Ocean Point Ventures

WILMINGTON, NORTH CAROLINA

PORT CITY *Collision.*

How a local body shop found an audience by filming the work already in its bays.

2026 · FACEBOOK, INSTAGRAM, GOOGLE AND PHONE OPS

What changed for *Port City.*

105×

more Facebook views than in the 279 days before we started

+153%

more visits to the shop's Facebook Page and Instagram profile

+33%

more website visits a month than the year before

+34%

more calls from the website each month since Phone Ops went live

+18%

more calls from Google Search and Maps each month since Phone Ops went live

1,022

missed calls Phone Ops caught since July 1

THE VIDEO CAMPAIGN

Nearly *a million* ad impressions.

726K video plays across the campaign



Three-stage paint



Windshield replacement



On the shop floor

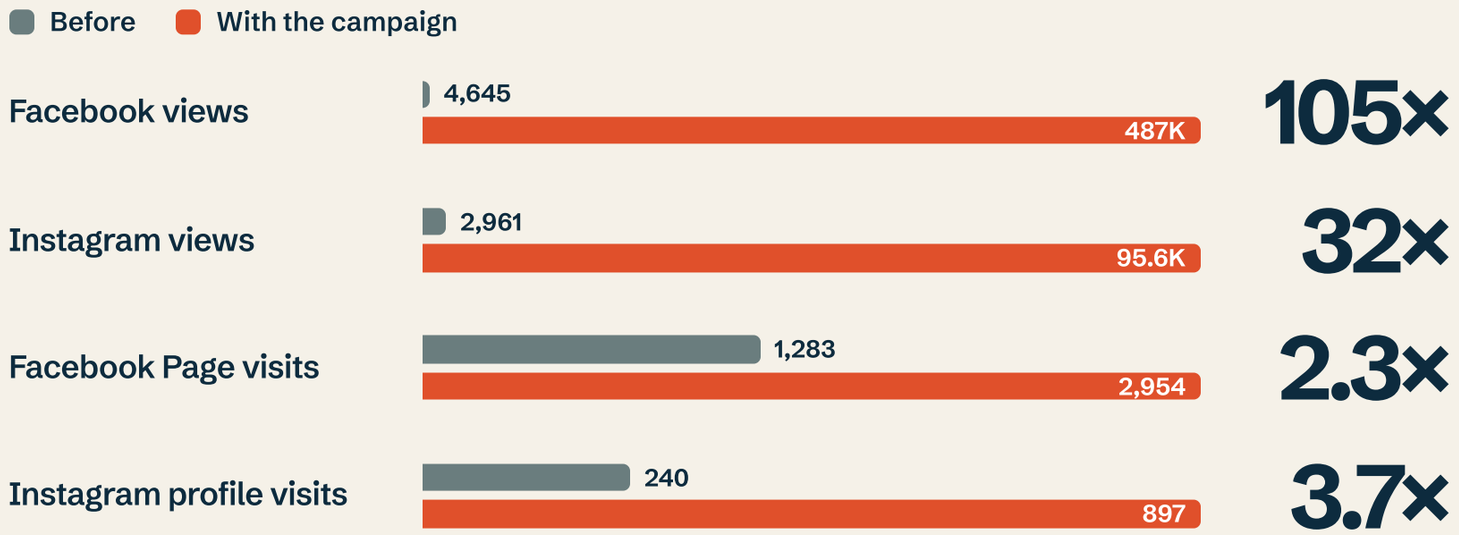
FACEBOOK & INSTAGRAM, BEFORE VS. AFTER

105×

more Facebook views

than before we started.

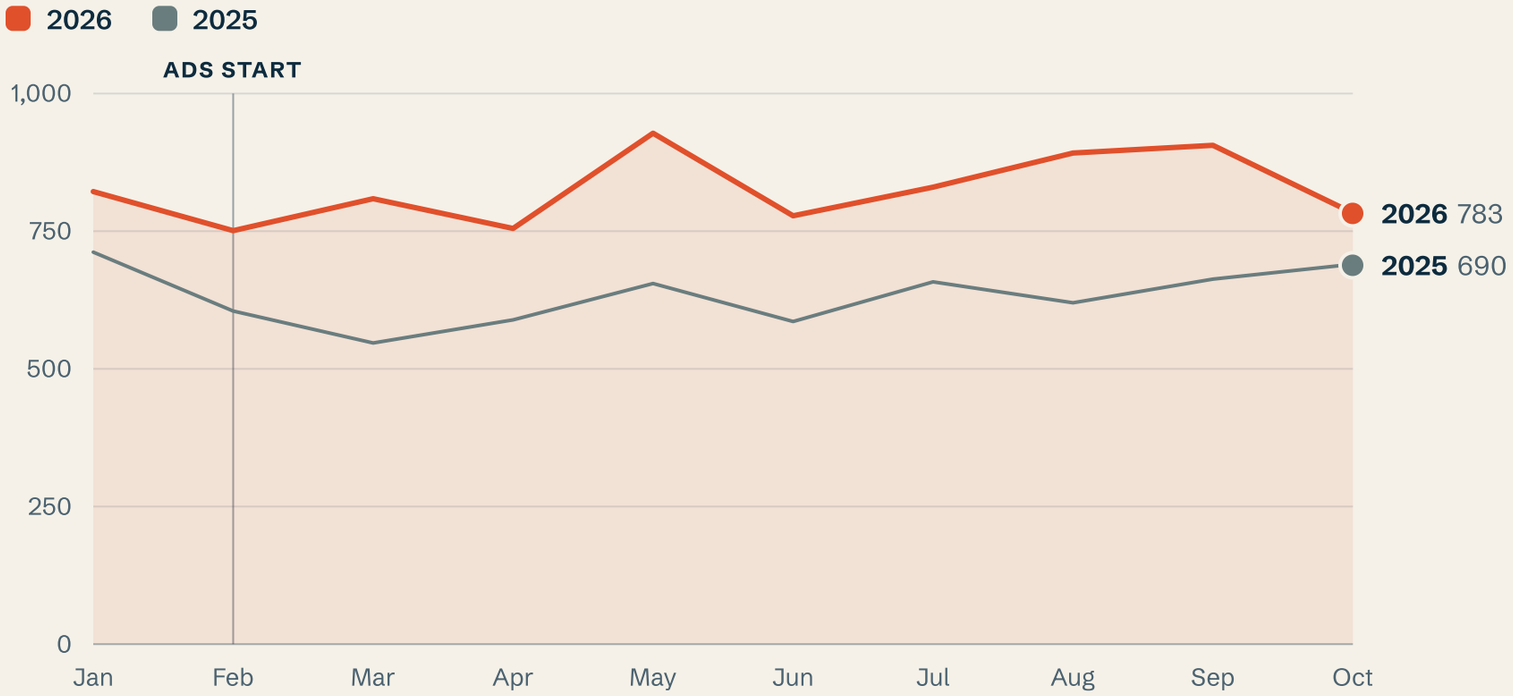
Meta Business Suite. February 10 – November 15, 2026, compared with the 279 days before.



WEBSITE TRAFFIC

+33% more monthly *website visits.*

From March through October the website averaged 835 visits a month, up from 626 a year earlier, and beat the previous year every month.



Google Analytics sessions, January – October.

BEYOND PORT CITY

Our best-performing *brands.*

Port City Collision

COLLISION REPAIR · WILMINGTON, NC

105×

more Facebook views than before we started

+33%

more website visits a month than the year before

Meta Business Suite, Feb 10 – Nov 15, 2026, vs. the 279 days before. Google Analytics, March – October, 2026 vs. 2025.

Orbita

LUXURY WATCH WINDERS · ORBITA.COM

+52%

more online sales than the year before

+321%

more website visits than the year before

Online sales: paid store orders, net of refunds. Website visits: Google Analytics, all sessions. Both Nov 1 – Oct 29, 2025-26 vs. the same dates a year earlier.

Roberts Famous Chicken Salad

FRESH CHICKEN SALAD BRAND

+46%

more visits from ads for every dollar spent since the November 5 creative refresh

69.8K

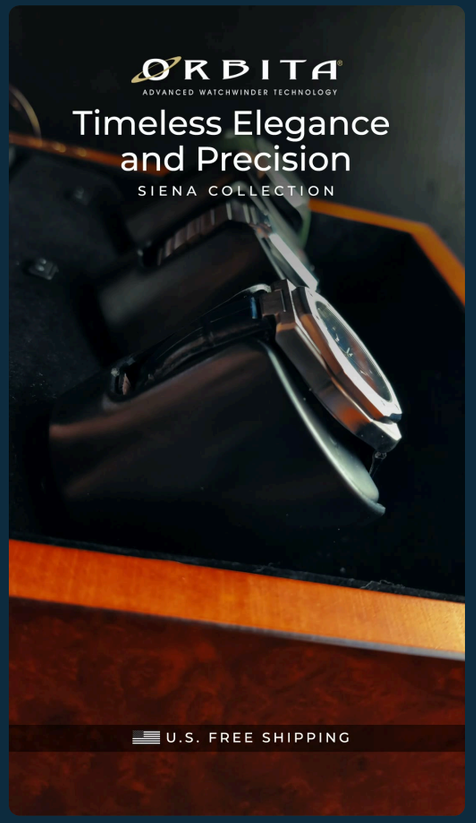
Facebook views in the last 90 days

Meta Ads Manager landing page views per dollar, Nov 5 – 16 vs. Sep 18 – Nov 4, 2026, about $10 a day in both. Meta Business Suite, Aug 19 – Nov 16, 2026.

ORBITA · PRODUCT SPOTS

Luxury watch winders, *up close.*

Short vertical spots for Reels and Stories, one collection at a time.



Siena



Tourbillon



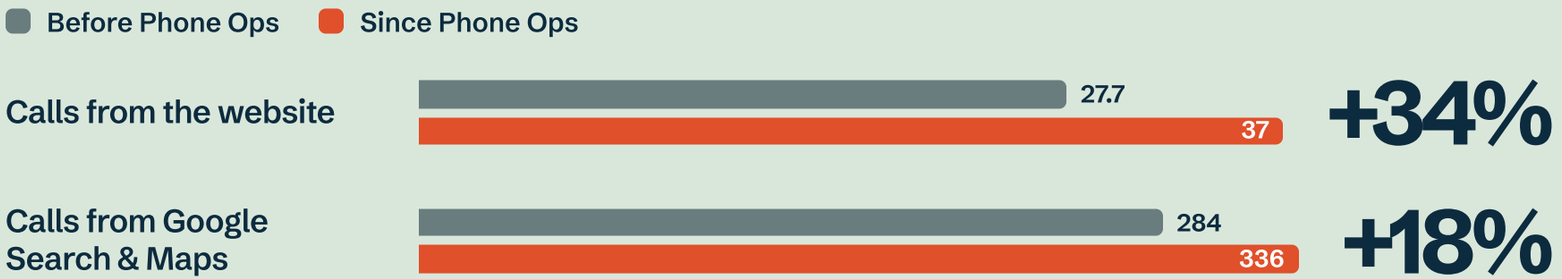
Piccolo

GOOGLE, BEFORE VS. SINCE PHONE OPS

+34%

more website calls *every month.*

Phone Ops went live July 1. Since then the website has averaged 37 calls a month, up from 28. Calls from the shop's Google Business Profile rose 18% and reached 397 in September.



Monthly averages. Website: Google Analytics phone taps, January–June vs. July–October 2026. Google Search & Maps: Business Profile calls, June vs. July–October 2026.

OUR SOFTWARE · PHONE OPS

Every missed call, *caught.*

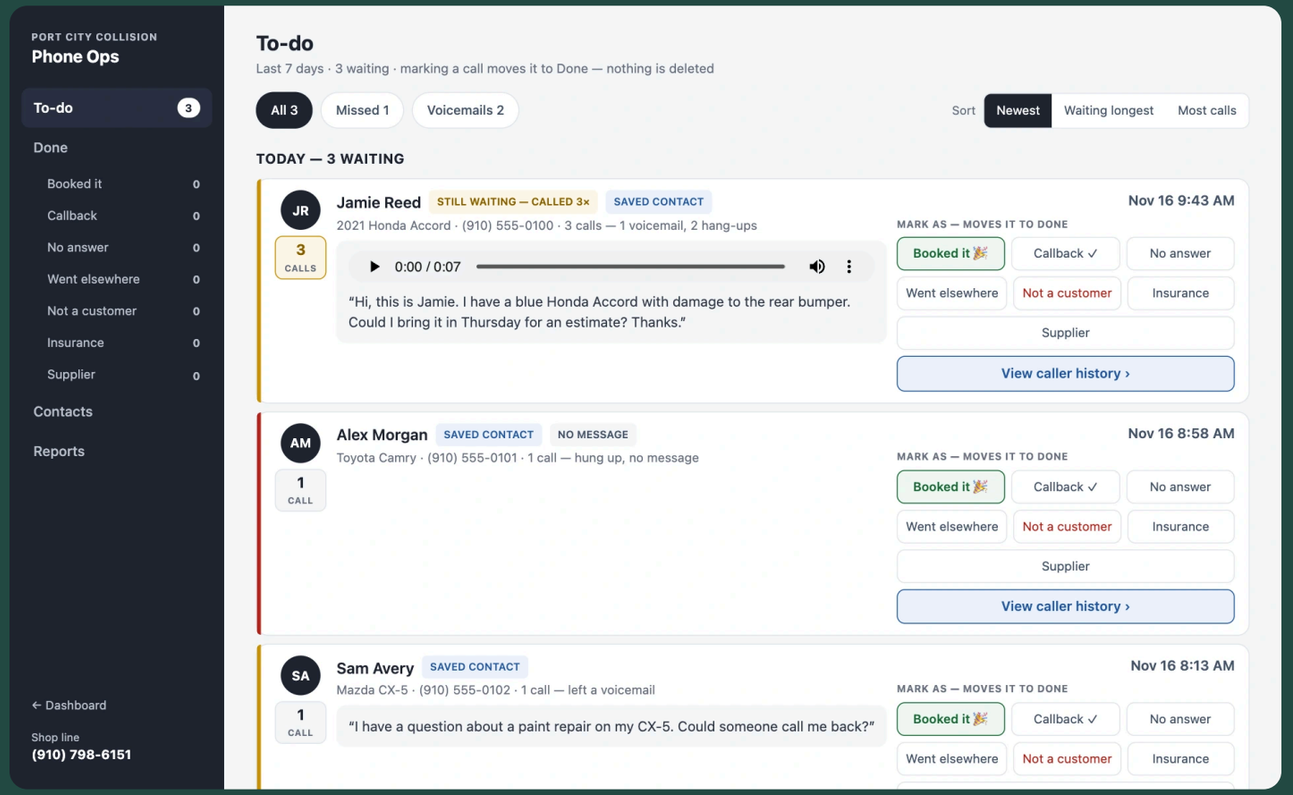
When the front desk can't pick up, Phone Ops takes it from there: a text to the driver, an email to the team and one queue to follow up from.

1,022
missed calls caught since July 1

402
voicemails transcribed

295
callers saved as contacts automatically

Explore Phone Ops ↗



HOW PHONE OPS WORKS

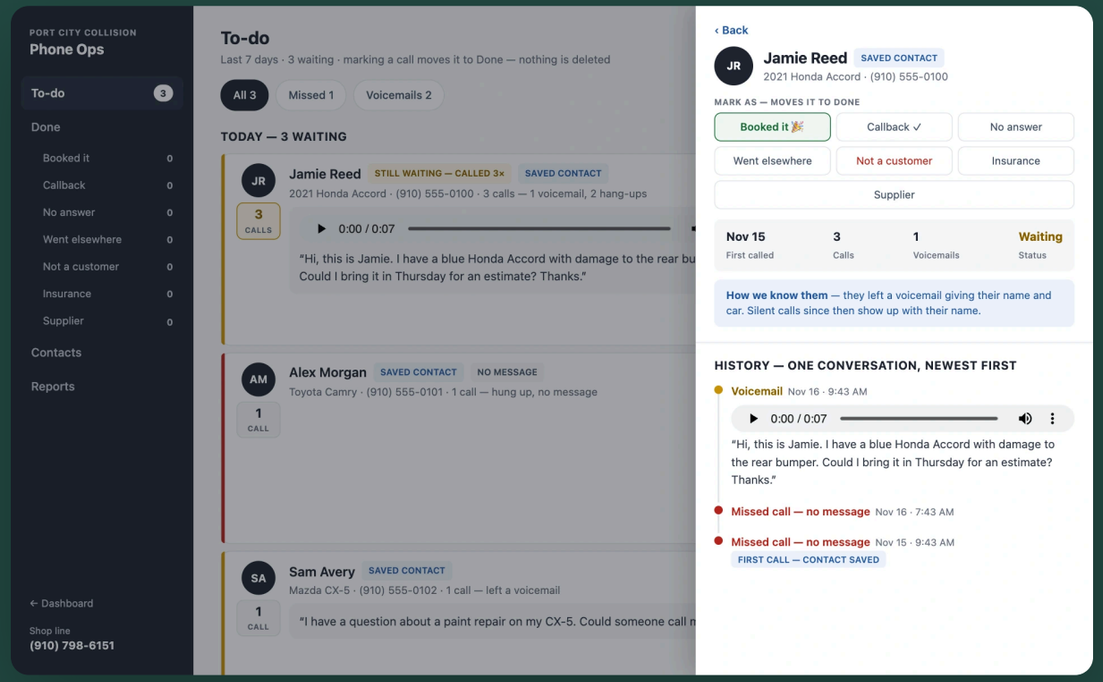
Keep your number.
Keep the driver.

Forward unanswered calls.
The shop keeps its number. Calls the front desk can’t reach go to Phone Ops.

Text the driver back.
The caller gets a text with a link to send photos for an estimate.

Email the front desk.
Voicemails arrive transcribed, with the caller’s name, vehicle and a short summary.

Work one queue.
Repeat calls from one driver stay together. Mark each Booked, Callback or Went elsewhere, and Reports show when calls get missed.





FOR COLLISION SHOPS

What we do *for your shop.*

Film real repairs.

We plan and shoot with your technicians, from teardown to final finish.

Reach local drivers.

We turn footage into Reels and run local campaigns on Facebook and Instagram.

Catch every call.

Phone Ops texts drivers you miss, transcribes their voicemails and gives your front desk one queue to follow up from.

OCEAN POINT VENTURES

Which repair should we *film first?*

Tell us your shop's name, your city, and one repair you wish more drivers understood.

oceanpointventures.com/contact