



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.
- 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.
- 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, 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.

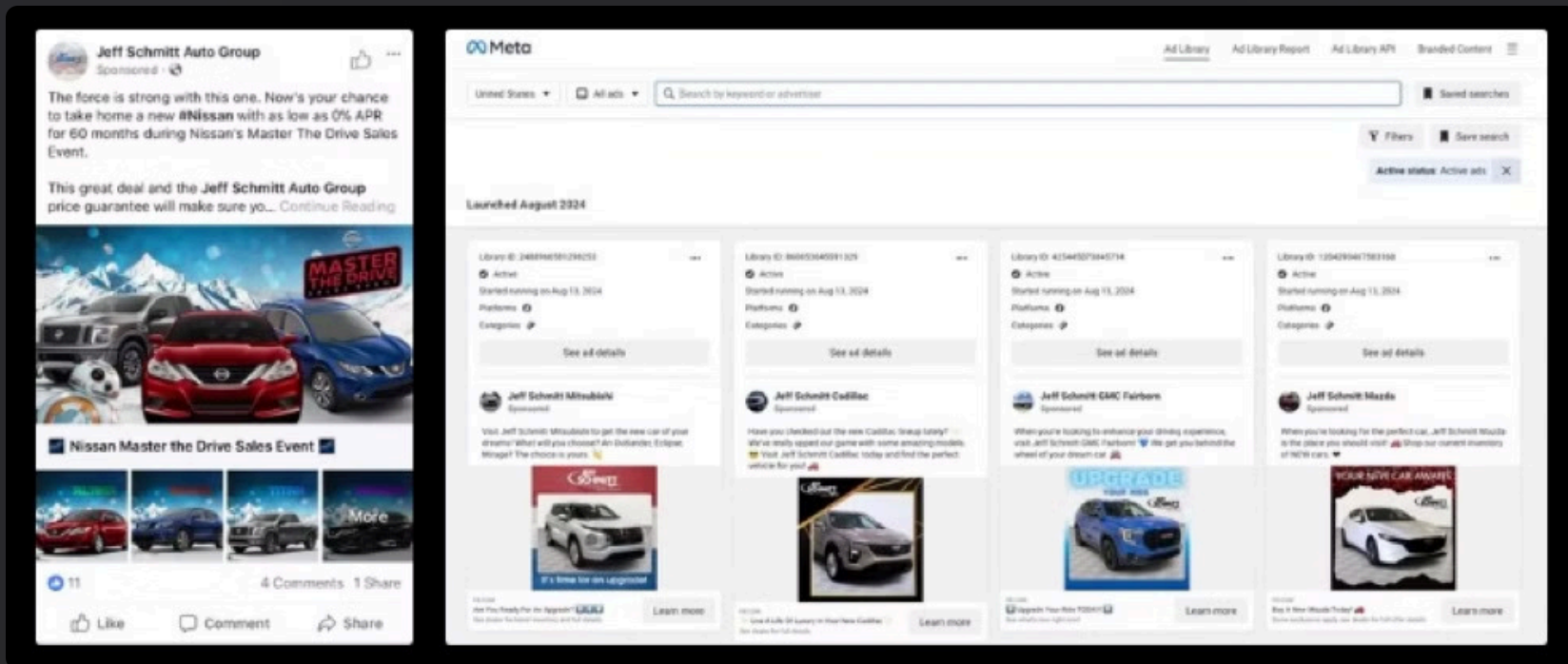
- Von Galt, MBA, Owner of HPC, LLC.



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

www.facebook.com

Ad Library



adstransparency.google.com



Search



Search
with Assistant



Gmail



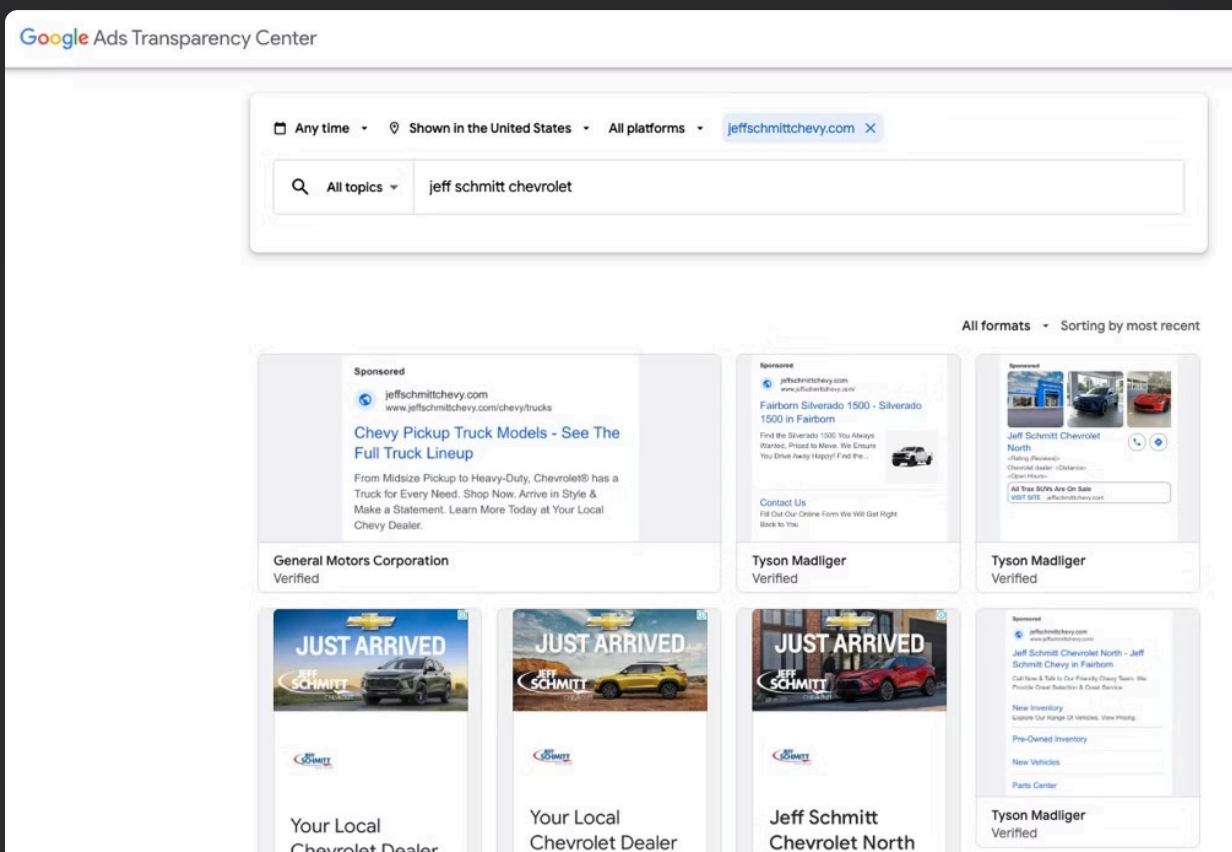
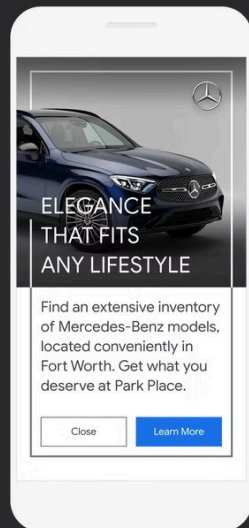
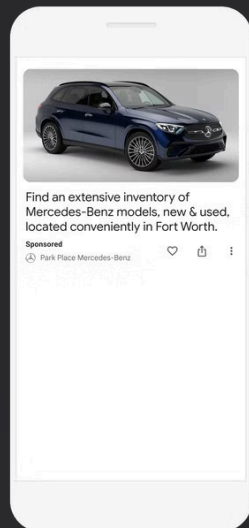
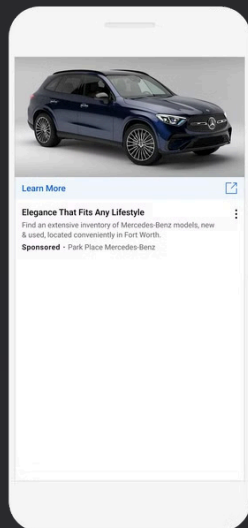
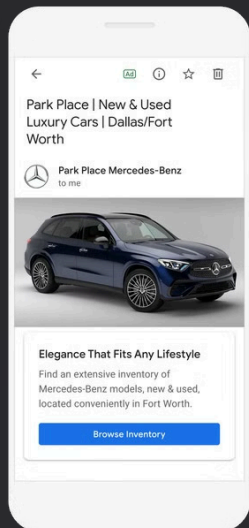
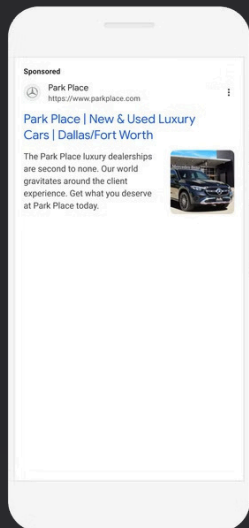
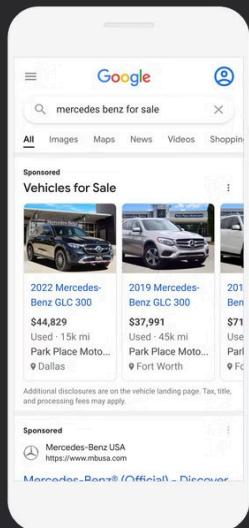
YouTube



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 + Paid Ads Boosting- \$1500/mo.

- 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
- 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 Paid Ads Boosting: Included in SMM service
 - FACEBOOK, INSTAGRAM PAID ADS BOOSTING:
 - Recommended separate spend budget of \$1000
 - Geo-located paid ads targeting your niche
 - Lead generation sent to Meta* forms or your website landing pages
- Optional: REPUTATION MANAGEMENT SERVICE ONLY \$500/Mo. : Facebook, Google, & Yelp Reviews only.

The collage consists of four distinct promotional graphics:

- Top Left:** A graphic for KingORourkeCadillac.com featuring a photo of a Cadillac dealership. Text includes "Courtesy Follow-Up After Delivery", phone number "631-724-4700", and website "KingORourkeCadillac.com". It lists services: "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 features a video player icon and a photo of a mechanic working on a car engine.
- Bottom Left:** A graphic titled "HEALTHCARE PROFESSIONAL DISCOUNT" with the Barlow Chevrolet logo. It describes a discount program for first responders and healthcare professionals, with contact info "(856)461-8400".
- Bottom Right:** A graphic titled "SAVE AN EXTRA 15% ON ALL SERVICE" with the Barlow Chevrolet logo and phone number "(856) 393-4036". It includes the website "BarlowChevrolet.com" and a thank you message: "Thank you for your continued business!".

Below these is a larger graphic titled "CONDUCT BUSINESS DIGITALLY AT BARLOW" which lists services like "CONTACT-LESS TEST DRIVES", "HD VIDEO WALK AROUNDS", and "OFF-SITE APPRAISALS (WE COME TO YOU)". It features a laptop displaying the Barlow website and a call to action: "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. (5 Ads) OR Prorated @\$300/Ad Campaign



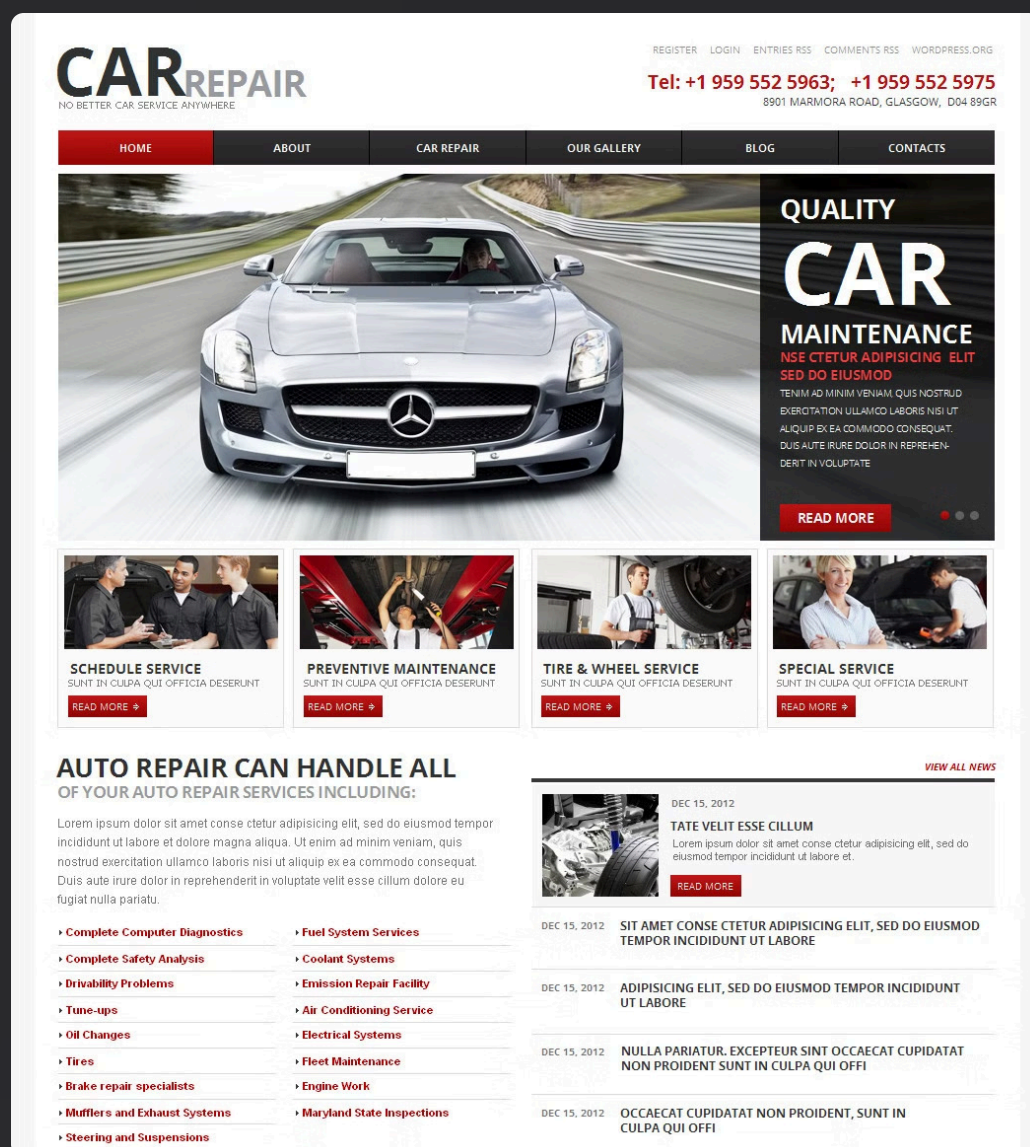
- Creation of 5 promotional video clips (15-30 seconds, 30-60 seconds, or 1-3 minutes each)
- Creation of 15 creative image ads (various sizes for different platforms)
- PPC Campaign setup and management across Google Ads, Yahoo, Bing + A/B testing
- Social Media Ads on Meta, Instagram, TikTok, Twitter 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
- Recommended ads spend budget: \$1000/month

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)

- BASIC Informational Website (\$1000 [Info Only] - \$2000 [Minimal Inventory]):
 - 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 (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):
 - 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 (backlinks)
- ENTERPRISE E-commerce Website (Large Inventory) (\$4000 - \$5000+):
 - 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 (backlinks)



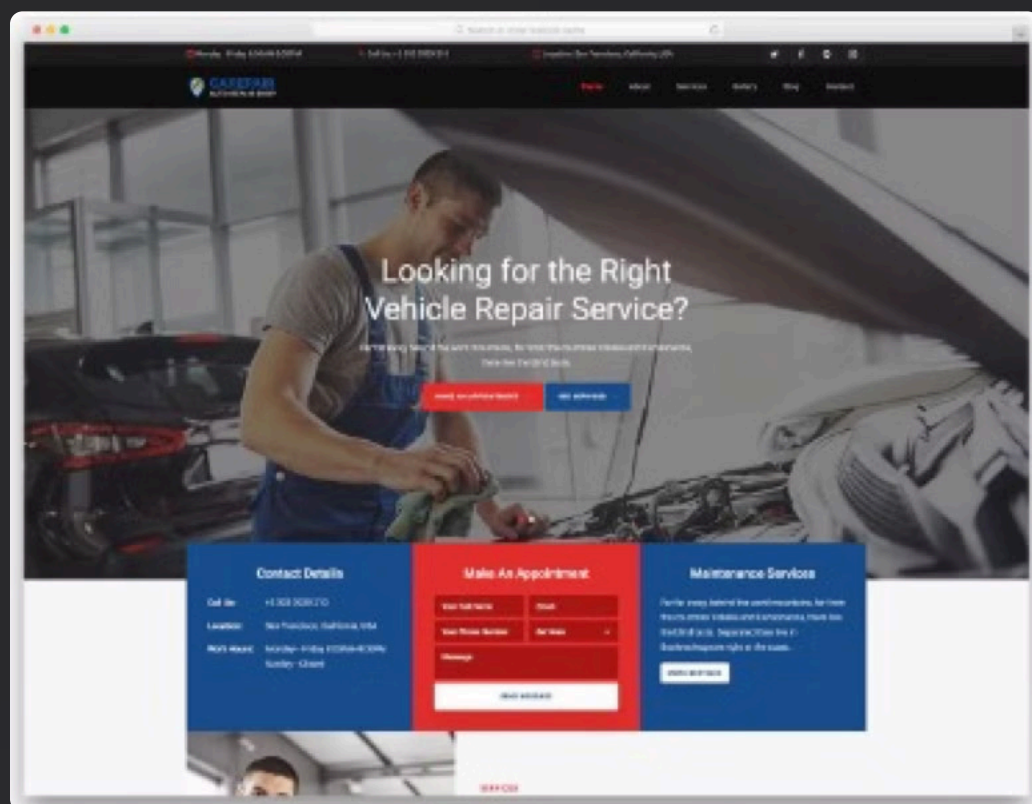
NOTE: On-going Google Tag Manager analytics & SEO is an add-on that's part of the *Monthly Website Management* package.

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)

- 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 (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.
 - **Growth E-commerce (Minimal Inventory):** \$1000/mo.
 - **Enterprise E-commerce (Large Inventory):** \$1500/mo. (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.

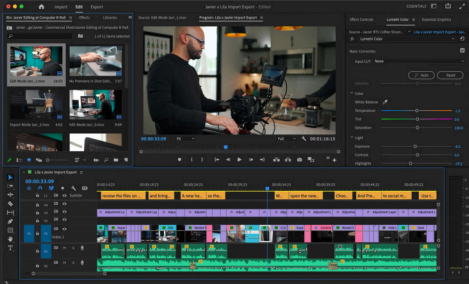
Email Marketing - \$500/mo.

- 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



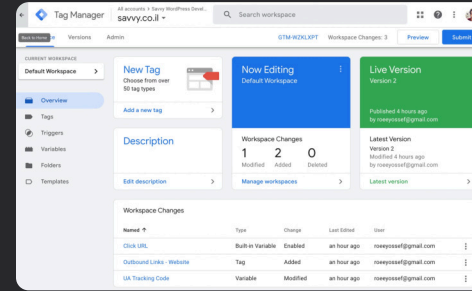
Video Editing: Custom Quote

- 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 & Invoice

- Statement of agreed service(s) & each month's invoice are signed via DocuSign Merchant Services.



Schedule Onboarding Call

- Onboarding calls are scheduled shortly afterwards.



BOOK A CONSULTATION ON THE WEBSITE: [HarbourPointeCreations.net](https://www.HarbourPointeCreations.net)