

Selling Service to the Mobile Consumer



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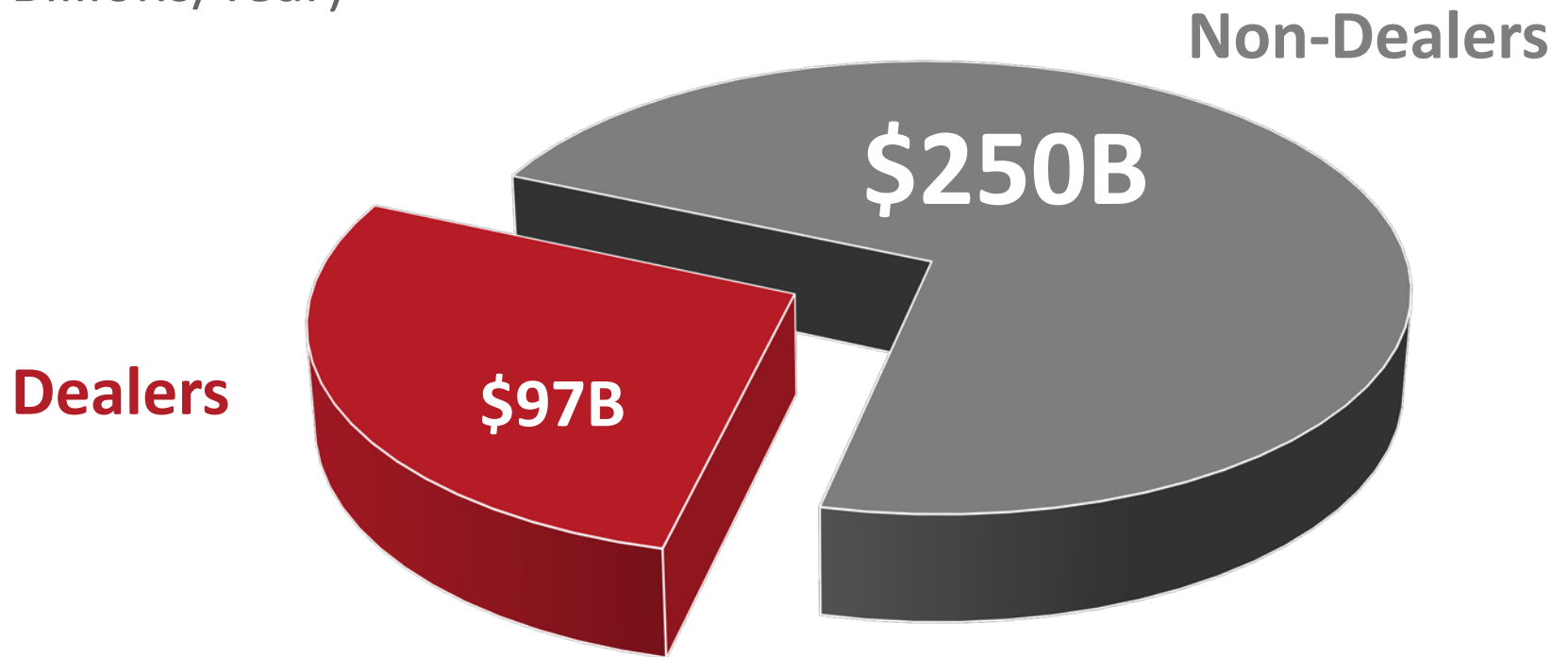
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#NADASHOW

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**Service & Parts >\$340B/Yr,
but dealers get < 30%**

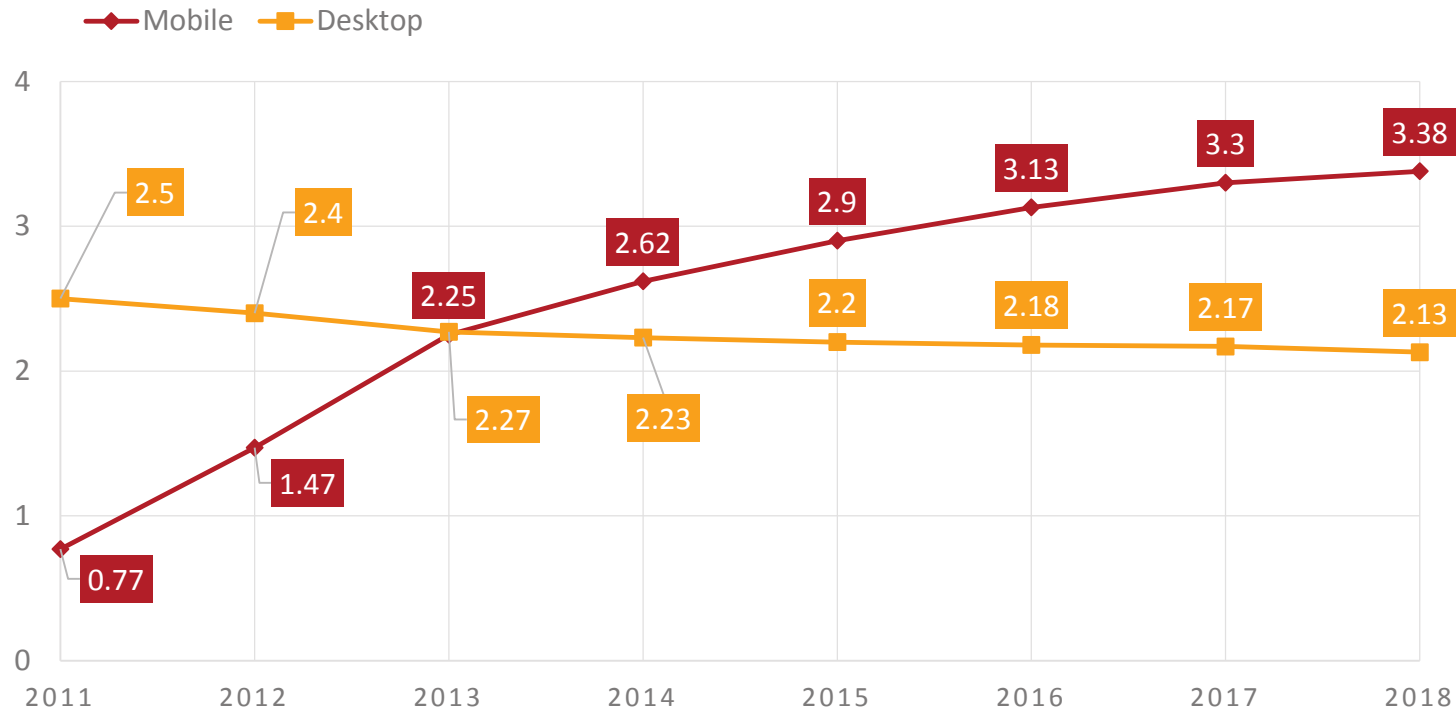
Service & Parts Market
(\$ Billions/Year)



Sources: NADA Data, Automotive
Aftermarket Industry Association 2015

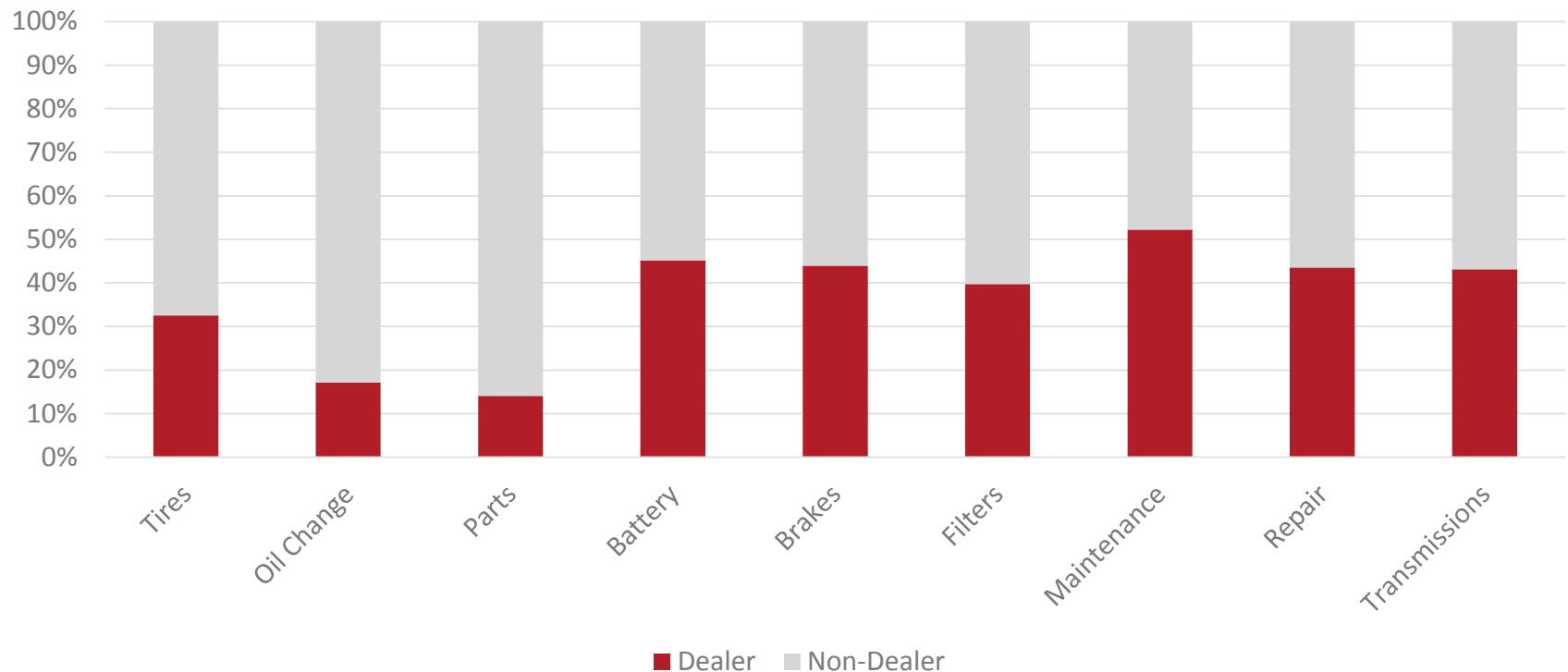
Consumers Use Phones More Than Desktops for Browsing Internet

Average Hours Per Day With Media By US Adults



The Reality Of Buying Parts Online ...

Online Market Share for Various Fixed Ops Categories



- Online, 3rd parties crush dealerships in tires, oil changes, and parts..
- But this can change, if dealerships change accordingly ...

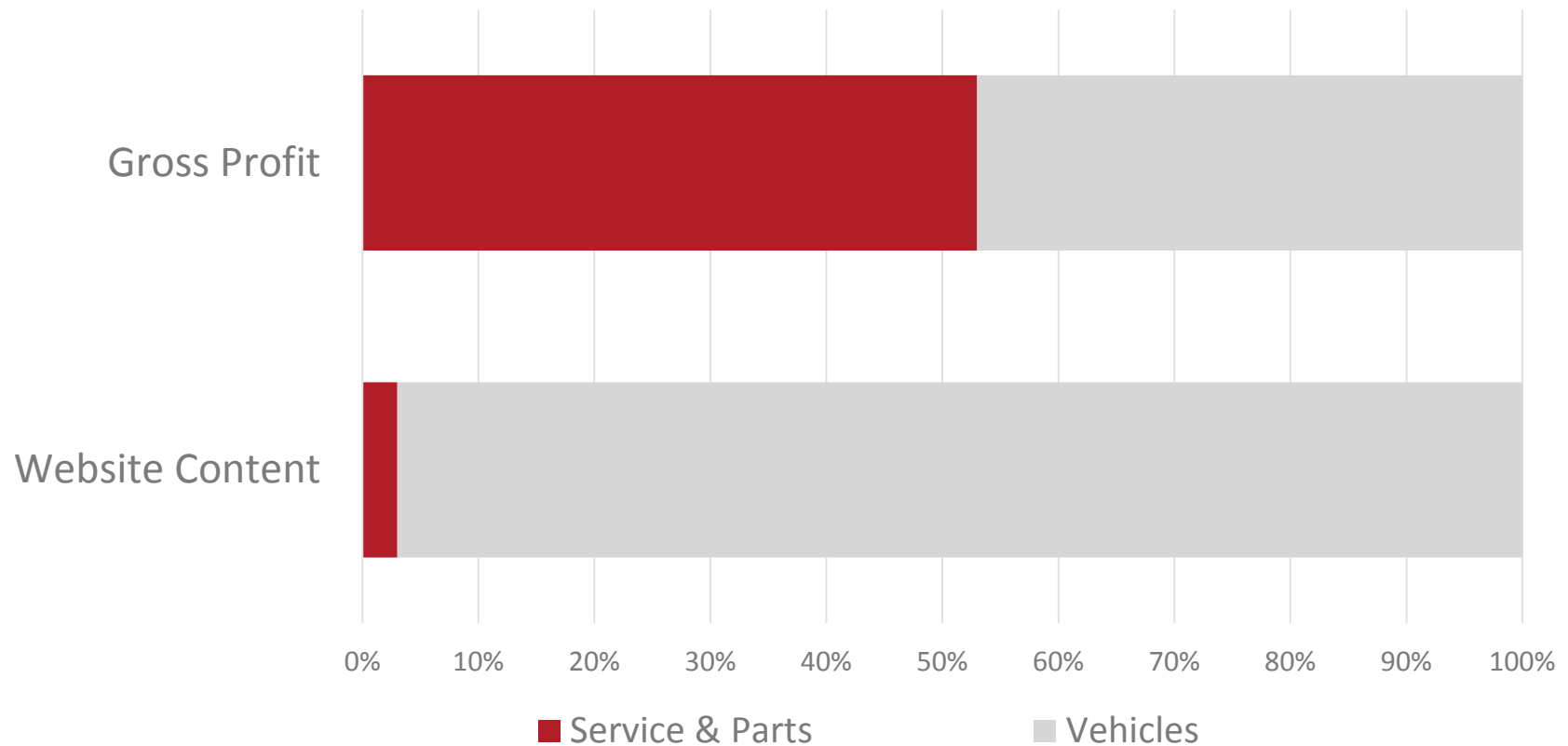
How Dealerships Service & Parts Can Crush Online

- Have fully-responsive, **mobile-friendly** website service content
- Have awesome **Fast & Google Friendly Mobile Online Presence**
- Use targeted **SEM** to be found in paid searches
- Enable a full **online store** with payments, orders, shipping, tracking, etc. and use **offers**

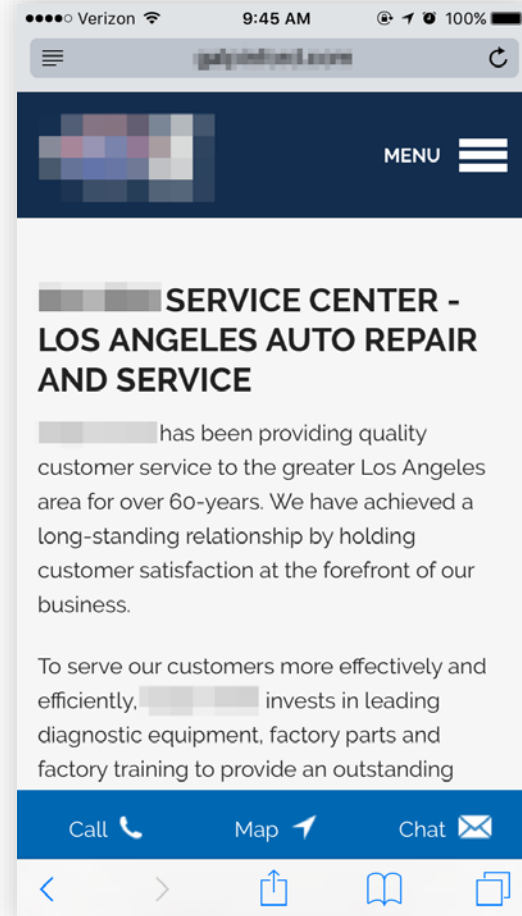
Website Service Content

Dealer Profit and Website Content: What's Wrong With This Picture?

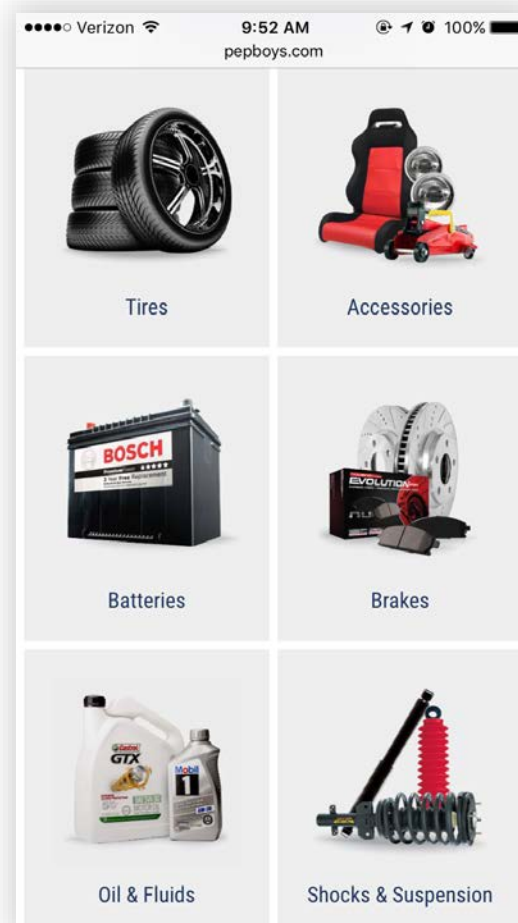
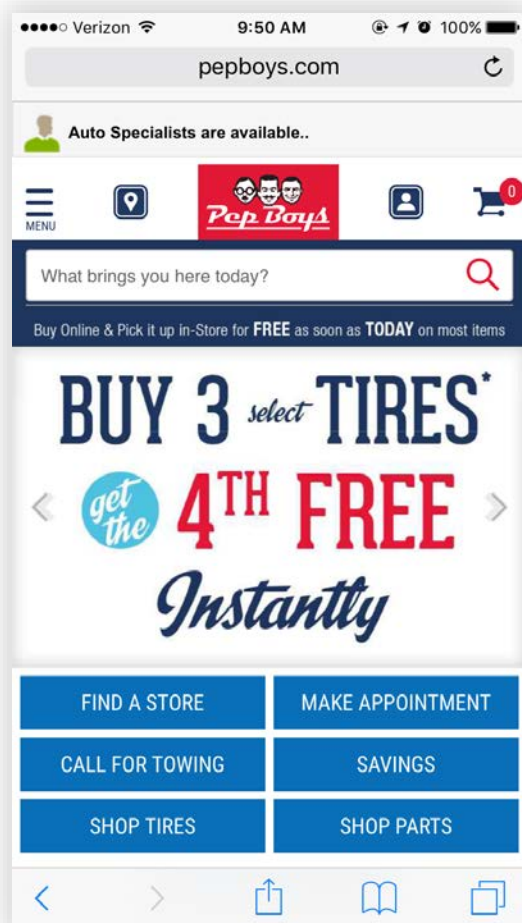
Source: NADA DATA, 2013



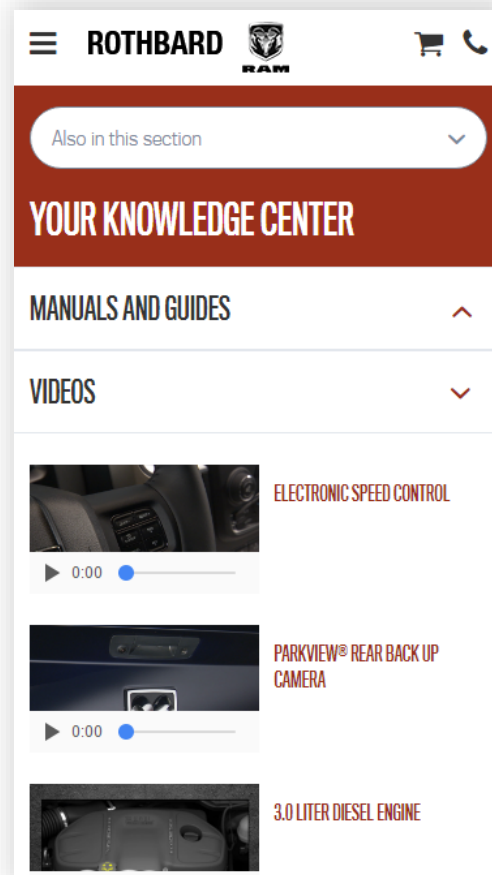
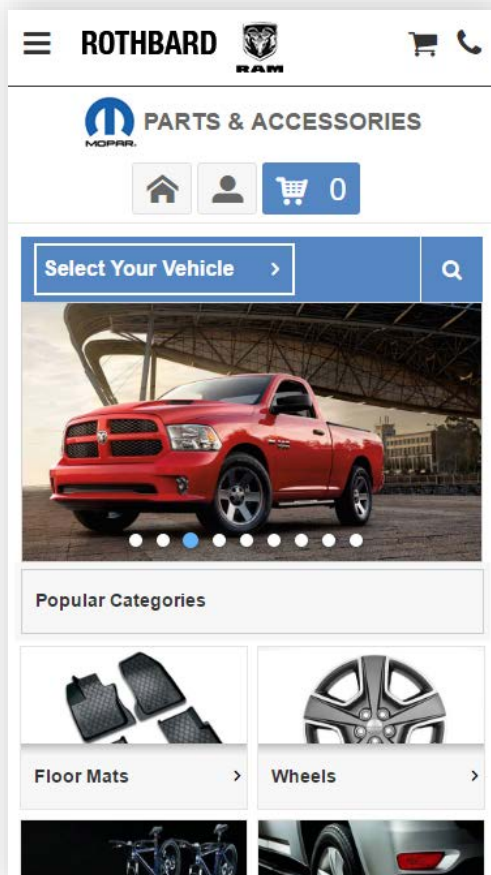
Dealer Service Content Currently





3rd-Party Service Chain: Pep Boys



Parts & Service Content for Dealers



Tire Configurator


ROTHBARD FORD


Tire Finder

Locate the best tires for your Ford — or any other vehicles in your garage — with our new Tire Finder. We offer a Low Price Tire Guarantee* on all 13 of our name-brand tires, and your local Ford Service technicians will install your tires with expert care.

*Valid on dealer-installed retail purchases only. Requires presentation of competitor's current price ad/offer on exact tire sold by dealership within 30 days after purchase. See participating dealership for details.

FIND THE RIGHT TIRE

Vehicle

Size



Recent Searches

Year

Make

Model

Trim (Optional)


ROTHBARD FORD


Tire Finder

Results for **2017 Ford F-150 King Ranch Super Crew 2WD**


Tire photo shows tread pattern for a given line: Sidewall may differ.

[Change Vehicle](#) | [Change Store](#)

[New Tire Search](#)


Sort

Filter



Michelin
PREMIER LTX
\$250.00 ^{1,2}
Size: 265/60R18
[\\$70 Offer Details](#)

☐ Select 2 or 3 to Compare

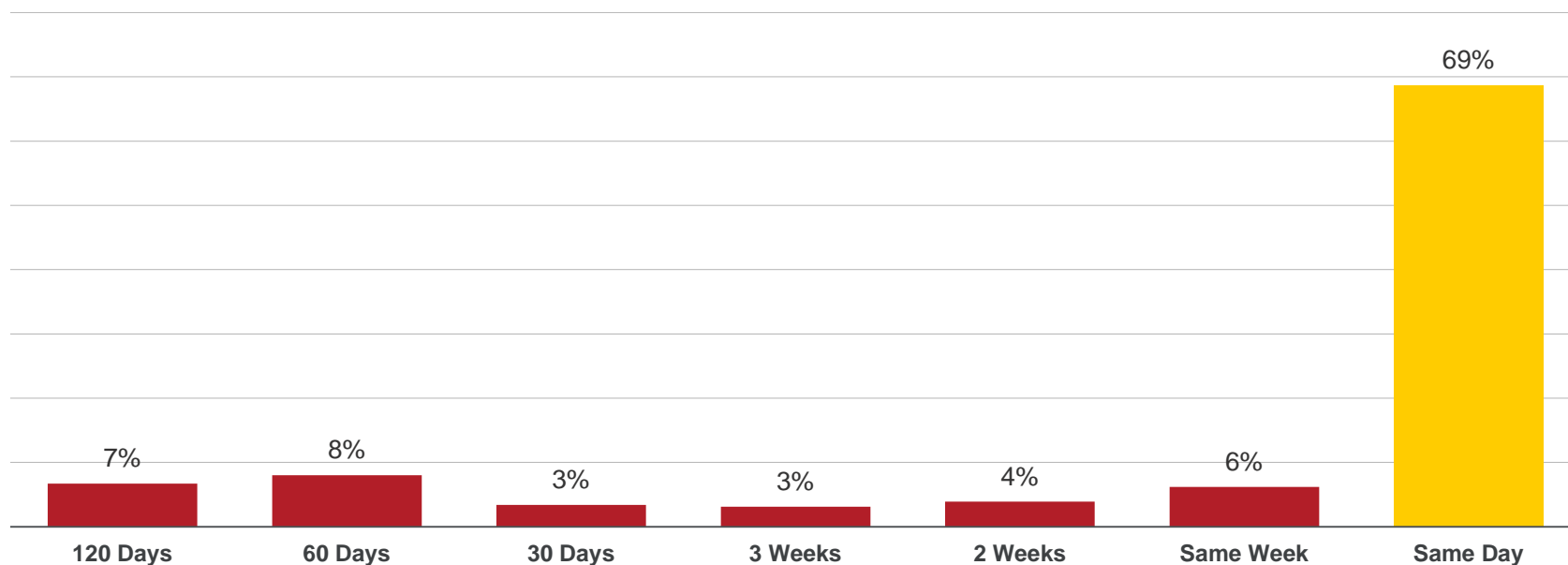


Hankook
DYNAPRO HT RH12
\$194.00 ^{1,2}
Size: 265/60R18

Goals Are Not “Leads”

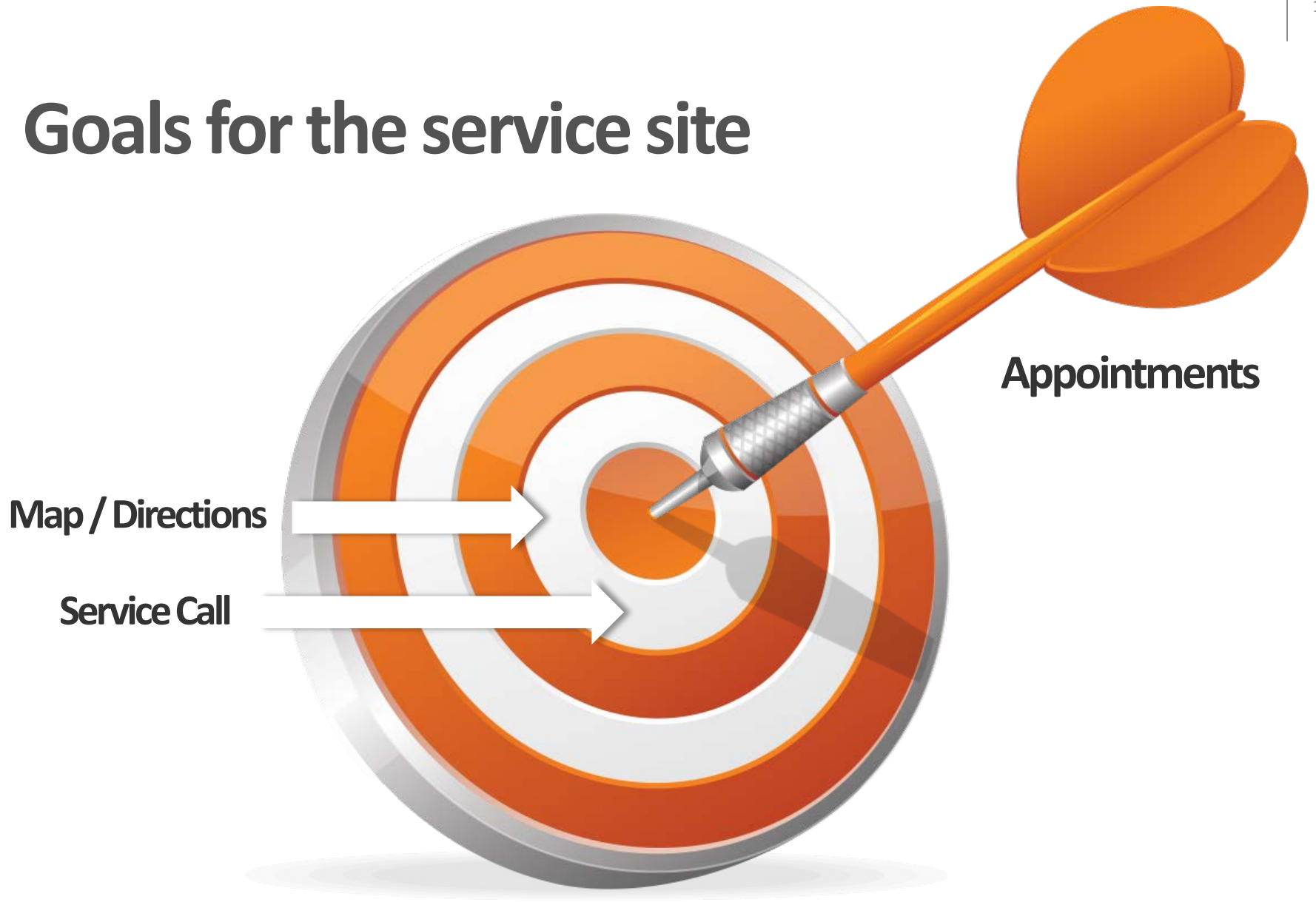
Shopping Cycle is Hours, Not Weeks

Nearly 70 percent of parts & service shoppers buy within one day



Share of first research visits prior to conversion
(vehicle service brands)

Goals for the service site



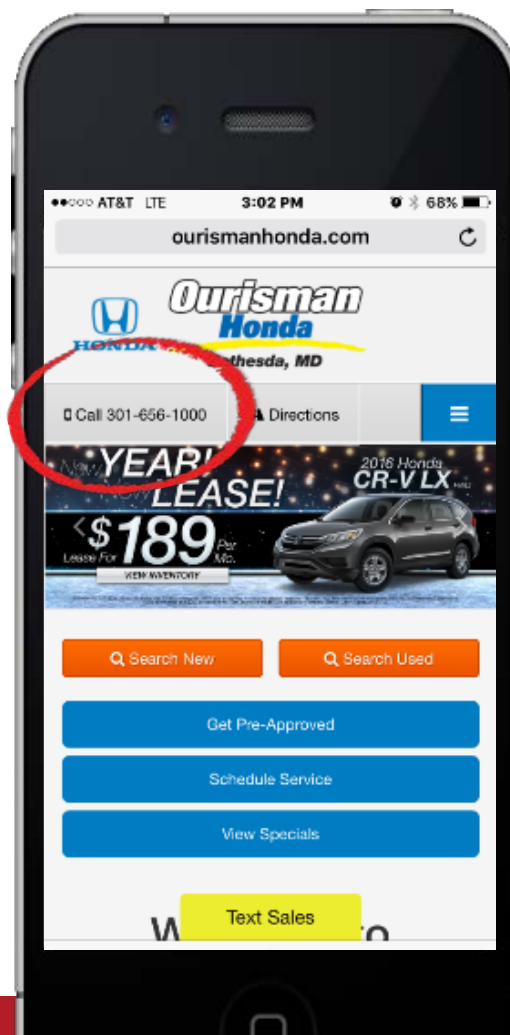
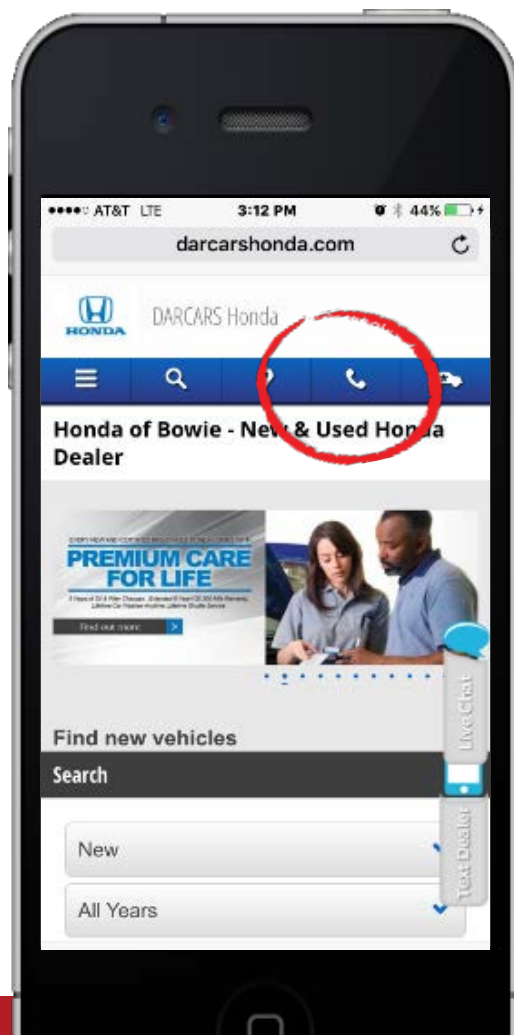
Phone Calls – Top Task for Mobile Service



Phone icon



Phone number

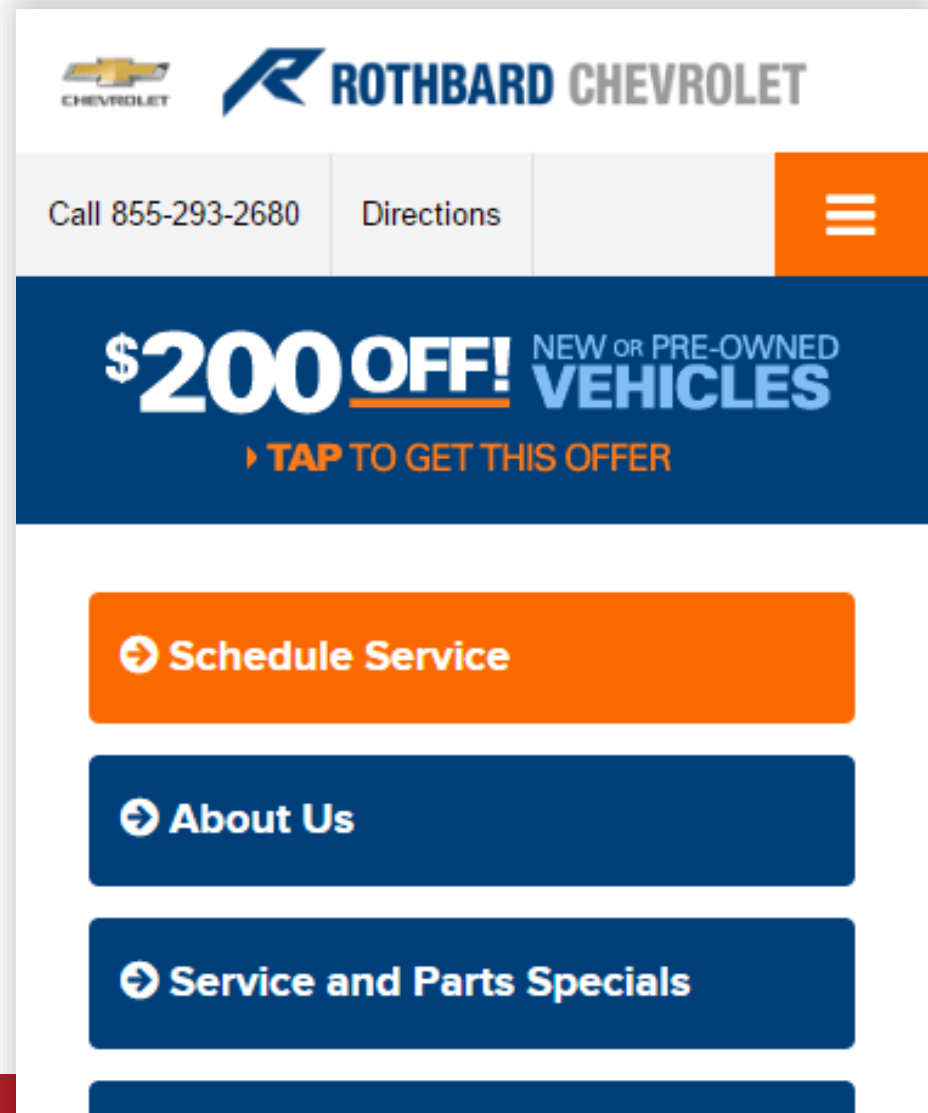
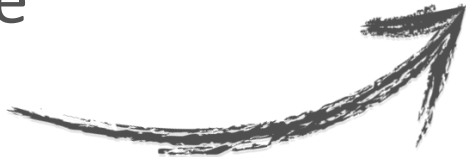


+30%

Calls

Increase Service Phone-Ups

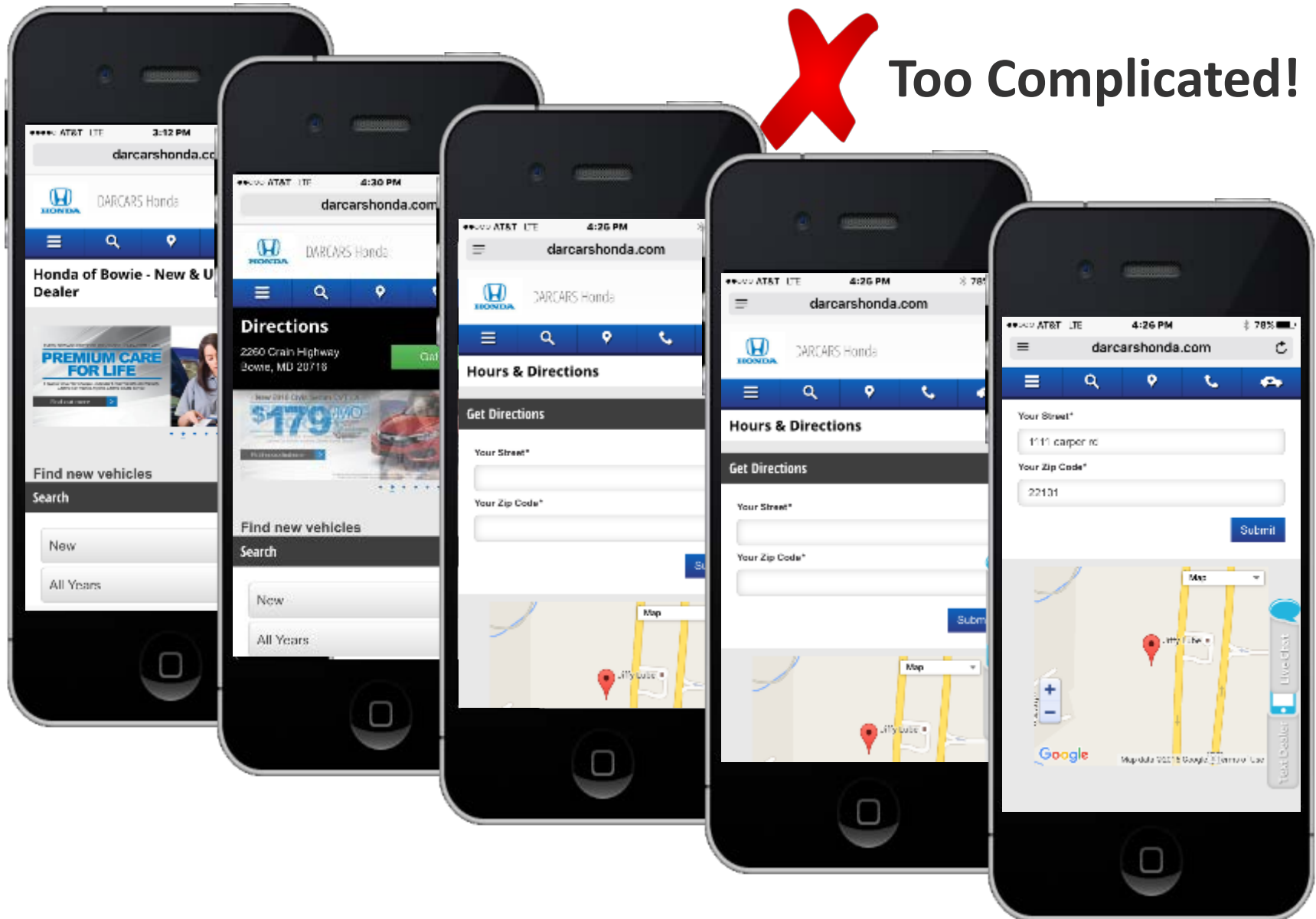
- Large, obvious phone number; dynamically-trackable



Directions Should be One Click – Easy



Too Complicated!

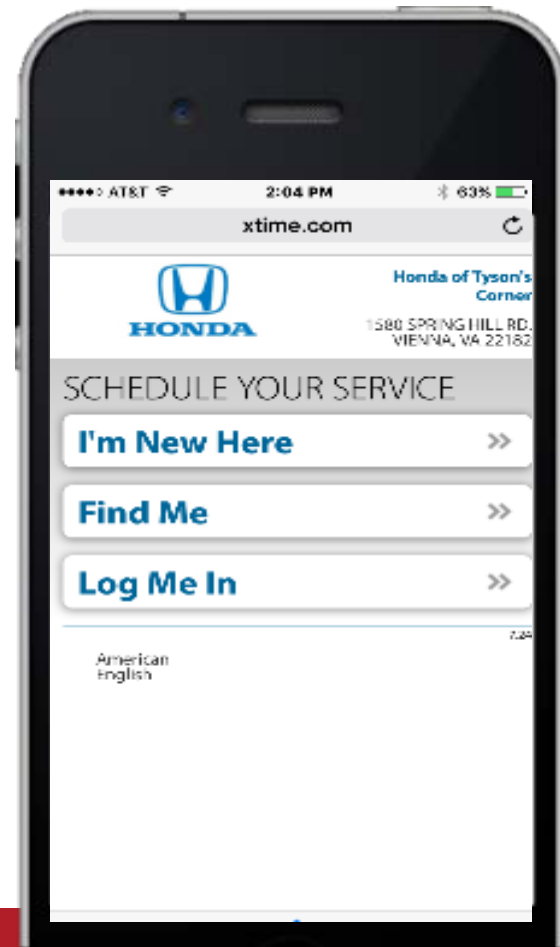


Service Appointments – Quick & Easy

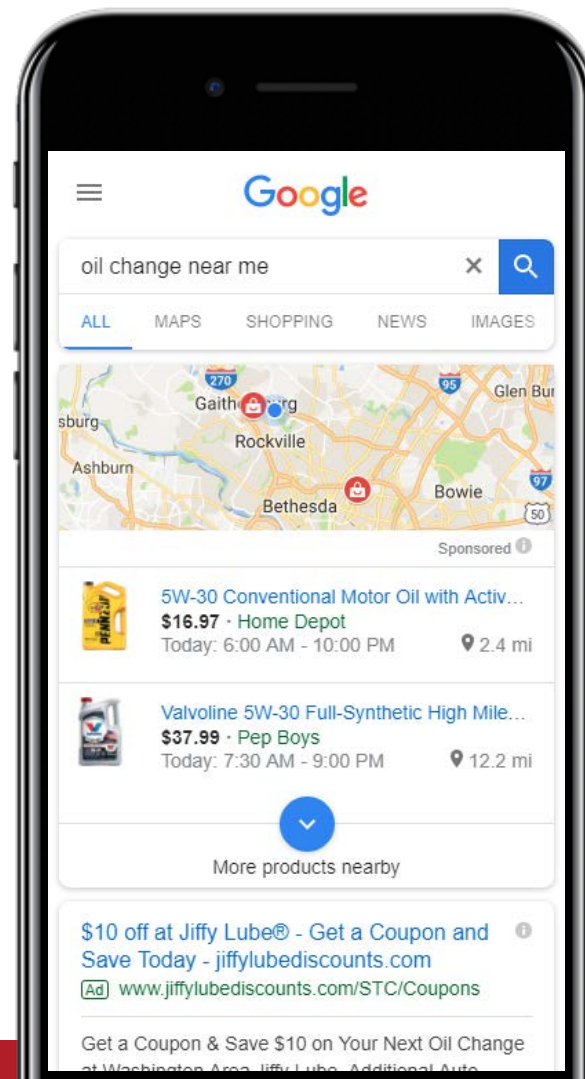
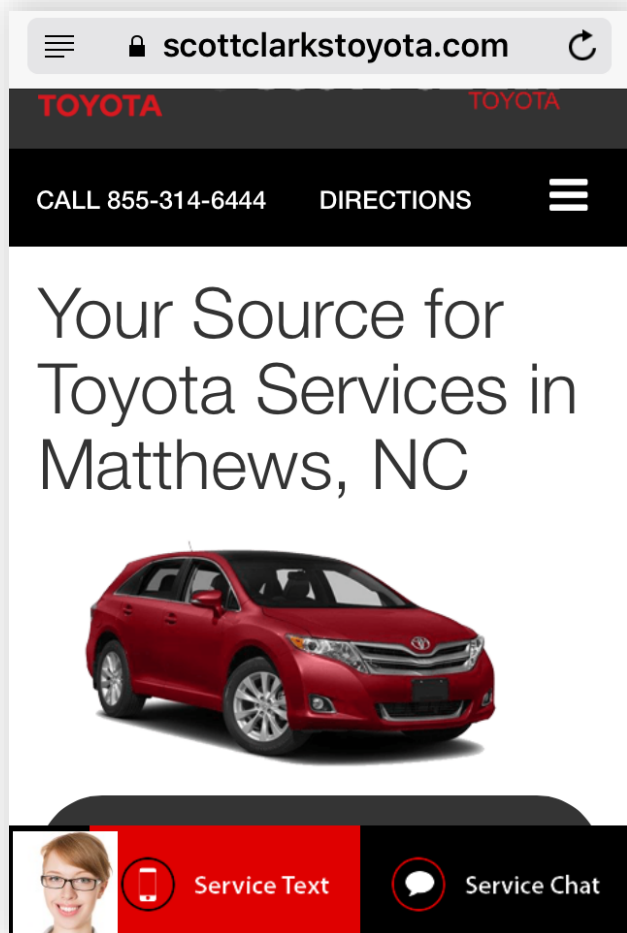
 **Hard**



 **Easy**

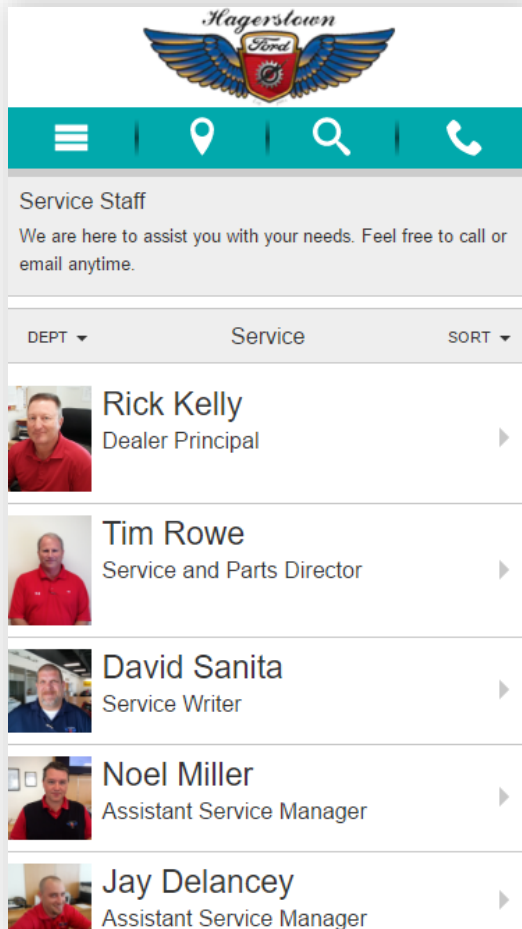


Service Appointments: Quick & Easy



Why Your Dealership Instead of 3rd Party Service Chain?

Highlight Staff Credibility



Example:

- Automotive Experience: 14 years
- Current Position: 3 years
- Special Awards: Master Certified Ford and Lincoln Service Manager and Service Consultant, Ranked 1st in 2015 for Washington DC Region in Ford's Employee Excellence Program.

Use Educational Video

How-to
videos
explain



Toyota Tires

The right tires not only help contribute to your vehicle's handling and performance, but can also impact fuel efficiency and safety as well. If your tires are showing signs of wear, you can get exact replacements for the original tires at a competitive price at Lustine Toyota Service Center. Our factory trained and certified Toyota technicians will ensure that your tires are mounted, balanced and inflated to match your Toyota vehicle's specifications.

Price Your Tires

[CLICK HERE](#)

View our competitive tire prices by clicking on the "Price

ROTHBARD FORD

VEHICLE > CENTER CONSOLE

How to locate auxiliary powerpoint outlets

THIS INFORMATION MAY NOT APPLY TO YOUR VEHICLE

Which vehicle would you like help with?

[Choose v](#)



Video Increases Search Engine Footprint and Builds Consumer Trust

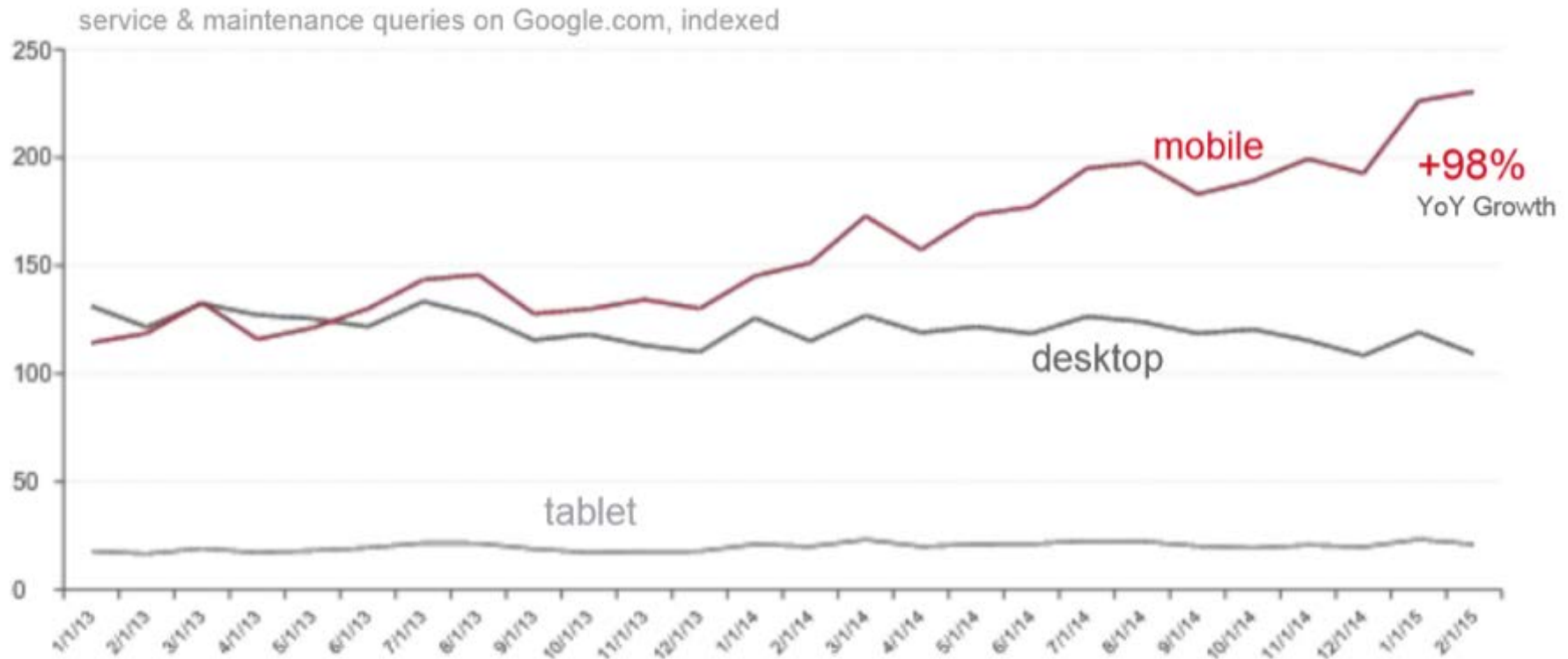


Of people who took their vehicle in for service first heard about the service center they visited through video.



Google-Friendly Online Mobile Presence

Mobile Fixed-Ops Marketing is the Future

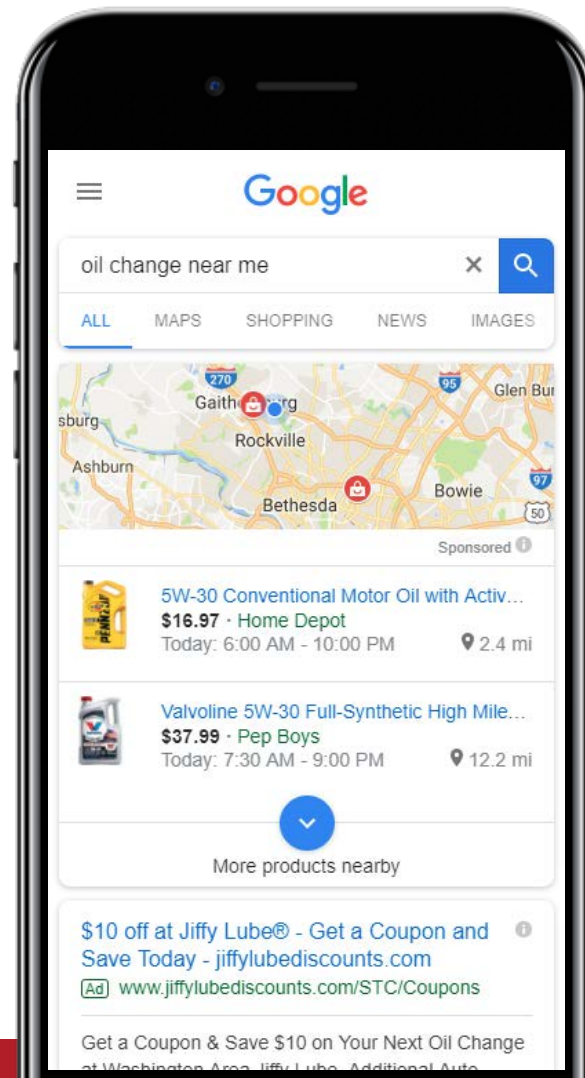


More than 50% of Fixed Ops Searches are Mobile

 **>50%**

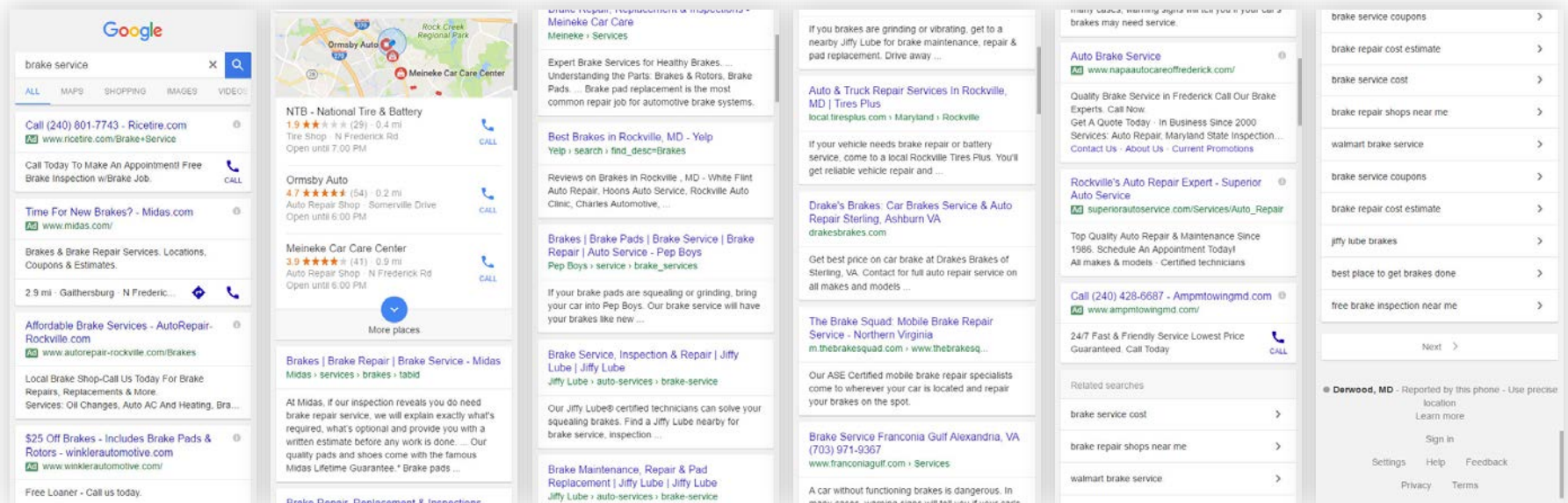
More than half of searches related to parts, services, and maintenance come from mobile.

Google Internal Data, January – August 2017, US



Dealers Are Absent on Google

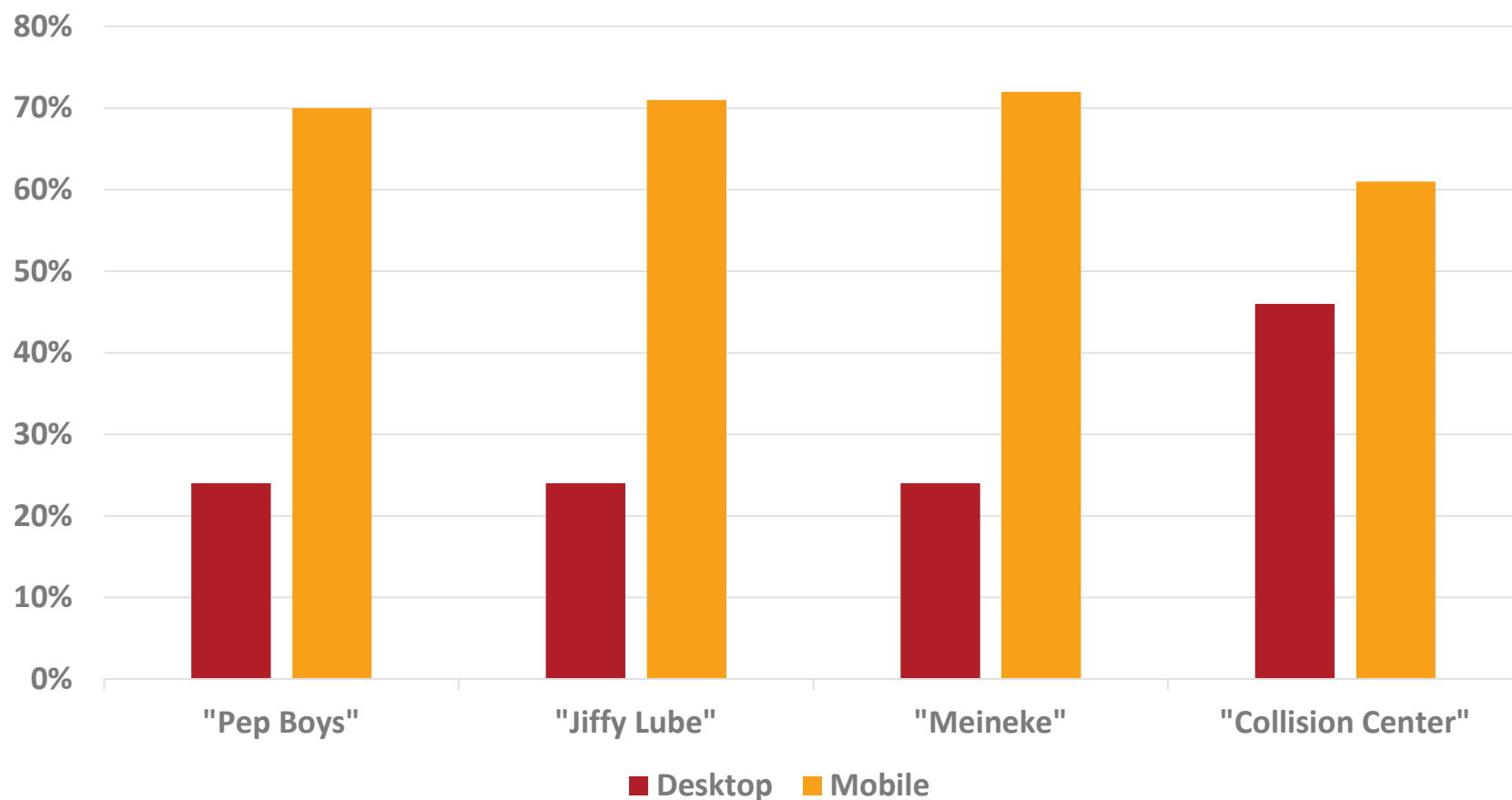
First page of mobile search results ... many national brands, no dealerships at all.



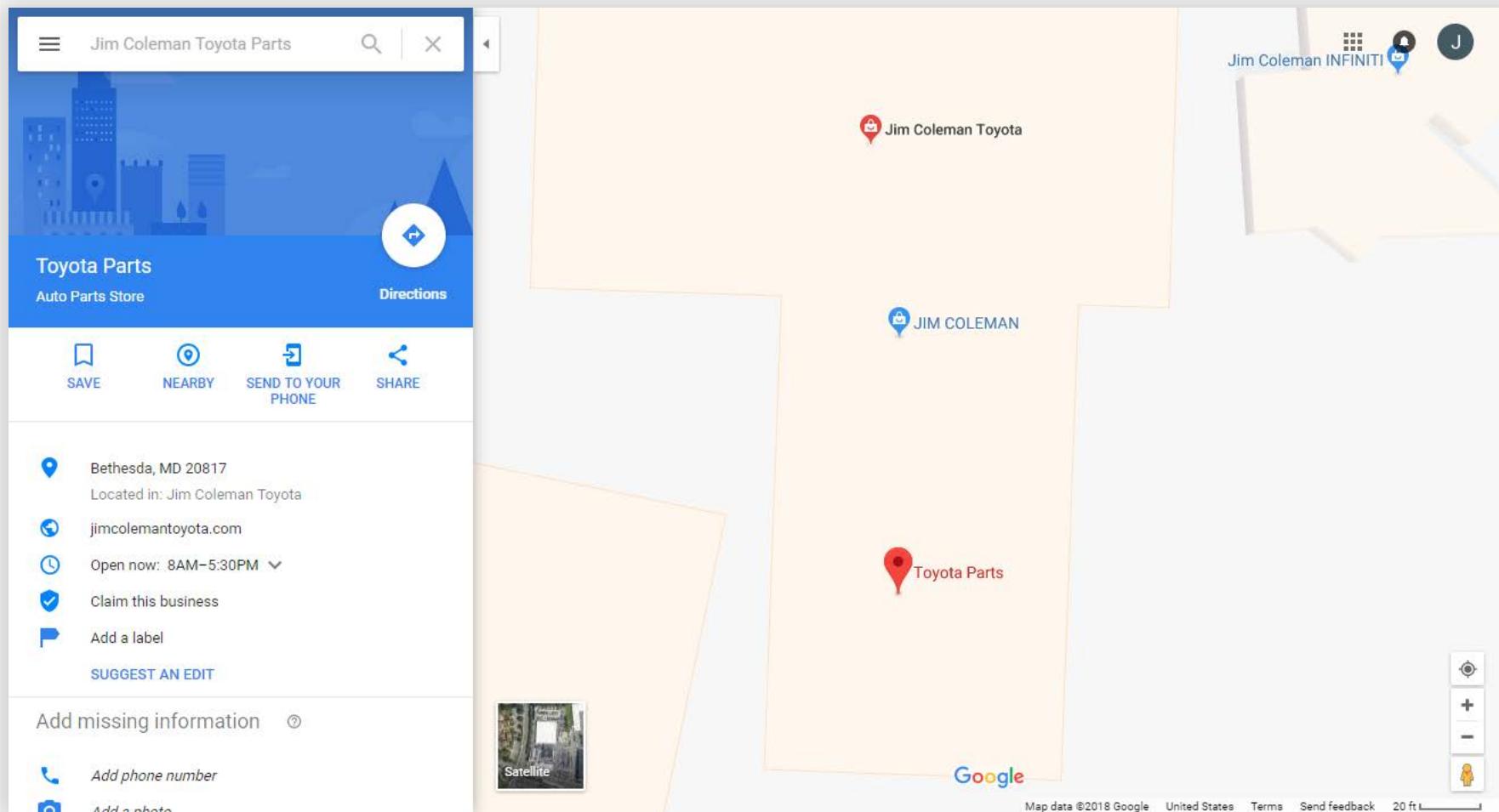
Scroll, next page, scroll next page ... first dealership shows up on the THIRD page!

Mobile Dominates Search Volumes for Competitors and Generic Business Types

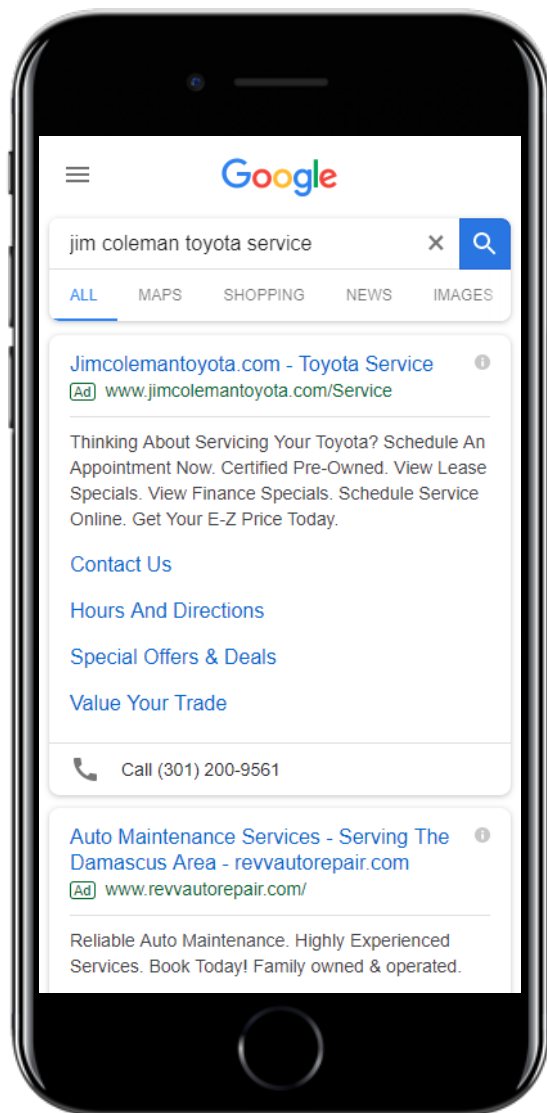
Google Search Volume Washington, DC January 2016



Google My Business Adds Pins For Fixed Ops

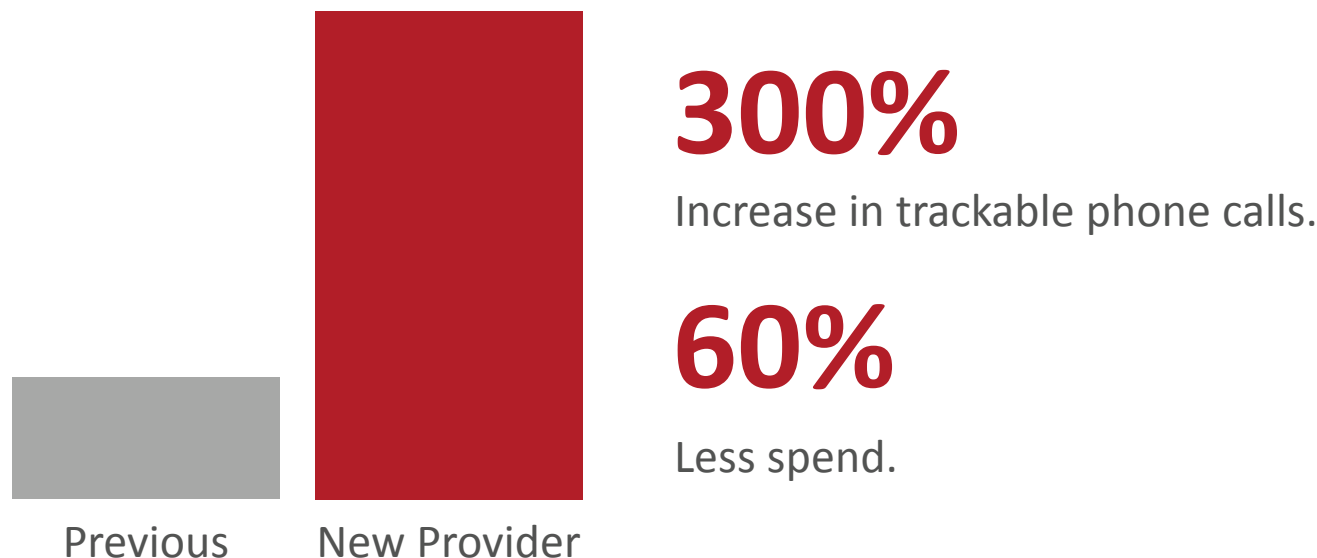


Mobile SERP's Heavily Favor Paid Search



- August 2015 – 3 Mobile Local Ads
- IProspect Reports 40% Decline in Organic CTR
- Dealers May Be After 3 Local Ads for Their Own Branded Term
- You MUST Buy Your Brand
- Consider Buying Competitors

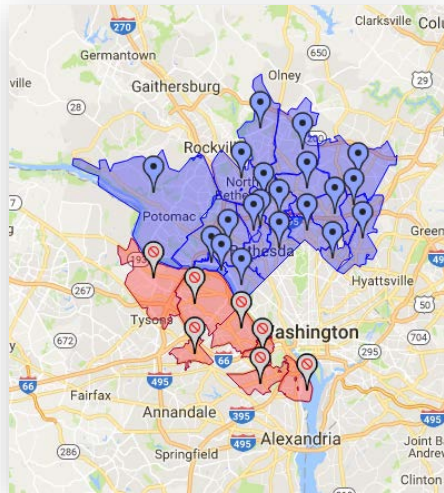
Fixed Ops Mobile Ad Case Study for ABC Auto Group Fixed Ops



"...the results [Provider] have produced have restored our faith in the Fixed Ops Digital Program. When we switched, our trackable phone calls from our Fixed Ops campaign went up 300% ... and that was on 60% LESS SPEND ... The results have been AMAZING!"

- eCommerce Manager at ABC Auto Group

Call-Only Ads



Call 301-200-9561 - Chris Deringer Auto Group®

[Ad chrisderingerautogroup.com/trusted_local/deals](https://chrisderingerautogroup.com/trusted_local/deals)

Better Deals Than The Other Guys
Save Up To \$3,000 On New & Used Cars



Call 301-200-9561 - Chris Deringer Auto Group®

[Ad chrisderingerautogroup.com/trusted_local/service](https://chrisderingerautogroup.com/trusted_local/service)

We'll Beat Any Signature Service.
Complete Service Starting From \$39.99



More than half of auto parts and service shoppers who use mobile search call the service provider directly from a search result.

STEP

1

Be strategic about who you're targeting and where.

STEP

3

Come up with a compelling Offer

STEP

2

Identify in-brand (if allowed) and competitor names

STEP

4

Set bids HIGH - \$20. (Remember – Every Click is a Call!)

Mobile Ad Best Practices

Ford® Oil Change Coupons – Starting At \$9.99

Ad

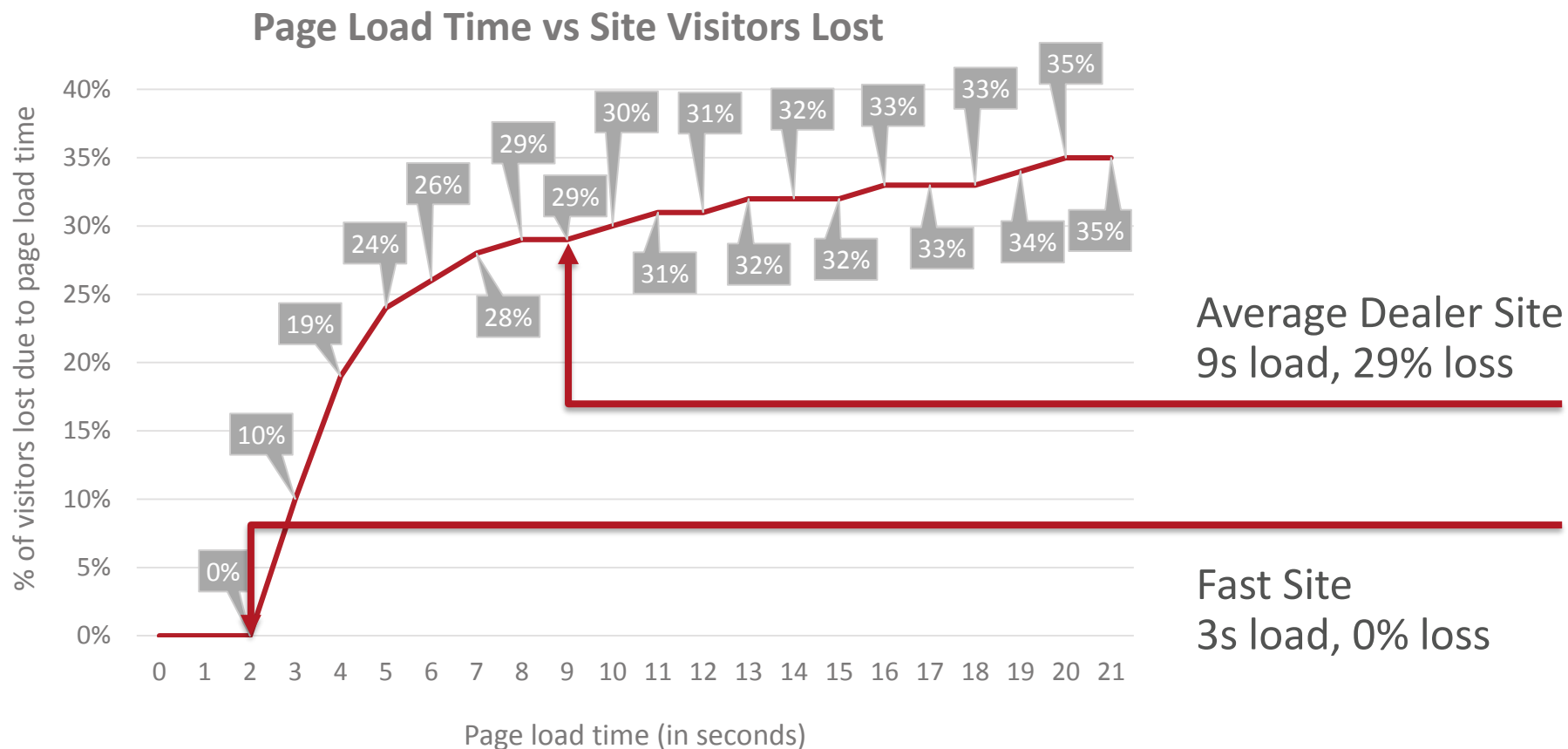
www.localforddealer.com (555) 555-5555

Call And Set Up Your Appointment In 5 Minutes!

[Schedule Service](#) [Get Coupons & Specials](#) [Hours & Directions](#)

- Call Extensions
- Site Links
- Location Extensions
- Strong Call To Action
- Compelling Offer

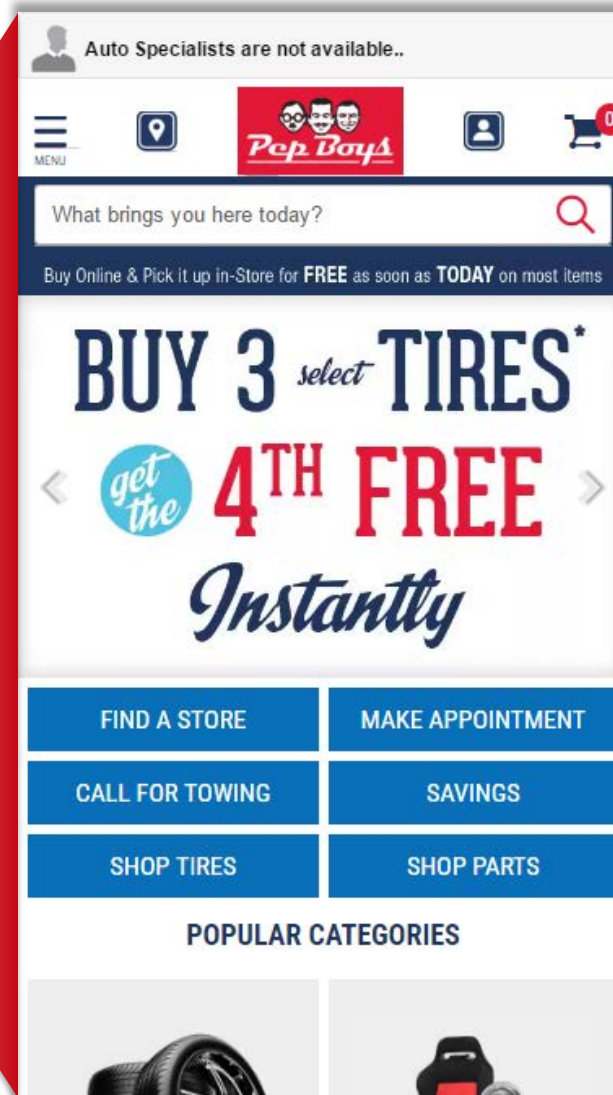
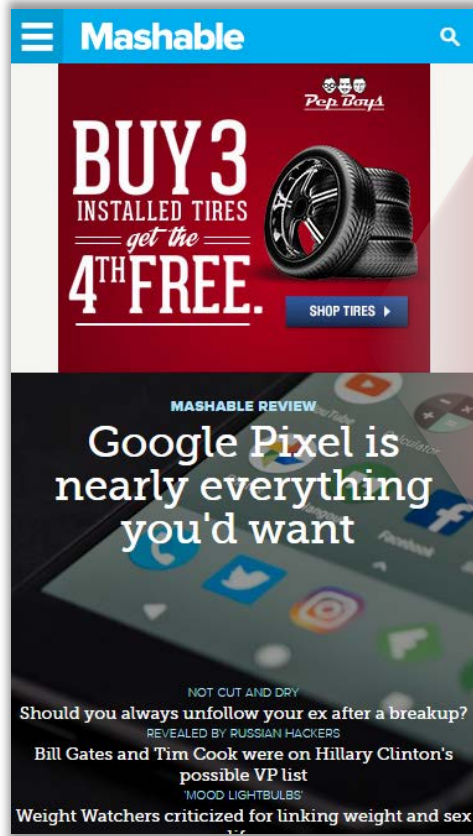
Google Says Avg Dealer Mobile Page Loses 28% of traffic before page loads



How Much Are You Wasting On Mobile SEM Because Of Your Slow Landing Pages?

Metric	Average Site	Fast Site	Change
Mobile Ad Spend	\$5,000	\$5,000	
Load Time	9s	3s	
% Loss	29%	0%	
Click Cost	\$2.50	\$2.50	
Clicks	2,000	2,000	
Click Loss	580	0	
Clicks	1420	2000	
Conv Rate	10%	10%	
Leads	142	200	+58
Leads/Sale	15%	15%	
Sales	21.3	30	+8.7
Gross/Sale	\$2,200	\$2,200	
Gross	\$46,860	\$66,000	+\$19,140



3rd-Party Chains Use Remarketing Ads



Facebook & Twitter Service Marketing

Pep Boys - Manny, Moe & Jack
October 15 at 9:00am · 🌐

We'll be your go-to "car guy."

TIRE SERVICES

Make an Appointment [Book Now](#)

PREV MAINT


Visit Your Local Pep Boys

👍❤️ 26 5 Comments 1 Share

Like Comment Share

Pep Boys - Manny, Moe & Jack added a new video.
October 13 at 11:50pm · 🌐

True or false. Topping off the gas tank can damage your car.



Open in Twitter App


JessicaRabbit @LoveMe_4eva 1h
I'ma probably need to get. New tires soon def before the winter

in reply to @LoveMe_4eva

Pep Boys @pepboysauto
@LoveMe_4eva Stay safe! Check out our tire clearance and save up to 66% 👉 bit.ly/1IujQr

Oct 18, 2016, 12:57 PM

Pep Boys @pepboysauto Sep 22
That car project in the garage isn't going to finish itself. Get to tinkering with DIY savings! Use code: PEP30 bit.ly/1QVYVqc



in reply to @dl_barnesjr

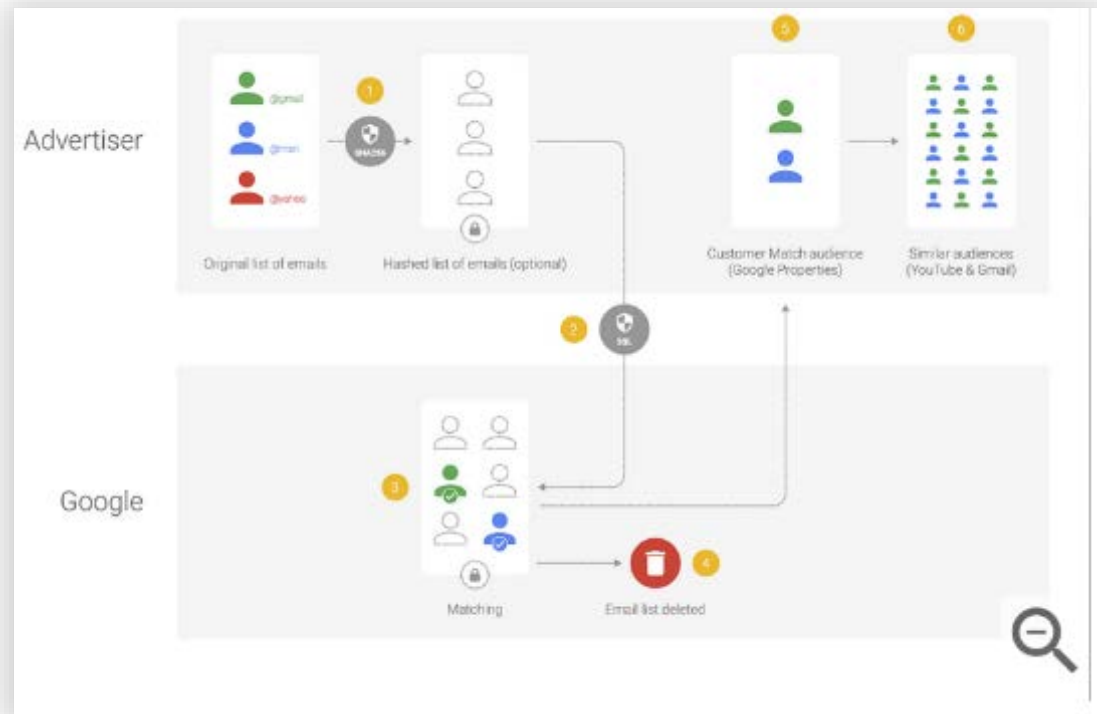
Pep Boys @pepboysauto Sep 22
@dl_barnesjr We aren't happy unless you are. Send us the details and let's see what we can do pepsocial@pepboys.com referencing Twitter

in reply to @Grossmann_L

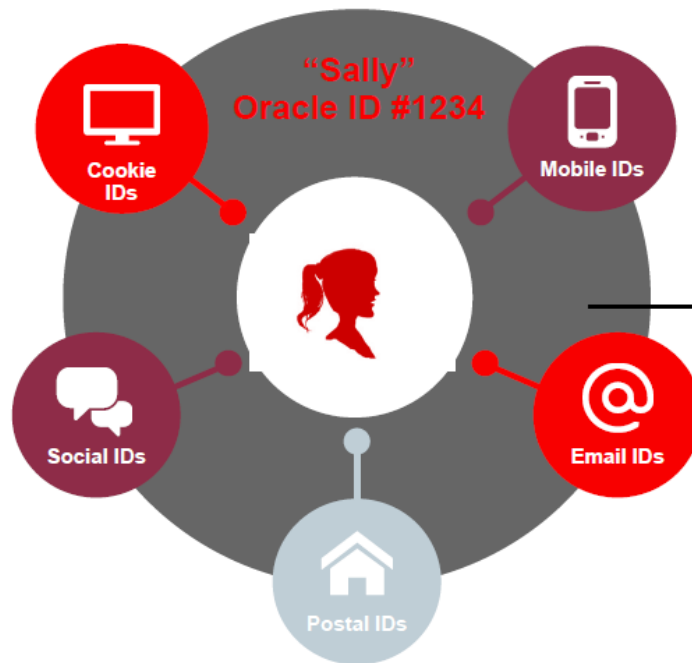
Pep Boys @pepboysauto Sep 22
@Grossmann_L We want to help. Send us an e-mail to pepsocial@pepboys.com referencing Twitter and we'll reach out to you to find a solution.

Google Customer Match for Fixed Ops Campaigns

- Market to Your DMS
- Leverage all Google properties
- Highly-targeted



Audience Marketing via Facebook, GDN, and Programmatic



SallySmith1981@gmail.com



SallyS1981@yahoo.com

Work: 518-555-1212
Personal: 518-555-1213



Twitter: @sally1983yeah
Facebook: Susan X. Smith
Snapchat: SS1983Yeah
Pinterest: SSYeahFoodie
Instagram: SSYeah1983Now



IDFA 3245
AdID 6687

Home: 124 Main Street, Albany NY
Work: 123 Corporate Park, Albany NY

IE ID Device 1 67543
Chrome ID Device1 87546
Chrome ID Device2 98766
I.P. Address: 148.87.13.11
I.P. Address: 148.89.33.22

Offers

What Else Do National Brands Do? Coupons!

Auto Specialists are available..

MENU

What brings you here today?

Tire Clearance UP TO **66% OFF** SELECT TIRES OVER 150,000 TIRES ON SALE

Safe & Specials > Coupons

Available Coupons

- Up to \$30 off Wheel Alignment >
- 15% Off Any Select Service >
- 50% Off Installation of Shocks or Struts or 20% Off Do-It-Yourself Shocks or Struts >
- \$20 Off Any Synthetic Motor Oil Change Service >
- \$40 Off Brake Service >
- \$15 Off Pennzoil or Castrol High Mileage Motor Oil Change Service >
- \$19.99 Pep Boys Conventional Motor Oil Change Service >

meineke Account Locator

Offers at This Location
Coupons only valid if saved, emailed, or texted

SUPREME BRAKE SERVICE

\$229⁹⁵ PLUS TAX

PREMIUM OR CERAMIC LIFETIME WARRANTY
PADS OR SHOES • INSTALLATION • MEASURE ROTORS
CLEAN & ADJUST (WHERE APPROPRIATE)

Select

CUSTOM EXHAUST SERVICE

10% OFF

Decreases emissions and improves sound

MY ORDER (0) MENU

GOODYEAR AUTO SERVICE

Service Specials

BIGGEST TIRE SAVINGS OF THE YEAR!¹ UP TO **\$230** IN SAVINGS
1. Conditions apply, ends 10/31/16

- \$19.95 Conventional Oil Change** [See details >](#)
- \$34.95 Synthetic Blend Oil Change** [See details >](#)
- \$59.95 Synthetic Oil Change** [See details >](#)
- Free Flat Repair** [See details >](#)
- FREE Alignment Check** [See details >](#)
- \$90 each on Preventive Maintenance Fluids** [See details >](#)
- FREE Engine Light Check** [See details >](#)
- FREE Battery Check**

What Should You Use? Coupons!

smith haven

Menu Search Directions Call MyCars

Service Specials

NY Service Specials

View our Long Island service specials below. Then schedule our next [St James car service online](#) to keep your car running like new.

Web Service Special

BUY 3, GET 1 FREE!

Lube, Oil & Filter Change!

Inc up to 5 quarts of oil, filter change & fluid level check; Synthetic, diesel vehicles & disposal fees extra; must present coupon prior to service; cannot be combined; 1 per customer. See Service Manager for details.

Offer expires: 10/31/2

Request More Info Email A Friend Print

Text Us

Call 855-293-2019 Directions

\$9.99 OFF
your next oil change

come in for an oil change
OEM specified oil only
Expires 12/04/2017

Print Coupon

Send to Mobile

Save to pay

Add to Apple Wallet

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Chevrolet | 712 East Gude Drive, Derwood, MD 20850 | Mobile Sales:
855-293-2019

Ourisman
Rockmont Chevrolet

Sales Service

SPECIAL OFFERS

\$100 MAIL-IN REBATE (DEBIT CARD)¹
ON A SET OF FOUR TIRES

From these select brands:
BRIDGESTONE • CONTINENTAL
GOODYEAR • HANKOOK
PIRELLI

FIND TIRES

OFFER ENDS 11/30/16.

¹See participating U.S. dealer for details and rebate form, which must be postmarked by 12/31/16. Allow 6 to 8 weeks for delivery of debit card. Offer ends 11/30/16.

\$70 MAIL-IN REBATE (DEBIT CARD)¹
ON A SET OF FOUR TIRES

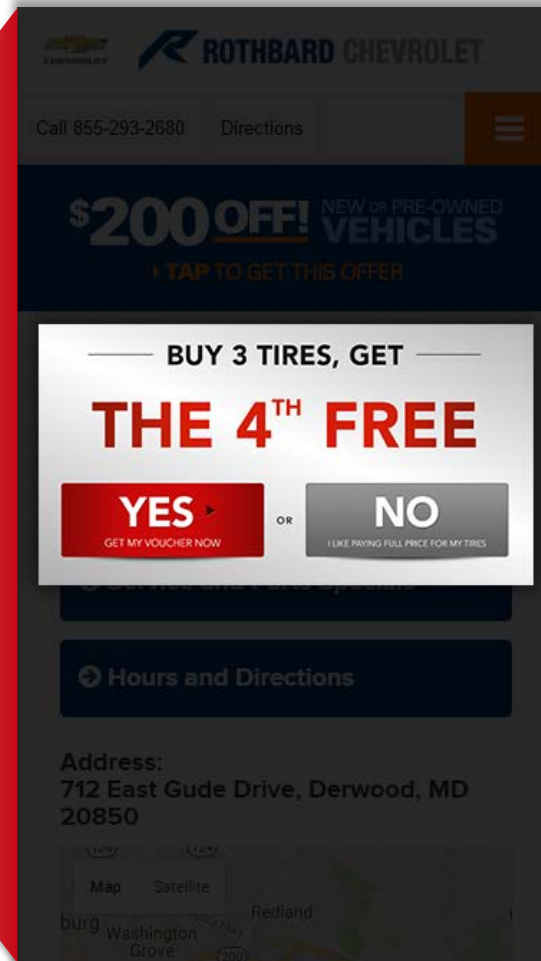
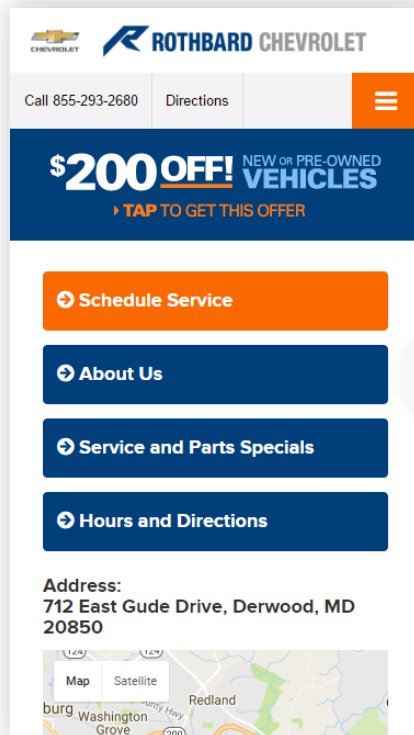
From this select brand:
MICHELIN

FIND TIRES

OFFER ENDS 11/30/16.

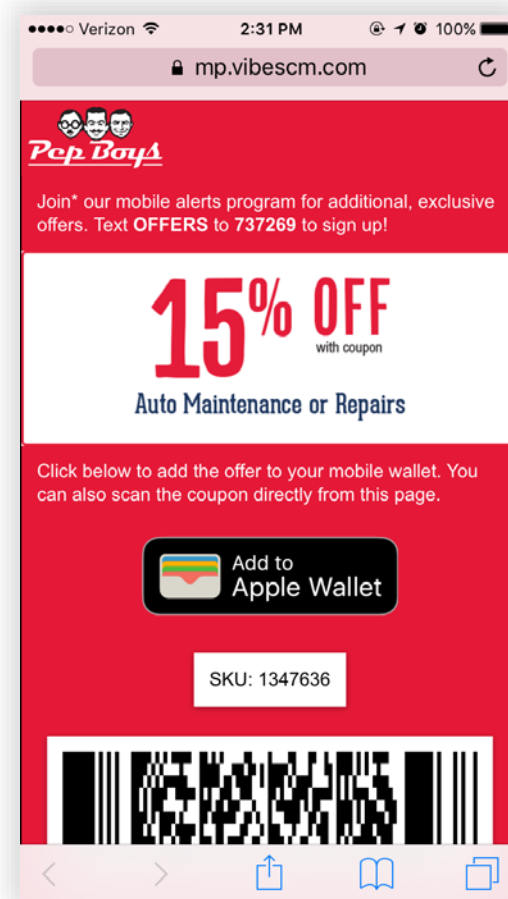
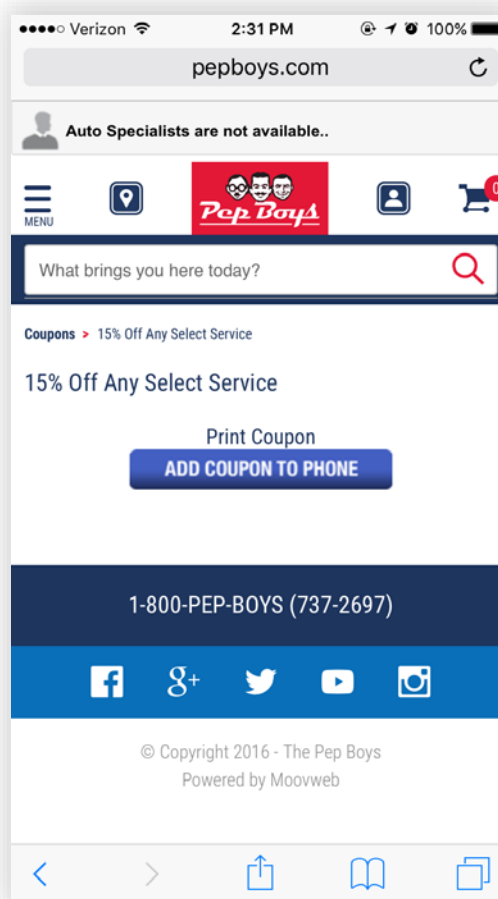
¹See participating U.S. dealer for details and rebate form, which must be postmarked by 12/31/16. Allow 6 to 8 weeks for delivery of debit card. Offer ends 11/30/16.

Behaviorally-Targeted Service Ads

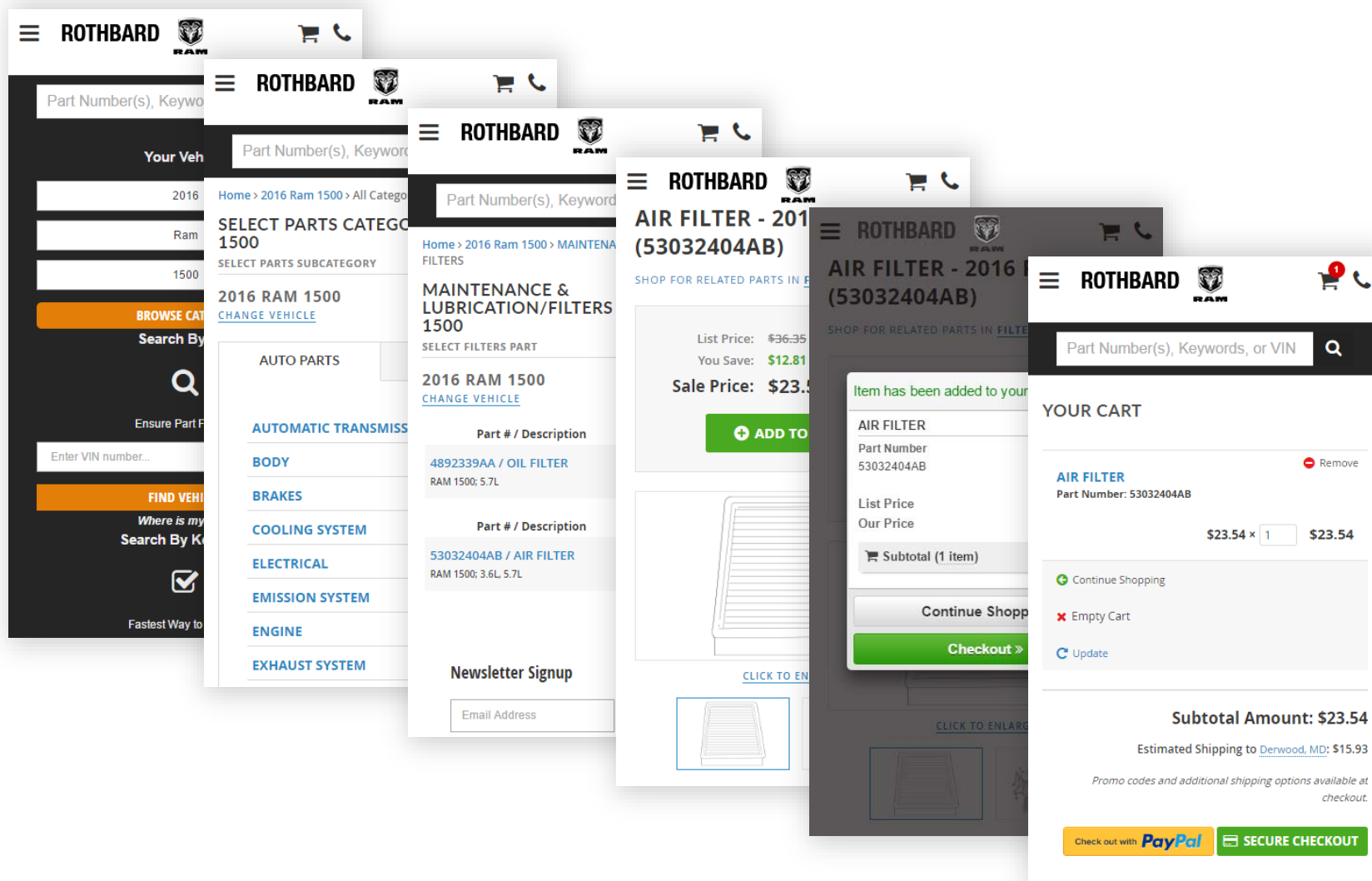


Virtual / Digital Service Coupons

- 10x redemption rate vs traditional
- Integration w/Google & Apple Wallet
- Trackable via Unique SKU
- Deletion Rate < 1%
- Create Loyalty Program



Parts & Service: Dealers Using E-Commerce



Questions



Selling Service to the Mobile Consumer



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