



CASE STUDY

HILL COUNTRY HONDA

Hill Country Honda in San Antonio used paid ads to boost their mid-week business in June 2023: their best month EVER.



RAHEEL SHAUKAT
Service Director
Hill Country Honda

STORE INFORMATION

- ✓ www.hillcountryhonda.com
- ✓ Located in San Antonio, TX
- ✓ 25 Technicians
- ✓ 3 Service Advisors
- ✓ 599 Conversions in 2 Weeks
- ✓ 30%+ monthly conversion rates
- ✓ \$2.50 CPL (Cost Per Lead)



"HAPPY HOUR" IN FIXED OPERATIONS PUTS AN END TO DEAD WEEKDAYS

Thanks to the efforts of Aaron Garcia, the Brand Director, and Raheel Shaukat, the Service Director, the dealership went from no-growth in March to achieving record-breaking success in June.

THE MAIN PROBLEM?

Lack of service business on the weekdays. "We were busy on the weekends, but midweek it'd slow to a crawl," says Garcia. While weekends were bustling with activity, the middle of the week saw a significant decline. Determined to address this issue, Garcia and Shaukat sought assistance from FixedOPS Marketing.

THE SOLUTION

By reallocating a budget of \$2700, initially used for sales mailers, they invested in a **paid ads campaign** focused on service. FixedOPS Marketing devised an innovative strategy that included targeted search display, remarketing, and Facebook ads, all centered around a unique, fun and enticing theme: "Happy Hour."

The ads were designed to offer fun and money-saving deals that resonated with customers.

“People understand ‘Happy Hour’ is a time to save money. Other marketing companies use ads that don’t mean anything to anybody. No one cares about \$9.95 oil changes. Those customers don’t turn into returning customers.”
- Raheel Shaukat



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HILL COUNTRY HONDA



RESULTS WITH NO WAIT

Remarkably, within just two weeks, the service department witnessed an incredible 599 conversions at an impressive 31.49% conversion rate! This marked the best month the dealership had ever experienced. As a result of the successful campaign, the service drive remained busy throughout the weekday, the main parking lot overflowed, phones rang off the hook, and the technicians were happy with the increased workload.

With their remarkable achievements, the team at Hill Country Honda is confidently looking to the future. They anticipate a 15% increase in customer pay gross over the next three months, along with more targeted ads and enhanced service effectiveness, thanks to the partnership with FixedOPS



AARON GARCIA
Brand Director
Hill Country Honda



PAID ADS GIVE MARKETING DOLLARS POWER

Paid ads have displaced the need for expensive and ineffective mailers. Potential customers can be targeted based on a wide variety of demographic and economic data. This keeps Fixed Operations staff busy and allows the dealership to balance their schedule without offering profit-killing discounts.

\$2.50

CPL
(COST PER LEAD)

31%+

CONVERSION
RATES

599

CONVERSIONS IN
2 WEEKS



"I love that FixedOPS Marketing doesn't put the same message everywhere. We have different services and different coupons in different places on the web. The coupons are quality specials, not generic oil change ads that no one cares about."

- Aaron Garcia



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