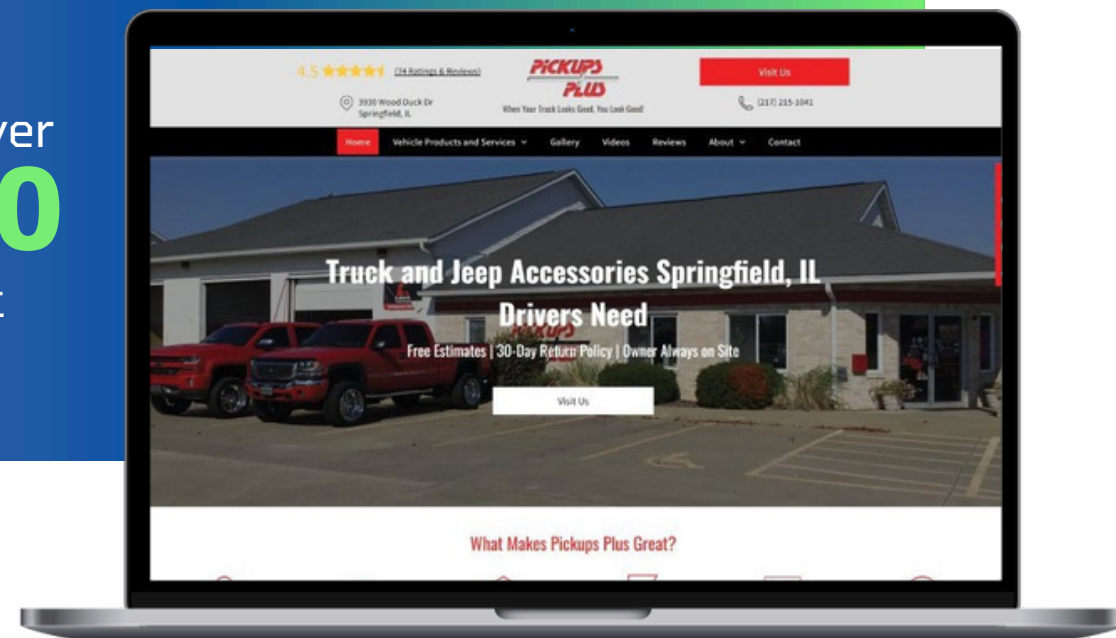


OUR EXPERIENCE BECOMES YOUR EXPERIENCE

We've provided expert service and driven new customers to tens of thousands of local businesses!

Over
306,500
Websites built
since 2015

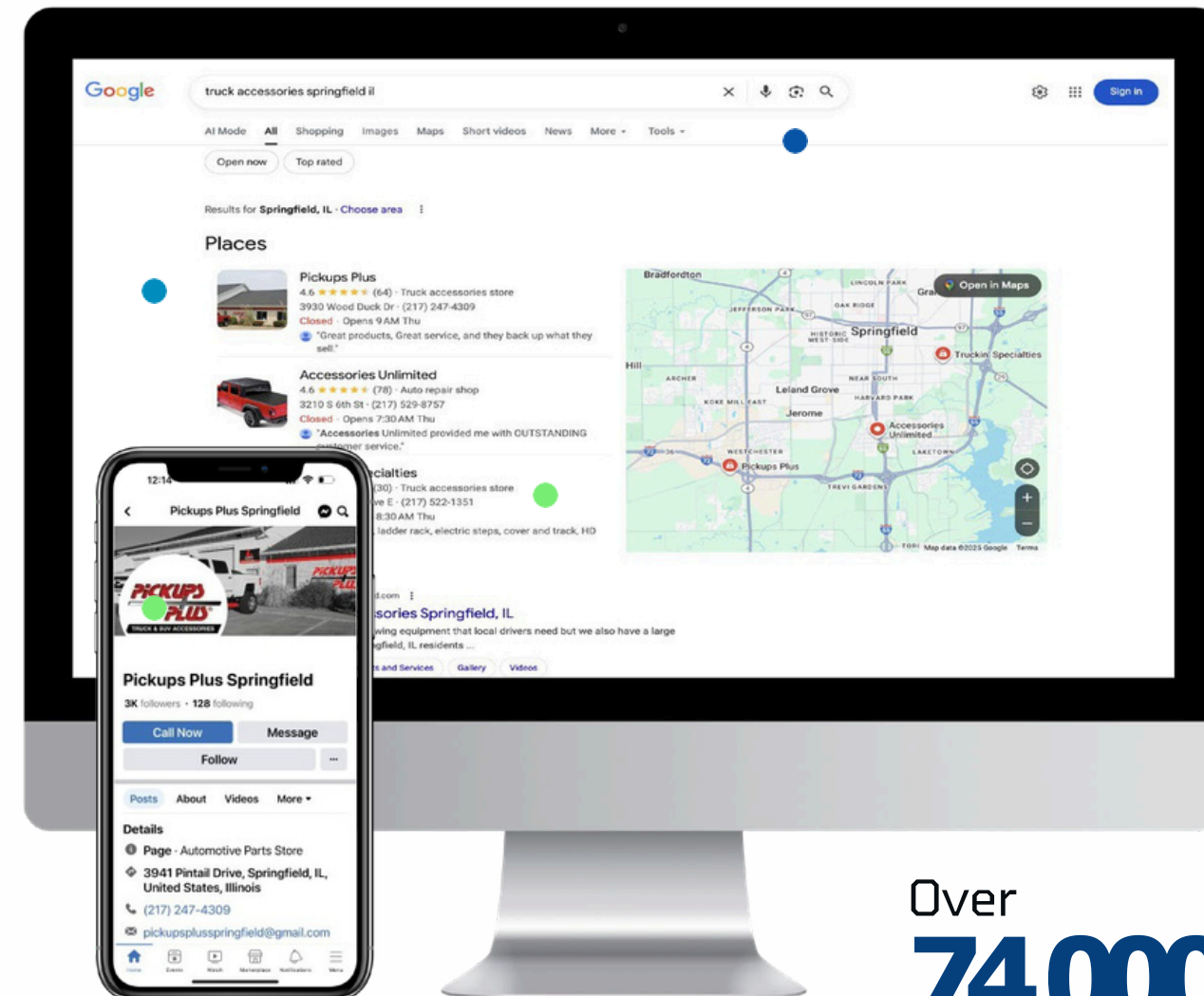


Over
112,000
Reviews &
Reputation
Management
programs since
2017

Over
31,300
Social
campaigns
since 2016

Over
14,800
Marketing Automation
programs since 2021

Over
65,000
Search campaigns
managed since
2015



Over
8,300
SEO campaigns
since 2015

Over
234,300
Listings
managed since
2015

Over
74,000
Display campaigns
managed since 2015

Hibu One. One Platform. One Provider.

What is Hibu One?



Hibu One is an all-in-one platform for driving and managing your entire digital marketing strategy and growing your business. Hibu One establishes your complete digital presence, drives high quality targeted leads at a lower cost, and helps you manage those leads effectively and efficiently.

Smart Site	Robust website configured for your business using industry best practices including a responsive design built for modern users and mobile-first search engines. AI assisted copywriting with compelling calls to action, reviews widget so visitors immediately see how customers rate your business, and a page on your site for every service that you offer, including FAQs, making your site more searchable by AI and potential customers. The information built into your Hibu One Smart Site will be synchronized with your Listings, Facebook page, and the rest of your Hibu One program.
Listings	Creating and maintaining accurate and complete business profiles on the most popular websites, online directories, and apps. Provides real-time updates to ensure searchers only see the latest information about your business. Reporting and insights to see how your online listings are driving engagement.
Reviews	Utilizing Hibu assistant (automated e-mail and text), physical cards, a QR code, and a direct URL, easily request customer feedback and reviews. 74% of consumers check at least 2 review sites before making decisions; Hibu helps make it easy to obtain business reviews. Positive reviews (4 or 5 stars) are automatically displayed in your website widget and as part of your Hibu review count; easily building credibility with new and existing clients.
Reputation Management	Hibu’s Reputation Management makes it easy to monitor and respond to customer reviews while also comparing your online reputation to your competitors’ ratings.
Assistant	Continous loop of customer engagement via text and e-mail to improve online reputation, bring in new customers, and encourage repeat business from previous customers. Build a contact list, create targeted offer campaigns tailored to different types of customers (new customer campaign, active customer campaign, win back, etc), and engage and re-engage current and prospective clients.
Lead Management	Multi-Channtel Lead Tracking provides a call tracking line for your Hibu One products (Listings, Assistant, Smart Size, Local Ranking, Search, Display, Social) allowing you to have call recordings, transcripts, and AI summaries to ensure you know whether the leads Hibu is bringing you are converting or not. Inside our dashboard you can score every lead to quickly and easily understand what was a real lead and what wasn’t. All Hibu leads and contacts, along with their scoring and calls are located in 1 inbox making it easy to manage every single lead generated.

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Organic Marketing (Local Ranking aka Search Engine Optimization)	• Website content optimization to make your website more relevant to Google, Bing, and AI-powered search experiences • Technical site optimization including creation of site maps, title tags, meta tags, image alt-tags, and header tags • Quality backlinks and Social posts to show search engines that your site and business are active • Authorship page to establish the site's authoritativeness and trustworthiness as well as your expertise with both users and search engines • Custom blog posts to enhance the site's keyword-rich, searchable content • Resolution of any technical errors, duplicate content, and schema deficiencies on your website
Search Marketing (Paid ads on Google and/or Bing/Yahoo)	• Placement on Google and/or Microsoft search engines • Responsive Search Ads utilizing multiple headlines and descriptions to allow for A/B testing • Ad Extensions (Call, Sitelink, Location, and more) incorporated when relevant • Dedicated Campaign Analysts utilizing industry best practices for campaign optimization • Machine Learning/AI from thousands of campaigns to aid in ongoing optimizations to maximize results • Transparent Reporting
Display Advertising	• Ads created in a variety of sizes and formats, including video, needed to run campaigns across all platforms and channels • Responsive Display Ads utilizing multiple text ad combinations that allow machine learning to determine the best ad variations for every impression • Retargeting in order to show your ads to the same people again and again as they browse online – helping you reach your target audience when they're ready to buy
Social Advertising	• Choice of Campaign Objective based on your business goals. Choose Traffic for website clicks, Reach for impressions, or Lead Generation for form fills • Ad Performance Optimization using A/B testing of ad images, copy, and calls to action, as well as overall performance analysis • Powerful Targeting using Meta's machine learning algorithms to find people most likely to be interested in your business • Lookalike Audience and Retargeting utilizing a pixel on your website to place ads not only in front of potential customers who visit your site, but also in front of Facebook users who "look" just like them

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