



**Other resources in step 2d:**

- **There are no other resources for this step**

## **Don't neglect the importance of ongoing brand awareness**

Marketing for most workshops is a reactive response for when business slows down.

In a broad sense there are two types marketing – brand awareness, and call to action.

Brand awareness campaigns are about getting your brand and image in front of potential customers while a call to action is about getting a deal or special in front of a customer.

Brand awareness marketing generally focuses on the brand while call to action marketing focuses more on price. Understanding the difference is important when determining what type of customers you are trying to attract.

Most small businesses seem to engage in call to action campaigns. The reason for this is that most owners want to see immediate results. They want the phones to ring instantly, and new customers to walk in the door. The unfortunate reality of this industry is that call to action marketing often doesn't get the response expected.

A simple reason for this is that the majority of the public are not switched on to specials that a mechanical workshop might offer. The exception to this would be the customer whose car is due for a service and a special offer arrives just in time while it is top of mind.

This explains why, in the automotive aftermarket, a far better return on investment can often be expected with long term brand awareness campaigns rather than short term call to action offers.

Most workshops make the mistake of starting a brand awareness campaign, but abandon it when they don't get immediate results. An example would be a workshop putting up signs at the local

footy club, only to pull them down in a couple of months because the phone didn't ring with new customers.

The key with brand awareness is to get your brand in front of potential customers multiple times through different campaigns.

For example, a localised mail drop may be a waste of time on its own but complement it with new signage out the front of the workshop, new signage on the vehicles, localised Facebook campaign and new signs at the local footy oval and you may be surprised at the number of people who start to take notice. Very often it will take four or five exposures before potential customers begin to notice you. An old newspaper measure was that an advertisement needed to appear at least nine times before anyone acted on its offer.

Before any brand awareness campaign consider these:

1. Before you do anything, map out exactly who you are trying to reach. Campaigns with a specific target like '40-year-old females who drive European cars' are much more targeted than 'people with cars'.
2. Figure out where you find those customers. You've defined the 'who' of the campaign, now it has to be seen. Is it on Facebook, or at the local hairdresser, or at the soccer ground on Saturday morning?

Is there a place for call to action campaigns in the auto repair industry? Absolutely! But don't make the mistake that so many workshop owners make of relying solely on sporadic calls to action campaigns.

So here's the challenge. Identify your ideal customer that you would like to target, put together a well-designed brand awareness strategy, and stick with it. Do it right and you might be surprised by the result.

The place to start is [www.tatbiz.net.au/resources](http://www.tatbiz.net.au/resources)

*Just go for it!*