



# Case Study: Franchise-Based Automotive Specialty Services Brand

## **Paid Social Lead Generation Strategy + Execution + AI Systems**

This work focused on building a scalable paid social program for a franchise-based specialty services brand in the automotive category.

The goal was to help individual franchise locations generate consistent, high-quality leads on limited monthly budgets.

Most locations lacked internal marketing support and relied heavily on corporate marketing efforts and organic search.

# The Challenge

## The Problem

Paid social was viewed skeptically by franchise owners

Before I joined, paid social was viewed skeptically by franchise owners.

Past attempts had produced low-quality leads.

Messaging and branding felt inconsistent, and campaigns were overly complicated.

**Paid social was not trusted as a reliable growth channel.**

# The Approach

## Consolidation

Campaigns and audiences were quickly consolidated.

## Focus

Budgets were focused on website lead generation.

## Retargeting

A small portion of spend was allocated to retargeting.

# Maintaining Brand Consistency

To support consistent messaging across locations, I built a **custom AI system** trained on nearly 100 pages of existing brand content.

This helped keep ad copy and creative aligned with the brand's voice while still allowing for local positioning.

The AI system ensured every franchise location could maintain brand integrity while adapting to their local market.

# Site Signals and Creative

## Site Optimization

On the site side, additional micro-conversion events were implemented to better judge traffic quality and user intent.

## Creative Strategy

Creative shifted away from overly polished assets toward more natural, social-first formats.

Testing focused on meaningful creative angles rather than minor variations.

## Results

**2x**

### Lead Volume

More than doubled within the first two months



### Lead Quality

Improved significantly

The result was a more stable, repeatable framework franchise locations could rely on.

**Paid social moved from skepticism to a viable source of pipeline growth.**

 Learn more about Miguel's work on his website: [MiguelBravo.co](https://MiguelBravo.co)

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