

CROSS X AGENCY

CONTENT DROP FIELD GUIDE

The Auto Shop Content Playbook

A practical system for repair shops, detailers, wrap shops, tuners, and specialty garages to turn real work into a useful content library.

**35 video directions + hooks + project shot list
+ shoot map + 8-week calendar**



THE OPERATING SYSTEM

Build a library, not a random car feed

Beautiful vehicles earn attention. Useful explanations, real process, recognizable people, and clear next steps turn that attention into a stronger content system.

10 VIDEOS Educate Explain warning signs, service options, product differences, ownership decisions, timing, and what a qualified shop checks.	10 VIDEOS Prove Show inspections, prep, tools, process, quality control, craftsmanship, and approved customer or vehicle stories.
10 VIDEOS Humanize Make technicians, advisors, installers, detailers, and owners recognizable through opinions, routines, and shop culture.	5 VIDEOS Convert Invite an inspection, quote, consultation, booking, or seasonal service with a clear explanation of what happens next.
Capture rule	For every hero vehicle, collect the full story: arrival, diagnosis or goal, process, detail, reveal, and delivery.

IDEA BANK

35 videos built around real shop work

Use actual vehicles, customer questions, service categories, product decisions, and team knowledge. Never fake a diagnosis for content.

EDUCATE Five ownership answers Warning sign Repair vs. replace Product A vs. B What affects price What to ask a shop	EDUCATE Five service answers First inspection Timeline factors Maintenance myth What voids a warranty How to prepare
PROVE Five process stories Before condition Diagnostic step Prep detail Installation detail Final quality check	PROVE Five project stories Problem-solution recap Difficult job Technician walkthrough Product close-up Customer delivery reaction
HUMANIZE Ten shop-culture posts Team intro Tool favorite This-or-that Shop myth Bay reset Morning load-in Technician opinion Trend reaction Build favorite Team ritual	CONVERT Five next-step posts Book an inspection Request a quote Seasonal reminder Availability and lead time Information that speeds up an estimate

SCRIPT KIT

Open with the decision, not the shop slogan

Specific hooks make the vehicle and service context obvious within the first few seconds.

HOOK Spot the warning sign "If your [vehicle] is doing this, do not ignore it."	HOOK Explain the choice "Here is when [option A] makes sense, and when we would choose [option B]."
HOOK Show the hidden work "This is the step most people never see, but it is what protects the final result."	HOOK Use the real job "This [vehicle] came in for [goal/problem]. Here is what we found."
ENDING Inspection CTA "Send us the year, make, model, and what you are noticing. We will tell you the right next step."	ENDING Quote CTA "For an accurate quote, send photos plus the exact service or finish you are considering."

Privacy check

Get permission before showing customer names, faces, license plates, VINs, private collections, addresses, or identifying paperwork.

SHOOT-DAY MAP

Plan around vehicles that tell a complete story

The best production day has visual variety: a diagnostic or repair, a process-heavy job, a finished reveal, and people who can explain the work clearly.

0:00-0:30	Exterior, signage, clean bays, tools, products, team arrivals, and wide establishing shots.
0:30-1:30	Education clips with advisors, technicians, installers, detailers, or ownership.
1:30-2:45	Real work: inspection, prep, process, close-ups, diagnostics, craftsmanship, and quality control.
2:45-3:20	Hero vehicle walkarounds, before-and-after matches, delivery sequence, and approved customer reaction.
3:20-4:00	Team personality, shop culture, offers, alternate hooks, alternate endings, and pickup shots.

- ☐ Confirm which vehicles can be filmed and how long each will be on site.
- ☐ Choose 2-4 people who can explain the work naturally.
- ☐ Prepare clean branded uniforms, products, tools, and work areas.
- ☐ Write down five customer questions heard every week.
- ☐ Flag license plates, VINs, invoices, screens, keys, and private details.
- ☐ Schedule one reveal or delivery moment before the day ends.

EIGHT-WEEK DEPLOYMENT

Keep the feed useful between hero cars

Rotate education, proof, people, and conversion so the brand is not dependent on one exotic vehicle or one dramatic transformation.

WEEK 1	Team introduction Warning sign Bay detail Inspection CTA
WEEK 2	Service comparison Process close-up Shop opinion Before condition
WEEK 3	Pricing factor Technician walkthrough Tool favorite Quote CTA
WEEK 4	Maintenance myth Quality-control step This-or-that Project reveal
WEEK 5	First-visit expectation Difficult-job recap Bay reset Seasonal reminder
WEEK 6	Product comparison Prep detail Team trend Lead-time explainer
WEEK 7	What to ask a shop Customer story Morning load-in Information-to-send CTA
WEEK 8	Warranty or care tip Delivery reaction Team recap Booking walkthrough

SHOT CHECKLIST

The project-story sequence

Capture these nine frames for any job you want to turn into a case-style short video.

- ☐ Vehicle arrival or clean establishing angle.
- ☐ The original condition, customer goal, or visible problem.
- ☐ Advisor or technician explaining the decision.
- ☐ Inspection, diagnosis, or measurement.
- ☐ Prep that protects the final result.
- ☐ The most visually interesting process step.
- ☐ Close-up proof of craftsmanship or quality control.
- ☐ Finished reveal in vertical and horizontal framing.
- ☐ Delivery, next-step explanation, or care guidance.

Turn the next shop day into a Content Drop

Cross X Agency plans the questions, people, vehicles, process, proof, and offers before the cameras arrive.

PLAN AN AUTOMOTIVE CONTENT DROP