

Automotive Repair Innovations and Marketing Strategies

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Responding to changing consumer needs and keeping pace with evolving industry skill sets are essential for a successful automotive repair business. **Lokesh, Industry Expert (Service), Automotive Skills Development Council (ASDC)** will walk you through innovations in the field of automotive repair business and effective marketing strategies for collision repair shops.



What it means to work in vehicle repair has gradually changed due to innovations in the sector. Maintaining and repairing the cars on our streets has advanced in sophistication along with the vehicles themselves. As a result, a formerly predominately mechanical transaction is now mostly technical.

By utilising new technologies, our former shop-focused traditional service centres claim that brick-and-mortar shops will have a harder time competing with technologically advanced automobiles. Keeping with the concept, once a repair shop is equipped with mobile-enabled smart shop solutions. Instantaneous access to corporate health reports via real-time analytics, deploying automated appointment chatbots to keep service bays full, and offering consumer-friendly digital rewards enable smart shops to make informed business decisions and channel resources toward profitable activities. Selling services is made simpler by being aware of a customer's service history, prior recommendations,

and preferences before they arrive. It provides the individualized experiences required to cultivate a solid consumer base.

Another more tangible benefit is reduced cost. The preferred shop device has changed from heavy desktop computers to quick-moving tablets and smartphones thanks to cloud-based software subscription models, which also result in lower hardware and software costs while providing the mobility needed to speed up repairs and maximise bay time. As consumer mobility patterns change and vehicles become increasingly complicated, isn't it past that automotive service centres adopt intelligent solutions to address both?

Let's discuss repairing the future for electric vehicles, too. With connectivity options in almost all new cars today, service and maintenance companies can track mileage and alert clients immediately when a service or repair is required. The days of using fragile body decals to inform consumers when their next servicing was due are long gone. Of course, service centres and

dealerships must invest in technology to interact with customers who have grown up buying everything they need on Amazon with a single click, in addition to investing in new batteries and other EV components to meet rising demand. In addition to these difficulties with maintenance and service, suppliers will also suffer. Suppliers can take advantage of an exciting new revenue source as consumers continue to transition to electricity. However, suppliers and support services must balance their product portfolios to match the variety of vehicles using our roads until EVs completely replace ICE vehicles on them. Make no mistake: the automotive industry's foundation will fundamentally change due to electric vehicles and artificial intelligence.

It would be best if you had efficient marketing techniques to expand your auto repair shop and differentiate it from competitors in today's fiercely competitive automotive sector. Even though you might overlook marketing and concentrate on enhancing customer service, spending money on

marketing is still necessary to reach your target demographic. Your auto repair firm benefits from marketing since it produces leads and raises brand recognition. Along with helping you attract new clients; it will also help you keep hold of your current clients and keep them coming back. There are various tactics you can use, but not all of them will be effective for your auto repair shop. Fortunately, you can figure out which marketing tactics will work best for your shop with the assistance of experts from auto repair marketing companies and other marketing solution providers. For your auto repair shop, you can start applying the following successful marketing methods if you're confused by your options:

Employ Your Branding

When considering branding for your business, you frequently consider luring in new clients or retaining existing ones. Most companies don't consider employer branding or how to promote themselves as employers. Consider how you can attract new staff to your store.



Advertise Locally

Investing in local advertising is another intelligent marketing move you should make for your auto repair service this year. Consider the various local locations you could use for advertising. For instance, you can select regional newspapers, sports games, and small local periodicals. If you place advertisements in publications like magazines and newspapers, evaluate the costs to determine which option is the most cost-effective for your auto repair business.

Use the Power of Social Media

A social media presence can significantly aid in building relationships with both potential and current clients. You may quickly draw clients by posting appealing articles about auto repairs and high-quality pictures of vehicles and accessories.

Consider implementing tailored social media marketing campaigns to reach people in your desired demographics, such as clients in a specific age range, if you want to see results. Such advertisements can assist you not only attract

new clients but also increase your exposure to the local community you are aiming for.

Network with Other Auto Shops

Increasing your network is another marketing tactic. Create connections with other companies to advertise your vehicle repair shop. Attending regional business gatherings and activities is one way to do this. It might be a fantastic idea to generate leads and promote your company. Dealerships, vehicle washes, and detailers may be the most significant companies to connect with in your networking efforts.

Although the era of conventional auto repair isn't quite over, it is. As tablet computers replace desktop computers as the essential equipment on a technician's workbench, automotive repair is becoming a little less greasy and geeky. Though techniques may improve, it's still crucial to keep up with how cars are created. Additionally, it's unclear whether service centres and low-volume car dealerships can keep up, even though there may always be a role for a small, traditional mechanic's shop to repair older vehicles.

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