

# Castrol® 5-Star

A digital marketing program to tune-up your online presence and bring customers to your shop. Co-managed by an expert partner.



## Key benefits



**Get visibility:** Boost your search engine rankings (e.g., Google) to attract local customers



**Build a 5-star reputation** with Castrol's automated responses to customer reviews – tailored by star rating received



**Be found:** Castrol manages and optimizes your shop's listings across 50+ directories, including Google and Apple Maps, ensuring your profile is complete



**Boost sales:** Use Google Business social ads to speak directly to your audience. Unique Castrol posts can improve your business ranking and drive more sales

## How to join:



Simply add Castrol's admin email address, [admin@gmb-support.com](mailto:admin@gmb-support.com), as a secondary owner to your Google Business Profile while you remain the primary owner. This way, you retain full control of your profile, while Castrol manages your Google profile in the background. If you are ever unsatisfied, you can remove Castrol from your profile at any time.

Move your shop up the list for local service and maintenance search results. Repair shops on the program have seen improvements of up to:

