

Customer Acquisition Plan

A working checklist for your auto repair shop

Work top to bottom. The first two are free and give the biggest return - do those this week. Check the box when it's live, and write your next action in the blank.

START HERE (free, highest return)

- ☐ Claim & complete your Google Business Profile (name, address, phone, hours, photos, services).
- ☐ Ask every happy customer for a Google review - use the review kit and ask at pickup.

THE 12 WAYS (in priority order)

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|--------------------------|---|------------|----------------|
| ☐ | 1. Google Business Profile | Priority 1 | Cost: Free |
| | <i>My next action:</i> _____ | | |
| ☐ | 2. Google reviews | Priority 1 | Cost: Free |
| | <i>My next action:</i> _____ | | |
| ☐ | 3. Fast phone & text messaging | Priority 2 | Cost: Low |
| | <i>My next action:</i> _____ | | |
| ☐ | 4. Referral program (word of mouth) | Priority 2 | Cost: Low |
| | <i>My next action:</i> _____ | | |
| ☐ | 5. Local social media (before/after) | Priority 3 | Cost: Free |
| | <i>My next action:</i> _____ | | |
| ☐ | 6. Local partnerships (car wash, parts, rideshare) | Priority 3 | Cost: Free |
| | <i>My next action:</i> _____ | | |
| ☐ | 7. Active follow-up / service reminders | Priority 2 | Cost: Low |
| | <i>My next action:</i> _____ | | |
| ☐ | 8. Local paid ads (Google + Instagram) | Priority 4 | Cost: \$\$ |
| | <i>My next action:</i> _____ | | |
| ☐ | 9. Storefront & signage | Priority 3 | Cost: One-time |
| | <i>My next action:</i> _____ | | |
| ☐ | 10. Cards & flyers in the right spots | Priority 4 | Cost: Low |
| | <i>My next action:</i> _____ | | |
| ☐ | 11. Fleets & business accounts (B2B) | Priority 3 | Cost: Free |
| | <i>My next action:</i> _____ | | |



12. Website with quote/booking button

Priority 3

Cost: Varies

My next action: _____

Rule of thumb: get the two free channels humming first, then spend on paid ads to scale what already works. Free plan from garageauto.app