



For Immediate Release

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Mitchell 1 Adds New Email Design Templates to its SocialCRM Shop Marketing Service

SAN DIEGO, Calif., March 17, 2025 – Mitchell 1 announces it has released all-new email templates within its SocialCRM shop marketing service, providing auto repair shops with more professional, engaging and effective customer communications. The templates feature attractive, contemporary designs optimized for mobile devices, and customizable coupon and theme color options.

“We’re excited to roll out new email templates that give shops a fresh, polished look that not only resonate with customers, but also reinforce their unique brand,” said Marcus Mackell, director of SocialCRM services at Mitchell 1. “By improving mobile readability and customization options, we’re helping shops build stronger customer connections and boost engagement. The templates allow shops to easily tailor their messages and promotions to help grow their business.”

The new design templates are available for welcome and thank you emails, as well as service reminders, recommendations, lost customers and customizable blast emails.

Other unique features within the SocialCRM email templates include:

- Appointment request options
- Direct access to the OwnerAutoSite
- Consumer review generation
- Multiple coupon options
- Customize with affiliate logos

Mitchell 1’s [SocialCRM shop marketing service](#) provides the best and most comprehensive way to reach an entire customer database with unique marketing messages and campaigns. Auto repair shops can retain existing customers with automated service reminders, thank-you messages and targeted e-mail promotions as well as attract new customers through verified reviews, professional websites and increased internet visibility. SocialCRM is integrated with Manager SE, Mitchell 1’s industry-leading shop management software, for immediate access to vital customer details and insights.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

About Mitchell 1:

As a member of the Snap-on® Total Shop Solutions brand family, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair software and services, including vehicle repair information, business

management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company's website at www.mitchell1.com.

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