

G & M

AUTO REPAIR

Overview

COMPANY

Founded in 1981, and purchased in 2014 by current owner John Wright, G&M Auto Repair offers knowledgeable automobile inspections, repairs and preventative maintenance services.

CHALLENGES

When John Wright purchased G&M Auto Repair in October 2014, he wanted to grow awareness of his business in order to attract a new crop of customers that were more Internet-savvy.

SOLUTIONS

An integrated suite of online marketing solutions – including search engine advertising, SEO, and ReachEdge – optimized their website and advertising campaigns. Their customized solution reached their target audience, improved advertising performance, and lowered costs with trackable campaign performance.

RESULTS

- Revenue increased from \$25K to \$90K in 8 months
- One in every five leads becomes a customer
- New customer inquiries increased
- Reached new audiences



"My experience with ReachLocal has been extremely good. If I have a problem, I can email my sales representative, call his cell or call his partner," said Wright. "We get together and figure out what's going on. Whenever I need an answer I get one, and that's what counts."

John Wright, Owner, G&M Auto Repair

G&M Auto Repair is Reaching New Customers

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CHALLENGES

When John Wright purchased G&M Auto Repair in October 2014, he wanted to grow awareness of his business in order to attract a new crop of customers that were more Internet-savvy. Wright was familiar with ReachLocal because he had previously worked in a shop that used the service for its online marketing. "I hired ReachLocal because I wanted more people to know who G&M is and what we offer," said Wright. "That increased recognition would help grow my customer base and increase my revenue."

SOLUTIONS

Wright's ReachLocal team helped him identify keywords that would increase the shop's visibility in mobile and web searches from maps, local directories and social media. It used ReachSEO technology to increase the visitors and leads coming to the G&M website via organic search, as well as ReachSearch for its search engine marketing. The team also used ReachEdge™ Lead Conversion Software to help Wright redesign his website and convert more leads into customers, and to give him the tools to measure ROI from his campaign.

RESULTS

After using ReachEdge, ReachSearch and ReachSEO for less than one year, Wright reports that revenue has increased from \$25K to \$90K monthly in just eight months and he's been able to attract customers in new demographics. His phone rings more often and now one out of five leads becomes a customer. G&M's online presence has improved, too. Customers report that the new website looks very professional and that when they search for auto services, G&M Auto Repair "shows up everywhere". Wright says his experience with ReachLocal and its team has been excellent.

"ReachLocal took my business from 1981 to 2015," said Wright. "If I didn't use them I wouldn't be where I am today, I wouldn't have as many people working in the shop or as much revenue."

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