

# Digital Secrets that Fill Service Lanes



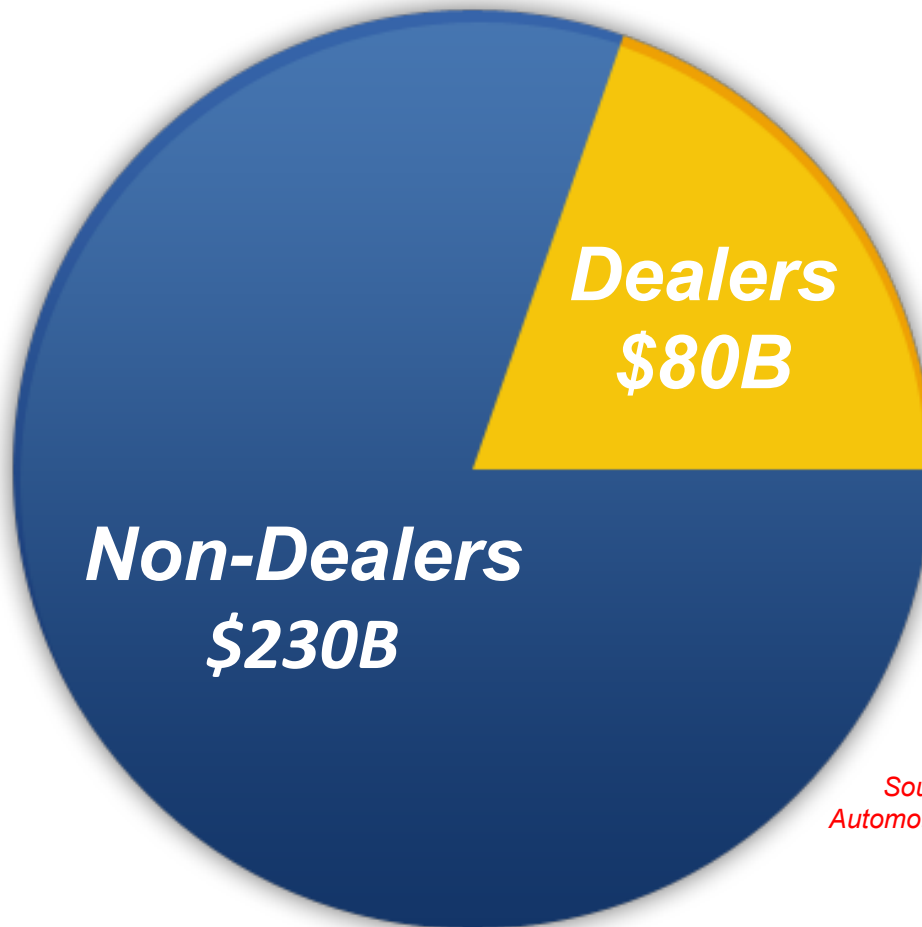
**Jeff Clark**  
*Chief Sales Officer*  
DealerOn  
Derwood, MD  
571-528-3839  
jeff@dealeron.com



**@dealeron**  
**#NADA2016**

# Service & Parts - \$300B/year Dealers get <30%

\$ Billions/Year



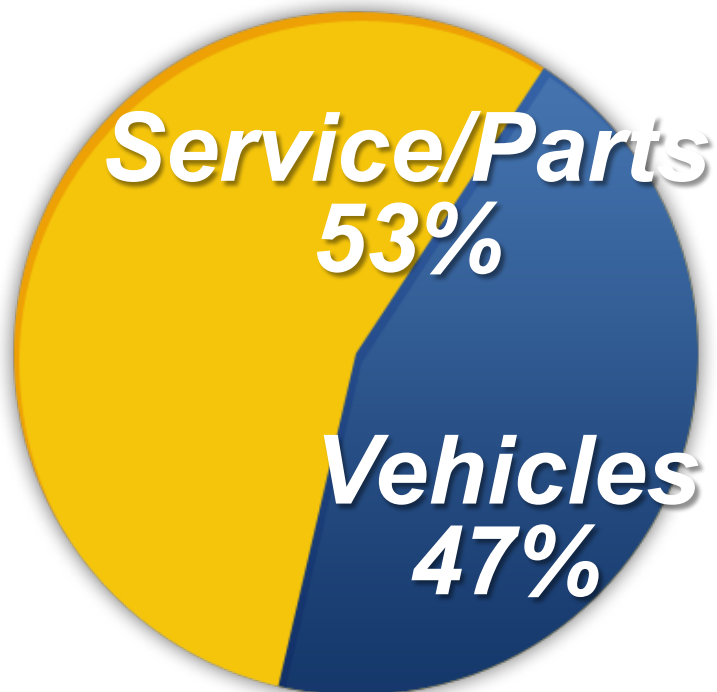
Source: NADA State of Industry Report 2013, Automotive Aftermarket Industry Association, 2013

# Website Content

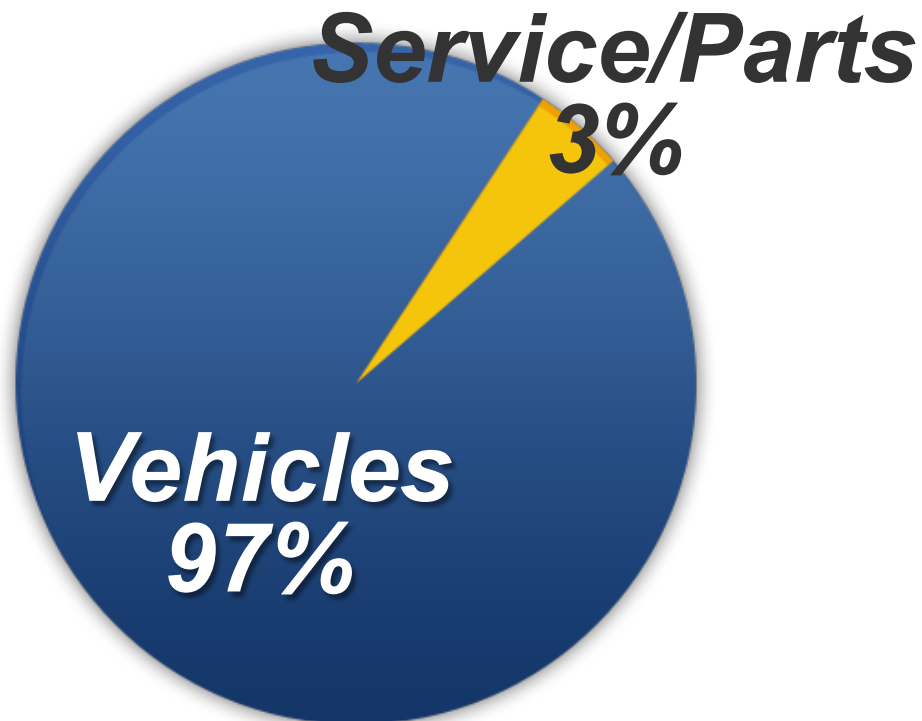
---

# Dealer Profit and Website Content: What's Wrong With This Picture?

Dealer Gross Profit



Website Content



Source: NADA DATA, 2013

# Dealer Service Content Currently

## #1 VOLUME FORD DEALER

in the World for 24 Years in a Row!

Sales (888) 230-2741  
Service (800) 256-6219  
15505 Roscoe Boulevard, North Hills, CA 91343

New Ford • Used Cars • Specials • Research • Finance • Parts/Service • About Us • Home

[Chat Live Now!](#)

Browse Vehicles

Make/Model

Price Range

Payment

Vehicle Type

MPG

Fiesta

Mustang

When you are number one there is a reason. Great deals, great service and great people.

BERT BOECKMANN  
Owner, Galpin Motors

MUSTANG SHOWROOM

BUILT ON THIS SITE

STARBUCKS

HORSELESS CARRIAGE

GALPIN AUTO SPORTS

### FORD SERVICE CENTER AT GALPIN FORD

SERVICE DEPARTMENT HOURS

Monday - Friday: 7:00 AM - 7:00 PM

Saturday: 8:00 AM - 5:00 PM

Sunday: Closed

[Schedule a Service Appointment](#)

[See Ford Service Specialists](#)

[Parts Store](#)

SHUTTLE SERVICE MAP

[Click here to download a pdf for our San Fernando Valley Shuttle Service Map](#)

\*Only for North Hills and Van Nuys locations

FORD SCHEDULED MAINTENANCE

Simply put, a properly maintained vehicle lasts longer and runs more efficiently than one that isn't maintained. Bringing your vehicle to Galpin Ford for all the scheduled maintenance recommendations helps:

- Ensure optimum operation, reliability and safety
- Prevent unexpected failures
- Maximize fuel efficiency
- Improve trade-in or resale value

FORD REPAIR & AUTO SERVICE

Whether it's a routine oil change or a more complicated engine repair, there's no better place to take your vehicle for service than Galpin Ford. The Ford Motor Company-trained technicians there know your vehicle inside and out. They have the right tools to diagnose any problem and they have the right parts on hand original-equipment Ford Motor Company Genuine Parts and high-quality Motorcraft® replacement parts – that are recommended for your vehicle.

FORD SERVICES AVAILABLE AT GALPIN FORD

New • Pre-Owned

Make: Ford

Model: All Models

[Go >](#)

NEW SPECIALS

on many new Fords in Stock

[VIEW SPECIALS](#)

FIN & AUTO CENTER

servicing all makes and models [Go Now >](#)

**ReadyCredit.com**

Credit Concerns? get easy approval

#NADA2016

NATIONAL AUTOMOBILE DEALERS ASSOCIATION

# 3<sup>rd</sup> Party Service Chain – Pep Boys

**SERVICE CENTER** SHOP ONLINE SEARCH Keyword, Part Name or #

E-SERVE CENTER | TIRE SERVICES | PREVENTIVE MAINTENANCE | REPAIR SERVICES | SPECIAL SERVICES | FLEET SERVICES

**GLOVEBOX** What is This? My Vehicles: [ADD A VEHICLE](#) My Stores: [ADD A STORE](#) LOG IN | Create Your Glovebox

Home > Pep Boys Services

## > PEP BOYS SERVICES

**WE PROVIDE:**  
State Inspection  
Hybrid Vehicle Service

**ASE**  
WITH OVER 6000 SERVICE BAYS  
NATIONWIDE TRUST PEP BOYS  
PROFESSIONALS FOR YOUR  
AUTOMOTIVE SOLUTIONS.

SCHEDULE SERVICE ONLINE

TIRE SERVICES

PREVENTIVE MAINTENANCE

REPAIR SERVICES

SPECIAL SERVICES

[Like](#) 162,911 people like this. Be the first of your friends.

A light on your dashboard?  
A shimmy or shake?  
A "funny" noise?

EVERY MAKE, EVERY MODEL  
FROM ROUTINE MAINTENANCE TO MAJOR REPAIRS  
**PEP BOYS DOES EVERYTHING FOR LESS!**

**SAME DAY APPOINTMENTS**  
Available Now

**SCHEDULE YOUR VEHICLE'S SERVICE ONLINE**

[MAKE AN APPOINTMENT](#)

TRACK YOUR VEHICLE'S STATUS

**E-SERVE**  
ELECTRONIC SERVICE CENTER

**NEW**

SHOP | SCHEDULE | SAVE  
INFORMATION TO INSTALLATION

**TREADSMART**  
THE BEST WAY TO BUY TIRES ONLINE

[SHOP TIRES](#)

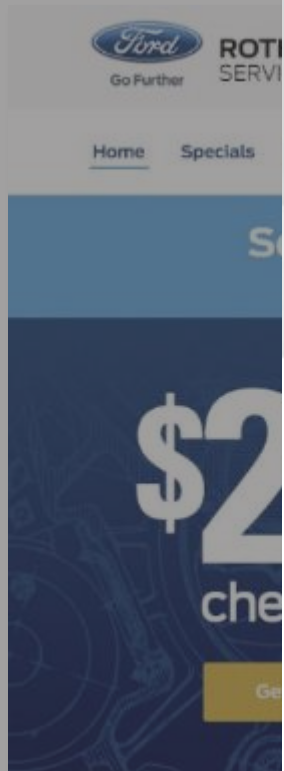
**UP TO 25% OFF BRAKE PARTS**


**PRO STOP**

**SALES & SPECIALS**

**UP TO 50% OFF SHOCKS OR STRUTS**

# You Need A Service Website






"I get my cars (3) serviced every 3 - 5 K miles. Everyone is considerate and responsive to my needs. Completion is on time or early, unnecessary work is never pushed. But I am always advised of issues that may need attention before the next visit."

- Richard Barnum, F-150 Owner

● ○ ○ ○



[Read More Reviews](#)



## Jeff, activate Sync to Drive Connected

In two quick steps you can get more vehicle-related information for **2013 Ford F-150** in your Garage here on Ford Owner. Just visit SYNC Owner to activate these features.

[Activate My Sync](#)



### Stay in Touch

Push a button and voice-control your music and phone calls.



### 4.2 Inch Cluster Screen

The customizable touch screen is intuitive to use.



### Voice-activated Technology

Use voice commands, steering wheel buttons or touch screens.

[How-To Videos](#)  
Learn More about you

Buy 4 select tires, get a  
**\$60** Mail Rebate



# Certified Ford Technicians

S  
ces

# Service Site Becomes the Dealer's Digital Fixed Ops Hub



“Service websites are the **#1 source** across devices helping drivers learn more about service centers they were aware of but hadn’t previously considered”

-Google & CriticalMix Fixed Ops Study, March 2015



# Landing Page for Each Service

## The Right Germantown Tires on Sale



When you buy tires from our Germantown area service center, you will ensure the tire brands on sale are the right ones for your Ford. That's what our certified service staff specializes in! Don't drive a Ford in Derwood? No problem - our wheel and tire specialists will make sure you find the perfect car tires in our tire shop in Maryland.

Our Gaithersburg dealership staff takes the time to find out how and where you drive your Ford car around Derwood. This makes a huge impact on the type of car tires you should buy for your car. City driving vs. country driving will make a difference, as well as how far you drive daily. Buying car tires online may not give you this same type of opportunity to ask

questions and even "try-on" new car tires to see what they look like.

Unsure whether your Rockville car or truck needs new tires? Stop by Rothbard Ford Service to have our Derwood certified tire technicians check the wear, tread, and inflation pressure.

Above all, you'll have a great experience when you buy tires from our Bethesda area service center. Our customer service is top-notch and we believe in treating our Derwood Ford customers right. Shop Rothbard Ford Service for an affordable selection of wheels and tires for your new or used Ford or other car or truck near Germantown.

Call Us For Tires

**800-555-5555**

Buy 4 select tires, get a

**\$60** Mail-In Rebate

YOKOHAMA  
DUNLOP  
GOODYEAR

See Details

Check Out Our Latest

Tire Specials



# Tire Configurator

Change Videos Service & Parts Dare to Compare About Us

Schedule Service Online with Us today!

SERVING ROCKVILLE, GAITHERSBURG AND SILVER SPRING

Schedule Service Now!

## Tire Configurator

### Search for Tires

By Vehicle | By Tire Size

\* Required Fields:

\* Select a year... ▾

\* Select a make... ▾

\* Select a model... ▾

Select a trim... ▾ ?

Search

Buy four select tires, get up to

# \$130

in mail-in rebates\*  
when you use the  
Ford Service Credit Card.


**GOODYEAR** **DUNLOP** **Continental** **PIRELLI** **YOKOHAMA**

\*Dealer-installed retail purchases only. Limit one redemption per customer. \$50 tire rebate on BFGoodrich, \$40 tire rebate on Goodyear, Dunlop, Continental Tire and Yokohama, \$70 tire rebate on Michelin, \$80 tire rebate on Pirelli. Tire rebate by prepaid debit card or apply to an active Owner Advantage Rewards® account. \$50 credit card rebate by prepaid debit card only. Subject to credit approval. Complete purchase must be made on the Ford Service Credit Card. Offer valid between 3/1/14 and 8/31/14. Submit rebate by 9/30/14. Cannot be combined with any other tire manufacturer-sponsored rebate/offer. See participating dealership for vehicle applications, rebate and account details.

Buy four Michelin tires, get a

# \$70

mail-in rebate\*

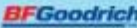


\*Dealer-installed retail purchases only. Limit one redemption per customer. \$70 tire rebate on Michelin. Tire rebate by prepaid debit card or apply to an active Owner Advantage Rewards® account. Offer valid between 3/1/14 and 8/31/14. Submit rebate by 9/30/14. Cannot be combined with any other tire manufacturer-sponsored rebate/offer. See participating dealership for vehicle applications and rebate details.

Buy four BFGoodrich tires, get a

# \$50

mail-in rebate\*



#NADA2016

# Parts & Service Content For Dealers

The screenshot shows the Lakeland Automall website interface. At the top right, there are links for 'Checkout', 'Shopping Cart', and 'Login'. The main header features the 'LAKELAND AUTOMALL' logo and the Ford logo. A search bar is present with the text 'Keywords or OEM part #' and a magnifying glass icon. To the right of the search bar, there is a 'CALL US' button with a phone icon and the text 'PHONE : (863) 225-9401'. Below the search bar, there is a shopping cart icon and the text '1 item(s) - \$9.40'. The navigation menu includes 'Start Here', 'CONTACT US', and 'Blogs'. The main content area features two promotional images: one with the text 'Cooler with Ford Accessories.' and a 'Shop Catalog' button, and another showing a silver Ford SUV with bicycles on its roof rack. At the bottom, there are logos for Ford, a stylized 'L' logo, and another stylized logo.

# Parts & Service – Dealers Using Ecommerce

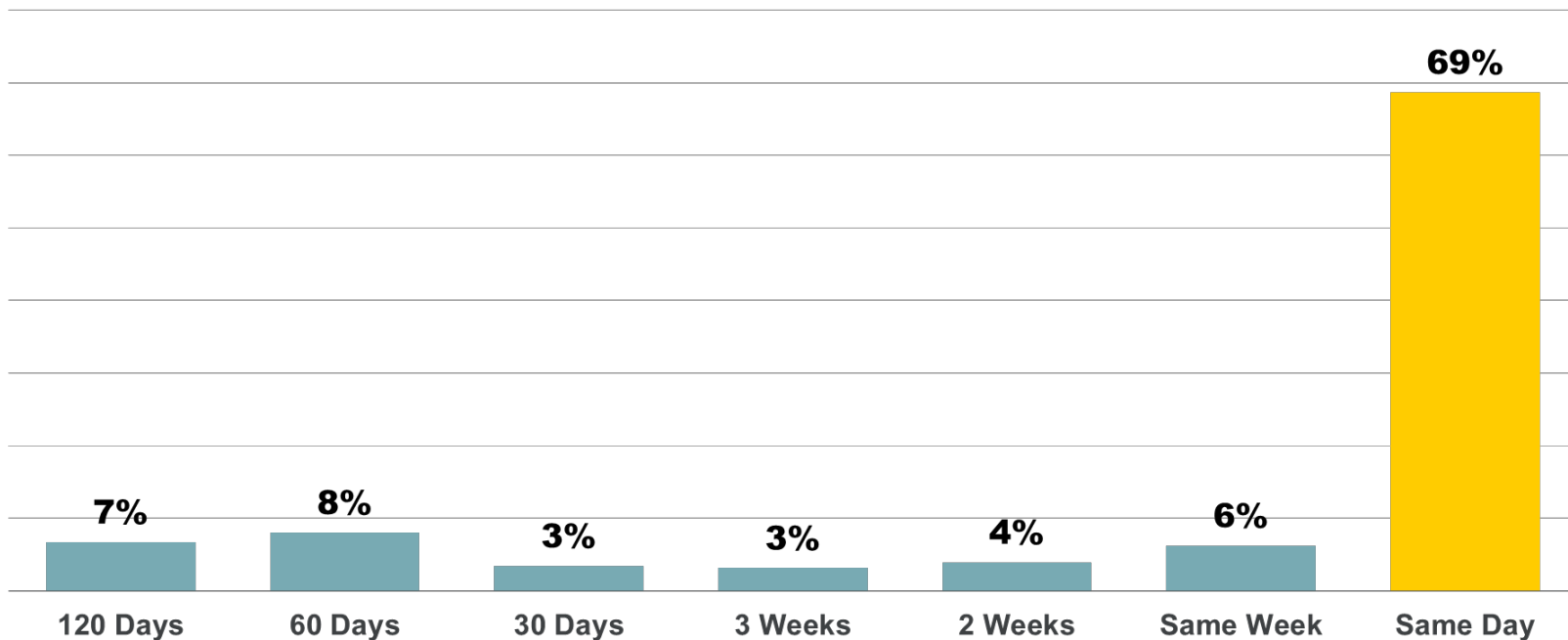
- 1) Pick Vehicle
- 2) Select Part
- 3) Confirm Choice
- 4) Checkout
- 5) Enter Payment

Product Name	CC Part Number	MSRP Price	Your Price	Core Charge	Quantity	Your Total
Spare Tire Winch Wrench	4LSZ-14020-00	\$12.00	\$9.40	\$0.00	x1	\$9.40
Subtotal						\$9.40
Tax						\$0.00
Total						\$9.40

# Goals for Site are not “Leads”, Shopping Cycle is Hours, Not Weeks

**Nearly 70 percent of shoppers buy within one day**

*share of first research visits prior to conversion (vehicle service brands)*



Source: Complete Vehicle Maintenance Shopping Analysis, July 2011.

# Goals for the Website



# 3<sup>rd</sup> Party Service Scheduler Integrated



**ROTHBARD FORD**  
SERVICE CENTER

1453 Calhoun Place | Derwood, MD 20855

Call Us at **800-555-5555**

[Home](#) [Specials](#) [Maintenance](#) [Tires](#) [Brakes](#) [Batteries](#) [Oil Change](#) [Videos](#) [Service & Parts](#) [Dare to Compare](#) [About Us](#)

Schedule Service Online with Us Today!

**LET CUSTOMERS  
SCHEDULE SERVICE  
DIRECTLY FROM  
YOUR SITE**

by!  
NG

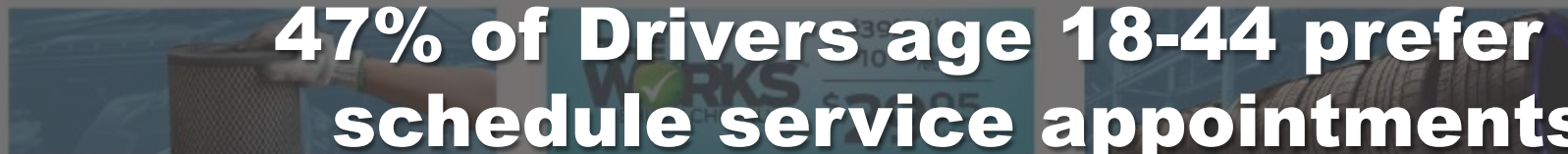
**Schedule Service Now!**

**\$21.95 OIL & FILTER CHANGE**

check out our service special today

Get this Special

**47% of Drivers age 18-44 prefer to schedule service appointments online --Google & CriticalMix Fixed Ops Study, March 2015**



**How-To Videos**  
Learn More about your Ford

Videos

Coupons & Rebates

ALL OF

Find the Right Parts

More

# Can Associate w/ Cookies – Hello Jeff!

unnecessary work is being pushed. Our team  
visit us to ensure that you get the  
attention before the next visit.”

- Richard Barnum, F-150 Owner

Citysearch® facebook.

Read More Reviews



## Jeff, activate Sync to Drive Connected

In two quick steps you can get more vehicle-related information for **2013 Ford F-150** in your Garage here on Ford Owner. Just visit SYNC Owner to activate these features.

Activate My Sync



### Stay in Touch

Push a button and voice-control your music and phone calls.



### 4.2 Inch Cluster Screen

The customizable touch screen is intuitive to use.



### Voice-activated Technology

Use voice commands, steering wheel buttons or touch screen.

# Certified



# Increase Service Phone-Ups



**ROTHBARD FORD**  
SERVICE CENTER

1453 Callahan Place, Derwood, MD 20815

800-555-5555

## Call us at 888-555-5555

[Home](#) [Specials](#) [Maintenance](#) [Tires](#) [Brakes](#) [Batteries](#) [Oil Change](#) [Videos](#) [Service & Parts](#) [Dare to Compare](#) [About Us](#)

### Schedule Service Online with Us Today!

SERVING ROCKVILLE, GAITHERSBURG AND SILVER SPRING

Schedule Service Now!

# \$21.95 OIL & FILTER CHANGE

check out our service specials today

**LARGE, OBVIOUS  
PHONE #;  
DYNAMICALLY  
TRACKABLE**



**How-To Videos**  
Learn More about your Ford

Watch Videos



**THE WORKS**  
VEHICLE CHECKUP

\$39.95 or less  
-\$10.00 mail-in rebate\*

**\$29.95**  
or less

See All Offers



**Find the Right Parts**  
Learn more about our Parts Center

Learn More



# Use Educational Video

check out our service specials today

Get this Special



 **How-To Videos**

Learn More about your Ford

**Watch Videos**

\$39.95 or less  
-\$10.00 mail-in rebate  
**\$29.95** or less



 **Find the Right Parts**

Learn more about our Parts Center

**Learn More**

## HOW-TO VIDEOS TO EXPLAIN

Buy 4 select tires, get a  
**\$60** Mail-In Rebate  
YOKOHAMA  
DUNLOP  
GOODYEAR

Buy 4 select tires, get a  
**\$60** Mail-In Rebate  
YOKOHAMA  
DUNLOP  
GOODYEAR

Buy 4 select tires, get a  
**\$60** Mail-In Rebate  
YOKOHAMA  
DUNLOP  
GOODYEAR

Buy 4 select tires, get a  
**\$60** Mail-In Rebate  
YOKOHAMA  
DUNLOP  
GOODYEAR

**At Rothbard Ford Service** we make the competition nervous!



"I get my cars (3) serviced every 3 - 5 K miles. Everyone is considerate and responsive to my needs. Completion is on time or early, unnecessary work is never pushed. But I am always advised of issues that may need attention before the next visit."

- Richard Barnum, F-150 Owner



Citysearch®

facebook.

# Video Increases Search Engine Footprint and Builds Consumer Trust

## Rockville Ford Videos

### Featured Video

Motorcraft® Parts Warranty (Short Version)



### Ford Brake Parts

Motorcraft® Brake Parts



[View Brakes Video](#)

### Tire Care Video

Pothole Pain Points



[View Tire Care Video](#)



[How-To Videos](#)  
Learn More about your Ford

[Watch Videos](#)



[Coupons & Rebates](#)  
Save on Service at Rothbard Ford

[See All Offers](#)



[Find the Right Parts](#)  
Learn more about our Parts Center

[Learn More](#)

#NADA2016

# Videos For Any Routine Service



Call us at 800-555-5555

Home Specials Maintenance Tires Brakes Batteries Oil Change Service & Parts to Compare About Us

Schedule Service Online with Us today

Schedule Service Now!

SERVING ROCKVILLE GAITHERS SILVER SPRING

Brakes Video

Tire Care Video

Maintenance Video

Exterior Maintenance Video

HVAC Service Video

Exhaust System Video

OEM Parts Video

# Rockville Ford Videos

## Featured Ford Video

New Ford Parts Warranty (Short Version)



## Ford Brake Parts

Motorcraft® Brake Parts



View Brakes Video

## Tire Care Video

# Dare To Compare Page

**HALL HONDA VIRGINIA BEACH SERVICE**  
3516 VIRGINIA BEACH BLVD. | VIRGINIA BEACH, VA 23452  
Call Us at 888-335-3447  
» Get Directions

HOME SPECIALS SERVICE & PARTS MAINTENANCE TIRES BRAKES BATTERIES EXPRESS SERVICE ABOUT US VIDEOS VEHICLE SALES

**SCHEDULE SERVICE ONLINE, ANYTIME!**

**SCHEDULE SERVICE**

**DARE TO COMPARE**

Service	Oil & Filter Change	Change Coolant	Rotate Tires	Alignment	Brakes
<i>Service Center</i>					
<b>Hall Honda Virginia Beach Service</b>	<b>\$38.95</b>	<b>\$109.90</b>	<b>\$24.95</b>	<b>\$79.95</b>	<b>\$189.99</b>
Other Honda Dealership	\$36.95	\$105.50	\$27.95	\$89.95	\$199.99
Independent Shop	\$32.99	\$95.99	\$21.95	N/A	\$220.00
Merchant's Tire	\$38.99	\$109.99	\$26.95	\$79.99	N/A
Jiffy Lube	\$43.99	\$94.99	\$19.99	N/A	N/A

Merchant's Tire \$38.99 \$109.99 \$26.95 \$79.99 N/A  
Jiffy Lube \$43.99 \$94.99 \$19.99 N/A N/A

*Price subject to change, based on Honda vehicles.*

# Why Your Dealership Instead of 3<sup>rd</sup> Party Service Chain? Highlight Staff Credibility

**“Automotive Experience—14 years Current Position —3 years Special Awards —Master Certified Ford and Lincoln Service Manager and Service Consultant, Ranked 1st in 2009 for Washington DC Region in Ford’s Employee Excellence Program”**

Meet Our Staff

Cassie Verones

Service Manager

Phone:

Phone:

Email:

Cassie V

Service Man

Read Blo

Katie Healy

Blue Team Service Consultant

Read Blo

Phone

Email

Patrick Housden

Service Advisor

Close

Brandy Taylor

Jon Edenton

# Offers

---

# What Else Do National Brands Do? Coupons!!!

The screenshot shows a website interface for a car service center. At the top, there is a navigation bar with 'SERVICE CENTER' and 'SHOP ONLINE' tabs, a search bar, and a list of categories: TIRES, PARTS, CAR CARE & MAINTENANCE, ACCESSORIES, PERFORMANCE, TOOLS & RECREATION, and ELECTRONICS. Below this is a 'GLOVEBOX' section with 'What Is This?', 'My Vehicles: ADD A VEHICLE', and 'My Stores: ADD A STORE' buttons, along with 'LOG IN' and 'Create Your Glovebox' links.

The main content area features a large banner for 'SCHEDULE YOUR SERVICE ONLINE' with a 'MAKE AN APPOINTMENT' button. To the left, there are vertical categories for TIRES, OIL, and BATTERIES. To the right, there is an 'e-SERVE' section for scheduling and tracking vehicle status.

Below the main banner, several promotional offers are highlighted with red circles:

- \$18.99** DO-IT-YOURSELF 5.1-QT. OR 5-QTS. PENNZOIL CONVENTIONAL OIL CHANGE WITH PUROLATOR CLASSIC OIL FILTER. IN STORE ONLY.
- NEW CATALOG** SAVE ON EVERYTHING YOUR CAR NEEDS FOR SUMMER. VIEW NOW.
- FREE** A/C CHECK PLUS 10% OFF A/C RELATED REPAIRS. CLICK FOR COUPON & FURTHER DETAILS.
- UP TO 25% OFF** PARTS.
- SALES & SPECIALS**
- 10% OFF** CAR STRUTS.



# What Should You Use? Coupons!!!

\$21.95 OIL & FILTER CHANGE

check out our service specials today

Get this Special



[How-To Videos](#)  
Learn More about your Ford

Watch Videos



[Coupons & Rebates](#)  
Save on Service at Rothbard Ford

View All Offers



[Find the Right Parts](#)  
Learn more about our Parts Center

Learn More

Buy 4 select tires, get a **\$60** Mail-In Rebate

YOKOHAMA  
DUNLOP  
GOODYEAR

At Rothbard

See Details

"I get my cars (3) serviced every 3 - 5 K miles. Everyone is considerate and responsive to my needs. Completion is on time or early."



# Dealer Group Credit Card for Service

3516 VIRGINIA BEACH BLVD. | VIRGINIA BEACH, VA 23452 Call Us at 888-335-3353  
» Get Directions

SERVICE & PARTS MAINTENANCE TIRES BRAKES BATTERIES EXPRESS SERVICE ABOUT US VIDEO

**SERVICE ANYTIME!** **SCHEDULE SERVICE** **LIKE**

**ENJOY COMPETITIVE FINANCING<sup>1</sup> WITH THE MILEONE CARD**  
<sup>1</sup>SUBJECT TO CREDIT APPROVAL. ASK FOR DETAILS.

## The MileOne Credit Card

over time with 12 months SPECIAL financing<sup>1</sup>

[Click here to see important terms and conditions.](#)

Proudly accepted at all MileOne locations

**Mile ONE AUTOMOTIVE**

Atlantic AUTOSPORTS & ACCESSORIES MotorWorld

Mile ONE HERITAGE Mile ONE FORD MOTOR Mile ONE

4206 8453 1930 0

SINCE: 2007 EXPIRES: 11/15  
CUSTOMERS NAME

**12 MONTH FINANCING**

## SERVICE NOW. PAY OVER TIME

enefits

# Behaviorally Targeted Service Ads

SEVING ROCKVILLE, FAITHERSBURG AND SILVER SPRING

Get the Deal Now!

WANT TO GET AN ADDITIONAL

# 10% OFF

YOUR NEXT SERVICE APPOINTMENT?

**YES** ▶

GET MY 10% VOUCHER NOW

**NO**

I LIKE PAYING FULL PRICE FOR CAR SERVICE

**\$60** Mail-In Rebate  
**DUNLOP**  
**GOODYEAR**  
See Details

**\$60** Mail-In Rebate  
**DUNLOP**  
**GOODYEAR**  
See Details

**\$60** Mail-In Rebate  
**DUNLOP**  
**GOODYEAR**  
See Details

**\$60** Mail-In Rebate  
**DUNLOP**  
**GOODYEAR**  
See Details

At Rothbard Ford Service we make the competition nervous!

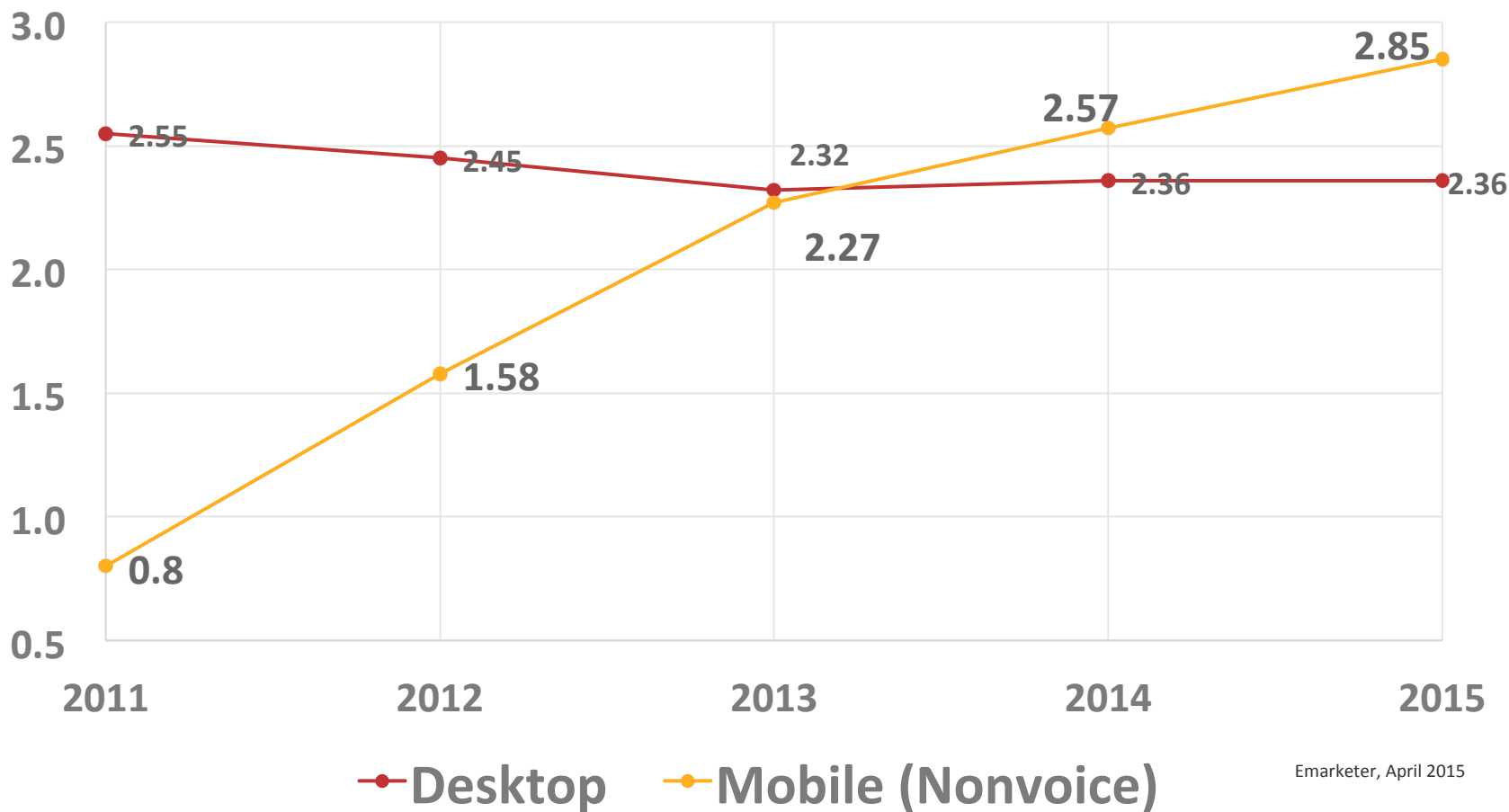
[View All Specials](#)

# Mobile: Fast, Simple, Easy

---

# Consumers Use Phones More Than Desktops for Browsing Internet

## Average Hours per Day with Media by US Adults

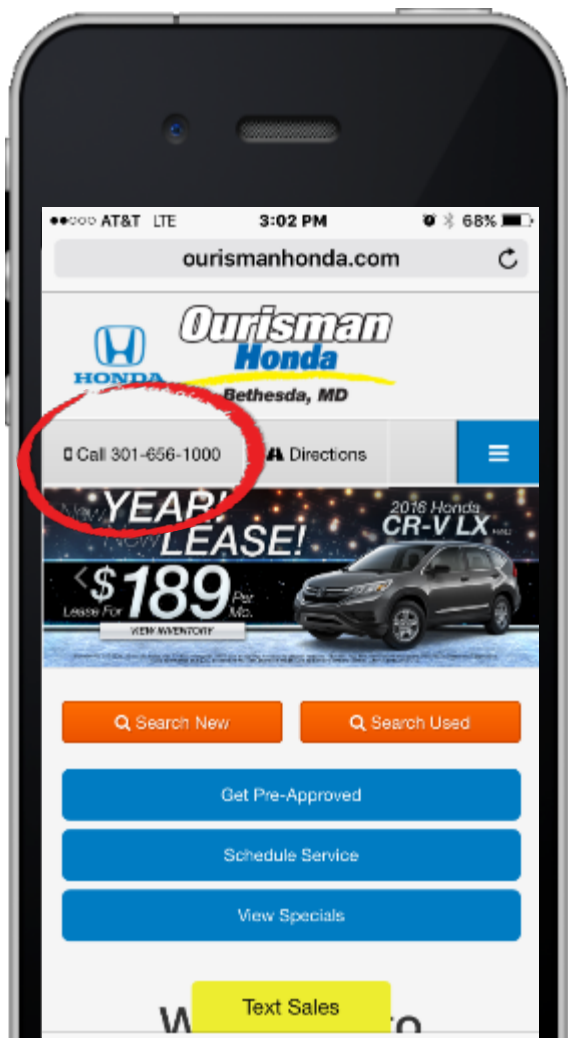


Emarketer, April 2015

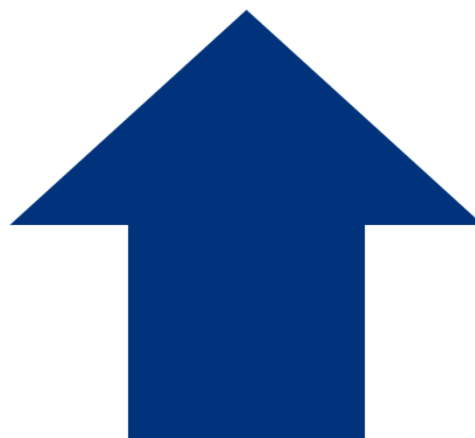
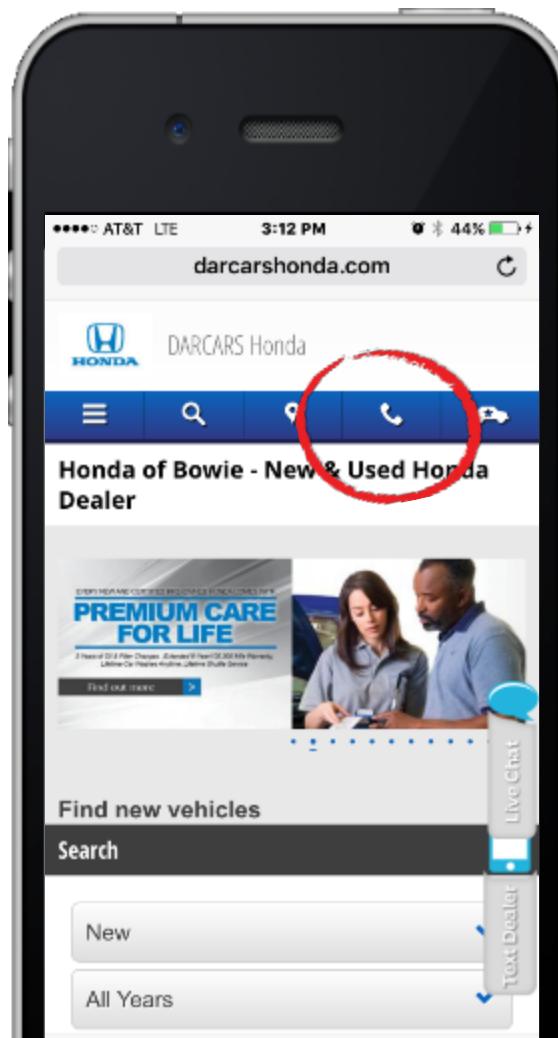
#NADA2016

# Phone Calls – Top Task for Mobile Service

## Right



## Wrong



# +30%

Calls

# Directions Should be One Click – Easy

# Wrong

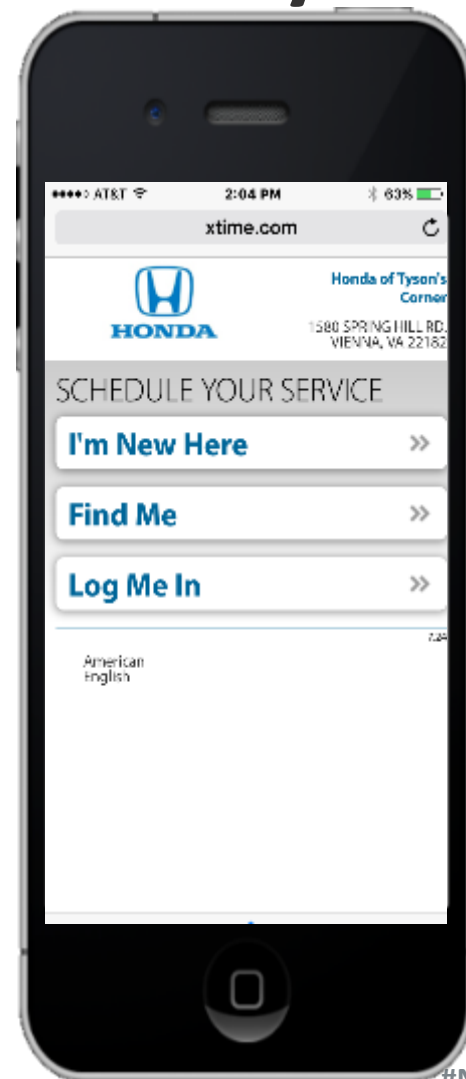


# Service Appointments – Quick & Easy

## Hard



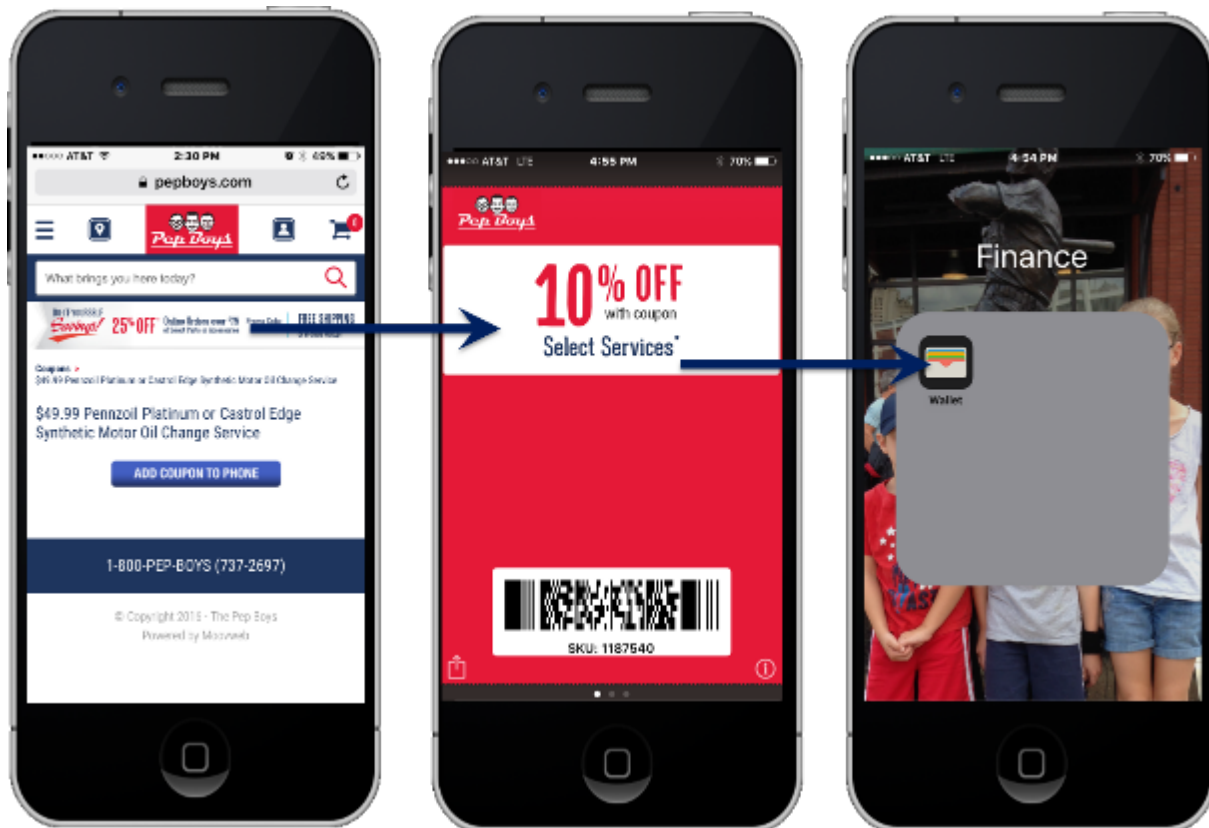
## Easy





# Pep Boys Service Coupons

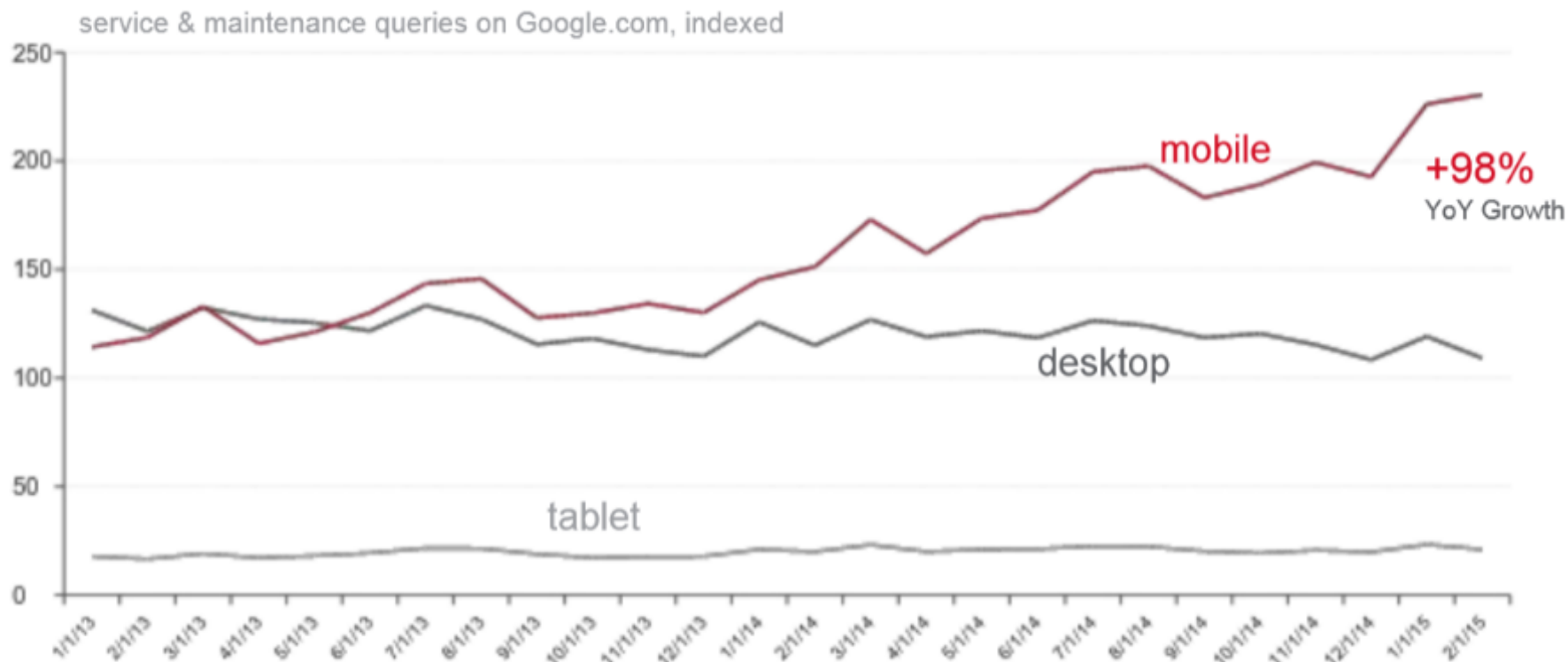
- 1) 10x Redemption Rate of Traditional
- 2) Integrate w/ Google & Apple Wallet
- 3) Trackable via Unique SKU
- 4) Deletion Rate <1%
- 5) Create Loyalty Program



# Search

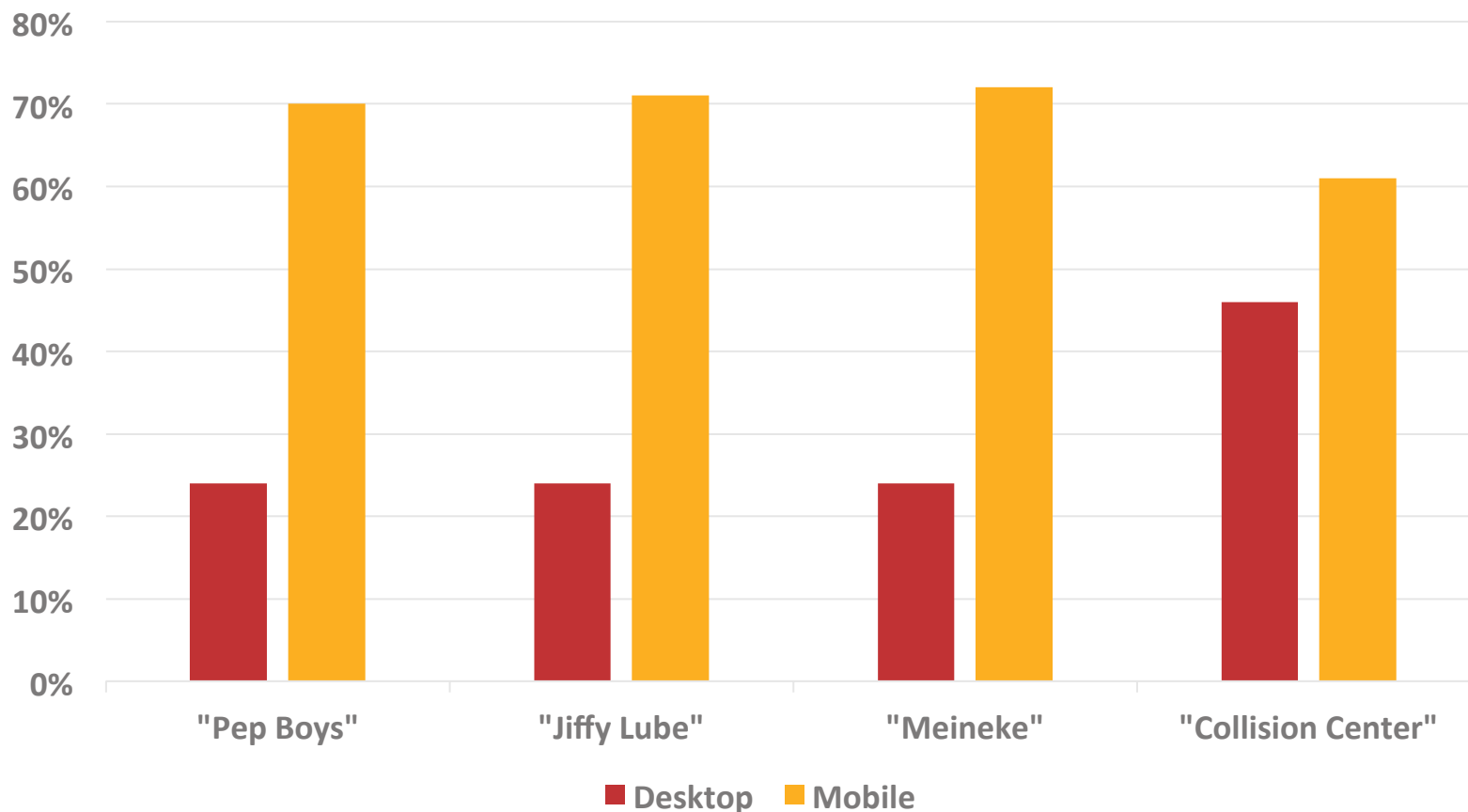
---

# Mobile Fixed-Ops Marketing is the Future

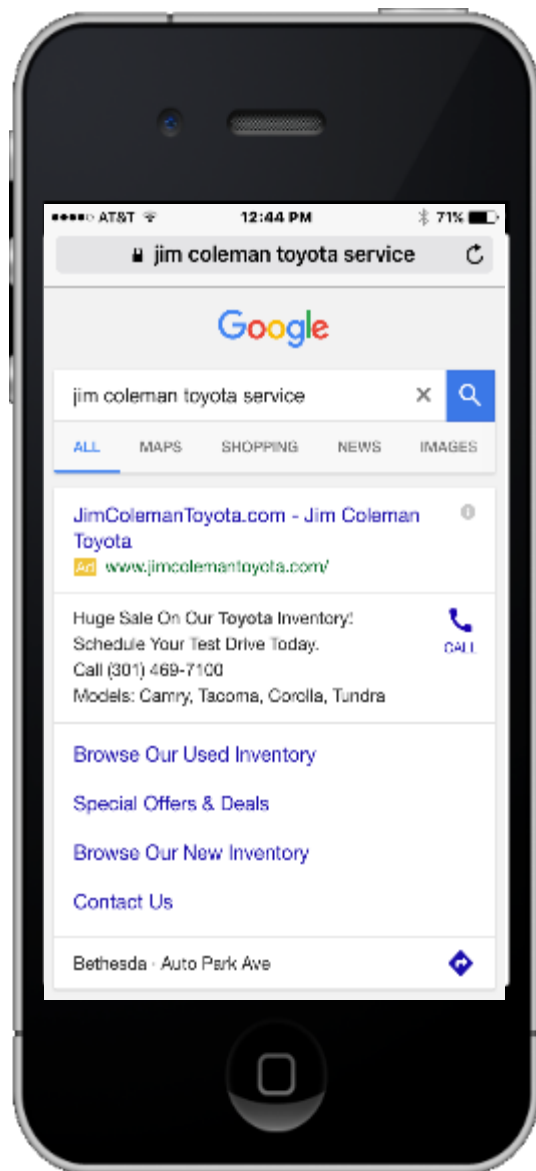


# Mobile Dominates Search Volumes for Competitors and Generic Business Types

Google Search Volume Washington, DC January 2016



# Mobile SERP's Heavily Favor Paid Search



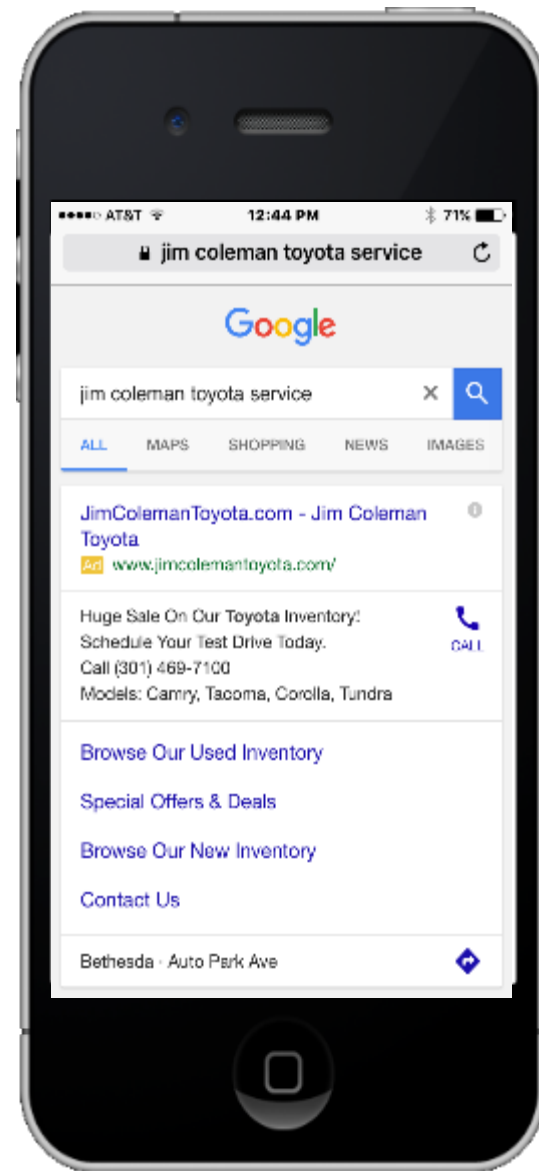
- August 2015 – 3 Mobile Local Ads
- IProspect Reports 40% Decline in Organic CTR
- Dealers May Be After 3 Local Ads for Their Own Branded Term
- You MUST Buy Your Brand
- Consider Buying Competitors

# 86% of Automotive Mobile Search Ad Clicks are INCREMENTAL -- Google



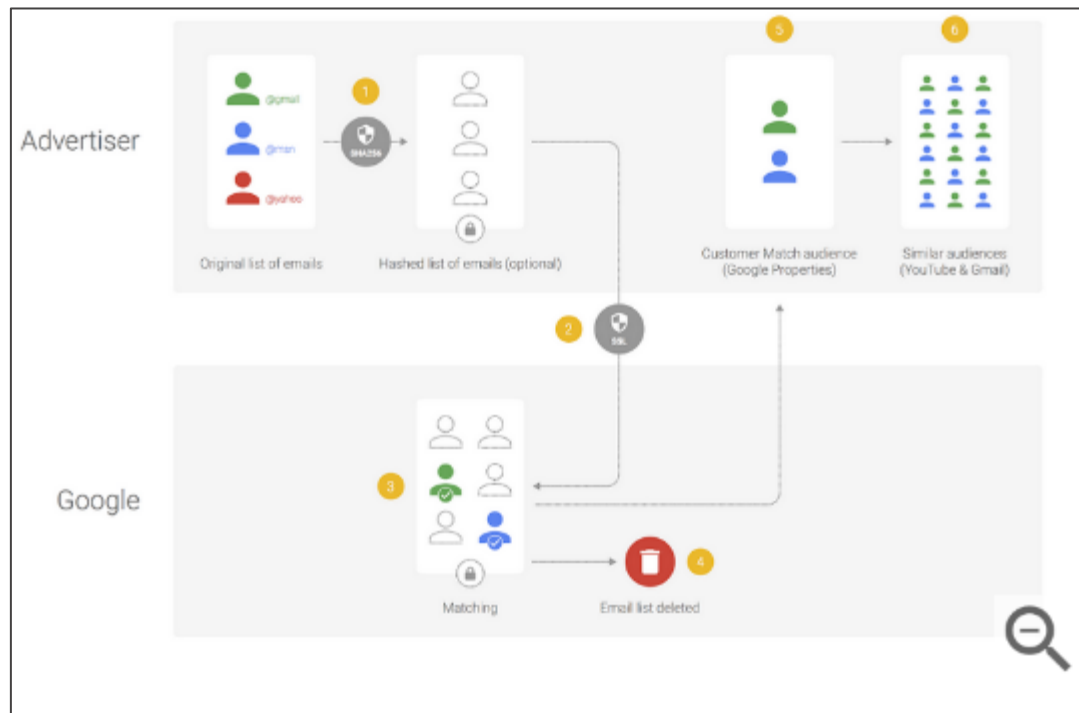
# Mobile Ad Best Practices

- Call Extensions
- Site Links
- Location Extensions
- Strong Call To Action
- Compelling Offer



# Google Customer Match for Fixed Ops Campaigns

- Market to Your DMS
- Leverage all Google Properties
- Highly Targeted





# 3<sup>rd</sup> Party Chains Use Remarketing Ads

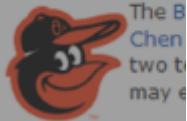
Hurdle said the Pirates were merely trying to ensure Alvarez remained healthy after his having injured his knee on Tuesday. However, Alvarez was able to enter Friday's game as a pinch-hitter and re...

Alvarez is hitting ...  
Morales, another l...

Tags: Pittsburgh P...

JUL 27  
1:35  
PM ET  
By AJ Mass | E...

Share 0



The B...  
Chen...  
two t...  
may e...

Eduar...  
"considering a twe...  
series against the

According to Encin...  
Angels team that...  
against a Seattle f...

The tactic would al...  
rather than agains...  
leagues after a bri...  
held the Angels to...  
Mariners in a loss.



[My Account](#) | [Appointment History](#) | [Order History](#) | [Help / Customer Care](#) | [Find a Store](#)

[For the Professional](#) | [Sign up for Email Exclusives](#) | [Rewards](#) | [Gift Cards](#) | [\\$\\$\\$ Savings](#)

[View Cart](#)   
0 Items

[Service Center](#)

[Shop Online](#)

Search

Keyword, Part Name or #



[Make an Appointment](#) | [Tire Services](#) | [Preventive Maintenance](#) | [Repair Services](#) | [Special Services](#) | [Fleet Services](#)

My Vehicles: [ADD A VEHICLE](#)

My Stores: [Pep Boys Germanto...](#)

My Appointments: [MAKE AN APPOINTMENT](#)

[Log In](#) | [Create Account](#)

[Home](#) / [Schedule a Service Appointment](#)

Coupon for 10% Off Service will be available after booking your service appointment. X

## Schedule a Service Appointment

STEP 1

Location, Vehicle & Services

STEP 2

Date & Time

STEP 3

Contact Information

Your Closest Pep Boys Store is:

### Pep Boys Germantown

20900-A Frederick Rd  
Germantown, MD20876

[Current Store](#)

### Pep Boys Annandale

7121 Little River Turnpike  
Annandale, VA22003

[Choose This Store](#)

### Pep Boys Hyattsville

1804 University Blvd E  
Hyattsville, MD20783

[Choose This Store](#)

### Know a closer location?

Search all Pep Boys Stores

[Find Stores](#)

## Already have an Account?

Sign-in to access your saved preferences

Remember me

[Forgot Password?](#)

[Sign In](#)

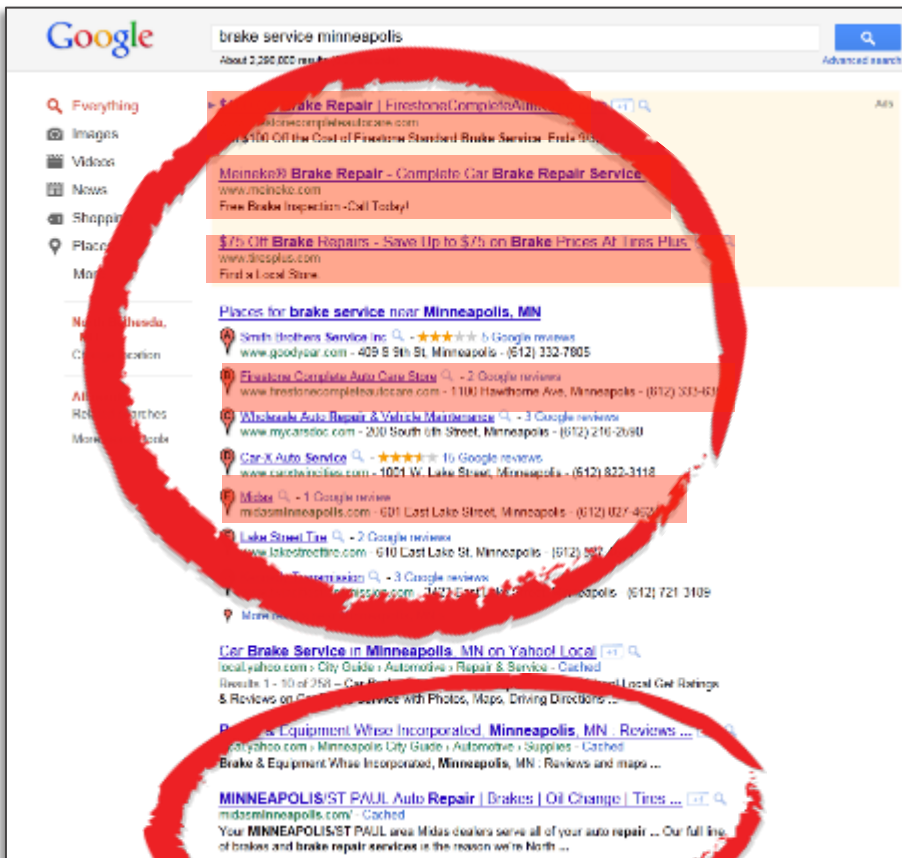
## Select a Vehicle

You have not added a vehicle.

[Add a Vehicle](#)

# Dealers Are Absent On Google

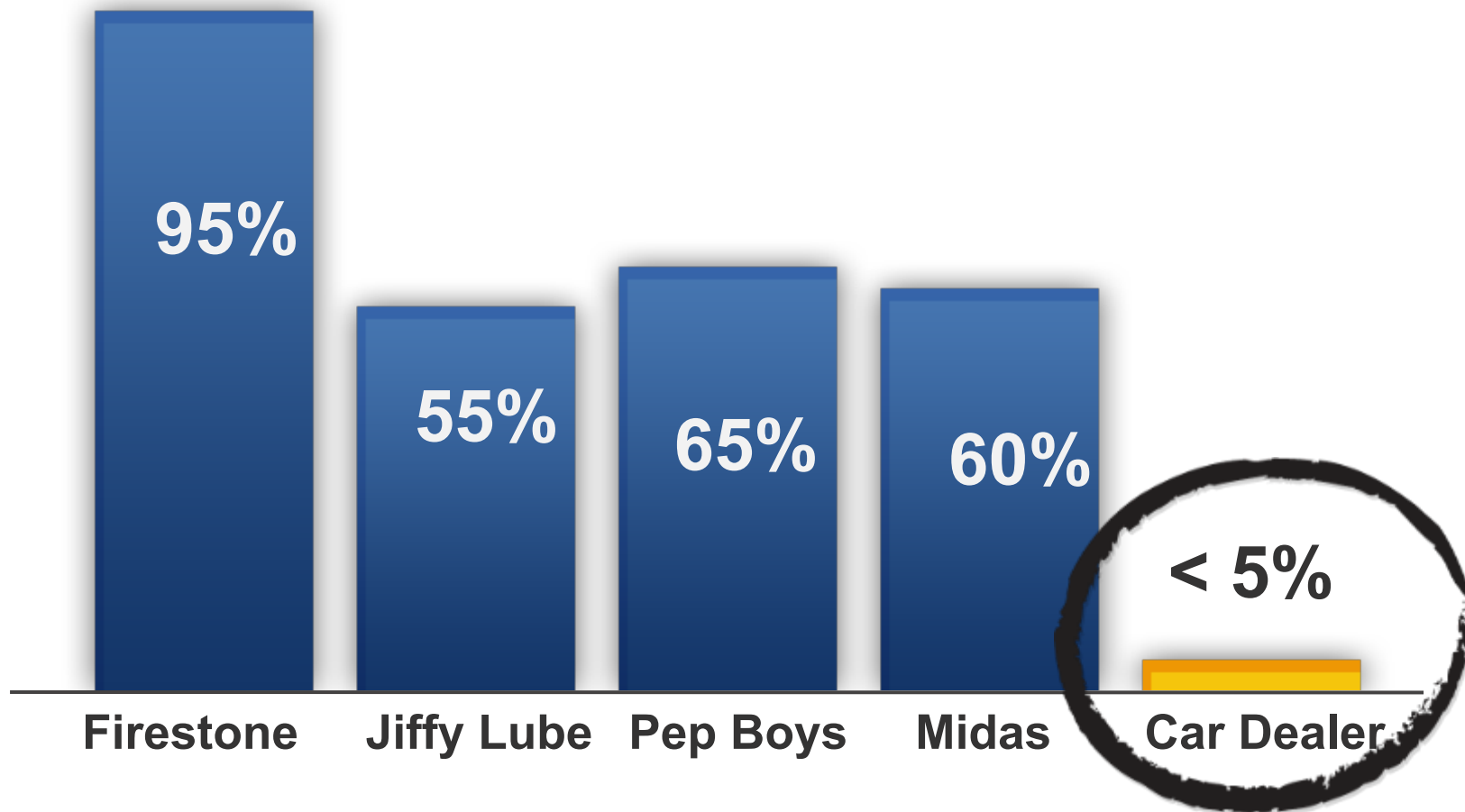
- National Brands



# Dealers



# Google SERP Percentages National Brands Versus Dealers



# Email and Social

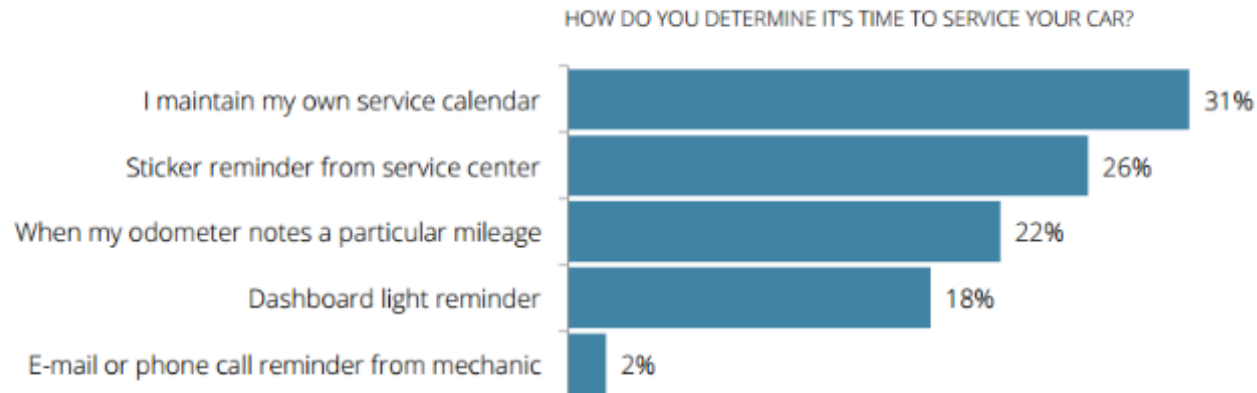
---

# Service Customers Need Email Reminders

Bring drivers back by making their lives easier.

THE REGULAR

Only 2% of vehicle owners get digital reminders from their service provider



Google+ Sterling Driver Insights Study, Google Consumer Surveys: How do you determine it's time to service your car? June 2013, A18-44, n=1315

Google Study, "Road to Winning Drivers – Aftermarket Service", July 2013

# Email Signup For Offers

> EMAIL SIGNUP

PUT YOUR MOUSE  
IN GEAR.



**SIGN UP FOR EMAIL UPDATES AND RECEIVE:**  
• Exclusive Coupons • Store Special Alerts • Money Saving Tips

First Name\*

Last Name\*

Email Address\*

Con firm Email Address\*

City\*

Zip\*

CLEAR ▶

SIGN UP TODAY ▶

[Privacy Policy](#)



GIFT CARD



PLUS! SIGN UP &  
ENTER TO  
WIN A  
**\$100** PEP BOYS  
GIFT CARD

# Social Service Ideas

## Follow The Boys



Check us out for exclusive promotions, updates, news and car care tips

Center **Shop Online** Search

Car Care | Accessories | Performance | Tools & Recreation | Electronics | Sale |

SEARCH A VEHICLE My Stores: **Pep Boys Germanto...** My Appointments: **MAKE AN APPOINTMENT**

**Online Orders Over \$100\*** | Enter Code **ROADTRIP25** in Cart.

Specials > Coupons

### > AVAILABLE COUPONS

- |                                       |          |                    |
|---------------------------------------|----------|--------------------|
| > \$10 OFF WHEEL ALIGNMENT            | Like 312 | Expires 07/31/2014 |
| > 10% OFF SERVICE                     | Like 871 | Expires 07/31/2014 |
| > \$20 OFF \$100 MERCHANDISE PURCHASE | Like 419 | Expires 07/31/2014 |
| > \$24.99 CONVENTIONAL OIL CHANGE     | Like 56  | Expires 07/31/2014 |

# FaceBook & Twitter Service Marketing

Pep Boys - Manny, Moe & Jack  
January 12

*Yeah Right...*

**No, No, Please  
TAKE YOUR TIME. THAT  
GREEN LIGHT IS PROBABLY  
Going to Get Greener!**

Like · Comment · Share 4

Adam Kondos and 59 others like this. Top Comments ▾

Write a comment...

Wayne M. Faust Jr. I agree with Peter Ruppert don't be

**WhataSlave:** I need to do an oil change ... But where do I go?  
8:48am, Oct 16 from Twitter for iPhone

**pepboysauto:** @whataslave Pep Boys! Book online for our Tues-Thurs special, an oil change is just \$19.99: <http://t.co/y9GqsMNVkE>  
1:11pm, Oct 16 from HootSuite



**WhataSlave:** At pep boys getting my oil change  
1:31pm, Oct 16 from Twitter for iPhone

**pepboysauto:** @whataslave Great! Glad we could help you out with that, thanks again.  
4:48pm, Oct 16 from HootSuite

**Baileymsummer:** Almost wrecked like 5 times on the way to work. Time for new tires..  
10:31am, Aug 12 from Twitter for iPhone

**pepboysauto:** @baileymsummer Whoa, be careful. We'll make it easier, take 20% off 4 installed tires and stay safe: <http://t.co/weX8pOFoDB>  
1:38pm, Aug 12 from HootSuite

**Baileymsummer:** @pepboysauto woah thanks so much  
1:56pm, Aug 12 from Twitter for iPhone

**mbtheqr81:** Terminator 2 has always made me leery of floors like this. @ Pep Boys Auto Service & Tire <http://t.co/tellNwnhBJQ>  
8:32am, Aug 05 from Instagram

**pepboysauto:** @mbtheqr81 Hasta la vista...  
4:52pm, Aug 06 from HootSuite

**mbtheqr81:** @pepboysauto Twitter interactions like that & great service will guarantee "I'll be back" to you guys for all my parts & auto needs.  
4:01am, Aug 07 from Plume for Android

icrossing /::





# Questions ?

# Digital Secrets that Fill Service Lanes



**Jeff Clark**  
*Chief Sales Officer*  
DealerOn  
Derwood, MD  
571-528-3839  
jeff@dealeron.com



Please visit the **NADA Pavilion** in the Expo Hall for information on accessing electronic versions of this presentation and the accompanying handout materials, and to order the workshop video recording.

**@mytwitterhandle**  
**#NADA2016**