

## Ralph's Transmission in Modesto Launches Online Networking Campaign

*Through a commitment to quality service and a powerful online marketing approach, Ralph's Transmission in Modesto is continuing to reach new customers.*

([PRWEB](#)) June 22, 2016 -- Since reopening under new ownership in 2015, [Ralph's Transmission in Downtown Modesto](#) has been continuing to grow its customer base. One of the keys to success has been using a variety of marketing strategies to attract new customers. The bold billboards all around town have certainly garnered a lot of attention. However, nothing has been more impactful than their online marketing campaign.

It all started with the development and launch of their new website, featuring the new retro-modern brand of Ralph's Transmission. The site is mobile-friendly and designed to showcase the various transmission services offered by the shop. Ralph's conducts many full transmission rebuilds, which are done in-house by their expert rebuilders and are backed by a [3 Year, 100,000 Mile Warranty](#). Other minor transmission services include fluid flushes, transfer cases, clutches, speedometers, U-joints, differentials, drive axles and diagnostics.

On the Ralph's Transmission website, there is a [blog page](#) that is also helping draw in new customers. It features articles on a variety of different topics relating to the shop, such as customer stories, special events, employee profiles and useful information for car owners about transmission parts and care. New blog articles are posted weekly and give people a reason to keep visiting the website on a regular basis.

Each blog post is then shared on the social media pages for Ralph's Transmission. [Their Facebook page](#) is already growing a strong following and bringing even more exposure to the website and blog posts. Ralph's also has a fully integrated package through Yelp! and is utilizing Google AdWords to increase online exposure.

Ralph's Transmission is dedicated to its customers, and part of this service commitment is encouraging feedback from anyone who visits the shop for transmission repairs. After any service appointment, an email is automatically sent to each customer. It allows them to provide a 1-5 star rating and also leave a review. Each rating and review is posted on the Ralph's website. At this point, the average rating for Ralph's Transmission is 4.9 stars and the comments have been overly positive. [The good reviews](#) are found across the board on all other online customer review sites, as well.

"It is both exciting and overwhelming to see such wonderful responses from our customers," says Mario Jauregui, owner of Ralph's Transmission. "We take great pride in taking care of people and making them feel good about our service throughout the entire experience. To see such positive feedback is truly rewarding. It shows we're doing our jobs right and customers are leaving the shop feeling good about Ralph's."

Between the reviews, the blog and social media integration, Ralph's Transmission continues to grow its online reputation. Then, they are building on that exposure even more by providing such great customer service. "You have to get customers into the shop and then you need to take care of those customers," Mario adds. "It requires a great deal of effort from everyone on the team, but it's worth it when we're creating so many happy customers each and every day."



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**Online Web 2.0 Version**

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