

How Tread Helped Colony Tire
 achieve their best
 month in ***over a year***



541%
 INCREASE
 in branded searches



7,041%
 INCREASE
 in paid leads



89.1%
 DECREASE
 in paid search cost per lead

See what we can do for you
 No other agency gets **auto & marketing** like we do



Colony Tire has experienced a long and positive relationship with Tread.
 They are invested and responsive to our needs...

"...as a tire and auto service company and work diligently toward our ultimate success. We are thankful to have them as our digital partner, from strategy to implementation, and look forward to our continued relationship.

- ASHLEY AYDLETT
 COLONY TIRE, MARKETING MANAGER



The Challenge

Colony Tire is a tire dealer that has 30+ retail and commercial tire and auto repair locations across 4 states.



In early 2019, Colony Tire came to us with a marketing problem. They had recently redesigned their website with another agency, but the website still looked dated and wasn't performing well. Colony Tire also expressed their desire to move their brand forward in key markets. The challenge was that these desired markets were highly rural. Platforms like Facebook only had 20,000 people within 10 miles.

By focusing heavily on search market share through SEO and paid search ads, along with brand awareness campaigns on Facebook, we were able to significantly improve the store's performance.

Problems:

- ❗ Dated website that wasn't performing well
- ❗ Desire to move the brand forward in rural markets

Results:

- ✅ Year-Over-Year, all of Colony Tire's Google My Business pages results averaged a **45.9% increase in non-branded** search impressions, a **43.83% increase in map views**, and a **21.51% increase in calls** from the listings.
- ✅ Paid search did even better with an **89.15% drop in the cost** per lead, and an **increase in leads of 7,041.17%**.
- ✅ The branding campaigns helped them to recognize a **541.46% increase** in brand searches for the company by name.

Who is Tread?

No other agency gets **auto & marketing** like we do.

Marketing & Auto Industry Experience

Over the years that we've worked with Freddy at Action Gator Tire, we've prided ourselves on being more than just a marketing agency. Our founders worked in the industry for **over 20 years owning and running shops**, giving them the **unique insight and experience** needed to help businesses just like yours succeed.



Colony Tire has experienced a long and positive relationship with Tread. They are invested and responsive to our needs as a tire and auto service company and work diligently toward our ultimate success.



Tread Loves Clients, Cars, and Conversions

We frequently consult with our clients on issues beyond just market, becoming a valued extension of the business when a problem arises. Over the years we've helped with a little bit of everything. Our clients come to us with problems, and **we solve them**.



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