



GROUP 100 - "BEST IDEA"

SEPTEMBER 22, 2020



COUNTRYSIDE
TIRE & AUTO SERVICE

COUNTRYSIDE – INTERSTATE BATTERY IB PULSE

Interstate Battery IB Pulse



- Paid for by Interstate
- Faster than alternatives
- Accurate
- Professional Presentation
- Identifies correct replacement battery
- Camera w/barcode reader
- Wifi and Bluetooth connectivity
- Wirelessly prints



MID-ATLANTIC - OLD B/W PICTURES IN SHOWROOM

- Most are family members as kids with toy cars
- Gets a lot of compliments from customers
- Gives a fun and relaxing look and feel



Steve
BASS TIRE
BRAKE & ALIGNMENT

BASS TIRE - TELSAs JACK PADS

**BASS
TIRE**
BRAKE & ALIGNMENT

BEST IDEA

ROCKY MOUNT, NORTH CAROLINA

TESLA JACK PADS

Available from Amazon.com for \$25

Reduce the risk of damaging the battery when lifting the vehicle.

Market to local Tesla/EV car clubs to show that your company will be very careful and well-equipped to service their car.

Tesla owners usually represent a market that buys tires from Tesla or Discount Tire. This could be an opportunity to reach a new group of customers with very little investment.





KILGORE - ELECTION DAY CLOSURE

★ ELECTION DAY ★

Kilgore Tire Center will be
CLOSED NOVEMBER 3, 2020

We are committed to ensuring our employees have time to cast their votes on election day.



2601 US Hwy 259, Kilgore, TX 75662 | 903-984-3536 | kilgoretirecenter.com



G&H – ON HOLD AUDIO





GIBSON'S – CUSTOM FACE MASKS





C.W. WILLIAMS – COVERED DROP OFF / PICK UP / INSPECTION AREA





TOM'S TIRE – PAID SOCIAL ADVERTIZING

What is Paid Social Advertising?

An easy way to target your audience and display custom ads where they already spend more than 20% of their time – on social media

Primary Networks:

- Facebook
- Instagram



TOM'S TIRE – PAID SOCIAL ADVERTIZING

Top 3 Benefits

- 1. Maximum Reach:** With 2 billion monthly active users across various platforms, advertising on social media is an easy way to generate awareness, leads, and ultimately sales
- 2. Premium Targeting:** Display ads to a tailored audience, customers who have already visited your site or a lookalike audience for high engagement
- 3. Custom Reporting:** Measurable success metrics including direct ad interactions, clicks to site, Google Analytics insights into website traffic, etc.

Targeting:

1. Lookalike + Behavioral Targeting

- Lookalike audiences are a way to reach new people who are likely to be interested in your business because they are similar to the customers you care about.
- Behavioral Targeting: In market for service, tires, wheels: targets people likely buy tires and wheels or need car service.

2. Website Retargeting

- Reach people on Facebook who have already visited your website.

TOM'S TIRE – PAID SOCIAL ADVERTIZING

June Cooper Campaign



Tom's Tire Pros - Abilene

Impressions 69,284

Total number of times your ad was viewed.

Reach 13,113

Number of unique individuals who have seen your ad.

Total Actions 509

Number of times that customers interacted with your ad, including likes, comments, shares, views, claims, checkins, event responses, etc.

Website Clicks 148

Number of times that customers clicked from your ad to your website.

Tom's Tire Pros – San Angelo

Impressions 74,291

Total number of times your ad was viewed.

Reach 14,293

Number of unique individuals who have seen your ad.

Total Actions 529

Number of times that customers interacted with your ad, including likes, comments, shares, views, claims, checkins, event responses, etc.

Website Clicks 190

Number of times that customers clicked from your ad to your website.

Spend was \$450/location for this campaign.



TOM'S TIRE – PAID SOCIAL ADVERTIZING

June Summer Sizzling Campaign



Tom's Tire Pros - Abilene

Impressions 55,309

Total number of times your ad was viewed.

Reach 9,140

Number of unique individuals who have seen your ad.

Total Actions 1,178

Number of times that customers interacted with your ad, including likes, comments, shares, views, claims, checkins, event responses, etc.

Website Clicks 177

Number of times that customers clicked from your ad to your website.

Tom's Tire Pros – San Angelo

Impressions 51,929

Total number of times your ad was viewed.

Reach 10,928

Number of unique individuals who have seen your ad.

Total Actions 1,410

Number of times that customers interacted with your ad, including likes, comments, shares, views, claims, checkins, event responses, etc.

Website Clicks 209

Number of times that customers clicked from your ad to your website.

Spend was \$600/location for this campaign.



This one was a video ad that we ran which is why you see more actions taken with this ad.

TOM'S TIRE – PAID SOCIAL ADVERTIZING

June Michelin Summer Campaign

Spend was \$450/location for this campaign.

Tom's Tire Pros - Abilene

Impressions 55,209

Total number of times your ad was viewed.

Reach 9,921

Number of unique individuals who have seen your ad.

Total Actions 349

Number of times that customers interacted with your ad, including likes, comments, shares, views, claims, checkins, event responses, etc.

Website Clicks 219

Number of times that customers clicked from your ad to your website.

Tom's Tire Pros – San Angelo

Impressions 50,579

Total number of times your ad was viewed.

Reach 10,104

Number of unique individuals who have seen your ad.

Total Actions 330

Number of times that customers interacted with your ad, including likes, comments, shares, views, claims, checkins, event responses, etc.

Website Clicks 188

Number of times that customers clicked from your ad to your website.

GET UP TO
\$150
VIA REWARD CARD

with bundle purchases of at least two new MICHELIN or BFGoodrich passenger or light truck tires*

TIRE PROS
HASSLE-FREE. GUARANTEED.

*See store for details. Offer valid 6/22/20 - 09/06/20

The advertisement features a red and white background. On the left, the text 'GET UP TO \$150 VIA REWARD CARD' is prominently displayed. Below this, it states 'with bundle purchases of at least two new MICHELIN or BFGoodrich passenger or light truck tires*'. The Michelin logo and BFGoodrich logo are shown on the right. At the bottom, there are three tires and the 'TIRE PROS' logo with the tagline 'HASSLE-FREE. GUARANTEED.'. A small disclaimer at the bottom right reads '*See store for details. Offer valid 6/22/20 - 09/06/20'.

TOM'S TIRE – PAID SOCIAL ADVERTIZING

August Campaign



Tom's Tire Pros - Abilene

Impressions 97,008

Total number of times your ad was viewed.

Reach 11,360

Number of unique individuals who have seen your ad.

Total Actions 468

Number of times that customers interacted with your ad, including: likes, comments, shares, views, claims, checkins, event responses, etc.

Website Clicks 284

Number of times customers clicked from your ad to your website.

Tom's Tire Pros – San Angelo

Impressions 68,117

Total number of times your ad was viewed.

Reach 14,580

Number of unique individuals who have seen your ad.

Total Actions 435

Number of times that customers interacted with your ad, including: likes, comments, shares, views, claims, checkins, event responses, etc.

Website Clicks 286

Number of times customers clicked from your ad to your website.

Spend was \$300/location for this campaign.

Tom's Tire Pros (Abilene, TX)
Sponsored

Limited time hunting for light truck tire deals! Up to \$500 OFF tires, wheels, and lift kit packages. Exclusions may apply. Visit our website for more details!

HUNTING FOR LIGHT TRUCK TIRE DEALS
UP TO \$500 OFF TIRES, WHEELS, AND LIFT KIT PACKAGE

Up to \$500 OFF Tires, Wheels, and Lift Kit Packages
<https://tomstirepros.com/promotions>

EXCLUSIONS MAY APPLY. SEE STORE FOR DETAILS. [Learn More](#)

TOM'S TIRE – PAID SOCIAL ADVERTIZING

CURRENT September Campaign



- \$400 – (\$200/location :: Going Forward :15 Second Video
- \$400 – (\$200/location) :: Play :15 second Video
- \$400 – (\$200/location) :: New Hercules Tailgate Bundle



<https://atdus.app.box.com/s/annp-sw3aeytojcmmm68o0o6qfa91fuat>



<https://atdus.app.box.com/s/1us-vkkez43qwtzfw0hw7f0jredjbbhi6>

TOM'S TIRE – PAID SOCIAL ADVERTIZING

2020 ABILENE Y-T-D #'S COMPARISON

STORE	FORCAST	20 SALES	19 SALES	20 GP%	19 GP%	20 SERV	19 SERV	20 TIRES	19 TIRES	20 R HAZ	19 R HAZ	20 RH%	19 RH%	20 ALIGN	19 ALIGN	20 NITRO	19 NITRO
JAN	190,000	204,619	173,251	44.91%	45.29%	108,990	83,885	559	525	273	300	48.84%	57.14%	120	119	0	52
FEB	220,000	186,666	212,223	48.58%	43.31%	104,747	98,907	480	623	273	329	56.88%	52.81%	139	148	4	70
MAR	190,000	178,400	226,096	48.19%	44.25%	97,105	120,628	491	634	269	316	54.79%	49.84%	112	143	134	70
APR	150,000	176,179	199,605	44.36%	46.62%	89,489	110,346	515	526	257	289	49.90%	54.94%	107	137	73	70
MAY	210,000	228,922	195,264	45.96%	41.47%	117,509	97,518	661	510	296	283	44.78%	55.49%	145	148	109	54
JUN	230,000	259,182	219,333	45.48%	42.00%	136,452	109,672	719	641	378	342	52.57%	53.35%	150	129	71	96
JUL	250,000	204,321	237,288	46.07%	42.06%	95,179	121,781	598	680	299	312	50.00%	45.88%	110	147	38	78
AUG	240,000	210,762	232,893	45.31%	43.09%	95,721	117,095	650	635	314	329	48.31%	51.81%	137	149	85	77
SEP	250,000											#DIV/0!	#DIV/0!				
OCT	260,000											#DIV/0!	#DIV/0!				
NOV	195,000											48.45%	65.47%				
DEC	190,000											#DIV/0!	#DIV/0!				
TOTAL	2,575,000	1,649,051	1,695,953	46.75%	43.44%	845,192	859,832	4,673	4,774	2,359	2,500	50.48%	52.37%	1,020	1,120	514	567

19 VS. 20

TOT SALES	-46,902
SERVICE	-14,640
TIRES	-101
F PLAN	-141
ALIGN	-100
NITRO	-53

CAR CNT	2020	2019	COMP	%
JAN	435	422	13	3%
FEB	449	441	8	2%
MAR	445	543	-98	-18%
APR	372	455	-83	-18%
MAY	517	424	93	22%
JUN	632	410	222	54%
JUL	612	492	120	24%
AUG	600	490	110	22%
SEP		417	#VALUE!	#VALUE!
OCT		460	#VALUE!	#VALUE!
NOV		445	#VALUE!	#VALUE!
DEC		445	#VALUE!	#VALUE!
TOT	4062	5444	#VALUE!	#VALUE!

2020			
	prev ytd gp	mnth gp\$	ytd gp
ANG	533,493	92,137	625,630
CLACK	675,469	95,495	770,964
TOTAL	1,208,962	187,632	1,396,594

2019			
	prev ytd gp	mnth gp\$	ytd gp
	507,459	82,708	590,167
	636,374	100,353	736,727
	1,143,833	183,061	1,326,894

CAR COUNT	month	\$ PER CAR	PROF/CAR
SANG	488	383.83	188.81
CLACK	600	351.27	159.16
TOTAL	1,088	365.88	172.46

DOZIER
TIRES
AUTO SERVICE CENTER

DOZIER TIRE – QUALIFY YOUR CUSTOMERS

Isn't it frustrating spending 20 minutes on a vehicle inspection only to have the customer state, *"I only wanted my oil changed."*

Asking if they would like to spend the money to have the inspection done, qualifies them as a customer who considers preventive maintenance a priority



**HAY
TIRE PROS**

HAY TIRE PROS - PREMION



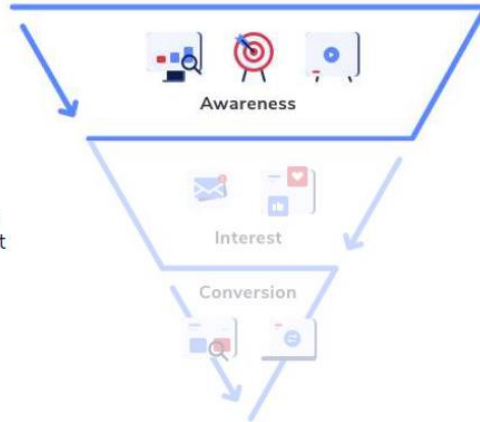
PREMION



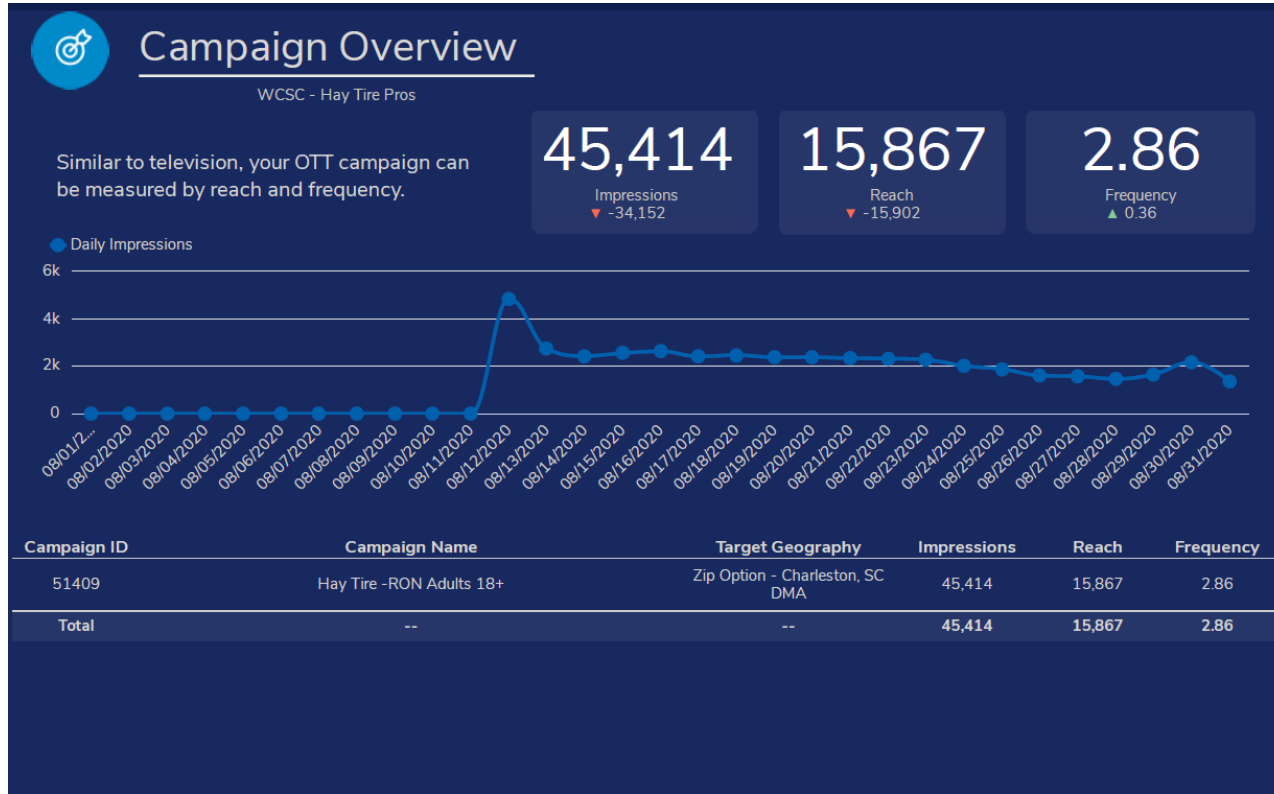
Over The Top TV

Gray OTT, like Television, fills the top of your marketing funnel by driving brand awareness and targeted exposure.

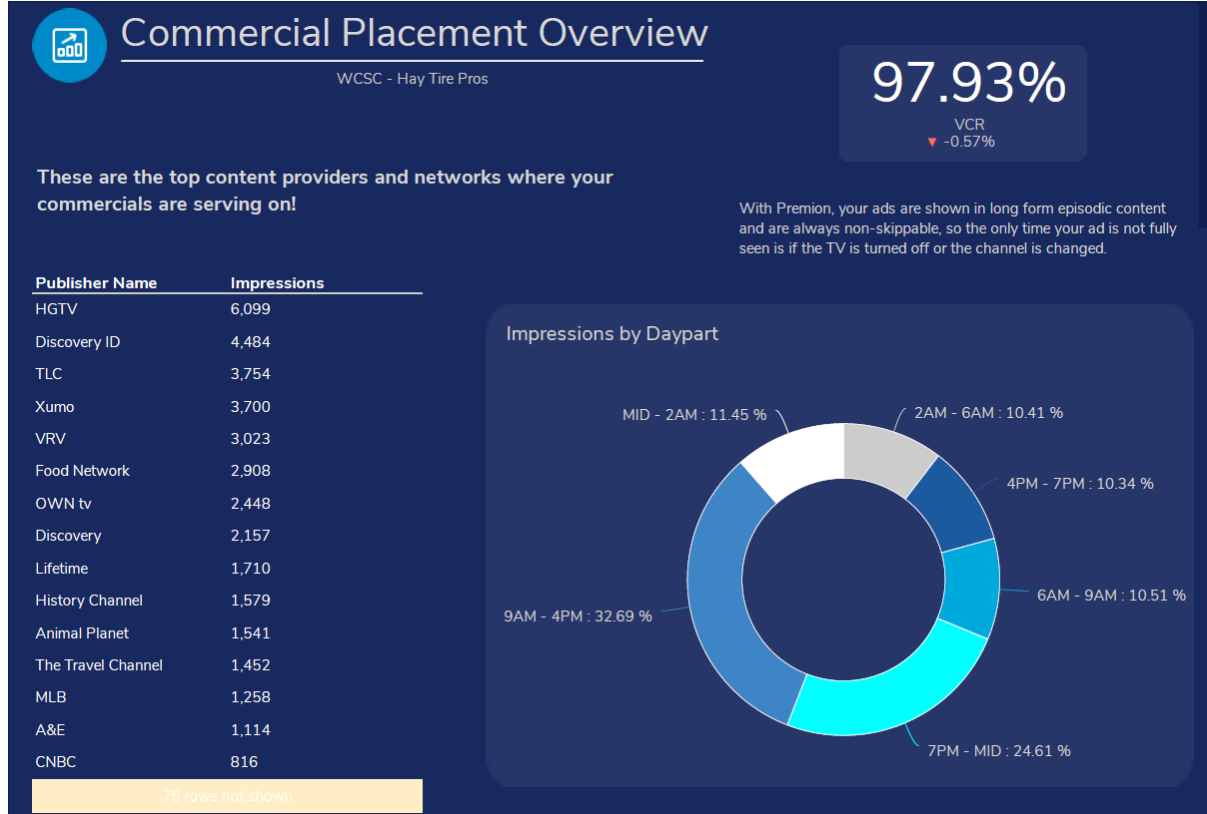
Our Partner Network is built from over 125 trusted partnerships including hundreds of the top rated content publishers and programming networks, which means that your ads run on top TV shows, hit movies and sports events, both live and on-demand. Our reach combined with advanced targeting and measurement capabilities provides your business with the most powerful OTT solution available.



HAYS TIRE PROS -



HAYS TIRE PROS -



HAYS TIRE PROS -

