

# DIGITAL MARKETING FOR FIXED OPS:

Tips & Techniques for Your Dealership



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# Your dealership is sitting on a goldmine that is ready to be mined. You can stake your claim and get more from a \$400B industry without changing how your dealership operations are run.

Where is this goldmine you ask?  
**It is your fixed ops department.**

You already have the advantage over your competition with your certified staff, parts and high-quality service facilities. What you need to do now is understand and harness the power of digital marketing.

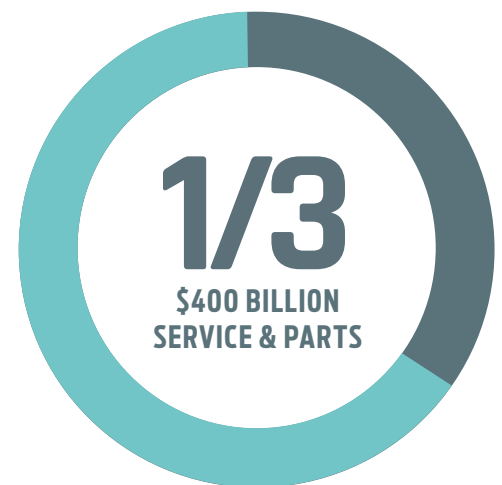
## Let's talk about your fixed ops department.

Service department revenue is an important part of every dealer's bottom line. In 2018, fixed ops generated 12% of revenue at dealerships and represented 50% of their gross profit.<sup>1</sup> Plus 53% of dealership service visits included multiple services.<sup>2</sup> Yet, it is often undervalued and underrepresented. On average, only 3% of dealership websites are dedicated to parts and services.<sup>7</sup>

With such high revenue opportunity and profit potential, your service center deserves to get a lot more attention and promotion. Especially, since car parts and service demand will continue to rise. **The average age of cars on the road is 11.8 years old and almost 3/4 of these vehicles are out of warranty.**<sup>1</sup> Despite recalls, warranty work only accounts for 20% of service appointments. So, it is a huge win for your business to bring in new customers and grow your profit.

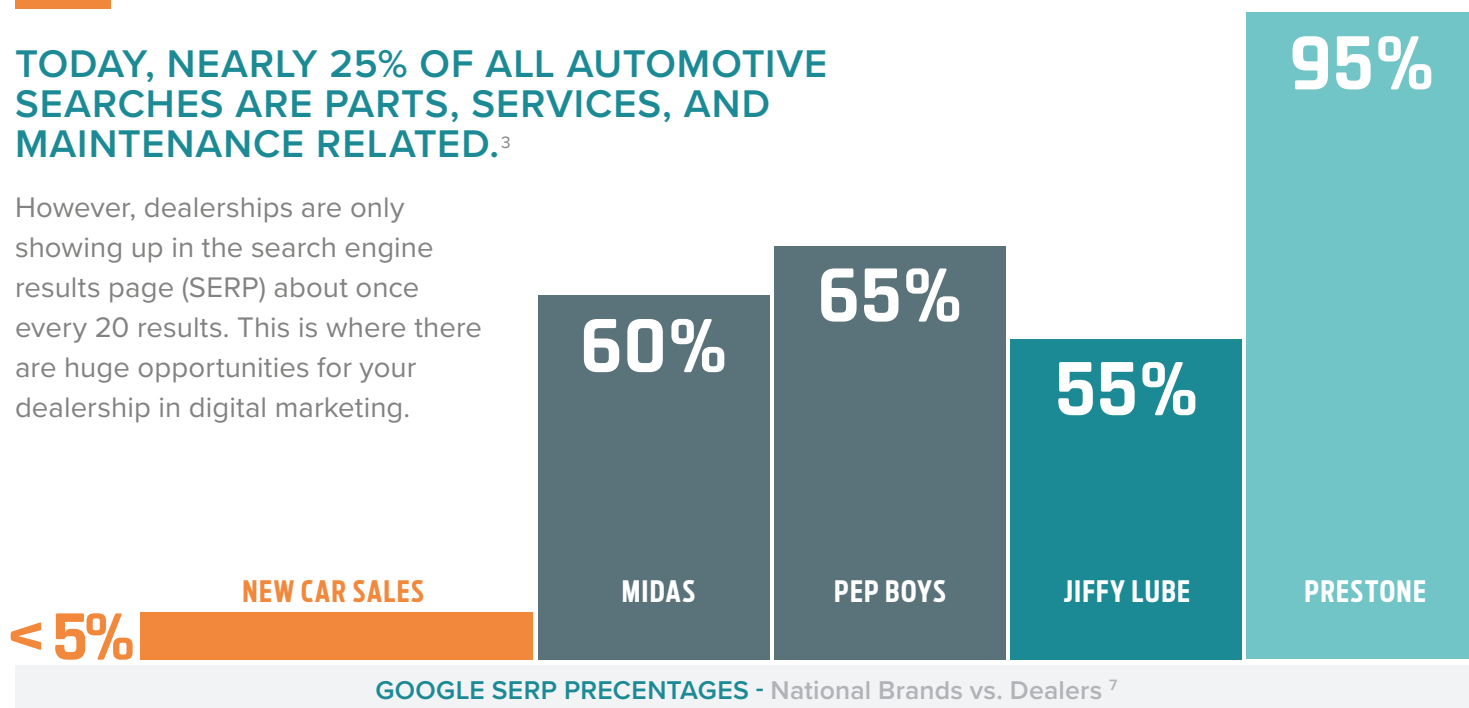
Remember that the car service industry is a \$400B opportunity. Right now, dealerships are only seeing 1/3 of that.<sup>1</sup>

### FIXED OPS BUSINESS



## TODAY, NEARLY 25% OF ALL AUTOMOTIVE SEARCHES ARE PARTS, SERVICES, AND MAINTENANCE RELATED.<sup>3</sup>

However, dealerships are only showing up in the search engine results page (SERP) about once every 20 results. This is where there are huge opportunities for your dealership in digital marketing.



### WHY ARE CUSTOMERS CHOOSING THE COMPETITION 70% OF THE TIME?

Right now, the challenge is dealers are being “out-marketed” on digital channels by local shops and national chains. These independent centers and large chains spend huge money on digital advertising, whereas only 10% of a dealership’s marketing budget is spent on the service and parts center.<sup>6</sup>

Another reason why customers are choosing your competitors is their perception of value, location and convenience.

People believe that repairs and services performed at a dealership are more expensive and dealers have longer wait times than independent repair centers.

Yet, customers would prefer to have their vehicle serviced by a factory authorized dealer technician. **This is where your dealership can win, with your knowledgeable staff and high-quality parts.** Overcoming the value and convenience hurdles allow for big opportunities for your service business.

### FIXED OPS STATS TO THINK ABOUT

#### #1

SEARCH IS THE FIRST PLACE PEOPLE TURN FOR AUTOMOTIVE MAINTENANCE INFORMATION<sup>3</sup>

#### 70%

OF SERVICE VISITS OCCUR <10 MILES FROM HOME<sup>2</sup>

#### 78%

OF PEOPLE TRUST A BUSINESS MORE AFTER READING THEIR REVIEWS<sup>3</sup>

#### 36%

OF PEOPLE THAT WATCHED A SERVICE VIDEO SCHEDULED AN APPOINTMENT<sup>3</sup>

#### 60%

OF ALL AUTOMOTIVE SEARCHES COME FROM MOBILE<sup>4</sup>

If your dealership isn't showing up in search results – and when it does the customer thinks it's too expensive and not convenient – chances are you are not going to see that business. This is important to remember because retaining and capturing service shoppers can build your car sales business.

**Shoppers who service at the dealership are**

# 1.5X

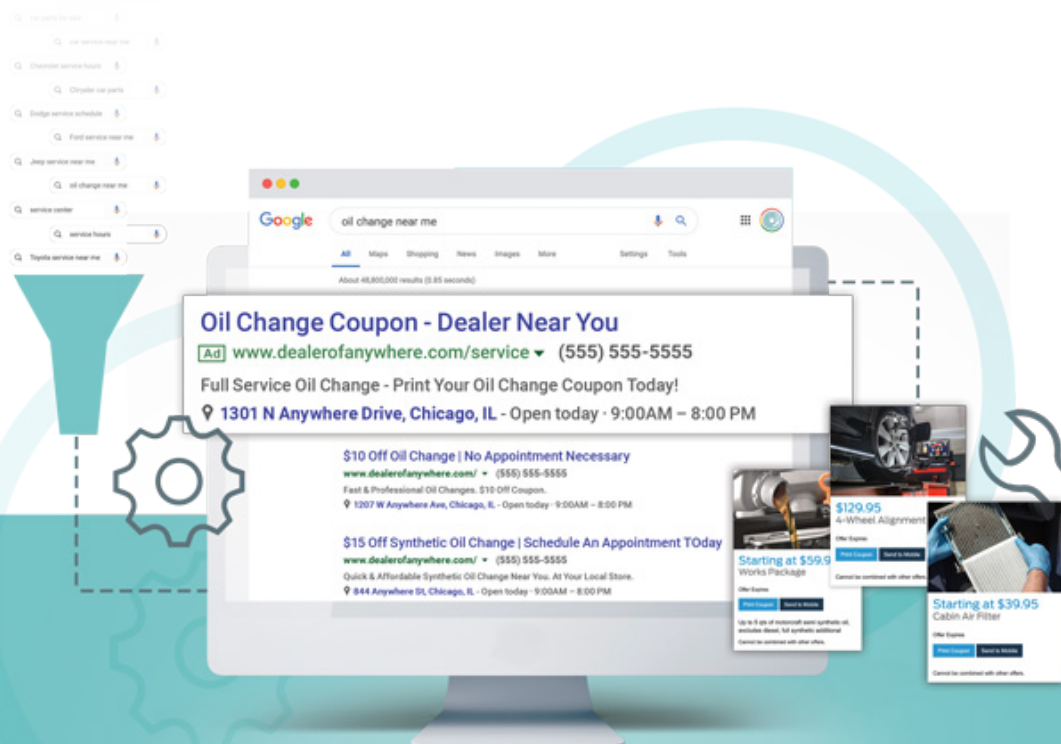
**more likely to purchase from your dealership,** and they tend to pay higher margins when they are ready for a new vehicle.

## SO HOW DO YOU BECOME A CUSTOMER'S GO-TO PLACE FOR ALL THEIR CAR SERVICE NEEDS?

Customers are swayed by research and reviews. To get them into your dealership you need to employ smart digital marketing strategies. Digital marketing in the automotive sales realm, particularly parts and service, will benefit greatly from concentrating on four primary areas:

- Paid Search
- Video Advertising
- Search Engine Optimization (SEO)
- Social Media/Reputation Management

Leveraging these components in your marketing strategies will boost your online presence in different ways, so let's take a closer look at how.



## PAID SEARCH TIPS

**Today, nearly 25% of all automotive searches are parts, services, and maintenance related.**<sup>3</sup>

Paid Search is an effective tool in increasing brand awareness, and driving visitor traffic to your website. Paid search is particularly helpful if you are looking to target a specific area or buyer personas. As previously mentioned, dealerships tend to rank poorly on parts and service-related searches. Paid Search helps to alleviate this issue by placing dealership websites at the top of the search results, where they typically would not be ranked, increasing click-through-rates (CTR) by 10-20%.

Paid Search can be used to not only find you new service customers, but also target your current customers as well. Advanced strategies include tagging and retargeting previous customers via Display Ads, YouTube, and using your 1st party data from your CRM allows you to bid more aggressively when your previous customers conduct non-branded service queries.

It's especially effective on mobile platforms. Paid Search allows for mobile-preferred ads and sitelinks that can target customers down to a ZIP code level or a mile-radius on mobile. 60% of all automotive searches come from a mobile device<sup>4</sup> and over 50% of auto parts and service shoppers who use mobile search call a service provider directly from a search result.<sup>3</sup>

How can you leverage the power of search for your service department? Create a dedicated fixed operations Paid Search campaign.

For Paid Search, strong service-focused ad copy and strategic targeting is essential to make these campaigns work. People are searching for several different fixed ops services when they are searching - some are looking for a specific part replacement, others are searching for general maintenance or recalls. It's important to have ad copy and keywords that deliver on intent for specific audience targets, and to work with a Paid Search specialist who understands the different audience targets and is able to adjust messaging and bids accordingly to optimize your service campaigns

### FIXED OPS SEARCH CAMPAIGN

	SERVICE	VEHICLES
<b>KEYWORDS</b>	Service Type (oil change), "Deal" or "Coupon, or Offer"	Vehicle (Year, Make, Model), OEM + dealer
<b>GEOGRAPHY</b>	10-Mile radius	50-Mile radius
<b>CONQUEST KEYWORDS</b>	JIFFY LUBE, PEP BOYS, MIDAS, MEINEKE	Other dealership names
<b>TRACKING</b>	Coupon prints, redemptions, appointments, calls	Website leads, calls
<b>HOURS</b>	Only when open	Anytime where cost/lead is low

## SEO TIPS

If Paid Search is considered a fast-track to get your fixed operations digital marketing started, Search Engine Optimization (SEO) is the long-term solution. Optimization takes time, but optimized pages can see an increase of 22% over a year in organic page views and once it kicks in it will continue to improve your organic search ranking year over year.

Since dealership websites tend to not rank well for fixed operations, implementing some basic SEO practices that focus on your service department will really help your organic visibility, website credibility and overall traffic.

Website content should be relevant, evergreen and updated frequently. Content should include targeted keywords and effective internal and external link-building. To build up your fixed operations section of your website, there should be a page for each service you offer, and it should include specific locations, keywords and optimized metadata and tags.

Dealerships should be listed on Facebook and claim all local citations sites like Google My Business (GMB), Yelp, Bing and Yahoo. **49% of businesses receive more than 1,000 Google My Business searches per month, and 5% of these listing views result in a website click, call or request.** <sup>5</sup>

Claiming and validating all these citations will help you in organic search and keep your business information up to date and consistent.

In terms of keywords, it is all about research and strategy. Keyword research using Google Analytics, Google Trends, Google AdWords and Google Search Console will help you find the most searched for service and parts keywords for your location. Some keywords you might find helpful to include:

### KEYWORDS

- Vehicle service department
- Make + service department
- Auto service make + service
- Mechanic near me
- Auto repair
- Auto car service
- Oil change near me
- Auto repair shop
- Auto parts
- Car parts store
- Car engine parts
- Car body parts
- Make + parts
- Auto body repair
- Car body shop
- Body shop
- Car repair shop



## SEO TIPS (CONT.)

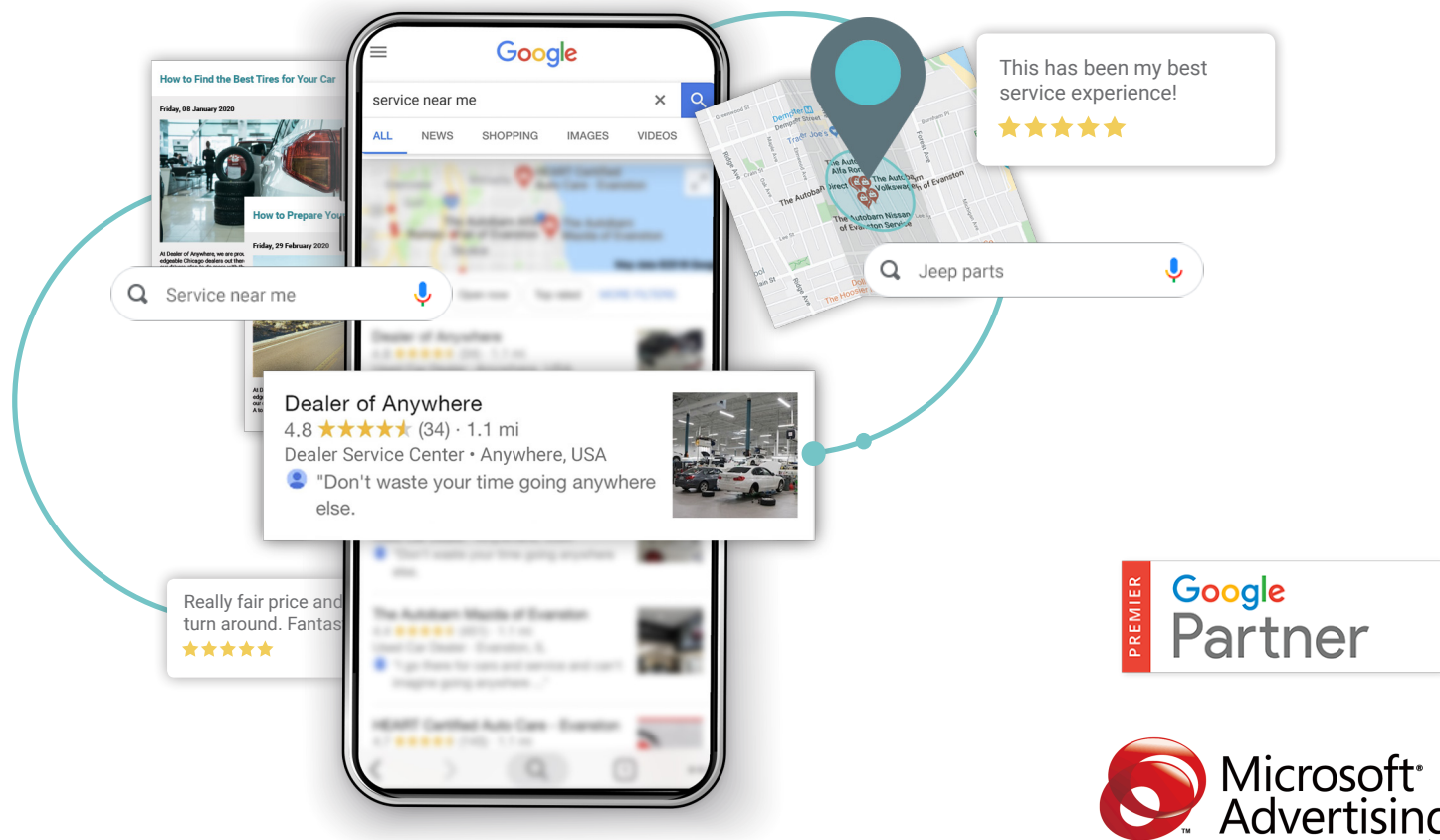
By building a comprehensive keyword list that includes location-based anchor keywords, like “mechanic near me” or “vehicle service center in Evanston” will help your dealership appear in the highly coveted Local 3-Pack listings.

Local 3-Pack listings are one of the greatest drivers of organic traffic for dealers.

Since 70% of service visits occur <10 miles from home, getting in these Local 3-Pack listings that are triggered by keywords that are focused on location intent are imperative for your service business.

Continue to strategically feature these keywords in the copy and content throughout your website. This will help enable search crawlers to find your site easier, and by constantly adding content this will improve your website health and organic search ranking.

So, make sure you have the time (of hire someone who does) to perform the regular maintenance and website optimizations.



How to Find the Best Tires for Your Car  
Friday, 08 January 2020

How to Prepare Your Car  
Friday, 29 February 2020

At Dealer of Anywhere, we are your independent Chicago dealers and more.

Google

service near me

ALL NEWS SHOPPING IMAGES VIDEOS

Service near me

Jeep parts

This has been my best service experience!  
★★★★★

Really fair price and turn around. Fantastic  
★★★★★

Dealer of Anywhere  
4.8 ★★★★★ (34) · 1.1 mi  
Dealer Service Center · Anywhere, USA  
"Don't waste your time going anywhere else."

PREMIER Google Partner

Microsoft Advertising

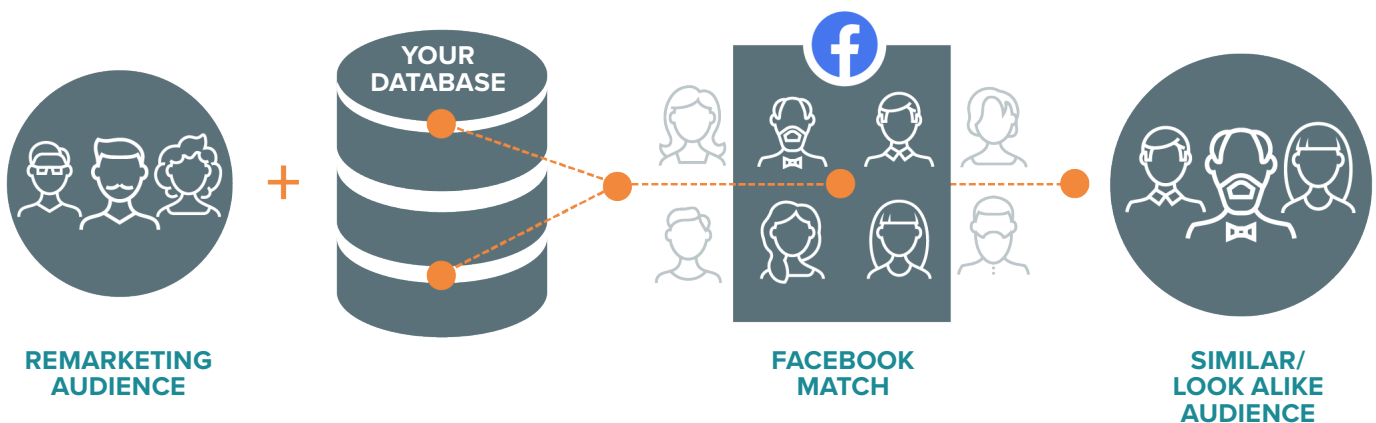
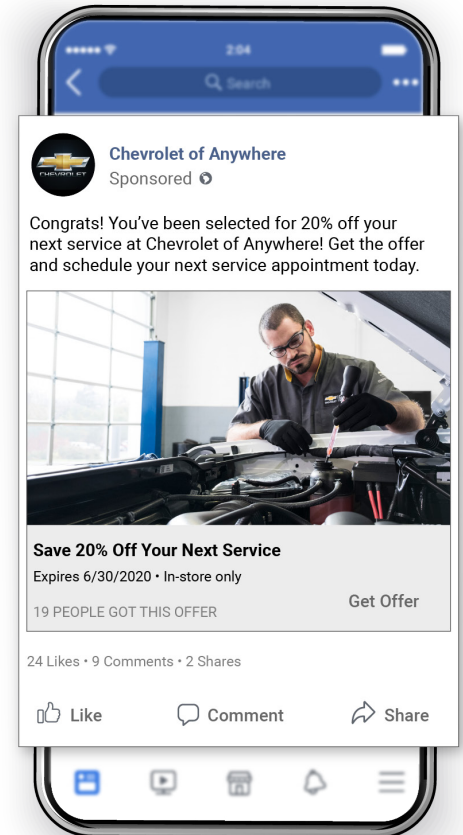


## PAID SOCIAL TIPS

Another great option to connect with current customers and reach new customers is to advertise on Facebook. **69% of US adults are on Facebook accessing the platform on average 8x per day.**<sup>4</sup> Social Media expands your reach and allows you to engage and build awareness in a very cost-efficient way.

Facebook provides businesses with powerful audience selection tools that allow custom targeting and geo-targeting. You can match your 1st party CRM data with actual Facebook users; plus, target people who have similar characteristics in Facebook to any custom audiences you have created.

With multiple ad options, this is a great tool to promote your special service deals, offer ads and coupons for your fixed ops department. Offer ads can include a claim extension that will also remind those that have clicked the offer ad when it is about to expire. Promo codes can also be used to tie to a Facebook specific offer to incentivize a visit to your dealership service department, such as “\$10 off your next service appointment” or “free tire rotation with your next oil change”.



## REPUTATION MANAGEMENT & SOCIAL MEDIA TIPS

Online reputation matters today more than ever. Customers are basing their buying decision partially or even entirely on online reviews. **78% of people will trust a business more after reading their reviews with 70% of consumers read an average of 4 reviews before trusting the business.** <sup>3</sup>

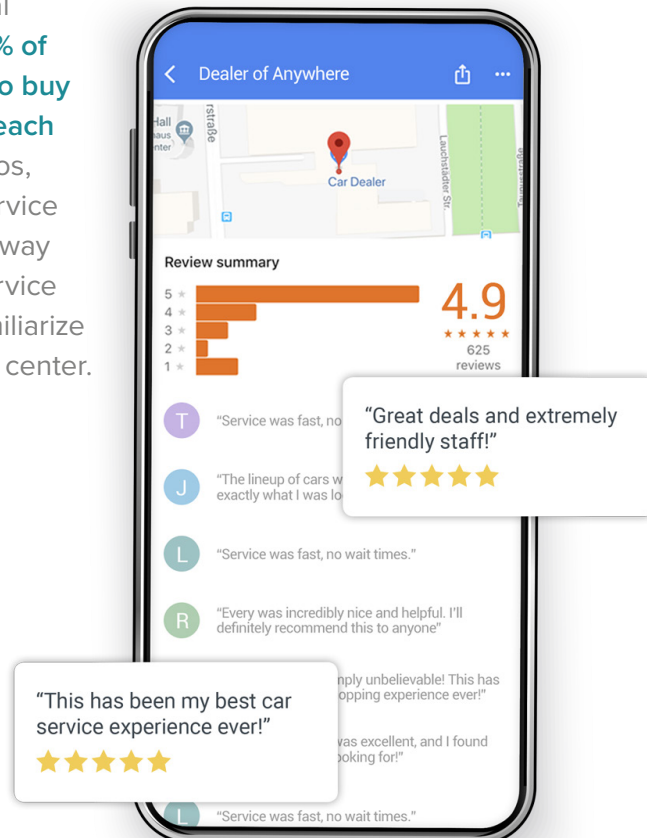
To ensure a customer will choose your business for service over the competition, your online reviews need to reflect the high-quality, professional service you offer. Your online reputation can be enhanced (and potential damage can be avoided) thorough reputation management.

If you have bad reviews, customers won't come, and it affects your Google search ranking. So, make sure you respond to these reviews in a timely fashion. 32% of consumers that left a negative review expect a response in 30 minutes. <sup>4</sup> So, make sure you respond in a timely fashion, and always respond in a positive, helpful way. Often a negative reviewer will change their rating once they have been heard and the issue is resolved.

The good news is you will be rewarded for all your positive reviews! Encourage happy customers to leave positive reviews on local sites like Google My Business and Yelp. Shoppers see that you care about your customers and you will climb up in the Google search ranking based on the number of positive reviews you have.

Continue to show customers you care by using your social media pages to connect. **21% of consumers are more likely to buy from brands that they can reach on social media.** Share videos, posts and photos of your service department. This is an easy way to highlight some of your service staff, their expertise and familiarize customers with your service center.

Plus, if you have put in a lot of effort to make your waiting room inviting and comfortable, say it! A lot of the time customers want to know they will be comfortable or have access to WIFI or other amenities while they wait for their car to be serviced. Connecting on Facebook and Instagram will help you share these messages in a friendly and quick manner.



## VIDEO TIPS

If brand awareness is your goal, video advertising with YouTube can't be beat. In a recent survey, 60% of shoppers visited a dealership or dealer website after watching an online video, and 75% of auto purchasers indicate that YouTube influenced their purchase, and good news for service,

# 36%

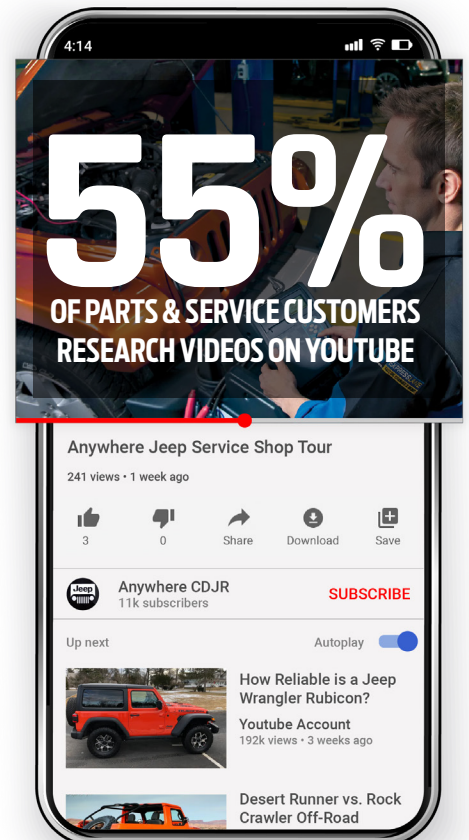
of people that watched a service video scheduled an appointment.<sup>3</sup>

Videos are a big part of how shoppers research, plus video increases brand visibility and they inspire customers to discover, explore and take action. 65% of people who took their car in for service first heard about the service center they visited from a video.<sup>3</sup> What does this mean for your parts and service department?



Your customers are spending time on YouTube, so why not make the most of it and show up where they are already engaging. Consider implementing a video marketing strategy specific to your service business that builds on the value of your OEM certified service center versus the independent shops or national chains.

To gain more exposure, post your parts and service specific videos on your website. To capture prospective customers, create video content that is focused on people in-market for car repair. Consumers are concerned with quality, and dealerships win when it comes to quality parts and knowledgeable staff. Emphasize your expertise, certifications, quality parts and superior knowledge of your staff in your videos to entice customers to choose your dealership for service.



## SERVICE AS ESSENTIAL BUSINESS

The 2020 COVID-19 Pandemic changed how dealerships do business, and many states mandated that showrooms close to keep consumers and dealership employees safe. However, service departments were classified as “essential businesses”. Your service departments are critical to the communities you serve. Emergencies still happen and vehicles can still breakdown.

**In service-related searches, we see:**



**38%**  
Something has gone wrong or something broke



**33%**  
Typical standard service or maintenance



**13%**  
Reminder for service or a recall from the manufacturer



**12%**  
Even less common are service needs for in-vehicle alerts

When these situations and issues arise, we want customers to find your business.

Digital marketing can help customers find your service center and stay informed of important information like hours of operation and service offerings.

**Digital marketing can help customers find your business and stay informed of important information for your business.**

**Keep your website, Google My Business (GMB) and local citations up to date**

State if your business is open for service

Update hours of operation

List your available services

Communicate safety or health measures specific to the current climate

**Promote your service specials and offers**

**Post updates on your social media platforms to connect with customers on multiple channels**

**In the event your showroom is closed, shift digital marketing messages to service and parts**

**Make it easier for your customers. Promote if you offer pick-up and drop-off service options.**

## FIXED OPS STATS

### PAID SEARCH

**#1**

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**60%**

OF ALL AUTOMOTIVE SEARCHES COME FROM A MOBILE DEVICE

### SEO

OPTIMIZED PAGES CAN SEE AN INCREASE OF

**22%** IN ORGANIC PAGE VIEWS OVER THE COURSE OF A YEAR

**49%**

OF BUSINESSES RECEIVE MORE THAN 1,000 GMB SEARCHES PER MONTH

**5%**

OF GMB LISTING VIEWS RESULT IN A WEBSITE CLICK, CALL OR REQUEST

### SOCIAL MEDIA & REPUTATION MANAGEMENT

**69%**

OF US ADULTS ARE ON FACEBOOK ACCESSING THE PLATFORM ON AVERAGE 8X PER DAY

**70%**

OF CONSUMERS READ AN AVERAGE OF 4 REVIEWS BEFORE TRUSTING THE BUSINESS

**32%**

OF CONSUMERS THAT LEFT A NEGATIVE REVIEW EXPECT A RESPONSE IN 30 MINUTES

### VIDEO ADVERTISING

**60%**

OF SHOPPERS VISITED A DEALERSHIP OR DEALER WEBSITE AFTER WATCHING AN ONLINE VIDEO

**75%**

OF AUTO PURCHASERS INDICATE THAT YOUTUBE INFLUENCED THEIR PURCHASE

**36%**

OF PEOPLE THAT WATCHED A SERVICE VIDEO SCHEDULED AN APPOINTMENT



## SUMMARY

Using a multifaceted approach to your digital marketing efforts is the smartest way to speed ahead of your competition, and fixed ops is no exception. Many of the same techniques and channels you use for your dealership sales will work for your service department. It is critical to know how to use these strategies to your greatest advantage.

**We can help with that.**

Partnering with a digital marketing agency that is exclusively in the automotive space, like **L2TMedia**, is an excellent way to win more business without increasing your workload.

We have teams of dedicated specialists that understand the auto industry and what drives customers to your dealership. They work hard to accomplish the results you have been looking for.

Invest a little more in your digital marketing efforts for your fixed operations and you will see the results. Get more from that **\$400B** industry to make your service department the most profitable profit center at your dealership. Contact us today to discuss a marketing strategy and budget proposal!

**[www.l2tmedia.com](http://www.l2tmedia.com)**



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