



WITH 54 LOCATIONS

across six southeastern states, Gateway Tire is the region’s premier provider of automotive services, preventative maintenance, tire sales, and **“old school”** customer service.

CARL BULLARD

Title

“Every marketing company makes promises, but MediaTree keeps those promises and then some, managing to unite a brand that spans across six states and 54 locations, despite internal leadership disputes. They stayed the course, willing to go the extra mile to not only provide what they said they would, but also everything else we didn’t know we needed. Plus, they did it in a way that all of our leadership staff could get behind. Thank you, MediaTree!”



EXECUTIVE SUMMARY

It sounds cliché, but Gateway Tire needed a trustworthy marketing company more than most. Though Gateway had been built on strong backs from the 1930’s, its current staff had little going for them in terms of present-day strategy and few employees that knew left from right when it came to modern marketing tactics. Any old marketing company could have used this lack of knowledge to their advantage, but MediaTree used it to Gateway’s.

As such, MediaTree remains Gateway’s trustworthy, longest-standing marketing partner to this day, and is proud to have delivered:

- Brand Consistency
- Website Development
- Search Engine Optimization
- Digital Advertising
- Social Media Marketing
- Creative Strategy & Design

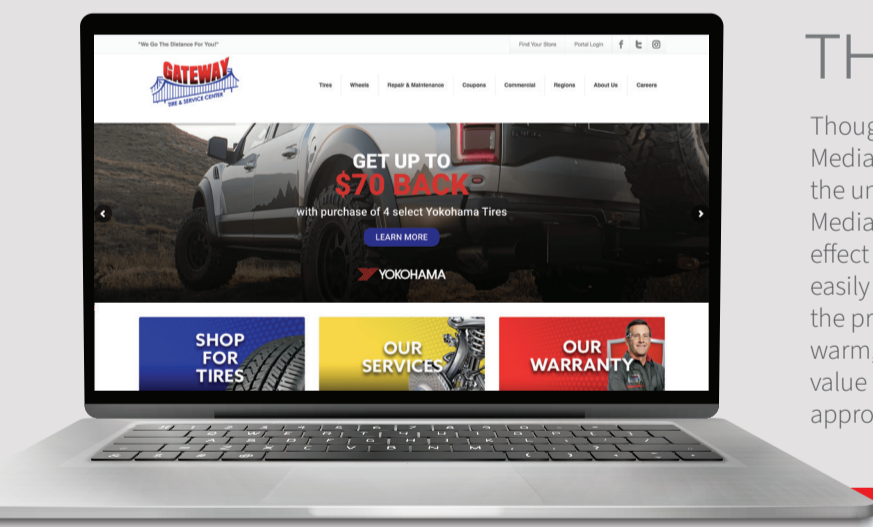
THE CHALLENGES



Gateway Tire & Service Center is one of few businesses around today that can proudly—and truthfully—shout their “hometown, personal approach to doing business since 1929” motto from the rooftops. Prior to hiring MediaTree, however, no one could hear them. That’s the problem with keeping everything the same as the good ole days; the traditional ways of doing business can’t keep up as easily in the modern world.



More specifically, Gateway Tire lacked consistent branding, updated systems and processes, and productive, continuous communication between all 54 store locations. After all, with 54 store locations comes very diverse and contrasting markets, lots and lots of competition, and too many cooks in the kitchen when it comes to making decisions about brand identity and positioning.



THE SOLUTION

Though initially hired to implement a mere social media strategy, MediaTree soon recognized that what Gateway Tire really needed was the unification of their brand—both online and in the field. As such, MediaTree first set to work putting established brand standards into effect and integrating a marketing portal for use by all managers to easily access brand assets and communicate amongst themselves. In the process, MediaTree created a unique look-and-feel, introduced a warm, trustworthy brand voice, and highlighted Gateway Tire’s unique value proposition—aka its hometown, ‘good-ole-days,’ trustworthy approach—across all 54 store locations!

Next, MediaTree hit the ground running from an SEO standpoint, creating a new—and very improved—website that included 54 highly-customized, location-specific landing pages in order to boost search engine placement and get Gateway’s upstanding message out to the masses. Seeing as Gateway soon rose to #1 on search engines in most relevant searches within every market, we’d say it worked out for the best.

As for that social media strategy Gateway originally asked for, MediaTree currently provides a daily social media post and all-encompassing reputation management services for each of the Gateway Tire store locations, making sure to respond to each and every review, question, and comment in the process.

THE RESULTS

If you ask us, the results speak for themselves. Take a look at some of the many accomplishments we are proud to have played a part in at Gateway!

Brought Gateway Tire to

#1

on search engines in 54 markets.

Implemented a consistent

BRAND

identity across the board.

Increased website traffic by

50%

since 2018.

Implemented trackable foot

TRAFFIC

tied to digital campaigns.

