



INTEGRATED DIGITAL MARKETING

Reynolds Roofing | 2026



HERE'S WHAT WE'LL DISCUSS



YOUR BUSINESS

I want to learn more about your business - where you are, where you've been, and where you want to go.



WHO WE ARE

Hibu's industry-leading solutions, proprietary platform and expanded product suite will deliver even greater value to you. I'll share with you, the solutions Hibu offers to businesses like you and what sets us apart from other marketing providers.

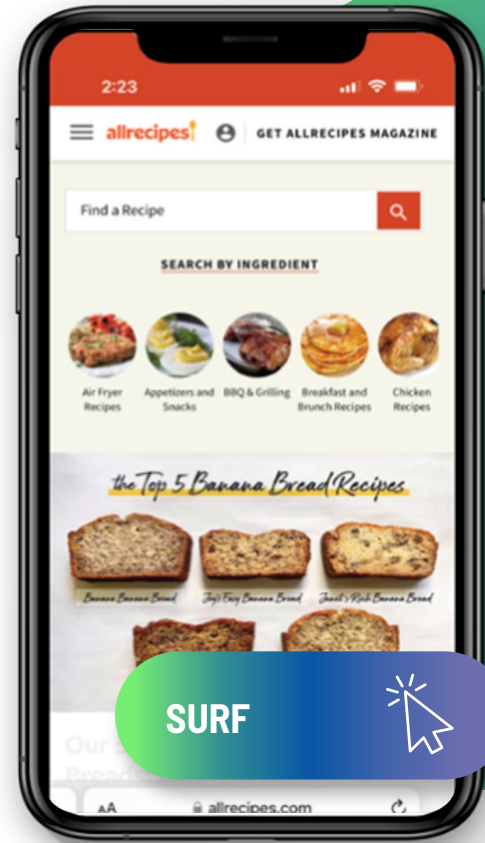


PARTNERING WITH YOU

We'll look at ways we can help your business with a customized solution and ask for your partnership.

Our Goal is to find how we can best serve Your Business.

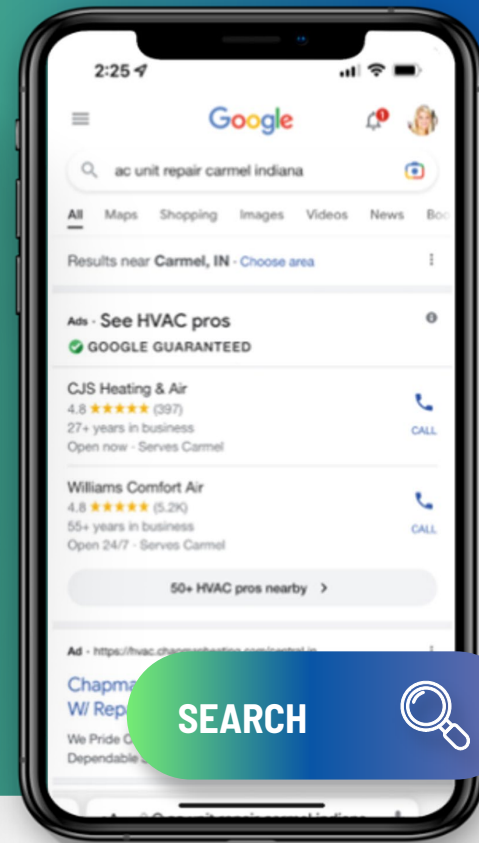
WE SURF.
WE SEARCH.
WE SOCIALIZE.



SURF



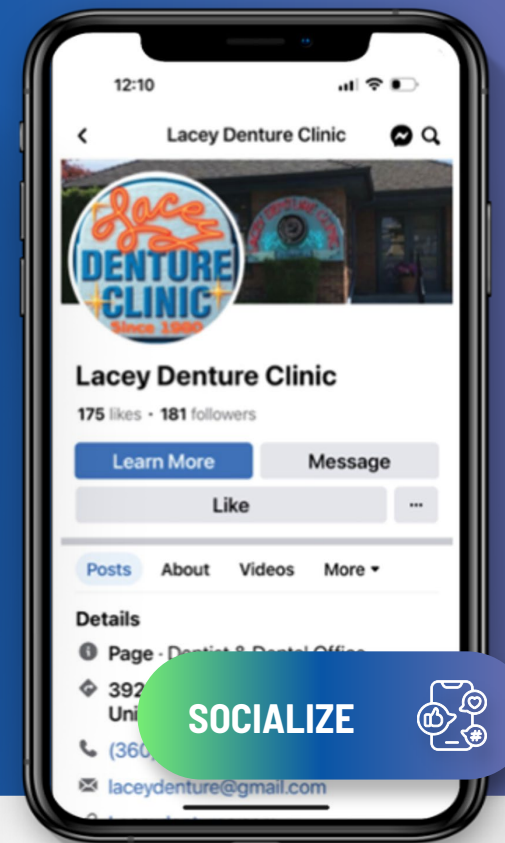
- + Brainstorming
- + Sports Updates
- + Finding Recipes



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

**SOLID
FOUNDATION**



02

**AD CAMPAIGNS
TO DRIVE LEADS**



03

**MAINTENANCE VIA
ONGOING OPTIMIZATIONS**

YOUR DIGITAL PRESENCE TODAY

ONLINE FOUNDATION

RATINGS & REVIEWS

LISTINGS ERROR RATE

Has Hibu Listings Management

COMPETITION COMPARISON

69%

of the businesses similar to you, in your area, have better reviews

WEBSITE SCHEMA

Detected



2

Facebook
Recommendations
with a 5 star rating



8

Google Reviews
with a 5 star rating



0

Yelp Reviews



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



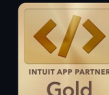
Driving qualified traffic & remarketing to existing customers



Tracking, measuring & adapting

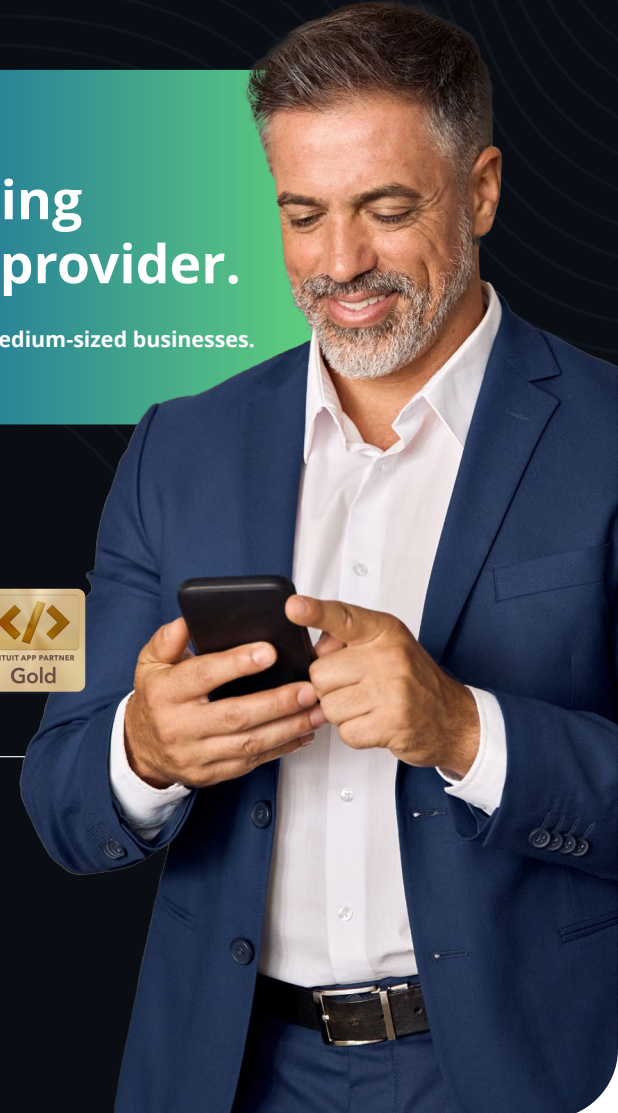
73% of SMBs prefer working with one marketing provider.

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

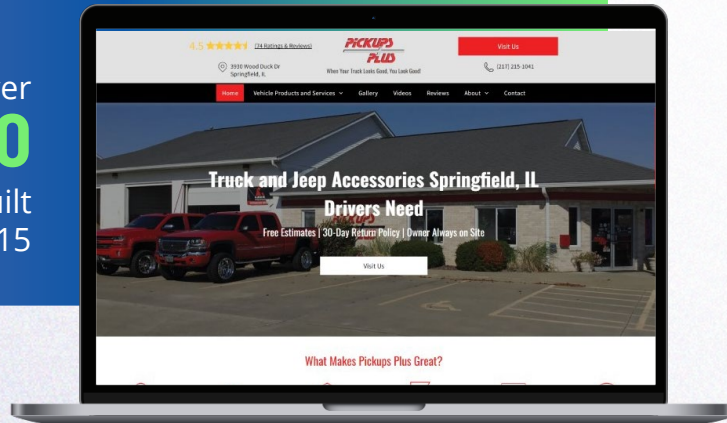
¹<https://www.statista.com/statistics/242549/digital-ad-market-share-of-major-ad-selling-companies-in-the-us-by-revenue/>



OUR 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

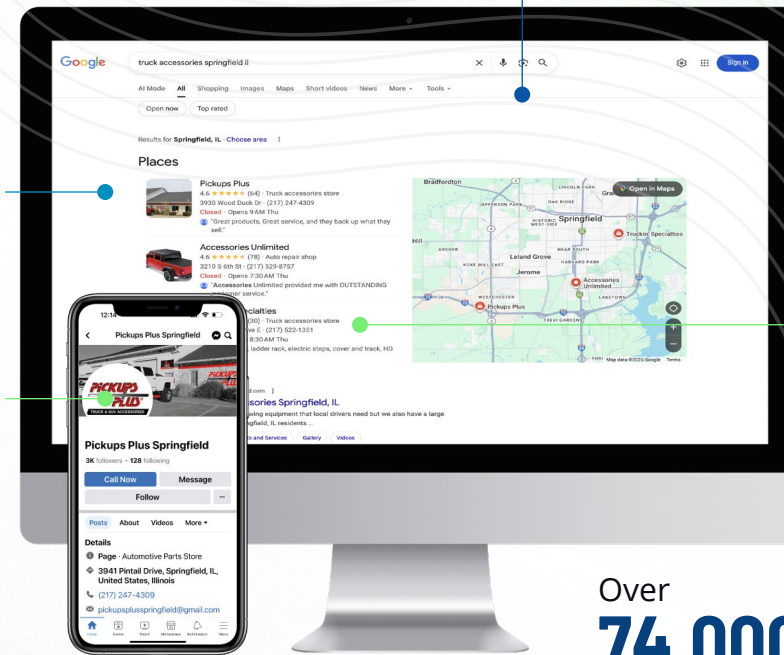
Over
31,300
Social campaigns
since 2016

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 **Roofing Contractor** in **Rhode Island** powers their local digital marketing with a \$7,723/month Hibu strategy. Hibu manages more than 900 campaigns for Roofing businesses across the U.S.

Hibu One + Search, Display, Social & Local Ranking

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

Ad Views/Impressions
137.5K

Ad Actions
383

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

Many of those
consumers **visited**
their website

Site Visits
1.3K
+511 Google Views

Site Engagements
64
+164 Google Actions

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

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

Leads
146
(102 New Leads)

With Hibu One, they
boosted their reputation
by generating

66

Reviews

Combination of Google,
Facebook and Yelp.

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

122%

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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Thank You!

