



HIBU + CR AUTOMOTIVE DETAILING CASE STUDY

OVERVIEW: CR AUTOMOTIVE DETAILING

*“We wash cars like you
would do in your driveway
– the quality, that personal
care, the personal touch.”*

Cam Shirk, President

CR Automotive Detailing, located outside of Harrisburg, Pennsylvania, was founded in 2018. “I was in college, and my dad and I wanted to do something together, father and son,” Cam Shirk, President of CR Automotive Detailing, told us. “We always loved cars, and we thought, wouldn’t it be cool to do a hand wash. There was no type of car washing service in [our area] when it came to hand wash.”

“We revamped an old gas station that had four bays, we added a fifth, and we created this idea that you would, you know, wash cars like you would do in your driveway. 100% hand car wash. How you would wash your car in your driveway – the quality, that personal care, the personal touch, and you know, customer service, is all there.”

THE CHALLENGE

“Our biggest challenge was awareness, a little bit of awareness. Our name is CR Automotive Detailing, so every call is about detailing – but we do more than detailing,” Cam said. “We were doing kind of the old traditional things, like radio, direct mailers into each person’s mailbox, and we did a little bit of digital. But, it was hard to track, and I wasn’t quite sure if it was working or not.”

“We need to adapt to what today is – online ranking, Google, and reviews.” CR Automotive Detailing was reaching an older audience, 50-65, who listened to traditional radio. “But how do we reach the next generation?” Cam asked. “Tons of people came in trying to get us to do some kind of online presence, or improve our website,” Cam said – but he didn’t feel comfortable with any of them.



THE HIBU SOLUTION

One of the advantages of working with Hibu is their local Reps – and, in this case, the local Rep was actually a life-long friend of the business owners. “Brian came in and said, we’re different. We can help you,” Cam said. “Hibu revamped our website. We did search campaigns, with tracking phone numbers, and a bunch of things that we hadn’t done in the past, like local ranking [SEO], display advertising, and reviews.”

Hibu targeted the business’s digital marketing to increase their visibility in additional geographic areas, as well as increasing their organic search results for all the added services they offer – like ceramic coating and paint correction -- in addition to hand washing.



Hibu
Smart Site



Hibu
Search
Marketing



Hibu
Assistant



Hibu
SEO
Services



Hibu
Reviews



Hibu
Display

THE RESULTS

Since partnering with Hibu, CR Automotive Detailing has seen significantly better results from their digital marketing. “We’ve got more awareness and a broader reach to more specific areas that we needed help with. And our phone has been constantly ringing,” Cam said.

“We were doing promotions to get our name up when you Google us, but we wanted help getting up there organically, and we got that doing this [search] campaign and doing the reviews. Plus, I can go on the dashboard and see clicks to every campaign we’re doing. I can actually see the click rate and see the results that way.”

*“Our phone has
been constantly
ringing!”*

*Cam Shirk,
President*

In a 90 day period, Hibu’s digital marketing for CR Automotive Detailing generated:

1,326

Total Leads

1,991

Ad Clicks

5,400

Website Visits

1,241

Calls

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Cam Shirk, President, CR Automotive Detailing



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