



 **jiffy lube**

CASE STUDY

JIFFY LUBE OF INDIANA GETS A DIGITAL TUNE-UP

 **torchlight**
MARKETING

Jiffy Lube of Indiana gets a Digital Tune-up

The average American drives 13,476 miles every year. The average car in the U.S. is now a record 11.5 years old. That's a lot of miles being logged on vehicles that—in the age of Google's self-driving cars—still have tape decks.

To keep their aging cars road-ready, consumers are increasingly faced with two key decision points:

- 1) Do the repairs themselves or have someone do it for them, and
- 2) Which services or products to trust to ensure their car stays on the road and out of the shop.

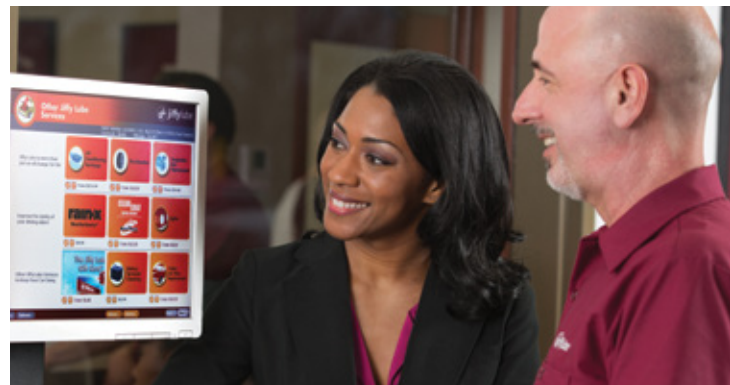
Powered by the Torchlight™ platform and marketplace of digital marketing specialists, Jiffy Lube of Indiana is influencing consumers' choices and increasing online and in-store traffic by sharing engaging content that's created specifically to help—not sell—consumers at each decision point.

13,476

Miles driven by the average American each year

11.5

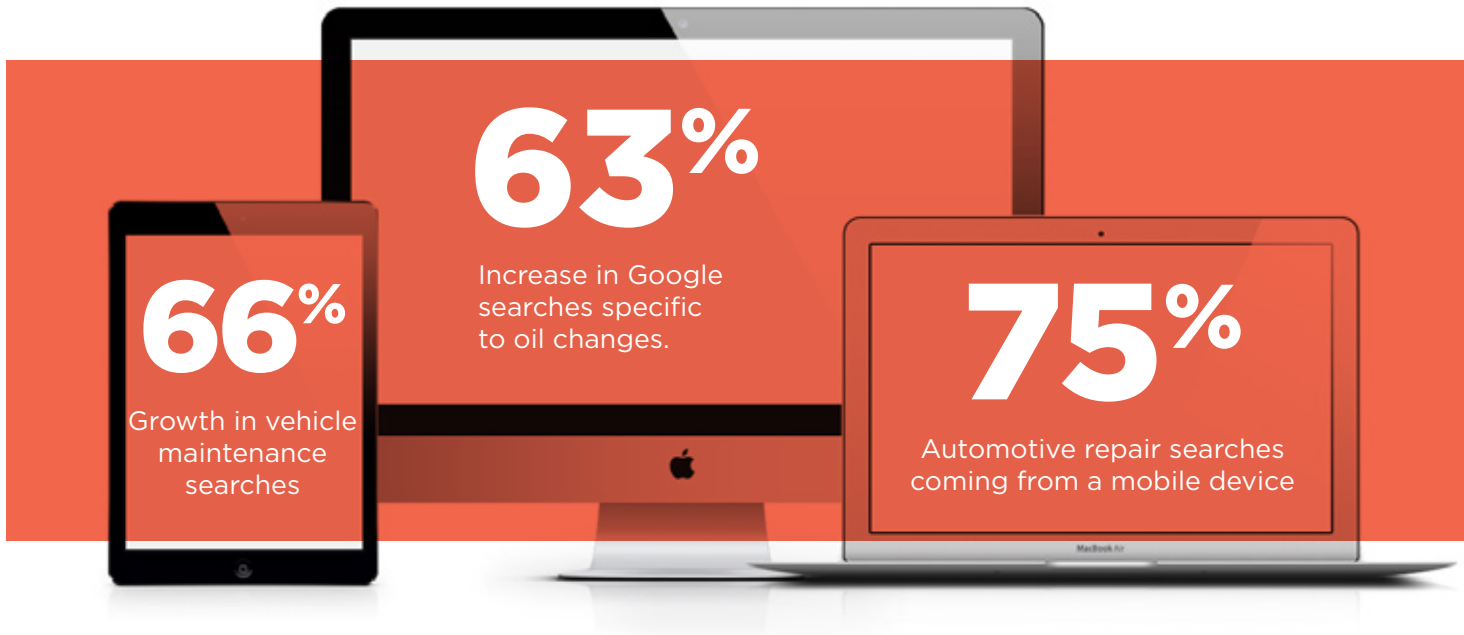
Average age of a car in the U.S.



Accelerating their Online Presence

When it comes to making preventative car maintenance a better and faster experience for customers, Jiffy Lube has always been ahead of the curve. Not only did Jiffy Lube pioneer the industry more than 35 years ago with the first-ever drive-through service bays, but the company is also credited with inventing the now-ubiquitous window clings that remind you when you're due for an oil change.

For Jiffy Lube of Indiana, it was a top priority to take that innovative, customer-first approach that car owners are accustomed to receiving at each of its 47 locations throughout the state, and apply that same focus to its website and social media channels.



Engaging Car Owners on Every Device

Recent data released by Google reveals that searches in the vehicle maintenance category grew by a staggering 66% over the course of three years. More surprising still is that Google searches specific to oil changes increased by 63% in just two years.

The explanation for this explosive growth in search queries is simple: as more people opt to hold on to their older car rather than buy a new one, they are increasingly turning to the web for information on repairs and maintenance to extend the life of those vehicles.

To make it easier for car owners to find the information they were seeking online, Torchlite developed a custom content and digital marketing strategy for Jiffy Lube of Indiana.

With nearly 75% of Google searches for automotive repair, maintenance and oil changes coming from a mobile device, Jiffy Lube of Indiana would need to reach consumers across multiple digital touchpoints. To that end, Torchlite's plan called for the development and targeted distribution of educational resources that consumers could easily find via online search, Jiffy Lube of Indiana's website and blog, email, Facebook and Twitter.

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What to Do if you Hit a Pothole

You are here: [Home](#) > [Jiffy Lube of Indiana Blog – Tips and Information](#) > [What to Do if you Hit a Pothole](#)

February 1, 2016

It's already happening. Potholes are starting to pop up all over our streets. No matter how hard you try to avoid them, sometimes it just can't be helped.



Services at Jiffy Lube

[Signature Service Oil Change](#)

[New Brakes & New Tires at Jiffy Lube!](#)

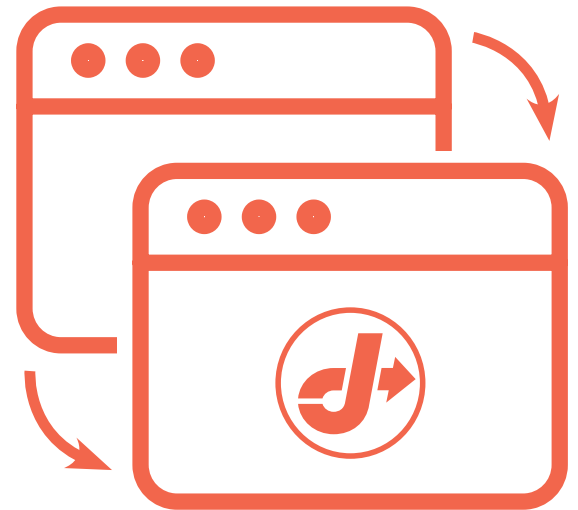
Driving Results

Over the course of six months, Torchlite's team of digital marketing specialists worked to not only increase Jiffy Lube of Indiana's website and blog traffic, but also to engage the local community and customers in the locations they serve directly through social media.

Rather than cluttering their online channels with promotional material designed to sell customers (a common practice among their competitors), Jiffy Lube of Indiana worked with Torchlite to produce educational content covering topics such as, "How to Choose the Right Tires for Your Vehicle," "Changing Your Wiper Blades," and "5 Signs You Need to Check Your Battery."

The results of Torchlite's digital and content marketing strategy were swift and dramatic. Compared to the same time span from the previous year, Jiffy Lube of Indiana experienced overall increases in website sessions (the number of times someone visits your website), users (the number of people coming to your website) and pageviews (the average number of pages people visit while browsing your website).

The most powerful result, however, was the significant increase in Jiffy Lube of Indiana's referral traffic; a direct result of Torchlite's focus on producing useful, relevant content. Jiffy Lube of Indiana's referral traffic, the number of people who visited their website after clicking through from another site, increased more than 220% during the 6-month Torchlite-powered campaign.



220%

Increase in Jiffy Lube of Indiana's referral traffic

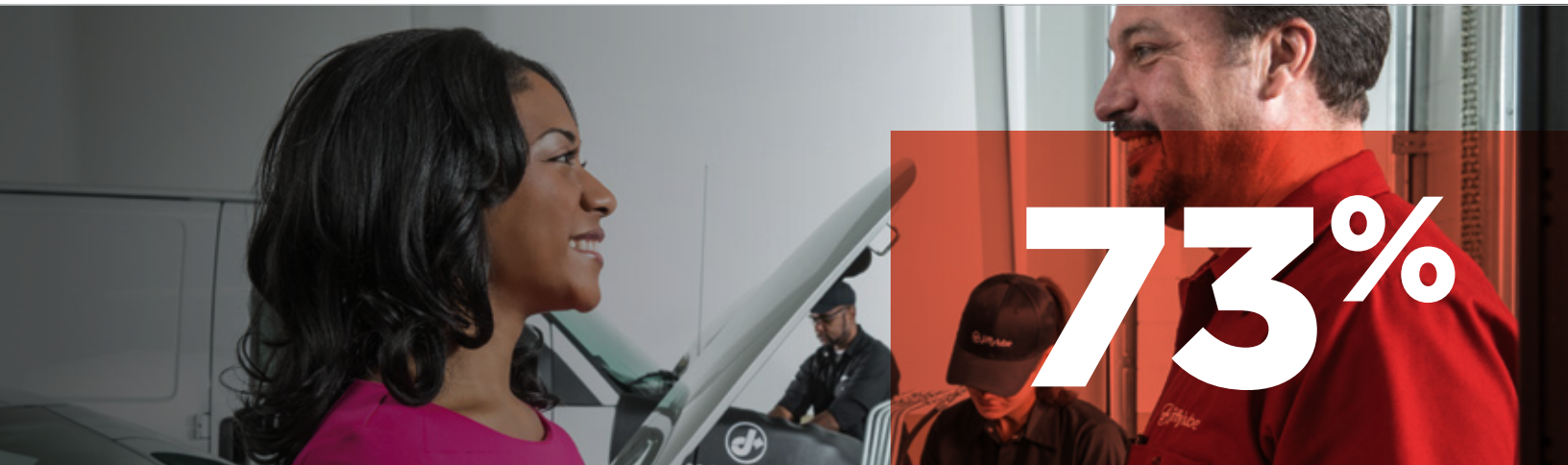
Touting “J-Team” Technicians

Jiffy Lube of Indiana’s multi-pronged effort to reach consumers with helpful content also had a secondary effect: it made the company more attractive to people looking for opportunities to change their career path. In addition to articles and social posts featuring helpful car maintenance tips, the Torchlite team also shared information about Jiffy Lube of Indiana’s nationally-recognized employee training program, “Growing People Through Work.”

Growing People Through Work is a comprehensive training and benefits program created to help Jiffy Lube employees (known internally as J-Team members) jumpstart their careers. Unlike typical employee programs which focus exclusively on workplace development, Growing People Through Work emphasizes physical, mental, social, community and career wellness. This means that in addition to a training program that’s earned a No. 1 ranking in the country (for all business types, not just the automotive industry), Jiffy Lube of Indiana employees also have access to employee wellness funds, personal life skill development coaching, a tuition reimbursement package, first-time home buying benefits and more.

It is perhaps not surprising, given its success and popularity among J-Team members, that the Growing People Through Work program has become one of the most engaging topics among Jiffy Lube of Indiana’s online audience. Through a recurring series of Q&A articles and social media posts highlighting J-Team employees and managers, Torchlite has highlighted how Jiffy Lube of Indiana is giving people the resources to further their careers at Jiffy Lube and beyond. And, through these efforts, Torchlite is helping to further position Jiffy Lube of Indiana as a Hoosier employer of choice.





73%

Making a Lasting Impact

While the results of Jiffy Lube of Indiana's campaign were generated in just 6 months, the results of the Torchlite team's efforts have significant staying power. Studies show that 73% of consumers are "definitely" or "most likely" to return to their most recent vehicle maintenance service provider. By reaching consumers on the web, on their phones and through their social channels, Jiffy Lube of Indiana is strengthening its relationships with existing customers and creating relationships with new customers that will bring repeat business for years to come.

Consumers who are "definitely" or "most likely" to return to their most recent vehicle maintenance service provider.

About Torchlite

Torchlite's patent pending platform connects you to digital marketing experts, provides full visibility into campaigns, and collaboration in real time. We build data-driven custom plans and seamlessly connect you to the digital marketing experts who can make your business successful. Torchlite evaluates digital marketing experts through an extensive vetting process to ensure they meet the standard of becoming part of the Torchlite™ network. Manage all of your content, data, and digital experts in one place.