

Localized Marketing Strategy for Big O Tires

The Challenge

The client, a local Big O Tires franchise owner, was dissatisfied because the corporate marketing team was not generating meaningful traffic or leads for the stores. The owner felt that corporate campaigns were too broad and lacked the hyper-local impact required to bring customers into their specific locations.

A further complication was the corporate site's restrictions, which prevented Orange 142 from placing tracking pixels. This technical limitation made it difficult to measure campaign results using standard attribution models.

The client therefore required a cost-effective, localized marketing strategy that could deliver qualified leads and successfully prove its value, despite these measurement limitations.

10-20
Qualified Leads per Month



Our Approach

We designed and executed a multi-channel campaign strategy tailored to the franchise's local market:

- » Search Campaigns: Targeted high-intent keywords to capture customers actively searching for tires, automotive services, and nearby locations.
- » Social Campaigns: Built awareness and engagement in the local community with targeted social ads.
- » Performance Max (PMax): Leveraged Google's AI-driven placements to maximize visibility across Search, Maps, Display, and YouTube.
- » Google Business Profile Optimization: Helped the client set up and optimize their Google pages, ensuring accurate information, stronger local SEO, and higher map pack visibility.

Despite the tracking limitations, we implemented alternative methods to measure performance — focusing on qualified phone calls (over 60 seconds long) as the most reliable KPI.

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Results

- » **10–20 qualified calls per month** (over 60 seconds each), representing real, high-value leads.
- » Achieved results with a **limited budget, maximizing ROI.**
- » **Strengthened local search presence** through optimized Google Business Profiles.
- » The client reported a significant **increase in traffic and leads** compared to what corporate marketing was delivering.
- » Due to the success, the client has been very satisfied and continues to renew his contract with us.



Key Takeaway

By focusing on localized, performance-driven campaigns and optimizing visibility where it matters most, we helped a Big O Tires franchisee generate measurable results that corporate marketing wasn't delivering. Even with limited tools (no pixel tracking), our strategy proved effective, sustainable, and scalable.

"We were completely frustrated because the broad corporate campaigns weren't generating the traffic and leads we needed in our local market. Orange 142 stepped in, delivered a truly hyper-local strategy, and immediately started bringing in qualified, high-value leads—we saw 10–20 real phone calls per month for a limited budget. They proved their value where corporate marketing failed, and that's why we continue to renew our contract."

— Local Big O Tires Franchise Owner

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holding, the ninth Black-owned company to go public.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

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