

Manage Online Profiles & Reviews with TOG Local

Introducing **TOG Local**, a service designed to consolidate, track and manage location listings and customer online reviews on nearly 50 websites like Google, Bing, Yelp, Facebook and many other websites that feature location profiles and customer reviews (Foursquare, Yellow Pages, EZ Local, City Squares, Hot Frog, Brown Book and Merchant Circle, just to name a few).

Think of it as the only online reputation management tool you need. TOG Local consolidates and delivers reviews to your inbox in a single daily email. You'll be able to monitor how your locations are performing across multiple online review sites and be able to respond directly to reviews from the daily email or through a dashboard log-in, which also allows for custom reporting. This way, you can make designated management aware of negative reviews needing follow-up and award locations for positive reviews.

Another benefit of TOG Local is location profile updates. Any changes, like updates to store hours or services, are instantly synched across a network of review sites. Consistent NAP listings (name, address, phone number) helps boost SEO.

TOG Local can also help you get additional reviews from customers after their visit via text message or email review solicitation after store visit.

The Benefits of TOG Local



UNLIMITED

Profile Updates

Any changes you make to listings gets instantly synced across a network of websites



DAILY

Review Notifications

You'll receive a single, consolidated notification email when new reviews are left anywhere on the web



DETAILED

Analytics

Get detailed analytics on your online presence & reputation



GET MORE REVIEWS

Send Review Links via Text or Email

Ask customers to give additional feedback on their visit.

TOG Local

Daily Review Notification Email

Reviews Report

Hi there!

Golden Nozzle Car Wash - Exterior has 4 new reviews!

Golden Nozzle Car Wash - Exterior - 1315 Boston Road, Springfield
 (413-642-9049)

manuel ramos on 12/23/2017 ★★★★★ 8	GOOGLE MAPS
Qais Alsalem on 11/29/2017 ★★★★★ 8	GOOGLE MAPS
gina orengo on 11/29/2017 ★★★★★ 8	GOOGLE MAPS
Sohail Noorie on 11/25/2017 ★★★★★ 8	GOOGLE MAPS

[Login to read more reviews](#)

Review & Reporting Dashboard

SET LOCATION
Golden Nozzle Car Wash - Full

Listings

Interactions

Rankings

82 Total Interactions
4 New Interactions
72 Positive Interactions
9 Negative Interactions

Time: Until Today
Review Site: All (82)

Jay Chase has rated you on 2018-02-26 00:00:00 UTC
RESPONSE PENDING
★★★★★

Love the price for a detail of inside and out. Always look great. I try to get up often as I can to keep my lease vehicle clean

Respond

Chris Kuhn has rated you on 2018-02-15 00:00:00 UTC
RESPONDED
★☆☆☆☆

Slow

Comment on 2018-02-15 00:00:00 UTC from owner

Dear Chris: We are very concerned about your experience at our Columbus Ave location. Our top priority is to provide the highest quality of service for our customers and their vehicle. I would like to talk to you about the situation and get some details about your visit, so that we can work to get your issue resolved. Please email or call me directly and we will make it right. Sincerely, Marcus Johnson District Manager Golden Nozzle Car Wash (413) 642-9135 marcus.johnson@goldennozzlecarwash.com

David Grant has rated you on 2018-02-14 00:00:00 UTC
RESPONSE PENDING
★★★★★

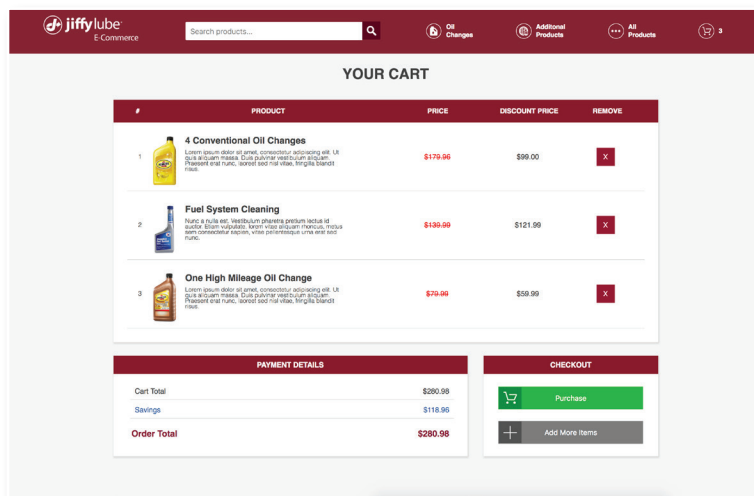
Great car wash specials

Respond

eCommerce: Shop Jiffy Lube Online

Offer customers a modern, streamlined service experience.

- Ability to offer special deals for consumers to purchase online.
- Can be for individual oil changes or loyalty packages and additional services
- Allows time for research, comparison and decision making.
- Customers know what to expect and feel more comfortable during their visit.
- Once purchased, customers will receive a certificate via email, text (optional), or in their online cart.
- Certificate will contain all the necessary information needed to redeem at participating locations.



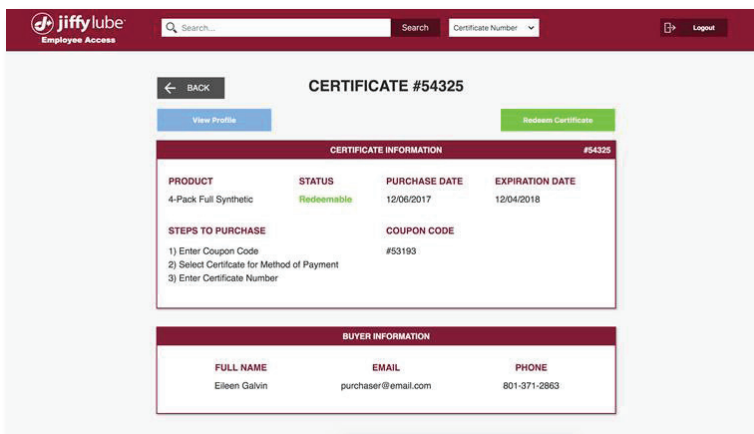
Ecommerce interface built from the ground-up for Jiffy Lube franchisees.

- Completely customizable.
- Compete with dealers and manufacturer maintenance packages.
- Create Loyalty with Customers
- Opportunity to increase ancillary service sales at each visit since oil change “already paid for”



The Millennial Consumer

- Prefers to research, locate, compare prices and make purchases by mobile phone.
- 25% use a mobile phone to make at least one purchase daily.
- 15% use their mobile phone to make purchases multiple times each day.



Ways to Promote eCommerce

- Direct customers to your ecommerce website with eblasts, paid search ads, online display ads, Pandora/Spotify, CRM program, etc.
- Continue to appeal to customers looking for smaller investment for immediate oil change, but add extensions (in the case of paid search campaigns) to promote additional savings available by purchasing online.

\$10 off at Jiffy Lube® - Get a Coupon and Save Today.

www.jiffylubediscounts.com/Coupons

Get a Coupon & Save on Your Next Oil Change at Area Jiffy Lube® Locations.

Additional Auto Services · Convenient Locations · No Appointment Necessary

Services: Oil Change, Transmission Service, Radiator Service, Tire Rotations

[Print a Coupon](#) · [Oil Change Coupon](#)

Save 40% - 4 for \$99

\$99.00

Conventional Oil. Buy Now

Save 40% - 4 for \$XX

\$XX.XX

Syn Oil. Buy Now

Save 40% - 4 for \$XX

\$XX.XX

Full Syn. Oil. Buy Now



**BECAUSE YOU DON'T HAVE THE TIME
OR MONEY FOR COSTLY REPAIRS**

**25% OFF
ALL SERVICES**

 jiffylube®

[CLICK HERE](#)



The Ostler Group, a strategic planning and advertising services company, formed in 1999 with the goal of helping Jiffy Lube franchisees increase car count.

19 YEARS
SERVING
JIFFY LUBE
FRANCHISEES

The Ostler Group

Strategic Advertising Solutions

We specialize in Jiffy Lube marketing at the local level. Below are a few ways The Ostler Group offers support and innovation for Jiffy Lube franchisees.

GROW Promotion Setups

We regularly set up coupon codes for our clients (with their permission). When a new campaign starts, codes are pre-loaded so there's no confusion at the store-level.

Stats for Strategic Planning

We pull in-depth stats to present at each marketing meeting with our clients, or at set time intervals, upon request. We like to know how your car counts and sales are doing just as much as you. We are constantly checking on this for our clients to ensure programs are working and gauge standings.

Actionable ROI Insights

We have our own customized 'portal' where we can pull coupon redemptions, customer visit detail, store reports and many other capabilities. We depend on this tool and have options for our clients to use it, as well.

Microsite Management

We know how to make changes to your microsite. Updating store hours, changing offers, adding stores.

Marketing National Programs

We make it our job to stay on top of national programs so we can be the experts on helping you market them to your customers. Right now, we are working with Shell on the FitCar test and learning best practices that we in turn can share with our clients.

Installer Accrual Claims

We will submit your SOPUS claims on your behalf. We can keep tabs on your fund balances, submit required paper work and materials to make sure you receive your reimbursement checks.

Reminder Mail Program

*currently servicing 41 franchisees and over 500 stores
After years of working with other reminder mail vendors for our clients, we've learned a few things. After compiling client feedback and seeing areas for improvement, we created our own system that incorporates Check Chart manufacturer recommendations, custom creative, and offers. Our reminder emails include a due date reminder .ics calendar file.

Text Message Reminders

Promote and ask customers in-store whether they would like to receive a text message reminder when they are due to come back for service. After opting in, customers receive a customized text message reminder the day before he/she is due for an oil change, including vehicle year/make/model information.

Shop Jiffy Lube Online

Lock-in loyalty with an ecommerce interface built from the ground-up for Jiffy Lube franchisees. The completely customizable solution can offer individual oil changes, packages and ancillary services with special deals for consumers who are purchasing online. This ability gives today's consumer time for research, comparison and decision making. Once purchased, customers will receive a certificate via email, text (optional), or in their online cart. The certificate will contain all the necessary information needed to redeem at participating locations.

Our services include:

- GROW Promotion Setups
- Stats/ROI
- Microsite/Website Development/Management
- Installer Accrual Claims
- CRM Programs
- eCommerce
- Creative & Production
- Database Marketing
- Digital Advertising Services
- Email Marketing
- Media Buying & Strategy
- On-Site Marketing
- Promotions & Partnerships

examples of our work

JUST DRIVE
LET JIFFY LUBE TAKE CARE OF THE REST

Get a Jiffy Lube Signature Service® Oil Change with **Conventional Oil** for only **\$19.99!**
Synthetic Blend / High Mileage \$41.99 • Full Synthetic \$58.99 • Ultra \$73.99
Now through August 31st only. Use coupons below.

<p>\$19.99 / \$41.99</p> <p>Jiffy Lube Signature Service® Oil Change 15W-40 Full Synthetic (4qt) or 10W-60 (4qt) or 5W-30 (4qt)</p>	<p>\$6 off</p> <p>Utah State Safety Inspection Includes: Safety, Emissions, and Tire Inspection</p>	<p>\$20 off</p> <p>Brake Replacement Service or Brake Fluid Exchange FREE BRAKE INSPECTION</p>
---	---	--

Visit jiffylubestah.com for locations offering Emissions and Inspections Services.

PLUS Free A/C Check!

Drive in today. This offer ends 8/31/16.
We look forward to seeing you soon!

PENNZOIL

jiffy lube

eMAIL Marketing

jiffy lube
Pro-Grade Synthetic Products

Shopping Cart

#	PRODUCT	SAVINGS	PRICE	REMOVE
1	Fuel System Cleaning	\$100.00	\$100.00	X
2	Tire Rotation	\$14.00	\$14.00	X
3	4 High Mileage Oil Changes	\$216.00	\$216.00	X

PAYMENT DETAILS

Cart Total	\$330.00
Tax	\$0.00
Shipping	\$179.00
Order Total	\$509.00

PROCEED TO CHECKOUT

eCommerce

GET READY TO
HIT THE ROAD
AT JIFFY LUBE®

jiffy lube

Print



Microsite

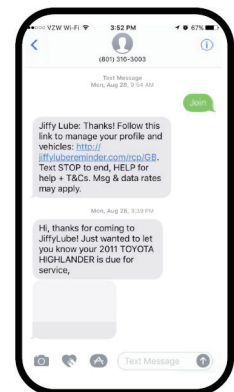
CHANGE IS A GOOD THING

This isn't your standard oil change. Whether your vehicle needs conventional, high mileage, synthetic blend or full synthetic oil, the Jiffy Lube Signature Service® Oil Change is comprehensive preventive maintenance to check, change, inspect, flush, fill and clean essential systems and components of your vehicle.

<p>\$21.99</p> <p>JIFFY LUBE SIGNATURE SERVICE® OIL CHANGE WITH CONVENTIONAL OIL</p>	<p>\$60.99</p> <p>JIFFY LUBE SIGNATURE SERVICE® OIL CHANGE WITH FULL SYNTHETIC</p>	<p>\$43.99</p> <p>JIFFY LUBE SIGNATURE SERVICE® OIL CHANGE WITH HIGH MILEAGE OIL</p>
--	--	--

jiffy lube

Print



Text Messaging

Janice Jack
Account Executive
Janice@ostlergroup.com
C: 503-475-2137
O: 503-626-3003 ex 116

Heather Jackman
Account Executive
Heather@ostlergroup.com
C: 801-347-5340
O: 801-566-6088

Laura Worthen
Account Executive
Lauraw@ostlergroup.com
C: 801-580-3159

Benji Burton - Owner/Partner
Benji@ostlergroup.com
C: 801-309-1441
O: 801-566-6095

Dick Ostler - Owner/Partner
Dick@ostlergroup.com
O: 801-566-6081