

TAILORED BODYSHOP SOCIAL MEDIA MANAGEMENT

'A Hassle Free Social Media Subscription Service'

A COMPLETE SOCIAL MEDIA SOLUTION
by bodyshop people, for bodyshop people.



TAILORED BODYSHOP SOCIAL MEDIA

As a bodyshop owner, you have a million things to do every day, but posting to your social media pages doesn't have to be one of them. We take social media off your "to-do" list, so you can focus on what you do best – repair vehicles.

[CLICK TO WATCH OUR VIDEO BELOW](#)

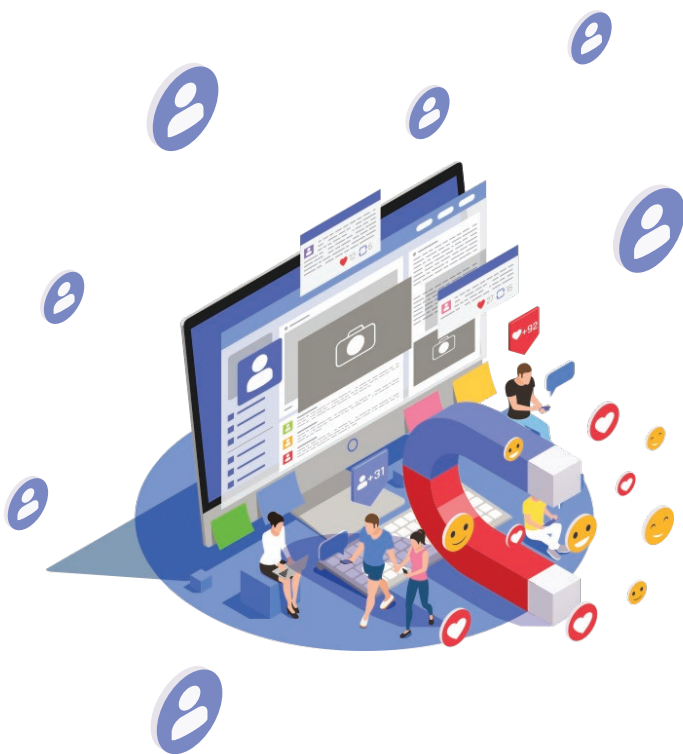


'Done For You' Bodyshop Social Media

We offer a completely done for you social media service, by bodyshop people for bodyshop people.

We post tailored automotive content, from local news and events, to industry specific articles to educate, advise and inform.

Our services help to create a consistent social media presence, generating local retail opportunities, whilst building your brand online.





1 CONTENT PROVISION

We post regular, specialist content tailored to your bodyshop.

2 GROWTH MARKETING

We run targeted local advertising campaigns to help build your followers.



3 PROFESSIONAL MEDIA

We can visit your bodyshop and capture professional photos for social content.



HOW WILL MY BUSINESS BENEFIT?

It is now more important than ever to communicate with your customers online and social media is rapidly becoming an essential tool for all businesses, not just bodyshops... that should not go unused.



Increase Retail Opportunities

Tap into huge retail opportunities by proactively promoting your products and services across multiple social channels.



Build Your Brand Online

Increase brand awareness online with regular communication to establish your brand as a thought leader.



Reach New Audiences

With over 3.9 billion users on social media, you have the opportunity to promote your business to new audiences.



Promote Manufacturer Approvals

Automatic posting of mandatory manufacturer content direct inline with brand guidelines ensuring manufacturer approval compliance.



Engage with Customers

Engage directly with your customers on a regular basis, helping to humanize your brand and build trust.



Improve Customer Conversion

Through regular communication build stronger, deeper relationships with your customers and audience, increasing customer both conversion and retention.



Improve Website Traffic

Our social media post drive traffic directly to your website via your social media channels.



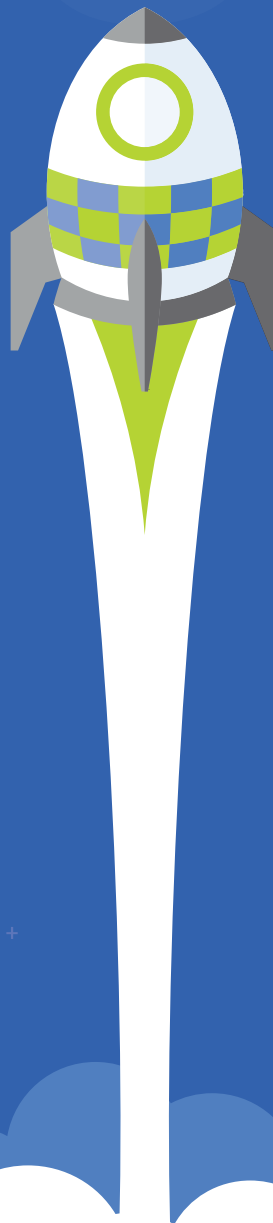
Increase Brand Loyalty

Ensure long-term customer retention through online engagement to build brand loyalty and resilience against your competitors.



Improve Customer Satisfaction

Monitor business performance through customer satisfaction surveys and analysis user data to improve business strategies.



FCW GROUP

Small torque have been a blessing to our bodyshop business. We never find the time to sit and organise posts on social media whilst running this busy business, let alone knowing what to caption them. Small Torque have kept our minds at ease knowing they have the knowledge and capability to be in control of it all. What's great is we have some control as well, if there's anything specific we want posted we just tell them and they arrange a whole post about it.



ALTON CARS GROUP

Alton Cars have been working with Small Torque for just over 4 months and we're delighted with the positive impact they've made to our online presence. By supplying key info upfront and occasional organic stories, Small Torque put together engaging and informative updates on our behalf across all our Social Media platforms, whilst continuing to build our followers. Small Torque have been first class to work with and I wouldn't hesitate in recommending their services.



R&R AUTO BODYSHOP

We had been doing social media ourselves for several years. I tried several different options keeping it in house, but I always found that we were not consistent with it. I was introduced to Small Torque, and after a conversation I was bought into the idea of outsourcing our social media marketing. From day one I had a consistent targeted campaign with engaging content. This has resulted in growing a professional presence on line and an increase in retail work.



MARTIN ROBSON

Brian Robson Coachworks

We already had a presence on Facebook, Twitter & LinkedIn, however we struggled to keep our pages up to date and know exactly what to say. Small Torque now manage content across all of our platforms with their impressive, engaging content and help us maintain a consistent social media presence to communicate with our followers. Great, hassle free service. Highly recommend.



130%

MORE VISITS

Pages that share content in local groups

ACCOUNTS WITH

500+

FOLLOWERS

Receive an average of 4 quote requests a month

200%

MORE LIKES

Using real photos and stories for content

1500%

MORE FOLLOWERS

Through using targeted local advertising campaigns

DAILY

ONLINE REVIEWS

Generated from using our QR code cards

SOCIAL MEDIA

OUR PLANS - Affordable for everyone!

Choose a suitable package for your bodyshop

	<p>CONTENT</p> <p>£99.95</p> <p>For bodyshops looking for support with posting regular content.</p>	<p>GROWTH</p> <p>£149.95</p> <p>For bodyshops looking to build their social following and brand online.</p> <p><i>Popular Choice</i></p>	<p>ENGAGEMENT</p> <p>£199.95</p> <p>For bodyshops looking to develop their brand and stand out from competition.</p> <p><i>Best Value</i></p>
Social Platforms	2 Account	3 Account	4 Account (including Instagram)
Curated Posts Per Month	8 Posts	12 Posts	12 Posts
Own Content Posts Per Month	2 Post	4 Posts	Unlimited
Mix of Articles, Images and Links	✓	✓	✓
Branded Images	✓	✓	✓
Notification of Enquiries	✗	✓	✓
Dedicated Account Manager	✗	✓	✓
Monthly Performance Review	✗	✓	✓
Social Analytics	✗	✓	✓
Local Group Share	✗	✓	✓
Follower Boosts	✗	✓	✓
Online Review Management	✗	✓	✓
Branded Video Clips	✗	✗	✓
Custom Animated Content	✗	✗	✓
Custom Social Content Templates	✗	✗	✓
Personal Dropbox Portal	✗	✗	✓

Additional Bolt On Products

Take advantage of our range of bolt ons solutions to help grow your followers and build your brand online.



Social Media Page Setup

BRAND

We can help you setup new pages and design custom graphics & headers, in line with your company branding.

FROM
£99

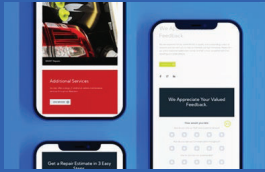


Custom Email Signatures

BRAND

Professional designed email signature in line with your branding including social media links to help boost your audience.

FROM
£99



Specialist Bodyshop Website

BRAND

To establish an effective online presence and provides the foundations to your social media subscription.

FROM
£1500

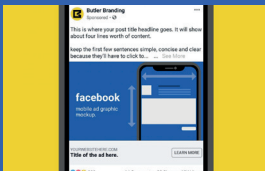


QR Code Review Cards

GROWTH

Printed cards to encourage customers to LIKE & REVIEW your social media, including QR codes to scan to access your pages.

FROM
£65
+ PRINT



Targeted Facebook Adverts

GROWTH

To help you reach local audiences and grow following. We setup the ad, set a daily budget, & monitor activity.

FROM
£60
+ £1 A DAY



Social Page Follower Boost

GROWTH

With access to your personal Facebook & LinkedIn accounts, we can invite your contacts to follow your pages on your behalf.

£19.99
A MONTH

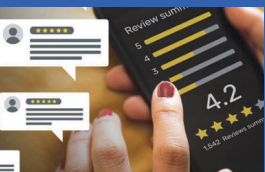


Join Local Facebook Groups

GROWTH

We will join up to 5 local Facebook Groups and regularly share content to maximise exposure and encourage new followers.

£29.99
A MONTH



Online Review Management

BRAND

We can monitor and reply to any reviews, and also flag any negative reviews so they are dealt with swiftly and correctly.

£29.99
A MONTH



Instagram Management

BRAND

We can manage your Instagram business page, posting regular image lead updates, including strategic hashtags.

£29.99
A MONTH



Professional Photoshoot

BRAND

We can visit your bodyshop to capture photos & videos of your facilities for use across social media and your website.

FROM
£399



SEO Website Blog

GROWTH

We will help keep your website on page 1 of Google by posting a monthly 'optimised' blog news story on your website.

£44.99
A MONTH



What do I get?

- ✔ Done for you social media management service
- ✔ We populate your pages with regular content tailored to your bodyshop (4/8/12 posts a month)
- ✔ A mix of branded images, website links, articles, video content
- ✔ A dedicated account manager to help guide, assist and instruct
- ✔ PLUS access to a range of value adding bolt on marketing solutions

What are the benefits?

- ✔ Promote your retail services and approvals to a local audience
- ✔ Helps you to create a consistent social media presence
- ✔ Builds your brand exposure online
- ✔ Helps you to reach brand new retail audiences
- ✔ Drives traffic to your website and increases retail enquiries

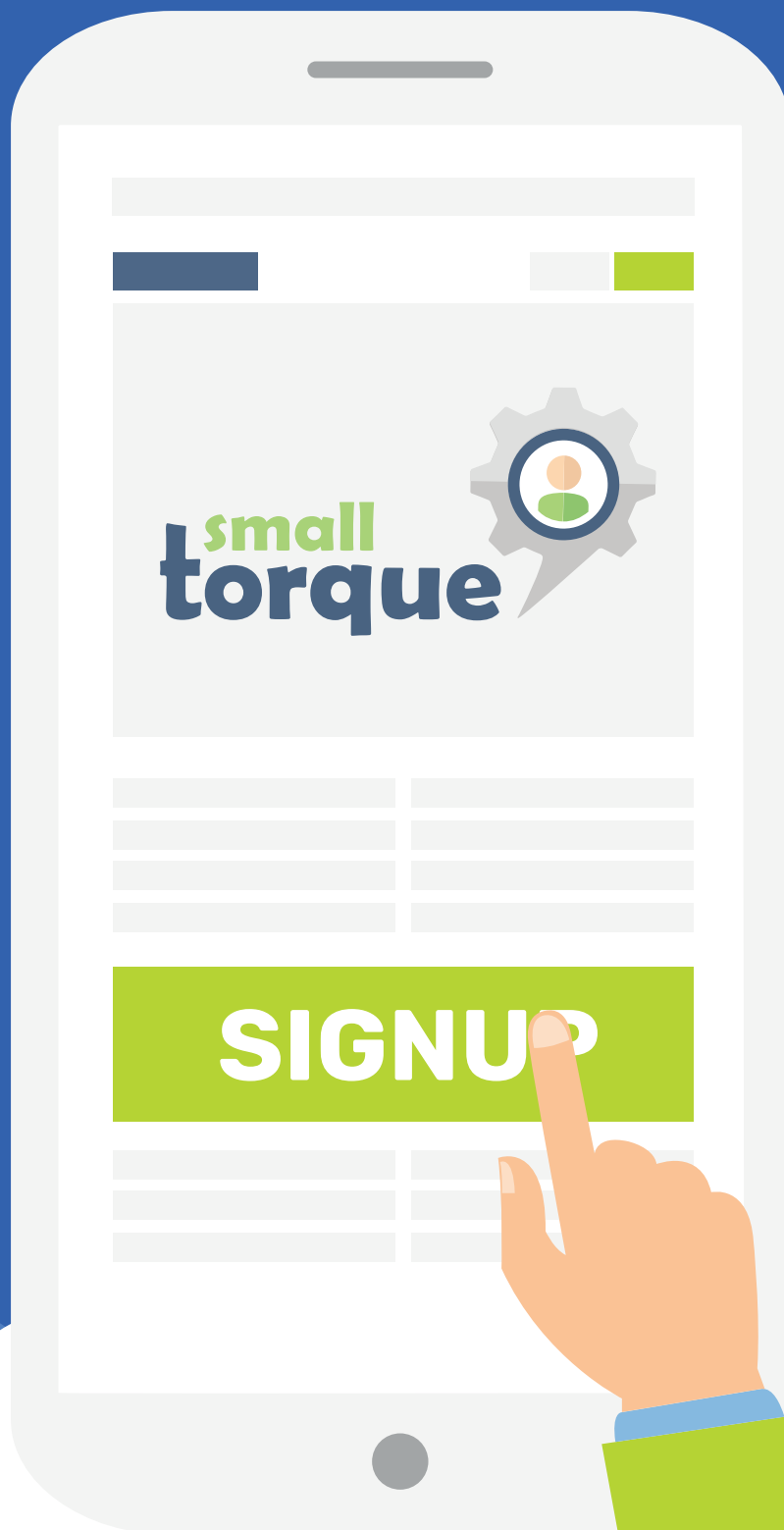
What do I need to do?

- ✔ Provide us with admin access to your social accounts (or we can set new pages up for you)
- ✔ LIKE & SHARE all of our posts
- ✔ Help us grow your social page followers (we provide guides to help)
- ✔ Send us your own internal content as much as you can
- ✔ Integrate social media into your day-to-day marketing

How do I sign up?

- ✔ Choose a Plan on our website (There are no contracts, so you can upgrade or cancel anytime)
- ✔ Follow the steps of our online sign up form
- ✔ Select the relevant services, approvals and information from the options provided
- ✔ Complete the online mandate to begin your free trial
- ✔ We will then be in touch to discuss next steps

SOUND INTERESTING? Click below
SIGNUP ONLINE TODAY!





(+44) 161 509 2592



www.small-torque.co.uk



hello@small-torque.co.uk

