



For Immediate Release

**Contact:**

Janet Dayton  
Mitchell 1  
858-391-5251

[Janet.Dayton@mitchell1.com](mailto:Janet.Dayton@mitchell1.com)

Lynn Konsbruck  
Maximum Marketing Services  
773-547-0488

[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## Mitchell 1 Unveils ‘SocialCRM Book it Now’ Product in Shop Marketing Services

**SAN DIEGO, Calif., March 17, 2026** – Mitchell 1 has launched “SocialCRM Book it Now,” an advanced appointment scheduling product within its premium shop marketing service that enables vehicle owners to book appointments directly through an auto repair shop’s Google Business Profile.

“We’re making it easier than ever for shops to turn online searches into confirmed appointments with Book it Now,” said Marcus Mackell, director of SocialCRM services at Mitchell 1. “It helps shops connect with customers at the moment they’re ready to book, driving more leads, appointments and sales while creating a smooth, hassle-free experience.”

The new product integrates directly with Mitchell 1’s Manager™ SE shop management system, displaying real-time availability and automatically syncing with both the shop’s Google and Manager SE calendars. Shops can also customize their appointment request page to reflect their brand identity and view scheduled appointments on mobile devices.

Connected shops will feature a new appointment link on their Google Business Profile. With just a few clicks, prospects or customers can select the services they need, select a date and time and add the appointment directly to their Google calendars.

“Increased engagement on a shop’s Google Business Profile strengthens local SEO, helping shops rank higher in search results,” Mackell added. “It also opens the door to 24/7 booking opportunities, without the need for phone calls, benefiting both the shop and its customers.”

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, the industry-leading shop management software, for immediate access to vital customer details and insights.

For more information about Mitchell 1, visit [www.mitchell1.com](http://www.mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [www.mitchell1.com/my-rep](http://www.mitchell1.com/my-rep).

### 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](http://www.mitchell1.com).

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