



# RETAIL MARKETING TOOLKIT

High level overview & Timeline

May 30, 2023

# RETAIL MARKETING TOOLKITS

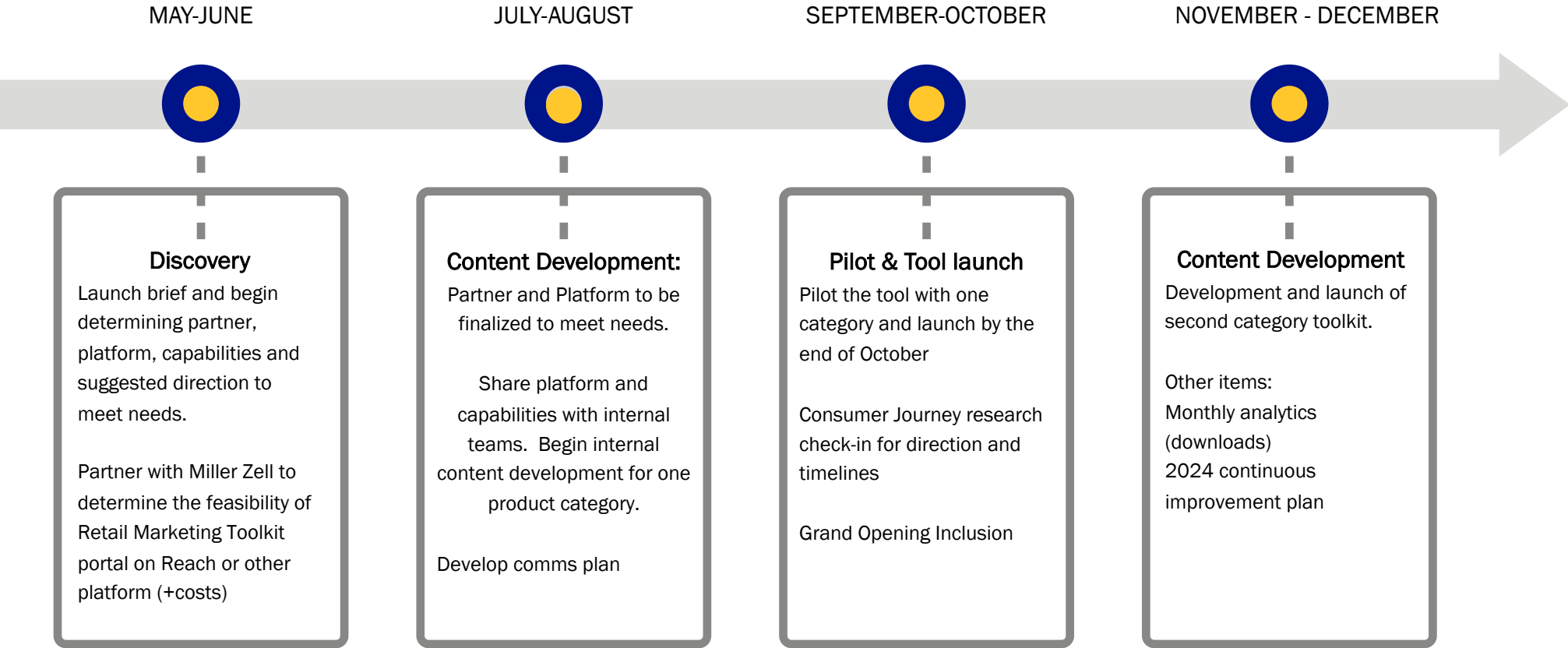
Marketing will develop and steward two category toolkits for Retail Store and Consumer audiences to increase the efficiency and effectiveness of retail store sales through passionate doer spending. We will do this by collaborating with customers, suppliers, category, and agency team(s). Proposed high level capability includes:

- Ordering & Fulfillment capability for physical products
- Download capability of digital assets including videos, PDFs, audio files, etc.
- Customizable assets
- Database / Reporting of Activity

\*\*A similar program is being launched on the wholesale side of the business with Auto Care Owners.



# RETAIL MARKETING TOOLKIT TIMELINE



# THANK YOU



# AUTOZONE

(Wholesale Examples for Discussion, not direct parallel)

# AUTOZONE PRO

<https://www.autozonepro.com/landing/page.jsp;jsessionid=Gk5QNe6bElpDJVj24n7jXu2t97nbsQNFzQmXRTL7.b2b1?type=m&name=grow-your-business#selling-tools>

## BOOST TRAFFIC



### SHOP REFERRAL PROGRAM

We drive the traffic, you have the expertise, let us send some of our 10 million walk-in and online customers to you.

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### CUSTOM SIGNS & MARKETING

Your online source for custom signs, banners, direct mail and more to promote your shop to consumers

[Sign In to View](#)



### MARKETING PLAN STEPS & TEMPLATE

The shop owner's guide to marketing for business growth.

[Sign In to Download](#)



### ONLINE MARKETING SOLUTIONS

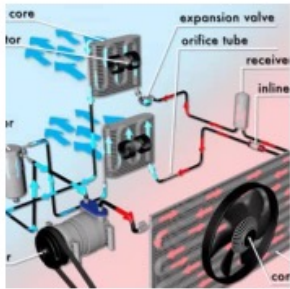
Get your shop found online with marketing services from Autoshop Solutions

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# AUTOZONE PRO

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## SELLING TOOLS



### DIGITAL DIAGRAMS FOR SERVICE ADVISORS

Informed customers have higher average repair orders

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### INSPECTION SHEETS

Increase average repair orders and customer satisfaction

[Sign In to Download](#)



### SEASONAL CAR CARE SERVICE CHECKLISTS

Use these seasonal checklists to inform customers of likely repair needs

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### AUTO REPAIR FINANCING FROM SYNCHRONY CAR CARE™

The Synchrony Car Care™ Credit Card helps your customers get the repairs they need.

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### BRAKES SALES KIT

Increase complete brake jobs and customer satisfaction with a free brake sales kit.

Call your Commercial Sales Manager for Details!



### IN-SHOP AND ONLINE VIDEO MARKETING

Engage customers with clear, concise video explanations of automotive services

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# AUTOZONE PRO

<https://www.autozonepro.com/landing/page.jsp;jsessionid=Gk5QNe6bElpDJVj24n7jXu2t97nbsQNFzQmXRTL7.b2b1?type=m&name=grow-your-business#selling-tools>

## ADD-ON SALES



### BATTERY STOCKING & CONSIGNMENT PROGRAMS

Test & sell more batteries with a free battery tester, and more\*

[Learn More](#)



### WIPER DISPLAY RACK

Take advantage of add-on sales & keep your most used wipers in stock

*Call your Commercial Sales Manager for Details!*



### PEAK LIGHTING STOCKING CABINETS

Boost add-on sales by conveniently storing and displaying popular bulbs

[Sign In to Learn More](#)



### TOOLS & EQUIPMENT QUARTERLY

Diversify and upgrade your business with new tools & equipment

[Shop Now](#)

\*[Learn how](#) the Section 179 Tax Deduction can benefit you.

BUSINESS SOLUTIONS

# AUTOZONE PRO

<https://www.autozonepro.com/landing/page.jsp;jsessionid=Gk5QNe6bElpDJVj24n7jXu2t97nbsQNFzQmXRTL7.b2b1?type=m&name=grow-your-business#selling-tools>

## INDUSTRY LEARNING



### PROFESSIONAL TRAINING

We offer live and online technical and shop management training with factory trained & ASE Master Certified Instructors

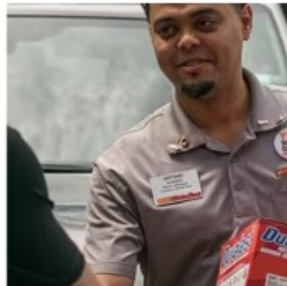
[Learn More](#)



### SECTION - 179 TAX BENEFIT

Get the new equipment your shop needs and deduct the cost with the S-179 Tax Benefit\*\*

[Learn More](#)



### SHOP TIPS & BEST PRACTICES

Browse our article archive for keys to success

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### THE KPI HANDBOOK



### HOW-TO-GUIDE FOR SHOP KPIs

The ultimate quick-reference guide to the top 10 KPIs that affect your bottom line the most.

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### THE FIELD GUIDE TO EFFICIENCY

Get the information you need to overcome challenges and achieve more

[Download](#)




# ADVANCE


(Wholesale Examples for Discussion, not direct parallel)

# ADVANCE PROFESSIONAL

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**AMERICA'S MOST TRUSTED AUTO BATTERY\***

Keep the DieHard batteries you need in stock with our battery stocking program and enjoy flexible payment options. Offer industry-leading technology and coverage, with reliable, fast delivery for your shop.



Financing program eligibility is subject to approval.



**Contact your local representative to learn more.**

**Marketing For Your Shop**

Receive free marketing materials when you join our battery stocking program, including:

1. Metal Sign
2. Bay banner
3. Poster
4. Rack and topper





\* Based on a 2021 independent survey of a nationally representative sample of 1,200+ drivers

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