



# Basics you should know about car wash social media marketing\*

**\*BUT DIDN'T KNOW WHAT TO ASK**

# What is social media management?

Social media management is the process of managing your online interactions and content across social media channels like Facebook, Instagram and Twitter. Common tasks include posting content, monitoring comments and interacting with your audience.

## Why do you need to participate on one or more social media channels?

- Social media has become the way we connect with people, and market products and services today.
- 49% of people in the 18-29 age range report purchasing something after seeing a social media ad for the item.
- Customers report spending 20% – 40% more money with companies that have interacted with them on social media.
- Your competition is most likely on social media and reaching out to your customer base.

## Who is responsible for your company's social media?

- Ideally, a dedicated team member who understands the business and communicates well.
- No one on the team? Consider hiring a social media marketing firm or independent freelancer.

## What kind of content does a typical car wash post on social media?

- Location, hours, services
- Promotions
- Community involvement
- Interaction with customers, resolving customer issues
- Employee highlights
- Special events at the car wash



# What social media channels are the most useful?

- Facebook is the most widely used social media platform across all age groups polled.
- Instagram (owned by Facebook) is a far second.
- Twitter has a high percentage of users ages 18-29.
- YouTube is not a traditional social media channel but a powerful combination of social content and search engine.

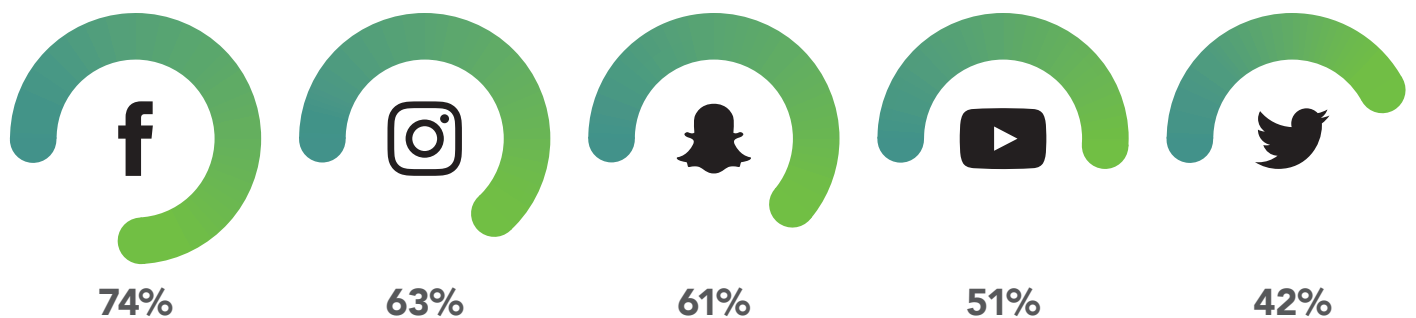
*(Brad Mattick, VP of Marketing and Products, BrightEdge)*

## % of U.S. adults who say they use the following platforms or apps



source: Pew Research Center, survey conducted 1/8 – 2/7, 2019

## How often do users look at social media content at least once per day?



source: Pew Research Center, survey conducted 1/8 – 2/7, 2019

**THE BOTTOM LINE:** Social media is an important part of marketing your car wash, Social media builds company awareness, increases your customer base and maintains a relationship with your current customers.

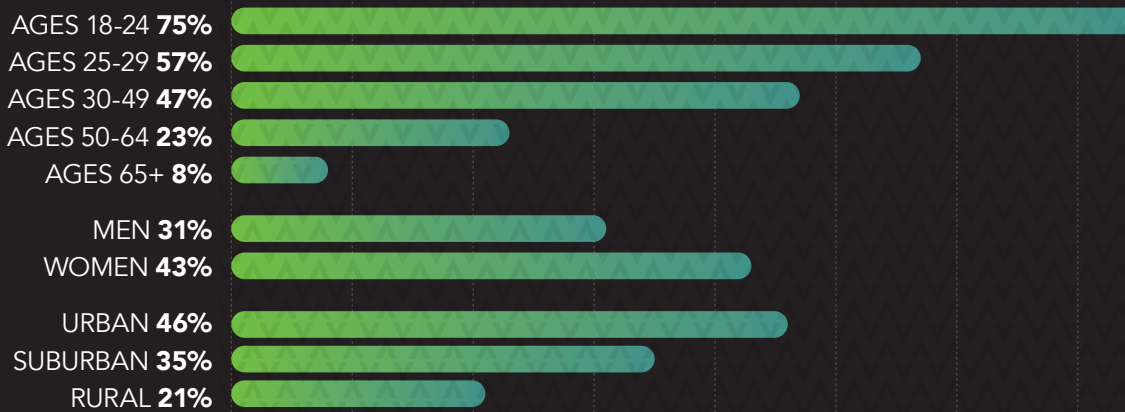
## Percent of U.S. adults who say they use FACEBOOK



source: PEW Research Center

- > 1. Create a separate page for your business.
- > 2. Make sure you add as much information about your business as possible such as address, contact information, website, business hours.
- > 3. Customize your header with a high-quality photo.
- > 4. Post regularly. Post frequently.
- > 5. If you are unsure about what to post, try a few experiments. Sample posts could include:
  - photos of cars being washed
  - highlight an employee
  - announce promotions
  - remind customers about monthly passes
  - remind customers about gift cards
  - highlight community sponsorship activities
  - announce events that might be held at the car wash
  - describe benefits of extra services
- > 6. To encourage audience growth, you may want to run a contest or offer a code for a small discount if they "like" your page.
- > 7. Ensure you interact with your customers in a timely, professional manner, every time.
- > 8. Answer any potential negative comments immediately - reply publicly that you're sorry for their experience and that you've sent them a private message so you can resolve the situation. Never, ever delete negative comments.
- > 9. Promote your Facebook page on your website, business cards and signage.

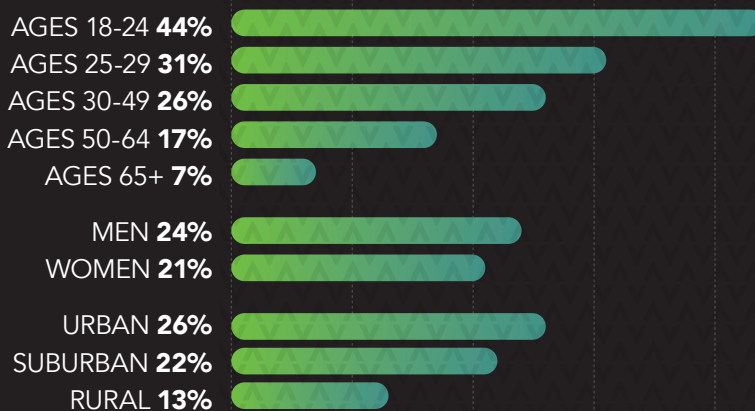
## Percent of U.S. adults who say they use INSTAGRAM



source: PEW Research Center

- > 1. Use high quality, interesting images.
- > 2. Size your images properly
  - a. Square images 600x600 pixels minimum to 1080x1080 pixels, aspect ratio 1:1
  - b. Landscape images 600x315 pixels minimum to 1200x628 pixels, aspect ratio 1.9:1
  - c. Portrait images 600x750 pixels, aspect ratio 4:5
- > 3. Make sure your feed is not exclusively promotional.
- > 4. Use appropriate hashtags and don't overdo.

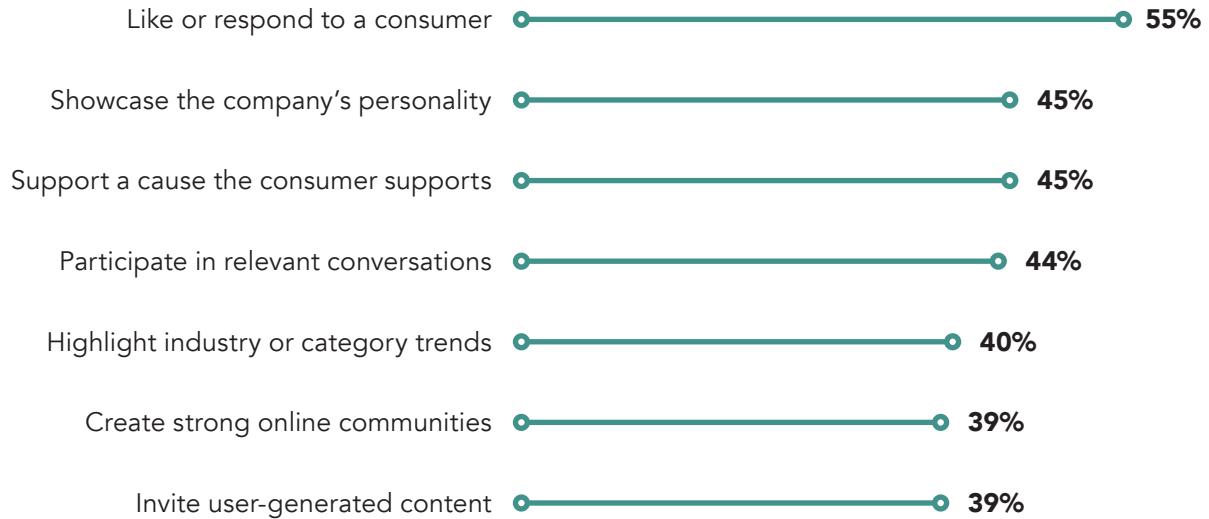
## Percent of U.S. adults who say they use TWITTER



source: PEW Research Center

- > 1. Keep it short.
- > 2. Use an image.
- > 3. Incorporate hashtags.
- > 4. People love to tweet businesses directly on Twitter. Be responsive.  
Switch to Direct Messages to resolve complex issues.

# Social Media Behaviors that Help Companies Connect with Their Consumers



source: MarketingCharts  
Published on MarketingCharts.com in February 2019 | Data Source: Sprout Social  
Based on a survey fielded online in November 2018 among 1, 13 US consumers

## VIDEO WILL CONTINUE TO GROW

Statistics show that by 2021, roughly 80% of all internet traffic will be video. Video content performs well in increasing traffic, generating sales, establishing company awareness, and engaging with consumers. It has a way of getting audience attention instantly that it has grown to be a favorable medium for connecting with audiences and promoting products and services.

## BUILDING SOCIAL MEDIA PRESENCE

- > It takes time.
- > Show your personality.
- > Answer questions people ask in a timely manner.
- > Post attractive photos and videos. (Short 6 – 10 second videos are fine.)
- > Plan for and schedule time to post.

**THE BOTTOM LINE:** Social media platforms change rapidly. Search engine algorithms change regularly. Stay up-to-date on social media marketing best practices.

Social media marketing is a segment of digital marketing. Digital marketing is how businesses attract customers via the internet. When you place content on social media platforms and search engines, you are giving potential customers a way to find your car wash.

# A strong digital presence will make it easier for customers to find you.

SOCIAL SHARING IS THE MODERN VERSION OF "WORD-OF-MOUTH"



**Google** is a **search engine** and often the first place a potential customer will start. It's a lot like the old Yellow Pages.

- Google My Business is a free tool that allows you to promote your Business Profile and business website on Google Search and Maps.
- Log into your Google My Business account to update your address, phone number, website, open hours, and more to help customers find and connect with your business.



**Facebook** and other **social media platforms** are like billboards that users are seeing along the internet highway. Customers are constantly receiving messages about your business and reading what other social media users post about you.

- Do not neglect your social media platforms.
- Be social. Develop relationships through your interactions.



**YouTube** is part **search engine** and part **social platform**. The digitalmarketer.com describes YouTube as television. While the intent is to have viewers watch as many minutes of video as possible, ads are played just like commercials. A car wash can choose to create a channel with organic videos and target ads to specific groups of viewers.



**Yelp** is a **business directory service** and crowd-sourced **review forum**.

- Don't ignore Yelp. Officially claim your business listing.
- Make sure your business information is up to date and correct.
- Customer service reviews are influential. A Harvard Business School case study found that every star in a review leads to a 5-9% difference in revenue.
- Understand and be responsive.

**THE BOTTOM LINE:** Start with an accurate, up to date business listing on Google and a Facebook business page.

# How do you stack up?



- > **ONLINE PRESENCE** (check all that apply)
  - I have an accurate Google listing
  - I have a website for my business
  - I have a Facebook page for my business
  - I have an Instagram account for my business
  - I have a Twitter account for my business
  - I have a YouTube channel for my business
  
- > **SOCIAL MEDIA MARKETER** (check one)
  - I outsource my social media marketing
  - I have a marketing department / individual who is responsible for social media
  - I have an employee who does social media marketing as time permits
  - No one does social media marketing for my business
  
- > **SOCIAL MEDIA POSTING FREQUENCY** (check one)
  - I think the business can post a few times each week
  - I think the business only has time to post once a week
  - I think the business only has time to post once or twice a month
  
- > **SOCIAL MEDIA LISTENING** (check one)
  - I follow others on social media, like and comment
  - I review likes, comments and questions on the business' social media platform(s) only
  - I do not participate on any social media platform
  
- > **I NEED HELP WITH:**
  - Using a social media platform
  - Creating content
  - Planning a schedule of social media posts
  - Handling negative comments on social media

## NOTES:

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*Talk to us about doing social media marketing better.*