



PRIVATE SERVICE EVENTS

THE DIFFICULT PROBLEM WE SOLVE

- Customer retention is at an all-time low
- Lost customers are hard to win back
- High post-warranty defection rates
- Decrease in billable hours
- Less repair orders

OUR SOLUTION

- Identifies lost and at-risk customers who are most likely to respond and attend
- Increases customer pay by persuading customers who are most likely to respond and attend
- Differentiates marketing message by offering services independent shops can't provide
- Educates customers about dealership service, pricing, expertise and convenience

MEET THE TEAM:



Jamil Zabaneh
President of
J&L Marketing

Jamil has over nine years of experience pioneering digital marketing solutions & a track record for creating innovative marketing solutions for the automotive industry's most complex challenges.



Ken Schaeffer
Regional
Vice President

Ken has over 30 years of experience in the automotive sector and a deep understanding of today's market. His extensive experience within dealerships and in sales leadership and marketing allows him to strategically help dealers achieve more than ever before.

WHY IT'S HARD TO SOLVE THE PROBLEM

- Customers have a low perception of the value of dealership service - lack trust
- They expect dealers to overcharge
- Increased saturation of independent shops
- Customers believe independent shops are more convenient

KEY FEATURES

- Data Analytics
- BDC Services Make Contacting & Follow-Up Easy
- Turn Key Program
- Optimized Marketing Funnel (Fully Automated Marketing, Including Direct Mail, Email, & Landing Pages)

INCREASE CUSTOMER PAY BY

120%

And win back lost customers.

5 WAYS YOU WILL REGAIN TRUST

1. Complimentary 60-Minute Multi-Point Inspection
2. Zero-Pressure Environment
3. Detailed Repair Recommendations
4. Visual Walk-Through of Inspection
5. Convenient & Cost-Effective Dealership Experience

EACH YEAR, THE AVERAGE DEALER

MISSES OUT ON NEARLY \$5,892,155

Dealer service departments see less than 1/3 of all repair orders.

102:1 JOHNSON CITY HONDA ROI

86:1 PRESTIGE VW OF STAMFORD ROI

188:1 MERCEDES BENZ OF SAN DIEGO ROI

PERFORMANCE AVG. & FORECAST BY TARGET VOLUME

IN MARKET AUDIENCE	2,500	5,000	7,500
EVENT LEADS	37.5	75	42.5
60 DAY LEADS TOTAL	282.8	565.5	848.3
AVERAGES			
AVERAGE DAYS SINCE LAST VISIT	336	336	336
AVERAGE SERVICE REVENUE RATIO	40:1	40:1	40:1

CLICK HERE NOW



TO SCHEDULE AN APPOINTMENT ONLINE