



**AUSTRALIAN AUTOMOTIVE
AFTERMARKET ASSOCIATION**

Marketing Your Business Through and Beyond COVID-19

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What we'll cover today

- Local Area Marketing
- Communications channels
- Top tips
- Key messages for the current environment

NOTE: LINKS MENTIONED DURING THE WEBINAR ARE ON A SEPARATE SLIDE AT THE END OF THIS PACK

Your purpose and brand will outlive this crisis.
Actions you take now create your reputation for tomorrow.

Keep Learning and Trust The Process

Foundation
Principles
only today

Curiosity &
Courage to
progress
tomorrow

Consistency
is key to
building...

Trust &
Recall

Trust is earned over time through **CONSISTENT** experiences across multiple contact points

How you can be consistent:

Actions to words – do what you say you will do

E.g. great service, local community, competitive prices

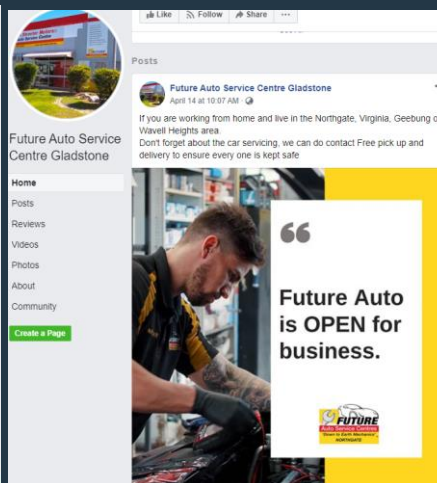
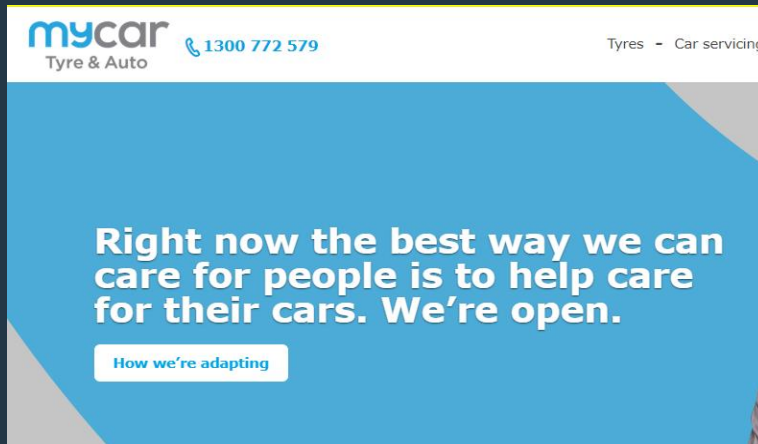
Presence in mediums – be where customers expect you to be

E.g. mobile phone, Google, Facebook, sports clubs and schools

Fit for purpose – look like you're a specialist in what you offer

e.g. competency, technical/service/product specialisation

Auto Aftermarket In The Market



Breaking Down 'Local Area Marketing'

Local Area

- Rural – Metro
- City – Suburbs
- Hot – Cold
- Wealthy – Working Class
- Farming – Tourism – Mining
- Council – Business Hubs
- Health – Schools – Religions
- Sports – Clubs – Committees
- Supermarkets – Food

Marketing

- Matching a product/service to customer needs
- Target market
- Product
- Price
- Place or distribution
- Promotion or communication
- Competitive position
- Brand or reputation

To help in understanding your local area, you can go to the **members area of the AAAA website**, where you will find our **Car Parc Data resource**.

Communications Channels

Ways to reach and connect with customers:



Plan to combine channels to form a local area marketing system which is designed to feed the sales pipeline; all elements support each other. It aligns with a proven trend in marketing that it takes multiple exposures to a business to activate enquiry and sales.

Social Media Statistics Australia – Jan 2020

1. Facebook – 16,000,000 Monthly Active Users
2. YouTube – 15,000,000 Unique Visitors p/month
3. Instagram – 9,000,000 Monthly Active Users
4. WhatsApp – 7,000,000 Active Users
5. Snapchat – 6,400,000 Monthly Active Users
6. WordPress.com – 5,800,000
7. LinkedIn – 5,500,000 Monthly Active Users
8. Twitter – 5,300,000 Monthly Active Users
9. Tumblr – 3,700,000
10. Tinder – 3,000,000 users

Australian Facebook Users as a % of Total Population = 60%

Facebook Demographics

Age	No. of Users*
13 – 17	940,000
18 – 25	3,500,000
25 – 39	6,100,000
40 – 55	4,100,000
55 – 64	1,600,000
65+	1,200,000

*approx. numbers of total users, not all necessarily active over the last month

Search Statistics Australia – Jan 2020

Search Engine Optimisation is key to digital marketing success – here's why:

- 93% of online experiences begin with a search engine
- 75% of users never scroll past the first page of search results
- 50% of search queries are four words or longer
- 88% of shoppers trust online reviews as much as they trust personal recommendations
- 57% of Australians use **Voice** Search and 20% of mobile queries are voice searches

Database

- **Customer database is your greatest asset** - source of new and recurring business
- Keep it in a program that you can frequently and reliably work in – Excel, Customer Mgt System and/or Campaign Mgt System
- Segment so you can target messages and media, and measure success over time
- Record what you did, responses, notes and results – keep learning and identifying new opportunities
- Automate contact to achieve momentum with less work

Channels: SMS, email, mail, phone, events, Social media

Triggers: good and common reasons to contact, in an automated setting

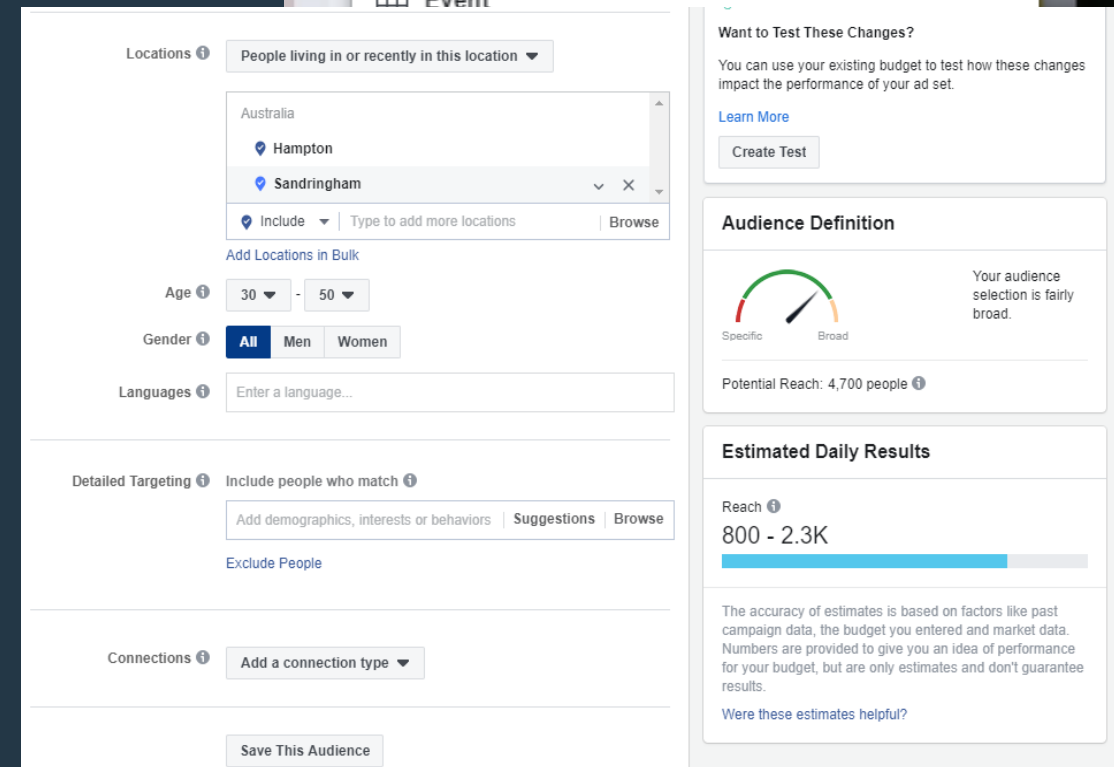
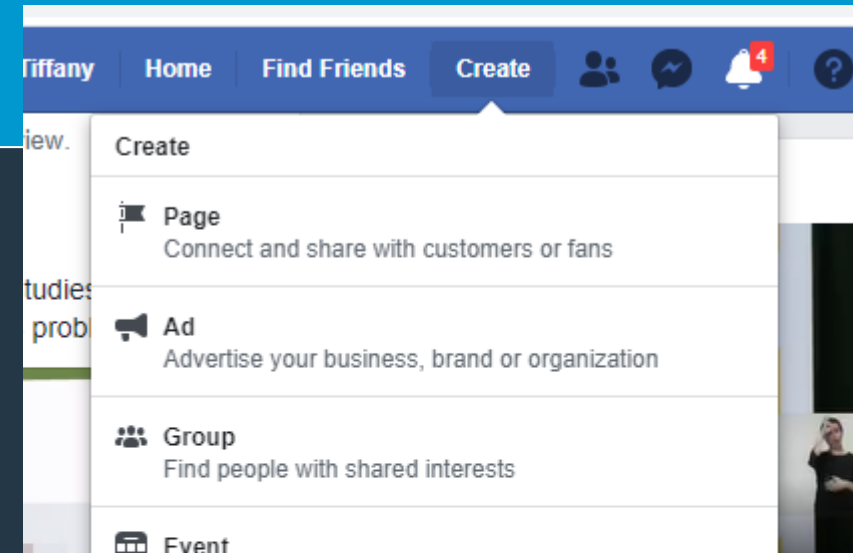
Social – start with Facebook

Facebook great for:

1. Local area targeting
 - family status, age group, proximity, interests
2. Business marketing tools
3. Analytics – testing and campaign results
4. Community specific activity – discover Community Groups (COVID-19 winner!)

Good Facebook page:

Current and relevant information, frequent activity, call to action buttons, video, photos, brief posts, clear location, responsive – 24hour medium



Search

Be found online – any time, any device, at the point if need

- Search Engine Optimisation (SEO) to drive traffic to your website and claim your local presence on online search
- Key to this is your Google My Business (GMB) listing to achieve clear local presence - optimising GMB listings is a specialist skillset
- GMB is a free tool that lets you manage how your business appears on Google Search and Maps.
 - That includes adding your business name, location, and hours; monitoring and replying to customer reviews; adding photos; learning where and how people are searching for you.
- Keywords help to achieve a higher search ranking, so selection and imbedding of keywords across your online content is important.
- There are many owned, earned and paid channels you can use to support your Search results – this requires exploration, assessment and planning

Website

Your Website

Not everyone should have one

- If you can't maintain it, it can do you more harm than good
- If you can't keep up with social, digital and legal rules, reconsider or outsource

If having and managing a website is right for you:

- Mobile friendly is a must
- Location heavy content for audience and Search results; include map
- Keyword placement, including Suburb names, that drive local SEO
- Design for user experience – put yourself in the customer's shoes

Other Websites - Directory Listings

- Unpaid listings on local sites, including Council 'open for business' lists
- Paid listings can help increase search results - True Local, Yellow pages, AutoGuru

Top Tips

Connections: Use your customer database and keep networking

- Local area communities are active now. How can you help me and how can I help you? Support local business mantra is strong
- Appetite for helpful information and risk reduction

Presence: Be where your audience is

- Use of mobile devices, social media and video has skyrocketed
- Google for search, Reviews for decisions, Facebook for details, Videos for proof
- Show you're open and part of the solution

Reputation: Actions today create your reputation tomorrow

- Brief and frequent contact to reassure and educate is right, for now
- Frequent enough contact so customers recall you were THERE during COVID-19

Suggestions of what *not* to do

In sharing some Top Tips, here's my tips on what NOT to do:

1. Don't ignore Covid-19 and its impact; show you're part of the solution and care for your customers' wellbeing
2. Don't make radical brand changes; in times of uncertainty people seek businesses they recognise and trust; be responsive without compromising your identity
3. Don't be shy about reaching out to customers – take the lead in the relationship and let them know you can help; a simple SMS, phone call or email can mean a lot
4. Don't breach Australian Consumer Law with communications that may be found to be misleading and deceptive and Don't breach privacy laws by mismanaging customer data and outbound contact.

Key Messages for the Current Environment

We are here to keep Australia moving

to ensure the transport of goods, emergency services and support to our communities.

Be Car Care Aware - Scheduled services and timely repairs maintain the integrity and safety of the vehicle and ensure that more serious (and expensive) repairs are reduced.

- **Using your car less?** Check the battery, tyres and engine are healthy well before you want to use it.
- **Warranty service due?** Don't risk voiding your warranty, check the terms and book the service that you need.

Safety first - Peace of mind about the service experience

- Share hygiene and safety practices – sanitization, card only payment, contactless pick up
- Use video such as Facetime to talk through repair details, use online and phone bookings

In planning what you want to tell customers, ask 'what problem am I solving for the customer?' and present your solution and unique benefits as a business.



Key Messages - UNCHANGED - Choice of Repairer

39%
Disagree

New cars must
be serviced by
a dealer to
keep their
warranty

39%
Agree

We all still need to tell customers 'the truth about new car servicing'
Your opportunity to help consumers make good decisions is clear during times of uncertainty.

Key Strength UNCHANGED - I trust my mechanic...

86%

Once you find a good mechanic you stick with them.

71%

I trust my mechanic's parts recommendations.

78%

Have a good relationship with their mechanic.

44%

Alternative brands are just as good or better

16% disagree

More information

- Online search for 'How to' videos & articles
 - Facebook for business
 - LinkedIn marketing
 - HubSpot, Hootsuite
- Seek expert advice from a digital or marketing agency
- Scan what businesses near you are doing

Post-webinar survey: Tell us what you want to learn more about

THANK YOU – QUESTIONS?

Useful Links to get started and learn more:

For Facebook for Business:

<https://www.facebook.com/business/ads/ad-targeting>

<https://www.facebook.com/business/help/1159714227408868>

From HubSpot and Hootsuite for Facebook:

<https://blog.hootsuite.com/steps-to-create-a-facebook-business-page/> (10min read)

<https://blog.hubspot.com/blog/tabid/6307/bid/24422/the-ultimate-facebook-marketing-cheat-sheet.aspx>
(8min view)

To get started with setting up a GMB listing and local SEO – note for ongoing optimisation and management, take the time to learn more and potentially seek expert advice:

<https://blog.hubspot.com/marketing/google-my-business>

<https://blog.hubspot.com/marketing/local-seo>

If considering developing your own website: there are some popular website creation tools such as <https://www.wix.com/> and <https://www.squarespace.com/> that are worth exploring



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