



HIBU + PRECISION POINTING & RESTORATION INC. CASE STUDY

OVERVIEW: PRECISION POINTING & RESTORATION

“One day Ryan said, I don’t want to do this anymore. He quit his job. And we started this business. And yeah, it’s been [going for] 16 years.”

Precision Pointing & Restoration Inc. was officially founded in 2004 by Ryan and Jessica Eror. Ryan had been working as a mason for his uncle but was ready to start a business of his own. So, with two small sons at home, they started a small plaster business which has grown steadily over the years. Today the business offers professional masonry services in and around the Pittsburgh area.

Precision is a second-generation-owned business with family values at its core that guarantees all of its work. When asked about her favorite part of the business, Jessica said, “I will forever be thankful that I got to kind of create my own schedule in that way. So, I can, you know, be involved in my kids’ lives.”

THE CHALLENGE

Before partnering with Hibu, Precision was facing multiple marketing challenges. They had experimented with digital advertising, but the agency they’d used fell short when it came to customer service - they never spoke to the same person, and there was no transparency around results. “You never knew day to day who you were working with [or] who was on your account? The communication was horrible. You weren’t getting what they promised you, and it was kind of like a constant battle,” Jessica shared.

Another challenge the business faced was the annual slow season – and their marketing partner’s inability to deliver leads. “We set out [in] spring to grow our business. [My Husband] wanted to grow by 50%, and I’m thinking, ‘Oh, if we do 25%, I will be thrilled.’” Nothing they tried could generate the growth they wanted.



THE HIBU SOLUTION

Hibu prides itself on having representatives who deliver true local digital solutions. This includes a genuine connection with each client to gain a total understanding of their unique needs. Jessica said, “Being able to have [my Hibu rep] come down and actually witness our day-to-day processes is huge.”

Hibu focused on crafting a tailor-made marketing solution to help Precision continuously grow its business, even during historically slow seasons. Hibu implemented an integrated digital marketing solution, including online listing management, online reviews, social and display advertising – all built around a custom website to maximize the number of leads and customers.



Hibu
Social
Marketing



Hibu
Search
Marketing



Hibu
Assistant



Hibu
Display
Advertising



Hibu
Smart Site



Hibu
Reviews

THE RESULTS

“The customer service [with Hibu] is so much different. I’ve been dealing with the same people since we started. Being a business owner, you don’t want to have to explain your business a million times to a million different people,” Jessica said.

As far as worrying about growth during the slow season? Jessica said, “We outperformed what either of us were expecting. We’ve brought in three more vehicles. We’ve pretty much doubled our work. We’re turning down work right now because we can’t get them in before the weather starts to change. It’s been amazing. It really has.” Not only is Precision seeing tangible results, but they can easily track their digital campaign progress with Hibu’s easy-to-use 24/7 dashboard.

The company has even noticed an unexpected benefit from its partnership with Hibu. “We’re getting higher-end employees than we did when we were smaller, which is great,” said Jessica.

“Hibu has listened and responded to our company and our needs. We know this money isn’t just going down the drain – we’re getting returns!”

In a 90 day period, Precision Pointing & Restoration's marketing from Hibu generated:

599

Total Leads

3,992

Ad Clicks

5,336

Website Visits

404

Calls

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Jessica Eror, Vice President

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.

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