

Ceramic Garage (top player)

<https://www.instagram.com/ceramicgarageusa/>

<https://ceramicgaragemodesto.com/>

Instagram page:

- The owner is the one speaking on a lot of their videos. He presents himself well and is confident on camera. Not scrawny or fat but not too strong looking. Has a beard.
- 4,205 followers
- Has a shared post with a Tesla Owners Club, car influencer(6,822 followers) who is promoting ceramic garage
- They've been in the game nearly 20 years
- Tons of social proof in the Reviews highlights reel
- Nothing but content that proves their competence in any job

Side note: posts don't have a lot of likes or engagement. 38 likes on average, 1-3 comments sparingly.

Website:

- Icons of trusted brands they work with.
- Reviews at the bottom of the home page
- Animated ticker displaying, years in business 20+, 100% customer satisfaction, 10500+ vehicles protected (ceramic coating page)
- Vinyl wrap page has trusted brand icons - 3M, Avery Dennison, Teckwrap
- "Quality You Can Trust" - section that describes what they do (vinyl wrap page)

Side note: Most pages have the headline, "best ceramic coating modesto" or "best car detailing modesto" "Car wrap near me". This must be for SEO purposes.

Trust & Authority boosting strategies for Tracy Car Wash

Instagram:

- Currently at 1,028 followers - first goal get to 3k
- Create new content for Mike or Vince to speak to camera directly
- *secret weapon* - when the website is up and ready to collect leads, have MY car influencer friend (3933 followers) promote Tracy car wash on IG
- Have the posts convey more authority by providing informative value
- Superimpose a review over a picture of the customer's shiny car from every so often
- Potential name change
- Gtechniq certification displayed or mentioned in bio
- Manage engagement on posts (part of growing the following)
- If we can get a video testimonial from Randy Mancicni for the IG, that would be big.