



SERVICE COMBAT STRATEGY CASE STUDY

HOW TO OUT-MARKET INDEPENDENT SHOPS
TO INCREASE CUSTOMER PAY REVENUE

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THE CHALLENGE

We teamed up with a BMW dealer to combat their *high post-warranty defection rates, decreased billable hours, and low repair orders.*

We knew that the best way to solve these issues was to catch vehicle owners online, address their concerns about dealer service prices, and create a better online customer experience.

But, they were *already running a paid search campaign with another agency* that was created to do just that.

The challenge we faced was to *develop a strategy that outperformed the dealership's current strategy* and helped increase their service traffic and revenue – *without requiring a larger budget.*



THE STRATEGY

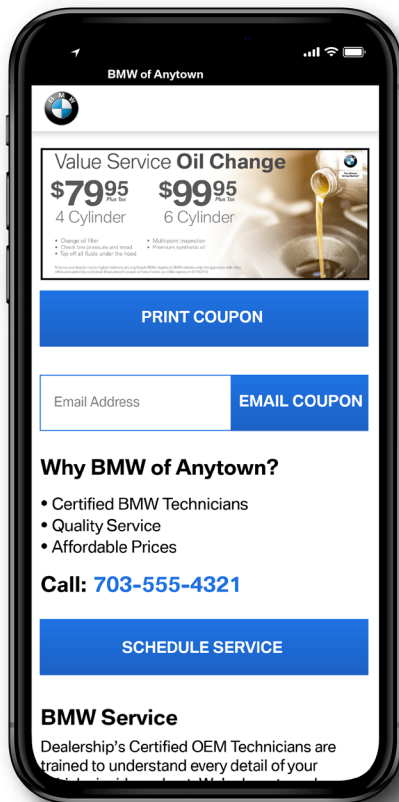
Studies show that drivers believe dealers offer high quality service, but at a high price. They see independent shops as more convenient and believe they are more reasonably priced.

By carefully analyzing the social, economic, and technological forces affecting dealer service, we discovered a few important trends.

- 1 | Search is the first place drivers turn to when they need information quickly and nearly 25% of all automotive searches are parts, service, and maintenance related. - *ThinkWithGoogle*
- 2 | Only 30% of total service visits occur at a dealership and only 17% of dealership service visits occur at the dealership where the vehicle was purchased. - *Maintenance and Repair Study*
- 3 | Though drivers turn to online sources for service options, most dealer websites are sales-focused and not designed for service.



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We knew that paid search would be an important aspect of our strategy and that we would need to offer discounts in order to incentivize drivers into the dealership.

What caught our attention was the fact that *dealer websites, though customer-facing, don't offer a positive customer experience for service visitors.*

Because of this, we knew we had to create a strategy that offered drivers a significantly improved customer experience, from their initial search to the moment they scheduled an appointment.

By utilizing **online and offline (DMS) data**, we were able to digitally target current and potential service customers with highly specified ads that led to a streamlined scheduling experience – **all while staying below the prior agency's ad spend!**

First, we looked at competing ads and considered how we could create complex ad and campaign structures in order to achieve a high quality score and gain better ad ranks without having to increase our dealer's budget.

These better quality scores resulted in lower cost per ad clicks - meaning more clicks and more leads for the same or even less money.

Then, we distributed these ads on paid search, Facebook, and Gmail. This omni-channel approach allowed the dealer to gather leads and appointments from multiple sources and reach drivers online where they're most likely to interact.

These ads promoted service offers that were contextually relevant to our targeted audiences' online searches and behaviors.

When BMW drivers in our dealer's DMS sought an "oil change near them", they were served an ad that promoted our dealer's service department and oil change specials.

These ads led viewers to landing pages that offered specific discounts on services that directly related to their "oil change" search.



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Rather than serving generic ads about service discounts, we created ads and landing pages that were directly related to the consumers' initial search terms.

By sending drivers to landing pages specific to their searches, we resolved their concerns about pricing, and allowed them to schedule their appointment at the dealership then and there – without having to go to another site – which resulted in a better, more streamlined, customer experience.

We also included additional offers which gave visitors a chance to consider other service options – which meant cross selling opportunities on every page.

All of this, combined with intelligent bidding (carefully choosing which words and audiences trigger our ads), allowed us to create a strategy that delivered the best results and a better return on investment for our dealer.

THE RESULTS

Our goal was to increase customer retention, billable hours, and repair orders without increasing our dealer's budget.

After just one month, our Service Combat Strategy significantly outperformed the prior agency's results.

We increased click through rates by 44%, decreased the cost per click by 16%, increased phone calls by 167%, and increased service appointments by 71%!

	CTR	AVERAGE CPC	PHONE CALLS	SCHEDULE SERVICE
PREVIOUS DIGITAL SERVICE STRATEGY	3.05%	\$5.85	12	21
J&L MARKETING'S SERVICE COMBAT STRATEGY	4.4%	\$4.91	32	36

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