



{AccountName}

LET'S TALK ABOUT...



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

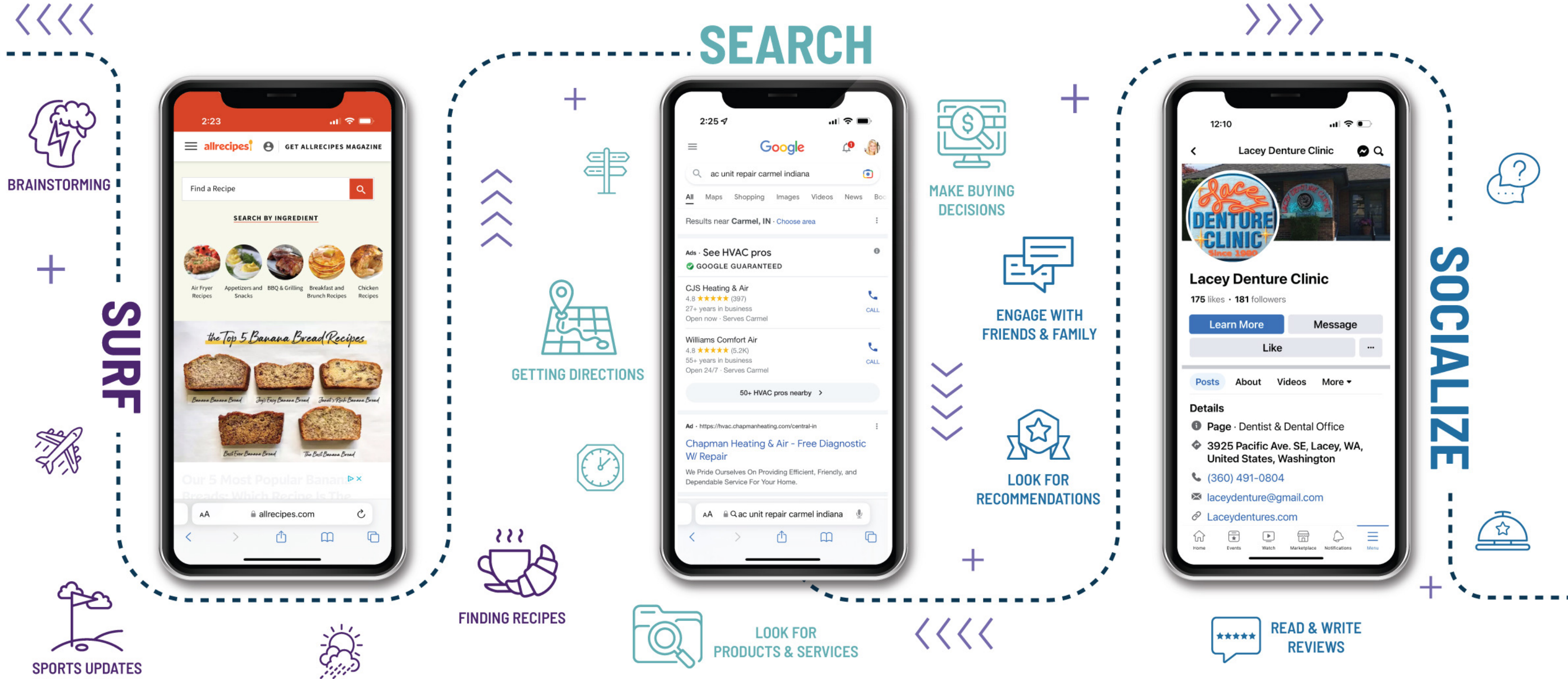
I'll share with you, the solutions Hibu offers to businesses like you and what sets us apart from other marketing providers.



PARTNERSHIP

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

WE SURF. WE SEARCH. WE SOCIALIZE.



3 STEPS TO BUILDING YOUR BUSINESS ONLINE

SOLID FOUNDATION



START WITH A SOLID FOUNDATION

so all information found online about your business is correct

- Listings Management
- Reviews
- Online Reputation
- Assistant

SOUND STRUCTURE



BUILD A SOUND STRUCTURE

that represents your business online and initiates conversations

- Smart Website
- Social Presence

DRIVE LEADS



DRIVE TARGETED LEADS to your business

- Search
(Paid Placement + Organic Placement)
- Social
- Display

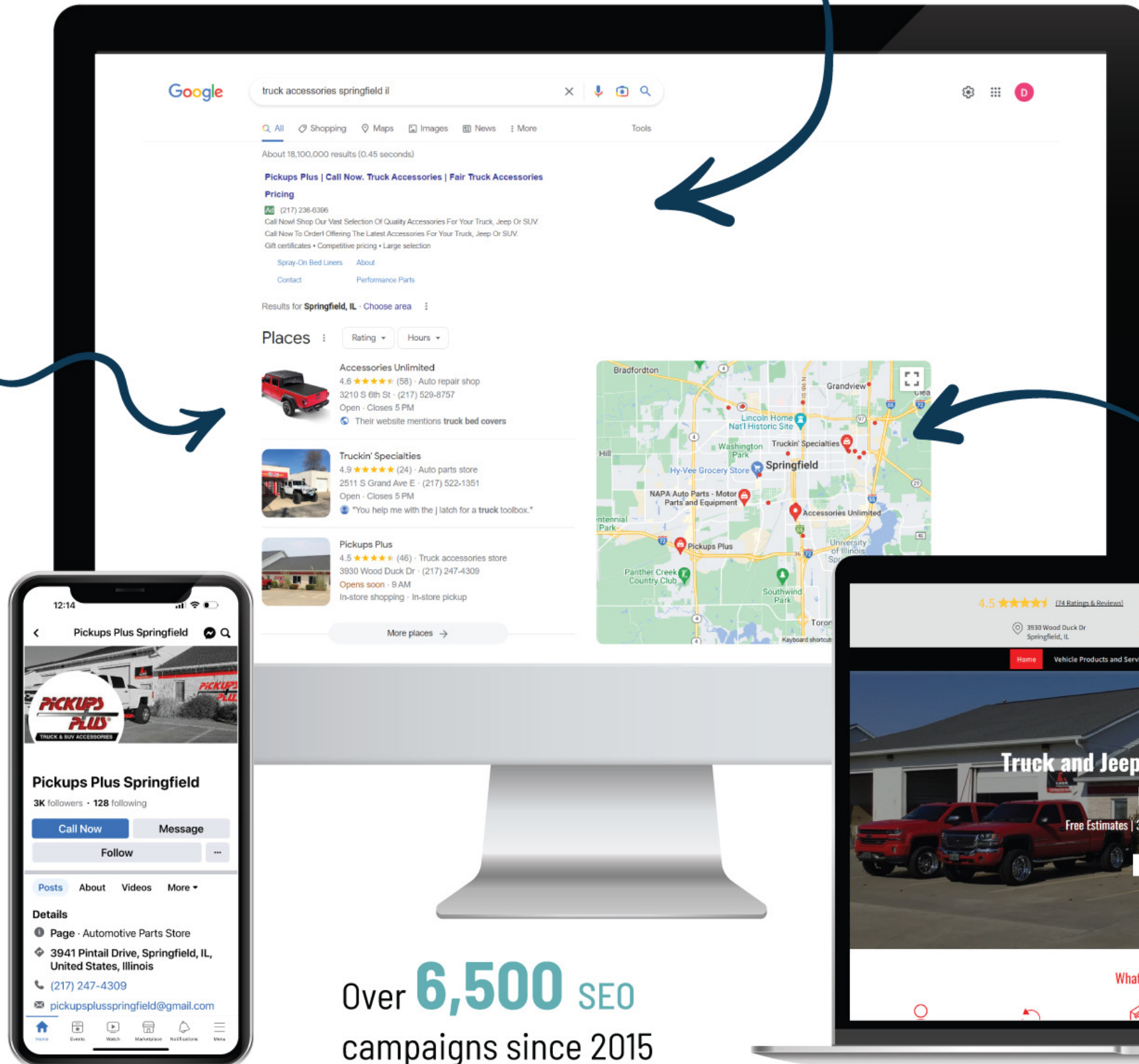
Over **3,000**
Marketing Automation
programs since 2021

Over **71,000**
Reviews & Reputation
Management programs
since 2017

Over **23,100**
Social campaigns
since 2016

Over **26,400**
Display campaigns
managed since 2015

Over **56,000** Search campaigns managed since 2015



Over **6,500** SEO
campaigns since 2015

Our Experience Becomes Your Experience

We've provided expert service
and driven new customers to
Hundreds of Thousands
of local businesses!

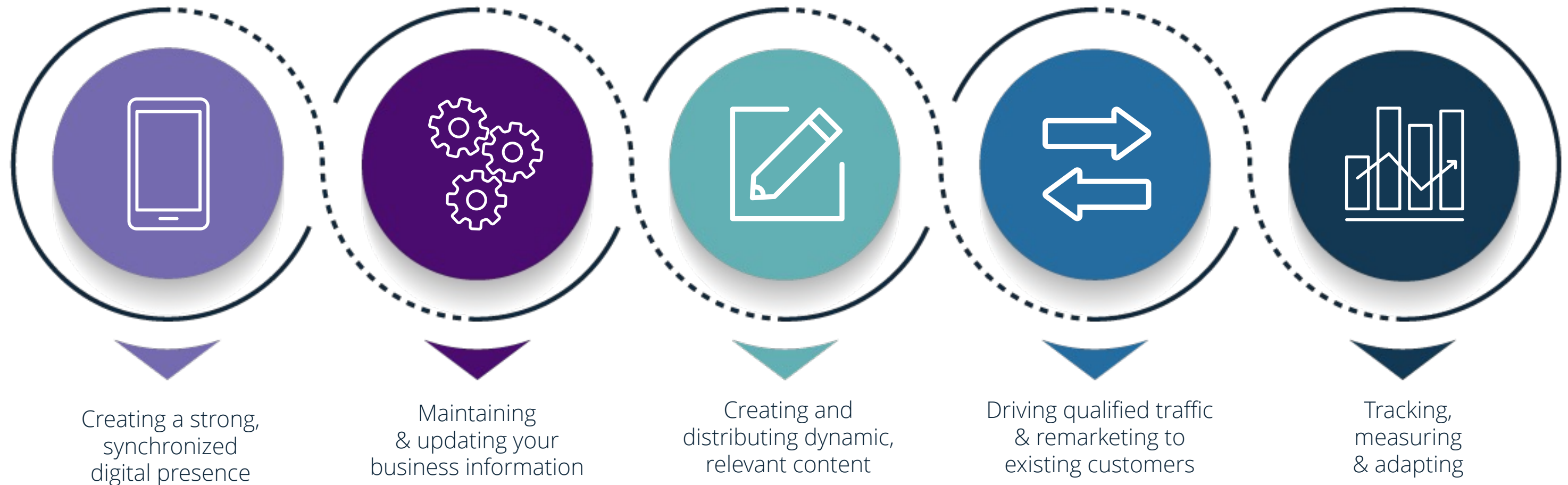
Over **214,000**
Listings managed since 2015

Over **271,000**
Websites built
since 2015

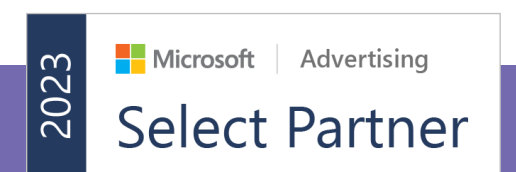
*Numbers of campaigns and products fulfilled as of 12/22.

hibu™ IS YOUR SINGLE SOLUTION FOR DIGITAL MARKETING

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



73% of SMBs prefer working with one marketing provider.
Thrive Analytics, Local Pulse Report™, January 2023; Base= 9,550 U.S. small and medium-sized businesses.



Hibu was the **FIRST** company in the U.S. to be badged as both a Google Premier Partner and Meta Business Partner in the Small Business Solutions Specialty.



ONLINE FOUNDATION

RATINGS & REVIEWS

LISTINGS ERROR RATE

{AccuracyFallback}ntage}

{AccuracyText}

COMPETITION COMPARISON

{CompetitorsFallback}ntage}

{CompetitorsText}

WEBSITE SCHEMA

{SchemaFallback}ntage}

{SchemaText}

YOUR DIGITAL PRESENCE TODAY



Facebook

Facebook Recommendations
{#
InsitesFacebookRating != 0}with a
{InsitesFacebookRating} star rating{/}



Google

Google Reviews
{#
InsitesGoogleRating != 0}with a
{InsitesGoogleRating} star rating{/}



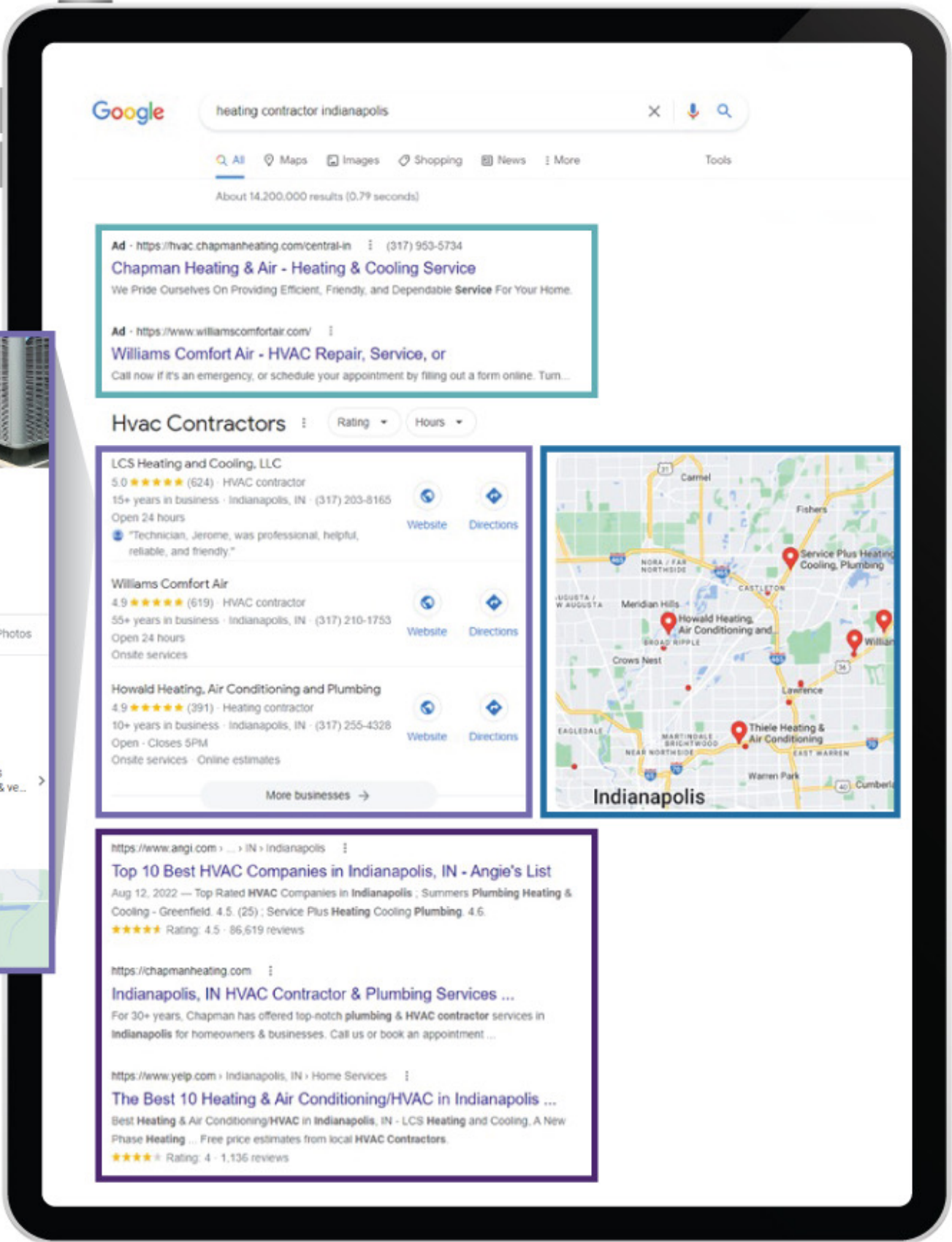
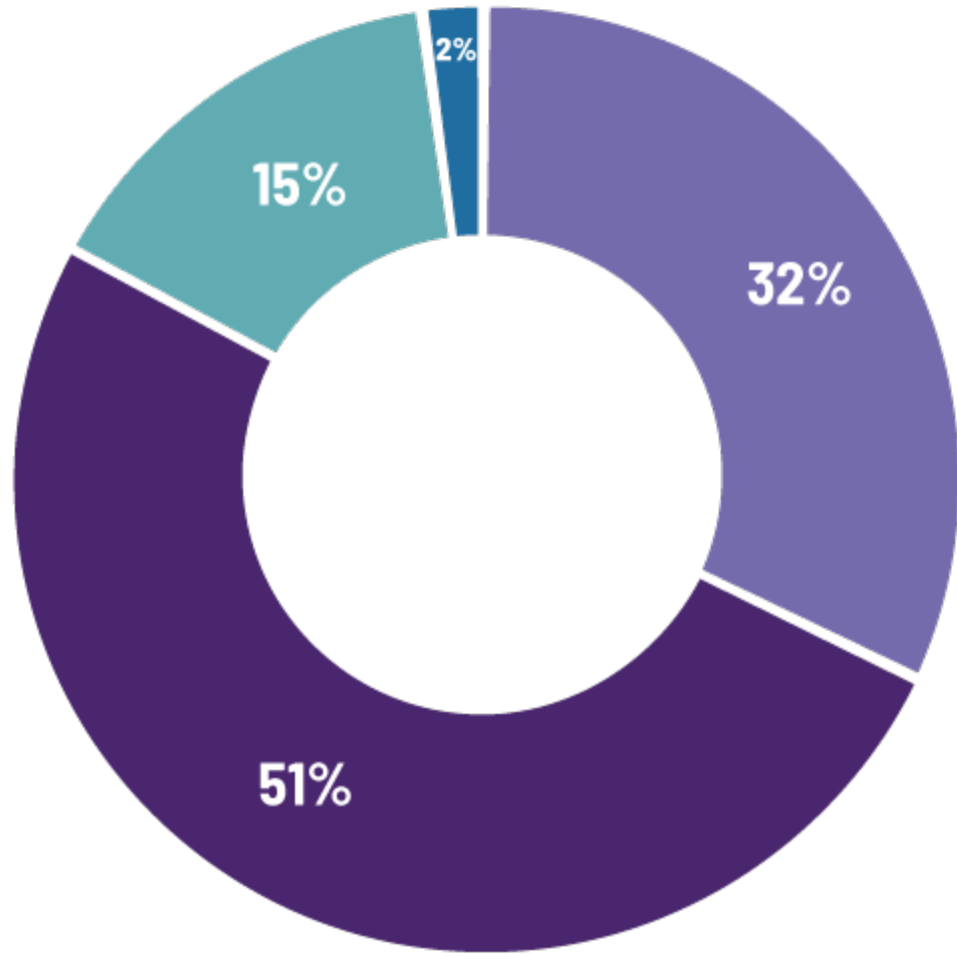
Yelp

Yelp Reviews
{#
InsitesYelpRating != 0}with a
{InsitesYelpRating} star rating{/}

DOMINATE THE SEARCH RESULTS

It's important to be where searchers are clicking.

● Local Pack ● Organic ● Paid ● Maps

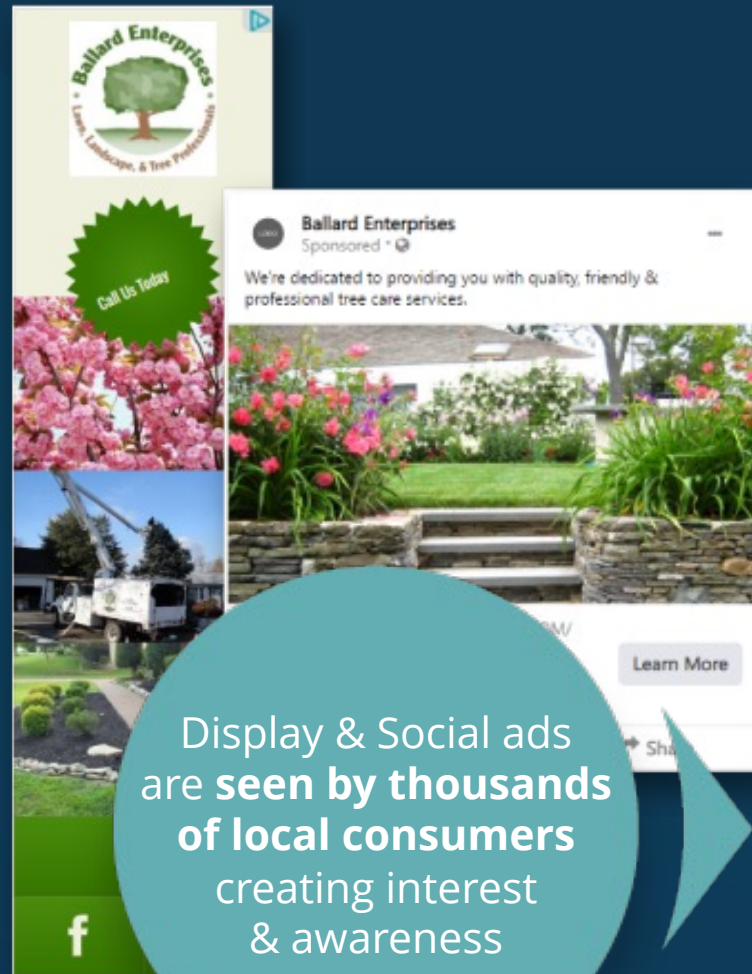


of searchers click on either the Local or Organic results. The Local Pack is driven by **location** and **relevancy**, while Organic is earned based on **content** and **authority**, including **volume**, **rating** and **recency** of Reviews.¹

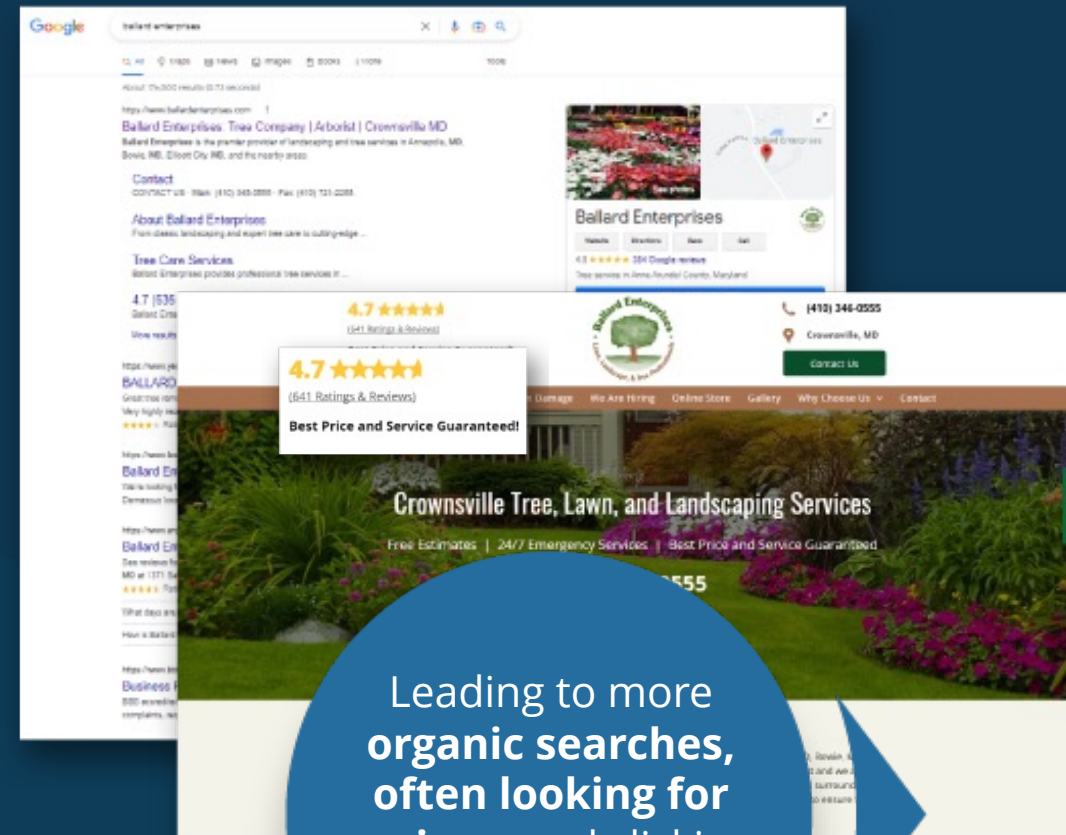
¹<https://www.brightlocal.com/blog/service-area-businesses-gmb-service-area-update-serp-clicks-analyzed/>

HOW SURFERS AND SOCIALIZERS TURN INTO LEADS

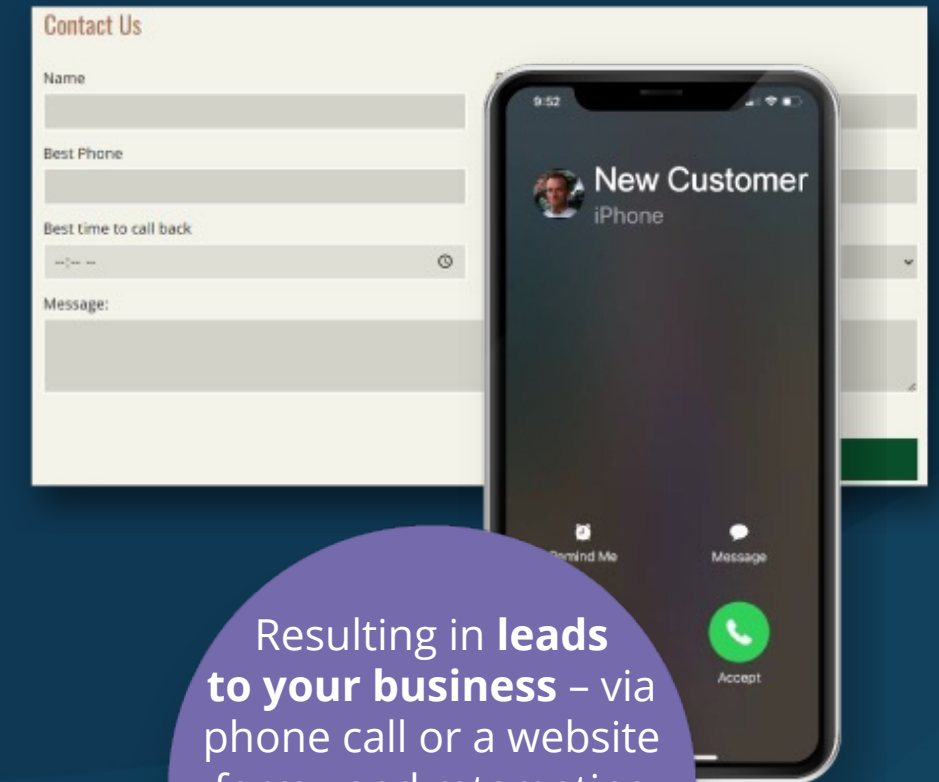
Building awareness, creating demand and keeping you top of mind



Display & Social ads are **seen by thousands of local consumers** creating interest & awareness



Leading to more **organic searches, often looking for reviews** and clicking through to your website



Resulting in **leads to your business** – via phone call or a website form...and retargeting those consumers not yet ready to buy, keeping you top of mind

On average, Hibu clients running Social and/or Display Ads get **62% more leads** per month
...and have a **20% lower Cost per Lead***

*Across 2,977 accounts with Solution Call Tracking active, from Aug '22 - Oct '22



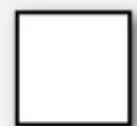


The **hibü**TM Digital Checklist



Listings Management

Ensure correct and consistent information about your information online.



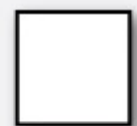
Reviews

Gather customer feedback and generate reviews through survey cards, email, text and QR codes.



Reputation

Track and respond to customer feedback, while keeping an eye on the competition.



Assistant

Build your customer contact list and automate customer outreach.



Smart Site

Secure website built to convert leads and performs well on all devices.



Local Ranking

Improve your organic ranking, resulting in more traffic to your website.



Search

Drive traffic to your website through pay-per-click ads.



Online Display

Improve awareness of your brand.



Social

Manage and grow through social media.



WEBSITES

122

Avg. Unique
Visitors

Sample of 3,201 customers

The Benefits of a Complete Digital Strategy

Building an integrated marketing campaign means more leads for you



WEBSITES

+



LISTINGS MANAGEMENT

266

Avg. Unique
Visitors

Sample of 3,201 customers

118%

more
unique
visitors



WEBSITES

+



LISTINGS MANAGEMENT

+



DISPLAY ADVERTISING

458

Avg. Unique
Visitors

Sample of 3,201 customers

275%

more
unique
visitors



WEBSITES

+



LISTINGS MANAGEMENT

+



DISPLAY ADVERTISING

+



SOCIAL ADVERTISING

778

Avg. Unique
Visitors

Sample of 3,201 customers

538%

more
unique
visitors



WEBSITES

+



LISTINGS MANAGEMENT

+



DISPLAY ADVERTISING

+



SOCIAL ADVERTISING

+



SEARCH MARKETING

907

Avg. Unique
Visitors

Sample of 3,201 customers

643%

more
unique
visitors



WEBSITES

+



LISTINGS MANAGEMENT

+



DISPLAY ADVERTISING

+



SOCIAL ADVERTISING

+



SEARCH MARKETING

+



LOCAL RANKING

1016

Avg. Unique
Visitors

Sample of 3,201 customers

733%

more
unique
visitors

Over 44,000 client results studied, October 2022.

Based on unique visitor data (July – September 2022) 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.

WHAT MAKES HIBU SOLUTIONS DIFFERENT?



ONBOARDING WITH A DIGITAL CONSULTANT

As a part of Hibu's onboarding process, you'll work with a Digital Specialist to gather all the information needed to ensure a successful marketing program.



SOLUTION CALL TRACKING

When you partner with Hibu for your digital marketing, we provide call tracking for each element of your solution to make it easier for you to see the value your marketing is bringing you. You should never have questions about whether your investment is bringing you leads.



PERFORMANCE DASHBOARD

All your analytics in one place! You can manage your business information online, track results, view your ads and update notifications (and more!) in your personal dashboard.



DIGITAL HEALTH CHECKS & OPTIMIZATION

Our teams behind the scenes use proprietary technology to assist in optimizing your campaigns. Systematic and human health checks are done on a regular basis to get you more leads for less.



I'M LOCAL

We don't just set it and forget it. You will be working with me ongoing. I live and work right here, in your community. I will become a partner to you and your business. We will meet quarterly to review your program.

HIBU DIGITAL MARKETING RECOMMENDATION

COMPLETE ONLINE PRESENCE:

\$374

Listings + Reviews + Reputation Management + Website + Marketing Automation

ORGANIC SEARCH (SEO):

{Account.Organic.Budget}

PAID SEARCH (PAY-PER-CLICK):

{Account.Paid.Budget}

DISPLAY ADVERTISING:

{Account.Advertising.Budget}

SOCIAL MARKETING:

{Account.Marketing.Budget}

COMPLETE DIGITAL MARKETING INVESTMENT:

{Account.Total.Budget}
per month



Recommendation is based on current competition and traffic volume in {AccountName}'s service area.



PREPARE FOR CONSULTATION

Before your consultation, you'll want to gather all your information and assets to help us build a successful digital program.



YOUR PRODUCTS GO LIVE!

Some products will go live immediately when your order is submitted. Others will take up to 30 days or so.



SOLIDIFY PARTNERSHIP



ACCESS DASHBOARD
Login to your dashboard and start connecting to our platform.



DIGITAL CONSULTATION

We'll need about an hour to ensure we have everything we need to build your program. Allocating enough time on this call will allow for less time in the future!

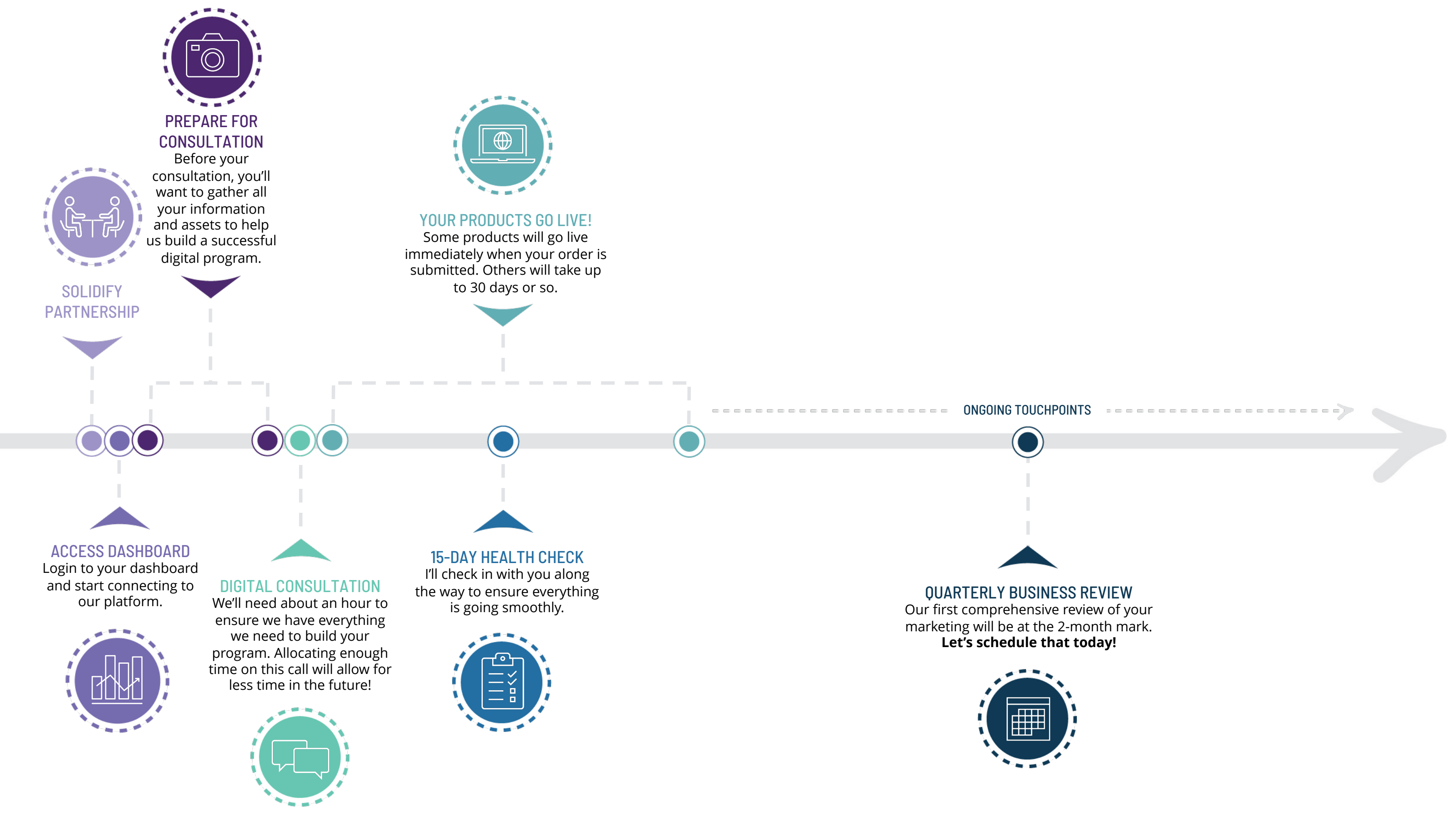


15-DAY HEALTH CHECK
I'll check in with you along the way to ensure everything is going smoothly.



QUARTERLY BUSINESS REVIEW
Our first comprehensive review of your marketing will be at the 2-month mark.
Let's schedule that today!

ONGOING TOUCHPOINTS





Thank You!

hibü[™]
Local. Digital. Solutions.

