BIG O TIRES®
AND SERVICE CENTERS

2022 SPRING MEETING

2021 FALL REVIEW

2021 Fall Coop Campaign



- Last year's Fall coop campaign utilized **TV (Global TV)** and **acuity digital advertising (Stingray)** and **Facebook.**
- The campaign concept integrated a **prize indemnified contest** (Crack the Code) to win $100,000 cash with our standard coop messaging
- The Contest was hosted on **GoBigO.ca**
- Campaign ran **early Oct - mid Dec**
- Featured suppliers included: **Michelin, Yokohama, Continental, BF Goodrich & Maxxis**
- Total ad commitment was **$117,500**

2021 FALL REVIEW

2021 Fall Coop Advertising Campaign

- **15,564** total entrants (data collected and will be used in future marketing)
- **37,000** visits to our contest page on the website
- Highest daily visits was **5,574** (vs 1,896 during previous year's contest)







2021 FALL REVIEW

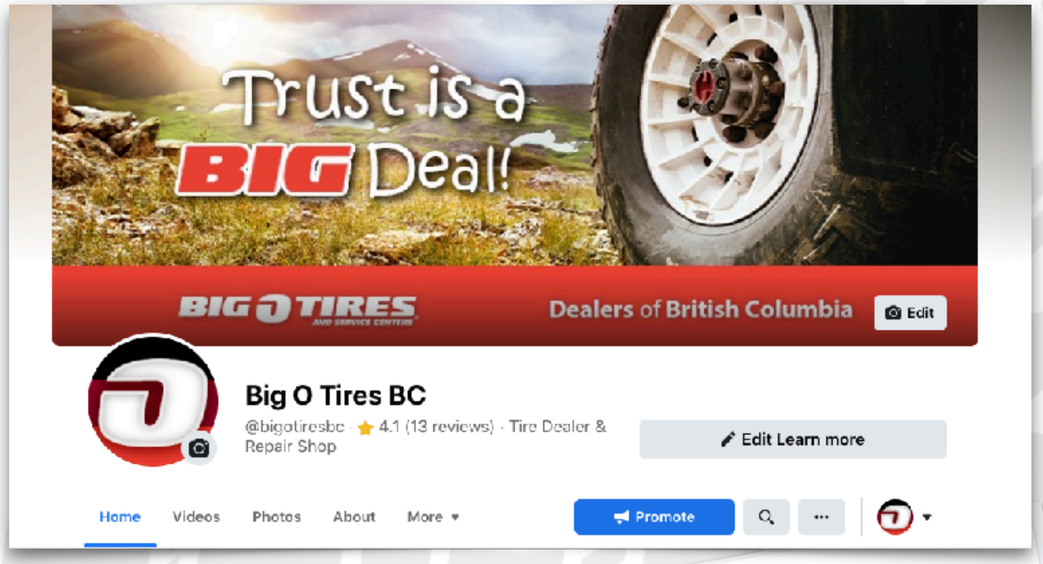
2021 Social Media & Newsletters

Facebook

- Avg **20 - 25 posts per month**
- Entirely **organic reach** - not paid
- Current followers: **3,673**
- Post reach: **177,246**
- Engagements: **4,000**
- Average post engagement rate: **2%** (.5% - .9% is Facebook average. Over 1% is considered good)

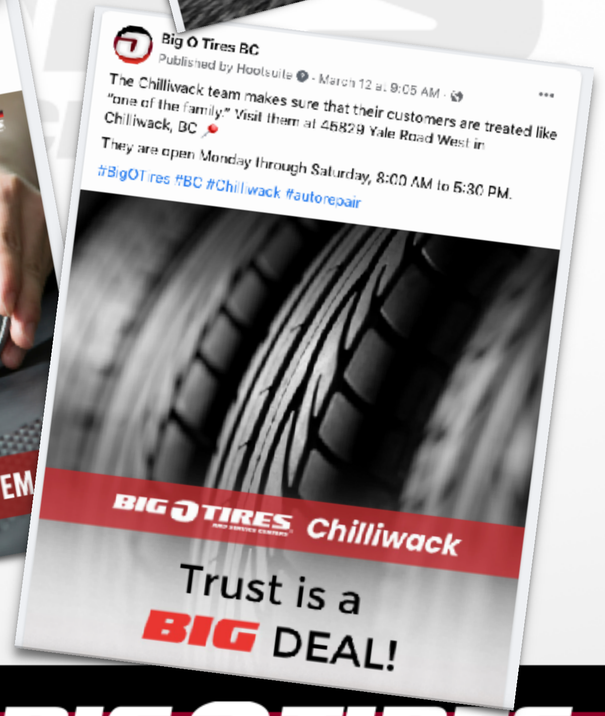
Newsletter

- **4 Newsletters** in 2021 (March, April, Aug, Sept, Dec)
- Newsletter Database: **10,480** (will be adding Fall contest database to this)
- Open rate: **40%+** (average is 10 - 15%)









BIG O TIRES AND SERVICE CENTERS

To successfully cross the desert on foot,
sometimes you have to stop
and take advantage of an oasis.



2022 MARKETING

Where have we been and where are we going?…

- **Where we were when I started with the group 5 years ago…**
  - Most stores didn't have websites (just basic landing pages of a generic website)
  - No structured coop program was in place
  - The group was using conventional media approaches (archaic)
  - No overall brand architecture, disjointed brand presentation and inconsistent messaging
  - No online sales integration
- **Today we have…**
  - Every store has its own full website with the ability to control its Google rankings and add custom design, content and tools to its site, without the expense or delay of dealing with a 'website firm'
  - A structured coop program is now in place ($120k of new found ad dollars per year)
  - Brand styleguide, in-store branding (bannering, TV screens, posters, etc), regular Spring/Fall marketing campaigns/messaging with more up-to-date approaches (digital acuity advertising, Facebook, etc.)
  - We have an online sales tool (Tire Connect) that allow customers to shop with us 24/7 and even transact from the comfort of their own home, and we continue to explore new tools like Google Review programs, customer incentive programs, etc.


Our Future
straight ahead
The Past
Next exit
Where do we need to go?

OPERATIONS: **What** we do

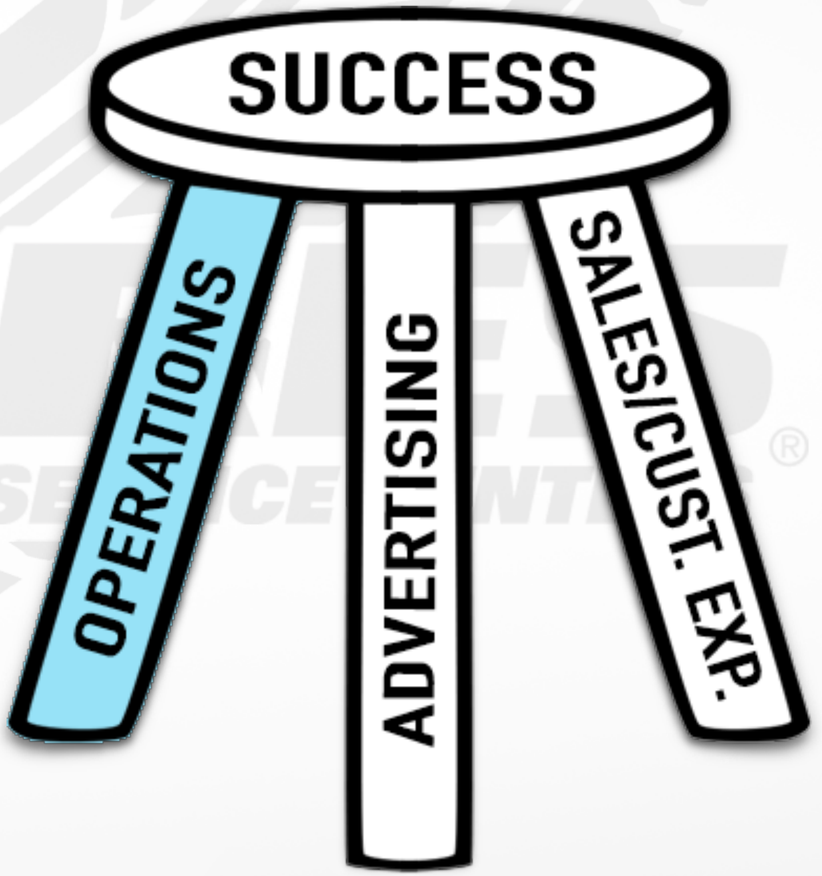
ADVERTISING: **Who** we are

SALES: **How** we're doing



Operations

What we do and how we do it - fixing vehicles, selling and installing tires, etc.
All operational aspects - location, equipment, staff, financials, inventory, systems, etc.
Strategic/Fixed - What you do doesn't change, though how you do what you do may adapt to market changes. We will never go from doing auto service and selling tires to serving fast food and selling golf shoes

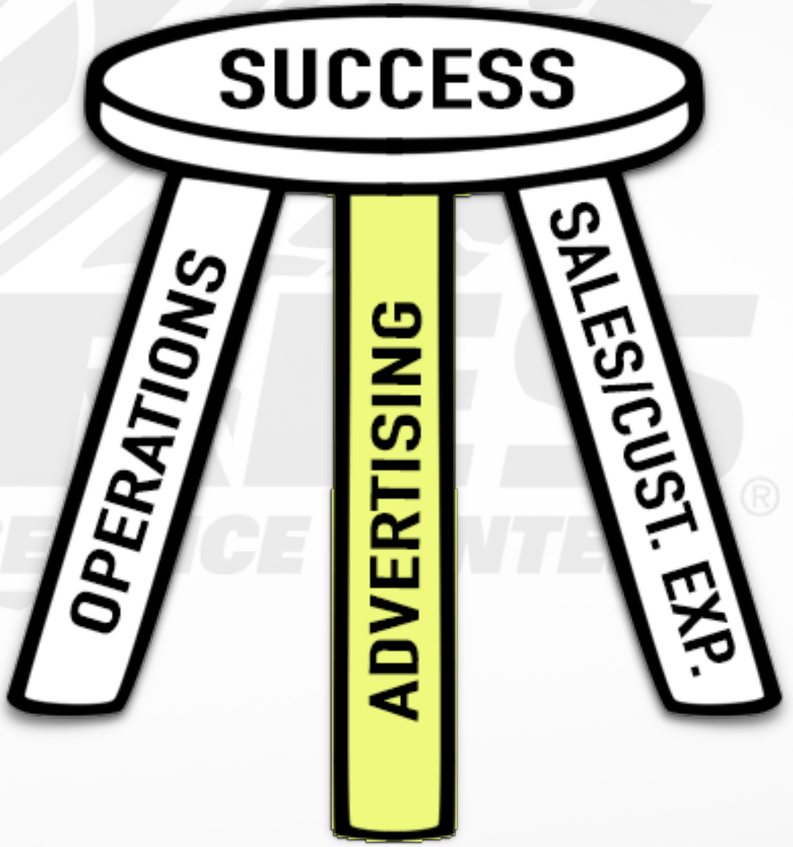


Advertising / Marketing*

Who we are and what we have two offer - Creates expectation for the consumer

Our brand - Our identity, how we reach out to the market and let them know about us - brand identity, pricing/offers, content marketing, social media, PR, etc.

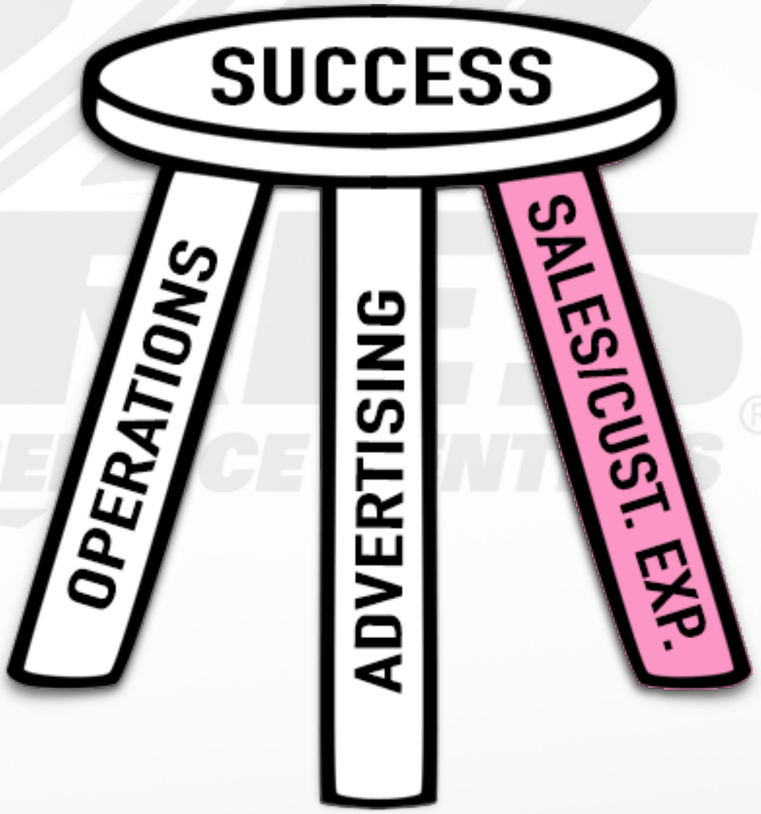
Tactical/Dynamic - Though branding itself is strategic, the tools we use to deliver our message and what message we deliver is adaptable to market changes and trends.



*** In reality, EVERYTHING involved in bringing your product/service to market is considered a form of marketing, but for the purpose of this analogy, we're talking about delivery of the message**

Sales / Customer Experience

Delivery of the marketing promise - the point of contact with the customer
Making the process easy - ease of shopping, ease of buying, clean store, competitive pricing, alternative options, product information, customer service, expertise, warranty, etc.
Tactical/Dynamic - The sales process should always be dynamic and improving as our competitors continually work to up their game and consumers continue to demand more as society changes (ie. online shopping)



We need to ask ourselves…

- Do we sell great products & services at competitive prices?
- Do we let the market know what we're selling?
- Do we make the buying experience easy and satisfying?

Google options • Check credibility (reviews) • Shop website • Transact online or Call/Email or Visit • Transact in store • Advocate

Canadian Tire *(one of your competitors, coincidentally)* is investing **$3.4 BILLION to improve the customer experience.**

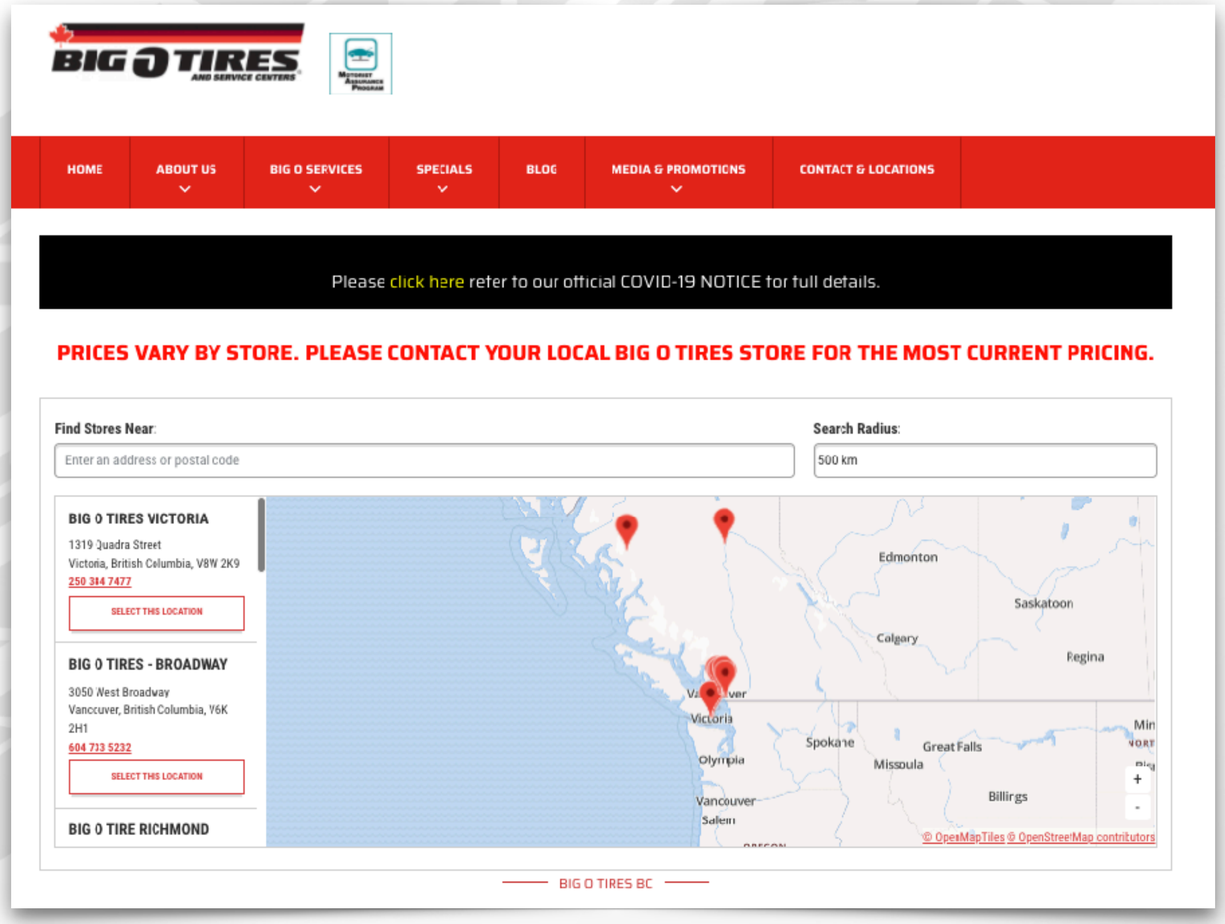
"The future will belong to retailers who can provide the most seamless experience across digital and physical channels."

– Greg Hicks, President/CEO, Canadian Tire Corp.

2022 MARKETING

www.GoBigO.ca Website

- **75,077** Users - **30%** were returning visitors
- **107,104** sessions
- **164,597** page views
- Average duration **1:10**
- **41k** from desktops, **29k** from phones, **5k** from tablets
- **28k** direct, **22k** organic search, **16k** social media, **3.5k** referral



2022 MARKETING

Store Websites & Google - Observations

- Most stores are now running our independent (Non-NetDriven) websites
- We now control our Big O Tire URL's
- Many sites are **not being regularly maintained or updated at the store level**. (Some sites still have outdated information)
- Websites would benefit from **ongoing search engine maintenance**. (Downtime can provide this)
- Some stores either **do not have Google business pages or the pages are outdated** (incorrect info, etc). ***Google business pages are critical to keep updated***
- Stores wishing to improve search rankings could benefit from **Google AdWords** ($5 - $10 min budget per day). Google favours AdWords customers when ranking sites. Again, Downtime can assist with this.
- **Google reviews are not being managed by some stores nor are reviews being solicited from customers** - This can be done the 'manual' way (asking customers at the counter to give a review) or can be automated

2022 MARKETING

Tire Connect

- We currently have the following stores subscribed to the program

  - **Victoria**
  - **Broadway**
  - **Burnaby (Gravely)**
  - **Richmond**
  - **Westshore**
  - **Tsawwassen (Delta)**
  - **Burnaby (Gilley)**
  - **Langley (Port Kells)**
  - **Port Coquitlam**
  - **Prince George**
  - **Cloverdale**
  - **Surrey**
  - **Vernon**

- Reminder that **50% of the first year's subscription is covered by our marketing budget** for any stores signing on. (Subscription cost is $150 for set up and $100 per month - *we pay $50 a month of that for the first 12 months*)

- Tire Connect offers **live pricing** (by store)**, live inventory** (can be managed vey store) and a **transactional option** at no extra cost.

2022 MARKETING

Tire Connect - Store Poll Results

Had a performance review meeting with Tire Connect on Feb 9th and follow up meeting on Feb 15th to go over store feedback and general performance data. We polled stores for input and these were the responses:

DELTA/TSAWWASSEN

“We don’t have any concerns with Tire Connect for Delta (Tsawwassen). It seems fine and pays for itself."

CLOVERDALE

“There have been a few hiccups on pricing. There was a set up error where our tires were going out at cost when a new supplier was set up incorrectly. They fixed it right away. The support is very good. I usually deal with Joseph and I couldn't be happier with his service. We don't get a lot of sales from it, and only about 1-2 leads per week. We have done extensive price comparisons and feel that we are competitive so we are not sure why we are not getting the leads. You can't beat the cost for what we get. If we had to set this up ourselves, it would be much more costly. Kevin & I feel that an online tire store is essential for our business.”

2022 MARKETING

Tire Connect - Store Poll Results

PRINCE GEORGE

“We have had a few sales from it but not as many as we would have liked to see. Perhaps it is how we are using or promoting it - not really sure.”

RICHMOND

“TIRE CONNECT IS AMAZING!!! I’d love for there to be away to put out of stock tires in the system ie ones that are available but maybe on the east coast with cost of shipping and maybe a way to change the price of a tire on the fly or install on the fly with the in-store quoting tool.”

“Shaun on the beach in the Dominican Republic on TIRE CONNECT and a Microsoft Surface running Gem Car and a whatsapp phone selling Tires over Christmas.. so many I had to open up and install them”

2022 MARKETING

Tire Connect - PERFORMANCE

Name	# of actions	Tires quantity	Total, $
Sessions	2,804	-	-
Searches	5,629	-	-
Quote Requests	0	0	0
Display quotes	1,466	5052	$1,542,262
Compare display	63	598	-
Compare email	0	0	-
Compare print	1	8	-
Email	1	4	$1,022
Print	4	12	$3,183
Compare print (follow up)	0	0	-
Compare email (follow up)	1	8	-
Email (follow up)	10	40	$9,000.60
Print (follow up)	5	19	$6,257
Appointments (follow up)	20	73	$22,437
Orders	6	22	$4,206
Call	7	25	5,754

Tire Retail	# of actions
Tire Searches #	5,629
General Leads	1,535
Actionable Leads	36
Calls	7
eComm orders	6
Average tire price	$234.88

Appointments	Actions	Tires	Revenue
2021	20	73	22,437

2022 MARKETING

Tire Connect - PERFORMANCE

Name	# of actions	Tires quantity	Total, $
Sessions	3,409	-	-
Searches	8,808	-	-
Quote Requests	0	0	0
Display quotes	2,355	8622	$2,555,079
Compare display	116	1178	-
Compare email	1	12	-
Compare print	1	12	-
Email	0	0	$0
Print	0	0	$0
Compare print (follow up)	0	0	-
Compare email (follow up)	1	8	-
Email (follow up)	0	0	$0.00
Print (follow up)	0	0	$0
Appointments (follow up)	0	0	$0
Orders	11	44	$9,287
Call	29	102	0

Tire Retail	# of actions
Tire Searches #	8,808
General Leads	2,473
Actionable Leads	1
Calls	29
eComm orders	11
Average tire price	$253.50

Appointments	Actions	Tires	Revenue
2021	0	0	0

2022 MARKETING

Tire Connect - PERFORMANCE

Name	# of actions	Tires quantity	Total, $
Sessions	1,806	-	-
Searches	3,399	-	-
Quote Requests	0	0	0
Display quotes	719	2843	$910,985
Compare display	38	372	-
Compare email	0	0	-
Compare print	0	0	-
Email	5	20	$9,552
Print	2	8	$1,869
Compare print (follow up)	0	0	-
Compare email (follow up)	0	0	-
Email (follow up)	7	25	$8,496.56
Print (follow up)	1	4	$1,164
Appointments (follow up)	13	52	$19,559
Orders	0	0	$0
Call	1	4	0

Tire Retail	# of actions
Tire Searches #	3,399
General Leads	764
Actionable Leads	21
Calls	1
eComm orders	0
Average tire price	$236.00

Appointments	Actions	Tires	Revenue
2021	13	52	19,559

2022 MARKETING

Tire Connect - PERFORMANCE

Name	# of actions	Tires quantity	Total, $
Sessions	124	-	-
Searches	262	-	-
Quote Requests	0	0	0
Display quotes	62	206	$55,375
Compare display	0	0	-
Compare email	0	0	-
Compare print	0	0	-
Email	0	0	$0
Print	0	0	$0
Compare print (follow up)	0	0	-
Compare email (follow up)	0	0	-
Email (follow up)	1	1	$324.22
Print (follow up)	0	0	$0
Appointments (follow up)	2	5	$1,367
Orders	1	4	$1,039
Call	1	4	0

Tire Retail	# of actions
Tire Searches #	262
General Leads	62
Actionable Leads	3
Calls	1
eComm orders	1
Average tire price	$281.50

Appointments	Actions	Tires	Revenue
2021	2	5	1,367

2022 MARKETING

Tire Connect - PERFORMANCE

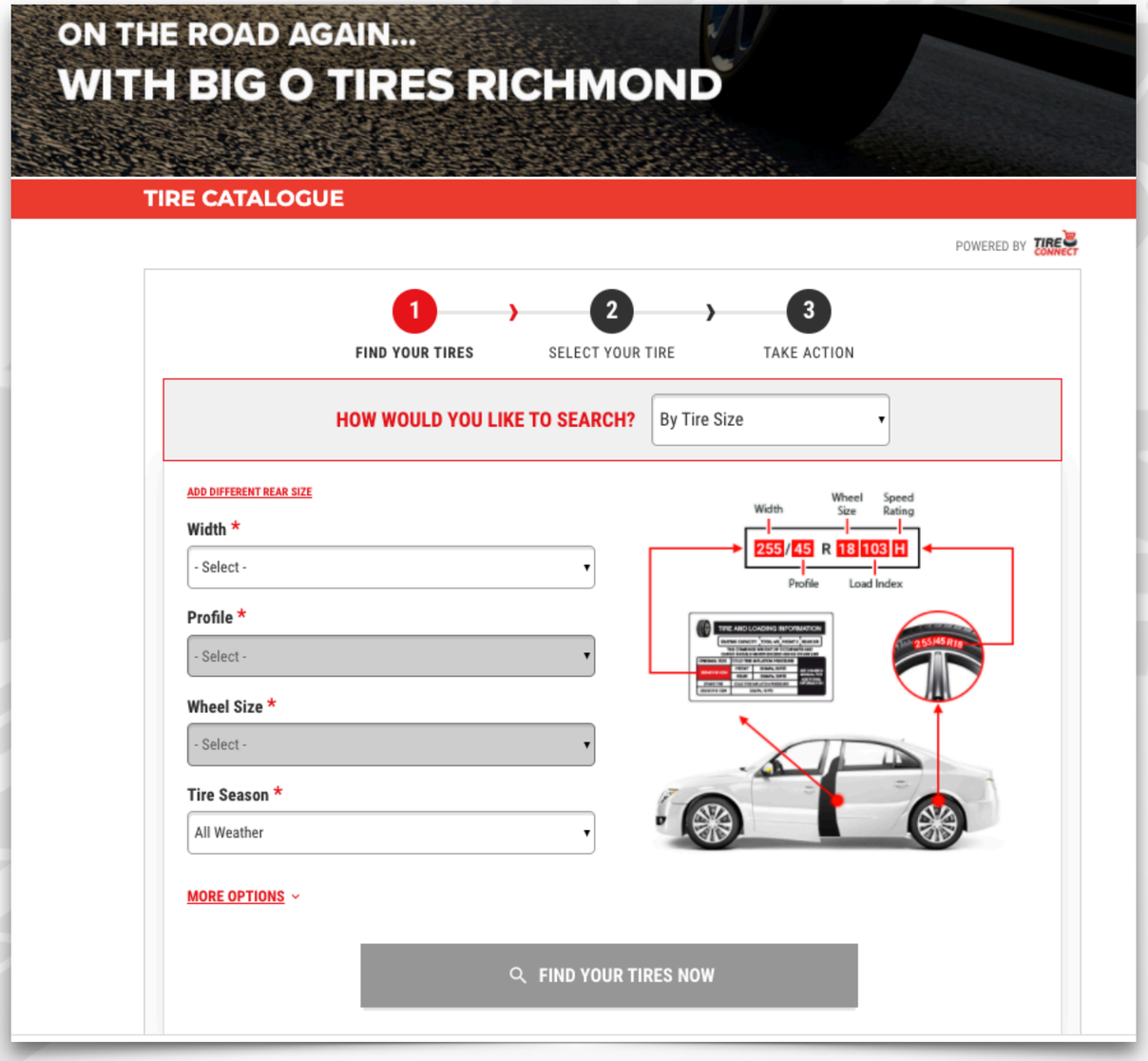
Name	# of actions	Tires quantity	Total, $
Sessions	2,936	-	-
Searches	6,277	-	-
Quote Requests	0	0	0
Display quotes	1,438	4910	$1,512,630
Compare display	52	510	-
Compare email	0	0	-
Compare print	0	0	-
Email	3	9	$2,298
Print	0	0	$0
Compare print (follow up)	0	0	-
Compare email (follow up)	0	0	-
Email (follow up)	17	59	$16,331.71
Print (follow up)	2	5	$1,754
Appointments (follow up)	15	51	$12,060
Orders	15	44	$10,237
Call	16	56	0

Tire Retail	# of actions
Tire Searches #	6,277
General Leads	1,493
Actionable Leads	34
Calls	16
eComm orders	15
Average tire price	$276.66

Appointments	Actions	Tires	Revenue
2021	15	51	12,060

2022 MARKETING

Tire Connect Demo with Rob Litke, Richmond Big O Tires



BIG O TIRES AND SERVICE CENTERS®

2022 MARKETING

Tire Connect - Where we need to go

- We need **all stores subscribed to the Tire Connect system** (10+ stores remaining)

- The group needs to **synergize pricing structure** used on Tire Connect

- Need to **discuss and resolve any current issues, ie.**:
  - How do we (or don't we) handle shipping as a group/by store?
  - How do we manage deposits (ie. Deposit given online to store A website. Tires fulfilled at store B. Who gets the sale? How is deposit changed hands between stores? Do we even ask for a deposit or require full payment at time of online purchase?)
  - How do we navigate margins (cost up - retail down)?

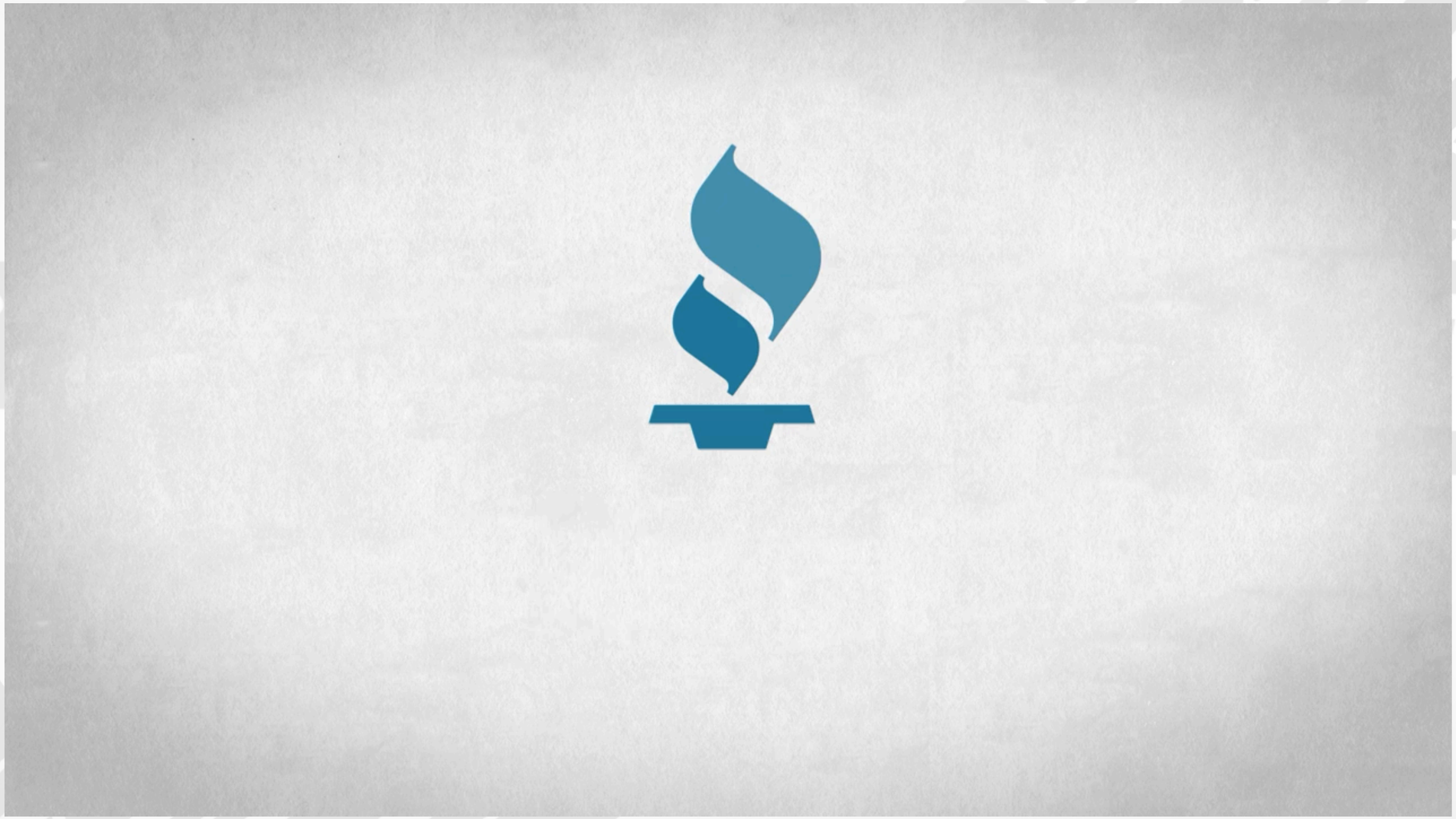
- Stores need to do more work to **drive traffic locally to store websites** through local advertising streams, store Facebook pages, Google AdWords, etc.

2022 MARKETING

BBB/CTV Promotion

- Alerted to the opportunity by **Nick Swarup** of Chilliwack
- **Program features:**
  - **40 x 7 second closed caption ads** in CTV News (CTV Morning Live News, News at Noon, 5pm, 6pm, and 11:30pm)
  - **2 million impressions** province-wide
  - **March 28th - June 26th**
  - Bonus: **Schedule of 'unskippable' digital ads** across Bell media news sites
  - **BBB members** in good standing only
  - Cost: **$4,150**
- We signed on to the program and provided our own production materials

2022 MARKETING



2022 MARKETING

Chase The Sun Online Contest

- **Mid-April** to **Mid-May**
- 3-way partnership between **Big O Tires, Yokohama** and **Sun Peaks Resort**
- Contest to be hosted on **www.GoBigO.ca**
- Prize package to include a **set of Yokohama Tires** and a **Sun Peaks Biking/Golfing Adventure**
- **Advertising costs shared** between Big O & Yokohama
- **$5,000** ad budget
- **Facebook ads** + **Acuity Digital Advertising**





2022 MARKETING

The Other Stuff….

Associate Store Recruitment

- With COVID restrictions easing, we will begin revisiting our store recruitment initiative

Regional Hubs

- A reminder that regional stores may benefit from a ‘hub' style structure, **leveraging local ad dollars** and creating more **localized messaging by regional groups**, ie. Lower Mainland, Vancouver Island, Okanagan, etc.
- If there is sufficient interest among any region, I am willing to work with that group

Social Media Marketing

- For any stores wishing to source Facebook content or social media marketing programs, Downtime has built a program for stores for **$500 per month** which includes:
  - Weekly content posting
  - Page promotion & engagement
  - Facebook advertising coordination *(does not include actual advertising costs)*

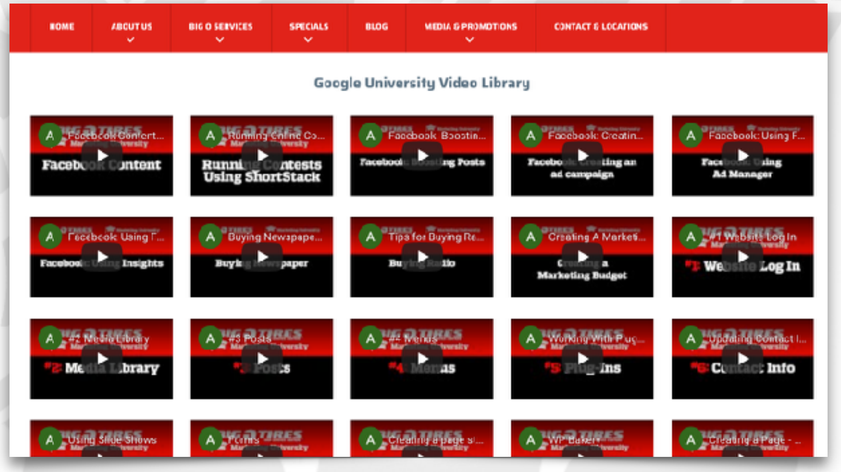


2022 MARKETING

The Other Stuff….

Online Video Library

- I have moved our video library to a **password protected page** on our website.
- ‘There are currently **23 useful instructional videos** on there covering everything from editing your web pages to running Facebook advertising campaigns
- Access the page at the bottom left of our **footer on www.gobigo.ca under “marketing”** - Password is **Big02022!** (the 0 is a zero not the letter O)



Brand Styleguide

- The brand style guide is also available to stores and **located on the same Password protected page** as above as are logos that can be downloaded



Google Business & Google Review Assistance

- We are currently exploring a couple of options available to Big O with **exclusive pricing** to provide us a system for soliciting Google Reviews
- These systems promise not only to dramatically **increase the number of store reviews** but also generate **higher scoring reviews**. Doing so will help improve store credibility and ranking on Google listing maps

Thank you again for allowing me to be part of the BC Big O family!