

CASE STUDY

Hibu + The Eyecare Place, LLC & Aesthetics

OVERVIEW: THE EYECARE PLACE, LLC & AESTHETICS

"A friend of mine pushed me...and I just jumped in. I pretty much emptied my 401k to get the ball rolling."

Chhaya Sei, President/Owner

Chhaya Sei opened The Eyecare Place in McDonough, Georgia. "A friend of mine pushed me," Chhaya told us. "She thought I'd be a good person to open their own business...and I jumped in. I pretty much emptied my 401k and got a little help from my father-in-law to get the business rolling."

"It wasn't hard to get clientele because I worked at Sam's Club for years and in the optical field. So, a lot of patients followed me," Chhaya said. "But, finding doctors to partner with was a big challenge.... the first of many."

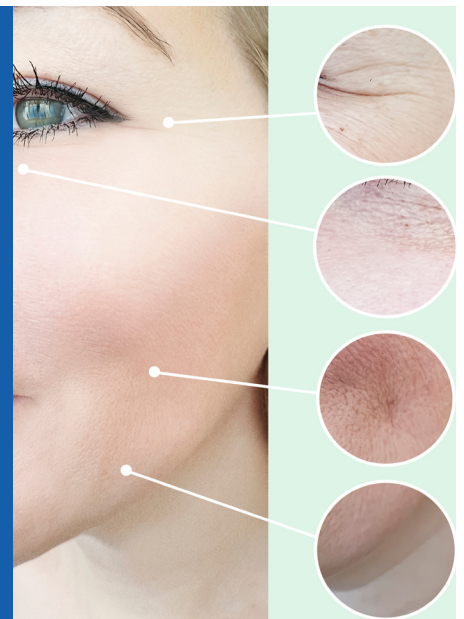
Like many small business start ups, Chhaya had to deal with financial challenges, online and offline visibility, and more - especially when he decided to introduce a whole new service.

THE CHALLENGE

"The biggest challenge was expenses. We had very little money to start the business, and we have very little to even get the word out. So that was the hardest thing," Chhaya said. Then, just as the business was starting to take off, COVID hit right at the same time that Chhaya decided to move to a new location.

But his toughest challenge right now is introducing Aesthetics -- a wrinkle/skin treatment that's safer than botox, but almost entirely unknown. He had to educate the public and encourage them to come in and try this new service which, even Chhaya admits, has no connection to eyecare, his primary business.

As a business, The Eyecare Place & Aesthetics needed to increase its visibility online, draw clients to its new location, and educate consumers about its new service.



THE HIBU SOLUTION

The first thing Hibu did was build Chhaya a new website and introduced a search campaign to drive quality, local prospects to the site. Hibu integrated Chhaya's social media channels and began running targeted ads – reaching the exact audience the business needed to reach.

Hibu also worked with Chhaya to convert the main focus of his digital marketing messaging from Eyecare to Aesthetics – updating the messaging on his website and in advertising to introduce the Aesthetic services Chhaya wants to promote.



Hibu
Smart Site



Hibu
Search
Marketing



Hibu
Assistant



Hibu
Social
Marketing



Hibu
Reviews



Hibu
Reputation

THE RESULTS

Hibu's integrated digital marketing solution didn't just address one challenge. All the parts worked together to deliver the results Chhaya needed...increasing site visits, maximizing clicks, and generating form fills. "We get a lot of messages from [the form on] our website," Chhaya said.

Hibu worked with Chhaya to convert the main focus of his digital marketing messaging from Eyecare to Aesthetics. "My goal for the next six months is to push that side of the business to help increase revenue," Chhaya said. Hibu's integrated digital marketing has also helped deliver an increase in online reviews. "Our Hibu Reviews are actually pretty good," Chhaya said, "I think about 547 reviews."

*"We get maybe
three or four forms
[from our website]
a day."*

*Chhaya Sei,
President/Owner*

In a 90-day period, Hibu's digital marketing for The Eyecare Place, LLC & Aesthetics generated:

1,624

Total Leads

2,028

Ad Clicks

3,656

Website Visits

1,558

Calls

"The dashboard shows me that we were getting more hits on our website and more interest from our targeted customers."

Chhaya Sei, President, The Eyecare Place, LLC & Aesthetics

hibu™

Hibu is a leading provider of digital marketing solutions to local businesses across the US. With Hibu, your business has a truly integrated marketing program designed to increase your visibility online, drive visitors to your website and generate leads. Visit [Hibu.com](https://hibu.com) or call us at [855-409-6569](tel:855-409-6569) today to get more from your digital marketing.

©2025 Hibu Inc. All rights reserved. Hibu and the Hibu logo are trademarks of Hibu Inc.