

Discount Tire Case Study

Leading automotive supply retailer uses influencer marketing to help the brand awareness rubber meet the increased positive brand sentiment road



Overview

Discount Tire launched a long-duration (six-month) influencer campaign featuring a mixture of seasonal and just-in-time topics to help build brand awareness and loyalty for the industry leading tire retailer. The campaign highlighted the values of its brand and the variety of its product mix, reflecting the company's core values: reliability, safety and education.

After reviewing their options, Discount Tire selected and activated Find Your Influence's FYI Valet platform, a full-service end-to-end influencer marketing add-on to plug into their existing digital marketing team.

Solution

To establish a creative, long-spanning campaign that built upon itself month-over-month, FYI helped Discount Tire connect with 27 high-reach, high-engagement influencers with large social followings to develop unique, inspiring and brand relevant content.

The influencers included construction, mom and dad, lifestyle, and even crafters and DIY bloggers, selected through FYI's interactive online platform and team recommendations. The FYI team then recruited and engaged with the influencers, allowing Discount Tire to vary their influencers for each campaign to hit a broader audience.

Through the FYI Valet platform, the FYI creative team presented creative ways to highlight the brand and integrate the influencer marketing efforts into the larger, established brand messaging.

The most successful of the campaigns was something out-of-the-box for a tire distributor: a crafting and DIY project related to Earth Day 2015, where bloggers were challenged to turn an old tire into something new.

The success of the campaign, including brand awareness and measured intent to purchase, said something significant about the use of creative means in campaigns and letting influencers do what they do best - provide unique and genuine content to support a brand they truly believe in.

Results

At the end of the six-month campaign, Discount Tire reported a significant increase in brand awareness and affinity, including increased positive brand sentiment towards the company as a whole.

Over the six months of the campaign, **118** pieces of third-party created content produced:

- **8,804** social engagements across Twitter, Facebook and Instagram
- **5.8 million** total social reach
- **5,590** engagements (comments, likes and shares) from blog content
- **2.5 million** reach generated through UUs of blog content



Put the power of influencer marketing to work for your brand
Contact [FYI's Samantha Ley](#) at 602.733.9323 today!

