



SOCIAL CRMTM SHOP MARKETING MADE SIMPLE



SEARCH



EMAIL



SOCIAL MEDIA



REVIEWS



POSTCARDS



REPORTS

ShopKey's new SocialCRM™ is a unique Customer Retention and New Customer Acquisition service dedicated to providing the best and most comprehensive way of reaching your entire customer database with a unique marketing message, while also attracting new customers through authentic reviews and increased Internet visibility.

SOCIAL CRM: GROW YOUR BUSINESS

GO WHERE NEW CUSTOMERS CAN FIND YOU

Our Customer Review System allows your customers to create reviews of your service, which are automatically verified as authentic customer reviews. These reviews, with keywords added to optimize performance, create Search Engine-friendly links – driving your search visibility upwards, where new customers can find you.



STAY CONNECTED TO CURRENT CUSTOMERS

Turn first-time customers into loyal, profitable customers automatically. ShopKey's Social CRM integrates seamlessly with your shop management system, calculating mileage history and combining that with specific maintenance schedules Includes:

- Email matching with your customer database
- Ongoing automatic email service reminders
- Target market promotions
- Customizable large-format postcards, artwork, and logos



SAY HELLO TO MARKETING CRUISE CONTROL

Your ShopKey Support Agent will work with you to set up your SocialCRM service and monitor its performance with our extensive Summary Reports. Your support agent will:

- Set up Facebook page and create automatic feeds of video and review content
- Help you choose automatic Email and Postcard campaigns
- Review your SocialCRM Summary Reports and recommend tuning your program for maximum return on your investment
- Help you create coupons and send targeted email blast campaigns

BUSINESS AUTOMATICALLY

GIVE YOUR SHOP A REPUTATION BOOST

Your customer reviews are posted to the web, complete with Overall Satisfaction Star Ratings, Review Comments, and Recommend scores. The Customer Review System can also verify which reviews are from actual customers, which studies prove are typically higher than unverified reviews.

- Automated low score alerts
- Review customer verification
- Links to your shop's website
- Respond to customer reviews



IT'S TIME TO GET SOCIAL MEDIA WORKING FOR YOU

Your dedicated support agents will set up your Facebook page for maximum word-of-mouth marketing. Compelling content, AutoNetTV™ videos and Customer Reviews will be automatically pushed to your Facebook page on a regular basis to keep your shop visible and your customers engaged. Facebook links will be included in the Thank-You emails and on your customer's personalized vehicle maintenance website, OwnerAutoSite.com.

INCREASE PRODUCTIVITY WITH THESE FEATURES

✓ Dedicated Support Agents	Your dedicated support specialist will assist you in setting up your SocialCRM and will help you monitor its performance
✓ Email Service Reminders	Integrating with your shop management system, SocialCRM calculates mileage history and specific maintenance schedules to determine when customers are due for their next service
✓ Automatic Customer Reviews & Alerts	Build your online reputation effortlessly, with a link in the Thank-You email that allows the customer to create a Review. If your shop receives a low review you'll have an opportunity to respond to the reviewer before it is posted
✓ Email Blast Campaign	Create a targeted promotion matched to a specific receptive customer with more precision than ever
✓ Facebook Page Creation & Social Content Management	Your personal support agents will create a Facebook page for your shop, AutoNetTV videos and Customer Reviews will be uploaded to your Facebook page automatically, Facebook links will be included in the Thank-You emails and on your OwnerAutoSite.com page.
✓ Email Matching Service	We provide emails for your existing customers when a match is found, and at no additional charge
✓ Search Engine Friendly Review Content	Be more visible to search engines by generating more reviews and mentions of your shop online
✓ OwnerAutoSite.com	Vehicle pages are automatically created for your customers with their valuable vehicle information in a convenient, easy-to-use Web site
✓ Customer Education Video Content	AutoNetTV videos are available for use on your shop's website
✓ Customer Review Collection via Phone Survey	Professional support agents will contact your customers on your behalf to collect reviews which are then posted to your SureCritic Review page
✓ Thank-You Emails	A Thank-You email is sent after every visit containing a link for providing a Review
✓ Extensive Business Results Reporting	Monthly business results sent by automatic email
✓ Message Pro (ProPack)	Use text messaging directly from your management repair order screen to connect to your customers smart phone(Additional fee required)

**For More Information Call:
888-724-6742 ext. 6105**

