

Mobile Mechanic Gets An Online Tune-up

SMBs often make a lot of the same mistakes when it comes to their online presence. They think that they don't need a website because all of their business comes by word of mouth. While this might be the case today, it's not sustainable. Even with word of mouth referrals, having a clean professional website helps to legitimize the business and bring in higher quality clientele that may not trust businesses without proper representation online.

CHALLENGE

Prior to working with Red Violet Works, The People's Auto solely used Instagram for their online presence. Customers were expected to only text to schedule service appointments.

SOLUTION

After an initial consultation with Red Violet Works, The People's Auto agreed that it was time to give their brand and online presence a proper tune-up. Together we decided on a new brand name, Mechanic On Demand, with a clean professional website that gives customers the option to schedule their service appointments online.

RESULTS

A new website was created showcasing services offered and online booking. Bookings were prequalified with pertinent information regarding the vehicle and repairs needed, allowing Ra'kem to be prepared with the necessary parts upon arrival. It also allowed for deposits to be processed to avoid last minute appointment cancelations that are costly for a mobile mechanic. In addition to the website, online profiles were established on Google and Nextdoor, which significantly increased exposure without additional costs .

AT A GLANCE

Challenges

- Appointment Scheduling
- Service Prequalifications
- Online Representation
- Workflow Automation

Benefits

- Time Savings
- User Friendly
- Professional Online Representation That Helps Build Customer Trust



"I can't thank Desired enough. She truly has become my most trusted advisor for all things digital. She's so easy to work with."

Ra'kem Landon

Owner, Mechanic On Demand