



Welcome to Marketing 102
for Service Managers/Directors!

FIXEDOPS
MARKETING

DOES THIS SOUND FAMILIAR?



“No dealership has ever gotten the service specials page right. Now that it’s right, it’s been incredible,” - Jeff Bruket, Affinity Auto Group

THE MARKETING STRUGGLE...

The
Problem

- 1 Customer needs aren't made a priority / SEO pages aren't effective = don't convert customers
- 2 Tools that are too complicated, too time consuming, contracts are too long
- 3 Overpaying for marketing services that don't actually make you more competitive
- 4 Overpriced products / Limited marketing budget

A man wearing a green safety vest and a light blue shirt is standing next to a dark-colored car with its trunk open. He is looking upwards towards the sky. The background shows a road with streetlights and a cloudy sky. A large orange semi-transparent rectangle is overlaid on the image, containing white text.

Only 20% of customers are made aware of fixed ops services.

How are your customers being made aware of your service department?

Spend marketing money in the department that makes the most money!



Attract new customers and new business



Make sure your customers are aware of your service specials and service prices



Send service reminders, appointment reminders, etc.



Upsell premium services

Send targeted, triggered, scheduled email campaigns!



Always send appt. reminders & missed appts., service specials, etc. to your customers!



Follow up on missed appointments and send rescheduled appt. reminders



Be organized and schedule your email marketing campaigns 3+ months in advance



If you don't have the time/resources, find someone who does



What happens if your marketing design varies?



Customers don't realize the communications you do send are all from the same dealership



Fluctuating design gives the impression the dealership 'doesn't have their act together'



Customers won't recognize your dealership branding



If your design is messy, customers will assume your service center is as well

EMAIL MARKETING

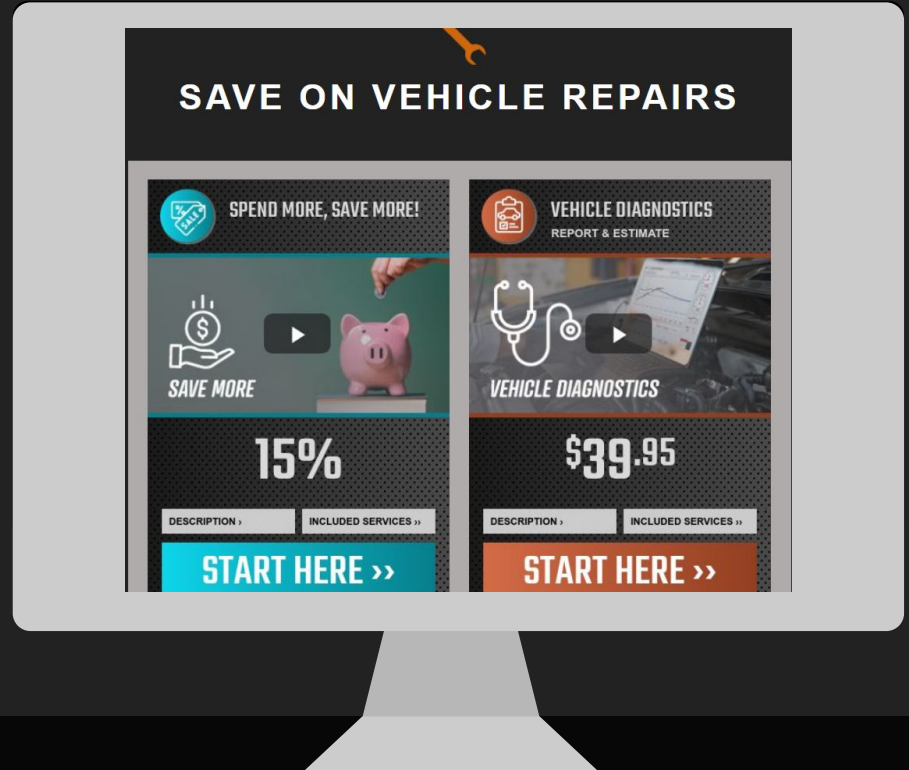
Send automated email campaigns at predetermined times for appointment reminders, service specials, denied services, etc.

Use modern marketing tools to schedule these out well in advance.



EMAIL MARKETING

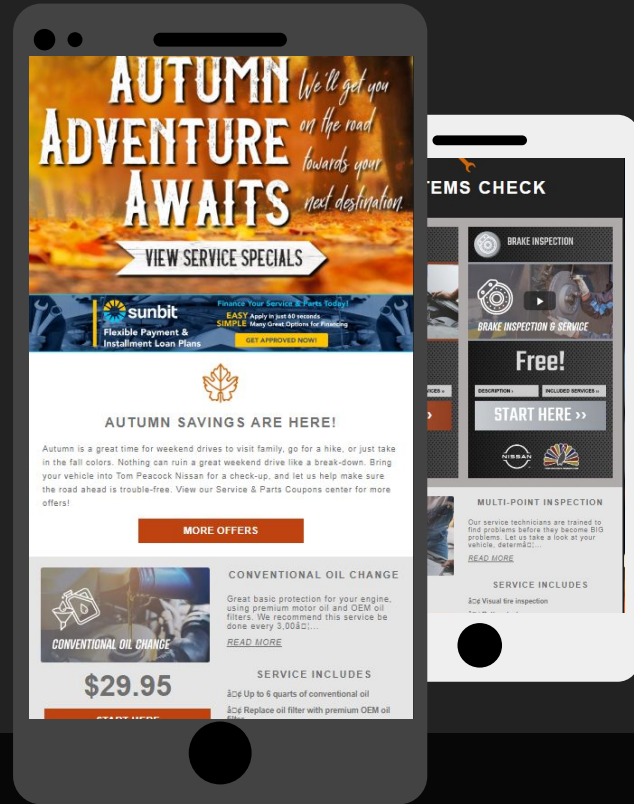
Keep your marketing looking consistent, from the website to the email, to the text message.



MOBILE (or TEXT) MARKETING

Automated text messages and 'triggered' text messages can be sent on a predefined basis. Triggers can easily be set to SEND when, for example, a customer misses an appointment and every instance of communication can be tracked in your CRM.

Keep a consistent look!



A photograph of three people in a car dealership. A man with long brown hair and a beard, wearing a white shirt, is on the left. A man with short dark hair and a beard, wearing a dark blue shirt, is in the center. A woman with long dark hair, wearing a red sweater, is on the right. They are all smiling and looking at a smartphone held by the man in the center. The background shows a car dealership with a blue car partially visible on the right and a wall with color swatches on the left. A large red semi-transparent rectangle is overlaid on the image, containing white text.

Video traffic accounts for 80% online consumer traffic

making video #1 way internet users are consuming content on
the web.

ABOUT VIDEO MARKETING



Video viewers retain 95% of the video message, compared to only 10% of those who read content



Video marketing can be affordable and easily doable



There are inexpensive ways to get access to these videos for all your marketing & branding needs



Video caters to both web and mobile users

A woman with long dark hair, wearing a light-colored button-down shirt, is smiling and looking towards a man. The man, wearing a dark blue work shirt, is looking back at her. They are standing in a car repair shop. In the foreground, the hood of a car is open, revealing the engine compartment. In the background, there are blue car lifts and other vehicles.

Using video in an email can boost
click-through rates by 200-300%.

Video marketing can be done simply and affordably at a very
reasonable price.

The issue with BDCs



Customers don't want phone calls. They want emails or text messages



Many dealerships don't have a BDC there to make all the calls



Someone has to manage and maintain the software that tracks calls through the CRM



Many don't have the resources for a practical follow-up campaign

The issue with not focusing on new business



Existing customers, missed appts. etc., aren't being followed up on



You're not upselling current customers



Customers have a difficult time finding the service center through online searches



Your service center doesn't rank high in organic searches

HOW TO GET MORE TRAFFIC TO YOUR SERVICE PAGES



Offer a variety of specials for all vehicle services, seasons, holidays, etc.



Give customers multiple ways to save/share the coupon and schedule service online



Educate your customers on denied services (with videos, for example)



Market your specials! Email, text, snail mail - It's up to you to get your services in front of would-be customers! Use VIDEO!

**CONVERSION RATES
ACROSS ALL
DEALERSHIPS AVERAGE
2.3%**



**CONVERSION RATES
WITH FIXED OPS
MARKETING
AVERAGE 20%**



FILTER ANALYTICS

SELECT DEALERSHIP

Brookshire Hyundai ▾

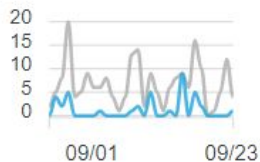
DATE RANGE

MTD YTD Previous

Custom Date Range
09/01/2020
09/30/2020

SUMMARY

Below is a summary of results for September 1st, 2020 through September 30th, 2020.



UNIQUE VISITORS ●	203
CONVERSIONS ●	38 (19%)

HERE ARE SOME CONVERSION EXAMPLES

Brookshire Hyundai - 19% conversion rate for the month of September 2020

FILTER ANALYTICS

SELECT DEALERSHIP

Tom Peacock Nissan ▾

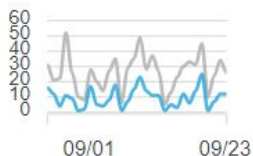
DATE RANGE

MTD YTD Previous Mo

Custom Date Range
09/01/2020 to 09/30/2020

SUMMARY

Below is a summary of results for September 1st, 2020 through September 30th, 2020.



UNIQUE VISITORS ●	779
CONVERSIONS ●	287 (37%)

HERE ARE SOME CONVERSION EXAMPLES

Tom Peacock Nissan - **37% conversion rate** for the month of September 2020

Your service and parts specials should be ranking in organic search



Most customers search online first and they're not finding your service center



You want more organic traffic - not having to pay for online ads



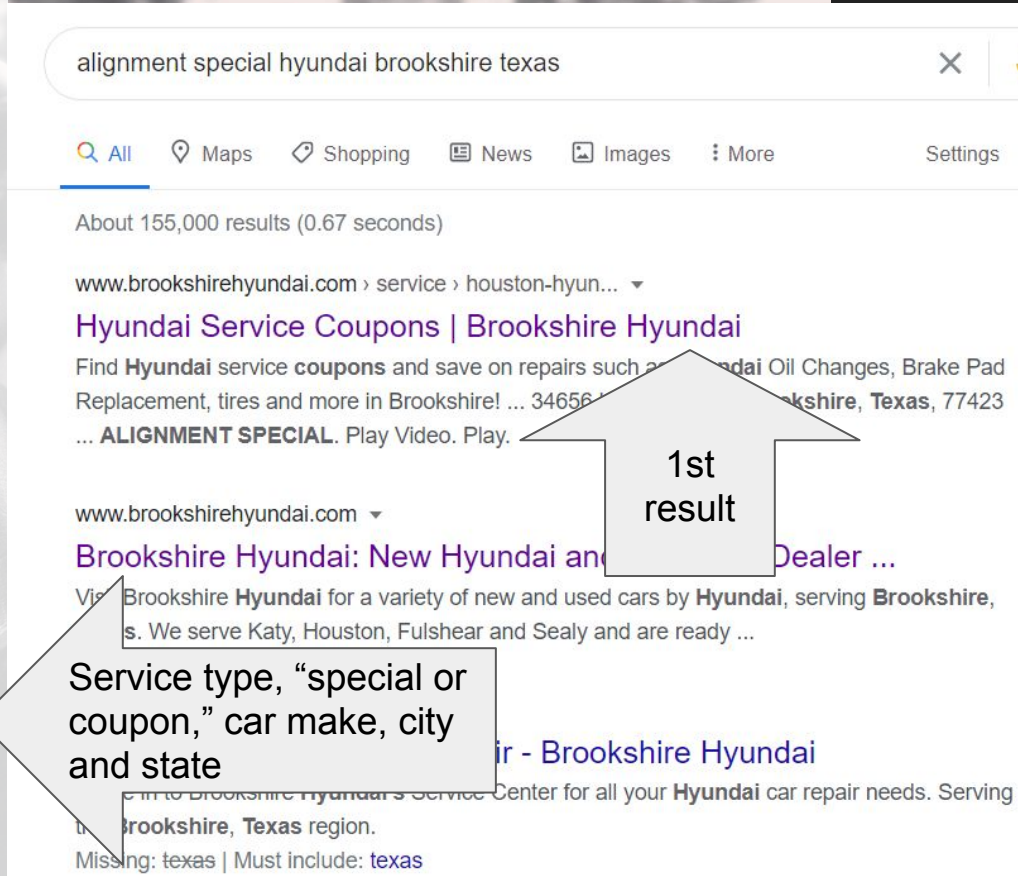
If customers do find your service center, they aren't converting



Your landing pages aren't turning website visits into service appointments

YOUR SERVICE SPECIALS SHOULD APPEAR IN SEARCH RESULTS

If a potential customer searches: "alignment special hyundai brookshire texas"



CUSTOMERS NEED TO BE SHOWN WHERE TO GO

Home New Toyota Inventory Used Inventory Service **Specials** Service Coupons Dealership



Home / Service Coupons / Service and Parts Coupons

Houston Toyota Service & Parts Coupons And Specials

CLICK FOR
LIVE VIEW



FEATURED OFFERS

WORLD FAMOUS BARD AHL

PREMIUM MAINTENANCE SERVICES

powered by BARD AHL PRODUCTS

VIEW OFFERS ▶ *ask about ADVANCED PROTECTION SERVICES!*

Text Us

DOT-4

PRO-1

DOT-4

DOT-4

PURE STEERING FLUID

MENU

PREMIUM MAINTENANCE SERVICES

OIL CHANGES

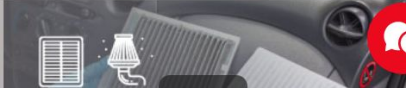
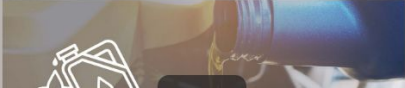
REPAIRS & DIAGNOSTICS

FILTER

HIGH MILEAGE VEHICLE SERVICE
Toyota and Scion Owners

MAINTENANCE PLUS PACKAGE

ENGINE AIR FILTER
Genuine Toyota




GOOGLE MY BUSINESS IS IMPORTANT FOR SEARCH

From Hill Country Honda


"Hill Country Honda is built for you. Located in San Antonio, TX, near Alamo Ranch and Sea World on West 1604. Visit Hill Country Honda in San Antonio, TX for your new Honda. Your New vehicle, Pre-Owned and Certified Pre-owned Honda Dealership is...More

Hill Country Honda on Google



WHEEL ALIGNMENT

Buy 3 Tires get 1 Free - w...
Oct 1 - Oct 31
FREE Your vehicle handles...
Oct 7, 2020
[View Offer](#)




TIMING

Timing Belt Replacement
Oct 1 - Oct 31
\$400 Don't let a frayed timin...
Oct 7, 2020
[View Offer](#)


Profiles

[Facebook](#) [YouTube](#) [Instagram](#) [LinkedIn](#)


People also search for [View 15+ more](#)




Northside Honda
Honda dealer




Fernandez Honda
Honda dealer



Gillman Honda San Antonio
Honda dealer



Cavender Buick GMC West
GMC dealer



Gunn Honda
Honda dealer

SEARCH

Google My Business [LINK]

BEFORE TECHNOLOGY & AUTOMATION TOOLS

Prior to advanced marketing tools, service managers would show customers a **slip of paper** and nothing was tracked. Premium services simply wouldn't get in front of customers.

With automation, your services get in front of customers.



Nothing is automated, so nothing gets done



Service managers don't have the time to perform all marketing/design



It's time consuming to write, create, and schedule marketing



A specific expertise is needed to create targeted and triggered campaigns



No one has the time or energy to manually follow-up with each past customer

9) Service marketing isn't eye-catching or attractive



Your marketing won't work as well if your competitor's is better



Customers won't purchase more premium services if you don't communicate those services



No calls to action or conversion tools = no new customers



Customers will go somewhere that is doing their marketing right

DO CUSTOMERS WANT THIS?

No Call to Action

No CRM Integration

No Details

No Urgency

EXPRESS SERVICE

Our express service lane will allow you to have important services performed on your vehicle like Oil Changes, Tire Rotations, Wheel Alignments & Balancing without having to make an appointment! It is one way we strive to be the most convenient dealer in town!

See your Service Advisor for details.



I hope they have a printer and scissors

No Remarketing

No Customer Education

No Way to Convert

DO YOUR CUSTOMERS WANT THIS?

Anyone have a barcode scanner?

Oil Change Special

\$34.95

LIMITED OFFER

OIL CHANGE SPECIAL

\$34.95

REG PRICE \$67.60
\$32.65 SAVINGS!!

4 Cylinder Conventional Oil,
V6 and synthetic oil higher.



4 Cylinder Conventional Oil, V6 and synthetic oil higher.

OR THIS?

No Customer Tracking

No Share Option

No Details

No *Nothin'*!

**LOW PRICE
TIRE GUARANTEE**

LOW PRICE TIRE GUARANTEE*

[View offer](#)

Does this really do you any good?

No Save Option



No Pricing

Nothing 'special' about it

MODERN SERVICE SPECIALS DO LOOK LIKE THIS

- Multiple ways to convert
- Trackable to your CRM
- Educational, embedded video
- Searched by Google and organically ranked
- Pricing and expiration is clear
- Automated
- Service inclusions
- Offer details
- Opportunity for remarketing
- Always up to date

SYNTHETIC OIL CHANGE
6 Quart



SYNTHETIC OIL CHANGE

\$59.95 **START HERE**

Synthetic oil just works better. Synthetic oil lubricates better at extreme temperature...

[READ MORE >>>](#)

SERVICE INCLUDES

- ✓ Replace old fluid with up to 5 quarts of premium synthetic oil
- ✓ Replace oil filter with premium OEM filter

Valid until 10-31-2020 [Offer Detail & Disclaimer](#)

OFFER CODE: F33286

Outdated service specials give the impression that the dealerships doesn't have its act together



Sends the wrong impression to would-be customers



It takes time and effort to improve a poor reputation



A messy, outdated site negatively impacts your brand



Sloppy work = sloppy service, right? That's what your customers think

**SYNTHETIC OIL
CHANGE**
6 Quart



SYNTHETIC OIL CHANGE

\$59.95

**START
HERE**

Synthetic oil just works better. Synthetic oil lubricates better at extreme temperature...

[READ MORE >>>](#)

SERVICE INCLUDES

- ✓ Replace old fluid with up to 5 quarts of premium synthetic oil
- ✓ Replace oil filter with premium OEM filter

Valid until 10-31-2020

[Offer Detail & Disclaimer](#)

OFFER CODE: E33286

**YOUR SPECIALS
SHOULD **SELL**
THEMSELVES**

Video is the best way to achieve this.

**SYNTHETIC OIL
CHANGE**
6 Quart





Press **Esc** to exit full screen

*Your vehicle is a major investment
that you rely on every day.*

EDUCATE YOUR CUSTOMERS WITH VIDEO

Our customers can market these videos as they like as they are copyrighted by FOM

An advertisement for a synthetic oil change. The top section has a dark background with the text "SYNTHETIC OIL CHANGE 6 Quart" and a small icon of an oil can. The middle section shows a close-up of an engine with a white oil can and a play button icon. The bottom section has a dark background with the price "\$59.95" and a "START HERE" button.

SYNTHETIC OIL
CHANGE
6 Quart

SYNTHETIC OIL CHANGE

\$59.95

START
HERE

Website is simply not done right and not usable



If customers do find your website, they simply can't or won't convert



Bounce rates increase, giving you a lower organic search ranking



What good is it having a website if it doesn't work for you?



You don't look good when your competitors look better than you

If you think you have enough customers



You may have plenty of customers, but every dealership wants to increase lines per RO



Forgetting about the profits lost from not selling more premium services



Easily increase your profits



Don't forget: The image you put out effects how customers perceive your brand and image

Service doesn't realize what they're missing



Customers recognize effective marketing - We're developing new products all the time



Effective marketing doesn't have to be expensive - affordable pricing, no contract/obligation



You don't have to manage your service marketing - we do that for you



Good marketing works! The reporting proves it.

LET'S FIX IT!

Simple
Solution

- ✓ Decide on a marketing budget and stick to it
- ✓ Put your money where your profit is - invest in service marketing
- ✓ Be organized: Set up parameters, triggers, and marketing calendars way in advance
- ✓ Make sure you do your homework - Scope multiple companies and prices to see what works well for you

ENOUGH TELLING YOU -



LET US SHOW YOU

DEMO

REPORTING

VIDEO

PERFORMANCE

EMAIL MARKETING

ABOUT FIXEDOPS MARKETING

FixedOPS Marketing is radically changing how dealerships market their service departments and engage customers through video-based and coupon offers.

Service departments are more important than ever to dealership profitability. FixedOPS Marketing's offerings focus on better ways to create, display, and promote dealership coupons.

This product will significantly change how dealers think and execute marketing.



**HAVE QUESTIONS?
15-Min. Online Demo Avail.**



[Russell@
FixedOPSMarketing.com](mailto:Russell@FixedOPSMarketing.com)

972-510-5110

FixedOPSMarketing.com

[Demo.FixedOpsMarketing.
com](http://Demo.FixedOpsMarketing.com)