

806 Desert Customs & LINE-X of Lubbock Adjusts Strategy in the Face of Rapid Change



Sasha Wollenburg
Digital Marketing Strategist

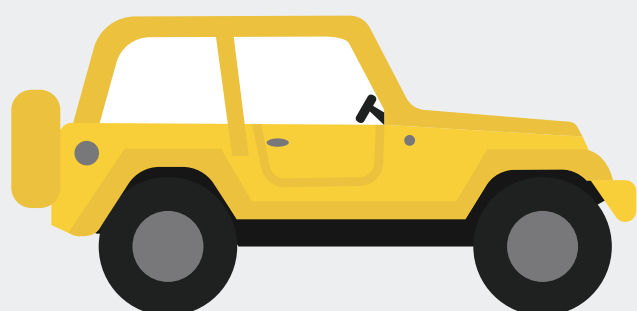
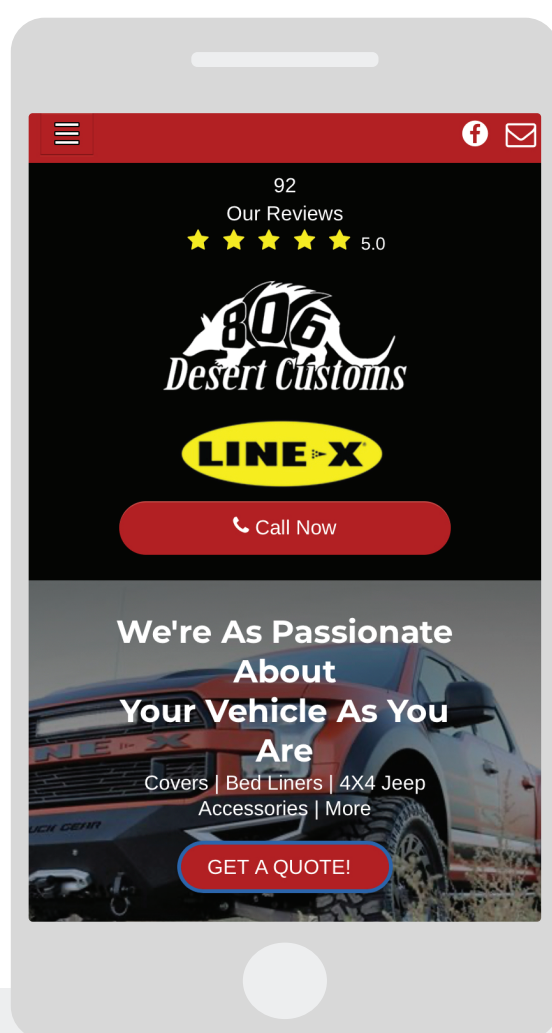
Digital Marketing Works for the Automotive Industry

Automotive-related companies or services may not be top of mind during the COVID-19 pandemic, but business owners in this industry are feeling the impact.

While hopeful to continue staying open during this time to serve the community, RevLocal client 806 Desert Customs & LINE-X of Lubbock worked with their dedicated strategist to make the right adjustment to their digital marketing strategy so they can still be found and chosen by online consumers.

"Jeriami knows that the overall objective is to change the strategy to suit the current climate, and thankfully, it's been no different with this crisis."

- Holly Lewis
Senior Digital Marketing Consultant



How RevLocal Helped

As a truck accessory store, 806 Desert Customs knew they needed to shift their digital marketing since their area could go into a shelter in place at any time.

Sasha and Jeriami, the business owner, discussed what services he would need to continue or add on to remain in front of people as well as a plan in the case his business had to temporarily close.

Talking through how their customer journey is shifting, Sasha suggested how Jeriami needs to be moving to where their customers are going. RevLocal's Brand Expander paid advertising option would be a great addition to increase his visibility whether they would be open the entire time or temporarily closed.

Recognizing that customers are online through various social platforms or simply planning what they do after everything subsides, staying in front of them is key.

Sasha explained that though conversions may be lower than normal, consumers still have needs, which is why reaching people on the right platforms will help keep 806 Desert Customs top of mind.

Within two days of discussing a strategy shift, Sasha was able to have Jeriami's Brand Expander ads created and live for his business so he could continue reaching consumers on the right platforms.

Being flexible during this time is crucial to the ever-changing needs of business owners. At RevLocal, our team is always ready to be real, go beyond and help someone.

Things to Think About

As a business in the auto industry during this time, important things to communicate are:

1. Are you open for business? If so, for how long?
2. Have you updated your processes to ensure safety for both customers and employees?
3. How can you adjust your offerings to make sure the customer journey won't be disrupted? *Ex. Quotes over the phone, ordering product, scheduling future appointments, etc.*
4. Are there ways you can support your community?

