



HIBU + DISCOUNT TOWING CASE STUDY

OVERVIEW: DISCOUNT TOWING

“When you break down now, you don’t call your dad. The first thing you do is look at your phone.”

Brad Wright

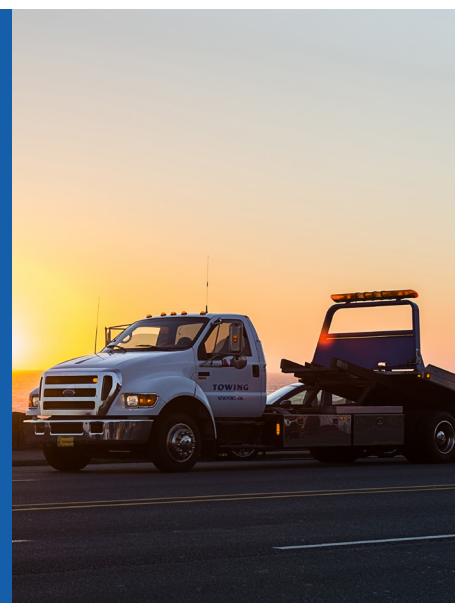
Discount Towing has been providing towing and roadside assistance services to Isabella, Midland, and northern Gratiot counties in Michigan since 2010. The business remained steady, not much growth, until 2017 when they opened a second office and expanded their service into a neighboring town.

Today Discount Towing successfully operates their two Michigan offices with multiple trucks and yards. “I like that we’re helping people but [my favorite part] is the problem solving,” said Brad Wright, Operations Manager, “No two tows are the same, no two customers are the same. The all have their own unique problems and situations.”

THE CHALLENGE

Before partnering with Hibu, Discount Towing was facing multiple challenges with their marketing, starting with their web presence and overall brand awareness. The owner had made a basic DIY webpage, but most of the business was still coming in through word of mouth or local newspaper and sponsorships.

Brad Wright of Discount Towing shared, “We were struggling with identity and getting known in Mt. Pleasant because [there were] some existing tow companies and word of mouth and sponsoring the [score] board at the little league game didn’t always get you where you need to be.”



THE HIBU SOLUTION

Discount Towing had an urgent need to increase local brand awareness and online visibility – the other regional towing services were pushing them way down the search results. The first step was to improve the business’s website – creating an effective website built to maximize visibility and convert visitors into customers. Then Hibu worked to improve Discount Towing’s overall online presence.

Hibu built an integrated marketing solution that included the new smart website, reviews generation, reputation and listings management, along with search and display ads to drive traffic to the new site. Brad Wright said, “When you break down on the side of the road now...the first thing you do is look at your phone and that’s where Hibu has helped us immensely.”



Hibu
Smart Site



Hibu
Reviews



Hibu
Reputation



Hibu
Search
Marketing



Hibu
Display
Advertising



Hibu
Listings
Management

THE RESULTS

Almost immediately, Discount Towing saw an increase in brand awareness. Brad said, “When I pick up a guy who’s on his way to a casino and he lives in Grand Blanc and he found us online, that speaks volumes. [And] our reviews are good – we’re like a 4.5 right now – and I believe that helps us out more than anything.”

“When you pull up ‘tow companies’ in Midland we’re like one of the first ones on the [search results] list. It pushes them to the website and our reviews and then the call gets made from there. And that can all be done in minutes from the side of the road.”

“You’ve gotta get your name out there, it’s just as important as customer service.”

In a 90 day period, Hibu’s digital marketing for Discount Towing generated:

1,133

Total Leads

1,419

Ad Clicks

1,089

Website Visits

1,126

Calls

“When you pull up ‘tow companies’ in Midland we’re like one of the first ones on the [search results] list. [In fact,] 80% of people that broke down on the side of the road have found us through the website.” - Brad Wright, Discount Towing

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