

TRADE PENDING



Turning Service Shoppers Into Service Buyers

Speakers: Owen Moon, Director Matthew Davis, CMO

Starting soon!



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WEBINAR RECORDING

Today's presentation recording will be available for download after the webinar.



WEBINAR QUESTION & ANSWER

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TradePending TV



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Does your dealership have what it takes?

The graphic features a large, stylized title 'THE WOBBLY AWARDS' in a bold, orange-to-yellow gradient font. The word 'THE' is smaller and positioned above 'WOBBLY'. Below the main title, the subtitle 'Demonstrated Excellence in Automotive' is written in a dark blue, sans-serif font. To the right of the text is a golden trophy that resembles a wobbly scale, with a top hat on its vertical stem. The trophy sits on a black rectangular base with the text 'TRADEPENDING THE WOBBLY AWARDS' in white. A small orange box with the word 'TRADEPENDING' in white is located above the trophy. The background is a light gray with a faint grid of small orange plus signs. The entire graphic is set against a background of a white car.

TRADEPENDING

THE WOBBLY AWARDS

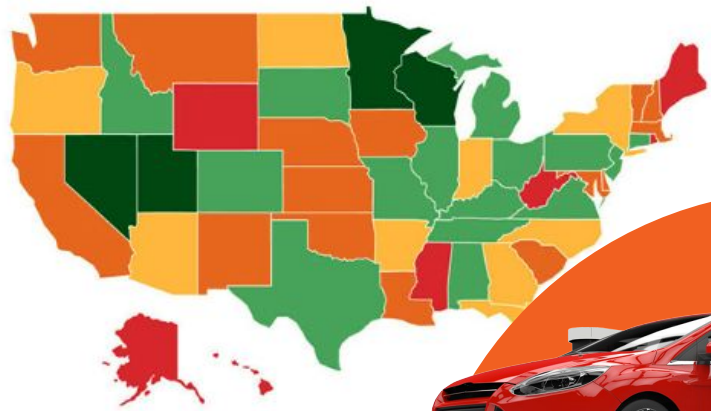
Demonstrated Excellence in Automotive

TRADEPENDING
THE WOBBLY AWARDS

Massive Service Opportunity

29% Past due for oil changes
44% Past due for tire rotations

What is your dealership
Doing?



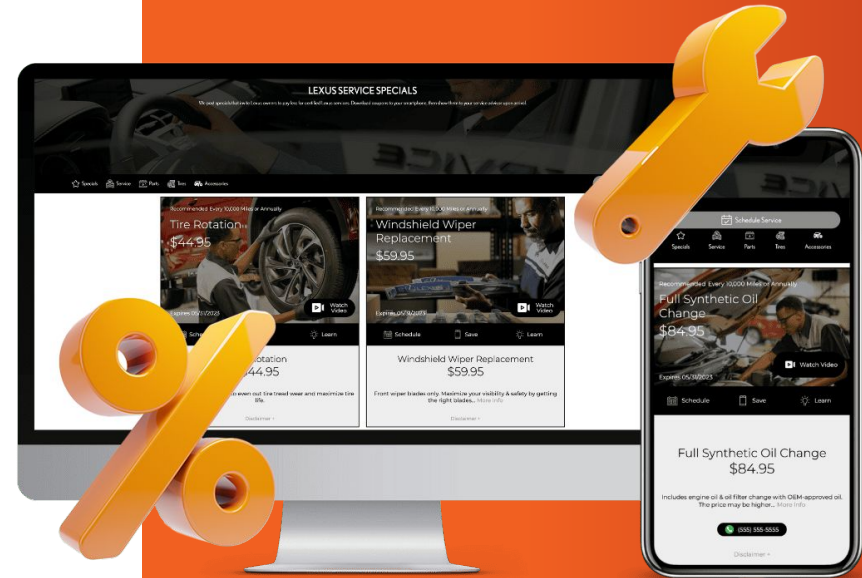
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[Source: UsedCarNews](#)



Service Marketing Challenges

1. Poor service specials management on your website *leads to abandonment & lost business*
2. No data on which services customers seek most from your site *leads to marketing the wrong specials and lost revenue*
3. Different prices for the same service on your website, social media, TV, print and email *leads to confusion and people their business elsewhere, and frustration for your employees*



Various Ways to Solve Those Challenges

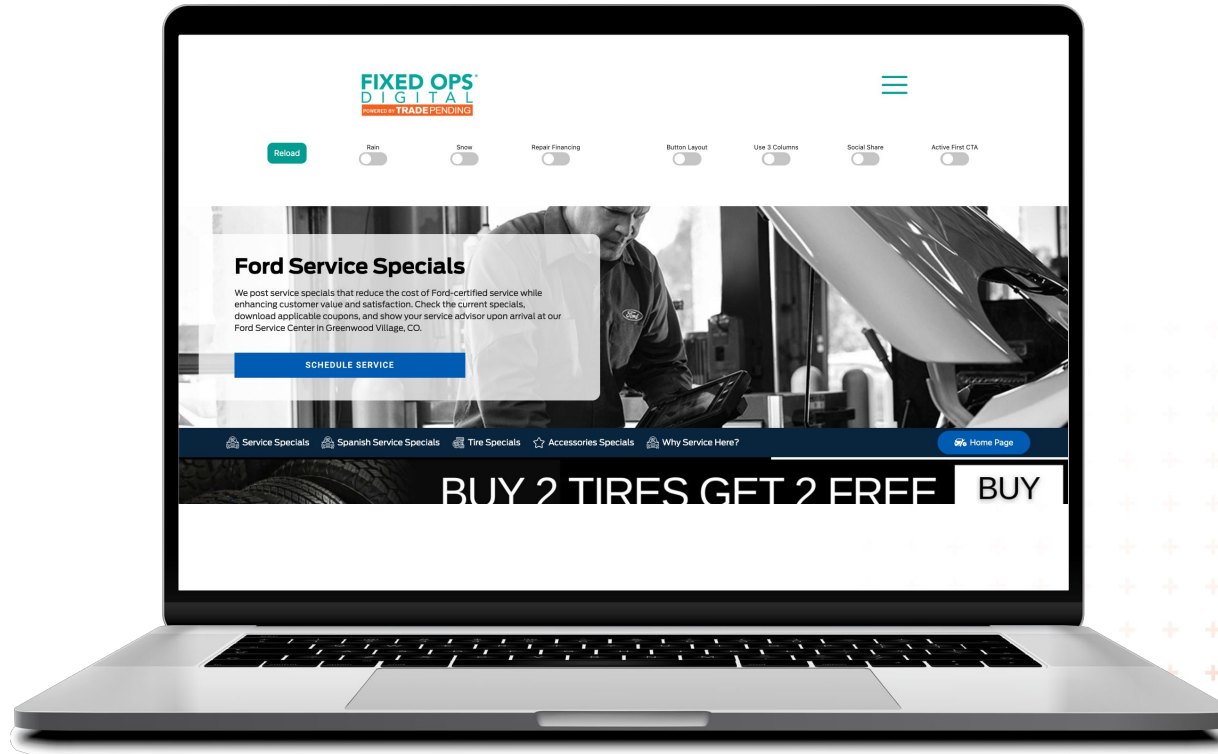
- Do nothing, it costs nothing.
 - *Lots of lost revenue opportunities*
 - *Difficulty keeping offers up to date*
 - *Fragmentation of offers across website and marketing channels*
 - *No understanding of which offers consumers are most interested in*
- Use basic coupon builder within OEM website. Included in platform, some basic functionality.
 - *Hard to maintain prices across all marketing channels.*
 - *Limited on which offers drive results.*
- Full service agency. White glove service that handles everything from specials management to paid campaigns.
 - *Expensive*
 - *Lag in reporting*

The Perfect World...

- Easy to use and affordable software. A single person can keep all specials up-to-date
- Sync all offers automatically across all websites and marketing channels
- Real-time reporting on which offers drive most results

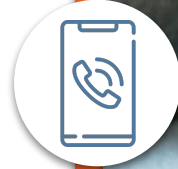


Let's check it out live!



Benefits

- **Consistency**
 - *Keep your service offers and messaging consistent across all channels and your website, updated automatically.*
- **Conversion**
 - *Turn your specials pages into lead conversion opportunities, expanding your fixed ops profit centers and staying competitive.*
- **Streamlined Operations**
 - *Allow mobile customers to connect to Service BDC/ Appointment Coordinators by saving offers in their mobile wallet.*



Key Differentiators

- Vehicle Recall Lookup widget
 - *Additional revenue opportunities*
- Repair Financing Integration
 - *Reduce declined and deferred service*
- Weather React
 - *Relevant service offerings change automatically with the weather*
- Social Share
 - *Increase referrals & drive marketing campaigns*
- Digital Wallet Integration (*iOS & Android*)
 - *Save-to-phone coupons offering easy use and lead generation*



Key Differentiators

- Automated Google Business Profile Posting
 - *SPARK dynamically created posts are updated daily based on service offerings*
- Facebook API
 - *Ends fragmentation between platforms*
- Interactive Video
 - *Videos are created to introduce customers to different services, dealership amenities, and offers using interactive elements they can select from*
- Engagement Reporting
 - *Get insight into what offers are trending and which Campaigns are working with our data intelligence*



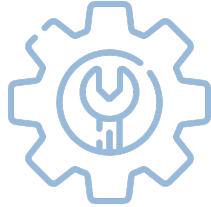
FIXED OPS DIGITAL		Aug 1, 2023 - Aug 31, 2023					
Total SPARK Engagements	Schedule Service	Learn More	Banners	3rd Party Integration	Tires	Service Leads	
386	110	34	3	10	6	4	
Total FIXED OPS Visitors	More Info	Click to Call	Get Directions	Watch Video	Parts Accessories	Recall Leads	
2,066	103	4	1	11	4	5	

Recommended Placements Page



Homepage Widget

- Highlight dealership strengths
- Dealerships aren't too expensive!



Service Specials Page

- Educate customers on service
- Increase scheduled appointments



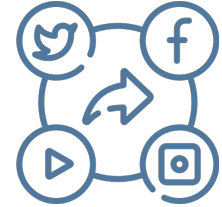
Conversion Landing Pages

- Lead generation for service
- Reduced deferrals for service



Tires/Accessories Specials

- Up-to-date tire specials
- A la carte accessories



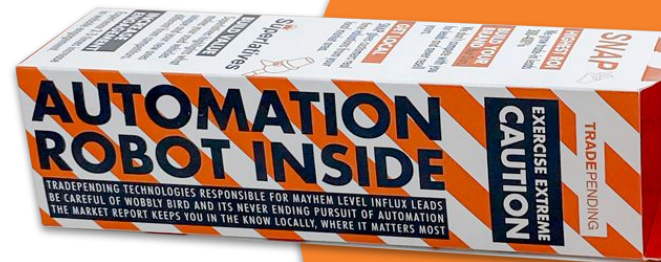
Social Share

- Each active offer can be shared
- Strengthen referrals

Go to this link to claim your own free Wobbly Bird!

bit.ly/wobblybird

(Case Sensitive)





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