



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Digital Secrets that Fill Service Lanes



Jeff Clark

Chief Sales Officer

DealerOn

Derwood, MD

571-528-3839

jeff@dealeron.com

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Workshop Synopsis

The Service, Parts, and Accessories market place has become a \$300 BILLION industry, but Car dealers are getting less than a third of this exploding market.

The National service center brands like Pep Boys, Jiffy Lube, and Meineke spend hundreds of millions in digital marketing and they dominate Google, Bing, and the local online directories.

This session is for dealers who aren't willing to surrender the Fixed Operations Market to these national chains. It will provide case studies and real-world examples that show how some major, forward-thinking Dealer Groups that are winning the online marketing battle against the national chains.

Learning Objectives:

After attending this workshop you will:

- 1. Recognize and appreciate the disparity between the fixed operations online-marketing opportunity and your current level of investment in this space.**
- 2. Better understand why the national independent service providers are so far ahead in the digital market.**
- 3. Receive a comprehensive outline of the content you need to effectively market your fixed ops business.**
- 4. Learn the important differences in page layout and primary calls-to-action for marketing fixed ops versus marketing your vehicle inventory online.**
- 5. Master best practices for marketing your service department's content on Google.**

Topic 1) Service Opportunity and Current Dealer Challenges (Slides 2-4)

- 1) U.S. automotive service, parts, and accessories are nearly \$310 billion market
- 2) Typical dealer gets >50 percent of gross profit from fixed ops

BUT...

- 3) Dealers lose over 70 percent of fixed-ops market to national independent service providers
- 4) Dealers invest less than five percent of their online-marketing resources into fixed ops

Topic 2) Dealer Service Website Content and Opportunities (Slides 5-12)

- 1) U.S. dealers currently have little of their own, custom content on their site reflecting the services they offer
- 2) Contrast that with the Major National Service Center Brands like Pep Boys or Jiffy Lube that have dozens of pages of content around all of their offerings.
- 3) However, some progressive dealers have built out full websites or entire subdomains or subfolders in their existing sites to provide a complete online catalogue of what their service department can offer—similar to Pep Boys.
- 4) Google and CriticalMix identified Service Websites as the #1 source that can drivers understand that dealers can use to educate consumers about their offerings.
- 5) A Best Practice is to create a Content Landing Page for each service for which your Fixed Ops Department wants to build consumer awareness.
- 6) Tire Sales represent a big opportunity for dealers. A Tire configurator tool helps you:
 - a. Compete directly with large, national brands.
 - b. Let customers know that you sell new tires.
 - c. Highlight benefits of OEM tires and parts.
- 7) Parts & Service Content – Dealers are leveraging ecommerce functionality to sell parts direct to consumers! Great opportunity to build enormous amount of unique, relevant content for your Service Department and serve a consumer needs.

DEALER ACTION ITEMS:

- 1) Create content landing pages for your 5 most common service offerings
- 2) Determine whether a Tire Configurator Integration would be appropriate for your dealership.
- 3) Research a Parts ecommerce integration (See Lakelandfordparts.com) to see if it's a fit for your store.

Topic 3) Service Site Content Goals and Needs (Slides 13-22)

- 1) Dealer's service content MUST focus on delivering the appropriate consumer interaction. Service consumers have a "buying cycle" of hours not weeks or months like sales customers.
- 2) Dealers need to optimize their service content and "calls to action" for phone calls, service appointments, map directions, coupon prints/downloads, or video plays.
- 3) An easy-to-use Service Scheduler is a MUST! Google's study showed that nearly half of all service consumers aged 18-44 want to be able to schedule their appointment online,
- 4) Customizing the user experience for returning, logged in clients, is a great way to increase their likelihood to return to your service lanes.
- 5) It is an absolute necessity for you to track phone calls and be able to associate them with your website traffic for any/all Fixed Ops campaigns. They represent the vast majority of your Service "conversions", so you cannot assess the ROI on any ad campaigns for Fixed Ops without that tracking.

- 6) Video content is increasingly a must-have for both content providers and consumers. Incorporate any/all available OEM videos along with any custom video content you can build.
- 7) A “Dare to Compare” page can double as a great conquest SEM landing page, while providing compelling content about why your prices are higher (if they are) than the national service brands (ASE certified techs, OEM warranty compliance, etc.)
- 8) Building out content for your service tech’s to show that any premium your Service Department might charge relative to independent chains or stand-alone garages is a great service for your consumers.

DEALER ACTION ITEMS:

- 1) Integrate a quality service scheduler throughout your service content.
- 2) Integrate Call Tracking and website data with all service advertising.
- 3) Leverage OEM assets like service video libraries.
- 4) Create a Price Comparison Page and build content about your Service Techs to demonstrate your value proposition.

Topic 4) Service Offers (Slides 23-27)

- 1) Pep Boys, Jiffy Lube, etc. all use coupons & offers extensively. In fact the top service search terms almost all contain a keyword like “coupon”, “offer”, or “special”.
- 2) Some dealers have even begun leveraging their own branded credit card as part of a loyalty program.
- 3) Many dealers are also using “Behavioral Targeting” to customize service offers for website visitors based on their past user behavior.

Topic 5) Mobile (Slides 28-33)

- 1) Mobile has become the biggest digital marketing channel for US consumers. They spend 30 minutes more per day on the internet on their phones than on their computers. Yet, most dealers spend much more on desktop advertising than on mobile.
- 2) Phone Calls are by far the top task for mobile service customers. Using your phone number and not just a phone icon can increase your call volume by up to 30%.
- 3) It is essential that any consumer call to action (Get Directions) be as simple as possible – one click ideally. The harder you make it for consumers to drive to your Service Department, the fewer consumers will.
- 4) Scheduling a Service Appointment should be simple, with few fields and large, obvious calls to action.
- 5) Allow consumers to save coupons to their Google or Apple Wallet. Mobile coupon redemption rates are 10x that of traditional coupons and Pep Boys service coupons have a deletion rate of less than 1%.

DEALER ACTION ITEMS:

- 1) Test using a phone # vs. a phone icon in your mobile site.
- 2) Absolutely make sure you test EVERY “get directions” type of call to action and that it opens into a map app that detects the user’s location.
- 3) Make sure your service scheduler is easy to use.
- 4) Talk with your website provider or your agency about creating mobile coupons that integrate with Google & Apple Wallets.

Topic 6) Search (Slides 34-43)

- 1) Mobile is THE most important device for Fixed Ops marketing. According to Google there is twice as much search traffic for service & maintenance on mobile vs. desktop and mobile nearly double over the last year.
- 2) Not only are there dramatically more searches on mobile for service and maintenance terms, but there are nearly 3 times as many searches on Mobile for the National Service Center brands (like Pep Boys, Jiffy Lube, and Meineke).
- 3) Google's recent local ad changes mean that in many cases no organic results show until the 4th listing on phones, which is a LOT of scrolling.
- 4) Google's new ad layout gives dealers an opportunity to buy visibility on searches that they do not organically rank on (like competitors' names and services that others outrank them for organically).
- 5) Dealers MUST buy their own Brand for service searches (EG— Dealership Name + Service Department), because their competitors probably are buying them.
- 6) Google's studies have shown that dealers buying their own name rarely cannibalize traffic they would have already gotten. 88% of the SEM clicks for their brand are incremental.
- 7) Customer Match is a relatively new and potentially powerful Fixed Ops marketing channel from Google.
- 8) Retargeting can help you get maximum value out of marketing resources you've already invested to get traffic to your site. Pep Boys has been investing heavily in it for years.
- 9) National Service Brands dramatically outrank dealers' sites on Google organic search. This is becoming less of an issue as the market shifts toward mobile which is increasingly dominated by Paid Search.

DEALER ACTION ITEMS:

- 1) Dealers **MUST** buy their own brand own Brand for service searches (EG—Dealership Name + Service Department).
- 2) Dealers should explore and test buying competitive keyword searches and measure results (calls, direction clicks, coupon prints/downloads) for these campaigns.
- 3) Dealers should test Google’s Customer Match and also Retargeting and measure their results—both channels have shown value in automotive.

Topic 7) Email and Social (Slides 44-48)

- 1) **ALWAYS** collect an email address in your Service Lanes. Only 2% of consumers report that they received an email to remind them of a service appointment.
- 2) Invite website visitors to interact with your service department through social media, including giving them the option to socially share any coupons or offers they may be taking advantage of.
- 3) Search Twitter or Facebook for service related terms like “oil change”, “broken down car”, etc., and respond to local users.