

Google Marketing Challenge
The University of North Texas Team
Pre-Campaign Report

Client Overview

Name:

Kwik Kar Denton

Family owns all 3 locations in Denton.

Frank, the owner, is head of the Kwik Kar DFW Owner's association.

Location(s):

North: 2303 W. University Dr.
Denton, TX 76201
(940) 381-9908

South: 2233 Colorado Blvd.
Denton, TX 76205
(940) 484-1900

East: 3507 E. University Dr.
Denton, TX 76208
(940) 382-3500

Number of employees:

10 – north location total = 38 employees

Goods and services offered:

Auto repair and maintenance services

Comprehensive list of services offered:

- Air Conditioning Service
- Air Filter Service
- Battery Replacement
- Brake Service
- Cabin Air Filter Service
- Differential Service
- Engine Diagnostic Service
- Fuel Filter Service

- Fuel Injection Service
- Full Service Oil and Lube
- Light Bulb Replacement
- PCV Valve Service
- Power Steering Service
- Radiator Flush Service
- Scheduled Maintenance
- Serpentine Belt Service
- Shocks & Struts
- Texas State Inspections
- Timing Belt Service
- Tire Rotation
- Transmission Service
- Tune-Up Service
- Wiper Blade Replacement

Key online marketing personnel:

Leah Zamzow – head of marketing

Age of the company:

Founded in 1995 (20 Years old) - purchased and took over in 2001

URL: <http://kwikkardfw.com/denton-texas-w-university/>

Website: KwikKarDenton.com

Website management:

Third party web team created and manages web site.

The Kwik Kar website contains the Kwik Kar Denton franchise's webpage which contains all of our client's locations.

Updates and changes go through Leah.

Social media:

Social media is managed by Frank's daughter, Leah.

Facebook: <https://www.facebook.com/kwikkardentonnorth> - active

Youtube: https://www.youtube.com/channel/UCt3m4N91t40Qt_4R5LYsw7w

Twitter: <https://twitter.com/KwikKarDenton>

Google+: <https://plus.google.com/105114970769858732486/about>

Company presence and sales via online and offline channels:

Online: social media and web site interaction is very low.

Posts coupons to facebook.

Offline:

Active on TV: running commercial in local area

Coupon mailers- based on zip code

Publication and magazine advertising – church bulletins – active in community events – Denton business journal – Denton Record Chronicle - Newspapers

The company does sponsorships and donations

Denton Go-pages magazine

Ads posted around major events and holidays

Driver-side service – manages customer database – they get monthly newsletters and reminders

Discounts to Denton chamber members

Point bank has loyalty program for their members that included discounts at Kwik Kar.

All sales are made on location because of the nature of the company. However, by navigating the Kwik Kar parent website you can access a feature called “Your Online Garage”. This lets you interact with your local Kwik Kar online. Still, no purchases are made online.

Strengths and Weaknesses of Online Presence:

Strengths:

- Room for development
- Some Marketing Support from Kwik Kar Franchiser
- The location has been awarded “Best of Denton” business – showcased on the web site
- Established social media
- Business still continues to go
- Not in everyone’s face

- Do have clean Facebook pages for Denton locations and they are updated

Weaknesses:

- Not much additional online presence besides link to parent Kwik Kar site.
- Sporadic social media posting
- Lacks overall engagement with online presence
- No dedicated person only focusing on improving online presence
- Not as active as could be or should be
- Not sophisticated in platforms
- Don't engage in customers or reach out for organic conversation online
- Address negative reviews on yelp or Google – needs to ask customers to update reviews in the future

Market Analysis:

-Current and potential customers

Locals, 25-54yrs, 70/30 - male/female split, anyone who drives a vehicle

Generally cars at least 3 years old

-Current and potential competitors

80-90% of profit comes from maintenance

tire shops, battery shops, (giving oil changes below charge to get customers in their shops) for them it becomes a loss leader

Jiffy lube; Walmart (old ones that have lube centers)

Kwik kar does NOT do tires

Small places in town – but have overcome these competitors

-Overview of the industry (key characteristics, competitive/saturated/mature)

Coupon mailers – group mailers- individual post cards- flyers in magazines, etc...

Major chains like jiffy lube pay for clicks on Google AdWords

Kwik kar has not used Google AdWords before – haven't paid for it – but have tried to put themselves out there for search engine optimization – hits to their site peak on Monday and Friday.

*Total fleet business (60 different fleets they service) = \$250,000 top line out of 5.3 million dollar business = impact of fleet 4.71698% (they're always looking for deals and discounts)

Has contracts with UNT*, department of transportation*, (public companies- have to bid on their contracts) etc –company gets billed so drivers don't have to carry card for reimbursement – gives advantage in tracking

Bread & butter of business is still individual consumers

About 73% repeat business (transient area with students coming and going)

New car = new customer through database

-Projected and historical online spending for the industry

Spending for the industry in online advertising is and has been increasing.

-Market position/specialties

\$3-5 off full service oil change (why most come to shop) – used to be 4 times a year, now more like twice a year customers come through for this.

10% off other work

One location does hand washing and detail work

-Unique selling points of the goods/services offered

Family owned and operated

Best of Denton award – through Denton record chronicle

They do more oil changes and state inspections than any other service

-Seasonality of their goods/services or seasonality that the company has identified

1st quarter of calendar year = slowest period due to weather and less travel

Spring= spring cleaning → good period

Peak in traffic is around holidays (summer vacations)- from spring (lul in late summer) right after back to school and thanksgiving it peaks again, goes back down in December

Month to month- peaks are at beginning and end of months due to state inspection expirations- slower during middle of month

During the week, Friday, Saturday and Monday are the busiest days (local- many are off Monday since in retail people work Saturdays)

-Other relevant market information

North location is in razor ranch development- growth and expansion is going on- piggy backing off that

Other locations are near the mall, which has high traffic

Worst customer base = university students – they don't care or don't have the money

book Tried to advertise to UNT football games, radio networks, pages, phone

UNT used to have “car care” days

Still growing year after year, no price increase in 4 years

Has philosophy of being fair and honest, customers treated well – though some people you can never satisfy

Currently in process of implementing a campaign to get people to put good reviews online to outweigh any complaints.

Current Marketing (4 points):

-Website uses, e.g. sales, customer service

The Owner's daughter, Leah Zamzow, handles the online marketing.

Their web site is for information purposes only. No sales or customer service is done online.

-Website strengths and weaknesses

Landing page within a kwik kar umbrella web site (hours vary slightly from different locations)

Provides all necessary information

Does not give way to submit payments or make reservations

-Website visibility, such as Google PageRank, incoming links, a few keyword search results

Key words = oil change, inspection, auto repair, auto shop, mechanic work, master mechanic, truck repair, car repair, leaking car, car shop, auto shop, vehicle repair, diesel truck service, business fleet service.

-If available, summary information from Google Analytics or other third party web tracking software

The West University location page receives the most traffic.

-Other online advertising and offline promotion of the url

Offline - All print advertising contains the website url, location address, phone number, business hours, and sometimes a map on larger ads

They use a “pulsing” communication effort – where they are not there all the time, but are out there enough so that people remember them.

Proposed AdWords Strategy:

-Sample AdWords Ads:



Oil Change • Auto Repair • State Inspection
Brakes & Much More



**10% Off Full Service Oil Change or Mechanical Repair
when you mention this ad**

**Proudly treating all our customers like neighbors
since 1995**



Marta & Frank Dudowicz,
Leah Dudowicz Zamzow, Bob Zamzow & Daughter

DENTON NORTH 2305 W. University
DENTON EAST 3507 E. University

DENTON SOUTH 2233 Colorado Blvd.
PALOMA CREEK 26737 HWY. 380 E.

KwikKarDenton.com

Kwik Kar
OF DENTON
Oil Change and Auto Service Center
KwikKarDenton.com

Full Service Oil Change with 20 point inspection

Our Family Serving Yours
Marta & Frank Dudowicz,
Leah Dudowicz Zamzow
Bob Zamzow & Daughter

State Inspections, Certified Mechanic on Duty, Tune-Ups
Brake Service, Transmission Flush, Batteries, Tire Rotation & Balance

10 Minute Drive from Robson Ranch

\$5 OFF your oil change when you mention this ad

DENTON NORTH
W. University
Kwik Kar
Rayzor Ranch
940-381-9908
2303 W. University Dr.
Monday-Friday 8am-6pm Saturday 7:30am-4:30pm

DENTON SOUTH
Denton Golden Triangle Mall
Kwik Kar
Loop 288
940-484-1900
2233 Colorado Blvd.

BEST of Denton WINNER 2012-2015

“10% Off Mechanical Repair”

“Full Service Oil Change with 20 point inspection”

“Fast State Inspections”

Campaign = Auto Services

-Number of Ad Groups and the focus for each Ad Group:

Total of 3 Ad Groups

1. Auto Repair
2. Oil Change
3. State Inspection

-Keywords and negative keywords:

Key Words:

1. Auto Repair
 - a. Mechanic work
 - b. Master mechanic
 - c. Truck repair
 - d. Car repair
 - e. Leaking car
 - f. Car shop
 - g. Auto shop
 - h. Vehicle repair
 - i. Diesel truck service
 - j. Business Fleet service

- k. Air
- l. Replacement
- m. Service
- n. Breaks
- 2. Oil Change
 - a. Discount
 - b. Coupon
 - c. Car Maintenance
 - d. Truck Maintenance
 - e. Vehicle maintenance
- 3. State Inspection
 - a. Cheap
 - b. Denton
 - c. Texas
 - d. Inspection
 - e. Inspections

Negative Key Words:

- 1. Auto Repair
 - a. House maintenance
 - b. Apartment maintenance
 - c. Dealer repair
- 2. Oil Change
 - a. Olive oil
 - b. Cooking oil
- 3. State Inspection
 - a. House inspection
 - b. Restaurant inspection

-Daily plans for spending their campaign budget

7 Day Campaign

\$250 total

25% spend on Friday

25% spend on Saturday

10% spend on Sunday

25% spend on Monday

5% spend on Tuesday

5% spend on Wednesday

5% spend on Thursday
-Target audience settings

Age 25-54

70% male

30% female
-Ad serving options

Show ads evenly for testing of landing page content
-Geo-targeting

Zip Codes to Target: 76201, 76205, 76208

Conclusion :

How does the AdWords Campaign Align with the Client's Business?

The AdWords Campaign encompasses all of the firm's services. The Ad Groups focus on the three main sections of services offered, and is expanded through the keywords to address the most profitable services.

The company may be interested in a further campaign to test out how a Television Ad would impact the effectiveness of AdWords use.