



HIBU + MTZ PAVING CASE STUDY

OVERVIEW:

MTZ PAVING

“[Hibu] has allowed me to focus on the business rather than looking for those leads. Those leads now look for me.”

Gabriel Martinez

MTZ Paving provides driveway paving, seal coating, maintenance and repair, commercial paving, and snow plowing in the Newburgh, NY, area.

Gabriel Martinez, the Owner and Operator, said, “I started this company after being in the asphalt world for roughly seven years. I worked for a really big asphalt company prior to this. My company started doing very small residential driveways,” he continued. “I started with just two guys and myself.”

THE CHALLENGE

Gabriel said MTZ Paving’s biggest challenge was simple – “Getting the word out.” Before working with Hibu, MTZ Paving’s only marketing was word of mouth, and some social media posts on Facebook. Gabriel said, “I definitely network as much as I possibly can. I attend real estate meetings and I look for property managers.”

“Word of mouth is important in this business,” Gabriel said, “but, it just doesn’t deliver enough leads. We need a job every day – if it’s residential, we need a job every day.”

Another challenge for Gabriel was finding the right partner. “You know, it’s not just if it works or it doesn’t work – you just gotta find the right team.”



THE HIBU SOLUTION

Hibu built MTZ Paving a comprehensive, integrated digital marketing solution that includes a new smart website, search and social marketing, reviews generation, and listings management. “There’s a lot of competition,” Gabriel said, “and I think what [Hibu] has done for us is really makes us stand out. They take the good points that we have to our advantage and list them for the clients, such as affordability, that were dedicated to our work, and that customer satisfaction is important. It gives [consumers] the opportunity to view us as a very legitimate company.”

“I’ve noticed that ever since the reviews - specifically on Google... the first thing people see are the reviews and look no further - they just check those out. So that definitely has made a huge impact,” Gabriel said. “[Working with Hibu] is very easy. [My Hibu rep] is there for me and makes sure I’m able to get my point across.”



Hibu
Social
Marketing



Hibu
Search
Marketing



Hibu
Smart Site



Hibu
Reviews



Hibu
Listings
Management

THE RESULTS

Since partnering with Hibu, MTZ Paving is getting the leads they need – and that’s not all. “I’ve gotten better quality leads, and that’s something tangible.” Gabriel said. “My first year sales were, I want to say \$300k. Just throwing a number out there, but very close to it. Where my second year, starting to use Hibu, I definitely tripled that amount. And then, this year, I told [my Hibu Rep], I’m really working on hitting \$2 million in sales.”

In addition to quality leads, Gabriel also values the flexibility Hibu offers his seasonal business – turning his marketing on and off as needed and targeting specific customers. “I’m able to fully book a calendar now and just pick and choose. I can pick the best of the jobs that I’m most profitable at,” he said, “Before, I had to take everything no matter what it was. Small, big, tiny, I didn’t care, I did everything just to get the work.”

“My second year, starting to use Hibu, I definitely tripled [sales].”

In a 90 day period, Hibu’s digital marketing for MTZ Paving generated:

223

Total Leads

2,238

Ad Clicks

2,154

Website Visits

182

Calls

“I’m in the truck right now, watching my guys do a job – and I’ve logged on [to the Hibu Dashboard] and I am able to see the increase in calls.”

Gabriel Martinez, MTZ Paving

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.

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