



# Press Release

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## FOR IMMEDIATE RELEASE

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## **New SCRS Member Benefit Makes It Easy for Shops to Harness the Marketing Power of Social Media**

*Prosser, Washington, May 27, 2010* — Internet technology continues to change the marketing landscape for collision repairers. Savvy professionals realize that having an online presence means more than maintaining a website.

A variety of new Internet-based tools now make it possible for shops to increase their brand awareness, interact directly with their customers, and, in general, provide a more customer-focused message than ever before. Leading the way are social media sites like Facebook® and Twitter®.

“Social media sites aren’t just for fun anymore, especially when they are integrated right into the website of a business,” states SCRS Chairman Barry Dorn. “They help a shop extend its marketing reach, get its message out quickly, and provide a way to build personal relationships with prospects and customers never before possible.”

Aware of the tremendous upside social media marketing can bring to a collision repair business, the Society of Collision Repair Specialists (SCRS) is pleased to announce its newest member benefit: social media management services offered at a preferred rate. Made available through an agreement with Admin Concepts, Inc.—marketing specialists with over ten years of experience serving the collision repair industry—the comprehensive program makes it possible for even the busiest repairers to tap into the marketing power of social media.

“Many repairers want to market themselves through social media websites, but they just don’t have the time or expertise to do so,” explains Jordan Hendler, president of Admin Concepts, Inc. “That’s okay—we do all the work for them so they can get started using these low-cost, individualized sales and marketing outlets right away. We walk them through the process so they are comfortable from the minute they sign up.”

Subscribers gain access to a complete program with a wide-range of services, which makes the package especially valuable. Not only will Admin Concepts set up and integrate the shop’s current website with Facebook® and Twitter®, and it will provide:

- 500 business cards branded with the shop’s name that promote the shop’s presence on Facebook® and Twitter®.
- A promotional Lucite plaque, suitable for display in the lobby of a shop.

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- A marketing materials packet that orients users to Facebook® and Twitter® and gives pointers on how to maximize the opportunities they can bring to a collision repair business.
- Consulting services to help maximize the marketing impact of shop's current web presence.

“This exciting service reflects the SCRS’ ongoing commitment to providing members technology they can leverage to gain an edge in the marketplace,” says SCRS Executive Director Aaron Schulenburg. “The comprehensiveness of the program coupled with the attractive rate at which it is being offered present a rare opportunity for our members to take advantage of 21<sup>st</sup> century sales and marketing tools. Admin Concepts brings to the table a unique combination of Internet and collision repair expertise, and we are happy to be aligned with them as a partner.”

To sign up for this SCRS member benefit, please contact the SCRS office by e-mailing [info@scrs.com](mailto:info@scrs.com) or calling (877) 841-0660. Visit Admin Concepts on the Web at [www.admin-concepts.net](http://www.admin-concepts.net).

**About Admin Concepts, Inc.:** Headquartered in Virginia, Admin Concepts, Inc. provides professional, effective, efficient administrative services to businesses at an affordable price. Services are tailored to individual business needs to maximize results. Social media management and association management are specialties. For more information call (804) 427-6982, e-mail at [AdminConceptsjh@gmail.com](mailto:AdminConceptsjh@gmail.com) or visit them on the Web at [www.admin-concepts.net](http://www.admin-concepts.net).

**About SCRS:** Through its direct members and 39 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: [www.scrs.com](http://www.scrs.com). You can e-mail SCRS at the following address: [info@scrs.com](mailto:info@scrs.com).

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