

Driving Big O Tire Sales with Facebook & Instagram

* Tire Sales Rose 5 Times Year Over Year

Big O Tires is one of North America's largest retail tire franchisors, with nearly 400 franchise and company-owned locations in 19 states.

We worked with six Big O Tires Indianapolis locations providing our proprietary social service with the goal of driving tires sales during their Buy 2 Get 2 Tires Free event. We built their social campaign on our social platform with us handling all creative, placement, targeting against our proprietary audience interests, reporting and our mobile-optimized landing pages.

Details:

- Focused on 6 Indianapolis locations
- Targeted Facebook/Instagram posts against our proprietary audience interest profiles
- Reached 188,165 people within 6 miles of their locations
- Video was viewed 26,538 times for a total of 5,424 minutes of viewing
- Top demographic reached was Men, 25-44 years old
- Sent all traffic Valpak.com business pages
 - Offer Views: 1,919 (156% increase over last year)
 - Offer Prints: 700 (2,088% increase over last year)

FACEBOOK & INSTAGRAM POST



FACEBOOK & INSTAGRAM VIDEO

