



HIBU + AAA SEWER SERVICE CASE STUDY

OVERVIEW: AAA SEWER SERVICE

*“We knew that our company had the potential for growth, but Hibu is helping us meet, achieve, and exceed that potential.”
Janalee Poliski*

Founded in 1956, AAA Sewer Service is a family-run business known for high-quality septic tank pumping and maintenance, drain cleaning, and sewer line replacements in Idaho Falls, ID, and the surrounding areas.

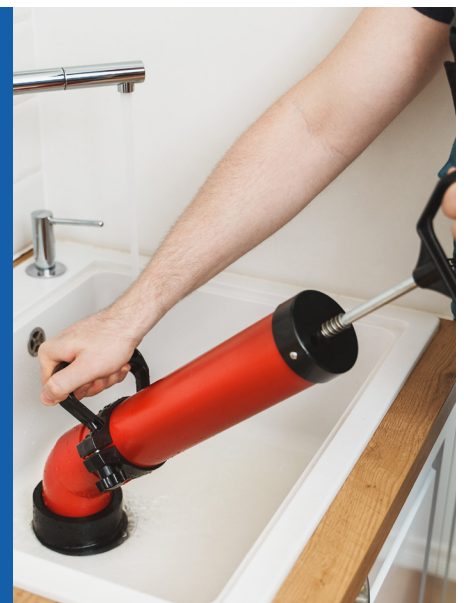
Janalee Poliski, the office manager at AAA Sewer Service, said, “We’re a small family-owned business. My grandfather purchased the business in 1956 and ran it as a secondary business until about 1975, when he turned it into his main source of income. In 1988, my parents, the current owners, purchased the business and have been growing and expanding it. They used to serve our local very small area of Idaho Falls, and now we’ve expanded to a larger area of southeast Idaho.”

THE CHALLENGE

Before partnering with Hibu, AAA Sewer Service had a fragmented approach to its marketing and was looking for a way to streamline its efforts and improve results.

“We were kind of spread across several different agencies. Some were doing one thing, and another was doing another thing. We were trying to do our social media ads and manage that by ourselves – there wasn’t a lot of fluidity to make everything connect and work together,” Janalee said.

“Our biggest struggles definitely were with our Facebook and other social media ads. We just didn’t have the time to write them and post them consistently,” she said. “Another struggle we had was optimizing our Google search ads - making our money work for us effectively and efficiently.”



THE HIBU SOLUTION

Janalee said, “We really dove in with Hibu because our representative brought us an offer showing how Hibu could connect all of our digital marketing together to work more efficiently. Like I said, we were really struggling with those social media ads, and the money we were putting into Google just didn’t feel like it was working well for us.”

Hibu showed how easily they could integrate AAA’s marketing efforts and maximize results with their social and search advertising, as well as all their digital marketing. Hibu built AAA Sewer Service a comprehensive, integrated digital marketing solution that included a website, social media, reviews, display, search, listing management, and more.



Hibu
Social
Marketing



Hibu
Search
Marketing



Hibu
Smart Site



Hibu
Reviews



Hibu
Display
Advertising



Hibu
Listings
Management

THE RESULTS

“We’re seeing repeat customers [and] our area is growing rapidly. We’ve seen a lot of new customers coming in. In particular, our social media is getting a lot of interaction. Even with a simple organic Google search, we’re coming up a lot higher than we did before. Our visibility has increased significantly.”

“When we need more attention in one area, we see an increase almost immediately within 24 hours of having that conversation [with our Hibu rep], which is huge for us. Overall online presence — we’re a lot easier to find than we used to be,” Janalee said.

“The way that the whole [Hibu] team, the way that they all work together efficiently and effectively, has really impressed us and made us really enjoy working with Hibu.”

In a 90 day period, Hibu’s digital marketing for AAA Sewer Service generated:

905

Total Leads

1,433

Ad Clicks

1,537

Website Visits

877

Calls

“Having a one-stop shop takes a load off my plate for sure. There’s a lot of different avenues that I have to go to to make our business work - to have all of our marketing in one place relieves so much stress.”

Janalee Poliski, AAA Sewer Service

hibu™

Hibu is a leading provider of digital marketing solutions to local businesses across the US. With Hibu, your business has a truly integrated marketing program designed to increase your visibility online, drive visitors to your website and generate leads. Visit [Hibu.com](https://hibu.com) or call us at [855-409-6569](tel:855-409-6569) today to get more from your digital marketing.

©2024 Hibu Inc. All rights reserved. Hibu and the Hibu logo are trademarks of Hibu Inc.