

# Service Combat Strategy

## PROBLEMS

- Fixed Ops is one of the only profitable sectors for dealers currently
- Customers are searching online for maintenance and repairs
- Nearly all customers are calling from a search result
- Only 30% of all service visits take place at a dealership
- Only 17% of dealership service visits occur at the dealership where the vehicle was purchased

## WHY IT'S HARD TO SOLVE THE PROBLEM

- Dealer websites are not designed for service
- Misconceptions about dealer pricing
- Customers believe independent shops are more convenient
- Customers seek service options online
- Non-essential businesses are struggling to maintain connection with their customer base
- Customers believe independent shops are more convenient/cost effective

## OUR SOLUTION

- Addresses vehicle owners' main concerns with dealer service departments
- Digitally targets current and potential customers
- Advertises service offers that are 100% relevant to online searches
- Provides vehicle owners with easy access to the info they need
- Capitalizes on today's trends to reach vehicle owners with marketing that includes them to take action

## KEY FEATURES

- Turn Key Program
- Highly Targeted Digital Advertisements
- Carefully Structured Dynamic Landing Pages
- Strategically Crafted Offers
- 24/7 Reporting Dashboard
- Digital Analyst Support and Optimization

## 45% Increase in Conversion Rates and 38% Decrease in Cost Per Conversion

Each year, the average dealer misses out on nearly **\$5,892,155**. Dealer service departments see less than 1/3 of all repair orders.

**\$5.27**

PER CONVERSION

**11.73%**

CLICK THROUGH RATE

**99**

CONVERSIONS PER MONTH

\*Based on paid search data from West County Honda

## 5 Reasons Service Customers Defect

1. Total cost is not reasonable
2. Fear of being overcharged
3. Unreasonable labor charges
4. Unreasonable parts charges
5. Distance/Location

## 4 in 5

## Car Owners Research Online When They Need Service

Get ahead of your competition during key online moments, and influence them when they are searching for service online. With our **Customer Match** feature, you can market to your most valuable asset (your previous customer) as they search for providers online.

Unlike others, we utilize this across ALL platforms including Search, Gmail, Youtube, Display and Facebook.

## Request a Demo

[learnmore@jandlmarketing.com](mailto:learnmore@jandlmarketing.com)





### 1. DATA SOURCES

J&L utilizes online & offline/DMS data to target our campaigns. We do the most extensive research BEFORE spending one dollar of your digital ad budget.



Non-Customers



In-active Customers (CRM)

### 2. CAMPAIGN STRUCTURE

We set up your campaign to attack your competitors' customers and defend your own customers. Campaigns, ad groups, keywords, and ads are all organized in the best possible way to entice shoppers.



### 4. LANDING PAGE

Targets are directed to a custom landing page where they are able to schedule service directly or call the dealership. They can also Text, Email, Print or add the offers to Google Pay or Apple Wallet. The landing page cross sells the other offers for maximum results.



### 3. CHANNELS

Our digital marketing experts utilize the power of the most relevant channels to capture leads wherever they are on the web.



### 5. REPORTING

We track and report on all activity that occurs during the campaign, making adjustments and optimizing repeatedly in order to achieve the best possible results.

# Request a Demo

[learnmore@jandlmarketing.com](mailto:learnmore@jandlmarketing.com)

