

National Sales Challenge Training

Session 2

hibü

**INTEGRATED
DIGITAL
MARKETING**





Alex Guffey
Based in St. Louis, Missouri
AVP – Sales Training



Abby Nicol
Based in Indianapolis, Indiana
VP – Training & Development

First Session Recap

- Hibu Company Overview
 - Company History
 - Ideal Client Profile
 - Hibu One Platform
- Hibu Sales Process
- Reviewed Sales Role-play



Second Session Agenda

- Hibu One Platform Demo and Overview
- Sales Process Review
- Sales Collateral Explanation
- Live Q&A



Hibu One Product Demo



hibü ONE™

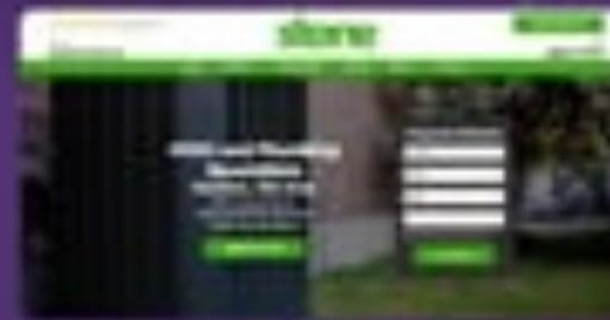
Enterprise-level marketing built for local businesses

WATCH NOW ►

Robert Johnson
Owner

★★★★★ (100%)

Love the new advertising design with the new look to the website. Great service and customer support. Highly recommend this advertising agency. See website and reviews on Google Maps.



Auto Body Repair and shop

4.3 ★★★★★ (81) - Mechanics

8.5 mi 5761 Chandler Ct

Open - Closed at 1pm



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Step 1

Listings Management

- List out numerous icons from network
- Complete control over your profiles
- AI LLM submission

Review Generation

- Automated and Manual
- Via text, email, URL, and QR code
- Google, Facebook, Yelp

Reputation Management

- Competitors
- Responding to Reviews

Email & Text Marketing

- Offer Campaigns
- Customer Winback Campaigns
- Notices, News, Updates, Seasonality
- Emails
- Texts
- Integrations

Website

- Unique copy for each profit center
- On-page SEO
- Reviews Widget and Feed
- Built for AI Search
- Calls to Action
- Motivating Factors
- Mobile / Tablet / Desktop - Responsive Design
- Click to Call / Click for Directions
- Contact Forms
- Coupons
- Maps
- Photo Galleries
- Location Pages for Multi-Location businesses +
- Geo Pages +
- SEO +

Analytics Dashboard

Lead Management

- Multi-Channel Lead Tracking
- Unified Inbox for lead management, text communication, scoring, and history
- AI Summaries
- Lead Scoring
- Instant Responders

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Step 2

Organic Marketing +

- Search Engine Optimization (SEO)
- AI Optimization (AIO)
- Answer Engine Optimization (AEO)
- Providing targeted visibility on Search Engine Results & within AI results

Search +

- Google
- Google Maps
- Bing
- Responsive Search Ads
- A/B Testing

Display +

- Multi-Channel
- Geo Targeting
- Interest & Activity Targeting
- Several icons from network

Social +

- Facebook
- Instagram
- Geo Targeting
- Audience Targeting
- A/B Testing

powered by Hibu One

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Ongoing Management and Optimization of Marketing Strategy using a combination of AI + Humans Intelligence

Step 3

powered by **Hibu One**

HIBU IS YOUR SINGLE SOLUTION FOR LOCAL DIGITAL MARKETING

Most businesses lack the time, knowledge and expertise needed to do it themselves.



Creating a strong, synchronized digital presence



Maintaining & updating your business information



Creating and distributing dynamic, relevant content



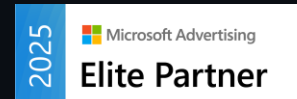
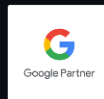
Driving qualified traffic & remarketing to existing customers



Tracking, measuring & adapting

73% of SMBs prefer working with one marketing provider.

Thrive Analytics, Local Pulse Reports, January 2023; Base= 9,550 U.S. small and medium-sized businesses.



Hibu is the first SMB-focused digital marketing services provider to have achieved badged status with Google, Meta, Microsoft and Amazon – the top 4 advertising networks in the US.¹

¹<https://www.statista.com/statistics/242549/digital-ad-market-share-of-major-ad-selling-companies-in-the-us-by-revenue/>

OUR SELLING APPROACH – AFTER SETTING THE APPOINTMENT



Sales Process – Webinar Appointment Set!

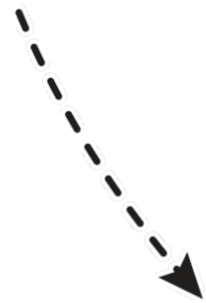
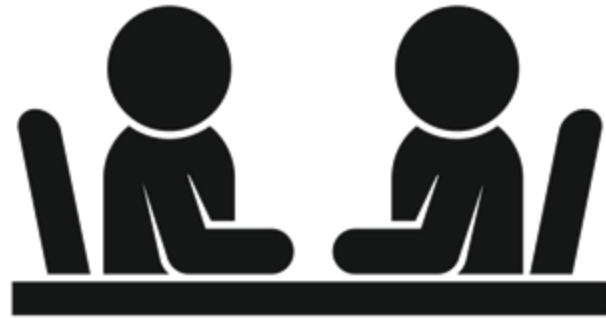


Webinar set!



Sales Process – Webinar Appointment & Close

Rep Arrives & Sets the Meeting Agenda



Webinar Tee Up

“Thanks again for meeting today, it was great to connect the other day and I’m looking forward to sharing how we can help! Let me introduce you to Alex, my digital partner, she’s a wealth of knowledge and when I told her about you and your business, she was eager to meet.

She’s going to make sure she knows everything about your business, she’ll share a bit of the competitive research analysis she’s compiled and she’ll make a recommendation to get you moving today!

Let’s first go ahead and make sure I captured everything correctly the other day when we connected....”



Confirm Fact Finding Learnings

“When we talked last time, you shared... (Insert learnings: pain points & goals that were uncovered in initial fact-finding conversation that relate to how Hibu can help) and I also realized I never asked you.... (insert additional questions you might still have to uncover)... Great thank you for sharing. Alex, do you have any additional questions for (XX prospect name), I want to make sure you have everything you need as well!”



Introduce the Digital Specialist

We sell in partnership with our Digital Specialist – they handle sharing all the complex details of the Hibu One platform, analysis of the client's current program, as well as presenting a custom dominant recommendation for the client based on other campaigns we are already running.



Remind & Justify with Sales Collateral

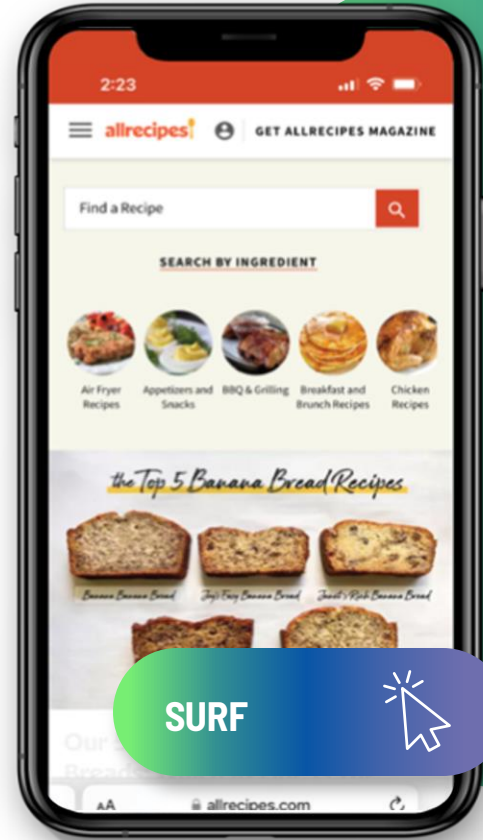


The logo features the word "hibü" in a white, lowercase, rounded sans-serif font. To its right is a white circle containing the word "ONE" in a bold, uppercase, sans-serif font. A small "TM" trademark symbol is positioned to the upper right of the circle. The entire logo is centered on a dark blue background.

hibü ONETM

One Platform. One Provider.

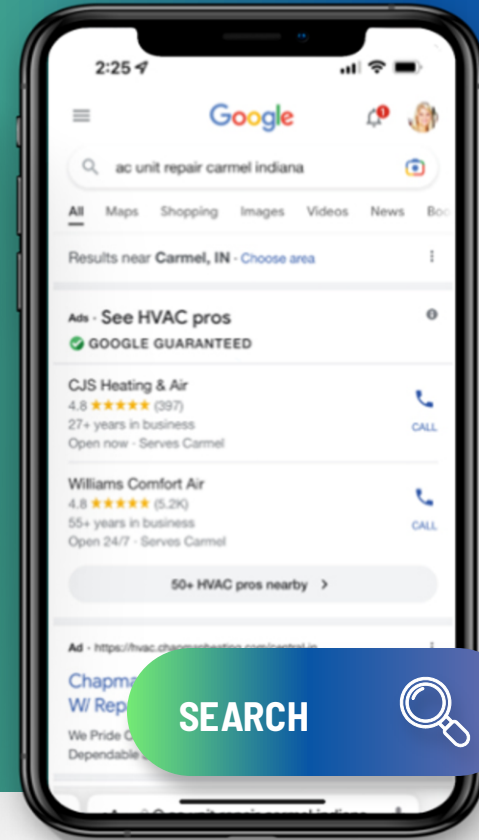
WE SURF.
WE SEARCH.
WE SOCIALIZE.



SURF



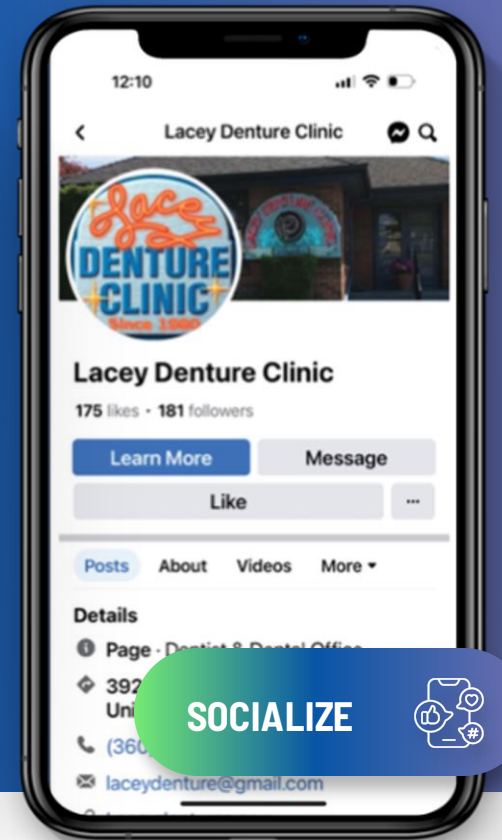
- + Brainstorming
- + Sports Updates
- + Finding Recipes



SEARCH



- + Getting Directions
- + Look For Products & Services
- + Make Buying Decisions



SOCIALIZE



- + Look For Recommendations
- + Engage With Friends & Family
- + Read & Write Reviews

WHAT DOES IT ALL MEAN?

The way consumers **search, find, and interact** with your business is **changing**. And you need to be prepared.



To stay visible your business needs to provide clear, structured, crawlable information, so AI tools know you exist and can recommend you.



Clear, Structured, Crawlable Content

- + Up-to-date business info across all platforms
- + FAQs and reviews/testimonials that AI can reference
- + Service pages that target customer search queries
- + Blog post showing industry knowledge and expertise



AI is an Evolution, Not a Replacement



Organic SEO



Local SEO



Paid Ads



Social Media

They aren't going away. They matter more now than ever.

AI doesn't replace these channels.

- It builds on them.
- References them.
- And rewards businesses that put time and effort into them.

3 STEPS TO BUILDING A BUSINESS ONLINE



01

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02

**AD CAMPAIGNS
TO DRIVE LEADS**



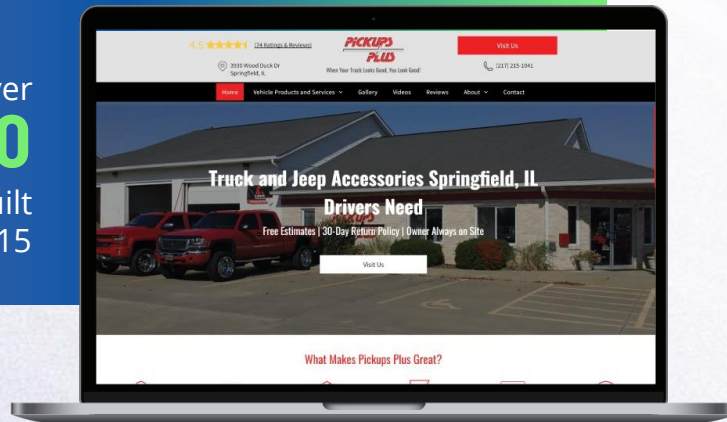
03

**MAINTENANCE VIA
ONGOING OPTIMIZATIONS**

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

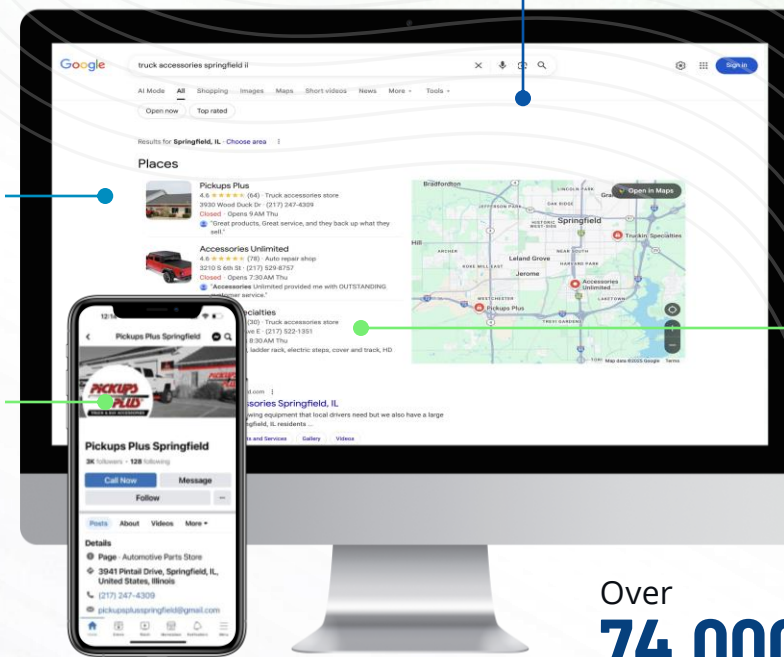


Over
112,000
Reviews &
Reputation
Management
programs since 2017

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

*Numbers of campaigns and products fulfilled as of 6/25.

THE BENEFITS OF A COMPLETE DIGITAL STRATEGY

Building an integrated market campaign means more leads for you.



Over 26,000 client results studied, October 2025.
Based on unique visitor data (July – September 2025) for Hibu websites with the indicated solutions. The comparisons and other information on this page should be considered directional only. Actual results will differ and will depend on a number of factors including business vertical, business geography, level of spend and length of campaign for Online Display, level of spend and length of campaign for Search Engine Marketing and other digital solutions employed.

HIBU ONE DELIVERS REAL RESULTS

A **Plumbing Contractor** in **New Jersey** powers their local digital marketing with a \$5,564/month Hibu strategy. Hibu manages more than 1,400 campaigns for Plumbing businesses across the U.S.

Hibu One + Search, Display, Social & Local Ranking

Their ads were
seen by **thousands**
of local consumers

Ad Views/Impressions
50.4K

Ad Actions
675

Those views generate
actions like clicking
or **calling** the
business

Many of those
consumers **visited**
their website

Site Visits
1.2K
+850 Google Views

Site Engagements
47
+181 Google Actions

Some filled out a **contact**
form or engaged with the
site in other ways

Resulting in new **leads**
For the business!

Leads
214
(156 New Leads)

With Hibu One, they
boosted their reputation
by generating

387

Reviews

Combination of Google,
Facebook and Yelp.

Adding Local Ranking
increased the client's
Organic Website Visits by

36%

Their investment drives **more visibility, more engagement, more leads and more customers!**

**Average monthly results from 3/1/2026 to 5/31/2026. Based on internal results. Results not guaranteed and may vary.
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Negotiate to Appropriate Recommendation



HIBU DIGITAL MARKETING RECOMMENDATION

Expected Results:
Impressions (Views): 237,500 – 383,200
Website Clicks: 749 – 1,380
Form Fills: 20-28



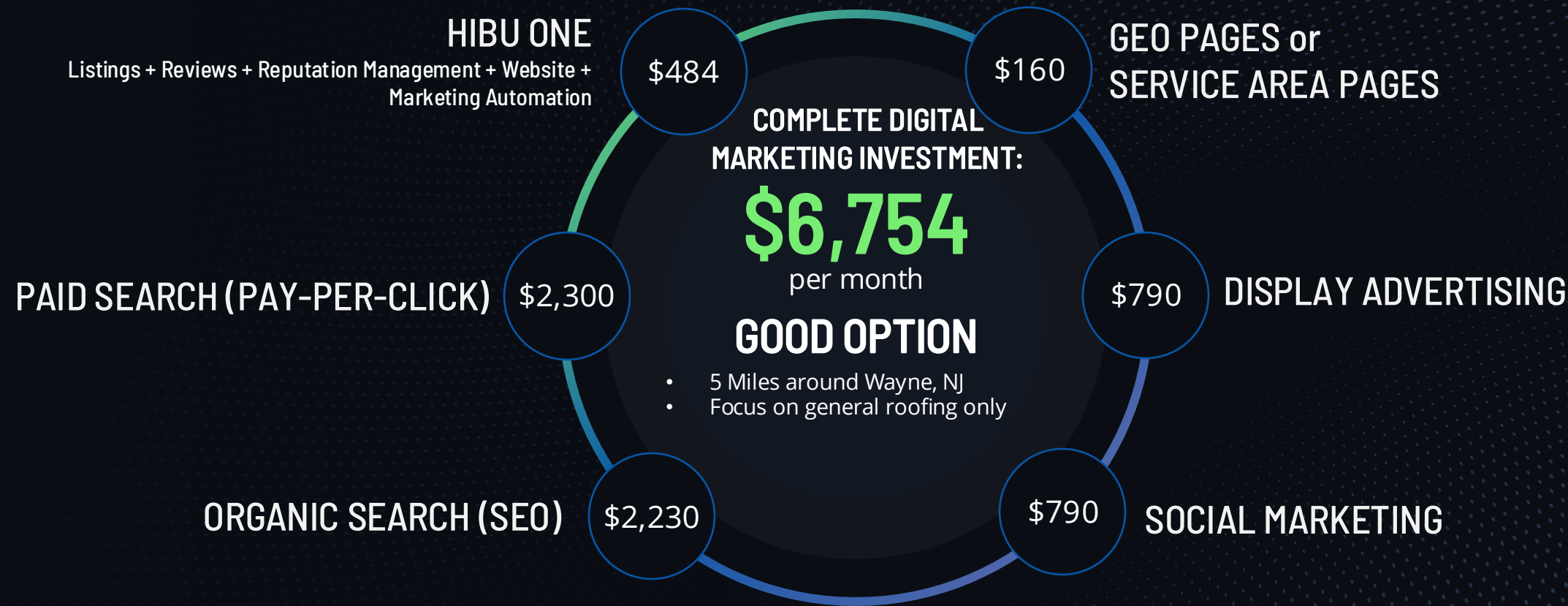
HIBU DIGITAL MARKETING RECOMMENDATION

Expected Results:
Impressions (Views): 155,000 – 237,400
Website Clicks: 630 – 1,032
Form Fills: 15-22



HIBU DIGITAL MARKETING RECOMMENDATION

Expected Results:
Impressions (Views): 102,500 – 148,200
Website Clicks: 377 – 635
Form Fills: 9-13



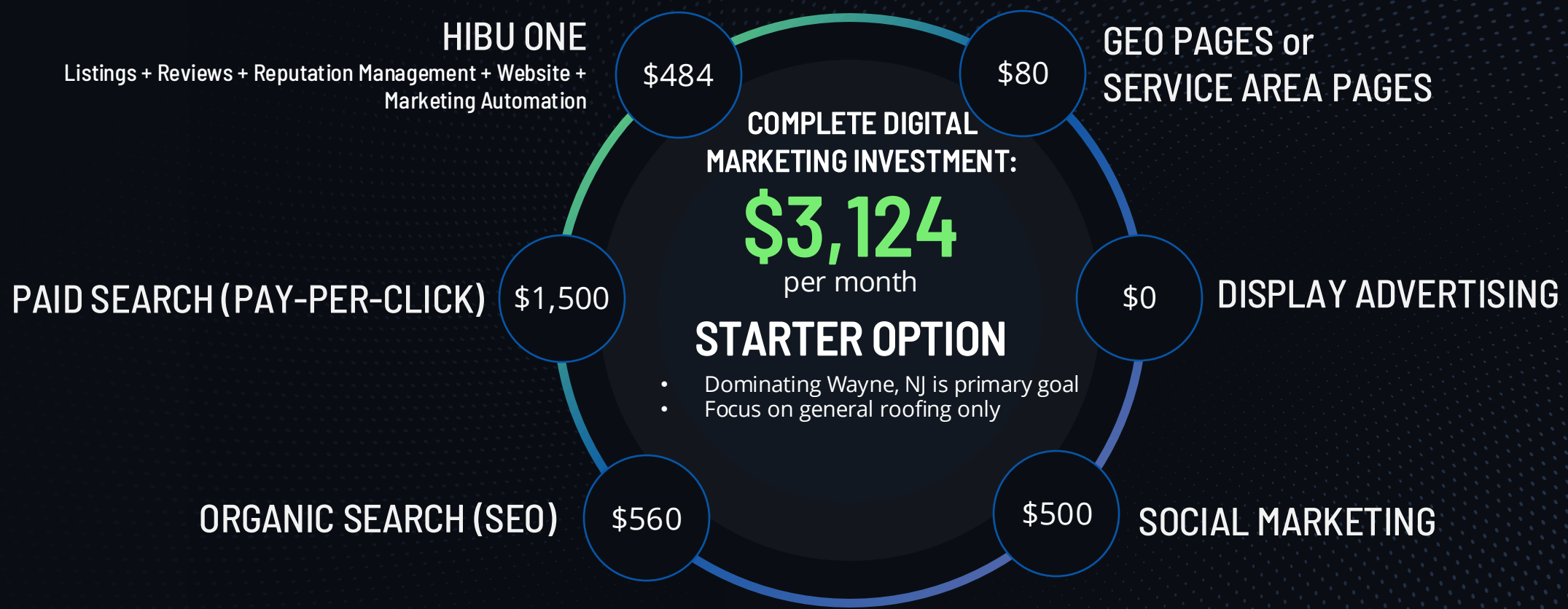
HIBU DIGITAL MARKETING RECOMMENDATION

Expected Results:

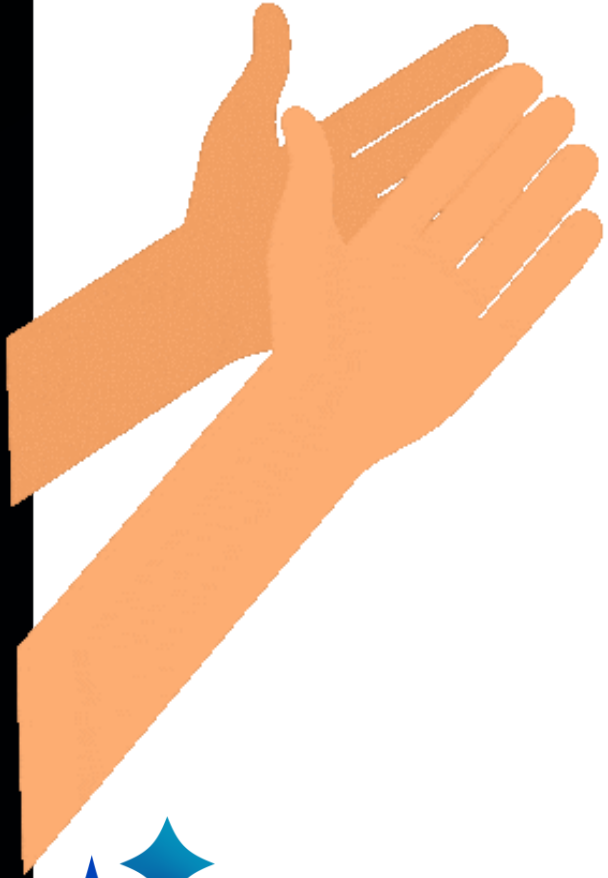
Impressions (Views): 33,333 – 46,728

Website Clicks: 112 – 258

Form Fills: 6-9



Sales Process – Sale Made!



Q & A



One Platform. One Provider.