

Reliable Auto Repair - San Jose, CA



Reliable Auto Repair is a full-service auto repair shop specializing in providing quality services efficiently and at a fair price in San Jose, CA, and the surrounding areas.



INDUSTRY

Auto



IN BUSINESS

Since 1988



CUSTOMER

Since 2015



BUSINESS TYPE

Single Location

CHALLENGE

Reliable Auto Repair was looking for a way to attract new customers online and on Facebook while discovering what marketing tactics were truly working for their business.

SOLUTIONS

Reliable Auto Repair relies on ReachLocal's search advertising solution, **ReachSearch**, to attract new customers on top search engines. They use ReachLocal's website and lead management solutions, **ReachSite + ReachEdge**, to track where their customers are coming from and encourage onsite conversions. They added ReachLocal's Facebook advertising solution, **ReachSocial Ads**, to drive prospects to their website and improve their presence on Facebook.

RESULTS

After partnering with ReachLocal, Reliable Auto Repair has been able to see how many marketing dollars translate into revenue for their business in real time. "One of the big challenges ReachLocal has helped us overcome is to quantify where leads are coming from and what marketing is working best for our business," said Michael Jidkov, Reliable Auto Repair operations manager.

Reliable Auto Repair has seen additional customers come in as a result of their ReachLocal marketing solutions, which allows them to no longer have to worry about hitting target numbers each month.

"ReachLocal provides a great service. It's the only marketing solution our business has tried that hasn't had a diminishing return."

Michael Jidkov
Operations Manager
Reliable Auto Repair

- ✓ More than 150 website clicks from **ReachSocial Ads** in less than 2 months
- ✓ Nearly 380 clicks on their Facebook ad in over a month
- ✓ More than 740 calls generated from **ReachSearch** in less than two years



ReachSearch™



ReachSite™



ReachEdge™



ReachSocial Ads™