



Dealer.com Service Marketing Package

An automated, personalized service marketing and customer retention tool.

The Service Marketing Package provides dealers with a unique way to capture and retain service customers and dramatically increase service revenue. Whether you currently market to your service customers or not, the Service Marketing Package delivers results!

The image displays a desktop email from ROI MOTORS and a laptop showing the Online Garage website. The email, addressed to 'Dear Joe', informs the customer that their 2010 Toyota Highlander is due for service. It includes a coupon for a \$19.95 oil change deal. The laptop screen shows the 'Online Garage' dashboard for the same vehicle, featuring service reminders for scheduled service, brake service, tire rotation, and tire replacement, along with contact information and hours for ROI Motors.

40% Lift in Service Leads*
and \$42,000 Lift in Service Revenue*

(*Average across dealers using Service Marketing Package, comparing Q4 2009 and Q4 2010)

How it works

- Every customer in your DMS will have an Online Garage automatically created for them, hosted on your dealership's website.
- The Online Garage is a customer-accessible dashboard for service records, service reminders, recall alerts, incentives and monthly newsletter.
- Customers can track all currently-owned vehicle histories in the Online Garage.
- When service is due, automated service reminders are sent to the customer's preferred method of contact.
- Customers return to your website and dealership to schedule service.
- Customers can access their online garage from Facebook. **NEW**

The process is turn-key. All functionality and Online Garage content require minimal dealer effort!



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“As soon as we turned on the Service Marketing Package, the revenue started flowing in. What amazed me most was the amount of revenue that came in from customers we hadn’t seen in our store for over a year.”

Clay Hagedorn
Marketing/eCommerce Director



“The Service Marketing Package has enabled us to connect with more customers in unique ways and build stronger relationships with them. The results we are seeing are impressive.”

Tammy Darvish
Vice President



Reach

- Instantly increase email count with eMatch
- Increase service visitors to your site

Frequency

- Automated, personalized communications
- Mileage based reminders and monthly newsletters

Response

- Highly engaged audience leads to appointments
- Increased repair order count and frequency

Key Benefits

Reach More Service Customers

Drive more service business back to your website with personalized service campaigns, and bring customers who have been away from your dealership back to your service bays.

DMS Integration

Recapture lost or bad email addresses with our one-time DMS email append and keep customer records updated with daily service polling.

Automated Service Reminders

Deliver mileage-based reminders and monthly newsletters to your customers.

Crush Direct Mail Costs

Significantly lower your advertising cost-per-unit compared to direct mail.

Track Your Service ROI

Dealers can track the performance and rate of return for every service campaign right from ControlCenter™.

Service Menu Manager

Dealers can post and manage service items to display on their SmartSite™ Service Menu directly from ControlCenter. Flexible pricing fields and per item disclaimers are easy to configure.

Online Garage

Customers have access to their vehicle service history, service reminders, recall alerts, vehicle incentives, service specials and monthly newsletter right from your dealership’s website. Now, consumers can access their Online Garage on Facebook simply by “liking” your dealership to access all of the same functionality while increasing your Facebook fans!