

SOCIALMEDIAMARKETING

Secrets of social media mastery

Tim Kelly of MotorClaimGuru asks what social media is, relative to marketing, and advises repairers how to make the most of it.

Social media is the gift that keeps on giving. It is the most powerful marketing tool you have at your disposal and it is free for you to access and to utilise.

I have looked at the collision repair industry's use of social media marketing and, with the exception of very few bodyshops, it is being completely underutilised.

My message to you is get off your backsides, put a plan in place, and schedule at least half an hour a day to concentrate on this one area of your business. Then, don't waver from your plan, make it a daily habit, and when you think you've got it conquered, do even more.

When I started my business, at the very start I made it a mission to learn as much as I could about social media. I reached out to an expert and I did everything they told me to do. I read books, watched videos and learned as much as possible about marketing. I have since spent thousands of hours working on my website and posting content, and here's what I learned.

The inverted funnel

All paths lead to your website. Your website is at the "spout" of an upside-down funnel. What you post from your website goes through the funnel and spreads out via your multiple social media platforms, which let the public find you and directs them back through the funnel to your website.



What your website is for

Your website needs to be shouting from the roof tops why people should use you. You need a call-to-action with why they should use you and how doing so will make their lives better. Saying that you "repair cars to x standard and do a great job" won't work. Let them know how you are going to take their stress away; showcase your skills, products and services; use video content. About 85 per cent more people watch a video than read content online. You need to make your website an "active" website, and not a "static" one.

Make SEO work for you

Search engine optimisation is about making it easy for Google and other search engines to find your website and your content. It looks at how relevant the content is, how long people spend viewing it, and how often they come back.

Static-versus-active websites

A static website is in essence a poster advertising your services in a sea of other posters. It is like being in a crowd of millions of people waving your hand to get someone's attention. Unless that one specific person is looking for you, you will not be seen. The whole purpose of your website is to be seen not just by one, but by many.



An active or dynamic website is one that has fresh content. Search engines *love* this if the content is relevant. This what I call the "virtual prod" – not only are you prodding the search engines, which increases your rankings, you are making everyone aware that you are there. You need to keep virtually prodding people in their sides to remain in their consciousness.

A great idea is to start a blog on your site. What then happens, the more fresh content there is, the better you will rank. It gives more opportunity for you to be found by the search engines and potential customers.

Social media musts

- **Facebook** – users here are your sharers, potential customers, and if you provide an amazing service, your best advocates. Help to make them share how good you are.
- **Linkedin** – my favourite social media tool. Every expert you will ever need, and depending on what you're selling, every potential customer you could ever wish to have. Create your brand and build a reputation.
- **Twitter** – here you will find passive and active followers who will promote your brand for free if your content is worth sharing.