



Auto Repair Shop Seasonal Service Promotion Checklist Template 2026

Pre-Campaign Strategy & Planning

Defining the seasonal theme (e.g., Summer A/C Check, Winter Prep), setting specific sales targets, and determining the promotion's duration.

Promotion Campaign Name

Campaign Start Date

Campaign End Date

Primary Target Season

- ☐ Spring
- ☐ Summer
- ☐ Autumn/Fall
- ☐ Winter

Promotion Objectives & KPIs

Write something...

Target Customer Segments

- ☐ Existing Customers (CRM List)
- ☐ New Customers (Lead Gen)
- ☐ Fleet Account Clients
- ☐ Local Small Business Partners

Approved Budget Document

 Upload File

Service Menu & Package Creation

Designing bundled service packages, determining discount percentages, and finalizing specific seasonal inspection points for technicians.

Promotion Name

Write something...

Package Details & Inclusions

Write something...

Discount Percentage or Fixed Amount

Enter a number...

Promotion Start Date

Write something...

Target Vehicle Types

- ☐ Sedans/Coupes
- ☐ SUVs/Crossovers
- ☐ Trucks/Pickups
- ☐ Hybrid/Electric Vehicles

Approved Pricing Sheet

 Upload File

Inventory & Parts Preparation

Ensuring necessary seasonal supplies (e.g., antifreeze, wiper blades, air filters) are in stock and coordinating with vendors for bulk orders.

Required Seasonal Supplies

- ☐ Engine Oil & Filters
- ☐ Wiper Blades
- ☐ Antifreeze/Coolant
- ☐ Air & Cabin Filters
- ☐ Brake Fluid & Brake Pads
- ☐ Battery/Electrical Components

Target Stock Quantity

Enter a number...

Inventory Reorder Deadline

Enter date...

Vendor Contact Information

Write something...

Purchase Order Confirmation

 Upload File

Notes on Parts Shortages or Delays

Write something...

Digital Marketing & Multi-Channel Promotion

Executing social media ads, updating the shop website banner, launching email marketing campaigns, and updating Google Business Profile posts.

Campaign Campaign Name

Write something...

Promotion Start Date

Enter date...

Promotion End Date

Enter date...

Marketing Channels Used

- ☐ Email Marketing
- ☐ Facebook/Instagram Ads
- ☐ Google Business Profile
- ☐ SMS/Text Messaging
- ☐ In-Shop Signage
- ☐ Direct Mail/Postcards

Ad Copy & Messaging Summary

Write something...

Promotional Graphic Assets

 Upload File

Target Number of Leads/Bookings

Enter a number...

In-Shop Visual Merchandising

Updating lobby signage, placing counter mats/flyers, and ensuring technicians are briefed on seasonal service talking points.

Promotional Materials Deployed

- ☐ Counter Display Cards
- ☐ Service Drive/Waiting Room Posters
- ☐ Service Advisor Desk Mats
- ☐ Digital Screen/TV Graphics
- ☐ Window Decals/Banners

Promotional Theme Description

Write something...

Merchandising Setup Completion Date

Enter date...

Visual Consistency Check

- ☐ Brand Compliant
- ☐ Needs Update

Photo of Completed Display Setup

 Upload File

Manager Verification

Staff Training & Communication

Briefing Service Advisors on promotion details, handling objections, and ensuring all team members understand the specific campaign goals.

Staff Members Briefed

- ☐ Service Advisors
- ☐ Technicians
- ☐ Front Desk/Reception
- ☐ Parts Manager
- ☐ Shop Owner/Manager

Key Promotion Talking Points

Write something...

Training Completion Date

Enter date...

Staff Feedback or Obstacles Identified

Write something...

Manager Approval Signature



Customer Outreach & Appointment Scheduling

Managing SMS/text blast campaigns, calling previous customers due for seasonal maintenance, and adjusting scheduling capacity for expected volume.

Campaign Launch Date

Enter date...

Outreach Channels Used

- ☐ Email Marketing
- ☐ SMS/Text Messaging
- ☐ Phone Calls/Outbound Calling
- ☐ Social Media Direct Messaging
- ☐ In-Shop Signage/Print

Target Number of Customers to Contact

Enter a number...

Promotional Message Script/Copy

Write something...

Appointment Booking Method

- ☐ Online Booking Portal
- ☐ Phone Appointment
- ☐ Walk-in Conversion

Campaign Manager Approval

Campaign Performance Tracking & Post-Mortem

Analyzing total promotions redeemed, calculating ROI, and documenting lessons learned for the next seasonal cycle.

Campaign Review Date

Total Number of Promotional Services Sold

Total Revenue Generated from Promotion

Analysis of Campaign Success and Key Wins

Identified Challenges and Areas for Improvement

Overall Campaign Performance Rating

- ☐ Exceeded Expectations
- ☐ Met Expectations
- ☐ Below Expectations
- ☐ Failed to Meet Targets

Upload Final Campaign ROI Report

 Upload File

Manager Approval Signature

< Previous

> Next

✓ Finish

 Generate Sample Report