



## Marketing Action Plan for Fast Auto Care

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[DalfortMedia.com](http://DalfortMedia.com)

Goals: Create brand awareness online and offline to establish Fast Auto Care as the best and obvious choice for auto and commercial vehicle service in the East Dallas area. Position Fast Auto Care for search keywords related to auto and commercial vehicle service in the East Dallas area. Provide strategic marketing strategies and sales guidance to acquire ideal customers to ramp up business quickly.

### 1: Google Local Listing

- Claiming, optimizing, and validating via the relevant citation websites. These are secondary business directories that provide validation to Google that a business is legitimate and operational. Note that a minimum website is required to accomplish this step.
- Completion time frame: Google listing takes 1-2 weeks. Citations can take up to 90 days.

### 2: Strategic Marketing

- Identify your ideal customers, from commercial to consumer.
- Create marketing messaging that will resonate with your ideal target markets.
- Identify potential community marketing partners to develop referral relationships.
- Completion time frame: one week

### 3: Sales Guidance

- Meet with and de-brief your current salesperson to evaluate his initial experiences.
- Review, refine and enhance his sales presentation.
- Develop a sales plan.
- Completion time frame: one week

### 4: Create WordPress website

- Create basic WordPress website with home page, contact form and terms of service page.
- Home page will be search engine optimized and optimized for fast loading time.
- You will supply web-ready graphics.
- Will be hosted at GoDaddy in your account. (Account access required.)
- Completion time frame: one week

Investment: 1: \$1500; 2: \$1500; 3: \$1500; 4: \$500.

Terms: \$2500 to get started; Balance at step 2.

Third-party costs are paid separately. Client shall be responsible for supplying photos and other content. Completion time-frames based on timely delivery of client-supplied content and other required items. Additional fees will apply if the scope of the work changes or increases. Because the bulk of the work will be performed in the first 30 days, once started, this project cannot be cancelled and all fees are due and payable as scheduled regardless of any delays in receiving client approvals, client-supplied content, or changes in client's business model, marketing objectives, management, or ownership. Dalfort Media shall perform work in a timely manner and promotion efforts shall be delivered on a best-efforts basis. Client understands and acknowledges that due to the dynamic nature of the marketplace, no guarantee of results is given or implied. Marketing Action Plan pricing valid through 2/12/21 and is subject to increase and availability thereafter without notice.