



CASE STUDY TOM PEACOCK NISSAN

*Unprofessional to professional -
Targeting specific audiences with
creative marketing while keeping
costs low*



SCOTT READ

Fixed Operations Director
Tom Peacock Nissan

STORE INFORMATION

- ✓ www.tompeacocknissan.com/
- ✓ 85 Technicians and staff
- ✓ North Houston, TX
- ✓ 4k Average tickets per month
- ✓ 1 Service manager
- ✓ 1 Fixed ops director
- ✓ Client since March 2020

A WORD FROM TOM PEACOCK NISSAN

Tom Peacock Nissan is your full-service car dealership. Come visit our state-of-the-art Service Department. We are ready to assist with any automotive needs you may have in the maintenance of your new or used Nissan, as well as any other make or model, and our prices are very competitive. Our goal with each and every customer is to deliver the quality service that we've built the Tom Peacock Nissan name on and to maintain your Nissan to showroom floor quality.

BACKGROUND

Prior to becoming a partner with FixedOPS Marketing in March 2020, Tom Peacock struggled to find a reputable fixed ops marketing vendor that offered a creative solution that wasn't generic. Tom Peacock wanted a variety of services marketed, not just a templated tool that everyone else had, that looked professional. It was also important that the company be able to target specific audiences in creative ways at a low cost. They did not want to sign a lengthy agreement to later find out that the service itself didn't offer creativity or look professional.



*We've had a 23% increase
in online conversions
since we started using
FixedOPS Marketing!*

- Scott Read



PROPOSED SOLUTION

After contacting FixedOPS Marketing and seeing the 15 minute demo, the dealership was eager to try on the service specials. They didn't have to sign a contract or make a long-term commitment, so the risk was low. After setup, the dealership easily implemented their service specials, with the descriptions and fine print they wanted. After being with FixedOPS Marketing for some time, they were happy enough with the original product, that they also signed up to receive PERFORMANCE, a new product that offers filters, videos, categories, SEO, Google Business Profile, and more.



Listen to the
WTF?! Podcast

LISTEN

CASE STUDY TOM PEACOCK NISSAN



GOALS AND RESULTS

There were specific requests that this dealership really wanted in a fixed ops marketing tool. They wanted automation, but also the freedom to market their services with their own branding and messaging. They wanted customers to be able to convert in many different ways. They wanted to be able to use video as a sales and education tool. The dealership also wanted to be perceived as professional because they knew that if their service website looked bad, customers would assume the service center was bad as well.

After several months, the dealership took a look at their conversion rates and were shocked to find 36% conversion rates in January/February 2021!



I'd recommend FixedOPS Marketing to anyone.

- Scott Read
Fixed Ops Director
Tom Peacock Nissan



The Final Result

(Sample data: August-September 2020)

In the end, the new service specials pages were easy and effective for the service department to manage. The results were more than dealership and staff could have expected. They also couldn't believe it'd be so easy to manage and so cost effective.

31%

INCREASE IN
CONVERSIONS

452

CONVERSIONS

1257

UNIQUE
VISITORS



FixedOPS Marketing is easy to use, frees up my time, looks professional and is always up-to-date.

I no longer spend a half a day updating and coding pages that don't look professional.

Now, if I need something changed, it takes a couple hours at the most and it looks much more professional than before.

-Scott Read
Fixed Operations Director
Tom Peacock Nissan



Scan the QR code for more case studies.

SCAN ME