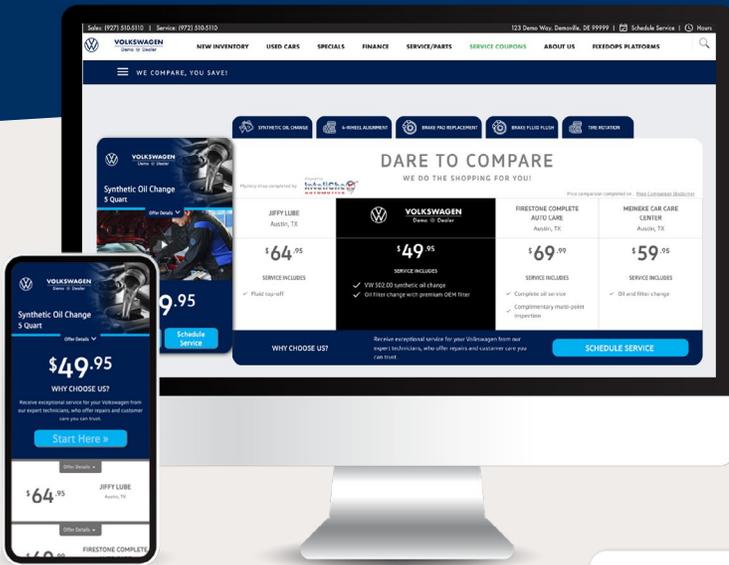


TRAFFIC & CONVERSION BUNDLE

• Drive traffic • Outshine competitors • Convert leads • Prove ROI • Purpose-built to drive fixed ops performance—from Google Search traffic to service lane revenue.



✓ DARE TO COMPARE

Showcase Intellichek-backed pricing to capture and compete with your local competitors. Includes quarterly mystery shops for up to 5 key service offers and 6 independents. Boost trust with “why service here” messaging, custom branded video, display banner ad, dealership hours of operation and Google Map integration.

✓ GOOGLE ADS

Capture high intent local search traffic with targeted campaigns to convert and retain customers.



Compare Local Prices - All Makes & Models Welcome

Compare and save on oil changes, brakes, and more. Same-day appointments available. Local service center with better care, faster service, and honest pricing.

[Competitor Pricing](#) · [Service Specials](#)

✓ CONVERSION PAGE

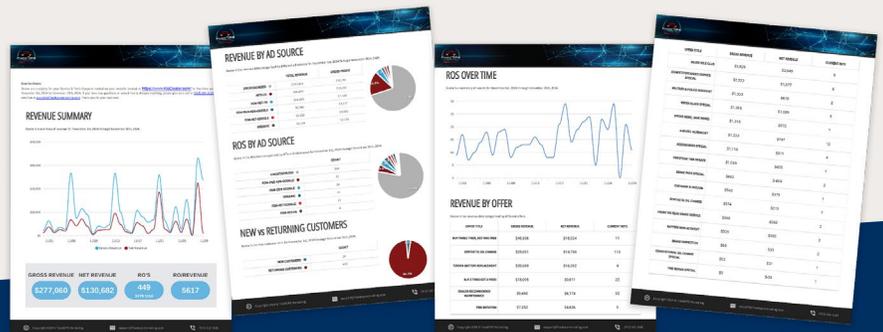
Display offers front and center with a clean, branded page featuring videos, clear CTAs, and SEO. Includes a monthly spotlight video and targeted keyword content to boost visibility.

Let customers connect their way—via call, online scheduler, text, email, wallet, or print—while capturing leads in real time.



✓ DMS INTEGRATION

Track what really matters: customer-pay ROs. See exactly which campaigns and offers generate revenue—with real-time reporting tied to your DMS.



FIXEDOPSMARKETING.COM/VW



(972) 510-5110

sales@fixedopsmarketing.com





PRESTIGE

PRESTIGE is the most comprehensive, interconnected and personalized video marketing platform available to service departments. Unlimited customized, dealership-branded offer videos, and automatic integration with social media.



Designed by us, created for YOU! **PRESTIGE** is the ultimate digital marketing solution for fixed ops. Our simple admin allows new videos to be rendered and distributed in minutes. Offer videos are automatically synced to your website and published to your social media. **PRESTIGE** is fully-managed by us and always working for YOU! Billed on the VW parts statement and co-op'd at 50%

- ✔ Compatible on any device.
- ✔ Complete analytics.
- ✔ Cutting edge technology, built for the web.
- ✔ Fully-managed.
- ✔ Dedicated account support.

PRESTIGE combines all other product features with the addition of customized and unlimited dealership-branded videos. Create and distribute as many videos as you want, as often as you want.

Videos include dealership branding, images, tag lines, value statements, offer details, and educational video content. Drive up engagement, improve SEO and generate more conversions.

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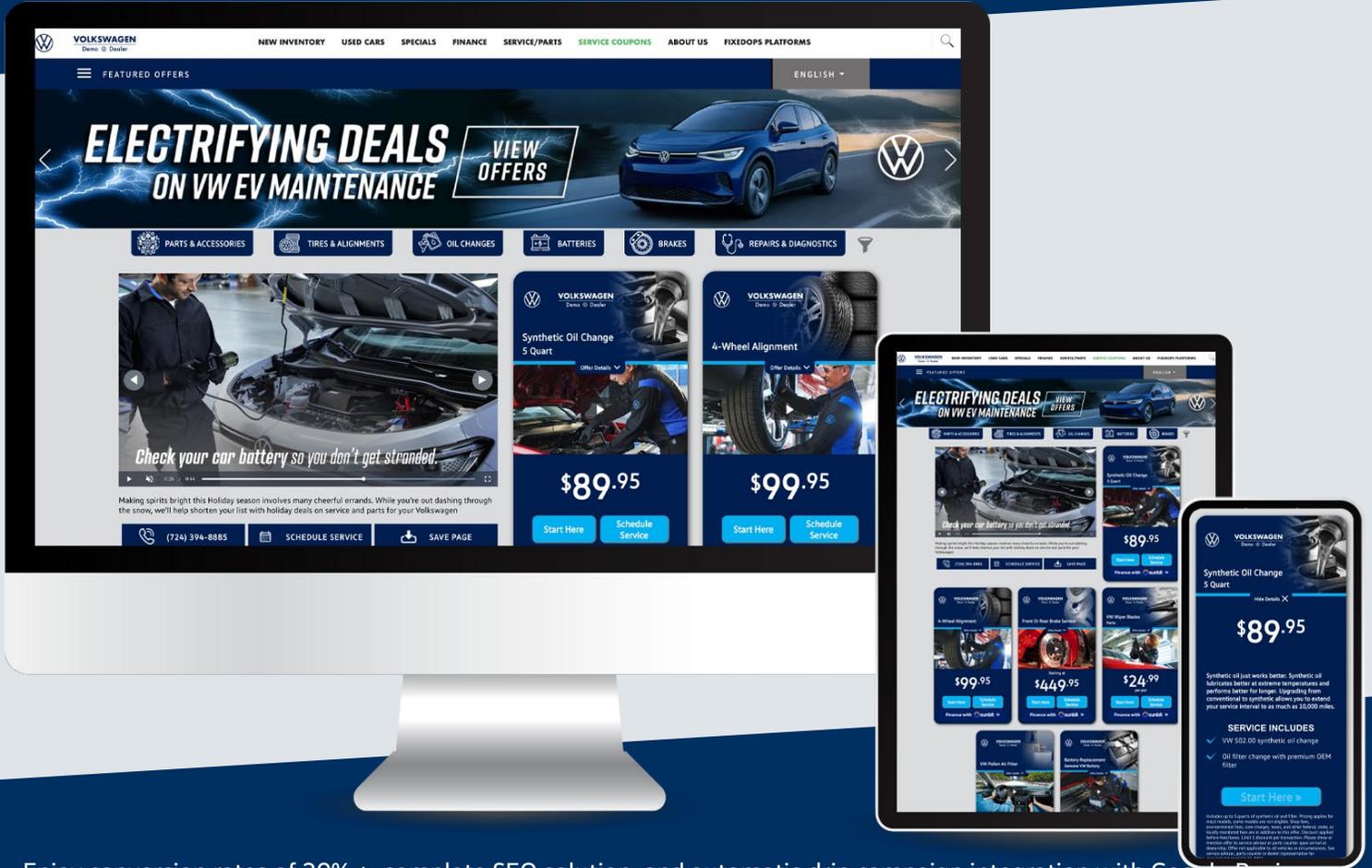
sales@fixedopsmarketing.com





PERFORMANCE

A complete digital marketing platform for fixed operations, which includes video marketing, SEO, landing pages, Google Business Profile integration, and improved organic search rankings. Fully-managed. Dedicated support. Complete analytics.



Enjoy conversion rates of 20% +, complete SEO solution, and automatic drip campaign integration with Google Business Profile. You get it all with **PERFORMANCE**, including all the features of **ADVANTAGE** and +video add-on. All built to live within your existing website and managed by us. Billed on the VW parts statement and co-op'd at 50%.

- ✔ **ADVANCED FUNCTIONALITY**
 - Includes ADVANTAGE + ADD-ONS
 - Multiple Offers Per Category
 - Filtered Searches
 - Interactive Slideshow
 - Service Tips Content
 - Custom Landing Pages
 - Complete Analytics
- ✔ **SEO SOLUTION & MORE**
 - Includes Video Offers
 - SEO Pages
 - Offer Pages
 - Fully-Managed Banners
 - Search and Filter Technology
 - Organic Search Rankings
- ✔ **GOOGLE MY BUSINESS**
 - Google My Business Profile
 - Automated Drip Campaigns
 - SEO Reporting
 - Custom Pages
 - Analytics and Traffic Reporting
 - Fully-Managed

PERFORMANCE is a full fixed ops marketing solution with transparent reporting, analytics, and results.

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sales@fixedopsmarketing.com





ADVANTAGE

A simple and effective service marketing solution for fixed operations that engages and converts customers with modern conversion tools. Fully-managed. Dedicated support. Complete analytics.



ADVANTAGE customers see an average conversion rate of 20% with 9 online conversion tools. All FixedOPS Marketing's products are billed on the VW parts statement and are co-op'd at 50%. For higher SEO and organic search rankings, get the +video add-on!

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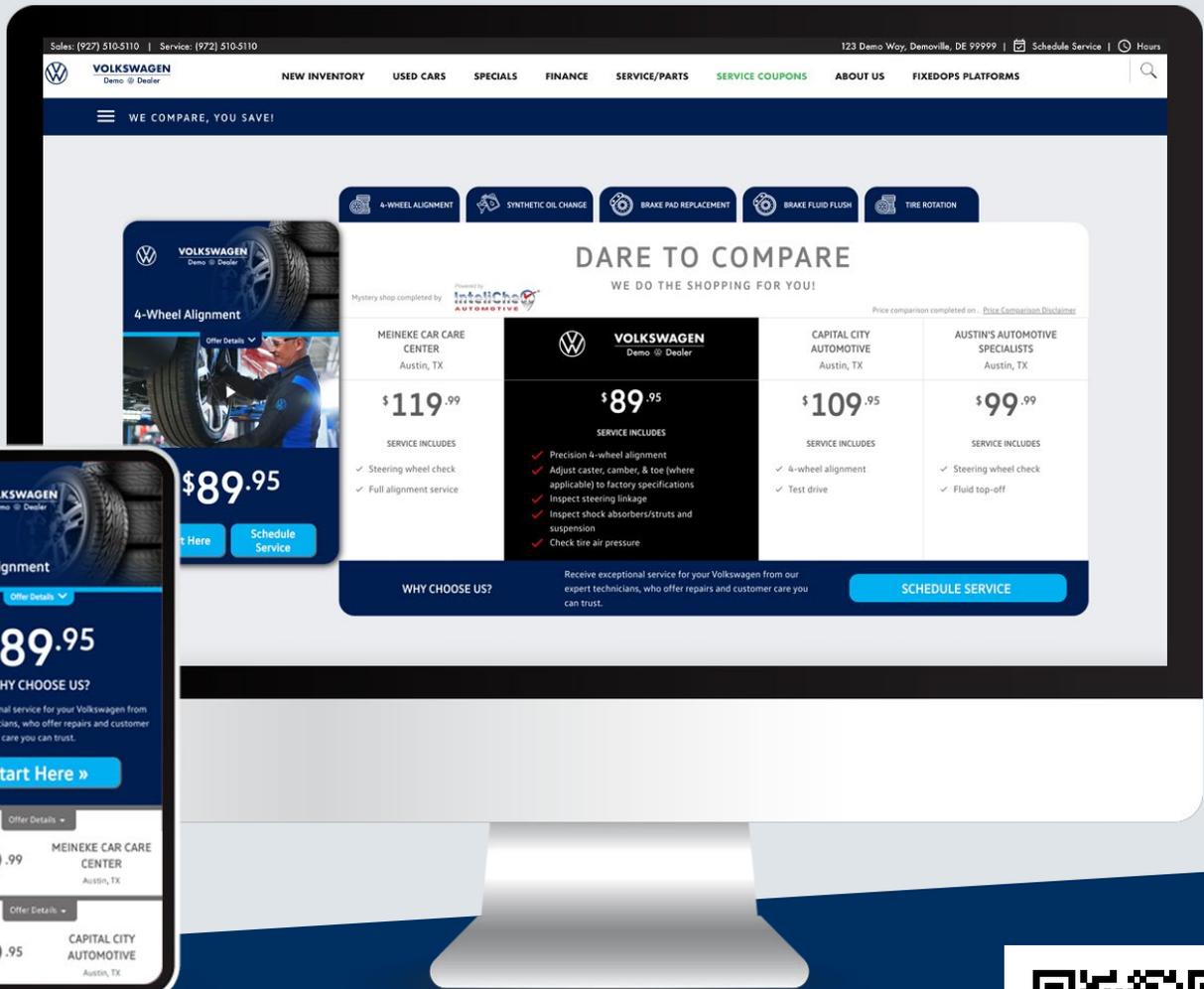
+ ADD ON



ADD ON - DARE TO COMPARE

Our advanced tool highlights your edge over local competition with in-offer price comparisons, plus a landing page featuring video & SEO content with YOUR branding!

- ✓ Display your best price against the competition
- ✓ We shop your competitors' pricing and build comparison offers for you - You don't lift a finger
- ✓ Your branding, your landing page, your videos, your SEO
- ✓ Price accuracy backed by Intelichek
- ✓ Dominate over 6 local competitors
- ✓ Get an edge over nearby competition



SCHEDULE A DEMO - CONTACT US!



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+ ADD ON



ADD ON - PAIDS ADS

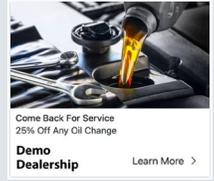
FixedOPS Marketing specializes in Fixed Operations Paid Advertising, using DMS data and an omnichannel strategy to deliver highly targeted, high-converting campaigns for dealership service departments.

We manage the entire process in-house - from ad creation to landing page optimization and performance reporting - ensuring quality, consistency, and measurable ROI. By adapting to the evolving paid media landscape, we help your service department not just keep up, but stand out.



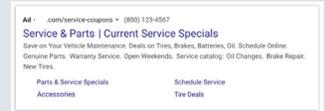
✓ RETARGETING

Re-engage with past visitors to your service pages by displaying personalized ads that resonate with them as they navigate through various online content.



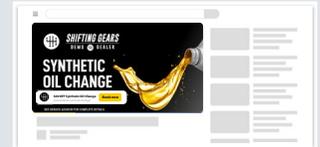
✓ SEARCH ENGINE MARKETING

We create targeted ads that draw in service seekers through strategic keyword optimization and ad copy, ensuring ads reach the intended audience. Our use of smart bidding tactics maximizes ROI, turning clicks into loyal service customers.



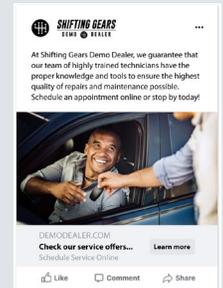
✓ YOUTUBE VIDEO ADVERTISING

Bring your dealership services to life while capturing local demand using exclusive market data. We use highly targeted ads on YouTube and other leading platforms served to consumers who've recently shown commercial intent.



✓ PAID SOCIAL

We provide tailored campaigns on Facebook and Instagram to expand your dealership's visibility. Featuring your service department to attract both new and current visitors, as well as focused campaigns designed to bring potential customers and leads directly to your website.



Paid Search Ads: Brand	✓	✓
Paid Search Ads: Conquest	✓	✓
Paid Social Ads	✓	✓
Retargeting Ads	✓	✓
DMS Integration	✓	✓
Custom Branded Graphics	✓	✓
Tracking Phone Numbers	✓	✓
Transparent Multi-Channel Reporting	✓	✓
Video Advertising (YouTube / Facebook)	-	✓
Emerging Markets (TikTok & Other Channels)	-	✓
Custom Branded Videos	-	✓

	CAPTURE	CONQUER
✓	✓	✓
✓	✓	✓
✓	✓	✓
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SCHEDULE A DEMO - CONTACT US!



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