



HIBU + EXCEPTIONAL EXTERIORS CASE STUDY

OVERVIEW: EXCEPTIONAL EXTERIORS

“The atmosphere around here and the type of people that work here make it exciting to come to work.”
Dennis Smerbeck

Exceptional Exteriors is a family-owned business based in Pittsburgh, Pennsylvania. It specializes in roofing and exterior services and has been serving southwestern Pennsylvania since 2009.

“It’s a family-owned business. A lot of the people that are here now, we’ve known each other for 20 - 30 years,” Dennis Smerbeck, Exceptional Exteriors’ Marketing Manager, said. “We’re in the home improvement industry – there are still bad apples that play the same old games. But this place is the opposite. We don’t sell to everybody that we see, but if you do buy from us, you get your money’s worth.”

THE CHALLENGE

Everything went downhill when Exceptional Exteriors’ previous marketing agency was purchased. “I’m not going to say their name, but one of the bigger ones in the country ended up buying them out, and it was a disaster from that point,” Dennis said. There was a massive drop in results. “It was like the faucet turned off. I mean, it was that dramatic, and I didn’t know who to call or what to ask. Nobody ever called me and said, ‘Hey, how’s it going?’”

This left them in a position of not only needing a marketing agency that could deliver results but one that would also take the time to understand the nuances of their business. “This big company wanted us to change everything that we do to conform with their system. It was absolutely terrible, and we suffered along the way.”



THE HIBU SOLUTION

Hibu started by building Exceptional Exteriors a true business website to increase its overall web presence and brand awareness, and to ensure that visitors were converted to leads. Along with the new site, Hibu built Exceptional Exteriors a comprehensive, integrated digital marketing solution that included a 24/7 dashboard, advanced SEO, automated email marketing, and more.

Dennis said, “The quantity of leads is respectable... the quality of lead that comes out – it’s pretty powerful.” He continued, “We have a quality website. [Hibu has even] gone up to capture some drone footage of a couple of jobs that we were able to post on our website. So [Hibu is] always willing to do something to make it fresh.”



Hibu
Smart Site



Hibu
Search
Marketing



Hibu
Assistant



Hibu
Smart Site



Hibu
Reviews



Hibu
Reputation

THE RESULTS

“The dashboard allows me to see exactly what I need... a lot of data is there if I ever want to dive a little bit deeper into it – I know where to look just to get what I want – lets us know where our money’s going,” he said. “The transcribed phone calls are beneficial, too. I can go on there and if a customer called in between 2:00 and 5:00, that’s a lead that I could capture tonight versus waiting until the next morning.”

“The difference between the leads that [Hibu] produces versus the leads that I get from other sources is the quality. It produces a better lead for us.”

“Our close ratio is a lot higher on a Hibu lead versus any other source out there,” said Dennis.

In a 90 day period, Hibu’s digital marketing for Exceptional Exteriors generated:

429

Total Leads

8,174

Ad Clicks

14,400

Website Visits

335

Calls

“Nothing was working prior to Hibu. I know the importance of the internet, it’s the only way you’ll survive in this industry. [What] Hibu does, is it keeps us relevant in a very competitive market.”

Dennis Smerbeck, Exceptional Exteriors

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