

Car Craft

A Public Relations Plan Outline &
Analysis



Presented to
Car Craft



Presented by
Chris Carico



UNIVERSITY OF
GEORGIA

ADPR 5920
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Client Situation Statement

We understand nobody likes being without their car. That is why we offer shuttle service, loaner cars, and fast service. We work hard to keep Athens rolling!



Client Outline:

Client History: Car Craft has been serving Athens, Georgia for over 42 years, having first opened in November of 1976. Car Craft began its life just across the street from where it stands now. Car Craft has called its current location home since 1986 where it continues to expand. Having been opened by a University of Georgia graduate Car Craft has always been a family-friendly and locally owned business maintaining a focus on integrity, convenience, vehicle reliability, quality work and value for their customers.

About Car Craft:

Car Craft is a family-owned local automotive repair shop in the Athens, Georgia area specializing in all variations of routine car maintenance and repair work. Car Craft can complete the same work as any dealership and more. Performing full services, from any fluid service to transmission and engine work. Getting any road-worthy vehicle is what Car Craft specializes in. This means Car Craft is well versed in antique and classic car work, which most dealership service centers will not complete. On top of this Car Craft can work on import vehicles so their customers can avoid the expensive dealership. Providing stellar customer service and comprehensive completion of all services is Car Crafts' aim with all clientele.

Competition:

Car Craft has two main groups that they are competing within their market: dealerships and other mechanic shops in the area. Places like Import Car Doctor and Hopewell Tire & Auto Repair directly compete with Car Craft for similar target audiences. Dealership service centers such as Heyward Allen Toyota Service, Athens BMW Service Center, and the Hughes Subaru or Honda Service Center are also large competitors of Car Craft as many vehicle owners simply return to where their car came from after purchasing it whether it is the best choice or not.

Team members



Steve Tingle

Steve is the founder and former owner of Car Craft. He grew up in the service business as his mother ran a home beauty shop from his family home. While growing up, Steve was able to learn a lot about how to run a successful service business through his mother. Steve got into the automotive industry with two friends who opened Car Craft with him in November 1976 when he was just 20 years old fresh out of the University of Georgia. He has always thoroughly enjoyed his customer's issues and making a friend with them. Steve earns the trust of every person who comes through the front door of his shop and as such is well known in the community as a stand up man.



Kevin Thain

Kevin Thain is the current owner of Car Craft who works hard every day to ensure the values instilled by Steve Tingle stay alive.

Growing up Kevin's father was a diesel mechanic and his family always worked on their own cars. With that, he has always had a respect and understanding of the importance of consistent automotive maintenance.

Following his career in the military overseas, he worked in the travel industry where he recognized a need for quality travel transport. He then began and grew his transport company from just two cars to 60 vehicles. Kevin attributes a lot of his success to his strict regimen of maintenance on all his vehicles, something he noticed was lacking in his competitors.

When he moved back to the states it was clear to Kevin that Car Craft would be a great next step for him as Steve has always had a similar appreciation for automotive upkeep and maintenance.

Diana Perez is the friendly face who runs the front of the office. She is most likely who will greet customers on the phone to help set up your appointment and will be smiling and ready when they arrive with their vehicle. Having proved her expertise through eight years at the Volvo/Acura dealership in town she is more than qualified for her position and knows her way around not just the shop, but the automotive industry.

Jamie Bales, a trusted mechanic with expertise in shops across Athens, from Snow Tire to University Tire and on to his career in the used car industry. He's a knowledgeable and familiar face to the local community after 25 years in the field. Jamie works alongside Steve and Kevin in the shop to diagnose issues and get vehicles in roadworthy condition.

Target Audience 1

Students

Gender : Male or Female

Age : 18-23-years-old

Education Level : Enrolled in local (Athens, Georgia) Universities

Interest : Owns / drives a car

Income : Part-time income / dependent (on legal guardian)

Situation

Problems

Little to no knowledge of vehicle mechanics / maintenance

Solution

Needs someone knowledgeable and trustworthy to fix or maintain their vehicle

How to Reach

Digital

Primary:

- Instagram
- Twitter

Secondary:

- Facebook

Traditional

Red & Black
On-Campus
Ads

Target Audience 1 Persona



Peter Johnston

Peter is a Freshman from out-of-state that is attending the University of Georgia. He brought his Ford Fusion with him from Texas so he could get around town easily.

When Peter is at home, he usually is always reminded by his dad when to do car maintenance. He always checks Peter's tires and makes sure the oil is changed consistently. Peter never really thought about it and just went to the same shop his Dad always told him to.

But now that Peter is at college, where he is away from his father and can't just drop by his usual shop, he needs to have a shop that he can go to near campus that he trusts.

This is the exact type of student that fits into Car Crafts target audience and should be gearing its efforts towards reaching.

Target Audience

Parents

Gender : Male or Female

Age : 40-65-years-old

Education Level : Parent to local college student (Athens, Georgia)

Interest : Owns one or more cars (one driven by student)

Income : Income to support dependent/Full Time (\$35k+/yr)

Situation

Problems

Little to no knowledge of vehicle mechanics / maintenance
OR
Does not have the ability to assist student themselves

Solution

Needs someone knowledgeable and trustworthy to fix or maintain the vehicle

How to Reach

Digital

Primary:

- Facebook

Secondary:

- Instagram
- Twitter

Traditional

Red & Black

On-Campus Ads

--> through student word of mouth

Target Audience 2 Persona



David Smith

David is the father of a student, Angela, who recently started attending the University of Georgia.

When Angela was home, David had always taken care of her vehicle and was always sure that it was taken into the local shop to be maintained or fixed when needed. Now that Angela is away in another state, and he can no longer take care of her car for her, David is nervous his daughter will not take care of her car and/or will get stranded on the side of the road.

David needs to have someone that he can trust to take care of his daughter and her vehicle while he is not there. Whether that be a place to send her to get routine maintenance done or a place that can fix unexpected damage. This makes him a great example of this target audience for Car Craft.

Target Audience

Car Owners

Gender :

Male, Female, or Family

Age :

18+ years-old

Education Level :

Highschool higher

Interest :

Owns one or more vehicles

Income :

Self Sustaining potentially multi-income (\$35k/yr+)

Situation

Problems

Need for someone to perform vehicle maintenance or repair

Solution

Close proximity, cost-effective, trustworthy and family friendly mechanic

How to Reach

Digital

- Instagram
- Twitter
- Facebook

Traditional

Athens Banner Herald
Signage

Target Audience 3 Persona



Mike Gates

Mike is a 36-year-old Watkinsville resident. Mr. Gates lives in his home with his wife Gina and 4-year-old son Ben. He and his wife both own vehicles. His wife owns a 2016 Audi Q3, and Mike drives a high mileage 2004 Chevrolet Tahoe.

Gina drives her Audi every day to take Ben to and from school as well as run errands. This is also the vehicle the family uses on long road trips. Mike uses his truck mainly for work purposes and odds and end jobs like landscaping chores for their house. Both the Chevy and the Audi consistently need to be taken somewhere for regular maintenance and occasional damage repair.

The nearest Audi dealership for the family is all the way in Gwinnet and tends to be more expensive than seems necessary and because the Chevy is so old it needs someone who specializes in the servicing it needs.

Car Craft is closer, has better value, and is a family-friendly option for Mike and his family that can take care of both vehicles in one place fitting Mike and his family perfectly in their target audience.

Strengths

- Reputation (been around)
- Service Specialty & Variety
- Cost-Effectiveness
- Ease of Internal Communication

Weaknesses

- Business size
- Budget Size
- Brand Association / Connection

SWOT ANALYSIS

Opportunities

- Social media / Website
- Ease of change and expansion
- Location & Access to UGA

Threats

- Access to customer
- Recovery from financial burdens
- Manufacturer Brand Benefits

Strengths

A business's strengths are the characteristics that give it an advantage over its competitors. An assessment of the strengths of your business requires a realistic view of a brand and its competitors' capabilities. Analyzing strengths involves taking stock of advantages one has over competitors, unique or low-cost resources available and defining your unique value proposition. Taking stock of strengths and their benefits for the consumer enables greater sales and profit capabilities which in turn leads to business success.

Reputation – In comparison to much of its competition, both other shops and dealerships, Car Craft has been around for comparatively long. With that Car Craft has created a reputation as a brand for being a trustworthy and friendly alternative that consumers can rely on. Not only that but each employee is known by many locals on a personal level which is more than a lot of Car Craft's competitors can say. This means that they have control over a good portion of the market and have access to a customer base that will stand by them to help them expand further.

Service Specialty & Variety – Car Craft is a shop with the equipment, expertise, and flexibility to take on a large variety of specialty jobs. In one day, they could be working on any number of projects on any number of different types of vehicles. Most of Car Crafts competitors focus on certain cars or certain services. Dealerships generally only work on specific cars and focus mainly on general services. And other shops like Import doctor only focus on imported cars. A lot of shops in the area only focus on small maintenance jobs like oil changes. Car Craft has the advantage of being able to do all the above in one place, which allows them to reach a larger audience.

Cost-Effectiveness – In comparison to many of their competitors, Car Craft has access to many resources and the ability to be flexible in their pricing. Dealerships and even other shops are more restricted in pricing and the ways in which they can perform certain tasks. By using their expertise, connections and a larger variety of parts Car Craft can help the customer find the right price point for their budget. Where a dealership would be stuck replacing a part with a brand new one Car Craft could fix an issue with a much larger variety of parts and strategies.

Ease of Internal Communication – As compared to larger competition it is a more streamlined process to make decisions within Car Craft. It is clearer what employees' responsibilities are to both the employee and the customer. A more streamlined system of hierarchy also allows for decisions to be made more efficiently.

Weaknesses

Weaknesses of a business are characteristics that, relative to others, place it at a disadvantage. Areas, where competitors excel over your service offerings are, viewed as weaknesses by a brand's target market. These points will most likely be exploited by the competition. Markets, where a brand is ill-equipped to perform well, should be avoided. If top-quality service cannot be provided, do not provide service at all. The customer can often be the best source of information when identifying areas of weakness. Characteristics they perceive as negatives can be the most significant barriers to success.

Business Size – As compared to large dealership service centers, with massive facilities and number of personnel Car Craft can't handle the same volume of vehicles and projects. They are also more capable of handling communications. A large facility has a much larger road presence which means they are more easily noticeable as well which means they can easily overshadow a smaller shop like Car Craft.

Brand Association / Connection – Because dealerships are directly associated with the car brand, they have several benefits over a shop like Car Craft. Consumers associate them immediately with the car they own, and the dealer does not have to do as much work to build up brand image

Budget – As a small business Car Craft does not have an expendable budget like large dealership centers who also benefit from advertising efforts from the vehicle brand itself. Much of the advertising efforts Car Craft puts out, for the most part, must be Earned or Owned meaning they must earn it from their consumer base or invest in creating it themselves. While effective it is difficult for small businesses to obtain the platform to distribute these efforts without a significant budget. This relatively smaller budget also means it is more difficult to expand into new markets or improve how they serve current markets.

Opportunities

Opportunities are circumstances a business can exploit to its advantage. They can be found in a number of areas and the purpose of identifying them is to support the development of business growth. Opportunities can be found in new target markets and/or new service offerings. Technological advances, government regulations or demographic changes in the market can often be what bring about new opportunities. If opportunities are not identified a brand will not be able to grow with the market.

Social Media / Website – Car Craft has its social media and website set up to a point where it is easy to grow. The hard part is getting those platforms established. By taking advantage of the benefits these platforms have Car Craft can quickly expand its customer base and its ability to communicate with its audiences. These platforms also put them at an advantage over their competitors as it allows them to have multiple avenues of communication that are easy to use and give a more personal feel than the cold and unfeeling norm generally seen in the automotive world.

Ease of change & Expansion – Because Car Craft is its own entity it can expand or change as it pleases to fit the target consumers. For example, based on their customer's expressed needs, Car Craft was able to expand its shop to be able to perform steering alignments in-house. This is a service that, before this expansion, Car Craft would have to refer customers elsewhere.

Ease of Access to UGA – This is something that plays off their location in relation to the University of Georgia. Being that Car Craft was founded by a University of Georgia Alumni and is near campus it would be a missed opportunity to not take advantage by working with the University in some caliber or by simply advertising on campus in some way. This is something that would not be as effective with a large dealership or a shop that is not as personable.

Location – Being near the University of Georgia allows Car Craft to have immediate access to their target markets. Being in an easy place for the consumer to get to is one of the more significant factors in being successful for any business. Because they are in between Atlanta and campus, students and parents alike need to pass the shop to get to campus. This means Car Craft has the advantage that allows them to get the consumer to come to them.

Threats

Threats are circumstances that could prevent or limit the ability to achieve desired outcomes. Recognizing potential threats before they become problems allows their impact to be minimized or even mitigated. Threats can originate in many ways with the most likely being competitors. Constrained financial resources can be an inhibitor of a company's ability to confront obstacles that arise. Environmental circumstances can also result in threats to business success. Being honest is the key to identifying potential threats as well as being realistic and careful to assess the potential magnitude of the problems.

First access to customer – Because dealers are the ones who sell the vehicle to most car owners, they can be the first to get to the consumer. Car Craft essentially must prove itself over the dealership all the while the dealer has the ability to be in the consumer's ear swaying them the other way.

Recovery from financial burdens – With recent events like Covid-19, it is clearer than ever how quickly things can change especially for a small business, like Car Craft. With less resources and a smaller budget than larger competition, Car Craft is more at risk of struggling to recovery from economic fallout like what the Covid-19 pandemic brought about.

Manufacturer Brand Benefits –

Unlike dealerships Car Craft does not have access to things like warranties and other classified information, especially regarding some newer cars. Manufacturers also provide dealers access to lockouts, parts, and databases which are often unavailable to shops like Car Craft. Meaning that for some cars the dealer is the only option.



Deliverables

Key Message: Your friend in the mechanic business

Item Descriptions

→ Media List

The media list is a collection of writers and influencers that have access to a platform and audience that would benefit from information, in Press Release form, regarding Car Craft. This is important for Car Craft as a brand as it is a place to quickly and easily find someone to reach out to that can distribute newsworthy information about what is happening with Car Craft as a brand and a business.

→ Press Release 1

This is a press release which is written about the courses that Car Craft is beginning to offer that is geared toward teaching people like students who want to be more confident in their mechanical skills. This is something that is newsworthy information that is important to get out to the public. A press release should be one of the primary ways this sort of information is distributed. When put on the platforms of influencers and journalists alike alongside social media efforts Car Craft can successfully get word to a large portion of their target audiences.

→ Traditional / Digital Pitches

These pitches are what is going to grab journalist and influencers' attention about the press release and convince them that these courses Car Craft is now offering is information that is newsworthy, and their audience would benefit from. These pitches are quick and concise, which is necessary for Car Craft to be successful in getting this information recognized by these journalists and influencers. If the information isn't given to them in a way that they are going to be willing to take it in, then the news will never reach the consumer.

→ Press Release 2

This press release contains newsworthy information about the change of ownership that Car Craft has gone through. It was expressed that many customers still come in looking for the wrong owner. While Steve is still a part of Car Craft and maybe there, it is important that it is known that he is no longer the owner. With this, it is important to give reasoning behind the change of ownership and to show the customer why this is positive for them.

→ Traditional / Digital Pitches

These pitches, much like the first two are quick and concise attention grabbers that show the journalist or influencer that you have newsworthy information, show them why it is newsworthy, and why their audience needs to know about it.

→ Social Media Plan

This is a thorough and organized layout of posts that will develop Car Craft's brand image by establishing its social media presence. By following the strategies laid out in this plan Car Craft will reach their target audiences and expand their customer base by establishing who they are, what they offer and why they are the mechanic shop to choose in the local Athens, Oconee, and Watkinsville area. These social media platforms are infinitely valuable to small businesses like Car Craft as they are a space to advertise and communicate to consumers.

→ Blog

This is a blog which will be posted on the Car Craft website and subsequently shared to social media in order to attract the consumer. This piece aims to inform the customer in such a way that instills the confidence to come into a place like Car Craft. Many vehicle owners find it scary to go into the mechanic shop as they often feel they are going to be taken advantage of. By informing the customer of how to be sure they are not all the while showing them that Car Craft is looking out for them this blog will instill the brand's image of trustworthiness, friendliness, and knowledgeability while attracting new customers.

Media List

Outlet: Athens Banner-Herald

Contact Name: Wayne Ford

Social Media: LinkedIn

Title: Reporter

Category: Local Business & Crime News

Email Address: wayne.ford@onlineathens.com

Phone No.: 888-448-5601

Outlet: The Red & Black

Contact Name: Erin Kenney

Social Media: LinkedIn

Title: Managing Editor

Category: Local Business & Student Culture

Email Address: ekenney@randb.com

Phone No.: N/A

Outlet: Flagpole Magazine

Contact Name: Lee Shearer

Social Media: Twitter

Title: Journalist

Category: Variety

Email Address: N/A

Phone No.: N/A

Outlet: YouTube / Instagram Business Owner & Influencer

Contact Name: David Patterson

Social Media: YouTube & Instagram

Title: Influencer / Business Owner

Category: Automotive Content

Email Address: thatdudeinblue@gmail.com

Phone No.: N/A

Outlet: YouTube / Instagram Business Owner & Influencer

Contact Name: Justin Norton

Social Media: Business Instagram &

Title: Influencer / Business Owner

Personal Instagram

Email Address: N/A

Category: Automotive Content & Family

Phone No.: 678-232-3424

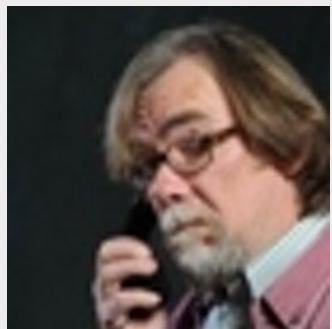
Justification: Traditional Media



Athens Banner-Herald: Wayne Ford is a reporter for the local newspaper outlet for Car Craft and has written numerous articles not only regarding local news, mostly crime, but he has also written on local businesses. Previously Ford has written articles about subjects such as the new RaceTrac store opening, Mama's Boy announcing a third location, and even the history of a local brewery. Ford seems to have a wider variety of content than most writers for the Athens Banner-Herald which would, on top of his affiliation with content on local businesses, would lead me to believe that this topic may interest him. The Athens Banner-Herald also has good access to the local community and audiences who would be interested in what Car Craft is offering.



Red & Black: Erin Kenney is the Managing Director at The Red & Black and is a junior majoring in English and Journalism. Much of the content she creates caters to the student population, with content about local restaurants and other businesses as well as general student culture. As a student writer who is writing for the student population, this content would fit with her portfolio as it would be beneficial for the students to know about. I would also hope that being able to gear it toward students' parents would be intriguing for her and her platform. Even if Erin is not interested in writing about a topic from Car Craft, she is able to refer to any of the Journalists she manages.



Flagpole Magazine: Lee Shearer is a writer for the local Flagpole Magazine. Here he has written several observational stories on the Athens community and events that affect its local community. Being that the University of Georgia and its students, which are a target audience of Car Craft, make up a large portion of the community which Shearer writes about this is surely a story that would fit in with his repertoire within the Magazine covering the happenings around town.

Justification: Digital Media



David Patterson: David also known as ThatDudeInBlue is a well-known automotive YouTube influencer in the North Georgia area who has been established in the community. A large section of his audience as blossoming automotive enthusiasts would be interested in courses like that which Car Craft is beginning to offer. Another large portion of his audience is older established enthusiasts, who have children who would benefit from taking one of these courses. David is also a large supporter of the idea that everyone should know how to work on their car. It is not only his passion but something that he believes is important in today's world for many reasons. As David is also a small business owner, he is likely to understand Car Craft's mission as well as agree with it.



Justin Norton: Justin is a Georgia local who owns one of the, if not the, top vinyl wrapping companies in the Southeast. Justin is a massive automotive enthusiast and is through and through a self-made family man. His family is consistently present in his content and they are a large part of his company. Justin and his business have a large platform with a lot of influence over their audience as well as other local automotive influencers such as Do It With Dan. He is likely to sympathize with the mission of Car Craft, especially as a family-oriented person who has children he will one day send to college. Having Justin distribute newsworthy information for Car Craft would be widely beneficial for these reasons exactly.

Press Release 1:



FOR IMMEDIATE RELEASE

Chris Carico

404-719-2100

cbcariconahs@gmail.com

Car Craft Athens to Offer Mechanics Lessons

Athens (Ga.), Mar. 18, 2022 – As one of the leading automotive shops in the Athens area, Car Craft is on a mission to help the community by offering students hands-on opportunities to learn basic auto-mechanics from a basic fluid check to oil changes and swapping tires.

As the University of Georgia continues breaking enrollment records every year, automotive shops like Car Craft throughout Athens are inundated with calls for basic automotive repairs and maintenance from parents and their students, who are living on their own for the first time.

Expensive auto repair and roadside assistance bills on top of hours waiting on roadside assistance or going days without a vehicle that is in the shop is exactly what Car Craft hopes to help students avoid.

“Not knowing your son or daughter will be able to handle themselves while you’re not there is a worry for every parent sending their kid away on their own for the first time,” said Steve Tingle Owner of Car Craft. “Our goal is for these courses to provide students and parents with the peace of mind that comes with the essential skills of knowing how to work on your own vehicle on top of the added bonus helping them save on service costs.”

In taking one of these hands-on weekend courses, one will learn the basics of car maintenance and repair including: how to check and change a tire, how to check and change brakes, do fluid checks and refills, as well as do a complete oil change services.

A recent survey by Cooper Tires found that while most Americans say they can change a tire, younger generations’ knowledge of basic car maintenance skills seems to be waning. By providing these courses, Car Craft hopes to work to counteract this trend directly.

For more information on Car Craft, visit www.gocarcraft.com

About Car Craft:

Car Craft is a family-owned local automotive repair shop in the Athens, Georgia area specializing in all variations of routine car maintenance and repair work. Car Craft can complete the same work as any dealership and more. Performing full services, from any fluid service to transmission and engine work. Getting any road-worthy vehicle is what Car Craft specializes in. This means Car Craft is well versed in antique and classic car work, which most dealership service centers will not complete. On top of this Car Craft can work on import vehicles so their customers can avoid the expensive dealership. Providing stellar customer service and comprehensive completion of all services is Car Crafts’ aim with all clients.

Traditional Media Pitch:

To: ekenney@randb.com

Cc: n/a

Subject: Car Craft Press Release (Mechanic shop providing automotive maintenance courses for local students)

From: cbc99527@uga.edu

Hello Erin,

Car Craft is a local mechanic shop to the University of Georgia that students and their parents alike often look to when it comes to automotive repair and maintenance. Car Craft sees many students throughout the year coming in who are not equipped to handle simple mechanical issues on their own.

To help the UGA community, Car Craft has decided to create a hands-on weekend course opportunity for students to get equipped with the necessary skills to become more independent young adults.

It is Car Craft's goal to help students be safe on the road as well as save them and their parent's money on roadside assistance and basic maintenance. And The Red & Black is the perfect place for students and parents to find this resource and take advantage of it.

All the information about the course offerings can be found on the Car Craft website www.gocarcraft.com, should you like to take a look. Otherwise, I have a press release ready to go for you should you decide this story interests you.

Thanks for your time,

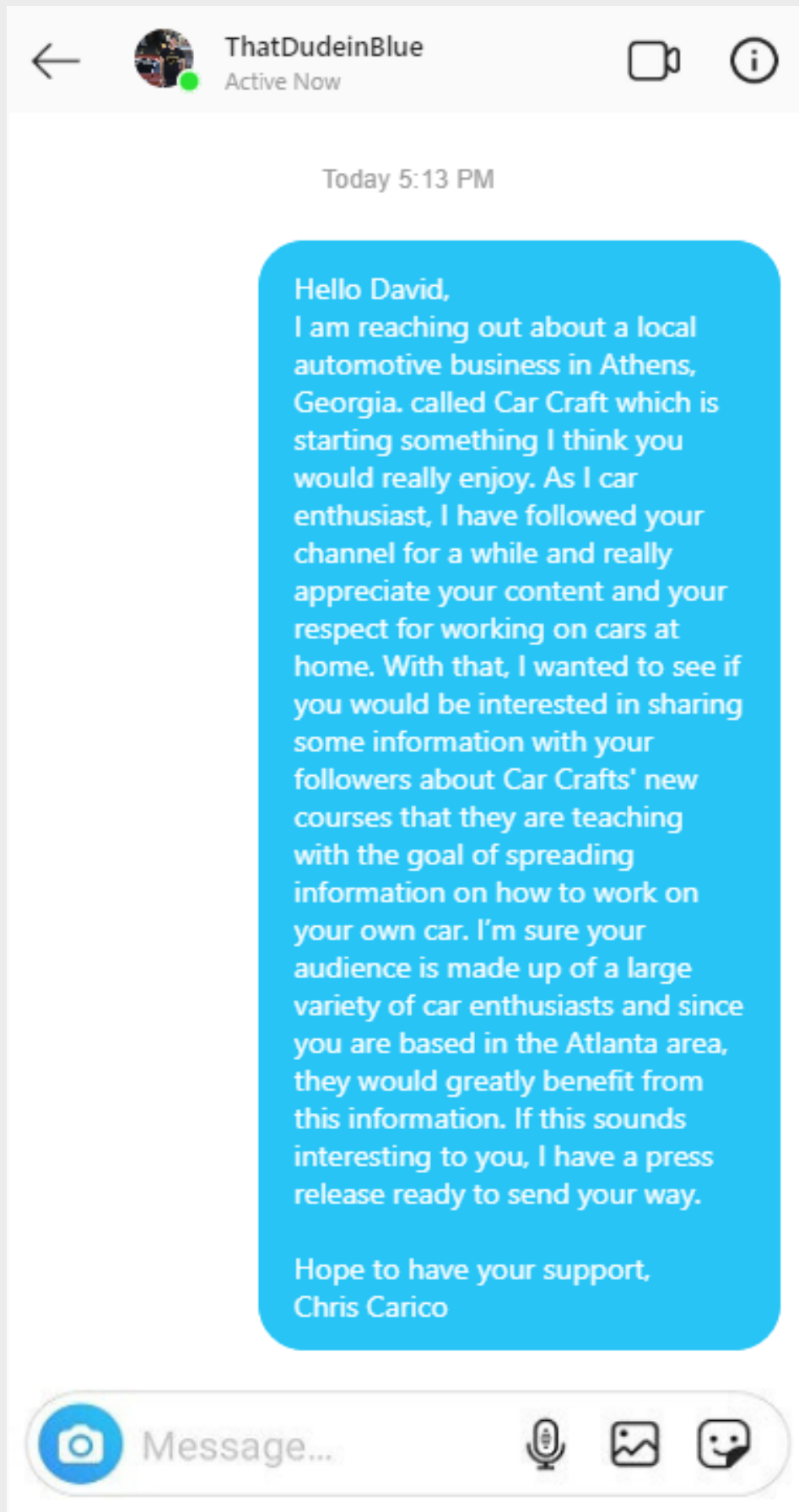


Chris Carico - cbcarico@gocarcraft.com

Public Relations ~ Car Craft

#: 404-719-2100

Digital Media Pitch:



Press Release 2:



FOR IMMEDIATE RELEASE

Chris Carico

404-719-2100

cbcariconahs@gmail.com

Kevin Thain: New Owner of Car Craft

Athens (Ga.), May 11, 2022 – Car Craft may have changed hands of ownership, but we are still the same friendly people you’ve come to trust.

In recent years, the founder, and man known for having owned Car Craft for the past 40+ years, decided to take a step back from his career to focus on family and relax. Though he is not ready to retire from what he loves and still works in the shop part-time.

“Car Craft has been my life for a long time now and it always will be,” said Steve Tingle, founder of Car Craft. “Kevin Thain is an amazing man who will carry on the legacy of Car Craft for years to come, keeping your cars in perfect working order.”

With that, we are pleased to announce that Kevin Thain will be the new owner of Car Craft and is excited to further improve on everything great that Steve has crafted over the past 40 years.

Visit www.gocarcraft.com or call 706-546-6695 to schedule an appointment.

About Car Craft:

Car Craft is a family-owned local automotive repair shop in the Athens, Georgia area specializing in all variations of routine car maintenance and repair work. Car Craft can complete the same work as any dealership and more. Performing full services, from any fluid service to transmission and engine work. Getting any road-worthy vehicle is what Car Craft specializes in. This means Car Craft is well versed in antique and classic car work, which most dealership service centers will not complete. On top of this Car Craft can work on import vehicles so their customers can avoid the expensive dealership. Providing stellar customer service and comprehensive completion of all services is Car Crafts’ aim with all clients.

Traditional Media Pitch:

To: wayne.ford@onlineathens.com

Cc: n/a

Subject: Car Craft Press Release (Change of Ownership)

From: cbc99527@uga.edu

Hello Wayne,

Car Craft is a local mechanic shop to the University of Georgia that students and their parents alike often look to when it comes to automotive repair and maintenance. Recently, long-term ownership of over 40 years has changed.

Car Craft would like to let the community know of this change and let them know of all the good that is to come.

It is and always will be Car Craft's goal to help students be safe on the road as well as save them and their parent's the hassle of dealing with other mechanics. This is an integral part of the Athens community that is your audience and they deserve to know this information.

I have a press release on this topic ready to go for you should you decide this story interests you.

Thanks for your time,

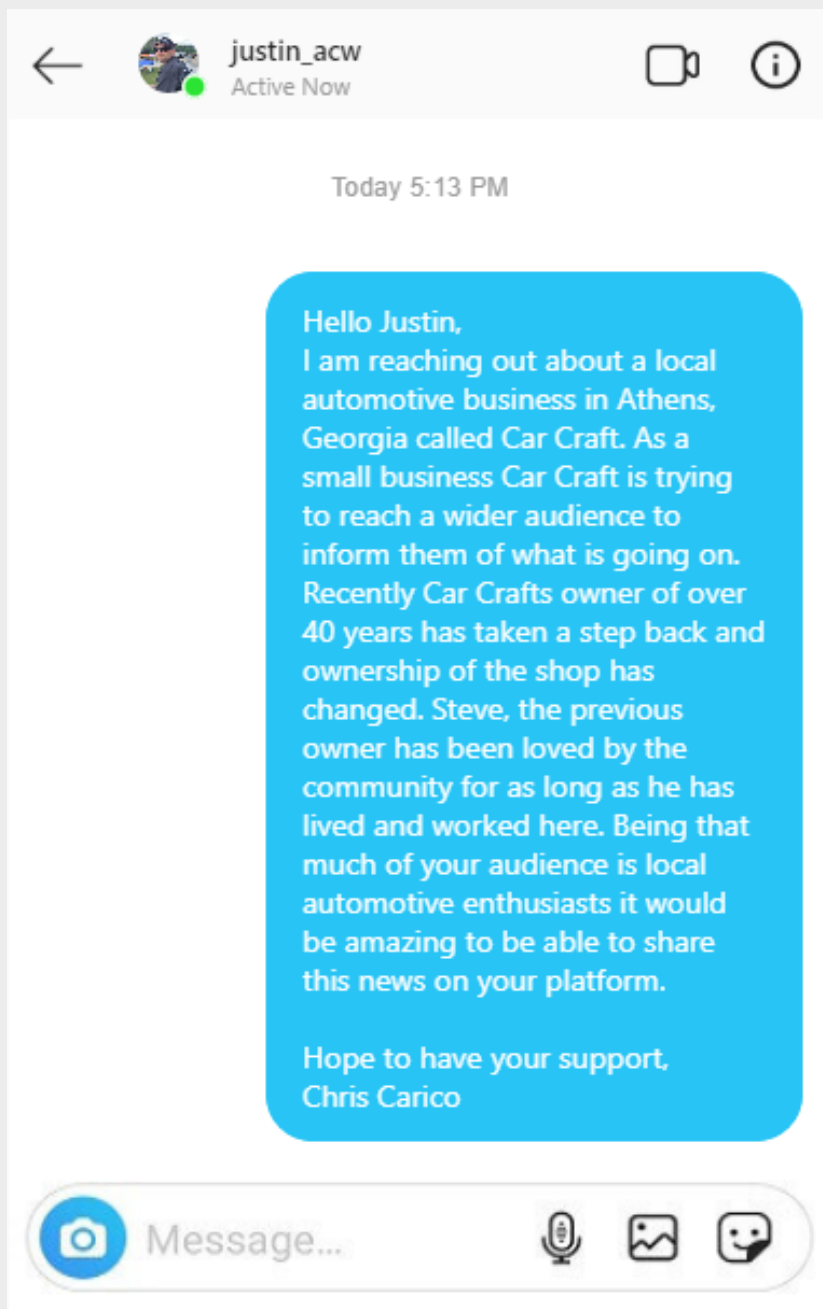


Chris Carico - cbcarico@gocarcraft.com

Public Relations ~ Car Craft

#: 404-719-2100

Digital Media Pitch:



Social Media Plan

	Instagram	Facebook	Twitter
Post 1	Story Highlight (Collection of Graphics explaining services)	Feed Post Intro Graphic	Feed Post Intro Graphic
Post 2	Story Takeover - shop walk-around with employee with general service overview	Even - Come see us at the upcoming Cars & Coffee	Fun Poll - What have you been putting off taking care of on your car?
Post 3	Reel: Asking employees what their first car was and what they drive now (calm background music)	Video of cars - "today in the shop we have a ____ in for a ____ service."	Share a blog post

Overall Brand Voice Concept: Car Craft is not consistently active on any of their platforms. As of now, the brand image they have built is all over the place and it is clear there is not a solidified overall goal. Solidifying their presence and their image would be one of the most beneficial things that Car Craft can do. By making their page feel very personal and allowing people to get to know the faces behind Car Craft it will be easy to be informative and inviting. Most car shops (the competition) have a good amount of jargon in what they do and are not overly welcoming which is intimidating for the consumer. By engaging with their audience/customers through social media and making it easy to understand what should be done and what can/can't be done, Car Craft can secure their target market. With a large part of the local community being young people, learning how to take care of responsibilities like vehicle upkeep, honest & relatable help is exactly what they're looking for. Show trustworthiness, fair pricing, and quality of work!

Instagram Rationale

Instagram has a wide variety of ways to produce content that will benefit Car Craft as a small business. With [114.6 million](#) monthly users in 2020 with over [25 million](#) small businesses as of 2017. By creating branded content Car Craft will be able to make itself known to the very wide range of its users in the local area. This platform is a space where car craft can create easy free owned advertising, potential earned media, as well as paid sponsored ads. Car Craft can not only reach potential customers but inform them of who they are and everything they do. As the automotive work that Car Craft specializes in is often intimidating to a large sector of the population that owns cars, it is the goal to curate a welcoming presence for their intended audience.

Car Craft of Athens works to serve its local community of Athens-Clarke County, Ga which consists largely of college-age students who make up nearly a [third of the county's population](#) bringing the [median age](#) to 28 years old. With [82% of college students](#) using Instagram, this is a great platform to reach them. Thus, one of their target audiences is college-age students at the University of Georgia who own and regularly drive cars in the Athens area. With that, they need to also be able to reach the parents of these college students, most of whom are paying the shop bill. While some will be able to be reached through this platform it will not be the best performing for this audience (Facebook will be better for this audience). The other audience that Car Craft will need to reach on this platform is the vast amount of car owners left in the local Athens area. In Athens-Clarke County, the average car ownership per household is [2 cars per household](#) which means there is a large market to tap into. With over [47.6% of Instagram](#) users being between 25 and 45 Instagram can reach a large portion of this audience.

With only [97 followers](#) and getting usually 4-14 likes, the ratio for engagement is not terrible. But with a more consistent flow of content, it is the goal to quickly improve this number. Not many shops in the area have Instagram or a Website as well developed as Car Craft so there are ahead of the game. The immediate goal is to grow to 300 followers and at least double the like average.

Instagram Post 1:



Graphic Story Highlight

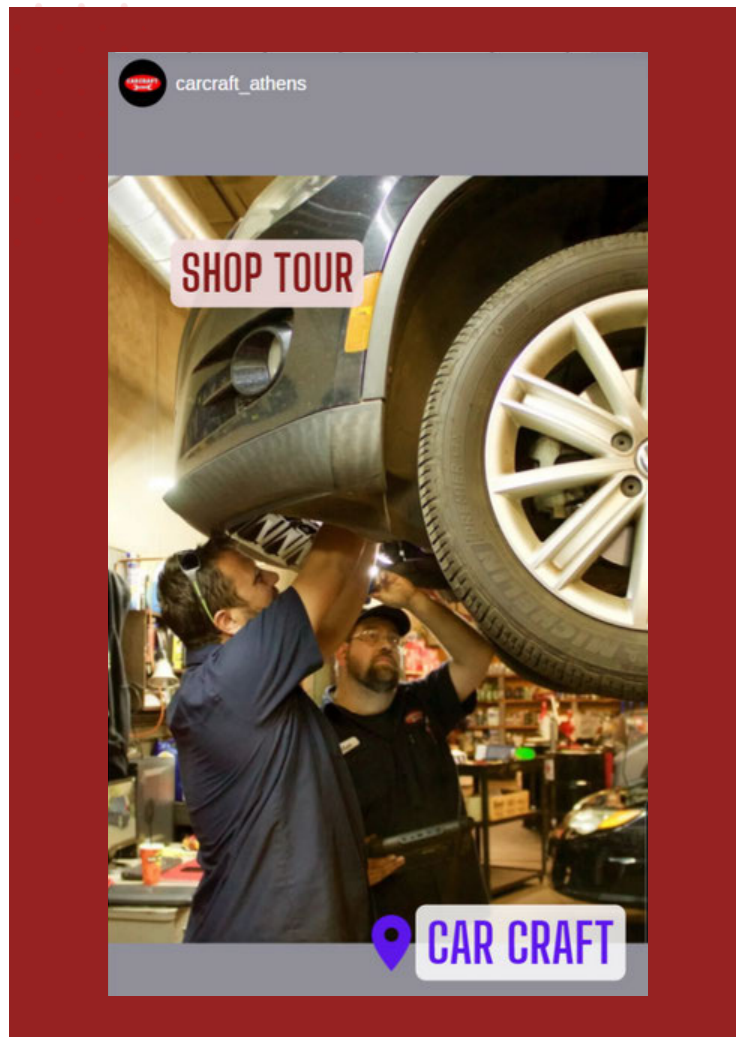
This post will serve as an introduction for the consumers to services and other information like store hours. This collection of these graphic stories helps give a good idea of what Car Craft is all about. By having all these stories collected into one area that will always be at the top of the page it will provide a place for FAQs to be answered. This can save both consumers and employees of Car Craft time.

This can also be a starting advertisement that will be sponsored in people's story feeds to catch their attention. When paired with a swipe up or link feature to bring the viewer to various pages of the website it will make for a well-rounded way to grab people's attention as the collection of posts for the highlight grows.

A clean organized quick image with concise language is necessary.

In pairing these posts and having them in the highlight while in combination with other feed posts Car Craft will quickly generate a well-developed presence on Instagram.

Instagram Post 2:

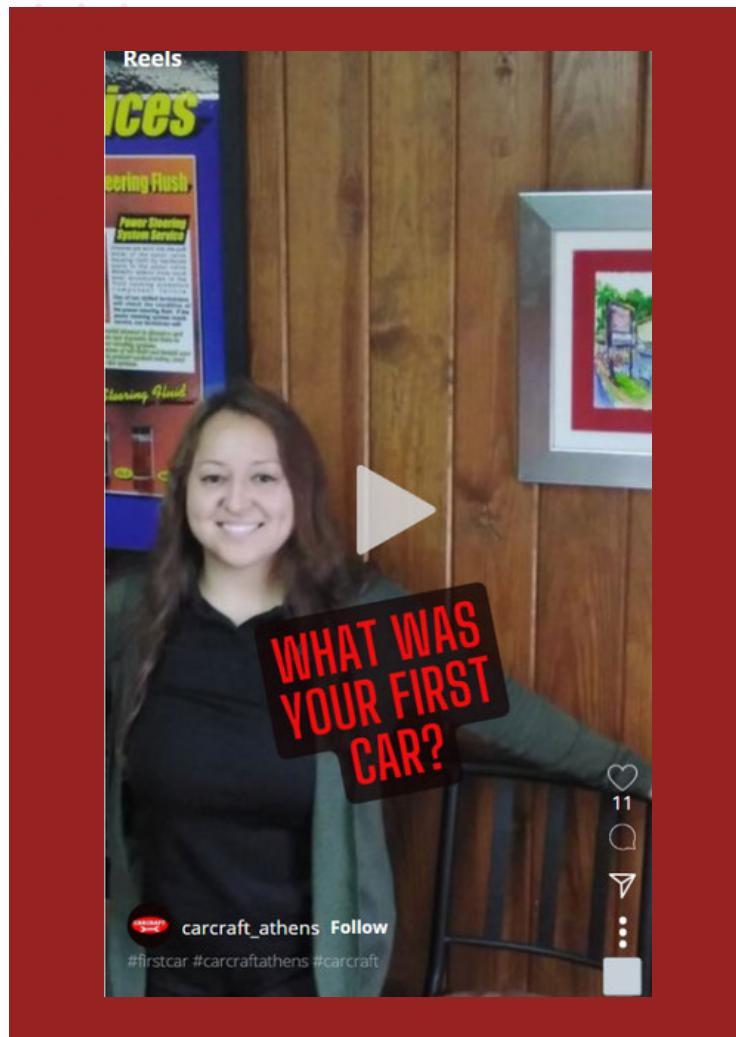


Story Takeover & Shop Tour

This would be a set of stories where a single person takes the viewer through the shop at one point in the day. The set of videos will show what is happening in the shop that day. Through this Car Craft will be able to give the customer a brief tour of the shop, introduce some of the employees, and go over some of the services in an engaging way.

In the end, the person recording can also turn the camera to themselves and give the viewer some resources. "Check out the link to our website in our bio to schedule your next oil change with *insert mechanic name*" This will make the person feel like they know someone, have someone to talk to, and know their way around the shop before even ever actually coming. Introducing everyone!

Instagram Post 3:



Trendy Reel - Personable Introduction

This post is an example of hopping on a current trend that is fun and engaging to a wide range of the audience Car Craft needs to engage. Recently, brands like dealerships and other mechanic shops across the country have been including their employees that are usually behind the scenes for most customers in their content.

Going to employees, introducing them, and asking “What was your first car and what do you drive now?” is a great way to do this. (Examples are from TikTok but the idea is the same 1 and 2) This will help the customer to get to know whom they are working with and foster the welcoming, easy to talk to personality that Car Craft is working to portray.

For the music picking any of the suggested trending sounds at the time of posting is probably best. So long as the music is not overbearing it will be quiet and in the background anyway. It is important to choose a sound, however, because it helps to reach a larger audience.

Facebook Rationale

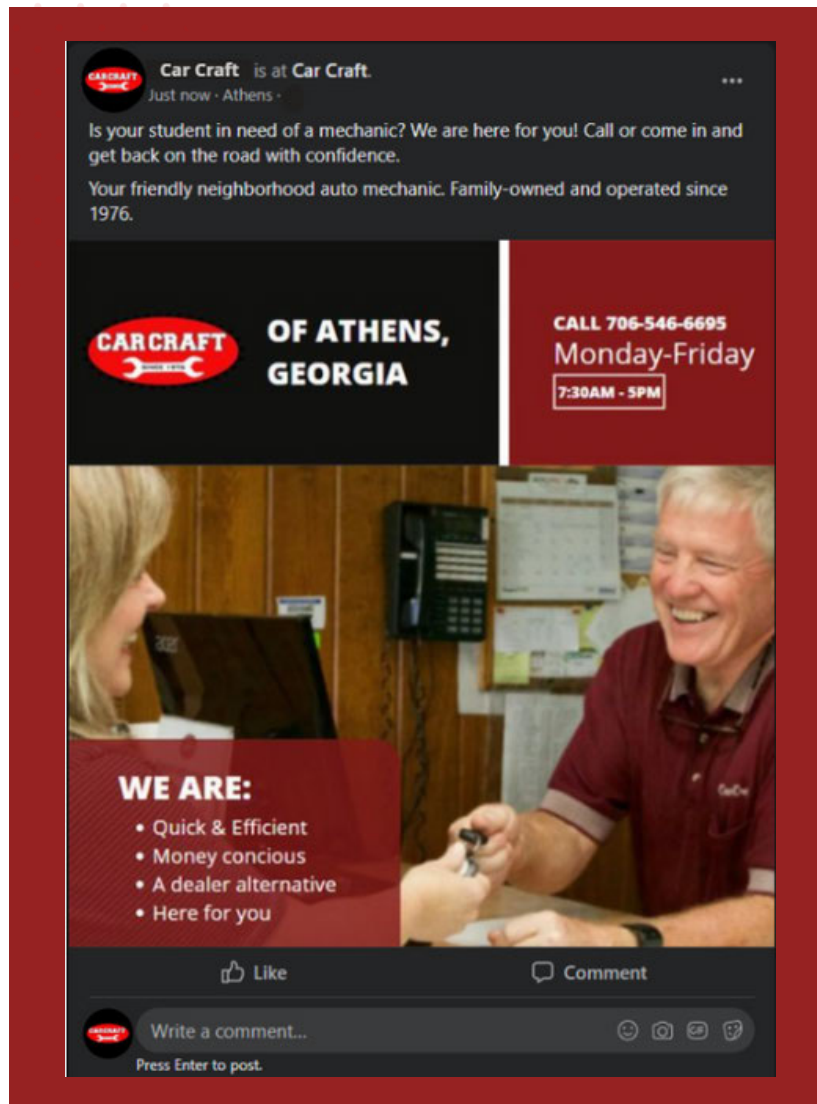
Facebook is the largest social media platform by users. With [2.912 monthly users](#) as of January 2022, 200.6 million of which are in North America, there is a massive audience potential. The [median age](#) of Facebook users is 31. Statistics show that marketers can reach a total potential audience of 2.109 billion users with ads with nearly 72.4% of Facebook's monthly users having been shown an ad in the past 30 days leading up to the beginning of January 2022.

Facebook is currently Car Craft's most active platform and has a great start to what can be done. With a majority of its users being above the [age of 35](#) this platform should be better for focusing efforts on an older audience. One target audience Car Craft needs to put focus on is the parents of the local students who will be most likely to pay the bill. Parents are not there to make sure their student is taken care of so they will want someone they can trust, especially in the realm of mechanic work. This platform is all around a good place to access a majority of the local population with [96.3% of users](#) being old enough to own a car.

Facebook is also a place that many use to find products and services especially related to cars. People ask questions in groups, find products/services on Marketplace, and find businesses on this platform. Parents groups share information about good mechanics shops very often and then post it on UGA parent websites and groups. This is a great place to advertise this trustworthiness for earned media.

[Facebook](#) at the moment is Car Craft's most active social media platform with over 275 friends and occasionally surpassing 20 likes on a post with a comment or two. It is clear that there is an audience there and all this page needs is some small touch-ups and some more consistency. Otherwise, the variety of the posts and the content posted is on the right track for growth.

Facebook Post 1:



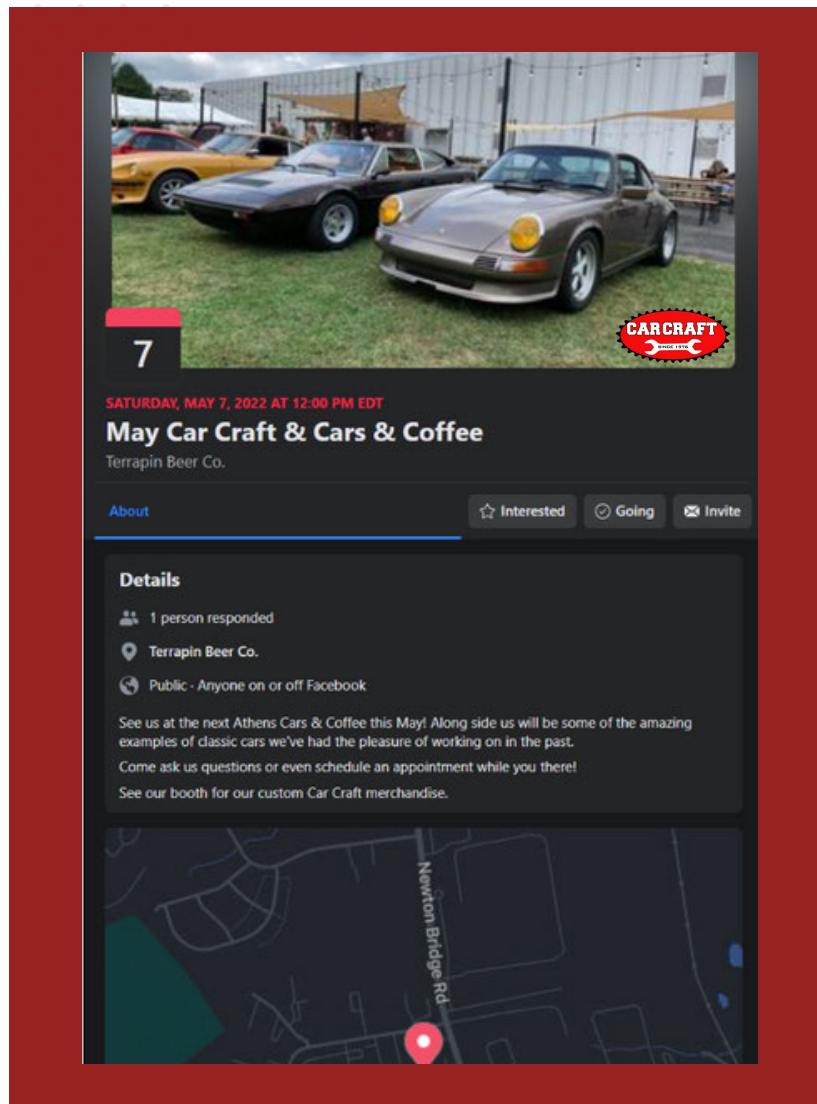
Graphic Informative Ad - Concept Overlap

This post serves a similar purpose as it did on Instagram. Only here it can be sponsored in people's feeds as well as be posted into local parent groups, student groups, and other places which will allow Car Craft to be specific in whom they are targeting with each post.

Like on Instagram, this grabs the viewer's attention and provides a gist of what Car Craft is and what they can do. It is important, again, to gear the description to the intended audience which in this case will mostly be an older sector of users including parents. When posted into student groups it is likely that parents will be looking there as well but in any case, the copy needs to be concise.

By portraying a friendly brand image in this initial introduction ad, it will not only set Car Craft apart but be intriguing to parents looking for someone to trust to help their student or for the public to trust with their car as mechanic shops are often perceived as the opposite.

Facebook Post 2:

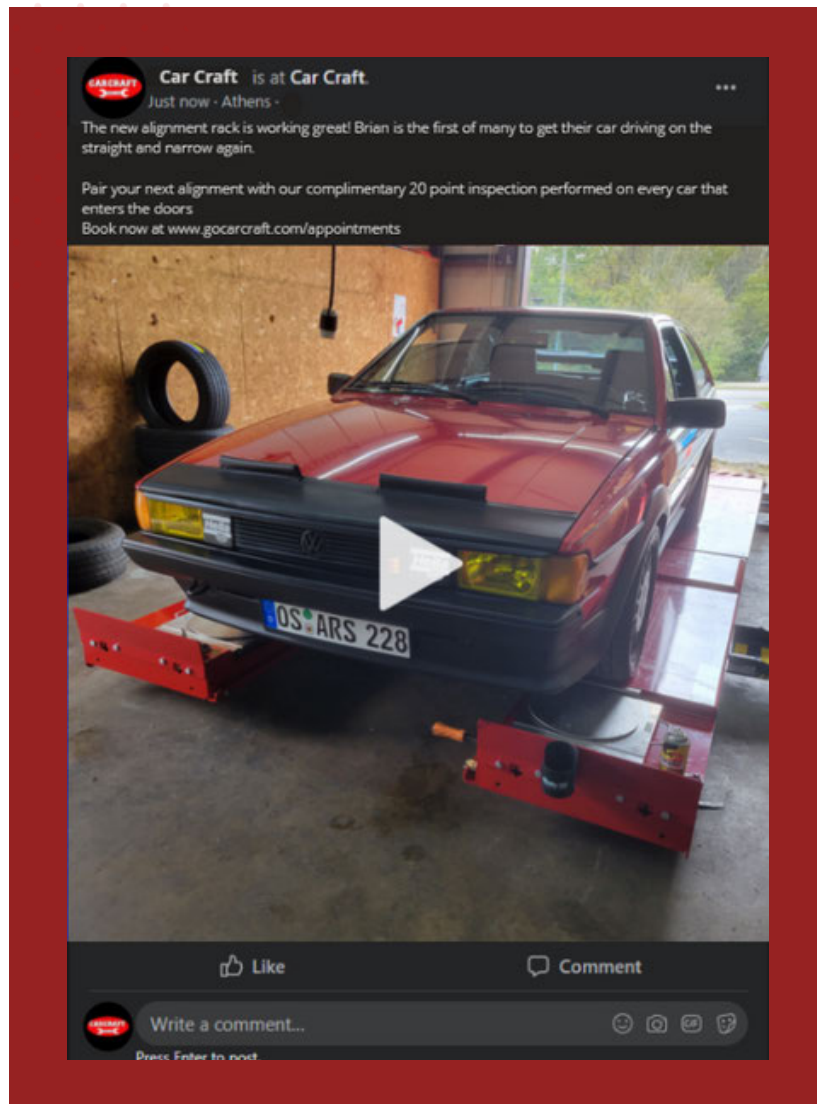


Event / Partnership - Come meet Car Craft

Partnering with a local event like cars and coffee or creating one of their own would get Car Craft out in the local community. Creating an event like this is one option, but there is also the ability for Cars & Coffee or Terrapin Beer Co. to allow a Co-host from Car Craft which would be great as well. In the case of a co-host Car Craft would repost or share the event rather than create it themselves. Either way, an event post like this shows they are active in the local community and gives people the opportunity to see them outside of working hours.

An event is an opportunity to show previous work on some of the classic cars as well as sell some merch like T-shirts while they meet locals. A post like this can put emphasis on these things and give people an incentive to come. This also helps support other local small businesses that are participating.

Facebook Post 3:



Event / Partnership - Come meet Car Craft

This video would be a short and simple one that simply includes some info like what the car is and what it is in for. Saying who owns it with a brief “we’ve known Brian for years” or “It is *insert customers name* first time in and we hope to see them back again next time”. This is a simple format, but it accomplishes a lot.

This is a great way to give updates around the shop with a personal touch. This post shows that the new alignment machine (Car Craft posted some great time-lapses of it being installed) is now operational and ready for customers. It also engages directly with the customer by name (tagging the customer if possible). And in the case of this car, the customer did a post about the experience saying how great it was which Car Craft was able to repost.

Videos are a great way to bring engagement to a page. The average engagement on Facebook is 0.18% while video engagement average is 0.26%.

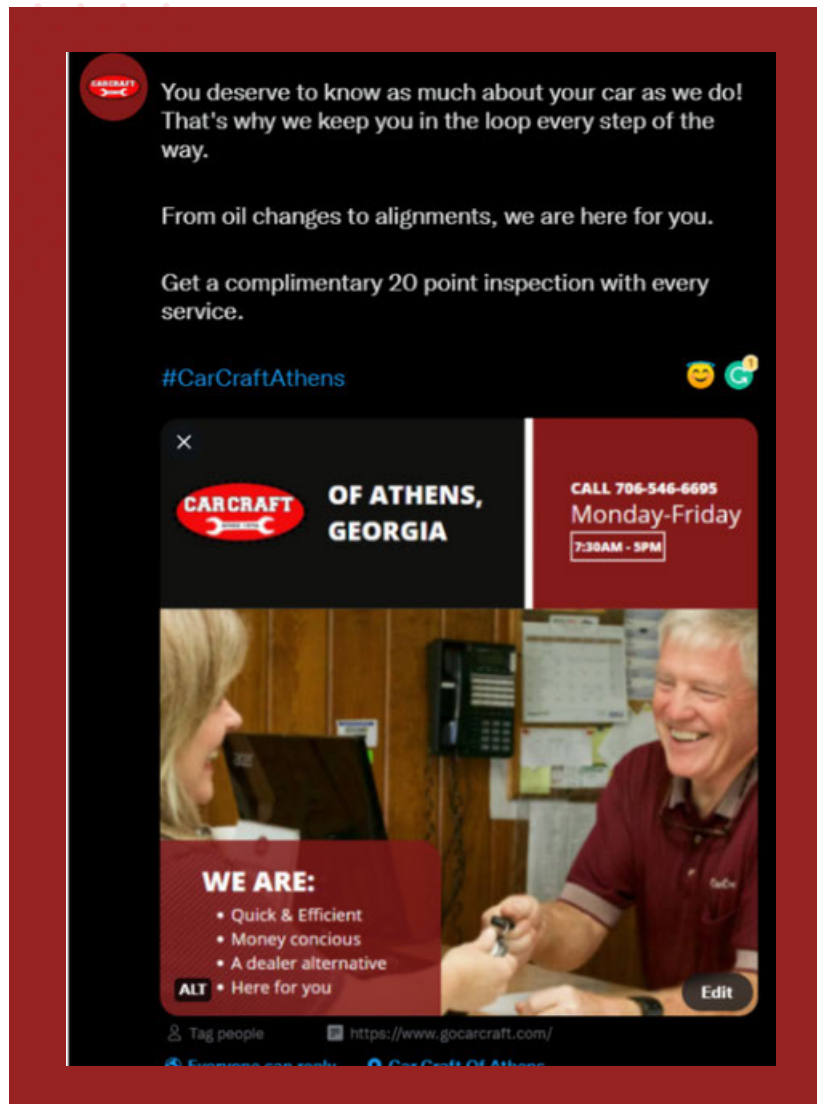
Twitter Rationale

Twitter currently has around [330 million monthly](#) active users just as of the first quarter of 2019. The United States is the largest user of the platform as it had [69.3 million active users](#) as of January 2021. The largest age demographic to use Twitter is those between the ages of 25 and 34. However, those ages 18-24 and those 50+ make up nearly the same portion of Twitter users at 17.1% respectively. This is interesting for Car Craft as a large focus of their target markets is local students and their parents. This means that both of those groups have a similar chance to be reached through this platform. This is unique in comparison to Instagram and Facebook where the content had to be more geared toward one of these groups or the other.

Twitter is currently Car Crafts least developed of these three platforms by far. In the curation of content from this point on it needs to be a point to gear content towards both of these groups. Car Craft also has the opportunity to reach the larger market with this platform though as an even larger majority of Twitter users fall between the two previously mentioned age ranges with over 51% of users being between the [ages of 25 and 49](#). Twitter is a more direct platform that can do a lot for Car Craft in comparison to the other two platforms as it allows not only for car craft to tweet directly towards a group of people, but people can tweet at them and get a direct response.

Twitter is a great place where car craft can get customer feedback and retweet it as well. Source of earned media. This is also a great place to experiment and be funnier and light-hearted. Currently, this is [Car Craft's](#) least used platform with them even having an [old account](#) which they clearly no longer have access to floating around.

Twitter Post 1:



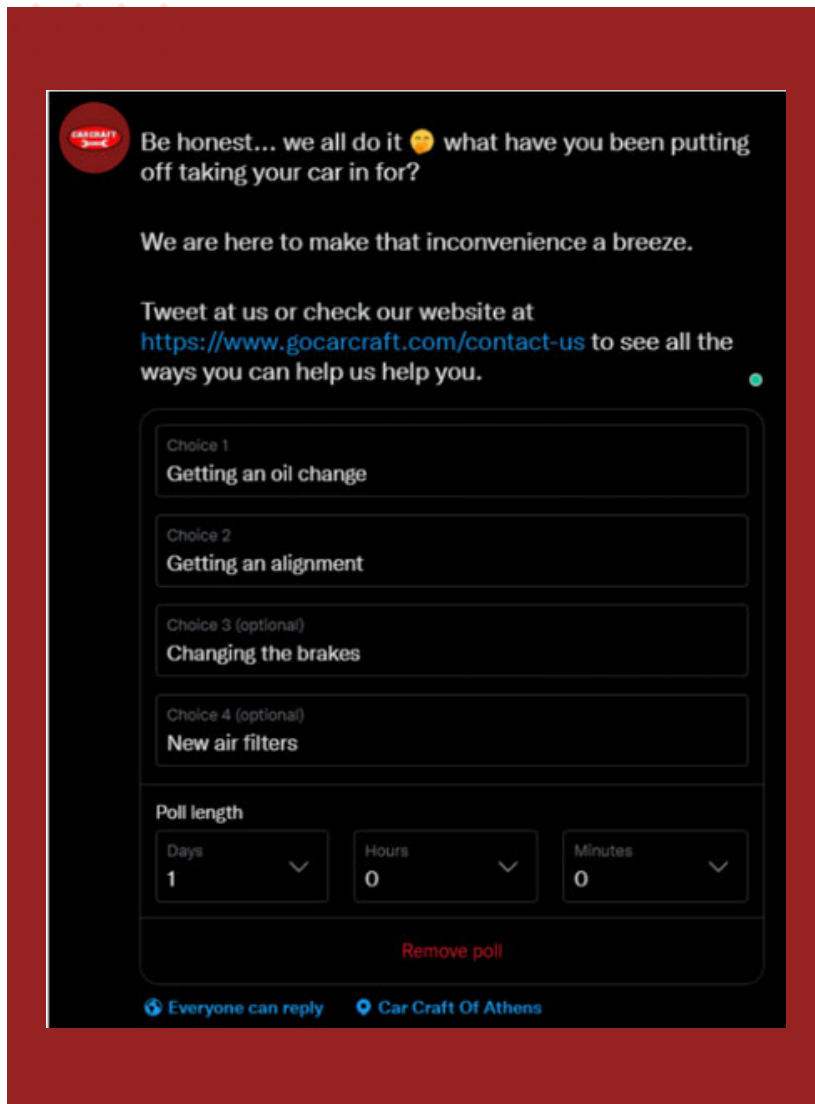
Graphic Informative Ad - Concept Overlap

Like the other two platforms, this post serves as an introduction and advertisement for the brand. As opposed to the other two platforms which were worded in a way that gears it towards a more specific audience this one is more general. It focuses on wording that instills a trustworthy and welcoming brand image for everyone.

The goal is to make the process as unintimidating as possible with clear communication, trustworthiness, and fair business practices. This also shows where the business is and the many ways, they try to make the process as easy as possible from the website to have the ability to simply tweet at them.

Concise language is all the more important on this platform and so are hashtags!

Twitter Post 2:



The image shows a Twitter poll interface for 'Car Craft Of Athens'. The poll text asks users to be honest about putting off car maintenance. It lists four choices: 'Getting an oil change', 'Getting an alignment', 'Changing the brakes', and 'New air filters'. The poll length is set to 1 day. The interface includes a 'Remove poll' button and settings for who can reply (Everyone can reply) and the account (Car Craft Of Athens).

Be honest... we all do it 😊 what have you been putting off taking your car in for?

We are here to make that inconvenience a breeze.

Tweet at us or check our website at <https://www.gocarcraft.com/contact-us> to see all the ways you can help us help you.

Choice 1
Getting an oil change

Choice 2
Getting an alignment

Choice 3 (optional)
Changing the brakes

Choice 4 (optional)
New air filters

Poll length

Days: 1, Hours: 0, Minutes: 0

Remove poll

Everyone can reply Car Craft Of Athens

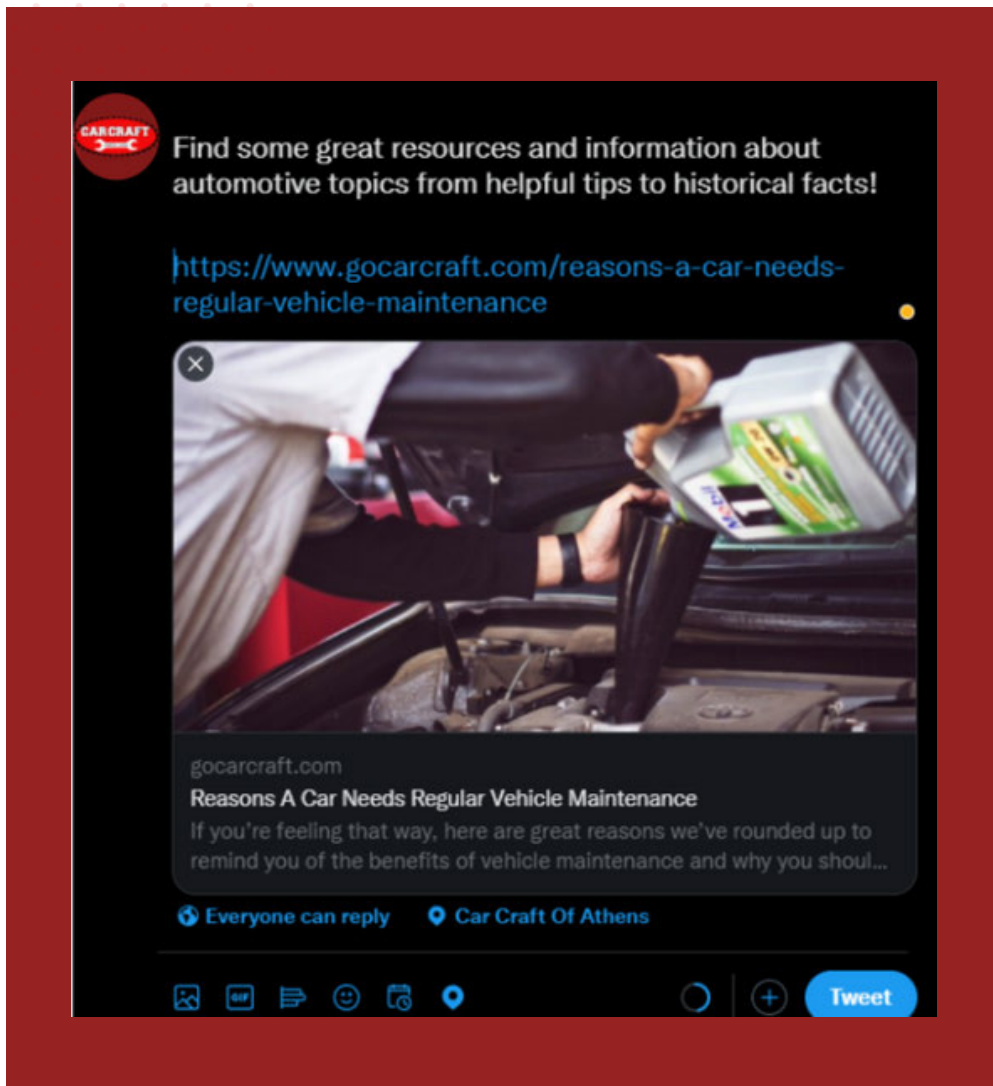
Funny Poll

The goal of a poll like this makes the page more personable which is in right now on Twitter as a platform. Putting off taking your car in for even the most basic of maintenance is something most if not all car owners should be able to relate to. This is a joking and fun way to bring this to someone's mind and provide a solution as well as see that Car Craft understands and is there to help.

Of course, it is important from there that the viewer has the necessary resources to come to Car Craft and get the issue solved. Having the option of just Tweeting at Car Craft is inviting as it is simple and quick in an app that's already open. The user hardly has to break their stride of whatever they are doing to answer.

The poll also offers valuable statistics that Car Craft can use in their following advertising and content focus. If the number of people who respond with oil change is higher than the rest of the responses, then it will be clear that they should post more resources about that particular service and maybe add in a deal of some kind in tandem with another service that could be enticing.

Twitter Post 3:



Blog

A blog can bring audiences in for more reasons than just the services that Car Craft provides so it is important to advertise that they have one. Providing useful information further reinforces the idea that Car Craft is caring and helpful. Interesting content is also useful for bringing engagement with the variety of entertaining content it can bring. A blog post like this one could also be another way to entice or convince viewers to come in for maintenance. It also gives the brand to show its expertise and that it cares.

4 Easy Steps to Prepare for the Mechanic



A trip to the mechanic is often intimidating for many car owners. While we at Car Craft, work hard to make it an easy and painless activity, we want to help you feel confident before your next trip to the mechanic whether it be to our shop or one across the country.

Preparedness is the easiest way to make your maintenance trip a breeze, so we broke down how to prepare into four easy steps.

1. Know your vehicle
2. Identify the service you need
3. Find a reputable mechanic near you
4. Set up an appointment

Step 1: Know your vehicle

It's important to know basic info about your car such as: the year, make and model as well as the mileage and when regular maintenance tasks have been done last. This will help you to know what services you need in the next step. And the mechanic will ask for some of this information for their records and to identify what they need to do.

General maintenance intervals are how you use this information to identify what needs to be done and when. (Find this information in your owner's manual or in our blog on [General Maintenance Intervals to Know](#)) This brings us to step 2.

Step 2: Identify the service you need

Let's say that, with your knowledge of general maintenance intervals, you've identified that your vehicle needs an oil change.

Before setting up an appointment it's a good idea to know what this task entails. A simple Google search of "what does an oil change do?" tells you all you need to know. (Old oil comes out, oil filter is replaced, and new oil goes in) Also, see our blog on [Top 5 Oil Change Myths Your Mechanic Wish You Knew](#)

You'll also see that you should anticipate being asked what kind of oil you will want: Full synthetic, synthetic blend, conventional, or high mileage oil so be familiar with these prior to your visit. Generally speaking, if your car is over 100k miles then go high mileage, otherwise, go for the Full synthetic.

Step 3: Find a reputable mechanic near you

No amount of preparedness can get you ready for a shop with bad service, so it is important to find one you can trust with your vehicle.

A simple google search of top-rated shops in the area or simply asking a friend are both easy ways to narrow down your search. Most trusted shops are easy to spot from having good reviews, an updated website, and how easy it is to communicate with them. A lack of communication is usually a clear indication of how your experience will pan out.

Step 4: Set up an appointment

Once you've found your shop, set up an appointment or pull in at a time most convenient for you!

NOTES

Acknowledgments:

I want to genuinely thank Car Craft's very own Steve and Kevin for being so accomodating and allowing me to do this project on their brand. I hope that it in some way has/will benefit you.

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And despite the difficulty of this project, I of course have to give a huge thanks to Tom for teaching this course. A genuinely kind soul who is amazing at what he does. I can confidently say that I've never been able to learn so much from any professor in a single semester.

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