



HIBU + HILDEBRAND LAW FIRM CASE STUDY

OVERVIEW: HILDEBRAND LAW

*“I enjoy the freedom to
build our team.”*
Abbey Smith

Hildebrand Law Firm in Milwaukee, Wisconsin was created with the goal of being a “people-friendly firm.” As their website says, their team “combines the expertise of a large firm with the warmth of a small-town practice.”

Abbey Smith, Director of Operations, said, “We are growing very quickly, so I’ve been able to really build from the ground up – our team, all of the marketing, how we interact with clients, and how we interact with the community to ensure they see us as the firm next door.”

THE CHALLENGE

Abbey said, “I’ve only been in this position since May of 2023. When I was asked to take over, there was basically no marketing. It was just word of mouth. They had a very basic website – there wasn’t a lot that I could do with it. It really wasn’t as up to date as I wanted it to be. It was hard for me to do all of my daily tasks and also get onto the website and make adjustments as often as necessary – [like] having it updated every month.”

She continued, “Plus, we had an old, old website floating out there that I couldn’t figure out how to get rid of.” Hildebrand Law Firm also struggled with requesting and sharing positive reviews online, which is a crucial part of any law firm’s digital marketing.



THE HIBU SOLUTION

Abbey Smith, Director of Operations, said, “My Hibu Rep sent me the details in writing. There was no extra nonsense. It was spelled out the way I needed it to be so I could understand it. I got exactly what I wanted.” Hibu built Hildebrand a new, effective website designed to convert visitors into clients. “And they were able to locate the old website and tell me how to get rid of it so that we have just the one website.”

Along with a new website, Hibu built Hildebrand Law Firm a comprehensive, integrated digital marketing solution that included search and social marketing, online reviews, SEO and more.



Hibu
Smart Site



Hibu
Search
Marketing



Hibu
Reviews



Hibu
Social
Marketing



Hibu
SEO
Services

THE RESULTS

“They boosted us up from number five or six when you searched for the term ‘estate planning lawyer’ in our area. Now we’re number one,” Abbey said. “They’re able to make banners quickly when I need something big on the website. They were able to link payment so people can pay online, instead of having to mail a check or come in with a payment.”

In addition to improving Hildebrand Law Firm’s web presence, Abbey also values the 24/7 Dashboard that Hibu offers. “We are able to track who’s calling us, who came from the website, versus who came from Google and all those different places. So that’s really helpful,” she said. “It’s been really beneficial.”

“We had maybe a three-something on Google before we got Hibu, and now we’re at a 4.9 on our Google Reviews.”

In a 90-day period, Hibu’s digital marketing for Hildebrand Law generated:

593

Total Leads

2,032

Ad Clicks

5,714

Website Visits

523

Calls

“[Hibu] opened a door – we’re enjoying the flood of clients and the work coming in.”
Abbey Smith, Hildebrand Law Firm

hibu™

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