Social Media Matters

How online presence affects website leads and clicks

Challenge

Generating leads was the main issue for Enroute Tire Company. When initially discovered by Alpha Co, the company was not getting proper exposure to customers and was an unknown brand. The main challenge was to formulate a plan to get customers to be aware of the brand and for the company to have a dominant online presence for the mobile tire industry. Through Google Maps and Search, along with Analytics for tracking performance, Alpha Co. was able to bring in more leads and customers which resulted in over a $120K return in profits.

Marketing Strategy

The marketing strategy used for Enroute Tire Company was focused on increasing brand awareness through generating online reviews as well as rebranding the look of the company and increasing social media outputs through creative video. An online brand reputation system was in place in order for customers to get a request to review the mobile tire service once the online payment process was complete. In turn, increases in reviews allowed for the company to become a top search ranking, outperforming all mobile tire companies in the Houston area.

Results

Alpha Co. has been able to be part of the strategy to turn the company from a zero profit generating business to a business generating more than $124,000 in less than a year. The focus was mainly on increasing brand awareness through positive Online reviews. Enroute was able to establish their top ranking business on Google searches and maps for "mobile tire company." Alpha Co. tracked data to analyse and increase leads as well as to identify target audiences. The major success for Enroute was the usage of reviews. Online reviews allowed for the company to have a huge turn around within a year. Alpha Co collects data on the success of Enroute Tire Company through the use of Google analytics, to make adjustments to the marketing

strategy when needed in order to continue the momentum of online perpetual growth. Contact us for your customized solution