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## Hubert Vester Honda Grows Fixed Operations Revenue 25% with Netsertive

### Introduction

Hubert Vester Honda, located in Wilson, North Carolina, saw potential for significant revenue gain through an increased investment in their fixed operations. According to the National Automobile Dealers Association, Service and Parts represent 54% of a dealership's net profit. Unfortunately, **dealerships show up less than 5% when consumers search auto repair services online** - a search volume of 70 million on Google each month!

David Harvey, General Manager at Hubert Vester Honda, explains:

*"We know through NADA that fixed operations is a \$310 billion dollar industry repairing automobiles, and dealers only get about 27% of that. We realized that this was a huge opportunity to find the right partner to advertise to bring more customers to our store to increase customer pay, which would increase our revenue."*

### Challenge

As a standard practice, Hubert Vester Honda's sole marketing strategy for their service department was to send out factory mailers. General Manager David Harvey, who has owned a flip phone for many years, admitted to know very little about digital marketing or the Internet. Despite this, Harvey realized that even though the growing market for auto service consumers was online, the dealership did not have a strong web presence.

*"I would pull up our Honda store online and we weren't even on the first page. We knew that if somebody was searching for our services, they weren't going to find us. It made sense for us to do more digital marketing to capture more of those customers, and bring them into our store." - David Harvey, General Manager at Hubert Vester Honda*

### Solution

Hubert Vester Honda sought the partnership of Netsertive, an elite Google SMB Premier partner, and asked Netsertive to develop and manage a highly targeted, and differentiated fixed operations digital marketing campaign through its StreetWise™ solution.

Netsertive's StreetWise™ solution empowers local dealerships to outsmart the competition through data-driven insights that deliver better qualified customers and more sales opportunities.

### Netsertive's Digital Marketing Intelligence helps Hubert Vester Honda

#### STRATEGY

Target the most strategic inventory and services in the market area they desire to own with unique strategies to build lifetime customer value.

#### TECHNOLOGY

Gain the upperhand through Netsertive's proprietary digital marketing intelligence platform which learns from hundreds of dealerships and translates it back to each dealer.

#### SPEED

See faster marketing results without the guesswork, powered by Netsertive's learning engine technology. Approved brand assets and messaging are ready to embed into their campaign, customized to each unique dealer to break out of the cookie cutter mold.





## Netsertive drives quality traffic.

In the first 5 months, Hubert Vester Honda saw a 25% increase in service revenue with the help of Netsertive.

### Results

Prior to adding Netsertive's fixed operations solution to their campaign, Hubert Vester Honda had little to no online visibility for local service searches - now they show up with coupon specials at the top of the first search page



90+ Phone calls every month from their Netsertive campaign for service



25% Increase in customer pay repair orders in the first 5 months



16% Increase in service gross margin in the first 5 months

### Conclusion

In 2014 alone, local independent service shops earned \$224 billion of the \$310 billion industry that is fixed operations. Hubert Vester Honda saw a huge opportunity in gaining market share of this profitable sector, and was able to accomplish a 25% increase in service revenue with the help of Netsertive.

*"Netsertive understands the automotive industry because it shows up in the results that we get by using them." - David Harvey, General Manager at Hubert Vester Honda*

### Additional Information

Get to know David Harvey and his fixed operations accomplishments:  
<http://www.netsertive.com/hubertvesterfixedops>

Watch David Harvey speak in more detail about Hubert Vester Honda's fixed operations return on investment with Netsertive:  
<http://www.netsertive.com/hubertvesterwebinar>

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