

REPAIR SHOP OF TOMORROW · MARKETING MASTERMIND

Marketing That Connects

Three proven plays to reach, keep, and win back customers — and the one move that makes them all work harder.

Presented by: Brent Kilmer & Jeff Snyder

Newsletter

Monthly Social

Win-Back

+ Team Video



What actually moves the needle

Three proven plays — multiplied by one thing only your team can bring



1

Newsletter to your best customers

A physical piece to the people who already know, trust, and pay you.



2

Monthly promotions on social

Show up every month so you stay top-of-mind between visits.



3

Reach out to lost customers

Win back the ones who drifted — your cheapest revenue by far.



The multiplier: short videos of your team in the shop and office — the connection that makes all three plays hit harder.

PLAY 1

Mail a newsletter to your best customers

A physical piece to your house list is the highest-return channel in marketing



Why your house list wins

Your best customers already know you, trust you, and spend the most. A newsletter lands in their home and stays there — no algorithm, no inbox to fight.

15-20%

Response rate from your house list

ANA/DMA 2025

36×

Higher response than email

ANA/DMA 2025

#1

ROI of any paid channel

161% avg on house lists — ANA

17 days

Average time it stays in the home

An email is gone in seconds — Vericast

PLAY 2

Post promotions every month on social

Consistency keeps you top-of-mind — and existing customers are your easiest sale

60–70%

**chance of selling to an
existing customer**

*vs. 5–20% for a brand-new prospect —
Marketing Metrics*

67%

**more spent by repeat
customers**

than first-time buyers — BIA Advisory



**Show up monthly — or fade
out**

A promotion every month keeps your shop in the feed between visits. Go quiet for more than two months and it's out of sight, out of mind. Repetition is what makes the message land.

PLAY 3

Reach out to the customers you've lost

Reactivating a lapsed customer is the cheapest revenue most shops leave on the table



They already know you

A customer who hasn't been in for 6+ months hasn't left forever. They have a history with you — the right offer at the right time brings them back at a fraction of the cost of a stranger.

20–40%

Odds of winning back a past customer

vs. 5–20% for a cold prospect — Omnisend

5–7×

Cheaper than acquiring new

to reactivate a lapsed customer — Braze

47%

Of returning customers spend MORE than they did before

— Omnisend

6 mo

When a customer becomes "at-risk"

the window to act before they're gone

RESULT 1

Saturation mail wastes your budget

Mail spread wide across non-customers burns budget with almost nothing to show



Wide reach, weak return

Mail dropped across a wide radius lands mostly on non-customers. Thousands of pieces, only a handful of visits — and the campaign lost money.

3,165

Mail pieces delivered

Reached wide, not deep

0.09%

Response rate

Industry avg: 0.97%

3

Customer visits

From 3,165 pieces mailed

-\$238

Net return (ROAS)

\$2,184 in, \$1,946 back

RESULT 2

Gift cards turn mail into visits

A tangible reward mailed to your own list converts into real, trackable visits



A reward worth acting on

A tangible reward sent to your own database feels personal. Customers redeem it in person — turning a mail piece straight into a visit.

210×

Return on investment

\$442,885 vs. \$2,112 spent

\$443K

Total revenue generated

04 May – 03 Jul 2026

\$2,112

Total investment

Cost of the mailer campaign

538

Customer visits driven

winback & loyal customers

RESULT 3

Newsletters turn mail into revenue

A steady newsletter to your own list keeps customers coming back



Consistency compounds

A newsletter to your own list stays in the home and keeps you top of mind. Every 7 pieces mailed brought at least one customer through the door.

87:1

Rate of return

Every \$1 spent returned \$87

\$742

Revenue per customer

Overall & existing customers

\$8

Cost per customer

Overall & existing customers

\$674K

Total revenue generated

05 Jun – 04 Aug 2026

THE MULTIPLIER

Put your team **on camera**

Short videos of your people — in the shop and in the office — are what turn mail and promotions into a relationship. It's the one thing a competitor can't copy: your personality.



85%

say short-form is their #1
format

Wyzowl / Sprout



83%

want more video from brands

Wyzowl 2025



#1

ROI format, all content types

HubSpot 2026



1200%

more shares than text +
images

Brightcove

Authentic, behind-the-scenes clips build trust and humanize your shop far more than polished ads.

THE PROOF

Together, they beat any single play

Newsletter + monthly social + win-back + video isn't four tactics — it's one connected system

287%

higher purchase rate

when you run 3+ channels vs. one — Omnisend

89%

customer retention

vs. 33% for single-channel shops — Invesp

6

touchpoints on average

before a customer decides to buy



Repetition compounds.

The same customer who gets your newsletter, sees your monthly promo, and watches your team on video acts on a message they've now seen three ways. Adding digital to direct mail alone lifts response up to 118%.

YOUR MOVE

Use your RSOT marketing to its fullest

UPSWELL ALREADY RUNS THIS FOR YOU



The monthly newsletter to your best customers



Monthly promotions pushed out on social



Win-back campaigns to your at-risk list



The piece only you can add

Create a personality on social. Post short videos of your team in the shop and office — that's what turns UpSwell's reach into real connection.

Reach + retain + reconnect — powered by UpSwell. The personality is on you.

REPAIR SHOP OF TOMORROW

Monthly marketing selections

Choose this month's promotions and personalize your newsletter. Your artwork updates as you answer.

YOUR SHOP

We already have your details — check them over and change anything that's out of date.

SHOP NAME *

Repair Shop Of Tomorrow

PHONE

440-545-1230

STREET ADDRESS

10800 Pearl Rd Unit B4

CITY

Strongsville

STATE

OH

ZIP

44136

WEBSITE

www.repairshopoftomorrow.com

Replace your logo — PNG, JPG, PDF or EPS. The higher resolution, the better.

 No file chosen

This is the logo we hold for you — check it below . Only upload one if it has changed.

HOW WE REACH YOU

EMAIL ADDRESS *

restradareyes@upswellmarketing.com

We email your proof here. It does not print on the newsletter.

[Start my selections](#)

ON YOUR NEWSLETTER



Repair Shop Of Tomorrow

10800 Pearl Rd Unit B4

Strongsville, OH 44136

440-545-1230

www.repairshopoftomorrow.com

Logo on file: images.jpg



OCTOBER 2026 MARKETING SELECTIONS

Let's build your newsletter

Your newsletter is on the right. It updates as you answer, so you always see what will print.

- 1 Say yes or no to this month's offers — you can run up to 9. You'll see each one as you decide.
- 2 Choose which 8 print as coupons, then add your own message, reviews and referrals.
- 3 Submit. We finish the artwork and email you a proof to approve.

Nothing is final until you submit, and the marks below jump you back to any question.

[Back](#)[Start](#)

START

PROMOTIONS

NEWSLETTER

FINISH

0 OF 9 PROMOTIONS

YOUR NEWSLETTER

LIVE

HALLOWEEN WORD SEARCH

L M H P O T I O N G R A V E Y A R D W F
H O C B R K L U R Y M M U M K R G J N A
I W T L E H C X F H E E K D E T N U A H
V T I X D W R I H W D O T T A B C U R A
P M W Y I G B V T N C O S T U M E Y A X
E M S F P O Y O T S O N O O T N I M M F
Q Q T A S N V S C D M Z H F Y V Z P Y K
N A M K W T K G B E E O G B G G P R P V
T G O N R E T N A L - ' C - K C A J Y Y
C F F H L O R Q W X A M I R N R I T O R
Z S Q E O Z C L D F G O E I B M O Z Q X
M Y T U F F Y X E H L N M Q W G D F Y R
Q O O D P H U Q I S M B G O F O C F Z K C
N R K T R I C K - O R - T R E A T J O I
G I A I D G H Y O C N L P Z D W Z U O M
O W K U T W H G L C O I D O W L Y Z P B
U E G P Q O F O V K D T P M D P U B S A
L J O O B M I E M Y V A M P I R E Z A V E
U Q U B F U Q U R Y D N A C Z U A H C L
S X N Y A A P R A I L W J K D O T G A T

DIRECTIONS: Find and circle the keywords in the grid. Look for them in all directions, including backwards and diagonally.

GHOST	JACK-O-LANTERN	POTION	MURRAY	COWEB	BAT
ZOMBIE	PUMPKIN	SKELETON	VAMPIRE	SPOOKY	CANDY
SPIDER	COSTUME	HAUNTED	TRICK-OR-TREAT	GRAVEYARD	BROOMSTICK



Thank you for being part of our auto repair family! We hope you enjoyed these October tidbits. As always, we're here to keep your vehicle running smoothly this fall. Drive safely and enjoy the season!



10800 PEARL RD UNIT B4
STRONGSVILLE, OH 44136
WWW.REPAIRSHOPOFTOMORROW.COM
440-545-1230

DID YOU KNOW?
October gets its name from the Latin word "octo," meaning eight, as it was originally the eighth month in the Roman calendar.

OCTOBER JOKES & RIDDLES

Q: What do you get when you drop a pumpkin?
A: Squash!

Q: Why did the ghost go to the party?
A: Because he heard it was going to be a "boo-tiful" night!

Q: What do you call a witch who lives at the beach?
A: A sand-witch!



OCTOBER 2026 CLIENT NEWSLETTER



HAPPY HALLOWEEN

Hello! As October rolls in, we're excited to share some spooktacular insights and fun facts to brighten your month. Let's dive into the festivities!

Slot 1
OpenSlot 2
OpenSlot 3
OpenSlot 4
OpenSlot 5
OpenSlot 6
OpenSlot 7
OpenSlot 8
Open



OCTOBER SAVINGS (\$10/\$30/\$50 TIERS)

Run this promotion?

Yes

No

Choose Yes or No to continue.

Back

Next question



OCTOBER SAVINGS (\$10/\$30/\$50 TIERS)

LIVE



Slot 1
OIL CHANGE SPECIAL

Slot 2
Open

Slot 3
Open

Slot 4
Open

Slot 5
Open

Slot 6
Open

Slot 7
Open

Slot 8
Open



FREE BELTS & HOSES

Disclaimer OK?

Keep it

Change it

Back

Next question



NEWSLETTER

FINISH

4 OF 9 PROMOTIONS

FREE BELTS & HOSES

LIVE



Slot 1
OIL CHANGE SPECIAL

Slot 2
OCTOBER SAVINGS (\$10/...

Slot 3
REFERRAL - 50% OFF FIR...

Slot 4
FREE BELTS & HOSES

Slot 5
Open

Slot 6
Open

Slot 7
Open

Slot 8
Open

FINISH

Ready to submit?

Shop

Repair Shop Of Tomorrow

Proof goes to restradareyes@upswellmarketing.com

Promotions running 5 of 9

On the newsletter 5 coupons

Print and mail Yes

You will receive an email with a proof. If further changes are required, you may decline your proof.

Submit for proofreading

Back

Next question

START

PROMOTIONS

NEWSLETTER

FINISH

5 OF 9 PROMOTIONS

YOUR NEWSLETTER

LIVE



TIRES AT COST

NO CATCH. NO STERICK.

Any brand or size guaranteed at our cost!
Alignment Inspection Included

Buy 4 Tires at Cost with Premium Installation
& get a FREE Alignment Inspection.
See store for complete details.



FAMOUS OCTOBER BIRTHDAYS

- October 1: Jimmy Carter (1924) – Former U.S. President
- October 5: Bob Newhart (1929) – Comedian and Actor
- October 21: Bill Gates (1955) – Co-founder of Microsoft
- October 31: John Keats (1795) – Renowned Poet



OCTOBER IS FALL CAR CARE MONTH



\$10 off	\$20 off	\$50 off
\$100	\$200	\$300

Call today for more on your maintenance plan!



PUMPKIN SPICE MUFFINS



- 1 cup pumpkin puree
- 1/2 cup sugar
- 1/4 cup brown sugar
- 1/2 cup vegetable oil
- 2 large eggs
- 1 teaspoon vanilla extract
- 1 cup all-purpose flour
- 1 teaspoon baking soda
- 1 teaspoon baking powder
- 1 teaspoon pumpkin pie spice
- 1/2 teaspoon salt

DIRECTIONS:

- Preheat your oven to 350°F (175°C) and line a muffin tin with liners.
- In a large bowl, mix the pumpkin puree, sugars, oil, eggs, and vanilla until well combined.
- In another bowl, whisk together the flour, baking soda, baking powder, pumpkin pie spice, and salt.
- Gradually add the dry ingredients to the wet mixture, stirring until just combined.
- Divide the batter among the muffin cups and bake for 18-20 minutes, or until a toothpick comes out clean.
- Let cool and enjoy with a hot cup of coffee!

THANKYOU!

A Referral is the Greatest Compliment
You Can Give Us. Thank You!

Courtney
Jaron



IT'S NO SECRET... WE LOVE REFERRALS!

REFERRAL CARD

50% OFF your first oil change

Plus 10% OFF other services

Referred by: _____

For the 21st week of the year who's sure to win your name so we can get you a free oil change & filter replace!



OCTOBER IS FALL CAR CARE MONTH!

- October Car Safety Tips to Stay Safe on the Road this Fall:
- Check Your Lights: As days get shorter, ensure all your lights (headlights, brake lights, and turn signals) are working properly.
 - Inspect Your Tires: With wet leaves and changing weather, make sure your tires have adequate tread and are properly inflated for better grip.
 - Watch for Wildlife: Autumn is a time when deer are more active. Stay vigilant, especially during dawn and dusk.
 - Keep an Emergency Kit: Include essentials like a flashlight, first-aid supplies, and warm blankets in case of unexpected situations.
 - Replace Wiper Blades: With increased rain, ensure your wipers are in good condition and replace them if necessary.

SEPT 1st - OCT 31st

FREE BELTS & HOSES

Don't get stranded because a broken belt or blown hose. Don't let your engine overheat. Replace yours today!



Slot 1 OIL CHANGE SPECIAL	Slot 2 OCTOBER SAVINGS (\$...	Slot 3 REFERRAL - 50% OFF...	Slot 4 FREE BELTS & HOSES	Slot 5 TIRES AT COST	Slot 6 Open	Slot 7 Open	Slot 8 Open
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SUBMITTED FOR PROOFREADING

Your selections are in

Nothing else is needed from you right now.

Reference 26

Now Our team applies any coupon wording you changed and finishes the artwork.

Next You will receive an email with a proof of your newsletter.

Then Approve it — or, if further changes are required, you may decline your proof.

Questions before then? Email team21@upswellmarketing.com.

REPAIR SHOP OF TOMORROW · MASTERMIND 2026

Thank You!

Brent Kilmer

brent@repairshopoftomorrow.com

Jeff Snyder

jsnyder@upswellmarketing.com



Download this PowerPoint
Ask Questions



Scan Here