



Our Online Webinars are geared to help you discover the many resources and methods (most of them for free) that you should be using to effectively expand your shop's presence on the Web. Picture the Internet as a giant spider web, with the customer being the spider, at the center of the web. The more places you spread your shop's presence on that web, the more chances you have for that customer to come to you. One well known fact, the Internet is the only cost effective advertising media today. Moreover, the return every advertising dollar is fully trackable and the results overshadow any advertising media used in the past.

What is covered in our Webinar?

- According to Nielsen Research and comScore 90 to 92% of people go directly to a search engine to look for local products and services. When was the last time you used the Yellow Pages book?
- How do people search for local auto repair or services?
- More importantly, how do they find your shop?
- If they do find your shop, do you provide them with the specific information they are seeking in order to decide whether to go to you, or your competition?
- Are you aware of all the FREE Internet Resources to market your shop online?
- The new "Word of Mouth" advertising, consumer review sites and social networking.
- The consumer is now in command. Managing your Online Reputation, and what you can do about negative reviews.
- Social Networking is for kids. Wrong! The leaders in mobile social networking activity are 35-to-54-year-olds.
- Nielsen research indicates that women were responsible for 55% of mobile social networking activity, compared to 45% performed by men.
- Are you taking advantage of Mobile Advertising?
- Did you know that you can target pay per click ads to the perimeter you require, or cities around your shop?
- Properly executed, pay-per-click advertising can target accurately the highest count car brands in your area, or services you want advertise.
- Are you using Call Tracking to track your advertising? Better yet, are you using your Call Tracking Reports as a Marketing Follow-Up tool?

The Webinar lasts about 30 minutes with a brief Q&A session at the end. We can hold up to ten attendees per session. If you know of any other shop owners that would like to attend, please email us to let us know.