

# **DRIVE RESULTS**

Money Making Marketing Strategies  
for Vehicle Rental Agencies

**APPENDICES**  
to accompany audio book

Maxine Tubbe

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# APPENDICES

## APPENDIX #1:

How to create a new Google Business Profile

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## APPENDIX #4:

How to get your GBP verified

**Note:** The steps in the following Google instructions were accurate when these pages were written. Like everything on the web, Google may change the specific steps, but the overall process will remain the same.

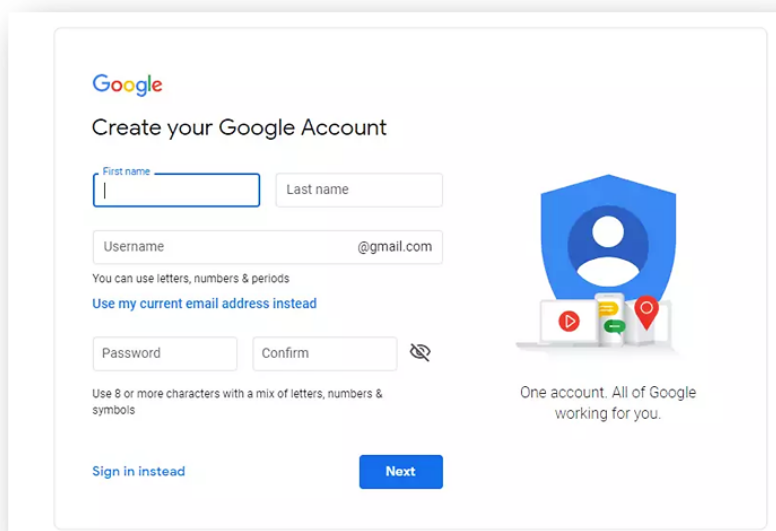
## **APPENDIX #1: How to create a new Google Business Profile (GBP)**

## How To Create a Brand-New Google Business Profile

If you have gone through all the steps to find an existing GBP for your agency and couldn't find one, here are the steps you will need to take to create a brand-new Google Business Profile. But remember, duplicate listings are bad, so while creating your new GBP, Google will do one final check for an existing account.

### Log into your Gmail account

You need to be logged into a Google account to do this. Make sure you are currently logged into whichever Google account you want to use to manage your GBP. If you don't have one, or you fancy a fresh start, head over to [gmail.com](https://gmail.com). Creating an account is as easy as pie—and it's free, too.

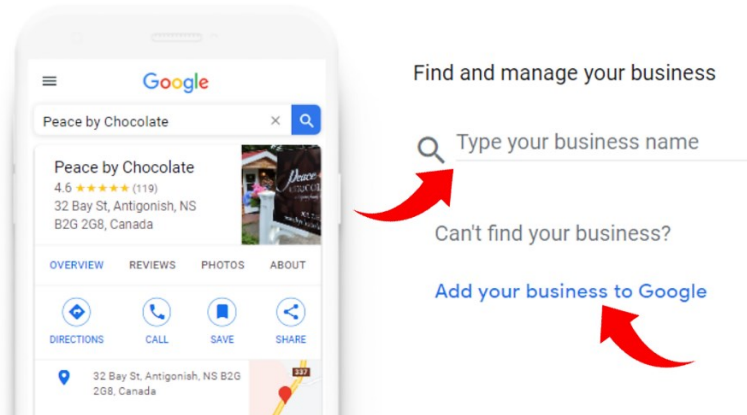
The image shows the Google Account creation interface. At the top is the Google logo, followed by the heading "Create your Google Account". Below this are input fields for "First name", "Last name", and "Username" (with a placeholder "@gmail.com"). A note states "You can use letters, numbers & periods" and a link "Use my current email address instead" is provided. There are also fields for "Password" and "Confirm", accompanied by an eye icon for toggling visibility. A requirement note says "Use 8 or more characters with a mix of letters, numbers & symbols". At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button. On the right side of the form is a graphic of a blue shield with a white person icon, and below it, icons for YouTube, Gmail, and Google Maps. Text at the bottom right of the graphic reads "One account. All of Google working for you."

## Add your agency

Now, it's time to create your Google Business Profile. You can do this step from any browser on your desktop or mobile device; but, you will have to do quite a bit of typing so you may find a keyboard helpful.

Using your web browser, go to: <https://business.google.com/add>

Type your agency's name into the form and hit enter. As you type in your business name, you may see a list of other businesses with similar names. You can add your location to your search term to help single out your business, e.g., Chuck's Trucks Tulsa. If you see your business in the list, click on it. If you don't see your business in the list, click the **Add your business to Google** link. You'll find it below the search form.



Perfect. Now you are on your way to creating your agency's official Google Business Profile! Filling out the profile form may seem like a walk in the park, but it's got a few tricks to watch for. We'll start by filling out some basics. Then we'll get into some fine-tuning to optimize your profile in the next step. To start, here's what you should do:

## How To Fill In Your Profile Form

*(It isn't as straightforward as you may think!)*

### Provide your real business name

Your business name should be the same as what's painted on your sign, printed on your stationery, and showcased in your branding. No extras like location references, contact info, or funky symbols. Just your clean and straightforward business name.

### Provide other business information

Google's hungry for details, so you'll also need to provide your business address, phone numbers, and website address. Make sure these nuggets of info are accurate and up to date because this is how customers find their way to you. Google will also lose trust in you if they are not accurate. Keep the content relevant and helpful—no gibberish, promotions, or gimmicks allowed.

If you have multiple phone numbers that you use publicly (on your website, business cards, billboards, etc.), list them all here. If you don't have a public address, you may still be required to provide Google with a mailing address. You can choose to be listed as a Service Area Business and hide your address from the public, but Google will still want to be able to contact you by mail for verification or other purposes. And remember, if your doors and phone lines aren't open 24/7, don't claim they are. Just because your website runs 24/7 doesn't mean you're open for business all day every day. Be honest about your service hours.

### Choose your category

Start typing the category that best fits your agency. I find it easiest to simply type "rental". Google will run its magic and suggest some matches. Pick the one that best describes your business from the list, like Car Rental Agency or Boat Rental Service. You can tweak and add categories



later, but this first one should align with your primary business offering or the service you want to drive the most attention to.

**Business category**

Help customers find your business by industry. [Learn more](#)

Primary category

Boat rental service

Additional category

Recreational vehicle rental agency

×

Additional category

Crane rental agency

×

[+ Add another category](#)

Save

Cancel

## Add a description

Now, let's add a description to your Google Business Profile. This is where you get to tell the world what makes your agency special. You can go big or keep it cozy—it's up to you. For instance, you could describe yourself as, "Economy car rentals in Hamilton, Ontario." Or you might opt for something more specific like "Largest selection of exotic rentals in Las Vegas: including Lamborghini, McLaren and Rolls-Royce." The

key is to keep it relevant and accurate. Don't add any puzzling or gimmicky content.

## **Add imagery**

A picture is worth a thousand words, they say. So, why not show off your agency with some eye-catching photos and videos? Whether it's your sleek vehicles, friendly staff, storefront, or popular areas you serve like airports and event centers; visual content helps potential customers get a feel for your business. Just remember, Google has some rules when it comes to images. They need to be actual photos, no illustrations (except for your trusty logo). You can add some text or graphics along one edge of a photo, but with Google, you want to remember that the focus should be on the image, not the text. Google wants to see pictures, not advertisements.

## **One more detail about your GBP content**

The information you share on your Google Business Profile should match what's out there on the web. Whether it's your hours of operation, location, or phone number, consistency is key. It is essential to keep your NAP—Name, Address, and Phone number—consistent across the web, including your GBP and website. The more consistent it is across all your web pages, social profiles, and other online mentions, the more Google will trust your business. And when Google trusts you, it's more likely to boost your placement in search results.

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## Next Step

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### Verification

Now that you have created your profile with some good starter information, it is time to get your agency verified by Google. Without verification, you are the only one who can see your business profile. Without verification, your profile is invisible to the rest of the world. You can continue to work on improving your GBP content while you wait for verification, but it is important to start the verification process as soon as possible since it can sometimes take weeks for the verification to be completed. Visit [Appendix #4](#) to learn how you can get your agency verified by Google!

### Notes:



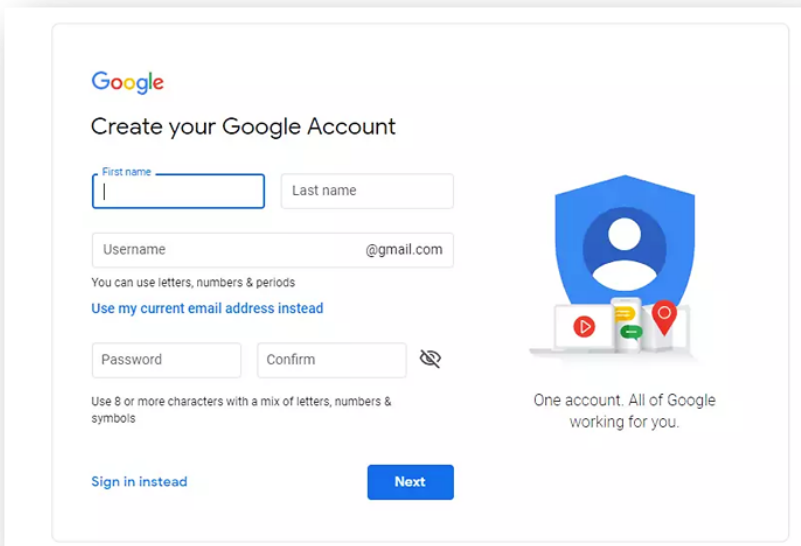
## **APPENDIX #2: Claiming an existing Google Business Profile (GBP)**

## How To Claim Your Business Profile If It Is Already Listed on Google Maps

At this point you have searched and found an existing Google Business Profile for your agency, and now you need to claim it as your own. This is how you can see if you already own it, or if you need to let Google know it belongs to you.

### Log into your Gmail account

You need to be logged into a Google account to claim your listing. Make sure you are currently logged into whichever Google account you would manage your GBP with. If you don't have a Google account, create a free Gmail account at <https://accounts.google.com/>

A screenshot of the Google Account creation page. The page has a white background with the Google logo at the top left. Below the logo, the text "Create your Google Account" is centered. There are two input fields for "First name" and "Last name". Below these is a "Username" field followed by "@gmail.com". A small text note says "You can use letters, numbers & periods". Below that is a link "Use my current email address instead". There are two input fields for "Password" and "Confirm", with a small icon of a key and a lock. A small text note below the password fields says "Use 8 or more characters with a mix of letters, numbers & symbols". At the bottom left is a link "Sign in instead". At the bottom right is a blue button labeled "Next". On the right side of the page, there is a graphic of a blue shield with a white person icon, and below it, three small icons: a red play button, a yellow speech bubble, and a red location pin. Below the graphic, the text "One account. All of Google working for you." is displayed.

## There are several ways you can find and claim your agency's GBP

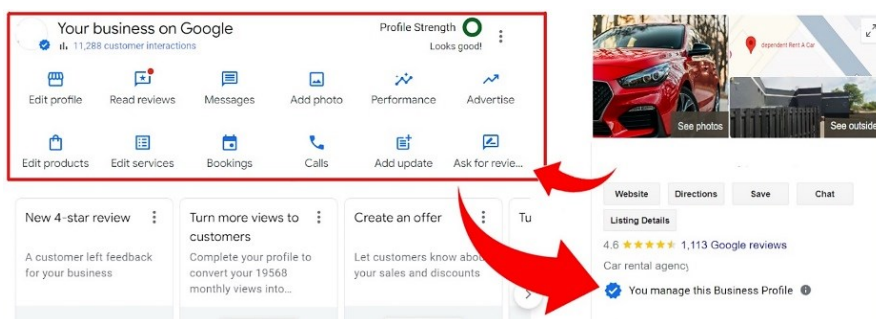
You can do this step from any browser on your desktop or mobile device, but you may find it easier on a larger screen.

### Search for your agency on Google or Google Maps

Type your agency's name into the Google search bar. If your agency is listed on Google, you should be viewing your company's Knowledge Graph. Your Knowledge Graph will look very different if you already have ownership of the profile compared to an unclaimed profile. This is what they look like on a larger screen (it may look different on a small phone screen):

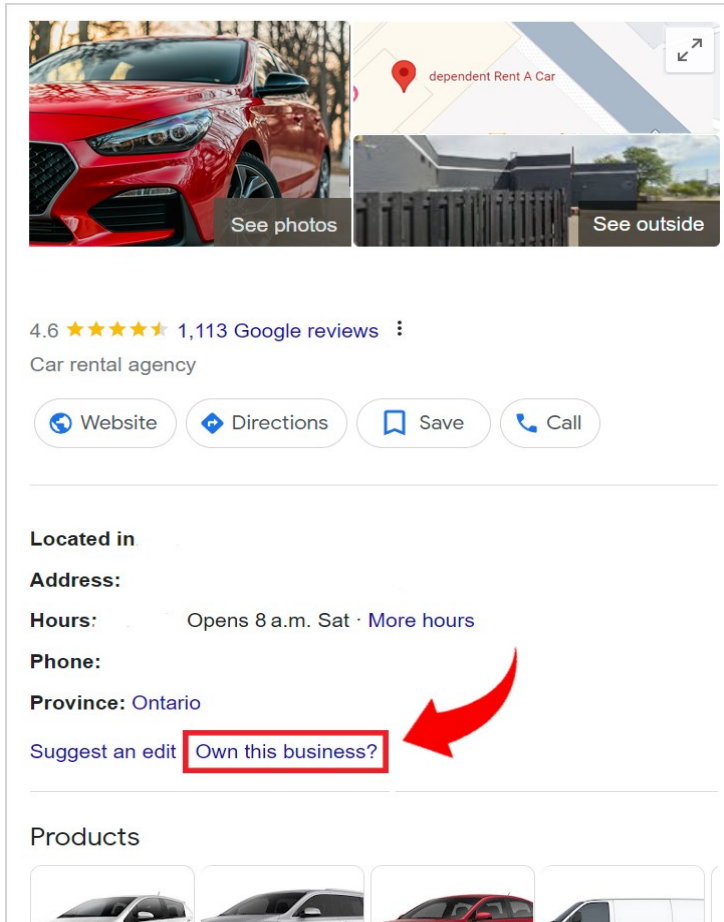
- A. If you are logged into your connected Google or Gmail account and it has a blue checkmark badge and the words "You manage this Business Profile," then "Congratulations, you have ownership of your agency's GBP!" You will also see a bunch of links that you can use to optimize and manage your profile.

Below is an example of a claimed profile (I've added the red lines to highlight the links and information you are looking for).



- B. But, if you are logged into your connected Google or Gmail account and you see a link that says, **Own this business?** on your company's search profile, you need to click that link to claim the business.

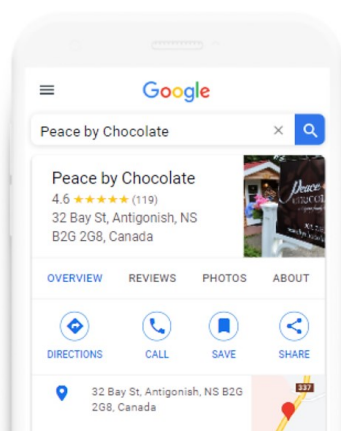
Below is the exact same company's Knowledge Graph. But this time I wasn't logged into Google. So, instead of "You manage this Business Profile" I see the link **Own this Business?**



## Through Google's GBP portal

Another way you can find and claim your agency's GBP is by visiting Google's webpage: [business.google.com/add](https://business.google.com/add)

Simply type your agency's name into the form and hit enter. As you type in your business name you may see a list of other businesses with a similar name. You can add your location to your search term to help single out your business. E.g. Chuck's Trucks Tulsa. When you see your business in the list, click on it.



Find and manage your business

Type your business name

Can't find your business?

[Add your business to Google](#)

## Fill out your Google Profile correctly

Now that you have claimed your agency's Google Business Profile it's time to do a quick review to make sure the existing content is correct. Filling out the profile information can be a little overwhelming at this step, so let's start with the basic information first to make sure it is up to date. Then, later, we'll spend a little more time fine-tuning the content to optimize your profile. For now, here's what you should review and update:



## **Provide your real business name**

Your business name should be the same as what's painted on your sign, printed on your stationery, and showcased in your branding. No extras like location references, contact info, or funky symbols. Just your clean and straightforward business name.

## **Provide other business information**

The information you supply to Google should be accurate and up to date. Google values accuracy and may lose trust in your business if the information is incorrect or gimmicky. Don't try to game the system. Keep your content relevant and helpful without being overly promotional. This approach will improve your chances of Google sending customers your way. If you have multiple public phone numbers, include them all. You have the option to list yourself as a Service Area Business and hide your address from the public, but even if you don't have a public address, you will still need to provide a mailing address to Google. Google may need to contact you by mail to verify you are a legitimate business. Be truthful about your service hours too. If you're not open 24/7, don't claim that you are. Let your customers know when they can expect your services.

## **Is your chosen category the optimal one for your agency?**

Start typing the category that best fits your agency. For rental agencies, I find it easiest to simply type "rental." Google will run its magic and suggest some matches. Pick the one that best describes your business from the list, like Car Rental Agency or Boat Rental Service. You can tweak and add categories later, but this first one should align with your primary business offering or the service you want to drive the most attention to.

### Business category

Help customers find your business by industry. [Learn more](#)

Primary category

Boat rental service

Additional category

Recreational vehicle rental agency

×

Additional category

Crane rental agency

×

[+ Add another category](#)

Save

Cancel

## Your description

Now, let's make sure you have a suitable description for your Google Business Profile (GBP). This is where you get to tell the world what makes your agency special. You can go big or keep it cozy—it's up to you. For instance, you could say "Economy car rentals in Victor, New York" or opt for something more specific like "Largest selection of exotic rentals in Los Angeles, California: including Ferrari, Maserati and Lucid." The key is to keep it relevant and honest. Avoid any cumbersome or flashy content. It's better to be straightforward than sound like a fast-talking used car salesman.

## **Add imagery**

A picture is worth a thousand words, they say. So, why not show off your agency with some eye-catching photos and videos? Whether it's your sleek vehicles, friendly staff, storefront, or popular areas you serve like airports and event centers; visual content helps potential customers get a feel for your business. Just remember, Google has some rules when it comes to images. They need to be actual photos, no illustrations (except for your genuine logo). You can add some text or graphics along one edge of a photo but, with Google you want to remember that the focus should be on the photo, not the text. Google wants to see pictures, not advertisements.

## **One more detail about your GBP content**

The information you share on your Google Business Profile should match what's out there on the web. Whether it's your hours of operation, location, or phone number, consistency is key. It is essential to keep your NAP—Name, Address, and Phone number—consistent across the web, and on your GBP and website. The more consistent it is across all your web pages, social profiles, and other online mentions, the more Google will trust your business. And when Google trusts you, it's more likely to boost your business in search results.

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## Next Step

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Your next step depends on your specific scenario. Follow one of the instructions below.

### Next Step? Deal with Any Duplicate GBPs

If in an earlier step you found you had more than one GBP for your agency, it is time to get rid of all those extras so you have only one GBP per location. Check out [Appendix #3](#) to find out how to deal with duplicates.

*or*

### Next Step? Verification

Now that you have claimed your profile and made sure the basic information is current, it is time to make sure your agency is verified by Google. Without verification, you are the only one who can see your business profile. Your profile will be invisible to the rest of the world. You can continue to work on improving your GBP content while you wait for verification; however, it is critical to make sure you start the verification process as soon as possible because it can sometimes take weeks for the verification to be completed. Visit [Appendix #4](#) to learn more about how to make sure your agency is verified by Google!

*or*

### Next Step? Already Verified and no duplicates to deal with? Start GBP Optimization!

Once you have your GBP claimed and verified, it is time to optimize that profile to get you maximum visibility. Review [Strategy Five](#) and follow the steps in the **Optimizing Your Google Business Profile** section.

**Notes:**



## **APPENDIX #3: How to deal with duplicate Google Business Profiles (GBP)**

## How To Deal With Duplicate Google Business Profiles

If you have gone through all the steps to find your agency's GBP and ended up finding too many, here are several ways you can fix this potentially troublesome problem:

### Pick the best one!

First, you have to decide which Google Business Profile you want to keep. You'll want to choose the one that best represents your agency. And you will be trying to get rid of the rest. Remember you should have only one GBP per location. If you have multiple accounts for the same location, here are some positive things to look for when you decide which account you are going to keep:

#### Review Count and Review Quality

Usually, the account you are most likely to keep is the one with the most reviews—unless those reviews are bad reviews! You can change most of the information in a profile, but you can't edit or move your reviews. If a profile has lots of excellent reviews associated with it, it could be the keeper!

#### Content

If one of your accounts has a lot of accurate information already, you may decide to keep it if it also has a large number of social posts connected to it.

## Links

If you have done SEO in the past you might have lots of old links on other websites or press releases that point to one of your profiles. This is a serious consideration, too, because you can update the link on websites that you control, but you can't update links on other people's websites as easily.

## Verified

If one of your GBPs is already verified, you could keep that one just to save yourself the hassle of verifying another unverified profile. I wouldn't let that be my primary reason to keep one profile over another; but, if all else was even, I'd definitely consider the verified one.

## Copy and Save Important Information

Removing a profile is permanent and irreversible. Review any profiles you plan to remove. Copy and transfer any valuable information from the location you want to remove to the location you want to keep, or paste that information into another document for safekeeping.

## How to Remove or Report Duplicate Profiles

Depending on some details—how the GBP was created, if it was claimed or verified, who claimed it, and so on there are different steps you have to take to get that extra profile removed or merged.

Here are the most common ways to deal with those pesky duplicates:

### From your Business Profile Manager

Go to <https://business.google.com> and sign in. On this page you will see a list of any GBPs you have previously claimed with your current



Google account. Check to see if you have any duplicate profiles there. From this page, you can delete any profiles you no longer want.

#### From a different Business Profile account

Entrepreneurs often have multiple email addresses. Log out of your Business Profile Manager and try logging in with different email addresses that may have been used to set up any of the duplicates. If you have co-owners, family members or employees who may have access to any of your agency's GBP, try logging in with their accounts, too.

#### By Gaining Ownership of the Listing

Search for the profile on Google and Google Maps using combinations of your agency name, address, and phone number.

If you find a profile that shouldn't be there and you don't own it, click the **Own this business?** link.

4.6 ★★★★★ 1,113 Google reviews ⋮

Car rental agency

Website Directions Save Call

**Located in**

**Address:**

**Hours:** Opens 8 a.m. Sat · [More hours](#)

**Phone:**

**Province:** [Ontario](#)

[Suggest an edit](#) [Own this business?](#)

When you click on the link you will be shown a portion of the email address that was used to claim the account. That may give you some insight into who claimed it and what email address you need to use to regain access.

If that doesn't work, there is also a **Request Access** button. You can click that button and fill out a form. The current profile owner will receive an email about the request. The current owner has three days to respond. If the owner responds within the three days, you will get a notification email with the results—approved or denied. If the current owner doesn't reply within the three days, there you may

be able to claim the profile. To check if you can claim it, follow these steps:

- A. Open your original confirmation email that you received after you first requested ownership. Follow the instructions in that email to verify the account.
- B. Sign into your Business Profile and look for the Claim or Verify button. Click the button (if it isn't there, you won't be able to claim it at this time).

If you successfully claim the profile, be warned that you are limited to what you can do with this profile for seven days. You can edit the profile now, but you must wait one week before you will be able to:

- Delete or undelete the profile
- Remove other owners or managers
- Transfer Primary ownership

After the seven days are up, you can delete the profile if you no longer want it. Go to <https://business.google.com> to delete it.

### By Suggesting an Edit

Search for the profile on Google Maps using combinations of your agency Name, Address, and Phone number. If you find a profile that shouldn't be there and you don't own it, click the **Suggest an Edit** link. It's right there beside the **Own this business?** link. Fill in the form to tell Google that this is a duplicate listing and needs to be removed. This process works best if the listing has not been claimed and the listed Name, Address, and Phone number (NAP) match your preferred profile.

If the NAP information is not consistent between the two listings, you can try editing it first using the same **Suggest an Edit** link. But this time, just correct the incorrect data so it matches your preferred profile. Once that edit is approved, you can then use **Suggest an Edit** again to report the duplicate.

Google will notify you by email whenever your edits are approved.

### Submitting a Business Redressal Complaint

This is currently both the final and the toughest way to remove a stubborn GBP, and it only works if you can convince Google that the profile in question is related to fraudulent activity. Go to:

[https://support.google.com/business/contact/business\\_redressal\\_form](https://support.google.com/business/contact/business_redressal_form) to find out if the GBP qualifies and how to start the process.

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## Next Step

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Your next step depends on your specific scenario. Follow one of the instructions below.

### Next Step? Verification

Now that you have claimed your chosen profile—and hopefully the unworthy and duplicate stragglers have been removed—it is time to make sure your agency is verified by Google. Without verification, you are the only one who can see your business profile. Without verification, your profile is invisible to the rest of the world. You can continue to work on improving your GBP content while you wait for verification, but it is critical to make sure you are verified and start the verification process as soon as possible if you aren't. It can sometimes take weeks for the verification to be completed so it's important you start the process straight away. Visit [Appendix #4](#) to learn how to get your agency verified by Google!

*or*

### Next Step? Already Verified? Start GBP Optimization!

Once you have your GBP claimed and verified, it is time to optimize that profile to get you maximum visibility. Return to [Strategy Five](#) and follow the **Optimizing Your Google Business Profile** section.

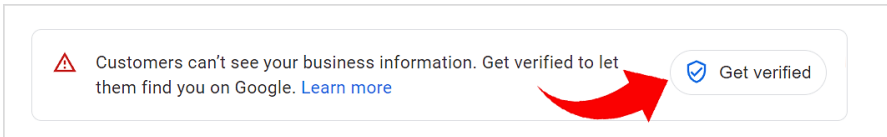
Notes:



## APPENDIX #4: How to get your GBP Verified

## How To Verify Your Business with Google

Until Google verifies your business, your Google Business Profile will remain incognito on Google Search and Maps. But don't worry; you can continue polishing your GBP while the verification process unfolds.



Head over to your Google Business Profile and look for the **Get Verified** button. It should be hanging out in a banner on your profile page, just waiting for you to give it a click.

Google uses several different methods to verify a business, and the options you are offered will depend on your business category, location, and other factors. But don't worry, Google will let you know what options are available to you, and it will help walk you through the process, so you won't have to figure it out on your own.

Now, let's talk about getting that badge of authenticity for your Google Business Profile. It might sound like a labyrinth, but we promise it's not as daunting as it seems. Google will present you with a couple of options to choose from for verification. Here's what you might encounter.

### Instant Verification Methods

This one's a bit like winning the lottery in the world of Google verification. If you're already using Google Search Console and have a bunch of locations approved, you might get the royal treatment with instant verification. But for most rental agency owners, this isn't the common path. It's more of a red-carpet affair for marketing agencies with tons of Google profiles. So, don't be surprised if you're directed toward the other options below.



## Phone or Text

If you're picking this method, you need to be the one answering the phone directly. Those automated "Press 3 to speak with..." systems won't cut it. If your phone system has this call-routing service, you might need to turn it off temporarily until you receive the verification code from Google.

## Email

Google will shoot you an email, and all you need to do is follow the steps laid out in that message. It's as straightforward as sipping your morning coffee.

## Mail/Post

Here's the classic route for most businesses. Google will send you a good old-fashioned postcard to the address you've listed on your Google Business Profile. On the back, you'll find a secret code. Here's how to make it official:

1. Click the **Get Verified** button on your Google Profile.
2. Choose **Postcard** as your preferred option.
3. Double-check that your address is correct.
4. Request that code.
5. It can take up to 14 days for that postcard to arrive, so hang tight. During this waiting period, resist the urge to edit your business name, address, or phone number on your Profile. Doing so could mess up the process, and you'd have to start all over again.
6. Once you receive the postcard, head back to your Business Profile.

7. Pop the five-digit verification code from the postcard into the Code field.
8. Hit Submit.

## Video Recording

Now, let's explore the fascinating world of video verification. This method is all about proving your business's legitimacy and location as claimed on Google Maps. You cannot make a video in advance. You must record the video during the verification process. You'll be asked to record an uncut video showcasing the following.

### The surroundings

You'll start by capturing the area around your business, including street signs and your storefront with its address and signage. Let the world see where you're located. (If you are a service area business without a public storefront, you can still create a video of your office or vehicle storage, etc. It should be at the business mailing address you supplied to Google.)

### The inside scoop

Show off your office, rental vehicles, marketing materials, and business equipment. Give Google a sneak peek into your operation.

### Behind the scenes

To demonstrate your authority to represent your business, you might be asked to access employee-only areas or items. This could involve unlocking your facility, opening cash registers, entering storage rooms, or displaying non-sensitive business documents.

To pull this off cleanly, it's best to plan your video shoot in advance. Ensure you have a stable internet connection and enough data allowance to create and upload your video.

Here's the step-by-step guide.

1. Click the **Get Verified** button
2. Choose **Capture Video** as your preferred option
3. Tap **Start Recording**
4. Record your video
5. Tap **Stop Recording**
6. Tap Upload **Video**

Be patient—it can take up to five days for Google to review your masterpiece. You'll receive a notification once it's approved. Remember, don't tweak your business name, address, or phone number during this process; it could mess things up. If, for any reason, your video verification doesn't pass muster, the **Get Verified** button will return to your GBP page, and you can try another verification method. If you want to delete your video, go into your Business Profile.

1. At the top right of the page, tap **More**.
2. Navigate through **Advanced Settings > Video Uploads > Delete Videos**.
3. Select the video you want to delete.

## Live Video Call

This method shares some similarities with video recording, but instead of making a video, you'll be on a live video call with a Google support

representative. They'll guide you through the process to verify that your business is both legitimate and situated where you've claimed on Google Maps. You may need to showcase the following.

- The surroundings of your business, including street signs and your storefront or vehicle lot.
- The interior including sales counters, marketing materials, and business equipment.
- Your ability to access employee-only areas or items, like unlocking your facility, opening cash registers, entering storage rooms, or displaying non-sensitive business documents.

Before starting the call, make sure you have a strong internet connection on a portable device that allows you to move around without losing your signal. Also, set aside some time, as you might need to wait in a queue. When you're ready to roll with the live video call:

1. Click the **Get Verified** Button.
2. Choose **Video Call** as your preferred option.
3. Tap **Next**.
4. Select your language.
5. To start a text chat with the next available support representative, click Start **Call**.
6. A Google representative will help you join the video call.
7. Use your device camera to walk around the location and prove your ability to access employee-only areas. As I mentioned earlier, this could involve unlocking your facility, opening cash registers,

entering storage rooms, or displaying non-sensitive business documents.

## What happens when I get verified?

Three things will happen once you are verified:

1. **Notification.** Google will send you a delightful notification letting you know you've been verified. It's your digital pat on the back.
2. **Goodbye “Get Verified” Button.** You'll notice that the **Get Verified** button magically disappears from your GBP dashboard. It served its purpose, and now you're verified.
3. **Public Visibility.** With verification under your belt, your Business Profile becomes visible to the public. That means you can now shine in Google search results and Google Maps. The process may take several days to roll out across all Google platforms; but rest assured, it's in motion.

## What happens if I don't get verified?

If for **some** reason your verification doesn't get the green light, you'll see the **Get Verified** button make a return to your GBP page and you can try again. Give it another shot. You can choose a different verification method and make a fresh attempt.

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## Next Step

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### GBP Optimization!

Once you have your GBP claimed and verified, it is time to optimize that profile to get you maximum visibility. Take a look at [Strategy Five](#) and follow the **Optimizing Your Google Business Profile** section.

### Notes:



# STRATEGY OVERVIEWS

There are only three things you can do to grow your rental agency:

1. **Get more customers**
2. **Increase the value of each transaction**
3. **Encourage more repeat business for higher lifetime value from each customer**

We discovered there are lots of different strategies you can use to complete any of those three targets to grow your agency. But did you know there are only two ways to move forward? You can just go with the flow and keep on doing the things that worked in the past and hope that maybe some of these new strategies will fall into place over time, or you can make a plan and follow it.

You'll need a plan if you don't know where to begin, and to prevent trying to juggle several strategies simultaneously only to drop the ball. You need a roadmap so you don't keep taking random forks in the road without getting any one of the strategies finished. You need a plan so you don't get overwhelmed or distracted by all the possibilities. Starting a bunch of different marketing techniques and not following through on any of them is both a time and a money waster.

Don't just hope for the best, like a lot of struggling rental agencies do. Go through this book and figure out which steps would work best for your specific agency.

You can figure out exactly what steps to take to make sure you're bringing in your next million faster. Come up with a marketing plan, set your budget and goals, and decide which strategy you are going to start with.

The next few pages act as a workbook to help you figure out which strategy to start with and where to go from there.

First, let's review the strategies to decide which ones can work for you, and which ones you should avoid. Then we'll decide which is the best strategy to start with, so you are investing your time and your marketing dollars at peak efficiency.



## Strategy Overviews

### STRATEGY ONE: THE REACTIVATION CAMPAIGN

**Is it right for your agency?** If you have contact information for past customers and you know who hasn't rented in a while, this strategy should be one of the first in your playbook. Revive those old connections to fill up those bookings, and watch your revenue go up.

Once those reactivated customers stroll back into your agency, make sure to treat them like VIPs. Great service can turn a one-time rental into a lifelong friendship!

**Who shouldn't apply this strategy?** If your company is too new, a reactivation campaign probably won't reap much reward at this time. However, don't skip it altogether. Start building your list now, and segmenting it, so you have an awesome database to use for the reactivation campaign next year, and then keep running it so you can increase the lifetime value of each customer with more repeat business!

**Financial investment:** small monthly

**Time investment:** small to medium

### STRATEGY TWO: THE MISSED CALL TEXT BACK

**Is it right for your agency?** If you accept reservations by phone, absolutely! It's a no-brainer. Not answering calls right away leads to lost customers because most people won't bother calling back and your competitors will get the sale that could have been yours. Busy staff or calls after business hours result in missed potential customers. Putting people on hold or not responding quickly can make 45 percent of customers give up on making a reservation.

Missed Call Text Back is a convenient and huge advantage. It allows you to engage with clients even when no staff is available, which increases the chance of them choosing your agency. In a world where quick responses are expected, automation is key. Embrace automation, reduce missed calls, and gain more clients. The stats prove it!

**Who shouldn't apply this strategy?** If your agency is on-line ONLY, and you don't take calls for any reason—no phone orders, no texting, no support, no emergency calls—only then should you skip Missed Call Text Back.

**Financial investment:** small monthly

**Time investment:** Setup: small + Daily: follow-up on those missed calls.

### **STRATEGY THREE: BUILDING BRIDGES**

**Is list building right for your agency?** Every vehicle rental agency can benefit from using list-building as a marketing strategy. It's cost-effective and helps guide your audience through the buyer journey. You can use it to offer deals and increase sales during slow seasons, retain customers, gather feedback, and personalize outreach for higher engagement. It can engage first-time renters and improve customer retention.

**Financial investment:** small monthly

**Time investment:** small to medium

### **STRATEGY FOUR: BUILDING TRUST**

**Is review building and review marketing right for your agency?** Every vehicle rental agency should leverage the power of review building and review marketing. Reviews from real people create trust and credibility, proving that your agency is not only legit, but also provides a fantastic rental experience. Reviews also boost visibility and search ranking, giving you more exposure to potential customers. Online reviews greatly impact people's decisions, and positive reviews can lead them to choose your agency over your competitors. Negative reviews are

also helpful feedback that allow you to improve and become the best agency in town.

**Financial investment:** small monthly

**Time investment:** small to medium (very small if automated with A.I. driven responses)

## **STRATEGY FIVE: GET YOUR AGENCY ON THE MAP!**

**Is local SEO right for your agency?** All agencies should be doing Local Search Engine Optimization. It helps you target customers in your area who are actively searching for the rental options that your agency offers, and it allows you to attract people from outside your area who are looking for rentals in your area. This strategy helps you get noticed, builds trust, and engages with customers. With a well-optimized Google Business Profile (GBP), you can showcase your agency, vehicles, service areas, and pick-up and drop-off locations. You can highlight your excellent services, share photos and videos, and interact with customer reviews. Essentially, GBP becomes your digital billboard, information booth, and customer service representative all at once. It is a long game, but it's worth it.

- ▶ You cannot sell to people who don't know you exist.
- ▶ You cannot sell to people who've forgotten that you exist.
- ▶ You cannot sell to people who don't know what you have to offer.

Ninety-three percent of all searches for vehicle rentals happen on Google. Make sure your rental agency can be found there!

**Financial investment:** small to high monthly (price depends heavily on the current quality of the website and the number and quality of inbound links)

**Time investment:** medium to large (depending on current position on maps and number of reputable inbound links required compared to competitors).

## **BONUS STRATEGY A: JOINT VENTURES**

**Is it right for your agency?** Probably! Strategic joint ventures can be a game-changer for vehicle rental agencies. By identifying potential partners, creating mutually beneficial opportunities, and building strong relationships, you can tap into a continuous stream of new customers. Remember, you could be just one joint venture away from a million dollars a year in extra revenue. Invest the time and effort in nurturing these partnerships, and watch your agency thrive in this competitive market.

**Who shouldn't apply this strategy?** To implement this, you need one or more suitable joint venture partners in your area or field. If none come to mind immediately, you may need to think a little more outside the box!

**Financial investment:** small

**Time investment:** small to medium

## **BONUS STRATEGY B: AMPLIFY LOCAL VISIBILITY**

**Is it right for your agency?** If you are doing local SEO; if it is important to your agency to get found on Google; if your team members will take a few minutes each day or two to take a snapshot and add a caption... Then, Yes.

This technique can yield extra awesome results if your agency provides pickup and drop-off services. Posts made from each pick-up and drop-off spot serve up extra hyper-localized data about your service area to Google. But, it also works right at your agency's location by snapping photos of your fleet, add-ons, happy customers, etc. And, if you can take the time to feature vehicles at recognizable locations in your city or

service area, it once again helps anchor your agency to your service area in the mind of Google and your customers. If you need content creation for your social media profiles this is an excellent way to do it.

**Who shouldn't apply this strategy?** If your team members don't have the time to occasionally snap a photo and fill in a brief comment; or if your agency has zero photo opportunities; or, if your agency is already at the top of search results and you don't have any fear of falling off —then you should probably put your efforts into a different strategy (or maybe get your team more active in promoting their workplace).

**Financial investment:** small monthly

**Time investment:** small daily or weekly

You cannot rent to people who don't know you exist  
You cannot rent to people who've forgotten that you exist  
You cannot rent to people who don't know what you offer

AND

You cannot rent to people who don't trust you

There are lots of ways to get your agency seen, including: search engine results, social media, paid ads, joint ventures, and direct outreach. There are also many ways to get your brand trusted, including: offering quality vehicles and quality service, customer reviews, and a high-quality and fast-loading website with a user-friendly booking system. Your agency may already have a lot of those covered, but I've yet to meet an agency that didn't have room for improvement.

I want to see you reach your personal goals. I want to see your agency succeed. I want you to gain more new customers every day, earn more profit with each rental, and gain more repeat business and referrals than ever before. I want you to consider the strategies in this book and how they can work for your agency to get found online and have your brand trusted so you can win out over those agencies with bigger budgets.

On the next page is a chart to help you map which is the best strategy to start with and where you should go from there. Use the note section to brainstorm budgets, ideas, and goals. There is even a blank area where you can add an additional strategy you may be considering.

You've got this!

## CHART YOUR ROADMAP TO SUCCESS

### How to use this chart to plan your strategies:

1. In the first column put a YES! If that strategy has the potential of helping your agency.
  2. In the **Order** column, number each strategy in order of importance for your agency growth.
- Make sure to prioritize all the strategies that you marked **YES!**

Y/N	Strategy	Notes	Order
	1. Reactivation Campaign		
	2. Missed Call Text Back		
	3. Building Bridges		
	4. Building Trust		
	5. Local SEO Get on the Map		
	6. Joint Ventures		
	7. Amplify Local Presence		
	Other		

You'll find a printable copy on our resources page.

[www.wedriveresults.com/resources](http://www.wedriveresults.com/resources)

To make sure you keep on track, print this out and post it somewhere you'll see it every workday. Post it in your office or on your bathroom mirror or wherever it will work best for you.



Notes:



I hope this book has filled you up with fresh ideas and actionable strategies for the digital marketing and local SEO game. I also hope it has you excited to put these tools and tricks to work for your agency. You don't have to settle for the scraps of the big dogs. You can pull in your fair share of the crowd, people who trust and choose your agency over the majors.

But never lose sight of the power of top-notch customer service. Every customer, whether they're giving you a second shot or finding you for the first time, deserves an amazing rental experience. This kind of service doesn't just keep them coming back; it sparks referrals, glowing reviews, and trust in your brand. And all that good stuff? It turns into more business through Google search and your Google Business Profile.

Stick to these strategies, and you'll see your brand flourish and your sales soar. Looking for tools to streamline everything? Check out our current recommendations, including the tools we use ourselves.

[www.wedriverresult.com/resources](http://www.wedriverresult.com/resources)

## About FLEET Car Rental Marketing



### Location and Global Reach

We're nestled in Stratford, Ontario, Canada, but our digital service area stretches far and wide. While we primarily serve clients in the U.S. and Canada, our footprint reaches across the globe. Our team, spread across various time zones, is always ready to jump in and help. No matter where you are located, you can have a marketing partner in the digital space.

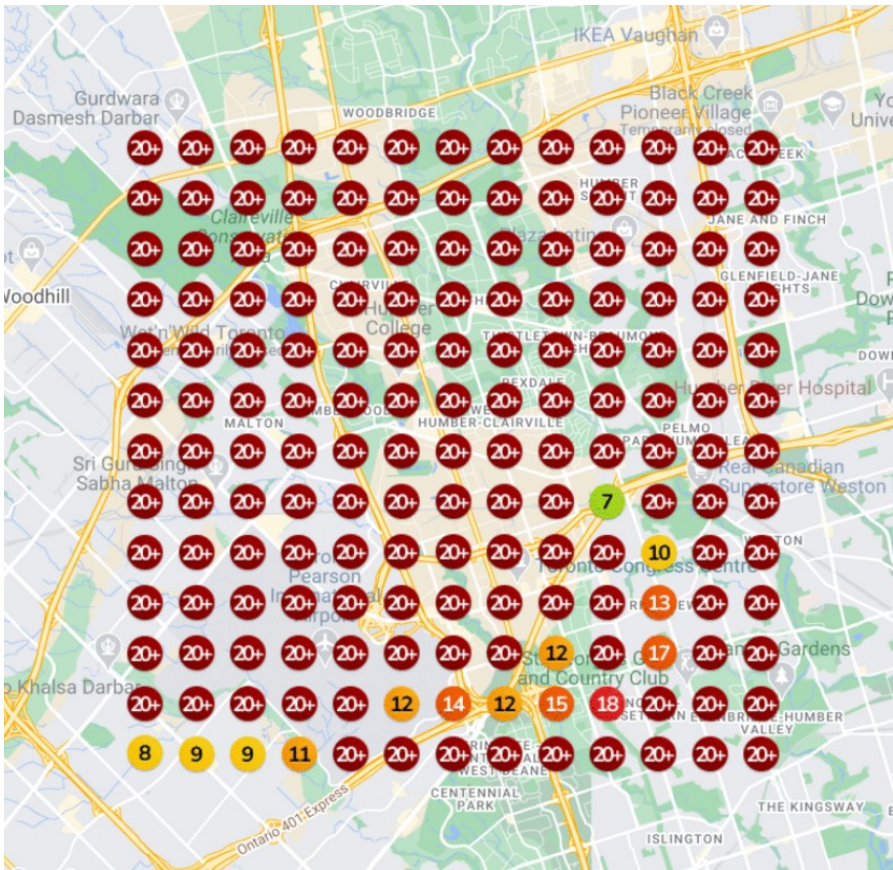
### Extensive Digital Marketing Experience

Our digital marketing journey kicked off back in 1997. That's over two decades of learning, tweaking, and excelling, especially helping the smaller guys go toe-to-toe with the big chains. That's how FLEET Car Rental Marketing was born, and it's been a thrilling ride helping rental agencies surpass their goals.

# Proven Results and Accountable at Every Step

Let’s talk about real impact.

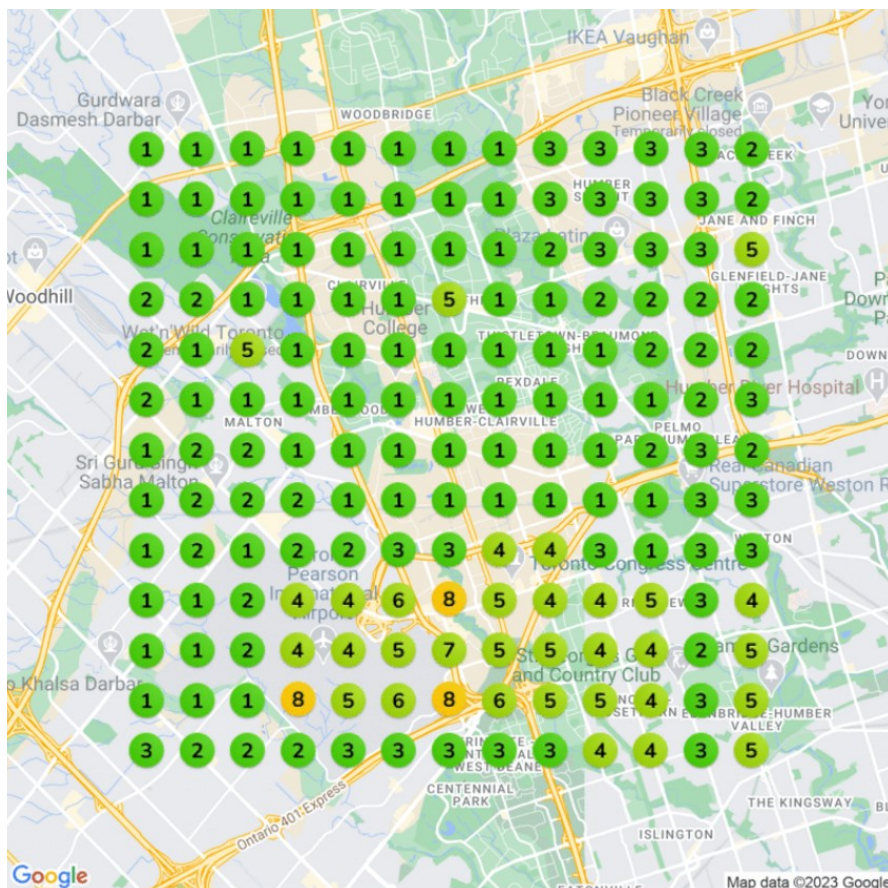
A car rental client of ours added Mustang convertibles to their fleet. Before our SEO magic, they were practically invisible in Google’s top 20 search results.



Before Search Engine Optimization

Fast forward four months, and boom! They're hitting the top three spots on Google Maps. That's not just visibility; that's digital domination.

Below is the same map using the same search term four months later. Most of the map shows our client in the coveted top three positions on Google Maps, which also means that the company appears on the primary Google Search results page, too.



After Search Engine Optimization

Our Local SEO strategies propelled this car rental agency into the top positions on Google Maps, greatly enhancing their visibility. All those

green circles showing “1” prove this independent car rental agency is listed above every other rental agency—including all the major brands—for convertible rentals in all those neighborhoods.

## **Competing with Industry Majors**

We get it; going up against giants like Enterprise or Hertz feels daunting. But that’s our specialty: crafting digital strategies that level the playing field. We don’t do “one size fits all.” We customize your strategies to fit your location, market, and competition. It’s like having a digital tailor for your agency.

## **Lead Nurturing and Unique Services**

We’re not just about flashy digital marketing. We dig deeper with Lead nurturing and recovery. Think missed call text back, reactivation campaigns, and more—all tailored for vehicle rental agencies. It’s not just about a pretty website or drawing people in to see it; it’s about building trust, keeping parties engaged, and converting them into loyal customers.

## **Accountability, Transparency, and More**

We’re all about keeping things clear and accountable. Transparent reporting, check. A guarantee that if you don’t see improvement, we’re on the job for free, check. We’re in it together. From four-wheel cars and trucks to two-wheel scooters, from recreational watercraft and RVs to heavy equipment—if it’s a vehicle, we help get it rented!