

Five Steps to Becoming Known In Your Community

When you open a new shop, it can take years for locals to think of you when they hear the words *auto repair*. But there are steps you can take to increase your visibility and memorability, which will speed this process up considerably. Here are five of the most effective techniques to become known more quickly.

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

*Jeff Bezos,
CEO of Amazon*



Invest In Your Brand

Have a visually appealing logo made for your business, and use it in any advertising you can. If you have a motto, make sure your advertising includes it and that your employees exemplify whatever the motto promises.



Sponsor Community Events

Sponsoring little leagues, Habitat for Humanity events, or disease awareness walks and runs is a great way to contribute to your community, but it also gets your logo on banners and shirts that will be worn by local residents for years.



Become a Local Media Resource

Local media provide tips to residents on how to keep safe on the road, especially when severe weather is around the corner. Give those media outlets a call ahead of time and offer to serve as an expert resource for their news pieces.



Make People Laugh

Social media is powerful, but shops that use it only for promotion will quickly be ignored. Instead, find auto-related ways to make people laugh. These pictures or stories will be shared, providing free exposure for your business.



Boost Your Online Visibility

Over ninety percent of people go online to look for local service providers, so it's important to have a presence there. A great web presence requires more than just a website - your business needs to be visible, look professional, and have several great reviews from the past few months.



<http://www.repairshopwebsites.com>



Call us at **1-855-345-6363**