



Collision Repair Center Best Practices

What Can the Internet Do For Your Business?

Is there value in the Internet to your business? **YES!**
By taking advantage of the Net, you can:

- ◆ Build your customer communication network
- ◆ Develop new business opportunities
- ◆ Improve operations
- ◆ Reduce your expenses

By having a website and utilizing social media, you can provide customers awareness of your products and services and offer them the information and support they need to make qualified decisions.

Today's businesses realize that they must have **at least** a minimal presence on the Internet. The benefits to having a website are apparent everywhere. You can display a catalog of products and services. You may extend your business hours to 24-7 without a physical presence. Improve communication by updating information immediately. A website can be an excellent means of generating sales leads. Consider a map to act as a store locator. Use statistics on who is visiting your site to determine where you should spend your marketing dollars.

Incorporate customer interaction: this will include basic elements of e-commerce, forms, surveys and other data acquiring applications. The long-term benefits are immeasurable. With unlimited space you can convey your entire message for as much time as needed; it is more affordable and economical than the Yellow Pages; the market is greatly increased; and, once an audience is established, new ideas can be tested in real time, with instant results.

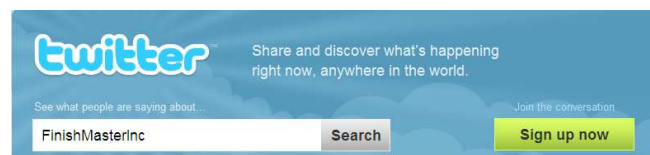
People associate reliable businesses with the Internet, with research indicating that **businesses with a website have grown 46% faster than those without.**

One HUGE incentive to getting your presence on the Internet, the fact that your competitors are probably already there!

Let everyone know about your website! Email people who are in associated industries to your business. Utilize opportunities on other popular forms of social media. Networking online is easy. Talk to friends of friends, and leave postings on Message Boards. It has been known in business, for centuries, that the best form of promotion is word of mouth. **78% of consumers trust peer recommendations while 14% trust advertisements.** Do you know what customers are saying about your business? Wouldn't you like to?

Social Media Examples

Twitter is a social networking and micro-blogging service that allows users to post their latest updates. An update is limited by 140 characters and can be posted through three methods: web form, text message, or instant message. **You may now follow FinishMaster on Twitter—FinishMasterInc.**



LinkedIn is a professional networking site that allows members to create business contacts, search for jobs, and find potential clients. **80% of companies use LinkedIn to find employees!**

Facebook is today's social media goliath. After opening its network up beyond college students in late 2006, Facebook has quickly risen to the top. **Facebook had 100 million followers in less than 9 months.**

Look for more information on utilizing these social media outlets in next month's newsletter!