



MYCHANIC

SOCIAL

STRATEGY

WHY DOES THIS MATTER ?

BRANDS ARE BUILT ON SOCIAL

AMPLIFY OUR BRAND

ENGAGE WITH OUR CREW

WHAT TO EXPECT



INSTAGRAM



FACEBOOK

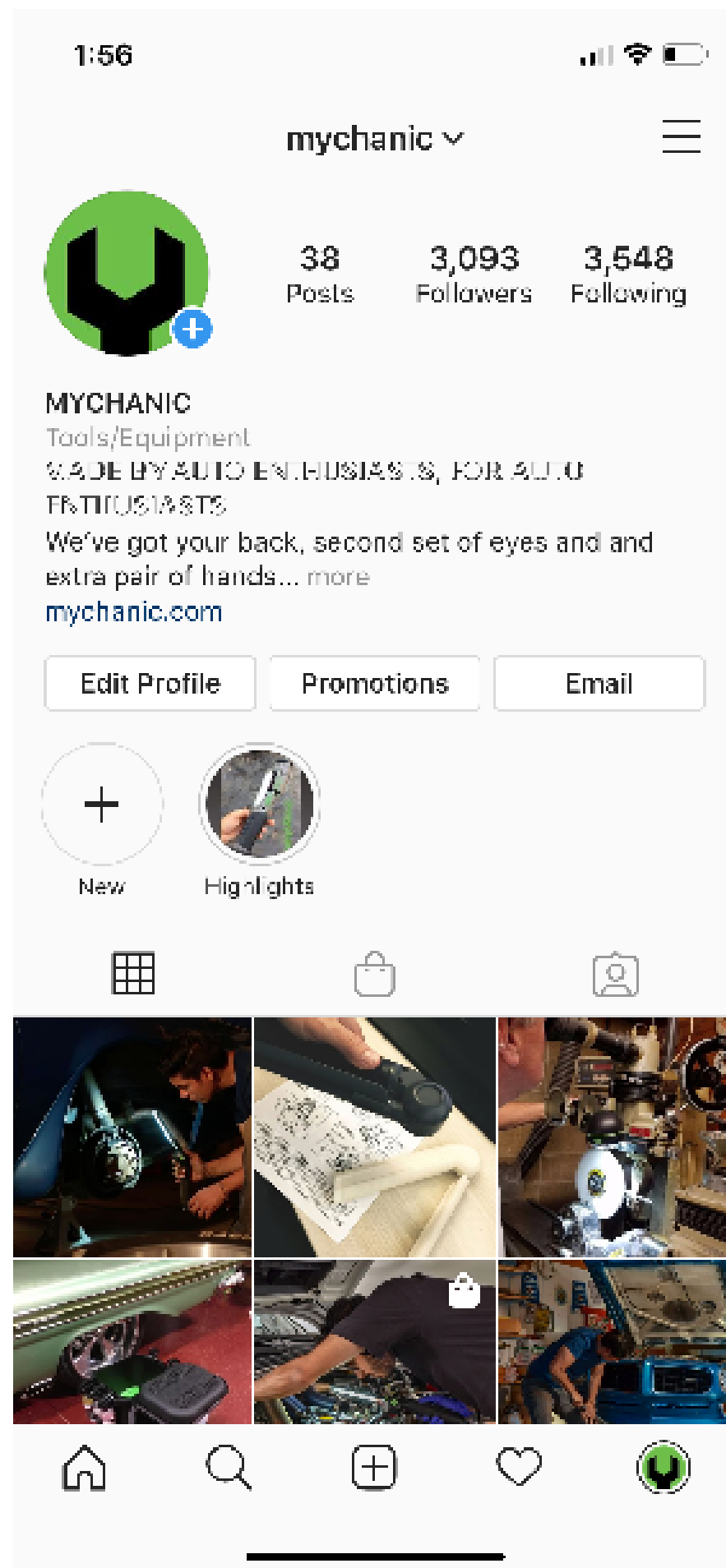


YOUTUBE

CURRENT STATE

INSTAGRAM

FOLLOWERS



Current Followers: 3,100

Goal Followers: **5,000 by Janurary 31**

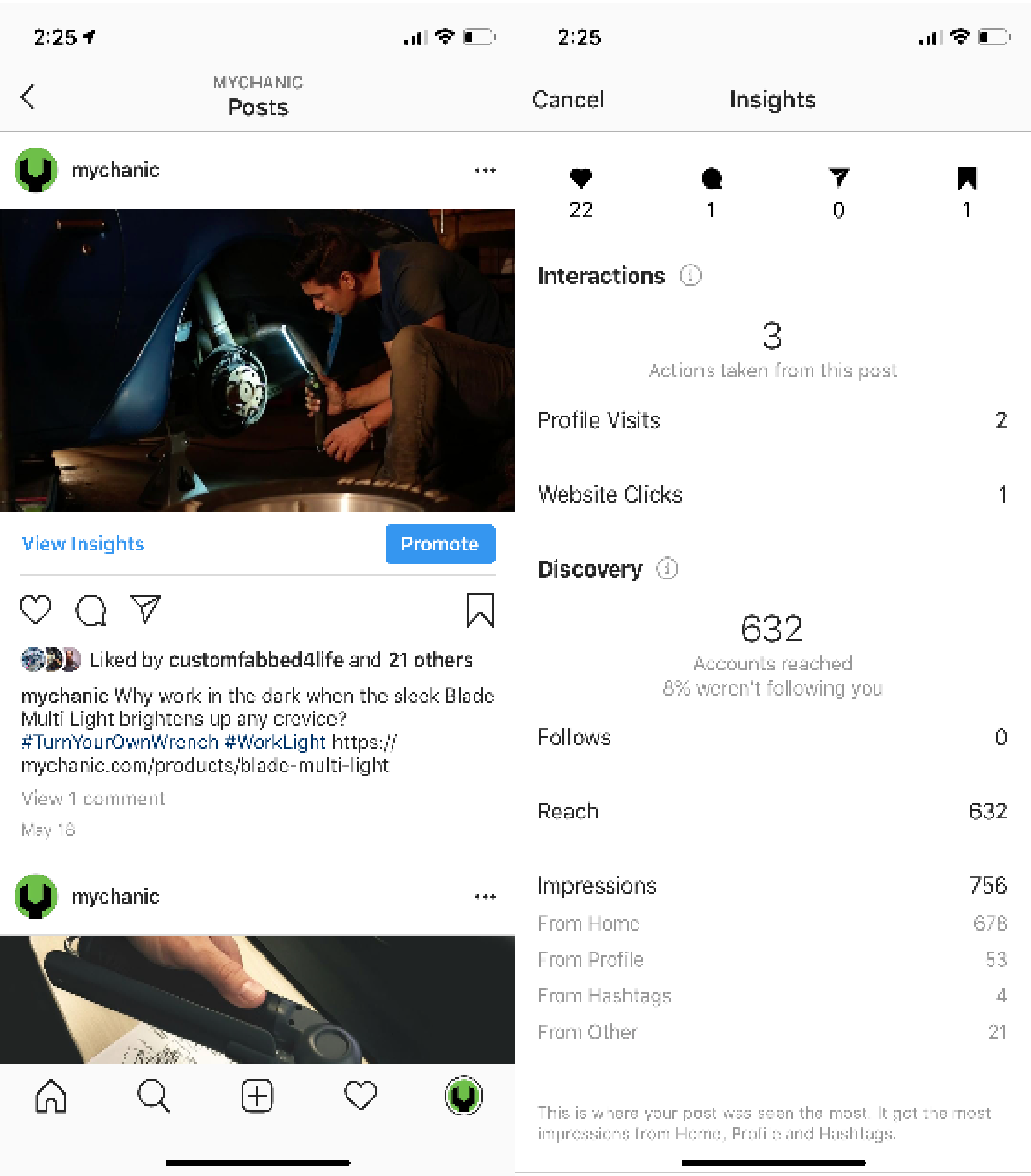
Current Growth Rate: Not much. Maybe 1-3 a week

Goal Growth Rate: **About 100 a week**

Current Following: 3,548

Goal Following: Less than our current followers.

ENGAGEMENT



Average reach (people who see our content): 1,230
Average impressions (how often our content is displayed): 1,443
Average interactions (people who click to our profile/website): **19**

Recent reach: 632
Recent impressions: 756
Recent interactions: **3**

ENGAGEMENT

On Average:

We are reaching less than half of our followers.

Few people who see our posts click to our profile or our website.

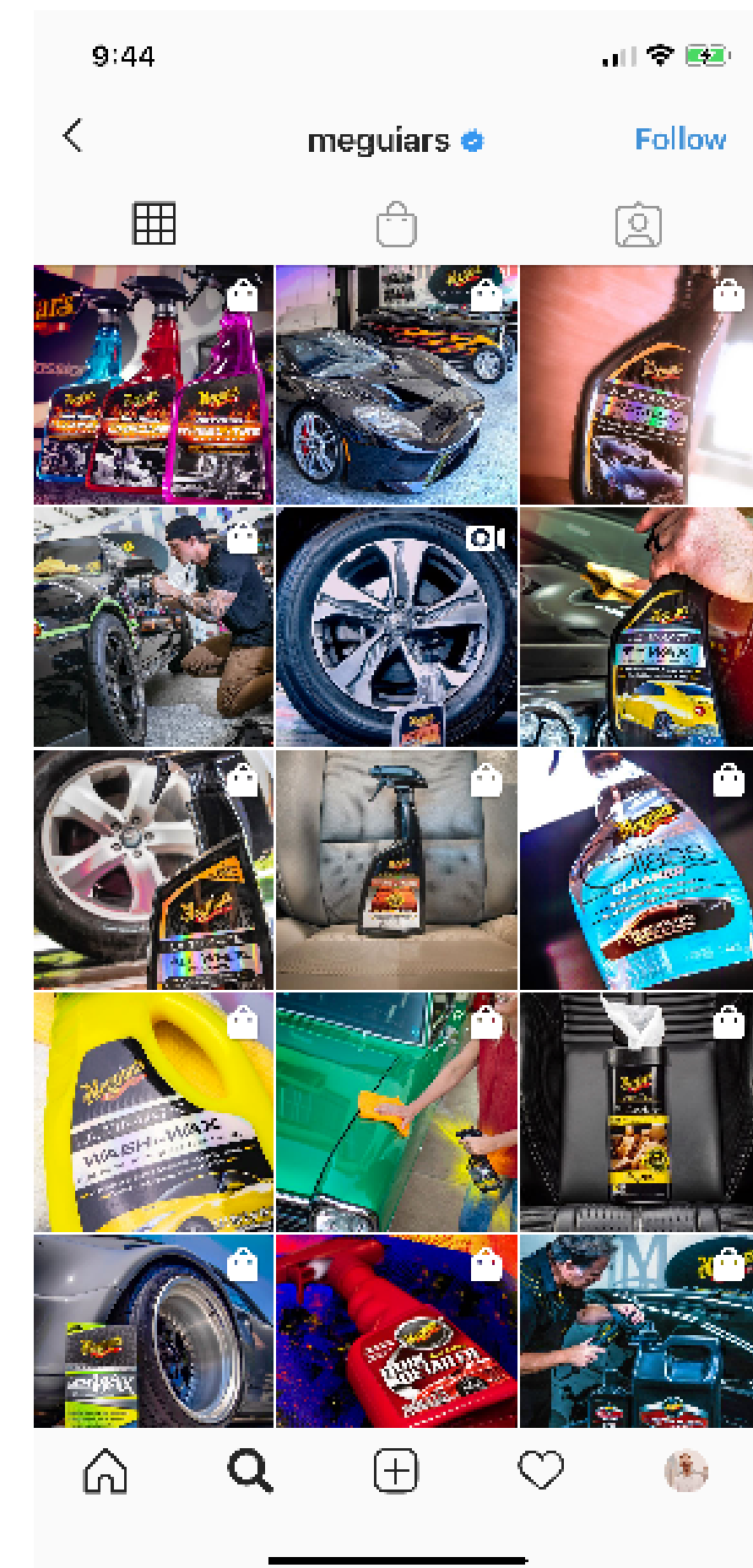
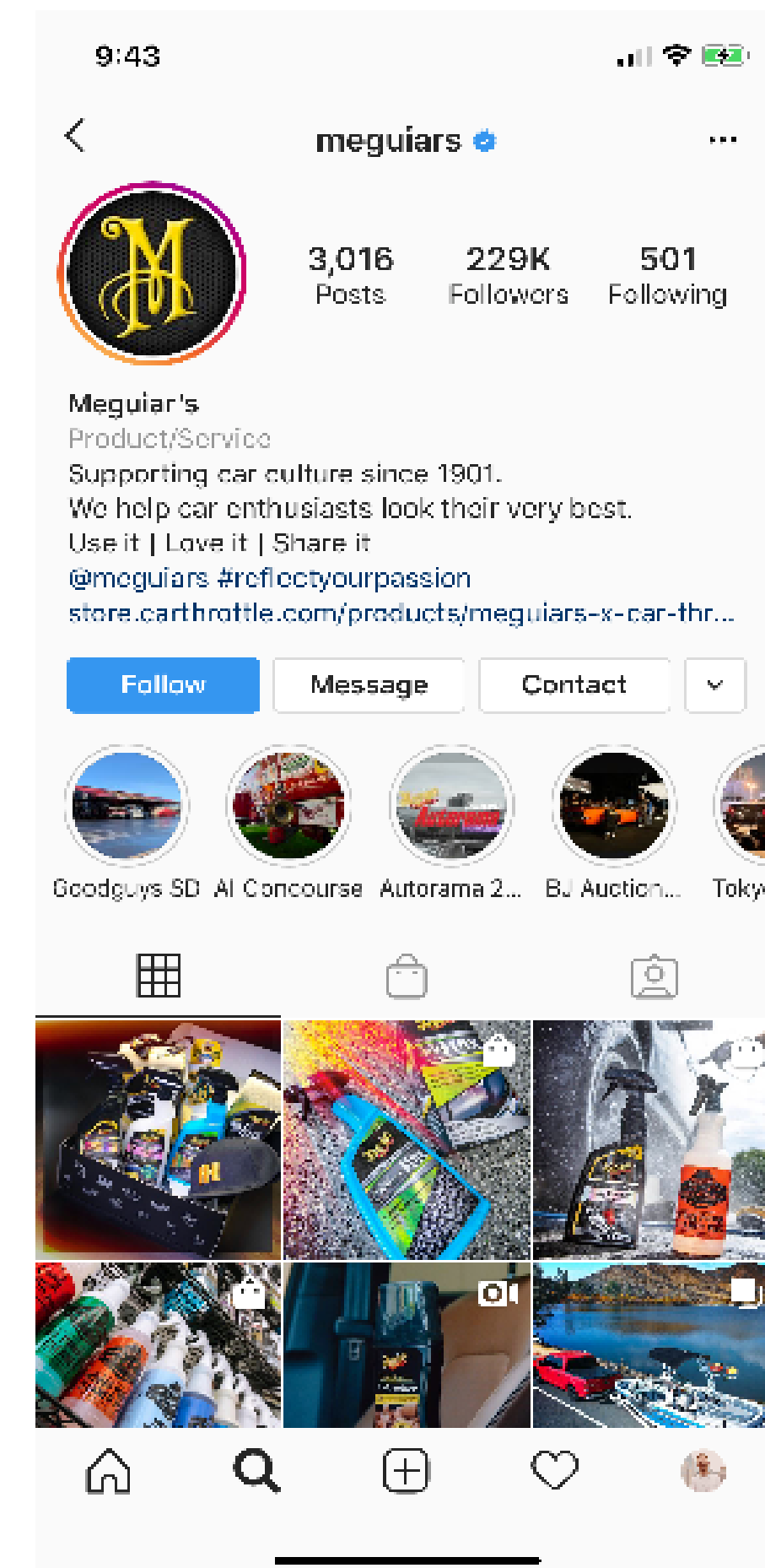
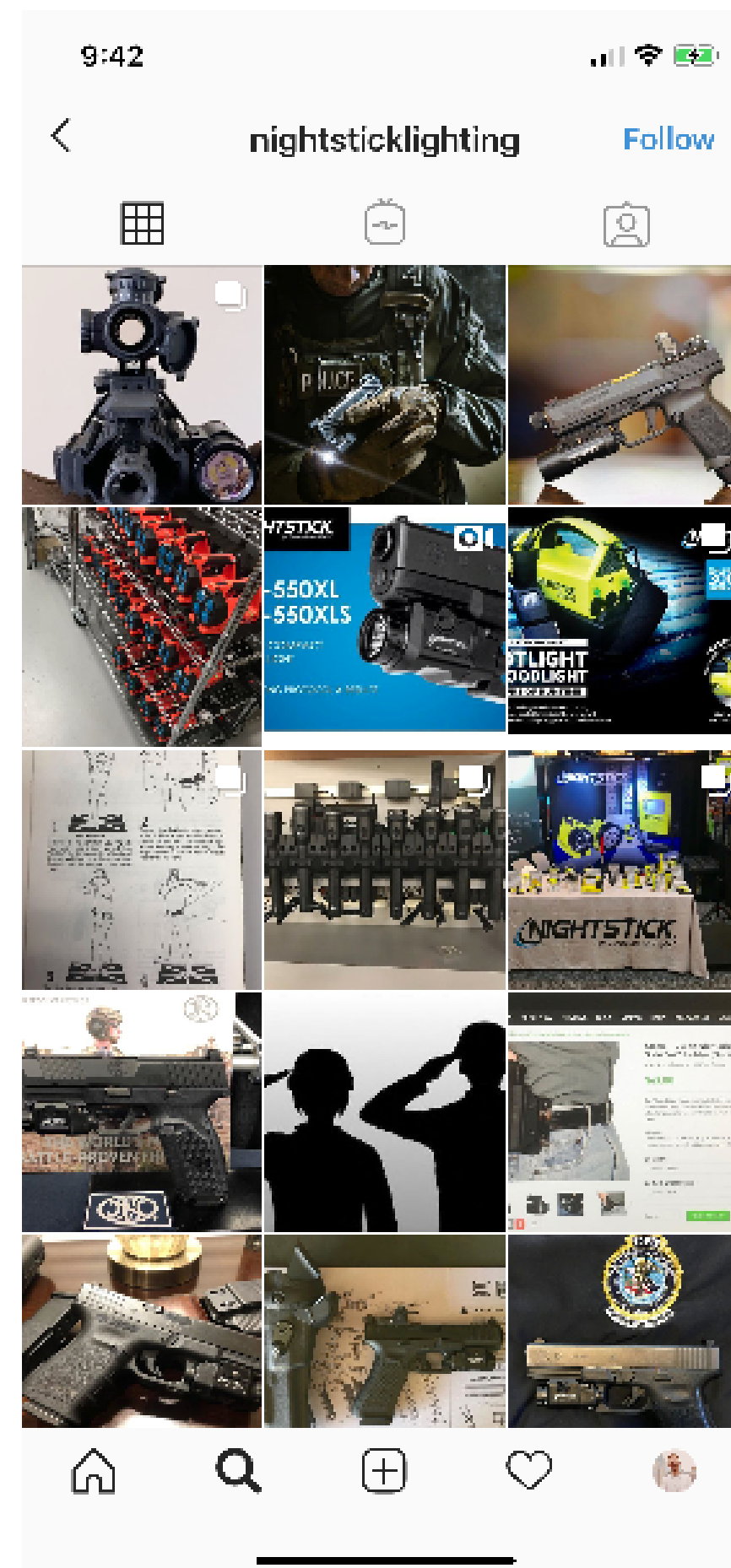
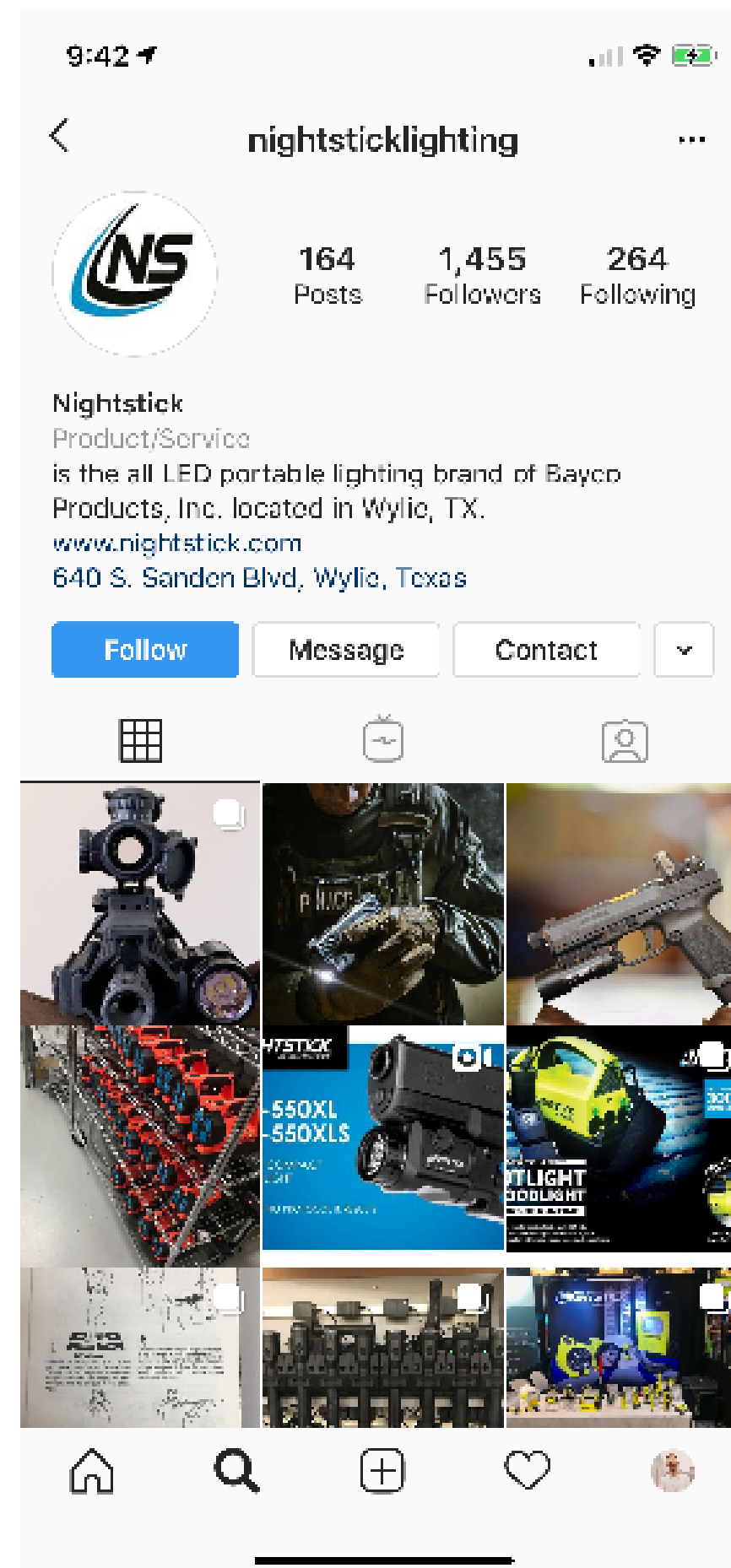
On Recent:

Due to infrequent posting, our engagement is less than average.

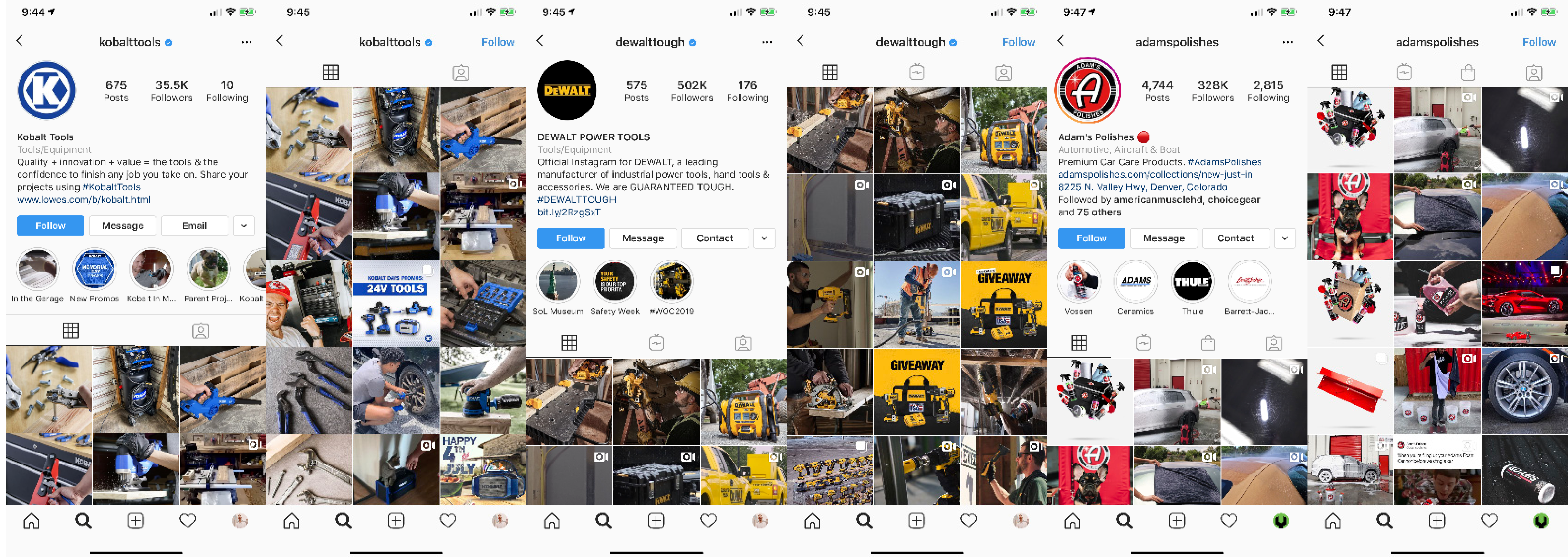
*On recent posts, our interactions have been very little

COMPETITIVE REVIEW

BAD EXAMPLES



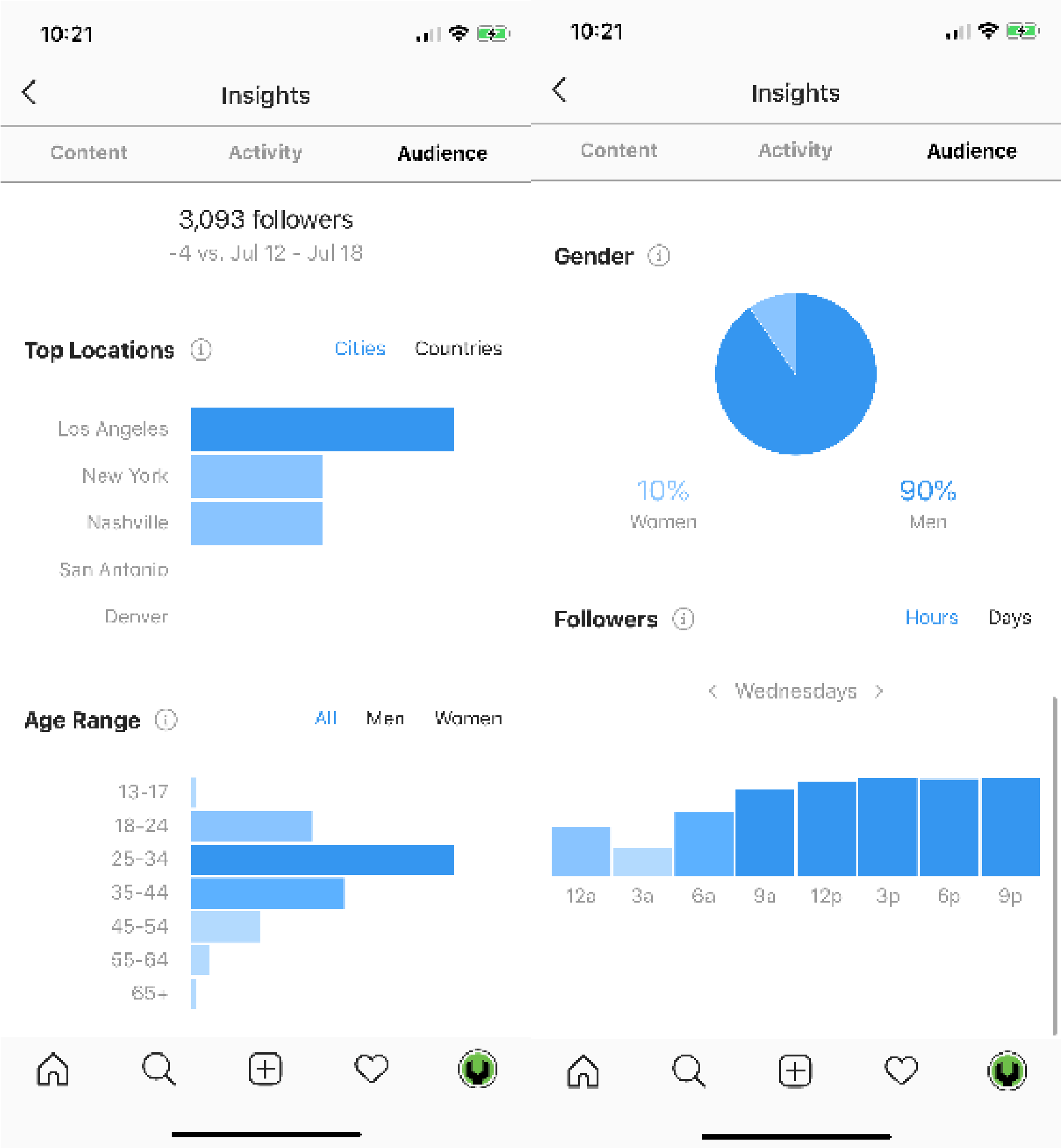
GOOD EXAMPLES + GOALS



AUDIENCE INSIGHTS

OUR DEMOGRAPHIC

AGE:
18-24 = 19%
25-34 = 41%
35-44 = 24%



GENDER:
90% MEN
10% WOMEN

BEST TIMES TO POST:
NOON OR AFTER 9
SUN, TUE, WED, THU

OUR DEMOGRAPHIC

Persona on Platform:

Off Roaders / Jeepers

Tuners

Motorcycle Enthusiasts

Modern Muscle

DAILY POST


TEST

POSTS + LIKES

8:35

MYCHANIC Posts

mychanic



View Insights

Promote

Like Comment Share Bookmark

Liked by auto81 and 40 others

mychanic Gearing up for the weekend. Two more sleeps until Friday 🛠️💡


#mychanic #autoenthusiast #mechanic #worklight #weekend #podlight #turnyourownwrench #gearhead #tools

1 week ago

8:35

MYCHANIC Posts

mychanic



View Insights

Promote

Like Comment Share Bookmark

Liked by auto81 and 23 others

mychanic Every detail counts. Don't miss a spot on our detailing rig 🧽


#mychanic #autoenthusiast #mechanic #detailingrig #cardetailing #carwash #turnyourownwrench #gearhead #tools #carstool

6 days ago

8:35

MYCHANIC Posts

mychanic



View Insights

Promote

Like Comment Share Bookmark

Liked by littlemechanics and 47 others

mychanic We know the design of your tools is just as important as the design of your garage. Our 3T Low Profile Floor Jack has Polyurethane wheels which glide soundlessly and won't mark epoxy floors 🚗

#mychanic #autoenthusiast #mechanic #floorjack #carjack #turnyourownwrench #gearhead #tools


View all 5 comments

aaronhagar I must admit, you guys have some

8:36

MYCHANIC Posts

mychanic



View Insights

Promote

Like Comment Share Bookmark

Liked by hardknocksforge and 36 others

mychanic What is your Sunday project? Whether you're changing a tire, detailing your car, or working under the hood - enjoy today 🛠️

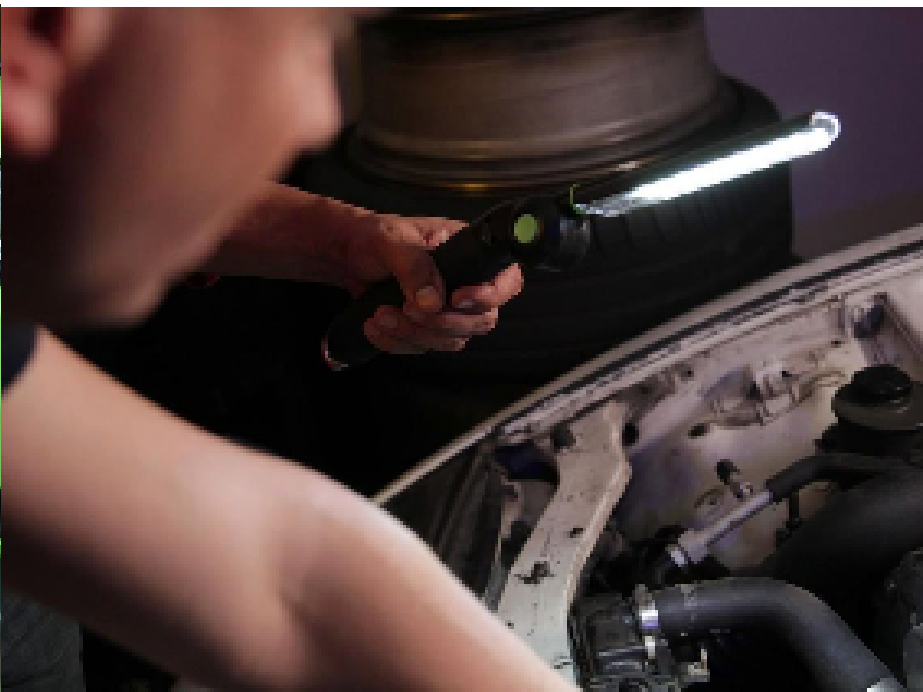
#mychanic #autoenthusiast #mechanic #shopstool #weekend #worklight #turnyourownwrench #gearhead #tools #cardetailing

3 days ago

8:36

MYCHANIC Posts

mychanic



View Insights

Promote

Like Comment Share Bookmark

Liked by aaronhagar and 22 others

mychanic Light up your Monday with a trip to our online site. Nothing like treating yourself to a new garage toy. Check the link in our bio for more info 🔧

#mychanic #autoenthusiast #mechanic #worklight #monday #bladelight #turnyourownwrench #gearhead #tools #emergencylight #lighttool #garagetool

liftedblackbeast 🐻

Home Search Add Heart Profile

POSTS + LIKES



Average reach (people who see our content): 1,038

Average impressions (how often our content is displayed): 1,331

Average interactions (people who click to our profile/website): **84**

STRATEGY PROPOSAL

IDEAS + IMPLEMENTATION

CONSISTENT POSTS

3-4 times a week @ 12pm or 9pm

Stories are inconsistent. Maybe one once a day. Maybe.

CONSISTENT AESTHETIC

Pops of green with a simple background

Cool layouts, lifestyles, and very little silos

ORGANIC POSTS

Avoid selling

The product should always be the accent

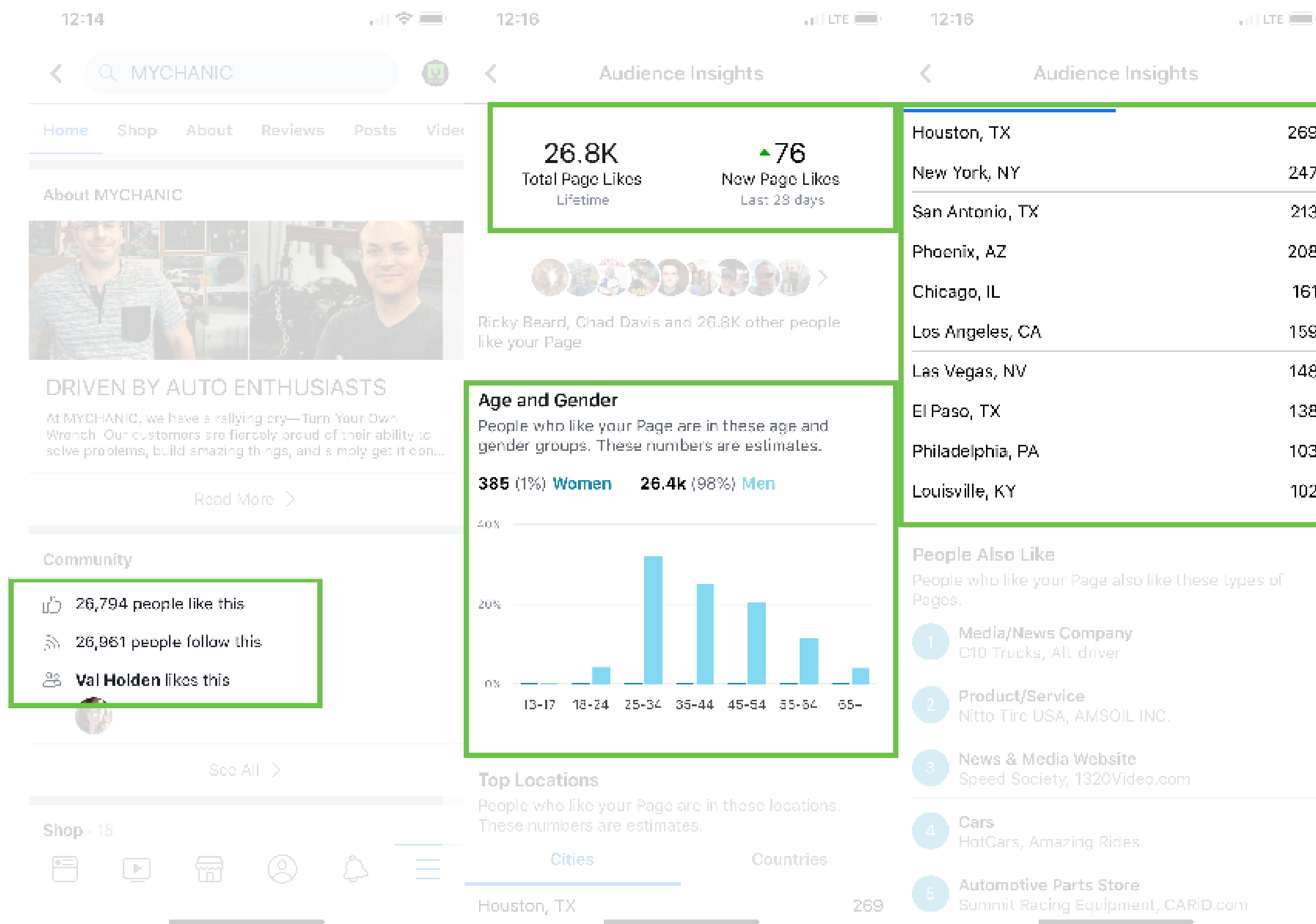
INCREASE ENGAGEMENT

Communicating with other users builds followers and trust

CURRENT STATE

FACEBOOK

FOLLOWERS



Current Likes: 26,794

Goal Likes: Match followers - 50k+

Current Followers: 26,961

Goal Followers: 50k+

Current Growth Rate: 76 in 28 days (great)

Goal Growth Rate: 100 - 200 in 28 days

OUR DEMOGRAPHIC

Persona on Platform:

Classic Cars

DIY / Hardware

ENGAGEMENT



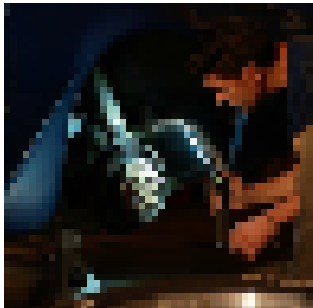
Celebrate Father's Day by treating D...
May 30

Reach	807
Engagements	21

7.4K
Post Reach

356
Engagements

54
Link Clicks



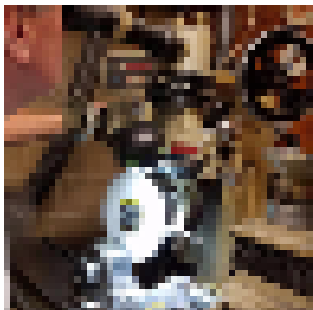
Why work in the dark when the sle...
May 18

Reach	553
Engagements	12



We create products that we use oursel...
May 14

Reach	583
Engagements	7



"Incredible quality and functionality"...
May 9

Reach	683
Engagements	5

The numbers look great, but compared to our number of followers - it could be better.

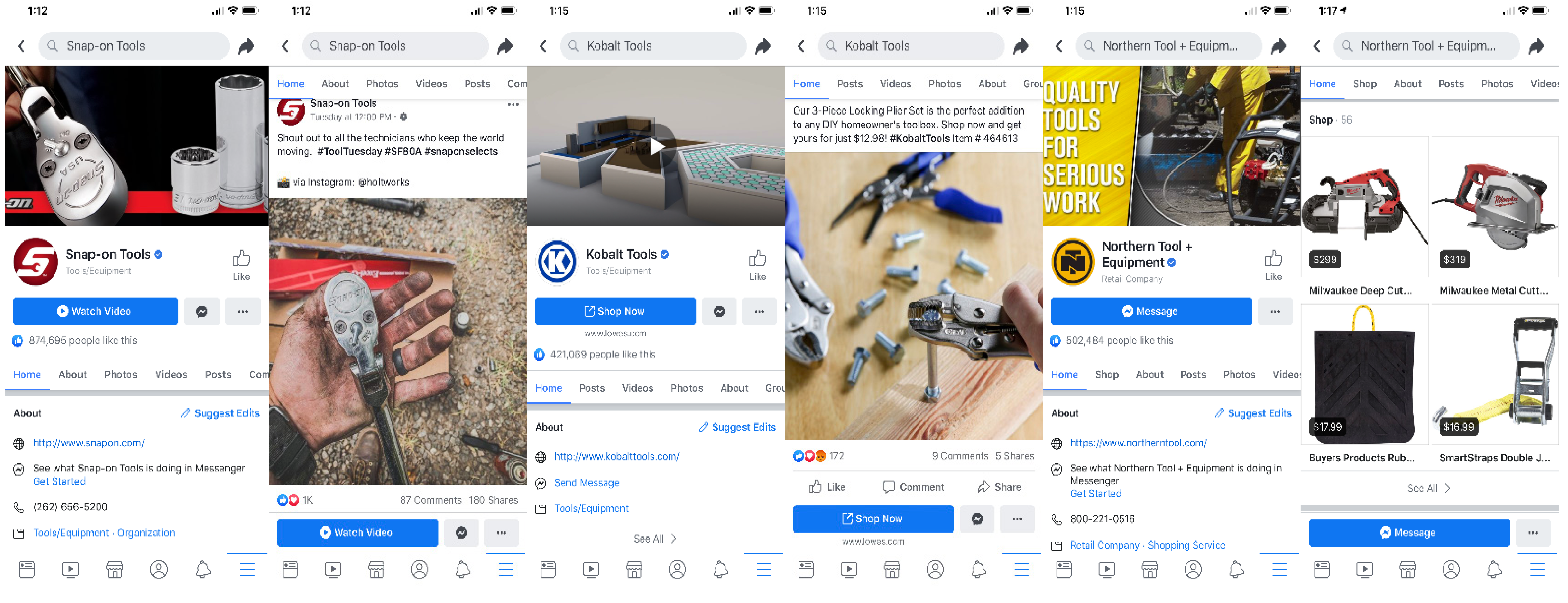
Reach is good but we are missing 20,000 people.

People aren't engaging with our posts and are not clicking our links.

COMPETITIVE

REVIEW

EXMAPLES



STRATEGY

PROPOSAL

IDEAS + IMPLEMENTATION

CONSISTENT POSTS

3-4 times a week (every other day)

Every post should come with a graphic/picture

CONSISTENT AESTHETIC

Pops of green with a simple background

Cool layouts, lifestyles, and very little silos

ORGANIC POSTS

Unlike insta - selling can be done

Posts should be worth posting. Don't post cause there is a deadline.

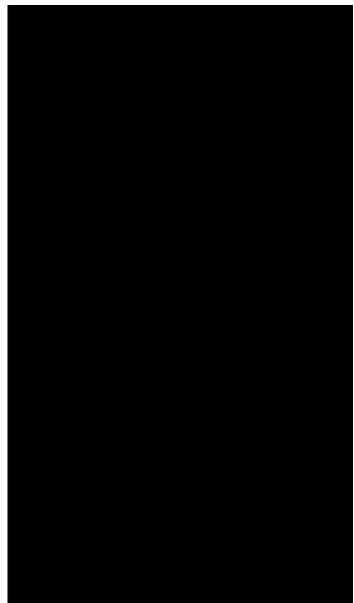
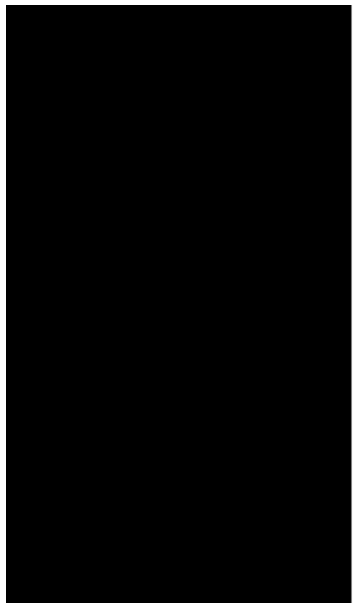
INCREASE ENGAGEMENT

Communicating with other users builds followers and trust

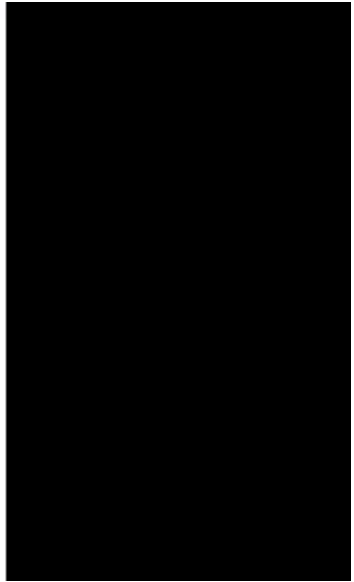
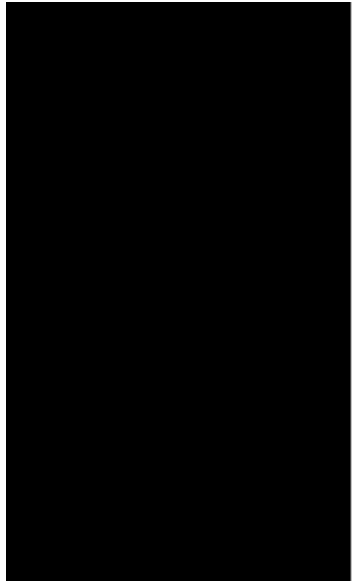
CURRENT STATE

YOUTUBE

FOLLOWERS + ENGAGEMENT



10,348 VIEWS



3,791 VIEWS

SUBSCRIBERS = 60

VIEWS (over all) = 16,644

PLALISTS = 3



1,013 VIEWS

OUR DEMOGRAPHIC

Persona on Platform

Classic Car

Off Roaders / Jeeps

Tuners

Motorcycle Enthusiasts

Modern Muscle

DIY / Hardware

IDEAS + IMPLEMENTATION

WE NEED MORE CONTENT THROUGH SPONSORS

Brand awareness

Positive brand recognition

VIDEOS WEEKLY/BI-MONTHLY

Remaining consistent

Active and consistent viewers

EVERYONE WATCHES YOUTUBE

197 million Americans are watching YouTube

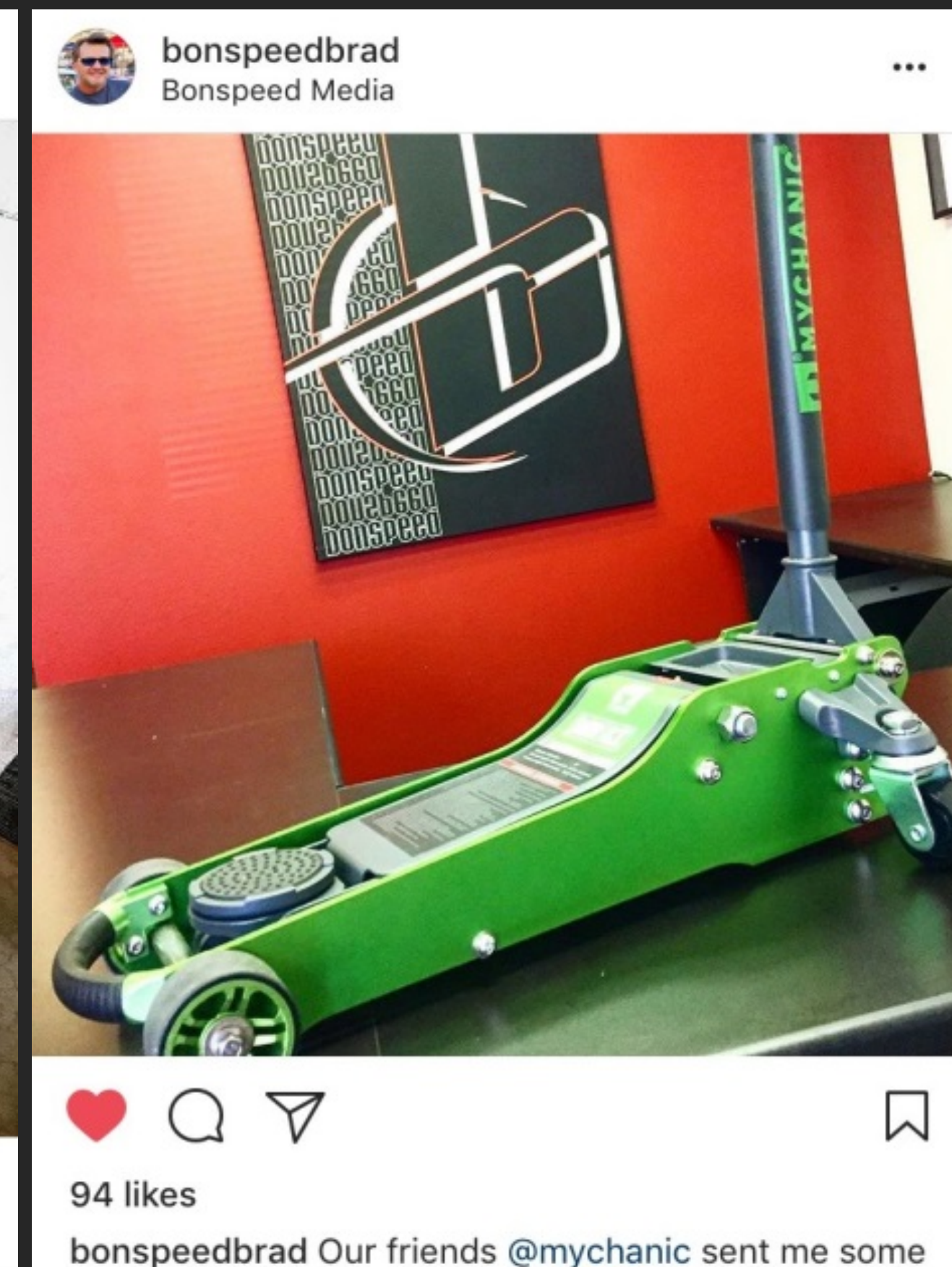
VLOGGER/HOW TO

Our target watches influencers + informational videos

INFLUENCER

PROGRAM

IDEAS + IMPLEMENTATION



IDEAS + IMPLEMENTATION



IDEAS + IMPLEMENTATION

WHY IS THIS IMPORTANT

Paid spokesperson

Saturation to searching audiences

POSITIVE OUTCOMES

Affordable advertising

Once an influencer is qualified, they stay

Built relationships creates lasting customers

ADVOCATES

Influencers will stand with the brand

Partnerships will create genuine influencing.