



HIBU + FIELDS GUTTER & SIDING INC. CASE STUDY

OVERVIEW: FIELDS GUTTER & SIDING, INC.

“I love working with the customers. Since it’s a small business you really get to know everyone on a personal level.”
Zoe Sanford

Fields Gutter & Siding, Inc. is a local, family-owned business provides siding installations, gutter installations and gutter cover installations to the Pittsboro, Indiana area. The business was founded in 1975 and has been passed down from one generation to the next, and is currently owned by Frank and Pam Fields.

“It first started with Frank’s father. He owned his own gutter company, but then Frank and Pam bought the business and they’ve been running it ever since,” Zoe Sanford, the Administrative Assistant, said. “Since it’s a small business, you really get to know everyone on a very personal level, especially our contractors and return homeowners, and that’s really nice.

THE CHALLENGE

Like many long-standing small businesses, Fields Gutter & Siding was comfortable using traditional advertising techniques like the phone book, print ads, and some local TV and radio – but, it hadn’t found a way to create an effective web presence or utilize digital marketing.

“When digital marketing really started happening and Google really got big and all of that, they decided to kind of just test it out,” Zoe said. “They needed help building a website.” The competition was already online, and Fields Gutter & Siding needed to keep up if the business was going to continue.



THE HIBU SOLUTION

Hibu started with Fields Gutter & Siding's website to increase its overall web presence and brand awareness. "Hibu built the website and then we start Google ads," Zoe said, "so so we pop up when someone searches for [our] keywords."

Along with an effective business website designed to convert visitors into leads and customers, Hibu built Fields Gutter & Siding a comprehensive, integrated digital marketing solution, including search ads on Google, reputation and reviews management, listings management, and automated email marketing that helps the business keep in touch with customers and generate reviews.



Hibu
Smart Site



Hibu
Search
Marketing



Hibu
Social
Marketing



Hibu
Reviews



Hibu
Assistant



Hibu
Reputation

THE RESULTS

"We're typically the first one listed on Google [in search results]," Zoe shared. "It's definitely brought in a lot more leads."

Zoe also values the reviews and the 24/7 dashboard feature that Hibu offers. "I really like how when someone uses the phone number linked to Hibu it records the call. We've had a handful of instances with the customer where they tell us one thing over the phone and they forget that they tell us that," she said.

"We enjoy working with Hibu. We've had a long history with [Hibu], so we haven't really seen a need to switch over to anyone else," Zoe shared.

"It's definitely brought in a lot more leads. We love it!"

In a 90-day period, Hibu's digital marketing for Fields Gutter and Siding generated:

334

Total Leads

1,493

Ad Clicks

1,683

Website Visits

299

Calls

"We enjoy working with Hibu. We've seen quite a bit of success!"
Zoe Sanford, Fields Gutter & Siding, Inc.

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