



# HIBU + FLOORS 2 BUY CASE STUDY

## OVERVIEW: FLOORS 2 BUY

*“If I’m going to spend money, I want it back tenfold.”*

*Jeffrey Farabaugh  
President & CEO*

Floors 2 Buy is a trusted flooring and tile supplier located in Lancaster, Pennsylvania. Established in 2017, Floors 2 Buy, offers high-end, quality flooring and trendy, updated, and modern designs.

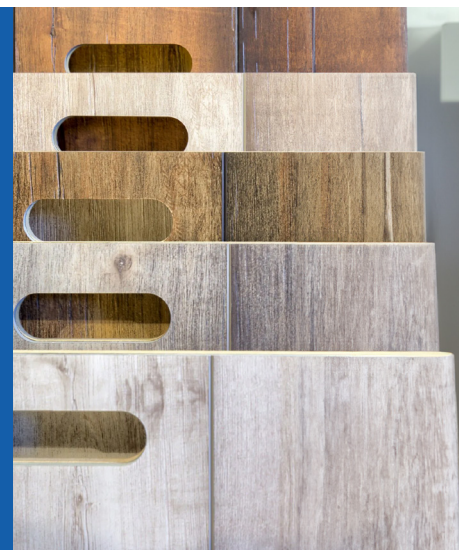
Today, the business operates out of an attractive showroom, but, for a long time, that wasn’t the case. Jeffrey Farabaugh, the President & CEO, said, “We had basically just been selling through wholesaling truckloads. Then we opened up a physical location in the middle of COVID – what a great time to start a business. It was December 2020, and we opened up the doors and started selling retail.”

## THE CHALLENGE

Floors 2 Buy had experimented with local print marketing with less than satisfactory results. Jeffrey said, “We did the Clipper Magazine, and some of the other ones. They worked with them for a while, didn’t see any results, and kind of just moved on.”

“One of the hardest parts is finding our customers,” Jeffrey said. “You know – where are our customers?” But, he was hesitant about trying digital marketing. “I definitely realized you can blow a lot of money on marketing and just be speaking out into a black hole. So I was always cautious of that.”

The business had little to no online presence and needed to quickly increase its online visibility.



# THE HIBU SOLUTION

“When [my Hibu rep] walked into my showroom, he showed me things online where we really weren’t performing at all,” said Jeffrey Farabaugh. Hibu built Floors 2 Buy a comprehensive, integrated digital marketing solution that maximized the business’s visibility online. “Finally, somebody has actually done the right thing to get us to rank,” Jeffrey said.

Along with advanced search marketing and SEO services, Hibu’s digital marketing solution included a custom website built to ensure plenty of traffic was sent to their new site, and designed to convert those visitors into customers. Floors 2 Buy also has listings management, reviews and reputation management, and automated text and email marketing that helps generate customer reviews.



Hibu  
Search  
Marketing



Hibu  
Listings  
Management



Hibu  
Smart Site



Hibu  
Reviews



Hibu  
Assistant

## THE RESULTS

Jeffrey said, “[Before Hibu] my Google search was pretty pathetic, it was really bad, and now we’re showing up on the first page and hitting some good keywords.”

“[Now,] they come to our showroom, and we can ask them, ‘How’d you find us?’ And, Facebook, by far, is the leader on how people find us, either with a Facebook ad or the post that we do and boost. But right behind that would be Google and Google searches,” Jeffrey said.

*“It’s kind of cool that there is a switch that can be turned on out there in the digital space.”*

In a 90-day period, Hibu’s digital marketing for Floors 2 Buy generated:

**108**

**Total Leads**

**2,884**

**Ad Clicks**

**4,425**

**Website Visits**

**90**

**Calls**

*“I’ve had other people tell me what they did wrong. I’ve paid the bills and not gotten the results. Hibu was the first one to do something right to get us to rank.”*

*Jeffrey Farabaugh, Floors 2 Buy*

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