

CLIENT CASE STUDY · AUTOMOTIVE ENTERPRISE · LOS ANGELES, CA

# AUTOFIX GARAGE NETWORK

Accelerating Online Service Bookings Through Local SEO & Full-Funnel Automotive Marketing

| INDUSTRY            | BUSINESS TYPE             | MARKET          | CAMPAIGN DURATION |
|---------------------|---------------------------|-----------------|-------------------|
| Automotive Services | Enterprise Multi-Location | Los Angeles, CA | 12 Months         |

Local SEO   Google Ads   Meta Retargeting   Multi-Location Marketing   Conversion Funnel Optimization



**+300%**

SERVICE BOOKINGS

**-45%**

COST PER LEAD

**+65%**

WEBSITE CONVERSIONS

**\$2.0M**

ADDITIONAL REVENUE

**5.8x**

RETURN ON INVESTMENT

## 01 EXECUTIVE SUMMARY

AutoFix Garage Network — a premium, eight-location automotive service enterprise headquartered in Los Angeles, California — engaged Boost Me Locally to solve a pressing competitive challenge: despite operating one of Southern California's most trusted independent garage networks, its digital footprint was failing to convert high-intent local searchers into booked appointments. Consumers searching for oil changes, brake repairs, and transmission services in the greater LA metro were discovering and booking competitors instead.

Over a 12-month full-funnel engagement, Boost Me Locally designed and executed a hyperlocal SEO architecture, high-intent Google Ads campaigns, precision Meta retargeting funnels, unified multi-location brand strategy, and a conversion-optimized booking experience. The result was a 300% surge in online service bookings, a 45% reduction in cost per lead, a 65% improvement in website conversion rates, and an estimated \$2.0 million in attributable incremental revenue — delivering a 5.8x return on marketing investment across the entire network.

**+300%**

SERVICE BOOKINGS

**-45%**

COST PER LEAD

**+65%**

CONVERSION RATE

**\$2.0M**

REVENUE ADDED

**5.8x**

MARKETING ROI

## 02 COMPANY PROFILE

AutoFix Garage Network is one of Los Angeles County's leading independent automotive service enterprises, operating eight full-service locations spanning the cities of Downtown LA, Burbank, Pasadena, Long Beach, Torrance, Van Nuys, Glendale, and Santa Monica. Founded by master technicians with over two decades of combined experience, AutoFix has built its reputation on transparent pricing, certified ASE technicians, and same-day service availability for a comprehensive range of vehicle types including domestic, import, and hybrid vehicles.

**8**

LA LOCATIONS

**70+**

EMPLOYEES

**\$10M**

ANNUAL REVENUE

**20+**

YEARS IN BUSINESS

**12K+**

VEHICLES  
SERVED/YR

Company Name

AutoFix Garage Network

Headquarters

Los Angeles, California, USA

Industry

Automotive Services — Repair, Maintenance & Diagnostics

|                                      |  |
|--------------------------------------|--|
| <b>Number of Locations</b>           | 8 service centers across Greater Los Angeles County  |
| <b>Services Offered</b>              | Oil changes, brake repair, transmission service, engine diagnostics, tire rotation, AC service, smog check, hybrid battery service |
| <b>Team Size</b>                     | ~70 staff (ASE-certified technicians, service advisors, management)  |
| <b>Annual Revenue (Pre-Campaign)</b> | ~\$10 million  |
| <b>Target Customers</b>              | LA metro vehicle owners seeking reliable, affordable, transparent automotive service   |
| <b>Differentiators</b>               | ASE certification, same-day service, transparent pricing, hybrid vehicle expertise, digital service tracking                       |
| <b>Campaign Engagement Period</b>    | 12 months (full-funnel strategy)   |

With eight locations distributed across one of the most competitive automotive service markets in the United States, AutoFix's primary growth opportunity lay in capturing the enormous volume of high-intent local search queries that LA motorists perform daily — from "brake repair near me" in Long Beach to "transmission shop Glendale" — and converting them into booked service appointments at scale.

### 03 THE CHALLENGE

When AutoFix Garage Network first engaged Boost Me Locally, the business was experiencing a paradox common to established multi-location service brands: strong offline reputation and loyal walk-in traffic, but negligible digital visibility and conversion capacity at a time when consumer booking behavior was rapidly migrating online. A comprehensive diagnostic audit revealed six core deficiencies that were collectively costing the network thousands of monthly booking opportunities:

- ! Fragmented Google Business Profile Ecosystem:** Each of the eight locations maintained separate, inconsistently managed Google Business Profiles with incomplete categories, outdated hours, missing service descriptions, and sparse photo libraries — resulting in poor local pack visibility even for branded searches in high-intent markets like Santa Monica and Burbank.

! **Unoptimized Booking Funnel:** The website's booking flow required 6–8 user steps, lacked mobile-first design, and offered no real-time appointment availability — creating significant friction that drove high-intent visitors to abandon before converting. Mobile bounce rates exceeded 72%.

! **Zero Paid Search Presence:** Despite competing in zip codes where rivals were investing heavily in Google Local Services Ads and Search Ads, AutoFix had no structured PPC presence. The brand was invisible for critical high-intent queries including "oil change near me," "smog check LA," and "brake service Pasadena."

! **No Meta Retargeting Infrastructure:** Website visitors who researched services but did not convert were lost permanently with no remarketing touchpoint — representing a significant leakage of mid-funnel consideration traffic that had already demonstrated service intent.

! **Inconsistent Brand Identity Across Locations:** Each location operated with visually and tonally inconsistent digital assets — different color schemes, varied messaging hierarchies, and mismatched offers — diluting the enterprise-level trust signals that differentiate a network from an independent shop.

! **Thin Local SEO Content:** Location pages were nearly identical duplicate content with only the address changed. No location-specific service landing pages existed for high-value queries, and the site's technical SEO health scores indicated significant crawlability and structured-data deficiencies.

## 04 CAMPAIGN OBJECTIVES

### Primary Goals

#### PRIMARY GOAL 1

##### **Dominate Local Search Across 8 Markets**

Achieve top-3 Google local pack visibility for core service queries ("oil change," "brake repair," "smog check") across all eight Los Angeles service area locations within 6 months.

#### PRIMARY GOAL 2

##### **Triple Online Service Bookings**

Grow monthly online service booking volume by a minimum of 200% within 12 months through a combination of organic search growth and paid media investment with a disciplined cost-per-acquisition target.

#### PRIMARY GOAL 3

### **Reduce Cost Per Lead by 40%+**

Restructure all paid media campaigns to dramatically improve lead quality and volume efficiency, targeting a cost-per-lead reduction of at least 40% versus the pre-campaign baseline through rigorous audience segmentation and intent targeting.

### **PRIMARY GOAL 4**

#### **Generate \$1.5M+ Attributable Revenue**

Deliver a minimum of \$1.5 million in incremental, directly attributable revenue across the network within the 12-month campaign window, targeting a blended marketing ROI exceeding 4.5x on total spend.

## **Secondary Goals**

### **SECONDARY GOAL 1**

#### **Unify Network Brand Identity**

Establish a consistent enterprise visual identity, messaging framework, and digital asset library across all eight locations to communicate network-level trust and operational standards.

### **SECONDARY GOAL 2**

#### **Build Full-Funnel Retargeting Architecture**

Deploy a Meta pixel infrastructure and multi-stage retargeting campaign system to re-engage service-intent visitors who dropped off before booking, reducing funnel leakage by at least 50%.

### **SECONDARY GOAL 3**

#### **Improve Website Conversion Rate**

Redesign the online booking experience with mobile-first UX, streamlined step reduction, and real-time availability integration to push overall booking conversion rate above 8% from baseline of under 3%.

### **SECONDARY GOAL 4**

#### **Grow and Systematize Review Volume**

Implement a systematic post-service review solicitation program across all locations to grow total Google review count and average rating, increasing social proof signals for both organic ranking and consumer trust.

## **05 STRATEGIC APPROACH**

Boost Me Locally developed a five-pillar integrated strategy that addressed AutoFix Garage Network's challenges at every stage of the automotive consumer decision journey — from initial service-need recognition through online research, competitive comparison, booking conversion, and post-service advocacy. Each pillar was designed to compound the effectiveness of the others in a unified growth ecosystem.

**1**

### **Hyperlocal SEO Optimization**

We executed a full-depth local SEO transformation across all eight locations, beginning with a complete Google Business Profile overhaul for each address. Every profile received verified service categories, fully populated Q&A sections, weekly photo uploads with geo-tagged EXIF data, and menus of services with accurate descriptions and pricing ranges. On-site, we built dedicated location-service landing pages for each combination (e.g., "Oil Change in Burbank," "Brake Repair in Long Beach") — 64+ highly specific pages targeting distinct local queries with

unique content, schema markup (LocalBusiness, AutoRepair, Service), and embedded Google Maps. A structured citation-building program targeted 80+ authoritative automotive and local business directories to eliminate NAP inconsistencies and amplify local authority signals.

GBP Optimization

Location-Service Pages

Schema Markup

Citation Building

Technical SEO Audit

2

## High-Intent Google Ads Campaigns

We built a granular Google Ads architecture from the ground up, separating campaigns by location cluster, service category, and intent tier. Google Local Services Ads (LSAs) were configured and verified for all eight locations, securing "Google Guaranteed" badging that dramatically improves CTR for high-trust service queries. Parallel Search campaigns targeted 400+ high-intent service keywords with fully optimized ad copy, location-specific landing pages, click-to-call extensions, booking schedule extensions, and structured snippets listing service types. We implemented automated bidding strategies (Target CPA for bookings, Target ROAS for high-value services) combined with daypart scheduling to concentrate spend during peak booking windows (weekday mornings and Saturday AM).

Google LSAs

Search Campaigns

400+ Keywords

Smart Bidding

Ad Extensions

3

## Meta Retargeting Campaigns

We implemented a full Meta Pixel installation with custom event tracking across all booking funnel stages — page views, service selection, appointment initiation, and booking confirmation. Using this behavioral data, we constructed a multi-stage retargeting architecture: Stage 1 targeted visitors who viewed service pages but did not begin booking (dynamic creative highlighting the specific service researched); Stage 2 re-engaged abandoned booking funnel visitors with urgency messaging and time-limited offers; Stage 3 deployed lookalike audiences built from confirmed customers to expand reach to high-probability new customers across the LA metro. Creatives were produced in both static (garage imagery, car photography) and short-video formats to maximize engagement across placements.

Meta Pixel

3-Stage Retargeting

Dynamic Creative

Lookalike Audiences

Video Ads

4

## Unified Multi-Location Brand Strategy

We developed a comprehensive AutoFix enterprise brand system — including standardized photography guidelines, tone-of-voice framework, visual identity templates for all digital touchpoints, and a unified offer architecture — ensuring that every location projected the same high-trust, professional, value-transparent messaging. A network-wide "AutoFix Promise" value proposition was developed and deployed across all assets: website, GBP descriptions, ad copy, and social media. Location-level customization was preserved for specific local offers and team spotlights, maintaining authentic community connection while amplifying network-level credibility. A centralized review management and response program was introduced across all eight GBP accounts.

Brand System

Visual Identity

Value Proposition

Review Management

Content Templates

5

## Conversion Funnel Optimization

We redesigned the online booking experience from top to bottom using session recording analysis, heatmap data, and A/B testing to systematically eliminate friction points. The 6-step booking flow was reduced to 3 streamlined steps with real-time calendar integration showing live technician availability per location. A mobile-first responsive redesign brought the mobile experience to feature parity with desktop — critical in a market where over 65% of automotive service searches originate on smartphones. We introduced service-specific landing pages with embedded click-to-call, online estimate tools, loyalty program registration, and automated booking confirmation via SMS and email. Conversion rate tracking was instrumented at each funnel stage to enable continuous CRO iteration throughout the campaign.

UX Redesign

Mobile-First

3-Step Booking

A/B Testing

SMS Confirmations

## 06 CAMPAIGN EXECUTION TIMELINE

### PHASE 1 · MONTHS 1-3

#### Diagnostic, Architecture & Foundation

Boost Me Locally began with a 30-day deep-dive diagnostic covering all eight locations' digital assets, competitor mapping across 24 LA-area automotive rivals, and comprehensive keyword opportunity analysis identifying 600+ target terms. GBP overhauls were initiated simultaneously across all locations. The Google Ads account architecture was built, LSA applications submitted and verified, and Meta Pixel implementation completed with custom event taxonomies. Technical SEO remediation addressed 140+ crawl errors, duplicate content issues, and structured-data gaps. The enterprise brand system was finalized and approved. Month 3 saw the launch of the first paid campaigns (Burbank and Santa Monica pilot markets) and the first 16 location-service landing pages.

### PHASE 2 · MONTHS 4-8

#### Full Launch, Optimization & Scale

All eight locations were live on Google Ads and LSAs by Month 4. The complete set of 64 location-service landing pages was published, with Meta retargeting Stage 1 and Stage 2 campaigns active for the two pilot markets and progressively rolled out to all locations by Month 6. Weekly performance reviews drove aggressive A/B testing on ad creative, landing page copy, and CTA treatments — reducing cost per booking by 38% in the Google Ads channel alone during this phase. The mobile booking redesign launched in Month 5, immediately improving mobile conversion rate from 1.8% to 5.4%. The Meta lookalike audience campaigns (Stage 3) launched in Month 7 as sufficient customer data accumulated for reliable modeling. By Month 8, all campaigns were operating with mature audience data, tested creative, and optimized bid strategies.

### PHASE 3 · MONTHS 9-12

#### Acceleration, Compounding Growth & Reporting

With foundational SEO gains accumulating and paid media campaigns operating at optimized efficiency, Phase 3 focused on scaling proven winners. Google Ads budgets were reallocated to the highest-performing location-service combinations. New seasonal campaigns were introduced for smog check season and winter maintenance services. The Meta retargeting program was expanded

to include a win-back campaign targeting lapsed customers (over 90 days since last service). SEO content expanded to include an automotive blog targeting informational queries ("how often should I change my oil in LA traffic"), driving additional top-of-funnel organic traffic. A comprehensive 12-month performance report was delivered, including attribution modeling, lifetime value analysis, and a forward 6-month growth roadmap.

## 07 RESULTS & PERFORMANCE METRICS

At the conclusion of the 12-month campaign, AutoFix Garage Network's digital performance had been fundamentally transformed across every measured dimension. The integrated strategy delivered compounding results that exceeded all primary objectives and established a scalable digital infrastructure for sustained long-term growth.



| PERFORMANCE METRIC                       | PRE-CAMPAIGN BASELINE   | POST-CAMPAIGN RESULT         | CHANGE             |
|--|-------------------------|------------------------------|--------------------|
| Monthly Online Service Bookings          | ~210 bookings/month     | ~850 bookings/month          | <b>+300%</b>       |
| Cost Per Lead (Blended)                  | \$58 per lead           | \$32 per lead                | <b>-45%</b>        |
| Website Booking Conversion Rate          | 2.8%                    | 8.6% (mobile: 9.1%)          | <b>+207%</b>       |
| Organic Local Pack Impressions (Monthly) | ~18,400                 | ~96,000                      | <b>+422%</b>       |
| Google Maps Direction Requests           | ~1,200/month            | ~5,800/month                 | <b>+383%</b>       |
| Click-to-Call from GBP Listings          | ~480/month              | ~2,940/month                 | <b>+512%</b>       |
| Google LSA Impressions (Monthly)         | 0 (not running)         | ~142,000                     | <b>New Channel</b> |
| Google Ads Click-Through Rate            | 2.1% (legacy campaigns) | 6.8%                         | <b>+224%</b>       |
| Meta Retargeting Return Rate             | 0% (not running)        | 18.4% of abandoners returned | <b>New Channel</b> |

|                                |                         |                         |                  |
|--------------------------------|-------------------------|-------------------------|------------------|
| Average Google Review Rating   | 3.9 stars (network avg) | 4.7 stars (network avg) | +0.8 stars       |
| Total Google Reviews (Network) | ~340 reviews            | ~1,820 reviews          | +435%            |
| Mobile Booking Completion Rate | 1.8%                    | 9.1%                    | +406%            |
| Estimated Incremental Revenue  | Baseline (\$10M ARR)    | +\$2.0M incremental     | +20%             |
| Marketing ROI (Blended)        | Unmeasured / fragmented | 5.8x return on spend    | Fully Attributed |

## 08 CLIENT TESTIMONIAL



*We've been running garages in LA for over 20 years. I thought we had good word of mouth — and we did — but word of mouth doesn't fill eight bays across eight locations in one of the most competitive cities in America. Boost Me Locally changed everything. Within six months, I was fielding calls from locations I hadn't heard ring in years. Our Santa Monica shop went from three online bookings a week to thirty. What impressed me most wasn't just the numbers — it was how they understood the automotive customer. They knew exactly what a driver in Pasadena needs to see before they trust a new shop with their car. That level of insight, combined with an execution team that moves fast and communicates clearly, is why we're renewing for another year without hesitation. This is the best marketing investment we've ever made."*



**Ricardo Vásquez**  
 Owner & Founder, AutoFix Garage Network · Los Angeles, CA

## 09 WHY THE CAMPAIGN SUCCEEDED

The AutoFix Garage Network campaign achieved exceptional results because of five interconnected strategic advantages that distinguished our approach from conventional agency execution:

**Hyperlocal Intent Architecture:** Rather than targeting the Los Angeles market broadly, we mapped and captured intent at the neighborhood level — building dedicated content and ad targeting for each of the 8 location micromarkets. Consumers searching "oil change Van Nuys" and "brake repair Long Beach" encountered precisely matched landing pages with local trust signals, local imagery, and location-specific booking CTAs. This specificity produced conversion rates 2.8× higher than generic location-agnostic approaches.

**Full-Funnel Channel Synergy:** Each of the five channels was designed to reinforce and feed the others. Organic SEO drove qualified top-of-funnel traffic; Google Ads captured bottom-of-funnel searchers with high booking intent; Meta retargeting recovered mid-funnel dropoffs; brand consistency across all touchpoints shortened the consideration phase; and conversion optimization ensured that hard-won traffic was converted efficiently at every stage. No budget was allocated in isolation — every dollar worked within the integrated ecosystem.

**Mobile-First Conversion Redesign:** The decision to prioritize the mobile booking experience before scaling paid media proved pivotal. By fixing the conversion funnel first and reducing mobile booking steps from six to three with real-time availability integration, the team ensured that every dollar subsequently invested in traffic generation was converting at maximum efficiency. This sequencing discipline is rare and materially impacted the final ROI figure.

**Automotive Consumer Psychology Expertise:** The creative strategy was grounded in deep understanding of how LA drivers make automotive service decisions. Trust signals — Google Guaranteed badge, verified ASE certifications, real technician photos, transparent pricing previews — were front-loaded in every customer touchpoint. The "AutoFix Promise" messaging framework addressed the three primary consumer objections (pricing transparency, quality assurance, wait time) that research identified as the leading conversion barriers in the automotive services category.

**Rigorous Data-Driven Iteration:** Weekly performance dashboards for each location enabled the team to identify and act on optimization opportunities within days rather than months. Low-performing ad groups were paused and budget reallocated within the same reporting cycle. Landing page A/B tests were run continuously throughout the campaign, accumulating 28 statistically significant test conclusions over 12 months. This culture of rapid data-informed iteration compounded performance improvements across every metric throughout the campaign lifecycle.

## 10 KEY TAKEAWAYS

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01

### **Fix the Funnel Before You Scale the Traffic**

AutoFix's biggest early win came not from more ad spend, but from redesigning the booking experience that existing traffic was failing to convert through. Conversion rate optimization consistently delivers the highest ROI of any digital marketing activity — and must precede paid media scaling to maximize efficiency. A leaky funnel multiplies waste with every additional dollar of traffic investment.

02

### **Multi-Location Businesses Need Hyperlocal Architecture**

Generic "city-level" targeting is insufficient for a network competing across distinct urban micromarkets. Each AutoFix location serves a different demographic, faces different competitors, and attracts customers with different service needs and price sensitivities. A hyperlocal content and campaign architecture that reflects this granularity is essential for maximizing local search visibility and paid media efficiency at enterprise scale.

03

### **Google LSAs Are a Game-Changer for Service Businesses**

The Google Guaranteed Local Services Ads program provided AutoFix with a dominant trust advantage in search results. The verified badge, prominent placement above standard paid results, and pay-per-lead model combined to produce the campaign's lowest cost-per-booking channel by Month 6. Any multi-location service business not leveraging LSAs is surrendering significant competitive advantage and leaving high-intent customers for competitors to capture.

04

### **Brand Consistency Amplifies Performance at Network Scale**

Unifying AutoFix's visual identity, messaging, and value proposition across all eight locations did more than improve brand aesthetics — it materially shortened consumer decision cycles. When every touchpoint (GBP listing, ad, landing page, booking confirmation) consistently communicates the same high-trust signals, the cumulative effect on conversion confidence is measurable and significant. Brand investment is not separate from performance marketing — at multi-location scale, it is the foundation on which performance marketing results are built.

## 11 FUTURE GROWTH OPPORTUNITIES

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The 12-month campaign established a powerful digital foundation and scalable growth infrastructure for AutoFix Garage Network. Based on the performance data, competitive landscape analysis, and emerging consumer behavior trends in the LA automotive market, Boost Me Locally has identified five high-priority opportunities for the next growth phase:

► **Network Expansion to 2–3 Additional LA Locations:** The campaign data identifies underserved high-opportunity micromarkets in Culver City, El Monte, and Whittier where AutoFix's service model maps precisely to unmet consumer demand and competitive gaps. A new-location launch playbook has been developed based on the campaign learnings to accelerate Day 1 digital visibility for future openings.

► **EV and Hybrid Service Specialization:** Los Angeles leads the nation in electric and hybrid vehicle adoption. A dedicated EV/hybrid service content and campaign program targeting Tesla, Rivian, and Toyota hybrid owners represents a high-growth, lower-competition opportunity that aligns with AutoFix's existing hybrid battery service capability and ASE hybrid certification.

► **Fleet Services B2B Digital Program:** Los Angeles-area businesses with vehicle fleets represent a high-value, recurring-revenue customer segment currently underserved by AutoFix's digital marketing. A targeted LinkedIn Ads and direct outreach campaign combined with a dedicated fleet services landing page and proposal-request funnel could unlock significant B2B revenue from transportation, delivery, and service businesses.

► **Loyalty Program Integration and Lifetime Value Optimization:** With over 10,000 annual customer service records, AutoFix has the foundation for a sophisticated loyalty and win-back program. Integrating a digital loyalty mechanism into the booking system — linked to Meta Custom Audiences and email automation — would significantly increase customer lifetime value, visit frequency, and referral generation across the network.

► **YouTube Pre-Roll Advertising:** Auto-intent YouTube viewers in the LA market represent a large, targetable audience for trust-building video content. Short-form YouTube ads featuring real AutoFix technicians, transparent pricing demonstrations, and customer testimonials would expand brand reach into the consideration phase of consumers not yet in active service-search mode — building the brand equity pipeline that sustains long-term growth beyond immediate demand capture.

## 12 CONCLUSION

AutoFix Garage Network's digital transformation demonstrates the profound growth impact achievable when enterprise-level strategic rigor is applied to the local marketing challenges of a multi-location service business. In one of America's most competitive automotive service markets — where hundreds of independent garages and national chains vie for the attention of LA's 7+ million licensed drivers — AutoFix emerged from

digital obscurity to become a dominant local search presence, tripling its online booking volume and adding \$2.0 million in attributable incremental revenue within a single fiscal year.

The campaign's success was not the product of any single tactic or channel, but of a disciplined, architecturally coherent strategy that treated the consumer's entire decision journey as a unified system to be optimized. Local SEO built the long-term organic foundation; Google Ads and LSAs captured immediate high-intent demand; Meta retargeting prevented mid-funnel attrition; brand unification accelerated consumer trust; and conversion optimization ensured maximum return on every traffic dollar invested. Each pillar reinforced the others in a compounding growth flywheel that, by Month 12, was accelerating rather than plateauing.

For automotive service businesses — particularly multi-location networks competing in density-rich urban markets like Los Angeles — the lesson is clear: digital marketing excellence is not optional, it is existential. Consumers make automotive service decisions online first, with location and review rating as the dominant selection criteria. Businesses that invest in hyperlocal digital infrastructure, conversion-optimized booking experiences, and data-driven campaign management will capture disproportionate market share as online service booking becomes the universal consumer default.

Boost Me Locally is proud to have partnered with AutoFix Garage Network on this journey and remains committed to delivering continued innovation, optimization, and growth strategy as the partnership enters its second year.

# READY TO ACCELERATE YOUR AUTO SHOP'S GROWTH?

Whether you operate a single-location garage or a multi-site automotive service network, Boost Me Locally has the hyperlocal expertise, automotive sector knowledge, and proven full-funnel methodology to dramatically increase your online bookings and revenue. Let's build your custom growth roadmap.

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