



Auto Repair & Collision Center Marketing Partner

We're a digital marketing agency helping local auto shops grow and expand. We understand the unique challenges facing auto repair shops in today's competitive landscape. That's why we've developed a range of tailored digital marketing strategies designed to attract new high-ticket service repairs, and build brand loyalty by nurturing lifetime customers.



Harbour Pointe Creations
Designing Immersive Experiences

Many auto repair shop owners tell us these are their challenges



Too busy, but need to hire good technicians

- Need more technicians? We find them FAST. We create video ads on social media and search engines that generate qualified leads in your area.
- We call your leads and schedule your sales call, or you can do it yourself.
- Flexible month-to-month service, pause when you're booked and restart when you need more clients.



Open service bays, and need more repair jobs

- We'll generate entry-level jobs for your new trainee, and more complex jobs for your experienced mechanics.
- We generate engine, transmission, and collision leads FAST, targeting the exact audience you need.
- Plus, we can handle the calls and scheduling for you!
- No long-term contracts - pay only for the leads you need, month-to-month.



Need more high-ticket repair jobs, and less small jobs like oil changes

- Imagine having high-ticket jobs ready to go the moment a car leaves your shop.
- We generate high-ticket leads, handle the calls, and schedule appointments, so you can focus on what you do best.
- Grow your business and expand to new locations with our proven lead generation system.



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About

With over 15 years dedicated to the automotive industry, I've delivered impactful digital marketing strategies that drive sales and brand engagement. My journey began with Cobalt, Inc., where I participated in launching General Motors newest marketing initiative following the 2007 bankruptcy and HARP funding to drive automotive further into online purchasing channels. Holding various marketing roles, I developed and ran successful digital marketing initiatives for a vast network of car dealerships, collision centers, car repair shops and auto brands. Since 2018, I've expanded my freelance service through my own agency, Harbour Pointe Creations, LLC. HPC, LLC. works with a stellar team of Marketing Specialists focus on driving local customers to grow automotive businesses. Whether you're working to grow one auto shop, aiming to expand to multiple locations, or you're looking to retire and exploring your options, we want to be part of your journey. Your business is unique, and the different service packages are designed to be added on as we work with you to grow your business. Just as your business survives on life-long, repeat customers, we too, do not seek one-time connections.

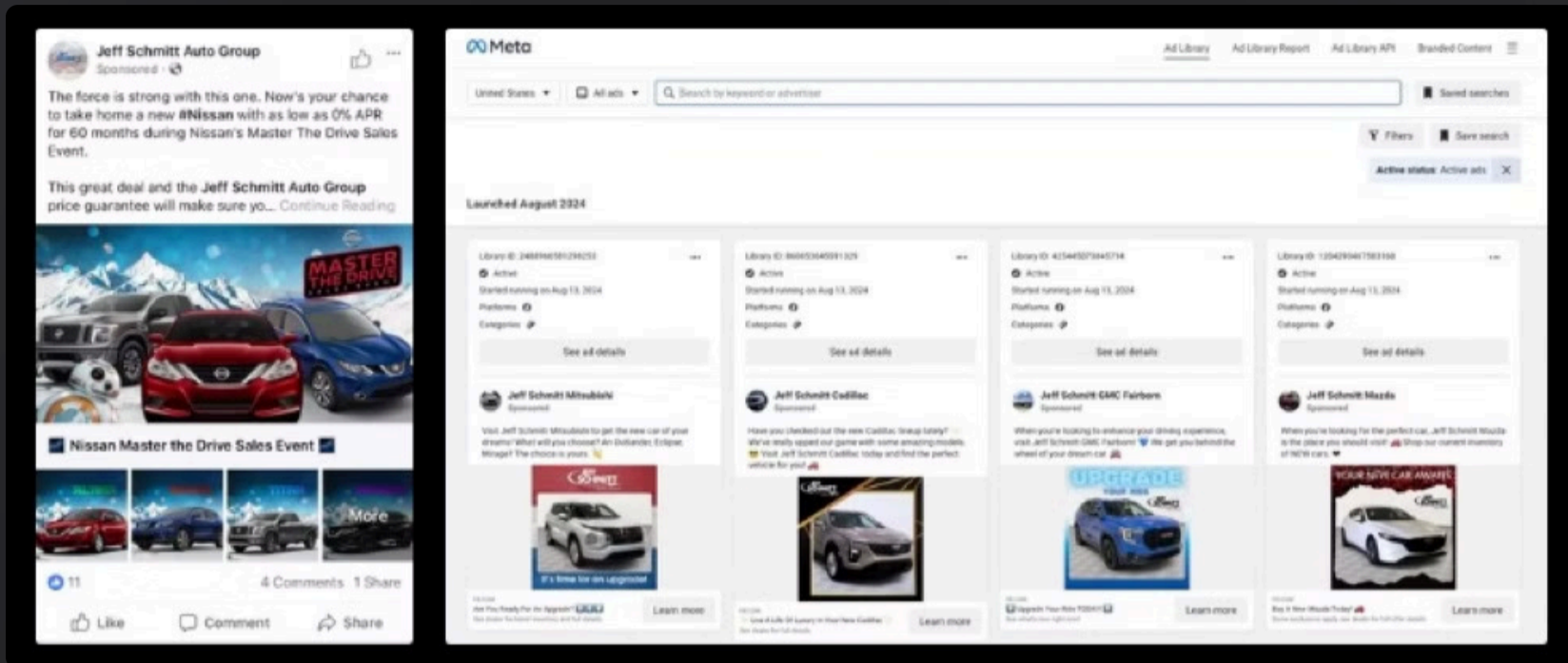
- Von Galt, MBA, Owner of HPC, LLC.



Let's see what your competitors are doing with Meta ads & Google ads?

www.facebook.com

Ad Library



adstransparency.google.com



Search



Search



Gmail



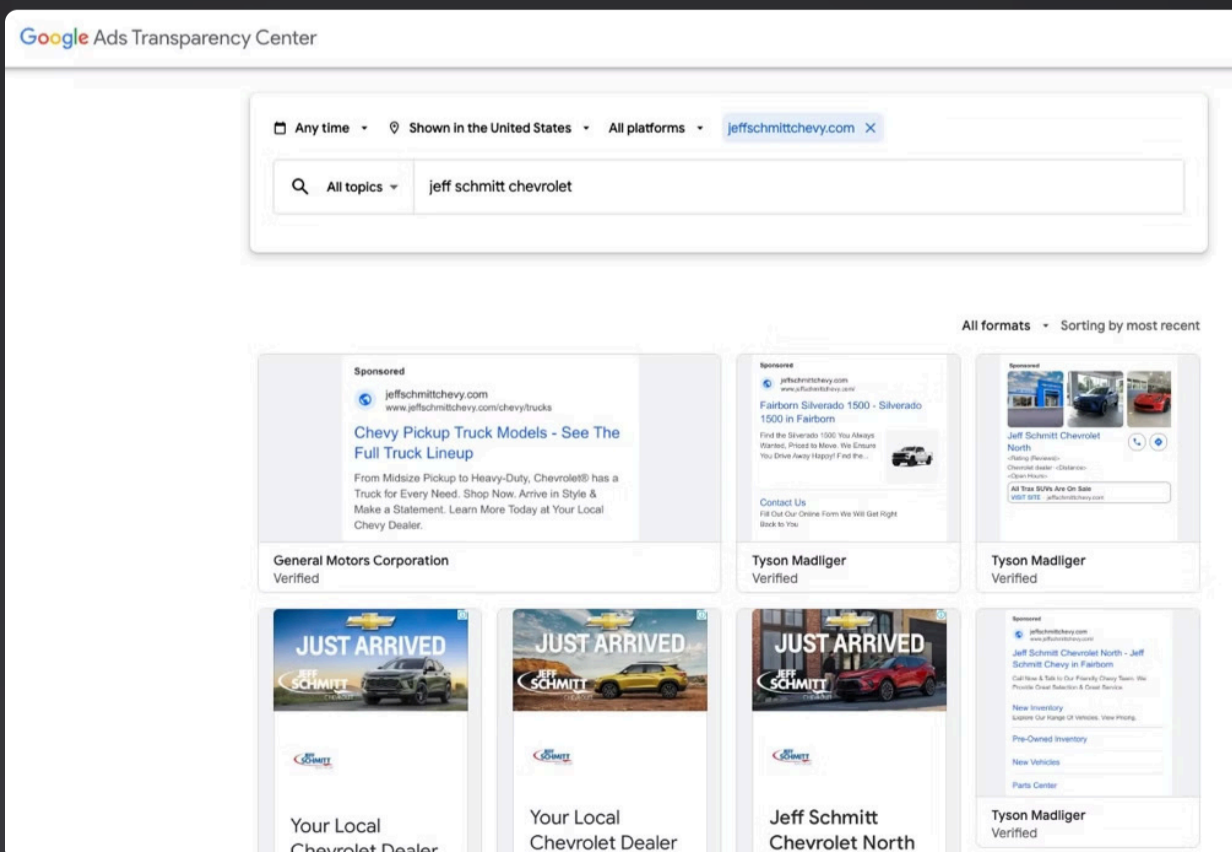
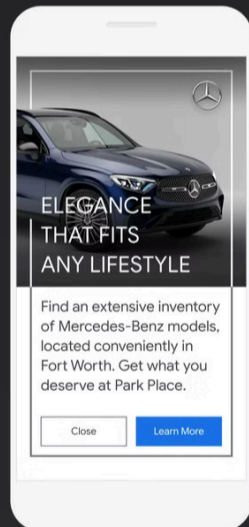
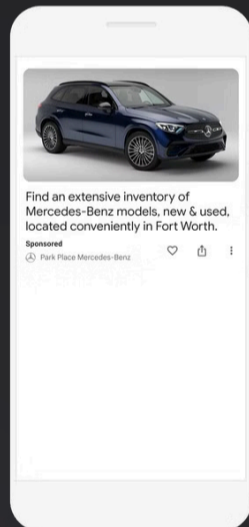
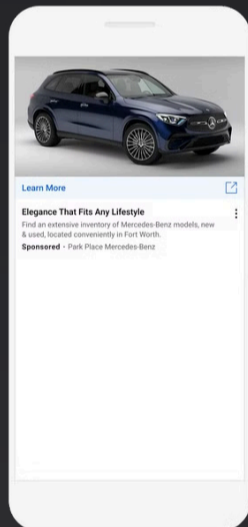
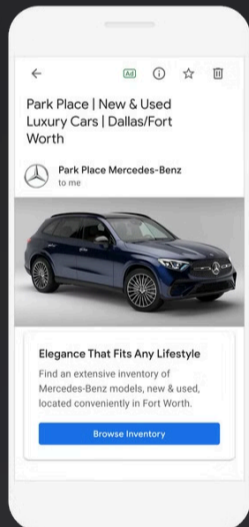
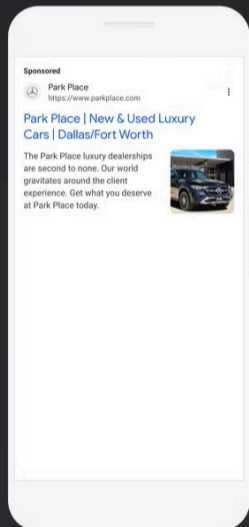
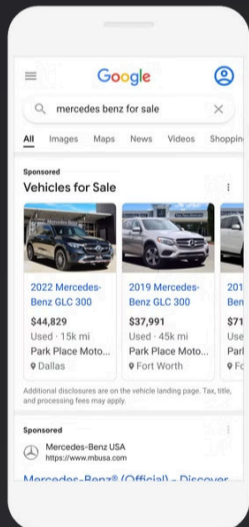
YouTube



Discover



Display



Generate New Customers with *Social Media Marketing + Reputation Management*

You know your auto shop, and we know how to use social media marketing to target your niche high-ticket jobs. We go beyond A/B testing, and if requested by you, we'll call your leads and book sales appointments for you. Social media works if you apply the skills, compelling creatives, and relevant audience targeting.

Social Media Marketing + Reputation Management - \$1500/mo. + \$500 setup fee (once)

- 3-5/wk posts (1 video, 2 ads, 2 customer posts). **NOTE:** Videos can be created to promote events, technician job postings, & consumer education series, which are re-used for multi-channel marketing
- Facebook market place setup
- Monthly editorial calendar
- Create landing pages on your website to generate leads, and then we call your leads on your behalf, and book your sales appointments (if requested)
- Meta pixel setup on their website
- Influencer/testimonials branding strategy
- Upload new monthly CSV website subscribers list into Meta for re-targeting campaigns
- 4-monthly consultation calls
- REPUTATION MANAGEMENT: Facebook, Google, & Yelp Reviews only.
- Optional: Included in SMM service
 - FACEBOOK, INSTAGRAM, TIKTOK, ETC. PAID ADS:
 - Recommended separate spend budget of \$1000 to start with + 10% ads management fee
 - Geo-located paid ads targeting your niche
 - Lead generation sent to Meta* forms or your website landing pages + we call your leads for quality + book your sales appts (if requested)
- Optional: REPUTATION MANAGEMENT SERVICE ONLY \$500/Mo. : Facebook, Google, & Yelp Reviews only.

The collage consists of five distinct promotional graphics:

- Top Left:** A graphic for King ORourke Cadillac. It features a photo of a Cadillac dealership building and a technician working on a car. Text includes "Courtesy Follow-Up After Delivery", "631-724-4700", and "KingORourkeCadillac.com". A list of services includes: "We offer Courtesy Follow-Up Delivery with your new vehicle.", "We will gladly answer any questions.", "We can do a remote video call or in-person.", and "We're here to help!".
- Top Right:** A graphic titled "SERVICE CAREERS" with the ZIMBRICK logo. It shows a close-up of hands working on a car engine.
- Middle Left:** A graphic titled "HEALTHCARE PROFESSIONAL DISCOUNT". It features photos of healthcare professionals. Text states: "Our communities owe a lot to the courage and selfless service of all first responders and healthcare professionals. This discount program is our way of giving back to those who always have our backs." and includes the phone number "(856)461-8400".
- Middle Right:** A graphic for Barlow Chevrolet. It features a photo of a man in a uniform. Text includes: "SAVE AN EXTRA 15% ON ALL SERVICE (856) 393-4036 BarlowChevrolet.com". A small note at the bottom says: "We're all in this together and understand everyone's concern. We will pick up your vehicle and return it to you if you wish and we'll be sure to wipe down your steering wheel, door handles, etc. We also offer video calls and remote invoicing. Thank you for your continued business!".
- Bottom:** A large graphic titled "CONDUCT BUSINESS DIGITALLY AT BARLOW". It features a laptop displaying the Barlow website. Text lists services: "CONTACT-LESS TEST DRIVES", "HD VIDEO WALK AROUNDS", "OFF-SITE APPRAISALS (WE COME TO YOU)", "WEB CAM DEAL PRESENTATION", "DIGITAL CREDIT APPLICATION", "SECURE DOCUMENT SIGNAGE", "VIDEO TUTORIALS", and "CURBSIDE PICKUP". A blue box at the bottom says: "DO A DEAL FROM THE COMFORT OF YOUR LIVING ROOM. THEN SCHEDULE A TIME FOR PICK UP. IT'S THAT EASY!".

Drive Customer Growth with Our Targeted *Paid Ads Management* on Google, Yahoo, Bing, Amazon & Social Media

We know empty service bays lose money. That's why we offer a month-to-month option. You only turn on your ads when you need more high-ticket service jobs, and then pause them when you don't.

Paid Ads Management - \$1500/mo. + \$500 setup fee (once)

- Creation of 5 promotional video clips (15-30 seconds, 30-60 seconds, or 1-3 minutes each)
- Creation of 10 creative image ads (various sizes for different platforms)
- PPC Campaign setup and management across Google Ads, Yahoo, Bing + A/B testing
- Social Media Ads on Meta, Instagram, TikTok, Twitter and other social ads platforms are also included in the Paid Ads Management package. (You just need to select your desired platforms and allocate budget appropriately)
- Google Ads tracking on Google Analytics 4
- Amazon Ads setup and management (if client has an Amazon Merchant account)
- 4 monthly consultation calls (1 call/week) + reporting
- We call the leads generated + book sales appt. for you (if requested)
- Recommended ads spend budget: starting at \$1000/month + 10% management fee

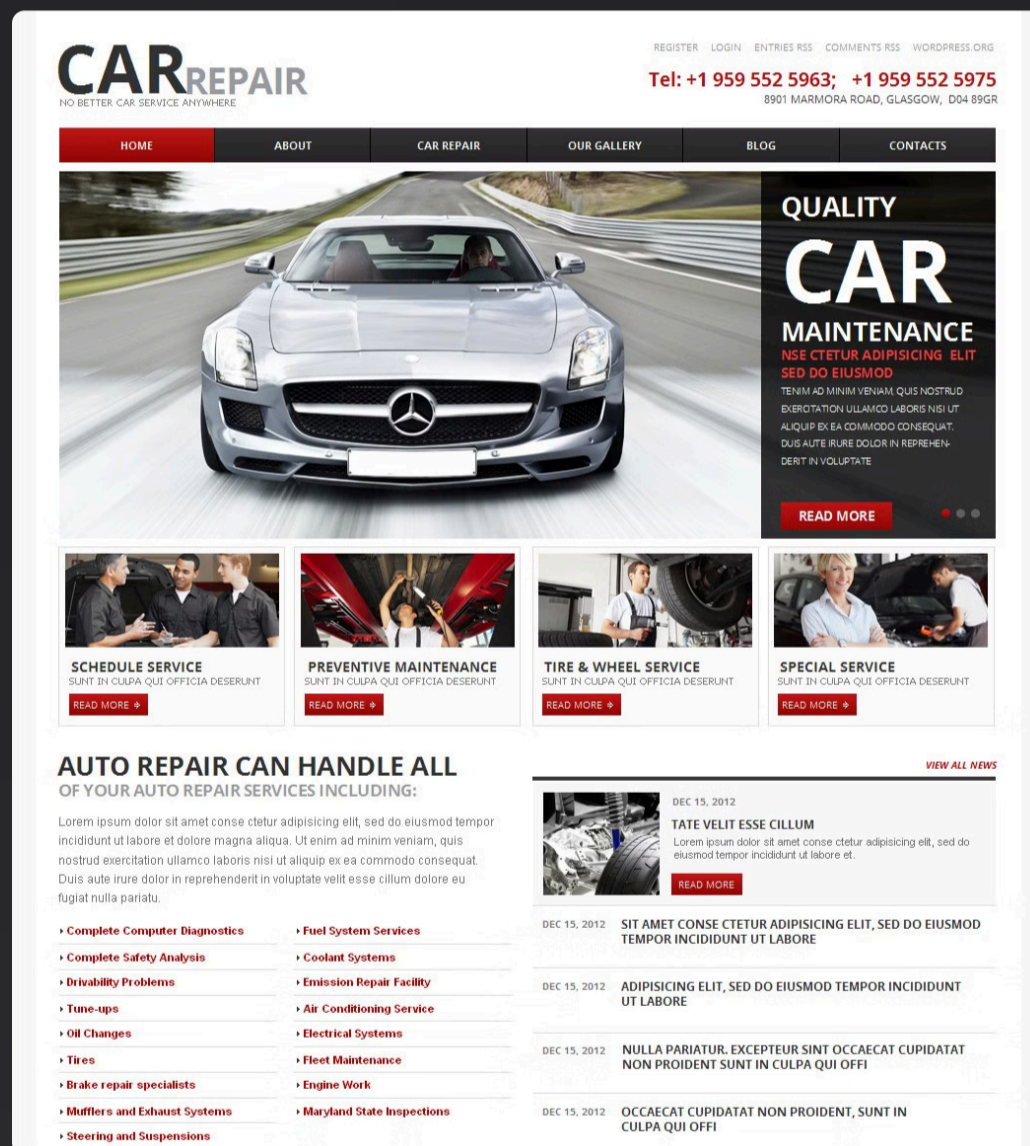


Build Consumer Trust with *Website Development*

We've seen simple clearance websites that are nice, but only 5 people visit it every month. Our websites are built to perform with aggressive built in SEO and enterprise level Google Analytics tags. So, you measure its growth analytics in your Looker Studio dashboard. We don't build shells with empty vessels.

Website Development - \$1000 (Info only) - 2000 (Minimal Inventory) OR \$3000 (Growth) OR \$4000+ (Enterprise) + \$500 setup fee (once)

- BASIC Informational Website (\$1000 [Info Only] - \$2000 [Minimal Inventory]) + \$500 Setup:
 - Develop a website with 3-5 pages (including about, services, contact).
 - Measure success with Google Analytics 4 (GA4) + Google Looker Studio BI dashboard setup
 - GA4 pixel tracking + Meta pixel tracking
 - Google Tag Manager tracking of data layer, utm ad campaigns, link/CTA button tracking, etc.
 - SEO (500 backlinks + NAP citations + submission to local directories + sitemap submission)
 - Google Business Listing/MAPS + Reviews
 - Yelp Business Listing + Reviews
 - Subscriber CTA button + 1 optimization call on how to turn subscriber list into converted leads.
 - Lead generation landing page + link to Meta forms + Google Ads forms (if client has set up ads)
- GROWTH E-commerce Website (Medium Inventory) (\$3000) + \$500 Setup:
 - Develop a 5-10 page website with basic e-commerce functionality, supporting up to [X number of products]
 - Includes all features from the Basic Informational Website package, plus: enhanced SEO (1000 backlinks)
- ENTERPRISE E-commerce Website (Large Inventory) (\$4000 - \$5000+) + \$500 Setup Fee:
 - Develop a highly customized website with robust e-commerce features, supporting [X number of products], multiple product categories, and advanced customization options (e.g., product filtering, sorting, dynamic pricing). Includes all features from the Standard E-Commerce package, plus: advanced SEO (2000+ backlinks)



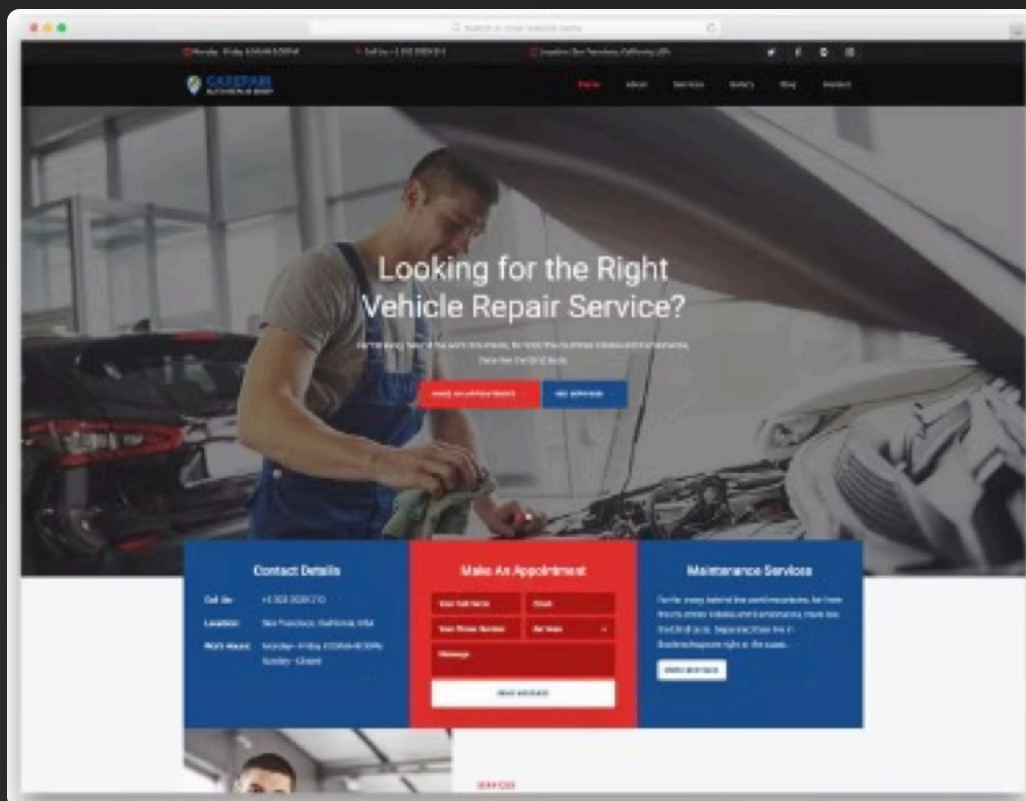
NOTE: On-going Google Tag Manager analytics & SEO is an add-on that's part of the *Monthly Website Management* package.

Nurture Lifetime Customers with *Monthly Website Management*

We know you're busy working with your customers. So, we free up your time by doing the monthly website maintenance for you. Plus, we keep your website performing with the web crawlers by implementing on-going SEO and local optimization.

Monthly Website Management - \$500/mo. (Basic) OR \$1000/mo. (Growth) OR \$1500/mo. (Enterprise) + \$500 setup fee (once)

- Updating assets such as holiday specials, video testimonials, new staff introductions, etc.
- Add new lead generation landing pages and gallery
- System monitoring
- Monthly SEO optimization
- On-going Google Tag Manager tracking of data layer, utm ad campaigns, link/CTA button tracking, etc.
- Measure success with Google Analytics 4 (GA4) + Google Looker Studio BI dashboard
- 2 Monthly Consultation Calls
- SEO (up to 2,000 backlinks + NAP + Marketing Landing Pages + Local Directories/Citations + Sitemap Submittals)
- Google Business Listing/MAPS + Reviews
- YELP Business Listing + Reviews
- 1 email newsletter sent to subscribers list (website subs list + customer database list)
- 1 monthly blog for SEO
- SUMMARY:
 - **Basic (Informational):** \$500/mo. + \$500 setup
 - **Growth E-commerce (Minimal Inventory):** \$1000/mo. + \$500 setup
 - **Enterprise E-commerce (Large Inventory):** \$1500/mo. + \$500 setup (consider additional fees for extra large inventory management)



Drive Acquisition through Dynamic *Email Marketing*

We understand that not every customer who calls you or leads we generate for you are ready to buy immediately. So, we nurture your customer relationship with enticing video email campaigns that jumpstarts buying interest. Your sales funnel of buyers grows for you.

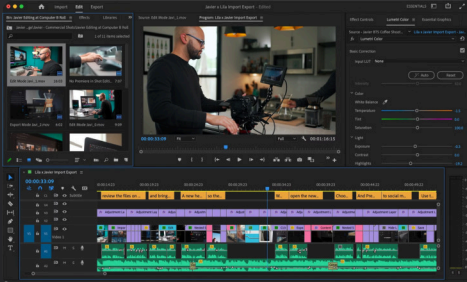
Email Marketing - \$500/mo. + \$500 setup fee (once)

- Create 4 email marketing newsletters.
- Send email newsletters to subscriber list.
- Upload updated monthly subscribers list into Facebook for re-marketing purposes.
- 4 monthly consultation calls (1 call/wk)
- 1 blog/mo. (also used in website, ads, etc.)
- 1 YouTube podcast episode edited/produce w/you (also used in website, ads, etc. + 15 mins - 30 mins)
- 2 videos/mo. (15-Sec., 30-Sec., 1-3 mins. etc.)
- Promotional creatives for email newsletters, which can be reused in multi-channel marketing
- Reporting consultation
- A/B testing



NOTE: Email CRM must be separately bought by client (GoDaddy, Constant Contact, etc.). The volume of emails sent is dependent on your Email CRM capacity. This is labor cost only.

Elevate Your Competitive Edge with Our Trendsetting Services



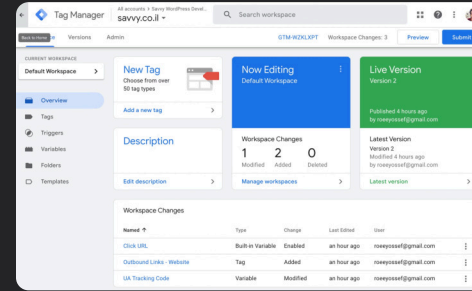
Video Editing: Custom Quote

- Edit and produce videos.
- Enhance audio, remove background, and improve sound quality.
- Podcast episode editing and consultation.
- Consultation calls.



Content Creation: Custom Quote

- For local businesses only in Snohomish County & King County, WA, USA.
- On-site content creation.
- Create ads and video ads.
- Consultation calls.



Google Analytics 4 + Google Tag Manager: Custom Quote

- Setup and audit Google Analytics 4.
- Tag events in GA4 & Google Tag Manager (cost dependent on tag volume).
- Consultation calls.



Google Looker + BigQuery + GCP: Custom Quote

- Setup and audit Google Looker BI Dashboard.
- Setup BigQuery database.
- Setup Google Cloud Platform schema.
- Consultation calls.

Local Businesses We've Worked With

BOMNIN CHEVROLET
DADELAND *Committed to Excellence*

ZIMBRICK
Hyundai West

Sawyer
CHEVROLET

MASSIVE

Jim Hudson
BUICK | GMC

Rudolph
CHEVROLET

FTG
FAMETEK



BARLOW CHEVROLET
Family owned and operated since 1977



MINI OF MADISON

Are You Ready to Start Now?



Sign DocuSign Agreement

- Statement of agreed service contract are signed via DocuSign.



Pay Invoice

- We accept PayPal, Venmo, Zelle, SquareUp, checks, cash, and all major credit cards.



Schedule Onboarding Call

- Onboarding calls are scheduled shortly afterwards.



BOOK A CONSULTATION ON THE WEBSITE: HarbourPointeCreations.net OR (206) 809-1999