



SERVICE COMBAT STRATEGY

THE DIFFICULT PROBLEM WE SOLVE	OUR SOLUTION	MEET THE TEAM:	
<ul style="list-style-type: none"> High post-warranty defection rates Decrease in billable hours Less repair orders Only 30% of all service visits take place at a dealership Only 17% of dealership service visits occur at the dealership where the vehicle was purchased 	<ul style="list-style-type: none"> Addresses vehicle owners' main concerns with dealer service departments Digitally targets current and potential service customers Advertises service offers that are 100% relevant to online searches Provides vehicle owners with easy access to the info they need Capitalizes on today's trends to reach vehicle owners with marketing that influences them to take action 		
WHY IT'S HARD TO SOLVE THE PROBLEM	KEY FEATURES	Tyler Wilson Digital Marketing Strategist	Jamil Zabaneh President of J&L Marketing
<ul style="list-style-type: none"> Dealer websites are not designed for service Misconceptions about dealer pricing Customers believe independent shops are more convenient Customers seek service options online 	<ul style="list-style-type: none"> Turn Key Program Highly Targeted Digital Advertisements (Paid Search, Facebook, Gmail, & Email) Carefully Structured Landing Pages Strategically Crafted Offers Digital Analyst 	<p>Tyler has 10+ years of digital experience and specializes in paid search, display, and social media advertising. A continuous pursuit of learning and growth drives Tyler's passion towards understanding and discovering the possibilities of the future.</p>	<p>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.</p>

45% INCREASE IN CONVERSION RATE

38% DECREASE IN COST PER CONVERSION

Average changes in Paid Search after 30 days with Service Combat Strategy

WE SOLVE THESE 5 REASONS SERVICE CUSTOMERS DEFECT

- Total cost is not reasonable
- Fear of being overcharged
- Unreasonable labor charges
- Unreasonable parts charges
- Distance/Location

EACH YEAR, THE AVERAGE DEALER MISSES OUT ON NEARLY \$5,892,155

Dealers see less than 1/3 of all repair orders and 25% of all automotive searches are related to parts, service and maintenance.

\$2.61 PER CONVERSION **10.93% CLICK THROUGH RATE** **181 CONVERSIONS PER MONTH**

*BASED ON PAID SEARCH DATA FROM WEST COUNTY HONDA

PERFORMANCE AVG. & FORECAST BY AD SPEND

ESTIMATED AD SPEND	\$1,500	\$2,000	\$2,500
TOTAL IMPRESSIONS	6,782	9,048	11,313
TOTAL CLICKS	470	627	784
TOTAL CONVERSIONS	159	212	266
TOTAL COST PER CONVERSION	\$9.41	\$9.41	\$9.41

CLICK HERE NOW



TO SCHEDULE AN APPOINTMENT ONLINE