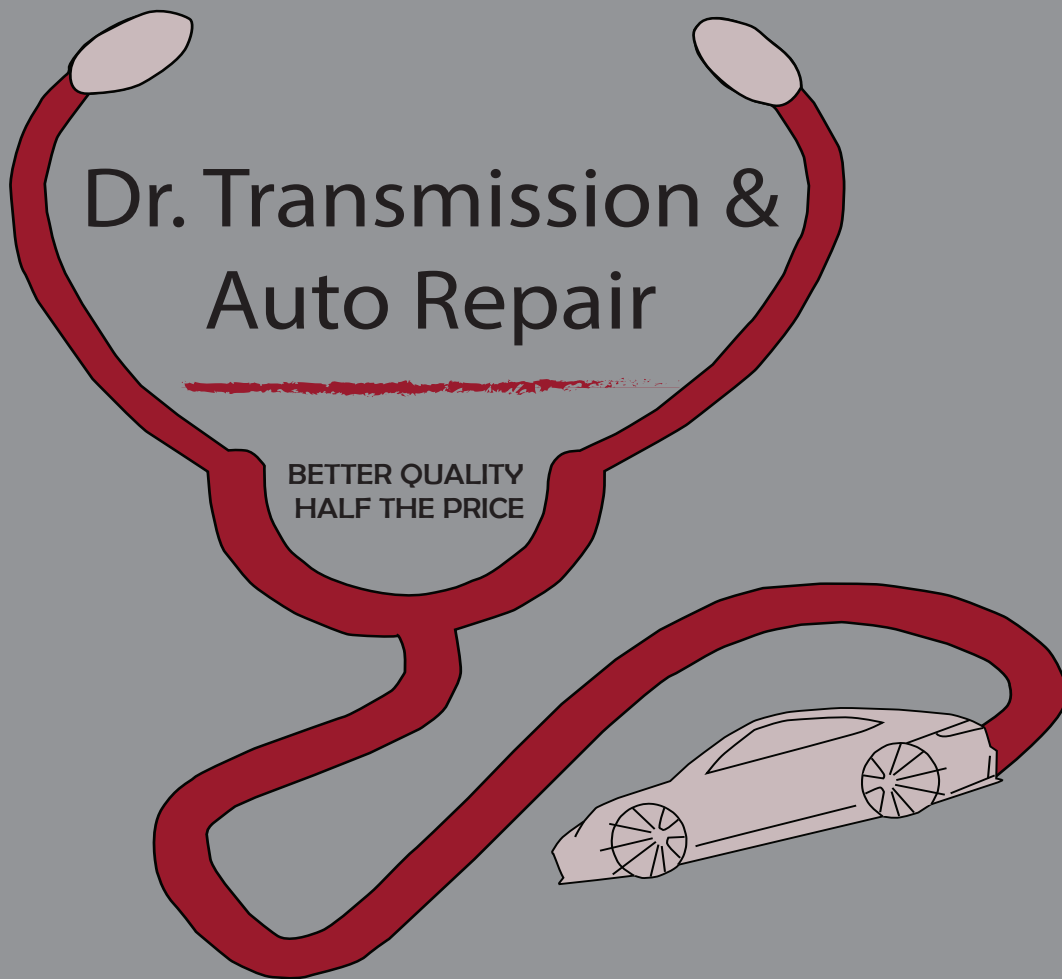


Dr. Transmission: 1 Year Campaign Plan



Dr. Transmission &
Auto Repair

BETTER QUALITY
HALF THE PRICE

Mackenzie Davis, Grace Xiques, Arcy Mayuyo, Lauren Paulsen

General Information:

Owners: Shawn Baker and Vince Cabrera

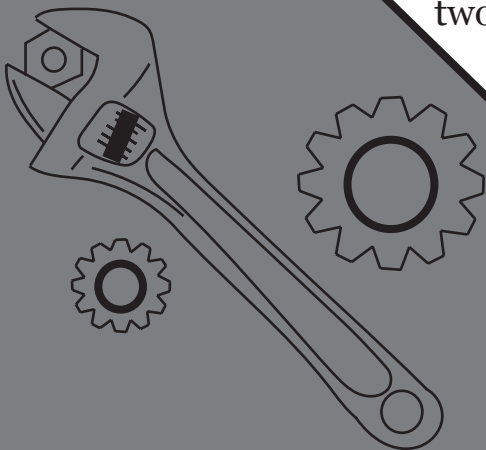
Address: 317 North 2000 West, Unit #224 B, Springville, UT, 84663

Phone Number: (801) 884 - 3854

Who is the Brand

Dr. Transmission comes from humble beginnings. Shawn started his business working outside on the street in front of his home with two friends, Vince and Brandon. Maintaining separate, full-time jobs, the three men worked late into the night regardless of rain or snow. With time, their network grew beyond the Eagle Mountain community. To keep up with demand, Shawn left his previous employment to dedicate himself to the business, and his two friends joined him shortly after.

Today, Dr. Transmission is a rapidly growing business with customers from Logan all the way down to Spanish Fork, and it has outgrown two previous shop locations as the customer base continues to grow.

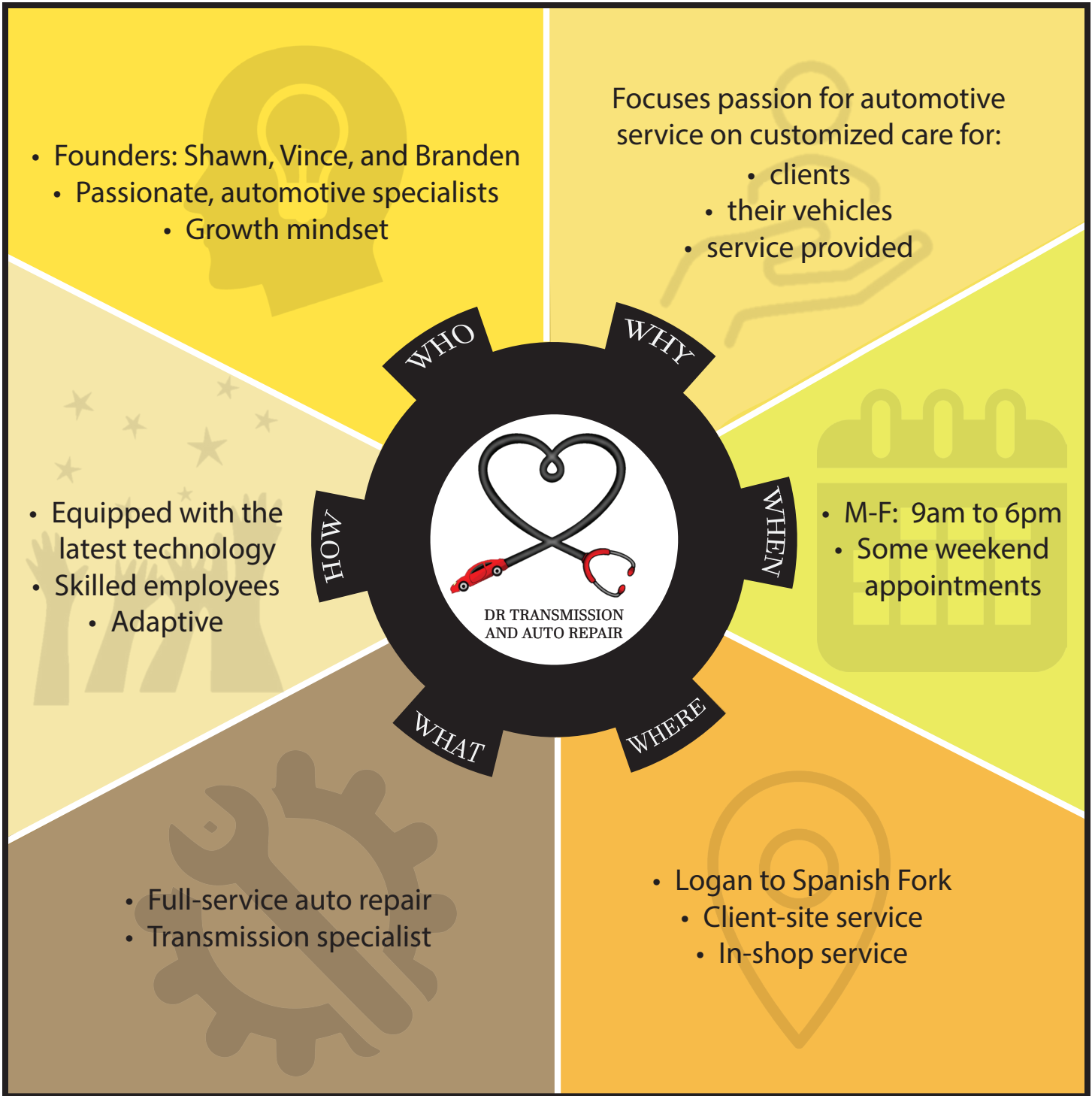


continues to multiply. Now almost two years down the road, Shawn has given half ownership to his business partner, Vince, and they are striving to build a business on values of trust, honesty, and integrity.

What Do They Do

What makes Dr. Transmission different from other automotive shops is their forward-thinking approach to the industry. Instead of requiring customers to bring their cars to the shop's location for an inspection, Dr. Transmission sends their mechanics to the customer's home. This is unheard-of in the automotive industry, and it is part of what makes the Dr. Transmission so popular. The practice of mobile inspections places the customer as priority in the center of the business.

As the name implies, Dr. Transmission specializes in transmission repairs. In fact, one of the owners, Vince, is an incredibly skilled mechanic who possesses the rare ability of rebuilding transmissions by hand. In all other shops, new transmissions are ordered from the manufacturer, but Dr. Transmission has decided to change the game by becoming the manufacturer themselves. Most would not think of an automotive business as using experiential marketing, but Dr. Transmission is committed to staying innovative and relevant in this evolving economy.



Brand Personality



Brand Archetype

The Hero craves mastery – they don't back down from challenges and display courage, honesty, and bravery. During the early days of Dr. Transmission & Auto Repair, the owner worked tirelessly to provide repair services to his customers, regardless of the weather or location. He went above and beyond to ensure that his clients received the best possible care and attention.

One of the most remarkable aspects of this business is the genuine concern and empathy that the owner has for his customers. He is willing to travel a considerable distance to assist them, without regard to their location within the county. No matter where they are, the owner is committed to providing fast, affordable, and high-quality service. Dr. Transmission & Auto Repair's dedication to customer sat-

isfaction is truly unmatched and sets him apart from other auto repair shops in the area.

Ambition

Ambition is one of the defining traits of Dr. Transmission & Auto Repair's owner, Shawn. He possesses an insatiable desire to help others and provide exceptional service. When Shawn worked for another company performing a similar job to what he does now, he recognized the potential to improve how customers and clients were served in the auto repair industry.

With a steadfast determination to make a positive impact, he left his job to start his own business, and he has been thriving ever since. Shawn's ambition to offer the best possible service is evident in every aspect of his work, from the way he interacts with his clients to the quality of repairs he provides. His drive to exceed expectations is what sets him apart in the industry and has earned him a loyal following of satisfied customers.

Skill

Shawn's expertise as a skilled technician is a crucial aspect of Dr. Transmission & Auto Repair's success. He is a master at

Three Pillars (Personalities/Characteristics)

- Ambition
- Skillfull
- Devoted

his craft and has even hired a person who hand-builds car transmissions – a rare skill in the county that sets them apart from their competitors. As Shawn interacts with his customers, he has a keen eye for spotting potential talent. When he identifies individuals with the same level of skill and commitment to excellence, he hires them to join his team.

This approach not only benefits the company by bringing in top talent but also provides job opportunities for his customers. By maintaining a team of skilled professionals who share his commitment to delivering outstanding service, Dr. Transmission & Auto Repair continues to provide top-tier repairs to their customers.

Devotion

Devotion is a core value that Dr. Transmission & Auto Repair embodies, as evidenced by their unwavering commitment to customer satisfaction and delivering high-quality repairs. One of the unique ways they demonstrate this devotion is by offering a mobile repair service where technicians come to the customer, no matter their location. This service is a



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and
Auto Repair**
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Check engine light come on?
Every vehicle we work on receives a full diagnostics check!

- Transmissions
- Mobile Inspections
- Brakes
- Tune up & Oil Change



testament to their dedication to making car repairs as convenient and hassle-free as possible. The technicians provide a thorough inspection and detailed report on the spot, without any obligation to use their services. This transparent approach to repairs puts the customer's needs first, demonstrating the company's devotion to providing exceptional service. By going above and beyond to ensure that their customers are satisfied, Dr. Transmission & Auto Repair has built a reputation for excellence in the industry. Their devotion to their craft and commitment to serving their customers sets them apart and has earned them a loyal customer base.

Linda Miller

Buy Local, Support Local Business

"If your friend owns a business, support them by buying their product."



Job: Owner of a small local store that offers organic goods

Age: 37

Family: Lives with husband John and 3 children.

They are a couple hours away from her parents and sibling with a newborn baby. They visit them about two to three times a month. Linda, John, and their 3 children typically drive out of town every weekend or two to have a family time. Their favorite activity as a family is staying overnight in a resort and swimming.

Location: Provo

Education: College graduate with a degree in Business

Groups/Interests: Beauty, anything organic and fresh, local products, singing and song writing, shopping, planting, movies, thrift shopping

Brand Associations: Skittles, BYU creamery, ebay, FB marketplace, craigslist,groupon, Ford, Apple

Media and News Source: Apple news, Social Media

Digital Ability: Advanced

Level of Online Trust: Moderate

Goals: Expand the business by opening a new branch. Get the business to run on its own so she can have more time to spend at home. Drive through all 48 contiguous states with family.

Challenges: Parenting her now teenage daughters. Work-life balance. Enough capital to open a new branch. Keeping up with trends related to her business. Getting her

business to more potential customers.

3AM thoughts: What can I do to expand my business and be more successful? Should I go back and get an MBA?

Attribute: Family-oriented, busy, religious

Away From: Feeling like there's always not enough time, forgetting things that need to be done

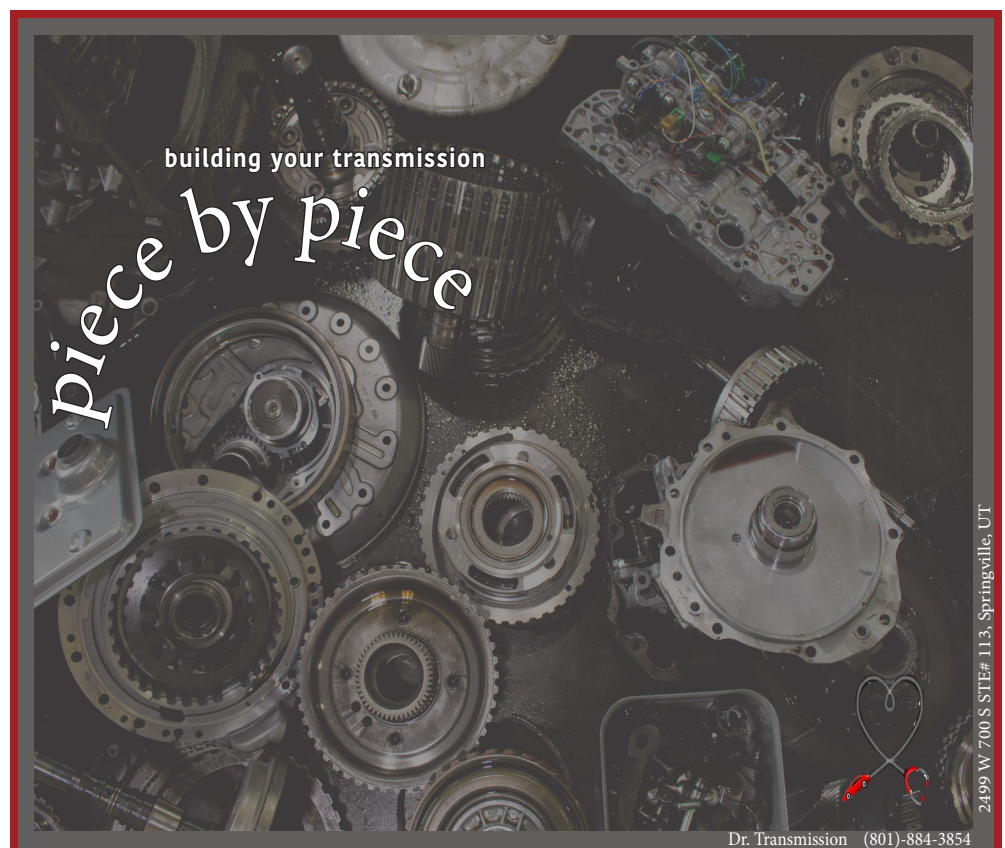
Towards: being more organized by setting goalskeeping a list to meet deadlines

Story: Linda is a very family-oriented person. She has been married to her husband John for over 10 years now. They have two daughters who are teenagers and an 8-year old son.

Linda and John both work an online job and manager their small business on the side. They are really good at communicating with each other their family matters, therefore, they encounter very minimal conflict.

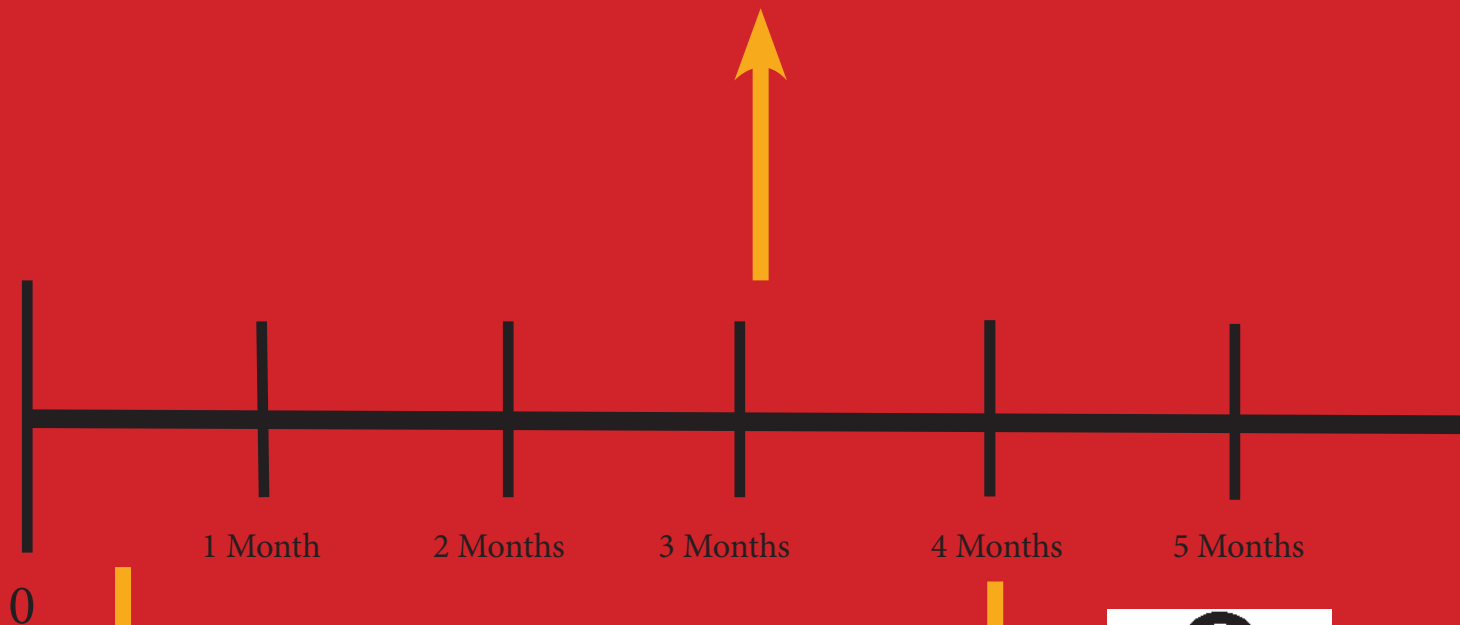
Their family goes to church every Sunday. They also like going to farmer's market whenever they can to see what other people offers in their local businesses.

Linda feels strongly about supporting local businesses as she has her own and wants to be supported as well. She also loves connecting with other people and getting to know about their passion and who they are as a person.





1. FARMERS MARKET- every 2 months
Dr. Transmission will have a booth at different farmers markets in Utah County. At the booth, they will be working on a car. Here they can show their skills and personalities. And, they will be a very unique booth at the market.
Two- Way connection: Participants will be able to ask questions, watch and learn from the booth.



3. SOCIAL MEDIA- Once a week, Dr. Transmission will have a meaningful interactions on social media. This will include collaborating with influencers, having giveaways, interacting with followers and writing captions that reach their followers.
Two- way connection: Interacting with the company on social media will help customers feel more connected with Dr. Transmission.



4. GUEST LECTURE- Once a semester, one of the technicians will speak at university or community college in the area that offers automotive classes.
Two- way connection: This will allow college students (who could become customers) to have a real connection with the brand and build a relationship with the technicians.



2. CAR MEET- once a year, Dr. Transmission will hold an annual car meet. At this event, people will be able to share their cars with others, talk about them and share ideas.
Two- Way Connection: Participants will be able to connect with many other people and businesses.



7 Months

8 Months

9 Months

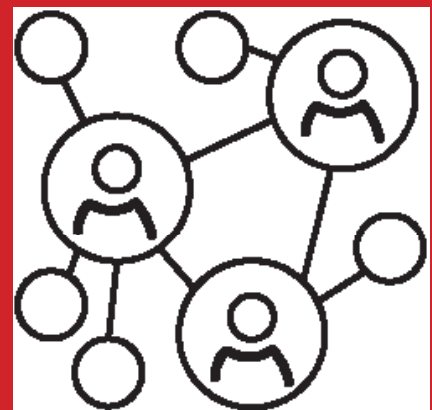
10 Months

11 Months

1 Year



5. BUSINESS NETWORKING- Once a month, Dr. Transmission will reach out to other companies, specifically ones with company cars, and make connections with them
Two- Way Connection: This will allow Dr. Transmission to find new customers, and give other businesses the opportunity to refer Dr. Transmission to their customers.



Target Audience

Where to focus our efforts and why:

In order to develop a campaign that engages with the right individuals, it is important to identify the right target audience. As we researched the market for Dr. Transmissions, we first identified which types of individuals seek out smaller auto shops.

Our results showed that individuals who seek out private auto shops and lower prices are consumers with used cars, are generally younger, and have lower income. According to an executive summary, Auto service, maintenance, and repair, Studies show that these consumers value familiarity, location, trustworthiness, and quality.

Another discovery that we took into account was that many consumers drawn towards independent auto shops were brought in with recommendations by word of mouth and social media platforms. Because of this, research in this industry suggests that parents with children under the age of 18 are most likely to find value in this type of service and platform outreach. This generation range would include a lot of millennials and some Gen X. These consumers also value convenient locations for their repairs.

The conclusion:

Taking all of these details into account, Dr. Transmission should focus on targeting individuals between the ages of 25 and 45. These customers would be located in, or close to Springville, Utah and Utah County. They would have low to mid income, and would most likely include students, parents, and small local business owners.

Reasons for choosing specific repair services or shops:



Emotional Connection

There are two stages in engaging emotional connection with customers:

Stage 1: Developing these three key attributes:

AUTHENTIC

Telling stories and being authentic has become increasingly important to customers. Dr. Transmission can be authentic in their branding by telling stories that are meaningful to the customers. This can be done through social media, guests lectures, etc. Customers want to know the faces behind the brand, and this campaign gives them the opportunity to do that.

POSITIVE CONNECTION

To build a positive connection with the target market, Dr. Transmission should connect it's core values with that of the customer. Part of the target market is focused on supporting local businesses. Dr. Transmission can build the positive connection by advertising that not only are they a local business, but they support other local businesses in the area.

PERSONALLY MEANINGFUL

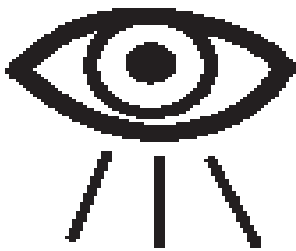
Having one on one interactions with the customer is what makes Dr. Transmission a personally meaningful brand. Whether it is on social media or at a car meet, the technicians at Dr. Transmission have an opportunity to be more personable with their customers.



Stage 2: Engaging all 5 senses:



SMELL: At car meets and farmers markets, the smell of oil, grease and rubber will be prevalent. These smells engage the customer, and they can easily tell what the brand does.



SIGHT: On social media, at farmers markets or at car meets, customers will be able to see the work that Dr. Transmission does. Customers always love seeing the behind the scenes work and being able to watch Dr. Transmission work will grow their trust in the brand.



TOUCH: At car meets, Dr. Transmission will have the opportunity to give customers hands- on experience with their own cars. They will be able to use the tools and learn new techniques from the technicians.



HEAR: At farmers markets, car meets and even on social media, customers will have the opportunity to hear the many different sounds that come with car repairs. The using of different tools, turning on of engines and the technicians collaborating with each other are just a few of these unique sounds in this industry.



TASTE: While customers may not think they will taste anything at a car event, having treats and drinks will be a great way for Dr. Transmission to engage customers at car meets, farmers markets, guest lectures and business networking events.

Social Media Strategy

Why Social Media Matters for Dr. Transmission:

Just as Dr. Transmission strives to be forward-thinking in its business practices, so should it be regarding social media marketing. Now more than ever before, social media is where buyers and customers are engaging; they are forming connections amongst one another -- recommending products and places -- and they are engaging with brands that engage with them in return. For Dr.

Transmission, such customer engagement can lead to exponential increases in revenue and referrals. As Dr. Transmission is such a young company, we believe it is the best course of action to focus

on just the Instagram page for now. We do not recommend attempting to master all social media platforms until the Instagram page (which will act as the home page in the future) is solidified.

Finding Followers Online:

For this one-year campaign, Dr. Transmission will be focusing on building stronger

ties to local communities throughout Utah Valley. When regarding social media, this will require Dr. Transmission to seek out local consumers online. How do you accomplish such a goal?

Start by searching the names of other local automotive locations online. From there, look at which users are commenting and engaging with recent posts. Those are the first online users to target. Try responding

to the person's comments in a positive, natural, and genuine way. People are good at recognizing sincerity online, so make sure to write what you would say. Extend invitations to visit your page when appropriate, and only send follow

requests after engaging in two-way communication with a user. Spend a minimum of ten minutes per day seeking out and engaging with social media users.

Frequency of Posting:

As Dr. Transmission's Instagram page is extremely new, it is important to quickly build up a library of content. We recom-

“Marketing is no longer about the stuff that you make, but about the stories you tell.”

—Seth Godin, Bestselling Author and Blogger

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mend posting once per day until a suitable content library has been created. Once the page has a minimum of fifteen posts in its library and five stories saved as highlights, post one item per week. It can be a regular post, story, or reel, but there needs to be frequent activity and engagement. Frequent activity turns a page into a person.

Collaborations:

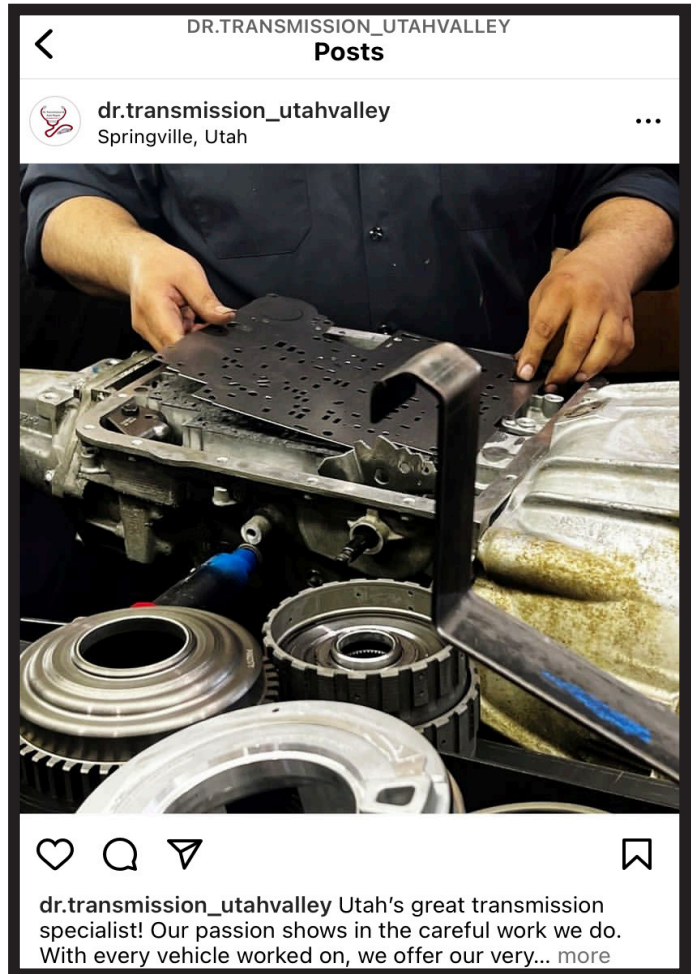
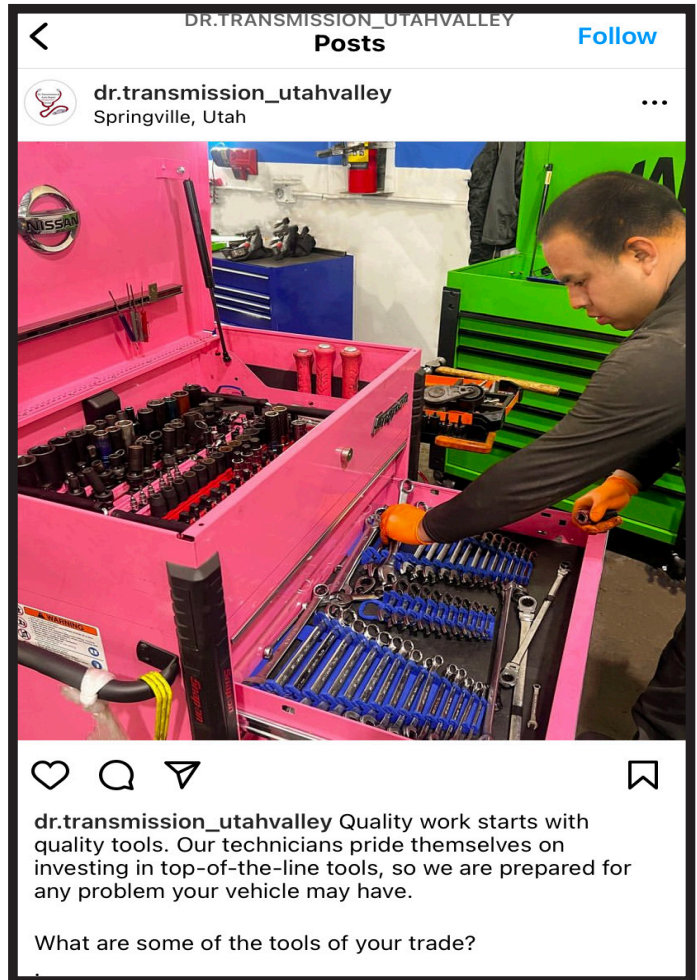
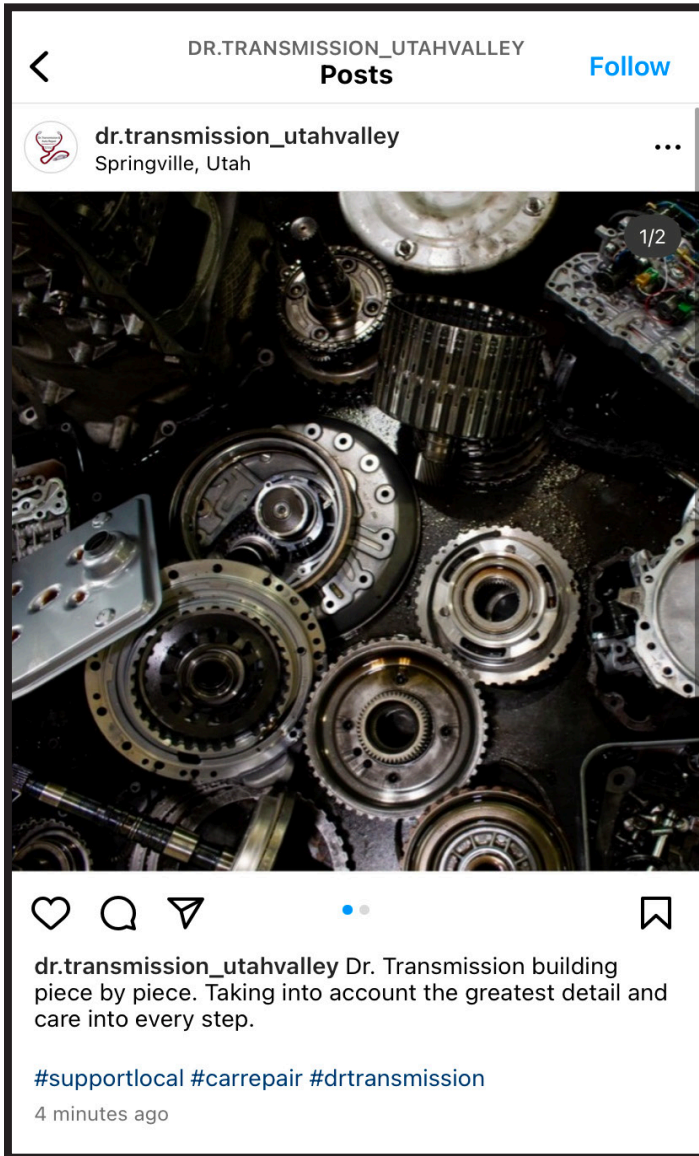
Collaborations with social media influencers and other business pages is a sure way to boost followers and increase community ties, building a stronger professional network. We recommend that collaborations are not to be sought until after a minimum of three months of active post-

ing and engagement. This time constraint will ensure that the Dr. Transmission page is developed enough to merit quality collaborations.

When seeking collaborations, we recommend seeking out Utah lifestyle influencers whose content highlights other local businesses. The second target influencers are other local businesses in close geographical location to Dr. Transmission. By reaching out to coordinate collaborations, future business partnerships can be established which carries a high likelihood of future clients. We recommend that Dr. Transmission strives for a minimum of three collaborations each year.



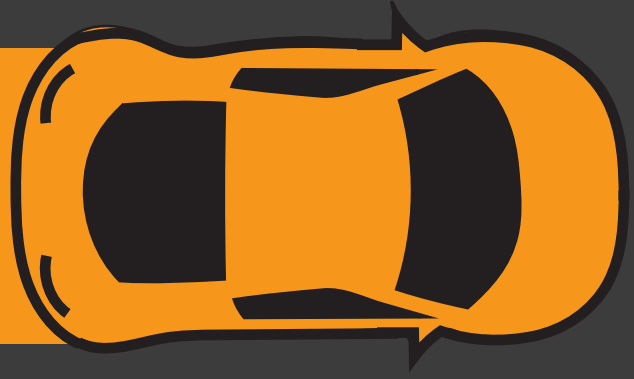
@dr.transmission_utahvalley



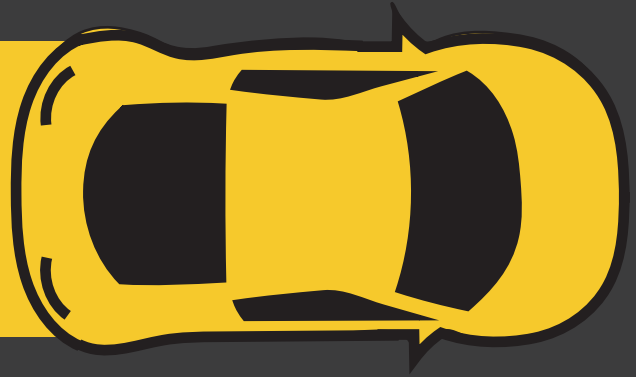
Stories:

We started a story highlight series called “Upkeep”. There are 3 one minute videos about different preventative maintenance for the viewers to learn about their cars. This is a unique way to engage with customers and help them with their cars. The stories also feature members of the team, which allow customers to have more of a personal connection with them.

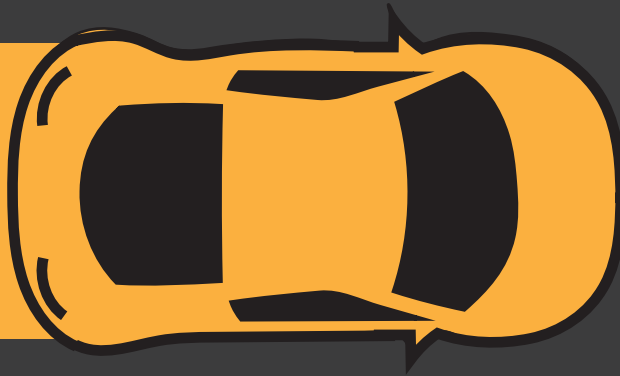
1 Targetable



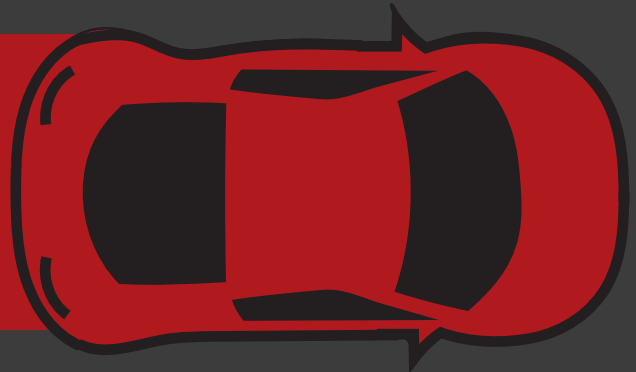
2 Engagable



3 Flexible



4 Believable



Targetable

As part of the company's presented 1-year campaign plan, Dr. Transmission & Auto Repair will participate in the local Farmer's Market. This strategic move provides a unique opportunity to showcase their company to a key target audience: local business owners. By taking part in the Farmer's Market, Dr. Transmission & Auto Repair can connect with people who are likely to support local and emerging businesses. The event provides an excellent platform for the company to network with other businesses, exchange ideas, and create partnerships. Additionally, the event provides a chance to interact with potential customers who may be interested in the services the company offers. The Farmer's Market gives Dr. Transmission & Auto Repair a chance to showcase their skills and expertise to a wider audience, helping to increase brand awareness and generate new business opportunities.

Flexible

The 1-year campaign plan is designed to be flexible, allowing the company to explore various marketing channels to increase brand awareness and generate new business opportunities. For instance, the company plans to participate in the local Farmer's Market to reach local business owners, attend car meets to target car enthusiasts, expand its social media reach, and engage customers through giveaways. Additionally, Dr. Transmission & Auto Repair plans to engage in business networking activities to connect with other businesses in the community and explore potential partnerships. To further expand their reach, the company also plans to offer guest lectures at local schools, targeting college students who may not have extensive knowledge about auto repairs yet. This multifaceted approach to marketing highlights the company's commitment to providing excellent customer service and its willingness to go above and beyond to meet the needs of its customers. By utilizing a variety of marketing channels, Dr. Transmission & Auto Repair can create a lasting impression on potential customers and establish itself as a reliable and trustworthy auto repair service provider in the community.

Engageable

Engaging with clients in the auto repair industry can be a challenging task, but

Dr. Transmission & Auto Repair has found a unique way to overcome this hurdle. By providing a mobile service that comes to the customer's location and offering a detailed report of their car's condition, customers are able to directly engage with the technicians and ask questions about the repairs needed. This personalized approach to customer service not only builds trust but also creates a positive customer experience. Moreover, social media is a powerful tool that can be utilized to create engagement and generate interest in the business. Through social media platforms, Dr. Transmission & Auto Repair can showcase their expertise, share helpful tips and tricks, and offer promotions such as giveaways that encourage customers to engage with the brand.

Believable

Shawn and his team's expertise and dedication to providing high-quality service have earned them numerous certificates that attest to their competence, which are prominently displayed on the walls of their Springville office. Furthermore, their exceptional reputation is reflected in their almost perfect online customer reviews, which can be easily accessed by potential customers. It is clear that Dr. Transmission & Auto Repair takes pride in their work and is committed to delivering the best possible service to their clients. With their years of experience, customers can rest assured that they will receive trustworthy and reliable service that lives up to the company's promises.



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Dr. Transmission
& Auto Repair

BETTER QUALITY
HALF THE PRICE



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mers

aps.

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consumers will
to build interest a

Desired Customer Reactions

“They have the most amazing customer service!! We took our truck in for a total rebuild on the transmission. They got it fixed so quickly. Then we hit a few bumps and they are so helpful and nice to help you understand. They were honest and I felt like they would take care of us!! We are going to them again and again!!!”

- Makayla Hopkins

“We broke down and had a leak on a transmission line while traveling on vacation. Saw these guys online and gave them a call. Shawn answered and was beyond helpful. They offered to help us tow the truck to them and immediately got to action when we made it there. Both Shawn and Laura were phenomenal and made sure to get us back on the road the same day. Saved our trip and thoroughly impressed us with the responsiveness and professionalism. 10/10 would drive back from Montana to use these guys again.”

- Jake Sagli

“I just moved here and had lots of anxiety finding a place to take my car to, these guys made everything so nice! I felt very welcome and they didn't make me feel stupid once for knowing little to nothing about my vehicle. They took great care of me and my car and made sure I was comfortable before getting back on the road. If I could give 100 stars I absolutely would.”

- Dani Shields

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