated to providing our community with the best car wash, quick lube and detail service around. As a family-owned company, we take pride in everything we do. As your car arrives our team will get right to work, removing any unwanted contaminants and bringing the shine back to your car. Using the latest technology and the highest quality products available, you can rest easy knowing your car is prepared for the road ahead. At Pavilion Car Care, it's Quality at your Convenience.

History

Established in 1997.

Four years in a row and six of the last eight, Pavilion Car Care has been voted "Best Of Sacramento" by the readers of Sacramento Magazine.

Close

Ask the Community

Question: Do they wash the inside windows?

Answer: Yes they wash the inside windows. Best car wash in Sacramento. I don't trust my car with anyone but them.

Megan D. · 2 years ago

[View 5 more answers](#)

Question: Do they offer hand washes?

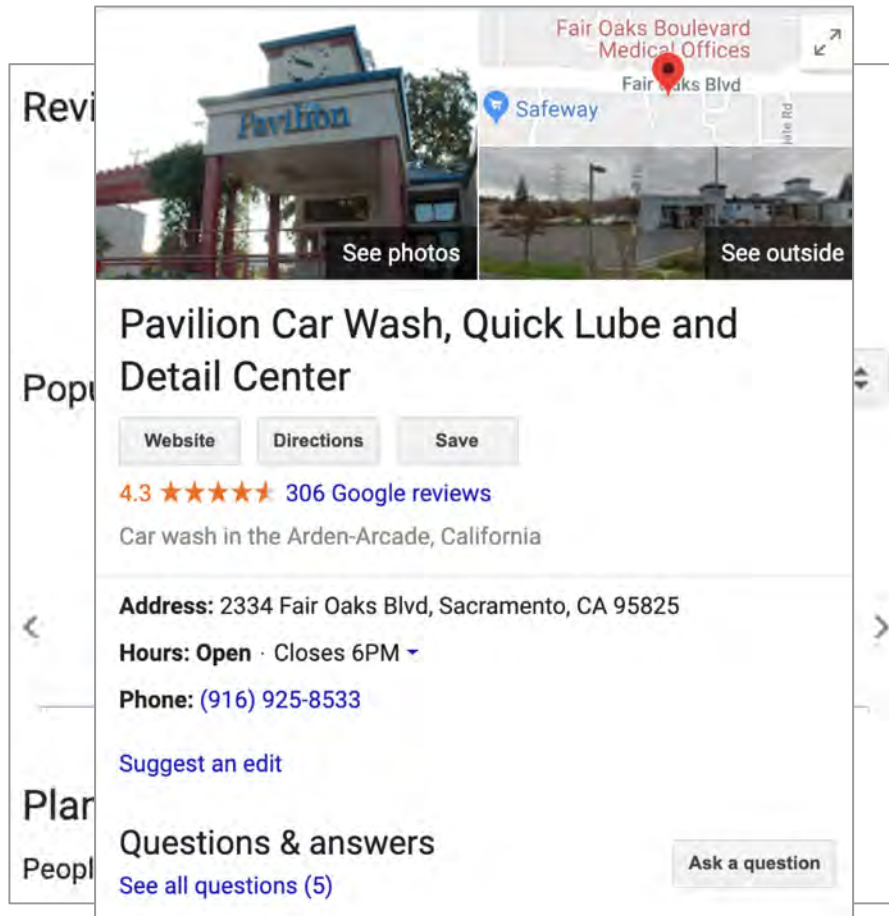
Answer: Yes they do offer handwashes.

Ab C. · 1 year ago

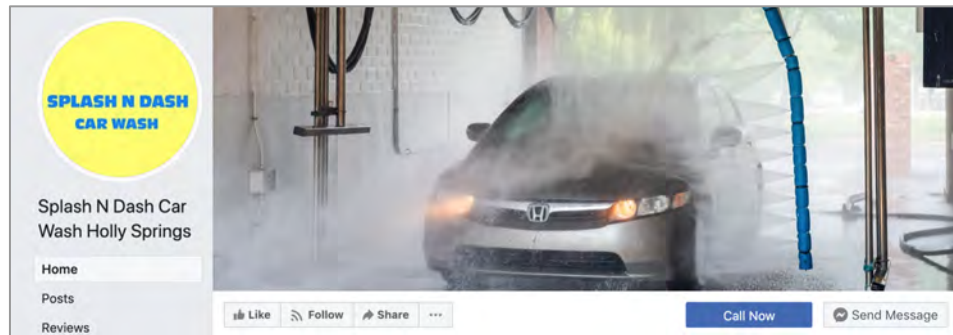
[View 1 more answer](#)

Optimize, optimize, optimize

Google business profiles with an abundance of info look more appealing than bare-bones listings, even if the bare-bones ones also have a solid star rating.



Create brand awareness





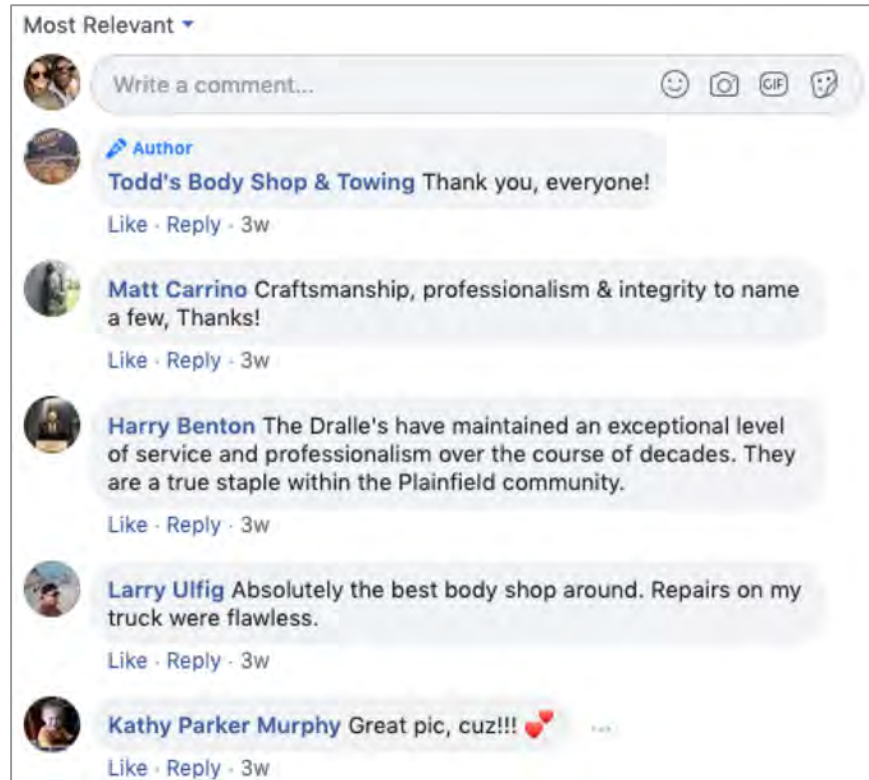
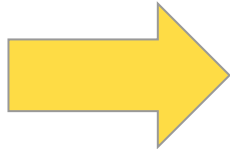
**Use Facebook, Instagram and Twitter
to stay top-of-mind**

Post engaging content

The role that content can play really well is engagement, especially community engagement and community retention, getting people to pay attention—capturing their attention.



Ask questions



Show off your products and services

Every social media post should add value for your audience.



Specials and promotions

Promotional posts don't need to be blatant marketing.

Picking up the kids from school, driving them to soccer practice, running errands, + that long commute to work can really make your car dirty! Want to win a free wash? Then you should definitely enter this giveaway!!

::WHAT'S INCLUDED::

Our Premium Special membership for 3 MONTHS + 1 FREE interior cleaning + handwax (valued at \$130.)

::HOW TO ENTER::

Like this post, follow us, + tag 3 friends with dirty cars (one tag per comment).

::BONUS ENTRIES::

Repost this in your story + tag us for 5 Bonus Entries

::AND//OR::

tag us in your instagram story or post the next time you swing by our wash for a visit for 10 Bonus Entries. Make sure your profile is on public.

Giveaway closes 07/31/19 @ 11:00pm. Winner of our giveaway will be announced 08/01/19. Open to US only! Not affiliated with Instagram.

[#freeunlimitedcarwashes](#) [#entergiveaway](#)

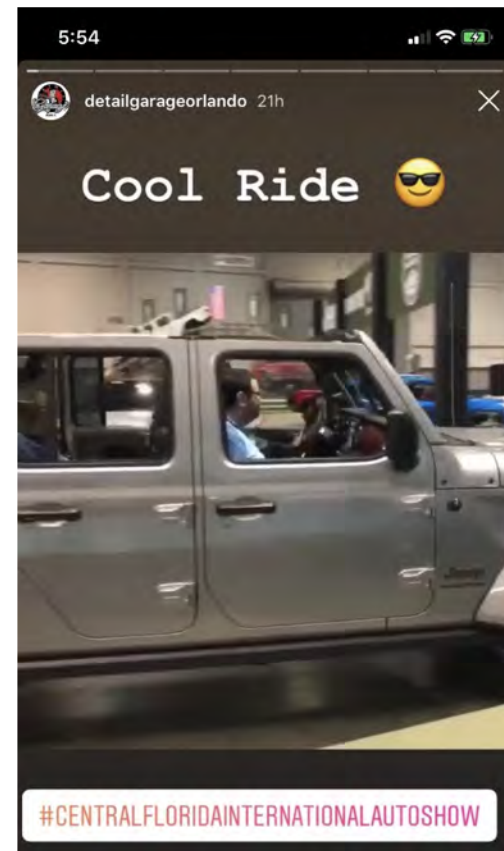
[View all 52 comments](#)

[premiumcarwash dawsonville](#) ••G I V E A W A Y••

Tell your story on Instagram



Tell your story on Instagram



Hash it out with hashtags

1. Twitter hashtags help make disparate posts and conversations centered around the same topic easier to find and search.
2. Hashtags are formed by using the pound sign (#) in front of a word with no punctuation or spaces.
3. Using hashtags, users can find all the posts around a certain event, theme, mood or more

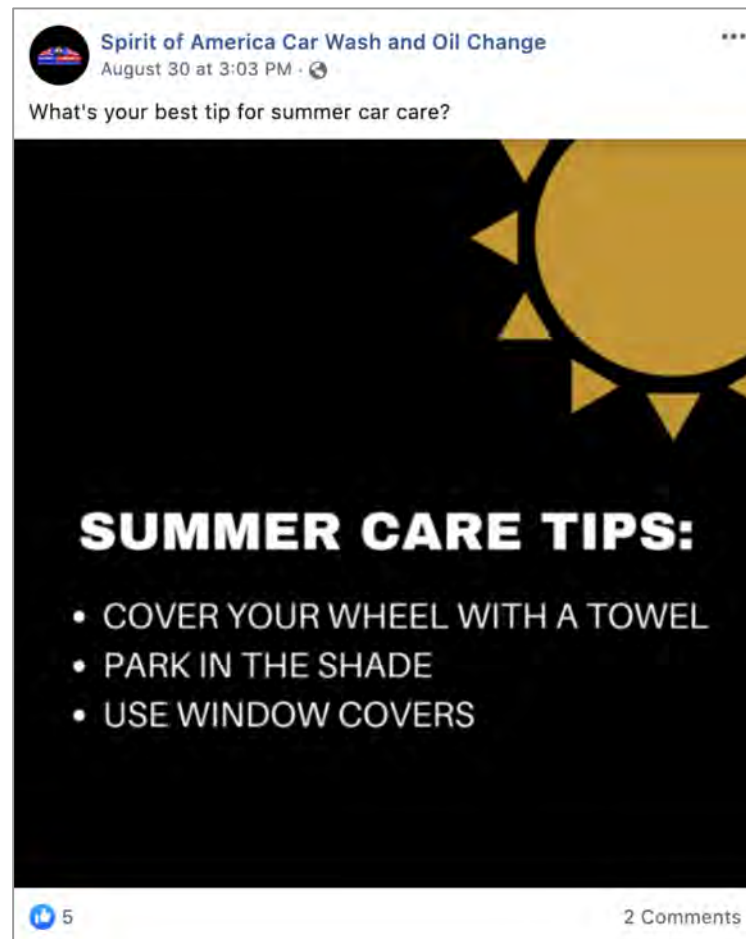
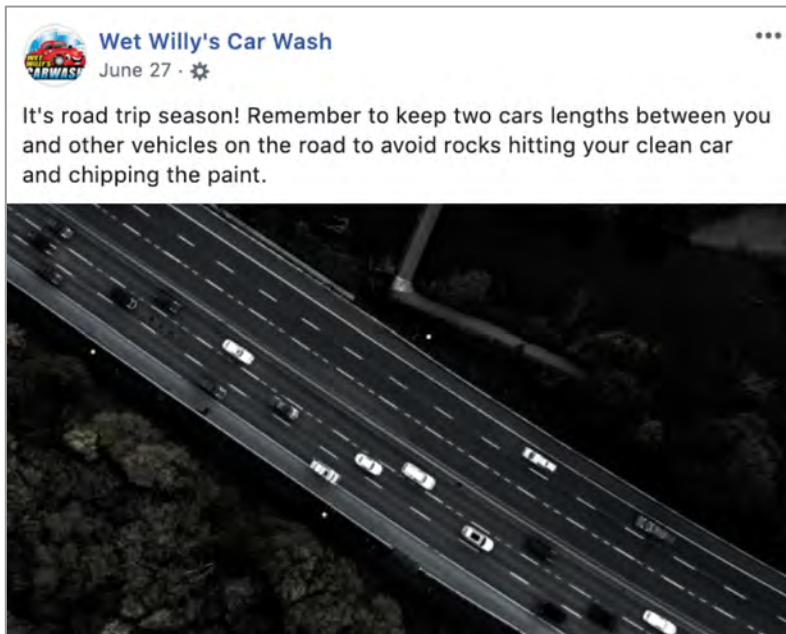


Shine a spotlight on your team

Not only will your followers love seeing familiar faces in their feeds, but your team will also appreciate the shout out and share the post with their family and friends.

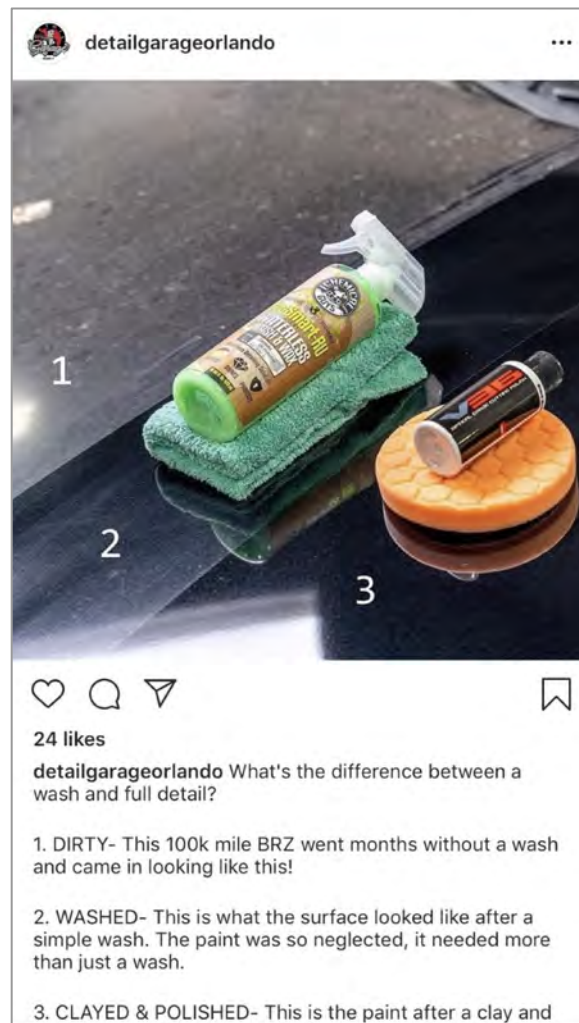


Become a resource



Provide social customer care

- Having a self-service help center
- Educating the consumer about your product
- Interacting with a consumer on a consistent basis before they make a purchase
- When they reach out to you on social media, already having their order information on hand
- Offering personalized service



Encourage positive feedback

Let your audience know about your business's presence on Yelp, Google and Facebook! They'll be more likely to share their experiences at your business if they know you have a presence there.



Share positive feedback

Adding a visual element to a testimonial you share on social media can increase engagement and interaction with your post!



Digital footprint

If someone uses the Check-In function on Facebook when they visit your business, they are telling their friends on social media that they are currently at and enjoying your services or products.

Community

[See All](#)



[Invite your friends](#) to like this Page



186 people like this



189 people follow this



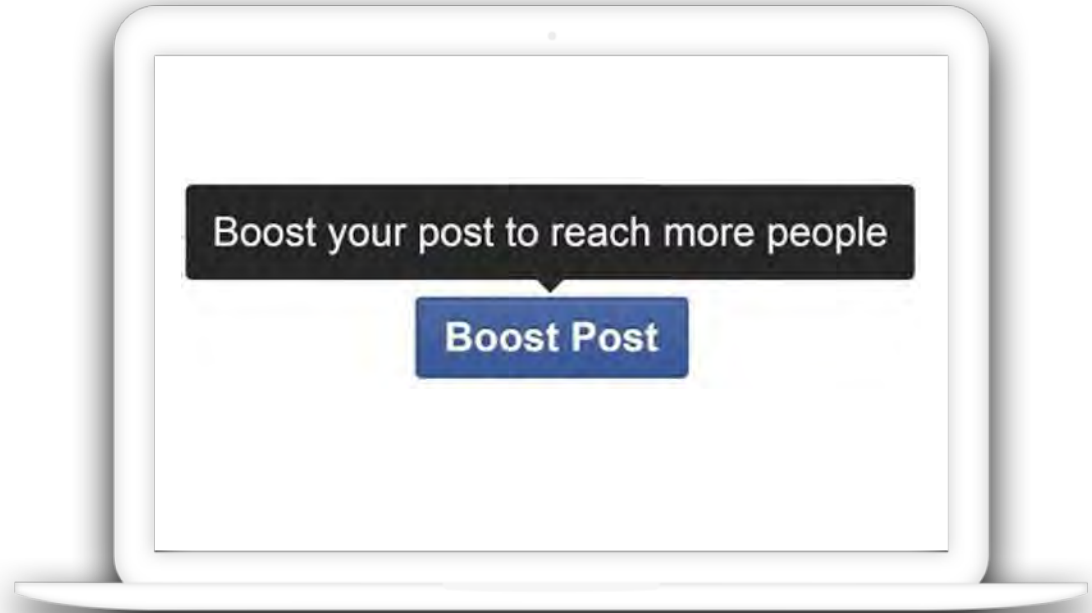
1,858 check-ins



**Boost Facebook content to reach
more customers**

Why Boost Content on Facebook?

- Reach new potential customers
- Entice current fans
- Reach a wider, targeted audience
- Make up for declining organic reach



Choose the Best Post to Boost

What to post? Events, specials, discounts, or promotions

What you need? Great photo, video, or graphic

What is next? Set goals for the results you want



Get in Front of the Right Guests

AUDIENCE

☒ People you choose through targeting [Edit](#)

Location - Living In: United States: Ohio

Age: 18 - 65+

☐ People who like your Page

☐ People who like your Page and their friends

[Create New Audience](#)

Edit Audience

Make sure to save your edits once you're done.

Gender

AllMenWomen

Age

1865+

Locations

United States

Ohio

Add locations


Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors

SuggestionsBrowse


Exclude People

Your audience size is **defined** Good job!

Potential Reach: 7,300,000 people

Set a Budget

BUDGET AND DURATION

 Your spend limit is lower than your budget for this promotion. [Increase your limit by \\$0.00.](#)

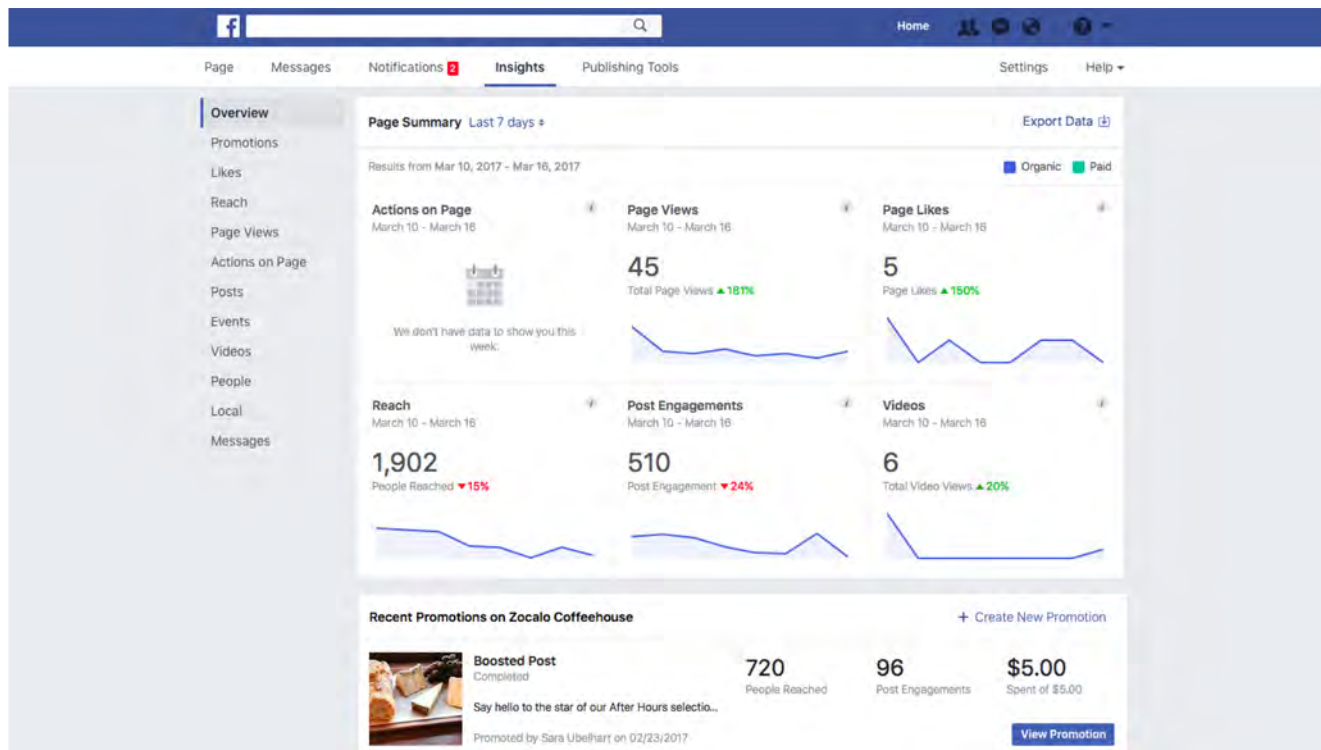
Total budget ⓘ

\$5.00 USD

▼

Est	\$2.00 USD	Est. Reach 163 - 872
430	\$3.00 USD	Est. Reach 244 - 1285
Ref	✓ \$5.00 USD	Est. Reach 432 - 2070
mal	\$10.00 USD	Est. Reach 1015 - 4452
Dur	\$15.00 USD	Est. Reach 1506 - 6834
	\$20.00 USD	Est. Reach 1948 - 8997
Rur	\$60.00 USD	Est. Reach 4717 - 26346
PA	\$200.00 USD	Est. Reach 12663 - 79141
Cur	\$400.00 USD	Est. Reach 22206 - 138785
	Choose Your Own	

Review Your Performance



Improve Your Performance

1. Try different demographics
2. Lookalike Audiences
3. Reach people near your business
4. Narrow your audience
5. Don't run the same ad for too long
6. Test different creative
7. Create different ads



Key Takeaways for Upgrading Your Facebook

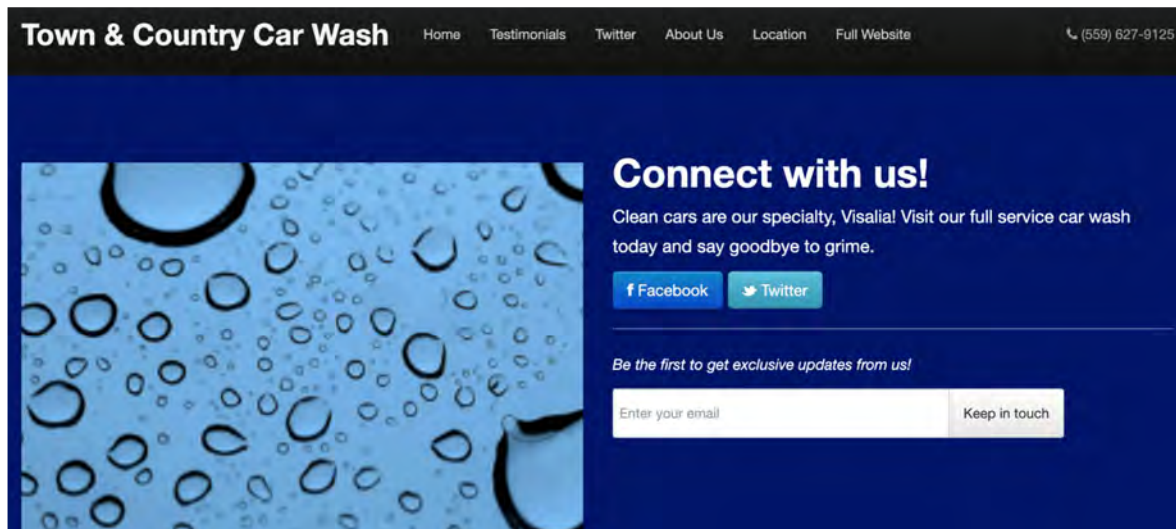
1. Clean up your profile
2. Respond to your customers
3. Reach new audiences
4. Share photos and videos
5. Mix in boosted content
6. Track key metrics



Collect emails and get your social media followers to subscribe

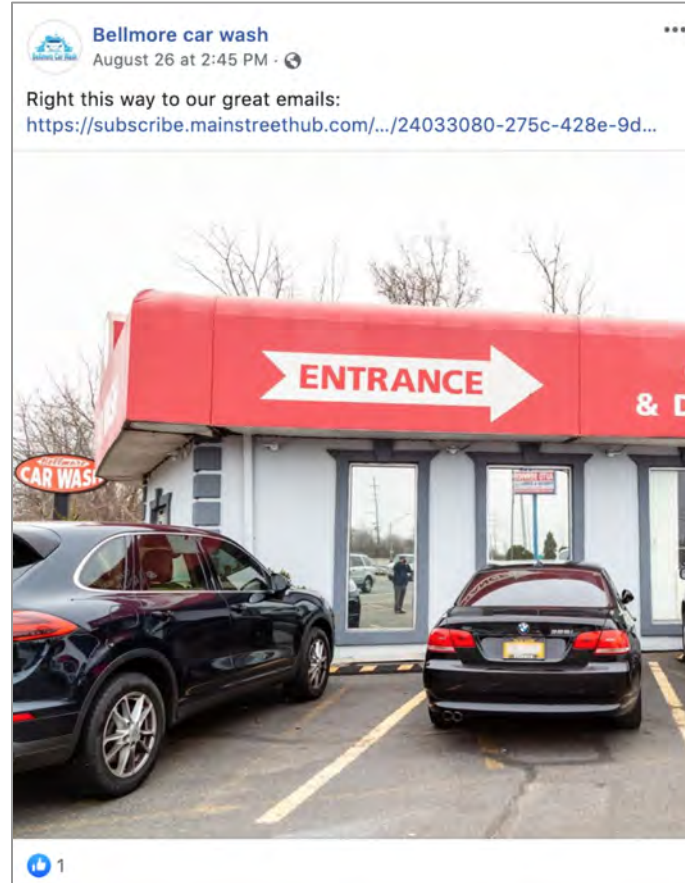
Collect those emails!

You can build your subscriber list with both online and in-store tactics.



Get your social media followers to subscribe

The people who want to receive email content from you are more likely to interact and engage with your social media content.




Craft thoughtful and engaging email campaigns

Stay top-of-mind with through email marketing

1. Write an attention-grabbing subject line
2. Send promotions, coupons, and specials
3. Don't forget to incorporate photos and graphics
4. Integrate your email and social media marketing strategies

Stay top-of-mind with through email marketing




10% OFF
labor all month long

Cheers to you!
We couldn't do what we love if it weren't for the amazing support of our community.


Our customers mean the world to us. To show our appreciation for everything you've done, we're offering 10% off to our favorite people all month long. We invite you to share your experiences with us online. Who knows? Maybe you'll inspire others to support local, too! Follow the link below to book your service appointment or check out our Yelp page.

[See you soon.](#)

Master Mechanics
(269) 373-9000
3219 E Kilgore Rd., Kalamazoo MI 49001
<https://www.mastermechanicsauto.com/>



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JANUARY SPECIAL
FREE 40-POINT
INSPECTION

A deal too good to miss.
\$65 Dollar Value

Call or contact us using the link below to book your appointment for your free 40-point inspection this January! We hope to see you soon!

[CONTACT](#)

Independent Motors
(303) 449-8949
5440 Arapahoe Ave, Boulder Co 80303
<https://independentmotors.net/>



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Make a resolution you can keep.
Start 2018 with that tune up you've been putting off.

We've got a number of specials just for you starting this January. Simply follow the link below to call and schedule your appointment today!

Brake pad replacement | \$30 off
All oil changes | \$10 off
Factory Scheduled Maintenance | 20% off
Exide Batteries | \$25 off
Interstate Powerfast Series Batteries | \$15 off
4-Wheel alignments | \$65

[See you soon.](#)

Blacksmith European Motorworks
(949) 753-1575
8767 Irvine Center Drive #M, Irvine CA 92618



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Recap

In this seminar you learned:

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Sr. Local Outreach Rep.

The GoDaddy Social logo is centered at the top of the image. It features the word "GoDaddy" in a white, bold, sans-serif font, followed by the word "Social" in a lighter, regular weight of the same font. The background is a vibrant teal color, densely populated with out-of-focus, multi-colored confetti in shades of pink, yellow, blue, and orange, creating a festive and celebratory atmosphere.

GoDaddy[®] Social

Q & A

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GoDaddy[®] Social

Thank You!