



Website and Social Media Case Study:

JusDrive SoM

AMT Digital started working with JusDrive SoM in 2016. We designed their logo, and their branding for their new business venture. In 2019 JusDrive launched their first website with AMT Digital which has revolutionised their presence within the competitive field their business sits in locally.

Their owner, Justin, contacted AMT Digital after starting up their own business. Initially Justin wanted a logo that could be sued on his car and workwear. AMT Digital also designed their business stationery for them to ensure a consistent hostile was able to be used.

In the six years that AMT Digital has worked with JusDrive they have seen their business become a flagship for social media and online marketing within the driving instructor community. AMT Digital now manage JusDrives social media (Facebook and Instagram) on an ad hoc basis when JusDrive have the finances and spaces on their books, which is few and far between.

Attracting new drivers traditionally was done by word of mouth or by advertisements on the cars JusDrive drive around the local area. Since moving online, JusDrive is covering a wider area, has two vehicles and a comprehensive set of customers. Word of mouth hasn't stopped, it is just now more viral.

Key Headlines:

70% growth in
Facebook/Instagram followers

Ranking on Page 1 for local
search

Social message conversion = 94%

Google Business Rating – 5 Stars

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