



BETTER PACKAGE:

Enhanced Engagement

A more comprehensive package aimed at increasing engagement and driving more traffic to the tire shop. Suitable for businesses looking to grow their customer base and enhance their online interaction.

INCLUDED SERVICES:

Profile Setup & Optimization

- + Create and optimize profiles on key platforms (Facebook, Instagram, Google Business).
- + Ensure consistent branding across all platforms.

Community Engagement

- + Respond to comments and messages during business hours.
- + Engage with local community posts and relevant automotive groups.

Content Creation

- + 4 feed post per week on Facebook, Instagram, and Twitter
- + Content types: promotional offers, tire and service maintenance tips, customer testimonials, infographics, seasonal promotions, behind-the-scenes, and videos (e.g., tire change and service tutorials).
- + Use of relevant hashtags to increase reach.

Targeted Advertising

- + Monthly ad campaign setup and management on Facebook and Instagram.
- + Monthly ad campaign starting budget of \$200. Additional budget pending approval from owner.
- + Audience targeting based on location, interests, and behavior.

Social Media Contests & Promotions

- + Run monthly contests or promotions to boost engagement and attract new followers (pending approval from owner).

Advanced Analytics & Reporting

- + Bi-weekly reports with detailed analysis of performance.
- + Competitor analysis and benchmarking.

PRICE: \$1,050/month

BEST PACKAGE:

Comprehensive Growth

The ultimate social media package for tire shops aiming to dominate their market. This package includes extensive content, advertising, and detailed strategies to ensure maximum online presence and customer interaction.

INCLUDES ALL BETTER PACKAGE SERVICES, PLUS:

Premium Content Creation

- + 1 additional feed post (5 total) on Facebook, Instagram, Twitter, and LinkedIn.
- + High-quality, professional visuals and videos.
- + Blog posts on the shop's website shared on social media.

Targeted Advertising

- + Monthly ad campaign setup and management on Facebook and Instagram.
- + Monthly ad campaign starting budget of \$300. Additional budget pending approval from owner.
- + Audience targeting based on location, interests, and behavior.

Influencer Collaborations

- + Partner with local influencers and automotive bloggers to review services and products.
- + Sponsored posts and stories.

Customer Loyalty Programs

- + Develop and promote a loyalty program and referral incentives through social media.

Reputation Management

- + Track online mentions and customer feedback.
- + Respond to both positive and negative feedback on various platforms: Google and Yelp.

Comprehensive Analytics & Reporting

- + Weekly performance reports.
- + Regular strategy meetings to adjust campaigns and tactics.

PRICE: \$1,900/month

ALL PACKAGES REQUIRE A ONE-TIME ONBOARDING FEE OF \$300. CUSTOM PACKAGES AVAILABLE.

READY TO ROLL?

Shoot us an email to get started.

SOCIAL@TRACTIONMARKETINGGROUP.COM

