

RADIO case study

Radio Drives Lead Gen for Tire Dealers

Background

- There are 263MM vehicles on the road in the U.S., each with 1 radio and 4 tires.
- Tires are a consumable product and a mandatory purchase across virtually all demographics.
- The lifetime value of a new customer to a tire dealer can be 10X the initial purchase.
- Zimmer Radio Group realized the potential opportunity to drive leads to local tire dealers by partnering with American Radio Strategies and the iNeedNewTires.com platform.

Objectives

- Drive lead generation, traffic and sales for tire dealers in the Missouri market that can expand to be offered to any U.S. market.
- Secure tire dealer participation and sponsorships across all stations/all formats.

Strategy:

- Zimmer Radio partnership with American Radio Strategies to build an online lead generation destination.
- Leverage radio across all platforms to drive consumer awareness and site traffic.



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Solution: INeedNewTires.com

- Together, Zimmer Radio and American Radio Strategies launched the iNeedNewTires.com platform, a lead-generation platform for radio, that generates new revenue from local tire dealers and FOR local tire dealers.
 - Consumers visit the website, input their make, model, and tire size and dealers send quotes directly to the consumer.
 - Quotes typically offer an additional incentive.
- Zimmer Radio leverages their 9 stations in the Columbia area of the Missouri market to drive awareness and action among consumers for the Tire Dealer sponsors including:
 - 50 spots per week run on Top Country Hits, Top 40/CHR, Classic Rock, Mainstream Rock, News/Talk, and Sports Talk formats.
 - Facebook promotion
 - Banner ads across all radio station websites.
 - Sweepstakes to build email database.

Results

- Consistently driving an average of 40-80 leads per month for participating Tire Dealers.
- Two of the inaugural Tire Dealers sold two sets of tires within the first week of the campaign.
- 100% sponsorship renewals from participating Tire Dealers.
- American Radio Strategies is now looking to expand the iNeedNewTires.com platform beyond the Missouri market. More information may be found at AmericanRadioStrategies.com