



HIBU + CROPP'S DOOR SERVICE CASE STUDY

OVERVIEW: CROPP'S DOOR SERVICE

*"Hibu helped generate a lot of leads, and that's what I noticed the most."
Jeff Chandler*

As it says on their website, "Cropp's Door Service is the reliable team for all things garage doors in the Rockford, IL, area! We have spent over 40 years providing Illinois residents with dependable installation and repair services for their homes." Cropp's offers garage door sales, service, and installation.

Jeff Chandler, the company's president, said, "I'm second generation, we've been in business 45 years. My dad started everything in 1978, so we've been around a little bit." He continued, "I've got a team of 17, so I've got my hands full, but I'm a hands-on guy, so I usually am here every day if I'm not on vacation. I'm here very often."

THE CHALLENGE

Cropp's Door Service had previously been almost entirely traditional marketing. "My dad was fairly old school," Jeff said. "We were doing some billboards, placemats in restaurants. I tried doing my own Google AdWords... just a little." The challenge came from the time involved and dedicating attention to all those separate efforts.

Also, budget was a concern. "I'm kind of what they would call tight. So it was [also] a money thing," Jeff said.

Cropp's other challenges were generating steady work and keeping ahead of the competition. "You used to have to wait for your ads to come out before you got busy. Now, it's so much easier, but that's also a drawback because the competition can move in very quickly with a lot of digital marketing."



THE HIBU SOLUTION

Hibu built Cropp's Door Service a comprehensive, integrated digital marketing solution that includes search and social media marketing, reviews generation, a new smart website, and SEO. Hibu also set up automated email and text marketing so Cropp's can automatically keep in touch with customers. And Hibu's simple dashboard makes it easy to track results, 24/7. Jeff said, "I just have to stay on top of it, and [Hibu] has been doing a wonderful job of that."

Along with Cropp's custom digital marketing solution, Hibu delivers unmatched one-on-one service. Cropp's had worked with another marketing agency, but when it came to customer service, no one could beat Hibu. Jeff said, "The [other agency] people really were not working with me very well, and the guy that I worked with wasn't very personable, so [switching to Hibu] was a no-brainer."



Hibu
Social
Marketing



Hibu
Search
Marketing



Hibu
Assistant



Hibu
Smart Site



Hibu
Reviews



Hibu
Reputation

THE RESULTS

When asked about the results he's noticed, Jeff shared. "They seem to be getting better and better. [Hibu] is always recommending different things to try, and when I see that the results are positive, I definitely keep doing them. When I see that I'm generating more income and more revenue and I can see where it's coming from, then I don't have a problem spending the money."

In addition to generating more revenue, Jeff also values the consistency of results with Hibu. He said, "It's just generating a lot more leads each month. I see it increasing, increasing, increasing."

"I'm generating more income and more revenue, and I can see where it's coming from."

In a 90 day period, Hibu's digital marketing for Cropp's Door Service generated:

1,552

Total Leads

2,253

Ad Clicks

2,491

Website Visits

1,501

Calls

"It's just generating a lot more, a lot more leads each month, I see it increasing... getting better and better."

Jeff Chandler, Cropp's Door Service

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