



Drive More High-Margin  
Customer-Pay (CP) Work with

**FixedOps Velocity**

Hyper-Local Service Marketing



$$\begin{array}{rcccl}
 250 & + & 12.5 & = & \$18 \\
 \text{Million} & & \text{Years} & & \text{Billion} \\
 \text{Vehicle Owners} & & \text{Average Ownership} & & \text{Market Opportunity}
 \end{array}$$

## Dealer Challenges

- ▶ Poor customer retention after warranty
- ▶ Low CP Traffic in the Service Lane
- ▶ Dealer websites prioritize sales, often sidelining service
- ▶ Local repair shops dominate local digital channels
- ▶ Service marketing is directed towards low-gross warranty customers

### Boost your profitable Customer Pay business with Hyper-Local Service Marketing

FixedOps Velocity empowers dealerships to out-compete local service shops, recapture out-of-warranty customers, and become the preferred local service destination—turning the service lane into a powerful revenue engine.

#### SUCCESS STORY: FORD DEALERSHIP IN FLORIDA

**10X** Service Revenue Growth in 90 Days on a **\$1.5K**/month Ad Budget



**\$84,077**  
Service Revenue



**\$50,981**  
Gross Profit





The service department delivers 49% of dealership gross profits, yet its biggest growth opportunities remain untapped.

Transform your service marketing with **FixedOps Velocity**



### Hyper-Local Marketing

Strategic marketing for local customers based on high intent online keyword searches



### Social Media Marketing

Connect, Engage & Convert customers on social media



### Content Marketing

Educate customers through blogs, email and content channels



### Geofenced Google Ads

Capture local customers through precision-targeted Google campaigns



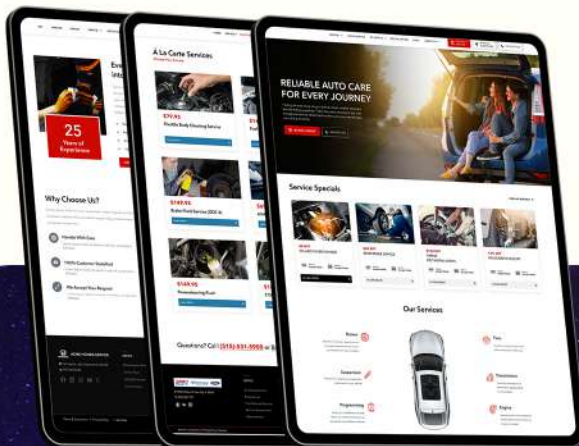
### Monthly Reporting

Review & Monitor Performance, Strategize and Implement insights

### HIGH ROI

### LONG TERM RETURNS

### INCREASED CUSTOMER PAY REPAIR ORDERS



Reclaim Your Service Market Share with FixedOps Velocity!

DEDICATED SERVICE WEBSITE

For more information, call 844-384-6603 or visit frogdata.com

