

HIBU CASE STUDY

Acme Rods Inc.

Turbo-charged Digital Marketing

Finding the right digital marketing mix to fuel dramatic business results



"This was an overnight change in the business. This works!"

- Alex Hoffman, Owner, Acme Rods, Inc.

The Challenge

Acme Rods Inc. became a Hibu client back in 2014. Acme Rods specializes in making classic cars look great and run better than ever. Even though they were very happy with the way their "classic" Hibu Website made them look great... they were looking for ways their digital marketing could run even better. So, a few years after we turned on their website, they sat down with their Hibu Rep to see how they could turbo-charge their digital marketing.

The Solution

Acme Rods worked with Hibu and together we built a custom digital marketing solution specially designed to drive traffic to their website. Acme Rods' new turbo-charged marketing plan included a new Hibu Pro Website that made their online presence cutting edge, fast and mobile friendly. They also added four new Hibu products – Search Marketing, Display Advertising, Social Marketing and Online Reviews.

The Results

Acme Rods' goal was to rev up the number of clicks their website received – and we more than succeeded in achieving that goal.

- In March 2017, before adding the Hibu Pro Website, Hibu Search, Hibu Display, Hibu Social and Online Reviews to their online marketing mix, Acme Rods had 193 page views on their website. By June 2017, after those products launched, **their page views rose to 2,240 – a 12X increase!**

Updating website, adding Search, Display, Social & Online Reviews

↑ 12X

Increase in Page Views

Acme Rods is proof that having a contemporary Hibu Website plus our traffic products makes for a winning combination. 1 + 1 really does give you 3... or more!