

While most dealerships ignore Fixed Operations business on their website, Drive Service Solution is focused solely on stimulating the Fixed Ops consumer to engage on the dealer's website for service, parts, tires, accessories, and collision. Goal #1 is driving consumers to the website, and Goal #2, equally important, is developing and maintaining a robust Fixed Ops presence on the dealership's website which provides an educational and satisfying experience for the consumer. Drive Service Solution has three strategies for achieving organic growth: 1. Increase rankings for branded OEM Fixed Ops keywords, 2. Increase rankings for non-branded Fixed Ops keywords, and 3. Optimize for voice searches that occur through Alexa and Google Home.

Each month, FIXED OPS DIGITAL builds out custom content that incorporates unique selling propositions, a critical component for gaining valuable online exposure via organic search. In the first 90 days FIXED OPS DIGITAL strives to increase search engine visibility by 300-500%.

Once on the website, the customer will find that the typical generic service specials page has been turned into a robust menu of services offered by the dealership. Customers receive more information and recommendations on how they can keep their car running in tip-top condition. From there, they can easily contact the dealership and set an appointment.

Because the FIXED OPS DIGITAL Service Details Pages are optimized pages that utilize custom content, dealers see, on average, 100% organic website traffic increase in the first 120-150 days and a 200% increase in scheduled services from organic traffic in the first 180 days. By providing this exclusive content platform, FIXED OPS DIGITAL aspires to be a valued partner with the Fixed Ops Director; discovering where they may find opportunities to drive higher revenues for that profit center by building a comprehensive and long-term strategy.

Fixed Operations

Drive Service Solution

Specializes in helping franchise dealerships dominate local online search for their service, parts, tires, and collision center business units.



"Since adding their technology we've seen more than a 50% increase, on average, in coupon engagement and downloads. The ability to change the coupons once downloaded and have them alert the customer has been a game changer."

Gray Scott
Marketing Director
Muller Auto Group

FIXED OPS DIGITAL

www.FixedOpsDigital.com

"Fixed Ops is often a forgotten profit center and supported with very limited marketing. Drive Service Solution uses the same advanced digital strategies applied in vehicle sales to help fixed ops departments be more successful online."

Owen Moon
CEO/Co-Founder
FIXED OPS DIGITAL

The Problem:

Most dealership online marketing says little to nothing about their Fixed Ops department; it focuses on heavily on sales. Dealers have a list of services they offer and pricing, but it's not easily found on their websites. Typically, customers understand the need for an oil change or how to replace a dead battery, but they are often in the dark about what other actions they should take to keep their vehicle in the best working condition. In fact, many consumers depend on Google to advise them when to service and where to go. In order to compete with independents, the Fixed Ops manager needs to educate the consumer about the dealership's value, the experience and expertise the dealership offers, along with clear and transparent pricing.

How It Works:

FIXED OPS DIGITAL begins by analyzing the dealer's market and benchmarking their competitors. In the first 90 days, specific areas of the website are optimized, and an on-going strategy is developed using dealership service history and by looking at data on services that are searched most frequently – particularly those having the most impact on the dealer's website traffic.

Content is then created based on commonly performed services and other dealer-specific strategies. FIXED OPS DIGITAL will create a Service Menu Page (SMP) that offers clear and transparent pricing, just like the independents. The SMP is created on the dealership's website and features 12-15 of the dealer's most common Fixed Ops services. These offers will also be highlighted on the dealership's Google My Business page to drive traffic and convert more profitable customers.

From Muller Honda

"As your local Honda dealer, we're pleased to extend the extraordinary level of service that you deserve when it comes to all things vehicle sales, finance, and service. Muller Honda is a family owned and operated dealership that has been serving the Highland Park, Illinois community since 1974, and we appreciate you for your support over the years. We are a trusted, haggle-free dealership that will personalize an auto plan to suit your requirements, so feel free to contact us today. We proudly serve the nearby Chicago and Evanston, IL areas and look forward to catering to your on-road needs."



Muller Honda



on Google



\$119.00 - Brake Fluid Exchan...

Jan 7 - Jan 31

Brake Fluid Exchange \$119....

Jan 7, 2020

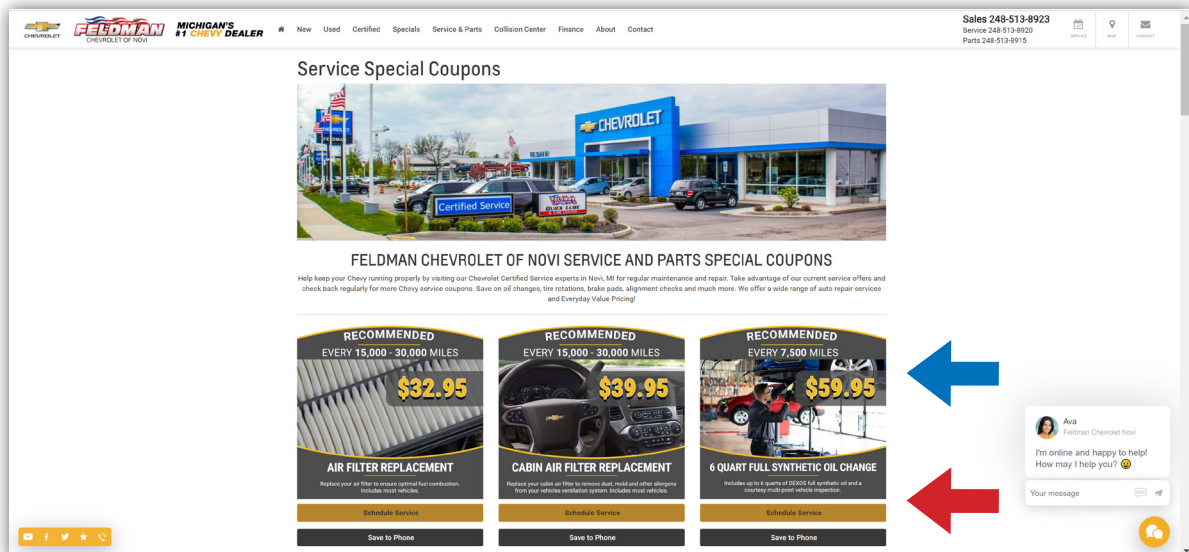
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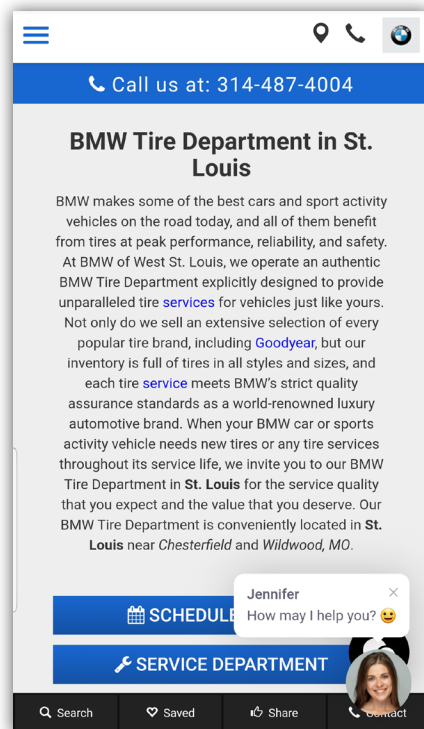
This service offer on the Google My Business page links directly to the coupon on the dealer's website.

Customized Service Menu Page. This comprehensive menu page is built within the framework of the dealer's website – SEO enhanced with optimized images for Google Search. They feature clear conversion paths with multiple CTAs to fit the customer's preference: 1. 'Click to Call' makes it simple for the mobile customer to connect, 2. 'Schedule Service' - typically underutilized on the webpage, it is now in front of the consumer more often, 3. 'Save to Phone' functionality using Dealer Wallet replaces the outdated print coupon function by allowing customers to save service offers to their Apple or Android wallet. (see red arrow).

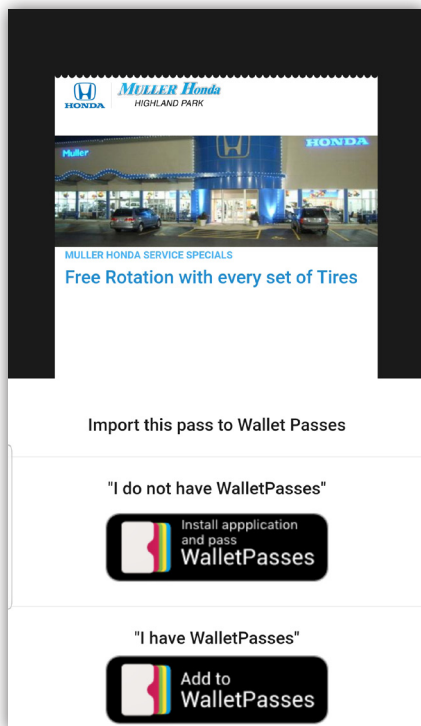


Replacing the dealer's previous 'specials' page, the Service Menu Page (SMP) showcases between 12-15 services. More importantly, the SMP provides customers with in-depth information, education, and recommendations about when and why the service is necessary (see blue arrow). Each coupon also shows the OEM-recommended mileage interval for that service.

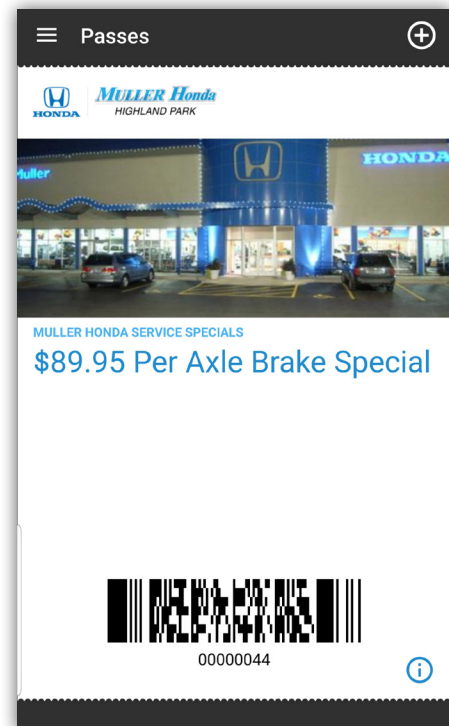
Two types of services are featured: 1. General Service such as oil changes, multi-point inspection, tire rotation, battery etc., and 2. Late Ownership Services that include transmission flushes, brake services and other service needs that occur later in ownership and have a direct correlation with an impending vehicle purchase.



Tire sales are a huge driver for repeat vehicle sales. 72% of people who bought tires at a dealership also bought their next car there.

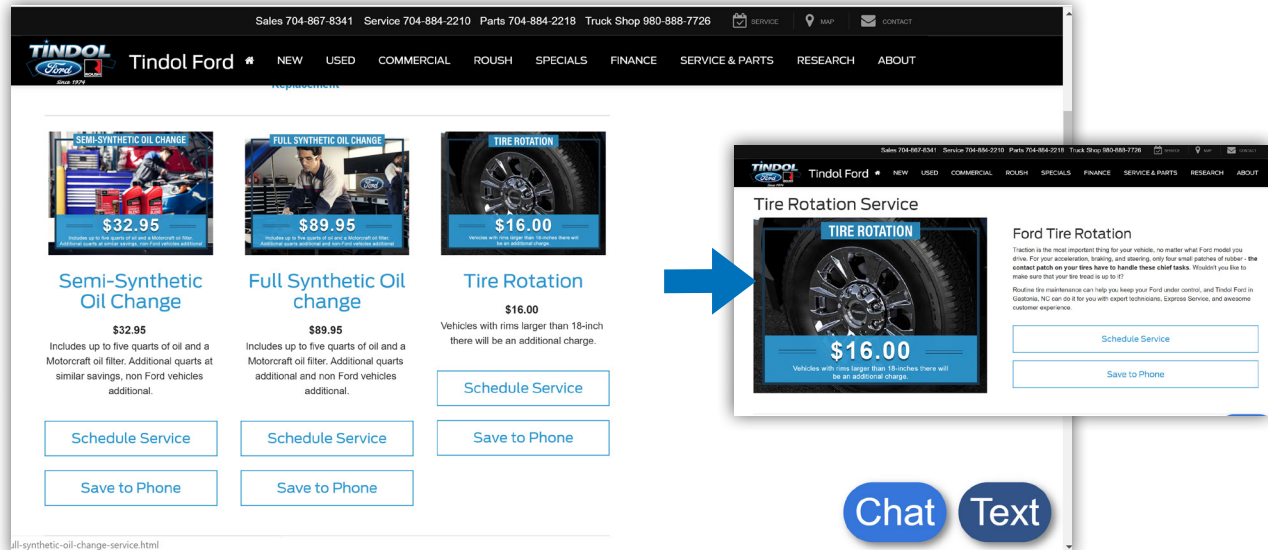


The **Dealer Wallet** ensures service customers have a digital-first experience with the ability to save coupons to their smartphones.



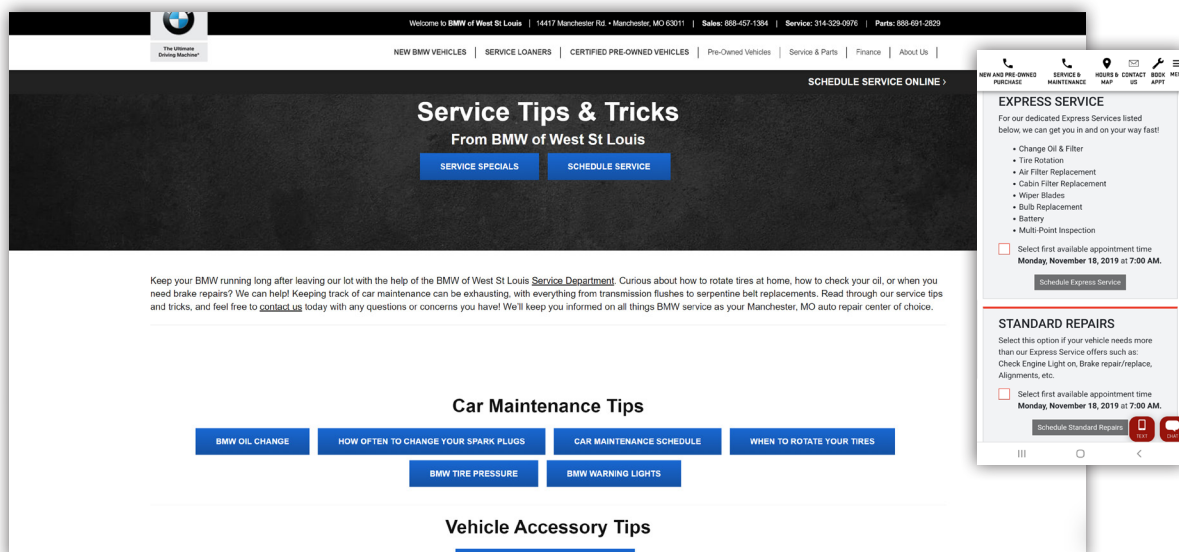
Pass Accumulation. Coupons that have been downloaded into the Wallet allow for a variety of marketing actions. The consumer can be tracked and a pin dropped. A customer-specific push notification can be sent when the shopper nears any competitor location that has been geo-fenced. Example: If a consumer has a tire pass, they can be sent a push notification with an increased offer if they are nearing the competition's location. Unlike apps that may have a low retention rate; the Dealer Wallet coupons are not susceptible to loss. There is a 450% year-over-year increase in Apple Wallet usage on mobile devices.

Service Detail Pages. Custom content pages are built within the framework of the dealership's website - they are not code-injected, and they are written to be 100% unique to the dealership. New Service Detail Pages are created every month focusing on specific services that the dealership offers so consumers can find them online. If the customer wants more information on a tire rotation or on an alignment service, they could click into that service and get more information by watching a video, chatting or texting. CTAs such as Schedule Service, Click-to-Call, and Send to Phone are used to connect the shopper to the service department.



Drive Service Content + SEO Solution. Many OEMs provide their dealerships with service content pages, but unfortunately those are also being shipped out to thousands of other dealerships. The Service Detail Pages delivered in Drive Service Solution pass the Google content rule - evergreen, rich content, and not duplicated. Video can be included on the pages (which also enhances SEO), and consumers communicate through texting or chat. Because of this dynamic content, FIXED OPS DIGITAL helps the dealership dominantly rank for branded OEM-related fixed operations terms such as 'jeep alignment coupon Detroit Michigan.' They are also optimized to rank highly for non-branded related FO terms 'oil change Detroit Michigan.'

Strategies Come to Life. In creating additional content pages, fixed ops managers may have areas they want to focus on: Accessories, Winter Maintenance and Tips, Express Service Overview, Engine Air Filter, Diesel Oil Change, Brake Fluid Exchange, etc.



Dealers can maximize the value of this content by using it for paid search, Facebook campaigns, or internal education. Because it is associated with unique URLs, the service advisor could easily embed it in a text or email to a customer – if somebody turns down an alignment service today, *here is more information about why this alignment will help your vehicle drive better and last longer*. A separate link could be provided for a related coupon.

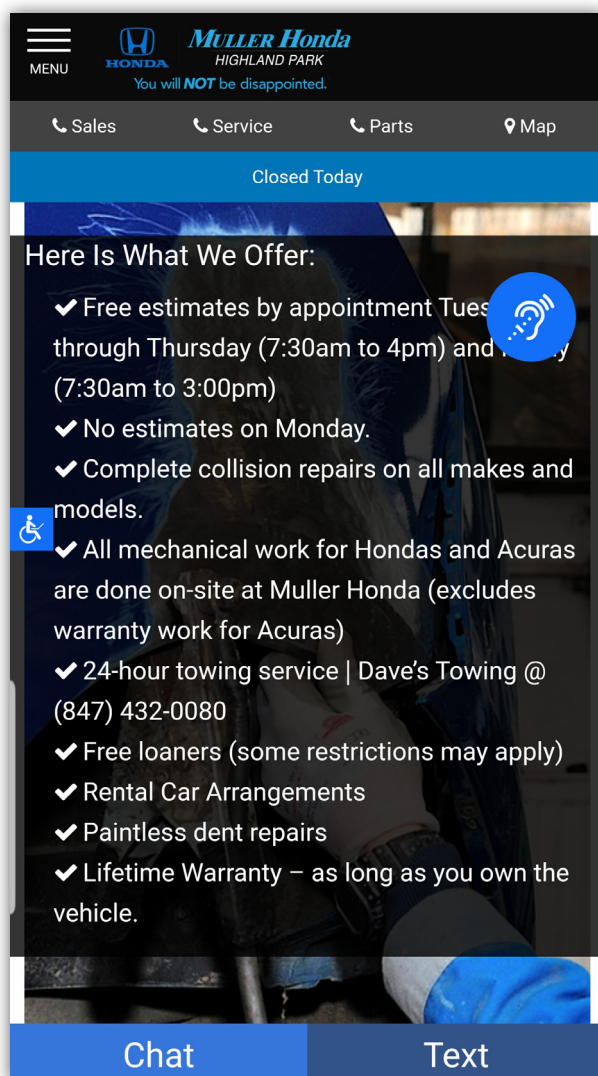
Easy-to-use Tracking. With Drive Service Solution, the dealer can: 1. Track conversion data – from web-site activity to service lane activity; 2. Location track all consumers who use the Wallet technology - location tracking is automatically turned on; and 3. Geo-target competitors – serve messaging via push notifications to keep the customer from defecting to a competitor. Drive Service Solution tracks phone calls, service opportunities, and analyzes all coupon downloads.

Reporting. Increased service traffic is the goal of Drive Service Solutions' new, improved, and customized service menu for the dealership. FIXED OPS DIGITAL shared reporting that showed 17 dealerships representing 17 brands that had been studied who had experienced organic growth from 105% for Mazda to 748% for CDJR, in a 6-month year-over-year comparison period.

'Schedule Service' Pageviews. This dealer's tracking report showed 21% increase year-over-year:

- 1,840 Visits to the old Schedule Service page between July-Dec 2018
- 2,223 visits to the Drive Service Solution Schedule Service page between July-Dec 2019

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Collision Center. The same process can create additional organic website traffic for the dealer's body shop. It's important to build value and expertise by showing manufacturer certifications and genuine OEM parts. Customers who are in search mode can be targeted, and the dealership's 'collision' brand can be enhanced with local SEO. Dealers who use FIXED OPS DIGITAL for this solution see, on average, 50 new users in the first 120-150 days, 55% returning users, and significantly improved search rankings over national chains.

What do dealers say about Drive Service Solution?

"Fixed Ops Digital is a game changing solution. By only focusing on fixed ops, they're able to drive quality traffic and engagement for a department often forgotten in a marketing mix. Since adding their technology, we've seen more than a 50% increase, on average, in coupon engagement and downloads. The ability to change the coupons once downloaded and have them alert the customer has been a game changer. The customer non-canned SEO has also been able to drive quality traffic organically to my most important department, Service, with double digit traffic growth! They have an A++ support team and are by far one of the best partners I have for support and customer service."

Gray Scott
Marketing Director
Muller Auto Group