

REALIGNING TEAM WITT CUSTOMS SOCIAL MEDIA STRATEGY



*GENERATING LEADS THROUGH
FOCUSED STRATEGIC CONTENT*



RE-FOCUSING OUR VISION

Driving leads and growth for Team Witt Customs and Team Witt Off Road by aligning our digital presence with our business goals.

THE ILLUSION OF VANITY METRICS

FOLLOWERS VS. CUSTOMERS

Vanity metrics are like having a huge crowd outside your dealership. You see tons of people (followers, likes, views, comments), and it *looks* like you're super popular and doing great.

But here's the catch: These people are just looking. They aren't actually coming *inside* to buy anything (genuine leads).

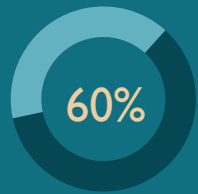
So, you've got big numbers that make you *feel* successful & important because everyone's looking at your shop. But if nobody walks in and spends money, those big outside numbers don't actually *do* anything for your business. They're just for show – hence, the *illusion* of success.

Real success is when people actually walk through the door and become customers. Those are your genuine leads.



HOW WE COMPARE:

TEAM WITT CUSTOMS



NON-AUTO
CONTENT

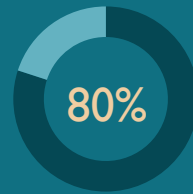


BUILDS &
SERVICES



TEAM &
BTS

BRIANS MOTORSPORTS



AUTO
CONTENT



TEAM



GEN.AUTO
OR OTHER

COMPETITOR	FOLLOWERS	BUILDS/SERV/PARTS	TEAM/BTS	GEN. AUTO
BMS	99.5k	80%	15%	5%
THE OUTLAW OFFROAD	3,739	70%	25%	5%
KINDIGIT DESIGN	736K	75%	20%	5%
TITAN MOTORING	49k	75%	20%	5%
TEAM WITT CUSTOMS	24k	60% NON-AUTOMOTIVE	30% BUILDS	10% TEAM/BTS

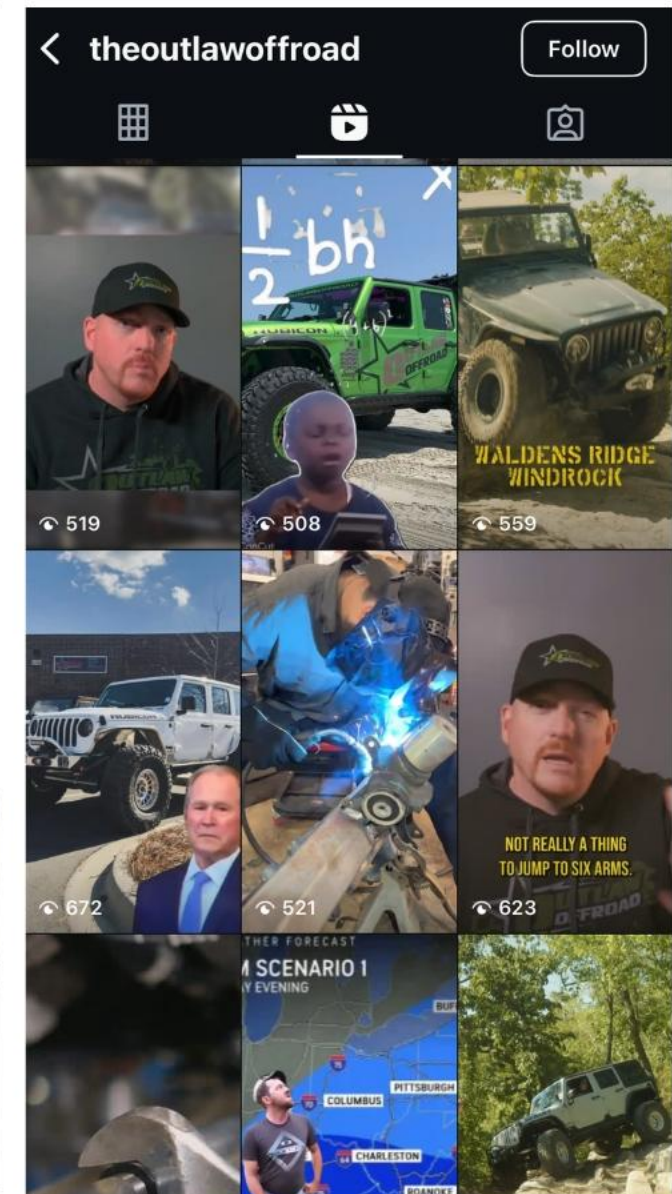
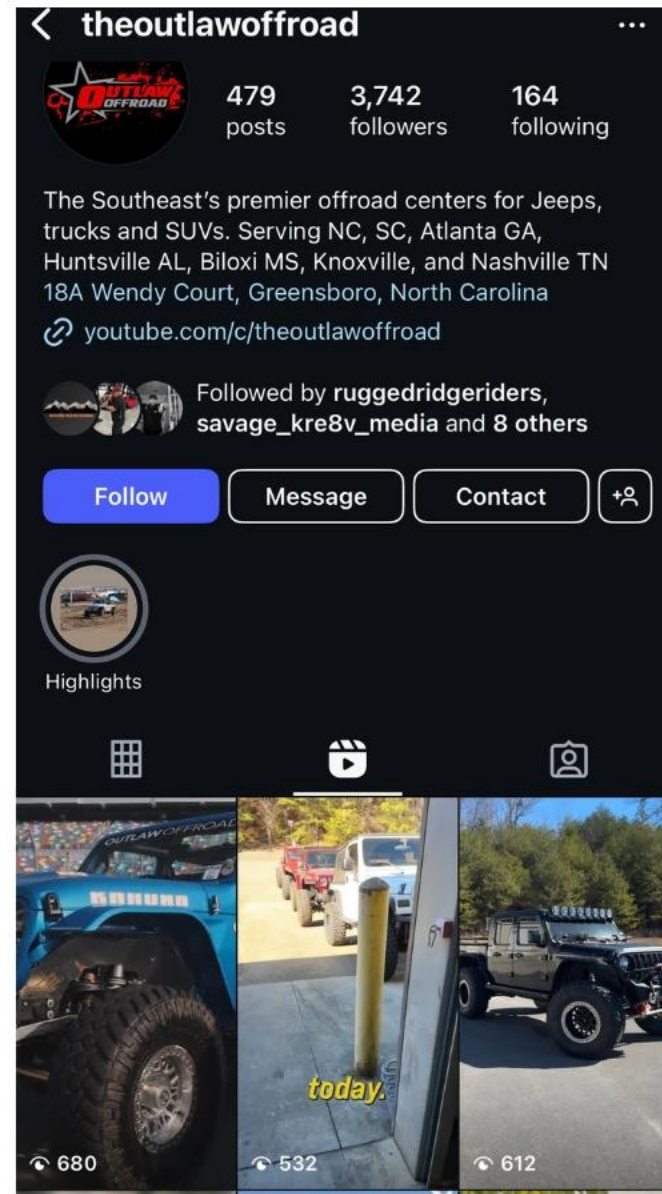
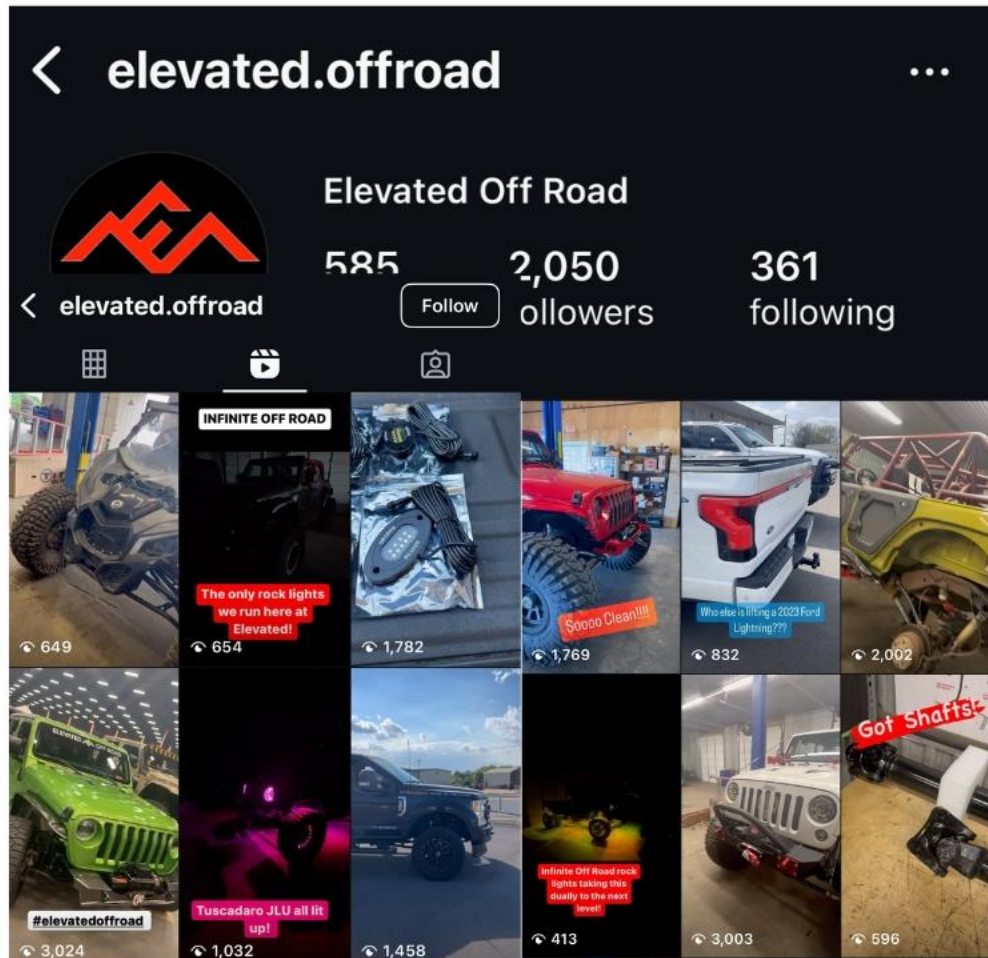
QUALITY OVER QUANTITY

Our competitors are focused on
content not vanity metrics



CASE STUDY

Notice the amount of followers and average views.





Music City 4x4

1,581 posts 2,595 followers 1,094 following

@musiccity4x4

128 Madison Station Blvd, Madison, Tennessee

www.musiccity4x4.com

Music City 4x4 - Hendersonville

Followed by teamwitt_offroad and 10 others

Following

Message

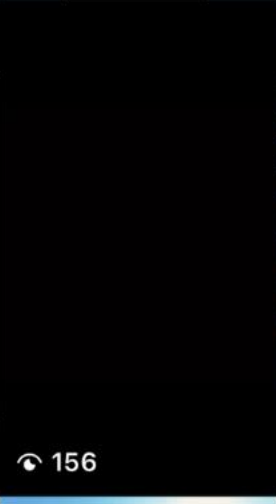
Contact

Grand Opening
Saturday 5/3
11a-2p



TAKING
HENDERSONVILLE
OFF ROAD
MUSIC CITY
4x4
"SINCE 2025"

First 200 people
Get a MC4x4 shirt



168



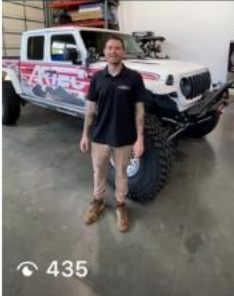
156



64

< musiccity4x4





435



775



132



1,040



152



11.8K



199



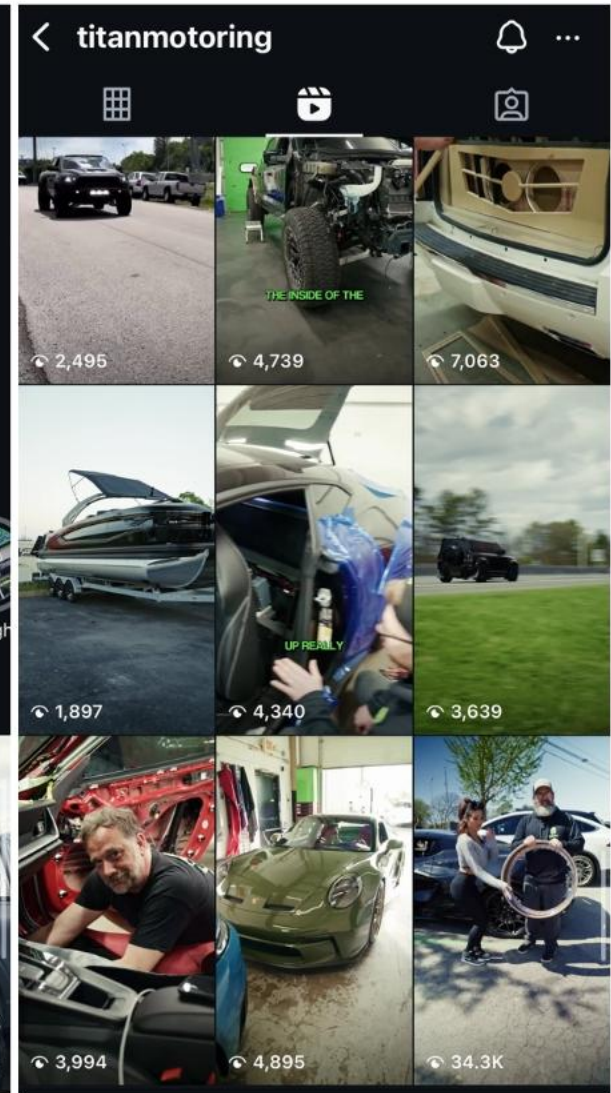
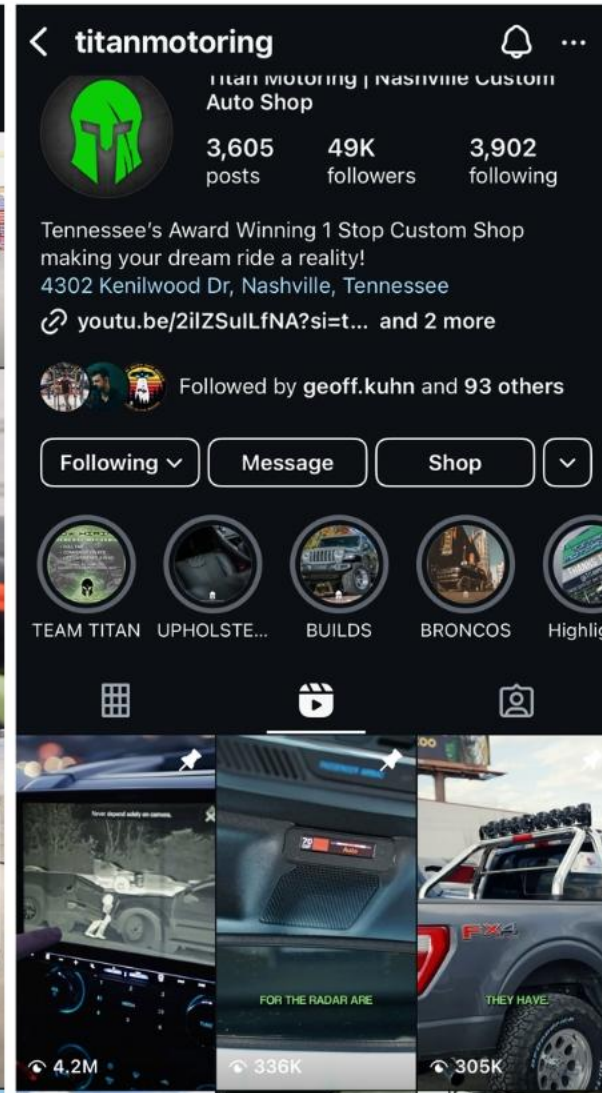
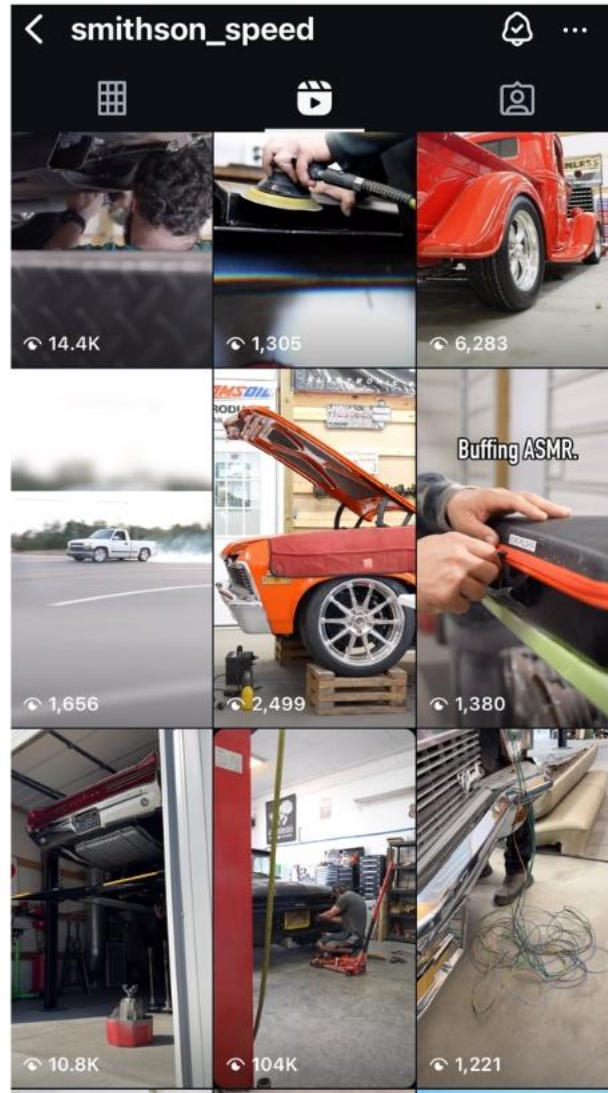
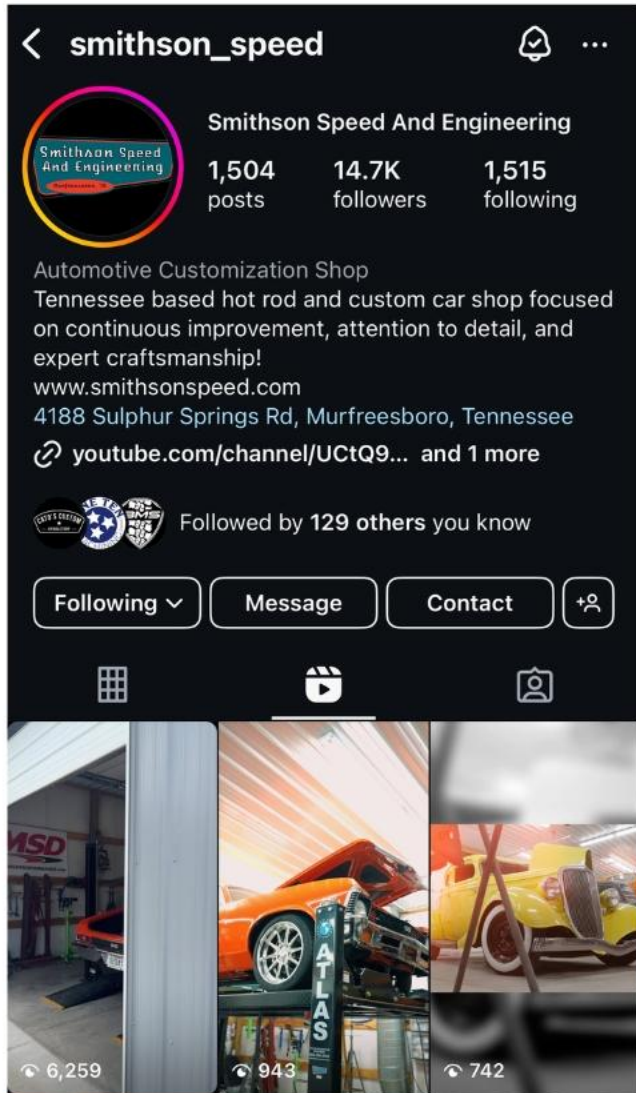
741



436

CASE STUDY

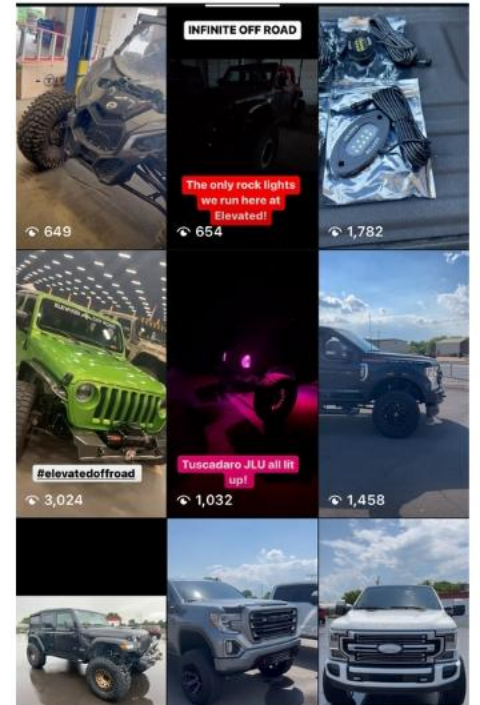
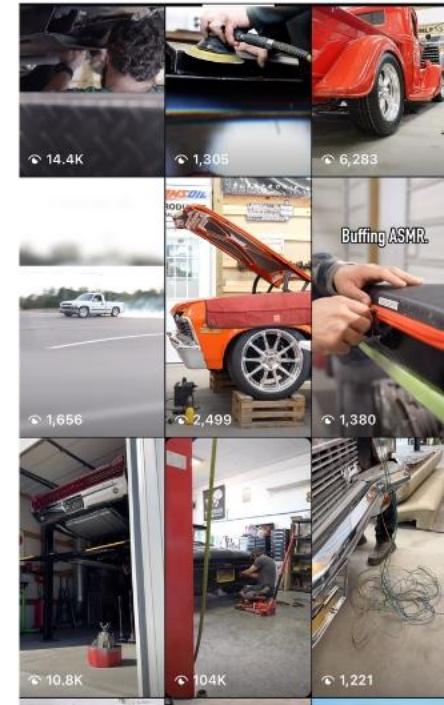
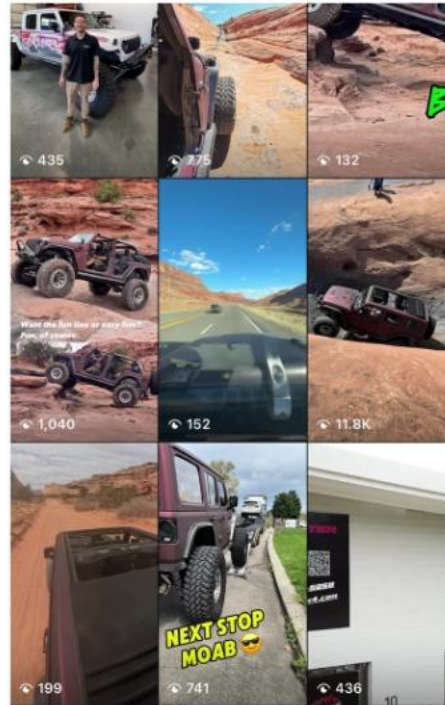
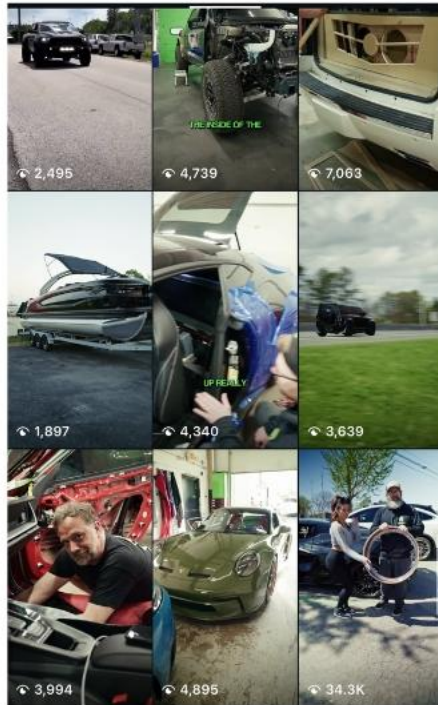
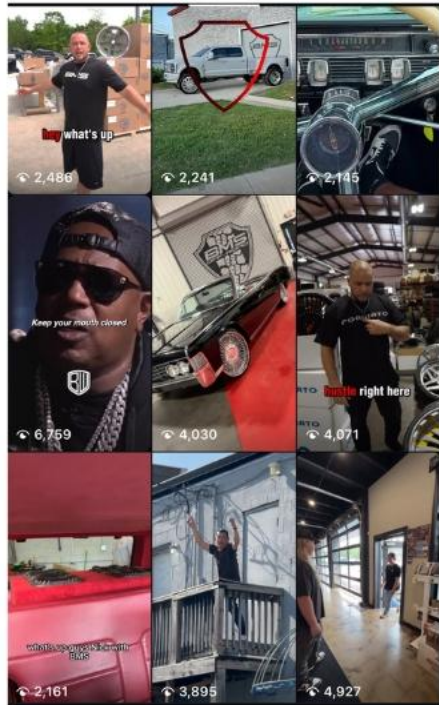
Accounts with high follower count and lots of engagement.
Remember, I used to get these numbers when I worked for Titan Motoring.



WHAT DO YOU NOTICE?

Look at the Instagram Grid, This is what you see when you visit these successful companies social media.

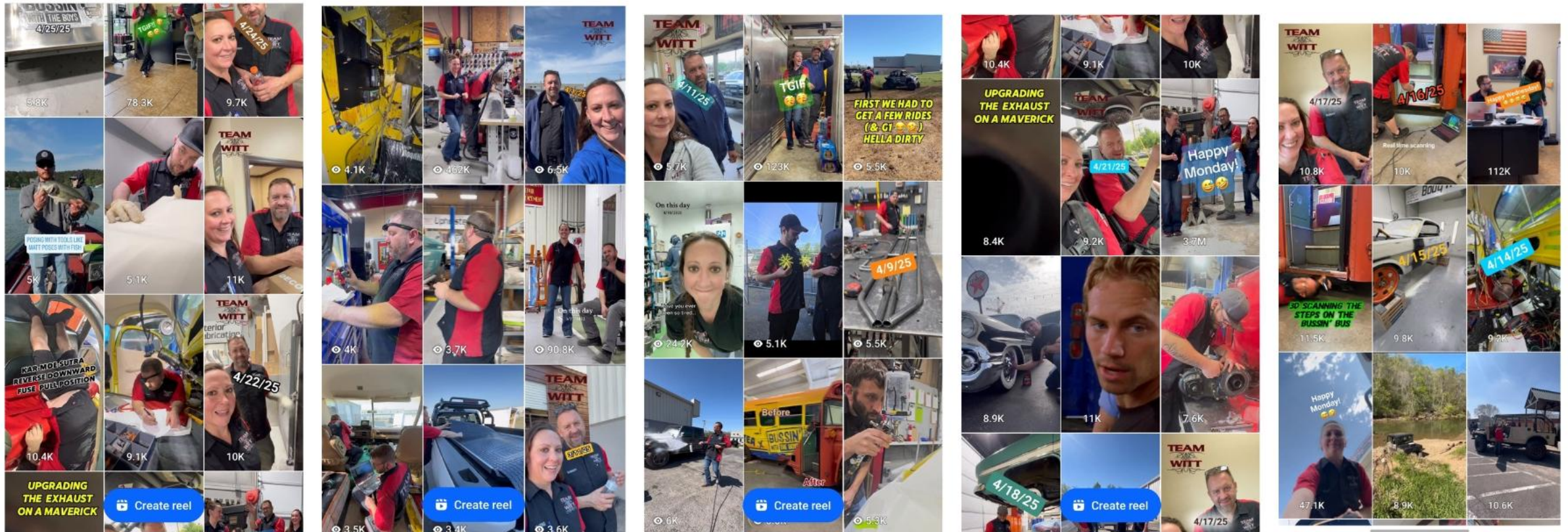
- Cohesive Messaging
- Focused on Automotive Content Only
- Promotion of services offered & products
- Behind the scenes features team members



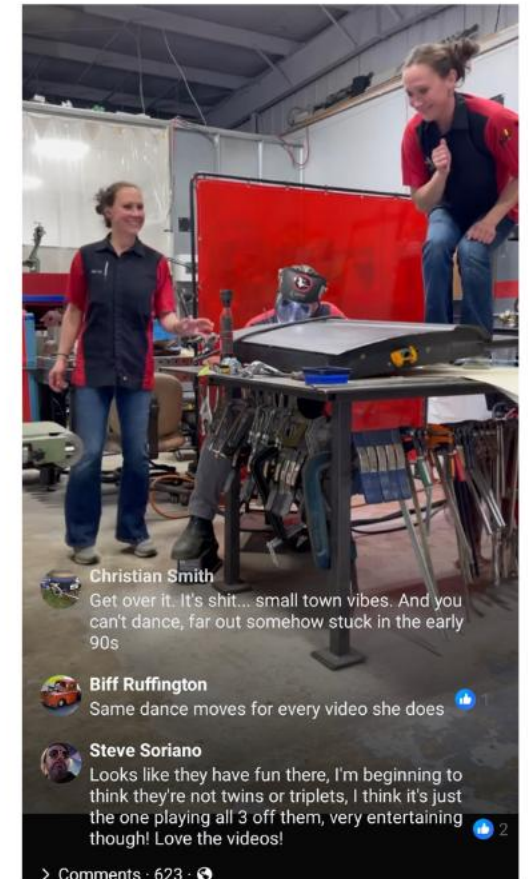
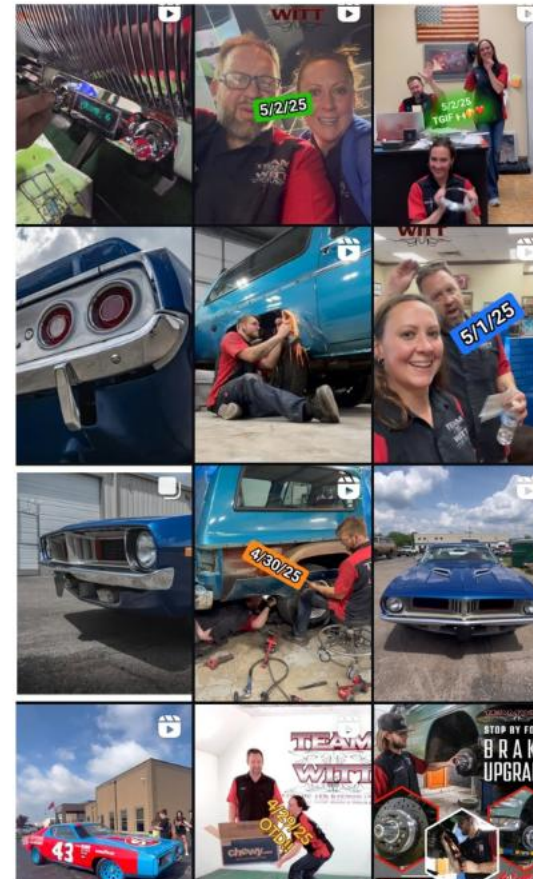
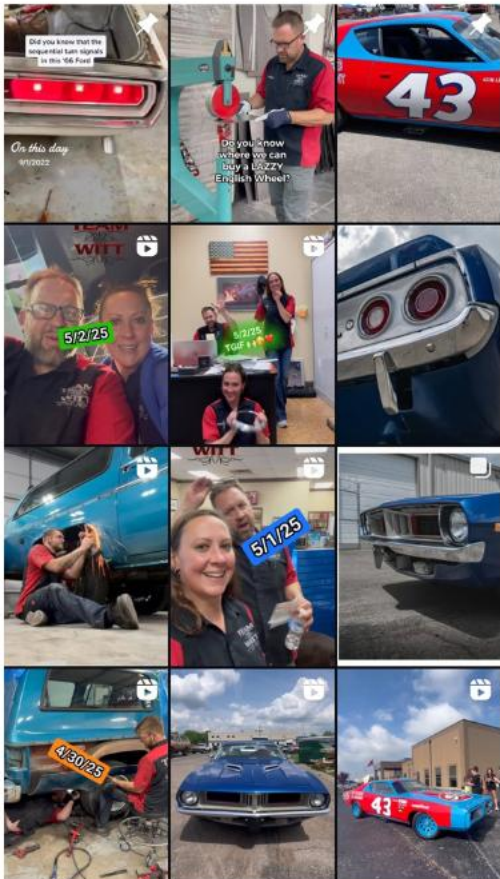
WHAT DO YOU NOTICE?

In comparison to our competitors social media, what stands out?

Dominant Personal Content Hinders Business Focus: Current social media prominently features individual personalities, obscuring core automotive content and diluting our business identity. This leads to a chaotic and unclear visual grid, making it difficult for potential customers to readily understand our specialized services compared to competitors with more focused profiles. Consequently, key automotive content struggles to gain visibility.



Wasting Valuable Space: Every post focused on personal entertainment pushes down our actual automotive content, preventing potential customers from seeing what we do and the quality of our work.





**WHICH BUILDING DO
YOU NOTICE FIRST**



**AUTOMOTIVE
CONTENT**



- **Dancing Videos Dominate:** Our social media is heavily focused on entertaining dancing videos.
- **High Attention, Low Sales:** While these videos get lots of engagement, they don't turn viewers or followers into paying customers.
- **Automotive Content Suffocated:** Our posts showcasing our actual services and builds get lost in the noise and aren't seen by the people who want to buy them.
- **The Cost:** High engagement on the wrong content is preventing us from reaching our target audience and generating real sales.

IEWS ON ENTERTAINING VIDEOS

FOLLOWERS GAINED FROM ENTERTAINING VIDEOS

0

ZERO LEADS OR SALES CONVERSION

Competitors' Success: The Power of Focus

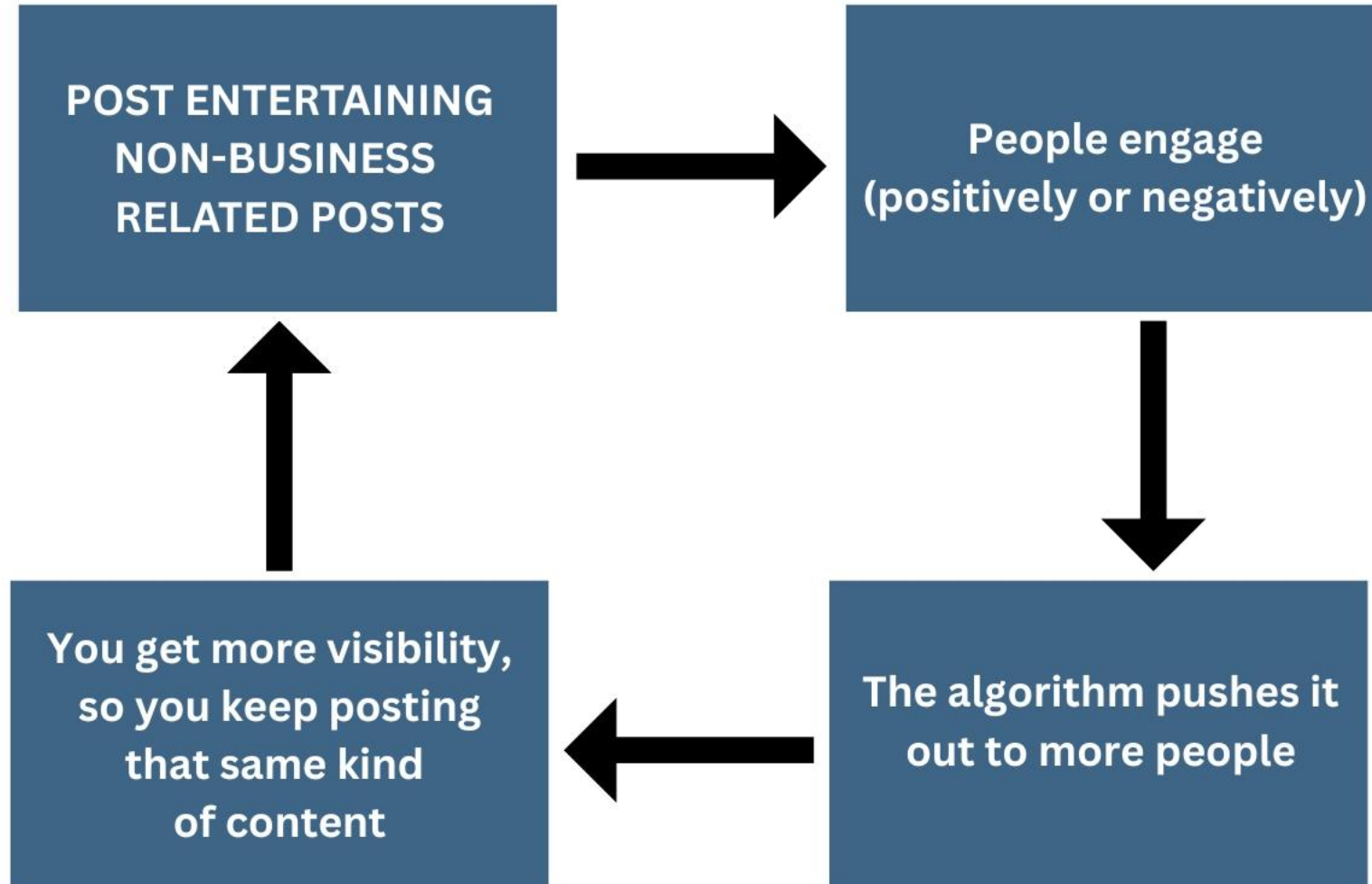
- **Small Numbers, Big Profits:** Some competitors have fewer followers and engagement, but they make a lot of money.
- **Selling, Not Entertaining:** Their social media shows only what they sell: custom cars, parts, services. No personal videos to distract and confuse potential customers.
- **Professional Image:** Their pages look and feel like a serious business. This shows respect for customers and their money. (Contrast with our negative comments about "wasting time").
- **Real-World Connection:** They're at events, meeting customers. Their social media reinforces that professional image.
- **Social Media = Sales Tool:** Their pages are a portfolio of their work, ready to show potential clients. No scrolling through unrelated content needed.
- **Our Problem:** Our social media is not a portfolio; it's a mix of mostly personal videos made for entertainment and some professional, which is confusing.
- **Bottom Line:** For them, social media is for business. For us, it needs to be the same.

Interaction vs. Income

The Vanity Numbers trap,
high engagement does
NOT = Conversions



THE ALGORITHM LOOP

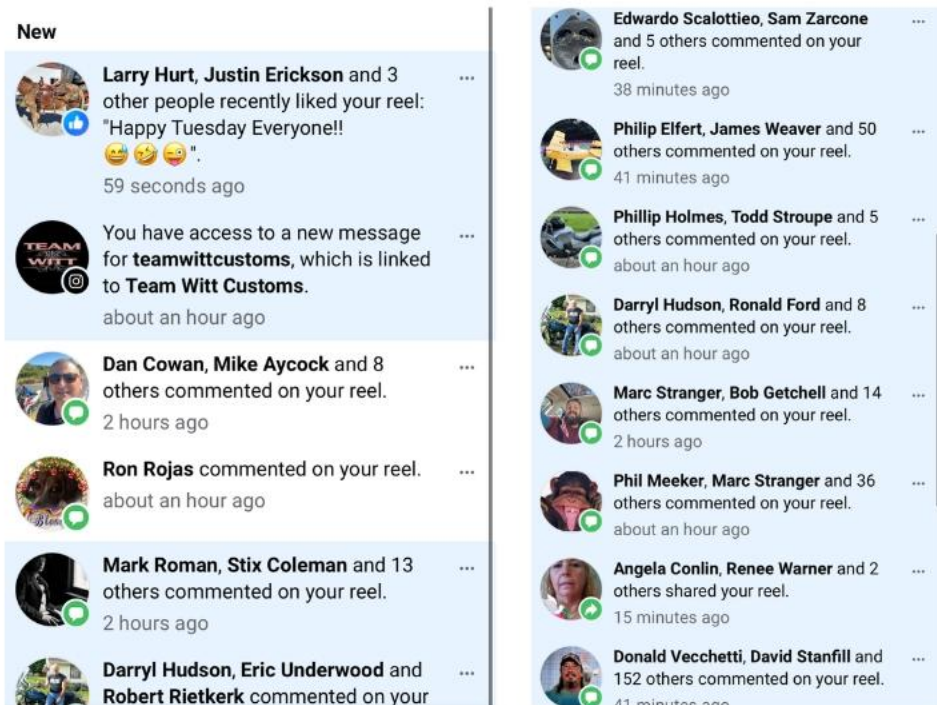


You might be tempted to keep posting the same content that boosts vanity metrics but here's the catch; If that content doesn't reflect your brand, speak to your ideal audience, or support your business goals, then all that attention might not actually help your business – it could even hurt your reputation long-term

LOST IN THE NOISE

Negative Algorithm Loop Impact: On our Facebook, engaging but non-niche "fun" videos consistently overshadow targeted content due to the algorithm's tendency to recirculate popular posts, even older ones, based on continued interaction – positive or negative. This diminishes the visibility of our core service offerings.

The only videos that are shared & commented on are only the "fun" videos



Instead of a car video a daily update video pops up



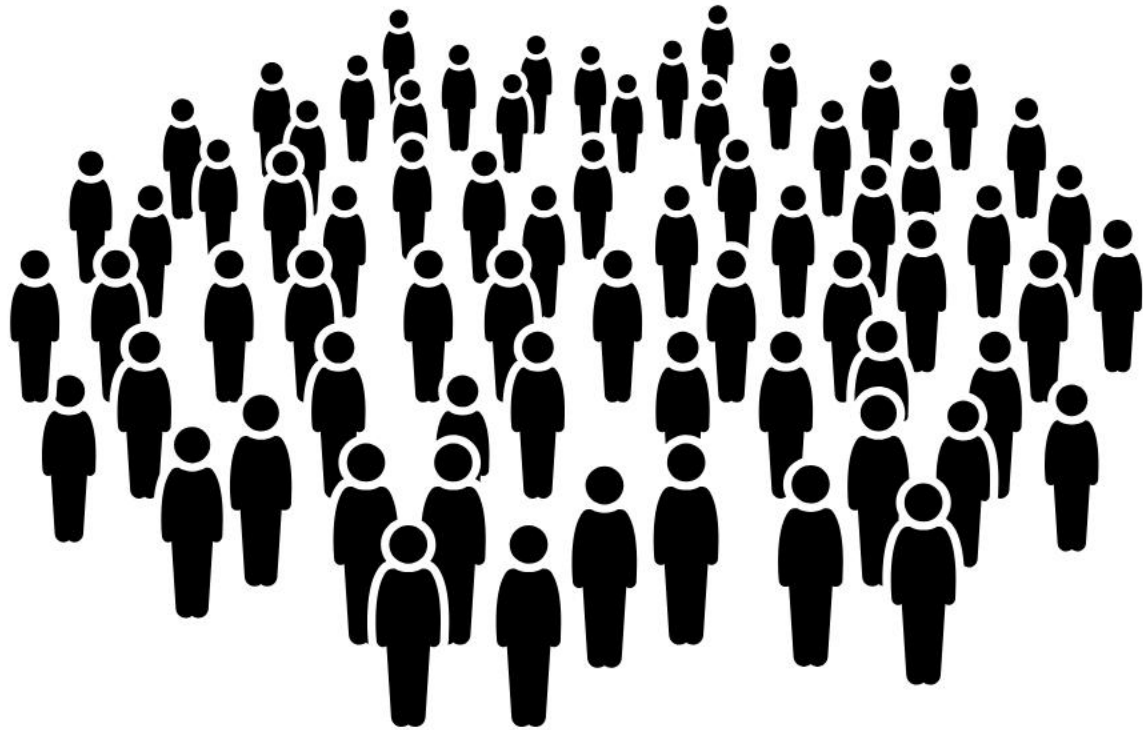
Misaligned Engagement & Brand Detriment: Entertaining videos attract broad, non-target audience engagement. The algorithm's prioritization of popular content buries product-focused videos, resulting in high but irrelevant views and zero sales. This also causes brand confusion and a negative perception, leading to follower and lead attrition.



**IMAGINE THAT THE TREES ARE THE FUN VIDEOS THAT THE
ALGORITHM PUSHES. THIS MAKES IT HARD TO SEE OUR
AUTOMOTIVE CONTENT**

ENTERTAINING VIDEO

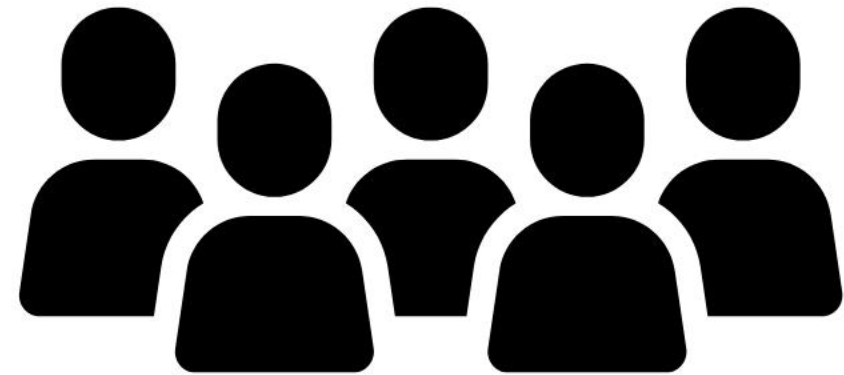
Invokes emotional response doesn't need
context, grabs anyone's attention



LARGE AUDIENCE

NICHE VIDEO

Lower engagement because It's
not meant for the masses
it's meant for your ideal customer



Even though it's better for business, the
algorithm won't boost it as much because
it doesn't get instant or broad engagement

The Danger of Distractions: Popularity Doesn't Pay Bills

- **Big Numbers, Empty Pockets:** Lots of views and comments on fun videos don't equal customers buying our services. It's like a crowded parking lot with no one coming inside the shop.
- **Confused Customers Go Elsewhere:** When people see dancing instead of custom cars, they don't understand what we really do. They'll choose a shop with a clearer message.
- **The perception of being unprofessional:** As the comments show, these videos make us look like we're not serious about our work, turning away potential customers who want a shop that will take them and their project seriously.
- **The Algorithm Shows what gets engagement, not what drives business goals:** The internet shows popular things to more people. This means dancing videos get seen, while our awesome car work gets buried.
- **Lost Customers We Never Knew We Had:** Beyond the negative comments, countless potential fans of our work are likely turned off by the distracting, irrelevant videos and choose competitors without us ever knowing.
- **Wasted Social Media Real Estate:** Every dance video is time we could have spent showing off our amazing cars and services to the right people.

Bottom Line: We're focused on being popular, but we need to focus on making money by attracting real customers with content about our actual work.

Brand Reputation

Why negative comments matter more than positive

Actual Photo Meme Comment:

3 Complete Idiots



DEEP DIVE

3.5 Million “Happy Monday” Video

Important Note! “Positive” comments are NOT positive for the shop, these comments are directed towards Nikki complimenting her looks (some are profane), her dancing skills. Many comments expressed confusion about if she has a twin, and other comments referred to Kirby as a dad putting up with annoying daughters. Alarming comments were those that referenced our shop being lazy, confusion about what is we actually do and if do any work.

COMMENTS	YR1
Positive	55.45%
Confusion about being twins	10.9%
Song/Music Related	5.13%
Negative/Critical, Workplace, Dance Critiques & Other (emojis, gifs)	34.94%

Scott Smith Typical women in a shop doing absolutely nothing!

Manuel Salcido Stay in your lane white folks, y’all can’t dance for sh!t with these two idiots looking like they’re mentally challenged asf!!!

Jim Stanton Martin EMBARRASSING AND GO HOME FOR LIFE!

3 Complete Idiots



Timothy Emmet Gilhooly Team Witt ??
More like Dim Witt

Jim Stanton Martin EMBARRASSING AND GO HOME FOR LIFE!

Tom Cole Still think there teenyboppers...grow up ffs!

DEEP DIVE

1.4 Million “Happy Monday” Video

COMMENTS	YR1
Positive	61.41%
Confusion about being twins	2.32%
Song/Music Related	3.09%
Negative/Critical, Workplace, Dance Critiques & Other (emojis, gifs)	33.18%

Richard Smith: She dances with the same foot movements to every song, enough already!

Billy Sarabia: Oh crap triple trouble for dad!

Barry Mitchell: Well looks great to me I always wanted to own a truck stop with world famous lizards

Joe Franics: Okay what is the point what talent are they trying to portray just a couple of bimbos

Gerald Johnson: Do they ever do any actual work in that shop or do they just make these silly videos?

John Rogala: Someones making bank on this job

Herbert Viridine: Put on a shield dancing wench. You can get a flash burn

Edward Coonfare: Find another dance! Its older than you!

Gary Fong: This why the US is shifting factories to china

Ronald Ford: Don't they work?lol Dancing around having shop parties

Steve Clark: This is why you don't hire women

Ron Mechler: Try getting some work don and take care of your customers who are paying you. WTF is it with all u damn women out there today who try to make dancing videos get a life.

Dennis Staufenberg: Cool. All my work will be later because of your sad dancing

William Wheat: Stupid as f go away now

David Evans: Perfect example of why we don't have women in the shop, while hes working hes doing everything possible to distract him from the job at hand; Keyser Soze replied to him: and then cries about being broke.

DEEP DIVE

Predators Game “Happy Monday” Video

COMMENTS	YR1
Positive	42.86%
Confusion about being twins	N/A
Song/Music Related	N/A
Negative/Critical, Workplace, Dance Critiques & Other (emojis, gifs)	57.15%

“Team Moron”

“She needs to worry about that reciding hairline”

“I keep blocking these idiots and they keep showing up”

“Team Fuckwit stop posting this bullshit”

“Can she cook?”

411 LIKE REPLY HIDE

Ron Mechier
try getting some work done and take care of your customers who are paying you. WTF is it with alllllll u dam women out there today who wanna TRY to dance making videos. GET A LIFE!!!

10h Like Reply Hide 1 🤔

Thomas Ewing
Made my morning THANK YOU

4h Like Reply Hide 1 🍷

Dennis Staufenberg
Cool. All my work will be late because of your sad dancing

5h Like Reply Hide 1 🍷

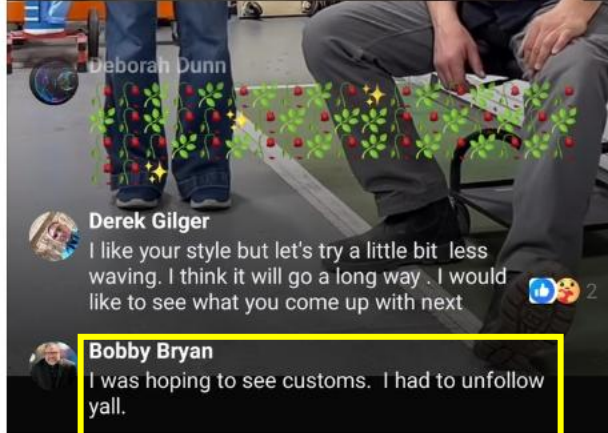
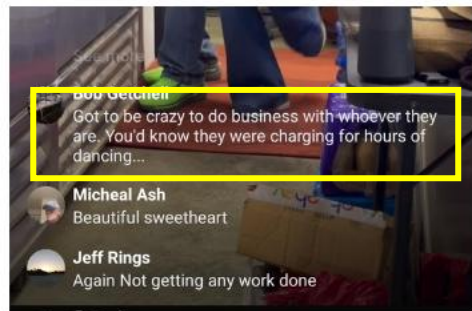
011 LIKE REPLY HIDE 1 🍷

David Evans
Perfect example of why we dont have women in shope ...
While he's working she's doing everything possible to distract him from the job at hand ...

11h Like Reply Hide 2 👍👍

Keyser Soze
David Evans and then cries about being broke

8h Like Reply Hide





Herbert Vidrine

Put on a shield dancin wench. You can get a flash burn from the periphery.

2d 1d Like Reply Hide 1 🤔



John Rogala

Someone's making bank on this job

2d Like Reply Hide 1 👍

2d Like Reply Hide 1 👍



Rick Gilbert

Y'all definitely need more work...😂

2d Like Reply Hide 1 ❤️



Biff Ruffington

Same dance moves for every video she does

2d Like Reply Hide 1 👍



BassRiver Enzo

Cold coolin' at a bar, and I'm lookin' for some action

2d Like Reply Hide 1 ❤️



Shawn Winner

Does she know any other dance

2d Like Reply Hide 2 👍🤔



Billy Sarabia

Oh crap triple trouble for dad😂😂😂😂

2d Like Reply Hide 2 👍🤔



Dennis Staufenberg

Cool. All my work will be late because of your sad dancing

2d Like Reply Hide 1 ❤️



William Wheat

Stupid as fk go away now

2d Like Reply Hide



Ryan Davila



2d Like Reply Hide

Write a comment...

View 1 reply...



Steve Clark

This is why you don't hire women!

2d Like Reply Hide



Dennis Staufenberg

Worst advertising ever

1d Like Reply Hide

The Bottom Line: While engagement is important, it must be targeted engagement. The current strategy is likely costing us money and leads by attracting the wrong audience, while turning off our target audience, diluting our brand, and damaging our reputation. We need to shift our focus to content that demonstrably drives sales and reinforces our position as a leading provider of custom automotive services.



Because the algorithm loves showing the fun dancing videos because it drives engagement, it's like those videos have a VIP pass to everyone's phone. Our actual business videos (showing cool trucks, brake upgrades, our mechanics working) are stuck in the back, barely getting seen.

Posting content that pushes our business is like pushing a boulder uphill.



**CAN YOU FIND THE MECHANIC
IN THE CROWD?**

... OUR CUSTOMERS CANT

How Social Media Works

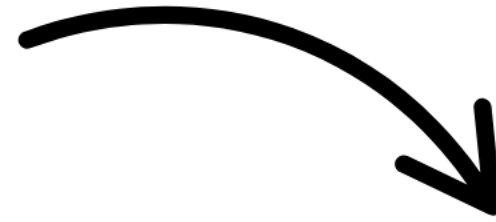
Being on brand is critical



Meet Customer , they love
the cars we build



When potential customer visits
our social media to assess our
brand, the prevalence of
irrelevant videos obscures our
business brand.

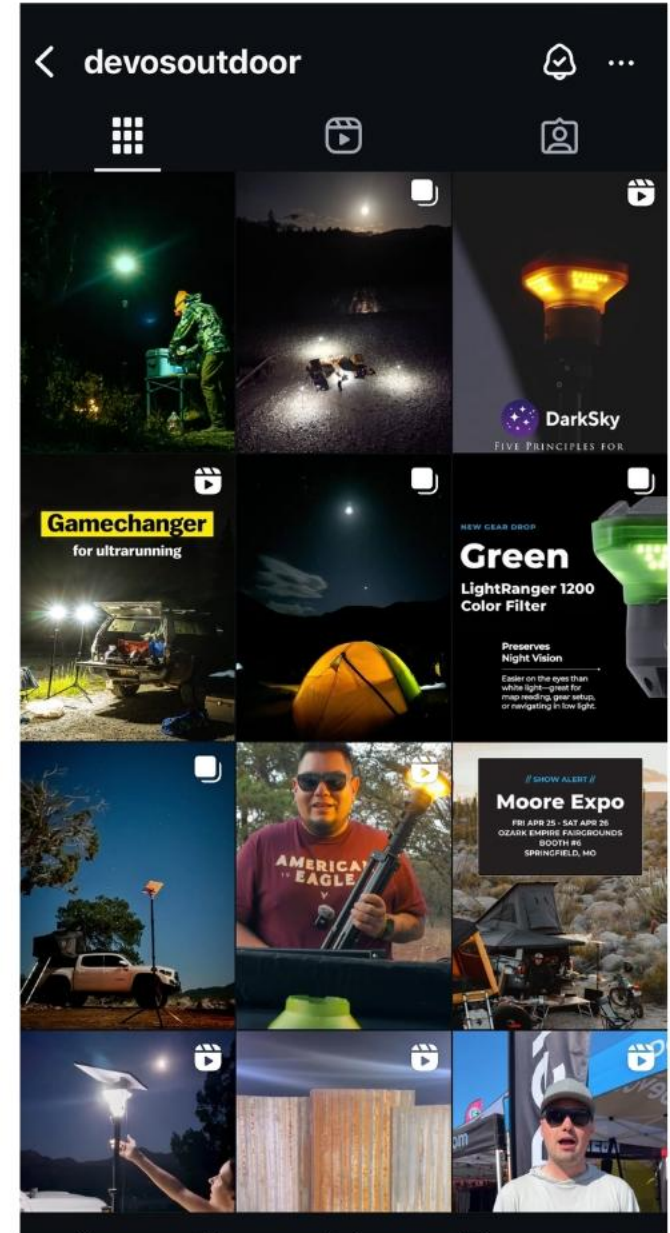


Because our target audience is not
engaging with our irrelevant content,
the algorithm shows them local
competitors with focused automotive
pages. These competitors capture
their interest, leading to website visits
and inquiries – losing our potential
leads.



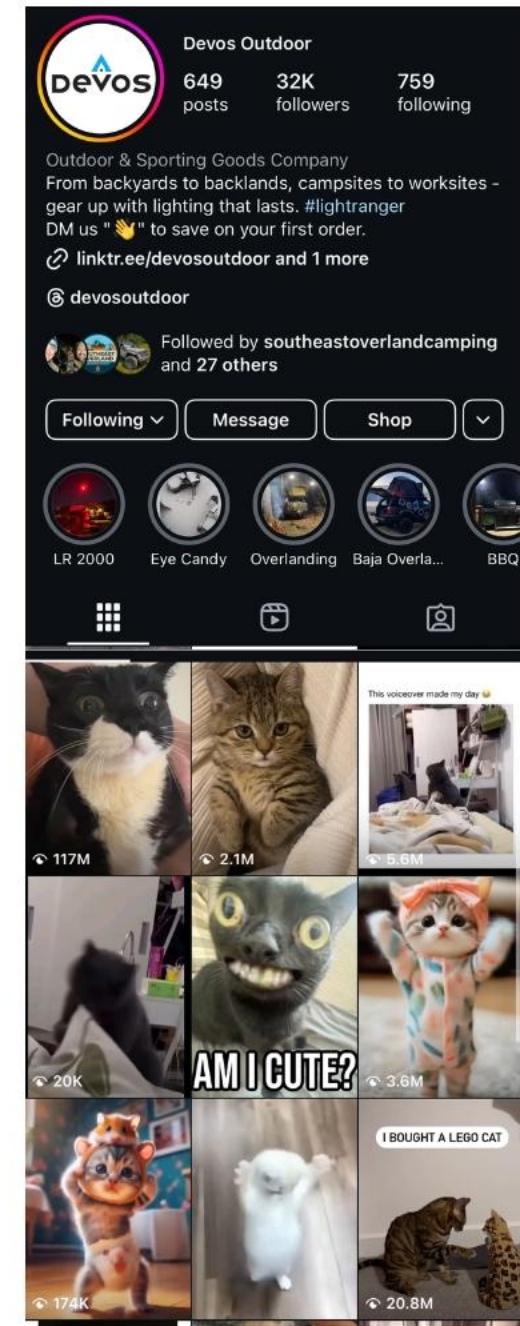
Think about why you bought from Devos Outdoors

- **Targeted Content:** User sees relevant product content (Devos Light Ranger 360 for camping/repairs) in their feed, aligning with their interests (outdoor camping/overlanding).
- **Intriguing Showcase:** The content effectively demonstrates the product's utility and benefits in real-use scenarios.
- **Social Page Reinforcement:** Visiting the brand's social page provides further compelling content and information about the product.
- **Website Conversion:** Engagement with social content leads directly to a website visit and ultimately, a purchase.



Think about what would have happened if you went to Devos Social Media and only saw cat videos

- **Irrelevant Content:** User sees a product video for a camp light but finds unrelated content (cat videos) on the brand's social page and they don't like cats
- **Lack of Product Information:** The social page fails to provide further details or demonstrations of the advertised product. Worse because the user is not a cat person they unfollow or block the page
- **Lost Opportunity:** The disconnect between the initial interest and the social media content results in the user not visiting the website to fill out a lead form and prevents them from making booking with us.



The Sales Conversion Path: Socials First

Social media is your first impression.

Bad/Mismatched socials = lost customers.

- **Quick Brand Feel:** Socials instantly show what you're about.
- **Credibility Check:** People quickly judge if they want to work with based on your content
- **Proof = Popularity:** Engagement matters, but only if it's the right content.
- **Content Match:** Users expect more of what they like.
Irrelevance = disinterest. Our target audience are masculine men who are conservative, tough, old school and love old cars. Our “fun” content does not align with thier interests.
- **Easy Entry:** Socials are easier than websites.
Bad socials = no website visit.

Socials are your storefront. A messy, irrelevant window means no customers walk in (to your website). Focus on relevant content to drive leads and sales.



The Sales Conversion Path: Why Social Media has to be on brand

The \$ Cost of a Confused Social Feed

- **Lost Interest = Lost Leads:** Irrelevant content drives away potential customers looking for automotive services.
- **Algorithm Sends Them Away:** Social media shows uninterested users our competitors instead.
- **Competitors Win:** Focused automotive content grabs their attention and earns their inquiries.
- **We Actively Lose Customers:** Our unfocused page pushes valuable leads directly to other shops.

Bottom Line: Our social media's lack of focus isn't just failing to attract customers - it's actively sending them to our competition.



~~Problems~~

Solutions

Separating Church and State

The Core Conflict: Entertainment vs. Revenue

- **The Problem:** Popular, irrelevant videos are hijacking our feed, burying the content that actually sells our services. The algorithm loop amplifies what's popular, not what makes us money.
 - The Solution: Clear Separation = Clear Focus: Launch "Nikki and Kirby Adventures" for personal content.
 - Move all old & new non-business videos there.
 - Team Witt Customs/Off Road pages become 100% focused on showcasing our builds, services, and team expertise.

Impact: This clear separation will eliminate confusion and allow us to finally reach and attract our paying customers.



Re-Focus our Strategy

- **The Focus for Team Witt Customs:** Our business pages need to showcase our core strengths:
 - **Expert Team:** Highlight the skills and experience of our mechanics and builders.
 - **Quality Services:** Demonstrate the high caliber of our custom work, installations, and repairs.
 - **Exceptional Products:** Feature the top-tier parts and accessories we offer.
 - **Customer Success Stories:** Share testimonials and examples of our successful builds.
- **Why This Shift is Crucial:** To attract serious customers looking for custom automotive services, our digital presence must clearly communicate our expertise and value. Being recognized in public does not equal business success in this context.
- **It's Time to Focus on Business:** To achieve our financial goals, our social media must be a powerful tool for lead generation and brand building within the custom automotive market. The "Nikki and Kirby Adventures" can thrive independently, allowing Team Witt Customs and Off Road to focus on what drives revenue.



IT'S UP TO YOU TO DECIDE
WHICH DIRECTION DO YOU WANT TO GO?



Defining Our Legacy

What Do We Want to Sell: Cars or Clicks?

Two Choices:

- **Option A:** Show Off Our Amazing Work: This brings in serious customers and makes us money.
- **Option B:** Show Fun, Irrelevant Stuff: This makes one person not the team popular but doesn't sell our cars or services.

Money Talks: Showing off our "badass builds" = more profit and a stronger business presence. Showing fun videos = just being popular online, not more money.

Confused Customers: Right now, our social media sends a mixed message. People don't know if we're a serious car shop or an entertainment page for an influencer.

Bottom Line: Let's focus on showing what we sell so we can make more money and grow our brands.



The Misconception of Recognition

Fame vs. Profit: What's Our Goal?

- **Big Attention, No Sales:** While getting noticed feels good, our numbers show personal fame isn't bringing in paying customers. In fact, it's actually enabling lead attrition.
- **Our Real Goal: Making Money:** Do we want to be known as the best custom auto shop, which means more sales and growth or do we want to be known for the content of the dancing videos
- **The Proof:** Fun videos aren't selling our services and people are even giving negative feedback on average 30%+ comments are negative. That's 30% of people engaging with those videos that won't choose our shop.
- **The Smart Move:** Let's keep the personal stuff on a separate page ("Nikki and Kirby Adventures") and focus the business page on what makes us money: amazing custom vehicles & our team.



Patience is Key: Rebuilding for Sustainable Growth

Slow & Steady Wins: Building Real Customers

- **Think Long-Term:** Fixing our social media isn't a quick fix; it takes time.
- **Wrong Track for Years:** For a long time, our page has shown fun videos to a large generic audience. The algorithm remembers this.
- **Retraining the Algorithm Again:** It will take time to teach the algorithm to show our automotive work to the right people in a much smaller niche market
- **Fewer Likes Are Okay:** We might lose some followers who just like the fun videos. That's okay – they weren't buying anyway.
- **Quiet Means Real Talk:** When the engagement from the fun videos fades, we'll finally hear from people who actually want our car services to build genuine relationship and interactions
- **Real Fans = Real Sales:** A smaller group of interested people is better than a big group of tire kickers
- **Trust the Plan:** It might seem like things are getting worse at first (less engagement), but it's a step towards getting real customers. We need to stick with it and trust the process



FINAL THOUGHTS: Let's Get Serious About Customers

- **We're Getting the Right Eyes:** Our new ads are bringing in people who actually want custom cars and off-road work.
- **Don't Scare Them Away!** If they see irrelevant stuff on our page, they'll get confused and leave – wasting the money we spent to find them.
- **My Job: Make Us Money:** My goal is simple: get more sales and grow our business.
- **Show Off Our Stars:** Our content should highlight our talented team and the amazing work they do, not just one person.
- **Build a Strong Brand:** We want people to know Team Witt is the best for quality and expertise who is serious about building the best custom cars
- **Time to Focus:** Let's make our social media work as a sales tool that will show exactly that and bring in real customers.

