



ISI MARKETING

Who's a Great Candidate?

Look for owners or managers who check one or more of these boxes:

1 Growth-minded 🧠

- ☐ Want to grow car count and increase average repair/order (ARO)
- ☐ Adding bays/techs or opening a new location and need demand to match
- ☐ Losing traffic to national chains or rideshare/DIY intervals; coupon-dependent and want healthier margins

2 Time-starved or overwhelmed 🕒

- ☐ Say they're too busy running bays, staffing, and inventory to "do marketing"
- ☐ Admit they don't know what's working or where to invest
- ☐ Struggle to keep up with website updates, Google Business Profile, SEO, ads, social, or review responses

3 Open to Help 🛟

- ☐ Curious about paid search, local SEO/Maps, conversion-optimized websites, review generation, SMS/email reminders, and after-hours lead capture/AI chat
- ☐ Tried marketing before and "it didn't work" or they couldn't see ROI
- ☐ Want a trusted partner focused on booked visits and tickets, not clicks
- ☐ Using one of our competitors or another digital marketing agency
- ☐ Paying for local ads in newspapers or TV commercials
- ☐ Paying for mailers

De-prioritize
for now



- Lines out the door with no staffing/capacity plan
- Owners unwilling to improve online presence or track outcomes
- Franchise locations fully locked to corporate marketing with no local control