



## PROPOSAL

# Content Marketing

“To repair the brokenness in cars, the people that drive them, and the communities that rely on them.”



(352) 377 - 0383



4488 NW 6th Street, Gainesville, FL 32609



[www.cityautorepair.com](http://www.cityautorepair.com)

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# Opening Statement

The following proposal aims to utilize the principles of content marketing through personalized pieces that represent the business and what it has to offer. Through a signature story and a knowledge branding piece, City Auto Repair will be able to proceed to bring in customers.

City Auto Repair sits at the crossroads of being a family-owned and female-led business that makes conscious efforts to better the community of Gainesville and create a place where people feel comfortable taking their car troubles and knowing they will be in good hands. The content marketing plan intends to broaden the company's reach and emphasize the characteristics that make the business home to many.

# Overview

City Auto Repair is a local Gainesville repair shop that values relationships with its customers, building a foundation of integrity, service, and education. Founded in 1981, the business has been proudly serving the community as a family-owned and female-led company.



## From Father to Daughter

Owner Rachael Wacha took over the business from her father and carries on his legacy while incorporating her own changes. She wants customers to feel safe and not taken advantage of. Along with typical auto repair services, the shop holds clinics aimed at customers who want to learn hands on about their vehicles.

# Target Audiences

Though the Gainesville community is diverse, the content marketing campaign is targeted at the following audiences.



## Young Adult Females

Gainesville is a primarily female city, and the female population at the University of Florida is also dominant. Due to the prominence of the university and the services of the company, young adult females who want to learn more about their cars and auto maintenance will benefit from the specifics of this campaign.



## Families

Outside of the University of Florida, Gainesville is home to many families. Schools border the university and are, therefore, closer to the shop. Furthermore, the shop is family-owned and provides educational services to those who may not be able to drive yet. Families who are looking for a reliable car company in the Gainesville area will benefit from this campaign.

# Goals, KPIs, and ROIs

During the campaign, it is important to have specific goals and metrics, like KPIs and ROIs.

## KPIs

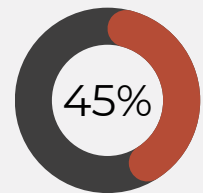
**Social Media:** Through the campaign, social media metrics can be tracked, like shares, likes, comments, and followers.

**Lead Generation:** Through the campaign, the amount of new customers can be tracked through phone calls, online forms, and in-person inquiries to gauge overall interest.

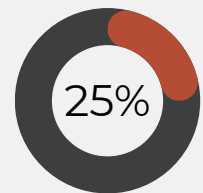
## ROIs

**Cost Per Lead:** With each new customer and inquiry, the average cost of this acquisition can be calculated to see the impact of profit.

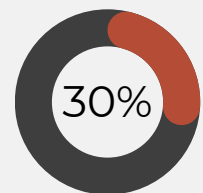
**Brand Awareness:** An assessment of the target audience's recognition of the company can be demonstrated to measure the effectiveness of the campaign through surveys and social media analysis.



Increase social media engagement by 45%.



Increase customer acquisition by 25%.



Increase revenue by 30%.

# Calendar

The campaign will be established in May 2024 and continue until May 2025. Calendars and schedules will be created and altered depending on the current efforts and results.

S	M	T	W	TH	F	S
			1	2	3 Video 12 PM	4
5	6 Signature Story 12 PM	7	8 Social Media Post 12 PM	9	10 Video 12 PM	11
12	13 Signature Story 12 PM	14	15 Social Media Post 12 PM	16	17 Video 12 PM	18
19	20 Signature Story 12 PM	21	22 Social Media Post 12 PM	23	24 Video 12 PM	25
26	27 Signature Story 12 PM	28	29 Social Media Post 12 PM	30	31 Video 12 PM	

# Content Samples

The content marketing campaign will consist of two pieces: a signature story and a knowledge branding video.

## Signature Story

The signature story appeals to a pathos approach. The business wants potential customers to trust who they are dealing with and rely on the company confidently. This will help bring in loyal and lifelong customers, piquing interest in the business and allowing for customer acquisition and profits to increase.

## Knowledge Branding

The knowledge branding piece instills trust that the company is insightful and willing to give you a hand beyond its Gainesville borders. This piece should encourage customers to learn more about their vehicles and reach out to the company if they need help. This will also help with customer acquisition and brand awareness.





# Rachael Wacha

## Auto Repair from a Female Perspective

In 1981, City Auto Repair opened its doors in the Gainesville area, with a mission to serve and help the individuals that reside. Behind those doors was a family with a dream, and a young Rachael Wacha that saw the world of auto mechanics around her. Soon, she would live up to the role and legacy her father would leave upon his retirement.

Rachael didn't always plan on taking over the business. Rather, she worked in insurance and beauty. She was always guided by one thing: people. Though she was initially dismissive of her father's idea of taking over the business, her father knew that no one else was fit for the job like she was. In time, Rachael was the new face of City Auto Repair.

Rachael grew up in Gainesville, often being around her father in the business. She was preparing for this career without knowing. Her father created a legacy through his love of cars and people. Rachael does the same. It is this that allows her to continue helping others in the community, no matter their knowledge of auto repair.

The world of auto repair is one that is male-dominated. Rachael makes it her mission to destigmatize women in the industry and enjoys every second of it. Through her collaboration with Peaceful Paths (a domestic violence agency) and a series of clinics including one titled "Lipsticks & Dipsticks", Rachael aims to empower women and encourage them to ask questions about their vehicles without judgment.

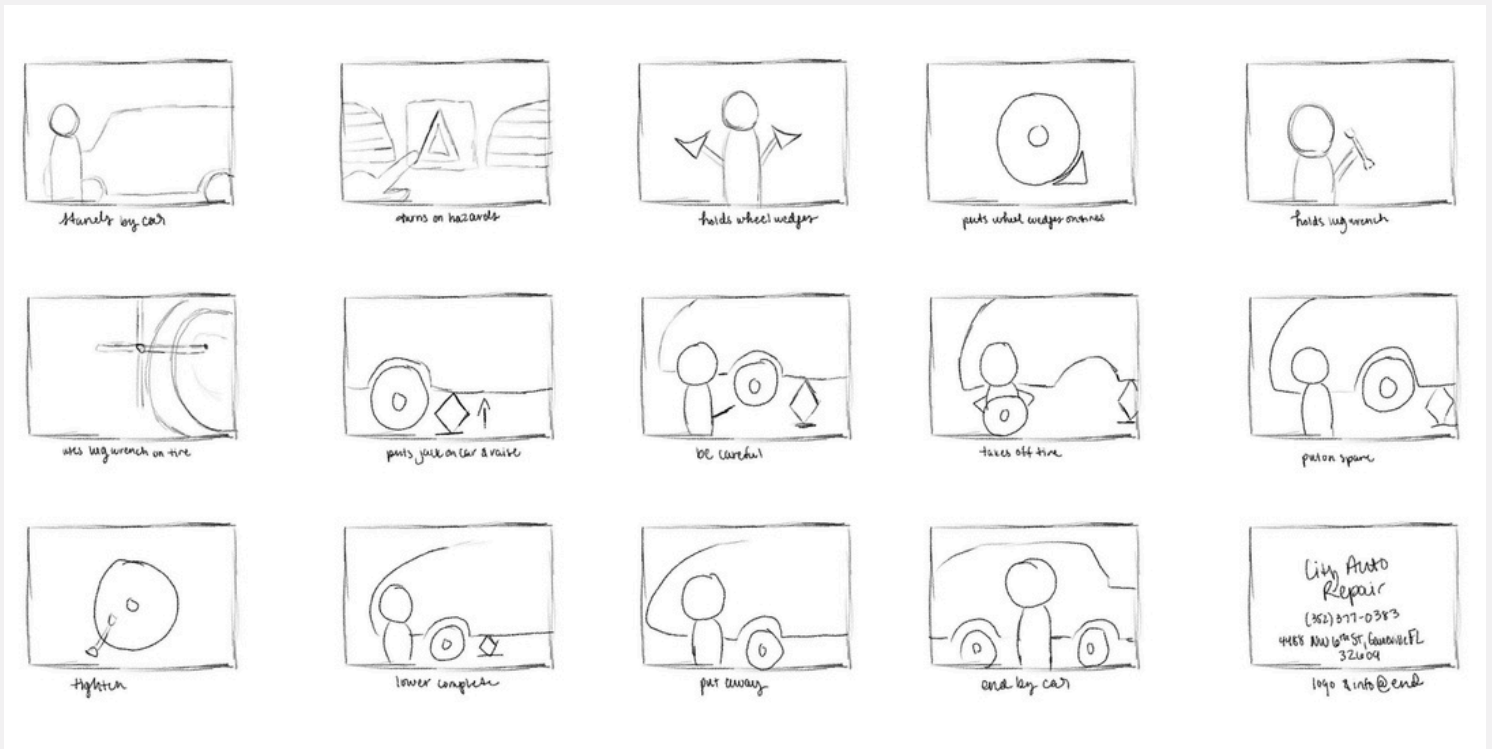
Rachael and the team at City Auto Repair emphasize the importance of authenticity and sincerity within the auto industry, and they want to make sure every customer receives the same treatment with care and understanding. No one should have to feel ashamed of their knowledge of cars, and Rachael will provide the support to help customers get home safe and fact-filled.

Make a visit to City Auto Repair today.

# Garage Guru: Tips & Tricks for Your Car

## Video 1: How to Change a Tire

### Storyboard



### Graphic



# Script

## INT. GARAGE - DAY

Worker stands by car.

WORKER

Ready to change your tire? Let's get into it.

WORKER gestures to space.

WORKER

Make sure you're in a safe location. You don't want to be anywhere that is too narrow, where drivers can't see you well, or where the ground isn't level. Try to find an empty parking lot or a straight stretch of road.

WORKER turns on hazard lights.

WORKER

Turn on your hazards. You should turn them on as soon as you need to pull over. This will help you avoid any issues or accidents.

WORKER puts on the parking brake.

WORKER

Use the parking brake. You don't want your vehicle to roll. This could be dangerous for multiple parties.

WORKER holds wheel wedges.

WORKER

Use wheel wedges. This is another thing you can do to make sure your vehicle doesn't roll. They'll go behind or in front of the tires while you fix it. Bricks or stones can work, too.

WORKER holds a lug wrench.

WORKER

Find your lug wrench and loosen the lug nuts. Turn counterclockwise. It may use a bit of force, so don't be scared to go for it. Don't remove them completely.

WORKER

Put the jack under your vehicle. Put it by the tire that's flat under the frame of the vehicle. There should be more instructions in your vehicle owner manual.

WORKER starts to raise the vehicle.

WORKER

Raise your vehicle. You want the vehicle to be 6 inches above the ground. Be careful, and don't put any part of your body in a place that could be put in danger during this.

WORKER

Unscrew the lug nuts. Now you can remove them completely.

WORKER takes off lug nuts and removes tire.

WORKER

Remove the flat tire. Grab it by the treads and pull gently. Make sure to put it on its side so it doesn't roll away.

WORKER

Grab your spare and line the rim with the lug bolts. Push gently.

WORKER puts on spare and begins to tighten the lug nuts.

WORKER

Tighten the lug nuts by hand.

WORKER lowers the vehicle and stops before lowering it completely.

WORKER

Lower your vehicle and tighten the lug nuts with a wrench. Don't lower the vehicle completely yet.

WORKER

After they are secure, now you can lower your vehicle.

WORKER

Put all the equipment away and check the pressure in your spare tire. You may need to drive to a service station.

WORKER puts everything away and stands by car.

WORKER

Make sure to take your flat tire to technicians like us. Spares aren't meant to drive for long or too fast. We want to help you and your vehicle make it home safely.

FADE TO BLACK with business logo and information.

City Auto Repair, (352) 377-0383, 4488 NW 6th Street, Gainesville, FL 32609.

END.

# Closing Statement

The content marketing campaign for City Auto Repair, consisting of a signature story and knowledge branding piece, will be effective in developing the company and establishing its presence amongst returning, new, and temporary customers. The business will be able to achieve growth.

My team and I look forward to implementing these ideas into this local company. Through this collaboration and insight, City Auto Repair can build its home and welcome new customers with open arms.