



# HIBU + DANIEL'S ROOFING CASE STUDY

## OVERVIEW: DANIEL'S ROOFING

*"I don't think there's anywhere you can go in a hundred mile radius that people don't know our name."*  
Grant Gray

Daniel's Roofing is a residential and commercial roofing company serving the southeast Missouri area. Daniel's provides roofing repairs, installations and replacements, as well as gutter, fascia and soffit services.

Grant Gray, the Sales Manager, said, "This is our 20th year in business. Daniel started in Florida, and then he moved to Missouri some nine years ago – a small little mom and pop roofing company" He continued, "Anthony came on board and brought me on board with him, and we've kind of grown the business from a one-million dollar company to an almost six-million dollar company in just a couple of years."

## THE CHALLENGE

While Daniel's Roofing had been doing well off its established reputation and word of mouth, the new management team knew there was an opportunity for more growth.

"Our marketing before Hibu, like I said, Daniel was very old school. We tried newspapers, yellow books, radio stations, wrapped vehicles, our yard signs. We weren't even visible on Google, and we were still doing about a million a year," Grant said.

"But [with today's] technology, the first thing you do is pick up your phone", Grant continued, "I knew that you have to spend money to make money and we were not spending money to grow."



# THE HIBU SOLUTION

Hibu started by creating a cutting-edge custom website that acts as Daniel's Roofing's central hub online. From there, Hibu built Daniel's Roofing a comprehensive, integrated digital marketing solution that includes social media marketing, search and display ads, customer review management, online listings management, and more.

A key part of Hibu's digital marketing solution for Daniel's Roofing is their automated email marketing program that sends out review requests and customer communications.



Hibu  
Social  
Marketing



Hibu  
Smart Site



Hibu  
Reviews



Hibu  
Display  
Advertising



Hibu  
Listings  
Management



Hibu  
Assistant

## THE RESULTS

"We got Hibu on board and... here we are. We're growing tremendously, and I think we're ranked number one on Google in a very short amount of time. Our calls have basically doubled," Grant said. "We've seen great results. People will call us all the time and it won't be through our roofing phone number, it'll be through the online ad phone number."

In addition to getting significantly more leads and customers, Daniel's Roofing has also seen a dramatic increase in customer reviews. "I log in [to the Hibu dashboard] every day," he said, "I try to log in first thing and reply to all the reviews."

*"It's been great. I have nothing bad to say about Hibu at all. It's just really a blessing to us."*

In a 90-day period, Hibu's digital marketing for Daniel's Roofing generated:

**647**

Total Leads

**2,263**

Ad Clicks

**2,558**

Website Visits

**596**

Calls

*"We're growing tremendously, and I think we're ranked number one on Google in a very short amount of time. Our calls have basically doubled."*

*Grant Gray, Daniel's Roofing*

# hibu™

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