



HIBU + ROCKFORD GLASS CASE STUDY

OVERVIEW: ROCKFORD GLASS

“We started out in 1945, basically just auto glass. [Today, we’re] a full blown glass shop – residential and commercial windows and doors.”

Rockford Glass began nearly 80 years ago with a different name and niche industry focus. When the business was founded in 1945 it only offered automotive glass. Then, in the 70s, it expanded into a full-blown commercial and residential glass shop.

Chris Miller, the current General Manager, started with the business back in 1988 as an installer. “I’ve always enjoyed working with glass,” Chris said, “Just always enjoyed working with it. I enjoy seeing the completed projects and the satisfaction you get out of that.”

THE CHALLENGE

Rockford Glass was looking to improve their online presence and local brand awareness. Before partnering with Hibu, they had experimented with radio and direct mailers but struggled with being unable to monitor the results of these traditional efforts. “You couldn’t track the effectiveness,” Chris said. “We didn’t know if we were throwing good money after bad.”

Even more than not being able to track results, Rockford Glass desperately needed to move beyond local radio, print, and mail advertising. The business had virtually no online presence... and the ownership at the time wasn’t really interested in online marketing.



THE HIBU SOLUTION

Awareness was everything. Hibu understood that Rockford Glass needed to make the move to digital marketing with an integrated solution that would deliver significant, trackable results.

Hibu built Rockford Glass a digital marketing campaign that included a true business website, updated business listings, search, display and social ads, and automated email and text marketing. “Now we have that presence on the Internet that we never had before,” Chris said. “That’s made a major change in the volume that we do.”



Hibu
Social
Marketing



Hibu
Search
Marketing



Hibu
Assistant



Hibu
Smart Site



Hibu
Reviews



Hibu
Reputation

THE RESULTS

When asked what he valued most, Chris stated, “Being able to see tangible results. Where your leads come from and how to adjust to get more.”

Chris talked about a recent promotion Hibu ran for the business online... “We did a promotion recently with 20% off on shower doors. That really brought us through a slow time, it kept us steady when everyone else we talked to was dead in the water. It made a huge difference.”

“We’ve pretty much given Hibu the go ahead to do exactly what’s needed to be done to increase our footprint online. And the volume has been crazy,” Chris said.

“We’ve doubled in volume and I know a lot of that has to do with our website and the [digital marketing] Hibu handles for us.”

In a 90 day period, Hibu’s digital marketing for Rockford Glass generated:

1,787

Total Leads

3,177

Ad Clicks

5,102

Website Visits

1,684

Calls

“What Hibu has done for us has been a game changer.”

Chris Miller, Rockford Glass

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